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Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2011

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Quarter 1, 2011 Montana Nonresident Traveler Expenditure Profiles

Average Q1 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping Other
Sample size	n=1083	n= 266	n=190	n=395	n=167	
Nonresident Travelers	1,234,000	310,000	221,000	459,000	194,000	
Group Size (people/group)	2.33	3.35	2.05	1.96	1.80	
Length of Stay (nights)	4.09	6.37	5.15	0.73	7.02	
% of All Travelers in Q1	100%	25%	18%	37%	16%	
Gasoline, Oil	\$41.22	\$29.92	\$27.11	\$59.55	\$42.82	
Restaurant, Bar	\$26.31	\$43.81	\$27.47	\$14.45	\$29.74	
Hotel, B&B, etc.	\$21.56	\$38.21	\$9.13	\$12.96	\$29.90	
Retail Sales	\$19.76	\$28.54	\$37.63	\$6.29	\$17.82	
Groceries, Snacks	\$7.28	\$10.25	\$12.49	\$2.95	\$7.26	
Auto Rental and Repairs	\$6.36	\$12.05	\$4.14	\$0.91	\$11.01	
Licenses, Entrance Fees	\$4.98	\$16.76	\$2.26	\$0.00	\$1.95	
Misc. Services	\$4.50	\$12.10	\$5.45	\$0.19	\$1.96	
Gambling	\$1.10	\$0.92	\$0.74	\$2.00	\$0.14	
Outfitter, Guide	\$0.12	\$0.29	\$0.28	\$0.00	\$0.00	
Transportation Fares	\$0.03	\$0.02	\$0.04	\$0.00	\$0.08	
Campground, RV Park	\$0.02	\$0.00	\$0.00	\$0.05	\$0.00	
Total Avg. Daily per Group	\$133.24	\$192.87	\$126.74	\$99.35	\$142.68	

Insufficient
Sample Size

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=911)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	584	64%	\$63.89	\$51.00
Restaurant, Bar	513	56%	\$46.62	\$30.00
Hotel, B&B, etc.	345	38%	\$90.07	\$85.00
Groceries, Snacks	212	23%	\$31.22	\$20.00
Retail Sales	160	18%	\$111.89	\$70.00
Auto Rental and Repairs	76	8%	\$76.59	\$69.75
Licenses, Entrance Fees	51	6%	\$126.77	\$116.08
Rental Cabin, Condo ²	49	5%	\$183.07	\$201.34
Misc. Services	30	3%	\$133.34	\$130.00
Gambling	23	3%	\$43.71	\$21.27
Campground, RV Park	4	<1%	\$7.96	\$7.96
Transportation Fares	4	<1%	\$5.21	\$5.59
Outfitter, Guide	3	<1%	\$39.66	\$39.66

[^] 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.