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Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2013

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Quarter 4, 2013 Montana Nonresident Traveler Expenditure Profiles

Average Q4 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping	Other
Sample size	2,057	362	472	746	323	75	69*
Nonresident Travelers	1,694,000	299,000	391,000	618,000	267,000	62,000	57,000
Group Size (people/group)	2.05	2.71	2.12	1.94	1.37	2.20	2.01
Length of Stay (nights)	4.54	7.40	6.07	0.99	7.45	0.81	8.37
% of All Travelers in Q4	100%	18%	23%	37%	16%	4%	3%
Gasoline, Diesel	\$52.62	\$53.21	\$31.50	\$69.57	\$46.72	\$38.69	\$46.26
Retail Sales	\$50.31	\$89.40	\$53.01	\$16.89	\$36.12	\$185.84	\$98.19
Restaurant, Bar	\$26.81	\$43.44	\$38.24	\$11.44	\$29.77	\$19.90	\$23.42
Groceries, Snacks	\$15.31	\$22.78	\$21.48	\$7.54	\$10.63	\$44.52	\$7.00
Hotel, B&B, etc.	\$13.11	\$20.02	\$8.84	\$9.35	\$21.81	\$9.59	\$7.28
Outfitter, Guide	\$9.61	\$49.89	\$0.00	\$1.72	\$0.00	\$0.00	\$0.00
Licenses, Entrance Fees	\$5.06	\$19.65	\$4.53	\$26.48	\$1.57	\$0.16	\$4.64
Auto Rental	\$3.37	\$4.04	\$2.23	\$0.58	\$11.44	\$0.28	\$1.84
Misc. Services	\$1.68	\$0.89	\$3.88	\$0.37	\$1.99	\$3.74	\$1.99
Rental Cabin, Condo	\$1.15	\$3.79	\$0.02	\$0.24	\$0.82	\$0.00	\$1.96
Gambling	\$0.98	\$1.56	\$1.20	\$0.50	\$1.14	\$1.71	\$0.00
Auto Repair	\$0.40	\$0.26	\$0.56	\$0.22	\$0.47	\$0.36	\$1.61
Campground, RV Park	\$0.25	\$0.31	\$0.12	\$0.30	\$0.30	\$0.00	\$0.36
Farmers Market	\$0.06	\$0.10	\$0.09	\$0.04	\$0.04	\$0.00	\$0.09
Transportation Fares	\$0.00	\$0.00	\$0.01	\$0.00	\$0.01	\$0.00	\$0.00
Total Avg. Daily per Group	\$180.72	\$309.34	\$165.71	\$145.24	\$162.84	\$304.79	\$194.64

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,750)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Diesel	1398	80%	\$65.89	\$56.00
Restaurant, Bar	892	51%	\$52.58	\$35.00
Groceries, Snacks	652	37%	\$41.12	\$20.00
Hotel, B&B, etc.	551	31%	\$107.11	\$90.00
Retail Sales	354	20%	\$243.23	\$120.00
Auto Rental	118	7%	\$49.96	\$50.00
Licenses, Entrance Fees	87	5%	\$101.42	\$40.00
Rental Cabin, Condo	56	3%	\$91.99	\$96.00
Misc. Services	49	3%	\$60.66	\$32.75
Campground, RV Park	44	3%	\$29.27	\$30.00
Gambling	42	2%	\$40.64	\$40.00
Outfitter, Guide	21	1%	\$783.17	\$550.00
Auto Repair	12	1%	\$56.88	\$41.42
Farmers Market	8	<1%	\$12.42	\$13.57
Transportation Fares	3	<1%	\$2.56	\$2.56

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

^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value.

*Small sample size, use with caution.