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4-1-2012

Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2011

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Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2011" (2012). *Institute for Tourism and Recreation Research Publications*. 26.
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Quarter 3, 2011 Montana Nonresident Traveler Expenditure Profiles

Average Q3 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						Shopping
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Other	
Sample size	n=2933	n=1419	n=474	n=662	n=246	n=76	
Nonresident Travelers	4,891,000	2,377,000	792,000	1,110,000	411,000	127,000	
Group Size (people/group)	2.44	2.70	2.33	2.29	1.82	1.81	
Length of Stay (nights)	5.45	5.98	7.09	1.04	9.86	12.42	
% of All Travelers in Q2	100%	49%	16%	23%	8%	3%	
Gasoline, Oil	\$44.16	\$42.10	\$35.79	\$59.77	\$35.61	\$28.61	
Restaurant, Bar	\$24.63	\$27.62	\$29.57	\$13.76	\$25.67	\$18.14	
Retail sales	\$23.09	\$22.18	\$33.47	\$7.41	\$10.44	\$58.50	
Hotel, B&B, etc.	\$15.81	\$19.12	\$9.64	\$12.87	\$17.64	\$8.59	
Groceries, Snacks	\$10.49	\$12.13	\$13.56	\$4.06	\$7.91	\$9.40	
Auto Rental and Repairs	\$3.66	\$4.18	\$2.52	\$1.73	\$9.64	\$0.41	
Outfitter, Guide	\$3.54	\$6.51	\$1.00	\$0.02	\$2.17	\$0.00	
Licenses, Entrance Fees	\$2.37	\$3.64	\$2.78	\$0.19	\$0.74	\$1.10	
Campground, RV Park	\$1.30	\$2.00	\$0.61	\$0.64	\$0.63	\$1.14	
Misc. Services	\$0.40	\$0.21	\$0.79	\$0.51	\$0.23	\$0.82	
Gambling	\$0.38	\$0.24	\$0.82	\$0.17	\$1.11	\$0.00	
Transportation Fares	\$0.01	\$0.00	\$0.03	\$0.00	\$0.04	\$0.00	
Total Avg. Daily per Group	\$129.84	\$139.93	\$130.58	\$101.13	\$111.83	\$126.72	

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=2,462)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	1,826	74%	\$59.56	\$50.00
Restaurant, Bar	1,432	58%	\$42.35	\$30.00
Hotel, B&B, etc.	989	40%	\$109.05	\$100.00
Groceries, Snacks	759	31%	\$34.03	\$20.00
Retail Sales	579	24%	\$98.01	\$50.00
Campground, RV Park	342	14%	\$28.27	\$28.00
Licenses, Entrance Fees	204	8%	\$28.68	\$25.00
Auto Rental and Repairs	97	4%	\$92.34	\$60.00
Rental Cabin, Condo ²	70	3%	\$139.09	\$150.00
Outfitter, Guide	59	2%	\$148.09	\$126.79
Gambling	39	2%	\$24.15	\$32.65
Misc. Services	25	1%	\$38.85	\$18.49
Transportation Fares	3	<1%	\$6.91	\$7.35

[^] 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.