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Montana Nonresident Traveler Quarterly Travel Comparison: 2008

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2008 Montana Nonresident Traveler Quarterly Travel Comparison

June 2010
Kara Grau, M.S.

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 ¹ (Jul-Sep)	Quarter 4 ¹ (Oct-Dec)	Year Total 2009
Visitation & Length of Stay					
Nonresident Visitors	1,365,000	2,607,000	4,609,000	1,419,000	10,000,000
% of Total	14%	26%	46%	14%	100%
Nonresident Travel Groups	589,000	1,090,000	1,738,000	675,000	4,092,000
% of Total	14%	27%	42%	16%	100%
Group Size (people per group)	2.32	2.40	2.66	2.11	2.45
Length of Stay (nights)	4.44	4.47	5.02	3.93	4.56
Expenditure Category² (Average Daily per Group)					
Gasoline, Oil	\$36.65	\$43.16	\$40.38	\$38.89	\$40.34
Restaurant, Bar	\$37.00	\$34.54	\$29.05	\$24.63	\$30.93
Retail Sales	\$25.96	\$25.22	\$21.16	\$20.95	\$22.90
Hotel, B&B, etc.	\$15.33	\$12.96	\$13.36	\$12.99	\$13.48
Groceries, Snacks	\$12.49	\$14.08	\$11.75	\$10.29	\$12.23
Auto Rental and Repairs	\$7.33	\$8.31	\$5.63	\$7.67	\$6.93
Outfitter, Guide	\$4.68	\$3.72	\$6.73	\$9.42	\$6.08
Transportation Fares	\$4.93	\$3.56	\$1.80	\$3.86	\$3.06
Licenses, Entrance Fees	\$2.28	\$2.88	\$3.34	\$2.20	\$2.87
Campground, RV Park	\$0.44	\$2.89	\$3.05	\$0.61	\$2.23
Misc. Services	\$4.42	\$3.11	\$1.33	\$1.08	\$2.21
Gambling	\$1.77	\$1.95	\$0.98	\$1.88	\$1.50
Total Average Daily per Group	\$153.29	\$156.37	\$138.56	\$134.48	\$144.75
Total Expenditures	\$400,900,000	\$761,900,000	\$1,208,700,000	\$356,900,000	\$2,728,400,000
% of Total	15%	28%	44%	13%	100%

¹2008 revised expenditure estimate is based on Q1 & Q2, 2008 expenditure estimates, and Q3 & Q4, 2008 estimates, adjusted (-15%) for changes in the economy.

²Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.