

# **Regional Nonresident Spending in Montana**



Research Report 75

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**An analysis of 1998 regional nonresident  
spending in nine Montana counties  
and nine Montana communities.**

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## **Introduction**

This report is a compilation of information gathered through Nonresident Travel Studies conducted by the Institute for Tourism and Recreation Research at The University of Montana during the shoulder seasons (April-May and October-November) of 1993, summer (June-September) of 1996, and winter (December-March) of 1997-98. Traveler characteristics are reported for summer travelers, while expenditure information is reported annually and seasonally. For the sake of comparison, all visitor expenditures are in 1998 dollars (see ITRR Technical Completion Report 98-2 for explanation of inflated figures). This report contains information for Montana's 9 major counties and their largest cities (as described below) as well as the state as a whole.

Chapter 1 describes visitor characteristics and expenditure information for the entire state, while chapters 2 - 10 examine visitors to each of the following counties and communities:

- Cascade County and Great Falls
- Custer County and Miles City
- Flathead County and Kalispell
- Gallatin County and Bozeman
- Lewis and Clark County and Helena
- Missoula County and Missoula (city)
- Richland County and Sidney
- Silver Bow County and Butte
- Yellowstone County and Billings

Chapter 11 provides a summary comparison of economic information by county.

## Chapter 1: Statewide

Nonresident visitors spent more than \$1.5 billion in direct expenditures in Montana in 1998. Overall, retail sales (24%), gasoline/oil (22%), restaurant/bar (18%), and hotels/lodging/camping (17%) accounted for 81 percent of total expenditures in the state, or \$885 million. Shoulder season visitors spent a larger portion of total expenditures on gasoline than summer or winter visitors. Winter visitors spent a larger portion of total expenditures on restaurant/bar and less on groceries/snacks and retail sales than summer and shoulder season visitors. Summer visitor spending accounted for 65 percent of annual spending statewide (Table 1.1).

**TABLE 1.1: STATEWIDE EXPENDITURE DISTRIBUTION**

	Total Expenditures in State		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$984,000,000	100%	18%	6%	22%	17%	8%	25%	6%
<b>Winter</b>	\$240,000,000	100%	19%	4%	21%	23%	5%	19%	9%
<b>Shoulder</b>	\$301,000,000	100%	15%	1%	25%	19%	9%	25%	6%
<b>Annual Total</b>	<b>\$1,525,000,000</b>	<b>100%</b>	<b>17%</b>	<b>4%</b>	<b>22%</b>	<b>18%</b>	<b>8%</b>	<b>24%</b>	<b>6%</b>

A total of 3.8 million nonresident travel groups visited Montana in 1998. Of these, 2.2 million (59%) visited during the summer months of June through September, about 600 thousand (16%) visited during the winter months of December through March, and 950 thousand (25%) visited during the shoulder seasons of April, May, October, and November (Table 1.2)

**TABLE 1.2: SEASONAL DISTRIBUTION OF NONRESIDENT VISITORS TO MONTANA**

Season	Travel Groups	Percent of Annual
<b>Summer</b>	2.2 million	59%
<b>Winter</b>	600 thousand	16%
<b>Shoulder</b>	950 thousand	25%
<b>Annual Total</b>	3.8 million	100%



Summer visitors reported the longest length of stay and the largest group size of the three groups. While summer and winter visitors had nearly equal average daily expenditures, summer visitors had an average trip expenditure \$43 higher than winter visitors. Visitors to Montana spent \$1,732 for every resident of the state in 1998 (Table 1.3).

**TABLE 1.3: STATEWIDE LENGTH OF STAY AND AVERAGE EXPENDITURES**

	<b>Average Length of Stay in Montana</b>	<b>Average Group Size</b>	<b>Group Days in Montana</b>	<b>Average Daily Expenditure in Montana</b>	<b>Average Trip Expenditure in Montana</b>	<b>Total Visitor Spending Per Capita Statewide</b>
<b>Summer</b>	4.5 days	2.6	10,150,000	\$97	\$435	--
<b>Winter</b>	4.1 days	2.3	2,484,000	\$96	\$392	--
<b>Shoulder</b>	3.9 days	2.1	3,690,000	\$82	\$318	--
<b>Annual</b>	<b>4.3 days</b>	<b>2.4</b>	<b>16,327,000</b>	<b>\$93</b>	<b>\$401</b>	<b>\$1732</b>

Summer visitors were most likely to stay in a hotel/motel (59%) than any other accommodation type (Table 1.4). Couples (38%) and families (34%) were the most common summer group types (Table 1.5), and males and females were about evenly represented by summer visitors to Montana (Table 1.6). Washington, California, and Idaho were the top three areas of residence for summer visitors to Montana (Table 1.7).

**TABLE 1.4: STATEWIDE SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights
Hotel, motel	59%
Resort, guest ranch	5%
Condominium	1%
Home of friend or relative	21%
Public campground	16%
Private campground	18%
Undeveloped camp	4%
Other	5%

\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 1.5: STATEWIDE SUMMER TRAVEL GROUP TYPES**

Group Type	Percent Visitors
Self	17%
Couple	38%
Family	34%
Friends	7%
Family & Friends	3%
Business Associates	1%
Other or Club	<1%

**TABLE 1.6: STATEWIDE SUMMER TRAVEL GROUP CHARACTERISTICS**

Age of Visitors	Males	Females
0-17	19%	18%
18-29	10%	10%
30-49	31%	33%
50-64	24%	25%
65+	16%	14%

**TABLE 1.7 : STATEWIDE SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Washington
California
Idaho
Wyoming
Colorado

## Chapter 2: Cascade County and Great Falls

### Cascade County

Visitors to Montana spent more than \$80 million in Cascade County in 1998, accounting for 5 percent of total expenditures statewide. Retail sales (28%), gasoline/oil (17%), lodging (16%), and restaurant/bar (16%) accounted for 77 percent of total spending in the county, or about \$60 million. Shoulder season visitors spent nearly double the amount spent by winter season visitors. Similarly, summer visitors spent about five times the amount spent by winter season visitors (Table 2.1).

**TABLE 2.1: VISITOR EXPENDITURE DISTRIBUTION IN CASCADE COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$51,000,000	5%	15%	9%	16%	17%	9%	30%	6%
<b>Winter</b>	\$10,000,000	4%	28%	12%	19%	17%	3%	18%	3%
<b>Shoulder</b>	\$19,000,000	6%	14%	5%	21%	16%	10%	30%	5%
<b>Annual Total</b>	<b>\$80,000,000</b>	<b>5%</b>	<b>16%</b>	<b>8%</b>	<b>17%</b>	<b>16%</b>	<b>8%</b>	<b>28%</b>	<b>5%</b>

Of visitors who spent at least one night in Cascade County, summer visitors had the longest length of stay in Montana and the largest group size. Winter overnight visitors in the county reported the smallest daily statewide expenditures when compared to overnight summer and shoulder season visitors. Consequently, they also reported the smallest average trip expenditure of the three groups. Nonresident visitors to Cascade County spent \$1,005 annually for every county resident in 1998 (Table 2.2).

**TABLE 2.2: CASCADE COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	<b>Average Length of Stay in Montana</b>	<b>Average Group Size</b>	<b>Group Days in Montana</b>	<b>Average Daily Expenditure in Montana</b>	<b>Average Trip Expenditure in Montana</b>	<b>Total Visitor Spending Per Capita Cascade Co.</b>
<b>Summer</b>	5.3 days	2.5	933,000	\$103	\$551	--
<b>Winter</b>	4.7 days	2.0	175,000	\$91	\$426	--
<b>Shoulder</b>	4.7 days	1.9	269,000	\$101	\$476	--
<b>Annual</b>	<b>5.1 days</b>	<b>2.3</b>	<b>1,377,000</b>	<b>\$101</b>	<b>\$519</b>	<b>\$1,005</b>

\* Based on visitors who spent at least one night in Cascade County.

Males and females were about equally represented in summer travel groups that spent at least one night in Cascade County (Table 2.3).

**TABLE 2.3: SUMMER VISITOR GROUP CHARACTERISTICS TO CASCADE COUNTY\***

<b>Age of Visitors</b>	<b>Males</b>	<b>Females</b>
<b>0-17</b>	18%	18%
<b>18-29</b>	7%	9%
<b>30-49</b>	27%	31%
<b>50-64</b>	31%	30%
<b>65+</b>	17%	12%

\* Based on those groups who spent at least one night in Cascade County.

Summer overnight visitors to Cascade County were most likely to be traveling as couples (44%). Other common travel group types were families (28%) and alone (18%) (Table 2.4). Visitors to the county were most likely to spend their nights in a hotel/motel (62%), but staying with friends or relatives (24%) and private campgrounds (22%) were other likely accommodation choices (Table 2.5). The highest portion of overnight visitors to Cascade County were from Alberta, Canada (Table 2.6).

**TABLE 2.4: SUMMER VISITOR GROUP TYPES TO CASCADE CO.\***

Group Type	Percent Visitors
Self	18%
Couple	44%
Family	28%
Friends	6%
Family & Friends	3%
Business Associates	1%
Other or Club	<1%

\* Based on those groups who spent at least one night in Cascade County.

**TABLE 2.5: CASCADE COUNTY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	62%
Resort, guest ranch	3%
Condominium	1%
Home of friend or relative	24%
Public campground	16%
Private campground	22%
Undeveloped camp	4%
Other	6%

\* Based on those groups who spent at least one night in Cascade County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 2.6: CASCADE COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Alberta
California
Washington
Arizona
Minnesota

\* Based on those groups who spent at least one night in Cascade County.

## Great Falls

Visitors to Montana spent a total of \$79 million in Great Falls in 1998. Retail sales were by far the most popular category of spending annually (29%), but gasoline/oil (17%), lodging (16%), and restaurant/bar (16%) were also sectors of high spending. Winter visitors were the most atypical of the three visitor groups here, with spending allocations quite different from summer and shoulder season visitors (Table 2.7).

**TABLE 2.7: VISITOR EXPENDITURE DISTRIBUTION IN GREAT FALLS**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$50,000,000	5%	15%	9%	15%	16%	9%	30%	6%
<b>Winter</b>	\$9,000,000	4%	26%	13%	20%	18%	3%	19%	1%
<b>Shoulder</b>	\$19,000,000	6%	13%	5%	21%	16%	10%	30%	5%
<b>Annual Total</b>	<b>\$79,000,000</b>	<b>5%</b>	<b>16%</b>	<b>8%</b>	<b>17%</b>	<b>16%</b>	<b>8%</b>	<b>29%</b>	<b>5%</b>

1998 visitor spending in Great Falls accounted for 98 percent of total annual spending in Cascade County. Seven percent of winter visitor spending in the county occurred outside of Great Falls, but only one percent of summer and shoulder season visitor spending in Cascade County occurred outside of Great Falls (Table 2.8).

**TABLE 2.8: GREAT FALLS VISITOR EXPENDITURES AS A PORTION OF CASCADE COUNTY VISITOR EXPENDITURES\***

	Total Expenditures in Great Falls	
	Total Spending	Percent of Cascade County Total
<b>Summer</b>	\$49,980,000	99%
<b>Winter</b>	\$9,330,000	93%
<b>Shoulder</b>	\$18,910,000	99%
<b>Annual Total</b>	<b>\$78,220,000</b>	<b>98%</b>

Summer overnight visitors to Great Falls spent, on average, 5 days in the state and had the largest group size of all three groups. Overnight visitors to Great Falls spent \$1,354 for every city resident during the year (Table 2.9).

**TABLE 2.9: GREAT FALLS LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Great Falls
<b>Summer</b>	5.2 days	2.5	864,000	\$104	\$544	--
<b>Winter</b>	4.5 days	2.1	157,000	\$90	\$402	--
<b>Shoulder</b>	4.8 days	1.9	267,000	\$102	\$487	--
<b>Annual</b>	<b>5.0 days</b>	<b>2.3</b>	<b>1,288,000</b>	<b>\$97</b>	<b>\$513</b>	<b>\$1,354</b>

\* Based on visitors who spent at least one night in Cascade County.

Males and females were about equally represented in summer travel groups that spent at least one night in Great Falls, and the majority were between 30 and 64 years of age (Table 2.10).

**TABLE 2.10: GREAT FALLS SUMMER VISITOR CHARACTERISTICS\***

Age of Visitors	Males	Females
<b>0-17</b>	18%	18%
<b>18-29</b>	7%	9%
<b>30-49</b>	28%	32%
<b>50-64</b>	31%	30%
<b>65+</b>	17%	12%

\* Based on visitors who spent at least one night in Great Falls.

Overnight summer visitors to Great Falls generally traveled as couples (44%) or families (28%), stayed in hotels/motels (63%), and were from Alberta, California, or Washington (Tables 2.11-2.13).

**TABLE 2.11: GREAT FALLS SUMMER VISITOR GROUP TYPES\***

Group Type	Percent Visitors
Self	18%
Couple	44%
Family	28%
Friends	6%
Family & Friends	3%
Business Associates	1%
Other or Club	<1%

\* Based on those groups who spent at least one night in Great Falls.

**TABLE 2.12: GREAT FALLS SUMMER VISITOR ACCOMMODATION TYPES\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	63%
Resort, guest ranch	3%
Condominium	1%
Home of friend or relative	24%
Public campground	14%
Private campground	22%
Undeveloped camp	4%
Other	5%

\* Based on those groups who spent at least one night in Great Falls.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 2.13: GREAT FALLS SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Alberta
California
Washington
Texas
Arizona

\* Based on those groups who spent at least one night in Cascade County.



## Chapter 3: Custer County and Miles City

### Custer County

Visitors to Montana spent \$23 million in Custer County in 1998, accounting for 2 percent of total expenditures statewide. Gasoline/oil (37%) and restaurant/bar (25%) were the most popular sectors of spending in the county. Summer visitors spent more in the county than winter and shoulder season visitors combined (Table 3.1).

**TABLE 3.1: VISITOR EXPENDITURE DISTRIBUTION IN CUSTER COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$12,000,000	1%	20%	2%	42%	21%	9%	5%	0%
<b>Winter</b>	\$6,000,000	2%	14%	0%	34%	32%	2%	19%	0%
<b>Shoulder</b>	\$5,000,000	2%	21%	0%	28%	29%	11%	2%	10%
<b>Annual Total</b>	<b>\$23,000,000</b>	<b>2%</b>	<b>19%</b>	<b>1%</b>	<b>37%</b>	<b>25%</b>	<b>8%</b>	<b>8%</b>	<b>2%</b>

Shoulder season visitors to Custer County had the longest length of stay in Montana of the three groups. Shoulder season visitors also reported the highest average daily and average trip expenditures of the three groups. Visitors spent \$1,877 per county resident in 1998 (Table 3.2).

**TABLE 3.2: CUSTER COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES**

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Custer Co.
<b>Summer</b>	4.4 days	2.5	298,000	\$88	\$384	--
<b>Winter</b>	4.1 days	2.2	53,000	\$77	\$313	--
<b>Shoulder</b>	4.5 days	1.9	139,000	\$103	\$469	--
<b>Annual</b>	<b>4.4 days</b>	<b>2.3</b>	<b>490,000</b>	<b>\$91</b>	<b>\$399</b>	<b>\$1,877</b>

\* Based on visitors who spent at least one night in Custer County.

Males and females were nearly equally represented in summer visitor groups who spent a night in the county (Table 3.3).

**TABLE 3.3: SUMMER VISITOR GROUP CHARACTERISTICS TO CUSTER COUNTY\***

Age of Visitors	Males	Females
0-17	17%	17%
18-29	8%	9%
30-49	31%	31%
50-64	27%	31%
65+	15%	12%

\* Based on visitors who spent at least one night in Custer Co.

Summer overnight visitors to Custer County were most likely to travel as couples (36%), stay in hotels/motels (70%), and were most likely from Minnesota, or Washington (Tables 3.4- 3.6).

**TABLE 3.4: SUMMER VISITOR GROUP TYPES TO CUSTER CO.**

Group Type	Percent Visitors
Self	19%
Couple	36%
Family	34%
Friends	7%
Family & Friends	2%
Business Associates	1%
Other or Club	0%

\* Based on visitors who spent at least one night in Custer County.

**TABLE 3.5: CUSTER CO. SUMMER VISITOR ACCOMMODATIONS**

Accommodation Type	% of Montana Nights**
Hotel, motel	70%
Resort, guest ranch	3%
Condominium	1%
Home of friend or relative	20%
Public campground	11%
Private campground	24%
Undeveloped camp	3%
Other	2%

\* Based on visitors who spent at least one night in Custer Co.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 3.6: CUSTER COUNTY SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Minnesota
Washington
California/North Dakota
Idaho
Oregon

\* Based on visitors who spent at least one night in Custer County.

## Miles City

Visitors to Montana spent a total of \$18 million in Miles City in 1998. Gasoline/oil (35%), restaurant/bar (27%), and lodging (19%) were the sectors of largest spending in Miles City (Table 3.7).

**TABLE 3.7: VISITOR EXPENDITURE DISTRIBUTION IN MILES CITY**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$7,000,000	1%	21%	0%	41%	22%	9%	6%	1%
<b>Winter</b>	\$6,000,000	2%	14%	0%	34%	32%	2%	19%	0%
<b>Shoulder</b>	\$5,000,000	2%	21%	0%	28%	29%	11%	2%	10%
<b>Annual Total</b>	<b>\$18,000,000</b>	<b>1%</b>	<b>19%</b>	<b>0%</b>	<b>35%</b>	<b>27%</b>	<b>7%</b>	<b>9%</b>	<b>3%</b>

1998 visitor spending in Miles City accounted for 78% of annual visitor spending in Custer County. Sixty percent of summer visitor spending in Custer County occurred in Miles City, and all winter and shoulder season spending in the county occurred in Miles City (Table 3.8).

**TABLE 3.8: MILES CITY VISITOR EXPENDITURES AS A PORTION OF CUSTER COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Miles City	
	Total Spending	Percent of Custer County Total
<b>Summer</b>	\$7,300,000	60%
<b>Winter</b>	\$5,860,000	100%
<b>Shoulder</b>	\$4,630,000	100%
<b>Annual Total</b>	<b>\$17,790,000</b>	<b>78%</b>

Males and females were nearly equally represented in summer visitor groups who spent a night in the city (Table 3.9).

**TABLE 3.9: MILES CITY SUMMER VISITOR CHARACTERISTICS**

Age of Visitors	Males	Females
0-17	16%	13%
18-29	11%	13%
30-49	28%	28%
50-64	34%	33%
65+	11%	14%

\* Based on groups who spent at least one night in Miles City.

Summer overnight visitors to Miles City were most likely to travel as families (40%), stay in hotels/motels (77%), and were most likely from Idaho, Minnesota, or Washington (Tables 3.10- 3.12).

**TABLE 3.10: MILES CITY SUMMER VISITOR GROUP TYPES**

Group Type	Percent Visitors
Self	18%
Couple	27%
Family	40%
Friends	10%
Family & Friends	3%
Business Associates	2%
Other or Club	0%

\* Based on groups who spent at least one night in Miles City.

**TABLE 3.11: MILES CITY SUMMER VISITOR ACCOMMODATION TYPES\***

Accom. Type	% of MT Nights**
Hotel, motel	77%
Resort, guest ranch	1%
Condominium	1%
Home of friend or relative	24%
Public campground	5%
Private campground	16%
Undeveloped camp	1%
Other	0%

\* Based on groups who spent at least one night in Miles City.

**TABLE 3.12: MILES CITY SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Idaho
Minnesota
Washington
North Dakota
California

\* Based on groups who spent at least one night in Miles City.

## Chapter 4: Flathead County and Kalispell

### Flathead County

Visitors to Montana spent \$145 million in Flathead County in 1998. Retail sales was the most popular category of spending annually (29%), but lodging (20%) and restaurant/bar (19%) were also sectors of high spending. Spending patterns remained fairly consistent across the three seasons, with the most noticeable differences found in the restaurant/bar and retail sales sectors (Table 4.1).

**TABLE 4.1: VISITOR EXPENDITURE DISTRIBUTION IN FLATHEAD COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$98,000,000	10%	22%	6%	11%	17%	9%	28%	6%
<b>Winter</b>	\$19,000,000	8%	22%	6%	10%	33%	6%	17%	5%
<b>Shoulder</b>	\$28,000,000	9%	14%	3%	15%	16%	10%	39%	3%
<b>Annual Total</b>	<b>\$145,000,000</b>	<b>10%</b>	<b>20%</b>	<b>6%</b>	<b>12%</b>	<b>19%</b>	<b>9%</b>	<b>29%</b>	<b>5%</b>

Of visitors who spent at least one night in Flathead County, winter visitors had the longest length of stay in Montana and summer visitors had the largest group size. Shoulder season overnight visitors in the county reported the largest daily statewide expenditures while also reporting the smallest average trip expenditure when compared to overnight summer and winter visitors. Nonresident visitors to Flathead County spent \$2,014 annually for every county resident in 1998 (Table 4.2).

**TABLE 4.2: FLATHEAD COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	<b>Average Length of Stay in Montana</b>	<b>Average Group Size</b>	<b>Group Days in Montana</b>	<b>Average Daily Expenditure in Montana</b>	<b>Average Trip Expenditure in Montana</b>	<b>Total Visitor Spending Per Capita Flathead Co.</b>
<b>Summer</b>	5.6 days	2.7	2,324,000	\$108	\$602	--
<b>Winter</b>	6.1 days	2.1	359,000	\$99	\$602	--
<b>Shoulder</b>	4.6 days	2.3	412,000	\$114	\$524	--
<b>Annual</b>	<b>5.5 days</b>	<b>2.6</b>	<b>3,095,000</b>	<b>\$107</b>	<b>\$593</b>	<b>\$2,014</b>

\*Based on groups who spent at least one night in Flathead County.

Males and females were about equally represented in summer travel groups that spent at least one night in Flathead County (Table 4.3).

**TABLE 4.3: SUMMER VISITOR GROUP CHARACTERISTICS TO FLATHEAD CO.\***

<b>Age of Visitors</b>	<b>Males</b>	<b>Females</b>
<b>0-17</b>	18%	18%
<b>18-29</b>	9%	9%
<b>30-49</b>	32%	37%
<b>50-64</b>	27%	23%
<b>65+</b>	15%	14%

\*Based on groups who spent at least one night in Flathead County.

Summer overnight visitors to Flathead County were most likely to be traveling as couples (44%). Other common travel group types were families (33%) and alone (12%) (Table 4.4). Visitors to the county were most likely to spend their nights in a hotel/motel (61%), but public and private campgrounds (42%), and staying with friends or relatives (21%) were other likely accommodation choices (Table 4.5). The highest portion of overnight visitors to Flathead County were from California (Table 4.6).

**TABLE 4.4: SUMMER VISITOR GROUP TYPES TO FLATHEAD COUNTY\***

Group Type	Percent Visitors
Self	12%
Couple	44%
Family	33%
Friends	8%
Family & Friends	3%
Business Associates	<1%
Other or Club	<1%

\*Based on groups who spent at least one night in Flathead County.

**TABLE 4.5: FLATHEAD COUNTY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	61%
Resort, guest ranch	10%
Condominium	3%
Home of friend or relative	21%
Public campground	22%
Private campground	20%
Undeveloped camp	5%
Other	7%

\*Based on groups who spent at least one night in Flathead County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 4.6: FLATHEAD COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
California
Washington
Alberta
Minnesota
Oregon/Colorado

\*Based on groups who spent at least one night in Flathead County.

## Kalispell

Visitors to Montana spent \$73 million in Kalispell in 1998. Retail sales were by far the most popular category of spending annually (32%). Winter visitors were the most atypical of the three visitor groups here, with spending allocations quite different from summer and shoulder season visitors in lodging, gasoline/oil, restaurant/bar, and retail sales (Table 4.7).

**TABLE 4.7: VISITOR EXPENDITURE DISTRIBUTION IN KALISPELL**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$44,000,000	4%	16%	11%	14%	5%	10%	30%	5%
<b>Winter</b>	\$8,000,000	3%	21%	10%	7%	41%	5%	15%	1%
<b>Shoulder</b>	\$21,000,000	7%	12%	2%	17%	16%	9%	42%	2%
<b>Annual Total</b>	<b>\$73,000,000</b>	<b>5%</b>	<b>15%</b>	<b>8%</b>	<b>14%</b>	<b>18%</b>	<b>9%</b>	<b>32%</b>	<b>4%</b>

1998 visitor spending in Kalispell accounted for 50 percent of total annual spending in Flathead County. Only 25 percent of shoulder season spending in the county occurred outside of Kalispell, but 58 percent of winter and 55 percent of summer visitor spending in Flathead County occurred outside of Kalispell (Table 4.8).

**TABLE 4.8: KALISPELL VISITOR EXPENDITURES AS A PORTION OF FLATHEAD COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Kalispell	
	Total Spending	Percent of Flathead County Total
<b>Summer</b>	\$43,720,000	45%
<b>Winter</b>	\$7,770,000	42%
<b>Shoulder</b>	\$21,000,000	75%
<b>Annual Total</b>	<b>\$72,490,000</b>	<b>50%</b>



Summer overnight visitors to Kalispell spent, on average, 5 days in the state and had the largest group size of all three groups. Shoulder season overnight visitors reported the highest daily statewide expenditures and the highest average trip expenditure. Overnight visitors to Kalispell spent \$4,624 for every city resident during the year (Table 4.9).

**TABLE 4.9: KALISPELL LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Kalispell
<b>Summer</b>	5.5 days	2.6	802,000	\$106	\$587	--
<b>Winter</b>	6.3 days	1.8	188,000	\$91	\$578	--
<b>Shoulder</b>	5.8 days	2.3	358,000	\$120	\$689	--
<b>Annual</b>	<b>5.7 days</b>	<b>2.4</b>	<b>1,348,000</b>	<b>\$108</b>	<b>\$614</b>	<b>\$4,624</b>

\* Based on groups who spent at least one night in Kalispell.

Males and females were about equally represented in summer travel groups that spent at least one night in Kalispell, and the majority were between 30 and 64 years of age (Table 4.10).

**TABLE 4.10: KALISPELL SUMMER VISITOR CHARACTERISTICS**

Age of Visitors	Males	Females
<b>0-17</b>	15%	19%
<b>18-29</b>	7%	7%
<b>30-49</b>	32%	38%
<b>50-64</b>	29%	23%
<b>65+</b>	17%	13%

\* Based on groups who spent at least one night in Kalispell.

Overnight summer visitors to Kalispell generally traveled as couples (43%) or families (33%), stayed in hotels/motels (68%), and were from Alberta, California, or Washington (Tables 4.11-4.13).

**TABLE 4.11: KALISPELL SUMMER VISITOR GROUP TYPES**

Group Type	Percent Visitors
Self	15%
Couple	43%
Family	33%
Friends	5%
Family & Friends	3%
Business Associates	<1%
Other or Club	<1%

\* Based on groups who spent at least one night in Kalispell.

**TABLE 4.12: KALISPELL SUMMER VISITOR ACCOMMODATION TYPES\***

Accommodation Type	Percent of Montana Nights
Hotel, motel	68%
Resort, guest ranch	7%
Condominium	<1%
Home of friend or relative	21%
Public campground	15%
Private campground	16%
Undeveloped camp	4%
Other	5%

\* Based on groups who spent at least one night in Kalispell.

**TABLE 4.13: KALISPELL SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Alberta
California
Washington
Oregon
Minnesota

\* Based on groups who spent at least one night in Kalispell.

## Chapter 5: Gallatin County and Bozeman and Big Sky

### Gallatin County

Visitors to Montana spent \$302 million in Gallatin County in 1998. Retail sales was the most popular category of spending annually (22%), but lodging (20%) and restaurant/bar (19%) were also sectors of high spending. Spending patterns remained fairly consistent across the three seasons, with the most noticeable differences found in the restaurant/bar, gasoline/oil, and retail sales sectors (Table 5.1).

**TABLE 5.1: VISITOR EXPENDITURE DISTRIBUTION IN GALLATIN COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$191,000,000	19%	20%	6%	17%	16%	7%	26%	8%
<b>Winter</b>	\$73,000,000	30%	21%	3%	16%	26%	4%	14%	16%
<b>Shoulder</b>	\$38,000,000	12%	21%	0%	27%	19%	6%	17%	10%
<b>Annual Total</b>	<b>\$302,000,000</b>	<b>20%</b>	<b>20%</b>	<b>5%</b>	<b>18%</b>	<b>19%</b>	<b>6%</b>	<b>22%</b>	<b>10%</b>

Of visitors who spent at least one night in Gallatin County, winter visitors had the longest length of stay in Montana and the largest average group size. Winter visitor groups to the county reported the largest daily expenditures in the state as well as the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Gallatin County spent \$4,913 annually for every county resident in 1998 (Table 5.2).

**TABLE 5.2: GALLATIN COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Gallatin Co.
<b>Summer</b>	5.2 days	2.6	2,911,000	\$111	\$573	--
<b>Winter</b>	6.0 days	3.0	811,000	\$150	\$897	--
<b>Shoulder</b>	4.7 days	2.1	690,000	\$89	\$414	--
<b>Annual</b>	<b>5.2 days</b>	<b>2.6</b>	<b>4,412,000</b>	<b>\$115</b>	<b>\$600</b>	<b>\$4,913</b>

\* Based on groups who spent at least one night in Gallatin County.

Males and females were about equally represented in summer travel groups that spent at least one night in Gallatin County (Table 5.3).

**TABLE 5.3: SUMMER VISITOR GROUP CHARACTERISTICS TO GALLATIN CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	20%	18%
<b>18-29</b>	11%	11%
<b>30-49</b>	31%	35%
<b>50-64</b>	22%	22%
<b>65+</b>	16%	14%

\* Based on groups who spent at least one night in Gallatin County.

Summer overnight visitors to Gallatin County were most likely to be traveling as couples (40%) or families (37%) (Table 5.4). Visitors to the county were most likely to spend their nights in a hotel/motel (68%), campgrounds (35%), or the home of a friend or relative (17%) (Table 5.5). The highest portion of overnight visitors to Gallatin County were from California (Table 5.6).

**TABLE 5.4: SUMMER VISITOR GROUP TYPES TO GALLATIN COUNTY\***

Group Type	Percent Visitors
Self	13%
Couple	40%
Family	37%
Friends	6%
Family & Friends	3%
Business Associates	0%
Other or Club	0%

\* Based on groups who spent at least one night in Gallatin County.

**TABLE 5.5 GALLATIN COUNTY SUMMER VISITOR ACCOMMODATIONS**

Accommodation Type	Percent of Montana Nights
Hotel, motel	68%
Resort, guest ranch	5%
Condominium	3%
Home of friend or relative	17%
Public campground	17%
Private campground	18%
Undeveloped camp	5%
Other	4%

\* Based on groups who spent at least one night in Gallatin County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 5.6: GALLATIN COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
California
Washington
Colorado
Minnesota
Idaho

\* Based on groups who spent at least one night in Gallatin County.

## Bozeman

Visitors to Montana spent \$127 million in Bozeman in 1998. Retail sales were the most popular category of spending annually (23%), followed by gasoline/oil (22%). Summer visitors exhibited the highest proportion of spending in auto rental and repair as well as retail sales, but the lowest proportion of spending in restaurant/bar. Shoulder season visitors had the highest spending allocation in the hotel/motel and gasoline/oil sectors (Table 5.7).

**TABLE 5.7: VISITOR EXPENDITURE DISTRIBUTION IN BOZEMAN**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$84,000,000	9%	17%	11%	22%	15%	7%	25%	4%
<b>Winter</b>	\$23,000,000	10%	16%	8%	22%	24%	7%	18%	5%
<b>Shoulder</b>	\$20,000,000	6%	21%	2%	26%	25%	4%	18%	4%
<b>Annual Total</b>	<b>\$127,000,000</b>	<b>8%</b>	<b>17%</b>	<b>9%</b>	<b>22%</b>	<b>18%</b>	<b>6%</b>	<b>23%</b>	<b>4%</b>

1998 visitor spending in Bozeman accounted for 42 percent of total annual spending in Gallatin County. The majority of shoulder season spending in the county occurred in Bozeman (52%), while only about one-third of winter (32%) and nearly half (44%) of summer visitor spending in Gallatin County occurred in Bozeman (Table 5.8).

**TABLE 5.8: BOZEMAN VISITOR EXPENDITURE AS A PORTION OF GALLATIN COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Bozeman	
	Total Spending	Percent of Gallatin County Total
<b>Summer</b>	\$83,930,000	44%
<b>Winter</b>	\$23,290,000	32%
<b>Shoulder</b>	\$19,420,000	52%
<b>Annual Total</b>	<b>\$126,640,000</b>	<b>42%</b>

Summer overnight visitors to Bozeman spent, on average, 5 days in the state and had the largest group size of all three groups. Winter overnight visitors reported the highest daily statewide expenditures and the highest average trip expenditure in the state of the three groups. Overnight visitors to Bozeman spent \$4,440 for every city resident during the year (Table 5.9).

**TABLE 5.9: BOZEMAN LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Bozeman
<b>Summer</b>	5.2 days	2.5	1,294,000	\$105	\$551	--
<b>Winter</b>	5.6 days	1.9	360,000	\$114	\$636	--
<b>Shoulder</b>	4.5 days	2.0	405,000	\$99	\$445	--
<b>Annual</b>	<b>5.2 days</b>	<b>2.3</b>	<b>2,059,000</b>	<b>\$105</b>	<b>\$544</b>	<b>\$4,440</b>

\* Based on groups who spent at least one night in Bozeman.

Males and females were about equally represented in summer travel groups that spent at least one night in Bozeman (Table 5.10).

**TABLE 5.10: BOZEMAN SUMMER VISITOR CHARACTERISTICS\***

Age of Visitors	Males	Females
<b>0-17</b>	18%	15%
<b>18-29</b>	14%	16%
<b>30-49</b>	31%	33%
<b>50-64</b>	22%	23%
<b>65+</b>	16%	13%

\* Based on groups who spent at least one night in Bozeman.

Overnight summer visitors to Bozeman generally traveled as couples (37%), families (35%), or alone (18%). They were most likely to stay in hotels/motels (71%), campgrounds (34%), or the home of a friend or relative (24%). Visitors to Bozeman were most likely to be from Washington, California, or Colorado (Tables 5.11-5.13).

**TABLE 5.11: BOZEMAN SUMMER VISITOR GROUP TYPES**

Group Type	Percent Visitors
Self	18%
Couple	37%
Family	35%
Friends	6%
Family & Friends	2%
Business Associates	1%
Other or Club	1%

\* Based on groups who spent at least one night in Bozeman.

**TABLE 5.12: BOZEMAN SUMMER VISITOR ACCOMMODATION TYPES\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	71%
Resort, guest ranch	6%
Condominium	1%
Home of friend or relative	24%
Public campground	14%
Private campground	15%
Undeveloped camp	5%
Other	4%

\* Based on groups who spent at least one night in Bozeman.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 5.13: BOZEMAN SUMMER VISITOR RESIDENCE**

Top 5 Places of Visitor Residence
Washington
California
Colorado
Minnesota
Idaho

\* Based on groups who spent at least one night in Bozeman.



## Chapter 6: Lewis and Clark County and Helena

### Lewis and Clark County

Visitors to Montana spent a total of \$43 million in Lewis and Clark County in 1998. Gasoline/oil was the most popular category of spending annually (22%), but lodging and restaurant/bar (19% each) were also sectors of high spending. Winter visitors were more likely to spend larger portions of total expenditures on lodging, auto/transportation costs, and restaurant/bar than visitors during other seasons, but were less likely to purchase groceries/snacks and miscellaneous services (Table 6.1).

**TABLE 6.1: VISITOR EXPENDITURE DISTRIBUTION IN LEWIS AND CLARK COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$30,000,000	3%	20%	4%	21%	19%	10%	18%	8%
<b>Winter</b>	\$5,000,000	2%	31%	11%	22%	21%	3%	11%	1%
<b>Shoulder</b>	\$8,000,000	3%	13%	0%	24%	17%	12%	23%	12%
<b>Annual Total</b>	<b>\$43,000,000</b>	<b>3%</b>	<b>19%</b>	<b>4%</b>	<b>22%</b>	<b>19%</b>	<b>10%</b>	<b>18%</b>	<b>8%</b>

Of visitors who spent at least one night in Lewis and Clark County, shoulder season visitors had the longest length of stay in Montana. Summer visitor groups to the county reported the largest daily expenditures in the state, but shoulder season visitors reported the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Lewis and Clark County spent \$808 annually for every county resident in 1998 (Table 6.2).

**TABLE 6.2: LEWIS AND CLARK COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Lewis & Clark Co.
<b>Summer</b>	5.9 days	2.5	879,000	\$104	\$614	--
<b>Winter</b>	5.3 days	1.8	158,000	\$82	\$435	--
<b>Shoulder</b>	7.6 days	1.8	289,000	\$84	\$641	--
<b>Annual</b>	<b>6.2 days</b>	<b>2.3</b>	<b>1,326,000</b>	<b>\$97</b>	<b>\$602</b>	<b>\$808</b>

\* Based on groups who spent at least one night in Gallatin County.

Males and females were about equally represented in summer travel groups that spent at least one night in Lewis and Clark County (Table 6.3).

**TABLE 6.3: SUMMER VISITOR GROUP CHARACTERISTICS TO LEWIS AND CLARK CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	20%	17%
<b>18-29</b>	8%	10%
<b>30-49</b>	31%	34%
<b>50-64</b>	23%	27%
<b>65+</b>	18%	13%

\* Based on groups who spent at least one night in Lewis and Clark County.

Summer overnight visitors to Lewis and Clark County were most likely to be traveling as couples (44%) or families (31%) (Table 6.4). Visitors to the county were most likely to spend their nights in a hotel/motel (57%), in campgrounds (40%), or in the home of a friend or relative (25%) (Table 6.5). The highest portion of overnight visitors to Lewis and Clark County were from Washington (Table 6.6).

**TABLE 6.4: SUMMER VISITOR GROUP TYPES TO LEWIS AND CLARK COUNTY\***

Group Type	Percent Visitors
Self	17%
Couple	44%
Family	31%
Friends	6%
Family & Friends	2%
Business Associates	1%
Other or Club	1%

\* Based on groups who spent at least one night in Lewis and Clark County.

**TABLE 6.5 LEWIS AND CLARK COUNTY SUMMER VISITOR ACCOMMODATIONS**

Accommodation Type	Percent of Montana Nights
Hotel, motel	57%
Resort, guest ranch	5%
Condominium	<1%
Home of friend or relative	25%
Public campground	19%
Private campground	21%
Undeveloped camp	8%
Other	6%

\* Based on groups who spent at least one night in Lewis and Clark County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 6.6: LEWIS AND CLARK COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Alberta
Colorado
Texas

\* Based on groups who spent at least one night in Lewis and Clark County.

## Helena

Visitors to Montana spent \$38 million in Helena in 1998. Lodging and gasoline/oil were the most popular categories of spending annually (22% each), followed by restaurant/bar (19%) and retail sales (16%). The most notable differences in spending distribution occurred with winter visitors in the lodging, transportation, groceries/snacks, and retail sales sectors. Summer visitors exhibited the highest portion of total spending (Table 6.7).

**TABLE 6.7: VISITOR EXPENDITURE DISTRIBUTION IN HELENA**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$26,000,000	3%	22%	6%	21%	20%	11%	15%	6%
<b>Winter</b>	\$5,000,000	2%	31%	11%	23%	20%	3%	11%	1%
<b>Shoulder</b>	\$7,000,000	2%	14%	0%	25%	18%	13%	25%	4%
<b>Annual Total</b>	<b>\$38,000,000</b>	<b>2%</b>	<b>22%</b>	<b>5%</b>	<b>22%</b>	<b>19%</b>	<b>10%</b>	<b>16%</b>	<b>5%</b>

1998 visitor spending in Helena accounted for 88 percent of total annual spending in Lewis and Clark County. All winter season spending in the county occurred in Helena while 86 percent of summer and 87 percent of shoulder season visitor spending in the county occurred in Helena (Table 6.8).

**TABLE 6.8: HELENA VISITOR EXPENDITURE AS A PORTION OF LEWIS AND CLARK COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Helena	
	Total Spending	Percent of Lewis and Clark County Total
<b>Summer</b>	\$25,550,000	86%
<b>Winter</b>	\$4,800,000	100%
<b>Shoulder</b>	\$7,330,000	87%
<b>Annual Total</b>	<b>\$37,680,000</b>	<b>88%</b>

Overnight visitors to Helena spent, on average, 6 days in the state. Summer overnight visitors reported the highest daily statewide expenditures in the state and the highest average trip expenditure in the state of the three groups. Overnight visitors to Helena spent \$1,347 for every city resident during the year (Table 6.9).

**TABLE 6.9: HELENA LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Helena
<b>Summer</b>	5.9 days	2.4	783,000	\$105	\$613	--
<b>Winter</b>	5.2 days	1.8	144,000	\$85	\$442	--
<b>Shoulder</b>	6.9 days	1.8	232,000	\$86	\$587	--
<b>Annual</b>	<b>6.0 days</b>	<b>2.2</b>	<b>1,159,000</b>	<b>\$98</b>	<b>\$588</b>	<b>\$1,347</b>

\* Based on groups who spent at least one night in Helena.

Males and females were about equally represented in summer travel groups that spent at least one night in Helena (Table 6.10).

**TABLE 6.10: HELENA SUMMER VISITOR CHARACTERISTICS**

Age of Visitors	Males	Females
<b>0-17</b>	18%	15%
<b>18-29</b>	7%	10%
<b>30-49</b>	31%	33%
<b>50-64</b>	24%	28%
<b>65+</b>	20%	14%

\* Based on groups who spent at least one night in Helena.

Overnight summer visitors to Helena generally traveled as couples (45%), families (30%), or alone (17%). They were most likely to stay in hotels/motels (61%), a campground (34%), or the home of a friend or relative (24%). Visitors to Helena were most likely to be from Washington, California, or Colorado (Tables 6.11-6.13).

**TABLE 6.11: SUMMER VISITOR GROUP TYPES TO HELENA\***

Group Type	Percent Visitors
Self	17%
Couple	45%
Family	30%
Friends	5%
Family & Friends	2%
Business Associates	1%
Other or Club	1%

\* Based on groups who spent at least one night in Helena.

**TABLE 6.12: HELENA SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	61%
Resort, guest ranch	5%
Condominium	<1%
Home of friend or relative	24%
Public campground	16%
Private campground	18%
Undeveloped camp	7%
Other	5%

\* Based on groups who spent at least one night in Helena.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 6.13: HELENA SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Colorado
Alberta
Utah

\* Based on groups who spent at least one night in Helena.

## Chapter 7: Missoula County and Missoula (city)

### Missoula County

Visitors to Montana spent \$158 million in Missoula County in 1998. Gasoline/oil and retail sales were the most popular categories of spending annually (26% each), but lodging and restaurant/bar (18% each) were also sectors of high spending. Distribution of expenditures remained fairly stable across the seasons (Table 7.1).

**TABLE 7.1: VISITOR EXPENDITURE DISTRIBUTION IN MISSOULA COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$90,000,000	9%	18%	4%	25%	17%	8%	24%	3%
<b>Winter</b>	\$28,000,000	12%	18%	5%	28%	22%	6%	20%	1%
<b>Shoulder</b>	\$40,000,000	13%	16%	0%	26%	20%	4%	33%	2%
<b>Annual Total</b>	<b>\$158,000,000</b>	<b>10%</b>	<b>18%</b>	<b>3%</b>	<b>26%</b>	<b>18%</b>	<b>7%</b>	<b>26%</b>	<b>2%</b>

Of visitors who spent at least one night in Missoula County, summer visitors had the longest length of stay in Montana. Winter visitor groups to the county reported the largest daily expenditures in the state, but summer visitors reported the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Missoula County spent \$1,773 annually for every county resident in 1998 (Table 7.2).

**TABLE 7.2: MISSOULA COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Missoula Co.
<b>Summer</b>	5.1 days	2.5	1,754,000	\$107	\$543	--
<b>Winter</b>	4.9 days	2.1	329,000	\$110	\$538	--
<b>Shoulder</b>	4.5 days	2.0	631,000	\$95	\$425	--
<b>Annual</b>	<b>4.9 days</b>	<b>2.4</b>	<b>2,714,000</b>	<b>\$105</b>	<b>\$514</b>	<b>\$1,773</b>

\* Based on groups who spent at least one night in Missoula County.

Males and females were about equally represented in summer travel groups that spent at least one night in Missoula County (Table 7.3).

**TABLE 7.3: SUMMER VISITOR GROUP CHARACTERISTICS TO MISSOULA CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	20%	18%
<b>18-29</b>	10%	14%
<b>30-49</b>	28%	30%
<b>50-64</b>	25%	24%
<b>65+</b>	17%	14%

\* Based on groups who spent at least one night in Missoula County.



Summer overnight visitors to Missoula County were most likely to be traveling as couples (39%) or families (35%) (Table 7.4). Visitors to the county were most likely to spend their nights in a hotel/motel (66%), or the home of a friend or relative (24%) (Table 7.5). The highest portion of overnight visitors to Missoula County were from Washington (Table 7.6).

**TABLE 7.4: SUMMER VISITOR GROUP TYPES TO MISSOULA COUNTY\***

Group Type	Percent Visitors
Self	19%
Couple	39%
Family	35%
Friends	5%
Family & Friends	2%
Business Associates	<1%
Other or Club	<1%

\* Based on groups who spent at least one night in Missoula County.

**TABLE 7.5 MISSOULA COUNTY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	66%
Resort, guest ranch	6%
Condominium	1%
Home of friend or relative	24%
Public campground	16%
Private campground	18%
Undeveloped camp	5%
Other	5%

\* Based on groups who spent at least one night in Missoula County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 7.6: MISSOULA COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Oregon
Idaho
Colorado

\* Based on groups who spent at least one night in Missoula County.

### Missoula (City)

Visitors to Montana spent nearly \$149 million in the city of Missoula in 1998. Retail sales (27%) and gasoline/oil (25%) were the most popular categories of spending annually, followed by restaurant/bar and lodging (18% each). Summer visitors exhibited the highest portion of annual spending and spending patterns remained stable throughout the year (Table 7.7).

**TABLE 7.7: VISITOR EXPENDITURE DISTRIBUTION IN CITY OF MISSOULA**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$85,000,000	9%	18%	4%	24%	16%	8%	25%	3%
<b>Winter</b>	\$26,000,000	11%	18%	5%	28%	22%	6%	19%	1%
<b>Shoulder</b>	\$39,000,000	13%	15%	0%	26%	19%	4%	34%	2%
<b>Annual Total</b>	<b>\$149,000,000</b>	<b>10%</b>	<b>18%</b>	<b>4%</b>	<b>25%</b>	<b>18%</b>	<b>6%</b>	<b>27%</b>	<b>2%</b>

1998 visitor spending in the city of Missoula accounted for 94 percent of total annual spending in Missoula County. Each season of travel accounted for 94 to 96 percent of total spending county-wide (Table 7.8).

**TABLE 7.8: CITY OF MISSOULA VISITOR EXPENDITURE AS A PORTION OF MISSOULA COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Missoula (city)	
	Total Spending	Percent of Missoula County Total
<b>Summer</b>	\$84,470,000	94%
<b>Winter</b>	\$25,770,000	94%
<b>Shoulder</b>	\$38,500,000	96%
<b>Annual Total</b>	<b>\$148,740,000</b>	<b>94%</b>

Overnight visitors to Missoula spent, on average, 4 days in the state. Summer and winter overnight visitors reported the highest daily expenditures in the state and summer visitor groups reported the highest average trip expenditure in the state of the three groups. Overnight visitors to Missoula spent \$2,905 for every Missoula city resident during the year (Table 7.9).

**TABLE 7.9: CITY OF MISSOULA LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	<b>Average Length of Stay in Montana</b>	<b>Average Group Size</b>	<b>Group Days in Montana</b>	<b>Average Daily Expenditure in Montana</b>	<b>Average Trip Expenditure in Montana</b>	<b>Total Visitor Spending Per Capita Missoula city</b>
<b>Summer</b>	5.0 days	2.5	1,571,000	\$109	\$543	--
<b>Winter</b>	4.9 days	2.2	319,000	\$109	\$535	--
<b>Shoulder</b>	4.4 days	2.0	589,000	\$94	\$418	--
<b>Annual</b>	<b>4.8 days</b>	<b>2.4</b>	<b>2,479,000</b>	<b>\$106</b>	<b>\$511</b>	<b>\$2,905</b>

\* Based on visitors who spent at least one night in city of Missoula.

Males and females were about equally represented in summer travel groups that spent at least one night in the city of Missoula (Table 7.10).

**TABLE 7.10: CITY OF MISSOULA SUMMER VISITOR CHARACTERISTICS**

<b>Age of Visitors</b>	<b>Males</b>	<b>Females</b>
<b>0-17</b>	20%	18%
<b>18-29</b>	11%	14%
<b>30-49</b>	27%	30%
<b>50-64</b>	25%	25%
<b>65+</b>	17%	14%

\* Based on visitors who spent at least one night in city of Missoula.

Overnight summer visitors to Missoula generally traveled as couples (38%), families (35%), or alone (19%). They were most likely to stay in hotels/motels (70%), a campground (32%), or the home of a friend or relative (23%). Visitors to Missoula were most likely to be from Washington, California, or Oregon (Tables 7.11-7.13).

**TABLE 7.11: SUMMER VISITOR GROUP TYPES TO MISSOULA\***

Group Type	Percent Visitors
Self	19%
Couple	38%
Family	35%
Friends	5%
Family & Friends	2%
Business Associates	<1%
Other or Club	<1%

\* Based on visitors who spent at least one night in city of Missoula.

**TABLE 7.12: CITY OF MISSOULA SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights
Hotel, motel	70%
Resort, guest ranch	5%
Condominium	1%
Home of friend or relative	23%
Public campground	15%
Private campground	17%
Undeveloped camp	5%
Other	5%

\* Based on visitors who spent at least one night in city of Missoula.

\*\* Dies not total 100% because visitors could stay in more than one accommodation type.

**TABLE 7.13: MISSOULA SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Oregon
Idaho
Colorado

\* Based on visitors who spent at least one night in city of Missoula.

## Chapter 8: Richland County and Sidney

### Richland County

Visitors to Montana spent a total of \$30 million in Richland County in 1998. Retail sales were by far the most popular category of spending annually (48%), followed by restaurant/bar (16%). Spending distribution was fairly uniform among visitor groups during the different seasons with the largest exception occurring in the retail sales and gasoline/oil sectors for shoulder season visitors (Table 8.1).

**TABLE 8.1: VISITOR EXPENDITURE DISTRIBUTION IN RICHLAND COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$5,000,000	<1%	2%	3%	24%	16%	15%	30%	10%
<b>Winter</b>	\$8,000,000	3%	0%	0%	29%	23%	10%	38%	0%
<b>Shoulder</b>	\$18,000,000	6%	3%	0%	5%	12%	14%	58%	0%
<b>Annual Total</b>	<b>\$30,000,000</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>14%</b>	<b>16%</b>	<b>13%</b>	<b>48%</b>	<b>6%</b>

Of visitors who spent at least one night in Richland County, summer visitors had the longest length of stay in Montana. Shoulder season visitor groups to the county reported the largest daily expenditures in the state, but summer visitors reported the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Richland County spent \$2,936 annually for every county resident in 1998 (Table 8.2).

**TABLE 8.2: RICHLAND COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Richland Co.
<b>Summer</b>	4.8 days	2.0	85,000	\$85	\$406	--
<b>Winter</b>	3.9 days	1.9	38,000	\$78	\$307	--
<b>Shoulder</b>	3.5 days	1.6	33,000	\$115	\$401	--
<b>Annual</b>	<b>4.3 days</b>	<b>1.9</b>	<b>156,000</b>	<b>\$90</b>	<b>\$385</b>	<b>\$2,936</b>

\* Based on groups who spent at least one night in Richland County.

Female travelers tended to be younger while male travelers in the county tended to be at the older end of the age scale for summer travel groups that spent at least one night in Richland County (Table 8.3).

**TABLE 8.3: SUMMER VISITOR GROUP CHARACTERISTICS TO RICHLAND CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	5%	20%
<b>18-29</b>	3%	15%
<b>30-49</b>	35%	27%
<b>50-64</b>	46%	29%
<b>65+</b>	11%	10%

\* Based on groups who spent at least one night in Richland County.

Summer overnight visitors to Richland County were most likely to be traveling alone (36%), as couples (30%), or families (26%) (Table 8.4). Visitors to the county were most likely to spend their nights in a hotel/motel (51%), in the home of a friend or relative (46%), or in campgrounds (38%) (Table 8.5). The highest portion of overnight visitors to Richland County were from North Dakota and Washington (Table 8.6).

**TABLE 8.4: SUMMER VISITOR GROUP TYPES TO RICHLAND COUNTY\***

Group Type	Percent Visitors
Self	36%
Couple	30%
Family	26%
Friends	0%
Family & Friends	3%
Business Associates	4%
Other or Club	0%

\* Based on groups who spent at least one night in Richland County.

**TABLE 8.5 RICHLAND COUNTY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	51%
Resort, guest ranch	3%
Condominium	0%
Home of friend or relative	46%
Public campground	23%
Private campground	15%
Undeveloped camp	0%
Other	3%

\* Based on groups who spent at least one night in Richland County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 8.6: RICHLAND COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
North Dakota
Washington
Wyoming
Alberta
Idaho

\* Based on groups who spent at least one night in Richland County.

## Sidney

Visitors to Montana spent \$28 million in Sidney in 1998. Retail sales (50%) was the most popular category of spending annually, followed by restaurant/bar (15%). Shoulder season visitors exhibited the highest portion of annual spending and were much more likely to purchase retail goods than summer or winter visitors (Table 8.7).

**TABLE 8.7: VISITOR EXPENDITURE DISTRIBUTION IN SIDNEY**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$3,000,000	<1%	1%	3%	20%	12%	10%	39%	13%
<b>Winter</b>	\$7,000,000	3%	0%	0%	30%	23%	10%	36%	0%
<b>Shoulder</b>	\$17,000,000	6%	3%	0%	4%	12%	14%	59%	8%
<b>Annual Total</b>	<b>\$28,000,000</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>13%</b>	<b>15%</b>	<b>13%</b>	<b>50%</b>	<b>7%</b>

1998 visitor spending in Sidney accounted for 94 percent of total annual spending in Richland County. Nearly all winter and shoulder season spending in the county occurred in Sidney while 72 percent of summer visitor spending in the county occurred in Sidney (Table 8.8).

**TABLE 8.8: SIDNEY VISITOR EXPENDITURE AS A PORTION OF RICHLAND COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Sidney	
	Total Spending	Percent of Richland County Total
<b>Summer</b>	\$3,460,000	72%
<b>Winter</b>	\$7,410,000	97%
<b>Shoulder</b>	\$17,340,000	99%
<b>Annual Total</b>	<b>\$28,210,000</b>	<b>94%</b>



Overnight visitors to Sidney spent, on average, 4 days in the state. Shoulder season overnight visitors reported the highest daily expenditures in the state and the highest average trip expenditure in the state of the three groups. Overnight visitors to Sidney spent \$5,675 for every city resident during the year (Table 8.9).

**TABLE 8.9: SIDNEY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Sidney
<b>Summer</b>	5.1 days	1.8	73,000	\$61	\$311	--
<b>Winter</b>	4.0 days	1.9	36,000	\$80	\$319	--
<b>Shoulder</b>	3.5 days	1.6	33,000	\$115	\$401	--
<b>Annual</b>	<b>4.5 days</b>	<b>1.8</b>	<b>142,000</b>	<b>\$78</b>	<b>\$349</b>	<b>\$5,675</b>

\* Based on groups who spent at least one night in Sidney.

As with county-level visitors, male travelers tended to be older while females tended to be younger for groups that spent at least one night in Sidney (Table 8.10).

**TABLE 8.10: SIDNEY SUMMER VISITOR CHARACTERISTICS**

Age of Visitors	Males	Females
<b>0-17</b>	7%	11%
<b>18-29</b>	3%	11%
<b>30-49</b>	31%	29%
<b>50-64</b>	48%	36%
<b>65+</b>	10%	14%

\* Based on groups who spent at least one night in Sidney.

Overnight summer visitors to Sidney generally traveled alone (40%), as couples (32%), or as families (19%). They were most likely to stay in hotels/motels (58%), or the home of a friend or relative (35%). Visitors to Sidney were most likely to be from North Dakota or Washington (Tables 8.11-8.13).

**TABLE 8.11: SUMMER VISITOR GROUP TYPES TO SIDNEY\***

Group Type	Percent Visitors
Self	40%
Couple	32%
Family	19%
Friends	0%
Family & Friends	4%
Business Associates	5%
Other or Club	0%

\* Based on groups who spent at least one night in Sidney.

**TABLE 8.12: SIDNEY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	58%
Resort, guest ranch	3%
Condominium	0%
Home of friend or relative	35%
Public campground	2%
Private campground	19%
Undeveloped camp	0%
Other	3%

\* Based on groups who spent at least one night in Sidney.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 8.13: SIDNEY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
North Dakota
Washington
Wyoming
Idaho
California

\* Based on groups who spent at least one night in Sidney.

## Chapter 9: Silver Bow County and Butte

### Silver Bow County

Visitors to Montana spent \$75 million in Silver Bow County in 1998. Gasoline/oil was the most popular category of spending annually (39%), followed by restaurant/bar (19%) and lodging (17%). Winter visitors were likely to spend larger portions of total expenditures on gasoline/oil but a smaller portion on lodging than visitors during other seasons. Overall, summer visitors spent the largest sum of money in the county of all three seasonal groups (Table 9.1).

**TABLE 9.1: VISITOR EXPENDITURE DISTRIBUTION IN SILVER BOW COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$46,000,000	5%	19%	9%	36%	17%	8%	9%	3%
<b>Winter</b>	\$9,000,000	4%	11%	2%	51%	19%	4%	8%	5%
<b>Shoulder</b>	\$19,000,000	6%	15%	1%	42%	23%	5%	7%	8%
<b>Annual Total</b>	<b>\$75,000,000</b>	<b>5%</b>	<b>17%</b>	<b>6%</b>	<b>39%</b>	<b>19%</b>	<b>7%</b>	<b>8%</b>	<b>5%</b>

Of visitors who spent at least one night in Silver Bow County, summer visitors had the longest length of stay in Montana. Summer visitor groups to the county reported the largest daily expenditures in the state and the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Silver Bow County spent \$2,161 annually for every county resident in 1998 (Table 9.2).

**TABLE 9.2: SILVER BOW COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Silver Bow Co.
<b>Summer</b>	4.7 days	2.7	799,000	\$102	\$481	--
<b>Winter</b>	4.6 days	2.0	154,000	\$92	\$418	--
<b>Shoulder</b>	4.5 days	2.3	309,000	\$84	\$377	--
<b>Annual</b>	<b>4.6 days</b>	<b>2.5</b>	<b>1,262,000</b>	<b>\$96</b>	<b>\$447</b>	<b>\$2,161</b>

\* Based on groups who spent at least one night in Silver Bow County.

Males and females were about equally represented in summer travel groups that spent at least one night in Silver Bow County (Table 9.3).

**TABLE 9.3: SUMMER VISITOR GROUP CHARACTERISTICS TO SILVER BOW CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	23%	20%
<b>18-29</b>	8%	8%
<b>30-49</b>	26%	32%
<b>50-64</b>	22%	25%
<b>65+</b>	19%	15%

\* Based on groups who spent at least one night in Silver Bow County.

Summer overnight visitors to Silver Bow County were most likely to be traveling as families (39%) or as couples (34%) (Table 9.4). Visitors to the county were most likely to spend their nights in a hotel/motel (72%) (Table 9.5). The highest portion of overnight visitors to Silver Bow County were from Washington and California (Table 9.6).

**TABLE 9.4: SUMMER VISITOR GROUP TYPES TO SILVER BOW COUNTY\***

Group Type	Percent Visitors
Self	16%
Couple	34%
Family	39%
Friends	6%
Family & Friends	3%
Business Associates	2%
Other or Club	0%

\* Based on groups who spent at least one night in Silver Bow County.

**TABLE 9.5 SILVER BOW COUNTY SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	72%
Resort, guest ranch	5%
Condominium	1%
Home of friend or relative	13%
Public campground	12%
Private campground	16%
Undeveloped camp	2%
Other	2%

\* Based on groups who spent at least one night in Silver Bow County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 9.6: SILVER BOW COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Colorado
Minnesota
Alberta

\* Based on groups who spent at least one night in Silver Bow County.

## Butte

Visitors to Montana spent more than \$71 million in Butte in 1998. Gasoline/oil (39%), restaurant/bar (18%), and lodging (17%) were the most popular categories of spending annually. Summer visitors exhibited the highest portion of annual spending, with expenditure distribution remaining fairly consistent across the seasons (Table 9.7).

**TABLE 9.7: VISITOR EXPENDITURE DISTRIBUTION IN BUTTE**

	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$45,000,000	5%	19%	9%	36%	17%	8%	9%	2%
<b>Winter</b>	\$8,000,000	4%	12%	2%	49%	20%	4%	9%	4%
<b>Shoulder</b>	\$19,000,000	6%	15%	1%	42%	21%	5%	7%	8%
<b>Annual Total</b>	<b>\$72,000,000</b>	<b>5%</b>	<b>17%</b>	<b>6%</b>	<b>39%</b>	<b>18%</b>	<b>7%</b>	<b>9%</b>	<b>4%</b>

1998 visitor spending in Butte accounted for 96 percent of total annual spending in Silver Bow County and at least 95 percent of total spending each season (Table 9.8).

**TABLE 9.8: BUTTE VISITOR EXPENDITURE AS A PORTION OF SILVER BOW COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Butte	
	Total Spending	Percent of Silver Bow County Total
<b>Summer</b>	\$44,540,000	96%
<b>Winter</b>	\$8,380,000	95%
<b>Shoulder</b>	\$18,520,000	96%
<b>Annual Total</b>	<b>\$71,440,000</b>	<b>96%</b>

Overnight visitors to Butte spent, on average, 4 days in the state. Summer overnight visitors reported the highest daily expenditures in the state and the highest average trip expenditure in the state of the three groups. Overnight visitors to Butte spent \$2,098 for every city resident during the year (Table 9.9).

**TABLE 9.9: BUTTE LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Butte
<b>Summer</b>	4.6 days	2.7	752,000	\$102	\$464	--
<b>Winter</b>	4.6 days	1.9	154,000	\$92	\$418	--
<b>Shoulder</b>	3.7 days	2.1	234,000	\$87	\$322	--
<b>Annual</b>	<b>4.4 days</b>	<b>2.5</b>	<b>1,140,000</b>	<b>\$97</b>	<b>\$427</b>	<b>\$2,098</b>

\* Based on groups who spent at least one night in Butte.

Males and females were about equally represented in summer travel groups that spent at least one night in Butte (Table 9.10).

**TABLE 9.10: BUTTE SUMMER VISITOR CHARACTERISTICS**

Age of Visitors	Males	Females
<b>0-17</b>	23%	19%
<b>18-29</b>	9%	8%
<b>30-49</b>	27%	32%
<b>50-64</b>	22%	25%
<b>65+</b>	20%	15%

\* Based on groups who spent at least one night in Butte.

Overnight summer visitors to Butte generally traveled as families (39%), couples (34%), or alone (17%). They were most likely to stay in hotels/motels (74%), a campground (26%), or the home of a friend or relative (13%). Visitors to Butte were most likely to be from Washington, California, or Colorado (Tables 9.11-9.13).

**TABLE 9.11: SUMMER VISITOR GROUP TYPES TO BUTTE\***

Group Type	Percent Visitors
Self	17%
Couple	34%
Family	39%
Friends	6%
Family & Friends	3%
Business Associates	2%
Other or Club	0%

\* Based on groups who spent at least one night in Butte.

**TABLE 9.12: SUMMER VISITOR GROUP TYPES TO BUTTE\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	74%
Resort, guest ranch	4%
Condominium	2%
Home of friend or relative	13%
Public campground	12%
Private campground	14%
Undeveloped camp	3%
Other	2%

\* Based on groups who spent at least one night in Butte.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 9.13: BUTTE SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Colorado
Minnesota/Alberta
Oregon

\* Based on groups who spent at least one night in Butte.



## Chapter 10: Yellowstone County and Billings

### Yellowstone County

Visitors to Montana spent \$215 million in Yellowstone County in 1998. Retail sales (24%), gasoline/oil (22%), and restaurant/bar (18%) were the most popular categories of spending annually. Summer visitors spent the largest sum in the county and were more likely to pay for transportation costs than visitors during other seasons. Winter visitors were more likely to spend larger portions of total expenditures on lodging, while shoulder season visitors spent the largest portion on gasoline/oil and restaurant/bar of annual visitors (Table 10.1).

**TABLE 10.1: VISITOR EXPENDITURE DISTRIBUTION IN YELLOWSTONE COUNTY**

	Total Expenditures in County		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$128,000,000	60%	14%	10%	19%	15%	6%	32%	4%
<b>Winter</b>	\$46,000,000	21%	20%	3%	14%	16%	5%	29%	13%
<b>Shoulder</b>	\$41,000,000	19%	13%	3%	27%	19%	7%	25%	6%
<b>Annual Total</b>	<b>\$215,000,000</b>	<b>14%</b>	<b>17%</b>	<b>4%</b>	<b>22%</b>	<b>18%</b>	<b>8%</b>	<b>24%</b>	<b>6%</b>

Of visitors who spent at least one night in Yellowstone County, summer visitors had the longest length of stay in Montana. Winter visitor groups to the county reported the largest daily expenditures in the state, but summer visitors reported the largest average trip expenditure of the three seasonal groups. Nonresident visitors to Yellowstone County spent \$1,704 annually for every county resident in 1998 (Table 10.2).

**TABLE 10.2: YELLOWSTONE COUNTY LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	Average Length of Stay in Montana	Average Group Size	Group Days in Montana	Average Daily Expenditure in Montana	Average Trip Expenditure in Montana	Total Visitor Spending Per Capita Yellowstone Co.
<b>Summer</b>	5.0 days	2.4	1,762,000	\$107	\$529	--
<b>Winter</b>	4.3 days	2.1	549,000	\$117	\$501	--
<b>Shoulder</b>	42 days	1.9	617,000	\$90	\$374	--
<b>Annual</b>	<b>4.7 days</b>	<b>2.2</b>	<b>2,928,000</b>	<b>\$105</b>	<b>\$490</b>	<b>\$1,704</b>

\* Based on groups who spent at least one night in Yellowstone County.

Males and females were about equally represented in summer travel groups that spent at least one night in Yellowstone County (Table 10.3).

**TABLE 10.3: SUMMER VISITOR GROUP CHARACTERISTICS TO YELLOWSTONE CO.\***

Age of Visitors	Males	Females
<b>0-17</b>	17%	17%
<b>18-29</b>	9%	10%
<b>30-49</b>	28%	30%
<b>50-64</b>	27%	28%
<b>65+</b>	18%	15%

\* Based on groups who spent at least one night in Yellowstone County.

Summer overnight visitors to Yellowstone County were most likely to be traveling as couples (39%), families (27%), or alone (25%) (Table 10.4). Visitors to the county were most likely to spend their nights in a hotel/motel (69%) or in the home of a friend or relative (22%) (Table 10.5). The highest portion of overnight visitors to Yellowstone County were from Washington (Table 10.6).

**TABLE 10.4: SUMMER VISITOR GROUP TYPES TO YELLOWSTONE COUNTY\***

Group Type	Percent Visitors
Self	25%
Couple	39%
Family	27%
Friends	5%
Family & Friends	3%
Business Associates	1%
Other or Club	1%

\* Based on groups who spent at least one night in Yellowstone County.

**TABLE 10.5 YELLOWSTONE COUNTY SUMMER VISITOR ACCOMMODATIONS**

Accommodation Type	Percent of Montana Nights**
Hotel, motel	69%
Resort, guest ranch	3%
Condominium	1%
Home of friend or relative	22%
Public campground	11%
Private campground	18%
Undeveloped camp	3%
Other	6%

\* Based on groups who spent at least one night in Yellowstone County.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 10.6: YELLOWSTONE COUNTY SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Wyoming
North Dakota
Minnesota

\* Based on groups who spent at least one night in Yellowstone County.

## Billings

Visitors to Montana spent \$211 million in Billings in 1998. Retail sales (31%) and gasoline/oil (19%) were the most popular categories of spending annually, followed by restaurant/bar (16%) and lodging (15%). Summer visitors exhibited the highest portion of annual spending in Billings (Table 10.7).

**TABLE 10.7: VISITOR EXPENDITURE DISTRIBUTION IN BILLINGS**

Season	Total Expenditures in City		Distribution of Expenditures: Sector of Spending						
	Total Spending	Percent of State Total	Hotels, Lodging, and Camping	Auto Rental, Repairs, and Transportation Fares	Gasoline, Oil	Restaurant, bar	Groceries, Snacks	Retail Sales	Miscellaneous Services
<b>Summer</b>	\$125,000,000	13%	14%	10%	19%	15%	6%	33%	4%
<b>Winter</b>	\$45,000,000	19%	20%	3%	14%	16%	5%	29%	13%
<b>Shoulder</b>	\$40,000,000	13%	14%	3%	27%	19%	6%	25%	6%
<b>Annual Total</b>	<b>\$211,000,000</b>	<b>14%</b>	<b>15%</b>	<b>7%</b>	<b>19%</b>	<b>16%</b>	<b>6%</b>	<b>31%</b>	<b>6%</b>

1998 visitor spending in Billings accounted for 98 percent of total annual spending in Yellowstone County (Table 10.8).

**TABLE 10.8: BILLINGS VISITOR EXPENDITURE AS A PORTION OF YELLOWSTONE COUNTY VISITOR EXPENDITURES**

	Total Expenditures in Billings	
	Total Spending	Percent of Yellowstone County Total
<b>Summer</b>	\$124,750,000	98%
<b>Winter</b>	\$45,220,000	99%
<b>Shoulder</b>	\$39,840,000	98%
<b>Annual Total</b>	<b>\$209,810,000</b>	<b>98%</b>

Overnight visitors to Billings spent, on average, 4 days in the state. Winter overnight visitors reported the highest daily expenditures in the state while summer overnight visitors reported the highest average trip expenditure in the state of the three groups. Overnight visitors to Billings spent \$2,301 for every city resident during the year (Table 10.9).

**TABLE 10.9: BILLINGS LENGTH OF STAY AND AVERAGE EXPENDITURES\***

	<b>Average Length of Stay in Montana</b>	<b>Average Group Size</b>	<b>Group Days in Montana</b>	<b>Average Daily Expenditure in Montana</b>	<b>Average Trip Expenditure in Montana</b>	<b>Total Visitor Spending Per Capita Billings</b>
<b>Summer</b>	5.0 days	2.4	1,687,000	\$108	\$536	--
<b>Winter</b>	4.3 days	2.1	533,000	\$118	\$502	--
<b>Shoulder</b>	4.1 days	1.9	588,000	\$91	\$377	--
<b>Annual</b>	<b>4.6 days</b>	<b>2.2</b>	<b>2,808,000</b>	<b>\$107</b>	<b>\$495</b>	<b>\$2,301</b>

\* Based on groups who spent at least one night in Billings.

Males and females were about equally represented in summer travel groups that spent at least one night in Billings (Table 10.10).

**TABLE 10.10: BILLINGS SUMMER VISITOR CHARACTERISTICS\***

<b>Age of Visitors</b>	<b>Males</b>	<b>Females</b>
<b>0-17</b>	17%	16%
<b>18-29</b>	9%	9%
<b>30-49</b>	29%	30%
<b>50-64</b>	27%	29%
<b>65+</b>	19%	15%

\* Based on groups who spent at least one night in Billings.

Overnight summer visitors to Billings generally traveled as couples (40%), families (27%), or alone (24%). They were most likely to stay in hotels/motels (70%), or the home of a friend or relative (21%). Visitors to Billings were most likely to be from Washington, California, or Wyoming (Tables 10.11-10.13).

**TABLE 10.11: SUMMER VISITOR GROUP TYPES TO BILLINGS\***

Group Type	Percent Visitors
Self	24%
Couple	40%
Family	27%
Friends	5%
Family & Friends	3%
Business Associates	1%
Other or Club	1%

\* Based on groups who spent at least one night in Billings.

**TABLE 10.12: BILLINGS SUMMER VISITOR ACCOMMODATIONS\***

Accommodation Type	Percent of Montana Nights**
Hotel, motel	70%
Resort, guest ranch	3%
Condominium	1%
Home of friend or relative	21%
Public campground	11%
Private campground	18%
Undeveloped camp	2%
Other	5%

\* Based on groups who spent at least one night in Billings.

\*\* Does not total 100% because visitors could stay in more than one accommodation type.

**TABLE 10.13: BILLINGS SUMMER VISITOR RESIDENCE\***

Top 5 Places of Visitor Residence
Washington
California
Wyoming
North Dakota
Minnesota

\* Based on groups who spent at least one night in Billings.

## Chapter 11: Expenditure Comparison

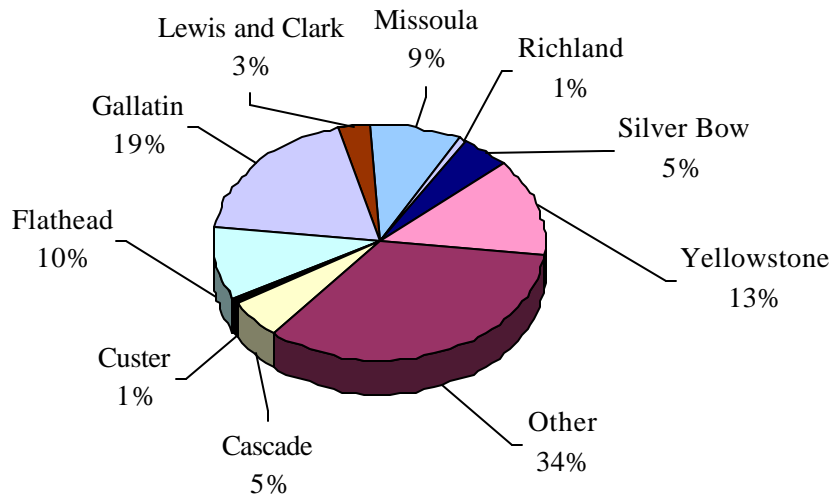
**TABLE 11.1: TOTAL COUNTY SPENDING BY SEASON**

County	Total Spending by Season (in millions)			
	Summer	Winter	Shoulder	Annual
Cascade	\$51	\$10	\$19	\$80
Custer	\$12	\$6	\$5	\$23
Flathead	\$98	\$19	\$28	\$145
Gallatin	\$191	\$73	\$38	\$302
Lewis and Clark	\$30	\$5	\$8	\$43
Missoula	\$90	\$28	\$40	\$158
Richland	\$5	\$8	\$18	\$30
Silver Bow	\$46	\$9	\$19	\$75
Yellowstone	\$128	\$46	\$41	\$215
<b>Statewide</b>	<b>\$984</b>	<b>\$240</b>	<b>\$301</b>	<b>\$1,525</b>

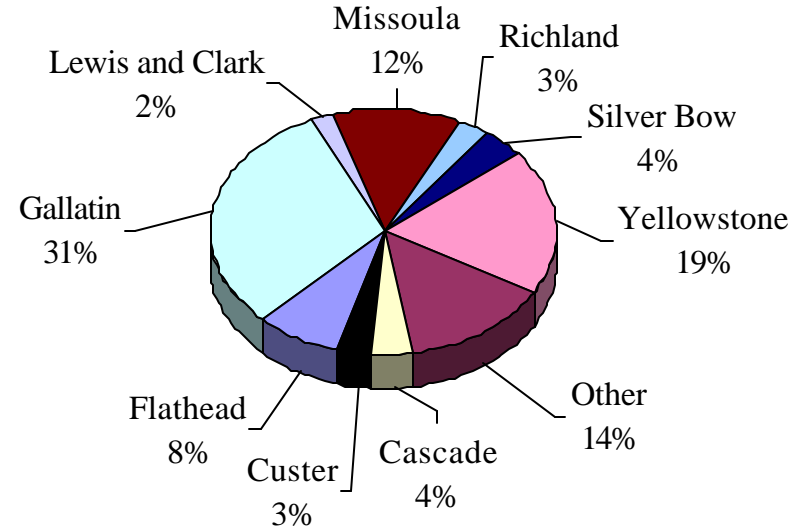
**TABLE 11.2: COUNTY SPENDING AS PERCENT OF TOTAL STATEWIDE SPENDING BY SEASON**

County	Percent of Total Statewide Spending by Season			
	Summer	Winter	Shoulder	Annual
Cascade	5%	4%	6%	5%
Custer	1%	3%	2%	2%
Flathead	10%	8%	9%	9%
Gallatin	<b>19%</b>	<b>31%</b>	<b>12%</b>	<b>20%</b>
Lewis and Clark	3%	2%	3%	3%
Missoula	9%	12%	13%	10%
Richland	.5%	3%	6%	2%
Silver Bow	5%	4%	6%	5%
Yellowstone	13%	19%	14%	14%
<b>Statewide</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

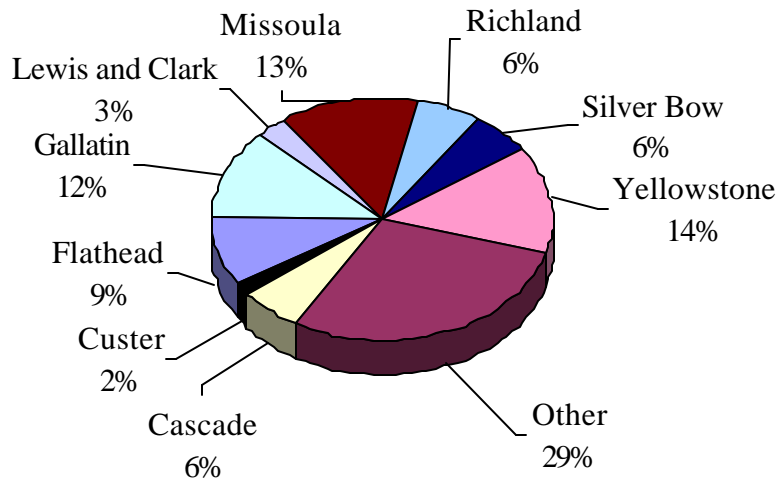
**Percent of Statewide *Summer* Spending by County**



**Percent of Statewide *Winter* Spending by County**



**Percent of Statewide *Shoulder Season* Spending by County**



**Percent of Statewide *Annual* Spending by County**

