

# **NONRESIDENT SUMMER TRAVELERS TO MONTANA**

## **MARKET PROFILES:**

**All Visitors**

**Cultural Visitors**

**Canadian Visitors**

**Highway and Air Traveler Characteristics**

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Prepared by

Josie Parrish

Norma Nickerson

Kim McMahon

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Norma Polovitz Nickerson, Director  
Institute for Tourism and Recreation Research  
The University of Montana

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## Introduction

This report is the second in a series of reports profiling the summer traveler to Montana. The first report, *Research Report 51*, provided descriptions of travelers based on reasons for visiting Montana, first time visitor compared to the repeat visitor, the travel group type, and an overall description of the visitor. For comparison purposes, this report repeats the overall description of the visitor followed by a description of the cultural visitor, the Canadian visitor, and the traveler who comes by highway compared to air.

The first section, *All Travelers*, highlights all travelers to Montana in one analysis. This section gives the reader an overall view of who these people are without further categorization. In general, Montana's summer visitor who is defined as a traveler to Montana between June 1<sup>st</sup> through September 30<sup>th</sup>, is either here for vacation, passing through the state, or visiting family and friends.

The second section, *Cultural Visitor*, highlights the type of traveler who *was attracted to the state for some form of cultural or historic interest or indicated they participated in a cultural activity*. Compared to those "non-cultural" visitors, the cultural visitor will spend more time planning their trip, is on a longer overall vacation, and visited historic/interpretive sites. Further characteristics are described in this section.

The third section, *Canadian Visitor*, provides a complete description of Canadian travelers to Montana. The Canadian traveler, who represents seven percent of all Montana visitors, is in Montana for vacation or passing through the state. Yellowstone National Park is the primary attraction for coming to Montana. The main activity is recreational shopping followed by camping in developed areas. The Canadian traveler is very flexible in travel plans.

The fourth section, *Highway and Air Travelers*, profiles those who arrive in the state via highway compared to air. Only nine percent of Montana's visitors arrive by air. Air travelers differ from the highway traveler in that they are more likely to be here visiting family and friends, came from further away, and had a shorter overall vacation than the highway traveler. A complete description of these travelers is in this section.

Finally, the three appendices in this report provide 1) a listing of responses to questions the visitor explained when they checked "other" in their survey, 2) a copy of the "front-end" intercept questions asked of the visitor, and 3) the survey given to each visitor.

Additional reports will be forthcoming. These include: Expenditure profiles, Montana travel region visitor profiles, and an analysis of visitor comments.

# **Methodology**

## **Study Population**

Travelers to Montana during the summer of 1996 (June 1 - September 30) were examined for this study. The population of travelers is defined as those persons who entered Montana by private vehicle or commercial air carrier during the study period and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons who entered Montana on a roadway while traveling in a plainly marked commercial vehicle (e.g., scheduled or chartered bus or a semi truck). Also excluded were those travelers who entered Montana by train. Other than these exclusions, the study attempted to assess all types of travel to the state including travel for pleasure, business, passing through, or any other reason.

## **Study Goals and Objectives**

A statewide traveler survey was administered during the four-month study period. Attempts were made to improve the survey design over those methods used in the three previous nonresident travel studies, thus making some comparisons invalid. Previous studies reported the summer season as June, July, and August. The summer season for this study was June, July, August, and September.

The goals of this study were:

- 1) To estimate the size of the traveler population
- 2) To estimate traveler expenditures in the state and overall economic impact
- 3) To describe traveler characteristics including: purposes of trip; attractions for pleasure travel; travel group characteristics and demographics; locations of travel and overnight stays; location, type, and amount of expenditures; location of recreational activities; types of information used prior to trip and while in the state; and comments and perceptions of respondents

This report describes traveler characteristics only.

## **Population Estimation Model**

The population estimation model was designed to identify all members of the study population by their location and month of entry to the state. For modeling purposes, entry locations included major airports and highway border crossings. Major airports included the seven commercial airports with scheduled passenger flights from outside of Montana: Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula, and West Yellowstone. Forty-two roadway locations were considered to be entry points into the state. The 42 highway entry locations (i.e., interstates, primary highways, secondary highways, and minor roads) were inclusive of all paved roads and most unpaved roads that crossed Montana borders.



The method used to estimate the non-resident travel population was two-fold. First, border crossing counts were obtained from secondary sources for each month of the study. Second, surveyors identified resident-nonresident proportions at each of the locations.

Secondary data indicating border-crossing counts were obtained from the most accurate source of each location. Sources of air passenger and highway traffic counts included: Helena Regional Airport Monthly Passenger Deboarding Report by Airport; Montana Department of Transportation, Planning and Statistics Bureau, Monthly Comparative Automatic Traffic Recorder Data Report; Montana Department of Highways, Planning and Statistics Bureau, Biannual Traffic By Sections Report; Idaho Transportation Department, Monthly Automatic Traffic Counter Bulletin; Wyoming Department of Transportation, Planning Program, Automatic Traffic Recorder Monthly Summary; North Dakota Department of Transportation, Planning Division, Monthly Automatic Traffic Data; and The U.S. Department of Treasury, Customs Service, Monthly Canada-to-U.S. Border Crossing Statistics.

Nonresident proportions were estimated by observing vehicle license plates and questioning boarding air passengers (at Montana airports) using random sampling techniques stratified by location and time period. Travel group sizes were obtained while administering nonresident travel questionnaires to potential respondents.

## **Survey Methodology and Response Rates**

Between June and September, ITRR staff intercepted highway travel groups at interstate highway rest areas, at gas stations, and at Canadian border crossings. Air travelers were met in the airport while they were waiting for their departing flight from Montana.

When contacted, the first step was to collect preliminary data from the travel groups, including: entry location, group size and type, residence, purpose of trip, anticipated length of stay in Montana, whether it was their first visit to Montana, and if they used the Montana Travel Planner. These ‘front-end’ data were obtained from virtually every party contacted and thus represent a set of data unaffected by survey non-response bias. Next, the groups were asked to accept and complete a diary questionnaire of their visit to Montana and to then return it by mail in a postage-paid envelope that was provided. During the four months, 12,941 groups were contacted. Useable questionnaires were returned by 5,800 groups, for a response rate of 45%. No follow-up measures (reminder postcards or replacement questionnaires) were used to increase response rate. Due to the nature of the questionnaire (i.e., a diary to be filled out as events occurred) and the nature of the methodology (i.e., the front-end surveyors did not collect name and address information from visitors), it would have been inappropriate and impossible to mail replacement questionnaires to non-respondents, as is the norm in mail survey methodology. Therefore, a response rate of 45 percent is thought to be acceptable for a ‘first (and only) mailing.’

Front-end data collected from all nonresidents contacted allowed adjustments of the survey results for non-response bias. Returned surveys were assigned relative weights based on key variables to adjust for discrepancies with the population model.

# Section 1

## All Travelers to Montana

### Executive Summary

While there is no way to combine all travelers to Montana into one “average” group, it is possible to highlight the most frequent responses and provide a sketch of that travel group. The following scenario describes the traveler based on frequency of responses.

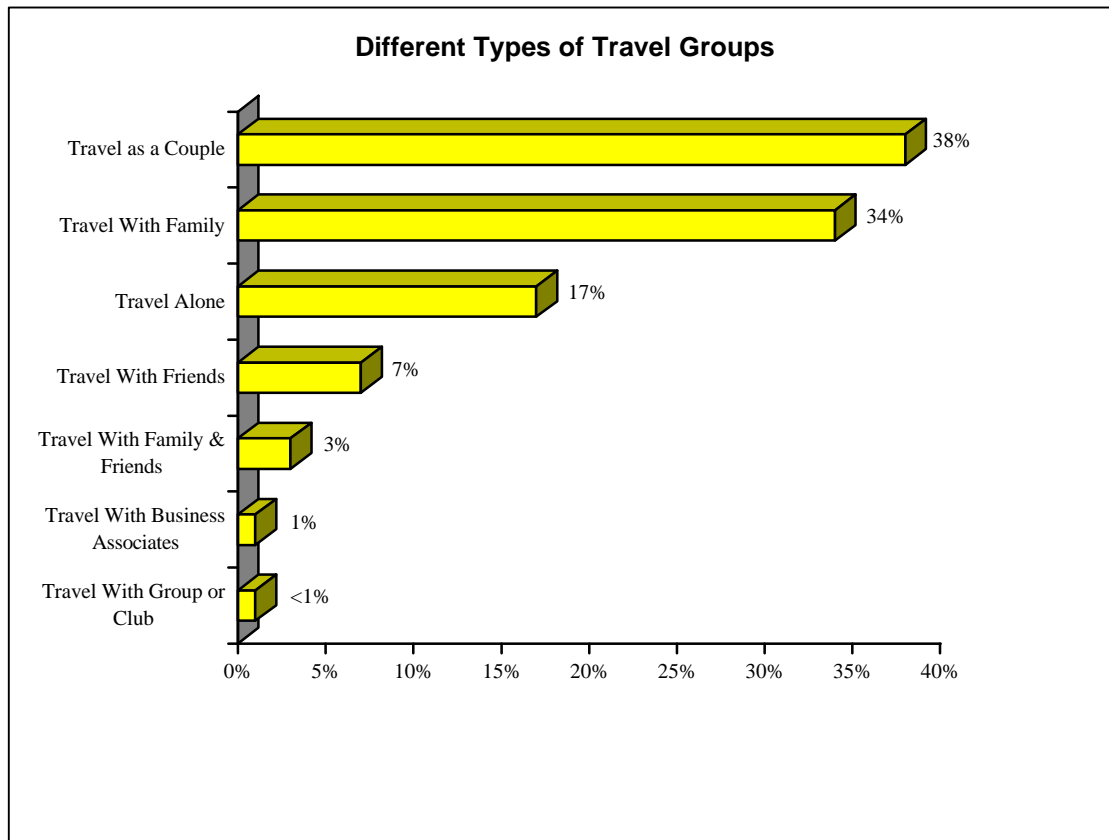
The travel group consisted of a 30-49 year old couple who were from the northwestern part of the United States, most likely Washington state. They had been to Montana in past summers and spent less than one month making plans for this trip. Since this trip was a pleasure trip, they had some flexibility in their travel plans but had already planned most of their stops. They spent up to one week away from home and spent one or two of those nights in Montana. The couple used AAA for their planning information but relied primarily on people in Montana’s visitor centers and places of business to give them travel information while they were in the state. They also used mileage and directional signs to a great degree and believed the number of signs to be adequate. Billboards were used to some extent, but they would not like to see more billboards in the state. They spent their nights in motels and were primarily here for Glacier National Park. However, Yellowstone National Park and the mountains were also high on their list of attractions to the state. While in Montana, they viewed wildlife, visited with family and friends, took photographs of the scenery and wildlife, and shopped.



## Travel Group Characteristics

Most summer visitors to Montana traveled as a couple (38%). Thirty-four percent of Montana visitors traveled with family and 17 percent traveled alone. Less than one percent traveled with an organized group or club (Figure 1.1). The small percentage of those traveling with an organized group or club is reflective of the sampling frame which did not include commercial buses.

Figure 1.1: Different Types of Travel Groups



\*Total may not equal 100% due to rounding.

## Purpose of Trip to Montana

Nonresident travel parties were asked all reasons for traveling to Montana. More than three-quarters of the visitors were traveling to Montana for vacation/recreation/pleasure. Other popular purposes of trip included passing through the state (31%) and visiting friends or relatives (31%) (Table 1.1).

After indicating all reasons for traveling to Montana, visitors chose their *primary* reason for visiting the state. Nearly half of all visitors were in Montana primarily for vacation/recreation/pleasure. Passing through the state (21%) and visiting friends or relatives (16%) were also stated as primary reasons for visiting (Table 1.2).

Table 1.1: All Reasons For Trip to Montana

All Reasons for Trip to Montana	Percent*
Vacation/ Recreation/ Pleasure	<b>77%</b>
Just Passing Through	31%
Visit Friends or Relatives	31%
Business	10%
Recreational Shopping	9%
Necessity Shopping	4%
Other Reasons**	4%
Attending a Convention or Meeting	3%
Medical	2%

\*Column totals more than 100% because visitors could have more than 1 purpose of trip.

\*\*See Appendix A for written responses.

Table 1.2: *Primary* Reason For Trip to MT

Primary Reason for Trip to Montana	Percent*
Vacation/ Recreation/ Pleasure	<b>49%</b>
Just Passing Through	21%
Visit Friends or Relatives	16%
Business	6%
Other Reasons**	3%
Attending a Convention or Meeting	2%
Recreational Shopping	1%
Necessity Shopping	1%
Medical	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Attractions to Montana

Visitors who indicated vacation/recreation/pleasure as a reason for their trip to Montana were asked what attracted them to the state. Vacation/recreation/pleasure did not necessarily have to be their primary reason for visiting the state, just one reason. Many vacationers were attracted by more than one feature. The top five attractions to Montana were the mountains (51%), Yellowstone National Park (39%), the rivers (35%), Glacier National Park (31%), and open space (31%) (Table 1.3).

Glacier National Park (25%) was the most popular *primary* attraction to Montana followed by Yellowstone National Park (22%) and mountains (12%) (Table 1.4).

Table 1.3: Types of Attractions to Montana

All Types of Attractions to Montana	Percent*
Mountains	<b>51%</b>
Yellowstone National Park	39%
Rivers	35%
Glacier National Park	31%
Open Space	31%
Wildlife	28%
Uncrowded Areas	27%
Lakes	26%
Camping	19%
Friendly People	18%
National Forest Area	15%
Hiking	15%
Fishing	14%
Visiting Historic Sites	13%
Montana History	11%
Native American Culture	10%
Other Specific Attraction**	8%
Designated Wilderness Area	8%
Northern Great Plains	6%
Badlands	6%
State Park	6%
Other Special Event**	4%

\*Column totals more than 100% because visitors could choose more than one attraction.

\*\*See Appendix A for written responses

Table 1.4: *Primary* Attraction to Montana

Primary Attraction to MT	Percent*
Glacier National Park	<b>25%</b>
Yellowstone National Park	22%
Mountains	12%
Fishing	6%
Open Space	6%
Other Specific Attraction**	6%
Uncrowded Areas	4%
Other Special Event**	4%
Friendly People	3%
Wildlife	2%
Visiting Historic Sites	2%
Camping	2%
Rivers	1%
Lakes	1%
Badlands	1%
Native American Culture	1%
Montana History	1%
Designated Wilderness Area	1%
National Forest Area	1%
Hiking	1%
State Park	<1%
Northern Great Plains	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Length of Stay & Types of Accommodations

Visitors were asked to indicate how many nights they spent away from home as well as the number of nights they spent in Montana. Over half of Montana visitors were away from home a total of 1 - 14 nights during their entire trip (Table 1.5). Twelve percent of Montana visitors did not spend any nights in the state. Twenty percent stayed one night, 20 percent stayed two nights, and 12 percent stayed three nights in Montana. Even though 32 percent of visitors spent at least 15 nights away from home (Table 1.5), only 2 percent of visitors stayed at least 15 nights in Montana (Table 1.6).

Visitors who stayed at least one night in Montana indicated the number of nights spent in different types of accommodations. Visitors who stayed at least one night in Montana were more likely to stay in a hotel than any other type of accommodation (59%). The other types of accommodations that were popular among visitors were staying at the home of a friend or relative (21%), a private campground (18%), and a public campground (16%) (Tables 1.7 - 1.11).

Table 1.5: Total Number of Nights Away From Home

Total Number of Nights Away From Home	Percent*
0 Nights	5%
1 - 7 Nights	<b>32%</b>
8 - 14 Nights	30%
15 - 21 Nights	14%
22 - 28 Nights	4%
29+ Nights	14%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.6: Number of Nights Spent in Montana

Number of Nights Spent in Montana	Percent*
0 Nights	12%
1 Night	<b>20%</b>
2 Night	<b>20%</b>
3 Night	12%
4 Night	9%
5 Night	7%
6 Night	6%
7 Nights	4%
8 - 14 Nights	9%
15+ Nights	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.7: Types of Accommodations Used

Type of Accommodations	Percent Who Spent at Least One Night*
Hotel	<b>59%</b>
Home of Friend or Relative	21%
Private Campground	18%
Public Campground	16%
Resort/Guest Ranch	5%
Other Locations**	5%
Undeveloped Camp Site	4%
Condominium	1%

\*Rows total more than 100% because visitors could stay at more than one type of accommodation.

\*\*See Appendix A for written responses.





Table 1.8: Number of Nights Spent in a Hotel in Montana

Number of Nights Spent in a Hotel in Montana	Percent*
0 Nights	<b>41%</b>
1 Night	22%
2 Night	15%
3 Night	8%
4 Night	5%
5 Night	3%
6 Night	2%
7 Nights	2%
8 - 14 Nights	2%
15+ Nights	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.9: Number of Nights Spent in the Home of a Friend or Relative in MT

Number of Nights Spent in a Home of a Friend or Relative in Montana	Percent*
0 Nights	<b>79%</b>
1 Night	3%
2 Night	4%
3 Night	4%
4 Night	2%
5 Night	2%
6 Night	1%
7 Nights	2%
8 - 14 Nights	3%
15+ Nights	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.10: Number of Nights Spent in a Public Campground in Montana

Number of Nights Spent in a Public Campground in Montana	Percent*
0 Nights	<b>84%</b>
1 Night	5%
2 Night	3%
3 Night	2%
4 Night	2%
5 Night	1%
6 Night	1%
7 Nights	<1%
8 - 14 Nights	1%
15+ Nights	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.11: Number of Nights Spent in a Private Campground in Montana

Number of Nights Spent in a Private Campground in Montana	Percent*
0 Nights	<b>82%</b>
1 Night	6%
2 Night	4%
3 Night	2%
4 Night	1%
5 Night	1%
6 Night	1%
7 Nights	1%
8 - 14 Nights	1%
15+ Nights	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Information Sources

Nonresident travel parties indicated which sources were used to gather information for their trip *prior* to arriving in Montana and, of those sources, which was the most useful to them. A list of 11 information sources was included in the questionnaire. Forty percent of the visitors did not use any of these sources prior to their trip. The top three most frequently used information sources were AAA (31%), travel guide books (22%), and national park brochures (20%) (Table 1.12). The sources of information that were *most useful* were AAA (39%), travel guide books (19%), the Montana Travel Planner (12%), and national park brochures (11%) (Table 1.13).

Visitors were also asked where they received travel information *while* they were in Montana. Travel information sources used most frequently were persons in a motel, restaurant, gas station, campground, etc. (36%), highway information signs (35%), and brochure racks (33%) (Table 1.14). Visitors then indicated which source was *most helpful* while traveling in Montana. The *most helpful* sources were persons in a motel, restaurant, gas station, campground, etc. (24%) and persons in visitor information centers (22%) (Table 1.15).

Visitors were asked to describe the extent to which they used various types of signs and information sources in Montana as well as their desire to see more, the same, or fewer of these signs and sources. Visitors used directional and mileage signs the most (64% and 65% respectively). Approximately three-fourths of all visitors were generally satisfied with the current number of signs available. Billboard useage was the only exception where 44 percent of visitors rarely used billboards and 39 percent would like to see fewer billboards (Tables 1.16 - 1.23).

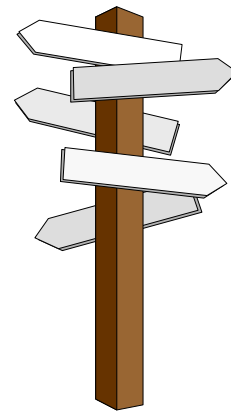


Table 1.12: Sources of Information Used For Trip *Prior* to Visit in Montana

Sources of Information Used For Trip Prior to Visit in Montana	Percent*
None of the Sources	<b>40%</b>
AAA	31%
Travel Guide Book	22%
National Park Brochures	20%
Montana Travel Planner	13%
1-800 State Travel Number	7%
Chamber or Visitor Bureau	7%
Information From Private Businesses	7%
Internet Travel Information	5%
State Park Brochures	4%
Regional Travel Number	1%
Attend a Travel Trade Show	<1%

\*Column totals more than 100% because visitors could choose more than one information source.

Table 1.13: *Most Useful* Source of Information Used For Trip *Prior* to Visit in Montana

Most Useful Source of Information Used For Trip Prior to Visit in MT	Percent*
AAA	<b>39%</b>
Travel Guide Book	19%
Montana Travel Planner	12%
National Park Brochures	11%
Information From Private Businesses	6%
Chamber or Visitor Bureau	5%
1-800 State Travel Number	4%
Internet Travel Information	3%
State Park Brochures	1%
Regional Travel Number	<1%
Attend a Travel Trade Show	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.14: Sources of Information Used For Trip *While* in Montana

Sources of Information Used For Trip While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	<b>36%</b>
Highway Information Signs	35%
Brochure Rack	33%
Person in Visitor Information Center	26%
None of the Sources Used	24%
Other**	18%
Business Billboards	10%
Computer Touch Screen Info Center	<1%

\*Column totals more than 100% because visitors could choose more than one information source.

\*\*See Appendix A for written responses.

Table 1.15: *Most Helpful* Source of Information Used For Trip *While* in Montana

Most Helpful Source of Information Used For Trip While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	<b>24%</b>
Person in Visitor Information Center	22%
Highway Information Signs	19%
Other**	18%
Brochure Rack	15%
Business Billboards	2%
Computer Touch Screen Info Center	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

Table 1.16: Use of Directional Signs

	Percent*
<b>Frequency of Use of Directional Signs</b>	
Used a Lot	<b>64%</b>
Used Some	28%
Used Rarely	8%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Directional Signs	22%
Same # of Directional Signs	<b>77%</b>
Less Directional Signs	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.17: Use of Mileage Signs

	Percent*
<b>Frequency of Use of Mileage Signs</b>	
Used a Lot	<b>65%</b>
Used Some	26%
Used Rarely	9%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Mileage Signs	23%
Same # of Mileage Signs	<b>75%</b>
Less Mileage Signs	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.18: Use of Food, Phone, Service Signs

	Percent*
<b>Frequency of Use of Service Signs</b>	
Used a Lot	32%
Used Some	<b>48%</b>
Used Rarely	20%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Service Signs	18%
Same # of Service Signs	<b>80%</b>
Less Service Signs	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.19: Use of Roadside Historical Markers

	Percent*
<b>Frequency of Use of Historical Markers</b>	
Used a Lot	20%
Used Some	<b>43%</b>
Used Rarely	38%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Historical Markers	24%
Same # of Historical Markers	<b>75%</b>
Less Historical Markers	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.20: Use of Recreation Site Directional Signs

	Percent*
<b>Frequency of Use of Recreation Site Signs</b>	
Used a Lot	25%
Used Some	<b>38%</b>
Used Rarely	37%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Recreation Site Signs	22%
Same # of Recreation Site Signs	<b>77%</b>
Less Recreation Site Signs	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.21: Use of Billboards/Commercial Signs

	Percent*
<b>Frequency of Use of Billboard Signs</b>	
Used a Lot	14%
Used Some	43%
Used Rarely	<b>44%</b>
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Billboard Signs	6%
Same # of Billboard Signs	<b>56%</b>
Less Billboard Signs	39%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.22: Use of Designated Scenic Routes

	Percent*
<b>Frequency of Use of Scenic Routes</b>	
Used a Lot	25%
Used Some	<b>40%</b>
Used Rarely	35%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Scenic Routes	32%
Same # of Scenic Routes	<b>67%</b>
Less Scenic Routes	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.23: Use of Visitor Information Centers

	Percent*
<b>Frequency of Use of Visitor Info Centers</b>	
Used a Lot	22%
Used Some	38%
Used Rarely	<b>40%</b>
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Visitor Info Centers	25%
Same # of Visitor Info Centers	<b>74%</b>
Less Visitor Info Centers	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.



# Activity Participation

## All Visitors

Wildlife watching was the most popular activity among all visitors to Montana (45%). Other activities visitors engaged in, in order of popularity, were visiting family or friends (34%), nature photography (33%), recreational shopping (32%), day hiking (29%), visiting historic/interpretive sites (29%), camping in developed areas (28%), picnicking (26%), and visiting museums (21%) (Figure 1.2).

Figure 1.2: Activity Participation of All Visitors\*

45%	➔	Wildlife Watching
34%	➔	Visiting Family/Friends
33%	➔	Nature Photography
32%	➔	Recreational Shopping
29%	➔	Day Hiking
29%	➔	Visiting Historic/Interpretive Sites
28%	➔	Camping in Developed Areas
26%	➔	Picnicking
21%	➔	Visiting Museums
15%	➔	Fishing
14%	➔	Swimming in Pools
10%	➔	Gambling
10%	➔	Camping in Primitive Areas
10%	➔	Visiting Native American Sites
9%	➔	Nature Study
8%	➔	Attend Special Events/Festivals
7%	➔	Swimming in Natural Areas
6%	➔	River Rafting/Floating
5%	➔	Golfing

\*Visitors could choose more than one activity.

## Flexibility of Travel Plans and Pre-Trip Planning

Visitors were asked how flexible their travel plans were on their trip to Montana. While most groups had pre-determined destinations throughout the state, unplanned stops were not out of the question (Table 1.24).

Twenty-three percent of visitors planned their trip less than a month in advance while 17 percent planned 1 month in advance. However, 29 percent planned at least six months in advance for their Montana trip (Table 1.25).

Table 1.24: Flexibility of Travel Plans

Group's Flexibility of Travel Plans	Percent*
All places I want to visit have been planned in advance	18%
Most places I want to visit have been planned, but I might take a few unplanned stops	<b>26%</b>
Some places I want to visit have been planned, but my plans are fairly flexible	21%
I only have a few definite places in mind I want to visit, so my plans are quite flexible	22%
I don't have any definite places in mind I want to visit, so my plans are very flexible	14%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 1.25: Number of Months in Advance Group Planned Trip to MT

Number of Months in Advance Group Planned Trip to MT	Percent*
<1 Months	<b>23%</b>
1 Month	17%
2 Months	13%
3 Months	11%
4 Months	5%
5 Months	3%
6 Months	13%
7 - 12 Months	13%
13+ Months	3%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Image of Montana Before Trip

In their own words, travel parties were asked to describe their image of Montana before their trip. Ninety-two percent of all respondents provided an image phrase. Nearly 70 percent of the phrases could be combined into 10 major themes. The most frequently mentioned image of Montana was beautiful or impressive. Wide, open spaces, big, and mountains were also images visitors had before their trip to Montana (Table 1.26).

Table 1.26: Image of Montana Before Trip

Image Before	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 10 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	795	<b>16%</b>
Open (Wide, Open Spaces, Spacious)	640	13%
Big (Large, Expansive, Vast)	493	10%
Mountains (Mountains, Hills)	314	6%
Positive (Great, Nice Place, OK, Good, Neat)	275	6%
Big Sky (Big Sky Country)	272	6%
Repeat (Been to Montana Before, Been to Montana Several Times, Former Resident)	173	4%
Scenery (Varied Scenery, Scenic)	166	3%
No Image (Didn't Think About It, No pre-formed Image, Unknown)	136	3%
Rural (Backward, Less Populated, Uncrowded, Undeveloped)	122	3%
Miscellaneous Visitor Comments	1545	31%
<b>Total</b>	<b>4931</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Image of Montana After Trip

In their own words, travel parties were asked to describe their image of Montana after their trip. Ninety-two percent of all respondents provided an image phrase. Nearly 70 percent of the phrases could be combined into 9 major themes. While 16 percent had an image that Montana was beautiful before their visit, almost double (29%) said their image of the state after their trip was beauty. Montana being large or huge and pleasant or fun were also images visitors had after their trip to Montana (Table 1.27).

Table 1.27: Image of Montana After Trip

Image After	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 9 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	1447	<b>29%</b>
Big (Large, Huge, Vast)	354	7%
Positive (Neat, Fun, Enjoyable, Good, OK, Pleasant, Great )	351	7%
Open (Wide Open Spaces, Spacious)	311	6%
Mountains (Mountains, Hills)	208	4%
Scenic (Great Views, Nice Countryside)	208	4%
Varied Landscape (Unique Scenery, Prairies, Lakes)	168	3%
Big Sky (Big Sky Country)	151	3%
Friendly (Hospitable)	135	3%
Miscellaneous Visitor Comments	1605	33%
<b>Total</b>	<b>4938</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## What Visitors Most Enjoyed About Trip to Montana

In their own words, travel parties were asked to describe what they enjoyed most about their trip to Montana. Ninety-two percent of all respondents provided a phrase about what they enjoyed most. Seventy-one percent of the phrases could be combined into 11 major themes. The scenery or the environment was the most frequently mentioned. Visitors also enjoyed Glacier National Park, friends or family, and the mountains (Table 1.28).

Table 1.28: What Visitors Most Enjoyed About Trip to Montana

Most Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 11 Categories</u>		
Scenery (Sites, Nature, Environment)	1297	<b>26%</b>
Glacier National Park	375	8%
Friends, Family	371	8%
Mountains	297	6%
Friendly (Nice, Friendly People, Hospitality)	282	6%
Speed Limit (Reasonable and Prudent Speed Limit)	166	3%
Open (Wide Open Spaces, Openness of the State, Open Country)	149	3%
Weather, Climate	133	3%
The Outdoors (Wilderness, Countryside, Topography)	129	3%
Fishing	105	2%
Wildlife (Animals, Bird Watching)	103	2%
Miscellaneous Visitor Comments	1547	31%
<b>Total</b>	<b>4954</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## What Visitors Least Enjoyed About Trip to Montana

In their own words, travel parties were asked to describe what they enjoyed least about their trip to Montana. Seventy-nine percent of all respondents provided a phrase about what they enjoyed least. Fifty-six percent of the phrases could be combined into 10 major themes. Many visitors enjoyed their whole trip and did not have any complaints. Gasoline prices and road conditions were mentioned by visitors as something they did not enjoy about their trip (Table 1.29).

Table 1.29: What Visitors Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 10 Categories</u>		
Nothing (None)	531	<b>13%</b>
Gasoline Prices	376	9%
Roads (Road Conditions, Narrow Roads, Potholes)	284	7%
Cold Weather (Damp)	229	5%
Road Construction	210	5%
Trip too Short (Not Enough Time)	197	5%
Long Distance (Too Many Miles Across State)	179	4%
Leaving State (Going Home)	121	3%
Hot Weather	120	3%
Mosquitoes (Bugs)	108	3%
Miscellaneous Visitor Comments	1872	44%
<b>Total</b>	<b>4227</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Demographics

The average travel party size of Montana visitors was 2.6. Seventy-five percent of Montana travelers had visited the state before this trip. Of these visitors, 88 percent had been to the state in the summer, 53 percent in the fall, 46 percent in the spring, and 39 percent in the winter.

Figure 1.3 examines the ages of visitors by gender. Thirty-one percent of male visitors were 30 - 49 years old and 24 percent were 50 – 64 years old. Thirty-three percent of female visitors were 30 - 49 years old and 25 percent were 50 – 64 years old. Montana visitors, whether male or female, were least likely to be 18 - 29 years old.

Visitors to Montana were more likely to have completed college than any other level of education (Tables 1.30 and 1.31). The top four occupations held by respondents were professionals (32%), retired (21%), managers (14%), and clerical occupations (6%). The other wage earner's occupations were professional (29%), retired (22%), manager, (13%), and homemaker (7%) (No table provided).

Thirteen percent of all travel parties traveling in Montana resided in Washington and 9 percent were from California. An additional 15 percent of all travel parties were from states bordering Montana (Idaho, Wyoming, and North Dakota) and 7 percent were from Canada (Figure 1.4 and Table 1.32).

Figure 1.3: Age of Visitors by Gender

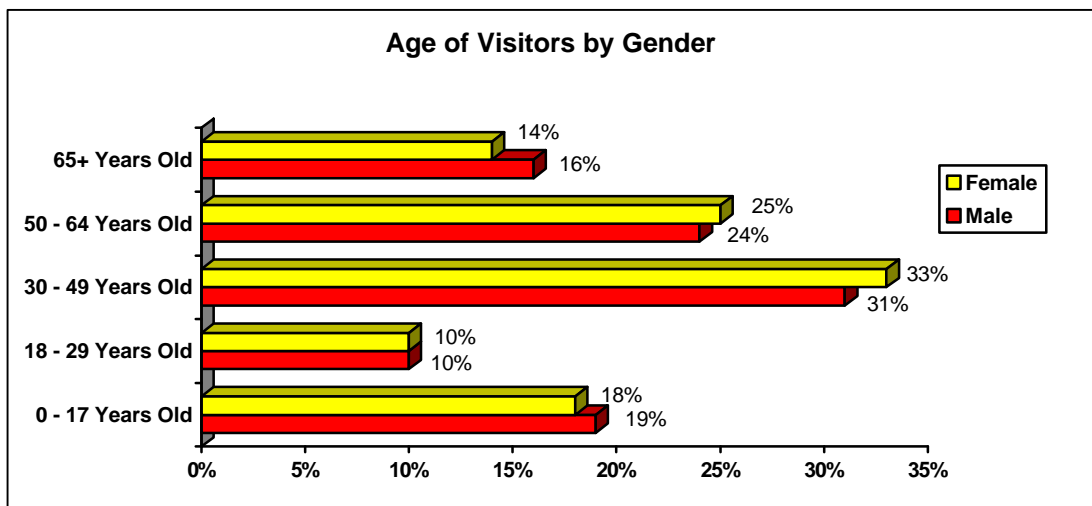


Table 1.30: Respondent's Education Level

Respondent's Education Level	Percent*
Completed Grade School	1%
Completed High School	18%
Completed Some College	26%
College Graduate	<b>32%</b>
Post Graduate	23%
<b>Total</b>	<b>100%</b>

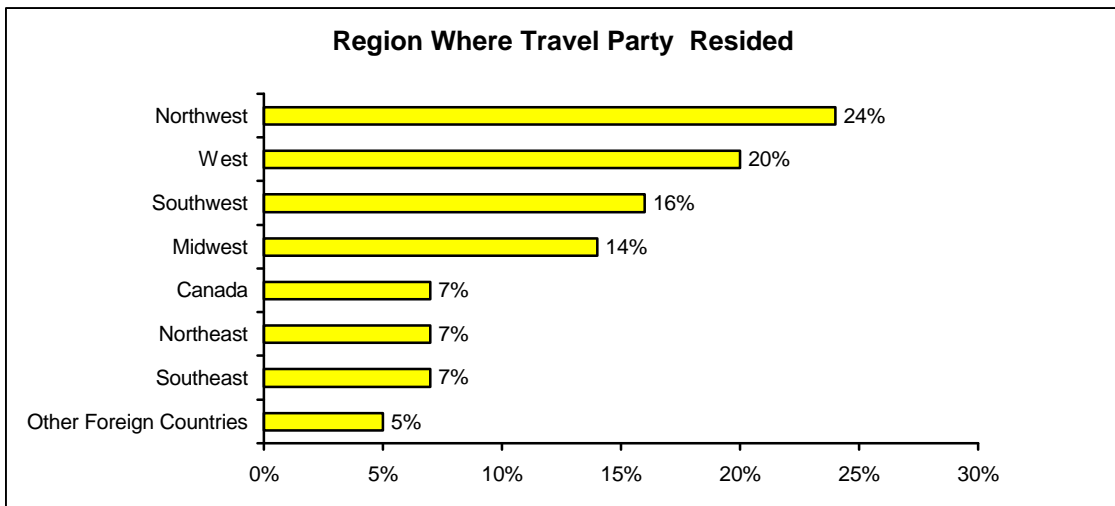
\*Percent total may not equal 100% due to rounding.

Table 1.31: Other Wage Earner's Education Level

Other Wage Earner's Education Level	Percent*
Completed Grade School	2%
Completed High School	26%
Completed Some College	23%
College Graduate	<b>31%</b>
Post Graduate	19%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Figure 1.4: Region Where Travel Parties Resided



Northwest Region Includes: WA, ID, OR, AK, HA

Southwest Region Includes: CA, NV, UT, AZ

West Region Includes: WY, CO, NM, TX, OK, KS, NB, SD, ND

Midwest Region Includes: MN, WI, MI, IA, IL, IN, MO, AR

Northeast Region Includes: ME, NH, VT, NY, PN, OH, MA, CT, RI, NJ, MD, WV, DE

Southeast Region Includes: KY, VA, NC, SC, TN, GA, AL, MS, LA, FL



Table 1.32: Area Where Travel Party Resided

Area Where Travel Party Resided	Percent*
Washington	<b>13%</b>
California	9%
Idaho	6%
Wyoming	5%
Colorado	5%
Foreign Countries Excluding Canada	5%
Minnesota	4%
All Other Canadian Provinces	4%
Oregon	4%
Utah	4%
North Dakota	4%
Alberta	3%
Texas	3%
Arizona	2%
Florida	2%
Illinois	2%
Michigan	2%
Nevada	2%
Wisconsin	2%
All Other States	21%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Section 2

# Cultural and Non-cultural Visitor Characteristics

### Executive Summary

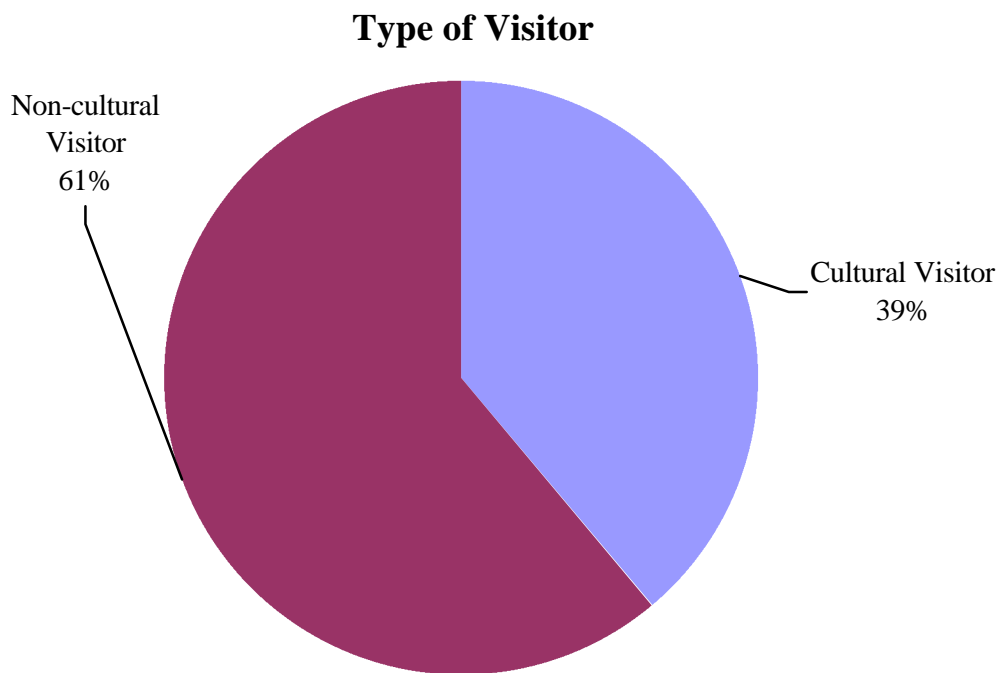
**Cultural Visitor** (39% of all Montana visitors): This couple from the Northwest or Southwestern United States came to Montana for vacation. They planned their trip six to twelve months before coming using AAA and allowed only a little flexibility in their visit. This couple was attracted to mountains and Yellowstone National Park. They were away from home between 8 and fourteen nights spending one or two of those nights in Montana, usually in motels. While in Montana their primary source of travel information was brochure racks or people in information centers or people in motels, restaurants, and gas stations. During their visit they visited historic/interpretive sites, watched wildlife, visited museums, did some nature photography, and shopped.

**Non-cultural Visitor** (61% of all Montana visitors): This couple or family was from the Northwest or Western United States and was in the state on vacation or passing through. They planned their trip in less than one month and were not very flexible in their trip itinerary. They used AAA or nothing at all as planning sources. Once in Montana this couple depended on highway information signs or people in motels, gas stations, or restaurants for travel information. The couple was primarily attracted to Glacier and Yellowstone National Parks. They were away from home between one and seven nights and spent one or two of those nights in Montana, usually in motels. During their visit they visited with family or friends, watched wildlife, shopped, camped, and went for day hikes.

## Type of Visitor

For the purpose of this report, a cultural visitor is one who indicated they were attracted to Montana by historic sites, Montana history, or Native American culture *or* if they visited historic/interpretive sites, museums, or Native American sites. Thirty-nine percent of all visitors were attracted by something cultural or did some type of cultural activity. Although for simplicity this report uses the term “cultural visitor”, the reader should note that most commonly the cultural or historic interest did not prompt their trip, but was rather an attraction to Montana or an activity included on a trip already planned. Only four percent of all Montana visitors were primarily attracted to the state by something cultural or historical. Of the cultural visitors in this report (39%), seven percent were primarily attracted to the state by something cultural or historical (Figure 2.1).

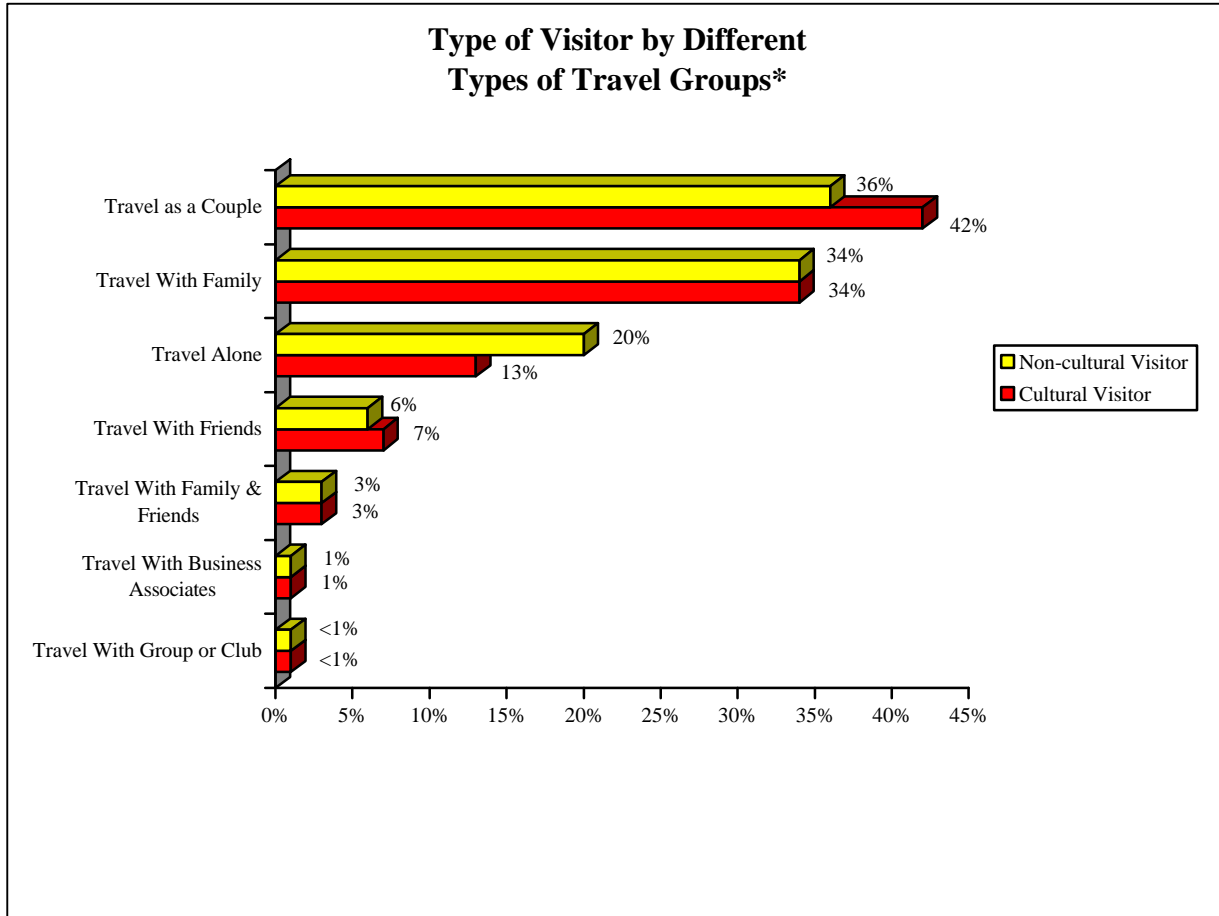
Figure 2.1: Type of Visitor



# Travel Group Characteristics

Forty-two percent of the cultural visitors were traveling as a couple and 34 percent were traveling with family. Thirty-six percent of all other visitors (non-cultural) were traveling as a couple and 34 percent were traveling with family (Figure 2.2).

Figure 2.2: Type of Visitor by Different Types of Travel Groups



\*Totals may not equal 100% due to rounding.

## Purpose of Trip to Montana

Travel parties were asked to indicate all of their reasons for traveling to Montana. Ninety-four percent of cultural visitors and 65 percent of all other visitors (non-cultural) were traveling to Montana for vacation/recreation/pleasure (Table 2.1).

After indicating all the reasons for traveling to Montana, visitors chose their *primary* reason for visiting the state. Sixty-three percent of cultural visitors and 40 percent of all other visitors (non-cultural) were here primarily for vacation/recreation/pleasure. Visiting friends or relatives was equally popular as a reason for traveling to Montana for both cultural and non-cultural visitors (16% each) (Table 2.2).

Table 2.1: Type of Visitor by All Reasons For Trip to Montana

Type of Visitor	All Reasons For Trip to Montana*								
	Vacation/ Recreation/ Pleasure	Visit Friends/ Relatives	Business	Recreational Shopping	Necessity Shopping	Attend Convention/ Meeting	Passing Through	Medical	Other Reasons**
Cultural Visitor	94%	33%	8%	11%	4%	3%	23%	1%	5%
Non-cultural Visitor	65%	30%	11%	8%	4%	3%	36%	2%	4%

\*Rows total more than 100% because visitors could have more than one purpose of trip.

\*\*See Appendix A for written responses.

Table 2.2: Type of Visitor by *Primary* Reason For Trip to Montana

Type of Visitor	Primary Reason for Trip to Montana									Totals*
	Vacation/ Recreation/ Pleasure	Visit Friends/ Relatives	Business	Recreational Shopping	Necessity Shopping	Attend Convention/ Meeting	Passing Through	Medical	Other Reasons**	
Cultural Visitor	63%	16%	4%	<1%	--	2%	12%	<1%	3%	100%
Non-cultural Visitor	40%	16%	7%	1%	1%	2%	28%	2%	3%	100%

\*Totals may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Attractions to Montana

Ninety-four percent of cultural and 65 percent of all other visitors (non-cultural) indicated vacation/recreation/pleasure as one reason for their trip to Montana. *Only* these visitors indicated what attracted them to the state. Vacation/recreation/pleasure did not necessarily have to be their primary reason for visiting the state, just one reason. Many vacationers were attracted by more than one feature. Cultural and all other visitors (non-cultural) were very similar in what attracted them to Montana. The top three attractions by both types of visitors were mountains, Yellowstone National Park, and rivers (Tables 2.3 & 2.4).

Glacier National Park, Yellowstone National Park, and mountains were the three most popular *primary* attractions to Montana for both cultural and all other visitors (non-cultural) (Tables 2.5 & 2.6).



Table 2.3: Cultural Visitor by All Types of Attractions to Montana

All Types of Attractions	Percent*
Mountains	67%
Yellowstone National Park	53%
Rivers	48%
Open Space	45%
Glacier National Park	44%
Wildlife	42%
Uncrowded Areas	38%
Lakes	36%
Historic Sites	33%
Montana History	28%
Camping	27%
Friendly People	27%
Native American Culture	26%
National Forest Area	24%
Hiking	22%
Fishing	17%
Designated Wilderness Area	13%
Other Specific Attraction**	12%
Northern Great Plains	12%
Badlands	11%
State Park	11%
Other Special Event**	6%

\*Percent totals more than 100% because visitors could choose more than one type of attraction.

\*\*See Appendix A for written responses.

Table 2.4: Non-cultural Visitor by All Types of Attractions to Montana

All Types of Attractions	Percent*
Mountains	41%
Yellowstone National Park	30%
Rivers	27%
Glacier National Park	23%
Open Space	22%
Uncrowded Areas	20%
Lakes	20%
Wildlife	19%
Camping	14%
Friendly People	12%
Fishing	12%
Hiking	11%
National Forest Area	10%
Other Specific Attraction**	6%
Designated Wilderness Area	4%
Badlands	3%
State Park	3%
Other Special Event**	3%
Northern Great Plains	2%
Historic Sites	--
Montana History	--
Native American Culture	--

\*Percent totals more than 100% because visitors could choose more than one type of attraction.

\*\*See Appendix A for written responses.

Table 2.5: Cultural Visitor by *Primary* Attraction to Montana

Primary Attraction to Montana	Percent*
Glacier National Park	27%
Yellowstone National Park	21%
Mountains	11%
Other Specific Attraction**	6%
Open Space	6%
Fishing	5%
Uncrowded Areas	4%
Historic Sites	3%
Other Special Event**	3%
Wildlife	2%
Montana History	2%
Camping	2%
Native American Culture	2%
Friendly People	2%
Badlands	1%
Rivers	1%
Lakes	1%
Designated Wilderness Area	1%
National Forest Area	1%
Northern Great Plains	<1%
Hiking	<1%
State Park	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

Table 2.6: Non-cultural Visitor by *Primary* Attraction to Montana

Primary Attraction to Montana	Percent*
Glacier National Park	24%
Yellowstone National Park	24%
Mountains	12%
Fishing	7%
Open Space	5%
Other Specific Attraction**	5%
Uncrowded Areas	5%
Other Special Event**	4%
Friendly People	3%
Camping	3%
Lakes	2%
Wildlife	2%
Rivers	1%
Designated Wilderness Area	1%
National Forest Area	1%
Hiking	1%
Badlands	<1%
State Park	<1%
Northern Great Plains	<1%
Historic Sites	--
Native American Culture	--
Montana History	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.



## Length of Stay & Types of Accommodations

Visitors were asked to indicate how many nights they spent away from home as well as the number of nights they spent in Montana. Sixty percent of cultural visitors and 64 percent of all other visitors (non-cultural) spent 1 – 14 nights away from home (Table 2.7). Four percent of cultural visitors and 16 percent of all other visitors (non-cultural) did not spend any nights in Montana. Even though 38 percent of cultural visitors and 29 percent of all other visitors (non-cultural) spent at least 15 nights away from home, only three percent of cultural visitors and two percent of all other visitors (non-cultural) spent at least 15 nights in Montana (Table 2.8).

Visitors who stayed at least 1 night in Montana indicated the number of nights spent in different types of accommodations. Half of both types of visitors stayed at least one night in a hotel. Other popular types of accommodations for both types of visitors were the home of a friend or relative, public campgrounds, and private campgrounds (Tables 2.9 - 2.13).

Table 2.7: Type of Visitor by the Total Number of Nights Away From Home

Type of Visitor	Total Number of Nights Away From Home						Totals*
	0 Nights	1 - 7 Nights	8 - 14 Nights	15 - 21 Nights	22 - 28 Nights	29 + Nights	
<b>Cultural Visitor</b>	2%	25%	35%	16%	5%	17%	<b>100%</b>
<b>Non-cultural Visitor</b>	7%	37%	27%	13%	4%	12%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.8: Type of Visitor by the Number of Nights Spent in Montana

Type of Visitor	Number of Nights Spent in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
<b>Cultural Visitor</b>	4%	14%	19%	13%	12%	10%	9%	5%	12%	3%	<b>100%</b>
<b>Non-cultural Visitor</b>	16%	24%	21%	12%	7%	5%	4%	3%	6%	2%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.9: Type of Visitor by Types of Accommodations They Used

Type of Visitor	Types of Accommodations Percent Who Spent at Least One Night*							
	Hotel	Home of Friend/Relative	Public Campground	Private Campground	Resort	Condominium	Undeveloped Camp Site	Other Locations**
<b>Cultural Visitor</b>	60%	20%	20%	21%	6%	1%	4%	5%
<b>Non-cultural Visitor</b>	57%	22%	13%	15%	5%	1%	4%	5%

\*Rows total more than 100% because visitors could stay at more than one type of accommodation.

\*\*See Appendix A for written responses.

Table 2.10: Type of Visitor by the Number of Nights Spent in a Hotel in Montana

Type of Visitor	Number of Nights Spent in a Hotel in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
<b>Cultural Visitor</b>	40%	17%	15%	8%	7%	5%	3%	2%	3%	<1%	<b>100%</b>
<b>Non-cultural Visitor</b>	43%	25%	16%	7%	4%	1%	1%	1%	2%	<1%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.11: Type of Visitor by the Number of Nights Spent in a Home of a Friend or Relative in Montana

Type of Visitor	Number of Nights Spent in a Home of a Friend/Relative in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
<b>Cultural Visitor</b>	80%	3%	4%	4%	2%	2%	1%	2%	3%	1%	<b>100%</b>
<b>Non-cultural Visitor</b>	78%	3%	5%	3%	2%	1%	1%	2%	3%	1%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.12: Type of Visitor by the Number of Nights Spent in a Public Campground in Montana

Type of Visitor	Number of Nights Spent in a Public Campground in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
<b>Cultural Visitor</b>	80%	5%	5%	3%	2%	2%	1%	1%	1%	<1%	<b>100%</b>
<b>Non-cultural Visitor</b>	87%	5%	3%	2%	1%	1%	<1%	<1%	1%	<1%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.13: Type of Visitor by the Number of Nights Spent in a Private Campground in Montana

Type of Visitor	Number of Nights Spent in a Private Campground in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
<b>Cultural Visitor</b>	79%	6%	5%	2%	2%	2%	1%	1%	1%	1%	<b>100%</b>
<b>Non-cultural Visitor</b>	85%	6%	4%	1%	1%	1%	1%	1%	1%	<1%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

## Information Sources

Nonresident travel parties indicated which sources were used to gather information for their trip *prior* to arriving in Montana and, of those sources, which was the most useful to them. A list of 11 information sources were included in the questionnaire. Cultural visitors were more likely to use some type of information source than all other visitors (non-cultural). Only 28 percent of cultural visitors did not use any of these sources prior to their trip compared with 47 percent of all other visitors (non-cultural). The top three most frequently used information sources by cultural and all other visitors (non-cultural) were AAA, travel guide books, and national park brochures (Tables 2.14 and 2.15).

The sources of information that were the *most useful* for both cultural and all other visitors (non-cultural) were AAA and travel guide books (Tables 2.16 and 2.17).

Visitors were also asked where they received their travel information *while* they were in Montana. Eleven percent of cultural visitors did not use any information sources while in Montana compared to 32 percent of all other visitors (non-cultural). The travel information sources used most frequently by cultural visitors were brochure racks (49%); persons in a motel, restaurant, gas station, campground, etc. (48%); highway information signs (45%); and persons in a visitor information center (39%) (Table 2.18). The travel information sources used most frequently by all other visitors (non-cultural) were highway information signs (29%), persons in a motel, restaurant, gas station, campground, etc. (28%), and brochure racks (22%) (Table 2.19).

Visitors then indicated which source was the *most helpful* while traveling in Montana. The *most helpful* sources for cultural visitors were persons in a visitor information center (25%) and persons in a motel, restaurant, gas station, campground, etc. (22%) (Table 2.20). The *most helpful* sources for all other visitors (non-cultural) were persons in a motel, restaurant, gas station, campground, etc. (25%) and highway information signs (24%) (Table 2.21).

Visitors indicated how often they used specific Montana information sources and if they would like to see more, less or the same number of those sources. When comparing cultural visitors' use of information sources with all other visitors' (non-cultural) use, the results were very similar. Both types of visitors used directional signs and mileage signs a lot and felt they existed in the appropriate frequency (Tables 2.22 - 2.29).

Table 2.14: Cultural Visitor by Sources of Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
AAA	38%
National Park Brochures	29%
Travel Guide Book	28%
None of the Sources	28%
Montana Travel Planner	20%
1-800 State Travel Number	11%
Chamber or Visitor Bureau	11%
Info From Private Bus.	9%
State Park Brochures	7%
Internet Travel Info	6%
Regional Travel Number	1%
Attend Travel Trade Show	1%

\*Visitors could indicate more than 1 source (% >100%).

Table 2.15: Non-cultural Visitor by Sources of Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
None of the Sources	47%
AAA	26%
Travel Guide Book	17%
National Park Brochures	15%
Montana Travel Planner	8%
Info From Private Bus.	6%
1-800 State Travel Number	5%
Internet Travel Info	5%
Chamber or Visitor Bureau	4%
State Park Brochures	3%
Regional Travel Number	1%
Attend Travel Trade Show	<1%

\*Visitors could indicate more than 1 source (% >100%).

Table 2.16: Cultural Visitor by *Most Useful* Source of Info *Prior* to Visit to MT

Most Useful Source of Information Used Prior To Trip	Percent*
AAA	37%
Travel Guide Book	19%
Montana Travel Planner	16%
National Park Brochures	11%
Chamber or Visitor Bureau	6%
1-800 State Travel Number	5%
Info From Private Bus.	5%
Internet Travel Info	2%
State Park Brochures	1%
Regional Travel Number	<1%
Attend Travel Trade Show	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding

Table 2.17: Non-cultural Visitor by *Most Useful* Source of Info Used *Prior* to Visit to MT

Most Useful Source of Information Used Prior to Trip	Percent*
AAA	41%
Travel Guide Book	20%
National Park Brochures	10%
Montana Travel Planner	8%
Info From Private Bus.	6%
Chamber or Visitor Bureau	4%
1-800 State Travel Number	4%
Internet Travel Info	4%
State Park Brochures	1%
Regional Travel Number	1%
Attend Travel Trade Show	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding

Table 2.18: Cultural Visitor by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
Brochure Rack	49%
Person in Motel, Restaurant, Gas Station, Etc.	48%
Highway Info Signs	45%
Person in Visitor Info Center	39%
Other**	22%
Business Billboards	14%
None of the Sources Used	11%
Computer Touch Screen Info Center	1%

\*Visitors could indicate more than 1 source (% >100%).  
 \*\*See Appendix A for written responses.

Table 2.19: Non-cultural Visitor by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
None of the Sources Used	32%
Highway Info Signs	29%
Person in Motel, Restaurant, Gas Station, Etc.	28%
Brochure Rack	22%
Person in Visitor Info Center	18%
Other**	15%
Business Billboards	8%
Computer Touch Screen Info Center	<1%

\*Visitors could indicate more than 1 source (% >100%).  
 \*\*See Appendix A for written responses.

Table 2.20: Cultural Visitor by *Most Helpful* Source of Info Used *While* in MT

Most Helpful Source of Information Used While in Montana	Percent*
Person in Visitor Info Center	25%
Person in Motel, Restaurant, Gas Station, Etc.	22%
Brochure Rack	18%
Other**	18%
Highway Info Signs	14%
Business Billboards	1%
Computer Touch Screen Info Center	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.  
 \*\*See Appendix A for written responses.

Table 2.21: Non-cultural Visitor by *Most Helpful* Source of Info Used *While* in MT

Most Helpful Source of Information Used While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	25%
Highway Info Signs	24%
Other**	19%
Person in Visitor Info Center	19%
Brochure Rack	12%
Business Billboards	2%
Computer Touch Screen Info Center	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.  
 \*\*See Appendix A for written response

Table 2.22: Type of Visitor by Use of Directional Signs

Type of Visitor	Frequency of Use of Directional Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Directional Signs	Same # of Directional Signs	Less Directional Signs
Cultural Visitor	68%	26%	6%	25%	74%	1%
Non-cultural Visitor	61%	29%	10%	20%	79%	1%

\*Totals may not equal 100% due to rounding.

Table 2.23: Type of Visitor by Use of Mileage Signs

Type of Visitor	Frequency of Use of Mileage Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Mileage Signs	Same # of Mileage Signs	Less Mileage Signs
Cultural Visitor	67%	25%	8%	24%	74%	2%
Non-cultural Visitor	64%	26%	10%	23%	76%	1%

\*Totals may not equal 100% due to rounding.

Table 2.24: Type of Visitor by Use of Food, Phone, Service Signs

Type of Visitor	Frequency of Use of Service Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Service Signs	Same # of Service Signs	Less Service Signs
Cultural Visitor	36%	48%	17%	21%	78%	2%
Non-cultural Visitor	30%	48%	22%	17%	82%	2%

\*Totals may not equal 100% due to rounding.

Table 2.25: Type of Visitor by Use of Roadside Historical Markers

Type of Visitor	Frequency of Use of Historical Markers*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Historical Markers	Same # of Historical Markers	Less Historical Markers
Cultural Visitor	31%	46%	23%	32%	67%	1%
Non-cultural Visitor	11%	40%	50%	17%	81%	2%

\*Totals may not equal 100% due to rounding.

Table 2.26: Type of Visitor by Use of Recreation Site Directional Signs

Type of Visitor	Frequency of Use of Recreation Site Signs*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Recreation Site Signs	Same # of Recreation Site Signs	Less Recreation Site Signs
Cultural Visitor	34%	42%	24%	26%	72%	2%
Non-cultural Visitor	18%	36%	47%	18%	81%	2%

\*Totals may not equal 100% due to rounding.

Table 2.27: Type of Visitor by Use of Billboards/Commercial Signs

Type of Visitor	Frequency of Use of Billboard Signs*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Billboard Signs	Same # of Billboard Signs	Less Billboard Signs
Cultural Visitor	13%	42%	45%	6%	52%	43%
Non-cultural Visitor	14%	43%	43%	6%	59%	36%

\*Totals may not equal 100% due to rounding.

Table 2.28: Type of Visitor by Use of Designated Scenic Routes

Type of Visitor	Frequency of Use of Scenic Routes*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Scenic Routes	Same # of Scenic Routes	Less Scenic Routes
Cultural Visitor	33%	43%	24%	39%	60%	1%
Non-cultural Visitor	20%	37%	43%	26%	72%	2%

\*Totals may not equal 100% due to rounding.

Table 2.29: Type of Visitor by Use of Visitor Information Centers

Type of Visitor	Frequency of Use of Visitor Info Centers*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Visitor Info Centers	Same # of Visitor Info Centers	Less Visitor Info Centers
Cultural Visitor	28%	43%	29%	31%	68%	2%
Non-cultural Visitor	17%	34%	49%	20%	78%	2%

\*Totals may not equal 100% due to rounding.



# Activity Participation

## Cultural Visitors

Visiting historic/interpretive sites was the most popular activity among cultural visitors (60%). Other popular activities among these visitors were watching wildlife (55%), visiting museums (45%), nature photography (42%), and recreational shopping (36%) (Figure 2.3).

Figure 2.3: Activity Participation of Cultural Visitors\*

60%	➔	Visiting Historic/Interpretive Sites
55%	➔	Wildlife Watching
45%	➔	Visiting Museums
42%	➔	Nature Photography
36%	➔	Recreational Shopping
34%	➔	Day Hiking
32%	➔	Visiting Family/Friends
32%	➔	Picnicking
31%	➔	Camping in Developed Areas
21%	➔	Visiting Native American Sites
17%	➔	Swimming in Pools
15%	➔	Fishing
13%	➔	Nature Study
12%	➔	Camping in Primitive Areas
10%	➔	Gambling
9%	➔	Attend Special Events/Festivals
8%	➔	Swimming in Natural Areas
7%	➔	River Rafting/Floating

\*Visitors could choose more than one activity.

## Non-cultural Visitors

Visiting family and friends was the most popular activity among non-cultural visitors (37%). Other popular activities among these visitors were watching wildlife (36%), recreational shopping (28%), camping in developed areas (26%), and day hiking (25%) (Figure 2.4).

Figure 2.4: Activity Participation of Non-cultural Visitors\*

37%	➔	Visiting Family/Friends
36%	➔	Wildlife Watching
28%	➔	Recreational Shopping
26%	➔	Camping in Developed Areas
25%	➔	Day Hiking
25%	➔	Nature Photography
22%	➔	Picnicking
15%	➔	Fishing
11%	➔	Swimming in Pools
10%	➔	Gambling
8%	➔	Camping in Primitive Areas
7%	➔	Swimming in Natural Areas
7%	➔	Attend Special Events/Festivals
6%	➔	Golfing
6%	➔	Nature Study
5%	➔	River Rafting/Floating

\*Visitors could choose more than one activity.

## Flexibility of Travel Plans and Pre-Trip Planning

Visitors were asked how flexible their travel plans were on their trip to Montana. Eleven percent of cultural visitors had all the places they wanted to visit planned in advance compared to 22 percent of all other visitors (non-cultural). Nine percent of cultural visitors had very flexible plans compared to 17 percent of all other visitors (non-cultural) (Table 2.30).

Thirteen percent of cultural visitors and 29 percent of all other visitors (non-cultural) planned their trip less than a month in advance. Thirty-six percent of cultural visitors spent six months or more planning for their Montana trip compared to 26 percent of all other visitors (non-cultural) (Table 2.31).

Table 2.30: Type of Visitor by Flexibility of Travel Plans

Type of Visitor	Group's Flexibility of Travel Plans					Totals*
	All places I want to visit have been planned in advance	Most places I want to visit have been planned, but I might take a few unplanned stops	Some places I want to visit have been planned, but my plans are fairly flexible	I only have a few definite places in mind I want to visit, so my plans are quite flexible	I don't have any definite places in mind I want to visit, so my plans are very flexible	
<b>Cultural Visitor</b>	11%	29%	26%	25%	9%	<b>100%</b>
<b>Non-cultural Visitor</b>	22%	24%	17%	19%	17%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.31: Type of Visitor by Number of Months in Advance Group Planned Trip to Montana

Type of Visitor	Number of Months in Advance Group Planned Trip to Montana									Totals*
	<1 Month	1 Month	2 Months	3 Months	4 Months	5 Months	6 Months	7 - 12 Months	13 + Months	
<b>Cultural Visitor</b>	13%	15%	15%	12%	6%	3%	16%	16%	4%	<b>100%</b>
<b>Non-cultural Visitor</b>	29%	18%	11%	10%	4%	3%	11%	12%	3%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

## Demographics

Ten percent of cultural visitors and eight percent of all other visitors (non-cultural) entered the state by air. Seventy-nine percent of non-cultural visitors had been to Montana before this trip. Of these visitors, 88 percent had been to the state in the summer, 56 percent in the fall, 50 percent in the spring, and 44 percent in the winter. Seventy-three percent of cultural visitors had been to Montana before this trip. Of these visitors, 88 percent had been to the state in the summer, 49 percent in the fall, 40 percent in the spring, and 32 percent in the winter.

Both cultural and all other visitors (non-cultural) to Montana were more likely to have completed college than any other level of education (Tables 2.40 and 2.41). The top four occupations held by cultural visitor respondents were professionals (34%), retired (21%), managers (13%), and clerical occupations (7%). The top four occupations held by non-cultural visitor respondents were professionals (30%), retired (20%), managers (15%), and clerical occupations (6%) (No table provided).

Thirty-two percent of cultural male visitors were 30 – 49 years old and 24 percent were 50 – 64 years old. Thirty-five percent of cultural female visitors were 30 – 49 years old and 25 percent were 50 – 64 years old. Thirty-one percent of non-cultural male visitors were 30 – 49 years old and 24 percent were 50 – 64 years old. Thirty-two percent of non-cultural female visitors were 30 – 49 years old and 24 percent were 50 – 64 years old.

Cultural visitors were more likely to reside in the Northwest (19%), the Southwest (19%), the West (16%), and the Midwest regions (16%). Non-cultural visitors were more likely to reside in the Northwest (22%), the West (21%), and the Southwest regions (16%) (Figure 2.5).

Table 2.40: Type of Visitor by Respondent’s Education Level

Type of Visitor	Respondent’s Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Cultural Visitor	1%	16%	26%	<b>32%</b>	24%	<b>100%</b>
Non-cultural Visitor	1%	20%	26%	<b>31%</b>	23%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.41: Type of Visitor by Other Wage Earner’s Education Level

Type of Visitor	Other Wage Earner’s Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Cultural Visitor	2%	21%	23%	<b>34%</b>	20%	<b>100%</b>
Non-cultural Visitor	1%	27%	23%	<b>29%</b>	19%	<b>100%</b>

\*Totals may not equal 100% due to rounding.

Table 2.42: Cultural Visitors’ Age by Gender

Age Category	Percent Female*	Percent Male*
0 – 17 Years Old	18%	20%
18 – 29 Years Old	9%	8%
30 – 49 Years Old	35%	32%
50 – 64 Years Old	25%	24%
65+ Years Old	14%	17%
<b>Total</b>	<b>100%</b>	<b>100%</b>

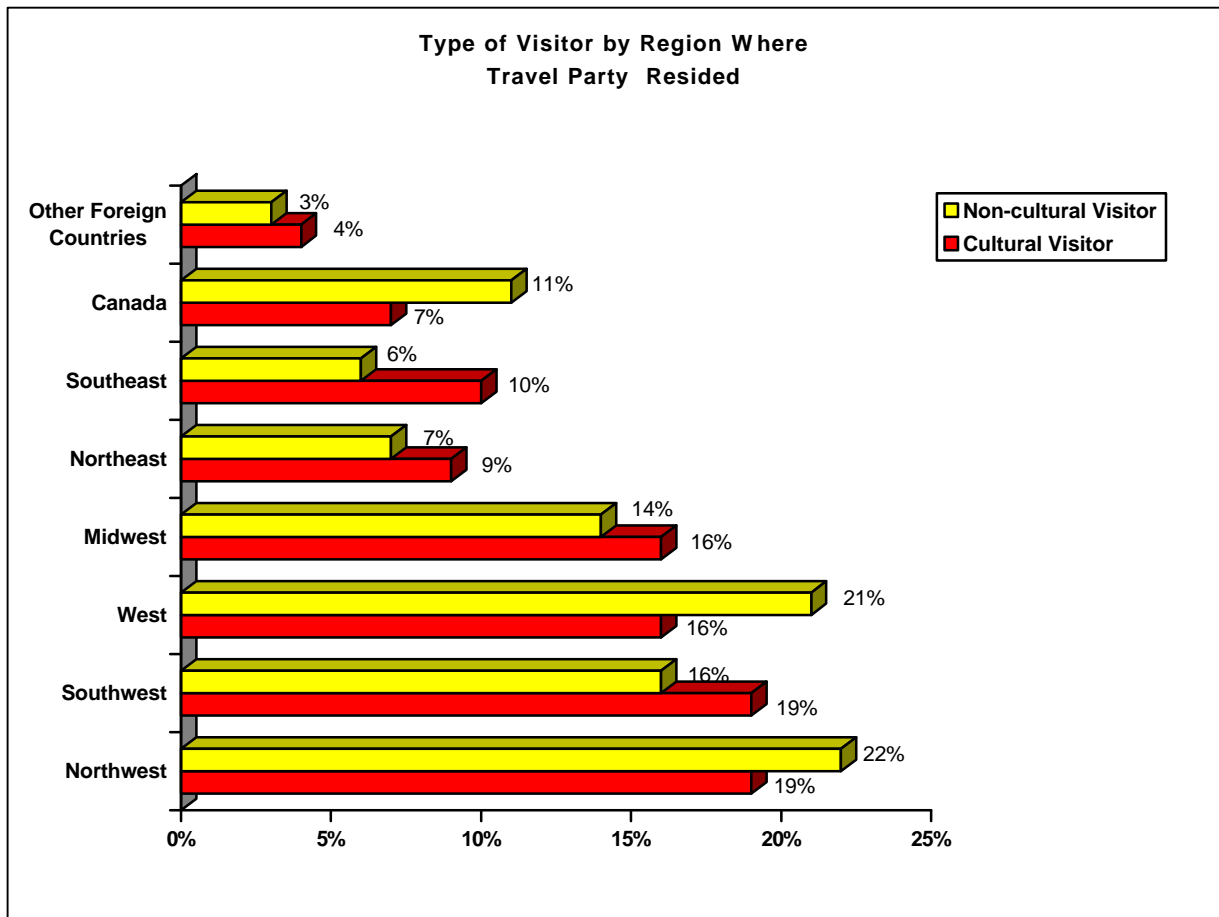
\* Percent total may not equal 100 % due to rounding.

Table 2.43: Non-cultural Visitors' Age by Gender

Age Category	Percent Female*	Percent Male*
0 – 17 Years Old	18%	19%
18 – 29 Years Old	12%	11%
30 – 49 Years Old	32%	31%
50 – 64 Years Old	24%	24%
65+ Years Old	14%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>

\* Percent total may not equal 100 % due to rounding.

Figure 2.5: Type of Visitor by Region Where Travel Party Resided



Northwest Region Includes: WA, ID, OR, AK, HA

Southwest Region Includes: CA, NV, UT, AZ

West Region Includes: WY, CO, NM, TX, OK, KS, NB, SD, ND

Midwest Region Includes: MN, WI, MI, IA, IL, IN, MO, AR

Northeast Region Includes: ME, NH, VT, NY, PN, OH, MA, CT, RI, NJ, MD, WV, DE

Southeast Region Includes: KY, VA, NC, SC, TN, GA, AL, MS, LA, FL

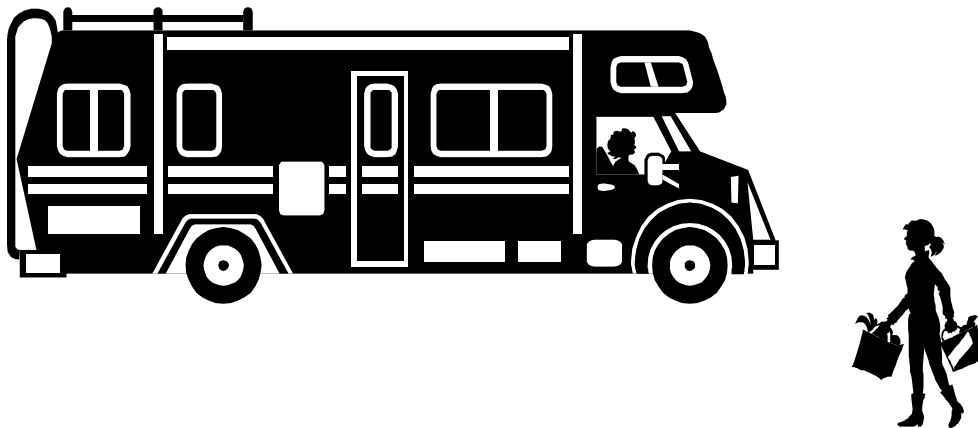
## Section 3

# Canadian Visitors

### Executive Summary

The following scenario describes the Canadian traveler based on frequency of responses.

The Canadian travel group consisted of a 30-49 year old couple who were from Alberta. They had been to Montana in past summers and spent less than one month making plans for this trip. They spent up to one week away from home with one or two of those nights in Montana. The couple used AAA for their planning information but relied primarily on people in Montana's visitor centers to give them travel information while they were in the state. They also used mileage and directional signs to a great degree and believed the number of signs to be adequate. Billboards were used to some extent, but they would not like to see more billboards in the state. They spent their nights in motels and were primarily attracted to Montana for Yellowstone National Park. However, Glacier National Park and the mountains were also high on their list of attractions to the state. While in Montana, they shopped, camped in developed areas, viewed wildlife, went on picnics and took photographs of the scenery and wildlife.



## Canadian Visitor

Seven percent of all visitors were from Canada (Figure 1). Of these Canadian visitors, over half were from Alberta. Seventeen percent of Canadian visitors resided in British Columbia, 11 percent were from Ontario, eight percent were from Saskatchewan, and six percent were from Manitoba.

Figure 1: Area Where Travel Parties Resided

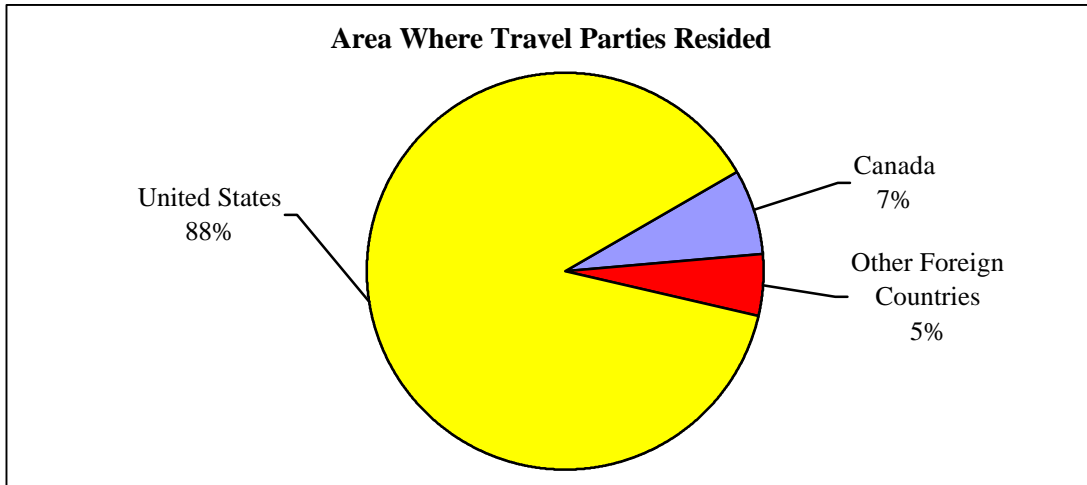
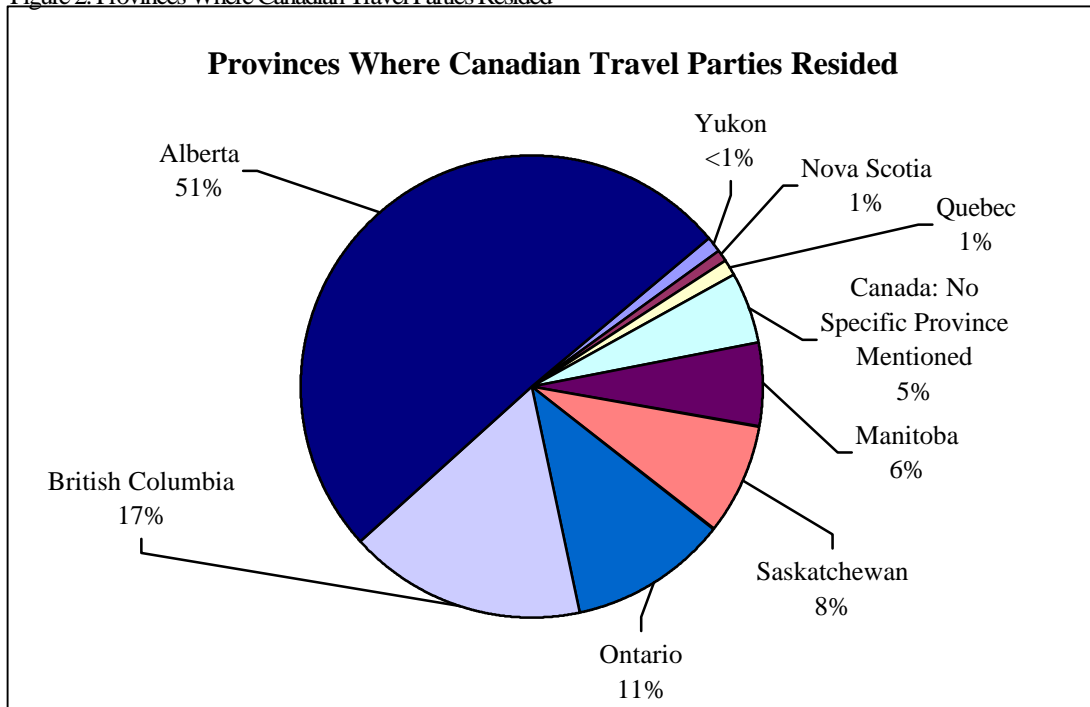


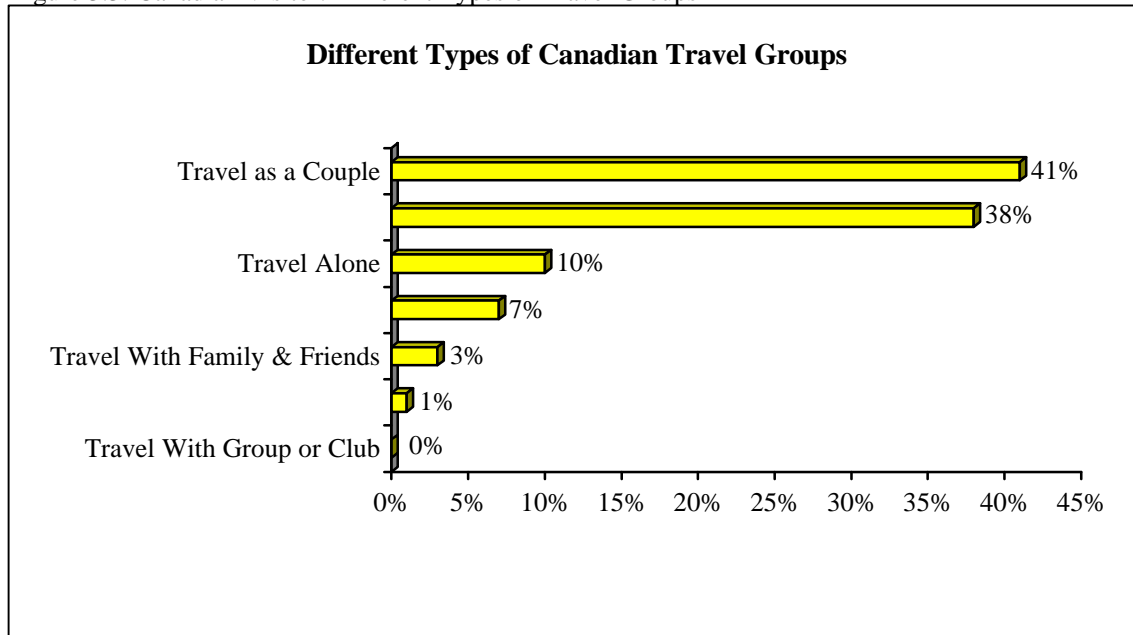
Figure 2: Provinces Where Canadian Travel Parties Resided



## Travel Group Characteristics

Most Canadian summer visitors to Montana traveled as a couple (41%). Thirty-eight percent of Canadian visitors traveled with family and 10 percent traveled alone (Figure 3.3).

Figure 3.3: Canadian Visitor: Different Types of Travel Groups



\*Total may not equal 100% due to rounding.



## Purpose of Trip to Montana

Canadian travel parties were asked all reasons for traveling to Montana. More than three-quarters of Canadian visitors were traveling to Montana for vacation/recreation/pleasure. Other popular purposes of trip included passing through the state (42%) and recreational shopping (23%) (Table 3.1).

After indicating all reasons for traveling to Montana, Canadian visitors chose their *primary* reason for visiting the state. Over half of all Canadian visitors were in Montana primarily for vacation/recreation/pleasure. Passing through the state (33%) was also stated as a primary reason for visiting (Table 3.2).

Table 3.1: Canadian Visitor: All Reasons For Trip to Montana

All Reasons for Trip to Montana	Percent*
Vacation/ Recreation/ Pleasure	81%
Just Passing Through	42%
Recreational Shopping	23%
Visit Friends or Relatives	13%
Business	5%
Necessity Shopping	5%
Other Reasons**	2%
Attending a Convention or Meeting	2%
Medical	1%

\*Column totals more than 100% because visitors could have more than 1 purpose of trip.

\*\*See Appendix A for written responses.

Table 3.2: Canadian Visitor: *Primary* Reason For Trip to MT

Primary Reason for Trip to Montana	Percent*
Vacation/ Recreation/ Pleasure	53%
Just Passing Through	33%
Visit Friends or Relatives	6%
Recreational Shopping	3%
Business	2%
Other Reasons**	1%
Attending a Convention or Meeting	1%
Necessity Shopping	1%
Medical	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Attractions to Montana

Eighty-one percent of Canadian visitors indicated vacation/recreation/pleasure as a reason for their trip to Montana. *Only* these visitors indicated what attracted them to the state. Many Canadian vacationers were attracted by more than one feature. The top five attractions to Montana were the mountains (45%), Glacier National Park (28%), open space (26%), Yellowstone National Park (25%), and friendly people (25%) (Table 3.3).

Yellowstone National Park (21%) was the most popular *primary* attraction to Montana followed by Glacier National Park (17%) and mountains (12%) (Table 3.4).

Table 3.3: Canadian Visitor: Types of Attractions to Montana

All Types of Attractions to MT	Percent*
Mountains	45%
Glacier National Park	28%
Open Space	26%
Yellowstone National Park	25%
Friendly People	25%
Rivers	22%
Lakes	22%
Uncrowded Areas	20%
Camping	19%
Wildlife	13%
Montana History	12%
Other Specific Attraction**	12%
Visiting Historic Sites	10%
Badlands	9%
National Forest Area	8%
Native American Culture	7%
Northern Great Plains	6%
Hiking	5%
Fishing	5%
State Park	5%
Designated Wilderness Area	4%
Other Special Event**	3%

\*Column totals more than 100% because visitors could choose more than one attraction.

\*\*See Appendix A for written responses

Table 3.4: Canadian Visitor: *Primary* Attraction to Montana

Primary Attraction to MT	Percent*
Yellowstone National Park	21%
Glacier National Park	17%
Mountains	12%
Other Specific Attraction**	10%
Friendly People	7%
Uncrowded Areas	6%
Open Space	5%
Camping	5%
Lakes	4%
Other Special Event**	3%
Visiting Historic Sites	2%
Native American Culture	2%
Montana History	2%
Fishing	1%
Rivers	1%
Badlands	1%
National Forest Area	1%
Northern Great Plains	1%
Hiking	1%
Designated Wilderness Area	<1%
State Park	<1%
Wildlife	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Length of Stay & Types of Accommodations

Canadian visitors were asked to indicate how many nights they spent away from home as well as the number of nights they spent in Montana. Over half of Canadian visitors were away from home a total of 1 - 14 nights during their entire trip (Table 3.5). Seventeen percent of Canadian visitors did not spend any nights in Montana. Twenty-nine percent stayed one night, 25 percent stayed two nights, and 12 percent stayed three nights in Montana. Even though 25 percent of Canadian visitors spent at least 15 nights away from home (Table 3.5), only 1 percent of Canadian visitors stayed at least 15 nights in Montana (Table 3.6).

Canadian visitors who stayed at least one night in Montana indicated the number of nights spent in different types of accommodations. Canadian visitors who stayed at least one night in Montana were more likely to stay in a hotel than any other type of accommodation (57%). The other types of accommodations that were popular among Canadian visitors were private campgrounds (21%) and public campgrounds (14%) (Tables 3.7 - 3.11).

Table 3.5: Canadian Visitor: Total Number of Nights Away From Home

Total Number of Nights Away From Home	Percent*
0 Nights	10%
1 - 7 Nights	39%
8 - 14 Nights	27%
15 - 21 Nights	13%
22 - 28 Nights	5%
29+ Nights	7%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.6: Canadian Visitor: Number of Nights Spent in Montana

Number of Nights Spent in Montana	Percent*
0 Nights	17%
1 Night	29%
2 Night	25%
3 Night	12%
4 Night	5%
5 Night	2%
6 Night	4%
7 Nights	1%
8 - 14 Nights	4%
15+ Nights	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.7: Canadian Visitor: Types of Accommodations Used

Type of Accommodations	Percent Who Spent at Least One Night*
Hotel	57%
Private Campground	21%
Public Campground	14%
Home of Friend or Relative	8%
Other Locations**	4%
Resort/Guest Ranch	2%
Undeveloped Camp Site	2%
Condominium	2%

\*Rows total more than 100% because visitors could stay at more than one type of accommodation.

\*\*See Appendix A for written responses.



Table 3.8: Canadian Visitor: Number of Nights Spent in a Hotel in Montana

Number of Nights Spent in a Hotel in Montana	Percent*
0 Nights	43%
1 Night	29%
2 Night	16%
3 Night	5%
4 Night	4%
5 Night	2%
6 Night	<1%
7 Nights	<1%
8 - 14 Nights	1%
15+ Nights	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.9: Canadian Visitor: Number of Nights Spent in the Home of a Friend or Relative in MT

Number of Nights Spent in a Home of a Friend or Relative in Montana	Percent*
0 Nights	92%
1 Night	1%
2 Night	2%
3 Night	2%
4 Night	1%
5 Night	<1%
6 Night	--
7 Nights	1%
8 - 14 Nights	1%
15+ Nights	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.10: Canadian Visitor: Number of Nights Spent in a Public Campground in Montana

Number of Nights Spent in a Public Campground in Montana	Percent*
0 Nights	86%
1 Night	7%
2 Night	4%
3 Night	2%
4 Night	<1%
5 Night	1%
6 Night	1%
7 Nights	<1%
8 - 14 Nights	<1%
15+ Nights	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.11: Canadian Visitor: Number of Nights Spent in a Private Campground in Montana

Number of Nights Spent in a Private Campground in Montana	Percent*
0 Nights	79%
1 Night	7%
2 Night	7%
3 Night	2%
4 Night	1%
5 Night	2%
6 Night	1%
7 Nights	<1%
8 - 14 Nights	2%
15+ Nights	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Information Sources

Canadian travel parties indicated which sources were used to gather information for their trip *prior* to arriving in Montana and, of those sources, which was the most useful to them. A list of 11 information sources was included in the questionnaire. Forty-five percent of Canadian visitors did not use any of these sources prior to their trip. The top three most frequently used information sources were AAA (32%), travel guide books (19%), national park brochures (10%), and Montana Travel Planner (10%) (Table 3.12).

The sources of information that were *most useful* were AAA (52%), travel guide books (18%) and the Montana Travel Planner (8%) (Table 3.13).

Canadian visitors were also asked where they received travel information *while* they were in Montana. Travel information sources used most frequently were highway information signs (35%), brochure racks (31%), and persons in a motel, restaurant, gas station, campground, etc. (29%), (Table 3.14).

Visitors then indicated which source was *most helpful* while traveling in Montana. The *most helpful* sources were persons in visitor information centers (24%) and highway information signs (23%) (Table 3.15).

Visitors were asked to describe the extent to which they used various types of signs and information sources in Montana as well as their desire to see more, the same, or fewer of these signs and sources. Visitors used directional and mileage signs the most (71% and 69% respectively) (Tables 3.16 - 3.23).

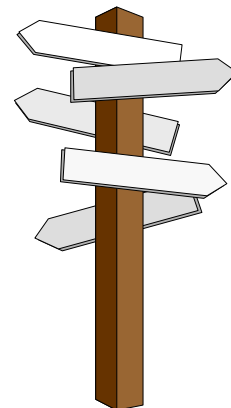


Table 3.12: Canadian Visitor: Sources of Information Used For Trip *Prior* to Visit in Montana

Sources of Information Used For Trip Prior to Visit in Montana	Percent*
None of the Sources	45%
AAA	32%
Travel Guide Book	19%
National Park Brochures	10%
Montana Travel Planner	10%
Information From Private Businesses	6%
Chamber or Visitor Bureau	5%
1-800 State Travel Number	4%
Internet Travel Information	3%
State Park Brochures	3%
Regional Travel Number	<1%
Attend a Travel Trade Show	<1%

\*Column totals more than 100% because visitors could choose more than one information source.

Table 3.13: Canadian Visitor: *Most Useful* Source of Information Used For Trip *Prior* to Visit in Montana

Most Useful Source of Information Used For Trip Prior to Visit in MT	Percent*
AAA	52%
Travel Guide Book	18%
Montana Travel Planner	8%
Information From Private Businesses	5%
National Park Brochures	4%
Chamber or Visitor Bureau	4%
1-800 State Travel Number	4%
Internet Travel Information	3%
State Park Brochures	2%
Regional Travel Number	<1%
Attend a Travel Trade Show	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.14: Canadian Visitor: Sources of Information Used For Trip *While* in Montana

Sources of Information Used For Trip While in Montana	Percent*
Highway Information Signs	35%
Brochure Rack	31%
Person in Motel, Restaurant, Gas Station, Etc.	29%
None of the Sources Used	29%
Person in Visitor Information Center	25%
Other**	12%
Business Billboards	8%
Computer Touch Screen Info Center	<1%

\*Column totals more than 100% because visitors could choose more than one information source.

\*\*See Appendix A for written responses.

Table 3.15: Canadian Visitor: *Most Helpful* Source of Information Used For Trip *While* in Montana

Most Helpful Source of Information Used For Trip While in Montana	Percent*
Person in Visitor Information Center	24%
Highway Information Signs	23%
Person in Motel, Restaurant, Gas Station, Etc.	20%
Brochure Rack	19%
Other**	12%
Business Billboards	2%
Computer Touch Screen Info Center	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.



Table 3.16: Canadian Visitor: Use of Directional Signs

	Percent*
<b>Frequency of Use of Directional Signs</b>	
Used a Lot	71%
Used Some	24%
Used Rarely	5%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Directional Signs	19%
Same # of Directional Signs	81%
Less Directional Signs	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.17: Canadian Visitor: Use of Mileage Signs

	Percent*
<b>Frequency of Use of Mileage Signs</b>	
Used a Lot	69%
Used Some	24%
Used Rarely	7%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Mileage Signs	21%
Same # of Mileage Signs	78%
Less Mileage Signs	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.18: Canadian Visitor: Use of Food, Phone, Service Signs

	Percent*
<b>Frequency of Use of Service Signs</b>	
Used a Lot	31%
Used Some	48%
Used Rarely	22%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Service Signs	15%
Same # of Service Signs	83%
Less Service Signs	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.19: Canadian Visitor: Use of Roadside Historical Markers

	Percent*
<b>Frequency of Use of Historical Markers</b>	
Used a Lot	16%
Used Some	37%
Used Rarely	47%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Historical Markers	19%
Same # of Historical Markers	80%
Less Historical Markers	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.20: Canadian Visitor: Use of Recreation Site Directional Signs

	Percent*
<b>Frequency of Use of Recreation Site Signs</b>	
Used a Lot	21%
Used Some	33%
Used Rarely	45%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Recreation Site Signs	19%
Same # of Recreation Site Signs	80%
Less Recreation Site Signs	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.21: Canadian Visitor: Use of Billboards/Commercial Signs

	Percent*
<b>Frequency of Use of Billboard Signs</b>	
Used a Lot	22%
Used Some	39%
Used Rarely	39%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Billboard Signs	6%
Same # of Billboard Signs	68%
Less Billboard Signs	26%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.22: Canadian Visitor: Use of Designated Scenic Routes

	Percent*
<b>Frequency of Use of Scenic Routes</b>	
Used a Lot	25%
Used Some	39%
Used Rarely	37%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Scenic Routes	31%
Same # of Scenic Routes	69%
Less Scenic Routes	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.23: Canadian Visitor: Use of Visitor Information Centers

	Percent*
<b>Frequency of Use of Visitor Info Centers</b>	
Used a Lot	20%
Used Some	40%
Used Rarely	40%
<b>Total</b>	<b>100%</b>
<b>Would Like to See:</b>	
More Visitor Info Centers	28%
Same # of Visitor Info Centers	71%
Less Visitor Info Centers	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

# Activity Participation

## Canadian Visitors

Recreational shopping was the most popular activity among Canadian visitors (43%). Other popular activities among these visitors were camping in developed areas (34%), watching wildlife (26%), picnicking (22%), and nature photography (15%) (Figure 3.4).

Figure 3.4: Activity Participation of Canadian Visitors\*

43%	➔	Recreational Shopping
34%	➔	Camping in Developed Areas
26%	➔	Wildlife Watching
22%	➔	Picnicking
22%	➔	Nature Photography
21%	➔	Visiting Historic/Interpretive Sites
17%	➔	Swimming in Pools
14%	➔	Gambling
14%	➔	Visiting Family/Friends
12%	➔	Visiting Museums
12%	➔	Day Hiking
9%	➔	Golfing
8%	➔	Swimming in Natural Areas
7%	➔	Visiting Native American Sites
7%	➔	Camping in Primitive Areas
6%	➔	Attend Special Events/Festivals
5%	➔	Fishing
5%	➔	Nature Study

\*Visitors could choose more than one activity.

## Flexibility of Travel Plans and Pre-Trip Planning

Canadian visitors were asked how flexible their travel plans were on their trip to Montana. Although 24 percent of Canadian visitors had very flexible plans, 17 percent had very structured travel plans (Table 3.24).

Thirty-five percent of visitors planned their trip less than a month in advance while 24 percent planned 1 month in advance. Only 16 percent planned at least six months in advance for their Montana trip (Table 3.25).

Table 3.24: Canadian Visitor: Flexibility of Travel Plans

Group's Flexibility of Travel Plans	Percent*
All places I want to visit have been planned in advance	17%
Most places I want to visit have been planned, but I might take a few unplanned stops	19%
Some places I want to visit have been planned, but my plans are fairly flexible	17%
I only have a few definite places in mind I want to visit, so my plans are quite flexible	23%
I don't have any definite places in mind I want to visit, so my plans are very flexible	24%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.25: Canadian Visitor: Number of Months in Advance Group Planned Trip to MT

Number of Months in Advance Group Planned Trip to MT	Percent*
<1 Month	35%
1 Month	24%
2 Months	13%
3 Months	7%
4 Months	3%
5 Months	2%
6 Months	7%
7 - 12 Months	7%
13+ Months	2%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Image of Montana Before Trip

In their own words, Canadian travel parties were asked to describe their image of Montana before their trip. Ninety percent of all Canadian respondents provided an image phrase. Half of the phrases could be combined into 7 major themes. The most frequently mentioned image of Montana was beautiful or impressive. Wide, open spaces, and big were also images Canadian visitors had before their trip to Montana (Table 3.26).

Table 3.26: Canadian Visitors: Image of Montana Before Trip

Image Before	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 7 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	47	10%
Open (Wide, Open Spaces, Spacious)	43	9%
Big (Large, Expansive, Vast)	39	9%
Positive (Great, Nice Place, OK, Good, Neat)	30	7%
No Image (Didn't Think About It, No pre-formed Image, Unknown)	26	6%
Big Sky (Big Sky Country)	23	5%
Flat (Plains, desert/prairie)	22	5%
<b>Miscellaneous Visitor Comments</b>	225	49%
<b>Total</b>	<b>455</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Image of Montana After Trip

In their own words, Canadian travel parties were asked to describe their image of Montana after their trip. Ninety-one percent of all Canadian respondents provided an image phrase. Sixty-three percent of the phrases could be combined into 8 major themes. While 10 percent had an image that Montana was beautiful before their visit, almost double (19%) said their image of the state after their trip was beauty (Table 3.27).

Table 3.27: Canadian Visitors: Image of Montana After Trip

Image After	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 8 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	87	19%
Positive (Neat, Fun, Enjoyable, Good, OK, Pleasant, Great )	45	10%
Friendly (Hospitable)	31	7%
Varied Landscape (Unique Scenery, Prairies, Lakes)	28	6%
Scenic (Great Views, Nice Countryside)	27	6%
Mountains (Mountains, Hills)	26	6%
Big (Large, Huge, Vast)	24	5%
Open (Wide Open Spaces, Spacious)	20	4%
<b>Miscellaneous Visitor Comments</b>	170	37%
<b>Total</b>	<b>458</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.



## What Visitors Most Enjoyed About Trip to Montana

In their own words, Canadian travel parties were asked to describe what they enjoyed most about their trip to Montana. Ninety-two percent of all Canadian respondents provided a phrase about what they enjoyed most. Forty-six percent of the phrases could be combined into 4 major themes. The scenery or the environment was the most frequently mentioned. Canadian visitors also enjoyed Montana’s hospitality and the mountains (Table 3.28).

Table 3.28: Canadian Visitors: What Visitors Most Enjoyed About Trip to Montana

<b>Most Enjoyed</b>	<b>Frequency</b>	<b>Percent*</b>
<b>Categorized Visitor Comments</b>		
<u>Top 4 Categories</u>		
Scenery (Sites, Nature, Environment)	118	26%
Friendly (Nice, Friendly People, Hospitality)	49	11%
Mountains	24	5%
Speed Limit (Reasonable and Prudent Speed Limit)	20	4%
<b>Miscellaneous Visitor Comments</b>	252	54%
<b>Total</b>	<b>463</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## What Visitors Least Enjoyed About Trip to Montana

In their own words, Canadian travel parties were asked to describe what they enjoyed least about their trip to Montana. Seventy-six percent of all Canadian respondents provided a phrase about what they enjoyed least. Forty-four percent of the phrases could be combined into 5 major themes. Many Canadian visitors enjoyed their whole trip and did not have any complaints. Exchange rates and road conditions were mentioned by Canadian visitors as something they did not enjoy about their trip (Table 3.29).

Table 3.29: What Canadian Visitors: Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 5 Categories</u>		
Nothing (None)	69	18%
Exchange Rate	30	8%
Roads (Road Conditions, Narrow Roads, Potholes)	29	8%
Road Construction	23	6%
Cold Weather (Damp)	20	5%
<b>Miscellaneous Visitor Comments</b>	214	56%
<b>Total</b>	<b>385</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Demographics

The average travel party size of Canadian visitors was 2.7. Only one percent entered the state by air. Eighty-two percent of Canadian travelers had visited Montana before this trip. Of these visitors, 86 percent had been to the state in the summer, 58 percent in the fall, 55 percent in the spring, and 46 percent in the winter.

Figure 3.5 examines the ages of Canadian visitors by gender. Thirty-two percent of male visitors were 30 - 49 years old and 26 percent were 50 - 64 years old. Thirty-three percent of female visitors were 30 - 49 years old and 26 percent were 50 - 64 years old.

Canadian visitors to Montana were more likely to have completed college than any other level of education (Tables 3.30 and 3.31). The top four occupations held by Canadian respondents were professionals (30%), retired (18%), managers (16%), and clerical occupations (8%). The other wage earner's occupations were professional (25%), retired (19%), manager, (14%), and craftsman (8%) (No table provided).

Figure 3.5: Canadian Visitor: Age of Visitors by Gender

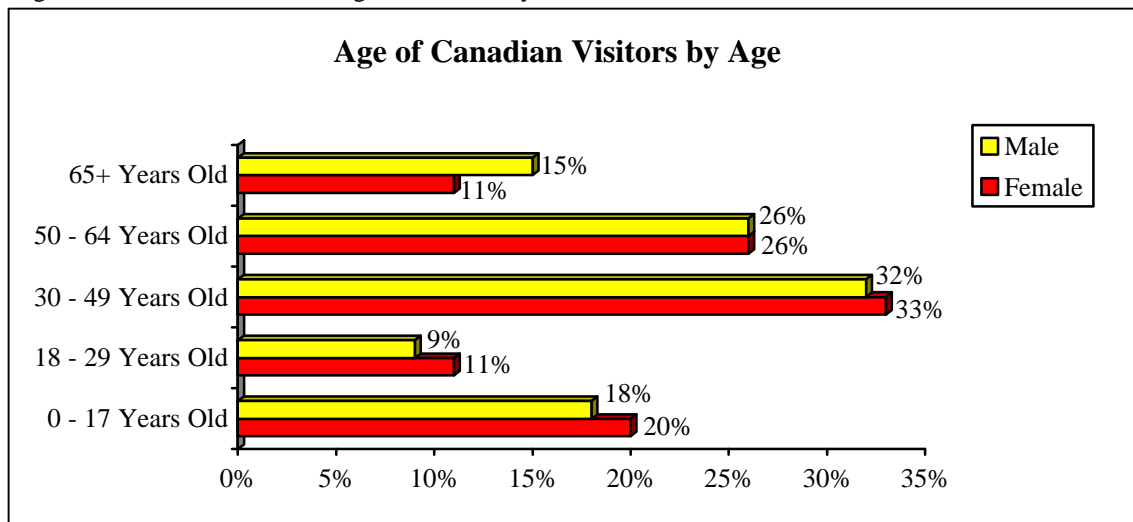


Table 3.30: Canadian Visitor: Respondent's Education Level

<b>Respondent's Education Level</b>	<b>Percent*</b>
Completed Grade School	3%
Completed High School	31%
Completed Some College	18%
College Graduate	34%
Post Graduate	15%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 3.31: Canadian Visitor: Other Wage Earner's Education Level

<b>Other Wage Earner's Education Level</b>	<b>Percent*</b>
Completed Grade School	4%
Completed High School	39%
Completed Some College	15%
College Graduate	31%
Post Graduate	11%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Section 4

# Highway and Air Traveler Characteristics

### Executive Summary

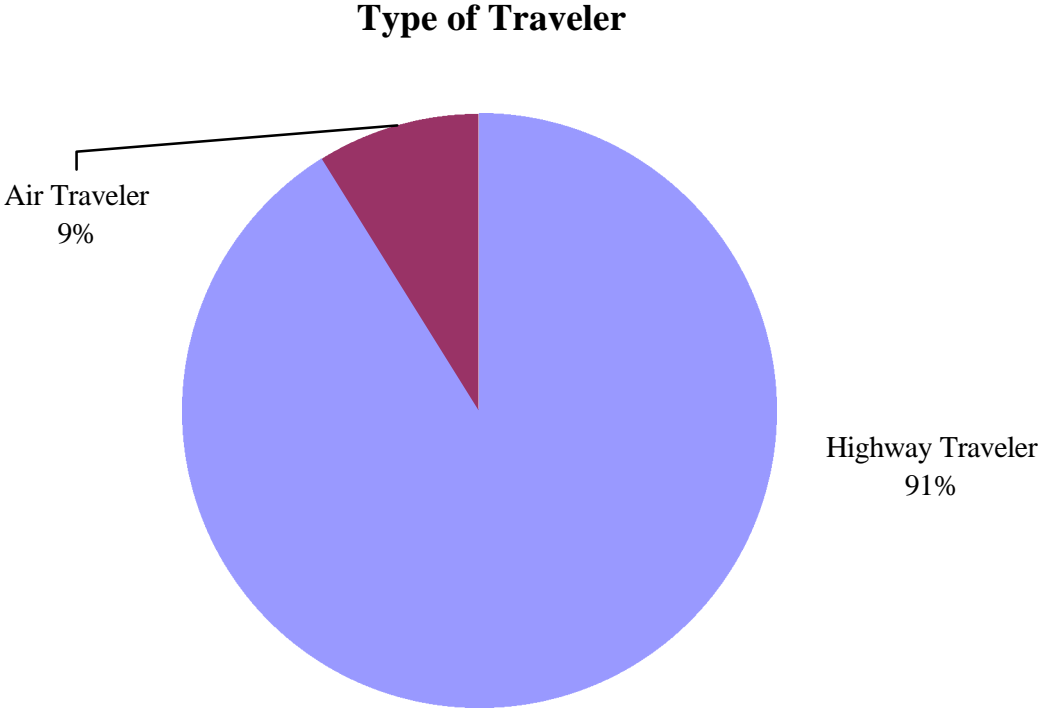
**Highway Traveler** (91% of all Montana visitors): This couple from the Northwest or Western United States came to Montana for vacation. They planned their trip less than one month before coming using AAA or travel guide books and allowed only a little flexibility in their visit. This couple was attracted to Yellowstone and the mountains. They were away from home between 1 and fourteen nights spending one or two of those nights in Montana, usually in motels. While in Montana their primary source of travel information was highway information signs and people in motels, restaurants, and gas stations. During their first visit they watched wildlife, did some nature photography, visited family and friends, and shopped. Their image of Montana before visiting was that of beauty and wide, open spaces. After being in the state, almost twice as many highway travelers said their image was beautiful and wonderful followed by wide open spaces. They most enjoyed Montana's scenery and Glacier National Park.

**Air Traveler** (9% of all Montana visitors): This couple was from the Southwest or Northeast United States, had been to Montana in the past, and was in the state on vacation or visiting friends or relatives. They planned their trip in less than one month and were not very flexible in their trip itinerary. They used AAA or nothing at all as planning sources. Once in Montana this couple depended on people in motels, gas stations, or restaurants for travel information. The couple was primarily attracted to Glacier National Park. They were away from home between one and seven nights. During their visit they visited with family or friends, watched wildlife, shopped and took day hikes. Their image before and after their visit was that of a beautiful state. They most enjoyed Montana's scenery and their family and friends.

# Type of Traveler

Visitors to Montana were intercepted at gas stations, rest areas, and airports. In the analysis of visitor population data consisting of the nonresident proportion motor vehicle traffic counts and airport boarding/deboarding counts, 91 percent of Montana visitors entered the state by car on Montana’s highways and only nine percent entered by air. The air traveler in this report only represents those people who *entered* by air and excludes those who entered by car *then* exited by air (Figure 4.1).

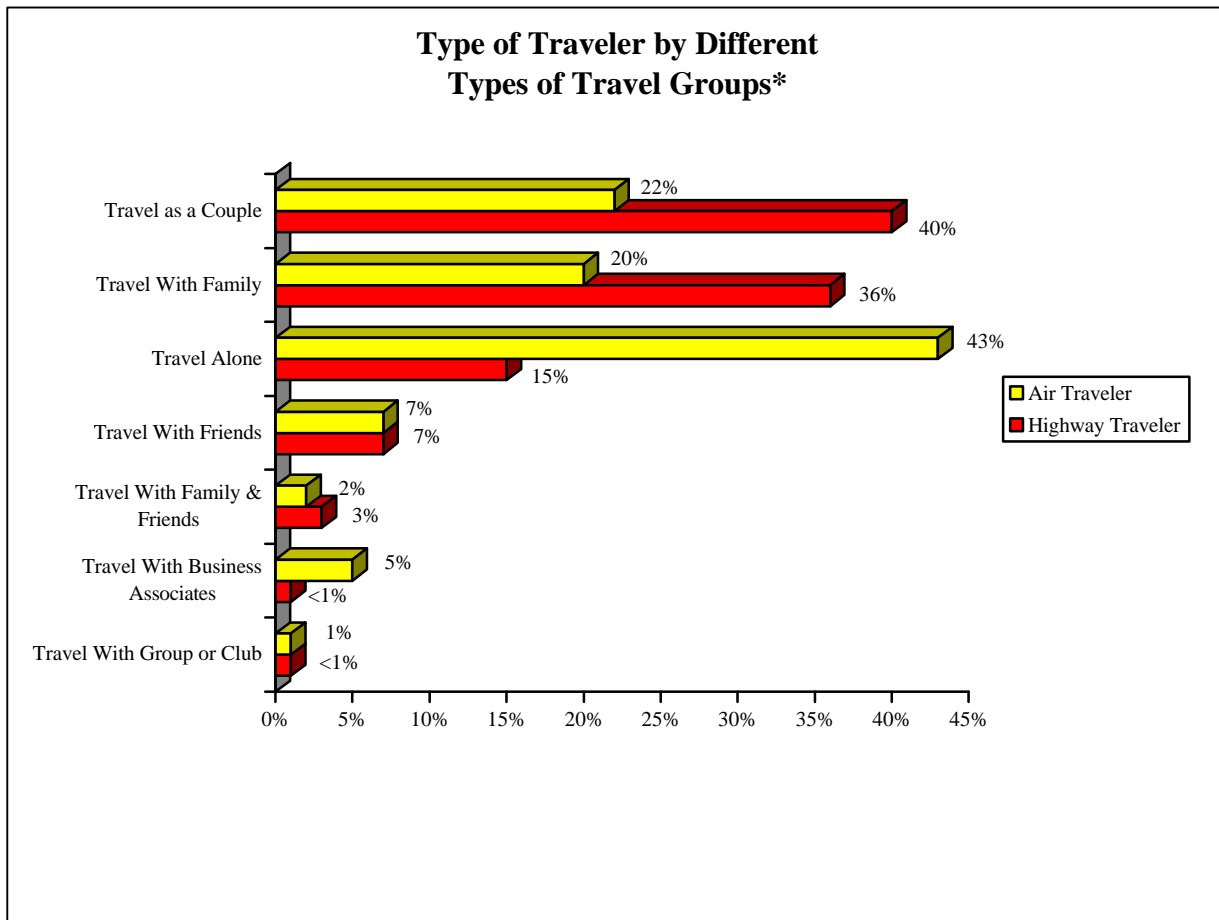
Figure 4.1: Type of Traveler



## Travel Group Characteristics

Forty-three percent of visitors traveling by air were traveling alone compared to only 15 percent of highway travelers. Twenty-two percent of air travelers were traveling as a couple, and 20 percent were traveling with family. Forty percent of visitors traveling on highways were traveling as a couple and 36 percent were traveling with family (Figure 4.2).

Figure 4.2: Type of Traveler by Different Types of Travel Groups



\*Totals may not equal 100% due to rounding.

## Purpose of Trip to Montana

Travel parties were asked to indicate all of their reasons for traveling to Montana. Seventy-seven percent of highway travelers and 68 percent of air travelers were traveling to Montana for vacation/recreation/pleasure. Forty-nine percent of air travelers were in Montana visiting friends or relatives compared to 29 percent of highway travelers (Table 4.1).

After indicating all the reasons for traveling to Montana, visitors chose their *primary* reason for visiting the state. Half of highway travelers and 36 percent of air travelers were here primarily for vacation/recreation/pleasure. Air travelers were more likely to be traveling to Montana to visit friends or relatives or for business than highway travelers (Table 4.2).

Table 4.1: Type of Traveler by All Reasons For Trip to Montana

Type of Traveler	All Reasons For Trip to Montana*								
	Vacation/ Recreation/ Pleasure	Visit Friends/ Relatives	Business	Recreational Shopping	Necessity Shopping	Attend Convention/ Meeting	Passing Through	Medical	Other Reasons**
Highway Traveler	77%	29%	8%	9%	5%	3%	33%	2%	4%
Air Traveler	68%	49%	26%	6%	1%	9%	3%	2%	8%

\*Rows total more than 100% because visitors could have more than one purpose of trip.

\*\*See Appendix A for written responses.

Table 4.2: Type of Traveler by *Primary* Reason For Trip to Montana

Type of Traveler	Primary Reason for Trip to Montana									Totals*
	Vacation/ Recreation/ Pleasure	Visit Friends/ Relatives	Business	Recreational Shopping	Necessity Shopping	Attend Convention/ Meeting	Passing Through	Medical	Other Reasons**	
Highway Traveler	50%	15%	5%	1%	1%	2%	23%	1%	3%	100%
Air Traveler	36%	30%	22%	<1%	--	4%	2%	1%	6%	100%

\*Totals may not equal 100% due to rounding.

\*\*See Appendix A for written responses.



## Attractions to Montana

Seventy-seven percent of highway travelers and 68 percent of air travelers indicated vacation/recreation/pleasure as one reason for traveling to Montana. *Only these visitors* were asked what attracted them to the state. Vacation/recreation/pleasure did not necessarily have to be their primary reason for visiting the state, just one reason. Many vacationers were attracted by more than one feature. Highway travelers and air travelers were very similar in what attracted them to Montana. However, one big difference between the two groups was 40 percent of highway travelers were attracted to Montana because of Yellowstone National Park and only 27 percent of air travelers were attracted to Montana because of the park (Tables 4.3 & 4.4).

Glacier National Park was the most popular *primary* attraction to Montana for both highway and air travelers. Highway travelers were also primarily attracted to Montana by Yellowstone National Park (23%) and mountains (11%). Mountains (15%), fishing (13%), and Yellowstone National Park (11%) were also listed as primary attractions by visitors traveling to the state by air (Tables 4.5 & 4.6).



Table 4.3: Highway Traveler by All Types of Attractions to Montana

All Types of Attractions	Percent*
Mountains	51%
Yellowstone National Park	40%
Rivers	35%
Glacier National Park	32%
Open Space	31%
Wildlife	28%
Uncrowded Areas	27%
Lakes	26%
Camping	20%
Friendly People	18%
Hiking	15%
National Forest Area	15%
Historic Sites	13%
Fishing	13%
Montana History	11%
Native American Culture	10%
Other Specific Attraction**	8%
Badlands	7%
Designated Wilderness Area	7%
Northern Great Plains	6%
State Park	6%
Other Special Event**	4%

\*Percent totals more than 100% because visitors could choose more than one type of attraction.

\*\*See Appendix A for written responses.

Table 4.4: Air Traveler by All Types of Attractions to Montana

All Types of Attractions	Percent*
Mountains	49%
Rivers	37%
Open Space	33%
Uncrowded Areas	31%
Wildlife	30%
Lakes	28%
Yellowstone National Park	27%
Glacier National Park	26%
Friendly People	22%
Fishing	19%
Hiking	19%
National Forest Area	15%
Native American Culture	13%
Historic Sites	12%
Designated Wilderness Area	12%
Montana History	11%
Camping	8%
Other Specific Attraction**	8%
Other Special Event**	8%
State Park	6%
Northern Great Plains	6%
Badlands	3%

\*Percent totals more than 100% because visitors could choose more than one type of attraction.

\*\*See Appendix A for written responses.

Table 4.5: Highway Traveler by *Primary* Attraction to Montana

<b>Primary Attraction to Montana</b>	<b>Percent*</b>
Glacier National Park	26%
Yellowstone National Park	23%
Mountains	11%
Open Space	6%
Fishing	6%
Other Specific Attraction**	5%
Uncrowded Areas	4%
Camping	3%
Other Special Event**	3%
Friendly People	3%
Wildlife	2%
Historic Sites	2%
Badlands	1%
Montana History	1%
Rivers	1%
Lakes	1%
Native American Culture	1%
Designated Wilderness Area	1%
National Forest Area	1%
Hiking	<1%
Northern Great Plains	<1%
State Park	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

Table 4.6: Air Traveler by *Primary* Attraction to Montana

<b>Primary Attraction to Montana</b>	<b>Percent*</b>
Glacier National Park	20%
Mountains	15%
Fishing	13%
Yellowstone National Park	11%
Open Space	7%
Other Special Event**	7%
Other Specific Attraction**	6%
Uncrowded Areas	4%
Friendly People	3%
Wildlife	3%
Lakes	2%
National Forest Area	2%
Hiking	2%
Camping	1%
Historic Sites	1%
Rivers	1%
Native American Culture	1%
Montana History	1%
Designated Wilderness Area	1%
Badlands	--
State Park	--
Northern Great Plains	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

\*\*See Appendix A for written responses.

## Length of Stay & Types of Accommodations

Visitors were asked to indicate how many nights they spent away from home as well as the number of nights they spent in Montana. Air Travelers spent fewer total nights away from home than did highway travelers (Table 4.7). Thirty-five percent of highway travelers spent at least 15 nights away from home compared to only ten percent of air travelers. However, air travelers spent more nights in Montana than highway travelers. More than half of the highway travelers spent less than three nights in Montana while as few as 17 percent of air travelers spent less than three nights in Montana (Table 4.8).

Visitors who stayed at least 1 night in Montana indicated the number of nights spent in different types of accommodations. Over half of both types of travelers stayed at least one night in a hotel. Highway travelers also stayed at private campgrounds (20%), the home of a friend or relative (19%), and public campgrounds (17%). Air travelers stayed at the home of a friend or relative (37%) and resorts (14%) (Tables 4.9 – 4.14).

Table 4.7: Type of Traveler by the Total Number of Nights Away From Home

Type of Traveler	Total Number of Nights Away From Home						Totals*
	0 Nights	1 - 7 Nights	8 - 14 Nights	15 - 21 Nights	22 - 28 Nights	29 + Nights	
Highway Traveler	5%	30%	30%	15%	5%	15%	100%
Air Traveler	2%	60%	29%	6%	2%	2%	100%

\*Totals may not equal 100% due to rounding.

Table 4.8: Type of Traveler by the Number of Nights Spent in Montana

Type of Traveler	Number of Nights Spent in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	13%	21%	21%	12%	9%	7%	5%	3%	7%	2%	100%
Air Traveler	2%	6%	9%	12%	11%	10%	12%	10%	22%	5%	100%

\*Totals may not equal 100% due to rounding.

Table 4.9: Type of Traveler by Types of Accommodations They Used

Type of Traveler	Types of Accommodations Percent Who Spent at Least One Night*							
	Hotel	Home of Friend/Relative	Public Campground	Private Campground	Resort	Condominium	Undeveloped Camp Site	Other Locations**
Highway Traveler	59%	19%	17%	20%	4%	1%	4%	5%
Air Traveler	59%	37%	3%	1%	14%	2%	2%	7%

\*Rows total more than 100% because visitors could stay at more than one type of accommodation.

\*\*See Appendix A for written responses.

Table 4.10: Type of Traveler by the Number of Nights Spent in a Hotel in Montana

Type of Traveler	Number of Nights Spent in a Hotel in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	41%	23%	16%	7%	5%	3%	2%	1%	2%	<1%	100%
Air Traveler	41%	13%	11%	10%	5%	5%	6%	4%	6%	1%	100%

\*Totals may not equal 100% due to rounding.

Table 4.11: Type of Traveler by the Number of Nights Spent in a Home of a Friend or Relative in Montana

Type of Traveler	Number of Nights Spent in a Home of a Friend/Relative in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	81%	3%	4%	3%	2%	1%	1%	1%	2%	1%	100%
Air Traveler	63%	1%	3%	5%	5%	2%	2%	5%	11%	2%	100%

\*Totals may not equal 100% due to rounding.

Table 4.12: Type of Traveler by the Number of Nights Spent in a Public Campground in Montana

Type of Traveler	Number of Nights Spent in a Public Campground in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	83%	6%	4%	2%	2%	1%	1%	<1%	1%	<1%	100%
Air Traveler	97%	<1%	2%	<1%	<1%	<1%	--	<1%	<1%	--	100%

\*Totals may not equal 100% due to rounding.

Table 4.13: Type of Traveler by the Number of Nights Spent in a Private Campground in Montana

Type of Traveler	Number of Nights Spent in a Private Campground in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	80%	7%	5%	2%	2%	1%	1%	1%	1%	1%	100%
Air Traveler	99%	<1%	--	<1%	<1%	--	--	<1%	<1%	<1%	100%

\*Totals may not equal 100% due to rounding.

Table 4.14: Type of Traveler by the Number of Nights Spent in a Resort in Montana

Type of Traveler	Number of Nights Spent in a Resort in Montana										Totals*
	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	
Highway Traveler	96%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	--	100%
Air Traveler	86%	1%	2%	2%	1%	1%	2%	3%	3%	1%	100%

\*Totals may not equal 100% due to rounding.

## Information Sources

Nonresident travel parties indicated which sources were used to gather information for their trip *prior* to arriving in Montana and, of those sources, which was the most useful to them. A list of 11 information sources were included in the questionnaire. Highway travelers were more likely to use some type of information source than air travelers. Only 39 percent of highway travelers did not use any of these sources prior to their trip compared with 51 percent of air travelers. The top three most frequently used information sources by both highway and air travelers were AAA, travel guide books, and national park brochures (Tables 4.15 and 4.16).

The sources of information that were the *most useful* for both highway and air travelers were AAA, travel guide books, and the Montana Travel Planner (Tables 4.17 and 4.18).

Visitors were also asked where they received their travel information *while* they were in Montana. The travel information sources used most frequently by highway travelers were highway information signs (37%), persons in a motel, restaurant, gas station, campground, etc. (36%), and brochure racks (32%) (Table 4.19). The travel information sources used most frequently by air travelers were persons in a motel, restaurant, gas station, campground, etc. (36%) and brochure racks (35%) (Table 4.20).

Visitors then indicated which source was the *most helpful* while traveling in Montana. The *most helpful* source for both types of travelers was persons in a motel, restaurant, gas station, campground, etc. (Tables 4.21 and 4.22).

Visitors indicated how often they used specific Montana information sources and if they would like to see more, less or the same number of those sources. When comparing highway travelers' use of information sources with air travelers' use, the results were very similar. Both types of visitors used directional signs and mileage signs a lot and felt they existed in the appropriate frequency (Tables 4.23 – 4.30).

Table 4.15: Highway Traveler by Sources of Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
None of the Sources	39%
AAA	32%
Travel Guide Book	22%
National Park Brochures	21%
Montana Travel Planner	13%
1-800 State Travel Number	7%
Chamber or Visitor Bureau	7%
Info From Private Bus.	7%
Internet Travel Info	5%
State Park Brochures	4%
Regional Travel Number	1%
Attend Travel Trade Show	<1%

\*Visitors could indicate more than 1 source (% >100%).

Table 4.16: Air Traveler by Sources of Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
None of the Sources	51%
AAA	20%
Travel Guide Book	16%
National Park Brochures	13%
Montana Travel Planner	12%
Info From Private Bus.	11%
1-800 State Travel Number	7%
Chamber or Visitor Bureau	7%
Internet Travel Info	7%
State Park Brochures	4%
Regional Travel Number	1%
Attend Travel Trade Show	1%

\*Visitors could indicate more than 1 source (% >100%).

Table 4.17: Highway Traveler by *Most Useful* Source of Info *Prior* to Visit to MT

Most Useful Source of Information Used Prior To Trip	Percent*
AAA	40%
Travel Guide Book	19%
Montana Travel Planner	12%
National Park Brochures	11%
Chamber or Visitor Bureau	5%
Info From Private Bus.	5%
1-800 State Travel Number	4%
Internet Travel Info	3%
State Park Brochures	1%
Regional Travel Number	<1%
Attend Travel Trade Show	<1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding

Table 4.18: Air Traveler by *Most Useful* Source of Info Used *Prior* to Visit to MT

Most Useful Source of Information Used Prior to Trip	Percent*
AAA	26%
Travel Guide Book	19%
Montana Travel Planner	15%
Info From Private Bus.	13%
National Park Brochures	7%
Chamber or Visitor Bureau	6%
Internet Travel Info	6%
1-800 State Travel Number	4%
State Park Brochures	2%
Attend Travel Trade Show	2%
Regional Travel Number	1%
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding



Table 4.19: Highway Traveler by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
Highway Info Signs	37%
Person in Motel, Restaurant, Gas Station, Etc.	36%
Brochure Rack	32%
Person in Visitor Info Center	27%
None of the Sources Used	24%
Other**	17%
Business Billboards	11%
Computer Touch Screen Info Center	<1%

\*Visitors could indicate more than 1 source (% >100%).  
 \*\*See Appendix A for written responses.

Table 4.20: Air Traveler by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	36%
Brochure Rack	35%
None of the Sources Used	26%
Other**	25%
Highway Info Signs	22%
Person in Visitor Info Center	19%
Business Billboards	7%
Computer Touch Screen Info Center	1%

\*Visitors could indicate more than 1 source (% >100%).  
 \*\*See Appendix A for written responses.

Table 4.21: Highway Traveler by *Most Helpful* Source of Info Used *While* in MT

Most Helpful Source of Information Used While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	23%
Person in Visitor Info Center	22%
Highway Info Signs	20%
Other**	18%
Brochure Rack	15%
Business Billboards	2%
Computer Touch Screen Info Center	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.  
 \*\*See Appendix A for written responses.

Table 4.22: Air Traveler by *Most Helpful* Source of Info Used *While* in MT

Most Helpful Source of Information Used While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	27%
Other**	<b>27%</b>
Brochure Rack	20%
Person in Visitor Info Center	15%
Highway Info Signs	9%
Business Billboards	2%
Computer Touch Screen Info Center	--
<b>Total</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.  
 \*\*See Appendix A for written response

Table 4.23: Type of Traveler by Use of Directional Signs

Type of Traveler	Frequency of Use of Directional Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Directional Signs	Same # of Directional Signs	Less Directional Signs
Highway Traveler	65%	28%	8%	23%	77%	1%
Air Traveler	53%	32%	15%	19%	80%	1%

\*Totals may not equal 100% due to rounding.

Table 4.24: Type of Traveler by Use of Mileage Signs

Type of Traveler	Frequency of Use of Mileage Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Mileage Signs	Same # of Mileage Signs	Less Mileage Signs
Highway Traveler	67%	25%	8%	24%	75%	1%
Air Traveler	44%	33%	23%	20%	78%	2%

\*Totals may not equal 100% due to rounding.

Table 4.25: Type of Traveler by Use of Food, Phone, Service Signs

Type of Traveler	Frequency of Use of Service Signs*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Service Signs	Same # of Service Signs	Less Service Signs
Highway Traveler	33%	48%	19%	19%	80%	2%
Air Traveler	19%	45%	36%	16%	82%	2%

\*Totals may not equal 100% due to rounding.

Table 4.26: Type of Traveler by Use of Roadside Historical Markers

Type of Traveler	Frequency of Use of Historical Markers*			Would Like To See:*		
	Used A Lot	Used Some	Used Rarely	More Historical Markers	Same # of Historical Markers	Less Historical Markers
Highway Traveler	20%	43%	38%	23%	75%	2%
Air Traveler	21%	42%	37%	32%	66%	2%

\*Totals may not equal 100% due to rounding.

Table 4.27: Type of Traveler by Use of Recreation Site Directional Signs

Type of Traveler	Frequency of Use of Recreation Site Signs*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Recreation Site Signs	Same # of Recreation Site Signs	Less Recreation Site Signs
Highway Traveler	25%	39%	37%	21%	77%	2%
Air Traveler	26%	36%	38%	25%	72%	3%

\*Totals may not equal 100% due to rounding.

Table 4.28: Type of Traveler by Use of Billboards/Commercial Signs

Type of Traveler	Frequency of Use of Billboard Signs*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Billboard Signs	Same # of Billboard Signs	Less Billboard Signs
Highway Traveler	14%	43%	43%	6%	56%	38%
Air Traveler	8%	38%	54%	3%	50%	48%

\*Totals may not equal 100% due to rounding.

Table 4.29: Type of Traveler by Use of Designated Scenic Routes

Type of Traveler	Frequency of Use of Scenic Routes*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Scenic Routes	Same # of Scenic Routes	Less Scenic Routes
Highway Traveler	26%	40%	35%	32%	67%	1%
Air Traveler	23%	38%	39%	32%	66%	2%

\*Totals may not equal 100% due to rounding.

Table 4.30: Type of Traveler by Use of Visitor Information Centers

Type of Traveler	Frequency of Use of Visitor Info Centers*			Would Like To See*:		
	Used A Lot	Used Some	Used Rarely	More Visitor Info Centers	Same # of Visitor Info Centers	Less Visitor Info Centers
Highway Traveler	22%	39%	39%	25%	73%	2%
Air Traveler	19%	30%	52%	21%	76%	3%

\*Totals may not equal 100% due to rounding.

# Activity Participation

## Highway Travelers

Watching wildlife was the most popular activity among highway travelers (45%). Other popular activities among these travelers were nature photography (34%), visiting family/friends (32%), recreational shopping (31%), camping in developed areas (31%), visiting historic/interpretive sites (29%), and day hiking (28%) (Figure 4.3).

Figure 4.3: Activity Participation of Highway Travelers\*

45%	➔	Wildlife Watching
34%	➔	Nature Photography
32%	➔	Visiting Family/Friends
31%	➔	Recreational Shopping
31%	➔	Camping in Developed Areas
29%	➔	Visiting Historic/Interpretive Sites
28%	➔	Day Hiking
26%	➔	Picnicking
21%	➔	Visiting Museums
14%	➔	Swimming in Pools
14%	➔	Fishing
11%	➔	Camping in Primitive Areas
10%	➔	Visiting Native American Sites
10%	➔	Gambling
9%	➔	Nature Study
8%	➔	Attend Special Events/Festivals
7%	➔	Swimming in Natural Areas
5%	➔	Golfing
5%	➔	River Rafting/Floating

\*Visitors could choose more than one activity.

## Air Travelers

Visiting family/friends (54%) and wildlife watching (45%) were the most popular activities among air travelers. These travelers also participated in recreational shopping (40%), day hiking (39%), nature photography (29%), visiting historic/interpretive sites (28%), and picnicking (26%) (Figure 4.4).

Figure 4.4: Activity Participation of Air Travelers\*

54%	➔	Visiting Family/Friends
45%	➔	Wildlife Watching
40%	➔	Recreational Shopping
39%	➔	Day Hiking
29%	➔	Nature Photography
28%	➔	Visiting Historic/Interpretive Sites
26%	➔	Picnicking
24%	➔	Visiting Museums
22%	➔	Fishing
14%	➔	Attend Special Events/Festivals
14%	➔	Swimming in Pools
12%	➔	Gambling
11%	➔	River Rafting/Floating
10%	➔	Nature Study
9%	➔	Golfing
9%	➔	Visiting Native American Sites
8%	➔	Swimming in Natural Areas
6%	➔	Motorboating
6%	➔	Attend Sporting Events
5%	➔	Off-Road ATV/4WD

\*Visitors could choose more than one activity.

## Flexibility of Travel Plans and Pre-Trip Planning

Visitors were asked how flexible their travel plans were on their trip to Montana. Some differences existed between the two types of travelers. Twenty-eight percent of air travelers had all the places they wanted to visit planned in advance compared to 17 percent of highway travelers. Fourteen percent of highway travelers had very flexible plans compared to only nine percent of air travelers (Table 4.31).

Twenty-three percent of highway travelers and 18 percent of air travelers planned their trip less than a month in advance. Thirty percent of highway travelers spent six months or more planning for their Montana trip compared to 28 percent of air travelers (Table 4.32).

Table 4.31: Type of Traveler by Flexibility of Travel Plans

Type of Traveler	Group's Flexibility of Travel Plans					Totals*
	All places I want to visit have been planned in advance	Most places I want to visit have been planned, but I might take a few unplanned stops	Some places I want to visit have been planned, but my plans are fairly flexible	I only have a few definite places in mind I want to visit, so my plans are quite flexible	I don't have any definite places in mind I want to visit, so my plans are very flexible	
Highway Traveler	17%	26%	21%	22%	14%	100%
Air Traveler	28%	26%	18%	19%	9%	100%

\*Totals may not equal 100% due to rounding.

Table 4.32: Type of Traveler by Number of Months in Advance Group Planned Trip to Montana

Type of Traveler	Number of Months in Advance Group Planned Trip to Montana									Totals*
	<1 Month	1 Month	2 Months	3 Months	4 Months	5 Months	6 Months	7 - 12 Months	13 + Months	
Highway Traveler	23%	17%	13%	11%	5%	3%	13%	14%	3%	100%
Air Traveler	18%	16%	16%	15%	6%	3%	14%	13%	1%	100%

\*Totals may not equal 100% due to rounding.

## Image of Montana Before Trip

In their own words, travel parties were asked to describe their image of Montana before their trip. Ninety-two percent of highway travelers and 93 percent of air travelers provided an image phrase (Tables 4.33 and 4.34).

Table 4.33: Highway Travelers' Image of Montana Before Trip

Image Before	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 10 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	700	16%
Open (Wide, Open Spaces, Spacious)	590	13%
Big (Large, Expansive, Vast)	451	10%
Mountains (Mountains, Hills)	282	6%
Positive (Great, Nice Place, OK, Good, Neat)	254	6%
Big Sky (Big Sky Country)	246	6%
Repeat (Been to Montana Before, Former Resident)	159	4%
Scenery (Varied Scenery, Scenic)	154	3%
No Image (Didn't Think About It, No Pre-Formed Image, Unknown)	129	3%
Uncrowded (Less Populated)	105	2%
<b>Miscellaneous Visitor Comments</b>	1399	31%
<b>Total</b>	<b>4469</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 4.34: Air Travelers' Image of Montana Before Trip

Image Before	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 6 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	88	20%
Open (Wide, Open Spaces, Spacious)	48	11%
Big (Large, Expansive, Vast)	42	9%
Mountains (Mountains, Hills)	31	7%
Big Sky (Big Sky Country)	26	6%
Scenery (Varied Scenery, Scenic)	20	5%
<b>Miscellaneous Visitor Comments</b>	193	43%
<b>Total</b>	<b>448</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Image of Montana After Trip

In their own words, travel parties were asked to describe their image of Montana after their trip. Ninety-two percent of both highway travelers and air travelers provided an image phrase. The majority of both types of visitors thought Montana was beautiful or breathtaking. Montana being big or large was also an image both highway and air travelers had after their trip to Montana (Table 4.35 and 4.36).

Table 4.35: Highway Travelers' Image of Montana After Trip

Image After	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 9 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	1293	29%
Picturesque	288	6%
Big (Large, Huge, Vast)	321	7%
Mountains (Mountains, Hills)	189	4%
Varied Landscape (Unique Scenery, Prairies, Lakes)	156	4%
Friendly (Hospitable)	120	3%
Big Sky (Big Sky Country)	136	3%
Great (Greater, Fantastic, Super, Grand)	327	7%
Scenic (Great Views, Nice Countryside)	189	4%
<b>Miscellaneous Visitor Comments</b>	1460	33%
<b>Total</b>	<b>4479</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 4.36: Air Travelers' Image of Montana After Trip

Image After	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 3 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	146	33%
Big (Large, Huge, Vast)	33	7%
Open (Wide Open Spaces, Spacious)	23	5%
<b>Miscellaneous Visitor Comments</b>	243	55%
<b>Total</b>	<b>445</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.



## What Visitors Most Enjoyed About Trip to Montana

In their own words, travel parties were asked to describe what they enjoyed most about their trip to Montana. Ninety-two percent of highway travelers and 95 percent of air travelers provided a phrase about what they enjoyed most (Tables 4.37 and 4.38).

Table 4.37: What Highway Travelers Most Enjoyed About Trip to Montana

Most Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 9 Categories</u>		
Scenery (Sites, Nature, Environment)	1201	27%
Glacier National Park	350	8%
Friends, Family	314	7%
Mountains	278	6%
Friendly (Nice, Friendly People, Hospitality)	243	5%
Speed Limit (Reasonable and Prudent Speed Limit)	163	4%
Open (Wide Open Spaces, Openness of the State, Open Country)	137	3%
Outdoors (Wilderness)	112	3%
Weather, Climate	109	2%
<b>Miscellaneous Visitor Comments</b>	1574	35%
<b>Total</b>	<b>4481</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 4.38: What Air Travelers Most Enjoyed About Trip to Montana

Most Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 6 Categories</u>		
Scenery (Sites, Nature, Environment)	93	20%
Friends, Family	57	12%
Friendly (Nice, Friendly People, Hospitality)	39	8%
Glacier National Park	25	5%
Fishing	22	5%
Weather (Climate)	23	5%
<b>Miscellaneous Visitor Comments</b>	200	44%
<b>Total</b>	<b>459</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## What Visitors Least Enjoyed About Trip to Montana

In their own words, travel parties were asked to describe what they enjoyed least about their trip to Montana. Eighty-eight percent of highway travelers and 82 percent of air travelers provided a phrase about what they enjoyed least. Many highway and air travelers enjoyed their whole trip and did not have any complaints. Gasoline prices (10%) and road conditions (7%) were mentioned by highway travelers as something they did not enjoy about their trip. Cold weather (9%) was mentioned by air travelers as something they least enjoyed about their trip. Most of the miscellaneous comments were about one specific site or person encountered and therefore not possible to categorize (Tables 4.39 and 4.40).

Table 4.39: What Highway Travelers Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 8 Categories</u>		
Nothing (None)	474	12%
Gasoline Prices	366	10%
Roads (Road Conditions, Narrow Roads, Potholes)	277	7%
Road Construction	206	5%
Cold Weather (Damp)	191	5%
Trip too Short (Not Enough Time)	176	5%
Long Distance (Too Many Miles Across State)	165	4%
Hot Weather	103	3%
Miscellaneous Visitor Comments	1862	49%
<b>Total</b>	<b>3820</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

Table 4.40: What Air Travelers Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
<b>Categorized Visitor Comments</b>		
<u>Top 4 Categories</u>		
Nothing (None)	56	14%
Cold Weather (Damp)	35	9%
Leaving State (Going Home)	31	8%
Trip too Short (Not Enough Time)	21	5%
Miscellaneous Visitor Comments	251	64%
<b>Total</b>	<b>394</b>	<b>100%</b>

\*Percent total may not equal 100% due to rounding.

## Demographics

The average travel party size of visitors who entered the state by car was 2.6 compared to 2.0 for visitors who entered Montana by air. Seventy-seven percent of highway travelers had visited the state before this trip. Of these visitors, 88 percent had been to the state in the summer, 53 percent in the fall, 46 percent in the spring, and 39 percent in the winter. Seventy-four percent of air travelers had visited the state before this trip. Of these visitors, 85 percent had been to the state in the summer, 52 percent in the fall, 50 percent in the spring, and 44 percent in the winter.

Figure 4.5 provides the ages of highway travelers by gender. Thirty-two percent of females and 30 percent of males were 30 – 49 years old. The ages of air travelers by gender are provided in Figure 3.6. Forty-eight percent of males and 42 percent of females were 30 – 49 years old.

Both types of travelers to Montana were more likely to have completed college than any other level of education (Tables 4.41 and 4.42). The top five occupations held by highway traveler respondents were professionals (30%), retired (22%), managers (13%), and clerical occupations (6%). The top four occupations held by air traveler respondents were professionals (44%), managers (21%), retired (9%), and sales occupations (7%) (No table provided).

Visitors who traveled to Montana by air were more likely to reside in the Southwest (22%), the Northeast (17%), and the Southeast regions (16%). Visitors who traveled to Montana by car were more likely to reside in the Northwest (21%), the West (20%), and the Southwest regions (17%). Ten percent of highway travelers were from Canada compared to only one percent of air travelers (Figure 4.7).

Figure 4.5: Age of Highway Travelers by Gender

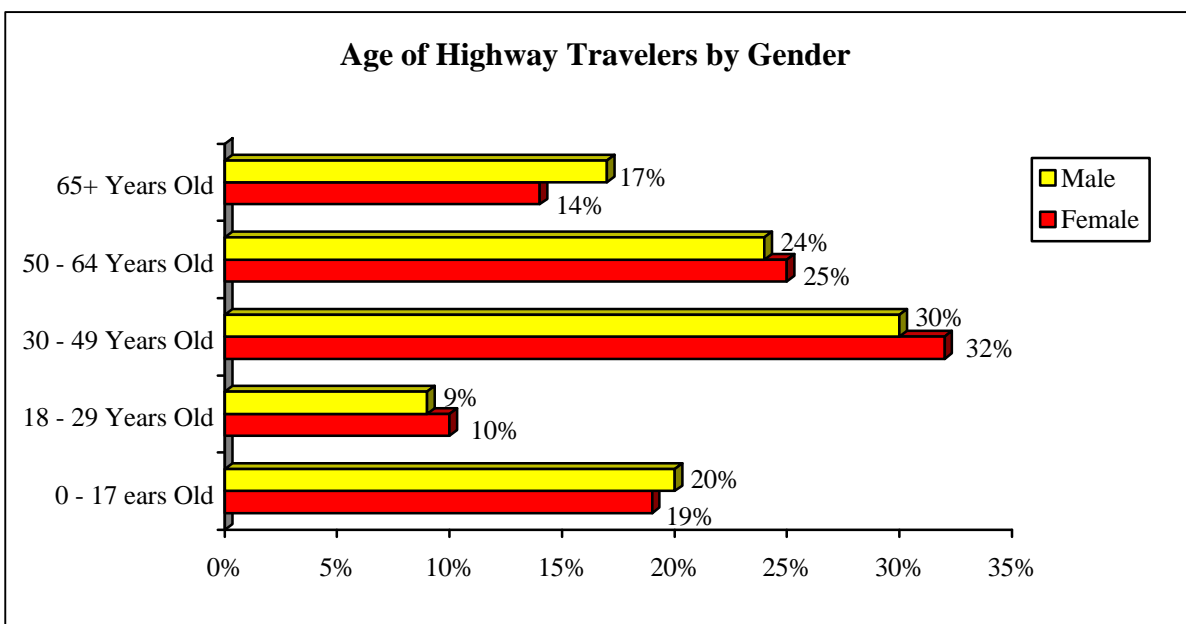


Figure 4.6: Age of Air Travelers by Gender

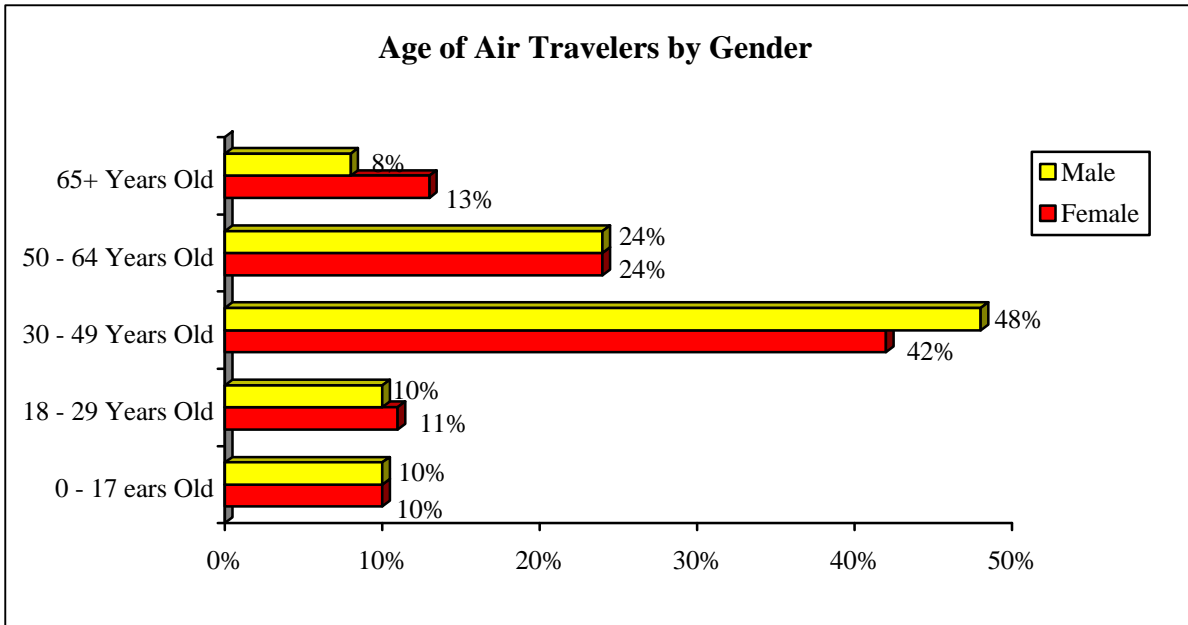


Table 4.41: Type of Traveler by Respondent’s Education Level

Type of Traveler	Respondent’s Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Highway Traveler	1%	19%	27%	31%	22%	100%
Air Traveler	1%	8%	18%	38%	35%	100%

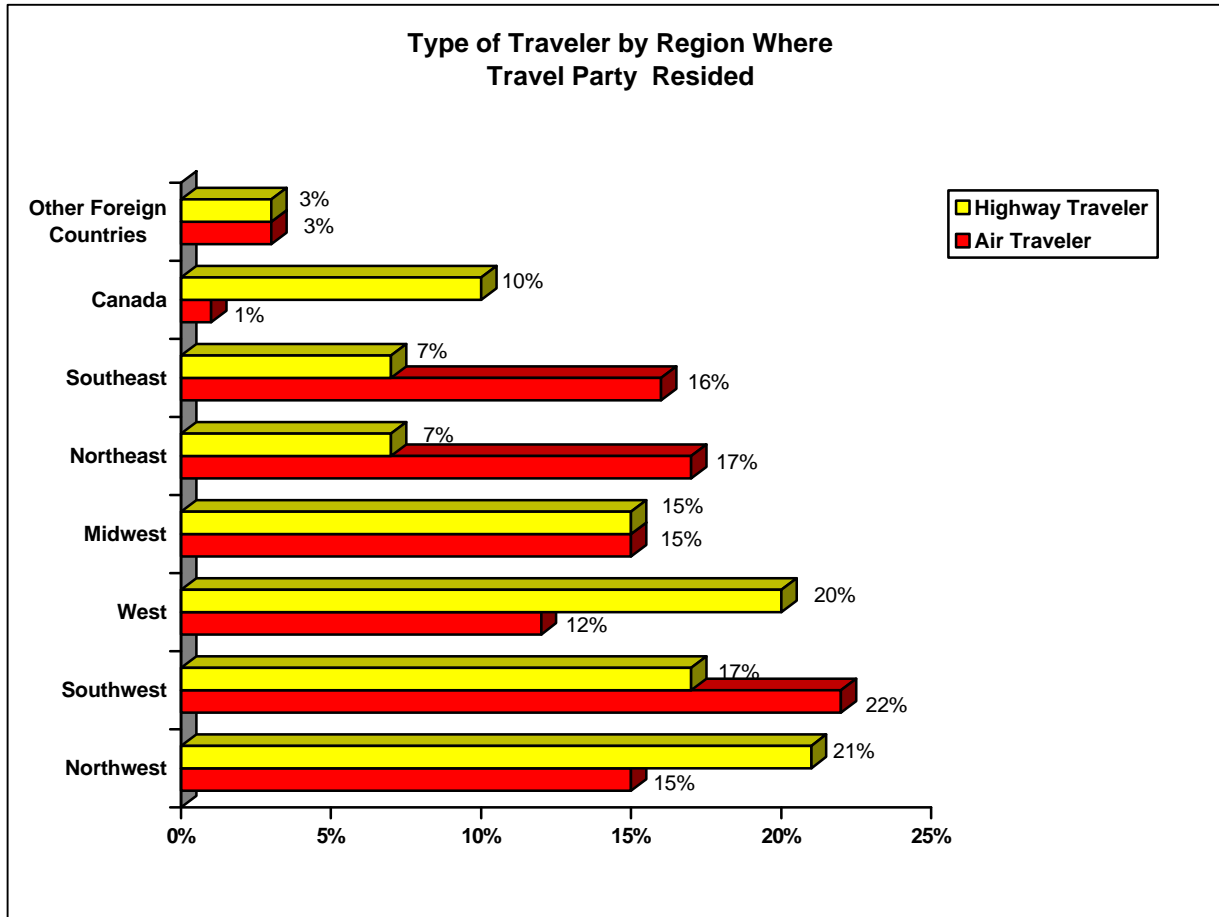
\*Totals may not equal 100% due to rounding.

Table 4.42: Type of Traveler by Other Wage Earner’s Education Level

Type of Traveler	Other Wage Earner’s Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Highway Traveler	2%	27%	23%	30%	18%	100%
Air Traveler	1%	11%	20%	35%	34%	100%

\*Totals may not equal 100% due to rounding.

Figure 3.7: Type of Traveler by Region Where Travel Party Resided



Northwest Region Includes: WA, ID, OR, AK, HA

Southwest Region Includes: CA, NV, UT, AZ

West Region Includes: WY, CO, NM, TX, OK, KS, NB, SD, ND

Midwest Region Includes: MN, WI, MI, IA, IL, IN, MO, AR

Northeast Region Includes: ME, NH, VT, NY, PN, OH, MA, CT, RI, NJ, MD, WV, DE

Southeast Region Includes: KY, VA, NC, SC, TN, GA, AL, MS, LA, FL

## **Appendix A**

### **“Other” Written Responses**

## **“Other” Purposes of Trip to Montana**

- ✦ Do laundry
- ✦ Education (visiting college, internship, orientation, graduation)
- ✦ Family events (weddings, funerals, reunions, anniversaries, etc.)
- ✦ Montana traffic laws (lack of speed limit)
- ✦ Previous resident of Montana
- ✦ Property owner in Montana
- ✦ Property purchase in Montana
- ✦ Relocation, moving to Montana
- ✦ Repairs (car, equipment, home)
- ✦ Skiing
- ✦ Transportation (dropping at airport, boarding train)
- ✦ Visit gravesite

## **“Other” Specific Attractions to Montana**

- ◆ Cities
- ◆ Exploring
- ◆ Floating/canoeing trip
- ◆ Fossils
- ◆ Gambling, casinos
- ◆ Geology
- ◆ Geothermal areas
- ◆ Highways, roadways
- ◆ Home state/town
- ◆ Little Big Horn/Custer Battlefield
- ◆ Location
- ◆ Mining
- ◆ Montana traffic laws
- ◆ Museums
- ◆ Old mansions
- ◆ Other outdoor recreation
- ◆ Radon mine
- ◆ Ranch experience
- ◆ Scenery, beauty
- ◆ Sightseeing
- ◆ Square dancing

## **“Other” Special Events as Attractions to Montana**

- ❖ Community activities
- ❖ Festivals
- ❖ Sporting Events

## **“Other” Types of Accommodations**

- Bed and Breakfast
- Hostel
- Malstrom Air Force Base
- Parking lot
- Private facility
- Rented house/cabin
- School
- Travelers vacation home, cabin, or property

## **“Other” Activities**

- ⤴ Family/Friend events
- ⤴ Horseback riding
- ⤴ Hunting/scouting
- ⤴ Miscellaneous recreation activities
- ⤴ Movie/Imax movie
- ⤴ Riding moped
- ⤴ Riding motorcycle
- ⤴ Sightseeing, scenic driving
- ⤴ Tours
- ⤴ Walking/exercising

## **“Other” Information Sources Used While in Montana**

- ★ Map
- ★ National Park station
- ★ Other facility
- ★ Other people
- ★ Service facility
- ★ Travel atlas
- ★ Travel book
- ★ Visitor center
- ★ Written materials



## **Appendix B**

### **Survey Instrument**









## **Appendix C**

### **Front-end Intercept Questions**



