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Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2010

Kara Grau

The University of Montana-Missoula

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Quarter 4, 2010 Montana Nonresident Traveler Expenditure Profiles

REVISED
April, 2012
Kara Grau, M.S.

Average Q4 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Other |
| Sample size | n=1463 | n=352 | n=294 | n=506 | n=207 | n=46 |
| Nonresident Travelers | 1,605,000 | 401,000 | 337,000 | 562,000 | 225,000 | 48,000 |
| Group Size (people/group) | 2.08 | 2.33 | 2.13 | 2.01 | 1.69 | 2.25 |
| Length of Stay (nights) | 4.27 | 5.56 | 6.23 | 0.89 | 7.32 | 8.44 |
| % of All Travelers in Q4 | 100% | 25% | 21% | 35% | 14% | 3% |
| Gasoline, Oil | \$43.97 | \$45.51 | \$36.19 | \$56.29 | \$34.22 | \$29.30 |
| Retail sales | \$34.78 | \$42.61 | \$53.45 | \$21.16 | \$18.54 | \$15.82 |
| Restaurant, Bar | \$24.26 | \$28.65 | \$30.00 | \$15.11 | \$30.41 | \$12.12 |
| Hotel, B&B, etc. | \$12.89 | \$12.92 | \$9.15 | \$10.77 | \$22.38 | \$7.53 |
| Groceries, Snacks | \$9.82 | \$18.54 | \$10.68 | \$4.27 | \$6.13 | \$3.43 |
| Auto Rental and Repairs | \$3.43 | \$1.96 | \$2.43 | \$0.34 | \$13.70 | \$1.34 |
| Licenses, Entrance Fees | \$3.38 | \$9.53 | \$3.52 | \$0.64 | \$0.77 | \$0.98 |
| Misc. Services | \$1.72 | \$1.34 | \$3.74 | \$0.83 | \$1.57 | \$0.54 |
| Gambling | \$0.94 | \$0.98 | \$0.25 | \$0.39 | \$2.12 | \$0.47 |
| Outfitter, Guide | \$0.42 | \$1.77 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Campground, RV Park | \$0.24 | \$0.38 | \$0.05 | \$0.28 | \$0.21 | \$0.34 |
| Transportation Fares | \$0.03 | \$0.00 | \$0.02 | \$0.01 | \$0.02 | \$0.62 |
| Total Avg. Daily per Group | \$135.88 | \$164.18 | \$149.49 | \$110.10 | \$130.07 | \$72.50 |

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

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=1155) | Mean ³ of Those Who Spent | Median ⁴ of Those Who Spent |
|----------------------------------|-----------------------|----------------------------|--------------------------------------|----------------------------------------|
| Gasoline, Oil | 872 | 75% | \$58.29 | \$46.00 |
| Restaurant, Bar | 648 | 56% | \$43.26 | \$30.00 |
| Hotel, B&B, etc. | 356 | 31% | \$84.91 | \$79.00 |
| Groceries, Snacks | 323 | 28% | \$35.11 | \$20.00 |
| Retail Sales | 243 | 21% | \$165.07 | \$81.24 |
| Campground, RV Park | 81 | 7% | \$48.63 | \$50.00 |
| Licenses, Entrance Fees | 47 | 4% | \$83.72 | \$40.00 |
| Auto Rental and Repairs | 36 | 3% | \$75.25 | \$75.00 |
| Gambling | 34 | 3% | \$32.54 | \$36.32 |
| Rental Cabin, Condo ² | 29 | 3% | \$67.60 | \$40.00 |
| Transportation Fares | 24 | 2% | \$25.55 | \$29.63 |
| Misc. Services | 6 | 1% | \$5.68 | \$5.79 |
| Outfitter, Guide | 2 | <1% | \$232.37 | \$239.31 |

[^] 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.