3-1-2014

Montana Nonresident Traveler Expenditure Profiles: 2013

Kara Grau

The University of Montana-Missoula

Let us know how access to this document benefits you.

Follow this and additional works at: https://scholarworks.umt.edu/itrr_pubs

Part of the Economics Commons, Leisure Studies Commons, Recreation, Parks and Tourism Administration Commons, and the Tourism and Travel Commons

Recommended Citation
https://scholarworks.umt.edu/itrr_pubs/60

This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.
## Average 2013 Daily Expenditures by Purpose of Trip

<table>
<thead>
<tr>
<th>Primary Purpose of Trip</th>
<th>All Travelers</th>
<th>Vacation</th>
<th>VFR</th>
<th>Pass-Through</th>
<th>Business</th>
<th>Shopping</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>10,248</td>
<td>3,352</td>
<td>1,892</td>
<td>3,171</td>
<td>1,248</td>
<td>239</td>
<td>322</td>
</tr>
<tr>
<td>Nonresident Travelers</td>
<td>11,020,000</td>
<td>3,612,000</td>
<td>2,040,000</td>
<td>3,418,000</td>
<td>1,345,000</td>
<td>264,000</td>
<td>341,000</td>
</tr>
<tr>
<td>Group Size (people/group)*</td>
<td>2.27</td>
<td>2.76</td>
<td>2.16</td>
<td>2.09</td>
<td>1.55</td>
<td>2.18</td>
<td>2.02</td>
</tr>
<tr>
<td>Length of Stay (nights)*</td>
<td>4.64</td>
<td>6.00</td>
<td>6.30</td>
<td>1.05</td>
<td>7.65</td>
<td>3.09</td>
<td>6.92</td>
</tr>
</tbody>
</table>

| % of All Travelers in 2013 | 100% | 33% | 19% | 31% | 12% | 2% | 3% |

### Average Daily Expenditures of Those Who Spent in Each Category

**Expenditure Category** | **# of Groups Who Spent** | **Percent of Sample (n=8,646)** | **Mean Spent** | **Median Spent**
---|---|---|---|---
Gasoline, Diesel | 6877 | 80% | $63.97 | $53.00
Restaurant, Bar | 4561 | 53% | $52.09 | $35.00
Groceries, Snacks | 2931 | 34% | $39.47 | $20.00
Hotel, B&B, etc. | 2870 | 33% | $111.31 | $100.00
Retail Sales | 1790 | 21% | $155.73 | $70.00
Campground, RV Park | 775 | 9% | $30.94 | $30.00
Licenses, Entrance Fees | 630 | 7% | $54.79 | $25.00
Auto Rental | 574 | 7% | $46.79 | $50.00
Rental Cabin, Condo | 312 | 4% | $145.50 | $148.48
Misc. Services | 217 | 3% | $42.69 | $20.00
Outfitter, Guide | 204 | 2% | $260.21 | $165.60
Gambling | 165 | 2% | $16.27 | $13.65
Farmers Market | 150 | 2% | $33.44 | $30.00
Auto Repair | 100 | 1% | $121.06 | $100.00
Transportation Fares | 17 | <1% | $32.23 | $23.91

---

*Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures.

^ 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.

Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas In MT. Travelers report 24 hours worth of trip expenditures.

---

Visiting friends and/or relatives. ¹Mean, or average, is the sum of the values divided by the number of values. ²Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value.