

University of Montana

ScholarWorks at University of Montana

Institute for Tourism and Recreation Research
Publications

Institute for Tourism and Recreation Research

4-1-2012

Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2011

Kara Grau

The University of Montana-Missoula

Follow this and additional works at: 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](#)

Let us know how access to this document benefits you.

Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2011" (2012). *Institute for Tourism and Recreation Research Publications*. 25.
https://scholarworks.umt.edu/itrr_pubs/25

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.

Quarter 4, 2011 Montana Nonresident Traveler Expenditure Profiles

Average Q4 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					Shopping	Other
	All Travelers	Vacation	VFR ¹	Pass-Through	Business		
Sample size	n=1621	n=260	n=375	n=645	n=230		
Nonresident Travelers	1,725,000	279,000	404,000	695,000	248,000		
Group Size (people/group)	1.98	2.44	1.98	1.85	1.76		
Length of Stay (nights)	4.31	6.31	6.12	0.84	7.80		
% of All Travelers in Q4	100%	16%	23%	40%	14%		
Gasoline, Oil	\$47.70	\$46.87	\$31.33	\$59.98	\$41.12		
Retail sales	\$40.47	\$36.78	\$67.17	\$6.97	\$22.82		
Restaurant, Bar	\$25.54	\$37.68	\$31.67	\$13.68	\$33.40		
Hotel, B&B, etc.	\$11.06	\$15.35	\$5.14	\$8.68	\$19.95		
Groceries, Snacks	\$9.17	\$17.23	\$12.10	\$4.36	\$5.29		
Auto Rental and Repairs	\$2.93	\$2.19	\$2.38	\$0.45	\$11.59		
Licenses, Entrance Fees	\$2.42	\$9.86	\$2.22	\$0.04	\$0.83		
Campground, RV Park	\$0.83	\$1.22	\$0.86	\$0.78	\$0.27		
Misc. Services	\$0.26	\$0.57	\$0.50	\$0.03	\$0.11		
Gambling	\$0.17	\$0.24	\$0.46	\$0.08	\$0.00		
Outfitter, Guide	\$0.06	\$0.08	\$0.21	\$0.00	\$0.00		
Transportation Fares	\$0.04	\$0.00	\$0.03	\$0.00	\$0.23		
Total Avg. Daily per Group	\$140.65	\$168.07	\$154.07	\$95.05	\$135.61		

Insufficient Sample Size

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,374)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	1,023	74%	\$64.08	\$54.00
Restaurant, Bar	745	54%	\$47.06	\$30.00
Hotel, B&B, etc.	473	34%	\$90.65	\$85.00
Groceries, Snacks	319	23%	\$39.53	\$20.00
Retail Sales	233	17%	\$238.62	\$100.00
Auto Rental and Repairs	79	6%	\$50.82	\$50.18
Campground, RV Park	74	5%	\$45.50	\$58.06
Licenses, Entrance Fees	50	4%	\$66.14	\$31.97
Rental Cabin, Condo ²	23	2%	\$90.40	\$108.51
Misc. Services	11	1%	\$32.19	\$36.51
Gambling	9	1%	\$25.76	\$38.64
Outfitter, Guide	2	<1%	\$34.65	\$40.61
Transportation Fares	2	<1%	\$24.84	\$23.73

[^] 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. ²In the first table above, expenditures in this category are included with Hotel, Motel, B&B for comparability with previous years. ³Mean, or average, is the sum of the values divided by the number of values. ⁴Median is the middle value, with half of the values higher, and half lower than the median value.