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### Montana Nonresident Traveler Quarterly Travel Comparison: 2013

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## 2013 Montana Nonresident Traveler Quarterly Travel Comparison

|  | Quarter 1<br>(Jan-Mar) | Quarter 2<br>(Apr-Jun) | Quarter 3<br>(Jul-Sep) | Quarter 4<br>(Oct-Dec) | Year Total <sup>1</sup><br>2013 |
|--|------------------------|------------------------|------------------------|------------------------|---------------------------------|
| <b>Visitation &amp; Length of Stay</b>                               |                        |                        |                        |                        |                                 |
| Nonresident Visitors   | 1,318,000              | 2,890,000              | 5,117,000              | 1,694,000              | 11,020,000                      |
| % of Total   | 12%                    | 26%                    | 46%                    | 15%                    | 100%                            |
| Nonresident Travel Groups  | 650,000                | 1,322,000              | 2,075,000              | 824,000                | 4,871,000                       |
| % of Total   | 13%                    | 27%                    | 43%                    | 17%                    | 100%                            |
| Group Size (people per group)  | 2.04                   | 2.19                   | 2.49                   | 2.05                   | 2.27                            |
| Length of Stay (nights)  | 4.24                   | 3.99                   | 5.23                   | 4.54                   | 4.64                            |
| <b>Expenditure Category<sup>2, 3</sup> (Average Daily per Group)</b> |                        |                        |                        |                        |                                 |
|  | <b>Quarter 1</b>       | <b>Quarter 2</b>       | <b>Quarter 3</b>       | <b>Quarter 4</b>       | <b>Year Total<sup>1</sup></b>   |
| Gasoline, Diesel   | \$41.19                | \$51.00                | \$54.02                | \$52.62                | \$51.64                         |
| Retail Sales   | \$33.96                | \$27.56                | \$25.54                | \$50.31                | \$31.55                         |
| Restaurant, Bar  | \$29.14                | \$23.76                | \$29.43                | \$26.81                | \$27.73                         |
| Hotel, B&B, etc.   | \$17.40                | \$16.65                | \$15.61                | \$13.11                | \$15.57                         |
| Groceries, Snacks  | \$11.77                | \$10.38                | \$14.94                | \$15.31                | \$13.70                         |
| Outfitter, Guide   | \$2.94                 | \$2.66                 | \$7.89                 | \$9.61                 | \$6.55                          |
| Licenses, Entrance Fees  | \$7.08                 | \$2.72                 | \$2.89                 | \$5.06                 | \$3.75                          |
| Auto Rental  | \$3.99                 | \$2.36                 | \$3.01                 | \$3.37                 | \$3.06                          |
| Rental Cabin, Condo  | \$3.29                 | \$1.59                 | \$2.71                 | \$1.15                 | \$2.25                          |
| Auto Repair  | \$0.46                 | \$0.95                 | \$3.52                 | \$0.40                 | \$2.05                          |
| Campground, RV Park  | \$0.01                 | \$1.10                 | \$1.84                 | \$0.25                 | \$1.18                          |
| Misc. Services   | \$0.76                 | \$0.87                 | \$0.72                 | \$1.68                 | \$0.93                          |
| Gambling   | \$0.37                 | \$0.53                 | \$0.50                 | \$0.98                 | \$0.58                          |
| Farmers Market   | \$0.02                 | \$0.07                 | \$0.72                 | \$0.06                 | \$0.38                          |
| Transportation Fares   | \$0.09                 | \$0.19                 | \$0.43                 | \$0.00                 | \$0.26                          |
| <b>Total Average Daily per Group</b>                                 | <b>\$152.47</b>        | <b>\$142.39</b>        | <b>\$163.77</b>        | <b>\$180.72</b>        | <b>\$161.19</b>                 |
| <b>Total Expenditures</b>  | <b>\$420,470,000</b>   | <b>\$751,150,000</b>   | <b>\$1,776,950,000</b> | <b>\$675,910,000</b>   | <b>\$3,624,480,000</b>          |
| % of Total   | 12%                    | 21%                    | 49%                    | 19%                    | 100%                            |

<sup>1</sup>Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. <sup>2</sup>Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. <sup>3</sup>Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures.