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Montana Nonresident Traveler Expenditure Profiles: 2008

Kara Grau

The University of Montana-Missoula

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2008 Montana Nonresident Expenditure Profiles

April 2009
Kara Grau

Average Daily Expenditures by Purpose of Trip and Mode of Transportation*

	All Travel Groups	Primary Purpose of Trip					Entered Montana by:	
		Vacation	VFR ¹	Pass-Through	Business	Other	Plane	Vehicle
Sample Size (weighted)	5,975	1,975	1,110	1,616	761	336	1,257	4,711
Gasoline, Oil	\$44.00	\$46.35	\$43.21	\$52.37	\$37.34	\$37.93	\$17.47	\$53.22
Restaurant, Bar	\$33.80	\$41.32	\$37.66	\$19.73	\$40.84	\$31.69	\$35.21	\$33.44
Retail Sales	\$25.13	\$32.28	\$28.27	\$9.94	\$21.89	\$30.47	\$26.05	\$24.90
Hotel, Motel, B&B, etc.	\$15.00	\$20.42	\$9.97	\$9.39	\$22.31	\$12.48	\$15.99	\$14.74
Groceries	\$13.31	\$17.25	\$16.58	\$7.30	\$9.11	\$13.93	\$10.12	\$14.17
Auto Rental, Repairs	\$7.65	\$10.09	\$6.84	\$2.52	\$14.46	\$8.26	\$20.33	\$4.22
Outfitter, Guide	\$6.85	\$16.58	\$2.27	\$0.86	\$2.55	\$5.08	\$11.33	\$5.67
Transportation Fares	\$3.48	\$2.61	\$3.51	\$2.13	\$7.09	\$2.88	\$12.98	\$0.94
Licenses, Entrance Fees	\$3.09	\$6.56	\$1.71	\$0.65	\$1.69	\$3.04	\$2.32	\$3.30
Misc. Services	\$2.45	\$4.75	\$2.00	\$0.49	\$1.49	\$2.12	\$2.05	\$2.56
Campground, R.V. Park	\$2.26	\$4.10	\$0.98	\$1.93	\$0.69	\$1.21	\$0.29	\$2.79
Gambling	\$1.68	\$1.55	\$2.77	\$0.74	\$2.03	\$1.91	\$1.21	\$1.81
Total Avg. Daily per Group	\$158.69	\$202.15	\$154.15	\$106.12	\$160.12	\$149.60	\$154.69	\$159.77

Average Daily Expenditure of Those Who Spent in Each Category**

Expenditure Category	Travel Groups That Spent	Percent of Sample (n=5975)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Oil	4520	76%	\$58	\$47
Restaurant, Bar	3867	65%	\$52	\$36
Groceries	2910	49%	\$27	\$16
Hotel, Motel, B&B, etc.	2652	44%	\$112	\$93
Retail Sale	1692	28%	\$88	\$63
Licenses, Entrance fees	550	9%	\$33	\$22
Campground, R.V. Park	492	8%	\$27	\$30
Auto Rental, Repairs	438	7%	\$103	\$87
Gambling	323	5%	\$31	\$33
Misc. Services	267	4%	\$54	\$39
Transportation Fares	201	3%	\$103	\$131
Outfitter, Guide	141	2%	\$288	\$240

*Expenditures may appear lower than the actual costs born by visitor groups since dollars are averaged across all visitor groups whether or not each group spent money in that category.

**These numbers 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.

Note: All amounts are rounded to nearest dollar.

¹ Visiting friends and/or relatives.

² Mean, or average, is the sum of the values divided by the number of values.

³ Median is the middle value, with half of the values higher, and half lower than the median.