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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 <sup>1</sup> 2011
<b>Visitation &amp; Length of Stay</b>					
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
<b>Expenditure Category<sup>2</sup> (Average Daily per Group)</b>					
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
<b>Total Average Daily per Group</b>	<b>\$133.24</b>	<b>\$127.96</b>	<b>\$129.84</b>	<b>\$140.65</b>	<b>\$131.88</b>
<b>Total Expenditures</b>	<b>\$295,630,000</b>	<b>\$546,220,000</b>	<b>\$1,406,100,000</b>	<b>\$526,390,000</b>	<b>\$2,774,340,000</b>
% of Total	11%	20%	51%	19%	100%

<sup>1</sup>Data is 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.