First and Subsequent Visits to Montana: A Behavioral Analysis

Norma Nickerson
The University of Montana-Missoula

Dylan Boyle
The University of Montana-Missoula

Let us know how access to this document benefits you.

Follow this and additional works at: https://scholarworks.umt.edu/itrr_pubs

Part of the Leisure Studies Commons, Recreation, Parks and Tourism Administration Commons, and the Tourism and Travel Commons

Recommended Citation
https://scholarworks.umt.edu/itrr_pubs/93

This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.
First and Subsequent Visits to Montana: A Behavioral Analysis

Prepared by
Norma P. Nickerson, Ph.D.
Dylan Boyle

Institute for Tourism & Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

Research Report 2009-6
March 2009

This report was funded by the Montana Lodging Facility Use Tax

Copyright© 2009 Institute for Tourism and Recreation Research. All rights reserved.
Executive Summary

The purpose of this study was to explore the effects of Glacier and Yellowstone National Parks on subsequent visits to Montana. A secondary purpose was to explore and explain the relationship between a first time visit to Montana or Montana’s national parks and subsequent visits to the state.

Repeat nonresident visitors on vacation in Montana during July and August, 2008 were interviewed for this study. Visitors were randomly intercepted and interviewed at 30 different locations in Montana. On average, each interview lasted seven minutes.

Results show that 71 percent of first time visits to Montana occurred in either Yellowstone or Glacier National Parks. The remaining 29 percent of the visitors came to Montana for business, visiting friends or relatives (VFR), passing through, or on vacation for specific activities.

Travelers who visited Yellowstone on their first visit returned to Montana on subsequent visits focusing on the two national parks, but also spreading out through Montana. Those who visited Glacier on their first Montana trip returned to Glacier as well as Yellowstone but tended to concentrate subsequent trips to western Montana. Travelers who visited both Yellowstone and Glacier on their first visit were likely to spread subsequent visits to other parts of the state. Finally, travelers who did not visit either park on their first visit were very likely to return to other western areas of the state.

This study was able to reveal the motives as to why visitors return to Montana, and while there are many, five main themes emerged as reasons for returning to Montana:

1. To see the things they missed the first time they were here;
2. To show off Montana to family and friends;
3. To engage in activities that, for a variety of reasons, are better to do in Montana than elsewhere;
4. To re-visit the parks;
5. To relax in a slower paced environment with lots of open space, a feeling of freedom, awe-inspiring scenery and a multitude of animals.

Marketing implications of this study suggest that Yellowstone, specifically, and Glacier secondly, should be used to draw first time visitors to Montana. Other first time visitors are drawn to Montana for specific activities such as fishing, skiing, hunting, backpacking, scenery, and history. These activities need to part of the marketing message.

Policy implications of this study suggest that Montana’s tourism industry should be strong supporters of federal lands, especially the national parks since these parks are responsible for about 70 percent of the tourism draw to the state. Without Yellowstone and Glacier, the economic impact of nonresidents to the state would be substantially reduced.
Table of Contents

Executive Summary ..................................................................................................................................................... ii
Acknowledgements ................................................................................................................................................ iv

First and Subsequent Visits to Montana: A Behavioral Analysis ....................................................................... 1
Introduction ............................................................................................................................................................. 1
Purpose ..................................................................................................................................................................... 1
Methodology ........................................................................................................................................................ 2
Analysis ................................................................................................................................................................. 2

Results ..................................................................................................................................................................... 3
Visitor Characteristics – Comparing all nonresident repeat vacationers ...................................................... 3
First Visit to Montana and Subsequent Trips ...................................................................................................... 5
First Visit Reactions ......................................................................................................................................... 10
Why Visitors Returned ................................................................................................................................... 11
Emotional Bond to Montana ........................................................................................................................... 14
Summary and Implications ................................................................................................................................... 14
References ............................................................................................................................................................. 17

Appendix A: Interview Guide ................................................................................................................................... 18
Appendix B: Yellowstone First, then Subsequent Trips .................................................................................... 19
Appendix C: Glacier First, then Subsequent Trips .............................................................................................. 30
Appendix D: Yellowstone & Glacier on First Trip, then Subsequent Trips ..................................................... 36
Appendix E: Neither Park on First Trip, then Subsequent Trips ......................................................................... 41
Acknowledgements

First of all, this study could not have been completed without the cooperation of many people around the state of Montana and the 66 visitors who endorsed our study by answering our many questions. We are forever indebted to the wonderful visitors who spent some of their vacation time participating in our interviews.

Second, a study like this requires many interview locations. Thanks to the following locations or attractions for their cooperation:

- Anaconda
- Bannack
- Big Fork
- Big Hole Battlefield
- Bison Range
- Bitterroot
- Browning
- CM Russell Museum
- Cooke City
- Deer Lodge Old Montana Prison
- East Glacier Lodge
- Ennis
- Finely Point Campground Flathead Lake
- Glacier National Park
- Montana Historical Society Helena
- Hungry Horse Dam
- Lewis & Clark Interpretive Center Great Falls
- Lewis & Clark Caverns
- Lolo Pass
- Lost Creek State Park
- McGregor Lake
- Smokejumper Center Missoula
- Missouri Headwaters State Park
- Philipsburg
- Quake Lake Visitor Center
- Red Lodge
- Virginia City
- West Yellowstone

Third, we need to thank Al Ellard, Central Michigan University, for returning to Montana to once again interview nonresidents visiting the state. Al is a veteran interviewer for ITRR and it didn’t take too much arm-twisting to get him back again.

Fourth, a thank you goes to Bynum Boley for summarizing the transcribed interviews. These summaries are found in the Appendix of this report.

Finally, we thank the Sweet Palace in Philipsburg who kindly reduced the cost of the taffy we used as a thank you to the vacationers we interviewed. The visitors were delighted to receive Montana made candy!
First and Subsequent Visits to Montana: A Behavioral Analysis

Introduction

Since the creation of the Institute for Tourism and Recreation Research (ITRR) in 1988, travel research conducted by ITRR has continually found that visitors are attracted to Montana for scenery and other nature related opportunities. The first nonresident study conducted in the summer of 1990 found that 81 percent of vacationers indicated scenery as their attraction to the state (Christensen, 1992). As tourism research evolved in Montana, survey questions routinely became more descriptive and specific. “Scenery” did not explain much about their choices, so probing questions about nature activities and sites became routine. A 1993 study found that certain segments of the vacationer market were more likely to visit Glacier or Yellowstone National Parks than other visitors (Maiorano, 1994).

By the summer of 1995, the nonresident visitor survey included questions which purposely began to question visitors more specifically on what attracted them to the state and what activities they engaged in while in Montana. A resulting 1997 (Parrish, Nickerson, & McMahon) report highlighted what attracted nonresidents to the state: 51 percent were attracted to Montana because of mountains, 39 percent to Yellowstone National Park, 35 percent to rivers, and 31 percent to Glacier National Park. When attractions were listed in descending order of frequency, the first non-nature related attraction to appear on the list was visiting historic sites at 13 percent (following 13 previously stated nature attractions). Subsequent surveys have found similar results even though the questions have varied somewhat between survey instruments. For example, in the 2001 nonresident study, the top five attractions for vacationers to Montana were Yellowstone National Park; mountains and forests; open space and uncrowded areas; rivers and lakes; and Glacier National Park, in that order. In 2005, the exact same attractions were in the top five, albeit in different order (Nickerson & Oschell, 2006).

The relative importance of nature related attractions is evident in two Niche News summaries by ITRR. First time vacationers in Montana indicated Yellowstone and Glacier as their primary attraction to the state (41% and 26%, respectively) while repeat vacationers indicated Yellowstone, mountains & forests, and Glacier as their primary attraction (23%, 18%, and 16%, respectively)(Tanner & Nickerson, 2009a; Tanner & Nickerson, 2009b).

Purpose

It is evident, therefore, that Yellowstone and Glacier National Parks are significant attractions for visitors to Montana. What is not known is the relationship between a nonresident’s first visit to Montana and subsequent visits.

For that reason, the purpose of this study was to explore the effects of Glacier and Yellowstone on subsequent visits to Montana. A secondary purpose was to explore and explain the relationship between a first time visit to Montana or Montana’s national parks and subsequent visits to the state. Ultimately, we hope to understand why visitors return and if they continue to go to the national parks or if they explore other parts of Montana on subsequent visits.
Methodology

Nonresident travelers on vacation in Montana during July and August, 2008 were interviewed for this study. The population of vacationers included only repeat visitors to the state.

One researcher from ITRR randomly intercepted and interviewed repeat visitors at 30 different locations in Montana (see Acknowledgements for complete listing). The sites included national parks, national monuments, state parks, forests, historic sites, museums, communities, campgrounds, lodges, and wildlife refuges. The interviews were conducted in comfortable settings such as picnic tables, benches, or tables and chairs provided by the facility. When approached by the interviewer, the first two questions screened them for the study: Were they from out-of-state? Had they been to Montana in the past? Those who qualified (repeat vacationers not from Montana) were asked if they would be willing to be tape-recorded for the interview. All respondents agreed to be tape-recorded.

All vacationers who fit the criteria agreed to be interviewed. Therefore, the response rate was 100 percent. Visitors were interviewed with the use of an open-ended interview guide (Appendix A). This process allowed the interviewer to have guidance on what to ask but not a structured question/answer interview, therefore the interview was more of a free-flowing conversation. Interviews lasted between 3 and 15 minutes with an average of 7 minutes per interview.

Analysis

Interviews were tape recorded and professionally transcribed verbatim. The transcriptions were then edited by simultaneously listening to the tape-recording and reading the text. The final edited transcriptions represent the data that were analyzed. Analysis of the interviews consisted of three techniques.

First, to understand travel characteristics of these repeat visitors, the visitors were subdivided into four categories based on where in Montana they visited on their first trip: Yellowstone, Glacier, both Yellowstone and Glacier, or neither park. The analysis was to segment and compare these four types of visitors on where they visited, attractions visited, and activities on subsequent visits to Montana.

Second, data were entered into the NVivo qualitative software program for analysis. Analysis of the interviews consisted of recognizing meaning units, or main themes, within the interview. These meaning units were then grouped into two main aspects consisting of visitor reactions to Montana on their first visit and reasons why visitors returned to Montana. Additional themes emerged from this data but those themes and highlights will be written and discussed in a successive report.

Third, a narrative summary of each individual interview was developed using the reconstructed interviews as a guide. These summaries are segmented into the four groups of where the traveler visited in Montana on their first trip. Appendix B, C, D, and E provide the individual summaries for all visitors interviewed for this study.
Results

Results are reported in three formats. First, demographic and visitor characteristic data are provided for comparison purposes to all nonresident visitors to Montana. Second, visitors are segmented by where they visited on their first trip to Montana. Third, quotes reconstructed from the interviews provide in-depth understanding to a visitor’s first reaction to Montana and their reasons for returning to the state.

Visitor Characteristics – Comparing all nonresident repeat vacationers

In qualitative studies such as this one, synthesizing the data quantitatively is generally frowned upon since readers will many times take the percentages and erroneously apply it to the full population. However, it is still valuable to have a conceptual view of who was interviewed for this study. Therefore, Table 1 highlights and answers some of the questions pertaining to the purpose of the study. Please take caution in generalizing these results.

Respondents are fairly representative of the general population of repeat vacationers as far as residency and group type. The 2005 nonresident study showed repeat visitors from Washington, California, and Idaho representing 25 percent of all vacationers (Tanner & Nickerson, 2009b). In this qualitative study of randomly selected vacationers, 21 percent represent Washington and California with similar representation from other states (Table 1). Additionally, in the 2005 nonresident study, group types were somewhat similar to this study (35% couple in 2005, 42% couple in 2008; 30% family in 2005, 33% family in 2008).

Respondents’ first visits to Montana occurred anywhere between 2 and 53 years ago with a mean of nearly 20 years. Thirty-five percent of these respondents first came to Montana as a child or teenager, generally indicating they came with their family. Thirty-two percent came as young adults. These were single people, young married couples, or young adults bringing their small children. Thirty-four percent first came to Montana as middle age adults or retired adults. In essence, then, these respondents were nearly equally divided between three age groupings (child/teen, young adult, middle age/retired).

The first visit by these respondents was overwhelmingly a vacation trip. However, it is somewhat remarkable that those who happened to be in Montana for other reasons (passing through, business, VFR, and other) are now returning to Montana for vacation. This alone could attest to the need to provide visitor services for all travelers, not just vacationers, as one never knows the “impression” that might bring the travelers back to Montana.

Another interesting aspect of this study is presented in the vacationers’ responses to whether or not they had visited Glacier or Yellowstone on their first visit to Montana. In total, 71 percent had visited one or both parks and only 29 percent had not visited a park on their very first visit to Montana. This is similar to the findings in the 2005 nonresident study (Tanner & Nickerson, 2009a) where 66 percent of first time vacationers were attracted primarily to the parks but 74 percent had visited Yellowstone and 44 percent had visited Glacier.

The repeat visitors in this study then indicated that in subsequent trips to Montana, the national parks were still a very strong attraction to the state, perhaps even more so than on their first trip. Only 17 percent did not visit either Yellowstone or Glacier on subsequent trips to Montana. Some clarification is needed here, however. When visitors were asked about subsequent trips, they could have been
referring to one trip or multiple trips, so it is unknown if they visited a park each time they returned to Montana. What is known, nevertheless, is that they do visit the parks during subsequent trips.

Table 1: Respondent Trip Characteristics

<table>
<thead>
<tr>
<th>Group Type</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>9</td>
<td>14%</td>
</tr>
<tr>
<td>Couple</td>
<td>18</td>
<td>28%</td>
</tr>
<tr>
<td>Retired couple</td>
<td>9</td>
<td>14%</td>
</tr>
<tr>
<td>Family</td>
<td>21</td>
<td>33%</td>
</tr>
<tr>
<td>Friends</td>
<td>7</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>7</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>AZ, FL, OR, TX, Alb.</td>
<td>3 ea.</td>
<td>5% each</td>
</tr>
<tr>
<td>IA, MI, MN, NJ, NY, ND, PN, TN, WI</td>
<td>2 ea.</td>
<td>3% each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of years ago for first visit to MT</th>
<th>Range</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2-53 years</td>
<td>19.9 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Approximate age of first visit</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child</td>
<td>14</td>
<td>21%</td>
</tr>
<tr>
<td>Teenager</td>
<td>9</td>
<td>14%</td>
</tr>
<tr>
<td>Young adult</td>
<td>21</td>
<td>32%</td>
</tr>
<tr>
<td>Middle age adult</td>
<td>17</td>
<td>26%</td>
</tr>
<tr>
<td>Retired</td>
<td>5</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purpose of first visit</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation</td>
<td>50</td>
<td>77%</td>
</tr>
<tr>
<td>Pass through</td>
<td>6</td>
<td>9%</td>
</tr>
<tr>
<td>Business</td>
<td>4</td>
<td>6%</td>
</tr>
<tr>
<td>VFR</td>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>Other(lived here, military, helped move friend)</td>
<td>3</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of first visit to MT</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone</td>
<td>25</td>
<td>39%</td>
</tr>
<tr>
<td>Glacier</td>
<td>13</td>
<td>20%</td>
</tr>
<tr>
<td>Both Yellowstone and Glacier</td>
<td>8</td>
<td>12%</td>
</tr>
<tr>
<td>Neither Yellowstone or Glacier</td>
<td>19</td>
<td>29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subsequent trips – where visited*</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone</td>
<td>10</td>
<td>15%</td>
</tr>
<tr>
<td>Glacier</td>
<td>15</td>
<td>23%</td>
</tr>
<tr>
<td>Both Yellowstone and Glacier</td>
<td>29</td>
<td>45%</td>
</tr>
<tr>
<td>Neither Yellowstone or Glacier</td>
<td>11</td>
<td>17%</td>
</tr>
</tbody>
</table>

*refers to the question: in subsequent trips, did you visit the parks?
First Visit to Montana and Subsequent Trips

This section highlights first trips and subsequent visits to Montana by nonresidents. This summary is meant to provide an overview of what visitors did on their later travels in Montana. The attractions, towns and activities listed were mentioned by those interviewed. With a sample size of 66, the list is not all-inclusive. Although bit conservative, the list can be viewed as places and activities that have been significant to their vacations in Montana and, therefore, important in overall traveler visitation.

When comparing the first trip location to subsequent locations, it is clear that visitors do spread out through Montana with a considerable concentration in western Montana. Respondents to this study were intercepted in western and central Montana to ensure we would find repeat vacationers. In addition, previous ITRR reports indicate that 90 percent of vacationer nights are spent in the regions where this data was collected (Grau & Nickerson, 2006). Therefore, it was prudent to spend research time in the west and central parts of Montana for this study.

In Figure 1, of those who visited Yellowstone on their first trip to Montana and have returned to Montana on subsequent trips, it is evident that the parks are still a large draw for the visitors, but other areas are visited as well. Glacier was by far the most visited attraction by return visitors who first visited Yellowstone. Yellowstone is also re-visited as well as the Grand Tetons. The map in Figure 1 does show visitation beyond the western half of Montana, but the frequency is substantially lower.

Figure 2 represents a smaller sample size of 11 people. Interestingly, those who visited Glacier on their first trip were very likely to return to Glacier on subsequent trips, more so than to visit Yellowstone. Some of these travelers mentioned visiting eastern Montana, but it was to a lesser degree.

In Figure 3, arrows to subsequent locations were replaced by stars to depict where visitors who originally visited both parks have now visited in Montana. This sample size is the smallest (9) and therefore it is important to note that other locations would probably have been mentioned with a larger sample size. However, this map indicates a little more dispersion and less concentration in the west.

Finally, Figure 4 represents travelers who did not visit either park on their first trip to Montana. The sample size of 19 is large enough to create some understanding of this group. In the interviews, those who did not visit either park were likely to have been in Montana for the first time on business (4), passing through the state (3), or visiting friends and relatives (VFR) (4). However, many of them (10) indicated reasons for vacations included fishing, skiing, backpacking, hunting, viewing scenery and history. Return visits by those visiting friends and relatives on their first trip still mention the VFR aspect as the reason for returning. Those return visitors who originally came for business or passing though indicated a need to come back because what they saw on the first visit enticed them to see more.

In addition to the locations visited on subsequent trips, activities engaged in on return visits are listed in each of the four figures. Five activities were stated by each of the four groups: camping, relaxing, wildlife viewing, fishing, and history. Perhaps the most interesting difference in activities was mentioned by those who did not visit the parks on their first trip. This group mentioned a wider variety of activities than any others including dirt biking, ATV riding, gem and gold prospecting, and visiting mansions and churches. While it is not totally clear why this group seems to be different, one possible explanation is their VFR purpose. Friends or relatives are likely to introduce this group to a wider variety of activities, especially activities that the residents, themselves, like to do and can easily participate in since they live in Montana.
Figure 1: First Trip Yellowstone - Subsequent Visits, Shown by Arrow*

*Represents 26 out of 66 respondents

**Subsequent Attractions Visited**
- Glacier National Park (16)
- Yellowstone Natl. Park (11)
- Grand Teton Natl. Park (5)
- Little Bighorn Battlefield
- Bannack State Park
- National Bison Range
- Blackfoot River
- Missouri Headwaters
- Charlie Russell Museum
- Museum of the Plains Indians
- Lewis & Clark Interp. Ctr.
- Beartooth pass
- Quake Lake Interpretive Ctr.
- Ulm Pishkun
- Grizzly/Wolf Discovery Ctr.
- Dinosaur Trail
- Lewis & Clark sites
- Crazy Mountains
- Bear Paw Mountains
- Bitterroot Valley
- Big Hole Valley
- Seeley Swan
- Chico Hot Springs

**Subsequent Towns Visited**
- Missoula
- Virginia City
- Dillon
- Ennis
- Cooke City
- Miles City
- Big Fork
- Thompson Falls
- Philipsburg
- Red Lodge
- Kalispell
- Hungary Horse
- Poison
- Whitefish
- West Yellowstone

**Subsequent Activities**
- Camping
- Relaxing
- Wildlife viewing
- Fishing
- Pow Wows
- Rodeo
- Horseback riding
- Sightseeing
- Hunting
- Photography
- History
- Snowmobiling
- Rafting
- Back road driving
Figure 2: First Trip Glacier - Subsequent Visits, Shown by Arrow*

*Represents 11 out of 66 respondents

**Subsequent Attractions Visited**
- Glacier National Park (9)
- Yellowstone National Park (5)
- Old Prison Museum
- Quake Lake
- Flathead Lake
- Skalkaho Pass
- L&C Caverns
- L&C Interp. Ctr.
- State Fair
- Museum of the Plains Indians
- Hiawatha Trail
- Lake Blaine
- Missouri Headwaters

**Subsequent Towns Visited**
- Big Fork
- Kalispell
- Whitefish
- Shelby
- Great Falls
- Missoula
- Sidney
- Lewistown
- West Yellowstone
- Browning

**Subsequent Activities**
- Hiking
- Camping
- Swimming
- Boating
- Fishing
- Water skiing
- Picking cherries
- Relaxing
- Sightseeing
- Wildlife viewing
- L&C history
- Biking
Figure 3: First Trip Yellowstone & Glacier - Subsequent Trip Locations Shown by Star

*Represents 9 out of 66 respondents

**Subsequent Attractions Visited**
- Glacier National Park
- Old Prison Museum
- Charlie Russell Museum
- L&C Interp. Center
- Travelers Rest
- Little Bighorn Battlefield
- Judith Gap area
- Museum of the Plains Indians
- Beartooth Pass

**Subsequent Towns Visited**
- Three Forks
- Great Falls
- Red Lodge
- Deer Lodge
- Lolo
- Browning

**Subsequent Activities**
- Backpacking
- Camping
- Fishing
- Sightseeing
- Relaxing
- L&C History
- Horseback riding
- Wildlife watching
- Skiing
Figure 4: First Trip *Neither* Yellowstone or Glacier - Subsequent Trip Locations Shown by Star*

*Represents 19 out of 66 respondents

<table>
<thead>
<tr>
<th>Subsequent Attractions Visited</th>
<th>Subsequent Towns Visited</th>
<th>Subsequent Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glacier National Park (15)</td>
<td>Missoula</td>
<td>Art galleries</td>
</tr>
<tr>
<td>Yellowstone National Park (9)</td>
<td>Kalispell</td>
<td>Old churches</td>
</tr>
<tr>
<td>Historical Society</td>
<td>Anaconda</td>
<td>Museums</td>
</tr>
<tr>
<td>McGregor Lake State Park</td>
<td>Phillipsburg</td>
<td>Old architecture/mansions</td>
</tr>
<tr>
<td>National Bison Range</td>
<td>West Yellowstone</td>
<td>Wildlife viewing</td>
</tr>
<tr>
<td>Lost Creek State Park</td>
<td>Butte</td>
<td>Fishing</td>
</tr>
<tr>
<td>Anaconda Smoke Stack</td>
<td>Dillon</td>
<td>Rafting</td>
</tr>
<tr>
<td>Big Hole River</td>
<td>Hamilton</td>
<td>Backpacking</td>
</tr>
<tr>
<td>Georgetown Lake</td>
<td>Ennis</td>
<td>Hiking</td>
</tr>
<tr>
<td>Big Hole Valley</td>
<td>Craig</td>
<td>Rodeo</td>
</tr>
<tr>
<td>Hungary Horse Dam</td>
<td>Choteau</td>
<td>Camping</td>
</tr>
<tr>
<td>Flathead Lake</td>
<td>Augusta</td>
<td>Gem and gold prospecting</td>
</tr>
<tr>
<td>L&amp;C Caverns</td>
<td>Helena</td>
<td>History</td>
</tr>
<tr>
<td>Bob Marshal Wilderness</td>
<td>Great Falls</td>
<td>L&amp;C sites</td>
</tr>
<tr>
<td>Mission Mountains</td>
<td>Phillipsburg</td>
<td>ATVing</td>
</tr>
<tr>
<td>Tabacoo Root Mountains</td>
<td>Virginia City</td>
<td>Dirt biking</td>
</tr>
<tr>
<td>Little Bighorn Battlefield</td>
<td>Pole Bridge</td>
<td>Nature appreciation</td>
</tr>
<tr>
<td>Smoke Jumper Center</td>
<td>Superior</td>
<td>relaxing</td>
</tr>
<tr>
<td>Bannack State Park</td>
<td>Miles City</td>
<td></td>
</tr>
</tbody>
</table>

[Map of Montana showing trip locations visited by respondents with stars indicating subsequent locations and towns visited.]
First Visit Reactions

Impressions visitors had on their very first visit to Montana were varied, positive, and mostly about the landscape. Within the landscape theme, vastness, scenic beauty and wildlife emerged, as well as statements about Montana being Big Sky Country, God’s country, and the local people’s friendliness and care for the land. This study confirmed the same impressions expressed by visitors interviewed in the Montana Vacation Experience study (Nickerson, Ellard, & Dvorak, 2003) in 2002, indicating that impressions have not changed much over time. Direct quotes are provided as examples regarding their first Montana visit.

LARRY: We were up in Northern Michigan with our son. It’s beautiful in fall with all the colors and such. My son said, dad, isn’t this the most beautiful place in the world? Now, he had not been out here [Montana] yet. And I said, Eric, the good Lord practiced here but he really did his good work in Montana.

JEANIE: Oh, my gosh, just absolutely blew my mind. The beauty, the size of the landscape, still so clean, so little concrete, not that monotypic development look that we’re already, even two decades ago, were beginning to see in the southeast. Too many human beings, and I am one, but it’s still wild. Just absolutely knew that I would always try to come back as long as I could.

JIM: It’s so big, so majestic, the expanse, the way of life.

DON: Oh, the mountains here are outstanding. They actually reach the sky. They’re not the roly-poly kind.

DAVID: It’s a wonderful open, vast, clean countryside with clean air and many critters and few people.

GREG: I just remember spending a day and a half driving from Great Falls to Helena to Butte and just driving all day long and seeing nothing but trees covering mountains and stuff like that. Just beautiful. That’s what really stuck in my mind was the beauty of the scenery, everywhere you turned.

SHARON: That it was very wild and lots of open spaces, like the cliffs and drop offs and you see the wildlife. We saw bears and I never forgot that, I was just a kid, and the white mountain goats.

JACK: Well, it was big, that’s for sure. I remember the big mountains and I remember, in particular, in Glacier in the middle of July and we got to the top of Logan Pass and there was all kinds of snow on it and people were hiking up there to ski in the middle of summer and I never saw anything like that before, it was a pretty new experience for me.

GALON: For me, it’s the Yellowstone thing. The geysers, the wildlife, the hot sun in the summer and snow in the winter; we’re from a mild climate in Seattle. Just kind of the rugged outdoors of it. Fishing, I’m a fly fisher. I think I’m a fly fisher because of visiting here when I was younger.

LINDA: It is one of the most beautiful places I’ve ever been. The diversity of what Montana offers. It has the plains; it has the arid to the extreme lush majestic powerful mountains. People are fabulous. I mean, the beauty is unparalleled.
GEORGE: The scenic views just like we’re looking at here [in the Big Hole Valley]. It just looks beautiful.


JOCELYN: Well, you have the sensation that the sky is larger than the horizon.

GARRETT: You have a big sky. And when you’re on these roads, especially in the northeast heading out and a lot of times we were in the car and we have 360 degrees of nothing but landscape. That doesn’t happen in Michigan and New Jersey very much. So that’s my big sky.

ELIZABETH: I think for me, and probably my husband too, we just talked about, it made us proud to be Americans, that this was the United States of America and how beautiful. It made me think of kind of the national anthem and purple mountain majesties and all that stuff. It sounds corny but it’s true. But I guess I’ve always been interested in the west from my parents. My mother really loved the history of the west and everything, and just reading about it, you just want to come out and see it. Nothing like pictures worth a thousand words but getting out here and really seeing the country.

CAROL: My father worked in theatre and my favorite movies were cowboy and Indian movies, and I think that’s what I remember as a kid coming through here. I really felt this was Indian territory and I liked that idea.

ETHAN: We camped, canoed. Basic sightseeing.

ALICE: Mostly we camped and hiked so we did a lot of hiking. We actually did a lot of sightseeing from the car that first year and then we came back pretty much every summer for the next six to eight years. My father picked up fly fishing so we did a lot fly fishing, although he did a lot on the rivers and not so much on lakes. Just did a lot of sightseeing.

MARCO: The wilderness, not only wildlife, the animals, but the mountains with very few people there hiking and just something we don’t know in Germany.

SAM: Well, it’s [Glacier] a National Park and we like National Parks and National Forests and we had heard that it was really beautiful and we came for the scenery.

**Why Visitors Returned**

Visitors have returned to Montana for a variety of reasons. Many times the reason for returning was to bring someone along who had not been to Montana before. The visitor loved Montana so much, they wanted to share it. Additional reasons talked about for returning to Montana related to their emotional bond and how Montana makes them feel. Direct quotes are provided as examples of why they return to Montana.

SUE: I’m really anxious to go back to [the Beartooth Pass] because we didn’t spend enough time there. The tundra wildflowers are unlike anywhere else. It’s just a special place. I came out because Jake and I are going to travel for a week or 10 days and see the places in Montana that we haven’t seen before.

BLAKE: What brought us back to this area were the pine trees and the big mountains.
JEANIE: Well, to be honest with you, because I’m a bit of a cowgirl too, Montana really appeals to me more because of the horses. I have, over the years, developed friendships with various people that are also horse people. The beauty I think is comparable [to Alaska], of course fewer people in Alaska and still a little bit wilder, but I think when I have my choice, I try to get to Montana. When I don’t get to come to Montana and I go to Alaska, I feel like I need to still come to Montana that year. So call that spoiled [Laughs]!

BOB: A gentleman I taught with for 23 years at East High School in Pueblo, Colorado, Fred Jacobs, was from Anaconda [Opportunity] and he was always talking about the fishing being better in Montana than in Colorado. He invited me up and I took him up on it. I’ve been coming back ever since.

ELIZABETH: [I bought my brother this time and it is] His first trip here.

PAUL: First time I’ve ever been here [Phillipsburg], as a matter of fact. I was stunned when I drove in yesterday. I have a friend that’s an artist here. I told him I would stop by on my way north, and this is a little piece of heaven. First of all, it’s a beautiful valley, prettier to me, frankly, than the valley that Dillon is located in, and these little shops and whatnot. They’ve managed to hold onto the past pretty well here. I was very impressed with it, still am.

INA: After our son was born, we brought him out here when he was quite young, I’m not sure what year. And then two years ago he came out here to work for the summer, he loves the climbing, and he worked at Many Glacier for the summer in 2005.

PETER: To go to Yellowstone, to go to the National Parks. To visit Yellowstone again.

TONY: Yeah [we primarily come out during the winter for snowmobiling]. Well, the last two years, we’ve come out here [and] did a little four-wheeling. It’s something we’re familiar with, so it’s kind of fun to show the rest of the family where you’ve been.

ALICE: My brother is only 15 months younger than I am, but some of our most cherished memories in childhood are of these trips that we took. Silly things like eating the Flathead cherries and looking forward to those cherries, and touching the snow at the top of that hike at the glacier.

MICHELLE: My first trip would have been skiing too, our family skied Whitefish and we skied Bozeman. Both times it was just sort of to try out a different mountain. We tried the different ones in Canada. Coming back now as an adult, it’s the price, like the lift prices, the accommodation prices. Compared to Banff that would have equivalent ski hills, the hotels would be double, the lift tickets were like 30 to 40% more. So when the dollar is good, it pays for the gas to make the extra drive.

JACK: Springtime. I always come out for the opening of the Beartooth Pass, you know, ski and snowboard there and do a little bit of kite skiing as well. Hit the plateau when it opens.

ERIKA: I thought Yellowstone was worth a visit the second time. I wanted to do more hiking than doing all the tour stuff, like seeing all the geysers, I’ve seen that all. I wanted to do more hiking. That’s the reason - to backcountry hike this time. Somehow I ended up with the crazy idea of thinking Montana, I always wanted to visit Montana, I can’t tell you why. I don’t know why. I always thought it was nice. I wanted to go out, but actually my former host father, I was an exchange student years ago, recommended me to go to Glacier, for us to go to Glacier, and that’s why we ended up here.
ELAINE: I'm coming back every year for the Great Falls cheap shopping (Calgary resident).

SCOTT: For us it is proximity to home [Alberta]. It’s a different choice than going into British Columbia. You'll see different things and there’s lots to see and do down here. The people are friendly. There’s not as rushed of an atmosphere.

DAVID: I think people that come to Montana enjoy the outdoors. They are outdoorsy kind of people that like the canoeing and kayaking, the boating, the hiking, the national parks, open, clean air, clean water kind of idea. At least that’s what it is for me.

CHERYL: Since then we've been back to see Glacier and had a wonderful trip there, again with the kids. They were older. We've been back another year, and on that return we did Big Horn, a fabulous place. I mean, you can’t believe it. We had a wonderful time there. History wise, the kids got a lot out of it. We’ve come through here again. We went home from Coeur d’Alene, to a reunion there. We’ve been back and forth through here. We usually make this part of our vacation except for now Alaska is doing the extension this time.

MICHAEL: Vacation again. We really liked it out here the first time. We enjoyed coming out here and she has a sister who lives in Jackson so we’re going to visit with her for a little bit. Show the kids the old west.

JIM: Well, yeah, the chance to revisit Yellowstone and, you know, Glacier National [Park]. Since we were out here, we might as well take advantage of it.

RON: I've hunted south of Hamilton. I've hunted up in the Thompson Falls area. And lately I've been going over about east of Helena over by Martinsdale. Hunt elk and get mule deer, whitetail deer.

NOLAN: I just think we’re a family that likes natural parks. My wife and I both like natural parks. As I mentioned before, I’m not a big repeater so, you know, even if it’s a beautiful place like Yellowstone, there are other beautiful places too that I want to see. I think we’re motivated by the air travel being reasonable and by the fact that our children have never seen it and by the fact that we hadn’t been back in a decade so we figured it was about time.

CARLOS: We came for the ghost towns. We liked the way you all are preserving them and things like that. There are some that you all preserve and some not even the least of.

SANDY: Yeah, we’re big into museums. We do the Cody museum and we knew about this [Old Prison Museum], we tour old houses, we love to do that.

DOUGLAS: We came out here about 15 years ago and we came straight to Glacier and we stayed in Glacier seven days and day hiked all over. The beauty of the park was just phenomenal. I've always remembered it. So I wanted to bring my wife back out here. We've been thinking about this for about 15 years, and we’re retired now and have time and here we are.

GALON: The more you dig the more you find. I've gotten to the point where, you know, we go here so often and I've gotten pictures of Yellowstone at my desk at work. I get to the point where I just tell them it's like you guys just go, you can’t just describe it all. You might think I'm obsessed with it. It’s really a
neat place to go and check into if you’re interested. Like I say, the more you dig, you start finding more and more.

**Emotional Bond to Montana**

Many visitors discussed an emotional type bond to Montana that brought them back to the state. These emotions related to their feeling about the landscape. While it is difficult to study an emotional connection, it appeared as if this was how many returning visitors felt toward Montana. It’s a good feeling and they wanted to experience that again.

DAVE: Well, you know, Montana is something. It’s not really very easy to explain. When one arrives in Montana, one gets a sense of kind of freedom, of openness; you’re really in God’s country. I get that feeling in Montana. I get it to some degree, I used to get it more in Wyoming but now it’s more in Montana than Wyoming.

SANDY: You can see absolutely forever. You look out, and the horizon is just so far away, you can’t even imagine how far it is. It’s just endless, the beauty.

LARRY: The first impressions were this is God’s country.

VAL: Well, yeah, when we go horseback riding up north close to Big Sandy, north of Fort Benton, we go on the night rides and it’s [the sky] wide open. You just look up and there are millions of stars and it’s just perfect.

GEORGE: We’re just looking to see the different scenery. That’s the main thing. Just drive around.

**Summary and Implications**

The purpose of this study was to explore the effects of Glacier and Yellowstone on subsequent visits to Montana. A secondary purpose was to explore and explain the relationship between a first time visit to Montana or Montana’s national parks and subsequent visits to the state.

While it cannot be said through this data that a visit to Glacier or Yellowstone caused a return visit to Montana, there is a very high correlation between the two. As indicated in previous ITRR studies, Glacier and Yellowstone are the reason the majority of people visit the state for the first time. This study confirmed that statistic. Additionally, this study confirms that visitors return to Montana and, again, visit the parks. Moreover, visitors who traveled to the parks on their first visit tended to spread out throughout western and central Montana on subsequent visits. This highlights a hierarchical relationship between the two national parks and other attractions available in the state. In other words, nearly 70 percent of vacationers visit one of the two major national parks in Montana, Yellowstone or Glacier, on their first visit. These visitors then return to Montana and visit other sites and attractions as well as continuing to visit the parks.

The previous paragraph summed the relationship between the national parks and subsequent visits by travelers who did, indeed visit a park on their first trip. That leaves nearly 30 percent of repeat visitors who did not visit a park on their first visit but still returned to Montana. What relationships have emerged from the travels of those visitors? In the interviews, half of those who didn’t visit either park
for their first time in Montana were either on business, passing through the state, or visiting friends and relatives (9). Interestingly, the other half of those types of visitors (10) indicated vacation activities reasons for visiting Montana their first time including fishing, skiing, backpacking, hunting, viewing scenery, history and escaping summer heat. The vacationers who did not visit a park were more likely to indicate an activity they did on that first visit compared to park visitors who simply mentioned visiting the park. This may indicate the importance of certain activities which are actually a better draw than the parks for some Montana visitors.

Ultimately another goal of this study was to further our understanding of why visitors return to Montana. People come back to Montana for a variety of reasons, but can best be summed up within five main themes which emerged from this study. Travelers return to Montana.....

1. To see the things they missed the first time they were here,
2. To show off Montana to family and friends,
3. To engage in activities that for a variety of reasons are better to do in Montana than elsewhere,
4. To re-visit the parks,
5. To relax in a slower paced environment with lots of open space, a feeling of freedom, awe-inspiring scenery and a multitude of animals.

Implications of the findings from this study are many. First of all, the Montana tourism industry should be top supporters of Glacier and Yellowstone National Parks in every possible way from policy to financial matters. The parks are responsible for bringing 70 percent of first time visitors to Montana and an unknown number of repeat trips by visitors. Without these two parks, Montana would not have the tourism industry enjoyed today. In fact, if you reduced visitor spending by 70 percent (the approximate percent of visitors who came to Montana to visit a park on their first visit) and used vacation expenditures from a 2008 ITRR report (Rademaker & Grau, 2008), vacationer expenditures would drop from $1.6 billion to $499 million. In reality, it is not likely that it would be that drastic of a drop, but the point is, the two national parks, Yellowstone first and Glacier second, are directly responsible for the economic well-being of Montana’s tourism industry.

Secondly, the age old concern about promoting Yellowstone even though it is predominately located in Wyoming can be put to rest once and for all. Visitors to Yellowstone do come back to visit Montana. While they are most likely to visit Glacier on a subsequent visit than any other location in Montana they will stretch their visit around the state, especially in the western and central portions of the state. This significant finding is even more substantial since Yellowstone National Park draws a greater share of first time visitors to Montana than Glacier. Montana needs the Yellowstone visitor to continue growth in tourism numbers. First time visitors become repeat visitors. How does Montana get them here for their first visit? Encourage a visit to Yellowstone National Park.

Third, Glacier National Park is also a draw and cannot be ignored. Visitors who go to Glacier on their first trip seem to immediately become loyal followers of the park. While they return to Glacier for subsequent visits, other visitors to Montana return for a visit to Glacier in greater percentages than visitors return to Yellowstone. In this study, 44 out of 66 respondents returned to Montana to visit Glacier. Thirty-nine out of 66 respondents returned to Yellowstone. While Yellowstone is the initial draw, Glacier becomes the second higher order draw. In terms of marketing, it would behoove Montana to market to current and past Yellowstone visitors. As one visitor in a previous study told another visitor while they chatted in Yellowstone, "If you like Yellowstone, you'll love Glacier. You have to go to Glacier (Nickerson, Ellard, & Dvorak, 2003)."
Fourth, and probably the most interesting finding from this study, is that nearly one-third of current
vacationers did not visit one of the parks on their first visit to Montana. Half of these people came to
Montana on vacations based mostly on an activity that brought them here including fishing, skiing,
backpacking, hunting, viewing scenery, and history. Montana is perceived to have a better environment
for these activities by some people. This can be a wonderful marketing tool. Montana already claims
the “best fishing,” “no ski lift lines,” “unparalleled backpacking trails,” “more big game than any other
state in the lower 48,” “scenery that inspires more people than elsewhere,” and “living history.” These
are the keys to many return visitors and can be stated honestly in promotional materials.

Other travelers not visiting a park on their first visit, and not claiming a vacation activity as their draw,
originally came to Montana for business, passing through, or visiting friends or relatives. These people
are coming back and tend to be very active on their return trips. This finding suggests that Montana
should have promotional materials available wherever VFR, pass-through and business travelers may
stop including gas stations, rest areas, airports, restaurants and hotels. This is not a new idea, but it
embraces the concept of a long term return-on-investment. These people will come back for vacation;
they simply need the nudge to convince them where to go when they return.

In summary, the majority of vacationers come to Montana on their first trip to visit Yellowstone,
followed by Glacier, followed by specific activities. These people become return visitors for a variety of
reasons including subsequent trips to the parks, to show Montana to others, to engage in specific
activities for which they prefer Montana over other places, to see what they missed on previous trips,
and to relax and unwind. This study was able to reach into the minds of repeat visitors to Montana and
discover why they continue to return.
References


Appendix A: Interview Guide

Interview Guide for Parks Study
The objective of this portion of the study is to explore the effects of visits to Glacier and Yellowstone on subsequent trips to Montana. Respondents will be nonresident repeat visitors to Montana that have visited the parks on a previous trip(s).

1. Can you explain your travel habits?
   Do you travel often?
   Do you travel every summer?
   Do you go to the same places every year or do you like to try new places?
2. How many times have you been to Montana in the past?
3. When did you first visit Montana?
   How old were you?
   With whom did you travel?
   In what season did you first travel to Montana?
   Where in Montana did you visit?
   What activities did you participate in?
   Did you visit the parks on this first trip or on another?
4. Describe your experiences in Montana national parks.
5. What made you return to Montana? Do you feel that your experiences in the parks made you want to return?
6. Please describe your subsequent trip(s) to Montana?
   How old were you?
   With whom did you travel?
   In what season did you travel to Montana?
   Did you visit the parks again?
   Did you engage in different activities or the same ones?
   What other places did you visit?
Appendix B: Yellowstone First, then Subsequent Trips

Bannack State Park Interview #1 with Bruce & Joyce

Bruce and Joyce are visitors from California. At the time of their interview at Bannack Ghost Town, they were completing their third trip to Montana. Their first trip occurred in 1986 and was a cross-country ski trip centered around The Lone Mountain Ranch in Big Sky. During that trip, they also cross-country skied into Yellowstone National Park from the West Yellowstone entrance. They were especially struck by the "Big Sky". Bruce uses the phrase "Big Sky" to describe the wide open spaces within Montana which directly contrasted their everyday lives in a highly populated section of Southern California.

During their second trip, they met Bruce's brother in Idaho and toured around Western Montana, specifically Missoula and Bannack. It was on this vacation that the two of them decided to come back to Montana to visit Glacier National Park, which they did not have the chance to visit on that particular trip. They have since participated in a photography program in Glacier and have taken a side trip to Waterton National Park before visiting Helena and returning to Bannack on their way back to California. Bruce describes his experience in Glacier as "just pretty awesome" and Joyce speaks about the beauty of the wildflowers and the fact that the mountains still had snow on them (Line 110). They briefly revisited Yellowstone and the Tetons on this current trip and have decided to come back to Montana to participate in a photography program based in Yellowstone. They tend to interact with local residents, especially when asking for recommendations about restaurants.

Bannack State Park Interview #2 with Kenny & Cheryl

Kenny and Cheryl are visitors from Utah and were intercepted at Bannack State Park. Kenny's first visit to Montana occurred as a child when his family engaged in camping and fishing near West Yellowstone. They also went sightseeing in Yellowstone National Park as well. Many years later, Kenny took Cheryl to the same location for her first Montana experience. She remembers noticing Big Sky Country and describes the expansive valleys of Montana as contributing to this feeling as opposed to her home in Utah, which is located next to the Wasatch Mountains (Line 42). Kenny states that the Wasatch "somewhat cuts off the sky" which leads to a closed in feeling they do not experience in Montana.

On this trip, Glacier National Park is their main focus followed by a couple days of fishing around Missoula, another visit to Virginia City, and traveling back through Yellowstone on their way home. Kenny believes that the snowmobile industry has helped to commercialize West Yellowstone compared to when he was a child. However, he does state that other parts of the state where he fishes, such as Dillon, have not changed considerably. He believes that his encounters with local owners and guides of fishing shops have been very helpful and that most residents "are cordial and friendly and welcome you" (Line 114). Both Kenny and Cheryl believe that after their visit to Glacier, they will tell their friends and family about the wildlife they have seen. In addition, they are creating an itinerary of their trip so that friends who visit Montana next year can follow the same progression across the state.
Bannack State Park Interview #3 with Carlos & Karen

Carlos and Karen are visitors from Texas who were intercepted at Bannack State Park. Their first visit to Montana was approximately ten years ago. They are very interested in western ghost towns and travel frequently to Colorado, Utah, Arizona, and Montana specifically for this purpose. During their first trip to the state, they visited various ghost towns as well as Yellowstone. Carlos views this trip to Yellowstone in a negative light due to his opposition to the Park Service’s “let it burn” philosophy followed by their decision to one day begin fighting to put it out (Line 55). He describes Yellowstone as "a lunar landscape" and states that although his daughter might enjoy it in the future, they will never go back again (Lines 60-61). On the contrary, they have visited Glacier National Park on a subsequent trip and enjoyed their experience. Overall, they feel that Montana is a beautiful, sparsely populated safe place compared to their home near Houston which Carlos describes as "crime ridden and everything" (Line 100).

Bass Creek (Bitterroot Valley) Interview #1 with Val & Matt

Val and Matt are visitors from Washington who were intercepted at the Bass Creek Campground in the Bitterroot Valley. Both of them experienced Montana, and specifically Yellowstone, for the first time during their respective childhoods and have continued to visit the state during the summer since their marriage in 1982. Over the years, they have been to Glacier multiple times and have revisited Yellowstone as well. They enjoy going to Native American powwows and rodeos and have befriended a ranch owner near Virgelle, MT where they frequently horseback ride. Matt states that it is a working family ranch, which is the draw for them because it is not commercialized. “We want the real thing, and that’s what that is” (Lines 117-118). While talking about this experience as well as their other travels in central and eastern Montana, the notion of "Big Sky" is brought about. The wide open "range" feeling elicited by this particular part of the state coupled with a personal story of a star filled night horseback riding experience near Fort Benton serves as the background for the couples description of Big Sky Country. They also related their fondness for Montana residents of that particular area and their openness and acknowledgement of strangers who walk down the street.

Matt is an avid hiker who has just recently completed a trip through multiple mountain ranges such as The Crazy Mountains and The Bear Paws. When asked to compare Washington to Montana, Matt speaks about the "claustrophobic feeling" he gets when hiking in Washington due to the large trees and amount of underbrush sustained by the heavy amount of moisture (Line 165). He also believes that he encounters far more people hiking there than he does in Montana, leading to his observation of Montana as sparsely populated. "There’s days that I’ll go hike all day long and never run into anybody” (Line 173). With that being said, he does feel that the Bitterroot Valley in particular has experienced changes due to a population increase since Val and he first visited the area in 1982. However, it has not changed dramatically enough for the two of them to stop spending time in the area. In fact, Val states that they will finish their working years near Seattle and then they will most likely retire in Montana because they feel that it is easier to make a living in a larger metropolitan area than in rural Montana. They justify this statement by using the ranch in Eastern Montana where they horseback ride as an example. The owners are having a difficult time making enough money to support their family and have resorted to supplementing their income with recreational activities such as horseback riding and selling off parts of their ranch due to the value of the land. The latter strikes Matt as a way that wealthy people are "buying up ranchland to have their private hunting grounds" and changing the culture of the area by taking working ranches out of commission (Line 281). Although the two of them have traveled significantly around the United States, they state that Montana is still their favorite place to vacation.
Lost Creek State Park Interview with Eileen

Eileen is a visitor from Arizona who was intercepted at Lost Creek State Park near Anaconda. Eileen and her husband have been coming to Montana for about eight years. They tend to escape the Arizona heat by coming up to Montana for the summer. Eileen’s first impression of Montana was “It’s beautiful,” and her favorite part of Montana is that there is no sales tax (lines 32,36). She usually spends her time in Western and Southwestern Montana around Missoula, Kalispell, Anaconda, Philipsburg, and West Yellowstone. On her travels, Eileen has visited both Glacier and Yellowstone National Parks. Much of Eileen’s conversation revolved around wildlife. She has been disappointed lately that she has not seen as much wildlife, especially bears and bighorn sheep. When asked to describe Montana to her friends, she says “just that it is beautiful” (line 86).

The Big Hole Valley Interview #2 with George & Renee

Renee and George are visitors from Florida who were intercepted at The Big Hole National Battlefield. George visited Yellowstone as a child and returned approximately eight years ago with Renee for her first experience. They drove from Sun Valley, Idaho through Missoula and Bozeman on their way to Yellowstone. George was impressed with the scenery and mountains of Southwestern Montana while Renee spoke about how different the area was from her home in Florida. “We have flat ground. No mountains” (Line 55).

On this trip, they flew into Denver and have rented a car for their road trip. They do not have a set agenda and are primarily sightseeing. “We’re just driving wherever we feel like going when we get up” (Line 78). They especially enjoy the mountain landscapes and enjoy any state which offers that experience such as Colorado, Wyoming, or Northern California. When asked to share travel advice for improving travel in Montana, George advises everyone to keep an eye on the gas gauge in order to avoid attempting to find a gas station at the last minute in the expanse of rural Montana.

Big Fork Interview #1 with Linda

Linda is a visitor from Texas who was intercepted in Big Fork, Montana. She is currently on her third visit to the state. Her first trip was fifteen years ago and was based around the Yellowstone area. On Linda’s first trip, she was amazed by the diversity of landscapes, the friendliness of the people and describes Montana as “one of the most beautiful places I’ve ever been” (Line 31). Eight years ago, she returned again to the Yellowstone area where she stayed with a friend who owns real estate in Red Lodge. On her current trip, Linda has come specifically to visit Glacier National Park. However, she has seen other parts of Western Montana on the trip such as Kalispell, Big Fork, Hungry Horse, and Polson. Linda has enjoyed hiking, photography, and shopping in these locations and speaks about attending an art festival in Kalispell. She has grown up around ranching and thoroughly enjoys “the combination of ranching and culture” in Montana (Line 127). She admires ranchers for being well grounded and committed to their lifestyle.

When asked about her general impressions of local Montanans, Linda compares their pride and passion for the state to similar characteristics Texans have for their state. She enjoys their hospitality and talks about Montanans’ openness to share their state with visitors while also maintaining a “protective nature in preserving what’s wonderful about this state” (Line 96-97). Linda speaks about the desire to relocate to Montana but has been not yet done so due to her ageing parents in Texas. When attempting to describe Montana to friends in Texas, Linda expresses trouble finding words for the spiritual connection she feels and states “It is something that you have to experience” (Line 68).
National Bison Range Interview #1 with Ron & Judy

Ron and Judy are visitors from Oregon who were intercepted at The National Bison Range. Ron has been avidly hunting in Montana for the past ten years. Within that timeframe, Ron took Judy and their children on their first Montana trip to Yellowstone National Park and up through The National Bison Range. The family is very interested in viewing wildlife and it is one of the primary reasons they continue to travel to the state. They have previously visited Glacier National Park and Ron says that “I don’t think I’ve ever seen anything quite as amazing as that” (Lines 74-75). On this particular trip, Ron and Judy are staying at a cabin on the Blackfoot River for their anniversary and then sightseeing on their way through Thompson Falls and the Idaho panhandle before heading home.

When asked to describe Montana to friends and family back home, Judy believes that due to the openness of the country as well as the relatively low population, Montana resembles Oregon “just kind of like how it used to be...”(Lines 85-86). Within this topic, Ron speaks about the multitude of rules and regulations Oregon has for recreational activities due mainly to the attitudes of people near the Portland area. He also believes that there is a negative stigma attached to hunting in many parts of Oregon and that he chooses to hunt specifically in Montana because the state of Montana as well as ranchers value hunters. "They see the hunter as being a tool for game management" (Line 106). Ron is also a proponent of what he sees as less restrictive hunting regulations in Montana such as the ability to easily obtain hunting tags and a longer hunting season.

Lewis and Clark Caverns Interview #1 with Elaine, Nakia, Danna, Scott

Scott and Elaine and their children are visitors from Calgary, Alberta who were intercepted at the Lewis and Clark Caverns. Scott’s first trip to Montana was as a child in the 1960’s. He does not remember much from that trip since he was only a child. The family’s more recent trips have been focused around Glacier National Park, Whitefish, Kalispell, Great Falls, Shelby and Yellowstone. The family keeps coming back to Montana partly for the cheap shopping and the free stuff that is available in America. Elaine says “People are giving you free stuff at breakfast or whatever, little toys or just like two for one deals. There’s more free and it just makes it fun. It makes you feel like you got a good deal” (138-140).

They "really like Great Falls. It’s beautiful. It’s a manageable size city. It doesn’t scare me to drive there by myself," and it is only five hours away from Calgary (lines 82-83). After visiting the Lewis and Clark Caverns, the family is heading down to West Yellowstone for about a week.

The family sees Montana as a travel destination that is uncrowded and not over commercialized like British Columbia and the Canadian Rockies. It appears that they will continue to choose Montana as a travel destination based upon the cheaper prices, proximity to Calgary, and relaxing nature of Montana.

National Bison Range Interview #2 with Janelle & Richard

Janelle and Richard are visitors from Los Angeles, CA who were intercepted at the National Bison Range. They have both previously visited the Yellowstone portion of Montana, but this is their first trip through the state and to Glacier. The first impression of Montana was the beauty and big skies. Richard describes ‘big sky’ as "a vista that goes on forever,” and Janelle remarks that Montana’s
skies are different, big, and more beautiful than those of Washington and other mountain states (lines 34-38).

Their main focus for this trip is sightseeing and visiting Glacier National Park. The peace and solitude provided in Montana are a big attraction to Janelle and Richard. They live in the big city of Los Angeles and "come up here [Montana] to get away from all the people" (line 122). They have only visited Montana a few times, but appreciate the opportunities for relaxing and enjoying nature that Montana offers visitors.

C.M. Russell Museum GF, Interview #1 with Blake, Pat, Reed, & Jenna

Blake, Pat, Reed, and Jenna are a family of visitors from Iowa who were intercepted at the C.M. Russell Museum in Great Falls. Their first visit to Montana was three years ago when they drove through Billings and over Beartooth Pass on their way to Yellowstone. Their impression of eastern Montana was different from what they had imagined. Blake says "It was more agricultural in that area than we thought it might be," and Pat says it was "very vast and beautiful, but totally different than what I had thought" (lines 32-36). They were all impressed by the mountains, and Blake mentioned that the mountains and pine trees are what brought them back to Montana this year.

This is the family's second trip to Montana, and they are here to see Glacier National Park. Another reason for returning to Montana was the large amount history that Montana has to offer. Pat says "We wanted our kids, and us, to experience the beauty of Glacier and the State of Montana too while it's still there to experience" (lines 92-93). Besides visiting Glacier National Park and various historical sites such as the C.M Russell Museum and the Museum of the Plains Indian, the family plans on camping and trout fishing. When they are asked to describe Montana, Pat says "I think [of] the vastness. It's so nice to see that there's big wide open places still in the United States" (lines 124-125). They have been to Wyoming many times before, but it looks like they are starting to the find out how beautiful Montana is.

C.M. Russell Museum Great Falls Interview #2 with Elizabeth

Elizabeth is a visitor from Georgia who was intercepted at the C.M. Museum in Great Falls. Elizabeth first visited Montana with her husband in 1990. They were on a trip to Washington and California, but her husband wanted to see Grand Teton National Park and Yellowstone National Park, so they made a detour and came up into Wyoming and drove back to Washington through Montana. The scenic beauty of Grand Teton and Yellowstone made Elizabeth feel patriotic. She says "I think for me, and probably my husband too, we just talked about [how] it made us proud to be Americans, that this was the United States of America and how beautiful. It made me think of kind of the national anthem and purple mountain majesties and all that stuff. It sounds corny but it's true" (lines 55-57).

This is her second trip to Montana, and she is being accompanied by her brother. This particular trip has been planned around visiting Glacier National Park. While they are in the Glacier area, they have stayed in Hungry Horse, taken a red bus tour, visited the Lewis and Clark Heritage Center in Great Fall, and toured Kalispell. The direct flight from Atlanta to Kalispell in the summer on Delta Airlines made the trip to Glacier very convenient for Elizabeth and her brother. So far Elizabeth has enjoyed the "peaceful tranquility of the mountains and just getting away from the heat, from the humidity in the south" (lines 75-76). The mountains, water and air in Montana really appeal to Elizabeth. She believes Montana is "one of the more pristine areas of the United States" (lines 93-94).
Elizabeth defines the difference between Montana and the mountains of other state in the following quote: "Well, I would say especially the highways and everything. You don't have the big billboards and all of that stuff... I love the fact that it's not so commercialized and all of that. So I would say that's probably the biggest difference I think here in Montana to me is that the mountains speak for themselves" (lines 134-138). She definitely plans on bring her husband back to see this part of Montana.

C.M. Russell Museum Great Falls Interview #3 with Dave

Dave is a long time Montana visitor from outside New York City who was intercepted at the C.M. Russell Museum in Great Falls. Dave’s first Montana experience came in 1973 when he attended the national jamboree for Boy Scouts in Coeur d’Alene, Idaho. Even though that trip only brought him to Montana for two days, he fell in love with the state. He explains his first impression of Montana as "Well, you know, Montana is something. It’s not really very easy to explain. When one arrives in Montana, one gets a sense of [a] kind of freedom, of openness; you’re really in God's country. I get that feeling in Montana. I get it to some degree, I used to get it more in Wyoming but now it’s more in Montana than Wyoming" (lines 58-61).

The current trip to Montana is also with the Boy Scouts. Dave says "the trip is built around the Philmont Scout Ranch experience which is in New Mexico. It is 12 days backpacking. That's the core. When we finish with that, then we went out to the west coast and now we're working our way back through Montana, Wyoming, and so on and that's where the John Coulter/Lewis and Clark theme has come together" (lines 22-26). They were actually able to stay outside of Glacier National Park at a place owned by one of Dave’s Boy Scout friends who went on the original trip to Coeur d’Alene. His friend loved Montana so much that he was able to convince his parents to buy property outside of Columbia Falls.

Montana gives Dave an opportunity to switch gears from the fast paced life of New York City to something more relaxing. He feels like the people in Montana focus on the simpler things in life such as oneness with nature. It appears that Dave enjoys sharing the Montana experience with teenagers, and feels like it is worthwhile to bring Boy Scouts from New York out West.

Cooke City Interview with Tony

Tony is a visitor from North Dakota who was intercepted in Cooke City, MT. Tony had previously visited the Yellowstone portion of Montana with the kids many years ago, but it was about 10 years ago that he and his friends started annually snowmobiling in Cooke City. Within the last two years, they have also started coming during the summer for four-wheeling trips. During their winter trips, they drive up the Chief Joseph Superhighway to the Pilot Creek parking lot where they park their cars and snowmobile over Colter Pass into Cooke City.

The purpose of the current trip is to take the kids and their future spouses on a trip to the mountains. Tony also wants to show everyone where he snowmobiles in the winter. Tony and his family do not mind long drives. They are planning on visiting Grand Teton, Yellowstone, Glacier and driving all the way back to North Dakota within five days. Tony says that this is the first time the family has been on vacation since the kids were very small. Part of the appeal of Montana to Tony is the mountains, the proximity to North Dakota and that it cost less gas than going to Wyoming or Colorado.
East Glacier Lodge Interview #1 with Scott, Maxine, & Issac

Scott and Maxine and their children are visitors from Illinois who were intercepted at the Glacier Park Lodge in East Glacier, MT. Scott had previously visited Montana and Yellowstone before taking the whole family out to Montana 10 years ago. Their trip 10 years ago consisted of coming into eastern Montana after visiting the Black Hills of South Dakota and Devils Tower in Wyoming. On that first trip, they visited Yellowstone and went over Beartooth Pass before continuing down through the Tetons to the Grand Canyon. Scott and Maxine are very passionate about the National Park system and have visited Mount Rainier, Grand Canyon, Bryce, Zion, Grand Teton, Yellowstone and now Glacier National Park. Maxine describes themselves as “mountain people, not beach people,” which has resulted in them choosing the western national parks as vacation destinations (Line 159).

When they are traveling in the West, they like to go on day hikes, whitewater raft and stay at historic lodges. Maxine loves the atmosphere of the national park lodges. She refers to them as ‘grander’ than other accommodations, and she enjoys the history and friendly family oriented feel that they provided. (Lines 191-197).

On this trip to Montana, they decided to take the train from Chicago to Glacier National Park. Even though their train was four hours late, they enjoyed the train trip because it gave them an opportunity to see the northern part of the state.

Scott summarizes the western vacation experience as “rejuvenating” and an opportunity to “get outside and get away from the made rush of life” (lines 326-331). Within a few minutes of getting off the train in East Glacier, their son commented on how pure and clean the mountain air was. The family enjoys visiting Montana’s national parks because it gives them an opportunity to get away from everything back home.

Ennis Interview #1 with Peter and Mary

Peter and Mary are visitors from Holland who were intercepted in Ennis, Montana. They have previously visited Montana 15 years ago on a camping/sightseeing trip through Yellowstone and on to Seattle. On that initial trip, they were impressed with the “vastness of the country” and how few people live in Montana compared to places back in Europe (line 29).

On this trip, they primarily came to visit National Parks across the western United States. Peter and Mary flew into Portland, OR and visited Mount St. Helens and Mt. Rainer before heading east to Montana. The Montana portion of their trip will mainly focus on the drive to Yellowstone National Park and the activities of sightseeing within the park. They have been planning this trip for about half a year now, and they have found it very easy to find information about Montana on the internet. One of Peter and Mary’s favorite things to do while traveling in Montana is to take the back roads. Peter says “it’s so nice and you can just stop and have your lunch in the middle of nowhere. That is very nice in your country” (lines 108-109). They also think that Montana has changed for the better within the last 15 years. They say that “The roads are better. The cities are bigger, clean, new houses, new buildings, modern shops. Yeah, I think it is much better” (lines 67-70). Peter and Mary enjoy their time in America, but are planning on visiting other international destinations because they want to "see the world” (line 151).
Lake McDonald Interview with Erika and Marco

Erika and Marco are visitors from Germany who were intercepted at Lake McDonald Lodge in Glacier National Park. Erika had previously visited Yellowstone National Park in 1996 and Marco had visited Yellowstone in 1992. One thing that struck them about Montana from their first trip was the abundance of nature and wildlife with the absence of human impact. They have spent a lot of time in the European Alps, and they say that “In the Alps, every little town is full of hotels and mostly tourists there and here you find nature without any people, some people doing a trail or something, but, yeah, that's the difference” (lines 124-126). This undisturbed nature in Montana is significant to them because they refer to the Alps as having everything calculated by humans and that there are streets and roads all over the Alps.

Erika and Marco decided that they wanted to revisit Montana and do more hiking in Yellowstone and Glacier. When Ericka was younger, she was an exchange student in the United States and her host family encouraged her to visit Glacier National Park. On this trip, Ericka and Marco flew into Denver, CO and have worked their way up through Wyoming to Montana. They both recall having different expectations of what Montana would be like in their heads. Marco says “So we didn’t expect it to be so hot. I think if we think of Montana, we think of a bit more green country, colder, but I suppose it's a big change between winter, which is very cold, and summer, which is very hot” (92-94).

Their route has consisted of going through Grand Teton National Park and Yellowstone, over to Missoula and up the Seeley-Swan Valleys to Glacier National Park. While they're here in Glacier, they really want to see bighorn sheep, mountain goats and maybe a grizzly bear. Erika and Marco love the fact that Montana still feels raw and wild to them while the Alps seem civilized and conquered.

Missouri Headwaters Interview #2 with Cheryl and Wayne

Cheryl and Wayne are visitors from Wisconsin who were intercepted while eating lunch at the Missouri Headwaters State Park. Cheryl and Wayne have been driving through and visiting Montana since the 1970’s. Their first trip to Montana was to Yellowstone National Park in the first week of June. They had some bad weather that caused their tent to blow over twice on that trip, but it has not stopped them from returning. Since their first trip, Cheryl and Wayne have brought the kids out to Glacier National Park and to Little Bighorn Battlefield National Monument as well as Chico Hot Springs for a family reunion. Besides strictly vacation trips, they have driven through Montana several times for family reunions. They are currently on their way to a family reunion in Washington, and then taking a cruise to Alaska.

This is Cheryl and Wayne’s first time stopping at a Montana state park. When Cheryl and Wayne travel, they usually travel by RV and periodical stay at Wal-Mart parking lots along the way. They tend to choose Montana as a travel destination because it feeds their “mountain fix” (line 71). Montana is just one of the many states they like to travel to. Wayne says “We like history when we travel and we like scenery. It doesn’t have to be mountains. We just tend to pick a state and go and see what they’ve got” (lines 104-105). Other states that they mentioned traveling to are California, Idaho, Washington, Georgia, and Arkansas.

Cheryl and Wane were pleasantly surprised to find out that the National Folk Festival in Butte was broadcasted across the Montana’s public radio station. They enjoyed listening to the music while they were camping in Miles City. They mentioned that they like the people and the scenery that Montana has to offer and plan on continuing to visit Montana in the future.
Philipsburg Interview #1 with Paul

Paul is a visitor from Texas who was intercepted in Philipsburg. Paul has visited Montana between 15 to 20 times since his first visit in 1969. His first visit was to a ranch near West Yellowstone where he was "terribly impressed" with the wide open spaces and the hospitality of the people (line 20). When Paul visits Montana, he primarily likes to take backcountry horseback riding trips where he can fish and ride through historical fur trapping and Lewis and Clark sites. Paul says "We just enjoy that because it shows us what the country probably looked like in the days it was first being explored. You’re off the main thoroughfares" (lines 44-46).

Paul is currently traveling in Montana because he is giving a speech at the Federation of Fly Fishing Conclave in Whitefish. He is also adding a 10-day camping trip around Jackson, MT to the itinerary while he is out here. Paul loves to fish and focuses his fishing mainly in the Gold West Country of Montana around the Big Hole and Beaverhead rivers. He has visited both Glacier and Yellowstone parks on prior visits.

Since his first visits to Montana in the late 1960’s and early 1970’s, Paul has noticed a lot of change in the West Yellowstone and Kalispell areas. Paul says that the areas are too crowded and modern. He says that "it certainly has taken away what I consider to be a bit of the rustic charm of Montana from 20, 30 years ago" (lines 90-91). Even though he is discouraged by the growth in Kalispell and the tourists in West Yellowstone, he feels very relaxed in Montana and says that "My dog and I are on our own time here and we’re in no rush" (lines 123-124).

One thing that Paul tells his friends about Montana is "I tell them that it’s very easy, no matter where you are, at least in this part of the state, within an hour you can literally be in the true back country. You can be in forest service land that shows very little impact for the last several hundred years. So if you want that type of escape, this is the place to come visit. I emphasize that constantly to my friends" (lines 109-113).

Quake Lake Interview #2 with Sylvia and Holly

Sylvia and Holly are visitors from Wisconsin who were intercepted at Earthquake Lake Visitor Center. Sylvia and Holly have been to Montana several times starting with a ski trip to Big Sky back in 1978. They have returned to Montana about eight times since the first trip to Big Sky. Some of these trips have been vacations mixed with visiting family since they had a brother living in Choteau, MT for a few years. On their first trip to Big Sky, they skied and snowmobiled into Yellowstone National Park.

They love coming to Montana because of the clean, crisp, dry air and the beauty of the state. During their visits to the state, they have noticed how the people in Montana are more relaxed and enjoy living in Montana. Sylvia and Holly are currently on a trip showing their son’s family around the state to some of their favorite places to visit. They are long time visitors who enjoy the natural, laid back essence of what makes Montana unique from other states.

Quake Lake Interview #3 with Jema and Grant

Jema and Grant are visitors from Australia who were intercepted at Earthquake Lake Visitor Center. They are return visitors who are traveling through Montana by bicycle. Grant started his trip in Astoria, OR and Jema met him in Missoula to help encourage Grant as he bikes across the country. They
love biking in Montana because Adventure Cycling, the company that prints the cross-country cycling maps, is out of Missoula.

Grant first took his family including three kids to Yellowstone back in 1992 when they lived in Hong Kong. On their first trip, they flew into Los Angeles and did a tour of America’s National Parks. They visited Yellowstone and Grand Teton, but did not make it to Glacier. Their second visit to Yellowstone was in 2003 when Grant brought his wife out to see Montana.

The favorite part of the bike trip is going through small towns. Grant says he loves the Rockies because there is nothing like it in Australia, and he thinks it is better than the Alps in Europe. Grant was in awe of the Madison River valley and called the scenery “spectacular” (line 74). Besides cycling through Yellowstone, they are planning on kayaking in the park. Grant says that the people of Montana are “Very congenial. People come up and just talk to you spontaneously” (Line 130). It is impressive that Grant and Jema have choose to fly from Australia to Montana three times for vacation when they could choose to travel anywhere in the world.

Virginia City Interview # 3 with Michael, Mimi, Natalie, and Kati

Michael, Mimi and their daughters Natalie and Kati are visitors from outside Washington, D.C in Rockville Maryland. They were intercepted in Virginia City, MT. Michael and Mimi first visited Montana and Yellowstone National Park on a vacation 13 years ago where they toured Wyoming, Montana, and Idaho. Mimi remembers Montana as the “wild west,” and Michael remembers “The big skies and the beauty of the mountains and the hills. The big difference in the terrain and the environment here” (lines 33, 37-38). When asked how they would describe Montana to the friends back home they answered “The big skies and the beauty of the mountains and the hills. The big difference in the terrain and the environment here,” and “Open space, not a lot of people” (lines 42-43,50).

The motivation for Mimi and Michael’s return visit to Montana was primarily to show the kids the 'old west' and to visit Mimi’s sister that lives in Jackson Hole, WY. During their trip, they whitewater rafted on the Yellowstone River, went horseback riding, visited Yellowstone National Park, and Chico Hot Springs.

They said that Yellowstone was the most impressive aspect of this trip. Michael describes Yellowstone as "It’s just so beautiful, and how it changes so much, you go five minutes and it’s totally different” (lines 138-139). They family also mentioned that they were able to see bison swimming in a stream, bison calves crossing the road, and a moose while they were in Yellowstone.

When asked if they have noticed any changes since their first visit, they answered that Montana has remained the same, which is a good thing since the area around Washington D.C. has developed so much.

West Yellowstone Interview # 1 with Charlene and Jim

Charlene and Jim are visitors from outside Nashville, TN who were intercepted in West Yellowstone. They are both teachers and previously visited the Montana portion of Yellowstone National Park in 1971. Their primary purpose of visiting Montana on this trip was to help with a local church in Miles City. They called it a 'mission trip,' and said that they have also been on these ‘mission trips’ to Ecuador and Mississippi, but the fact that the mission trip was in Montana gave them a little extra incentive to visit. Charlene and Jim drove out to help the church in Miles City, but also decide to make it a vacation by visiting Glacier National Park, Yellowstone, Cody, WY, and going to Mount
Rushmore. This is their first visit to Glacier National Park and the rest of Montana besides the Yellowstone National Park portion.

The beauty, terrain, open space, and lack of people in Montana were very attractive to Charlene and Jim, and they plan on sharing these qualities of Montana with their friends when they get back to Tennessee. The opportunity to revisit Yellowstone and visit Glacier for the first time motivated Charlene and Jim to drive from eastern Montana around Miles City to the central and western parts of Montana.

**West Yellowstone Interview #3 with Mark**

Mark, Julie, James, Joe and Conner are part of a group of eight traveling together in one suburban from Iowa. They were intercepted at the Grizzly Bear and Wolf Discovery Center in West Yellowstone. Mark, one of the fathers of the two families, previously visited Montana on a high school graduation trip in 1984 and on a fly-fishing trip in 2003. Both of his two previous trips were centered around Yellowstone National Park and fishing on the Yellowstone River. His best memory from his first trip was the beauty of Yellowstone National Park.

On this trip, the group of eight is spending three days in Yellowstone and two days in Grand Teton before heading back home to Iowa. During the Yellowstone portion of the trip, they are renting a house in Island Park, ID since they could not find anything closer to the park. Besides visiting the park, they are planning on fishing, horseback riding, and whitewater rafting. One of the primary motivations for taking the family trip was to go to Yellowstone while all the kids were still at home. Mark thinks it is important to take kids to Yellowstone because "There's not too many places like this on earth and just a great place to go" (line 140). The kids are planning on telling their friends in Iowa that "It's prettier than Iowa. Less corn", "There's snow on the mountains," the bison are scary, and that the waterfalls are gorgeous (lines 145-167).

**Montana Historical Society Museum Interview #2 with Andrew & Daryl**

Andrew and Daryl are visitors from Calgary, Alberta who were intercepted at the Montana Historical Society Museum in Helena. Daryl first visited Montana when her family drove through Montana to Yellowstone National Park. Her childhood memories consist of visiting the copper mine in Butte and camping in the mountains of Montana.

The purpose of their current trip was to visit Daryl's parents in Winnipeg, Manitoba. They chose to drive through the Dakotas and Montana on their way home instead of going across the Canadian prairie. When asked to describe this region of Montana, Daryl says "It's very picturesque. It's kind of a combination between prairie and mountainous, change of scenery almost every time you stop, something different to look at" (lines 106-108). They mentioned that the people in Montana have been very friendly to them and there seems to be more rest stops open in Montana compared to North Dakota. Daryl and Andrew were also impressed with the free state highway map that the state publishes. After visiting Helena, they are planning on going to Great Falls and then back home to Calgary.
Appendix C: Glacier First, then Subsequent Trips

Old Prison Museum Deer Lodge Interview #1 with Don and Dallen

Don and Dallen are visitors from Arizona who were intercepted at the Old Prison Museum in Deer Lodge. Don grew up in Alberta, so he refers to Montana as “part of our playground” growing up (line 91). While Don lived in Alberta, he would frequently come down to Lake McDonald in Glacier National Park to hike and water ski. His family would also come down to Kalispell to pick fruit and go to a hot spring outside of town. Don says “Well, when we were kids, the border was almost nonexistent. You just crossed it with leisure and so it was part of our playground” (lines 90-91).

This is Dallen’s first trip to Montana. So far, they have visited Yellowstone, the Playmill Theater, Quake Lake, the Montana Auto Museum, and now the Old Prison Museum. Even though Don has grown up in the Rocky Mountain West, Montana is Don’s favorite state because “the mountains here are outstanding. They actually reach the sky” (line 138). Don and Dallen both really appreciate the change in temperature that Montana provides. They say that it was 114 in Arizona when they left. It appears that Montana holds a special place in Don’s heart and that Dallen has really enjoyed his first visit so far.

Big Fork Interview #2 with Dennis, Judy, and Maverick

Dennis, Judy, and Maverick are a family of visitors from Florida who were intercepted in Big Fork, Montana. Their first visit to the Montana was approximately fifteen years ago and involved an abbreviated trip to Glacier National Park. They have since returned to Montana and are currently staying for a month at a cabin they have rented a cabin on Lake Blaine near Kalispell. Dennis relates this experience of swimming, boating, and fishing to his childhood experiences during summers in New England. He feels that the Northeast is now overcrowded, and the safe atmosphere that is provided for his son here in Montana is no longer existent in the Northeast. Both Dennis and Judy speak about the friendliness of local residents and that conversations with locals are a throwback to years gone by. Judy enjoys the mountains and lakes in Western Montana as well as the mild weather which provides an escape from the hot Florida summers. They speak about the convenience of Kalispell in terms of providing all the amenities necessary and yet still retaining ‘a small town feel’ without traffic. They mentioned that they will be back next year for the same amount of time.

East Glacier Lodge Interview #2 with Ed, Susie, and Mara

Ed, Susie, and Mara are visitors who were intercepted at East Glacier Lodge. Ed and Susie visited Montana for the first time two years when they took the Empire Builder train from Chicago to East Glacier Park. Susie says the sole reason for their visit was a show on the Discovery Channel that focused on taking the Empire Builder train form Chicago to Glacier National Park. On the first trip, Susie and Ed had their elderly parents with them, so they were only able to go on a Red Bus tour, relax around the lodge, play cards, and go golfing. Susie’s first impression of Glacier was “just vast open spaces. Beautiful, rustic. You see the lodge in the background when you get off the train, just how gorgeous it all is” (lines 50-51).

They enjoyed their first trip so much that they came back and brought their friend Mara. Mara, Ed and Susie are planning on taking another Red Bus tour this year, but they are also adding a trip to Waterton Lakes National Park in Alberta so that they can see the Prince of Wales Hotel. They have really enjoyed the atmosphere of the park's lodges. Susie says “it has that large lobby where a bunch of people
can congregate" and "not having TVs in the room is great. It’s kind of scary to think about it, but once you experience it, you realize really how nice it is" (lines 143, 162-163). Relaxing is also a large part of their vacation. Being able to relax is Ed’s primary goal from this trip, and Susie takes comfort in “seeing all the wildlife and just to know that God is taking care of his creatures and stuff and it’s not so hectic. It’s just relaxing” (lines 178-179). Ed summaries their love for Glacier by saying "we really enjoy it. I’m sure we will come back here again. That’s for sure” (lines157-158).

Flathead Lake Interview with Alice

Alice and her family are visitors from Arizona who were intercepted at Finely Point Campground on Flathead Lake. Alice came to Montana almost every summer growing up. Montana was an opportunity for her family to escape the Arizona heat and see a more mountainous region of the west. These family trips were focused around Montana, Idaho, and Wyoming and consisted of fishing, rafting, camping, exploring and visiting the National Parks of Glacier, Yellowstone, and Grand Teton. Some of Alice’s favorite childhood memories are eating flathead cherries and driving the Going to the Son Road because they were able to hike in the snow. Other aspects of Montana that impressed her were “the friendliness and openness of the people here and just the really nice camping facilities and of course the beauty of the area, the water and the green, and the mountains” (42-44).

This specific trip is the first time that Alice’s husband and children have been to Montana. The memories of her childhood trips have encouraged her to share these Montana experiences with the rest of her family. She mentions “I’m getting to share my memories with him and our boys and hopefully [it] will inspire them to come back” (lines 91-92). Alice’s says her husband’s first impression of Montana was that “the mountains are so beautiful and it does feel like there’s space that everyone can have their own piece of perfection and I think he really likes the water as well” (156-157).

Other aspects of Montana that are attractive to Alice and her family are the Lewis and Clark history and the opportunity to explore off the beaten path forest service roads. On this trip, they have gone through Anaconda and over Skalkaho Pass so that they could see a different part of Montana.

Alice describes the Montana experience as "kind of spiritual and we just think that it’s amazing to witness God’s creation, but it’s relaxing. Every corner that you turn in the road there’s something new and special to see, you know, whether it’s a waterfall or a new peak in the mountain” (lines 106-108). The core reason for Alice and her family’s trip to Montana is to bond as a family and make memories that will last. Alice summarizes the Montana family experience in the following quote: "I think also for us just the family memories that we make. I mean, my boys are little but they’re kind of experiencing fishing for the first time and they’re pretty excited about that and they love the camping aspect of it and just sitting around the campfire making s’mores at night and these are memories that I cherish from my childhood that I want to pass on to my boys" (111-115).

Glacier NP Interview # 2 with Pat, Gary, Zack and Devin

Pat, Gary, Zack, and Devin are a three-generation family of visitors from Missouri that were intercepted in Glacier National Park. The first guy’s trip to Glacier was in 1999 minus Devin since he had not joined the group yet. Some of their mental Images from that trip are running water, glaciers and pointy mountains. Pat even calls it "The most beautiful place in this country” (line 44). While they are visiting Glacier, they really like to camp, hike, swim and take pictures. Day hiking and getting out and experiencing the park are their main priorities. They have noticed an increase number of visitors to the park over the last few years, and they are glad that the shuttle system has been implemented to reduce
traffic. They do not want Glacier to become like Yellowstone in the summer. They know that this is selfish, but they wish there was no national advertising for the park. Pat thinks that Glacier has more hard core hikers compared to Yellowstone with its multitude of RVs. The group also likes traveling in the Tetons and up to Waterton while they are out west. They have continued to visit Glacier National Park every year since their first visit in 1999.

**Lewis and Clark Interpretative Center Interview #2 with Isabel & Ethan**

Isabel and Ethan are visitors from North Dakota who were intercepted at the Lewis and Clark Interpretative Center. Their vacation to Montana was in 1978 and they have come back three of four times since. On their first trip, their primary destinations were Glacier National Park, the Flathead Valley and Missoula. On that trip, they camped, canoed and just soaked in the scenery. Isabel was specifically impressed with how clean the water was in Glacier. She says “I mean, you’d look down in this lake that we canoed on and you could just see everything to the bottom” (48-49).

On other trips, their route has taken them through northern Montana and southern Montana, so they decided to try the middle of the state on this trip by traveling on highway 200 from Sidney to Great Falls. They love biking and tent camping, and their love for biking is partly guiding their route on this trip. Isabel and Ethan traveled to Lewiston because of its new bike path and they are also planning on going to Lookout Pass to ride the Trail of Hiawatha on the border of Idaho. One of the reasons that they continue to visit Montana is its proximity to North Dakota. Ethan says “it’s kind of a week destination. If we can make it in seven, eight days and back, that’s kind of the goal. That’s our radius” (137-138). Other states and provinces that they have explored are Minnesota, South Dakota, Saskatchewan, and Manitoba, and the Yellowstone portion of Montana and Wyoming.

**Lewis and Clark Interpretative Center Interview #3 with Jessica & Sam**

Jessica and Sam are retired visitors from Florida who were intercepted at Lewis and Clark Interpretative Center. They first visited Montana seven years ago when they flew into Missoula and drove up to Glacier National Park. They decided to come to Glacier because “it’s a national park and we like national parks and national forests and we had heard that it was really beautiful and we came for the scenery” (32-33). When they first arrived in Glacier, they were amazed by the beautiful scenery. They said that they had to stop every ¼ mile to take pictures.

Ever since that first trip seven years ago, Jessica and Sam have been planning to come back to Montana. On this trip, they have brought their own RV and are planning to stay in the state a little longer. Jessica and Sam enjoy driving down forest service roads as well as going on short hikes. They also really look for opportunities to see wildlife when they travel. They say that Montana is different than other states because of the “Big Sky” (line 185). Sam explains ‘big sky’ through this quote: “I took a picture the other day of a field of just nothing but hay bales and it was just hay bales as far as you could see, and that’s why I took it because it was just so unique, just big” (lines 191-193).

Jessica and Sam have really enjoyed interacting with the local people in Montana. Jessica refers to them as “Incredibly friendly, not real friendly. There’s a difference” and Sam describes Montanans as “Nonaggressive. People are very open and friendly and polite” (line 236). Another site that they have visited while in Montana is the state fair. They decided to visit the fair because they like to meet people and see the animals. Jessica and Sam plan on coming back to Montana next year and being campground volunteers if the opportunity presents itself.
Lewis and Clark Interpretative Center Interview #5 with Karen & Larry

Karen and Larry are visitors from Michigan who were intercepted at the Lewis and Clark Interpretative Center. Larry and Karen first came to Montana in June of 2002 for the renovation of the Glacier’s red buses. Larry is a freelance video producer for the Ford Motor Company, and he was assigned the project of filming the reintroduction of the red buses to Glacier. During that June visit to Glacier, they had four feet of snow.

They missed the red buses in Michigan and decided to come back to Montana via Amtrak the next fall. Since Larry has been so involved with the renovation of the red buses, he and Karen decided to apply for park jobs as a red bus driver and concierge worker respectively at Glacier Park Lodge. They have now been coming to Glacier for the last six years. Larry’s first impression of Montana was that it is “big” and that it “is God’s country” (lines 66-74). Karen says “I thought not only of the beauty, but the friendliness of the people. We went to Cut Bank and they said hello to you, and it’s like, oh, you’re just all family. It’s just amazing. It’s a laid back lifestyle, it’s not so frantic and hurried as in the Detroit area, people were so friendly” (lines 76-79).

Larry and Karen really feel like Montana is their new home. Karen states “I just feel so at home here. Our license plate has Michigan but Montana is really our home” (lines 93-94). Besides Glacier, they have traveled all over the state. They have been to Yellowstone, but feel that it is “too big and impersonal” compared to Glacier (line 106). Their experiences in Montana have even led them to lead programs at their church about Glacier National Park. They also like to travel to Ontario and Northern Michigan, but feel like Montana is special. Larry demonstrates his fondness of Montana by saying “the good Lord practiced here [Northern Michigan] but he really did his good work in Montana” (lines 161-162).

Philipsburg Interview #3 with Steve

Steve is a visitor from Kennewick, WA who was intercepted in Philipsburg, MT. Steve has visited the area around Glacier National Park before, and he is currently on a 10-day trip which includes a visit to Yellowstone. On his first trip, it was Montana’s scenery and wildlife that impressed him. He was able to see elk, deer, coyotes, and moose on his first trip. The friendlessness of Montanans has really impressed Steve. He says that “they are real pleasant to you and they don’t treat you like just because you’re riding a motorcycle, you’re bad” (lines 95-96).

Another aspect of Montana that Steve is interested in is the opportunity for gem and gold prospecting. He mentions that “I’ve always been interested in the prospecting part of it so I would kind of maybe like to come up and do some of the gem searching and stuff, take a week or something to do that” (lines 125-127). Steve also mentions that “We have a tent trailer that we tow behind our car, and we’d like to come back up here and do some camping and stuff along your rivers and stuff” (lines 119-121). This is Steve’s second trip to Montana and it appears that he is very interested in coming back.

Lolo Pass Interview with Garrett, Jocelyn, & Zoe

Garret, Jocelyn, and their two kids are visitors from the east coast along the Hudson River. Garret first came to Montana as a teenager in 1975. The trip was life changing for him. He says the trip “made me fall in love with the outdoors... I was a city boy, Detroit, and, you know, I never had seen anything like this and I like the mountains. And actually for the rest of my life I’ve been mountain climbing and traveling to mountains” (lines 31-37). Jocelyn and Garret’s first visit as a couple was in
1986 when they drove motorcycles across the country to Glacier National Park. They trekked and camped in Glacier for a full month. Jocelyn describes her first impression of Montana as "Big sky, beautiful... you have the sensation that the sky is larger than the horizon. The horizon often, or the physicality, is small compared to the expanse" (lines 58-64). On their first trip they were struck by "The emptiness and the animals in Glacier. We saw so many animals, bald eagles, mountain goats, bear, and moose. It was fabulous" (lines 73-75).

Their current trip has taken them all the way across highway 2 to Glacier and down through northern Idaho to Missoula. Missoula has been a base camp for their many excursions, and it is a special place for the family. They describe Missoula and the Clark Fork in the following quote "Missoula has a great blend of cosmopolitan and country life combined with sort of flavors of the larger city, which I like. Clean. I'm really struck by the fact that the river going through the middle of Missoula is clean enough for people to use, and they use it, that's another thing. People in Montana use the water in a respectful way. I love the floating aspect. It isn't jet skis and motor craft; it's really a peaceful existence with nature" (lines 79-84).

After leaving Missoula, they will begin to head home through Yellowstone. When they travel, they really like to tent camp. This has caused them frustration because they feel that Montana has designed campgrounds to cater to RVs and not tent campers. Both Jocelyn and Garrett are impressed with the cleanliness of Montana. It appears that the family will continue to travel in Montana based upon their desire to share the outdoors with their children.

Museum of the Plains Indian 2 Summary with Doug & Keeva

Doug and Keeva are visitors who were intercepted at the Museum of the Plains Indian in Browning, MT. Doug has previously visited Montana 15 years ago when he and three other guys drove 24 hours straight to Glacier National Park. Glacier National Park had quite an impression of Doug. He was so enthralled with the beauty of the park that he says that it is a place that everyone at least once in their life should come out and visit (line 35-36). On this trip, he has brought the entire family out to see the Glacier National Park that he experienced 15 years ago.

While in Glacier, the family is staying at cabins in Apgar. Doug labels the family as "outdoor people" and they like to explore the park by day-hiking. After Glacier, Doug and Keeva are splitting up from their children and taking their grandchildren down to Denver with stops in Yellowstone and Grand Teton National Parks and Pinedale, WY. When comparing Glacier National Park to other parks, Doug says "We've been to lots of different places. Each is unique but I will have to say this is one of the most remote places. It's just up where there is nothing else. You really have to want to come here. You just don't drive here on your own. We've driven a long way" (Lines 97-100).

West Yellowstone Interview # 5 with Pat & Marcy

Pat and Marcy are visitors from Spokane, WA traveling with their two children, Evelyn and Ian. They were intercepted in West Yellowstone, MT. Pat initially visited Montana in the military and on a business trip to Butte, but his first non-business trip was up to Glacier National Park. Pat and Marcy's first impressions of Montana were that is incredibly scenic and rustic. Pat also mentioned that he loved the days when Montana had no speed limits. They have been to the area around Glacier numerous times during both in the summer and in the winter seasons. During the summer, they would hike, camp
and drive the going to the sun road in Glacier, and during the winter they visited Essex for some cross country skiing and Big Mountain for downhill skiing.

They describe Montana as “... just incredible. You will never see anything like it anywhere else” and as rustic (lines 103-106). The undisturbed natural beauty of Montana even led them to take Pat’s mother to Glacier for a visit. Pat and Marcy say the biggest difference between Glacier National Park and the mountains of Washington is that Glacier seems more undisturbed by human impacts such as logging that are evident throughout Washington. Marcy describes the essence of Montana as “probably the only place in the world that you’ll see things as they were a thousand years ago ... Because you just don’t see much of it anymore. There’s just so much growth and just tourism. The actual kind of tourist traps that you can kind of get in a place, but even here it’s not overwhelming. We were in Old Faithful yesterday with the crowds and it didn’t feel crowded. It really didn’t. It’s just relaxing. It’s calm. It’s beautiful” (lines 143-153). It appears that Pat and Marcy’s proximity to Montana allow them to visit every couple of years, and that when they do visit; their trips are focused around Glacier and Yellowstone.

Logan Pass Interview with Daphne & Sharon

Daphne and Sharon are visitors from Lethbridge, Alberta who were intercepted at Logan Pass. They are both return visitors who first visited Montana around the age of nine with their families. The wildlife of Glacier left a huge impact on Sharon. She remembers the cliffs, white mountain goats, and the bears as a child. The wildlife, topography, and proximity have kept them coming back to Montana every couple of years. They choose to visit Glacier over the Canadian parks of Banff and Jasper because they feel that the Canadian parks are too crowded. Sharon says “I like Glacier better actually. It’s more wild, it’s bigger, it’s less developed, maybe because its spread over more area, it doesn’t feel as developed, you can get away from people more easily (lines 116-118). Some of their favorite parts of the park are Many Glacier and Fish Creek. They like to camp, but will also occasionally stay in a lodge or hotel. It appears that Glacier is an easy and uncrowded travel destination for Sharon and Daphne since they only live a couple hours away.
Appendix D: Yellowstone & Glacier on First Trip, then Subsequent Trips

**Glacier NP Interview # 1 with Ina and Dale**

Ina and Dale are visitors from Pennsylvania who were intercepted in Glacier National Park. Their first visit to Montana was the second part of what they call their “out west experience,” which included a visit to the southwest in 1976 and a Northern Rockies trip to Montana, Idaho, and Wyoming in 1977 (lines 25-26). Ina and Dale felt like they had to come back and stay longer in Glacier National Park after their first trip. Dale describes the shocking beauty of Glacier in the quote: “Whenever you come over the mountains approaching St. Mary’s, how can you be anything other than stunned,” and Ina says the mountains of Glacier are “Immensely, massive, beautiful” (lines 41-42, 54).

Their first visit sparked an interest to return in 1980, and now they have been regularly coming back the Glacier region of Montana. They have been all over the west, but they think that there is something unique about the mountains in Montana. Dale describes the difference between the Teton mountain range and those in Montana in the following quote: “The very first stop on this trip out west was the Tetons, so we saw those for the type of formations that they are. They’re singular, they’re impressive, no question about it. And then as we came up here, the mountains took on a different kind of character. They’re, like Ina said, they’re more massive, they seem to occupy a greater space, and you’re just overwhelmed by what you see” (56-61). They continue to come back because they do not feel like they have completely explore Glacier. Dale comments that on each visit “The lighting is different, the weather conditions are different and that same sort of thing is just magnified many, many orders of magnitude here in Glacier, so you see different lighting conditions, different times of the year.” (lines 83-86). They also like to return to Montana because they continue to see different types of wildlife. Dale mentions that they had been to the park several times before seeing a grizzly bear, and now they have seen six of them on this trip.

Dale and Ina’s love for Montana has rubbed off on others. Their son decided to work at Many Glacier for the summer of 2005, and they have helped lead a Boy Scout trip to Montana. It appears that Glacier holds a special place in the hearts of Dale and Ina. They plan on returning to Montana because of all the memories that they have made here.

**Old Prison Museum Deer Lodge Interview #2 with Larry and Sandy**

Larry and Sandy are visitors from Kentucky who were intercepted at the Old Prison Museum in Deer Lodge, MT. Larry and Sandy have been coming to Montana frequently since 1980. On their first trip, they wanted to visit both Yellowstone and Glacier National Parks.

After visiting Montana on that first trip, they both fell in love with the state. Larry says “We just feel that Montana is a well-kept secret; third largest state in the United States and less than a million people at that time were living here. So it wasn’t real crowded. You didn’t have to worry about bumping elbows with somebody unless you really wanted to” (49-52). Sandy says “we just love the openness. It’s truly big sky. Until people come here, they just can’t believe how beautiful it is” (lines 54-55). Sandy describes this big sky as being able to “absolutely see forever. You look out, and the horizon is just so far away, you can’t even imagine how far it is. It’s just endless, the beauty” (lines 59-60).
The focus of this year’s trip is Glacier National Park. Sandy says “It had been many years since we’d been up to Glacier, 20 years. I looked back because I keep like a little log. When we decided to come out here, I said we just have to go up to Glacier again” (lines 75–77). Since they will be close to Great Falls, they also want to return to the Charles Russell Museum.

Over the years of visiting Montana, Larry feels like “Montana has maintained a pretty low-key existence” and Sandy believes that Montana has kept its authentic representation of the Old West” (lines 116–120). They tell their friends back in Kentucky that Montana is “One of the prettiest places on Earth” and it has “The bluest sky you’ve ever seen” (line 107–109). They also rave about the friendliness of the local Montanans. Larry says “I love the people in Montana. They’re very genuine and honest,” and Sandy mentions that “They’re cordial but not overly friendly” (lines 133, 153). Now that Sandy and Larry are both retired, they plan on taking their time as they travel through Montana.

**Glacier NP Interview # 3 with Evan**

Evan is a visitor from upstate New York who was intercepted in Glacier National Park. This is Evan’s fourth visit to Montana since he and his wife first came out here in the summer of 1990. On that first trip they spent six weeks traveling between Grand Teton National Park, Yellowstone and Glacier National Park. They were both school teachers and decided to explore the Rockies for a vacation. One of Evan’s favorite memories from that first trip was a backcountry horse packing trip that they went on. Evan says “That was a bit rough for my wife but we enjoyed the scenery. I think it was during that time that I fell in love with the backcountry and the mountains and all the outfitters. The outfitters are the people that I’ve felt were the most knowledgeable, in spite of what I had read through visitor’s guides and gotten online and through mailings. I believe it was the outfitters who really gave me the best information most of the time” (lines 29–34). Evan’s first impression of Glacier was awe. He says “I told this to a young married couple who were honeymooning out here just this morning on the tour bus, the shuttle bus, that Glacier took my breath away. It literally did. I still find it to be a beautiful, beautiful place, and coming across on the shuttle bus this morning, it was like I had seen it for the first time. It was absolutely gorgeous” (lines 43–46).

On this trip, Evan is traveling by himself so he can do some backcountry backpacking. His wife is afraid of the bears, so he is using this as an opportunity to visit parts of Glacier that he has never been to before. Evan was pleasantly surprised by how nice and clean the Kalispell airport was. He says “if I had never been to Montana before and had flown into Kalispell for the first time and that was my first impression of Montana, it would have been a very positive one” (109–111). Evan was also elated that the new shuttle system has been implemented. This allows him to traverse the whole park and reduce the carbon footprint of his trip.

**Glacier NP Interview # 4 with Audi, Julie, and Noah**

Audi, Julie, and Noah are visitors from Washington State who were intercepted in Glacier National Park. Julie and Audi both visited Montana as children. Audi’s first trip to Montana was on a family vacation that went through Yellowstone and Glacier National Park. Her first impression of Montana was “the vast amount of untouched land” (line 34). Julie had a different first experience. On her first trip, the train that she was riding got stuck due to the severe cold weather and large amount of snow. Since they live in close proximity to Montana, they have been back around 10 times.

The main purpose of this trip for the group is to attend a wedding. On typical trips, they like to fish and go sightseeing. Julie describes Montana to her friends as having lots of mountains and trees, but
different than the Cascades near their home in Washington. The difference is in look according to Julie. She says "It’s a real relaxing feeling, which is nice, which is really nice so don’t let everybody buy all the land up and develop it because nobody wants to see that" (112-114). Traveling to Montana is appealing to them because the pace of life in Montana reminds them of home, and it is not stressful like the big cities.

**Lewis and Clark Interpretative Center Interview #1 with Janice and Jim**

Janice and Jim and their children are visitors from Kansas who were intercepted at the Lewis and Clark Interpretative Center. Janice and Jim first came to Montana 26 years ago for their first summer vacation after getting married. The focus of their trip was to visit Glacier and Yellowstone National Parks. While they were in Glacier, they hiked to Sperry Chalet and hiked over 54 miles in the park. One thing that impressed them about Glacier was "It seemed like it was wet and a lot [larger] game visible. It was impressive as far as mountains and shapes of mountains, but it was surprising to know that the altitude was lower than the Colorado vacations" (53-55). On that first trip, they also visited Waterton Lakes and Yellowstone on the way home.

The first trip left a great impression on them and is part of the reason for their return to Montana. Jim says they have come back to Montana because "I wanted to show my kids" (88). On this trip they are going to Glacier National Park, but they are also incorporating a lot of Lewis and Clark history. Jim says "We’re going to take some different roads back. I’ve really gotten into the Lewis and Clark history and so I want to try and stop at The Traveler’s Rest in the Three Forks area on the way back" (99-101). Their route has taken them from Custer Battlefield up the Yellowstone river corridor and through Judith Gap to Great Falls. Even though they live in Kansas, which is fairly wide open, they enjoy traveling in Montana’s vast and open landscape.

**Museum of The Plains Indians Interview #1 with Jeanie**

Jeanie is a visitor from Mississippi who was intercepted at the Museum of the Plains Indian in Browning. Jeanie is a wildlife biologist who has been coming to Montana almost every year for the last three decades. Her first visit to Montana was "to see the Northern Rockies and the wildlife and the habitat that support, still supported big predators and their big prey, just that function ecosystem" (lines 14-16). Montana has met Jeanie expectations as a wild land where one can find big predators and still see the stars at night.

Her first trip took her through Yellowstone and up to Glacier via state highways. The first impression of Montana was "Oh, my gosh, just absolutely blew my mind. The beauty, the size of the landscape, still so clean, so little concrete, not that monotypic development look that we’re already, even two decades ago, were beginning to see in the southeast" (43-45). Another aspect that Jeanie appreciates about Montana is the horse culture. Jeanie says "Well, to be honest with you, because I’m a bit of a cowgirl too, Montana really appeals to me more because of the horses and I have over the years developed friendships with various people that are also horse people... The horse culture, the native plains culture, is something I’m really interested in, because I’m real interested in how native people lived closely to the land, and made use of plants. I’m a botanist, not a taxonomist, but real interested in the plant community of ecosystems and then how wildlife uses that and how native people use that. So that really draws me back to this plains culture." (56-69).

Montana’s unique natural and cultural attributes have influenced Jeanie to bring students back to Montana in the summers to study ecosystems. She tells her students that visiting Montana will
“change your life and it will change your perspective on the way you may live your life” (lines 89-90). She describes the educational experience in the following quote: "When we see a grizzly bear and then last year we were able to watch wolves at a den site and then when we come across the great divide on horses and I look back at them and their jaws are hanging open. You’re on a horse in snowpack and they’re just like, you know, they’re a little scared but they’re just like, oh, my God” (lines 126-130). Jeanie has traveled around the country to various western states, and she describes Montana’s uniqueness as “It’s just something about I think the marriage of culture, historical cultural, the fact that people here are still independent, they’re still able to make a go in tough ecosystem conditions. But it’s just also the beauty and all the different wildlife” (152-155).

**Ulm Pishkun State Park Interview with Kim, Sue, & Jake.**

Sue and Jake are visitors from Michigan who are visiting Kim who has recently moved to Great Falls, MT from Michigan. They were all intercepted in Ulm Pishkun State Park.

Kim’s first trip in Montana was to Yellowstone three years ago. Initially she was disgusted with the city of Billings (where she flew into) because “it seemed very industrial and depressed when we flew in. I was very glad to get out of there quickly” (lines 26-27). From Billings, they drove over the Beartooth Highway to the Cooke City entrance of Yellowstone. Kim’s impression of Yellowstone was “Yellowstone was just like there’s no place else like it on earth and it was so strange looking compared to, you know, other places we’ve been. Nothing else like it. Majestic” (lines 50-52).

Sue’s first trip to Montana was 15 years ago when she drove across the Dakotas to Glacier National Park. After visiting Glacier, they continued on to Seattle and visited Yellowstone on their trip back. It was after the fire in Yellowstone and Sue vividly remembers being impressed by the vegetation shooting up everywhere and the wildflowers at Beartooth Pass.

Jake and Sue are planning on visiting Glacier National Park after they leave the Great Falls area. Sue wants to show Jake the Glacier area, the historical sites of Lewis and Clark, and possibly some of the stops on the dinosaur trail.

One thing that they all agreed upon was how they enjoyed the open space and lack of crowds in Montana. Sue also mentioned that she loves Montana because she feels like she can see forever with all the hills and valleys and mountains in the background. It appears that their experiences in Montana have led them to either move here or bring their friends to Montana, so that they can share in the Montana experience.

**Red Lodge Interview with Al**

Al is a visitor from Minneapolis, Minnesota who was intercepted in Red Lodge, MT. Al has been coming out to Montana regularly since he was about eight year olds. His first trip to Montana was across the state to Glacier and Yellowstone National Parks. Al’s first impression of Montana was how big it was and specifically how much snow was at Logan Pass in July.

Al is a teacher back in Minnesota and occasionally brings groups of kids out to Montana to ski. Besides the winter ski trips, Al usually makes three separate visits to Montana through out the spring and summer. One of his favorite activities is backcountry skiing on the Beartooth Plateau once Beartooth Pass opens up. He also enjoys climbing peaks such as Granite Peak Whitetail, and Mountainwood. The reason Al chooses Montana over other western states is because "I don’t like
crowds as much. I like wide open spaces. And you go to a place like Big Sky, you know, you might be on a run and there might not be any other people on it. You're on more of a Vail like place, you will be on a run and there will be a hundred other people and you'll kind of be dodging a slalom course and people all the way down" (lines 68-72). Another appeal of Montana is its climate. Al likes the fact that the seasons change by elevation. He says he is a winter person and it is nice to be able to find snow in July.
Appendix E: Neither Park on First Trip, then Subsequent Trips

Montana Historical Society Museum Interview #1 with Carol & Dennis

Carol and Dennis are visitors from Vancouver, British Columbia who were intercepted at the Montana Historical Society Museum in Helena. They have been visiting Montana for over 40 years, but only three or four times as a married couple. Carol’s first impression of Montana as a kid was as “Indian territory” (lines 35). Carol says “My father worked in theatre and my favorite movies [were] cowboy and Indian movies, and I think that’s what I remember as a kid coming through here” (lines 33-34). Dennis has similar impressions of Montana. He feels like the history of Montana comes alive when they are driving through the plains and imagining what it was like for Indians to be roaming the plains.

Dennis is an artist, which influences the type of attractions that they visit. They really enjoy visiting art galleries, churches, museums, and going for walks around Montana’s towns. On this trip, they are planning visiting the C.M. Russell Museum in Great Falls, the Holter Museum in Helena and a few more museums if possible. Carol really likes the architecture in Montana. She says “The old architecture, the brick architecture, the mansions and so on we find that really interesting ... Our city is very modern. So to come here and find an old street and brick buildings is very interesting to us” (lines 85-88). They were both impressed with the cleanliness of Montana and the quality of Montana’s roads.

McGregor Lake Interview with Greg & Sylvia

Greg and Sylvia are visitors from Southern California who were intercepted at McGregor Lake State Park. Greg first visited Montana as a child in 1963 when his brother was working on the Minuteman Missile project in Great Falls. Greg’s was initially struck by the naturalness of Montana. He describes his first visit in the following quote: “We took a trip to find a trailer and I just remember spending a day and a half driving from Great Falls to Helena to Butte and just driving all day long and seeing nothing but trees covering mountains and stuff like that. Just beautiful. That’s what really stuck in my mind was the beauty of the scenery, everywhere you turned. It’s still the same thing to this day” (lines 42-46). Sylvia first came to Montana in 2004 with Greg. Sylvia was initially impressed by the mountains and the quietness of Montana.

This is their third trip to Montana as a couple. When they travel, they usually travel by Harley motorcycles. They have been to both Glacier and Yellowstone National Parks, but they have really fallen in love with Glacier. Greg says “The scenery, the magnitude of it [Glacier], it’s just incredible. Hang on to the side of the mountain and being able to look down at that valley. It’s pretty incredible. And the wildlife too” (lines 140-142). They also really like the wildlife of Montana especially the bears. They have been able to see up close a mother and two cubs in Glacier and a black bear at the National Bison Range.

Besides traveling to Montana, Greg and Sylvia like to go the Black Hills area of South Dakota. Greg and Sylvia really love the Black Hills and the many opportunities for gambling, nightlife and nature, but Grey says “the one thing that stands out, a big difference is it seems like in Western Montana you can’t drive 15 minutes without being next to a lake or river or something like that, and it’s a lot drier in the Black Hills. Everywhere you drive here is beautiful. When you’re in the Black Hills, you are in the Black Hills but you’re surrounded 300 miles from anything else and you don’t have the game that you
have” (lines 173-177). Greg and Sylvia are thinking about retiring in the West, and the area around Troy, Montana is on their radar because of its superb natural beauty and the laid back lifestyle.

**Anaconda Smoke Stack State Park Interview with Bob**

Bob is a visitor from Colorado who was intercepted at The Anaconda Smoke Stack State Park, where he was looking for the names of some families he had met during his time spent in the area over the past sixteen years. A former colleague of Bob’s introduced him to Montana on a fishing trip to the Butte/Ancus area in the 1980’s, and Bob states that he has been coming back ever since. The scenery and the hospitality of the people in Anaconda have continued to impress Bob so much that he visits the same area year after year. He is primarily a solo traveler who participates in two activities: fishing and amateur photography. Bob fishes on the Big Hole River as well as Georgetown Lake, which is his primary location now that he is somewhat handicapped. Bob has extensively photographed the Big Hole River and “used to put in 200 to 300 miles driving around Southwestern Montana with a camera handy” (Line 94).

Although he tends to operate his trips out of Anaconda, Bob has traveled throughout Western Montana including a trip to Glacier National Park. He is not familiar with Eastern Montana and does not desire to travel in that region of the state because it reminds him of the "eastern planes I grew up with. They are not very scenic” (Line 86). When he goes home to Colorado, Bob tells people that Southwestern Montana is a very tranquil place to visit and has “great fishing and good scenery” (Line 83).

**The Big Hole Valley Interview #1 with Gene, Mike, & Wayne**

Gene, Mike, Wayne, and Anne are from Oregon and are part of a classic car group that travels together. They were intercepted during a break in the Big Hole Valley. Gene and Wayne’s first experienced Montana three years ago on a trip to Mt. Rushmore in which they visited Butte and the Little Big Horn Battlefield in addition to staying with friends who live in Hamilton. Gene’s first impression of the state was the mountainous landscape which was full of trees and was quite green and lush. Wayne was impressed by the cleanliness of Montana and felt that “people take pretty good care of the country” (Line 83). Mike’s first visit occurred fifteen years ago as part of a cross country road trip from Oregon to the East Coast. He was amazed by the amount of water in Montana as well as the quality and health of the forests. He did notice the effects of forest fires but felt that was acceptable given the climate and landscape of Montana. Mike has returned several times since that first trip. They have visited Glacier National Park on a previous visit and talked about the unique colors of the rivers due to the glacial runoff

On this particular trip, they are staying in motels and have created a homemade guide book with information taken from various publications and are basically choosing their own destinations around the state. They have visited The Big Hole Battlefield and will be heading through Dillon before staying with friends in Hamilton. Mike has also been impressed with the quality of the roads as well as the number of quality rest areas in Montana.

**Ennis Interview #2 with Noah & Donna**

Noah and Donna are visitors from California who were intercepted in Ennis, MT. They first visited Montana two years ago as they were passing through to meet some friends in Bonners Ferry, ID.
One of the things that brought them back to Montana was the opportunity to fish and explore some of the smaller towns in Montana like Red Lodge and Ennis. Noah says "Well, we’ve been traveling all the back roads and we love the country atmosphere, the small towns, and we were thinking of fishing but we haven’t gotten around to it. We haven’t had time" (lines 47-49).

Noah and Donna travel by motor home and are focusing their trip on south central Montana. They visited Yellowstone National Park last year, but do not plan to visit the park on this trip. When they get back to California, they tell their friends about the beauty of Montana’s mountains, countryside and valleys. They also really enjoy seeing wildlife that abounds in Montana. It seems like Noah and Donna are in a hurry and are often not able to hunker down in one place. Maybe they will come back to Montana in the future with more time to spare.

Hungry Horse Dam Interview with Don & Michelle

Don and Michelle are visitors from Saskatchewan, Canada who were intercepted at the Hungry Horse Dam. They have been coming to Montana for the last fifteen years. They first came to Montana on ski trips to Whitefish and Bozeman because they are less crowded and more affordable than Banff and Lake Louise. The lack of crowds and commercialization coupled with the favorable exchange rate and 40 percent cheaper prices makes the six hour drive worth it to them. Don says that Montana’s landscape is "pretty awe inspiring" and on the "Montana side there isn’t quite as many people" (lines 15 and 21). He also says "I just like the area, the wilderness is absolutely beautiful" (lines 59). One of the differences that Don and Michelle have noticed about Montana is the lack of international visitors compared to Banff. Dan says "I would definitely say too in Canada that the Europeans and Asians are 70 to 80% of the tourists at Banff and Louise for sure" (lines 42-43).

On this trip, they are camping outside Glacier National Park and going to the park daily for hikes. They are also planning on visiting friends who lives on Flathead Lake. Another difference that they have noticed between the Canadian Rockies and Montana is the friendliness of Montanans. Michelle says “The people at the campground are just amazing, like Glacier campground they just treat you like you’re their family. Rafting last year, those people were really great too” (lines110-112). It seems like Montana is a good fit for Don, Michelle and their children. It is a comparable distance from the Canadian Rockies, but much cheaper, less crowded, and a friendlier destination.

Lewis and Clark Caverns Interview #2 with Steve

Steve is a visitor from Spokane, Washington who was intercepted at Lewis and Clark Caverns. Steve has been to Montana over twenty times for both work and vacation. He is part of a group of guys who go on a backpacking trip every summer. He says that out of the 27 summers, 18 of the hikes have been in Montana. Some of the areas the group has hiked in are the Bob Marshall Wilderness, The Mission Mountains Wilderness, Glacier National Park, and the Tobacco Root mountains. Steve likes coming to Montana because he says “There’s no place like it. It’s just so beautiful and unspoiled. It’s unbelievable how many miles of stream there are without development, just open valleys, like, you know, The Seeley Valley, for example, it’s still really pristine, for the most part, very little development” (53-56).

He comments that when they hike in the Cascades "you hike and you hike and you get to this peak and this place to camp and there’s like a desk there, and somebody signing you in... it’s just not the same. You don’t really feel like you’ve gotten away" (lines 65-68). Steve does not think Montana has
changed very much over the years except for Kalispell. The ability to feel truly remote while backpacking keeps bringing Steve back to Montana.

**Lewis and Clark Interpretative Center Interview #4 with David**

David is a visitor from Bakersfield, California who was intercepted at the Lewis and Clark Interpretative Center. David has been coming to Montana for the last 18 summers. The reason he comes to Montana is for the “fly fishing. Montana has the reputation among fly fishermen to be the Mecca, if you will, of fly fishing for the United States” (lines 23-24). His job as a teacher allows him to take the summers off and fish in Montana. Besides fishing, David likes to photograph adventure sports such as rodeos, so he follows the rodeo circuits on the weekends and fishes during the week.

His initial impression of Montana was that "It’s a wonderful open, vast, clean countryside with clean air and many critters and few people” (32-33). When asked what are the most important aspects of Montana to travelers, David says “Well, I think it’s just the whole feel of not only the geographic and differences from where we come from, [but also] the cultural aspects and the nature of it, the wild vastness and open countryside” (line 74-76). Once David retires, he plans on either retiring in Montana or taking his 5th wheel and traveling through the state every spring, summer and fall. One of David’s favorite towns in Montana is Craig, located on the Missouri River. David loves the relaxation and outdoor opportunities that Montana offers him, and it appears that he will continue to return every summer.

**Lewis and Clark Interp. Center Interview #6 with Damon & Stephanie**

Damon and Stephanie are visitors from California who were intercepted at the Lewis and Clark Interpretative Center in Great Falls. Damon has previously visited Montana while Stephanie has not. Damon’s first visit to Montana was when he visited his teacher’s ranch in Eureka. At the time, he was about 11 years old. His first impression was “I really liked how it’s a beautiful state and how open it is, wildlife, nature” (line 30). Damon is now here working on the presidential campaign for Barrack Obama. One of the reasons he came back to Montana was the memory of Glacier National Park and its beauty.

Stephanie’s visit to Montana was motivated by an opportunity to work in an environmental program with the Montana Conservation Corps. She considers herself an outdoorsy type of person and she enjoys interacting with the local people while helping on conservation jobs. She thinks that the “sky is amazing here, and just beautiful ...It’s lower. I don’t know, it’s like you could reach the clouds some days it feels like. It’s just really beautiful” (lines 136-141).

While they are not working, they have been sightseeing and participating in outdoor recreation activities such as rafting. They are going to tell their friends that they have to check out Montana because of its beauty and people.

**Missouri Headwaters Interview #1 with Nick & Connie**

Nick and Connie are visitors from Oregon who were intercepted at the Missouri Headwaters State Park. Nick and Connie are now full time Rv’ers who spend their winters in Texas and the rest of the year traveling around the country. They have been through Montana while traveling between Oregon and Minnesota, but their first vacation trip to Montana was in 2006 when the came to follow the Lewis and Clark trail. That trip brought them over Lolo Pass down to Great Falls and to Miles City.
They came back to Montana on this trip because they felt like “There were things that we hadn’t seen... but we knew of Glacier and we hadn’t been to Glacier yet” (lines 93-96). Some of their friends had mention how beautiful Flathead Lake was to them, which influenced their return as well. Glacier awe struck them, and they said that they were going to tell all their friends that they must visit Glacier while in Montana. Their current trip has taken them from the Flathead/Glacier area down the Rocky Mountain Front through Choteau and Augusta to the Missouri Headwaters State Park. Tomorrow they are planning on making their way over to the Little Bighorn Battlefield.

Throughout the interview, Nick and Connie rave about how nice the Montana State Parks are, especially the cleanliness of the bathrooms and the fact that the camping price includes daily admission to the parks. Nick and Connie also really appreciate the every changing scenery of Montana and the cooler temperature that Montana provides compared to other states. Besides Montana, they really like to travel in Texas, Kentucky and Tennessee. Nick and Connie are planning to come back to Montana since it is right in between their two families in Oregon and Minnesota.

Philipsburg Interview #2 with Rick & Toni

Rick and Toni are visitors from Washington State who were intercepted in Philipsburg. Rick and Toni both have strong ties to Montana since Rick used to live in Missoula and West Yellowstone, and Toni had family in Forsythe, Montana while she was growing up. Rick first came to Montana from Las Vegas in 1972, and Toni’s first visited Montana was as a child in the 1950’s.

Toni’s favorite childhood memories of Montana are going to the state fair and rodeo with her grandparents. Rick loved Montana at first sight because of the beauty and all of the hunting and fishing opportunities that the Montana outdoors provides. Even though Toni has been to Montana several times, this is her first trip to Yellowstone. She is excited about seeing all the wildlife in Yellowstone and being able to tell her grandchildren about it.

Smoke Jumper Center Interview with Jim & Gary

Jim and Gary are retired police officers who now live in Oklahoma and California respectively. They travel together once a year for a week, and were intercepted at the Smoke Jumper Center in Missoula, MT. They are both repeat visitors to Montana. Jim first came to Montana 15 years ago on a vacation that led him to Custer’s Battlefield and Bozeman. Gary’s first visit was three years ago, and he has visited every year since.

They have both been to Yellowstone and Glacier National Parks before, and are planning to visit Glacier on this trip after visiting Missoula. They both seem to love the history of the area. Jim mentions that he enjoys reading books about pioneer Montana ranchers, the cattlemen around the Crazy Mountains and about Lewis and Clark expedition. Gary mentions that he enjoys the "old cowboy history and stuff" (line 79).

One of the disappointments of Montana for Jim and Gary was Butte. They were frustrated with the lack of stores open in downtown Butte and the care of the historical Victorian buildings. Jim says they need to mow the yards, that the paint was peeling off the buildings, and the whole area was in what he called ’blight’ (lines 113-125).

What they have really enjoyed on their trip is interacting with the local people and asking the locals where to eat. Jim refers to Montana as the "Prettiest place in the United States [that he has been
to] (line 181). When comparing Montana to other western states Jim says “I would say on a whole, Montana has more of everything than Idaho, Utah, we were in Utah last year, and Wyoming. Wyoming has elements like this, so does Utah and everything, but there’s also a lot of desert in Idaho, Utah, and Wyoming and a lot of just flat prairie, sort of boring, and we haven’t seen that here” (lines 200-203). They refer to Montana as “majestic” and say that Montana has “a sense of grandeur and majesty” (line 219).

**Two Medicine Lake Interview with Jason**

Jason is a visitor from Ohio who was intercepted at Two Medicine Lake in Glacier National Park. Jason first visited Montana back in 1991 because he had never been here before. Now he brings his wife and children back to Glacier frequently to experience the peace and beauty of the park.

Jason and his family are renting a house on this trip near Glacier National Park because they like the relaxing nature of being able to wake up and decide what they want to do that day. Some of the reasons Jason likes Glacier is because “it’s relaxing. I don’t feel like I’m on call. I don’t feel like I get nickel and dimed. I can go and rent the house, you know, I can go to the parks and get out of the car and go head up the trail. We can pack some peanut butter and jelly sandwiches and just go and not feel like I had to pay admission and, you know, here’s the park map. It’s less artificial. It feels more real” (lines 65-69).

Part of Jason’s and his family experience in Glacier can summarized in “We come back here, we do the same stuff. It’s okay. We like to go to the same trails. There’s a beaver dam over on West Glacier by Apgar Village that we’ve come [by], and my first pictures from that are from the ‘90s, early ‘90s, when we took pictures, we saw a family of beavers and we come back there and every year we come back and have to check it out and the kids want to see if the beavers are there and if they’re out and about. Never gets old. It never does” (139-145).

Jason and his family are avid travelers who have been to six of the seven continents. Besides Montana, they have an affinity of traveling to Australia and to Disney World near his wife’s family. Even though they have traveled to so many different places, they continue to visit Montana because “This [Montana] feels different in some way. In a sense it just feels more laid back. Less touristy, less rushed. And, you know, I know there are folks from all over the place here. We’ve bumped into people from everywhere. But everybody is just sort of laid back and casual and they say hi to each other. It’s not like being in Las Vegas or someplace where nobody talks to you unless you’re paying the money” (lines 108-112). Jason and his family have traveled all over the world, but it seems like Montana is a favorite because it allows them to relax and have authentic experiences both in nature and with the people that they encounter.

**Virginia City Interview #1 with Phil**

Phil is a visitor from New York who was intercepted in Virginia City, MT. He first visited the Big Hole Valley area of Montana in 1990 when he help move a friend of his father’s belongings into a cabin. Phil has now been regularly coming to Montana for 19 years. Phil’s parents moved to Montana about 10 years ago, and he uses their house as a home base for his adventures.

Some of Phil’s favorite activities in Montana are fishing, hiking, atv riding, and target shooting. He tells his friends that “That the fishing is probably the best anywhere there is and the landscape is the most beautiful place in the country, and I’ve been through almost every state” (lines 69-71). Most of Phil’s visits to Montana have focused on the west and south central part of the state. When asked to
describe his first impression of Montana he describes Montana as "Awesome. It’s the only way to describe it. It puts you in awe, the landscape, the people are real friendly. It’s just a real nice place to be" (lines 29-30). When asked if he has noticed any changes to Montana in the last 19 years, Phil states "I guess more people moving in, definitely in the Bitterroot areas definitely increased. Actually this year I noticed a lot more people doing cattle over horses. Other than that, not a lot. I like it the way it is" (lines 62-64). Montana is one of Phil’s favorite place to visit and it appears that he is planning on coming back every year for a break from New York.

**Virginia City Interview # 2 with Kevin & Stacy**

Kevin, Stacy and their two children are visitors from Alpine, Wyoming who were intercepted at Virginia City, MT. Kevin’s first visit to Montana was about 15 years ago in the Butte and Missoula area. His first impression of Montana was "Being wide open" in a different way than Wyoming is, because in Montana "The mountains are different, [and] the vegetation. I think there’s more history in Montana, more preservation" (lines 28-37).

When Kevin and Stacy come to Montana, they like to relax and go to historical sites such as Virginia City and Bannack. They kept mentioning how impressed they were with the way Montana has preserved its history compared to other US states.

Kevin did mention that he likes to dirt bike, and that he is frustrated with the "greenies" who are trying to limit access to dirt biking in Montana. The largest draw to Montana for Kevin and Stacy was the preservation of historical structures.

**West Yellowstone Interview # 4 with Nolan & Louise**

Nolan and Louise are visitors from Minnesota with their two little girls. They were intercepted in West Yellowstone on July 9, 2008. Nolan first visited Montana on a ski trip when he was 18. Louise’s first visit was with Nolan on their honeymoon to Yellowstone National Park 11 years ago. Their primary motivation to visit Montana and Yellowstone is summarized by Nolan in "I just think we’re a family that likes natural parks. My wife and I both like natural parks. As I mentioned before, I’m not a big repeater so, you know, even if it’s a beautiful place like Yellowstone, there are other beautiful places too that I want to see. I think we’re motivated by the air travel being reasonable and by the fact that our children have never seen it and by the fact that we hadn’t been back in a decade so we figured it was about time" (lines 87-92). They repeatedly mention that the flight into Bozeman was a good deal, and that they did not want to drive from Minnesota with two young kids. Nolan and Louise like to travel to new places, but they occasionally visit Northern California where they lived for a few years. Nolan and Louise had just arrived in West Yellowstone and had not visited the park before they were interviewed.

**W. Yellowstone Interview # 6 with Shannon, Marlene, Laurie, & Galon**

Shannon, Marlene, Laurie, and Galon are a family visiting from Seattle, WA. They were intercepted in West Yellowstone. All of them have been visiting Montana for 20 years. Galon and Shannon have visited eight times, Marlene six times, and Laurie three times. The group is drawn to Montana’s wildlife, beauty, variety of landscapes, fishing, and its unspoiled nature. These elements of Montana are important to the group because Montana is a relaxing escape from the daily grind of life in Western Washington. They entire group mentioned that Montana was a destination that allowed them to experience nature, see wildlife, and experience something different than what the cascades of Washington had to offer. One member of the group said that they liked Montana’s cold snowy winters and hot summers since the weather in Western Washington is a maritime coastal climate.
The group mentioned that they travel by RV and always overnight in Missoula on the drive out. One of the attractions to Missoula is the tax free shopping since they pay 9% sales tax in Washington. The ladies in the group mentioned that being able to shop and have amenities close by to nature is a big plus for Montana.

They have visited Glacier a few times and Yellowstone more frequently, but choose to continually visit Yellowstone because “Yellowstone is bigger and it’s more complex. They’ve got the volcanic, the geology, the wildlife, the ecosystems, the rivers, everything. We’ve watched over the years, the turn over after the fires and every couple of years we come back and we see that the trees are this height and this height and it’s, oh, boy, it’s going to cover up that hillside. When these trees get big, we’re going to be driving through this corridor into here. So just the changing. It’s always changing,” and “it seems like there’s more wildlife in Yellowstone, at least in our experience. At Glacier, we did see some wildlife but not near to the extent that we do here, which is a big draw for me. The geysers are just cool” (158-163, 167-169). It appears that this travel group plans to continue returning to Montana. Galon even says that “…we would love to have a cabin here or retire here someday” (lines 83-84).

**West Yellowstone Interview # 7 with Pat, Jude, & Lynn**

Pat, Jude and Lynn are visitors from Nebraska who were intercepted in West Yellowstone, MT. Their first visit to Montana was when in 2000 when the army brought Jude to Libby, MT to help with the EPA project. Since Jude was stationed in Libby, Lynn and Pat came to visit him during that summer, and have continued to visit Montana every summer since. They used Libby as a base to explore Glacier, Yellowstone, and Waterton Lakes National Parks.

Their originally starting visiting in July, but have starting coming in September when the weather is still good, but there are less tourists. It seems like Pat, Jude and Lynn really like to explore the state when they travel. They camp everywhere they go and try to find unique places that are off the beaten path. Some of the places that they have recently visited are Polebridge, Philipsburg, Virginia City, Superior, and the Yaak. They love the area around Glacier National Park especially the town of Polebridge. Besides camping and exploring, they like to fish, atv, and rock hound.

What they like most about Montana is the lack of people and the wildlife. Jude mentioned that he was surrounded by people when he would camp in Colorado, but he is really able to get away from everyone in Montana. It appears that they have a special place in their heart for Montana and plan on visiting every year.

**West Yellowstone Interview # 2 with Josie & John**

Josie and John are visitors from Tennessee intercepted in West Yellowstone on July 9, 2008. Josie and John are repeat visitors to Montana who go to the Dewo Ranch outside of Bynum in Teton County to hunt every year. They have friends that own the ranch, and have been coming to out for hunting trips since 1990. Coming to the ranch is their main vacation each year. On this specific trip, their primary purpose of visiting Montana is to take part in a 'mission trip' to help a church in Miles City.

On their first trip to Montana what really struck them about Montana was the beautiful scenery, laid back attitudes of the people, and the relaxed nature of Montana. Josie describes the people as "...wonderful. They’re kind, they’re friendly, they just instantly make you feel welcomed here” (lines 67-68).

They always drive out to Montana from Tennessee. John likes to drive out "Because that way we can see more. We can find a place we want to stop. We just travel kind of by the, I don’t know how to put it, seat of our pants is I guess where we find a place we want to land for a little while, we just land" (Lines 98-100).
This is their fourth trip to Yellowstone National Park and they have been to Glacier National Park twice. Even though it is evident that they enjoy the national parks, it appears that the ranch on the Rocky Mountain Front is their primary destination most of the time.

When asked what John and Josie tell people back in Tennessee about Montana, they said they talk about how big the sky is and how much space there is here in Montana.