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Expenditure Profiles and Marketing Responsiveness of Nonresident Visitor Groups to Montana

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Introduction

This report looks at the expenditure profiles and the marketing responsiveness of nonresident travelers to Montana, and is based on data collected for the nonresident survey in 2005. The goal of this information is to provide a detailed look at visitor groups including money spent by each group in Montana. In addition to analyzing by visitor group, the report separates visitor groups by the quarter in which they visited Montana, state of residence, purpose of travel, and main Montana attraction. Finally, readers can find information on expenditures by United States travel regions.

This report reproduces many of the analyses from a 1998 report with the same title. Many tables and graphs mirror those from 1998, but there are important differences that may prevent direct comparisons between the reports. The most substantial difference lies within the way the travel year was divided. In 1998 data was analyzed seasonally, with summer, winter, and shoulder seasons comprising the year. In 2005, data were collected using three-month quarters with quarter 1 (January - March), quarter 2 (April - June), quarter 3 (July - September), and quarter 4 (October - December). Readers should cautiously compare seasonal data to quarterly data. Other differences include the replacement of the 1998’s “primary attraction” analysis, which includes activities, with a “main attraction” analysis, which does not include activities.

The first section of this analysis diagrams the percent of each travel group (i.e., vacation/recreation/pleasure, visiting friends/relatives, passing through, etc.) by quarter and full year. This section also begins to examine visitor expenditures. More specifically, this section contains the quarterly breakdown of visitor groups’ contribution to the full quarter expenditures.

Section two begins to examine the expenditures in greater detail. Traveler groups, such as vacationers, are shown by quarter to display how, on average, they spent their money in Montana. Twelve expenditure categories were explored along with important demographic characteristics of the visitor group.

Section three separates the expenditures similarly to section two. However, it separates groups by their residence. States or provinces that made up a significant percentage (at least 5%) of all visits were analyzed for each quarter. This section also provides readers with regional breakdowns. The regions represent aggregates of states that have been identified by travel researchers such as Smith Travel Research.

The fourth section looks at the expenditures of visitors whose main attraction to Montana was identified as being one of the top 5 “Montana Attractions.” These attractions were identified by a previous analysis and include: Yellowstone National Park, Glacier National Park, mountains/forest, friends/family, and open space/uncrowded areas. Unlike previous sections, only the full year was used due to unreliably small sample sizes at the quarter level.
The final section of this document provides information on the marketing responsiveness of various visitor groups to information sources. Data were analyzed by quarter as well as by primary purpose, residence, and primary attraction.

In the appendix, further information can be found regarding all visitor residences by quarter, primary purpose, and main attraction.

This report is compiled from data collected for the 2005 Nonresident Study conducted by the Institute for Tourism and Recreation Research (ITRR). All dollar figures have been inflated to 2007 dollars. Additional information on traveler characteristics, planning, and satisfaction are accessible using ITRR’s online “Report Builder.” The “Report Builder” is accessible by visiting www.itrr.umt.edu and clicking on “Customize your report” in the navigation column on the left side of the webpage.

The methodology for the 2005 nonresident study, which provided all the data for this report, can be found online at: http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf Additionally, the above link will provide access to the survey instrument.
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Word of Caution!

The reader must be aware that there is overlap among market segments discussed in the report (for example, some travelers attracted to Montana by Glacier National Park may also be visiting family).

For this reason, the economic figures cannot be totaled between sections.
Section 1 Quarterly Distribution of Nonresident Travel Groups and Group Expenditures

Visitation does not occur steadily throughout the year. The first section of this report explores some of the oscillations in visitor groups to Montana. Additionally, as a byproduct of the changing visitation rates over the year, expenditures also demonstrate marked increases and decreases. For instance, 25% of quarter one visitors are vacationers. As the summer (3rd) quarter approaches, vacationers make up a larger portion of the visitors (44% in quarter 3). Similarly, the expenditures of vacationers make up 42% of quarter 1 expenditures but grow to 61% of quarter 3 expenditures.

The charts below display the quarterly fluctuations in group type and in expenditures.

The groups are only composed of survey respondents who selected one of six “main purpose” options on the 2005 non-resident survey. There are a number of respondents (1% of all respondents) who did not select one of the six main purposes. These respondents were not included in this analysis.

*All dollar figures in this report are inflated to 2007 dollars.*
Table 1.1: Quarter 1 Main Purpose Group Counts and Frequencies

<table>
<thead>
<tr>
<th></th>
<th>Groups in Q1</th>
<th>Percent of Q1 Groups</th>
<th>Percent Q1 of Annual Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>138,974</td>
<td>25%</td>
<td>3%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>124,031</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Pass Through</td>
<td>126,023</td>
<td>23%</td>
<td>3%</td>
</tr>
<tr>
<td>Shopping</td>
<td>6,475</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>119,049</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>44,830</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>559,383</td>
<td>100%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Table 1.2: Quarter 2 Main Purpose Group Counts and Frequencies

<table>
<thead>
<tr>
<th></th>
<th>Groups in Q2</th>
<th>Percent of Q2 Groups</th>
<th>Percent Q2 of Annual Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>361,279</td>
<td>34%</td>
<td>9%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>194,259</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Pass Through</td>
<td>296,048</td>
<td>28%</td>
<td>7%</td>
</tr>
<tr>
<td>Shopping</td>
<td>15,770</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>129,028</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>65,948</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>1,062,332</td>
<td>100%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Table 1.3: Quarter 3 Main Purpose Group Counts and Frequencies

<table>
<thead>
<tr>
<th></th>
<th>Groups in Q3</th>
<th>Percent of Q3 Groups</th>
<th>Percent Q3 of Annual Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>797,017</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>297,741</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Pass Through</td>
<td>442,050</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>Shopping</td>
<td>32,345</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>137,674</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>70,496</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>1,777,323</td>
<td>100%</td>
<td>43%</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Table 1.4: Quarter 4 Main Purpose Group Counts and Frequencies

<table>
<thead>
<tr>
<th>Quarter 4 (Q4) Visitors</th>
<th>Groups in Q4</th>
<th>Percent of Q4 Groups</th>
<th>Percent Q4 of Annual Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>135,901</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>135,315</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Pass Through</td>
<td>244,270</td>
<td>36%</td>
<td>6%</td>
</tr>
<tr>
<td>Shopping</td>
<td>11,130</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>104,854</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>39,833</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>671,302</td>
<td>100%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Table 1.5: All Year Main Purpose Group Counts and Frequencies

<table>
<thead>
<tr>
<th>All Visitor Groups</th>
<th>Percent of Visitor Groups</th>
<th># of Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>35%</td>
<td>1,433,171</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>18%</td>
<td>751,346</td>
</tr>
<tr>
<td>Pass through</td>
<td>27%</td>
<td>1,108,391</td>
</tr>
<tr>
<td>Shopping</td>
<td>2%</td>
<td>65,721</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>12%</td>
<td>490,606</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>221,107</td>
</tr>
<tr>
<td>All Visitors</td>
<td>100%</td>
<td>4,070,341</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Figure 1.1: Quarter 1 Distribution of Main Purpose of Montana Visit

Quarter 1 Visitor Groups
Percent of Quarter 1 Visits by Main Purpose of Trip to Montana

- Business/Convention /Meeting: 21%
- Shopping: 1%
- Passing Through: 23%
- Vacation/Recreation/ Pleasure: 25%
- Visiting Friends/Relatives: 22%
- Other: 8%

Figure 1.2: Quarter 2 Distribution of Main Purpose of Montana Visit

Quarter 2 Visitor Groups
Percent of Quarter 2 Visits by Main Purpose of Trip to Montana

- Business/Convention /Meeting: 12%
- Shopping: 2%
- Passing Through: 28%
- Vacation/Recreation/ Pleasure: 34%
- Visiting Friends/Relatives: 18%
- Other: 6%

*All dollar figures in this report are inflated to 2007 dollars.
Figure 1.3: Quarter 3 Distribution of Main Purpose of Montana Visit

Quarter 3 Visitor Groups
Percent of Quarter 3 Visits by Main Purpose of Trip to Montana

- Business/Convention/Meeting, 8%
- Other, 4%
- Shopping, 2%
- Passing Through, 25%
- Visiting Friends/Relatives, 17%
- Vacation/Recreation/Pleasure, 44%

Figure 1.4: Quarter 4 Distribution of Main Purpose of Montana Visit

Quarter 4 Visitor Groups
Percent of Quarter 4 Visits by Main Purpose of Trip to Montana

- Business/Convention/Meeting, 15%
- Other, 6%
- Shopping, 2%
- Passing Through, 36%
- Visiting Friends/Relatives, 20%
- Vacation/Recreation/Pleasure, 20%

*All dollar figures in this report are inflated to 2007 dollars.*
Figure 1.5: All Year Distribution of Main Purpose of Montana Visit

All Visitor Groups
Percent of Annual Visits by Main Purpose of Trip to Montana

- Business/Convention/Meeting: 12%
- Shopping: 2%
- Other: 5%
- Visiting Friends/Relatives: 19%
- Passing Through: 27%
- Vacation/Recreation/Pleasure: 35%

Figure 1.6: Quarterly Distribution of Visitation

Quarterly Distribution
Percent of Annual Visits by Season of Visit

- Quarter 1 (Jan-Mar): 19%
- Quarter 2 (Apr-Jun): 25%
- Quarter 3 (Jul-Sep): 36%
- Quarter 4 (Oct-Dec): 20%

*All dollar figures in this report are inflated to 2007 dollars.*
### Table 1.6: Quarter 1 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th>Percent of Quarter 1 Expenditures by Main Purpose of Trip to Montana</th>
<th>Avg. Length of Stay (nights)</th>
<th>Avg. Daily Expend.</th>
<th>Total Expend. (millions)</th>
<th>% Q1 Expend.</th>
<th>% Annual Expend.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>5.65</td>
<td>$211</td>
<td>$166</td>
<td>43%</td>
<td>5%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>5.19</td>
<td>$133</td>
<td>$86</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>1.07</td>
<td>$101</td>
<td>$14</td>
<td>4%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0.71</td>
<td>$202</td>
<td>$1</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>5.81</td>
<td>$144</td>
<td>$100</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>4.23</td>
<td>$129</td>
<td>$24</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>All Q1 Visitors</td>
<td><strong>4.37</strong></td>
<td><strong>$148</strong></td>
<td><strong>$391</strong></td>
<td><strong>100%</strong></td>
<td><strong>13%</strong></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*

### Table 1.7: Quarter 2 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>5.72</td>
<td>$197</td>
<td>$407</td>
<td>52%</td>
<td>13%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>5.38</td>
<td>$165</td>
<td>$173</td>
<td>22%</td>
<td>6%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>1.42</td>
<td>$98</td>
<td>$41</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0.92</td>
<td>$171</td>
<td>$2</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>5.67</td>
<td>$149</td>
<td>$109</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>7.34</td>
<td>$114</td>
<td>$55</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>All Q2 Visitors</td>
<td><strong>4.48</strong></td>
<td><strong>$152</strong></td>
<td><strong>$787</strong></td>
<td><strong>100%</strong></td>
<td><strong>26%</strong></td>
</tr>
</tbody>
</table>

### Table 1.8: Quarter 3 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>6.40</td>
<td>$182</td>
<td>$928</td>
<td>62%</td>
<td>30%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>6.00</td>
<td>$154</td>
<td>$275</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>1.37</td>
<td>$101</td>
<td>$61</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.16</td>
<td>$226</td>
<td>$8</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>5.29</td>
<td>$188</td>
<td>$137</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>8.28</td>
<td>$139</td>
<td>$81</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>All Q3 Visitors</td>
<td><strong>4.99</strong></td>
<td><strong>$157</strong></td>
<td><strong>$1,491</strong></td>
<td><strong>100%</strong></td>
<td><strong>49%</strong></td>
</tr>
</tbody>
</table>
### Table 1.9: Quarter 4 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>5.48</td>
<td>$221</td>
<td>$165</td>
<td>38%</td>
<td>5%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>5.22</td>
<td>$136</td>
<td>$96</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>1.18</td>
<td>$109</td>
<td>$31</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0.88</td>
<td>$189</td>
<td>$2</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>5.72</td>
<td>$142</td>
<td>$85</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>7.09</td>
<td>$211</td>
<td>$60</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>All Q4 Visitors</td>
<td><strong>3.93</strong></td>
<td><strong>$150</strong></td>
<td><strong>$439</strong></td>
<td><strong>100%</strong></td>
<td><strong>14%</strong></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.

### Table 1.10: All Year Expenditures and Average Length of Stay by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>6.02</td>
<td>$195</td>
<td>$1,674</td>
<td>52%</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>5.50</td>
<td>$148</td>
<td>$612</td>
<td>20%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>1.29</td>
<td>$102</td>
<td>$146</td>
<td>5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0.98</td>
<td>$202</td>
<td>$13</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>5.64</td>
<td>$154</td>
<td>$426</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>6.68</td>
<td>$144</td>
<td>$248</td>
<td>17%</td>
</tr>
<tr>
<td>All Visitors</td>
<td><strong>4.56</strong></td>
<td><strong>$153</strong></td>
<td><strong>$3,119</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Figure 1.7: Quarter 1 Expenditure Distribution by Main Purpose of Montana Visit

Percent of Quarter 1 Expenditures by Main Purpose of Montana Visit

- Business/Convention/Meeting: 26%
- Shopping: <1%
- Passing Through: 3%
- Visiting Friends/Relatives: 22%
- Vacation/Recreation/Pleasure: 43%
- Other: 6%

*All dollar figures in this report are inflated to 2007 dollars.

Figure 1.8: Quarter 2 Expenditure Distribution by Main Purpose of Montana Visit

Percent of Quarter 2 Expenditures by Main Purpose of Montana Visit

- Business/Convention/Meeting: 14%
- Shopping: <1%
- Passing Through: 5%
- Visiting Friends/Relatives: 22%
- Vacation/Recreation/Pleasure: 52%
- Other: 7%
Figure 1.9: Quarter 3 Expenditure Distribution by Main Purpose of Montana Visit

- Business/Convention/Meeting: 9%
- Shopping: 1%
- Passing Through: 4%
- Visiting Friends/Relatives: 19%
- Vacation/Recreation/Pleasure: 62%
- Other: 5%

*All dollar figures in this report are inflated to 2007 dollars.

Figure 1.10: Quarter 4 Expenditure Distribution by Main Purpose of Montana Visit

- Business/Convention/Meeting: 19%
- Shopping: <1%
- Passing Through: 7%
- Visiting Friends/Relatives: 22%
- Vacation/Recreation/Pleasure: 38%
- Other: 14%
Figure 1.11: Full Year Expenditure Distribution by Main Purpose of Montana Visit

Percent of Annual Expenditures by Main Purpose of Montana Visit

- Other: 7%
- Business/Convention/Meeting: 15%
- Shopping: 1%
- Passing Through: 5%
- Visiting Friends/Relatives: 20%
- Vacation/Recreation/Pleasure: 52%

Figure 1.12: Quarterly Distribution of Visitor Expenditures

Percent of Annual Expenditures by Quarter of Visit

- Quarter 1: 13%
- Quarter 2: 25%
- Quarter 3: 48%
- Quarter 4: 14%

*All dollar figures in this report are inflated to 2007 dollars.*
Section 2 Main Purpose of Trip to Montana

In this section, the expenditure distributions are explored for the most common main purposes for visiting Montana for each quarter. The charts display the average distributions of expenditures across 12 categories. The tables below provide additional information on the travel group such as average length of stay and estimated total expenditures.

Some points of interest are:

- In all quarters, the largest percentages of expenditures were by groups in Montana primarily for vacation, recreation, or pleasure (Q1: 42%, Q2: 51%, Q3: 61%, Q4: 38%).
- Across all quarters, the majority of expenditures were for gasoline, hotels, and restaurants.
- The average daily expenditures of those in Montana for vacation, recreation or pleasure were higher in quarters 1 and 4 ($211 and $221, respectively) than they were for quarters 2 and 3 ($197 and $182, respectively), while for those visiting friends or relatives, average daily expenditures were higher in quarters 2 and 3 ($165 and $154, respectively) than they were in quarters 1 and 4 ($133 and $136, respectively).
- Those in Montana for business spent an average of $188 per day during quarter 3, significantly more than what they spent during quarters 1, 2 and 4 ($144, $149 and $142, respectively). Length of stay, however, was slightly lower in quarter 3 (5.29 nights) than for the other three quarters (5.81, 5.67 and 5.72, respectively) for this group.

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Groups in Montana Primarily for Vacation, Recreation, or Pleasure

Quarter 1 vacationers represent 24% of all quarter 1 visitors. However, the group’s expenditures make up 42% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline and retail. Often these groups were made up of couples, family, or friends and commonly traveled from Washington, Minnesota, or Wyoming. On average, members of this group stayed 5.65 nights in Montana and spent $211 per day. An estimated $166 million was spent by this group in quarter 1.

Table 2.1: Group Statistics for Quarter 1 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>138,974</td>
<td>5.65</td>
<td>$211</td>
<td>$166 million</td>
<td>42%</td>
</tr>
</tbody>
</table>

Table 2.2: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Friends</td>
</tr>
</tbody>
</table>

Table 2.3: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Washington</td>
</tr>
<tr>
<td>#2</td>
<td>Minnesota</td>
</tr>
<tr>
<td>#3</td>
<td>Wyoming</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Groups in Montana Primarily to Visit Friends or Relatives

Quarter 1 groups visiting friends or relatives represent 22% of all quarter 1 visitors. The group’s expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and retail. The groups often traveled alone, as couples, or with immediate family and commonly traveled from Washington, Idaho, or North Dakota. On average, members of this group stayed 5.19 nights in Montana and spent $133 per day. An estimated $86 million was spent by this group in quarter 1.

Figure 2.2: Expenditure Distribution Quarter 1 Visiting Friends and Relatives

Table 2.4: Group Statistics for Quarter 1 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>124,031</td>
<td>5.19</td>
<td>$133</td>
<td>$86 million</td>
<td>22%</td>
</tr>
</tbody>
</table>

Table 2.5: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Couple</td>
</tr>
<tr>
<td>#3 Immediate Family</td>
</tr>
</tbody>
</table>

Table 2.6: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Washington</td>
</tr>
<tr>
<td>#2 Idaho</td>
</tr>
<tr>
<td>#3 North Dakota</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Nonresident Visitor Groups in Montana Primarily to Pass Through

Quarter 1 groups passing through Montana represent 23% of all quarter 1 visitors. However, the group’s expenditures only make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, hotels, and restaurants. The groups often traveled as couples, alone, or with family and commonly traveled from Wyoming, Alberta, or Washington. On average, members of this group stayed 1.07 nights in Montana and spent $125 per day. An estimated $14 million was spent by this group in quarter 1.

Table 2.5: Group Statistics for Quarter 1 Visitors in Montana Primarily to Pass Through

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>126,023</td>
<td>1.07</td>
<td>$101</td>
<td>$14 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 2.6: Most Common Group Types

<table>
<thead>
<tr>
<th>#1</th>
<th>Couple</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 2.7: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#1</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Alberta</td>
</tr>
<tr>
<td>#3</td>
<td>Washington</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 1 groups in Montana for business represent 21% of all quarter 1 visitors. The group’s expenditures make up 26% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, as couples, or with business associates and commonly traveled from Washington, Idaho, or Wyoming. On average, members of this group stayed 5.81 nights in Montana and spent $144 per day. An estimated $100 million was spent by this group in quarter 1.

Table 2.8: Group Statistics for Quarter 1 Visitors in Montana Primarily for Business

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>119,049</td>
<td>5.81</td>
<td>$144</td>
<td>$100 million</td>
<td>26%</td>
</tr>
</tbody>
</table>

Table 2.10: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Self</td>
</tr>
<tr>
<td>2</td>
<td>Couple</td>
</tr>
<tr>
<td>3</td>
<td>Business Assoc.</td>
</tr>
</tbody>
</table>

Table 2.9: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Washington</td>
</tr>
<tr>
<td>2</td>
<td>Idaho</td>
</tr>
<tr>
<td>3</td>
<td>Wyoming</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 groups in Montana for “other” reasons represent 1% of all quarter 1 visitors. However, the group’s expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, restaurants and gasoline. The groups often traveled alone, with family, or as couples and commonly traveled from Wyoming, Washington, or Utah. On average, members of this group stayed 4.23 nights in Montana and spent $129 per day. An estimated $24 million was spent by this group in quarter 1.

Table 2.11: Group Statistics for Quarter 1 Visitors in Montana Primarily for “Other” Reasons

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>44,830</td>
<td>4.23</td>
<td>$129</td>
<td>$24 Million</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 2.12: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
</tr>
</tbody>
</table>

Table 2.13: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Wyoming</td>
</tr>
<tr>
<td>#2</td>
<td>Washington</td>
</tr>
<tr>
<td>#3</td>
<td>Utah</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 vacationers represent 33% of all quarter 2 visitors. However, the group’s expenditures make up 52% of all expenditures for the quarter. The greatest portions of dollars spent were on hotels, restaurants, and gasoline. The groups often traveled as couples, with family, or alone and commonly traveled from Washington, Idaho, or California. On average, members of this group stayed 5.72 nights in Montana and spent $197 per day. An estimated $407 million was spent by this group in quarter 2.

Table 2.14: Group Statistics for Quarter 2 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>33%</td>
<td>361, 279</td>
<td>5.72</td>
<td>$197</td>
<td>$407 million</td>
<td>52%</td>
</tr>
</tbody>
</table>

Table 2.15: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
</tr>
<tr>
<td>Idaho</td>
</tr>
<tr>
<td>California</td>
</tr>
</tbody>
</table>

Table 2.16: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
</tr>
<tr>
<td>#3 Self</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 groups visiting friends or relatives represent 18% of all quarter 2 visitors. The group’s expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gas, and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Washington, North Dakota, or Wyoming. On average, members of this group stayed 5.38 nights in Montana and spent $156 per day. An estimated $172 million was spent by this group in quarter 2.

Table 2.17: Group Statistics for Quarter 2 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>194,259</td>
<td>5.38</td>
<td>$165</td>
<td>$172 Million</td>
<td>22%</td>
</tr>
</tbody>
</table>

Table 2.19: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>2</td>
<td>Couple</td>
</tr>
<tr>
<td>3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 2.18: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
</tr>
<tr>
<td>North Dakota</td>
</tr>
<tr>
<td>Wyoming</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Nonresident Visitor Groups Primarily Passing Through Montana

Quarter 2 groups passing through Montana represent 27% of all quarter 2 visitors. However, the group’s expenditures make up only 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and hotels. The groups often traveled as couples, alone, or with family and commonly traveled from Washington, Wyoming or Idaho. On average, members of this group stayed 1.42 nights in Montana and spent $98 per day. An estimated $41 million was spent by this group in quarter 2.

Table 2.20: Group Statistics for Quarter 2 Visitors Primarily Passing Through Montana

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>296,048</td>
<td>1.42</td>
<td>$98</td>
<td>$41 million</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 2.21: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
</tr>
<tr>
<td>Wyoming</td>
</tr>
<tr>
<td>Idaho</td>
</tr>
</tbody>
</table>

Table 2.22: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
</tr>
<tr>
<td>Self</td>
</tr>
<tr>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Nonresident Visitor Groups in Montana Primarily for Business

Quarter 2 groups in Montana for business represent 12% of all quarter 2 visitors. The group’s expenditures make up 14% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline and retail. The groups often traveled alone, as couples, or with business associates and commonly traveled from Washington, Idaho, or Colorado. On average, members of this group stayed 5.67 nights in Montana and spent $149 per day. An estimated $109 million was spent by this group in quarter 2.

Table 2.25: Group Statistics for Quarter 2 Visitors in Montana Primarily for Business

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>129,028</td>
<td>5.67</td>
<td>$149</td>
<td>$109 million</td>
<td>14%</td>
</tr>
</tbody>
</table>

Table 2.26: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Couple</td>
</tr>
<tr>
<td>#3 Business assoc.</td>
</tr>
</tbody>
</table>

Table 2.27: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Washington</td>
</tr>
<tr>
<td>#2 Idaho</td>
</tr>
<tr>
<td>#3 Colorado</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 groups in Montana for “other” reasons represent 6% of all quarter 2 visitors. The group’s expenditures make up 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and groceries. The groups often traveled alone, with family, or as couples and commonly traveled from Washington, Idaho, or California. On average, members of this group stayed 7.34 nights in Montana and spent $114 per day. An estimated $55 million was spent by this group in quarter 2.

### Table 2.28: Group Statistics for Quarter 2 Visitors in Montana Primarily for “Other” Reasons

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>65,948</td>
<td>7.34</td>
<td>$114</td>
<td>$55 million</td>
<td>7%</td>
</tr>
</tbody>
</table>

### Table 2.29: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
</tr>
</tbody>
</table>

### Table 2.30: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Washington</td>
</tr>
<tr>
<td>#2</td>
<td>Idaho</td>
</tr>
<tr>
<td>#3</td>
<td>California</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 groups in Montana primarily for vacation, recreation, or pleasure represent 44% of all quarter 3 visitors. However, the group’s expenditures make up 61% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or alone and commonly traveled from California, Washington, or Colorado. On average, members of this group stayed 6.4 nights in Montana and spent $182 per day. An estimated $928 million was spent by this group in quarter 3.

Table 2.31: Group Statistics for Quarter 3 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>797,017</td>
<td>6.4</td>
<td>$182</td>
<td>$928 million</td>
<td>62%</td>
</tr>
</tbody>
</table>

Table 2.32: Most Common Group Types

<table>
<thead>
<tr>
<th></th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 2.33: Most Common Visitor Residence

<table>
<thead>
<tr>
<th></th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>California</td>
</tr>
<tr>
<td>#2</td>
<td>Washington</td>
</tr>
<tr>
<td>#3</td>
<td>Colorado</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 3 groups visiting friends or relatives represent 17% of all quarter 3 visitors. The groups’ expenditures make up 18% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. The groups often traveled with family, as couples, or alone and commonly traveled from California, Washington, or Idaho. On average, members of this group stayed 6.0 nights in Montana and spent $154 per day. An estimated $275 million was spent by this group in quarter 3.

Table 2.34: Group Statistics for Quarter 3 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>297,741</td>
<td>6</td>
<td>$154</td>
<td>$275 million</td>
<td>18%</td>
</tr>
</tbody>
</table>

Table 2.35: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

Immediate Family
Couple
Self

Table 2.36: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

California
Washington
Idaho

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 groups passing through Montana represent 25% of all quarter 3 visitors. However, the group’s expenditures make up only 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and hotel/retail (tie). The groups often traveled as couples, with family, or alone and commonly traveled from Idaho, Washington, or California. On average, members of this group stayed 1.37 nights in Montana and spent $101 per day. An estimated $61 million was spent by this group in quarter 3.

<table>
<thead>
<tr>
<th>Table 2.37: Group Statistics for Quarter 3 Visitors Passing Through Montana</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Expenditures of Quarter 3 Visitor Groups Primarily Passing Through MT</strong></td>
</tr>
<tr>
<td>% of All Quarter 3 Traveler Groups</td>
</tr>
<tr>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2.38: Most Common Group Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2.39: Most Common Visitor Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 3 Nonresident Visitor Groups in Montana Primarily for Business

Quarter 3 groups in Montana for business represent 8% of all quarter 3 visitors. The group’s expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, with family, or as couples and commonly traveled from Washington, North Dakota, or Colorado. On average, members of this group stayed 5.29 nights in Montana and spent $188 per day. An estimated $137 million was spent by this group in quarter 3.

Table 2.40: Group Statistics for Quarter 3 Nonresident Visitor Groups Primarily in MT for Business

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>137,674</td>
<td>5.29</td>
<td>$188</td>
<td>$137 million</td>
<td>9%</td>
</tr>
</tbody>
</table>

Table 2.41: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
</tr>
<tr>
<td>#3 Couple</td>
</tr>
</tbody>
</table>

Table 2.42: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Washington</td>
</tr>
<tr>
<td>#2 North Dakota</td>
</tr>
<tr>
<td>#3 Colorado</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 groups in Montana for “other” reasons represent 4% of all quarter 3 visitors. The group’s expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Minnesota, Wyoming, or North Dakota. On average, members of this group stayed 8.28 nights in Montana and spent $139 per day. An estimated $81 million was spent by this group in quarter 3.

Table 2.43: Group Statistics for Quarter 3 Visitor Groups in MT Primarily for “Other” Reasons

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>70,496</td>
<td>8.28</td>
<td>$139</td>
<td>$81 million</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 2.44: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

Table 2.45: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 4 vacationers represent 20% of all quarter 4 visitors. However, the group’s expenditures make up 38% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, outfitter/guides, and restaurants. The groups often traveled as couples, with family, or alone and commonly traveled from Washington, Utah, or California. On average, members of this group stayed 5.48 nights in Montana and spent $221 per day. An estimated $165 million was spent by this group in quarter 4.

Table 2.46: Group Statistics for Quarter 4 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>135,901</td>
<td>5.48</td>
<td>$221</td>
<td>$165 million</td>
<td>38%</td>
</tr>
</tbody>
</table>

Table 2.47: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immediate Family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2.48: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td></td>
<td>Utah</td>
<td>California</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Groups in Montana Primarily to Visit Friends or Relatives

Quarter 4 groups visiting friends or relatives in Montana represent 20% of all quarter 4 visitors. The group’s expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled alone, with family, or as couples and commonly traveled from Idaho, Washington, or North Dakota. On average, members of this group stayed 5.22 nights in Montana and spent $136 per day. An estimated $96 million was spent by this group in quarter 4.

Table 2.49: Group Statistics for Quarter 4 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>135,315</td>
<td>5.22</td>
<td>$136</td>
<td>$96 million</td>
<td>22%</td>
</tr>
</tbody>
</table>

Table 2.50: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>#1</th>
<th>Self</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Immediate Family</td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
<td></td>
</tr>
</tbody>
</table>

Table 2.51: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
<th>#1</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Washington</td>
<td></td>
</tr>
<tr>
<td>#3</td>
<td>North Dakota</td>
<td></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 4 Groups Primarily Passing Through Montana

Quarter 4 groups passing through Montana represent 36% of all quarter 4 visitors. However, the group's expenditures make up only 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, alone, or with family and commonly traveled from Idaho, Washington, or Wyoming. On average, members of this group stayed 1.18 nights in Montana and spent $109 per day. An estimated $31 million was spent by this group in quarter 4.

Table 2.52: Group Statistics for Quarter 4 Visitors Primarily Passing Through Montana

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>244,270</td>
<td>1.18</td>
<td>$109</td>
<td>$31 million</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 2.53: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 2.54: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Idaho</td>
</tr>
<tr>
<td>#2</td>
<td>Washington</td>
</tr>
<tr>
<td>#3</td>
<td>Wyoming</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 groups in Montana for business represent 15% of all quarter 4 visitors. However, the group’s expenditures make up 19% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, with business associates, or as couples and commonly traveled from Idaho, North Dakota, or Wyoming. On average, members of this group stayed 5.72 nights in Montana and spent $142 per day. An estimated $85 million was spent by this group in quarter 4.

Table 2.55: Group Statistics for Quarter 4 Visitors Primarily for Business

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>104,854</td>
<td>5.72</td>
<td>$142</td>
<td>$85 million</td>
<td>19%</td>
</tr>
</tbody>
</table>

Table 2.56: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
<td>Idaho</td>
</tr>
<tr>
<td>#2 Business assoc.</td>
<td>North Dakota</td>
</tr>
<tr>
<td>#3 Couple</td>
<td>Wyoming</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 4 groups in Montana for “other” reasons represent 6% of all quarter 4 visitors. However, the group’s expenditures make up 13% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and hotels. The groups often traveled alone, as couples, or with friends and commonly traveled from Wyoming, Washington, or New York. On average, members of this group stayed 7.09 nights in Montana and spent $211 per day. An estimated $60 million was spent by this group in quarter 4.

Table 2.58: Group Statistics for Quarter 4 Visitors in Montana Primarily for “Other” Reasons

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>39,833</td>
<td>7.09</td>
<td>$211</td>
<td>$60 million</td>
<td>13%</td>
</tr>
</tbody>
</table>

Table 2.59: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Friends</td>
</tr>
</tbody>
</table>

Table 2.60: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Section 3 Travel Party’s Residence

Yearly, Montana attracts visitors from across the United States and throughout the world. This section identifies the most frequently reported visitor residences for each quarter and provides the expenditure distributions, most common group types, and common main purposes for visiting Montana for each of the identified residence groups.

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Visitors from Wyoming

Quarter 1 visitors from Wyoming represent 16% of all quarter 1 visitors. However, the group's expenditures make up only 7% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, restaurants and gasoline. Often, groups from Wyoming were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 2.62 nights and spent $120 per day. An estimated $28 million was spent by this group in quarter 1.

Table 3.1: Group Statistics for Quarter 1 Visitors from Wyoming

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>88,664</td>
<td>2.62</td>
<td>$120</td>
<td>$28 million</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 3.2: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Couple</td>
</tr>
<tr>
<td>#3 Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.3: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Passing Through</td>
</tr>
<tr>
<td>#2 Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3 Business/Convention/Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Visitors from Washington

Quarter 1 visitors from Washington represent 14% of all quarter 1 visitors. The group’s expenditures make up 11% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling alone, as couples, or with family, and they commonly visited Montana for vacation, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.17 nights and spent $132 per day. An estimated $42 million was spent by this group in quarter 1.

**Table 3.4: Group Statistics for Quarter 1 Visitors from Washington**

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay(nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>76,710</td>
<td>4.17</td>
<td>$132</td>
<td>$42 million</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Table 3.5: Most Common Group Types**

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

**Table 3.6: Most Common Main Purpose of Trip**

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2</td>
<td>Business/Convention/ Meeting</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/ Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Visitors from Idaho

Quarter 1 visitors from Idaho represent 9% of all quarter 1 visitors. The group’s expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to visit friends or relatives, for business, or for vacation. On average, members of this group stayed in Montana for 2.78 nights and spent $126 per day. An estimated $19 million was spent by this group in quarter 1.

Table 3.7: Group Statistics for Quarter 1 Visitors from Idaho

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>53,298</td>
<td>2.78</td>
<td>$126</td>
<td>$19 million</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 3.8: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
</tr>
<tr>
<td>#2 Self</td>
</tr>
<tr>
<td>#3 Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.9: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#2 Business/Convention/Meeting</td>
</tr>
<tr>
<td>#3 Vacation/Recreation/Pleasure</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Visitors from Alberta

Quarter 1 visitors from Alberta represent 7% of all quarter 1 visitors. However, the group’s expenditures only make up 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Alberta were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 2.14 nights and spent $115 per day. An estimated $9 million was spent by this group in quarter 1.

Table 3.10: Group Statistics for Quarter 1 Visitors from Alberta

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>38,355</td>
<td>2.14</td>
<td>$115</td>
<td>$9 million</td>
<td>2%</td>
</tr>
</tbody>
</table>

Table 3.11: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.12: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation /Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Business/Convention /Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 visitors from North Dakota represent 6% of all quarter 1 visitors. The group’s expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. Often, groups from North Dakota were made up of people traveling with family, alone, or as couples, and they commonly visited Montana to visit friends or relatives, for vacation, or to pass through. On average, members of this group stayed in Montana for 3.98 nights and spent $170 per day. An estimated $24 million was spent by this group in quarter 1.

Table 3.13: Group Statistics for Quarter 1 Visitors from North Dakota

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>35,366</td>
<td>3.98</td>
<td>$170</td>
<td>$24 million</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 3.14: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
</tr>
</tbody>
</table>

Table 3.15: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Passing Through</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 1 Visitors from Utah

Quarter 1 visitors from Utah represent 5% of all quarter 1 visitors. The group’s expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and grocery. Often, groups from North Dakota were made up of people traveling alone, with family, or as couples, and they commonly visited Montana for business, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.46 nights and spent $142 per day. An estimated $20 million was spent by this group in quarter 1.

Table 3.16: Group Statistics for Quarter 1 Visitors from Utah

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (night)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 1 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>30,883</td>
<td>4.46</td>
<td>$142</td>
<td>$20 million</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 3.17: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
</tr>
</tbody>
</table>

Table 3.18 Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Business/Convention/Meeting</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Visitors from Washington

Quarter 2 visitors from Washington represent 12% of all quarter 2 visitors. The group’s expenditures make up 8% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 3.89 nights and spent $134 per day. An estimated $66 million was spent by this group in quarter 2.

Table 3.19: Group Statistics for Quarter 2 Visitors from Washington

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>126,244</td>
<td>3.89</td>
<td>$134</td>
<td>$66 million</td>
<td>8%</td>
</tr>
</tbody>
</table>

Table 3.20: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.21: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Visitors from Idaho

Quarter 2 visitors from Idaho represent 8% of all quarter 2 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and grocery. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.32 nights and spent $112 per day. An estimated $23 million was spent by this group in quarter 2.

Table 3.22: Group Statistics for Quarter 2 Visitors from Idaho

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>88,945</td>
<td>2.32</td>
<td>$112</td>
<td>$23 million</td>
<td>3%</td>
</tr>
</tbody>
</table>

Table 3.23: Most Common Group Type

<table>
<thead>
<tr>
<th></th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.2: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th></th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 visitors from Wyoming represent 8% of all quarter 2 visitors. The group’s expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, gasoline, and restaurants. Often, groups from Wyoming were made up of people traveling alone, with family, or as couples, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.28 nights and spent $164 per day. An estimated $33 million was spent by this group in quarter 2.

Table 3.25: Group Statistics for Quarter 2 Visitors from Wyoming

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>87,510</td>
<td>2.28</td>
<td>$164</td>
<td>$33 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 3.26: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
<td>#1 Passing Through</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
<td>#2 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#3 Couple</td>
<td>#3 Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Visitors from California

Quarter 2 visitors from California represent 5% of all quarter 2 visitors. The group’s expenditures make up 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from California were made up of people traveling alone, as couples, or with family, and they commonly visited Montana for vacation, to visit friends or relatives, or to pass through. On average, members of this group stayed in Montana for 5.81 nights and spent $152 per day. An estimated $52 million was spent by this group in quarter 2.

Table 3.28: Group Statistics for Quarter 2 Visitors from California

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay(nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>58,818</td>
<td>5.81</td>
<td>$152</td>
<td>$52 million</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 3.29: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.30: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/pleasure</td>
</tr>
<tr>
<td>#2 Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#3 Passing Through</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Visitors from North Dakota

Quarter 2 visitors from North Dakota represent 5% of all quarter 2 visitors. The group’s expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from North Dakota were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, to visit friends or relatives, or for business. On average, members of this group stayed in Montana for 3.86 nights and spent $168 per day. An estimated $36 million was spent by this group in quarter 2.

Table 3.31: Group Statistics for Quarter 2 Visitors from North Dakota

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>55,949</td>
<td>3.86</td>
<td>$168</td>
<td>$36 million</td>
<td>5%</td>
</tr>
</tbody>
</table>

Table 3.33: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1         Passing Through</td>
</tr>
<tr>
<td>#2         Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#3         Business/Convention/Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 2 Visitors from Minnesota

Quarter 2 visitors from Minnesota represent 4% of all quarter 2 visitors. The group’s expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and hotels. Often, groups from Minnesota were made up of people traveling with family, as couples, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 5.12 nights and spent $123 per day. An estimated $31 million was spent by this group in quarter 2.

Table 3.34: Group Statistics for Quarter 2 Visitors from Minnesota

<table>
<thead>
<tr>
<th>% of All Quarter 2 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 2 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>48,776</td>
<td>5.12</td>
<td>$123</td>
<td>$31 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 3.35: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.36: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from Washington

Quarter 3 visitors from Washington represent 10% of all quarter 3 visitors. The group’s expenditures make up 8% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.38 nights and spent $149 per day. An estimated $117 million was spent by this group in quarter 3.

Table 3.37: Group Statistics for Quarter 3 Visitors from Washington

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>179,060</td>
<td>4.38</td>
<td>$149</td>
<td>$117 million</td>
<td>8%</td>
</tr>
</tbody>
</table>

Table 3.4: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.39: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Pass Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from Idaho

Quarter 3 visitors from Idaho represent 8% of all quarter 3 visitors. However, the group’s expenditures make up only 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Idaho were made up of people traveling with family, as couples, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.06 nights and spent $109 per day. An estimated $32 million was spent by this group in quarter 3.

Figure 3.14: Expenditure Distribution Quarter 3 Visitors from Idaho

Table 3.40: Group Statistics for Quarter 3 Visitors from Idaho

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>140,927</td>
<td>2.06</td>
<td>$109</td>
<td>$32 million</td>
<td>2%</td>
</tr>
</tbody>
</table>

Table 3.5: Most Common Group Type

<table>
<thead>
<tr>
<th>#1</th>
<th>Immediate Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.42: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#1</th>
<th>Passing Through</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/ Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Quarter 3 Visitors from California

Quarter 3 visitors from California represent 8% of all quarter 3 visitors. The group's expenditures make up 11% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from California were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to visit friends or relatives, or to pass through. On average, members of this group stayed in Montana for 6.26 nights and spent $180 per day. An estimated $158 million was spent by this group in quarter 3.

Table 3.43: Group Statistics for Quarter 3 Visitors from California

<table>
<thead>
<tr>
<th>% of All Quarter 1 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>140,098</td>
<td>6.26</td>
<td>$180</td>
<td>$158 million</td>
<td>11%</td>
</tr>
</tbody>
</table>

Table 3.44: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.45: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#2</td>
<td>Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#3</td>
<td>Passing Through</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from Minnesota

Quarter 3 visitors from Minnesota represent 4% of all quarter 3 visitors. The group’s expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Minnesota were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to pass through or to visit friends or relatives. On average, members of this group stayed in Montana for 4.76 nights and spent $180 per day. An estimated $66 million was spent by this group in quarter 3.

Figure 3.16: Expenditure Distribution Quarter 3 Visitors from Minnesota

Table 3.46: Group Statistics for Quarter 3 Visitors from Minnesota

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>77,095</td>
<td>4.76</td>
<td>$180</td>
<td>$66 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 3.47: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.48: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
<tr>
<td>#2</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from Utah

Quarter 3 visitors from Utah represent 4% of all quarter 3 visitors. The group’s expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and grocery. Often, groups from Utah were made up of people traveling with friends, as couples, or alone, and they commonly visited Montana for vacation, to pass through, or for business. On average, members of this group stayed in Montana for 4.29 nights and spent $159 per day. An estimated $51 million was spent by this group in quarter 3.

### Table 3.49: Group Statistics for Quarter 3 Visitors from Utah

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>74,608</td>
<td>4.29</td>
<td>$159</td>
<td>$51 million</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Table 3.50: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

### Table 3.51: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>Passing Through</td>
</tr>
<tr>
<td>#3</td>
</tr>
<tr>
<td>Business/Convention/ Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 visitors from Colorado represent 4% of all quarter 3 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Colorado were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to pass through, or for business. On average, members of this group stayed in Montana for 5.43 nights and spent $167 per day. An estimated $65 million was spent by this group in quarter 3.

**Figure 3.18: Expenditure Distribution Quarter 3 Visitors from Colorado**

![Expenditure Distribution Chart]

**Table 3.52: Group Statistics for Quarter 3 Visitors from Colorado**

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>72,121</td>
<td>5.43</td>
<td>$167</td>
<td>$65 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Table 3.53: Most Common Group Type**

<table>
<thead>
<tr>
<th>#1</th>
<th>Immediate Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

**Table 3.54: Most Common Main Purpose of Trip**

<table>
<thead>
<tr>
<th>#1</th>
<th>Vacation/Recreation/ Pleasure</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#3</td>
<td>Business/Convention/ Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from Wyoming

Quarter 3 visitors from Wyoming represent 4% of all quarter 3 visitors. The group’s expenditures make up 1% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Wyoming were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, to visit friends or relatives, or for vacation. On average, members of this group stayed in Montana for 2.86 nights and spent $119 per day. An estimated $22 million was spent by this group in quarter 3.

Table 3.55: Group Statistics for Quarter 3 Visitors from Wyoming

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>65,489</td>
<td>2.86</td>
<td>$119</td>
<td>$22 million</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 3.56 Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.57: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Though</td>
</tr>
<tr>
<td>#2</td>
<td>Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#3</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 3 Visitors from North Dakota

Quarter 3 visitors from North Dakota represent 4% of all quarter 3 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from North Dakota were made up of people traveling with family, alone, or as couples, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 3.55 nights and spent $185 per day. An estimated $46 million was spent by this group in quarter 3.

Table 3.58: Group Statistics for Quarter 3 Visitors from North Dakota

<table>
<thead>
<tr>
<th>% of All Quarter 3 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 3 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>69,634</td>
<td>3.55</td>
<td>$185</td>
<td>$46 million</td>
<td>3%</td>
</tr>
</tbody>
</table>

Table 3.59: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

Table 3.60: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Passing Through</td>
</tr>
<tr>
<td>#2 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#3 Business/Convention/ Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from Idaho

Quarter 4 visitors from Idaho represent 12% of all quarter 4 visitors. The group’s expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, visit friends or relatives, or for business. On average, members of this group stayed in Montana for 2.18 nights and spent $90 per day. An estimated $16 million was spent by this group in quarter 4.

Figure 3.21: Expenditure Distribution Quarter 4 Visitors from Idaho

Table 3.61: Group Statistics for Quarter 4 Visitors from Washington

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>82,810</td>
<td>2.18</td>
<td>$90</td>
<td>$16 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 3.62: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.63: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Visiting Friends/Relatives</td>
</tr>
<tr>
<td>#3</td>
<td>Business/Convention/Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from Washington

Quarter 4 visitors from Washington represent 12% of all quarter 4 visitors. The group’s expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for vacation, or visit friends or relatives. On average, members of this group stayed in Montana for 3.85 nights and spent $136 per day. An estimated $42 million was spent by this group in quarter 4.

Table 3.64: Group Statistics for Quarter 4 Visitors from Washington

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>79,286</td>
<td>3.85</td>
<td>$136</td>
<td>$42 million</td>
<td>9%</td>
</tr>
</tbody>
</table>

Table 3.65: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.66: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/ Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from Wyoming

Quarter 4 visitors from Wyoming represent 9% of all quarter 4 visitors. The group’s expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, gasoline, and restaurants. Often, groups from Wyoming were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for business, or visit friends or relatives. On average, members of this group stayed in Montana for 3.78 nights and spent $175 per day. An estimated $39 million was spent by this group in quarter 4.

Table 3.67: Group Statistics for Quarter 4 Visitors from Wyoming

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>58,143</td>
<td>3.78</td>
<td>$175</td>
<td>$39 million</td>
<td>9%</td>
</tr>
</tbody>
</table>

Table 3.68: Most Common Group Type

<table>
<thead>
<tr>
<th></th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Self</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Immediate Family</td>
</tr>
</tbody>
</table>

Table 3.69: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th></th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>#2</td>
<td>Business/Convention/Meeting</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from North Dakota

Quarter 4 visitors from North Dakota represent 8% of all quarter 4 visitors. The group’s expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from North Dakota were made up of people traveling alone, as couples, or with business associates, and they commonly visited Montana to pass through, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.02 nights and spent $147 per day. An estimated $16 million was spent by this group in quarter 4.

Table 3.70: Group Statistics for Quarter 4 Visitors from North Dakota

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>53,445</td>
<td>2.02</td>
<td>$147</td>
<td>$16 million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 3.71: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Couple</td>
</tr>
<tr>
<td>#3 Business Assoc.</td>
</tr>
</tbody>
</table>

Table 3.72: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Passing Through</td>
</tr>
<tr>
<td>#2 Business/Convention/Meeting</td>
</tr>
<tr>
<td>#3 Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from Alberta

Quarter 4 visitors from Alberta represent 6% of all quarter 4 visitors. The group’s expenditures make up 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Alberta were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to go shopping. On average, members of this group stayed in Montana for 1.51 nights and spent $123 per day. An estimated $8 million was spent by this group in quarter 4.

Table 3.73: Group

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>40,524</td>
<td>1.51</td>
<td>$123</td>
<td>$8 million</td>
<td>2%</td>
</tr>
</tbody>
</table>

Table 3.74: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.75: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from California

Quarter 4 visitors from California represent 5% of all quarter 4 visitors. The group's expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and retail. Often, groups from California were made up of people traveling alone, with family, or as couples, and they commonly visited Montana for vacation, to visit friends or relatives, or for business. On average, members of this group stayed in Montana for 4.62 nights and spent $163 per day. An estimated $27 million was spent by this group in quarter 4.

Table 3.76: Group Statistics for Quarter 4 Visitors from California

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>35,825</td>
<td>4.62</td>
<td>$163</td>
<td>$27 million</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 3.77: Most Common Group Type

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Self</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
</tr>
<tr>
<td>#3 Couple</td>
</tr>
</tbody>
</table>

Table 3.78: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2 Visiting Friends/ Relatives</td>
</tr>
<tr>
<td>#3 Business/Convention/ Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 Visitors from Minnesota

Quarter 4 visitors from Minnesota represent 5% of all quarter 4 visitors. The group’s expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Minnesota were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, to visit friends or relatives, or for vacation. On average, members of this group stayed in Montana for 4.37 nights and spent $167 per day. An estimated $24 million was spent by this group in quarter 4.

Table 3.79: Group Statistics for Quarter 4 Visitors from Minnesota

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>33,476</td>
<td>4.37</td>
<td>$167</td>
<td>$24 million</td>
<td>6%</td>
</tr>
</tbody>
</table>

Table 3.80: Most Common Group Type

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Couple</td>
</tr>
<tr>
<td>2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 3.81: Most Common Main Purpose of Trip

<table>
<thead>
<tr>
<th>#</th>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Passing Through</td>
</tr>
<tr>
<td>2</td>
<td>Visiting Friends/Relatives</td>
</tr>
<tr>
<td>3</td>
<td>Vacation/Recreation/Pleasure</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Quarter 4 visitors from Utah represent 5% of all quarter 4 visitors. The group’s expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Utah were made up of people traveling with family, alone, or as couples, and they commonly visited Montana for vacation, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.67 nights and spent $146 per day. An estimated $14 million was spent by this group in quarter 4.

**Table 3.82: Group Statistics for Quarter 4 Visitors from California**

<table>
<thead>
<tr>
<th>% of All Quarter 4 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Quarter 4 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>35,825</td>
<td>2.67</td>
<td>$146</td>
<td>$14 million</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Table 3.83: Most Common Group Type**

<table>
<thead>
<tr>
<th>#1</th>
<th>Immediate Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Self</td>
</tr>
<tr>
<td>#3</td>
<td>Couple</td>
</tr>
</tbody>
</table>

**Table 3.84: Most Common Main Purpose of Trip**

<table>
<thead>
<tr>
<th>#1</th>
<th>Vacation/Recreation/Pleasure</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Business/Convention/Meeting</td>
</tr>
<tr>
<td>#3</td>
<td>Visiting Friends/Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Section 4 US Geographic Regions Expenditure Distributions

It is common in travel and marketing research to split the United States into geographic regions. In this analysis, nine US regions were explored. The regions were examined using full year data only. However, quarter visitation frequencies are provided for each region. Please keep in mind that regions should not be directly compared without acknowledging that each region contains different numbers of states. For this report, the states for each region are the same regions utilized by Smith Travel Research, a company highly recognized for providing the travel industry with lodging performance data from around the country. The nine regions are as follows:

**Mountain Region:** Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico (this region also includes Montana when utilized by Smith Travel Research)

**Pacific Region:** Alaska, Washington, Oregon, California, and Hawaii

**West-North-Central Region:** Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, and Kansas

**East-North-Central Region:** Michigan, Wisconsin, Illinois, Indiana, and Ohio

**South Atlantic Region:** Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, and Washington D.C.

**West-South Central Region:** Arkansas, Oklahoma, Texas, and Louisiana

**East-South-Central Region:** Kentucky, Tennessee, Alabama, and Mississippi

**Middle Atlantic Region:** New York, Pennsylvania, and New Jersey

**New England Region:** Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island

*All dollar figures in this report are inflated to 2007 dollars.*
Montana Visitors from Mountain Region*

* Travelers from the Mountain Region include residents of Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico.

In total, this region accounted for 29% of the 2005 travelers surveyed and 18% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 3.43 nights in Montana and spent $136 per day. An estimated $551 million was spent by this group. Tables 4.2 – 4.4 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.1: Group Statistics for Visitors from Mountain Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>1,184,391</td>
<td>3.43</td>
<td>$136</td>
<td>$551 Million</td>
<td>18%</td>
</tr>
</tbody>
</table>

Table 4.2: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Couple</td>
<td></td>
<td>#2</td>
<td></td>
</tr>
<tr>
<td>Immediate Family</td>
<td>#3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4.3: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>24%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>25%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>29%</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>22%</td>
</tr>
</tbody>
</table>

Table 4.4: Most Common Main Purposes for Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passing Through</td>
<td>#1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacation/Recreation/ Pleasure</td>
<td>#2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visiting Friends/ Relatives</td>
<td>#3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from Pacific Region*

*Travelers from the Pacific Region include residents of Alaska, Washington, Oregon, California, and Hawaii.

In total, this region accounted for 21% of the 2005 travelers surveyed and 19% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 4.76 nights in Montana and spent $147 per day. An estimated $594 million was spent by this group. Tables 4.6 – 4.8 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

![Figure 4.2: Expenditure Distribution of Groups from Pacific Region](image)

<table>
<thead>
<tr>
<th>Table 4.5: Group Statistics for Visitors from Pacific Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Table" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4.6: Most Common Group Types</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Table" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4.7: Quarterly Visitation Frequencies</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Table" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4.8 Most Common Main Purposes for Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Table" /></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from West-North-Central Region*

* Travelers from the West-North-Central Region include residents of Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, and Kansas.

In total, this region accounted for 15% of the 2005 travelers surveyed and 15% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 4.42 nights in Montana and spent $162 per day. An estimated $449 million was spent by this group. Tables 4.10 – 4.12 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.9: Group Statistic

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>626,055</td>
<td>4.42</td>
<td>$162</td>
<td>$449 Million</td>
<td>15%</td>
</tr>
</tbody>
</table>

Table 4.10: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
<td></td>
</tr>
<tr>
<td>#2 Immediate Family</td>
<td></td>
</tr>
<tr>
<td>#3 Self</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.11: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
<td></td>
</tr>
<tr>
<td>#2 Passing Through</td>
<td></td>
</tr>
<tr>
<td>#3 Visiting Friends/ Relatives</td>
<td></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from East-North-Central Region*

* Travelers from the East-North-Central Region include residents of Michigan, Wisconsin, Illinois, Indiana, and Ohio.

In total, this region accounted for 7% of the 2005 travelers surveyed and 10% of 2005 visitor expenditures. The greatest portions of dollars spent were on hotels, gasoline, and restaurants. On average, these visitors stayed 6.13 nights in Montana and spent $182 per day. An estimated $301 million was spent by this group. Tables 4.14 – 4.16 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.13: Group Statistics for Visitors from the East-North-Central Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>270,185</td>
<td>6.13</td>
<td>$182</td>
<td>$301 Million</td>
<td>10%</td>
</tr>
</tbody>
</table>

Table 4.14: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
<td>14%</td>
</tr>
<tr>
<td>Immediate Family</td>
<td>26%</td>
</tr>
<tr>
<td>Self</td>
<td>47%</td>
</tr>
<tr>
<td>Outfitter/Guide</td>
<td>14%</td>
</tr>
</tbody>
</table>

Table 4.15: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>14%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>26%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>47%</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>14%</td>
</tr>
</tbody>
</table>

Table 4.16: Most Common Main Purposes for Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
<td></td>
</tr>
<tr>
<td>#2 Visiting Friends/ Relatives</td>
<td></td>
</tr>
<tr>
<td>#3 Passing Through</td>
<td></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from South Atlantic Region*

*Travelers from the South Atlantic Region include residents of Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, and Washington D.C.

In total, this region accounted for 6% of the 2005 travelers surveyed and 11% of 2005 visitor expenditures. The greatest portions of dollars spent were on restaurants, gasoline, and retail. On average, these visitors stayed 6.94 nights in Montana and spent $188 per day. An estimated $335 million was spent by this group. Tables 4.18 – 4.20 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.17: Group Statistics for Visitors from the South Atlantic Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>257,056</td>
<td>6.94</td>
<td>$188</td>
<td>$335 Million</td>
<td>11%</td>
</tr>
</tbody>
</table>

Table 4.18: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
<td>9%</td>
</tr>
<tr>
<td>#2 Self</td>
<td>31%</td>
</tr>
<tr>
<td>#3 Immediate Family</td>
<td>48%</td>
</tr>
<tr>
<td>#4 Family</td>
<td>12%</td>
</tr>
</tbody>
</table>

Table 4.19: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>9%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>31%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>48%</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>12%</td>
</tr>
</tbody>
</table>

Table 4.20: Most Common Main Purposes for Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2 Business/Convention/ Meeting</td>
</tr>
<tr>
<td>#3 Passing Through</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from West-South-Central Region*

*Travelers from the West-South Central Region include residents of Arkansas, Oklahoma, Texas, and Louisiana.

In total, this region accounted for 5% of the 2005 travelers surveyed and 8% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 6.65 nights in Montana and spent $179 per day. An estimated $241 million was spent by this group. Tables 4.22 – 4.24 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.21: Group Statistics for Visitors from West-South-Central Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>202,466</td>
<td>6.65</td>
<td>$179</td>
<td>$241 Million</td>
<td>8%</td>
</tr>
</tbody>
</table>

Table 4.22: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
<td>12%</td>
</tr>
<tr>
<td>Self</td>
<td>28%</td>
</tr>
<tr>
<td>Immediate Family</td>
<td>45%</td>
</tr>
<tr>
<td>#3</td>
<td>15%</td>
</tr>
</tbody>
</table>

Table 4.23: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>12%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>28%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>45%</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>15%</td>
</tr>
</tbody>
</table>

Table 4.24: Most Common Main Purposes for Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
<td></td>
</tr>
<tr>
<td>#2 Visiting Friends/ Relatives</td>
<td></td>
</tr>
<tr>
<td>#3 Passing Through</td>
<td></td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from East-South-Central Region*

*Travelers from the East-South-Central Region include residents of Kentucky, Tennessee, Alabama, and Mississippi.

In total, this region accounted for 3% of the 2005 travelers surveyed and 5% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 6.65 nights in Montana and spent $187 per day. An estimated $164 million was spent by this group. Tables 4.26 – 4.28 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

![Expenditure Distribution for Visitors from East-South-Central Region](image_url)

**Table 4.25: Group Statistics for Visitors from East-South-Central Region**

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>131,983</td>
<td>6.65</td>
<td>$187</td>
<td>$164 Million</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Table 4.26: Most Common Group Types**

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple</td>
<td>16%</td>
</tr>
<tr>
<td>Immediate Family</td>
<td>25%</td>
</tr>
<tr>
<td>Self</td>
<td>45%</td>
</tr>
<tr>
<td>Outfitter/Guide</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Table 4.27: Quarterly Visitation Frequencies**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16%</td>
</tr>
<tr>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Table 4.28: Most Common Main Purpose of Visit**

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2 Passing Through</td>
</tr>
<tr>
<td>#3 Visiting Friends/ Relatives</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors from Middle Atlantic Region*

*Travelers from the Middle Atlantic Region include residents of New York, Pennsylvania, and New Jersey.

In total, this region accounted for 3% of the 2005 travelers surveyed and 4% of 2005 visitor expenditures. The greatest portions of dollars spent were on retail, restaurants, and gasoline. On average, these visitors stayed 5.32 nights in Montana and spent $201 per day. An estimated $127 million was spent by this group. Tables 4.30 – 4.32 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

---

Table 4.29: Group Statistics for Visitors from the Middle Atlantic Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>118,854</td>
<td>5.32</td>
<td>$201</td>
<td>$127 Million</td>
<td>4%</td>
</tr>
</tbody>
</table>

Table 4.30: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
<td>16%</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
<td>12%</td>
</tr>
<tr>
<td>#3 Self</td>
<td>50%</td>
</tr>
<tr>
<td>#4 Hotel</td>
<td>22%</td>
</tr>
<tr>
<td>#5 Transportation</td>
<td>6%</td>
</tr>
<tr>
<td>#6 Gaming</td>
<td>6%</td>
</tr>
<tr>
<td>#7 Groceries</td>
<td>1%</td>
</tr>
<tr>
<td>#8 Outfitter/Guide</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 4.31: Quarterly Visitation Frequencies

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/Pleasure</td>
<td>16%</td>
</tr>
<tr>
<td>#2 Visiting Friends/Relatives</td>
<td>12%</td>
</tr>
<tr>
<td>#3 Passing Through</td>
<td>50%</td>
</tr>
<tr>
<td>#4 Shopping</td>
<td>6%</td>
</tr>
<tr>
<td>#5 Leisure/Travel</td>
<td>1%</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
In total, this region accounted for 1% of the 2005 travelers surveyed and 2% of 2005 visitor expenditures. The greatest portions of dollars spent were on restaurants, auto, retail, and gasoline. On average, these visitors stayed 5.32 nights in Montana and spent $225 per day. An estimated $68 million was spent by this group. Tables 4.34 – 4.36 describe this region’s most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Table 4.33: Expenditures of Visitors from New England Region

<table>
<thead>
<tr>
<th>% of All 2005 Traveler Groups</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all 2005 Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>56,663</td>
<td>5.32</td>
<td>$225</td>
<td>$68 Million</td>
<td>2%</td>
</tr>
</tbody>
</table>

Table 4.34: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 4.35: Quarterly Visitation Frequency

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1</td>
<td>13%</td>
</tr>
<tr>
<td>Quarter 2</td>
<td>26%</td>
</tr>
<tr>
<td>Quarter 3</td>
<td>36%</td>
</tr>
<tr>
<td>Quarter 4</td>
<td>25%</td>
</tr>
</tbody>
</table>

Table 4.36: Most Common Main Purposes for Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Vacation/Recreation/ Pleasure</td>
</tr>
<tr>
<td>#2 Visiting Friends/ Relatives</td>
</tr>
<tr>
<td>#3 Business/Convention/ Meeting</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Section 5 Expenditure Distribution by Main Attraction

Montana has a lot to offer to its visitors. The 2005 nonresident visitor study asked participants who were in Montana, at least in part, for vacation about what attracted them most to Montana. This section looks at those attractions most frequently reported as the main attractions to Montana and the expenditure distributions of the associated visitor groups. The attraction groups were examined at the full year level with quarterly visitation breakdowns provided.

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors Primarily Attracted by Yellowstone National Park

Overall, 22% of all 2005 vacationers to Montana were primarily attracted by Yellowstone National Park, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or alone and commonly traveled from Utah, California, or Idaho. On average, they spent 4.16 nights in Montana and spent $173 per day. An estimated $31 million was spent by this group.

Table 5.1: Group Statistics for Visitors Primarily Attracted to Montana by Yellowstone National Park

<table>
<thead>
<tr>
<th>% of All 2005 Vacationers</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Vacationer Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>43,396</td>
<td>4.16</td>
<td>$173</td>
<td>$31 million</td>
<td>16%</td>
</tr>
</tbody>
</table>

Table 5.2: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Couple</td>
</tr>
<tr>
<td>#2 Immediate Family</td>
</tr>
<tr>
<td>#3 Self</td>
</tr>
</tbody>
</table>

Table 5.3: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Utah</td>
</tr>
<tr>
<td>#2 California</td>
</tr>
<tr>
<td>#3 Idaho</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Overall, 14% of all 2005 vacationers to Montana were primarily attracted by Glacier National Park, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or with friends and commonly traveled from Washington, Minnesota, or California. On average, they spent 5.7 nights in Montana and spent $164 per day. An estimated $26 million was spent by this group.

Table 5.4: Group Statistics for Visitors Primarily Attracted to Montana by Glacier National Park

<table>
<thead>
<tr>
<th>% of All 2005 Vacationers</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Vacationer Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>27,433</td>
<td>5.7</td>
<td>$164</td>
<td>$26 million</td>
<td>13%</td>
</tr>
</tbody>
</table>

Table 5.5: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Friends</td>
</tr>
</tbody>
</table>

Table 5.6: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Washington</td>
</tr>
<tr>
<td>#2</td>
<td>Minnesota</td>
</tr>
<tr>
<td>#3</td>
<td>California</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.
Montana Visitors Primarily Attracted by Mountains and Forests

Overall, 17% of all 2005 vacationers to Montana were primarily attracted to the mountains and forests, making up 2% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or alone and commonly traveled from North Dakota, Minnesota, or Washington. On average, they spent 6.34 nights in Montana and spent $192 per day. An estimated $41 million was spent by this group.

Table 5.7: Group Statistics for Visitors Primarily Attracted to Montana by Mountains and Forests

<table>
<thead>
<tr>
<th>% of All 2005 Vacationers</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Vacationer Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>33,791</td>
<td>6.34</td>
<td>$192</td>
<td>$41 million</td>
<td>21%</td>
</tr>
</tbody>
</table>

Table 5.8: Most Common Group Types

<table>
<thead>
<tr>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: Couple</td>
</tr>
<tr>
<td>#2: Immediate Family</td>
</tr>
<tr>
<td>#3: Self</td>
</tr>
</tbody>
</table>

Table 5.9: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: North Dakota</td>
</tr>
<tr>
<td>#2: Minnesota</td>
</tr>
<tr>
<td>#3: Washington</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Montana Visitors Primarily Attracted by Family and Friends

Overall, 15% of all 2005 vacationers to Montana were primarily attracted by family and friends, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Washington, California, and Idaho. On average, they spent 6.16 nights in Montana and spent $165 per day. An estimated $29 million was spent by this group.

**Table 5.10: Group Statistics for Visitors Primarily Attracted by Family and Friends**

<table>
<thead>
<tr>
<th>% of All 2005 Vacationers</th>
<th># of Groups</th>
<th>Average Length of Stay(nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of all Vacationer Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>28,746</td>
<td>6.16</td>
<td>$165</td>
<td>$29 million</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Table 5.11: Most Common Group Types**

<table>
<thead>
<tr>
<th>#1</th>
<th>Immediate Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Couple</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

**Table 5.12: Most Common Visitor Residence**

<table>
<thead>
<tr>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Montana Visitors Primarily Attracted by Open Space or Uncrowded Areas

Overall, 13% of all 2005 vacationers to Montana were primarily attracted by open space or uncrowded areas, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled with as couples, with family, or alone and commonly traveled from Washington, Idaho, and California. On average, they spent 6.24 nights in Montana and spent $192 per day. An estimated $30 million was spent by this group.

Table 5.2: Group Statistics for Visitors Primarily Attracted by Montana's Open Space/ Uncrowded areas

<table>
<thead>
<tr>
<th>% of All 2005 Vacationers</th>
<th># of Groups</th>
<th>Average Length of Stay (nights)</th>
<th>Average Daily Expenditures</th>
<th>Total Expenditures</th>
<th>% of All Vacationer Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>13%</td>
<td>25,222</td>
<td>6.24</td>
<td>$192</td>
<td>$30 million</td>
<td>15%</td>
</tr>
</tbody>
</table>

Table 5.4: Most Common Group Types

<table>
<thead>
<tr>
<th>#</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Couple</td>
</tr>
<tr>
<td>#2</td>
<td>Immediate Family</td>
</tr>
<tr>
<td>#3</td>
<td>Self</td>
</tr>
</tbody>
</table>

Table 5.3: Most Common Visitor Residence

<table>
<thead>
<tr>
<th>#</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Washington</td>
</tr>
<tr>
<td>#2</td>
<td>Idaho</td>
</tr>
<tr>
<td>#3</td>
<td>California</td>
</tr>
</tbody>
</table>

*All dollar figures in this report are inflated to 2007 dollars.*
Section 6 Marketing Response

This final section of the report identifies various groups' responses to marketing. Specifically, this section identifies the most useful source of information, the percent of the group who used an information source, and the percent of repeat visitors in each group. This information is provided quarterly for primary purpose for visiting Montana, visitor residence, and main attractions to Montana.

Points of interest:

In nearly every group, “internet” was reported to be the most useful information source of those who used an information source.
Table 6.1: Quarter 1 Marketing Responsiveness by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th>Main Purpose of trip to Montana</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>86%</td>
<td>79%</td>
<td>Internet</td>
</tr>
<tr>
<td>Visiting Friends or Relatives</td>
<td>97%</td>
<td>50%</td>
<td>Internet</td>
</tr>
<tr>
<td>Passing Through</td>
<td>91%</td>
<td>59%</td>
<td>Internet</td>
</tr>
<tr>
<td>Shopping</td>
<td>100%</td>
<td>62%</td>
<td>Info from private businesses</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>81%</td>
<td>69%</td>
<td>Internet</td>
</tr>
<tr>
<td>Other</td>
<td>98%</td>
<td>58%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.2: Quarter 1 Marketing Responsiveness by Visitor Residence

<table>
<thead>
<tr>
<th>Q1 Residence</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wyoming</td>
<td>98%</td>
<td>52%</td>
<td>Internet</td>
</tr>
<tr>
<td>Washington</td>
<td>93%</td>
<td>61%</td>
<td>Internet</td>
</tr>
<tr>
<td>Idaho</td>
<td>95%</td>
<td>54%</td>
<td>Internet</td>
</tr>
<tr>
<td>Alberta</td>
<td>95%</td>
<td>65%</td>
<td>Internet</td>
</tr>
<tr>
<td>North Dakota</td>
<td>99%</td>
<td>68%</td>
<td>Internet</td>
</tr>
<tr>
<td>Utah</td>
<td>88%</td>
<td>68%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.3: Quarter 1 Marketing Responsiveness by Primary Montana Attraction

<table>
<thead>
<tr>
<th>Primary Q1 Attraction</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountains/Forest</td>
<td>90%</td>
<td>85%</td>
<td>Internet</td>
</tr>
<tr>
<td>Family/Friends</td>
<td>92%</td>
<td>59%</td>
<td>Internet</td>
</tr>
<tr>
<td>Open Space/Uncrowded Areas</td>
<td>87%</td>
<td>77%</td>
<td>Montana Travel Planner</td>
</tr>
</tbody>
</table>
Quarter 2 Marketing Responsiveness

Table 6.4: Quarter 2 Marketing Responsiveness by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th>Main Purpose of trip to Montana</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/ Pleasure</td>
<td>71%</td>
<td>87%</td>
<td>Internet</td>
</tr>
<tr>
<td>Visiting Friends or Relatives</td>
<td>90%</td>
<td>63%</td>
<td>Internet</td>
</tr>
<tr>
<td>Passing Through</td>
<td>85%</td>
<td>70%</td>
<td>Internet</td>
</tr>
<tr>
<td>Shopping</td>
<td>71%</td>
<td>57%</td>
<td>Internet</td>
</tr>
<tr>
<td>Business/Convention/ Meeting</td>
<td>88%</td>
<td>69%</td>
<td>Internet</td>
</tr>
<tr>
<td>Other</td>
<td>84%</td>
<td>56%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.5: Quarter 2 Marketing Responsiveness by Visitor Residence

<table>
<thead>
<tr>
<th>Q2 Residence</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>91%</td>
<td>60%</td>
<td>Internet</td>
</tr>
<tr>
<td>Idaho</td>
<td>96%</td>
<td>51%</td>
<td>Internet</td>
</tr>
<tr>
<td>Wyoming</td>
<td>98%</td>
<td>61%</td>
<td>Internet</td>
</tr>
<tr>
<td>California</td>
<td>75%</td>
<td>73%</td>
<td>Internet</td>
</tr>
<tr>
<td>North Dakota</td>
<td>96%</td>
<td>74%</td>
<td>Internet</td>
</tr>
<tr>
<td>Minnesota</td>
<td>76%</td>
<td>86%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.6: Quarter 2 Marketing Responsiveness by Primary Montana Attraction

<table>
<thead>
<tr>
<th>Primary Q2 Attraction</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone NP</td>
<td>61%</td>
<td>92%</td>
<td>Internet</td>
</tr>
<tr>
<td>Family/Friends</td>
<td>85%</td>
<td>65%</td>
<td>Internet</td>
</tr>
<tr>
<td>Glacier NP</td>
<td>65%</td>
<td>88%</td>
<td>Internet</td>
</tr>
</tbody>
</table>
Table 6.7: Quarter 3 Marketing Responsiveness by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th>Main Purpose of trip to Montana</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/Pleasure</td>
<td>76%</td>
<td>87%</td>
<td>Internet</td>
</tr>
<tr>
<td>Visiting Friends or Relatives</td>
<td>89%</td>
<td>60%</td>
<td>Internet</td>
</tr>
<tr>
<td>Passing Through</td>
<td>81%</td>
<td>69%</td>
<td>Internet</td>
</tr>
<tr>
<td>Shopping</td>
<td>80%</td>
<td>82%</td>
<td>Internet</td>
</tr>
<tr>
<td>Business/Convention/Meeting</td>
<td>65%</td>
<td>72%</td>
<td>Internet</td>
</tr>
<tr>
<td>Other</td>
<td>87%</td>
<td>63%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.8: Quarter 3 Marketing Responsiveness by Visitor Residence

<table>
<thead>
<tr>
<th>Q3 Residence</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>92%</td>
<td>69%</td>
<td>Internet</td>
</tr>
<tr>
<td>Idaho</td>
<td>95%</td>
<td>46%</td>
<td>Internet</td>
</tr>
<tr>
<td>California</td>
<td>81%</td>
<td>82%</td>
<td>Internet</td>
</tr>
<tr>
<td>Minnesota</td>
<td>87%</td>
<td>79%</td>
<td>Automobile Club</td>
</tr>
<tr>
<td>Utah</td>
<td>92%</td>
<td>64%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

Table 6.9: Quarter 3 Marketing Responsiveness by Primary Montana Attraction

<table>
<thead>
<tr>
<th>Primary Q3 Attraction</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone NP</td>
<td>61%</td>
<td>84%</td>
<td>Internet</td>
</tr>
<tr>
<td>Glacier NP</td>
<td>67%</td>
<td>96%</td>
<td>Internet</td>
</tr>
<tr>
<td>Mountains/Forests</td>
<td>76%</td>
<td>85%</td>
<td>Internet</td>
</tr>
</tbody>
</table>
# Quarter 4 Marketing Responsiveness

## Table 6.10: Quarter 4 Marketing Responsiveness by Main Purpose of Montana Visit

<table>
<thead>
<tr>
<th>Main Purpose of Trip to Montana</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation/Recreation/ Pleasure</td>
<td>77%</td>
<td>73%</td>
<td>Internet</td>
</tr>
<tr>
<td>Visiting Friends or Relatives</td>
<td>95%</td>
<td>49%</td>
<td>Internet</td>
</tr>
<tr>
<td>Passing Through</td>
<td>90%</td>
<td>67%</td>
<td>Internet</td>
</tr>
<tr>
<td>Shopping</td>
<td>95%</td>
<td>61%</td>
<td>Internet</td>
</tr>
<tr>
<td>Business/Convention/ Meeting</td>
<td>84%</td>
<td>63%</td>
<td>Internet</td>
</tr>
<tr>
<td>Other</td>
<td>92%</td>
<td>61%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

## Table 6.11: Quarter 4 Marketing Responsiveness by Visitor Residence

<table>
<thead>
<tr>
<th>Q4 Residence</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho</td>
<td>98%</td>
<td>45%</td>
<td>Internet</td>
</tr>
<tr>
<td>Washington</td>
<td>95%</td>
<td>61%</td>
<td>Internet</td>
</tr>
<tr>
<td>Wyoming</td>
<td>95%</td>
<td>59%</td>
<td>Internet</td>
</tr>
<tr>
<td>North Dakota</td>
<td>86%</td>
<td>57%</td>
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<tr>
<td>Alberta</td>
<td>98%</td>
<td>67%</td>
<td>Automobile Club</td>
</tr>
<tr>
<td>Utah</td>
<td>87%</td>
<td>56%</td>
<td>Internet</td>
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<tr>
<td>California</td>
<td>75%</td>
<td>73%</td>
<td>Internet</td>
</tr>
<tr>
<td>Minnesota</td>
<td>87%</td>
<td>80%</td>
<td>Automobile Club</td>
</tr>
</tbody>
</table>

## Table 6.12: Quarter 4 Marketing Responsiveness by Primary Montana Attraction

<table>
<thead>
<tr>
<th>Primary Q4 Attraction</th>
<th>Percent of Groups Who are Repeat Visitors to Montana</th>
<th>Percent of Groups Who Used an Information Source</th>
<th>Most Useful Information Source (if one was used)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family/Friends</td>
<td>93%</td>
<td>62%</td>
<td>Internet</td>
</tr>
<tr>
<td>Mountains/Forests</td>
<td>70%</td>
<td>68%</td>
<td>Internet</td>
</tr>
<tr>
<td>Wildlife/Fish</td>
<td>75%</td>
<td>79%</td>
<td>Internet</td>
</tr>
</tbody>
</table>
Appendix A: All Visitor Residences by Quarter and by Primary Purpose

A. 1: Visitor Residences for Quarter 1 Groups in Montana Primarily for Vacation/Recreation/Pleasure

<table>
<thead>
<tr>
<th>State, Province, or Country</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Washington</td>
<td>16%</td>
</tr>
<tr>
<td>Minnesota</td>
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<tr>
<td>Wyoming</td>
<td>8%</td>
</tr>
<tr>
<td>Idaho</td>
<td>7%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>7%</td>
</tr>
<tr>
<td>Utah</td>
<td>6%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>5%</td>
</tr>
<tr>
<td>Alberta</td>
<td>4%</td>
</tr>
<tr>
<td>Oregon</td>
<td>3%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>2%</td>
</tr>
<tr>
<td>Georgia</td>
<td>2%</td>
</tr>
<tr>
<td>California</td>
<td>2%</td>
</tr>
<tr>
<td>Florida</td>
<td>2%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>2%</td>
</tr>
<tr>
<td>New York</td>
<td>2%</td>
</tr>
<tr>
<td>Unknown</td>
<td>2%</td>
</tr>
<tr>
<td>Nevada</td>
<td>2%</td>
</tr>
<tr>
<td>Ohio</td>
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</tr>
<tr>
<td>Colorado</td>
<td>1%</td>
</tr>
<tr>
<td>Texas</td>
<td>1%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1%</td>
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<tr>
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<tr>
<td>Illinois</td>
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<tr>
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</tr>
<tr>
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<tr>
<td>Michigan</td>
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<tr>
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</tr>
<tr>
<td>Nebraska</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Arizona</td>
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</tr>
<tr>
<td>Manitoba</td>
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</tr>
<tr>
<td>Kansas</td>
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</tr>
<tr>
<td>Connecticut</td>
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</tr>
<tr>
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<tr>
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<tr>
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<td>Indiana</td>
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<td>South Carolina</td>
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</tr>
<tr>
<td>Missouri</td>
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</tr>
<tr>
<td>Hawaii</td>
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</tr>
<tr>
<td>United States</td>
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</tr>
</tbody>
</table>

...Continued in Column 2
A. 2: Visitor Residences for Quarter 1 Groups in Montana Primarily to Visit Friends or Relatives

<table>
<thead>
<tr>
<th>State, Province, or Country</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Washington</td>
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</tr>
<tr>
<td>Idaho</td>
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<tr>
<td>North Dakota</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>7%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>7%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>6%</td>
</tr>
<tr>
<td>Colorado</td>
<td>5%</td>
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<td>Minnesota</td>
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<tr>
<td>Wisconsin</td>
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<tr>
<td>Texas</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Michigan</td>
<td>1%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1%</td>
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<td>Kansas</td>
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<td>British Columbia</td>
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<tr>
<td>Hawaii</td>
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</tr>
<tr>
<td>Ontario</td>
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</tr>
<tr>
<td>Maryland</td>
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<tr>
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</tr>
<tr>
<td>Tennessee</td>
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</tr>
<tr>
<td>North Carolina</td>
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</tr>
<tr>
<td>Canada</td>
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</tr>
<tr>
<td>Ohio</td>
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</tr>
<tr>
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<tr>
<td>Manitoba</td>
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<tr>
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<td>Oklahoma</td>
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<td>Maine</td>
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<td>Missouri</td>
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</tr>
<tr>
<td>Pennsylvania</td>
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</tr>
<tr>
<td>Virginia</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

State, Province, or Country | Percent |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Mexico</td>
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</tr>
<tr>
<td>Connecticut</td>
<td>&lt;1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tr>
</tbody>
</table>
### A.3: Visitor Residences for Quarter 1 Groups in Montana Primarily to Pass Through

<table>
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<tr>
<th>State, Province, or Country</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wyoming</td>
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</tr>
<tr>
<td>Alberta</td>
<td>20%</td>
</tr>
<tr>
<td>Washington</td>
<td>10%</td>
</tr>
<tr>
<td>Idaho</td>
<td>7%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>6%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>5%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>4%</td>
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<td>Utah</td>
<td>3%</td>
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<tr>
<td>California</td>
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</tr>
<tr>
<td>Pennsylvania</td>
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</tr>
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<td>British Columbia</td>
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</tr>
<tr>
<td>New York</td>
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</tr>
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<td>Texas</td>
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<td>Oregon</td>
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<tr>
<td>Iowa</td>
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<tr>
<td>Oklahoma</td>
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</tr>
<tr>
<td>Ontario</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Manitoba</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Newfoundland</td>
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<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>
### A. 4: Visitor Residences for Quarter 1 Groups in Montana Primarily for Business

<table>
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<th>Percent</th>
</tr>
</thead>
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</tr>
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<td>Ontario</td>
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<td>Ireland</td>
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<tr>
<td>France</td>
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<tr>
<td><strong>Total</strong></td>
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</tr>
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</table>
### A.5: Visitor Residences for Quarter 1 Groups in Montana Primarily for “Other” Reasons

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<th>State, Province, or Country</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
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<td>46%</td>
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<td>Washington</td>
<td>11%</td>
</tr>
<tr>
<td>Utah</td>
<td>9%</td>
</tr>
<tr>
<td>Idaho</td>
<td>8%</td>
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<td>California</td>
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<tr>
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A.6: Visitor Residences for Quarter 2 Groups in Montana Primarily for Vacation/Pleasure/Recreation

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### A.7: Visitor Residences for Quarter 2 Groups in Montana Primarily to Visit Friends or Relatives

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### Q2 - Friends/Relatives

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### A.8: Visitor Residences for Quarter 2 Groups in Montana Primarily to Pass Through

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### State, Country, or Province Percent

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### A. 10: Visitor Residences for Quarter 2 Groups in Montana Primarily for “Other” Reasons

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A. 11: Visitor Residences for Quarter 3 Groups in Montana Primarily for Vacation, Recreation, or Pleasure

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## A.12: Visitor Residences for Quarter 3 Groups in Montana Primarily to Visit Friends or Relatives

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### A. 13: Visitor Residences for Quarter 3 Groups in Montana Primarily to Pass Through

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Total 100%
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A. 15: Visitor Residences for Quarter 3 Groups in Montana Primarily for "Other" Reasons

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### A.17: Visitor Residences for Quarter 4 Groups in Montana Primarily to Visit Friends or Relatives

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### A. 20: Visitor Residences for Quarter 4 Groups in Montana Primarily for "Other" Reasons

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Appendix B: All Visitor Residences by Main Attraction

B.1: Visitor Residences for Those Primarily Attracted to Montana by Yellowstone National Park

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### B. 5: Visitor Residences for Those Primarily Attracted to Montana by Open Space or Uncrowded Areas

#### Uncrowded/Open Spaces

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<tr>
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<tr>
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<td>Massachusetts</td>
<td>&lt;1%</td>
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<tr>
<td>Kentucky</td>
<td>&lt;1%</td>
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#### State, Province, or Country

<table>
<thead>
<tr>
<th>State, Province, or Country</th>
<th>Percent</th>
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<tbody>
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<tr>
<td>Arkansas</td>
<td>&lt;1%</td>
</tr>
<tr>
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<tr>
<td>Great Britain</td>
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