

**A National Study of Domestic Travel:
Results for Montana**

**Analysis of Secondary Data from the
American Travel Survey
Conducted by the Bureau of Transportation Statistics
Washington, DC**

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Introduction

In 1995, the Bureau of Transportation Statistics (BTS), a division of the US Department of Transportation, designed the American Travel Survey (ATS) to collect information about Americans' travel. The ATS was the first comprehensive effort by the federal government since 1977 to determine how, why, where, when, and who travels in America.

Approximately 80,000 households nationwide were selected through a complex stratified random sampling technique based on demographics and geographic area. The study was designed to document travel patterns of members of these 80,000 households for an entire year. Data collection began in April, 1995, and ended in March, 1996. The study only focused on domestic travel: 1) only households within the United States were included in the study and 2) only trips within the 50 states were documented.

The first step of the survey was to phone the households to ask if the household would participate in the study. If the household granted permission, a survey packet was mailed to the household. The survey packet contained a questionnaire and a calendar used to track travel. The questionnaire used a diary method to record trips and was designed to follow the travel patterns of each household for a full year. Every household in the study was phoned four times during the year (i.e., every three months), and the data from the questionnaire and calendar were recited to the BTS surveyor over the phone. The data were entered into a database for further analysis.

Due to the large sample size, researchers were able to categorize the data by state. The data for each state were classified into three areas: nonresidents traveling to that particular state, that particular state's residents traveling within their state, and that particular state's residents traveling out-of-state. The following pages summarize the ATS data for Montana. This information is available at the BTS website: www.bts.gov/programs/ats.

Results

ATS respondents tracked all trips taken during the year that were 75 miles or more from home. Only trips within the 50 US states were documented. No international travel was recorded. However, the ATS study defined a trip as the *primary* destination of the traveler. For example, if a Washingtonian drove to South Dakota, only the destination (i.e., South Dakota) was included in the study. The states that the driver passed through, such as Idaho and Montana, were not included.

The data were analyzed by "person trips". A person trip was defined as a trip taken by an individual. For example, if three persons from the same household traveled together on a trip, the trip was counted as three person trips. This term is somewhat comparable to ITRR's definition of "individuals" used in estimating the number of nonresident visitors to Montana.

Nonresidents Traveling to Montana – Trip Characteristics. The ATS data was collected beginning April, 1995, through March, 1996. ITRR's summer nonresident survey data was collected June through September, 1996 (summer only). Although the studies have differing time frames and different populations (i.e., destination travelers versus all travelers), it is interesting to compare the data sets.

According to the ATS study, the states of origin of Americans who visit Montana as their primary destination were as follows (in order of frequency): (See Table 1)

Table 1: ATS Data of Nonresidents Traveling to Montana as a Primary Destination – 4/95 to 3/96*

<u>State</u>	<u>Person Trips #</u>	<u>% of Total Trips to Montana</u>
1. Wyoming	657	21
2. California	533	17
3. Washington	402	13
4. Idaho	297	9
5. Utah	209	7
6. Minnesota	107	3
7. Colorado	105	3
8. North Dakota	104	3
9. Oregon	101	3

in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

ITRR's 1996 summer nonresident study found the following states of origin of domestic nonresident visitors (in order of frequency): (See Table 2)

Table 2: ITRR Data of Nonresident Visitors to Montana – Summer, 1996

<u>State</u>
1. Washington
2. California
3. Idaho
4. Wyoming
5. Colorado
6. Minnesota
7. Oregon
8. Utah
9. North Dakota

A comparison of the two data sets reveals that the top nine states of origin are the same; they just occur in a different order. This can be explained in several ways. The BTS study was a full year and only takes into consideration those trips where Montana was the nonresidents' destination. ITRR's study is all nonresident visitors to the state, including international travelers and those just passing through (i.e., Montana was not the primary travel destination). In addition, one limitation of ITRR's methodology is that we know we do not capture the "day-trippers" very well, and many Wyoming visitors could easily be day-trippers.

Since these top 9 states represent the main travel market of Montana, it is interesting to identify where residents of each of these states primarily go in terms of travel destinations. The following tables illustrate where Montana ranks as a travel destination for residents of these 9 states, according to the ATS data.

Washingtonians traveled primarily to Oregon as a destination, followed by California. Montana ranked 5th among travel destinations of people from Washington. (Table 3)

Table 3: Travel Destinations of Washingtonians (ATS data)

State	Person Trips[#]	% of Total Person Trips Taken by Washingtonians
1. Oregon	3,924	37
2. California	1,719	16
3. Idaho	815	8
4. Nevada	742	7
5. Montana	402	4

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Californians overwhelmingly traveled to Nevada. Arizona and Hawaii were the next most popular travel destinations of Californians. Montana ranked 14th among Californians' travel destinations. (Table 4)

Table 4: Travel Destinations of Californians (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Californians
1. Nevada	15,175	40
2. Arizona	3,832	10
3. Hawaii	1,530	4
4. New York	1,441	4
5. Colorado	1,408	4
14. Montana	533	1

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Idahoans traveled primarily to Utah. Washington and Oregon were their next most-preferred travel destinations. Montana ranked 5th among travel destinations among people from Idaho. (Table 5)

Table 5: Travel Destinations of Idahoans (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Idahoans
1. Utah	1,012	27
2. Washington	755	20
3. Oregon	455	12
4. California	330	9
5. Montana	297	8

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

According to the ATS study, people from Wyoming tended to not stray far from home as their primary travel destination was Colorado, followed closely by Montana. They also traveled to South Dakota and Utah. (Table 6)

Table 6: Travel Destinations of Wyomingites (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Wyomingites
1. Colorado	692	29
2. Montana	657	28
3. South Dakota	223	9
4. Utah	205	9
5. Nebraska	91	4

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Montana was not a major destination of Coloradans, ranking 22nd overall. The top travel destination of people from Colorado was California, followed by New Mexico and Wyoming. (Table 7)

Table 7: Travel Destinations of Coloradans (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Coloradans
1. California	1,048	12
2. New Mexico	969	11
3. Wyoming	703	8
4. Utah	655	7
5. Arizona	532	6
22. Montana	105	1

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Minnesotans seemed to stay close to home, primarily traveling to their surrounding states of Wisconsin, North Dakota, and Iowa. Montana ranked 17th among travel destinations of Minnesotans. (Table 8)

Table 8: Travel Destinations of Minnesotans (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Minnesotans
1. Wisconsin	2,911	28
2. North Dakota	1,227	12
3. Iowa	809	8
4. Illinois	744	7
5. South Dakota	644	6
17. Montana	107	1

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Oregonians preferred traveling to Washington as a destination. California and Nevada were the next most-preferred destinations. Montana ranked 9th among Oregonians' travel destinations. (Table 9)

Table 9: Travel Destinations of Oregonians (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Oregonians
1. Washington	2,996	42
2. California	1,670	23
3. Nevada	448	6
4. Idaho	376	5
5. Arizona	291	4
9. Montana	101	1

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Nevada was the primary travel destination of people from Utah. Idaho and California were the next most popular destinations. Montana ranked 7th as a destination for Utah travelers. (Table 10)

Table 10: Travel Destinations of Utahans (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by Utahans
1. Nevada	1,506	24
2. Idaho	1,002	16
3. California	996	16
4. Wyoming	659	11
5. Arizona	447	7
7. Montana	209	3

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

North Dakotans overwhelmingly traveled to Minnesota as a destination, followed by South Dakota and Montana. (Table 11)

Table 11: Travel Destinations of North Dakotans (ATS Data)

State	Person Trips[#]	% of Total Person Trips Taken by North Dakotans
1. Minnesota	924	54
2. South Dakota	185	11
3. Montana	104	6
4. Wisconsin	50	3
5. Colorado	48	3

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

The top four states of origin of nonresident visitors to Montana in both the ATS study and the ITRR study were Washington, California, Idaho, and Wyoming. The following tables further analyze the ATS data in terms of people who travel to Montana as their primary destination. First, all US travelers to Montana are profiled, and then travelers from each of the top four states are profiled.

Most travelers whose primary destination was Montana used personal use vehicles to get here. Californians were the most likely group of people to fly to Montana. (Table 12)

Table 12: Principal Means of Transportation to Montana for Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Principal Means of Transportation	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Personal use vehicle	74	82	44	95	98
Airplane	25	10	56	2	1
Other	1	8	0	3	1

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

In terms of distance traveled, almost 60% of all respondents traveled in excess of 1,000 miles to get to Montana with the average distance traveled of 1,582 miles. (Table 13)

- **Washingtonians:** The approximate round-trip driving distance from Spokane to Missoula is 400 miles and to Billings is 1100 miles. The approximate round-trip driving distance from Seattle to Missoula is 940 miles and to Billings is 1640 miles. It would seem that the majority of Washingtonians (56% travel 1000 to 1999 miles) were probably from the Seattle metro area, but the Spokane market may have been a big market as well (31% travel 500 to 999 miles).
- **Californians:** Since about half of California visitors drive and about half fly to Montana, it is difficult to determine from where the California travelers were originating. Round-trip driving distance from Billings to San Francisco is 2,600 miles and to Los Angeles is 2,530. These round-trip mileage amounts for driving indicate that it may be difficult to reach Montana in under 2000 miles. Therefore, it seems likely that the 57% of travelers who traveled 1000 to 1999 miles may have flown to Montana, and the 43% of people who traveled over 2000 miles probably drove.
- **Idahoans:** Travelers from Idaho were evenly distributed in terms of distance traveled. For reference purposes, the round-trip driving distance from Boise to Billings is 1270 miles. Round-trip mileage from Coeur d’Alene to Missoula is 310 miles and to Billings is 1010 miles. Most of the Idahoan respondents were probably traveling to western Montana.
- **Wyomingites:** Two-thirds of Wyoming visitors traveled under 300 miles round trip. Round-trip driving distance from Sheridan to Billings is 260 miles. This would indicate that Wyomingites from the towns near the Wyoming-Montana border traveled to Montana most frequently. This probably included several “day-trippers”. This is significant, given that the results from ATS study indicated that Wyomingites were the largest group of travelers that visited Montana as a destination.

Table 13: Round-Trip Distance to Montana for Nonresident Destination Travelers***ATS Respondents: Montana was Primary Destination**

Round-Trip Distance	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Less than 300 miles	17	6	0	22	67
300 to 499 miles	9	5	0	34	20
500 to 999 miles	15	31	0	28	12
1000 to 1999 miles	33	56	57	16	3
2000 miles or more	27	3	43	0	<1
Average mileage	1,582	1,170	2,127	573	359

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

In terms of time of year of travel, most ATS respondents came to Montana during the 3rd calendar quarter (41%), followed by the 2nd calendar quarter (24%). (Table 14)

- Washingtonians: These people preferred to travel to Montana in the 3rd quarter (July through September), and they tended to not visit Montana during the winter months of January, February, and March.
- Californians: Californians also preferred to come to Montana during the 3rd quarter, but they also visited during the cold months and the springtime. They did not visit Montana during the 4th quarter (October through December).
- Idahoans: Two-thirds of Idahoans visited during the warm months (April through September) and were less likely to visit during the 4th quarter.
- Wyomingites: People from Wyoming visited Montana evenly dispersed throughout the year. It is interesting to note that the highest percentage of travel occurred during the 4th quarter. It is very likely that Wyomingites visited Montana to do their Christmas shopping. This evidence supports the theory that many of Wyoming travelers were day-trippers since their trips were unaffected by seasonality. [Also, further analysis in Table 17 indicated that 58% of Wyoming visitors do not spend the night.]

Table 14: Time of Year to Travel to Montana for Nonresident Destination Travelers***ATS Respondents: Montana was Primary Destination**

Calendar Quarter	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
1 st Quarter	16	9	27	20	20
2 nd Quarter	24	25	30	33	25
3 rd Quarter	41	46	38	35	26
4 th Quarter	19	21	6	12	29

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

In terms of main purpose of trip, the ATS results were categorized into business, personal business/other, visiting friends or relatives (VFR), and leisure. Overall, people who traveled to Montana as their primary destination were here for leisure (49%). VFR was also an important purpose of trip (24%). (Table 15)

- Washingtonians: These people visited Montana primarily to visit friends and relatives. Only 12% of these visitors were here for business.
- Californians: Overwhelmingly these people came to Montana for leisure (96%).
- Idahoans: Idahoans were also here for leisure purposes (41%), but business (26%) and VFR (21%) were other important reasons.
- Wyomingites: People from Wyoming visited Montana primarily for leisure (48%), but business and personal business combined for 39% of the respondents' reasons for coming.

Table 15: Main Purpose of Trip to Montana for Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Main Purpose of Trip	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Business	16	12	2	26	19
Personal Business/Other	12	18	0	13	20
Visiting Friends/Relatives	24	46	2	21	14
Leisure	49	24	97	41	48

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The travel party type and size were analyzed. Overall, the average travel party size (household members only) was 2.2 people. The largest proportion of travel groups had 2+ adults with no children under 18 (41%). The proportion of adults traveling alone was 30%. (Table 16 A)

Table 16A: Overall Travel Party Type and Size for Nonresident Destination Travelers*

Travel Party Type & Size	% Travelers from 50 States #
1 adult, no children under 18	30
2+ adults, no children under 18	41
1 adult, 1+ children under 18	6
2+ adults, 1+ children under 18	21
No adult, 1+ children under 18	3
Average travel party size (household members only)	2.2

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

There were some interesting differences in travel party type and size among states. (Table 16B)

- Washingtonians: These respondents were the most likely to be traveling with children (42%) and had the highest percentage of children traveling without an adult (6%).
- Californians: People from California did not travel with children. The average group size of Californians (1.9) was slightly smaller than the average size from the other states (2.2). This could be explained by the absence of children in the travel parties.
- Idahoans: The majority of Idahoans' travel parties (68%) was adults only.
- Wyomingites: The majority of people from Wyoming (71%) traveled with adults only.

Table 16B: Travel Party Type and Size for Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination				
Travel Party Type & Size	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
1+ adult, no children under 18	53	100	68	71
1+ adult, 1+ children under 18	42	0	29	28
No adult, 1+ children under 18	6	0	3	1
Average travel party size (household members only)	2.2	1.9	2.2	2.2

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Respondents indicated the number of nights away from home and the number of nights at the destination, which was Montana in this case. Overall, only 20% of respondents did not spend any nights away from home. The same proportion of people spent 1-3 nights away from home (31%) as did those who spent 4-7 nights away from home (31%). In addition, the average nights away from home (7.8) and the average nights at the destination/in Montana (7.0) were nearly equal; thus, travelers whose destination was Montana spent most of their time in the state. (Table 17)

- Washingtonians: People from Washington were most likely to spend 4-7 nights in Montana (39%), followed closely by those who spent 1-3 nights in Montana (34%). However, this group was more likely than groups from the other states to spend time in places other than Montana. A comparison of the difference between Washingtonians' average nights away from home and average nights in their destination (i.e., Montana) was larger than the same comparison for any other state (6.2 nights - 5.1 nights = 1.1 nights).
- Californians: Californians spent the most time in Montana with 23% spending 8 nights or more and 55% spending 4-7 nights. Their average nights away from home (13.7) was considerably higher than people from other states. [Note: I have no explanation for why the average number of nights at the destination exceeded the average number of nights away from home. This could be a mistake in ATS's data tables.]
- Idahoans: People from Idaho were likely to spend 1-3 nights in Montana (42%) or no nights (27%).
- Wyomingites: People from Wyoming were the most likely of all groups to spend no nights in Montana (58%), thus offering more evidence for the theory that people from Wyoming were primarily day-trippers. Wyomingites also stayed the shortest amount of time in Montana on average.

Table 17: Nights Away from Home & Nights in Montana for Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Nights Away from Home	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
None	20	13	0	27	58
1 to 3 nights	31	34	23	42	34
4 to 7 nights	31	39	55	25	7
8 nights or more	18	14	23	5	1
Average nights away from home (excluding none)	7.8	6.2	13.7**	3.5	2.5
Average nights at destination	7.0	5.1	15.1**	3.2	2.3

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

** Note: I have no explanation for why the average number of nights at the destination exceeded the average number of nights away from home. This could be a mistake in ATS's data tables.

In terms of types of lodging while at their destination, nonresidents were most likely to stay in a hotel, motel, or resort (42%), followed closely by the home of friends or relatives (37%). (Table 18)

- Washingtonians: The majority of nights spent in Montana by Washingtonians were spent in the home of friends or relatives (57%). The average number of nights at the home of friends or relatives was 5.2 nights.
- Californians: Californians were overwhelmingly likely to stay at a hotel, motel, or resort, and they stayed 4.2 nights in those accommodations. Only 2% of respondents from California stayed with friends or relatives, but those who did stay with friends or relatives stayed a long time – 16.0 nights on average.
- Idahoans: People from Idaho were most likely to stay with friends or relatives while in Montana (41%).
- Wyomingites: As shown in Table 17, 58% of Wyomingites spent zero nights in Montana. Of the remaining 42% who did spend at least one night in Wyoming, most stayed with friends or relatives (51%).

Table 18: Type of Lodging at Destination for Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Type of Lodging**	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Home of friend or relative	37	57	2	41	51
Hotel, motel, or resort	42	20	73	31	40
Other	22	22	25	27	9
Average nights at home of friend or relative	5.4	5.2	16.0	3.8	2.4
Average nights at hotel, motel, or resort	3.8	3.7	4.2	2.1	1.8

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

** Only those respondents who stayed one or more nights at destination

Percentages may not add up to 100 due to rounding

Nonresidents Traveling to Montana – Demographic Characteristics. The ATS data categorized demographic characteristics of nonresident travelers whose primary destination was Montana.

Overall, the average age of travelers was 41 years. (Table 19)

- **Washingtonians:** Washington travelers were considerably younger than travelers from the other states. Forty-one percent of Washington visitors were under 25 years old, and their average age was 30.
- **Californians:** Visitors from California represented an older market as compared to visitors from the other states. Two-thirds of these visitors were 40-49 years old, and they had the highest average age (46).
- **Idahoans:** Over half (55%) of visitors from Idaho were 30-49 years of age. The age distribution of people from Idaho closely mirrored the age distribution of all travelers.
- **Wyomingites:** Eighteen percent of Wyoming visitors were 60 and over, which was the highest percentage of that age group as compared to other states. The age distribution of Wyomingites also closely mirrored the age distribution of all travelers.

Table 19: Age Profile of Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Age	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Under 18 years	16	26	0	18	15
18 to 24 years	7	15	0	8	6
25 to 29 years	9	3	20	6	7
30 to 39 years	16	21	2	20	19
40 to 49 years	29	18	67	35	22
50 to 59 years	9	8	0	8	13
60 to 64 years	6	4	0	2	5
65 years and over	9	5	12	3	13
Average age	41	30	46	39	40

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The race of destination visitors to Montana was overwhelmingly white. This was the same for all of the top four states. (Table 20)

Table 20: Race Profile of Nonresident Destination Travelers*

ATS Respondents: Montana was Primary Destination

Race	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
White	97	95	100	99	96
Black	<1	0	0	0	<1
American Indian, Eskimo, or Aleut	2	3	0	1	<1
Asian or Pacific Islander	1	1	0	1	4
Other	<1	0	0	<1	1

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Overall, visitors' income was evenly distributed across the income spectrum. (Table 21)

- Washingtonians: The highest proportion of people from Washington made less than \$25,000 (24%). As Table 19 illustrates, Washingtonians were the youngest travelers. The income profile, the age of the traveler and the distance traveled suggest that the college student market from the Seattle area may be large.
- Californians: This group was, by far, the wealthiest group to travel to Montana as a destination (74% from \$50k to \$75k). They were also the oldest.
- Idahoans and Wyomingites: These profiles were nearly identical. Over half of the respondents from each state made under \$50,000.

Table 21: Household Income Profile of Nonresident Destination Travelers***ATS Respondents: Montana was Primary Destination**

Household Income	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Less than \$25,000	19	24	17	21	25
\$25,000 to \$39,999	18	13	3	18	31
\$40,000 to \$49,999	17	13	2	26	27
\$50,000 to \$59,999	12	12	19	9	7
\$60,000 to \$74,999	16	7	55	8	4
\$75,000 to \$99,999	8	17	2	5	4
\$100,000 or more	11	15	4	14	2

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

In terms of education, the highest proportion of visitors had a high school diploma (29%), followed closely by those with bachelor's degrees (25%). (Table 22)

- Washingtonians: The highest proportion of people from Washington had some college education, but no degree (32%). This finding may be further evidence that the Washington college student market may be big.
- Californians: These visitors were either high school graduates (39%) or college graduates (37%). There were no visitors with less than a high school diploma.
- Idahoans: This distribution was evenly distributed across all education levels. Idahoans were slightly more likely to have had some college education as compared to all visitors.
- Wyomingites: The largest proportion of visitors from Wyoming was high school graduates (36%). People from Wyoming were the least likely to have some graduate school or a graduate degree as compared to the other top four states (9%).

Table 22: Educational Attainment Profile of Nonresident Destination Travelers***ATS Respondents: Montana was Primary Destination**

Educational Attainment	% Travelers from 50 States #	% Travelers from WA #	% Travelers from CA #	% Travelers from ID #	% Travelers from WY #
Less than high school graduate	7	14	0	8	10
High school graduate	29	21	39	28	36
Some college, no degree	20	32	8	25	17
Associate's degree	5	8	4	5	7
Bachelor's degree	25	15	37	23	24
Some grad school or grad degree	14	11	12	11	9

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Resident Travel – Trip Characteristics. The data for resident travel were analyzed in the same manner as the data for nonresident travel. These data reflect only the trips by Montanans within Montana and outside Montana (but in the US). These data were also analyzed by “person trips”. The following data describe resident travel within Montana, Montanans’ travel within the rest of the US, and travel to the top four destination states of Montanans.

Overall, Montanans took 4,117,000 person trips that were 75 miles or more from home within the state, and they took 1,847,000 person trips that were 75 miles or more from home outside Montana. With respect to out-of-state travel, Montanans tended to stay rather close to home, traveling most frequently to Washington, Idaho, Wyoming, and North Dakota. (Table 23)

Table 23: Destinations of MT Residents Traveling Outside of Montana*

State	Person Trips [#]	% of Total Out-of-State Trips by Montanans
1. Washington	365	20
2. Idaho	246	13
3. Wyoming	214	12
4. North Dakota	186	10
5. California	89	5
6. Colorado	87	5
7. Oregon	77	4
8. Utah	66	4
9. Arizona	62	3

[#] in thousands

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Montanans who do travel generally travel by personal vehicle (97%). About three-quarters of destination trips to states outside Montana were via personal use vehicles. Trips to Washington had the highest percentage of airplane and bus/other use. (Table 24)

Table 24: Principal Means of Transportation by MT Residents within Montana and in US*

Principal Means of Transportation	% of MT Residents Traveling Within MT [#]	% of MT Residents Traveling in US [#]	% of MT Residents Traveling in WA [#]	% of MT Residents Traveling in ID [#]	% of MT Residents Traveling in WY [#]	% of MT Residents Traveling in ND [#]
Personal use vehicle	97	76	86	94	97	98
Airplane	1	21	6	2	<1	1
Bus/other	2	2	8	4	3	1

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

[#] Percentages may not add up to 100 due to rounding

Since travel from Missoula and Kalispell to Billings represents the largest mileage between major Montana cities, mileage between these cities are given as reference points in the following discussions.

In terms of distance traveled, 75% of trips were less than 500 miles round-trip. However, 22% were 500-999 miles round-trip. Round-trip mileage from Missoula to Billings is 700 miles, and round-trip mileage from Kalispell to Billings is 950 miles. Although most trips within Montana were less than 500 miles round-trip, a substantial number of trips were made across the state. (Table 25)

About half of Montanans' trips outside MT were under 1000 miles round-trip, and about half were over 1000 miles round-trip.

- Travel to Washington: The approximate round-trip driving distance from Spokane to Missoula is 400 miles and to Billings is 1100 miles. The approximate round-trip driving distance from Seattle to Missoula is 940 miles and to Billings is 1640 miles. Since the round-trip mileage of Montanans driving to Washington was evenly distributed, no clear pattern emerged, indicating that Montanans from all over the state traveled all around Washington.
- Travel to Idaho: Most of the travel to Idaho (82%) was less than 1000 miles. Since round-trip mileage from Billings to Coeur d'Alene is 1010 and to Boise is 1270 miles, most travel to Idaho was most likely from residents living in the central and western parts of Montana.
- Travel to Wyoming: Round-trip driving distance from Sheridan to Billings is 260 miles and to Missoula is 960 miles. Almost 2/3 of travel to Wyoming (63%) was less than 500 miles.
- Travel to North Dakota: Almost half of the trips to North Dakota were less than 300 miles round-trip. Most of these trips must be taken by people from communities like Sidney, Glendive, and, to a lesser extent, Miles City, traveling to Williston or Dickinson.

Table 25: Round-Trip Distance of Trips by MT Residents within Montana and in US*

Round-Trip Distance	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Less than 300 miles	44	10	4	9	25	47
300 to 499 miles	31	16	23	37	38	17
500 to 999 miles	22	21	35	36	28	22
1000 to 1999 miles	2	28	34	17	9	13
2000 miles or more	<1	25	3	1	<1	2
Average mileage	411	1,468	870	660	526	555

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Regarding time of year, travel patterns of Montanans were, in general, evenly distributed throughout the calendar year. There was slightly more travel during the 3rd calendar quarter (29%) and slightly less during the 1st quarter (20%). Travel by Montana residents to other states in the US, as well as the top four states of travel, was highest during the 3rd quarter. Residents were least likely to go to Idaho (11%) and North Dakota (18%) during the 1st quarter and to Wyoming (17%) during the 4th quarter. (Table 26)

Table 26: Time of Year Travel by MT Residents within Montana and in US*

Calendar Quarter	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
1 st Quarter	20	19	26	11	21	18
2 nd Quarter	27	27	21	32	28	28
3 rd Quarter	29	33	32	38	34	31
4 th Quarter	24	21	22	18	17	23

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The main purpose of trip for residents traveling in state was leisure (29%), followed closely by those traveling for business (27%). The main reason for Montanans traveling out of state was to visit friends and relatives: 35% for all states, 39% for those traveling to Washington, 38% for those traveling to Idaho, and 37% for those traveling to Wyoming. The main reason for people traveling to North Dakota was personal business/other (36%). (Table 27)

Table 27: Main Purpose of Trip by MT Residents within Montana and in US*

Main Purpose of Trip	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Business	27	22	19	22	18	10
Personal Business or Other	21	18	23	10	12	36
VFR	24	35	39	38	37	21
Leisure	29	25	20	30	34	34

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Most Montanans traveled alone in the state (39%), and 29% traveled with adults only. Proportions were nearly identical for travel within the other states where 40% traveled alone and 30% traveled with 2 or more adults. (Table 28A)

Table 28A: Travel Party Type and Size of MT Residents Traveling within Montana and in US*

Travel Party Type and Size	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #
1 adult, no children under 18	39	40
2+ adults, no children under 18	29	30
1 adult, 1+ children under 18	9	11
2+ adults, 1+ children under 18	20	18
No adult, 1+ children under 18	3	2
Average travel party size (household members only)	2.1	2.0

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The majority of MT residents traveled alone to Washington (71%), to Idaho (64%), and to North Dakota (74%). People tended to travel to Wyoming with an adult-only travel group (50%) or alone (49%). (Table 28B)

Table 28B: Travel Party Type and Size of MT Residents Traveling in Adjacent States*

Travel Party Type and Size	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
1 adult, no children under 18	71	64	49	74
1+ adult, no children under 18	28	36	50	24
1+ adult, 1+ children under 18	2	1	1	1
Average travel party size (household members only)	2.0	2.5	2.1	2.2

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

When traveling in Montana, almost half of the respondents stayed away from home 1 to 3 nights (49%), 38 percent stayed zero nights away from home, and the average nights away from home was 3.2. When traveling outside Montana, residents stayed, on average, more than twice as long (6.7 nights on average). The percentage distribution of the people traveling to Washington was nearly identical to those traveling around the US. The average number of nights away from home fell considerably for those traveling to Idaho, North Dakota, and Wyoming. (Table 29)

Table 29: Nights Away from Home for MT Residents within Montana and in US*

Nights Away from Home	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
None	38	18	21	20	24	49
1 to 3 nights	49	39	41	50	60	38
4 to 7 nights	10	26	24	21	13	9
8 nights or more	3	16	14	9	4	4
Average nights away from home (excluding none)	3.2	6.7	6.5	4.1	3.6	3.9
Average nights at destination	3.1	5.8	5.5	3.8	3.5	3.7

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Of those who stayed at their destination at least one night, residents were slightly more likely to stay in the home of friends or relatives when traveling outside Montana (50%) than when traveling within the state (41%). The average number of nights at the home of a friend or relative was higher when traveling outside Montana. The average number of nights at the home of a friend or relative was highest when residents traveled to Washington and Idaho. (Table 30)

Table 30: Type of Lodging at Destination for MT Residents Traveling within Montana and in the US*

Type of Lodging**	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Home of friend or relative	41	50	56	53	47	41
Hotel, motel, resort	41	37	38	25	30	43
Other	19	13	6	22	23	16
Average nights at home of friend/relative	3.1	6.1	7.1	3.9	3.0	3.6
Average nights at hotel, motel, or resort	2.1	3.6	2.7	2.7	2.1	2.3

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

** Only those respondents who stayed one or more nights at destination

Percentages may not add up to 100 due to rounding

Resident Travel – Demographic Characteristics. The ATS data categorized demographic characteristics of Montana residents traveling within Montana as well as within the US.

The age distribution of Montanans traveling in state was very similar to the age distribution of Montanans traveling out of state. The people traveling to Wyoming tended to be slightly younger with 24% them under 18 years and the average age being 33. Those traveling to North Dakota tended to be slightly older. (Table 31)

Table 31: Age Profile of MT Residents Traveling within Montana and in the US*

Age	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Under 18 years	16	15	14	18	24	13
18 to 24 years	8	11	14	9	9	14
25 to 29 years	6	7	7	2	15	3
30 to 39 years	20	18	18	16	16	12
40 to 49 years	21	21	20	26	15	22
50 to 59 years	15	15	12	19	13	22
60 to 64 years	4	5	5	3	4	5
65 years and over	10	10	10	9	4	9
Average age	40	39	38	42	33	44

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The race distribution of Montana residents traveling within Montana was very similar to those traveling to destinations outside Montana. Of the Montana residents traveling to North Dakota, a high proportion (19%) were American Indians. (Table 32)

Table 32: Race Profile of MT Residents Traveling within Montana and in the US*

Race	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in Washington #	% of MT Residents Traveling in Idaho #	% of MT Residents Traveling in Wyoming #	% of MT Residents Traveling in N. Dakota #
White	89	93	95	98	96	81
Black	1	<1	<1	0	<1	0
American Indian, Eskimo, or Aleut	9	6	3	<1	4	19
Asian or Pacific Islander	1	1	1	1	<1	0
Other	<1	<1	1	1	<1	<1

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

The household income distributions were very similar. Montana residents traveling to Idaho made slightly more money (35% fall in the \$40,000 to \$49,999 category and 10% fall in the \$50,000 to \$59,999 category). Those traveling to North Dakota had the lowest household income as 69% made less than \$40,000. (Table 33)

Table 33: Household Income Profile of MT Residents Traveling within Montana and in the US*

Household Income	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Less than \$25,000	20	21	22	20	28	16
\$25,000 to \$39,999	31	29	30	22	19	53
\$40,000 to \$49,999	27	27	29	35	30	10
\$50,000 to \$59,999	9	9	7	10	9	11
\$60,000 to \$74,999	5	6	6	4	6	4
\$75,000 to \$99,999	6	3	5	4	3	1
\$100,000 or more	3	5	2	5	7	5

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

In terms of education, the distributions of those Montanans traveling in the state were very similar to those traveling outside the state. The people traveling to Idaho were most likely to have some college but no degree, which could indicate the college student market. The people traveling to North Dakota were most likely to be high school graduates (39%). (Table 34)

Table 34: Educational Attainment Profile of MT Residents Traveling within Montana and in the US*

Educational Attainment	% of MT Residents Traveling Within MT #	% of MT Residents Traveling in US #	% of MT Residents Traveling in WA #	% of MT Residents Traveling in ID #	% of MT Residents Traveling in WY #	% of MT Residents Traveling in ND #
Less than high school graduate	8	7	7	4	7	16
High school graduate	30	30	36	30	32	39
Some college, no degree	26	28	27	35	29	30
Associate's degree	6	4	2	2	7	2
Bachelor's degree	19	20	21	17	17	8
Some grad school or grad degree	12	11	9	13	9	4

* Source: Bureau of Transportation Statistics American Travel Survey, Washington, DC

Percentages may not add up to 100 due to rounding

Summary

Nonresident Travel to Montana as a Destination. The top four states where visitors originated were Washington, California, Idaho, and Wyoming.

Washingtonians tended to travel by personal use vehicle, the majority traveled between 1000 and 1999 miles, and they visited Montana primarily in the 3rd calendar quarter. They were the most likely group of people to visit friends and relatives and to have at least one child traveling in the travel party. They spent an average of 5.1 nights in Montana, usually in the home of a friend or relative. They were the youngest travelers as 41% were 24 years or younger, the largest portion of them made less than \$25,000 annually, and the largest portion had some college but no degree. Given these facts, it would seem that the Washington college student market may be large for Montana.

Californians tended to fly to Montana (56%), and they tended to travel the farthest. They also tended to visit during the 3rd quarter, but they did come during the winter and spring months. Nearly all Californians were in Montana for leisure purposes, and they traveled in adult-only travel groups. On average, they stayed in Montana a long time and were most likely to stay in a hotel, motel, or resort. Californians tended to be in their 40s and quite affluent in terms of annual income. They either had a high school diploma or a bachelor's degree.

Idahoans traveled primarily by personal use vehicle, and their round-trip mileage was evenly distributed from categories of less than 300 miles to 1000 to 1999 miles. They visited Montana at all times of the year. They were the most likely to travel for business purposes, but their primary reason for visiting Montana tended to be leisure. Two-thirds of them had no children in their travel party, and they spent an average of 3.2 nights in Montana. They were most likely to stay in the homes of friends and relatives, and over half of them were in their 30s and 40s. Over two-thirds of them had annual household incomes under \$50,000, and their education level was evenly distributed across all levels of educational attainment.

Wyomingites came almost exclusively by personal use vehicle, and most of them traveled less than 300 miles. They came to Montana during all times of the year and were most likely to be here for leisure reasons. Most travel groups consisted of adults only, and 58% of them did not spend any nights in Montana. If they did stay overnight in Montana, they tended to stay in the home of a friend or relative. Their distribution of ages closely mirrored the distribution of all travelers to Montana. In terms of monetary affluence, Wyoming visitors made the least amount of household income of any of the visitors from the top four states of origin. They were most likely to be high school graduates or have bachelor's degrees.

Resident Travel by Montanans. Montanans tended to travel to Washington, Idaho, Wyoming, and North Dakota. No matter where they traveled (whether in Montana or outside Montana), they tended to drive a personal use vehicle. Travel within the state was evenly distributed across the entire year. However, when residents leave Montana, they tended to leave during the 3rd calendar quarter. When people traveled within Montana, the most popular reason was for leisure, followed closely by business. However, when they left the state, they visited friends and family. The only exception was when they traveled to North Dakota for personal business or other.

Sixty-eight percent of Montana residents traveled with no children under 18 while in the state, and 70% traveled with no children under 18 when leaving the state. Montanans tended to travel alone when going to Washington (71%), Idaho (64%), and North Dakota (74%). Most trips in-state included an overnight stay (62%). Residents stayed the most number of nights in Washington on average (6.5). When traveling

in-state, the proportion of Montanans staying in the homes of friends or relatives was equal to the proportion staying in hotels, motels, or resorts (41%). Home of friends or relatives was the top choice in lodging for Montanans traveling to Washington (56%), Idaho (53%), and Wyoming (47%).

Montanans traveling to North Dakota tended to be slightly older; otherwise the age distributions of travelers within the state and outside Montana were very similar. In terms of race, most Montana travelers were white. One noticeable difference was the proportion of American Indians/Eskimos/Aleuts traveling to North Dakota. Income distributions were also very similar amongst all Montana travelers, regardless of their destination. Again the noticeable difference was those people traveling to North Dakota as they made the least amount of annual household income. In general, no matter where the destination, resident travelers were most likely to be high school graduates. The exception was the people traveling to Idaho who were most likely to have some college but no degree.