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Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana:2013

Kara Grau

The University of Montana-Missoula

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2013 Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana

		Overseas Visitors ¹			Canadian Visitors			Domestic Visitors		
Sample size		196			1,480			8,558		
Nonresident Travelers		209,000			1,600,000			9,210,000		
Group Size (people/group)		2.63			2.44			2.23		
Length of Stay (nights)		7.11			2.37			4.99		
% of All Travelers in 2013		2%			15%			83%		
Expenditure Category ^{2,3}	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend	
Gasoline	\$49.54	29%	\$352.20	\$52.48	30%	\$124.26	\$51.24	35%	\$255.85	
Retail Sales	\$38.91	23%	\$276.62	\$48.63	28%	\$115.14	\$24.70	17%	\$123.32	
Restaurant, Bar	\$31.80	18%	\$226.07	\$29.60	17%	\$70.07	\$26.72	18%	\$133.40	
Hotel, B&B, etc.	\$13.79	8%	\$98.07	\$17.09	10%	\$40.46	\$12.10	8%	\$60.41	
Groceries, Snacks	\$11.17	6%	\$79.43	\$9.01	5%	\$21.32	\$10.19	7%	\$50.87	
Outfitter, Guide	\$10.92	6%	\$77.63	\$3.97	2%	\$9.40	\$3.46	2%	\$17.27	
Rental Cabin, Condo	\$7.39	4%	\$52.53	\$1.98	1%	\$4.69	\$3.47	2%	\$17.30	
Auto Rental	\$5.50	3%	\$39.11	\$1.23	1%	\$2.92	\$1.30	1%	\$6.47	
Licenses, Entrance Fees	\$0.91	1%	\$6.44	\$1.94	1%	\$4.60	\$1.63	1%	\$8.13	
Campground, RV Park	\$0.77	<1%	\$5.51	\$4.71	3%	\$11.16	\$7.58	5%	\$37.82	
Gambling	\$0.64	<1%	\$4.54	\$1.86	1%	\$4.41	\$0.90	1%	\$4.47	
Misc. Services	\$0.48	<1%	\$3.38	\$0.37	<1%	\$0.87	\$0.56	<1%	\$2.81	
Auto Repair	\$0.19	<1%	\$1.33	\$0.40	<1%	\$0.94	\$0.38	<1%	\$1.88	
Farmers Market	\$0.00	0%	\$0.00	\$0.89	1%	\$2.11	\$0.49	<1%	\$2.44	
Transportation Fares	\$0.00	0%	\$0.00	\$0.01	<1%	\$0.02	\$0.06	<1%	\$0.30	
Total Average Daily per Group	\$172.01		\$1,222.86	\$174.17		\$412.36	\$144.76		\$722.77	
Total 2013 Expenditures	\$131,900,000			\$306,160,000			\$3,186,430,000			
% of Total	4%			8%			88%			

¹Numerous overseas visitors may pre-pay for many of their trip expenses, which are not reflected here; these figures represent only expenditures made in MT. ²Data is collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ³Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures. ⁴Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.