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Montana Nonresident Traveler Expenditures and Economic Contribution: 2011

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2011 Montana Nonresident Traveler Expenditures & Economic Contribution

2011 Contribution of Nonresident Traveler Expenditures to Montana's Economy

- In 2011, nonresident visitors to Montana spent \$2.77 billion in the state. (See Table 2 below)
- This \$2.77 billion in local spending directly supports \$2.23 billion¹ of economic activity in the state, and supports an additional \$1.11 billion²⁺³ of economic activity, indirectly.
- The total contribution of nonresident spending to Montana's economy was \$3.33 billion⁴ in 2011.

Table 1 - 2011 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$2,228,800,000 ¹	\$505,600,000 ²	\$599,900,000 ³	\$3,334,300,000 ⁴
Employment (# of jobs)	28,210	4,590	6,040	38,840
Employee Compensation	\$606,300,000	\$129,400,000	\$160,500,000	\$896,200,000
Proprietor Income	\$96,600,000	\$28,700,000	\$31,800,000	\$157,100,000
Other Property Type Income	\$286,800,000	\$121,100,000	\$138,300,000	\$546,200,000
State & Local Taxes	-	-	-	\$275,700,000

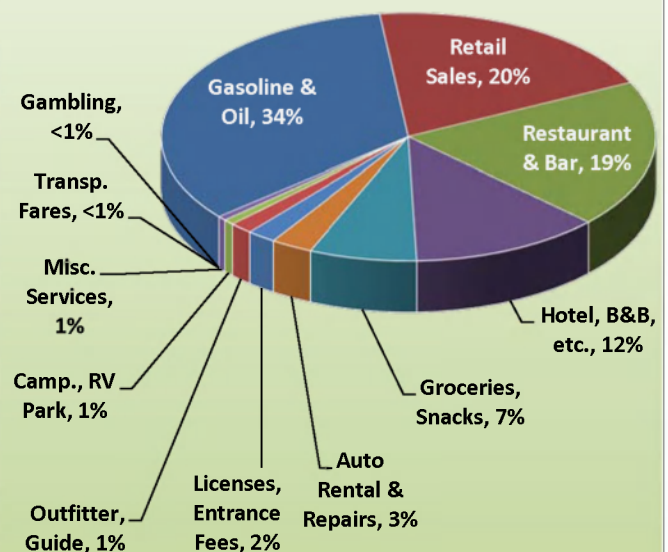
Direct impacts result from nonresident traveler purchases of goods and services; **Indirect impacts** result from purchases made by travel-related businesses; and **Induced impacts** result from purchases by those employed in travel-related occupations.

Industry Output is the value of goods & services produced by an industry which nonresidents purchase. **Employment** is full- and part-time average annual jobs. **Other Property Type Income** consists of payments for rents, royalties and dividends.

Table 2 - 2011 Nonresident Traveler Expenditures

Expenditure Category	Average Daily Per Group ^{5,6}	Allocation by Category	Total Expenditures ^{5,7}
Gasoline, Oil	\$45.02	34%	\$947,600,000
Retail Sales	\$25.98	20%	\$542,720,000
Restaurant, Bar	\$25.31	19%	\$532,960,000
Hotel, B&B, etc.	\$16.22	12%	\$343,170,000
Groceries, Snacks	\$9.25	7%	\$194,720,000
Auto Rental and Repairs	\$3.57	3%	\$75,090,000
Licenses, Entrance Fees	\$2.48	2%	\$52,050,000
Outfitter, Guide	\$1.94	1%	\$41,520,000
Campground, RV Park	\$0.94	1%	\$19,920,000
Misc. Services	\$0.76	1%	\$15,970,000
Gambling	\$0.39	<1%	\$8,260,000
Transportation Fares	\$0.02	<1%	\$370,000
Total	\$131.88		\$2,774,340,000

2011 Expenditure Allocation by Category



⁵Data is collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures.

⁶Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

⁷Expenditure category totals may not add to year total due to rounding.