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Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2012

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Quarter 3, 2012 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	Other	Shopping
Sample size	5,322	2,537	829	1,291	487	110	
Nonresident Travelers	5,058,000	2,423,000	792,000	1,233,000	465,000	105,000	
Group Size (people/group)	2.40	2.58	2.47	2.31	1.65	2.30	
Length of Stay (nights)	5.39	6.25	6.94	1.06	9.58	8.03	
% of All Travelers in Q3	100%	48%	16%	24%	9%	2%	
Gasoline	\$46.11	\$43.35	\$37.84	\$60.32	\$42.33	\$34.94	
Restaurant, Bar	\$25.25	\$29.14	\$29.00	\$14.05	\$26.18	\$31.26	
Retail Sales	\$21.92	\$24.84	\$27.65	\$8.64	\$12.09	\$44.43	
Hotel, B&B, etc.	\$14.66	\$16.73	\$10.55	\$12.86	\$15.81	\$11.60	
Groceries, Snacks	\$11.47	\$13.42	\$16.87	\$5.10	\$7.50	\$9.91	
Outfitter, Guide	\$5.43	\$8.56	\$5.65	\$0.57	\$1.84	\$6.34	
Licenses, Entrance Fees	\$2.79	\$3.99	\$2.83	\$0.54	\$2.88	\$1.22	
Auto Rental	\$2.30	\$2.90	\$2.37	\$0.24	\$4.87	\$0.91	
Rental Cabin, Condo	\$2.11	\$3.78	\$0.92	\$0.08	\$1.14	\$0.40	
Campground, RV Park	\$1.39	\$2.07	\$0.64	\$0.88	\$0.63	\$0.77	
Auto Repair	\$0.61	\$0.76	\$0.49	\$0.66	\$0.00	\$0.71	
Misc. Services	\$0.38	\$0.30	\$0.58	\$0.14	\$0.78	\$1.43	
Farmers Market	\$0.27	\$0.31	\$0.51	\$0.08	\$0.17	\$0.27	
Gambling	\$0.08	\$0.11	\$0.04	\$0.04	\$0.01	\$0.19	
Transportation Fares	\$0.01	\$0.00	\$0.01	\$0.02	\$0.00	\$0.00	
Total Avg. Daily per Group	\$134.78	\$150.26	\$135.95	\$104.22	\$116.23	\$144.38	

Insufficient Sample Size

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=4,496)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline	3506	78%	\$59.13	\$49.07
Restaurant, Bar	2463	55%	\$46.10	\$35.00
Hotel, B&B, etc.	1646	37%	\$110.81	\$101.79
Groceries, Snacks	1289	29%	\$40.03	\$22.00
Retail Sales	885	20%	\$111.36	\$60.00
Campground, RV Park	629	14%	\$30.05	\$30.00
Licenses, Entrance Fees	362	8%	\$34.63	\$25.00
Auto Rental	221	5%	46.79	51.9
Rental Cabin, Condo	207	5%	\$126.72	\$150.00
Outfitter, Guide	154	3%	\$158.78	\$172.43
Farmers Market	130	3%	\$9.29	\$9.40
Misc. Services	55	1%	\$31.61	\$30.70
Gambling	30	1%	\$11.42	\$12.42
Auto Repair	24	1%	\$114.25	\$135.49
Transportation Fares	5	<1%	\$4.79	\$4.79

[^] 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.