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Montana Nonresident Traveler Quarterly Travel Comparison: 2006

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2006 Montana Nonresident Quarterly Travel Comparisons

April 2007
Melissa Dubois
Kara Grau

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total (2006)
Visitation & Length of Stay					
Nonresident Visitors	1,344,000	2,676,000	4,844,000	1,514,000	10,378,000
% of Total	13%	26%	47%	15%	100%
Nonresident Travel Groups	579,000	1,118,000	1,822,000	717,000	4,236,000
% of Total	14%	26%	43%	17%	100%
Group Size (people per group)	2.32	2.39	2.66	2.11	2.45
Length of Stay (nights)	4.44	4.47	5.02	3.93	4.56
Expenditure Category (Average Daily per Group)¹					
Gasoline, Oil	\$34.32	\$40.41	\$44.48	\$42.84	\$41.20
Restaurant, Bar	\$34.65	\$32.34	\$32.00	\$27.13	\$31.65
Retail Sales	\$24.31	\$23.62	\$23.30	\$23.08	\$23.53
Hotel, B&B, etc.	\$14.36	\$12.14	\$14.72	\$14.31	\$14.05
Groceries, Snacks	\$11.69	\$13.18	\$12.94	\$11.33	\$12.46
Auto/RV Rental and Repairs	\$6.87	\$7.78	\$6.21	\$8.45	\$7.16
Outfitter, Guide	\$4.38	\$3.48	\$7.42	\$10.38	\$6.41
Transportation Fares	\$4.62	\$3.33	\$1.99	\$4.25	\$3.26
Licenses, Entrance Fees	\$2.13	\$2.69	\$3.68	\$2.43	\$2.89
Misc. Services	\$4.14	\$2.91	\$1.47	\$1.19	\$2.29
Campground, RV Park	\$0.42	\$2.70	\$3.36	\$0.67	\$2.12
Gambling	\$1.65	\$1.83	\$1.08	\$2.07	\$1.57
Total Average Daily per Group	\$143.54	\$146.42	\$152.64	\$148.14	\$148.59
Total Expenditures	\$368,700,000	\$731,700,000	\$1,396,100,000	\$417,600,000	\$2,914,100,000
% of Total	13%	25%	48%	14%	100%

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