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### Montana Nonresident Traveler Quarterly Travel Comparison: 2007

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## 2007 Montana Nonresident Quarterly Travel Comparisons

May 2008  
Melissa Dubois

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total (2007)
<b>Visitation &amp; Length of Stay</b>					
Nonresident Visitors	1,359,000	2,771,000	4,993,000	1,561,000	10,684,000
% of Total	13%	26%	47%	15%	100%
Nonresident Travel Groups	586,000	1,156,000	1,878,000	740,000	4,360,000
% of Total	13%	27%	43%	17%	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
<b>Expenditure Category (Average Daily per Group)<sup>1</sup></b>					
Gasoline, Oil	\$35.29	\$41.56	\$45.75	\$44.06	\$42.37
Restaurant, Bar	\$35.64	\$33.26	\$32.91	\$27.90	\$32.55
Retail Sales	\$25.00	\$24.29	\$23.97	\$23.74	\$24.20
Hotel, B&B, etc.	\$14.77	\$12.49	\$15.14	\$14.71	\$14.45
Groceries, Snacks	\$12.03	\$13.55	\$13.31	\$11.66	\$12.81
Auto/RV Rental and Repairs	\$7.06	\$8.00	\$6.38	\$8.69	\$7.37
Outfitter, Guide	\$4.51	\$3.58	\$7.63	\$10.67	\$6.60
Transportation Fares	\$4.75	\$3.42	\$2.04	\$4.37	\$3.36
Licenses, Entrance Fees	\$2.19	\$2.77	\$3.78	\$2.50	\$2.97
Misc. Services	\$4.26	\$2.99	\$1.51	\$1.23	\$2.35
Campground, RV Park	\$0.43	\$2.78	\$3.46	\$0.69	\$2.18
Gambling	\$1.70	\$1.88	\$1.11	\$2.13	\$1.61
<b>Total Average Daily per Group</b>	<b>\$147.62</b>	<b>\$150.59</b>	<b>\$156.99</b>	<b>\$152.36</b>	<b>\$152.82</b>
<b>Total Expenditures</b>					
	<b>\$383,700,000</b>	<b>\$778,400,000</b>	<b>\$1,480,300,000</b>	<b>\$443,100,000</b>	<b>\$3,085,500,000</b>
% of Total	12%	25%	48%	14%	100%

<sup>1</sup> Reflects average expenditure distribution over all visitor groups, regardless of how many actual groups spent money in any particular category.