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Montana Nonresident Seasonal Travel Comparisons: 2004

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2004 Montana Nonresident Seasonal Travel Comparisons

June 2005
Jim Wilton

	Winter (Dec-March)	Spring (April-May)	Summer (June-Sept)	Fall (Oct-Nov)	Year Total (2004)
Visitation & Length of Stay					
Nonresident Visitors	2,029,000	1,267,000	5,443,000	1,061,000	9,800,000
% of Total	21%	13%	56%	11%	100%
Nonresident Travel Groups	868,000	644,000	2,201,000	528,000	4,241,000
% of Total	20%	15%	52%	12%	100%
Group Size (people per group)	2.34	1.97	2.47	2.01	2.31
Length of Stay (nights)	3.06	3.05	4.39	3.84	3.92
Expenditure Category (Average Daily per Group)¹					
Gasoline, Oil	\$25.20	\$34.25	\$25.94	\$26.28	\$26.87
Retail Sales	\$30.03	\$18.32	\$25.16	\$26.93	\$25.35
Restaurant, Bar	\$30.59	\$21.22	\$24.77	\$19.23	\$24.60
Hotel, B&B, etc.	\$19.19	\$16.37	\$12.92	\$10.80	\$14.24
Groceries, Snacks	\$7.06	\$8.87	\$9.77	\$6.54	\$8.82
Auto/RV Rental and Repairs	\$3.63	\$9.45	\$8.75	\$3.85	\$7.39
Outfitter, Guide	\$1.40	\$2.58	\$4.68	\$7.44	\$4.24
Campground, RV Park	\$0.03	\$2.39	\$3.69	\$0.79	\$2.58
Transportation Fares	\$1.87	\$1.12	\$0.21	\$0.06	\$0.57
Misc. Expenses, Services, Fees, Licenses	\$8.18	\$5.19	\$4.65	\$5.27	\$5.37
Total Average Daily per Group	\$127.18	\$119.76	\$120.54	\$107.19	\$120.03
Total Expenditures	\$325,500,000	\$230,100,000	\$1,180,300,000	\$221,800,000	\$1,957,700,000
% of Total	17%	12%	60%	11%	100%

¹ Reflects average expenditure distribution over all visitor groups, regardless of how many actual groups spent money in any particular category.