

3-1-2014


Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2013

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Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2013" (2014). *Institute for Tourism and Recreation Research Publications*. 18.

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Quarter 3, 2013 Montana Nonresident Traveler Expenditure Profiles

Average Q3 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping	Other
Sample size	3,917	1,871	658	943	293	65*	79
Nonresident Travelers	5,117,000	2,449,000	861,000	1,235,000	384,000	84,000	104,000
Group Size (people/group)	2.49	2.76	2.38	2.30	1.76	2.76	2.04
Length of Stay (nights)	5.23	6.17	6.55	1.44	8.67	0.89	8.33
% of All Travelers in Q3	100%	48%	17%	24%	8%	2%	2%
Gasoline, Diesel	\$54.02	\$51.55	\$46.56	\$64.46	\$52.96	\$70.66	\$45.39
Restaurant, Bar	\$29.43	\$36.82	\$31.88	\$14.61	\$25.95	\$23.19	\$23.35
Retail Sales	\$25.54	\$29.50	\$21.44	\$8.80	\$19.49	\$182.93	\$48.73
Hotel, B&B, etc.	\$15.61	\$17.79	\$11.10	\$14.11	\$18.25	\$9.57	\$12.11
Groceries, Snacks	\$14.94	\$19.64	\$15.15	\$6.14	\$9.64	\$24.55	\$13.99
Outfitter, Guide	\$7.89	\$13.18	\$5.13	\$1.22	\$4.44	\$0.00	\$0.00
Auto Repair	\$3.52	\$3.48	\$2.43	\$1.80	\$0.90	\$0.00	\$1.84
Auto Rental	\$3.01	\$3.97	\$3.17	\$0.47	\$5.90	\$0.00	\$1.08
Licenses, Entrance Fees	\$2.89	\$4.21	\$2.79	\$0.65	\$2.44	\$0.00	\$1.82
Rental Cabin, Condo	\$2.71	\$4.83	\$1.92	\$0.07	\$0.27	\$0.00	\$0.47
Campground, RV Park	\$1.84	\$2.99	\$0.56	\$0.99	\$0.32	\$0.88	\$0.89
Farmers Market	\$0.72	\$0.80	\$0.97	\$0.30	\$0.97	\$0.26	\$1.06
Misc. Services	\$0.72	\$1.47	\$0.96	\$0.04	\$0.33	\$2.57	\$1.49
Gambling	\$0.50	\$0.54	\$0.45	\$0.50	\$0.30	\$1.42	\$0.00
Transportation Fares	\$0.43	\$0.01	\$0.00	\$0.00	\$0.01	\$0.03	\$0.00
Total Avg. Daily per Group	\$163.77	\$190.78	\$144.51	\$114.16	\$142.17	\$316.06	\$152.22

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=3,349)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Diesel	2787	83%	\$65.04	\$53.00
Restaurant, Bar	1919	57%	\$51.38	\$39.00
Groceries, Snacks	1261	38%	\$39.67	\$24.34
Hotel, B&B, etc.	1188	35%	\$123.67	\$114.35
Retail Sales	759	23%	\$112.71	\$51.40
Campground, RV Park	563	17%	\$31.84	\$30.00
Licenses, Entrance Fees	288	9%	\$33.53	\$25.00
Auto Rental	214	6%	\$47.61	\$50.00
Rental Cabin, Condo	150	4%	\$169.73	\$160.00
Farmers Market	136	4%	\$17.67	\$18.00
Outfitter, Guide	115	3%	\$230.35	\$200.00
Misc. Services	87	3%	\$38.71	\$15.44
Auto Repair	59	2%	\$148.15	\$191.84
Gambling	52	2%	\$32.23	\$20.00
Transportation Fares	3	<1%	\$7.02	\$7.46

[^] 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.