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Montana Nonresident Traveler Quarterly Travel Comparison: 2010

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2010 Montana Nonresident Traveler Quarterly Travel Comparison

January, 2012
Kara Grau, M.S.

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total ¹ 2010
Visitation & Length of Stay					
Nonresident Visitors	1,179,000	2,540,000	5,053,000	1,605,000	10,377,000
% of Total	11%	24%	49%	15%	100%
Nonresident Travel Groups	541,000	1,117,000	1,899,000	769,000	4,326,000
% of Total	13%	26%	44%	18%	100%
Group Size (people per group)	2.20	2.32	2.65	2.08	2.41
Length of Stay (nights)	3.89	4.23	4.93	4.27	4.52
Expenditure Category² (Average Daily per Group)					
Gasoline, Oil	\$33.69	\$42.08	\$40.81	\$43.97	\$40.85
Restaurant, Bar	\$28.34	\$21.92	\$23.39	\$24.26	\$23.75
Retail Sales	\$28.55	\$28.37	\$16.29	\$34.78	\$24.11
Hotel, B&B, etc.	\$20.39	\$16.00	\$16.55	\$12.89	\$15.92
Groceries, Snacks	\$8.59	\$8.66	\$10.84	\$9.82	\$9.84
Auto Rental and Repairs	\$5.93	\$2.37	\$2.93	\$3.43	\$3.23
Licenses, Entrance Fees	\$4.72	\$1.59	\$2.36	\$3.38	\$2.62
Outfitter, Guide	\$0.37	\$1.32	\$2.81	\$0.42	\$1.72
Campground, RV Park	\$0.06	\$1.35	\$1.90	\$0.24	\$1.23
Misc. Services	\$4.20	\$0.53	\$1.03	\$1.72	\$1.40
Gambling	\$2.02	\$1.61	\$0.26	\$0.94	\$0.93
Transportation Fares	\$0.22	\$0.47	\$0.01	\$0.03	\$0.16
Total Average Daily per Group	\$137.08	\$126.27	\$119.18	\$135.88	\$125.74
Total Expenditures	\$288,301,000	\$596,422,000	\$1,115,823,000	\$446,103,000	\$2,446,649,000
% of Total	12%	24%	46%	18%	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.