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Montana Nonresident Traveler Expenditure Profiles: 2012

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2012 Montana Nonresident Traveler Expenditure Profiles

Average 2012 Daily Expenditures by Purpose of Trip[^]

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR ¹	Pass-Through	Business	Shopping	Other
Sample size	11,521	4,031	1,908	3,563	1,332	185	331
Nonresident Travelers	10,769,000	3,879,000	1,787,000	3,371,000	1,255,000	163,000	314,000
Group Size (people/group)*	2.23	2.57	2.26	2.07	1.61	2.34	2.28
Length of Stay (nights)*	4.89	6.18	6.44	0.94	9.31	1.07	7.37
% of All Travelers in 2012	100%	36%	17%	31%	12%	2%	3%
Gasoline	\$48.81	\$44.20	\$36.96	\$64.33	\$42.43	\$42.55	\$41.68
Retail Sales	\$25.25	\$30.99	\$33.51	\$10.05	\$17.70	\$228.21	\$31.20
Restaurant, Bar	\$25.25	\$33.17	\$30.11	\$13.49	\$27.85	\$24.51	\$25.39
Hotel, B&B, etc.	\$14.33	\$17.11	\$10.13	\$11.50	\$20.36	\$14.43	\$12.17
Groceries, Snacks	\$10.91	\$14.57	\$15.37	\$5.15	\$8.80	\$26.17	\$12.50
Outfitter, Guide	\$4.41	\$10.87	\$3.25	\$0.34	\$1.38	\$0.00	\$2.88
Licenses, Entrance Fees	\$3.02	\$7.28	\$2.44	\$0.43	\$1.45	\$0.19	\$1.09
Auto Rental	\$2.66	\$3.14	\$2.71	\$0.20	\$7.42	\$0.00	\$1.80
Rental Cabin, Condo	\$1.90	\$4.52	\$0.83	\$0.04	\$1.47	\$2.40	\$0.72
Campground, RV Park	\$0.88	\$1.59	\$0.39	\$0.64	\$0.31	\$0.09	\$0.43
Misc. Services	\$0.47	\$0.40	\$0.56	\$0.12	\$1.54	\$0.54	\$0.74
Auto Repair	\$0.44	\$0.54	\$0.47	\$0.38	\$0.25	\$0.00	\$0.27
Farmers Market	\$0.20	\$0.29	\$0.37	\$0.04	\$0.14	\$0.14	\$0.17
Gambling	\$0.19	\$0.19	\$0.34	\$0.10	\$0.31	\$0.00	\$0.12
Transportation Fares	\$0.05	\$0.08	\$0.03	\$0.02	\$0.14	\$0.00	\$0.00
Total Avg. Daily per Group	\$138.76	\$168.94	\$137.47	\$106.84	\$131.54	\$339.24	\$131.17

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=9,700)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline	7557	78%	\$62.44	\$50.00
Restaurant, Bar	5227	54%	\$46.97	\$34.00
Hotel, B&B, etc.	3464	36%	\$103.30	\$100.00
Groceries, Snacks	2715	28%	\$38.72	\$21.00
Retail Sales	1840	19%	\$135.71	\$70.00
Campground, RV Park	837	9%	\$29.57	\$30.00
Licenses, Entrance Fees	704	7%	\$42.14	\$25.00
Auto Rental	529	5%	\$47.68	\$51.90
Rental Cabin, Condo	376	4%	\$130.92	\$130.00
Outfitter, Guide	241	2%	\$181.53	\$172.43
Farmers Market	203	2%	\$9.83	\$9.40
Misc. Services	125	1%	\$35.72	\$24.77
Gambling	84	1%	\$22.52	\$12.42
Auto Repair	58	1%	\$70.98	\$49.44
Transportation Fares	31	0%	\$15.03	\$17.81

*Data is 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

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