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Montana Nonresident Traveler Quarterly Travel Comparison: 2011

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2011 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 2011
Visitation & Length of Stay					
Nonresident Visitors	1,234,000	2,697,000	4,891,000	1,725,000	10,547,000
% of Total	12%	26%	46%	16%	100%
Nonresident Travel Groups	543,000	1,117,000	1,987,000	868,000	4,515,000
% of Total	12%	25%	44%	19%	100%
Group Size (people per group)	2.33	2.40	2.44	1.98	2.33
Length of Stay (nights)	4.09	3.82	5.45	4.31	4.66
Expenditure Category² (Average Daily per Group)					
Gasoline, Oil	\$41.22	\$46.71	\$44.16	\$47.70	\$45.02
Restaurant, Bar	\$26.31	\$26.30	\$24.63	\$25.54	\$25.31
Retail Sales	\$19.76	\$22.81	\$23.09	\$40.47	\$25.98
Hotel, B&B, etc.	\$21.56	\$19.38	\$15.81	\$11.06	\$16.22
Groceries, Snacks	\$7.28	\$7.18	\$10.49	\$9.17	\$9.25
Auto Rental and Repairs	\$6.36	\$2.43	\$3.66	\$2.93	\$3.57
Outfitter, Guide	\$0.12	\$0.63	\$3.54	\$0.06	\$1.94
Licenses, Entrance Fees	\$4.98	\$1.47	\$2.37	\$2.42	\$2.48
Campground, RV Park	\$0.02	\$0.63	\$1.30	\$0.83	\$0.94
Misc. Services	\$4.50	\$0.16	\$0.40	\$0.26	\$0.76
Gambling	\$1.10	\$0.25	\$0.38	\$0.17	\$0.39
Transportation Fares	\$0.03	\$0.01	\$0.01	\$0.04	\$0.02
Total Average Daily per Group	\$133.24	\$127.96	\$129.84	\$140.65	\$131.88
Total Expenditures	\$295,630,000	\$546,220,000	\$1,406,100,000	\$526,390,000	\$2,774,340,000
% of Total	11%	20%	51%	19%	100%

¹Data is 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.