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Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2013

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Quarter 1, 2013 Montana Nonresident Traveler Expenditure Profiles

Average Q1 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping	Other
Sample size	1,733	356	328	571	333	50*	92
Nonresident Travelers	1,318,000	271,000	250,000	435,000	254,000	40,000	70,000
Group Size (people/group)	2.04	2.94	1.82	1.94	1.48	1.80	2.13
Length of Stay (nights)	4.24	6.22	6.58	0.60	6.04	1.02	6.08
% of All Travelers in Q1	100%	21%	19%	33%	19%	3%	5%
Gasoline, Diesel	\$41.19	\$36.13	\$26.79	\$57.65	\$32.78	\$28.32	\$42.39
Retail Sales	\$33.96	\$80.90	\$40.73	\$6.30	\$15.36	\$168.87	\$14.13
Restaurant, Bar	\$29.14	\$63.99	\$36.19	\$8.49	\$26.25	\$25.24	\$19.81
Hotel, B&B, etc.	\$17.40	\$21.38	\$11.88	\$13.05	\$26.92	\$22.51	\$12.48
Groceries, Snacks	\$11.77	\$23.61	\$18.29	\$2.71	\$5.51	\$54.62	\$4.62
Licenses, Entrance Fees	\$7.08	\$27.06	\$3.70	\$2.18	\$0.88	\$0.00	\$1.86
Auto Rental	\$3.99	\$7.86	\$3.39	\$0.08	\$8.70	\$0.00	\$1.41
Rental Cabin, Condo	\$3.29	\$14.95	\$0.28	\$0.00	\$1.33	\$0.00	\$0.14
Outfitter, Guide	\$2.94	\$13.70	\$0.81	\$0.00	\$0.35	\$0.00	\$0.00
Misc. Services	\$0.76	\$1.55	\$0.46	\$0.03	\$0.54	\$0.89	\$4.47
Auto Repair	\$0.46	\$1.55	\$0.07	\$0.00	\$0.13	\$4.32	\$0.00
Gambling	\$0.37	\$0.62	\$0.48	\$0.00	\$0.54	\$2.08	\$0.00
Transportation Fares	\$0.09	\$0.00	\$0.33	\$0.03	\$0.00	\$0.00	\$0.46
Farmers Market	\$0.02	\$0.02	\$0.01	\$0.00	\$0.02	\$0.40	\$0.00
Campground, RV Park	\$0.01	\$0.02	\$0.00	\$0.02	\$0.00	\$0.00	\$0.00
Total Avg. Daily per Group	\$152.47	\$293.34	\$143.41	\$90.54	\$119.31	\$307.25	\$101.77

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,453)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Diesel	1070	74%	\$56.14	\$47.00
Restaurant, Bar	696	48%	\$61.07	\$35.00
Hotel, B&B, etc.	426	29%	\$96.62	\$89.00
Groceries, Snacks	375	26%	\$45.73	\$25.00
Retail Sales	267	18%	\$185.79	\$85.00
Auto Rental	124	9%	\$46.79	\$50.00
Licenses, Entrance Fees	111	8%	\$93.46	\$86.31
Rental Cabin, Condo	48	3%	\$162.09	\$148.46
Misc. Services	32	2%	\$34.50	\$15.45
Outfitter, Guide	29	2%	\$147.34	\$148.15
Gambling	18	1%	\$29.70	\$36.06
Auto Repair	8	1%	\$84.68	\$99.31
Farmers Market	7	<1%	\$3.85	\$3.85
Campground, RV Park	5	<1%	\$6.52	\$6.52
Transportation Fares	4	<1%	\$35.34	\$41.74

[^] 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.