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# Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2012

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## Quarter 2, 2012 Montana Nonresident Traveler Expenditure Profiles

### Average Q2 Daily Expenditures by Purpose of Trip<sup>^</sup>

|                                   | Primary Purpose of Trip |                 |                  |                 |                 |                 |          |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|-----------------|----------|
|                                   | All Travelers           | Vacation        | VFR <sup>1</sup> | Pass-Through    | Business        | Other           | Shopping |
| Sample size                       | 2,654                   | 803             | 400              | 913             | 310             | 82              |          |
| Nonresident Travelers             | 2,781,000               | 879,000         | 438,000          | 1,000,000       | 339,000         | 90,000          |          |
| Group Size (people/group)         | 2.17                    | 2.51            | 2.14             | 2.05            | 1.64            | 2.51            |          |
| Length of Stay (nights)           | 4.75                    | 6.01            | 6.00             | 1.09            | 10.44           | 6.67            |          |
| % of All Travelers in Q2          | 100%                    | 32%             | 16%              | 36%             | 12%             | 3%              |          |
| Gasoline                          | \$54.94                 | \$50.13         | \$39.76          | \$68.05         | \$49.55         | \$57.33         |          |
| Restaurant, Bar                   | \$22.83                 | \$29.15         | \$29.03          | \$13.12         | \$24.58         | \$20.89         |          |
| Retail Sales                      | \$20.82                 | \$25.33         | \$26.89          | \$11.70         | \$16.91         | \$21.03         |          |
| Hotel, B&B, etc.                  | \$13.84                 | \$16.41         | \$12.42          | \$10.87         | \$19.10         | \$10.29         |          |
| Groceries, Snacks                 | \$11.98                 | \$14.96         | \$15.77          | \$6.61          | \$12.66         | \$22.97         |          |
| Licenses, Entrance Fees           | \$2.56                  | \$6.16          | \$2.26           | \$0.24          | \$1.23          | \$1.63          |          |
| Auto Rental                       | \$2.42                  | \$2.04          | \$3.80           | \$0.07          | \$5.66          | \$1.20          |          |
| Outfitter, Guide                  | \$2.01                  | \$5.82          | \$1.12           | \$0.00          | \$0.00          | \$1.61          |          |
| Rental Cabin, Condo               | \$1.10                  | \$2.47          | \$1.41           | \$0.04          | \$0.36          | \$1.97          |          |
| Misc. Services                    | \$0.89                  | \$1.02          | \$0.52           | \$0.02          | \$3.91          | \$0.00          |          |
| Campground, RV Park               | \$0.83                  | \$1.87          | \$0.43           | \$0.78          | \$0.28          | \$0.47          |          |
| Auto Repair                       | \$0.48                  | \$0.52          | \$0.44           | \$0.34          | \$0.72          | \$0.00          |          |
| Farmers Market                    | \$0.22                  | \$0.39          | \$0.45           | \$0.02          | \$0.13          | \$0.19          |          |
| Gambling                          | \$0.12                  | \$0.21          | \$0.07           | \$0.09          | \$0.05          | \$0.17          |          |
| Transportation Fares              | \$0.03                  | \$0.02          | \$0.06           | \$0.01          | \$0.14          | \$0.00          |          |
| <b>Total Avg. Daily per Group</b> | <b>\$135.07</b>         | <b>\$156.50</b> | <b>\$134.44</b>  | <b>\$111.96</b> | <b>\$135.27</b> | <b>\$139.75</b> |          |

Insufficient Sample Size

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

| Expenditure Category    | # of Groups Who Spent | Percent of Sample (n=2,198) | Mean <sup>2</sup> of Those Who Spent | Median <sup>3</sup> of Those Who Spent |
|-------------------------|-----------------------|-----------------------------|--------------------------------------|--|
| Gasoline                | 1821                  | 83%                         | \$66.31                              | \$53.00                                |
| Restaurant, Bar         | 1207                  | 55%                         | \$41.57                              | \$30.00                                |
| Hotel, B&B, etc.        | 817                   | 37%                         | \$96.32                              | \$90.00                                |
| Groceries, Snacks       | 691                   | 31%                         | \$38.12                              | \$25.00                                |
| Retail Sales            | 420                   | 19%                         | \$108.92                             | \$50.00                                |
| Campground, RV Park     | 201                   | 9%                          | \$28.88                              | \$28.00                                |
| Licenses, Entrance Fees | 183                   | 8%                          | \$30.71                              | \$25.00                                |
| Auto Rental             | 104                   | 5%                          | \$43.73                              | \$45.00                                |
| Rental Cabin, Condo     | 47                    | 2%                          | \$133.47                             | \$120.00                               |
| Farmers Market          | 37                    | 2%                          | \$13.32                              | \$13.37                                |
| Misc. Services          | 26                    | 1%                          | \$74.30                              | \$28.00                                |
| Outfitter, Guide        | 26                    | 1%                          | \$169.19                             | \$182.49                               |
| Gambling                | 23                    | 1%                          | \$11.61                              | \$15.39                                |
| Auto Repair             | 23                    | 1%                          | \$40.82                              | \$49.44                                |
| Transportation Fares    | 4                     | <1%                         | \$18.33                              | \$18.33                                |

<sup>^</sup> Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

<sup>^^</sup> 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.

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