Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2012

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## Quarter 1, 2012 Montana Nonresident Traveler Expenditure Profiles

### Average Q1 Daily Expenditures by Purpose of Trip

<table>
<thead>
<tr>
<th>Primary Purpose of Trip</th>
<th>All Travelers</th>
<th>Vacation</th>
<th>VFR (^2)</th>
<th>Pass-Through</th>
<th>Business</th>
<th>Shopping</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>1,354</td>
<td>263</td>
<td>219</td>
<td>532</td>
<td>224</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonresident Travelers</td>
<td>1,288,000</td>
<td>256,000</td>
<td>213,000</td>
<td>518,000</td>
<td>218,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Size (people/group)</td>
<td>1.98</td>
<td>2.58</td>
<td>2.09</td>
<td>1.79</td>
<td>1.47</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of Stay (nights)</td>
<td>3.91</td>
<td>5.10</td>
<td>6.47</td>
<td>0.60</td>
<td>7.10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of All Travelers in Q1</td>
<td>100%</td>
<td>20%</td>
<td>17%</td>
<td>40%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th># of Groups</th>
<th>Percent of Sample (n=1,153)</th>
<th>Mean(^2) of Those Who Spent</th>
<th>Median(^3) of Those Who Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline, Oil</td>
<td>854</td>
<td>74%</td>
<td>$62.98</td>
<td>$50.49</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>678</td>
<td>59%</td>
<td>$55.01</td>
<td>$32.48</td>
</tr>
<tr>
<td>Hotel, B&amp;B, etc.</td>
<td>404</td>
<td>35%</td>
<td>$102.94</td>
<td>$90.94</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>275</td>
<td>24%</td>
<td>$32.41</td>
<td>$20.00</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>193</td>
<td>17%</td>
<td>$165.25</td>
<td>$100.00</td>
</tr>
<tr>
<td>Auto Rental</td>
<td>91</td>
<td>8%</td>
<td>$52.34</td>
<td>$60.00</td>
</tr>
<tr>
<td>Licenses, Entrance Fees</td>
<td>75</td>
<td>7%</td>
<td>$50.66</td>
<td>$66.23</td>
</tr>
<tr>
<td>Rental Cabin, Condo</td>
<td>47</td>
<td>4%</td>
<td>$86.59</td>
<td>$109.60</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>32</td>
<td>3%</td>
<td>$51.15</td>
<td>$51.16</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>19</td>
<td>2%</td>
<td>$16.43</td>
<td>$14.54</td>
</tr>
<tr>
<td>Gambling</td>
<td>18</td>
<td>2%</td>
<td>$54.79</td>
<td>$28.37</td>
</tr>
<tr>
<td>Transportation Fares</td>
<td>15</td>
<td>1%</td>
<td>$17.81</td>
<td>$17.81</td>
</tr>
<tr>
<td>Campground, RV Park</td>
<td>8</td>
<td>1%</td>
<td>$7.55</td>
<td>$7.55</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>4</td>
<td>&lt;1%</td>
<td>$9.42</td>
<td>$9.42</td>
</tr>
</tbody>
</table>

\(^1\) Visiting friends and/or relatives. \(^2\) Mean, or average, is the sum of the values divided by the number of values. \(^3\) Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value.

Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.