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Montana Nonresident Traveler Expenditure Profiles: 2002

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State of Montana

2002 NONRESIDENT EXPENDITURE PROFILES*

Average Daily Expenditure of Those Who Spent in Each Category

Expenditure Category	Number Who Spent	Percent of Sample (n=4562)	Mean ¹ of Those Who Spent	Median ² of Those Who Spent
Gasoline, Oil	3,548	78%	\$35	\$30
Restaurant, Bar	2,837	62%	\$38	\$29
Hotel, Lodge, B&B	1,921	42%	\$81	\$71
Groceries	1,914	42%	\$22	\$10
Retail Sale	1,392	31%	\$89	\$46
Licenses, Entrance fees	559	12%	\$25	\$20
Campground, R.V. Park	492	11%	\$21	\$21
Misc. Expenses, Services	239	5%	\$38	\$18
Auto Rental, Repairs	238	5%	\$85	\$68
Outfitter, Guide	90	2%	\$175	\$158
Transportation Fares	32	1%	\$26	\$20

These numbers represent the number and percent of visitors who actually spent money in each category. The dollar values are then more reflective of the actual average amount spent per category.

¹ Mean is the total of the values divided by the number of values.

² Median is the middle value where half are above it and half below.

Average Daily Expenditures by Purpose of Trip and Mode of Transportation

	All Travelers	Purpose of Trip					Transportation Mode	
		Vacation	VFR	Pass- Through		Other	Air	Drive
				Business	Other			
Sample Size	4,562	1,784	647	1,100	378	191	835	3,726
Gasoline, Oil	\$25.59	\$25.80	\$24.29	\$30.61	\$23.05	\$33.06	\$ 16.49	\$ 29.26
Retail Sales	\$24.12	\$29.79	\$29.61	\$7.39	\$17.61	\$22.96	\$ 30.66	\$ 23.87
Restaurant, Bar	\$23.42	\$27.52	\$22.14	\$15.70	\$29.43	\$25.65	\$ 30.21	\$ 22.17
Hotel, Lodge, B&B	\$13.24	\$21.14	\$10.96	\$14.61	\$27.48	\$21.15	\$ 26.27	\$ 16.34
Groceries	\$8.59	\$11.81	\$8.94	\$4.09	\$5.67	\$8.77	\$ 8.16	\$ 8.84
Auto Rental, Repairs	\$7.32	\$4.64	\$3.84	\$3.19	\$9.09	\$6.11	\$ 12.62	\$ 2.59
Outfitter, Guide	\$4.14	\$7.24	\$1.40	\$0.53	\$1.79	-	\$ 8.11	\$ 2.40
Licenses, Entrance Fees	\$2.93	\$5.20	\$1.70	\$1.05	\$0.77	\$1.34	\$ 3.74	\$ 2.68
Campground, R.V. Park	\$2.61	\$3.92	\$0.95	\$1.46	\$0.25	\$0.86	\$ 0.54	\$ 2.34
Transportation Fares	\$0.51	\$0.13	\$0.08	\$0.16	\$0.88	-	\$ 0.89	\$ 0.02
Misc. Expenses, Services	\$2.10	\$2.12	\$1.13	\$1.22	\$1.68	\$2.30	\$ 1.28	\$ 1.91
Total	\$114.57	\$139.31	\$105.04	\$80.01	\$117.70	\$122.20	\$138.97	\$112.42

Institute for Tourism & Recreation Research
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*Amounts rounded to nearest dollar

(revised 8/15/03)