

University of Montana

## ScholarWorks at University of Montana

---

Institute for Tourism and Recreation Research  
Publications

Institute for Tourism and Recreation Research

---

4-1-2012

### Montana Nonresident Traveler Expenditure Profiles: 2011

Kara Grau

*The University of Montana-Missoula*

Follow this and additional works at: [https://scholarworks.umt.edu/itrr\\_pubs](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](#)

**Let us know how access to this document benefits you.**

---

#### Recommended Citation

Grau, Kara, "Montana Nonresident Traveler Expenditure Profiles: 2011" (2012). *Institute for Tourism and Recreation Research Publications*. 62.  
[https://scholarworks.umt.edu/itrr\\_pubs/62](https://scholarworks.umt.edu/itrr_pubs/62)

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](mailto:scholarworks@mso.umt.edu).

## 2011 Montana Nonresident Traveler Expenditure Profiles

### Average 2011 Daily Expenditures\* by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Other	Shopping
Sample size	n=7839	n=2604	n=1434	n=2477	n=918	n=204	n=125
Nonresident Travelers	10,547,000	3,539,000	1,948,000	3,366,000	1,248,000	277,000	170,000
Group Size (people/group)*	2.33	2.77	2.21	2.12	1.83	1.97	2.24
Length of Stay (nights)*	4.66	5.75	6.20	0.89	8.03	11.62	1.09
% of All Travelers in Q2	100%	34%	19%	32%	12%	3%	2%
Gasoline, Oil	\$45.02	\$41.63	\$34.33	\$58.73	\$39.54	\$31.20	\$46.15
Retail sales	\$25.98	\$25.60	\$41.73	\$9.12	\$15.51	\$38.71	\$323.17
Restaurant, Bar	\$25.31	\$32.19	\$29.91	\$13.65	\$30.70	\$18.23	\$38.51
Hotel, B&B, etc.	\$16.22	\$22.46	\$8.83	\$11.77	\$22.91	\$10.61	\$19.92
Groceries, Snacks	\$9.25	\$11.71	\$12.72	\$4.21	\$7.00	\$8.80	\$25.28
Auto Rental and Repairs	\$3.57	\$4.47	\$2.48	\$0.97	\$10.38	\$2.30	\$0.00
Licenses, Entrance Fees	\$2.48	\$5.74	\$2.38	\$0.16	\$0.82	\$0.73	\$0.15
Outfitter, Guide	\$1.94	\$4.29	\$0.62	\$0.01	\$0.78	\$0.00	\$0.03
Campground, RV Park	\$0.94	\$1.56	\$0.56	\$0.60	\$0.30	\$0.72	\$1.31
Misc. Services	\$0.76	\$1.53	\$0.97	\$0.28	\$0.42	\$1.07	\$0.69
Gambling	\$0.39	\$0.32	\$0.59	\$0.35	\$0.56	\$0.00	\$0.02
Transportation Fares	\$0.02	\$0.00	\$0.03	\$0.00	\$0.09	\$0.00	\$0.00
<b>Total Avg. Daily per Group</b>	<b>\$131.88</b>	<b>\$151.50</b>	<b>\$135.15</b>	<b>\$99.84</b>	<b>\$128.99</b>	<b>\$112.38</b>	<b>\$455.22</b>

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

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=6,572)	Mean <sup>3</sup> of Those Who Spent	Median <sup>4</sup> of Those Who Spent
Gasoline, Oil	4,741	72%	\$62.61	\$52.00
Restaurant, Bar	3,732	57%	\$44.92	\$30.00
Hotel, B&B, etc.	2,481	38%	\$99.34	\$91.00
Groceries, Snacks	1,756	27%	\$33.12	\$20.00
Retail Sales	1,326	20%	\$129.61	\$50.00
Campground, RV Park	518	8%	\$29.51	\$26.47
Licenses, Entrance Fees	396	6%	\$41.39	\$25.00
Auto Rental and Repairs	320	5%	\$72.60	\$60.00
Rental Cabin, Condo <sup>2</sup>	176	3%	\$141.78	\$137.00
Gambling	97	1%	\$27.27	\$20.97
Misc. Services	82	1%	\$69.46	\$39.09
Outfitter, Guide	77	1%	\$130.24	\$88.72
Transportation Fares	13	0%	\$8.74	\$5.59

\*Data is 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

<sup>1</sup>Visiting friends and/or relatives. <sup>2</sup>In the first table above, expenditures in this category are included with Hotel, Motel, B&B for comparability with previous years. <sup>3</sup>Mean, or average, is the sum of the values divided by the number of values. <sup>4</sup>Median is the middle value, with half of the values higher, and half lower than the median value.