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Montana Nonresident Traveler Quarterly Travel Comparison: 2009

Kara Grau

The University of Montana-Missoula

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2009 Montana Nonresident Traveler Quarterly Travel Comparison

June 2010
Kara Grau, M.S.

	Quarter 1 ¹ (Jan-Mar)	Quarter 2 ¹ (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total ² 2009
Visitation & Length of Stay					
Nonresident Visitors	1,225,000	2,660,000	4,684,000	1,423,000	9,992,000
% of Total	12%	27%	47%	14%	100%
Nonresident Travel Groups	530,000	1,110,000	1,779,000	682,000	4,101,000
% of Total	13%	27%	43%	17%	100%
Group Size (people per group)	2.32	2.40	2.63	2.10	2.44 ³
Length of Stay (nights)	4.44	4.47	5.19	4.57	4.79 ³
Expenditure Category⁴ (Average Daily per Group)					
Gasoline, Oil	\$30.05	\$35.39	\$38.52	\$34.88	\$35.97
Restaurant, Bar	\$30.34	\$28.32	\$23.90	\$21.12	\$25.47
Retail Sales	\$21.29	\$20.68	\$13.39	\$26.25	\$18.52
Hotel, B&B, etc.	\$12.57	\$10.63	\$12.96	\$12.25	\$12.16
Groceries, Snacks	\$10.24	\$11.54	\$9.56	\$7.13	\$9.78
Auto Rental and Repairs	\$6.01	\$6.81	\$2.72	\$2.66	\$4.24
Outfitter, Guide	\$3.84	\$3.05	\$1.21	\$1.33	\$2.07
Campground, RV Park	\$0.36	\$2.37	\$3.03	\$0.14	\$2.03
Licenses, Entrance Fees	\$1.87	\$2.36	\$1.67	\$1.77	\$1.90
Misc. Services	\$3.62	\$2.55	\$0.27	\$1.54	\$1.53
Transportation Fares	\$4.04	\$2.92	\$0.43	\$0.18	\$1.53
Gambling	\$1.45	\$1.60	\$0.26	\$0.96	\$0.89
Total Average Daily per Group	\$125.70	\$128.22	\$107.92	\$110.21	\$116.09
Total Expenditures	\$295,700,000	\$636,100,000	\$996,600,000	\$343,400,000	\$2,271,800,000
% of Total	13%	28%	44%	15%	100%

¹Q1 & Q2, 2008 expenditure estimates are derived from 2005 spending patterns, adjusted -18% from 2008 values to account for changes in the economy.

²2009 expenditure estimate is based on Q1 & Q2, 2008 expenditure estimates (derived from 2005 spending patterns), adjusted (-30%) for changes in the economy, and Q3 & Q4, 2009 estimates.

³2009 year total group size and length of stay are a weighted average of Q1 & Q2, 2005 and Q3 & Q4, 2009; a full year of current data is not available.

⁴Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.