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Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2013

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Quarter 2, 2013 Montana Nonresident Traveler Expenditure Profiles

Average Q2 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping	Other
Sample size	2,541	763	434	911	299	55*	76
Nonresident Travelers	2,890,000	868,000	495,000	1,037,000	341,000	63,000	86,000
Group Size (people/group)	2.19	2.70	2.05	2.04	1.53	1.81	1.76
Length of Stay (nights)	3.99	4.79	5.98	0.90	8.08	0.99	10.48
% of All Travelers in Q2	100%	25%	19%	39%	13%	2%	3%
Gasoline, Diesel	\$51.00	\$50.82	\$34.00	\$63.95	\$41.21	\$45.78	\$35.65
Retail Sales	\$27.56	\$41.14	\$27.05	\$6.80	\$43.00	\$101.24	\$22.57
Restaurant, Bar	\$23.76	\$35.67	\$26.18	\$11.57	\$28.80	\$11.01	\$26.76
Hotel, B&B, etc.	\$16.65	\$23.68	\$10.70	\$13.09	\$20.61	\$4.05	\$16.73
Groceries, Snacks	\$10.38	\$15.11	\$13.21	\$6.02	\$5.87	\$23.32	\$7.23
Licenses, Entrance Fees	\$2.72	\$6.66	\$1.70	\$0.77	\$0.98	\$0.00	\$1.61
Outfitter, Guide	\$2.66	\$7.61	\$1.87	\$0.06	\$0.00	\$0.00	\$1.53
Auto Rental	\$2.36	\$3.00	\$2.31	\$0.84	\$5.31	\$0.00	\$4.44
Rental Cabin, Condo	\$1.59	\$4.47	\$0.41	\$0.06	\$1.12	\$0.00	\$0.72
Campground, RV Park	\$1.10	\$2.11	\$0.43	\$1.03	\$0.12	\$0.78	\$0.05
Auto Repair	\$0.95	\$0.83	\$1.50	\$0.29	\$0.49	\$3.72	\$6.42
Misc. Services	\$0.87	\$0.70	\$2.02	\$0.19	\$0.59	\$6.25	\$1.19
Gambling	\$0.53	\$0.55	\$0.64	\$0.47	\$0.71	\$0.28	\$0.03
Transportation Fares	\$0.19	\$0.40	\$0.06	\$0.00	\$0.50	\$0.00	\$0.04
Farmers Market	\$0.07	\$0.10	\$0.14	\$0.01	\$0.07	\$0.00	\$0.14
Total Avg. Daily per Group	\$142.39	\$192.85	\$122.22	\$105.15	\$149.38	\$196.43	\$125.11

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=2,089)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Diesel	1623	78%	\$65.65	\$55.00
Restaurant, Bar	1054	50%	\$47.06	\$33.42
Hotel, B&B, etc.	705	34%	\$102.63	\$96.00
Groceries, Snacks	642	31%	\$33.75	\$20.00
Retail Sales	410	20%	\$140.26	\$55.00
Campground, RV Park	168	8%	\$33.11	\$32.00
Licenses, Entrance Fees	144	7%	\$39.44	\$29.53
Auto Rental	117	6%	\$42.08	\$45.00
Rental Cabin, Condo	57	3%	\$120.41	\$148.48
Misc. Services	49	2%	\$37.32	\$23.39
Outfitter, Guide	39	2%	\$143.54	\$148.58
Gambling	38	2%	\$28.93	\$20.00
Auto Repair	21	1%	\$95.42	\$100.00
Farmers Market	13	1%	\$10.98	\$14.19
Transportation Fares	7	<1%	\$54.82	\$64.00

[^] 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.