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### Montana Nonresident Traveler Expenditure Profiles: 2013

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# 2013 Montana Nonresident Traveler Expenditure Profiles

## Average 2013 Daily Expenditures by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Shopping	Other
Sample size	10,248	3,352	1,892	3,171	1,248	239	322
Nonresident Travelers	11,020,000	3,612,000	2,040,000	3,418,000	1,345,000	264,000	341,000
Group Size (people/group)*	2.27	2.76	2.16	2.09	1.55	2.18	2.02
Length of Stay (nights)*	4.64	6.00	6.30	1.05	7.65	3.09	6.92
% of All Travelers in 2013	100%	33%	19%	31%	12%	2%	3%
Gasoline, Diesel	\$51.64	\$50.01	\$37.80	\$65.04	\$45.08	\$49.93	\$42.22
Retail Sales	\$31.55	\$45.89	\$32.18	\$9.87	\$30.36	\$168.14	\$48.94
Restaurant, Bar	\$27.73	\$40.61	\$32.55	\$12.76	\$27.79	\$20.85	\$24.02
Hotel, B&B, etc.	\$15.57	\$19.41	\$10.62	\$12.75	\$20.98	\$11.33	\$12.39
Groceries, Snacks	\$13.70	\$19.86	\$16.51	\$6.21	\$8.12	\$35.62	\$9.05
Outfitter, Guide	\$6.55	\$17.92	\$2.70	\$0.95	\$1.44	\$0.00	\$0.48
Licenses, Entrance Fees	\$3.75	\$9.40	\$3.04	\$6.36	\$1.56	\$0.04	\$2.46
Auto Rental	\$3.06	\$4.26	\$2.80	\$0.57	\$7.37	\$0.07	\$2.36
Rental Cabin, Condo	\$2.25	\$5.72	\$0.95	\$0.10	\$0.81	\$0.00	\$0.88
Auto Repair	\$2.05	\$2.38	\$1.50	\$0.95	\$0.57	\$1.54	\$3.00
Campground, RV Park	\$1.18	\$2.13	\$0.36	\$0.80	\$0.21	\$0.46	\$0.39
Misc. Services	\$0.93	\$1.27	\$1.77	\$0.15	\$0.83	\$3.11	\$1.87
Gambling	\$0.58	\$0.70	\$0.66	\$0.46	\$0.66	\$1.45	\$0.01
Farmers Market	\$0.38	\$0.50	\$0.46	\$0.15	\$0.34	\$0.18	\$0.41
Transportation Fares	\$0.26	\$0.07	\$0.06	\$0.00	\$0.17	\$0.01	\$0.07
<b>Total Avg. Daily per Group</b>	<b>\$161.19</b>	<b>\$220.13</b>	<b>\$143.96</b>	<b>\$117.11</b>	<b>\$146.28</b>	<b>\$292.74</b>	<b>\$148.54</b>

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=8,646)	Mean <sup>2</sup> of Those Who Spent	Median <sup>3</sup> of Those Who 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
Farmers Market	165	2%	\$16.27	\$13.65
Gambling	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.

<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.

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.

<sup>1</sup>Visiting friends and/or relatives. <sup>2</sup>Mean, or average, is the sum of the values divided by the number of values. <sup>3</sup>Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value.