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Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana: 2012

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2012 Expenditure Comparison of Overseas, Canadian, & Domestic Nonresident Travelers to Montana

Overseas Visitors ¹				Canadian Visitors				Domestic Visitors			
Sample size	217			1,422			9,877				
Nonresident Travelers	206,000			1,313,000			9,248,000				
Group Size (people/group)	2.47			2.37			2.20				
Length of Stay (nights)	6.68			2.55			5.18				
% of All Travelers in 2012	2%			12%			86%				

Expenditure Category ²	Overseas Visitors ¹			Canadian Visitors			Domestic Visitors		
	Avg. Daily Group Expend. ³	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ³	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ³	% of Daily Expend.	Avg. Trip Expend
Gasoline	\$46.37	28%	\$309.75	\$52.61	29%	\$134.19	\$48.14	36%	\$249.55
Retail Sales	\$41.03	25%	\$274.09	\$61.13	34%	\$155.91	\$20.08	15%	\$104.08
Restaurant, Bar	\$26.76	16%	\$178.77	\$26.11	15%	\$66.60	\$25.22	19%	\$130.76
Hotel, B&B, etc.	\$18.20	11%	\$121.56	\$16.06	9%	\$40.97	\$14.00	11%	\$72.56
Groceries, Snacks	\$14.92	9%	\$99.66	\$14.72	8%	\$37.53	\$10.31	8%	\$53.44
Outfitter, Guide	\$6.26	4%	\$41.80	\$1.17	1%	\$2.98	\$4.83	4%	\$25.02
Rental Cabin, Condo	\$3.44	2%	\$23.00	\$1.99	1%	\$5.07	\$1.85	1%	\$9.61
Auto Rental	\$2.70	2%	\$18.06	\$0.31	<1%	\$0.80	\$2.89	2%	\$15.01
Licenses, Entrance Fees	\$2.56	2%	\$17.07	\$2.43	1%	\$6.20	\$2.41	2%	\$12.48
Campground, RV Park	\$1.52	1%	\$10.18	\$1.19	1%	\$3.03	\$0.86	1%	\$4.44
Gambling	\$0.67	<1%	\$4.50	\$0.27	<1%	\$0.68	\$0.24	<1%	\$1.24
Misc. Services	\$0.22	<1%	\$1.46	\$0.34	<1%	\$0.87	\$1.00	1%	\$5.18
Auto Repair	\$0.10	<1%	\$0.64	\$0.21	<1%	\$0.54	\$0.47	<1%	\$2.44
Farmers Market	\$0.07	<1%	\$0.48	\$0.07	<1%	\$0.19	\$0.10	<1%	\$0.53
Transportation Fares	\$0.07	<1%	\$0.45	\$0.00	<1%	\$0.00	\$0.05	<1%	\$0.25
Total Average Daily per Group	\$164.88		\$1,101.46	\$178.61		\$455.55	\$132.43		\$686.59
Total 2012 Expenditures	\$98,570,000			\$271,070,000			\$2,899,060,000		
% of Total	3%			8%			89%		

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. ³Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.