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# Montana Nonresident Traveler Expenditure Profiles: Quarter 4, 2009

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## Quarter 4, 2009 Montana Nonresident Traveler Expenditure Profiles

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### Average Q4 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=1740	n=387	n=405	n=486	n=240	n=172
Nonresident Travelers	1,423,000	327,000	342,000	398,000	199,000	142,000
Group Size (people/group)	2.10	2.46	2.07	2.00	1.51	2.49
Length of Stay (nights)	4.57	6.30	5.82	0.89	5.63	7.03
% of All Travelers in Q4	100%	23%	24%	28%	14%	10%
Gasoline, Oil	\$34.88	\$34.28	\$33.33	\$39.45	\$27.75	\$39.41
Retail Sales	\$26.25	\$35.03	\$31.54	\$11.37	\$18.63	\$30.54
Restaurant, Bar	\$21.12	\$29.35	\$24.33	\$10.61	\$23.24	\$14.52
Hotel, B&B, etc.	\$12.25	\$16.44	\$6.19	\$12.29	\$16.91	\$8.16
Groceries, Snacks	\$7.13	\$11.07	\$8.28	\$2.37	\$4.53	\$9.26
Auto Rental and Repairs	\$2.66	\$2.59	\$1.93	\$0.26	\$8.35	\$2.24
Licenses, Entrance Fees	\$1.77	\$4.53	\$1.46	\$0.11	\$0.25	\$2.38
Misc. Services	\$1.54	\$5.34	\$0.45	\$0.00	\$0.35	\$0.26
Outfitter, Guide	\$1.33	\$2.98	\$1.55	\$0.00	\$0.47	\$1.62
Gambling	\$0.96	\$1.63	\$1.56	\$0.28	\$0.20	\$0.58
Transportation Fares	\$0.18	\$0.18	\$0.20	\$0.00	\$0.34	\$0.40
Campground, RV Park	\$0.14	\$0.34	\$0.11	\$0.05	\$0.02	\$0.10
<b>Total Avg. Daily per Group</b>	<b>\$110.21</b>	<b>\$143.75</b>	<b>\$110.93</b>	<b>\$76.79</b>	<b>\$101.04</b>	<b>\$109.46</b>

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

Expenditure Category	# of Groups That Spent	Percent of	Mean <sup>3</sup> of	Median <sup>4</sup> of
		Sample (n=1388)	Those Who Spent	Those Who Spent
Gasoline, Oil	1088	78%	\$44.48	\$40.00
Restaurant, Bar	731	53%	\$40.11	\$30.00
Hotel, B&B, etc.	444	32%	\$87.38	\$85.00
Groceries, Snacks	386	28%	\$25.64	\$20.00
Retail Sales	321	23%	\$113.48	\$100.00
Licenses, Entrance Fees	88	6%	\$28.10	\$25.00
Auto Rental and Repairs	78	6%	\$47.14	\$53.61
Gambling	57	4%	\$23.40	\$20.00
Campground, RV Park	28	2%	\$16.34	\$17.14
Rental Cabin, Condo <sup>2</sup>	25	2%	\$63.84	\$82.16
Misc. Services	23	2%	\$92.37	\$98.86
Outfitter, Guide	15	1%	\$123.97	\$138.13
Transportation Fares	13	1%	\$19.49	\$21.59

<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 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.