

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 2, 2011

Kara Grau

*The University of Montana-Missoula*

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](#)

**Let us know how access to this document benefits you.**

---

### Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: Quarter 2, 2011" (2012). *Institute for Tourism and Recreation Research Publications*. 27.  
[https://scholarworks.umt.edu/itrr\\_pubs/27](https://scholarworks.umt.edu/itrr_pubs/27)

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, 2011 Montana Nonresident Traveler Expenditure Profiles

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

	Primary Purpose of Trip					Shopping	Other
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business		
Sample size	n=2201	n=659	n=395	n=775	n=276		
Nonresident Travelers	2,697,000	809,000	485,000	971,000	351,000		
Group Size (people/group)	2.40	2.86	2.31	2.26	1.93		
Length of Stay (nights)	3.82	4.61	5.38	0.85	6.70		
% of All Travelers in Q2	100%	30%	18%	36%	13%		
Gasoline, Oil	\$46.71	\$44.00	\$38.39	\$55.95	\$41.70		
Restaurant, Bar	\$26.30	\$37.32	\$29.20	\$13.18	\$35.75		
Retail sales	\$22.81	\$28.65	\$25.74	\$14.35	\$14.13		
Hotel, B&B, etc.	\$19.38	\$28.61	\$12.17	\$12.27	\$29.38		
Groceries, Snacks	\$7.18	\$7.78	\$11.79	\$4.77	\$7.26		
Auto Rental and Repairs	\$2.43	\$2.21	\$1.85	\$0.33	\$9.85		
Licenses, Entrance Fees	\$1.47	\$3.63	\$1.74	\$0.26	\$0.27		
Outfitter, Guide	\$0.63	\$1.72	\$0.49	\$0.00	\$0.00		
Campground, RV Park	\$0.63	\$1.21	\$0.23	\$0.59	\$0.04		
Gambling	\$0.25	\$0.26	\$0.18	\$0.20	\$0.56		
Misc. Services	\$0.16	\$0.16	\$0.14	\$0.19	\$0.10		
Transportation Fares	\$0.01	\$0.00	\$0.00	\$0.00	\$0.02		
<b>Total Avg. Daily per Group</b>	<b>\$127.96</b>	<b>\$155.56</b>	<b>\$121.91</b>	<b>\$102.09</b>	<b>\$139.06</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=1,824)	Mean <sup>3</sup> of Those Who Spent	Median <sup>4</sup> of Those Who Spent
Gasoline, Oil	1,308	72%	\$65.16	\$56.00
Restaurant, Bar	1,042	57%	\$46.07	\$30.00
Hotel, B&B, etc.	674	37%	\$95.93	\$90.00
Groceries, Snacks	466	26%	\$28.13	\$20.00
Retail Sales	354	19%	\$117.62	\$50.00
Campground, RV Park	98	5%	\$22.71	\$26.47
Licenses, Entrance Fees	91	5%	\$29.63	\$25.00
Auto Rental and Repairs	68	4%	\$65.27	\$52.53
Rental Cabin, Condo <sup>2</sup>	34	2%	\$122.12	\$125.00
Gambling	26	1%	\$17.91	\$20.97
Misc. Services	15	1%	\$19.58	\$23.57
Outfitter, Guide	13	1%	\$87.05	\$88.65
Transportation Fares	3	<1%	\$3.52	\$3.89

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