

3-1-2014

Montana Nonresident Traveler Quarterly Travel Comparison: 2013

Kara Grau

The University of Montana-Missoula

Let us know how access to this document benefits you.

Follow this and additional works at: https://scholarworks.umt.edu/itrr_pubs

 Part of the [Economics Commons](#), [Leisure Studies Commons](#), [Recreation, Parks and Tourism Administration Commons](#), and the [Tourism and Travel Commons](#)

Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Quarterly Travel Comparison: 2013" (2014). *Institute for Tourism and Recreation Research Publications*. 8.

https://scholarworks.umt.edu/itrr_pubs/8

This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

2013 Montana Nonresident Traveler Quarterly Travel Comparison

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total ¹ 2013
Visitation & Length of Stay					
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
Expenditure Category^{2, 3} (Average Daily per Group)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Year Total¹
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
Total Average Daily per Group	\$152.47	\$142.39	\$163.77	\$180.72	\$161.19
Total Expenditures	\$420,470,000	\$751,150,000	\$1,776,950,000	\$675,910,000	\$3,624,480,000
% of Total	12%	21%	49%	19%	100%

¹Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ²Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ³Spending 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.