

4-1-2013


# Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2012

Kara Grau

*The University of Montana-Missoula*

Let us know how access to this document benefits you.

Follow this and additional works at: [https://scholarworks.umt.edu/itrr\\_pubs](https://scholarworks.umt.edu/itrr_pubs)

 Part of the [Economics Commons](#), [Leisure Studies Commons](#), [Recreation, Parks and Tourism Administration Commons](#), and the [Tourism and Travel Commons](#)

---

## Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2012" (2013). *Institute for Tourism and Recreation Research Publications*. 23.

[https://scholarworks.umt.edu/itrr\\_pubs/23](https://scholarworks.umt.edu/itrr_pubs/23)

This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact [scholarworks@mso.umt.edu](mailto:scholarworks@mso.umt.edu).

## Quarter 2, 2012 Montana Nonresident Traveler Expenditure Profiles

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

	Primary Purpose of Trip						Shopping
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Other	
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.