

Characteristics and Estimates of Visitors to Montana's Historic Virginia and Nevada Cities



Research Report 73

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**Characteristics and Estimates of Visitors to
Montana's Historic Virginia and Nevada Cities**

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Executive Summary

Introduction

Visitors to Virginia and Nevada City were divided into two groups:

Montana Visitors: visitors from Montana who have a residence besides Virginia City, Nevada City, or Sheridan, Montana.

Out-of-State Visitors: visitors with residence outside of Montana.

Methodology

Traffic counters and traffic intercepts were used to establish total traffic through Virginia and Nevada City from July 1 through September 30, 1999. Traffic intercepts occurred during three four-day intervals throughout the study period in order to describe the population of vehicles that passed over the traffic counters. Privately-owned vehicles were pulled off the roadway for a brief interview regarding current place of residence, number of adults and youth in the travel group, length of time spent in Virginia and Nevada City, and rental vehicles. In all, 11,696 vehicles were counted during the 12 intercept days.

A booklet survey was administered in two ways to obtain visitor characteristics. Visitors were surveyed in Virginia and Nevada City two days each week during the study period. The same instrument was also administered as a mailback survey during the first four-day traffic intercept to those respondents who visited Virginia and Nevada City. A total of 1,193 surveys were gathered through both methods, out of which 51 percent were received as on-site surveys while 49 percent were received as mailback surveys.

Results: Traffic Survey

- A total of 65,139 vehicles/groups passed through Virginia and Nevada City during July, August, and September 1999.
- 34,264 of these groups (53% of total traffic) can be thought of as potential visitors to the historic cities. The remaining traffic consisted of Virginia and Nevada City residents or commercial or government groups. Of potential visitors, 12% drove through the cities without stopping, 44% spent less than an hour in the cities, 11% spent 1 - 4 hours in the cities, and 33% spent 4 or more hours in the cities.
- A total of 30,152 visitor groups (69,350 individuals) stopped and visited Virginia and Nevada City during July, August, and September 1999. These groups represent 46% of total traffic through the cities. Of these, 35% were from Montana (not Virginia or Nevada City or Sheridan, MT), 60% were from other U.S. states, 2% came from Canada, and 4% came from foreign countries other than Canada.
- A total of 15,076 groups (23% of total traffic) spent at least one hour visiting the cities.
- The average group size of potential visitor groups through Virginia and Nevada City was 2.3 individuals, with only 19% of these groups having children.

Results: Visitor Survey

- Montanans account for 27% of survey respondents, while residents of other US states make up 65%, Canadians account for 2%, and other foreigners account for 7%. In terms of total traffic through the historic cities, Montana respondents accounted for 6% while out-of-state respondents accounted for 18%.
- While slightly more Idahoans and Oregonians go through the cities than would be found in a typical cross-section of statewide nonresident visitors, the state of origin profile is very similar to that of the statewide population of nonresident visitors.
- Montana's major cities and smaller communities in the Virginia and Nevada City area provide the bulk of Montana visitors to the cities.
- Family groups and couples are the most typical travel groups found in the cities.
- Group sizes average 4.98 for Montana respondents and 5.24 for out-of-state respondents of those groups spending more than an hour visiting the cities.
- While about 12% of all respondent groups contained a disabled member, nearly one-third of all respondent groups recognized a need for better disabled access to the cities.
- Montana groups are generally repeat visitors while out-of-state groups are generally first-time visitors. Montana repeat visitors are most likely to have visited the cities 5 or more times in the past. In all, repeat visitors account for 10% of total traffic while first time visitors account for 13% of total traffic through the cities.
- Pleasure was by far the most likely reason for respondent trips which included Virginia and Nevada City, but Montana respondents were nearly twice as likely as out-of-state visitors to be on their trip for a combination of reasons.
- Most trips to Virginia and Nevada City were planned less than a month in advance and about one-quarter were planned the day of the visit.
- Out-of-state respondents were generally en route to another destination while most Montana visitor groups were on a trip specifically to visit Virginia and Nevada City.
- Most Montana respondents spent 0, 1, or 2 nights away from home during their trip to Virginia and Nevada City. Out-of-state respondents almost always spent at least one night away from home during their trip to Virginia and Nevada City. These groups were fairly evenly split between spending up to 1 week, 1-2 weeks, and more than 2 weeks from home.
- The largest portion of respondents spent 1-4 hours in Virginia and Nevada City.
- The majority of all respondents spent only a single day in Virginia and Nevada City.
- Cities and towns (including Yellowstone National Park) in the vicinity of Virginia and Nevada City provided overnight accommodations for most visitors. Montana respondents generally traveled from home, to the cities, and back home, or traveled through the cities to Yellowstone National Park. Out-of-state respondents generally traveled from Montana's major cities or locations in Idaho, to Virginia and Nevada City, and on through to Yellowstone National Park or Wyoming.
- About 25% of respondents spent a night in Virginia and Nevada City. This is 17% of total traffic through the cities. Only 36% of out-of-state respondents were actually aware of overnight accommodation opportunities in Virginia and Nevada City, compared with 76% of Montana respondents.
- Respondents were generally in Virginia and Nevada City to learn Montana history or view historic structures.
- Satisfaction with elements of the cities was high, with maintenance of facilities and variety of entertainment producing the lowest - but still positive - element of satisfaction.
- Word-of-mouth is the most widely used information source.
- The most common suggestions for improvements were to continue restoring and maintaining historical places, buildings, boardwalks, and displays as well as expand the variety of food, shops, entertainment, and attractions in the cities.
- Overnight accommodations - whether motels, campgrounds or RV parks - were cited as the best way to extend visitors' stays.

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A special thank you to Dana Harvey, who graciously allowed ITRR surveyors to use his property in Nevada City as an interviewing site during the 12 intercept studies. His cooperation made the surveying efforts much simpler than they would have been otherwise.

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Implications of the Study

Results of the study point to three areas where improvements can be made: marketing, events planning, and facility/attraction development. The following are suggestions for improvement in these areas based on the visitor survey results.

Marketing

The profile of visitor residences is virtually the same as the statewide visitor population profile. Visitors to Montana who came from other areas of the US and foreign countries are represented in relatively the same proportion here as they are throughout the rest of the state. When possible, Virginia and Nevada City should piggy-back with some of the statewide and regional marketing efforts to include promotion of the area.

With many visitor groups being from mixed residences (both Montana and out-of-state residents), a "bring a friend" promotional approach would likely prove beneficial for Virginia and Nevada City. Also, word-of-mouth should be a large component of the area's marketing. No other efforts will pay-off as well as educating Montana residents about the opportunities offered by the area through programs such as an annual mailer of year-long programs and event listings sent to Montana residents.

Regional marketing is very important. Travel patterns of visitors to the cities produce a regional pattern that includes overnight stays in areas surrounding the historic cities. Not only should information be made available in typical visitor stops in the area of southwest Montana, but a general northwest-to-southeast system of highway information and directional signs could be utilized to capture travelers passing through the area. This would reach travelers going from the Idaho area, through the cities, and on to Yellowstone National Park or Wyoming. Also, regional travel information - coming out of Gold West Country and Yellowstone Country, especially - should include information about Virginia and Nevada City.

With the occurrence of combination trips - trips taken for more than one reason - regional meeting and convention planners should be contacted as a source of information distribution and special event/tour planning. Virginia and Nevada City could provide that "free time" event which exposes conference and meeting attendees to a bit of Montana's history.

Whatever the marketing efforts are, information regarding the availability of overnight accommodations - motels, campgrounds, and RV parks alike - should be included.

Events Planning

The Virginia City Players and Brewery Follies are wonderful and very well received. However, more attractions and events are needed in order to draw and keep visitors in the cities. Broaden the agenda of events to include both formal and informal interpretive talks given by people in period clothing. Include demonstrations of various aspects of life of the

time period including cooking, sewing, entertainment, and children's games. To keep people in the area longer, schedule events that span 2 days, such as sequels to plays or fun nights to kick off events scheduled to start the following day. Whatever events are added or expanded on, history should remain the focus.

Store managers should be encouraged to remain open longer hours (earlier in the morning and later in the evening) as well as later into the fall season. The US baby boomer population is approaching retirement age, which shifts typical travel seasons to times of the year currently not considered peak tourist season. Their lack of children in the household and loosening of career responsibilities enable these travelers to visit in the fall, after the larger family groups have gone home. Extending the business season will also extend the tourism profit to these businesses.

Facility/Attraction Development

Old facilities should continue to be restored and maintained, as should specific items such as the music machines. Again, history should remain the focus of these efforts.

Visitors indicate a need for more overnight accommodations in terms of motels, campgrounds, and RV parks. This increased visitor base will likely provide the necessary use levels to support the operation of more overnight accommodations. In the case of accommodations, it is likely that "if you build it, they will stay."

While difficult to accomplish in a historically preserved setting, providing disability access in the cities is a need identified by visitors. It will be a difficult task to step-up access while also preserving the structures in a historically-correct context, but it is a task that must be addressed.

As is the case with many attractions, parking seems to be an issue to Virginia and Nevada City visitors. Many groups suggested closing the main thoroughway to traffic (both moving and parked) so vehicles don't block the storefronts. This could possibly mean re-routing the highway around the historic cities. Other suggestions were to provide more parking off the highway, especially for RVs. With RV use increasing due to the growth in the population of "senior" travelers, parking will become an even larger issue. The cities would do well to plan for it now.



Introduction

This report profiles visitors to Virginia and Nevada City and provides the first visitation estimate for the historic cities. The study was conducted by the Institute for Tourism and Recreation Research at The University of Montana to address two specific questions pertaining to Virginia and Nevada City: who are the visitors and how many are there?

Traffic counters, sample testing, and a visitor survey were utilized to answer these questions. This is the first study of its kind to be conducted in the historic cities, and the methodology used can be applied in subsequent years to update visitation information. A complete description of study objectives and methods is included in Appendix A.

Two population segments were identified in the cities. First, visitors can be described and characterized based on residence. The most useful segmentation includes describing visitors based on whether they reside in Montana or outside of Montana. The second description is based on the length of time visitor groups spent in the historic cities.

Segmentation based on residence identifies characteristics for groups who can be easily marketed to since there is a geographic location associated with them. Marketing based on length of time spent in the cities is more difficult since these visitor groups can be more widely dispersed geographically. For these reasons, Virginia and Nevada City visitors are described in detail in this report based on residence (in or out of Montana). However, Appendix D includes a discussion of visitor groups based on time spent in the historic cities.

This report provides description of Virginia and Nevada City's visitor population, with in-depth characteristics provided for longer-term visitors, as two groups:

- **Montana Visitors** are visitors from Montana who currently do not reside in Virginia City, Nevada City, or Sheridan, Montana.
- **Out-of-State Visitors** are visitors from origins outside of Montana.

Section 1: Virginia City Traffic Study Results

Estimating total visitor population figures involves using the numbers gleaned from the 12 days of traffic counting throughout the study period and applying them to counts obtained by the automatic traffic counters placed at each end of the historic cities.

A total of 134,701 vehicle axles crossed over the highway traffic counters. Front-end data from the 12 intercept days shows that 92.7 percent of traffic was 2-axle traffic, 2.9 percent was 3-axle traffic, 3.7 percent was 4-axle traffic, .6 percent was 5-axle traffic, and .1 percent was 6-axle traffic. By dividing the total axle count into these proportions, it is found that a total of 65,139 vehicles passed through Virginia and Nevada City during July, August, and September 1999.

This total vehicle count can then be divided into privately owned vehicles and "other" vehicles. This is done because total potential visitors, or those groups traveling through the historic cities that are neither residents nor on business, cannot include "other" vehicles, which include government or commercial vehicles. Front-end data show that 93.1 percent of total vehicles were privately owned and 6.9 percent were "other" vehicles. When applied to the total number of vehicles passing through the cities, these proportions produce a total of 60,644 private vehicles and 4,494 "other" vehicles.

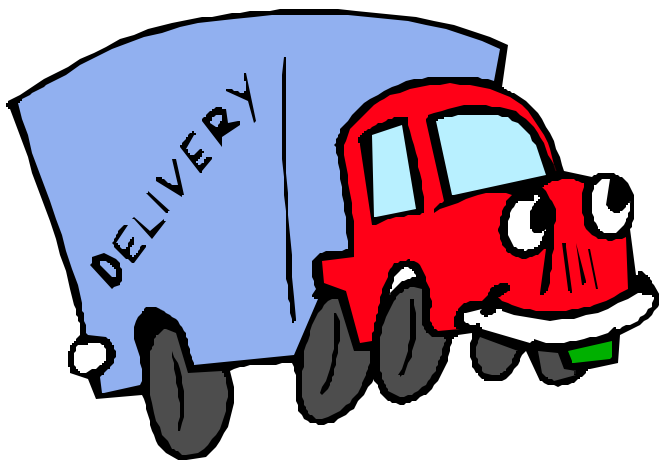
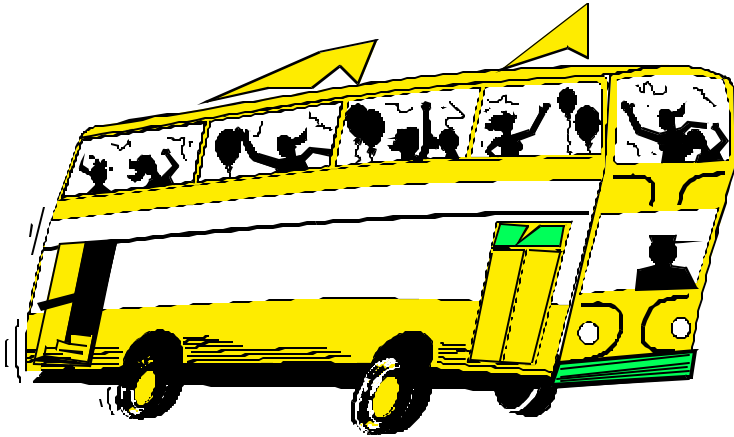
However, private vehicles include those vehicles owned by residents of the cities. For the purposes of this study, a resident is defined as someone who lives in Virginia or Nevada City or Sheridan, Montana. Front-end data reveal that 43.5 percent of total vehicles are resident vehicles, leaving 56.5 percent potential visitors. ***A total of 34,264 vehicles (or groups) represent potential visitor traffic in the cities during the study period and account for 53 percent of total traffic through the cities.***

Information regarding the origin of these visitors is useful for marketing and is outlined in Figure 1.1. Thirty-five percent of total visitor traffic was Montana resident traffic (11,992 groups). Another 60 percent of total visitor traffic (20,558 groups) came from origins in the U.S. other than Montana. Foreign countries other than Canada were represented by four percent of the visitor population (1,371 groups) and two percent were Canadian (685 groups)¹.

To determine total *current visitor* levels, visitor groups who simply passed through the cities must be excluded. Front-end data show that 12 percent of all visitor traffic through the cities did not stop and spend time visiting. Reducing total visitor traffic by 12 percent ***yields 30,152 current visitor groups who stop in the cities and account for 46 percent of total traffic through the cities.*** Of these current visitors, 50 percent (44% of potential nonresident visitors) spent less than an hour in the cities, leaving ***15,076 current visitor groups who spent at least an hour in the cities and represent 23 percent of total traffic.*** Multiplying total current visitor groups by the average group size of 2.3 persons per vehicle produces a total of ***69,350 current individual nonresident visitors.***

¹ Summation of number of vehicles or percent by origin may not total indicated sum or 100% due to rounding.

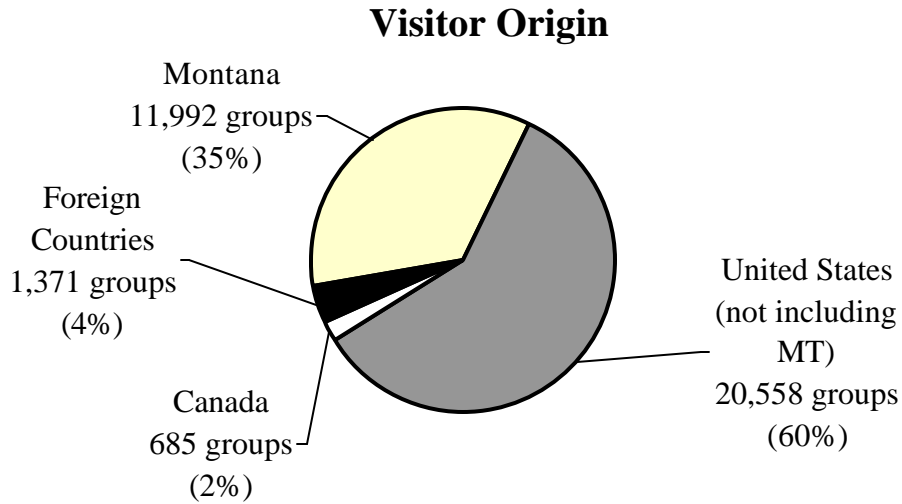
In summary, a total of 34,264 potential visitor groups pass through Virginia and Nevada City during July, August, and September. About 4 thousand of these visitors currently do not stop and visit the area, leaving 30,152 current visitor groups. However, only 50 percent (about 15,000) of these current visitors spend more than one hour in the cities. The remaining 15,000 visitor groups can be called true visitors to the area based on time spent visiting, and therefore are the focus of discussion in Section 2 of this report. The remainder of Section 1 includes discussion of the characteristics of the Virginia and Nevada City visitor population.



Traffic Results

About one-third of all potential visitors to the cities are from Montana. Sixty percent are from U.S. states other than Montana, and a total of six percent come from other countries (Figure 1.1).

Figure 1.1: Origin of Visitor Population



In terms of length of stay in the historic cities, 12 percent simply drove through while nearly half (44%) spent less than an hour. These groups should be thought of as potential visitors to the cities because they are in the area, but they need to be persuaded to stop and visit. The remaining 44 percent, those spending at least an hour in the cities, should be thought of as actual visitors (Table 1.1).

Table 1.1: Hours Spent in Virginia and Nevada City - Traffic Study

Hours Spent in Virginia and Nevada City	Percent of Montana Visitors	Percent of Out-of-State Visitors	Percent of All Visitors
Drove Through	10%	14%	12%
<1 Hour	58%	32%	44%
1 - 4 Hours	9%	14%	11%
4+ Hours	24%	41%	33%

Average group size for the Virginia and Nevada City visitor population was 2.3 individuals. Only 19 percent of visitor groups traveling through the cities included children and only 14 percent included more than two adults (Table 1.2).

Table 1.2: Visitor Group Size - Traffic Study

	Avg.	0	1	2	3	4 or more
Number Adults	1.9	--	30%	56%	8%	6%
Number Children	.38	81%	8%	7%	3%	1%
Total Group	2.3	--	26%	46%	11%	17%

As described in Figure 1 above, 35 percent of Virginia and Nevada City nonresident highway traffic is Montana resident traffic, leaving 65 percent who came from other areas, such as Washington, Idaho, California, and Utah. Foreign visitors from origins other than Canada accounted for four percent of visitor groups and Canadian groups accounted for two percent (Table 1.3). The origins of Virginia and Nevada City out-of-state visitors are similar to those of Montana's nonresident summer visitors².

Table 1.3: Respondent Origin - Traffic Study

Origin*	Percent of Out-of-State Visitor Groups	Percent of Nonresident Summer Visitors to MT
Washington	9%	13%
Idaho	7%	6%
California	6%	9%
Utah	4%	4%
Oregon	3%	4%
Colorado	2%	5%
Florida	2%	2%
Minnesota	2%	4%
Texas	2%	3%
Wyoming	2%	5%
Foreign countries (including Germany, Switzerland, Austria, England, Holland, Netherlands, Australia, France, New Zealand, United Kingdom, Sweden, Denmark, Brazil, and Belgium)	4%	5%
Canada (including Alberta, British Columbia, Ontario, Saskatchewan, Quebec, and Northwest Territory)	2%	7%

* Includes origins reported by 2% of out-of-state visitors or more.

² Nonresident Summer Travelers to Montana: Profiles and Characteristics. Institute for Tourism and Recreation Research. Research Report 51. J. Parrish, N. Nickerson, and K. McMahon. September 1997.

Visitor groups in Virginia and Nevada City were sometimes from more than one origin. Mixed-origin groups were far more likely to include a Montanan along with visitors from other areas than to include all out-of-state origins (Table 1.4).

Table 1.4: Mixed-Origin Visitor Groups - Traffic Study

	Percent of Visitor Groups
Mixed-Origin Group including a Montanan	5.0%
Mixed-Origin Group - no Montanans	1.5%
Total Mixed-Origin Groups	6.5%

Visitors to the historic cities were asked if their vehicle was personally owned or rented. While only four percent of groups rented vehicles, nearly half of those rentals were in Montana. Bozeman and Billings were the top locations, followed by Salt Lake City, Utah (Table 1.5).

Table 1.5: Location of Car Rentals - Traffic Study

Location of Rental	Percent of Visitor Groups*
Montana	43%
Bozeman, MT	45% of MT rentals
Billings, MT	18% of MT rentals
Missoula, MT	7% of MT rentals
Butte, MT	11% of MT rentals
West Yellowstone	3% of MT rentals
Helena	5% of MT rentals
Great Falls	4% of MT rentals
Utah	15%
Salt Lake City	95% of UT rentals
Washington	11%
Seattle	62% of WA rentals
Spokane	27% of WA rentals
Wyoming	6%
Jackson	93% of WY rentals
California	6%
San Francisco	61% of CA rentals
Los Angeles	14% of CA rentals
Colorado	7%
Denver	94% of CO rentals

* Based on 505 respondents (4%) that rented vehicles.

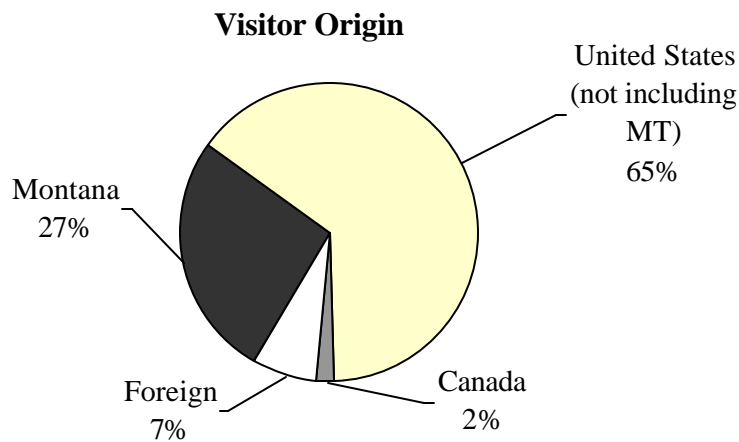
Section 2: Visitor Survey Respondents

This section includes a discussion of the characteristics of visitors to Virginia and Nevada City who responded to the visitor survey. The results in this section differ from those in Section 1, which presents characteristics of *all visitors* to the historic cities, by presenting responses from *survey participants*.

The characteristics between the two analysis sections are different because the population of all potential visitors to the cities (Section 1) includes 12 percent of groups who did not stop on their way through the cities and 44 percent of groups who spent less than one hour visiting the cities. In contrast, this section (Section 2) reports characteristics of visitors who responded to the survey and includes only about 5 percent of groups who spent less than an hour visiting the cities and no groups who simply drove through. Therefore, in order to provide profiles of *current visitors*, the results here include those for survey respondents and reflect answers provided, for the most part, by people who spent enough time in the cities to be able to answer the survey.

Twenty-seven percent of survey respondents were from Montana, 65 percent came from out-of-state origins in the United States, 2 percent came from Canadian provinces, and 7 percent came from foreign countries other than Canada (Figure 2.1). These proportions are very similar to those of the visitor population (from the traffic study) seen in Figure 1.1, but show that out-of-state visitors were slightly more likely to complete the survey than Montanans. In terms of total traffic through Virginia and Nevada City, Montana survey respondents account for 6 percent, out-of-state respondents from the US account for 15 percent, Canadians account for less than 1 percent, and other foreign respondents account for 2 percent.

Figure 2.1: Origin of Visitors to Virginia and Nevada City - Survey Respondents



Out-of-state respondents came from a variety of origins within and outside of the United States. Out-of-state respondents were most likely to come from Washington (13%), Idaho (10%), or California (9%). Visitors from Utah, Oregon, and Texas (4% each) were fairly well represented, as were respondents from foreign countries such as Germany, England, and Switzerland (Table 2.1). This residence profile is very similar to that of the statewide population of nonresident visitors to Montana³.

Table 2.1: Origin of Out-of-State Visitors to Virginia and Nevada City - Survey Respondents

Origin*	Percent of Out-of-State Respondents	Percent of Total Virginia and Nevada City Traffic	Percent of Nonresident Summer Visitors to MT
Washington	13%	2%	13%
Idaho	10%	2%	6%
California	9%	2%	9%
Utah	4%	1%	4%
Oregon	4%	1%	4%
Texas	4%	1%	3%
Colorado	3%	1%	5%
Minnesota	3%	1%	4%
Pennsylvania	3%	1%	<2%
Wyoming	3%	1%	5%
Arizona	2%	<1%	2%
Florida	2%	<1%	2%
Illinois	2%	<1%	2%
Iowa	2%	<1%	<2%
Maryland	2%	<1%	<2%
Michigan	2%	<1%	2%
New York	2%	<1%	<2%
Ohio	2%	<1%	<2%
Wisconsin	2%	<1%	2%
Foreign countries (including Germany, Switzerland, Austria, England, Holland, Netherlands, Australia, France, New Zealand, United Kingdom, Sweden, Denmark, Brazil, and Belgium)	4%	1%	5%
Canada (including Alberta, British Columbia, Ontario, Saskatchewan, Quebec, and Northwest Territory)	2%	<1%	7%

* Includes those origins represented by 2% of Out-of-State visitors or more.

³ Ibid.

Bozeman, Butte, Billings, Helena, and Missoula represent the most likely places of origin for respondents who live in Montana. Other likely origins include Dillon, Ennis, Great Falls, and Hamilton (Table 2.2).

Table 2.2: Origin of Montana Visitors to Virginia and Nevada City - Survey Respondents

Origin	Percent of Montana Respondents	Percent of Total Virginia and Nevada City Traffic
Bozeman	15%	1%
Butte	14%	1%
Billings	8%	1%
Helena	6%	<1%
Missoula	6%	<1%
Dillon	4%	<1%
Ennis	4%	<1%
Great Falls	4%	<1%
Hamilton	4%	<1%
Anaconda	3%	<1%
Whitehall	3%	<1%
Columbus	2%	<1%
Livingston	2%	<1%

Survey respondents were most likely to be between 35 and 50 years of age. Respondents from Montana averaged 47 years old while respondents from other origins averaged 49 years old, and most were likely to have attended some college or training after high school (Tables 2.3 and 2.4).

Table 2.3: Age Ranges - Survey Respondents

Age Range of Respondent	% of Montana Respondents	% of Out-of-State Respondents
18 - 34 years	21%	15%
35 - 50 years	41%	42%
51 - 64 years	26%	28%
65+ years	13%	14%
Average	47 years	49 years

Table 2.4: Educational Attainment - Survey Respondents

Educational Attainment	Percent of Montana Respondents	Percent of Out-of-State Respondents
Elementary	--	<1%
High School	24%	18%
Post High School	76%	81%

Professionals and retirees are the two main occupations for Montana and out-of-state respondents alike. However, while Montana respondents are slightly less likely than out-of-state respondents to be retired, they are slightly more likely to be in sales, clerical, or craftsman positions (Table 2.5).

Table 2.5: Occupation - Survey Respondents

Occupation	Percent of Montana Respondents	Percent of Out-of-State Respondents
Professional	38%	38%
Retired	15%	21%
Managerial	7%	9%
Self Employed	7%	7%
Clerical	6%	4%
Homemaker	6%	8%
Sales	5%	2%
Craftsman	5%	2%
Student	5%	3%
Farmer/Rancher	2%	1%
Operatives	1%	<1%
Transport	1%	2%
Laborer	1%	2%
Service Worker	1%	1%
Farm/Ranch Laborer	<1%	<1%
Unemployed/Disabled	1%	1%
Armed Services	--	1%

Household income shows some differences in affluency of visitor groups to the cities. Montana respondents are much more likely than out-of-state groups to have a household income less than \$40,000 annually (37% MT, 23% out-of-state), while out-of-state respondents are more than twice as likely to have a household income of \$100,000 or more (9% MT, 20% out-of-state) (Table 2.6).

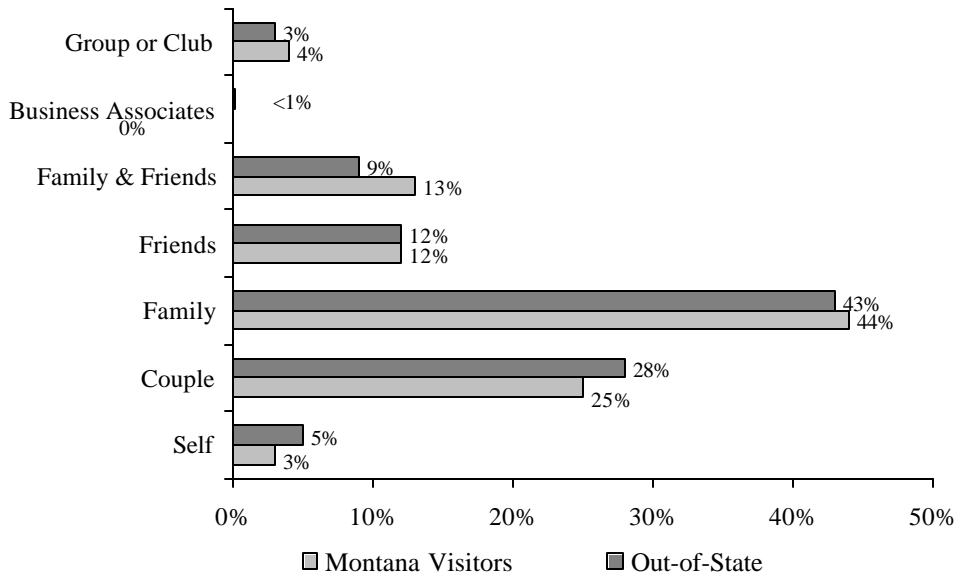
Table 2.6: Household Income - Survey Respondents

Household Income	Percent of Montana Respondents	Percent of Out-of-State Respondents
Less than \$20,000	11%	5%
\$20,000 - \$39,999	26%	18%
\$40,000 - \$59,999	33%	24%
\$60,000 - \$79,999	13%	21%
\$80,000 - \$99,999	7%	12%
\$100,000 - \$119,999	4%	9%
\$120,000 or more	5%	11%

Travel Group Characteristics

Whether respondents were from Montana or other origins, they were most likely to travel as families. They were very unlikely to travel as business associates, with groups or clubs, or alone (Figure 2.2). It is unfortunate that front-end data did not include group type information in Section 1, but the high frequency of families responding to the Virginia and Nevada City visitor survey produces interesting results in terms of group size and is discussed in the following segment.

Figure 2.2: Virginia and Nevada City Travel Group Type - Survey Respondents



Travel Group Size and Composition - Survey Respondents

Travel group composition varied between Montana and out-of-state respondents. However, some explanation is necessary in evaluating the group size statistics presented below. While groups of various sizes traveled through Virginia and Nevada City as seen in Section 1 of this report, family groups with children were much more likely to stop and visit the area than groups without children. This produces an average group size in the four- to five-member range, which is substantially higher than the average group size of 2.3 reported for all visitors through Virginia and Nevada City in Section 1.

Montana respondents were slightly more likely to be traveling with senior citizens and slightly less likely to be traveling with children than respondents from origins outside Montana. What is more, out-of-state respondents were nearly twice as likely as Montana visitors to have three or more children (Tables 2.7 and 2.8).

Table 2.7: Montana Respondent Group Composition - Survey Respondents

	Avg.	0	1	2	3 or more
Number Adult Males	1.6	1%	60%	26%	13%
Number Adult Females	1.7	3%	51%	32%	14%
Number Children	1.7	15%	37%	30%	17%
Number 55 and Older	2.2	35%	18%	29%	18%

Table 2.8: Out-of-State Respondent Group Composition - Survey Respondents

	Avg.	0	1	2	3 or more
Number Adult Males	1.5	1%	63%	25%	11%
Number Adult Females	1.6	2%	55%	29%	14%
Number Children	2.0	17%	22%	32%	30%
Number 55 and Older	1.8	31%	20%	30%	20%

Overall, Montana respondents traveled in slightly smaller groups. These visitors were most likely to have either three or four people per group, while out-of-state respondents were most likely to have either four or five people per group (Table 2.9).

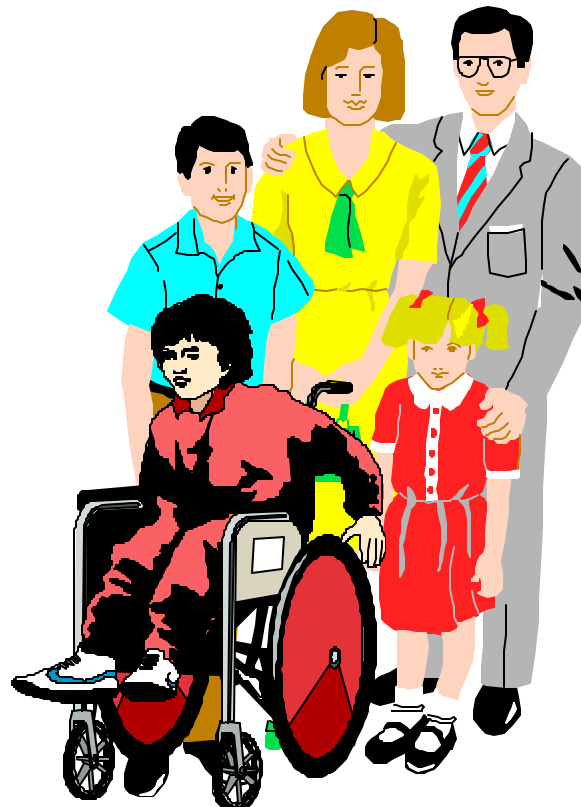
Table 2.9: Montana and Out-of-State Respondent Group Size - Survey Respondents

	Avg.	0	1	2	3	4	5	6 or more
Montana Visitor Total Group Size	4.98	--	2%	6%	25%	26%	7%	35%
Out-of-State Visitor Total Group Size	5.24	--	2%	9%	11%	28%	14%	35%

Montana and out-of-state respondents were very similar in terms of whether they traveled with disabled group members and perceived needs for disability access. Wheelchair access to boardwalks, the entrances to stores and historic structures, restrooms, and handicap parking appear to be the top concerns related to accessibility needs for disabled group members (Table 2.10).

Table 2.10: Disabled Group Members and Disability Access Needs - Survey Respondents

	Montana Respondents	Out-of-State Respondents
Percent of Groups with Disabled Members	14%	11%
Percent of Groups that Indicated a Need for Disabled Access in Virginia/Nevada City	31%	30%
Specific Type of Disability Access Needed if a Need was Indicated (in order of most frequent response)	<ol style="list-style-type: none"> 1. Wheelchair/handicap accessible ramps, entrances, and boardwalks. 2. Handicap accessible restrooms. 3. Handicap parking and street access. 	



Survey Respondent Trip Characteristics

While the majority of Montana respondents had been to Virginia and Nevada City in the past, this was not true for out-of-state respondents. Montana repeat visitors were three times as likely as out-of-state respondents to have made five or more past trips to the historic cities, while the largest portion of out-of-state repeat visitors had made one or two previous trips to the cities. Repeat visitors from Montana represent about 5 percent of total traffic through the historic cities while first time out-of-state respondents represent 12 percent of total traffic and repeat out-of-state respondents represent 5 percent of total traffic (Table 2.11).

Table 2.11: First Time and Repeat Visits to Virginia and Nevada City - Survey Respondents

	First Visit	Repeat Visit
Montana Respondents	18%	82%
Percent of Total Traffic	1%	5%
Number of Past Visits (repeat groups only):		
1-2		20%
3-4		20%
5+		60%
Out-of-State Respondents	68%	32%
Percent of Total Traffic	12%	5%
Number of Past Visits (repeat groups only):		
1-2		63%
3-4		20%
5+		17%

Survey Respondent Trip Type

By far, the majority of respondents were on a pleasure trip during their visit to Virginia and Nevada City. However, Montana respondents were nearly twice as likely as out-of-state respondents to be on a trip for combined reasons. Out-of-state respondents traveling for pleasure represent the largest portion of total traffic through the historic cities (16%) (Table 2.12).

Table 2.12: Trip Type - Survey Respondents

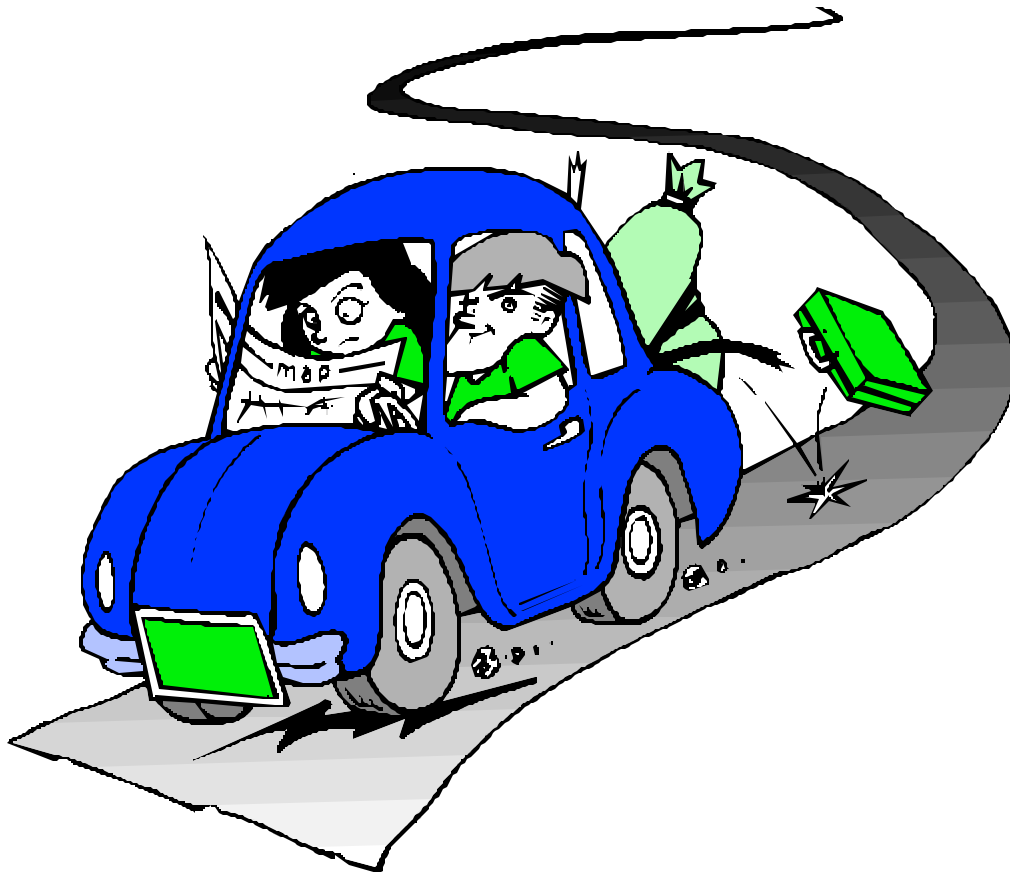
	Montana Respondents	Percent of Total Traffic	Out-of-State Respondents	Percent of Total Traffic
Pleasure	90%	6%	95%	16%
Business	2%	<1%	<1%	<1%
Combined Reasons	9%	1%	5%	1%

Survey Respondent Trip Planning, Trip Length, and Length of Stay in Virginia and Nevada City

The most common trip planning horizon for a visit to the historic cities was 1 to 7 days, and the majority of respondents (83% MT, 72% out-of-state) planned their trip to Virginia and Nevada City less than one month prior to visiting the cities. Not surprisingly, out-of-state respondents were more likely than Montana respondents to plan their trip to the cities more than a month in advance, but were also more likely to visit spontaneously (or plan to stop the day of their actual visit) (Table 2.13).

Table 2.13: Trip Planning Horizon - Survey Respondents

When Trip to Virginia and Nevada City was Planned	Montana Respondents	Out-of-State Respondents
Today	24%	26%
1 to 7 Days Ago	33%	31%
1 to 4 Weeks Ago	26%	15%
1 to 6 Months Ago	13%	19%
6+ Months	5%	9%



Montana respondents averaged 138 miles from home and more than half spent no nights away from home. However, nearly one-third of Montana respondents spent either one or two nights away from home on their trip, producing an average of 1.3 nights away from home for Montana groups. Out-of-state respondents averaged 1299 miles from home and were about evenly split between spending up to one week, between one and two weeks, and spending more than two weeks away from home on their trip. Out-of-state respondents spending more than a week away from home on their trip represent the largest portion of total traffic through the historic cities (Tables 2.14 and 2.15).

Table 2.14: Miles From Home on Trip - Survey Respondents

	Montana Respondents	Out-of-State Respondents
Minimum	10 miles	70 miles
Maximum	500 miles	2900 miles
Mean	138 miles	1299 miles
Median	100 miles	1100 miles

Table 2.15: Nights From Home on Trip - Survey Respondents

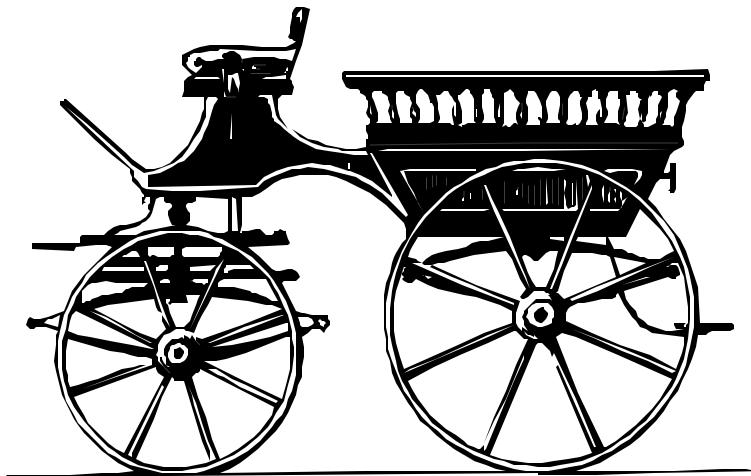
	Montana Respondents		Out-of-State Respondents	
Minimum	0 nights		0 nights	
Maximum	14 nights		31 nights	
Mean	1.3 nights		12.3 nights	
Median	0 nights		10 nights	
	% of Montana Respondents	% of Total Traffic	% of Out-of-State Respondents	% of Total Traffic
0 Nights	51%	3%	4%	1%
1 Night	16%	1%	5%	1%
2 Nights	16%	1%	6%	1%
3 Nights	6%	<1%	4%	1%
4-7 Nights	9%	1%	19%	3%
8-14 Nights	2%	<1%	32%	5%
15+ Nights	--	--	31%	5%

Montana and out-of-state respondents differed in the length of the trip that included Virginia and Nevada City. Fifty-four percent of Montana respondents took a day trip to the cities, compared to 14 percent of out-of-state groups. The difference in percent of groups reporting no nights away from home (Table 2.15 above) and percent of groups reporting a day trip to Virginia and Nevada City (Table 2.16) shows that, for some groups, visiting the historic cities was a side trip of their larger trip and was not necessarily a planned stop or en route to another location. This is further illustrated by the travel patterns discussed in the next segment.

Twenty-five percent of Montana respondents were on a multi-day trip with Virginia and Nevada City as their *primary* destination, whereas only 11 percent of out-of-state respondents described their trip this way. The majority of out-of-state respondents (75%) visited Virginia and Nevada City en route to another destination, while only 21 percent of Montana respondents had a destination other than Virginia and Nevada City. The largest portion of total traffic through Virginia and Nevada City were out-of-state groups on multi-day trips with destinations other than the historic cities (Table 2.16).

Table 2.16: Survey Respondent Trip Length

	Montana Respondents	Percent of Total Traffic	Out-of-State Respondents	Percent of Total Traffic
Day Trip	54%	%	14%	2%
Multi-day trip with Virginia/ Nevada City as Primary Destination	25%	2%	11%	2%
Multi-day trip with Destination other than Virginia and Nevada City	21%	1%	75%	13%



Most Montana respondents who listed other primary destinations were en route to another destination in Montana. This same trend holds for nearly three-fourths of out-of-state respondents. Yellowstone National Park, Bozeman, and Ennis were the most popular Montana destinations for Montana respondents while Yellowstone National Park, Bozeman, Ennis, and Glacier National Park were the top in-state destinations for out-of-state groups (Table 2.17).

Table 2.17: Trip Destinations Other than Virginia and Nevada City - Survey Respondents

Other Trip Destinations*	Montana Respondents	Out-of-State Respondents
Montana Destinations	91%	72%
Yellowstone National Park	14%	28%
Bozeman	14%	7%
Ennis	12%	6%
Dillon	5%	3%
Butte	7%	2%
West Yellowstone	2%	5%
Missoula	5%	1%
Glacier National Park	2%	6%
Utah Destinations	4%	1%
Salt Lake City	4%	<1%
Wyoming Destination	2%	5%
Grand Tetons	2%	<1%

* Represents responses from 57 Montana visitor groups and 429 out-of-state groups. Only the more frequent replies are presented in this table. See Appendix C for a complete listing of all destinations.

Survey respondents generally spent between one and four hours touring the area. However, 36 percent of Montana respondents spent more than 4 hours and 28 percent of out-of-state respondents spent more than 4 hours in the area (Table 2.18). In all, about 22 percent of total traffic spent more than an hour in the area, and about seven percent of total traffic through the cities spent more than 4 hours in the area.

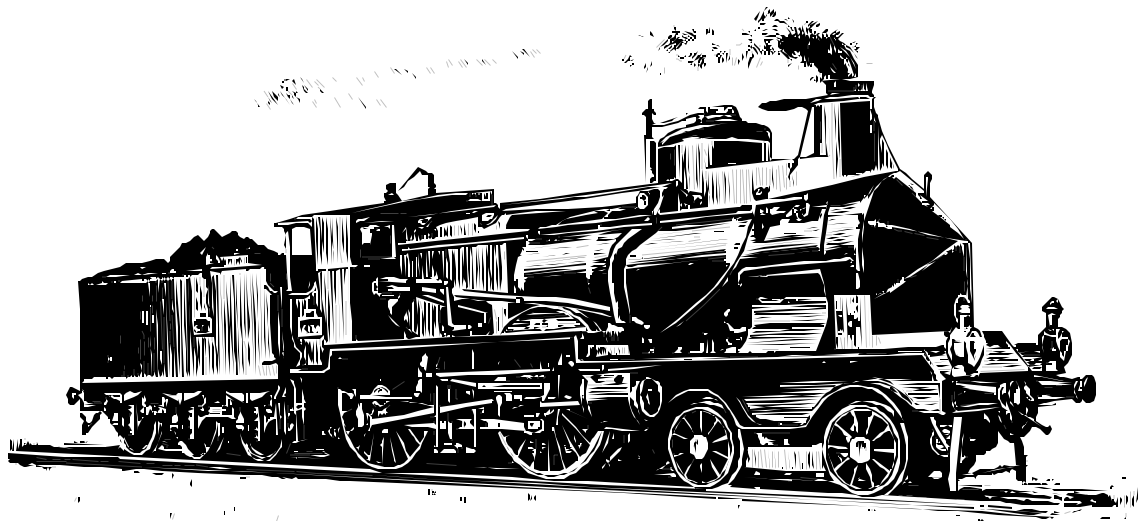
Table 2.18: Length of Stay in Virginia and Nevada City - Survey Respondents

	Montana Respondents	Percent of Total Traffic	Out-of-State Respondents	Percent of Total Traffic
<1 Hour	6%	<1%	5%	1%
1 - 4 Hours	59%	4%	66%	11%
4+ Hours	36%	2%	28%	5%

The majority of survey respondents - regardless of origin - spent only a single day visiting Virginia and Nevada City. However, 21 percent of Montana respondents and 18 percent of out-of-state respondents spent 2 or more days in the historic cities. This equals about 19 percent of total traffic through the cities spending 1 day visiting the area and about 3 percent spending 2 days visiting (Table 2.19).

Table 2.19: Days Spent in Virginia and Nevada City - Survey Respondents

	Montana Respondents	Percent of Total Traffic	Out-of-State Respondents	Percent of Total Traffic
1 Day	79%	5%	82%	14%
2 Days	16%	1%	13%	2%
3 Days	5%	<1%	2%	<1%
4 + Days	--	--	3%	1%



Travel Patterns

Nearly all Montana respondents spent the night in Montana prior to visiting the historic cities. Bozeman and Ennis were the cities Montana respondents most frequently stayed in (Table 2.20).

Table 2.20: Location of Overnight Accommodations Prior to and After Visiting Virginia and Nevada City - Montana Respondents

Location of Previous Night's Accommodations	Prior to Visiting Cities	After Visiting Cities
Montana Locations	98%	96%
Ennis	14%	11%
Bozeman	15%	14%
West Yellowstone	4%	2%
Butte	6%	9%
Dillon	4%	3%
Yellowstone National Park	3%	4%
Helena	5%	7%
Missoula	5%	4%
Billings	4%	7%

More than three-fourths of out-of-state respondents spent the night in Montana prior to and after visiting the historic cities. Ennis, West Yellowstone, and Bozeman were the cities out-of-state respondents most frequently stayed in before visiting Virginia and Nevada City while West Yellowstone, Bozeman, and Yellowstone National Park were the locations these visitor groups most frequently stayed in after visiting Virginia and Nevada City (Table 2.21).

Table 2.21: Location of Overnight Accommodations Prior to and After Visiting Virginia and Nevada City - Out-of-State Respondents

Location of Next Night's Accommodations	Prior to Visiting Cities	After Visiting Cities
Montana Locations	82%	79%
Ennis	11%	6%
Bozeman	9%	9%
West Yellowstone	11%	12%
Butte	6%	6%
Dillon	6%	4%
Yellowstone National Park	6%	9%
Helena	3%	3%
Missoula	3%	5%
Billings	<1%	2%
Wyoming Locations	3%	6%
Idaho Locations	11%	10%

Nearly two-thirds of Virginia and Nevada City respondents spent the night prior to visiting the cities and the night after visiting the cities in the same location. This suggests that, for Montana respondents, visits to Virginia and Nevada City were taken as day trips or trips that included an overnight stay in the cities. For out-of-state respondents, Virginia and Nevada City were included as a side trip of a larger trip or as a day trip from where the group was staying. Bozeman and Ennis were popular locations for both group types. West Yellowstone (17%) was also very popular among out-of-state respondents, while Butte and Helena were popular locations among Montana respondents. Montana's larger cities that lie outside the immediate vicinity of Virginia and Nevada City do not appear in Table 2.22 below because it is generally a longer trip to the historic cities from those locations. However, Table 2.2 shows that a substantial portion of the historic cities' Montana visitor groups are from the larger cities of Bozeman, Butte, Billings, Helena, and Missoula. This suggests that some groups traveling from these cities are including other attractions or destinations in their trip to the cities and not going directly home after their visit (Table 2.22).

Table 2.22: Location of Overnight Stay if Spent in Same Place Prior to and Following Visit to Virginia and Nevada City

Location of Overnight Stay if Spent in Same Place Prior to and Following Visit to Virginia and Nevada City*	Montana Visitor Groups	Out-of-State Visitor Groups
Bozeman	8%	5%
West Yellowstone	1%	5%
Ennis	6%	4%
Butte	4%	2%
Big Sky	--	1%
Helena	3%	1%

* Includes most popular overnight stay locations.

The following pages contain maps describing where travel groups spent the night prior and night after visiting Virginia and Nevada City for Montana and out-of-state respondents.

For each type of respondent, the first two illustrations represent general group travel patterns. Following these are maps for the night prior to and the night after visiting the cities. The percentages in parentheses next to each city name on the maps indicate the percent of groups who stayed in that location for the particular night and group type being described. Further discussion on travel patterns for Montana visitor groups and out-of-state visitor groups accompanies each set of maps.



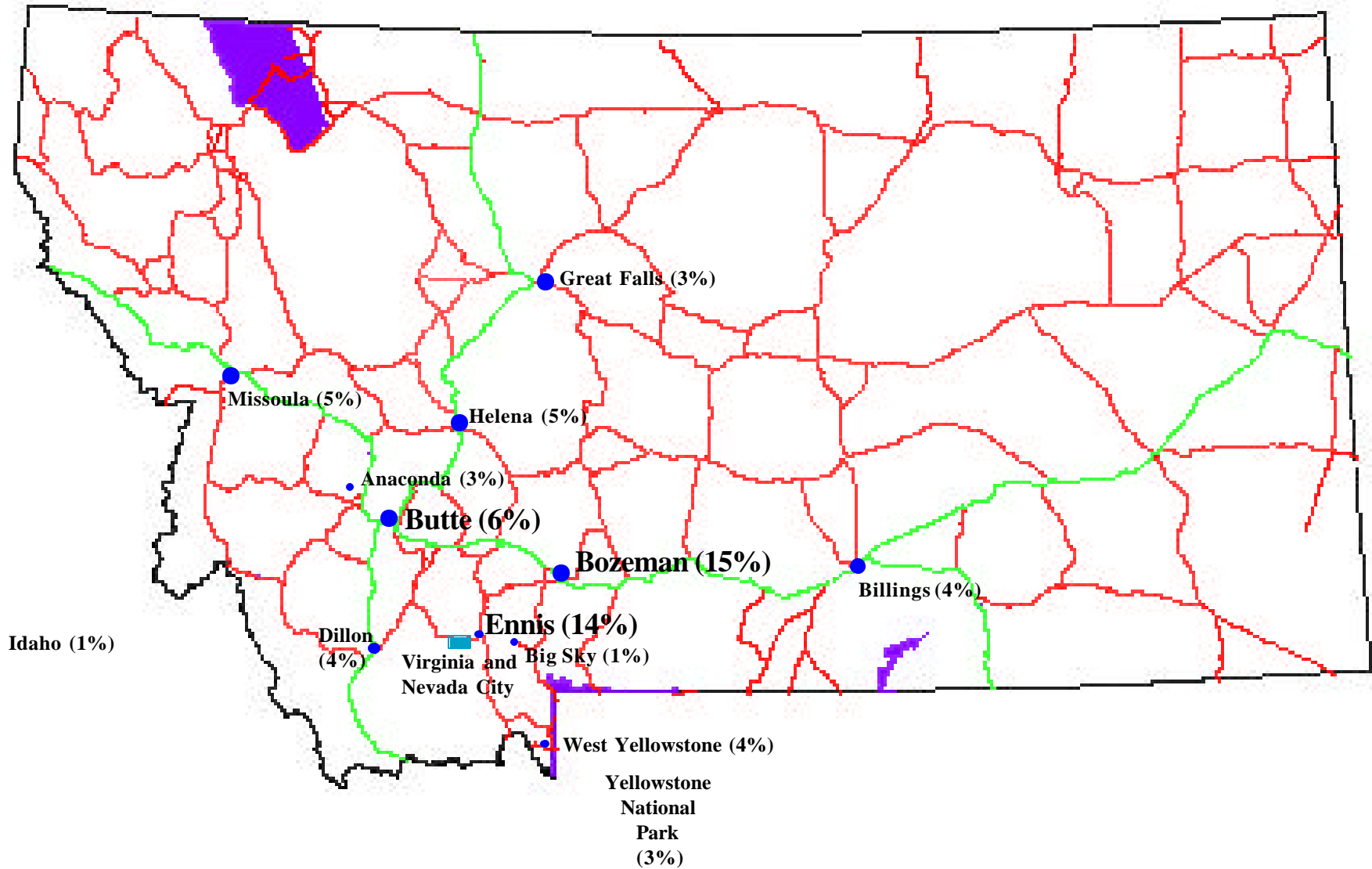
Montana Respondent General Travel Patterns

Recall that, in general, Montana respondents engaged in short trips, were less likely to spend a night away from home, and were very likely to indicate Virginia and Nevada City as their primary destination. Therefore, it is not surprising that most Montana visitors spent the night before visiting the cities and the night after visiting the cities in the same place - most likely their home. There is a small fraction of Montana visitors who traveled from their hometown in western Montana, through Virginia and Nevada City, and continued on to Wyoming or the Yellowstone National Park area. However, the majority of groups traveled from home, to the cities, and back home again (Figures 2.3 - 2.5).

Figure 2.3: Typical Travel Patterns - Montana Respondents

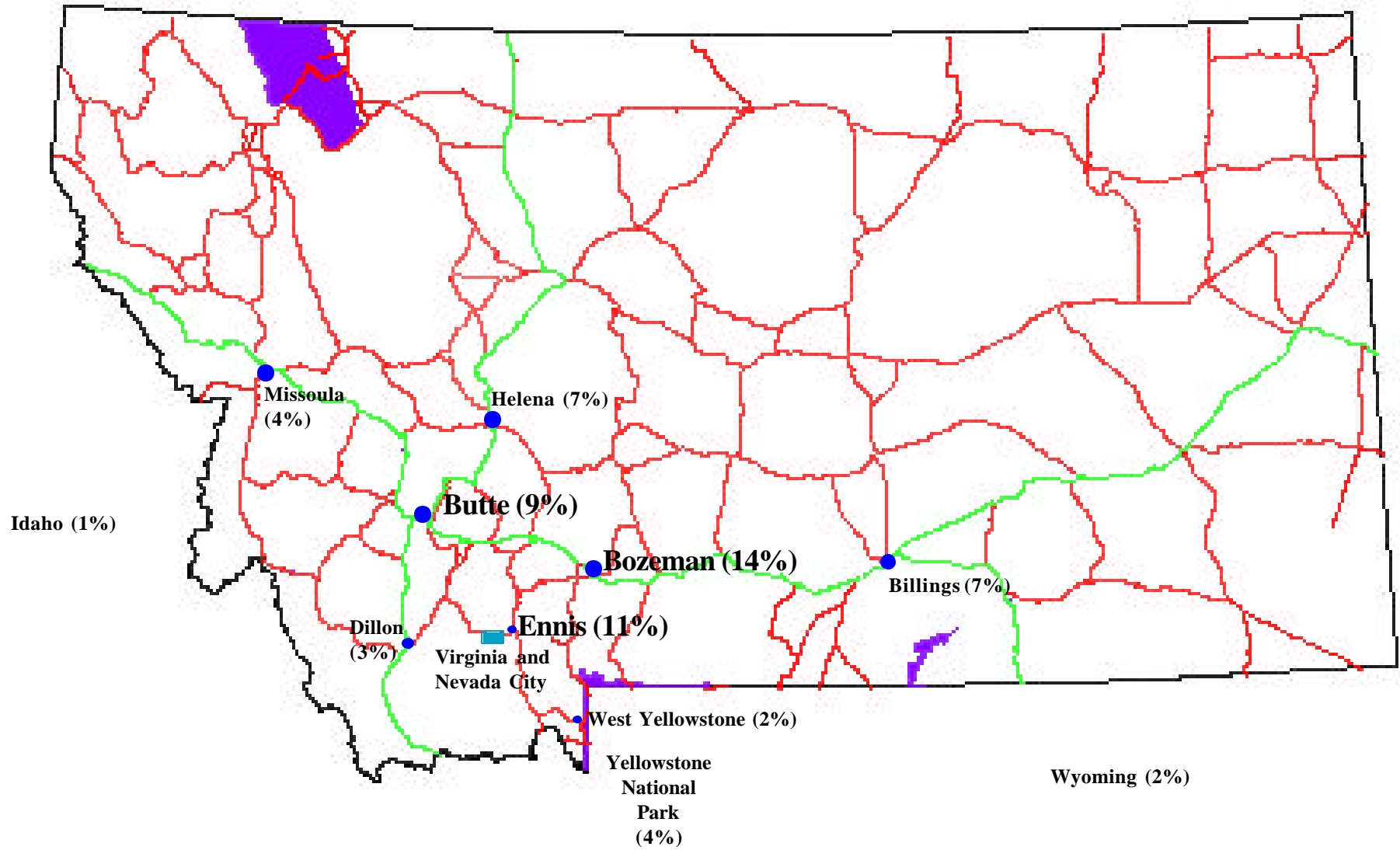
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Figure 2.4: Location of Night Spent *Prior* to Visiting Virginia and Nevada Cities - Montana Respondents



* Represents 68% of all reported locations.

Figure 2.5: Location of First Night Spent *After* Visiting Virginia and Nevada Cities - Montana Respondents



Out-of-State Respondent General Travel Patterns

Over one-fourth of out-of-state respondents indicated Yellowstone National Park as their primary trip destination, which is in line with nonresident visitors to Montana as a whole⁴. There are a few different travel patterns relating to this phenomenon. First, there is a portion of out-of-state respondents who traveled from the Yellowstone National Park area to Virginia City and on to Wyoming. Other groups travel from Idaho, through the historic cities, and on to the Yellowstone National Park area. Similarly, groups often spend a night in Montana's major cities of Missoula, Butte, Helena, and Great Falls and then travel on to the Yellowstone National Park area via Virginia and Nevada City. Different yet, there are out-of-state respondents who stay in the region both before and after their trip. The travel patterns of these visitors are similar to those of Montana visitors in that they begin and end the trip which included Virginia and Nevada City in the same town (Figures 2.6 - 2.8).

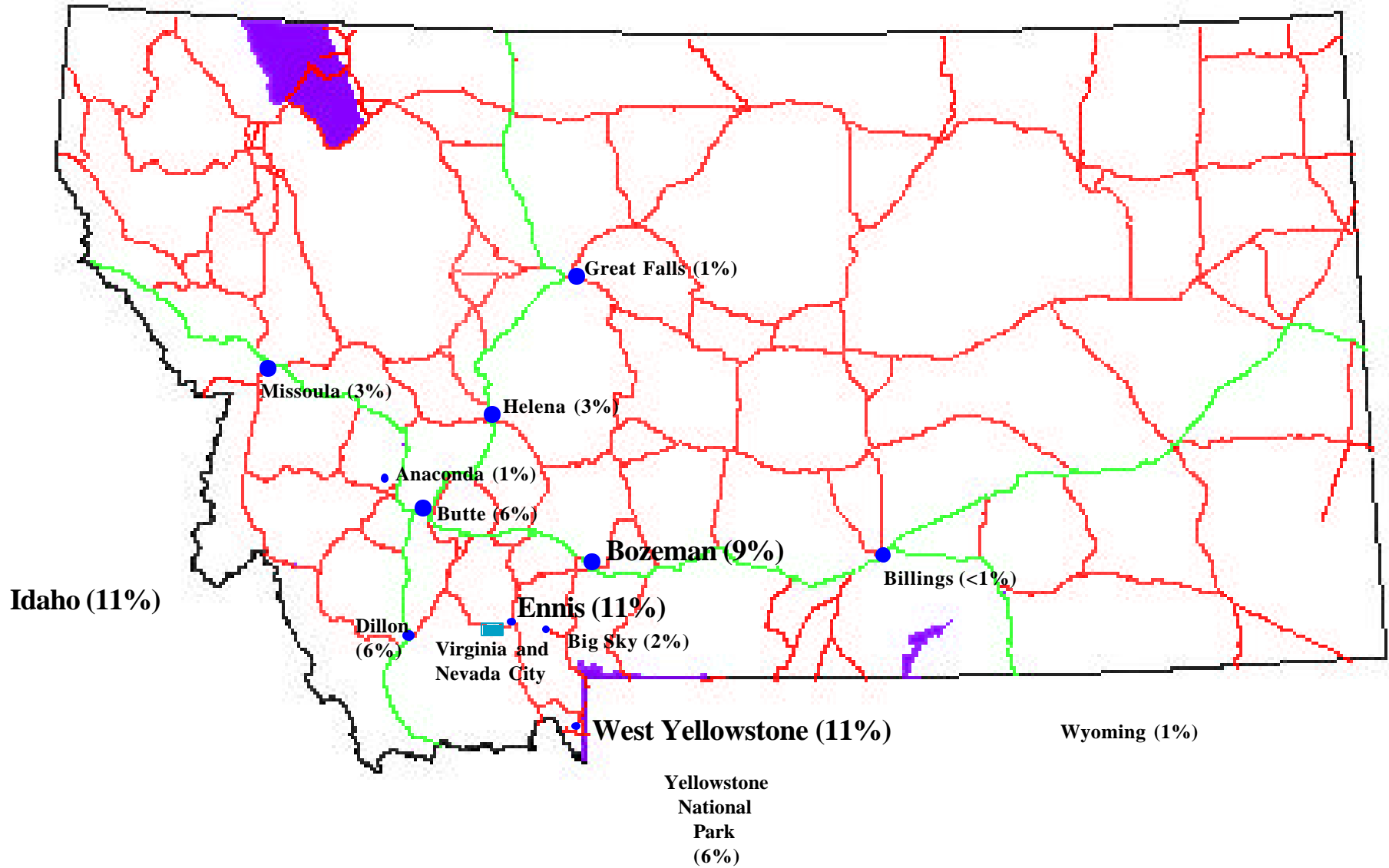
Figure 2.6: Typical Travel Patterns - Out-of-State Respondents

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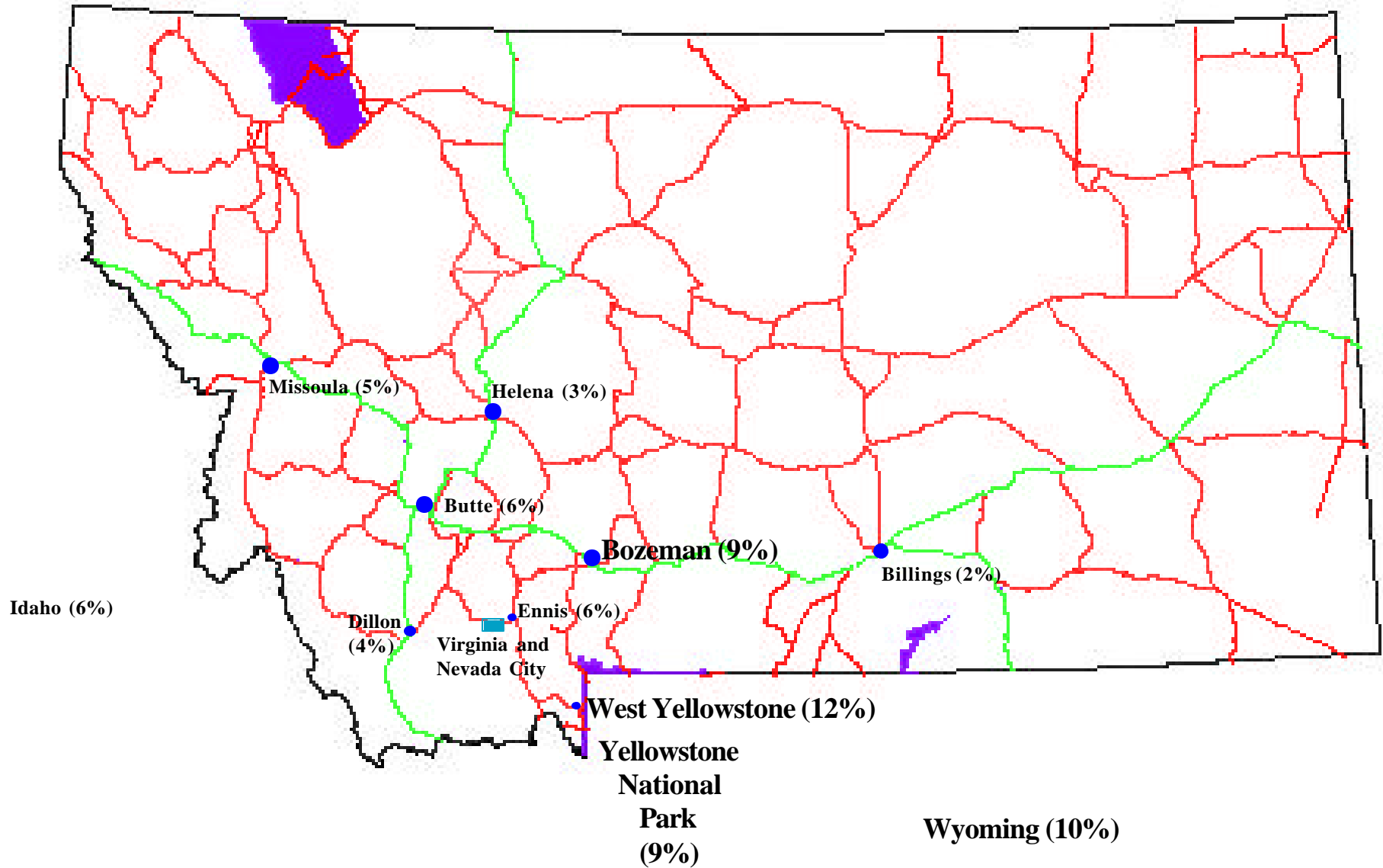
⁴ Nonresident Summer Travelers to Montana: Profiles and Characteristics. J. Parrish, N. Nickerson, and K. McMahon. 1997. Institute for Tourism and Recreation Research, The University of Montana. This study revealed that 22 percent of summer nonresident visitors to Montana were primarily attracted to Montana for Yellowstone National Park.

Figure 2.7: Location of Night Spent *Prior* to Visiting Virginia and Nevada Cities - Out-of-State Respondents



* Represents 72% of all reported locations.

Figure 2.8: Location of First Night Spent *After* Visiting Virginia and Nevada Cities - Out-of-State Respondents



Overnight Stays in Virginia and Nevada City

Montana and out-of-state respondents were very similar in terms of whether they spent a night in Virginia or Nevada City during their trip. However, they did differ greatly in terms of awareness of overnight accommodations in the historic cities. While roughly one-fourth of all respondents spent a night in Virginia and Nevada City during their trip, 36 percent of out-of-state respondents, compared to 76 percent of Montana respondents, were aware of overnight lodging opportunities in the cities (Tables 2.23 and 2.24). This is logical since the majority of Montana respondents were repeat visitors and the majority of out-of-state respondents were first time visitors (refer to Table 2.11). However, caution should be exercised in attempting to generalize these figures to all Virginia and Nevada City visitors. There was a higher likelihood of intercepting visitors that spent more time in the cities than intercepting those that visited for less than an hour. Also, it was more likely for groups spending more time in the cities to spend a night there than it was for groups spending short amounts of time visiting. Therefore, it is very likely that the percentage of all visitors to the cities that actually spent a night is somewhat less than presented in Table 2.23. As reported here, six percent of total traffic through Virginia and Nevada City represents groups spending a night in the cities. However, 11 percent of total traffic indicated knowledge of overnight lodging opportunities.

Table 2.23: Visitors Spending a Night in Virginia and Nevada City - Survey Respondents

Spent Night in Virginia/Nevada City?	Montana Respondents		Out-of-State Respondents	
	Percent of Montana Respondents	Percent of Total Traffic	Percent of Out-of-State Respondents	Percent of Total Traffic
Yes	25%	2%	21%	4%
No	75%	5%	79%	14%

Table 2.24: Awareness of Lodging Opportunities in Virginia and Nevada City - Survey Respondents

Aware of Overnight Accommodations in Virginia/Nevada City?	Montana Respondents		Out-of-State Respondents	
	Percent of Montana Respondents	Percent of Total Traffic	Percent of Out-of-State Respondents	Percent of Total Traffic
Yes	76%	5%	36%	6%
No	24%	2%	64%	11%

Overnight lodging expectations were met for those groups that stayed in Virginia and Nevada City, and these groups were overwhelmingly satisfied with their accommodations, producing a satisfactory overnight experience in the historic cities (Tables 2.25 - 2.26).

Table 2.25: Expectations for Overnight Accommodations - Survey Respondents

Expectations for Overnight Accommodations met?*	Montana Respondents	Out-of-State Respondents
Yes	86%	91%
No	14%	9%

* Represents percent of groups who spent a night in the cities.

Table 2.26: Satisfaction with Overnight Accommodations - Survey Respondents

Satisfied with Overnight Accommodations in Virginia and Nevada City?*	Montana Respondents	Out-of-State Respondents
Yes	88%	92%
No	12%	8%

* Represents percent of groups who spent a night in the cities.



Comments pertaining to overnight lodging were solicited from respondents spending a night in Virginia and Nevada City. If groups were satisfied, they generally had positive comments in regard to the authenticity of the dwellings. If groups were *not* satisfied, comments usually centered around issues of maintenance and renovation (Table 2.27).

Table 2.27: Comments Regarding Overnight Lodging in Virginia and Nevada City - Survey Respondents

Montana Respondents	Out-of-State Respondents
<p><i>If Satisfied:</i></p> <ul style="list-style-type: none"> • Fairweather Inn is wonderful • Friendly people • Quaint, authentic, historic rooms • Enjoyed rented cabin in Nevada City 	<p><i>If Satisfied:</i></p> <ul style="list-style-type: none"> • Fairweather Inn is wonderful • Friendly people • Quaint, authentic, historic rooms • Quiet, peaceful, and comfortable
<p><i>If Not Satisfied:</i></p> <ul style="list-style-type: none"> • Needs renovation • Need carpet in room 	<p><i>If Not Satisfied:</i></p> <ul style="list-style-type: none"> • Lacked necessary accommodations • Poorly maintained • Very poor food and hotel services

People who were unaware of lodging opportunities prior to their visit did not spend a night in Virginia and Nevada City. However, there were reasons other than lack of knowledge of overnight facilities as to why groups did not spend a night in the cities. These included that they were close to home or on a day trip, an overnight stay in the cities was not in their travel plan, and that they were simply passing through the historic cities (Table 2.28).

Table 2.28: Other Reasons for Not Spending a Night in Virginia and Nevada City - Survey Respondents

Reasons for Not Spending Night in Virginia and Nevada City <i>other than</i> Unaware of Overnight Lodging Opportunities*	Montana Respondents	Out-of-State Respondents
Staying with friends/relatives	5%	10%
Close to home/on a day trip	53%	8%
Timing of day/not in travel plan	6%	18%
Passing through	14%	17%
Staying in RV elsewhere	2%	6%
Staying/camping elsewhere	5%	22%
Prefer to camp	6%	5%

* Represents percent of total responses received. 27% of Montana groups (89) responded, and 29% of Out-of-State groups (242) responded.

Reasons to Visit Virginia and Nevada City

Overall, Montana respondents and out-of-state respondents were similar in many aspects as to why they visited Virginia and Nevada City. However, out-of-state respondents appear to be a bit more divided on reasons to visit than groups from Montana, who exhibit a more evenly-distributed response to various reasons for visiting Virginia and Nevada City. Both groups listed learning Montana history and viewing historic structures as important reasons for visiting. Similarly, both group types felt that special events and driving breaks were not very important reasons for visiting the cities. However, while Montana respondents felt that being with friends and family was important during the visit, out-of-state respondents did not feel this was as important. On the other hand, out-of-state respondents were much more likely than Montana respondents to indicate that the Virginia City Playhouse was not at all important in deciding to visit the cities. Lastly, Montana respondents were apt to visit the cities in order to escape routine while out-of-state respondents were not as likely to list this as an important reason (Table 2.29).

Table 2.29: Reasons to Visit Virginia and Nevada City - Survey Respondents

Reason to Visit Virginia and Nevada City	Montana Respondents					Out-of-State Respondents				
	<i>Not at all Important</i>			<i>Very Important</i>	Scale Average*	<i>Not at all Important</i>			<i>Very Important</i>	Scale Average*
<i>Survey Scale</i>	1	2	3	4	(1 - 4)	1	2	3	4	(1 - 4)
To Learn Montana History	6%	12%	35%	47%	3.2	5%	15%	44%	37%	3.1
To Attend/Partake in Special Event	46%	21%	11%	22%	2.1	70%	13%	9%	8%	1.6
To Attend Virginia City Playhouse	38%	18%	11%	32%	2.4	66%	15%	9%	10%	1.6
To View Historic Structures	5%	9%	32%	55%	3.4	2%	5%	27%	66%	3.6
To Ride the Train	46%	22%	15%	16%	2.0	56%	19%	15%	11%	1.8
To Tour Nevada City	35%	26%	20%	19%	2.2	37%	19%	22%	21%	2.3
To Eat	37%	28%	18%	18%	2.2	42%	26%	20%	13%	2.0
To Shop	35%	25%	23%	17%	2.2	33%	33%	20%	14%	2.2
Close to Home	24%	19%	29%	29%	2.6	80%	7%	9%	4%	1.4
To Take a Driving Break	77%	12%	8%	3%	1.4	64%	16%	13%	7%	1.6
To Relax	22%	17%	29%	32%	2.7	28%	20%	33%	19%	2.4
To Do Exciting Things	17%	21%	33%	29%	2.7	18%	24%	37%	22%	2.6
To Be with Friends/Family	11%	9%	25%	55%	3.3	32%	8%	24%	36%	2.6
To Escape Routine	8%	13%	33%	47%	3.2	21%	13%	32%	34%	2.8

* Average of responses from 1 (not at all important) to 4 (very important).

Satisfaction with Virginia and Nevada City

Visitors to Virginia and Nevada City were generally satisfied with all elements of their experience. In fact, Montana respondents and out-of-state respondents were very similar in their responses. The largest differences, which are minor, occur in satisfaction with variety of entertainment and satisfaction with maintenance of facilities. Montana respondents tended to be slightly less satisfied with the maintenance of Virginia and Nevada City facilities, but slightly more satisfied with the variety of entertainment than out-of-state respondents. In addition, over half of respondents were very satisfied with the behavior of other people, pointing to an overall absence of conflict between visitors, which is a very positive condition (Table 2.30).

Table 2.30: Satisfaction with Elements of Virginia and Nevada City - Survey Respondents

Satisfaction with Virginia and Nevada City	Montana Respondents					Out-of-State Respondents				
	<i>Not at all Satisfied</i> 1	2	3	<i>Very Satisfied</i> 4	Scale Average* (1 - 4)	<i>Not at all Satisfied</i> 1	2	3	<i>Very Satisfied</i> 4	Scale Average* (1 - 4)
Quality of Historical Info	2%	8%	46%	45%	3.3	1%	8%	40%	52%	3.4
Amount of Historical Info	1%	10%	44%	45%	3.3	1%	13%	41%	45%	3.3
Type of Development	5%	13%	55%	27%	3.0	4%	14%	49%	33%	3.1
Amount of Development	5%	17%	51%	27%	3.0	5%	19%	47%	29%	3.0
Maintenance of Facilities	9%	16%	46%	29%	2.9	5%	16%	45%	34%	3.1
Cleanliness of Area	2%	9%	42%	47%	3.3	1%	9%	42%	48%	3.4
Condition of Historical Features	4%	18%	45%	34%	3.1	3%	13%	43%	41%	3.2
Behavior of Other People	2%	4%	43%	52%	3.4	1%	5%	39%	55%	3.5
Opportunity to Shop	8%	15%	46%	32%	3.0	6%	16%	45%	34%	3.1
Opportunities for Food/Drink	5%	15%	47%	34%	3.1	6%	19%	44%	31%	3.0
Variety of Entertainment	5%	15%	42%	38%	3.1	9%	24%	45%	22%	2.8
Quality of Accommodations (if applicable)	11%	15%	38%	36%	3.0	16%	14%	40%	30%	2.9

* Average of responses from 1 (not at all satisfied) to 4 (very satisfied).

Overall, both Montana and out-of-state visitor groups were very satisfied with their trip to the historic cities (Table 2.31).

Table 2.31: Overall Satisfaction with Virginia and Nevada City - Survey Respondents

Overall Satisfaction with Virginia and Nevada City										
Survey Scale	<i>Not at all Satisfied</i>					<i>Very Satisfied</i>				Average* (1-9)
	1	2	3	4	5	6	7	8	9	
Montana Respondents	1%	--	1%	2%	6%	10%	26%	31%	23%	7.4
Out-of-State Respondents	1%	1%	1%	2%	4%	11%	25%	33%	22%	7.4

* Average of responses from 1 (not at all satisfied) to 9 (very satisfied).



Information Sources

Montana and out-of-state respondents exhibited similar characteristics in terms of the influence various sources of information had on their decision to visit Virginia and Nevada City. The most influential source of information was the recommendation from a friend or relative. No other source was found to be nearly as useful as word-of-mouth. However, out-of-state respondents were slightly more likely than Montana respondents to utilize travel guide books, the Montana Travel Planner and automobile clubs for their trip (Table 2.32).

Table 2.32: Influence of Information Sources on Deciding to Visit Virginia and Nevada City - Survey Respondents

Influence of Information Source	Montana Respondents					Out-of-State Respondents				
	<i>Not at all Influential</i>		<i>Very Influential</i>		Scale Average* (1 - 4)	<i>Not at all Influential</i>		<i>Very Influential</i>		Scale Average* (1 - 4)
Survey Scale	1	2	3	4		1	2	3	4	
Films	80%	12%	6%	3%	1.3	87%	7%	4%	3%	1.2
Books	62%	19%	11%	8%	1.6	72%	11%	10%	8%	1.6
Chamber/Visitor Bureau	67%	18%	11%	4%	1.5	77%	9%	9%	5%	1.4
1-800 State Travel Number	83%	9%	6%	2%	1.3	90%	6%	3%	2%	1.2
Internet	81%	11%	4%	5%	1.3	84%	4%	7%	5%	1.3
Montana Travel Planner	68%	13%	12%	6%	1.6	68%	6%	14%	12%	1.7
Automobile Club	82%	11%	4%	3%	1.3	75%	5%	8%	13%	1.6
Virginia/Nevada City Brochures	55%	14%	19%	12%	1.9	62%	10%	15%	13%	1.8
Recommendation from Friend/Relative	26%	10%	21%	43%	2.8	32%	5%	15%	48%	2.8
Travel Guide Book	68%	13%	14%	6%	1.6	56%	10%	16%	19%	2.0

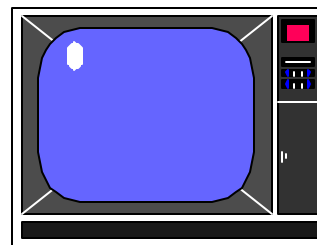
* Average of responses from 1 (not at all influential) to 4 (very influential).

Respondents who utilized films or books indicated specifically which films and books they used. PBS specials and various western-type films were used, as were various books about ghost towns in Montana (Table 2.33).

Table 2.33: Specific Films and Books Used as Information Source - Survey Respondents

Montana Respondents*	Out-of-State Respondents*
<p>Films:</p> <p>No Montana Visitor Groups Listed Films as an Information Source</p>	<p>Films:</p> <ul style="list-style-type: none"> • Hotel room informational channel • <i>County Seat</i> • <i>Return to Lonesome Dove</i> • PBS Special
<p>Books:</p> <ul style="list-style-type: none"> • The road to Virginia City • History Books • <i>Montana Bullwatcher</i> by C.C. Rouse • <i>Gold Camp</i> • <i>Montana Magazine</i> • <i>Sunset Magazine</i> • News • <i>Roadside History of Montana</i> • <i>Historical Montana</i> by Don Spritzer 	<p>Books:</p> <ul style="list-style-type: none"> • <i>AAA Hidden Montana</i> • <i>Ghost Towns of Montana</i> • History Books • <i>Sunset Magazine</i> • <i>Roadside History of Montana</i>

* Represents responses from responding groups only. Nine Montana respondents (3%) listed books, 6 out-of-state groups (<1%) listed films, and 35 out-of-state respondents (4%) listed books.



Suggestions for Improvement and Ways to Extend Visit

Respondents provided suggestions for improvements to Virginia and Nevada City as well as suggestions for ways to extend their visit or make it more enjoyable. Continued restoration of historical places, buildings, boardwalks, and displays was the most frequent improvement suggestion, followed by increased variety in food, shops, entertainment, attractions, activities, and interactive displays (Table 2.34). More campgrounds, RV parking areas, overnight accommodations, and services topped the suggestions for keeping visitors in the cities longer. A close second was the suggestion for more entertainment, attractions, and historical events (Table 2.35).

Table 2.34: Suggestions for Improvement of Virginia and Nevada City - Survey Respondents

Suggestions for Improvement of Virginia and Nevada City*	Montana Respondents	Out-of-State Respondents
Restore historical places, buildings, boardwalks, and displays	23%	19%
More variety in food, shops, entertainment, attractions, activities, and interactive displays	12%	11%
More access to closed buildings and exhibits	10%	8%
More history and information	7%	8%
More, better, cleaner restrooms	9%	5%
Keep is simple and rustic; limit development	8%	8%

* Represents percent of total responses by group type. A total of 200 Montana respondents (62%) and 509 out-of-state groups (61%) provided suggestions.

Table 2.35: Suggestions to Extend Visit or Make Visit More Enjoyable - Survey Respondents

Suggestions to Extend Visit or Make Visit More Enjoyable*	Montana Respondents	Out-of-State Respondents
More campgrounds, RV parking areas, overnight accommodations, services	16%	16%
More entertainment, attractions, historical events	16%	11%
Interpretive services, historical information, maps, brochure	7%	8%
More restaurants and shops	4%	9%

* Represents percent of total responses by group type. A total of 114 Montana respondents (35%) and 265 out-of-state groups (32%) provided suggestions.

Appendix A: Study Methodology

The Virginia and Nevada City Visitor Study was approved by the Tourism Advisory Council to be conducted for the Montana Heritage Commission from July 1 through September 30, 1999. It was funded by the Lodging Facility Use Tax.

Study Goals and Objectives

The Institute for Tourism and Recreation Research conducted the Virginia and Nevada City Visitor Study as an on-site visitor intercept study. The objectives of the study were twofold:

- To estimate the number of visitors and vehicles that stop in Virginia and Nevada City during the summer months of July, August, and September in order to provide a base-line visitor estimate for summer 1999 with a model for estimating future visitor populations.
- To assess the characteristics of visitors to the historic cities in terms of demographics, trip type, trip planning, reasons for visiting Virginia and Nevada City, and satisfaction with amenities in the cities.

Visitor Estimation Methodology

Traffic counters were placed on the eastbound lane of Highway 287 leaving Virginia City and on the westbound lane of Highway 287 leaving Nevada City. These were active from July 1 through September 30, 1999, and recorded all vehicle axles which passed over the roadway at these particular locations.

Traffic intercepts occurred during three four-day intervals throughout the study period. These were conducted to describe the population of vehicles that passed over the traffic counters. For 10 hours per day on each of 12 intercept study days, surveyors logged information about each type of vehicle on the roadway. These vehicles were noted as either private or "other", which could be government or commercial vehicles, and the number of axles on the vehicle was recorded.

Privately-owned vehicles were pulled off the roadway for a brief interview regarding current place of residence, number of adults and youth in the travel group, length of time spent in Virginia and Nevada City, and if the vehicle was rented. If indeed the vehicle was rented, the location of the rental was recorded.

In all, 11,696 vehicles were counted during the 12 intercept days, representing the Virginia and Nevada City traffic sample.

Visitor Survey Methodology

A booklet survey was administered in two ways to obtain visitor characteristics. Visitors were surveyed in Virginia and Nevada City two days each week throughout the three-month study period. The same survey instrument was also administered as a mailback survey during the first four-day traffic intercept period to those respondents who visited Virginia and Nevada City. A total of 1,193 surveys were gathered through both methods. Fifty-one percent of the surveys represent on-site surveys. Forty-nine percent of the surveys represent

mailback surveys. The mailback response rate was 50 percent, resulting from a one-time interaction with the visitor. In other words, no reminder post cards, telephone calls, or additional surveys were administered after the initial contact if the visitor did not respond.

Appendix B: Responses to Open-Ended Questions

Primary Destination:

Montana Visitors

Bannack
 Dillon
 Big Hole Battlefield
 Big Sandy
 Anaconda
 Big Sky
 Bozeman
 West Yellowstone
 Whitehall
 Lewis & Clark Caverns
 Ennis
 Pony
 Ruby Valley
 Missoula
 Chico Hot Springs
 Forsyth
 Butte
 Choteau
 Billings
 Yellowstone Nat. Park
 Glacier National Park
 Idaho Falls, ID
 Seattle, WA
 Salt Lake City, UT
 Grand Tetons, WY

Out-of-State Visitors

Bannack
 Dillon
 Custer Battlefield
 Red Lodge
 Great Falls
 Miles City
 Anaconda
 Lewistown
 Kalispell
 Lakeside
 Whitefish
 West Glacier
 Belgrade
 Big Sky
 Bozeman
 Manhattan
 Three Forks
 West Yellowstone
 Hebgen Lake
 Montana City
 Whitehall
 Lewis & Clark Caverns
 Yellowstone Nat. Park
 Regina, Saskatchewan
 Colorado Springs, CO
 Windriver Mountains
 Fairmont Hot Springs
 Glacier National Park
 Polson
 Helena
 Denver, CO
 Calgary, Alberta
 Calgary, Alberta
 Mt Rushmore, SD
 Mt Rushmore, SD
 Rawlins, WY
 Rawlins, WY
 Lewis & Clark Trail in MT
 Lewis & Clark Trail in MT

Lincoln
 Cameron
 Libby
 Alder
 Ennis
 Mcallister
 Twin Bridges
 Haugan
 Missoula
 Seeley Lake
 Gardiner
 Livingston
 Corvallis
 Darby
 Hamilton
 Wolf Point
 Butte
 Melrose
 Jordan
 Absarokee
 Big Timber
 Mcleod
 Billings
 Flathead Lake
 Cody, WY
 Dubois, WY
 Grand Canyon
 Alliance, NE
 Sturgis, SD
 Juneau, AK
 Pullman, WA
 Santa Cruz, CA
 Santa Cruz, CA
 Ogunquit, ME
 Ogunquit, ME
 Rexburg, ID
 Rexburg, ID

Custer, SD
 Las Vegas, NV
 Spokane, WA
 Island Park, ID
 Idaho Falls, ID
 Jackson, WY
 Driggs, ID
 Seattle, WA
 Dalton, OH
 Twin Falls, ID
 Henry's Lake, ID
 Casper, WY
 Vancouver, BC
 Esmond, ND
 Lewiston, ID
 Salmon, ID
 La Grande, OR
 Ft. Collins, CO
 Salt Lake City, UT
 Grand Tetons, WY
 Orem, UT
 Tygh Valley, OR
 Banff, Canada
 Deadwood, SD
 Ketchum, ID
 Morrow, GA
 Lone Grove, OK
 Coeur d' Alene, ID
 Yorktown, VA
 San Antonio, TX
 Cheyenne, WY
 Williamsburg, VA
 Williamsburg, VA
 Leavenworth, WA
 Leavenworth, WA
 Chino, CA
 Chino, CA
 Lake Milauk, MN
 Lake Milauk, MN

Location of Last Night Spent Prior to Visiting Virginia and Nevada City:

Montana Visitors:

Dillon
 Jackson, MT
 Elk Horn Hot Springs
 Bridger
 Cascade
 Great Falls
 Anaconda
 Lewistown
 Bigfork
 Kalispell
 Lakeside
 Whitefish
 Belgrade
 Big Sky
 Bozeman
 Three Forks
 West Yellowstone
 Cottonwood Canyon
 Clancy
 Whitehall
 Lewis & Clark caverns
 Ronan
 Helena
 Canyon Ferry
 Alder
 Ennis
 McAllister
 Nevada City
 Nevada City
 Sheridan
 Sheridan
 Virginia City
 Virginia City
 Ruby Valley
 Ruby Valley
 White Sulphur Springs
 White Sulphur Springs
 Missoula
 Missoula
 Chico Hot Springs
 Chico Hot Springs
 Livingston
 Livingston
 Wilsall
 Wilsall
 Deer Lodge
 Deer Lodge
 Corvallis

Out-of-State Visitors:

Bannack
 Dillon
 Wisdom
 Wise River, MT
 Lemhi Pass
 Big Hole
 Hardin
 Townsend
 Red Lodge
 Roscoe
 Ekalaka
 Great Falls
 Monarch
 Miles City
 Anaconda
 Georgetown
 Kalispell
 Whitefish
 West Glacier
 Belgrade
 Big Sky
 Bozeman
 Gallatin Gateway
 Cypress Hills, Sask
 Glacier Nat. Park
 West Yellowstone
 Missouri headwaters
 Boulder, MT
 Boulder, MT
 Cardwell
 Cardwell
 Montana City
 Montana City
 Whitehall
 Whitehall
 Lewis & Clark caverns
 Lewis & Clark caverns
 Beaverhead Nat forest
 Beaverhead Nat forest
 West valley city, UT
 West valley city, UT
 Yellowstone Nat. Park
 Yellowstone Nat. Park
 Helena
 Helena
 Lincoln
 Lincoln
 Cameron
 Missoula
 Seeley Lake
 Gardiner
 Livingston
 Conrad
 Deer Lodge
 Darby
 Hamilton
 Butte
 Stevensville
 Absarokee
 Columbus
 Big Timber
 Power
 Shelby
 Billings
 Laurel
 Warren, NJ
 Residence/home
 Banff, Canada
 Idaho Falls, ID
 Pocatello, ID
 Spokane, WA
 Henry's Lake, ID
 Jackson, WY
 Rexburg, ID
 Coeur d' Alene, ID
 Kayton, ID
 Kayton, ID
 Island Park, ID
 Island Park, ID
 St. Anthony, ID
 St. Anthony, ID
 Bridge Bay
 Bridge Bay
 Salmon, ID
 Salmon, ID
 Troy
 Troy
 Riverton, WY
 Riverton, WY
 Sheridan, WY
 Sheridan, WY
 Cokeville, WY
 Cokeville, WY
 Lusk, Wy
 Lusk, Wy
 Thermopolis, WY

Hamilton
Stevensville
Butte
Stevensville
Big Timber
Billings
Laurel
Yellowstone NP
Residence/home
Idaho falls, ID

Pipestone campground
Alder
Ennis
Laurin
McAllister
Sheridan
Silver Star
Twin Bridges
Virginia City
Ruby Valley/reservoir

ermopolis, WY
Logan, UT
Alsa, ID
Hayden Lake, ID
Burlington, WA
Spring Hill, FL
Challis, ID
Jerome, ID
Cody, WY
Everett, WA
Buffalo, WY

Out-of-State Visitors (cont'd):

Sheridan, WY
Logan, UT
Sandpoint, ID
Swan Lake
Rathdrum, ID
Calgary, Alberta
Pinehurst, ID
Salt Lake City, UT
Odgen, UT
Mammoth, WY
Bend, OR
Orofino, ID
Twin falls, ID
Wallace, ID
Hwy 12, ID
Sandpoint, ID
Kellogg, ID
Boise, ID
Boise, ID
Middleton, ID
Middleton, ID
Jackpot, NV
Jackpot, NV
Ronan
Ronan
Polson

Lewis & Clark Nat. Forest
Clinton
Huson

Stanley, ID
Manhattan
Three Forks

Anticipated Location of Night Spent After Visiting Virginia and Nevada City:

Montana Visitors:

Dillon
 Glen
 Wisdom
 Bridger
 Red Lodge
 Cascade
 Eden
 Anaconda
 Whitefish
 Belgrade
 Bozeman
 West Yellowstone
 Clancy
 Whitehall
 Lewis & Clark Caverns
 Polson
 Helena
 Canyon Ferry
 Alder
 Ennis
 McAllister
 Sheridan
 Ruby Valley/reservoir
 Ruby Creek campground
 White Sulphur Springs
 Huson
 Missoula
 Chico Hot Springs
 Livingston
 Pray
 Wilsall
 Corvallis
 Hamilton
 Stevensville
 Plains
 Butte
 Choteau
 Billings
 Laurel
 Yellowstone Nat. Park
 Cody, WY
 Idaho falls, ID
 Sheridan, WY
 Big springs, ID
 Driggs, ID

Out-of-State Visitors:

West Yellowstone
 Hebgen Lake
 Georgetown Lake
 Basin
 Montana City
 Whitehall
 Lewis & Clark Caverns
 Windham
 Polson
 Helena
 Canyon Ferry
 Virginia City
 Ruby Valley/reservoir
 Madison River
 Chico Hot Springs
 Cooke City
 Gardiner
 Livingston
 Gallatin Nat. Forest
 Deer Lodge
 Darby
 Isabel, SD
 Grand Coulee Dam, WA
 Salmon, ID
 Stanley, ID
 Waterton, Alberta
 Palisades Dam, ID
 Pinehurst, ID
 Portland, IN
 Winnemucca, NV
 Soda Springs, ID
 Spearfish, SD
 Sturgis, SD
 Wallace, ID
 Wendover, UT
 Pinedale, ??
 Fishing Bridge, WY
 Yellowstone Nat. Park
 Glacier Nat. Park
 Salt Lake City, UT
 Salmon, ID
 Twin falls, ID
 Blackfoot, ID
 Meridian, ID
 Island park, ID
 Vancouver, WA
 Teton NP
 American Fork, UT

Dillon
 Lima
 Wisdom
 Wise River
 Hardin
 Chinook
 Townsend
 Red Lodge
 Roscoe
 Eden
 Anaconda
 Lewistown
 Essex
 Kalispell
 Belgrade
 Big Sky
 Bozeman
 Manhattan
 Three Forks
 Cameron
 Alder
 Ennis
 McAllister
 Sheridan
 Silver Star
 Twin Bridges
 Huson
 Lolo
 Missoula
 Seeley Lake
 Lolo Pass
 Hamilton
 Stevensville
 Butte
 Melrose
 Fairmont
 Absarokee
 Columbus
 Big Timber
 Power
 Shelby
 Billings
 Warren, NJ
 Cody, WY
 Las Vegas, NV
 Residence/home
 Pocatello, ID
 Idaho Falls, ID

Out-of-State Visitors (cont'd):

Rapid City, SD
Jackson, WY
Ketchum, ID
Spokane, WA
Dickinson, ND
Pullman, WA
Laramie, WY
Ashton, ID
Houston, TX
Rexburg, ID
Sheridan, WY

Comments if Spent Night in Virginia City:

Fairweather Inn is wonderful place to stay
Good employee housing
Friendly people
Didn't know what to expect
B+B prices are average
Hotel / cabin prices are high
Glad to have indoor plumbing
They were authentic
Quiet and peaceful
Information about furniture wanted
Need more shade
Need fans
Stayed with resident
Enjoyed cabin at N.C.
N.C. should be cheaper, not as many attractions
Stonehouse is a wonderful place to stay
Need a place to park RV
Need better bathrooms
Will be back
Need a real motel and restaurant

Other Reasons for Not Staying in Virginia and Nevada City:

No motels/didn't know if rooms available/no rooms
Staying with friends / relatives
Close to home/on a day trip
Time / timing / mid-day of travel/not in travel plan
Swimming pool
Passing through
Been here before
RV parked elsewhere / have RV/staying in RV
Base camp elsewhere / staying elsewhere
Too many children
Family trip
Horses are along on trip
Need more activities for children (pool / playground)
Cost
Not enough attractions to stay longer
Camping/prefer to camp
Resort tax
Needed medical attention in Ennis
Business trip
Not a AAA site/not on AAA map/no AAA accommodations
Not enough services or not convenient enough to stay overnight
Just discovered it
No campground or RV parking
No desire - Poor quality when we stayed here last year

Suggested Improvements:

New houses / buildings should match historically
Restore historical places/buildings/boardwalks/displays
Markers with historical info on buildings/cemetery corresponding with map
More history and information
Fine the way it is / NONE
More access to closed buildings and exhibits
More and better parking/shaded parking
Horse back or pony rides/rentals
Addition of time period consistent lighting
More motels/accommodations/camping
A pie in every shop
More live music
Get the "music machines" working
Finish construction
Restoration of train station and trains/get steam train running
More bathrooms / better/cleaner
Walking tour book
Gas station
Remove curatorial center
Close main road to vehicle parking and traffic
Keep it simple and rustic; limit development
More garbage cans
Lower prices
Need a modern motel with modern amenities
Gambling
Authentic western saloon/open saloon
Visible info. center when entering town
Keep shops open longer hours during day and longer into fall
Longer train ride / improve and organize it
More advertising
Live reenactment celebrations/people dressed up
More cold water / drinking water
More variety in food, shops, entertainment, attractions, activities, interactive displays
Novelty photographs
More picnic tables, shaded store fronts, places to relax; public park
Handicap accessible
Insect control
Bike lane
A trail from campground
More connection between V.C. and N.C.
Free RV parking with hookups
A fine dining establishment
Consult other historical towns on how to preserve buildings
More stuff for kids
Nice shopkeepers that can answer historical questions
Remove signs that ruin photo opportunity
Make a short video of the 2 towns history
Guided tours and interpretive talks
Should have an audio tour for train
Pay phones

Showers
More security
Remove sales/resort tax
More/better seating in theatre
No dogs/pet control
Shuttle service
More state souvenirs
General aviation airport
Car rentals
Put more gold in mountains
Better restaurant/hotel service
Keep weeds down
Increase speed limit between towns
Clean up area across from library/sell excess items
Improve roads in and around VC
Book store
Create a garden of the area's original plants
Fewer shops
Opportunity to dress in period clothing at no charge
Golf course
Don't clean restaurant grease traps/sewer while people are eating

Ways to Extend Visit in Virginia/Nevada City:

More restaurants and shops
Lower prices
Chapel car
Bar / saloon
Fine as is / NONE
More campgrounds/RV parking areas/motels/accommodations/services
More restrooms, prominent signs for restrooms
More live music
Craft shows/historic cooking shows
Friendlier people needed
Continual maintenance and restoration
Get train running
Picnic tables
Extend rail line to Ennis and Alder
Gas station, convenience store
Antique jail
Let water run through channel
Control insects
More shows/plays/interactive displays
More people dressed in costume
More entertainment, attractions, historical events
Cleaner
Promotions
More seating in brewery
Open exhibits
Hike/bike trails
Road maintenance

Shuttle service
 Charge fee
 Interpretive services, historical info, maps, brochure
 Free rides
 Do away with resort tax
 Better parking
 Keep things open longer, on weekends, and into fall
 Shorter stage ride
 Keep it authentic, historic; limit development, commercialism
 Visit a mine
 Create a park/beach/water fun
 Should be handicap accessible
 Better merchandise
 Hold a western sale days
 A visitor center
 Close main streets to through traffic
 Self-guided driving tour
 Horse and buggy rides/pony rides
 Seeing fewer tourists
 Dust control
 Earlier show times
 Don't close music hall for poetry reading
 Dancers in saloon
 Chuck wagon supper with western music
 Air conditioning
 Package deals for train, NC tour, and VC players

Disability Accommodations Needed:

More resting places
 Handicap accessible restrooms
 Wheelchair accessible
 Handicap accessible boardwalks
 Deaf accommodations (T.T.D. telephones)
 More accessible street / handicap parking
 Ramp entrance to boardwalks / sidewalks
 Wheel chairs to rent
 Wider doorways / sidewalks
 Lower windows

Virginia and Nevada City Population Count Comments:

The following comments were made to ITRR surveyors during the 12 days of population counting during the study period. The number to the left represents the number of groups that made each comment.

- 20 Town was shut down too early in season.
- 18 Stores should open sooner and stay open longer.
- 9 Have been here many times before.
- 9 Enjoyed the historic cities.

6 Didn't stop because didn't know anything bout it - need advertising.
6 Train was not running even though it was advertised in Bozeman and West Yellowstone.
5 No parking.
4 Couldn't find RV parking.
3 Repair boardwalks, front faces, overhangs, etc. Keep the old character, just fix it up some.
3 Spent time in Virginia City not knowing there was more to see in Nevada City. Need some kind of brochure to point out high points, etc., of both towns.
2 Needs a gas station.
2 Will come back.
2 State is doing a good thing by restoring the cities. Too bad they had to get so run down before attempts were made to "save" them.
2 Please keep the old, don't make it like Jackson Hole.
2 Love the candy shop
2 Steam engine was not on display or running as the governor had said it would be on 9/12/99.
1 Here to see the blonde in the train depot.
1 Keep restoring, its wonderful!
1 Too commercialized.
1 Good development.
1 Don't overdevelop city.
1 Keep buildings authentic or rustic if you restore them.
1 Stage was late.
1 Not much was open at 12:30 pm.
1 Think the preservation and restoration of the cities is the best thing the state has done for itself. Feel the history of the area is very important and are thrilled to see it being preserved.
1 Here for Masonic Lodge website pictures.
1 Good area.
1 Been here a lot, but have something else planned for today.
1 Public restrooms should be easier to find.
1 Don't like 10% tax on rental vehicles.
1 Should have a "walking tour" brochure. Thought dollars were allocated for brochures, but nothing was available.
1 Will be back for Heritage Days. Stopped to get information on their way through, but none was available because the Chamber of Commerce guy was fishing.
1 Music machines are a great treasure but are quickly deteriorating. Please repair them.
1 Cities need a "spot" of investment.
1 Would like to see the gun-fighting re-established.
1 Need parking lots so cars don't park in front of the shops.
1 Please repair the nickelodeons!
1 Please don't ruin the "oldness" of these towns.
1 Please maintain the rustic look - we like the "oldness".
1 Concerned about the cost of seeing the back of Nevada City. Maybe establish a family rate. \$5 each for some families seemed high for what was being toured. Would like to see more food places, especially coffee shops in the early morning.
1 Virginia and Nevada City are valuable treasures to be saved and its nice to state is working toward that.
1 Would've liked to stop, but too early in the day.
1 Want a "UM" pencil inside survey.
1 Nothing much for kids to do here.
1 Bad shape of buildings.
1 Need more restrooms.

- 1 Need free map of city.
- 1 Nevada City: not much open and you have to pay for it.
- 1 Very much enjoyed night spent in the cities.
- 1 Great place for a Fuddruckers.
- 1 Would've spent a night if they'd have known about hotel accommodations.
- 1 Nice public restrooms - clean, roomy, there was soap! I liked the light fixtures, the electric outlet, and the wall color and just having public restrooms.
- 1 Neat church.
- 1 Would stay overnight if there were accommodations.
- 1 Please don't lock the public restrooms until 10 pm.
- 1 Please keep the zoning as is and don't let signs, 7-11s, etc., come and ruin Virginia and Nevada City. Help keep the trash picked up from inconsiderate tourists.
- 1 Really liked the Blacksmith place
- 1 Get rid of the knapweed or tourists will stop coming.
- 1 No signs about the town!
- 1 Interpretive signs on the buildings don't blend well - they stand out in pictures.
- 1 Need better postcards. The current ones are not very good.
- 1 Restaurant prices too high.
- 1 Need parking off Main Street.
- 1 Post grade of hill on both sides.
- 1 The cities have been ruined in the past 35 years.
- 1 Stopped at information center but it was closed.

Appendix C: Length of Time Spent in Virginia and Nevada City

This discussion segments Virginia and Nevada City visitor groups by the amount of time spent touring the cities. Sample testing of the visitor population during the 12 visitor intercept days revealed that 44 percent of visitors spent less than an hour in the cities. However, only about 5 percent of on-site visitor survey responses came from groups that spent less than an hour in the cities. Data weighting could have been applied to make the visitor survey responses more accurately reflect the true population, with 44 percent of survey responses coming from groups spending less than an hour. However, this was not a logical analysis. While a sizeable portion of the visitor population includes these short-time visitors, the groups who spend more than an hour are considered to be the true visitors and the desirable market of the population. For reference, the following discussion was included to describe differences between visitor groups based on time spent in the cities. Actual figures are not provided because the sample size of groups that spent less than an hour is too small to generalize.

There were no substantial differences in demographics of the groups that spent less than an hour in the cities and those that spent more than an hour. They were nearly identical in terms of residence, with roughly one-third of groups from Montana and two-thirds from places outside Montana. Therefore, they were also very similar in average miles from home and nights spent away from home, which were roughly 1000 miles and 7 nights. Annual household income was also nearly identical, with nearly one-third of groups making less than \$40,000 and nearly one-third making \$80,000 or more.

Group types were also similar for those spending less than an hour and those spending more than an hour. The majority of groups (70%) were either couples or family groups, with a group size of about 5. These groups were also equally likely to contain a disabled member (12%).

Less than half of visitor groups - regardless of length of time spent in the cities - were repeat visitors to the area, and more than 90 percent were on pleasure trips. Business trips were virtually nonexistent while trips taken for combined reasons were reported in about 6 percent of cases. One of the most notable differences between these groups occurred in planning for their trip to Virginia and Nevada City. Groups that spent less than an hour were about three times as likely to stop spontaneously (or decide to stop in the cities the same day they visited), which indicates that while they decided to stop, they did not intend to spend much time in the area. Therefore, it does not appear that they left the area due to lack of satisfaction, which was very high for both groups. It indicates that if they had known about the cities prior to arriving in them, it is likely that more time would have been spent visiting the cities.

Reasons for visiting the cities and information sources used for planning their visit were also very similar. Both types of groups visited mainly to learn about Montana history and view historic structures. Both types generally relied on the recommendation of a friend or relative for trip planning information. Suggestions for improvements and ways to extend their visit were generally the same for both group types, with the most responses centering around increased variety in restaurant and food services, more overnight accommodations, more entertainment, and a suggestion to continue restoring the cities.

Appendix D: Survey Instrument

15. What improvements would you suggest for Virginia/Nevada City? _____

16. What could be done to extend your visit in Virginia/Nevada City or make your visit more enjoyable? _____

17. Would you recommend Virginia/Nevada City to others? Yes No

18. Including yourself, how many people are in your traveling group?

Adult Males Adult Females
 Children 16 and under Adults 55 and over

19. What is your age? _____ 20. What is your gender? Male Female

21. Does anyone in your group have a disability? Yes No

22. Do additional accommodations need to be made for visitors with disabilities?

Yes _____
 No _____ (Please explain)

23. What is the highest level of education you have completed so far?

Please circle one number only.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19+
Elementary High School After High School

24. Please circle the one profession which best describes your primary occupation.

1. Professional 7. Transport 13. Homemaker
2. Managerial 8. Laborer 14. Student
3. Sales 9. Service Worker 15. Retired
4. Clerical 10. Farmer/Rancher 16. Unemployed/Disabled
5. Craftsman 11. Farm/Ranch Laborer 17. Self Employed
6. Operatives 12. Armed Services

25. What state, province, or foreign country are you from? _____

26. What is your home zip/postal code? _____

27. What is your approximate annual household income before taxes?

less than \$20,000 \$80,000 to \$99,999
 \$20,000 to \$39,999 \$100,000 to \$119,999
 \$40,000 to \$59,999 \$120,000 or more
 \$60,000 to \$79,999

Thank you!



Visitor Survey: Virginia City and Nevada City, Montana

1. Is this your first visit to Virginia/Nevada City? Yes (Go to question 2) No

1a. How many times have you visited Virginia/Nevada City?

1 - 2 times 3 - 4 times 5 or more times

2. Which choice below best describes this trip?

Pleasure trip Business trip Combined business & pleasure trip

3. Which choice below best describes this visit to Virginia/Nevada City?

Day trip from home.
 Multi-day trip with Virginia/Nevada City as primary destination.
 Multi-day trip with Virginia/Nevada City as part of a larger trip.
 What is your primary destination on this trip?

_____ (name of nearest town and state)

4. How long ago did you make plans to visit Virginia/Nevada City?

today 1 - 4 weeks ago over 6 months ago
 1 - 7 days ago 1 - 6 months ago

5. How many hours will you spend in Virginia/Nevada City today?

less than 1 hour 1 - 4 hours more than 4 hours

6. How many days will you spend visiting Virginia/Nevada City on this trip? _____ days

7. What type of group is with you on this trip? Check one group type.

Self Friends Organized group or club
 Couple Family & Friends
 Family Business associates

8. Approximately how many miles are you away from home? _____ miles

9. How many total nights will your group be away from home on this trip? ___nights
(enter 0 if this is a day trip and go to question 10)

9a. Where was the last place you spent the night before visiting Virginia/Nevada City?

_____ (name of nearest town and state)

9b. Where do you anticipate your travel group staying the first night after you leave Virginia/Nevada City? _____

(name of nearest town and state)

10. Have you spent or do you plan to spend a night in Virginia/Nevada City on this trip?

___ Yes ___ No

10a. If yes...

...did the accommodations meet your expectations? ___ Yes ___ No

...were you satisfied with the accommodations? ___ Yes ___ No

Please provide your comments. _____

___ I have not spent a night in Virginia/Nevada City yet on this trip.

10b. If no...

...were you aware of lodging opportunities here? ___ Yes ___ No

...were there other reasons why you chose not to spend a night in Virginia/Nevada City? _____

11. How important were the following reasons in deciding to visit Virginia/Nevada City?

	Very Important		Not at all Important	
	4	3	2	1
Learn about Montana's history	4	3	2	1
To attend/partake in a special event	4	3	2	1
To attend the Virginia City playhouse theater	4	3	2	1
To view historic structures	4	3	2	1
To ride the train	4	3	2	1
To take the Nevada City walking tour	4	3	2	1
To eat	4	3	2	1
To shop	4	3	2	1
Because it's close to home	4	3	2	1
To take a break from driving	4	3	2	1
Opportunity to relax	4	3	2	1
Opportunity to do exciting things	4	3	2	1
Opportunity to be with friends/family	4	3	2	1
Opportunity to escape routine	4	3	2	1

12. Please rate your satisfaction with the following conditions at Virginia/Nevada City.

	Very Satisfied		Not at all Satisfied	
	4	3	2	1
Quality of historical information	4	3	2	1
Amount of historical information	4	3	2	1
Type of development	4	3	2	1
Amount of development	4	3	2	1
Maintenance of facilities	4	3	2	1
Cleanliness of area	4	3	2	1
Condition of historical features	4	3	2	1
Behavior of other people	4	3	2	1
Opportunities to shop	4	3	2	1
Opportunities for food/beverage services	4	3	2	1
Variety of entertainment	4	3	2	1
Quality of accommodations (if applicable)	4	3	2	1

13. What is your overall satisfaction with Virginia/Nevada City? Please circle one number.

9	8	7	6	5	4	3	2	1
Extremely Satisfied		Moderately Satisfied			Slightly Satisfied			Not at all Satisfied

14. How influential were the following sources of information in your decision to visit Virginia/Nevada City?

	Very Influential		Not at all Influential	
	4	3	2	1
Films, video, TV specials <i>specify</i> _____	4	3	2	1
Books about Virginia/Nevada City <i>specify</i> _____	4	3	2	1
Chamber/visitor bureau recommendation	4	3	2	1
1-800 state travel number	4	3	2	1
Internet	4	3	2	1
Montana Travel Planner	4	3	2	1
Automobile club (e.g. AAA)	4	3	2	1
Virginia/Nevada City brochures at other attractions	4	3	2	1
Recommendation from friend/relative	4	3	2	1
Travel guide book	4	3	2	1

Dear Research Report Recipient,

In an effort to provide our customers and colleagues with the most useful information, we would like your feedback. Upon reading the report, please take a moment to answer the questions included on the accompanying evaluation form and mail it back to ITRR at the following address:

ITRR
The University of Montana
32 Campus Drive, #1234
Missoula, MT 59812-1234

With your help, ITRR will continue to provide current and useful information for the travel industry and Montana.

Thank you!

Institute for Tourism and Recreation Research

University Travel Research Program

Project Report Evaluation Form

Title of Report: Characteristics and Estimates of Visitors to Montana's Historic Virginia and Nevada Cities

Report Number: Research Report 73

Authors: Kim McMahon and Norma P. Nickerson, Ph. D.

Month Published: February 2000

1. What were your main purposes for obtaining the report? (check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Business plan | <input type="checkbox"/> To keep others informed |
| <input type="checkbox"/> Marketing plan | <input type="checkbox"/> Specific interest in this project |
| <input type="checkbox"/> To keep informed | <input type="checkbox"/> Obligation/Job duty |
| <input type="checkbox"/> Other (please specify) _____ | |
-

2. What information was most useful to you? (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Demographics | <input type="checkbox"/> Travel Volume |
| <input type="checkbox"/> Group Characteristics | <input type="checkbox"/> Economic Estimates |
| <input type="checkbox"/> Trip Characteristics | <input type="checkbox"/> None of the Information Was Useful |
| <input type="checkbox"/> Other (please specify) _____ | |
-

3. What information was least useful to you? (check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Demographics | <input type="checkbox"/> Travel Volume |
| <input type="checkbox"/> Group Characteristics | <input type="checkbox"/> Economic Estimates |
| <input type="checkbox"/> Trip Characteristics | <input type="checkbox"/> All of the Information Was Useful |
| <input type="checkbox"/> Other (please specify) _____ | |
-

4. Was the format of the report appropriate? (check one)

- Yes No

If not, how could the format be changed? _____

5. How often would do you use research information from ITRR? (check one)

- | | |
|---|---|
| <input type="checkbox"/> Very Often | <input type="checkbox"/> Somewhat Often |
| <input type="checkbox"/> Not Very Often | <input type="checkbox"/> Almost Never |