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# **Nonresident Winter Visitor: Comments about Montana**

by

**Paul L. Grant, M.S.**

**Research Report 58**

**July 1998**

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**Institute for Tourism and Recreation Research**

**College of Forestry and Conservation**

**The University of Montana**

**Missoula, Montana**

## **Executive Summary**

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## **Introduction**

The Nonresident Winter Travel Study was to provide an update on nonresident travel spending and characteristics while traveling in Montana during the winter months. This report examines the nonresident winter visitors' comments about Montana.

## **Purpose**

The purpose of this report was to analyze the winter nonresident travelers' comments about Montana, in order to provide possible future marketing ideas for the travel and tourism industry, identify infrastructure needs, or determine possible changes in policy.

## **Methods**

During the months of December, 1997, and January, February, and March, 1998, two survey personnel intercepted 1,838 visitor groups around the state, collected preliminary data from the group, then left a mail-back diary questionnaire with the visitor to complete during the visit. Due to the nature of the questionnaire (i.e., diary of events as they occurred), no follow-up measures, such as reminder postcards or replacement surveys, were used. On the back of each survey, there was a statement asking the visitor to include any comments that he/she might have. There were no questions prompting comments, so the visitor could write anything. Of the sample population, 50 percent (920) of the surveys were returned and usable. There were 274 (30%) travel groups who took advantage of this comment section on the survey.

## **Results**

- 274 nonresident travelers wrote comments on the mail-back diary questionnaire.
- 14 comment categories were identified.
- 4 major themes emerged from the comments submitted by the 274 respondents:

- **General positive comments about Montana.** This theme indicated a wide variety of comments by the respondents expressing their positive feelings and experiences about Montana.
  - **Previously visited Montana.** Various comments regarding the travel groups' past trips to Montana.
  - **Scenery of Montana.** Comments expressing Montana's beauty and its landscape.
  - **Will return to Montana/would like to return.** This theme represents the respondents' desire to return to Montana in the future.
- Of the 274 respondents who identified the comment section of the survey, 34 percent indicated the primary reason for visiting Montana was to pass through the state.
  - Of those respondents, 91 percent stated they had visited Montana before.
  - Out of this particular sample of 274 respondents who made comments about Montana; Alberta, Canada, (15%) had the highest response rate.

### **Conclusions and Recommendations**

It can be concluded from the comments written by the 274 survey respondents that:

- Many winter nonresident visitors enjoyed their visit to Montana - as either a destination or just passing through.
- Several winter nonresidents have previously visited Montana. (i.e. for business, passing through, winter recreation, etc.).
- Winter nonresidents appreciated Montana's winter beauty and natural resources.
- Numerous winter nonresidents indicated their desires to return to Montana.
- Activities participated by the nonresident visitors during the winter mainly consisted of skiing and snowmobiling.
- The friendly people of Montana impressed many nonresident visitors.

It is recommended that the respondents' comments/suggestions, where appropriate, be implemented in the marketing strategies of the travel and tourism industry. For example:

- Marketing ideas stemming from the "General Positive" comments could be used as "testimonials" about Montana in advertising the state.

- For tourism planners and managers, the tourism industry could publish books and guides with steps to be taken to prevent negative environmental impacts within sensitive areas of the state. Create brochures with guidelines indicating how nonresident visitors, tour operators, outfitters, etc., may donate money to local organizations that concentrate on environmental concerns.

*Please refer to the full text for details and further explanation*

## **Introduction and Methods**

Nonresident travelers to Montana were intercepted during the months of December, 1997, and January, February, and March, 1998, at gas stations, airports, and rest areas throughout the state. Two survey personnel intercepted 1,838 visitor groups around the state, collected preliminary data from the group, then left a mail-back diary questionnaire with the visitor to complete during the visit. Due to the nature of the questionnaire (i.e., diary of events as they occurred), no follow-up measures, such as reminder postcards or replacement surveys, were used. A fifty-percent response rate was achieved for the study. This response rate was deemed acceptable for a 'first (and only) mailing.'

On the back of each survey, there was a statement asking the visitor to include any comments that he/she might have. There were no questions prompting comments, so the visitor could write anything. There were 274 (30%) travel groups who took advantage of this comment section on the survey. While the survey contained numerous other questions about purpose of trip, activities, and expenditures, the analysis of this report deals strictly with visitors' comments.

The analysis procedure required one researcher to assign the comment to one or more categories. Most comments were placed in more than one category because the visitor wrote about many topics. A total of 14 categories were needed to synthesize the information (Table 1).

Table 1: Comment Categories

# Category

# Category

# Category

1 Scenery	6 Previously visited MT	11 Passing through
2 People	7 Highway/roads	12 Activities
3 Will return/like to return	8 Speed limit	13 Business travelers
4 Like to move to Montana	9 Prices	14 Miscellaneous
5 General positive comments	10 Comments – Specific sites	

Following each comment is a set of numbers/letters in parentheses such as:

(3;r;OR; 1,14,10). The first number represents the travel groups' primary reason for visiting Montana (Table 2). The letter represents the type of visitor. An 'f' stands for a first-time visitor and an 'r' stands for a repeat visitor. The next letters represent the travel groups' home state or province. The final numbers represent additional categories where the comment was placed (Table 1). In the case of "miscellaneous", which is category 14, any visitor who said something that couldn't be categorized into the other 13 defined categories was given the number 14. Approximately 120 comments were placed solely in the miscellaneous category. Finally, a '?' in any portion of the parenthetical extension means the travel groups' information was unclear.

Table 2: Primary Reason for Travel Groups' Trip to Montana

<u>#</u>	<u>Primary Reason</u>	<u>#</u>	<u>Primary Reason</u>	<u>#</u>	<u>Primary Reason</u>
1	Vacation/recreation/pleasure	4	Shopping	7	Medical
2	Visit family/friends	5	Attend convention/meeting	8	Other
3	Just passing through	6	Business		

## Results

The results portion of this report is broken down into two sections: the category description section and the traveler description section.

As Table 1 indicates, there are 14 comment categories that are based on common characteristics. The first section describes each of those 14 categories and how many comments pertained to them. As mentioned earlier, most comments were placed in more than one category because the visitor wrote about many topics.

The second section presents data in terms of primary reason to visit Montana, first time vs. repeat, and location of residence for the 274 nonresident travel groups who submitted comments.

### Category Description

The "General positive comments" category contains various statements ranging from how travel groups "love Montana" to Montana being an enjoyable state to visit. About 125 of the 274 comments were placed into this category, or 46% of all comments.

The "Previously visited Montana " category contains various comments regarding travel groups' past trips to Montana. There were approximately 70 comments that fit into this category, or 26% of all comments.

The "Scenery" category contains various comments regarding Montana's scenery. Some overlying themes included how beautiful the state is and comments about the mountains and the wide-open spaces. There were approximately 65 comments that fit into this category, or 24% of all comments.

The category, "Comments -Specific sites", includes various statements concerning specific sites throughout Montana. There were about 65 comments in this category, or 24% of all comments.

The "Will return/like to return" category includes statements from travel groups that remarked they will definitely return to Montana or that they would like to return. There were about 55 comments in this category, or 20% of all comments.

The "Activities" category includes comments about the nonresident's activities while in Montana. The activities described by the nonresidents ranged from outdoor activities such as snowmobiling and skiing to indoor activities like shopping and eating at restaurants. There were approximately 34 comments that fit into this category, or 12% of all comments.

The category entitled "People" consists of about 30 comments (about 11% of all comments) concerning nonresidents' views of Montana residents. These comments ranged from statements of how friendly residents are to how dissatisfied a visitor was with various services offered by certain businesses.

The "Highways/roads" category contains approximately 25 comments (9%) concerning Montana's highways and roads. The majority of nonresidents expressed positive comments on the general condition of Montana's roads and highways.

The "Passing through" category includes comments that indicate nonresidents were just passing through Montana to get to their final destination. There was approximately 24 comments (9%) included in this category.

The next category, "Prices", includes statements regarding prices of different items such as gas, lodging, and certain retail items. This category also contains comments about the Canadian exchange rate. There were approximately 21 comments that fit into this category, or 8% of all comments.

The "Business travelers" category includes comments about the nonresidents traveling into or through Montana for the purpose of business. There were 14 comments (5%) included in this category.

The "Speed limit" category contains various comments concerning nonresidents' feelings about Montana's "reasonable and prudent" speed limit. The majority of comments from nonresidents regarding Montana's speed limit were positive. There were approximately 12 comments that fit into this category, or 4% of all comments.

The "Like to move to Montana" category contains approximately 10 nonresidents' remarks (4%) on how they would like to move to Montana and how wonderful a place Montana would be to live.

The last category, "Miscellaneous", contains various statements that could not be placed into the other 13 categories. Some overlying themes included comments about wildlife, emergency trips, weather, rest areas, travel information, comments about the survey, and miscellaneous negative comments. Approximately 120 statements not included with other categories were included in miscellaneous, or 44% of all comments.

### Traveler Description



The 274 respondents who utilized the comment section of the survey also indicated their primary reason for visiting Montana; whether they were a first-time or repeat visitor; and their residency. The following section describes the results of the three indicators.

Ninety-three respondents (34%) indicated the primary reason for visiting Montana was to pass through the state, followed by 60 respondents (22%) choosing vacation/recreation/

pleasure as their primary reason (Table 3).

Table 3: Nonresidents who commented about Montana: Primary Reason for Visiting Montana in the Winter

<u>Primary Reason</u>	<u># of Respondents</u>	<u>%</u>	<u>Primary Reason</u>	<u># of Respondents</u>	<u>%</u>
Just Passing through	93	34%	Other	15	5%
Vacation/recreation/pleasure	60	22%	Shopping	4	1%
Visit family/friends	56	20%	Medical	2	>1%
Business	43	16%	Attend convention/meeting	<u>1</u>	<u>&gt;1%</u>

**Total 274 100%**

Over three-fourths of the respondents (91%) stated that they had visited Montana previous to the study. Twenty-one respondents (8%) signified that this was their first visit to Montana (Table 4).

Table 4: First-time Visitor vs. Repeat Visitor to Montana in the Winter: Respondents Who Wrote Comments

<u>Type of Visitor</u>	<u># of Respondents</u>	<u>%</u>
First-time visitor to Montana	21	8%
Repeat visitor to Montana	251	91%
Type of visitor unclear on survey	<u>2</u>	<u>&gt;1%</u>

**Total 274 100%**

Thirty-five U.S. states or Canadian provinces were represented as places of residences by the 274 respondents who mailed back their survey with comments about their visit to Montana. The province of Alberta had 41 respondents (15%) who returned the survey, followed by 38 respondents (14%) from Washington. Twenty-six respondents (9%) from Minnesota submitted comments on the returned survey.

Table 5 represents the top ten U.S. states or provinces whose residents returned the survey with comments about Montana. The heading "Other residences" indicates the remaining states or provinces that were below the top ten categories.

Table 5: Top Ten States/Provinces and # of Respondents Who Returned Survey with Comments

<u>State/Province</u>	<u># of Respondents</u>	<u>%</u>	<u>State/Province</u>	<u># of Respondents</u>	<u>%</u>
Alberta	41	15%	California	14	5%
Washington	38	14%	Saskatchewan	11	4%
Minnesota	26	9%	Wyoming	10	4%
Idaho	21	8%	British Columbia	10	4%
North Dakota	19	7%	Utah	9	3%
			All other residences	<u>75</u>	<u>27%</u>

**Total 274 100%**

Referring to the above three tables (Tables 3, 4, and 5), a similarity exists among the visitor characteristics of the respondents who wrote comments and *all respondents* who participated in the Nonresident Winter Travel Study (forthcoming). For example, 22 percent of the comments were provided by travelers in Montana primarily for "vacation/recreation/pleasure". Likewise, this group represented 22 percent of the travel groups which participated in the study *overall*. Similarly, five percent of the visitors who provided comments indicated an "other" primary reason for visiting Montana, while also making up five percent of the total sample of travel groups. The same was true for "first-time visitors" who participated in the survey and for the portion of visitors who made comments on the mail-back diary questionnaire. Many other visitor characteristics were also nearly identical between the overall visitor

proportions and those who commented on the survey. This similarity is quite interesting since there was no intentional probing for comments or persuasion to include comments on the questionnaire. There was merely a mention to include any comments, if desired, and space provided for these comments.

## **Recommendations and Conclusions**

While it is difficult to summarize visitors' comments due to the variety in what can be said, four major themes appeared throughout the visitor comments.

These themes, in order of number of mentions, were:

1. General positive comments
2. Previously visited Montana
3. Scenery
4. Will return to Montana/would like to return

In addition to the four major themes, four minor themes also emerged:

1. Activities
2. People
3. Highways/roads
4. Prices

The following descriptions provide more detail about the four major themes and minor themes for nonresident visitors to Montana who were intercepted during the months of December, 1997, and January, February, and March, 1998.

### **Four Major Themes - Winter Nonresident Visitor Comments**

#### **Major Theme 1: General Positive Comments**

- Nonresident visitors enjoyed their visit to Montana - as either a destination or just passing through.
- Nonresident visitors loved Montana - whether it was their first trip to Montana or a return trip.
- Example comment: "It is always great to visit Montana. If I had to live in the U.S., Montana would be the state to choose."

- Example comment: "We have enjoyed Montana traveling across it many times. We always see something different."
- Example comment: "We love Montana! Hope it stays uncrowded and as friendly as it is now."

**Marketing ideas:** Favorable comments about Montana were the largest category in both the winter and summer studies. However, since it is so general, it is hard to make conclusions about these comments. Because of this, the "General Positive" comments were not discussed in the summer report or made into a prevailing theme. In retrospect, it should have been listed as the top theme, as is done in this report.

Marketing ideas stemming from the "General Positive" comments could be used as "testimonials" about Montana in advertising the state. While the comments don't provide specific direction, it does provide the "good feeling" visitors have about the state.

## **Major Theme 2: Previously Visited Montana**

- Nonresident visitors previously visited Montana because of business.
- Nonresident visitors previously visited Montana because it was enroute to other destinations - passing through.
- Nonresident visitors have visited Montana in the past for winter recreation.
- Example comment: "I travel into MT two or three times a month on business and at least once a year for pleasure."
- Example comment: "We travel through Montana on our way to visit family on West Coast, Utah, and Arizona. Last Christmas we flew over Montana air space. We use Montana because of cheaper gas, divided roads, no speed limit, and good service at gas stations. Great eating places."
- Example comment: "We love downhill skiing and prefer Big Sky to any resort we have been to. We try to make it every two or three years with family and friends and always enjoy it. The mountains, open spaces, and not fighting crowds or traffic are a big draw for us."

**Marketing Ideas:** For the business traveler, the tourism industry could offer amenities necessary to conduct business on the road: 1) cell phones provided in rented cars,

2) rooms at motels, hotels, resorts, B&B's, guest ranches, etc., that are equipped with computer data ports and desk space; as well as,

printing/copying/fax services, laptop rentals, etc., 3) business work centers/conference rooms in airport terminals.

Since so many people simply drive through Montana, one advertising approach might acknowledge this with something like: "While you're driving through Montana to get to your destination, why not spend a few extra hours visiting..." The idea is to give the interstate traveler an idea of where to take a break.

### **Major Theme 3: Scenery**

- Nonresident visitors appreciated Montana's winter beauty – even those who were just passing through the state.
- Because of Montana's beauty, many nonresident visitors have either returned to Montana for a vacation or plan to return for a vacation in the future.
- Example comment: "Beautiful state. I want to come back to see more than I-90 and I-94."
- Example comment: "Have always loved Montana, particularly the mountains. Will visit again with friends and spend more free time. Keep it clean."
- Example comment: "I hope you can preserve enough of your natural resources to maintain the pristine wildness and beauty of your state...I intend to return."

**Marketing Ideas:** For tourism planners and managers, the tourism industry could publish books and guides with steps to be taken to prevent negative environmental impacts within sensitive areas of the state. Create brochures with guidelines indicating how nonresident visitors, tour operators, outfitters, etc., may donate money to local organizations that concentrate on environmental concerns.

Scenery comments were a prevailing theme for nonresidents in both the winter and summer studies. As was concluded from the summer comments, the tourism industry could develop a statewide, "We care about Montana—Code of Ethics" education/promotion campaign focusing on how to enjoy the area while conserving it for future generations. The industry could simply develop a flyer or brochure and distribute it in several ways: 1) signs and brochure racks, 2) placement in motel rooms,

3) placement in retail shopping bags or printed on shopping bags, 4) printed on restaurant placemats, and 5) through front-line employees who could have

a standard statement like "We love Montana; help us keep it that way". The Montana Super Host program would also be an excellent vehicle for such a campaign.

#### **Major Theme 4: Will Return to Montana. would like to return**

- Nonresident visitors who were in Montana for business or emergency travel indicated they would like to return, preferably for vacation.
- Nonresident visitors who were passing through Montana stated their desires to return to Montana for a visit.
- Example comment: "Montana is a great state to visit. Most of my trips to Montana are for business purposes, but I would like to come back sometime for recreation purposes."
- Example comment: "Due to illness of aunt (92 years old) and uncle, was last chance to see them before dying. Next time will be for a vacation."
- Example comment: "We really enjoy driving through Montana. We've decided to come back next year for vacation."

#### **Four Minor Themes - Winter Nonresident Visitor Comments**

##### **Minor Theme 1: Activities**

Activities participated by nonresident visitors during the winter mainly consisted of skiing and snowmobiling. Most comments regarding skiing indicated that the visitors had a positive experience because of the open spaces and lack of crowds.

- Example Comment: "We love the spring skiing at Red Lodge. It's never too crowded and the weather is wonderful. Shopping is good, only with the Canadian dollar being low, you really have to watch prices. Scenery around Billings is pretty. Always have a fun time here in Montana. Your rest sites are always

clean - keep it up."

Comments regarding snowmobiling were mixed. Many visitors had a great time snowmobiling in Montana, but many of them requested better grooming of trails, especially around West Yellowstone. Comments from snowmobilers also indicated their desire to be more environmentally conscious for future generations. Comments included such topics as using synthetic oils that burn

cleaner, attending community-sponsored educational/informational meetings pertaining to snowmobiling etiquette and safety, and nurturing an ongoing dialogue between snowmobilers and Park officials regarding the activity's impact on the environment.

### **Minor Theme 2: People**

The friendly people of Montana impressed nonresident visitors. Visitors left Montana with the desire to return in the future because of the friendliness of the residents.

- Example comment: "Of the 45 US states that I have visited (a number of states ten times), Montana ranks #1. Maybe because folks are friendly."
- Example comment: "Great place to visit! People are very hospitable and down to earth. Montana is definitely a state we will return to explore further."

### **Minor Theme 3: Highway/roads**

Visitors generally seemed pleased with the condition of the roads and highways throughout Montana. Montana received high marks from visitors regarding the maintenance of its highways and roads during the winter months.

- Example comment: "The state highways impressed me with their cleanliness and maintenance."

### **Minor Theme 4: Prices**

For the most part, visitors found prices of items in Montana reasonable. The one exception was the price of gas. Comparisons of Montana's gas prices were made to gas prices in other states.

- Example comment: "Montana loves its gas; it's high. South Dakota: \$.99. Montana, up to \$1.51 per gallon."

### **Comparison of the Winter 1997/1998 and Summer 1996 Nonresident Traveler Comments**

In the summer of 1996, ITRR conducted a Montana nonresident travel survey. Just like the winter survey, visitors were given a mail-back survey that included a section for general comments. Of the 5,800 respondents, over 41

percent (2,363) took advantage of the comment section. (See ITRR Research Report 56V41 ). Table 6 compares the themes, in order of number of mentions, from both the winter and summer nonresident travelers' comments.

In comparing the top five comment themes of both the winter and summer nonresident travelers (excluding miscellaneous comments), the following similarities are found:

- The general positive comments category for both seasons had the highest response rates.
- Both the winter and summer respondents made several comments about specific Montana sites.
- Respondents' comments about Montana's scenery rated the third highest in response rate for both the winter and summer seasons.
- Respondents traveling through Montana in both the winter and summer surveys indicated a strong desire to either return to Montana, or that they would like to return to Montana.

Table 6: Comparison of Comment Themes of Winter and Summer Nonresident Travelers

<b>Winter Comments</b>	<b># of Respondents</b>	<b>%*</b>	<b>Summer Comments</b>	<b># of Respondents</b>	<b>%*</b>
<b>N=274</b>			<b>N=2363</b>		
General Positive	125	46%	General Positive	790	33%
Previously Visited MT	70	26%	Comments - Specific Sites	750	32%
Scenery	65	24%	Scenery	650	28%
Comments - Specific Sites	65	24%	Like to Return	640	27%
Will Return/Like to Return	55	20%	Repeat Visitor	530	22%
Activities	34	12%	People	445	19%
People	30	11%	Information	230	10%
Highway/Roads	25	9%	Highway/Roads	215	9%
Passing Through	24	9%	Like to Move to Montana	145	6%
Prices	21	8%	Misc. Specific Suggestions	140	6%
Business Travelers	14	5%	Prices	120	5%



Speed Limit	12	4%	Montana is Undeveloped	110	5%
Like to Move to Montana	10	4%	Rest Areas	110	5%
Miscellaneous	120	44%	Speed Limit	90	4%
			Cleanliness	70	3%
			Shopping	45	2%
			Sales Tax	30	1%
			Public Access	6	>1%
			Miscellaneous	116	5%

\*Percents total more than 100% because each comment could be included in more than one category.

## Winter Nonresident Traveler Comments

Western Montana is beautiful. Traveling from Glendive to Billings is very long and boring. This time of year (Nov/Dec) a lot of rest areas or availability of services are limited (no fault of the State of Montana, just the way it is). (3;r;OR;1,14,10)

I love it here. I have made this trip five times since April 30<sup>th</sup>. I wish I could live in the Bozeman area as it reminds me of the reason I moved to Fort Collins, Colorado years ago. Now it is just a fast city – Bozeman is not. Also, I love the snow!! We have such mild winters the snow doesn't stay. (2;r;CO;5,6,4,10)

You have a beautiful state with much to see and visit. We plan to make it a vacation area in Spring of '98. The people seem to be very friendly. (3;f;WA;1,3,2)

Roads were snow and ice-packed across state; we never saw a plow or sand truck (going east) for the duration of our time in Montana (10 pm-10am). Was this a ploy to make sure we stopped overnight on our next trip? (3;r;IA;7,14)

This survey not too complete, as I was only passing through to Wyoming and return to attend a funeral. We travel in a motor home and have camped at various campgrounds on many occasions. Great state to travel in. Only thing, gas prices too high. We are good friends with the state of Montana. (3;r;WA;14,5,9)

I plan to visit for business purposes three to four times a year; two times a year with the family. (6;r;WA;13,3,6)

Montana is a great state to visit. Most of my trips to Montana are for business purposes, but I would like to come back sometime for recreation purposes. (6;r;MN;5,13,3)

Montana's one of my favorite states. I would have stayed longer on this visit but was in a hurry. (2;r;AK;5,14,6)

We enjoy mountains every trip. I hunt and fish most every year. Yes, we are going back. (2;r;WI;1,14,3,6)

This was an emergency trip into Montana. Because of the sights we seen, we plan to make future visits to Montana. (2;f;UT;14,3)

Due to illness of aunt 92 years old and uncle, was last chance to see them before dying. Next time will be for a vacation. (2;r;AZ;14,3)

We have owned a second home in Big Fork for four-and-a-half years, so we visit frequently (about every three weeks a year). (1;r;CA;14,6)

Montana was great. Very friendly people. Too bad for small snow amounts, but skiing was still pretty good. (1;f;TX;5,2,14,12)

We found the people very nice, but was hard to get information on snowmobile trails. (1;r;WA;2,14,12)

Western Montana is very pretty. I may try to return soon to see more. I was at Yellowstone when I was young, but recall very little of that trip. (3;r;CO;1,3,6)

I love Montana. (6;r;MN;5)

I go to Montana once or twice a year to visit my daughter, her husband and my granddaughter. The usual route has been to enter Montana on I-90, but this time I tried a northerly route to avoid the traffic on I-80 south of Chicago, Ill. (2;r;MI;6)

We appreciate much-improved highways, courteous service from resident businesses and scenic beauty of the Rocky Mountains. Generally, we plan two trips a year through Montana to visit relatives in Washington. One of these trips (summer) includes overnight stops in such places as Townsend, Plains, Cascade, Eureka, or Havre. We enjoy taking scenic highways, off the beaten path. You've also done a splendid job of "winter-weather modification". Thanks for talking to your weatherman. (3;r;ND;7,2,1,6,14)

Gas was surprisingly expensive and low octane. Appreciated open speed limits. Would like to spend more time in Montana sometime – mountains especially and Yellowstone area. This trip we were just passing through to visit family in Washington for the holidays. (3;r;WI;9,8,3,10,14,11)

I was born and raised in Montana. I currently live in Washington and travel back to Montana/Wyoming to visit relatives (Montana)/family (Powell, Wyoming). We use the Billings airport to fly in and out. We also shop in Billings when coming and leaving. So most of our time is spent in Powell. (2;r;WA;14,10,6,12)

I look forward to visiting this beautiful state again! (3;r;CA;3)

We've enjoyed the sites in Montana in the past and hope to visit again. We love the mountain scenery. (3;r;ND;3,6,1)

We are motor homers and travel through Montana frequently. Would like to see more camps open year-round with limited services – even only electricity. We like the idea of 65 mph for trucks on the interstate. Keep up the good work. (3;r;ND;6,14,8,5)

We always enjoy Montana. We travel from Alaska, picked up two of our kids from college and took a road trip across Montana to visit family in South Dakota, Nebraska and Kansas. Happy New Year!  
(3;r;AK;6,14,11)

The highway to Miles City was in good condition. The road to and from Broadus was narrow about 2/3 of the way. (2;r;ND;7,14,10)

Beautiful road scenery. Wish we could have stayed, especially in western Montana. Friendly people. Couple of icy road scares where we lost control, so we're driving pretty slowly...(3;r;NY;1,14,2,7)

We go to Fort Peck fishing when we can afford to. The out-of-state license is pretty costly. We do a lot of fishing in ND by Williston and would do more in Montana if possible. Thanks. (3;r;ND;10,9,14,12)

Beautiful state. It keeps us coming back! (1;r;SASK;1,3,6)

It is always great to visit Montana. If I had to live in the U.S., Montana would be the state to choose.  
(2;r;SASK;5)

I live 60 miles north of Plentywood. I go down once a month to get a hair cut and buy a few groceries, but the exchange on the money makes it pretty tough to shop. (4;r;SASK;10,9,14)

It was a cold day that we traveled through Shelby 40 degrees below wind chill, but we will probably be back through in August or September. It was nice when we left Great Falls at 8 a.m. but it sure changed just south of Shelby. (3;r;ALB;10,3,14)

This is the 12<sup>th</sup> time we have passed through Montana on our way south to Arizona or Texas. We usually stop overnight at Helena or Great Falls, but it did not work out that way this time. We enjoy traveling through your state. (3;r;ALB;6,10,5,11)

We visit Montana often usually around Lake Blaine and Kalispell. We've golfed in Spokane and have toured much of Montana over the years. We usually stay in Great Falls or Dillon on our way back from California. (3;r;ALB;6,10,11)

We were impressed with the road (I-15), the availability of services, and the friendliness of the people.  
(3;r;SASK;7,5,2)

Because our trip was business, I was unable to visit area's that I wanted to see. We were on a very tight schedule. (6;?;UT;13,14,11)

Always like Montana, and enjoy visiting. (6;r;CO;6,5)

I like to R & P speed laws and think the state does a good job of taking care of the roads in the winter even for as many miles as they have to cover. (5;r;WA;8,7)

This was strictly a business trip. We picked up a horse in Billings and went right back to Coeur d'Alene.  
(6;r;ID;13,10)

If snow conditions had been better, I probably would have gone cross-country skiing this trip. During summer visits, I stay at my cabin on Little Bitterroot Lake and hike in Glacier. I do use the toll-free state information number to get maps and brochures ahead of time. I am crossing my fingers I'll win the drawing because Montana is my favorite place to visit. (2;r;CA;14,6,5)

Love your state. (6;r;ID;5)

Nice survey. Hope it works out. Good luck. (6;r;WY;14)

Our first trip to snowmobile was with friends. We had heard from other friends about the groomed trails over the years. In our group, there has been four to seventeen people. Our friends we started with, have to go at a different time now. They've always had six or more each year. We also brought our grandkids the summer of '97 to see the park and animals. Snowmobilers aren't hurting the park. The summer people I feel different about, they move right in on the animals. They would do better to enforce the rules in the summer and fine the people for straying too far. (1;r;NV;6,5,12)

A great place to snowmobile. But within 15 miles outside of West Yellowstone, the trails need to improve or people will not come back. We travel around many places and this has to be the worst. They need to run groom in the daytime and run then every day. People pay a good price to come to Montana (West Yellowstone), but it needs to improve. (1;r;ND;5,10,14,12)

Enjoyed our three-day stay in Montana and our three-day stay in Wyoming. Spent lots of money in our party of eight. Please don't shut the park to snowmobiling. Thanks. (1;r;SD;5,10,12)

Great trails; food; snowmobile service and accommodations. All eleven of us had a wonderful time. (1;r;MN;5,12)

Great time was had by all. (1;r;MN;5)

I do plan to vacation in Montana again, but I'm not sure if it will be within two years. (1;r;MN;3)

Great trip! Hope to do it again! (1;r;PA;5,3)

Montana is the "G" spot of snowmobiling. It is the ultimate vacation place. I don't think locals realize how beautiful West Yellowstone is. We will definitely be back next year. (1;r;MN;5,10,3,12)

I think Montana should honor Washington state concealed carry permit. (1;r;WA;14)

It is so wonderful to see the national park in the winter. The beauty is awesome with the snow on mountains and trees. Educational to observe the wildlife habitat in sometimes a real diverse condition. The snowmobiling that we enjoy so much does not seem to be causing any stress to any animal, whether bison, elk, coyote, or now wolf we saw this year, that might occasionally be on the groomed trail. We stop and let them pass us at their will, which we have observed to be the best. The snowmobiles are also using synthetic oils that burn cleaner so therefore they are kinder to our environment. The snowmobile season is shorter and can not compare to the emission of exhaust put out by the thousands of cars in the park in the summertime. This is a Federal park that we should be able to enjoy. Also, it is a recreation that supports a lot of businesses and jobs in West Yellowstone and surrounding cities. We have been coming to West Yellowstone since 1976. Some years there has been up to nine people in our group. (1;r;CA;5,1,10,6,12)

Your gas is terribly expensive. You need more rest areas. You have a beautiful state and a great speed limit. (3;r;SD;9,14,1,8)

I loved the time in West Yellowstone. (6;r;UT;10)

Love the skiing at Big Sky and the state. (1;r;CO;10,5,12)

Get control of the snowmobile's noise and pollution! Better transportation is needed between Big Sky and Bozeman. Great state. (1;r;MN;5,14)

Snowmobile trails are great until 2 p.m. near West Yellowstone, then, they are killers! (1;f;MI;5,12)

Beautiful country. Had a great time. (1;f;PA;1)

Montana love's its gas; it's high. South Dakota: \$.99. Montana, up to \$1.51 per gallon. (3;r;SD;9)

We would like to travel extensively in Montana when I retire (5/98) this summer. Of all places that I have traveled, fuel prices are the highest in Montana. On this trip, I paid an average of \$1.36 for the same octane gas that I pay \$.99 for her at home – Minnesota. Why? (2;r;MN;3,9)

We were in Montana to visit friends who had moved there. We had visited once before and enjoyed it so much we made a return trip. Our friend's husband works at Yellowtail Dam and live in Fort Smith. (2;r;CA;6,5,10)

We were very impressed with Billings and how very nice everyone is. We would like to visit again for vacation. See you soon. Great city. (6;r;CO;10,2,3,5)

My family travels to Yellowstone every year. What a wonderful place! (6;r;CO;6,1)

Just passing through on this trip. (3;r;ID;11)

I love Montana. Born and raised there. (2;r;WY;5,14)

Have always loved Montana, particularly the mountains. Will visit again with friends and spend more free time. Keep it clean. (6;r;TX;5,6,1,3,14)

We love Montana. It is a fun, interesting place to visit. We usually visit Montana on the average of six times a year. We have spent our last few vacations in Montana and have done many interesting things and have seen much beautiful scenery. Don't change anything. The people are courteous and friendly. The scenery is gorgeous being able to travel at a reasonable speed in such wide-open spaces. (6;r;ID;5,6,1,2,8)

On the last day of our trip, we left very early. We ate at several restaurants, bought groceries and other necessities prior to our last day...February 3. We love Montana. (6;r;MN;5,14)

Beautiful state! We love traveling through Montana. (3;r;;WA;1,5)

We love Montana. (2;r;WA;5)

We transport RV out west to Bozeman, Montana, and three places in Washington. So we go through Montana at least two times a week. Some day we would like to move to Montana. (3;r;OK;10,6,4)

We love Montana. We just retired and are moving to Lincoln in a few weeks. (6;r;WA;5,4)

We have enjoyed Montana traveling across it many times. We always see something different. (3;r;MN;6,5)

Missoula is a pretty good town to visit. Should put more interesting things to see and do in your hotel guidebooks. (1;r;ID;10,14)

We take summer trips into various parts of western and central Montana. (2;r;WA;6)

While this was just an overnight trip, we usually will visit the state at least for a week or longer every couple of years. (1;r;ID;6)

I came for a tightly scheduled series of job interviews and my expenses were paid for by U.M. (8;r;NC;13)

Friendly people! (1;r;WI;2)

My husband and I went to Missoula, Montana, mostly to visit our daughter and son-in-law. Our daughter and her husband sure made certain that we had a good time. My husband went hiking and bird watching. My daughter and I went shopping and swimming at the Y. We all took in the craft and art fair., a jazz concert and many restaurants in the area. We find Montana a beautiful state and people very friendly. (2;r;IL;10,14,1,2,12)

Very nice airport. (6;r;CA;10)

We came to Montana to judge a gymnastic competition. All expenses and arrangements were done by the gym. I would love to come to Montana for a vacation. (6;f;UT;12,3)

The state highways impressed me with their cleanliness and maintenance. The people I met were very warm and friendly. A pleasurable visit. (2;f;CA;7,14,2,5)

Montana desperately needs some zoning laws. Getting uglier by the year. (2;r;CA;14)

We came to Montana several times a year because we love the scenery and the pace of life (much slower than California's). Frequently we ski in the winter, golf in the summer – and have tried river rafting and tubing. Montana has great outdoor activities and beautiful scenery, as well as friendly people. (1;r;CA;6,1,14,12)

Enjoyed my stay. Wish it would have been longer and with a little more snow. (1;r;ND;5,14)

Montana is a big beautiful state, so the unlimited daytime speed limit allows you to drive at the speed you are most comfortable at. We noticed that at least 90-95% were at 65 to 75 mph. On the negative side, you should have hired the road contractors that did the Idaho roads, they are much, much smoother than Montana's. The trip was principally to go golfing down at St. George, Utah, but in the fall we try to take a similar golf trip to Whitefish/Kalispell area. Thanks for the good times. (3;r;ALB;1,8,14,6,5,11)

Beautiful state. Love the mountains, particularly along the Missouri River. (3;r;ALB;1,5)

I would like to thank the police officer who pulled me over for speeding and only gave me a warning. (3;r;B.C.;14)

Hot Diggity Dawg. (2;r;ID;5)

We have traveled in other areas. We enjoy Montana. (2;r;NE;5)

M-O-N-T-A-N-A, Montana, I love you. (3;r;ID;5)

Great state. (6;r;ID;5)

We had a great time and plan to make this an annual vacation as long as Yellowstone remains open to snowmobiles. (1;r;WA;5,3,10,12)

Of the 45 US states that I have visited (a number of states ten times), Montana ranks #1. Maybe because folks are friendly. (1;r;ALB;5,2)

This is a good questionnaire, but it was kind of hard for me to answer being that I live right on the Couatts/Sweetgrass border. I enter Sweetgrass, Montana, everyday. However, on weekends I usually always go somewhere in the states to visit my friends. So, for the tourists entering Montana this questionnaire is perfect. Thanks. (6;r;ALB;14,10)

We live twenty miles from the border and maintain a mailbox across the border. Used to summer for two months each year in Kalispell in a 5<sup>th</sup> wheel. Family now grown and gone. U.S. dollar too high to spend much time in U.S. Went skiing in Whitefish often. (3;r;ALB;6,9,10,14)

I like to see more rest areas on the freeway 90 and Highway 93. (6;r;ID;14)

I've been traveling for over a week now through Washington, Oregon, California, Idaho and Montana. You still have the highest price gasoline in all the stations I filled up in! (But I still love Montana!). (1;r;WA;9,5)

Paul, the person who approached me, was very courteous. (1;r;WA;14)

Roads are always well maintained and cleaned of snow. Also enjoy the prudent speed limit. We love western Montana. (3;r;ID;7,8,5)

Montana was just passed through this time. Beautiful state. (3;r;OH;14,1,11)

I come for business two times per year, visiting Bozeman and Missoula. It is frustrating that there are no flights between the two cities. One has to fly outside of the state to get from one to another. (6;r;WA;13,6,10,11)

The visit to Montana this time was enroute to a holiday destination in Arizona. Over the years, however, we have visited Montana several times just for a short holiday. Most recent stay in Montana was two years ago when we made a trip to Yellowstone and stayed in a RV park in Gardiner. (3;r;ALB;14,6,10,11)

Paul, the nice man who gave us this survey was very pleasant to talk to and he also mentioned that winning the drawing would be a nice honeymoon for us. Our drive across Montana was lovely and we were thrilled to meet so many friendly people. (3;r;WA;14,5,2)

Because we live in Calgary, Alberta, Montana has always been one of our most important vacation destinations, winter or summer. However, this time we're primarily just passing through. A lot of the questions in this survey cannot easily be answered by us this time. We love your state. Hope to see you again soon. (3;r;ALB;5,14,3,11)

I have family in Montana: Eureka and Polson areas. We visit down here often. (2;r;B.C.;10,6)

Montana is a nice place to visit. We enjoy coming here. Skiing is great. The people that are working in the restaurants etc on the hill need a little adjusting on attitudes. We have seen the service decrease in the past couple of years. (1;r;ONT;5,6,12,2,14)

Had a real good time. Thanks. (1;r;ALB;5)

This was only a business trip, delivering a new travel trailer from the manufacturer to a dealer in Kalispell.  
(6;r;UT;13,10)

Highway #16 and 59 are in terrible shape for pulling an RV: narrow bridges, no shoulders on roads and potholes. This is a disgrace and someone will get killed. Some friends of ours will not travel Montana (go through North Dakota) because of this. (3;r;SASK;14,7)

We winter in Mesa, AZ and were traveling through to Radville, Sask., which is our summer home. We also farm 50 miles north of the Montana border and travel to Plentywood to purchase machinery and parts, groceries, etc., in the summer months. (3:r;SASK;14,10,11)

Good roads (excellent in comparison). Speed laws good. Service excellent and most friendly and cordial.  
(3;r;SASK;7,8,2,5)

We love the Spring Skiing at Red Lodge. It's never too crowded and the weather is wonderful. Shopping is good, only with the Canadian dollar being low, you really have to watch prices. Scenery around Billings is pretty. Always have a fun time here in Montana. Your rest sites are always clean – keep it up. (1;r;MAN;12,5,9,1,10,6)

Montana is a beautiful state to visit. (6;r;ND;1)

This trip was for business – but I do come to Montana to visit friends and family. Boating, camping, and snowmobiling are activities I have done in Montana in the past. Hope to do some boating in central Montana in the future. I do shopping when in Montana (for business) in the evenings. Items that I need at home – gives me something to do while on the road and frees my time when I am home.(6; r; WA;13,6,14,3)

We love the state of Montana for its beautiful mountains, lakes, and rivers. The scenic sites are breathtaking. The roads and highways are a joy to travel on. The restaurants, the shops, and hotels are very pleasant. We enjoy Montana immensely. Thank you. (1; r; SASK;5,1,7)

Unfortunately my comments don't reflect well on my travel through Montana. I spent more time and stayed longer four days previous when I was traveling from Utah to Idaho. This was my return trip and I was pressed for time. Growing up in the neighboring state of Wyoming, I have always felt a kinship with Montana. It is my hope to explore the beauty of the state now that I am living back in the West again. Keep her wide open and free. (3; r; UT;6,14,5,1)

Good luck and please oppose the government's plan to have all Canadians register at the US border when visiting. Not in either country's best interests. (1; r; BC;10,14)

I have visited Montana on many occasions. It is a very pleasant state to visit. The people are extremely pleasant and helpful. The scenery and recreational places and facilities are excellent. (1; r; BC;6,5,2,1)

More info on the World Wide Web would be great. (1; r; BC;14)

I am please with the current regulations for entry to the US from Canada. I hope this remains the same! Thanks. (1; r; ALB; 10,5)

Yellowstone National Park and Lewis and Clark Caverns was one of our most memorable holidays ever!  
(1; r; ALB;10)

In winter we just pass through Montana on our way south. On our way back we shop in Great Falls and Havre and go to Medicine Hat (home) through Wild Horse. We go to Havre several times a year to Legion



events. We go to Yellowstone every other summer. We like Kalispell and Glacier Park. We go there every summer. We like to travel and we would like to buy a place in Montana. If it weren't for the exchange rate. We would spend more time in Montana if that would change. (3; r; ALB;14,6,10,4,9,11)

Great state! Friendly people and beautiful sights to see. I'll be back. (6; r; AZ;5,2,1,3)

When not traveling on business in Montana, I visit mainly for historic sites and museums associated with America's frontier – most notably around Little Big Horn. (6; r; UT;13,10)

Born and raised in Montana and plan to return someday. Still consider ourselves from Montana and that is really our home state. (8; r; ID;14,3)

I hope you can preserve enough of your natural resources to maintain the pristine wildness and beauty of your state. I am concerned about excessive and poorly executed logging and mining. After seeing the Missoula area, I intend to return. (6; r; WA;1,14,10,3)

We have always enjoyed the beauty of Montana as we have crossed your state 10 times now traveling to work in the state of Washington. We have stayed in motels across the state on these trips and always found your residents very hospitable. (3; r; CO;1,6,2)

Please finish the work on #3 out of Billings. It's been years! (8; r; ALB;10,7,14)

We enjoy any time we spend in Montana and try to visit at least once a year. It is our favorite state and we have traveled all of Montana. (3; r; SASK;5,6)

Montana is a lovely state. (3; r; ALB;5)

Q 23: I was born in Washington state and have been living in Alberta for 30 years as a landed immigrant. (8; r; ALB;14)

Really enjoy Montana! (6; r; ALB;5)

This questionnaire and map helped us learn about future options available in Montana. (3; r; ALB;14)

We love Montana and often come to shop but just passed through this time. No sales tax is a big plus. Keep it up! (3; r; ALB;5,6,14,11)

I was only across for 2 hours for my work, but we do cross the line frequently. (6; r; ALB;6)

I have visited various places in Montana in the past and my family and I have made lots of day trips also. It is a beautiful state and I'm lucky to live so close to the border in order to enjoy it more! (6; r; ALB;5,6)

I grew up on a ranch in Utah and visited Montana during teen years to fish rainbows and German browns. I visited during college years on track and football teams. As an Air Force fighter pilot, I flew into Great Falls a few times. Recent years I have traveled through your beautiful state to and from Alaska, spending only a day or two each trip. Alaska is now my home state but I could happily adopt Montana. Merry Christmas and Happy New Year! (3; r; AK;6,10,4)

We travel through Montana on our way to visit family on West coast, Utah, and Arizona. Last Christmas we flew over Montana air space. We use Montana because of cheaper gas, divided roads, no speed limit, and good service at gas stations. Great eating places. (8; r; ALB;6,9,7,8,2,5)

We have particularly enjoyed the Whitefish area in past. This trip was enroute to California.(3; r; ALB;10,6,11)

I have a PO box in Sunburst, MT, so I go to MT a lot. (2; r; ALB;6)

Expect to be back next summer on a cross country trip. Were in Yellowstone in September (long weekend) the year of the fire! Constructive criticism: QX92 gives a great weather report – however, where is it?? I would suggest station ID include the name of the place where the station originates. Radio waves travel pretty far in Big Sky country and that means the weather could be different in different areas. No highway signs indicating gasoline at Cascade – but there is! (3; r; BC;6,14,9)

We have made many trips in Montana – the ones indicated in the last year. On the particular day of survey we only went over for a coffee with friends at local café. (2; r; ALB;6)

No speed limits is a concept which has some advantages. It was a first for us. (3; r; BC;8)

Great place to visit! People are very hospitable and down to earth. Montana is definitely a state we will return to explore further. (6; r; SASK;5,2,3)

Enjoyed the trip. Skiing and snowmobiling was great! First time to Yellowstone National Park. Loved it! (1; ?; ND;5,10,12)

I love Montana! (2; r; ID;5)

Terry Road (H253) has several sections of dirt road. My travels to Brockway would be much safer and more risk-free if the entire highway were paved. (8; r; NM;7)

High-priced gasoline. Beautiful scenery (especially snow-covered trees). Interesting snow removal techniques! (3; r; ND;9,1,14)

I live in Wyoming. For six years I worked in Yellowstone National Park. (3; r; WY;14)

Glad to help. (4; r; WY;14)

Noticed that there are too few rest areas along I-90 between Billings and Idaho. (3; r; ONT;14)

Great to drive in your state. Made good time. (3; r; ALB;5)

We spent time in Montana with our family on many trips when they were younger. We love the state as it is just beautiful driving and also lots to do. We've skied at Big Sky, Whitefish, and Bridger Bowl. Snow conditions weren't always the best. The accommodations were always very good as we'd get a condo for our group. We also found the people in Montana very friendly. We've also been all through the Yellowstone Park. (3; r; MAN;6,5,1,2,10)

I feel the lotto (gambling) and instant win tickets at the gas station are not a problem. The tacky casinos that are designed to suck the bored and weak patrons of their \$ and encourage addictions of alcohol, nicotine, and poor family values are a disgrace. It's so obvious, but most turn their heads. (2; r; WY;14)

The purpose of our trip was to spend Christmas in Spokane after visiting relations in Billings. Plan to return after first of year through the Black Hills and Sioux Falls. (2; r; MN;3)

This is my fourth trip to Montana in 1997. I enjoyed 3 hunting trips besides the holiday season in MT. Can't wait to see the Lewis and Clark interpretation center sometime in 1998. (2; r; MN;6,3,10)

We had a wonderful time and plan to return. (2; r; IN;5,3)

I am sorry I have little to say of my planning. It was kind of sudden and I didn't have a lot of time to stay. (8; r; MI;14)

We enjoy Montana for the scenery and usually arrange to travel through at least part of it whenever possible on our trips to other parts of the US. Usually we spend at least one night in Great Falls, Helena, Butte, or Billings. (3; r; ALB;1,6,10)

Love Montana. (3; r; SASK;5)

Motel and food prices are too costly in the state of Montana. (3; r; ALB;14,9)

Please pick me for the vacation! Thanks. Hope this helps! I love Montana. (2; r; TX;5)

We have traveled the US a lot. However, because we are farmers and have gone to Conrad, Great Falls, etc., for machinery repairs lots of times over the past 40 years, now they tell us at Couatts they will now fine us for using colored fuel. Colored fuel is legal in Canada for farmers and one does not leave home with an empty gas tank. We feel this is very restrictive for us. We are only 30 miles from Shelby and have made weekly trips for a night out. We do a lot of shopping in Great Falls. But with the tough restriction on colored gas now, plus the high exchange rate, our trips are done. Your loss. (3; r; ALB;6,14,10,9)

Montana is a very beautiful city. We miss the evergreen trees where we live, so to come here and see them is very exciting. (3; r; UT;1)

The gentleman requesting the survey was very polite. We enjoy the scenery from Great Falls and south. We also like traveling I-15. (3; r; SASK;14,1,10,7)

I would in the future go to Montana for a pleasure trip, but not 'til after April '98. (3; r; ID;3)

Short visit, while passing through, was a pleasure. (3; r; SASK;5,11)

I love Montana and its friendly people. (2; r; WA;5,2)

My husband and I first drove into Montana in 1988. The minute we crossed the state line, I could see why it" called "Big Sky" – it was a beautiful day! Two years ago we traveled on the Amtrak and had to get off in Whitefish and rented a car to drive south to Stevensville – beautiful drive through the Bitterroot Valley! Want to come back someday – unless my sister moves back to Ohio! (2; r; OH;6,5,10,3)

I've lived in Montana for most of my life. I moved to Connecticut seven months ago. The things I miss the most are the mountains, lakes, air. I love Glacier! Could I please receive some information on your pre-med program? (2; r; CT;1, 10,5)

Very nice people. (1; r; TX;2)

I am not doing justice to this form as we were just here to make air connections. You have a beautiful state and we visit often. (3; r; BC;1,6)

We love Montana! Hope it stays uncrowded and as friendly as it is now. (1; r; GA;5,1,2)

I was in Montana Dec. 5<sup>th</sup> through Jan. 10<sup>th</sup> to visit a son and family in Kalispell and a daughter and son-in-law in Choteau. We are in Texas because of job. Champion sold their mill in Libby where we lived for 30 years. Plan to move back to Montana when we retire – about 4 years. My husband joined us Dec. 17 through Dec. 26. (2; r; TX;10,3)

My name is \_\_\_\_\_. I travel Montana for business. I have come to Montana for vacation before. Montana is a very nice state with a lot of very friendly and helpful people. Montana is an enjoyable state to visit and to work through. (6; r; WA;13,6,5,2)

I love this state!! (2; r; MI;5)

I thought Montana had some nice snowmobile trails. I also noticed that the price of gas was fairly high.(1; r; MN;5,9,12)

We stayed in Island Park and rode from there to Valley View to Lionshead Trail to West Yellowstone from there to two tops and back to Island Park this trip. (1; r; UT;20)

We really enjoy coming out to West to roam the mountains and wilderness on snowmobiles. It is so peaceful. Seeing the wildlife is a bonus. Maybe it is because there is so little snow in the rest of the country this year, but I've never seen it so crowded in West Yellowstone in January. The trails were so rough. Next year we may stay down in Island Park. (1; r; MN;1,14,12)

Montana is the best state there is and when I graduate from college, I am moving here. (1; r; CA;5,4)

We love Montana. Every year we travel to different parts of the state. Cody is great. All the state is beautiful and we enjoy Montana as our neighbor. Summertime we spend a lot of time fishing on the lakes. (1; r; ID;5,6,1)

Montana is definitely a wonderful place to visit! Snow-capped mountains draw the stress and problems from my mind and in return, it fills me with peace and tranquility! I'll never forget my trip here and I'll be back! (No sales tax is a +++ to be here!) (8; r; CA;5,1,3,14)

My stay was wonderful and will be returning... to ski, Yellowstone. (1; f; CA;5,3)

I travel into MT at least 2 or 3 times a month on business and at least once a year for pleasure.(6; r; SD;13,6)

We have always loved W. Montana and plan to continue to do so in the future. (3; r; ID;5,3)

I plan to see more of Montana in the next year or so. (7; f; WY;3)

We love downhill skiing and prefer Big Sky to any resort we have been to. We try to make it every 2-3 years with family or friends and always enjoy it. The mountains, open spaces, and not fighting crowds or traffic is a big draw for us. (1; r; ND;10,6,1,12)

Always a pleasure to return to Montana. (6; r; OR;6,5)

Montana is a beautiful state. Me and my wife someday would like to see and experience all that Montana has to offer. Thank you. (3; r; MN;1,3)

Passing through only to be picked up at airport and then go into Sheridan, WY, 82801 to visit family members. Returning to Cleveland, Ohio, and then home. (3; f; OH;11)

Many of our previous trips have been to state and National parks. We camp and hike and especially enjoy the wildlife. (2; r; MI;6)

Beautiful country. (3; r; MAN;1)

In Spokane I filled my gas tank for \$1.10. In Sheridan, WY, I filled my gas tank for \$1.10. All through Montana, gas was minimum \$1.24 to maximum \$1.40!! MT is beautiful. I'll be back with company.(3; r; WA;9,1,3)

Highway roads and road maintenance was very good. People were very helpful. (3; r; ALB;7,2)

Montana is a beautiful state, and everybody is helpful and friendly. (2; r; BC;1,2)

The gas prices in the state were quite expensive. Signs from Missoula to end of state need to tell more often when the next exits with services are available! (3; r; MI;1,3,10)

Beautiful state. Keep up the good work. Friendly, helpful people. Good roads. (2; r; SD;1,5,2,7)

I am a graduate of Montana State University. Graduated 1964 before it became the University of Montana. In 1964, MSU was in Missoula and now, of course, Bozeman. Sincerely, \_\_\_\_\_. (6; r; ID;10)

Great place. Do not put in a daytime speed limit. Thanks. P.S. I don't drive fast but it's nice not to have to keep an eye out for radar. Thanks. (6; r; WA;5,8)

We vacation every year in Glacier Park and enjoy it very much. (6; r; WA;6,10)

We think your state is great! We have several family members in Oregon who travel through to us – of course all on I-90. They will be coming again all summer. So, we picked up a lot of pamphlets at truck stops, etc., and have sent them Oregon way. By the way, we travel back and forth a lot – 7 times since Oct. 97. (8;r;WY;5,6)

We really enjoyed driving through Montana. We've decided to come back next year for vacation.(3; f; IL;5,3)

You need to keep your rest areas open year round. It is dangerous and uncomfortable and annoying.(8; r; OR;14,)

Beautiful state – want to come back to see more than I-90 and I-94. Glacier National Park is our next planned trip in 1998. (3; r; MN;5,3)

This trip is primarily to visit family. However we visit Glacier Park twice a year taking advantage of the museum, theater, hiking, boat trips, skiing, snowmobiling, etc. (2; r; OR;6,10,12)

Both people on this trip were born and raised in Montana (35 years). Purpose of trip to visit son attending U of M. (2; r; WA;6,14)

We want Montana to stay wild, open, and natural. Our real estate intentions are not for business. Just private acreage to build a new life on. (8; r; FL;1,4)

I enjoy traveling in your state. Although my visits are primarily business, I do sometimes spend additional time to enjoy the sights. (6; r; AZ;5,13)

We enjoy the beauty of Yellowstone. Each year the area is different – meaning the types of wildlife, snow formations, vegetation, color of the sky (bright blue, overcast, snowing). We see more bald eagles now than we ever have. We have been coming to Yellowstone ever since 1974 and no two years have been alike! We snowmobile all the while we are here. We do not have high-powered machines, try to be responsible. After attending the meeting between the Park Rangers and West Yellowstone, we better understand the problems snowmobiling in the Park creates and pledge to help overcome the problems so that the next generations can also enjoy it as much as we have. (1; r; IA;1,10,6,12)

The Clarion Hotel in Billings, while inexpensive, was disappointing. Poorly maintained. Its pool (the reason I switched a reservation from the Sheraton to the Clarion) didn't open until 8 am – too late for a business traveler. The food at the Rex in Billings was superb. (6; f; NY;10,14,13)

This trip was not for pleasure. I was only in Billings for 3 days to attend my aunt's funeral. (8; r; MN;20)

Montana is a big, beautiful state. I would like to spend more time here. (6; r; WA;1,3)

We were primarily traveling interstates I-90 and I-94 – passing through. We had a pleasurable trip through Montana. (3; r; ND;5,11)

The speed limit at night should be raised to 70 miles per hour on the Interstates as it is in most states. To go from 80-85 during the day to 65 at night is very difficult, and 70 mph is not that fast. (3; r; WA;8)

We love driving in Montana. The mountains, the scenery, and the highways were excellent. We have always had hurried trips, but this summer intend to see more. Thank you. (3; r; MAN;5,1,7,14,3)

Great trip and beautiful country, but we found the roads to be narrow, many with no guardrails. Crosses are a good reminder to be careful. (2; r; ND;5,1,7)

Montana is a beautiful state, and we are planning to move here. (2; r; ND;1,4)

We love Montana. I was raised in Sidney and went to college in Missoula. It's wide open, clean, and beautiful. We really enjoy shopping in Billings. Our son is building a Burger King in Belgrade so we went to Bozeman (where he is staying) to see him. He's been there 3 weeks so far. We used to come 12 miles out of Red Lodge every year while my parents were alive. It was 2 weeks of heaven every year.(4; r; ND;5,1,10,6)

We planned to stay the night of the 13<sup>th</sup> in Billings (early evening until morning) but the state wrestling championships forced us to keep traveling to Forsyth – several hours longer than anticipated.(8; r; WA;10,12)

We enjoy getting out and visiting and shopping Sidney and Fairview. Also it is nice not having to pay sales tax on purchases. (4; r; ND;10,14,)

We love Montana! We have visited many times, but this visit was too short! My husband has hunted every fall for pheasants for the past three years and it is the highlight of the year! We traveled Highway 2 and were very saddened by the many deaths that have occurred on that highway (noting the crosses). The road and area are so good and open so it concerns me whether alcohol is a problem. I am a supporter of MADD. We will be back!! Thanks! (2; r; MN;5,14,6,10,7,3)

I have always enjoyed Montana. It is a beautiful state. I have traveled through on my way to West Yellowstone many times, and I still am in awe when I see the beautiful country and mountains.(2; r; SD;5,6,1)

As always, I had a great time in Montana! (6; r; ID;6,5)

None at this time. Cold but nice. (2; r; WA;14)

Had a great time! (1; r; WA;5)

We love Montana – beautiful state – very clean and friendly – and no traffic jams. We hope to retire there soon!! Keep up the great work! (2; r; CA;5,1,14,2,4)

We have enjoyed many trips to Montana prior to 1988, made two trips to Yellowstone with our children and grandchildren. (3; r; BC;6)

We were traveling through Montana on our way to Palm Desert, California, where we own a timeshare.(3; r; ALB;11)

This trip we were just passing through and returning from Phoenix (snowbird). Other times we have visited around in Montana. We think you have a wonderful state! Thank you. (3; r; ALB;6,5,11)

Expenses are small on this day because we left Big Timber, MT, at 6:00 am and left MT at approximately 10:00 am so our only expenses were gas and breakfast. (8; r; CA;14)

Great state – Website very useful. (1; f; NC;5,14)

I am very impressed with the Missouri River valley and mountains. I plan to return in spring or summer with our 5-wheel trailer and boat to explore the area. I am a commercial guide always seeking new places to take my clients. I plan to explore more of Montana especially for hiking and cross country skiing. Please send me more information about Montana. Send to address on attached business card.(3; r; ALB;5,10,3)

Beautiful state – my favorite. (3; r; ALB;1,5)

Good highways. Friendly people. (3; r; ALB;7,2)

Your highways are wonderful!! (3; r; ALB;7)

I love Montana!! Don't change anything!! (2; r; WI;5)

Montana is a very scenic state. I plan to take a vacation here within the next 2 years. I enjoy vacationing at ranches. (3; f; MN;1,3)

Very enjoyable trip, snowmobiling was excellent (well-groomed trails, especially with the amount of traffic), beautiful scenery. We felt that having to buy a \$15 pass per person was a little extreme. I realize that it is good for seven days but we only required one day. The wildlife we saw on the whole trip was great. (antelope, deer, elk, cougar, bison, moose) (1; r; ALB;5,1,14,12)

Montana is very beautiful. I visit a lot. The place I have visited the most has been Billings. Northern Montana is amazing. I want to comment on how professional your crew was. They were very friendly.(3; r; WY;1,6,10,14)

I'm living in Spokane, WA, doing work that will last one year. I visited Missoula to see the town and visit friends there. I'm registered in LA though. MT is the best thing within 500 miles of Spokane, as far as I'm concerned. (1; r; LA;5)

Montana is such a beautiful state and we would love to come and visit again. (3; r; WY;1,3)

Montana's population levels are low (good) and has the most beautiful mountains and the best snowmobiling possible. (1; r; WA;1,5,12)

I went there to see what Montana was like (if I wanted to go to school there) and I fell in love. (2; f; WA;5)

Montana is the most beautiful out of the 20 states visited or lived in. (2; r; WA;1,5)

We plan to see more of Montana. (2; r; WA;3)

The main reason our friend moved to Deer Lodge was the availability of country to ride horses. Our next visit to MT will be to participate in horseback riding, and to hold a clinic on riding for the Back Country Horseman's Assoc. (and possibly to sell trail horses). Just though you should know – add "horseback riding" to your list! (3; r; WA;10,3)

Toll-free highway information of great value – especially winter. I-90 well-maintained (compared to ID). (2; r; WA;7)

Beautiful state. Friendly people. Will enjoy living in Montana. Hunting and fly fishing paradise.(2; r; CO;1,2,4,5)

Good luck with your survey! Thanks. (1; r; MN;14)

Great time. Loved the skiing!! (1; f; MI;5,12)

I enjoyed my trip/skiing at Big Sky. I may return in 1999 during summer to visit Yellowstone.(1; f; MO;5,3,12)

I lived in BC, Canada, for years and have always enjoyed Montana. I once almost purchased a 40,000-acre ranch in Montana. It is a beautiful place. It is also too heavily taxed by the US government, but every place is. (3; r; WA;1,9)

Group of 13 gathered at Big Sky. One came from Reno, one was at Bozeman, 2 came from Boise, ID, and 9 came from North Dakota. We arrived 7 March 98 and departed on 11 March 98. We like the lack of speed limit. (1; r; ND;8,12)

I would have visited sooner, and would come more often, if airfare wasn't so expensive. (1; f; OH;9,3)

Hope this helps your survey. Thanks. (3;f;MO;14)

My husband and I both love Montana and its residents... wish we could live there!!! (6; r; WY;5,2,4)

We love coming to Montana because two of our kids went to school at Montana State University and one more will be going next year. Skiing, hunting, and hiking are all activities that we enjoy. We are always relaxed and comfortable during our stay in Montana. (2; r; ND;6,14,5,12)

We had great skiing at Red Lodge. (1; r; ND;5,10,12)

It was a nice drive through. Visit next time. (3; r; MN;5,14,3,11)

I love Montana! (2; r; AZ;5)



What a great place! I'll be back..... (3; r; AK;5,3)

I will bring my kids back to Montana to visit points of interest. (3; f; MN;3)

Montana is beautiful. Wrong day for expenditures! (2; r; LA;1,14)

Although my trip to Montana was under difficult circumstances, I was impressed by the beauty of your state and the clean, clear, cold, tasty water. Would love to be able to take my wife out there sometime. Thank you. (8; f; FL;1,14,3)

I hope this information has been of value to your study. Although my answer to question #10 was no, it indicates I have no current plans to return to Montana at this time. I hope to include Montana as a vacation/travel destination in the future. (1; r; MN;14,3)

I was amazed at the beauty of the rivers, falls, mountains, and wildlife. I was worried that I would not enjoy a winter snowmobiling vacation but it was incredible. I have been telling all my friends and family about this great vacation and have recommended that if possible everyone should do it. I would love to move out there and live year round; maybe someday I can. (2; f; MN;1,5,4,12)

West Yellowstone was a very nice place to visit, but quite busy on the weekend. Snowmobiling was much more enjoyable during the week. The trails were in better condition and there was much less traffic on them. (1; r; WI;10,,12,)

We winter in Arizona and pass through Montana going down and returning. (3;r;SASK;11)

This trip we are just passing through. Previously, we have spent great times at Whitefish.(3; r; SASK;11,6,10)

Countless things to do in Montana. We were sad that we were only passing through this time. (3;r;TN;5,11)

We wished that all the rest areas were open. We've lived in Minnesota since August and have made three trips into Montana since then. (Before that we lived in NY and had never visited Montana.) We enjoyed the diversity in land formation, soil composition, and climate and are especially fond of the Yellowstone area during the off-season. (3; r; MN;14,6,5,10)

Montana is a great state to visit. We were both born in the state and enjoy returning to visit. (7;r;ID;5,14,6)

I love Montana. (2; r; ID;5)

Services wide apart – i.e., gas, rest stops (that are open!). We enjoy all the US's northwest states so business trips are also enjoyable for a spouse to go on. (6; r; WA;14,5)

I was only traveling through Montana on U.S. 90. (3;r;WA;11)

I have worked into Dillon for railroad and have traveled all over western Montana. I am working in Spokane and traveling through Montana between Idaho and Washington every 2 or 3 weeks. I enjoy your state very much. Thank you. I have traveled I-90 east to south I-15. On this trip I decided to go Interstate 90 to Missoula, south on US 93. (3; r; ID;6,13,11)