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Montana Nonresident Traveler Expenditure Profiles: Quarter 1, 2010

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Quarter 1, 2010 Montana Nonresident Traveler Expenditure Profiles

REVISED
April, 2012
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Average Q1 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Other
Sample size	n=1508	n=367	n=275	n=427	n=277	n=97
Nonresident Travelers	1,179,000	295,000	224,000	342,000	224,000	83,000
Group Size (people/group)	2.20	2.96	2.00	2.13	1.43	2.24
Length of Stay (nights)	3.89	4.38	5.64	0.90	4.29	10.18
% of All Travelers in Q1	100%	25%	19%	29%	19%	7%
Gasoline, Oil	\$33.69	\$34.96	\$33.90	\$31.84	\$33.22	\$30.29
Retail Sales	\$28.55	\$30.26	\$28.65	\$11.81	\$19.04	\$21.36
Restaurant, Bar	\$28.34	\$35.99	\$29.51	\$14.98	\$32.36	\$21.26
Hotel, B&B, etc.	\$20.39	\$26.51	\$13.33	\$14.11	\$30.57	\$11.55
Groceries, Snacks	\$8.59	\$12.82	\$12.03	\$4.29	\$4.48	\$8.30
Auto Rental and Repairs	\$5.93	\$6.35	\$2.38	\$1.50	\$16.82	\$3.38
Licenses, Entrance Fees	\$4.72	\$13.71	\$4.52	\$0.14	\$1.25	\$0.27
Misc. Services	\$4.20	\$12.60	\$1.28	\$0.00	\$3.24	\$1.03
Gambling	\$2.02	\$4.15	\$2.11	\$0.70	\$1.88	\$0.00
Outfitter, Guide	\$0.37	\$1.18	\$0.25	\$0.00	\$0.07	\$0.07
Transportation Fares	\$0.22	\$0.39	\$0.21	\$0.00	\$0.40	\$0.00
Campground, RV Park	\$0.06	\$0.05	\$0.10	\$0.07	\$0.03	\$0.06
Total Avg. Daily per Group	\$137.08	\$178.97	\$128.27	\$79.43	\$143.36	\$97.57

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1224)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	850	69%	\$48.55	\$40.00
Restaurant, Bar	670	55%	\$51.80	\$31.00
Hotel, B&B, etc.	455	37%	\$89.97	\$80.00
Groceries, Snacks	343	28%	\$30.70	\$20.00
Retail Sales	315	26%	\$110.93	\$40.70
Auto Rental and Repairs	107	9%	\$67.77	\$54.71
Licenses, Entrance Fees	67	6%	\$86.27	\$88.54
Misc. Services	42	3%	\$121.69	\$135.00
Gambling	30	3%	\$82.79	\$50.00
Rental Cabin, Condo ²	28	2%	\$107.34	\$120.00
Campground, RV Park	10	1%	\$11.91	\$14.51
Transportation Fares	9	1%	\$30.65	\$43.04
Outfitter, Guide	7	1%	\$62.51	\$81.21

[^] 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.