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Montana Nonresident Traveler Expenditure Profiles: Quarter 3, 2009

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Quarter 3, 2009 Montana Nonresident Traveler Expenditure Profiles

REVISED
April, 2012
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Average Q3 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Other
Sample size	n=4202	n=2318	n=701	n=678	n=300	n=133
Nonresident Travelers	4,684,000	2,623,000	796,000	749,000	328,000	141,000
Group Size (people/group)	2.63	2.89	2.35	2.46	1.74	2.40
Length of Stay (nights)	5.19	5.27	6.50	1.45	8.09	10.07
% of All Travelers in Q3	100%	56%	17%	16%	7%	3%
Gasoline, Oil	\$38.52	\$38.88	\$36.52	\$43.37	\$33.53	\$31.48
Restaurant, Bar	\$23.90	\$27.72	\$23.16	\$12.71	\$21.35	\$27.58
Retail Sales	\$13.39	\$14.21	\$17.15	\$3.73	\$13.40	\$23.16
Hotel, B&B, etc.	\$12.96	\$14.57	\$8.80	\$10.68	\$17.16	\$11.19
Groceries, Snacks	\$9.56	\$11.53	\$9.90	\$4.35	\$6.71	\$6.31
Campground, RV Park	\$3.03	\$4.23	\$1.21	\$2.33	\$0.91	\$0.75
Auto Rental and Repairs	\$2.72	\$2.60	\$2.44	\$0.34	\$9.23	\$3.81
Licenses, Entrance Fees	\$1.67	\$2.25	\$1.56	\$0.17	\$0.26	\$1.47
Outfitter, Guide	\$1.21	\$1.82	\$0.49	\$0.00	\$0.14	\$1.41
Transportation Fares	\$0.43	\$0.63	\$0.16	\$0.19	\$0.25	\$0.80
Misc. Services	\$0.27	\$0.33	\$0.24	\$0.13	\$0.23	\$0.17
Gambling	\$0.26	\$0.22	\$0.32	\$0.09	\$0.88	\$0.00
Total Avg. Daily per Group	\$107.92	\$118.99	\$101.95	\$78.09	\$104.05	\$108.13

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

Expenditure Category	# of Groups That Spent	Percent of Sample (n=3482)	Mean ³ of Those Who Spent	Median ⁴ of Those Who Spent
Gasoline, Oil	2950	84%	\$45.66	\$40.00
Restaurant, Bar	1965	56%	\$42.45	\$35.00
Groceries, Snacks	1188	34%	\$28.23	\$20.00
Hotel, B&B, etc.	1109	32%	\$106.57	\$100.00
Retail Sales	728	21%	\$64.55	\$50.00
Campground, RV Park	703	20%	\$42.58	\$40.00
Licenses, Entrance Fees	259	7%	\$22.33	\$25.00
Auto Rental and Repairs	162	5%	\$58.32	\$60.00
Rental Cabin, Condo ²	123	4%	\$80.03	\$98.69
Outfitter, Guide	68	2%	\$62.35	\$65.38
Transportation Fares	59	2%	\$26.90	\$31.33
Gambling	56	2%	\$17.10	\$20.00
Misc. Services	46	1%	\$19.74	\$23.80

[^] 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 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.