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Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2012

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Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2012" (2013). *Institute for Tourism and Recreation Research Publications*. 24.
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Quarter 1, 2012 Montana Nonresident Traveler Expenditure Profiles

Average Q1 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					Shopping	Other
	All Travelers	Vacation	VFR ¹	Pass-Through	Business		
Sample size	1,354	263	219	532	224		
Nonresident Travelers	1,288,000	256,000	213,000	518,000	218,000		
Group Size (people/group)	1.98	2.58	2.09	1.79	1.47		
Length of Stay (nights)	3.91	5.10	6.47	0.60	7.10		
% of All Travelers in Q1	100%	20%	17%	40%	17%		
Gasoline	\$46.71	\$31.10	\$38.24	\$62.94	\$34.63		
Restaurant, Bar	\$32.35	\$61.73	\$34.84	\$14.93	\$37.32		
Retail Sales	\$27.64	\$53.58	\$40.05	\$14.97	\$19.60		
Hotel, B&B, etc.	\$18.73	\$27.29	\$9.10	\$12.84	\$33.39		
Groceries, Snacks	\$7.73	\$13.52	\$12.67	\$2.74	\$6.65		
Auto Rental	\$4.15	\$5.70	\$2.82	\$0.65	\$11.93		
Licenses, Entrance Fees	\$3.31	\$13.01	\$3.13	\$0.74	\$0.26		
Rental Cabin, Condo	\$1.83	\$8.15	\$0.00	\$0.00	\$1.16		
Outfitter, Guide	\$1.44	\$7.38	\$0.15	\$0.00	\$0.19		
Gambling	\$0.84	\$0.56	\$1.90	\$0.40	\$1.54		
Misc. Services	\$0.26	\$0.05	\$0.56	\$0.24	\$0.13		
Transportation Fares	\$0.23	\$0.81	\$0.00	\$0.00	\$0.43		
Auto Repair	\$0.03	\$0.04	\$0.00	\$0.00	\$0.14		
Campground, RV Park	\$0.03	\$0.00	\$0.05	\$0.02	\$0.01		
Total Avg. Daily per Group	\$145.28	\$222.92	\$143.51	\$110.47	\$147.37		

Insufficient Sample Size

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,153)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Oil	854	74%	\$62.98	\$50.49
Restaurant, Bar	678	59%	\$55.01	\$32.48
Hotel, B&B, etc.	404	35%	\$102.94	\$90.94
Groceries, Snacks	275	24%	\$32.41	\$20.00
Retail Sales	193	17%	\$165.25	\$100.00
Auto Rental	91	8%	\$52.34	\$60.00
Licenses, Entrance Fees	75	7%	\$50.66	\$66.23
Rental Cabin, Condo	47	4%	\$86.59	\$109.60
Outfitter, Guide	32	3%	\$51.15	\$51.16
Misc. Services	19	2%	\$16.43	\$14.54
Gambling	18	2%	\$54.79	\$28.37
Transportation Fares	15	1%	\$17.81	\$17.81
Campground, RV Park	8	1%	\$7.55	\$7.55
Auto Repair	4	<1%	\$9.42	\$9.42

[^] 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.

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.