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### Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2010

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## Quarter 3, 2010 Montana Nonresident Traveler Expenditure Profiles

REVISED  
April, 2012  
Kara Grau, M.S.

### Average Q3 Daily Expenditures by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Other
Sample size	n=3640	n=1994	n=524	n=709	n=234	n=118
Nonresident Travelers	5,053,000	2,779,000	758,000	1,011,000	354,000	152,000
Group Size (people/group)	2.65	2.88	2.37	2.51	1.97	2.52
Length of Stay (nights)	4.93	5.31	6.05	1.38	8.40	8.37
% of All Travelers in Q3	100%	55%	15%	20%	7%	3%
Gasoline, Oil	\$40.81	\$39.11	\$40.94	\$46.15	\$40.35	\$38.84
Restaurant, Bar	\$23.39	\$24.64	\$29.17	\$13.89	\$29.23	\$23.22
Retail sales	\$16.55	\$18.83	\$10.38	\$13.22	\$22.59	\$14.32
Hotel, B&B, etc.	\$16.29	\$19.60	\$21.31	\$4.08	\$12.60	\$14.77
Groceries, Snacks	\$10.84	\$13.17	\$11.19	\$3.94	\$9.81	\$12.93
Auto Rental and Repairs	\$2.93	\$3.10	\$3.73	\$0.51	\$6.84	\$3.38
Outfitter, Guide	\$2.81	\$4.81	\$0.59	\$0.16	\$0.18	\$0.47
Licenses, Entrance Fees	\$2.36	\$3.40	\$1.57	\$0.69	\$1.86	\$0.12
Campground, RV Park	\$1.90	\$2.76	\$0.66	\$1.11	\$0.94	\$0.45
Misc. Services	\$1.03	\$1.01	\$0.92	\$0.89	\$1.43	\$1.94
Gambling	\$0.26	\$0.22	\$0.64	\$0.04	\$0.41	\$0.39
Transportation Fares	\$0.01	\$0.01	\$0.01	\$0.01	\$0.05	\$0.00
<b>Total Avg. Daily per Group</b>	<b>\$119.18</b>	<b>\$130.66</b>	<b>\$121.11</b>	<b>\$84.69</b>	<b>\$126.30</b>	<b>\$110.82</b>

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=2977)	Mean <sup>3</sup> of Those Who Spent	Median <sup>4</sup> of Those Who Spent
Gasoline, Oil	2284	78%	\$53.21	\$43.00
Restaurant, Bar	1502	51%	\$46.34	\$30.00
Hotel, B&B, etc.	967	33%	\$111.76	\$100.00
Groceries, Snacks	936	32%	\$34.48	\$20.00
Retail Sales	622	21%	\$78.01	\$50.00
Campground, RV Park	409	14%	\$33.54	\$34.00
Licenses, Entrance Fees	233	8%	\$30.20	\$25.00
Auto Rental and Repairs	132	5%	\$65.81	\$60.00
Rental Cabin, Condo <sup>2</sup>	127	4%	\$89.57	\$100.23
Misc. Services	76	3%	\$40.41	\$40.24
Outfitter, Guide	76	3%	\$110.31	\$130.06
Gambling	31	1%	\$25.02	\$20.00
Transportation Fares	9	<1%	\$4.78	\$5.08

<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.