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Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2012

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Quarter 4, 2012 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	2,191	428	460	827	311	92	72
Nonresident Travelers	1,642,000	321,000	344,000	620,000	233,000	69,000	54,000
Group Size (people/group)	2.07	2.61	2.11	1.92	1.65	2.45	1.80
Length of Stay (nights)	4.58	7.08	5.96	0.79	9.45	1.16	7.90
% of All Travelers in Q4	100%	20%	21%	38%	14%	4%	3%
Gasoline	\$48.57	\$45.82	\$30.51	\$66.30	\$37.48	\$45.33	\$28.25
Retail Sales	\$39.69	\$51.06	\$50.77	\$5.81	\$26.21	\$278.48	\$43.63
Restaurant, Bar	\$24.03	\$38.82	\$30.62	\$11.91	\$28.12	\$25.59	\$12.94
Hotel, B&B, etc.	\$11.10	\$13.75	\$7.07	\$8.56	\$19.10	\$15.06	\$6.95
Groceries, Snacks	\$9.87	\$19.15	\$13.27	\$3.40	\$6.44	\$25.21	\$3.65
Outfitter, Guide	\$7.22	\$30.02	\$2.46	\$0.86	\$3.79	\$0.00	\$0.00
Licenses, Entrance Fees	\$4.14	\$18.74	\$1.24	\$0.41	\$0.50	\$0.11	\$0.65
Auto Rental	\$3.02	\$4.32	\$2.10	\$0.09	\$10.60	\$0.00	\$3.28
Rental Cabin, Condo	\$2.54	\$8.58	\$0.50	\$0.00	\$3.98	\$3.81	\$0.04
Misc. Services	\$0.26	\$0.00	\$0.58	\$0.26	\$0.07	\$0.12	\$0.75
Auto Repair	\$0.19	\$0.00	\$0.81	\$0.07	\$0.00	\$0.00	\$0.02
Gambling	\$0.17	\$0.29	\$0.24	\$0.07	\$0.23	\$0.00	\$0.00
Farmers Market	\$0.13	\$0.23	\$0.20	\$0.02	\$0.23	\$0.00	\$0.11
Campground, RV Park	\$0.10	\$0.17	\$0.00	\$0.12	\$0.10	\$0.13	\$0.00
Transportation Fares	\$0.05	\$0.04	\$0.05	\$0.04	\$0.11	\$0.00	\$0.00
Total Avg. Daily per Group	\$151.08	\$230.99	\$140.42	\$97.92	\$136.96	\$393.84	\$100.27

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,853)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline	1376	74%	\$65.42	\$54.00
Restaurant, Bar	880	47%	\$50.64	\$33.30
Hotel, B&B, etc.	597	32%	\$92.37	\$89.00
Groceries, Snacks	460	25%	\$39.76	\$20.00
Retail Sales	342	18%	\$214.87	\$103.76
Auto Rental	114	6%	\$49.27	\$56.59
Licenses, Entrance Fees	83	4%	\$92.39	\$40.00
Rental Cabin, Condo	75	4%	\$168.94	\$159.00
Campground, RV Park	49	3%	\$13.96	\$14.80
Outfitter, Guide	29	2%	\$457.07	\$450.00
Farmers Market	29	2%	\$8.22	\$8.23
Misc. Services	25	1%	\$18.68	\$20.00
Gambling	13	1%	\$22.97	\$28.94
Transportation Fares	6	<1%	\$15.01	\$15.01
Auto Repair	6	<1%	\$56.69	\$71.11

[^] 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.

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