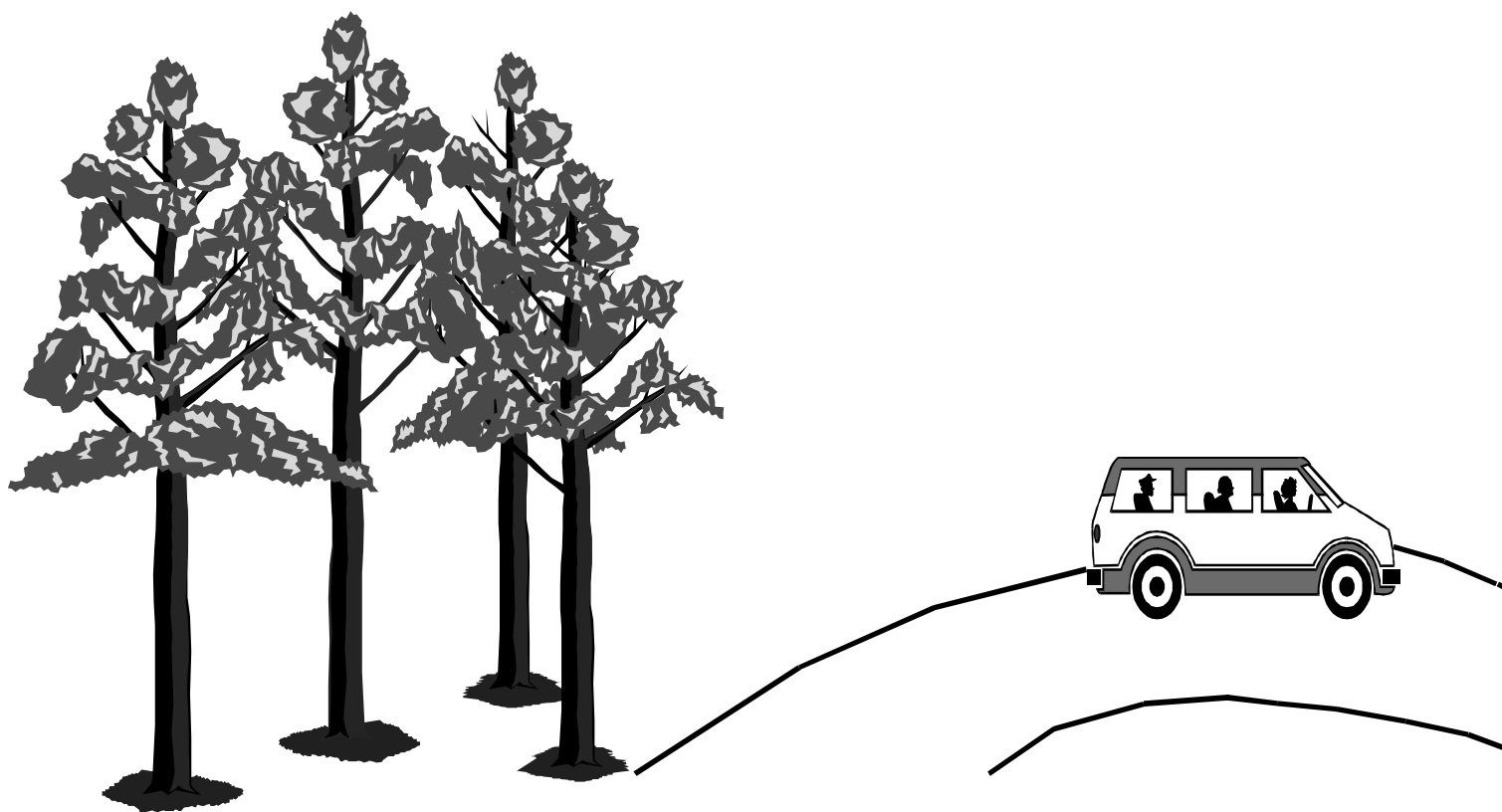


Nonresident Summer Travelers to Montana

Profiles and Characteristics



September 1997
Research Report 51

**NONRESIDENT SUMMER TRAVELERS
TO MONTANA**

Profiles and Characteristics

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Institute for Tourism and Recreation Research
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Norma Polovitz Nickerson, Director
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Introduction

This report is the first of a number of reports profiling the summer traveler to Montana. It is intended to give the reader an accurate description of the types of traveler who visited Montana based on reasons for visiting Montana, whether or not this is a first-time visit or a repeat visit, and the travel group type.

The first section, *All Travelers*, highlights the average traveler to Montana. This section gives the reader an overall view of who these people are without further categorization. Montana's summer visitor, traveling to Montana between June 1st through September 30th, was most likely in the state for vacation, passing through the state, or visiting family and friends.

The second section, *First Time and Repeat Visitor Characteristics*, highlights the type of traveler who *has never been* to Montana compared to the traveler who *has been* to Montana in the past. These two visitor types show the greatest difference in groups than any other comparison made. Generally, the first-time visitor traveled the farthest distance to spend time in Montana and had a longer overall vacation than the repeat visitor. The first-time visitor spent up to one year planning the visit while the repeat visitor was more likely to spend less than one month. Further characteristics are described in Section 2.

The third section, *Primary Reason for Trip to Montana*, provides a description of the traveler based on why they are visiting Montana. The vacation traveler, who represented 49 percent of the travelers to the state, spent more time planning their trip and was more likely to be from the Southwest or Midwest compared to the traveler who was passing through, visiting family/friends or here on business. The latter three groups spent less than a month planning their trip and were more likely to be from the Northwest.

The fourth section, *Type of Travel Group*, emphasizes who the Montana visitor is by the type of group they represent. One-third of summer visitors to Montana traveled with family while one-third traveled as couples. The next largest group consisted of people traveling alone. Therefore, two-thirds of the summer visitors came as couples or families and were more likely to be in the state on vacation than any other reason. Interestingly, there is not much difference in traveler characteristics between travel groups except those traveling alone.

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, airline traveler profiles, international traveler profiles, cultural traveler 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

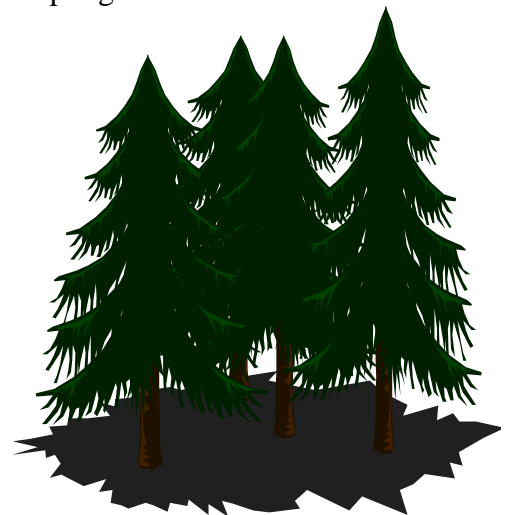
While there is no way to combine all travelers to Montana into one “average” group, it is possible to highlight the most frequent responses and provide a sketch of that travel group. The following scenario describes the traveler based on frequency of responses.

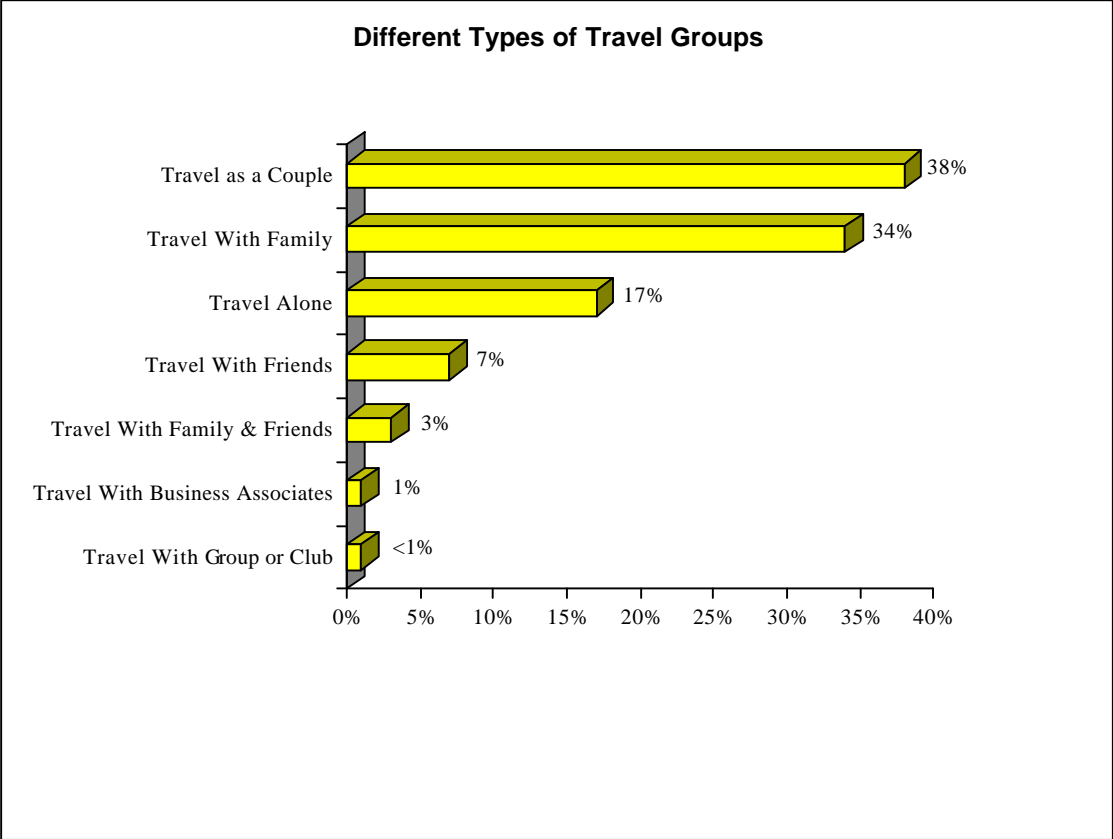
The travel group consisted of a 30-49 year old couple who were from the northwestern part of the United States, most likely Washington state. They had been to Montana in past summers and spent less than one month making plans for this trip. Since this trip was a pleasure trip, they had some flexibility 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	77%
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	49%
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%
Total	100%

*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	51%
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	25%
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%
Total	100%

*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	32%
8 - 14 Nights	30%
15 - 21 Nights	14%
22 - 28 Nights	4%
29+ Nights	14%
Total	100%

*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	20%
2 Night	20%
3 Night	12%
4 Night	9%
5 Night	7%
6 Night	6%
7 Nights	4%
8 - 14 Nights	9%
15+ Nights	2%
Total	100%

*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	59%
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	41%
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%
Total	100%

*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	79%
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%
Total	100%

*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	84%
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%
Total	100%

*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	82%
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%
Total	100%

*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).

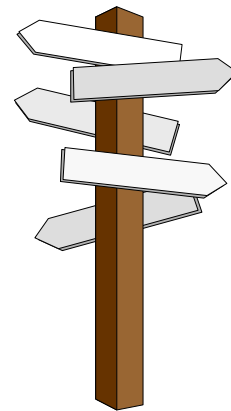


Table 1.12: Sources of Information Used For Trip *Prior* to Visit in Montana

Sources of Information Used For Trip Prior to Visit in Montana	Percent*
None of the Sources	40%
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	39%
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%
Total	100%

*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.	36%
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.	24%
Person in Visitor Information Center	22%
Highway Information Signs	19%
Other**	18%
Brochure Rack	15%
Business Billboards	2%
Computer Touch Screen Info Center	--
Total	100%

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

Table 1.16: Use of Directional Signs

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

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

Table 1.17: Use of Mileage Signs

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

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

Table 1.18: Use of Food, Phone, Service Signs

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

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

Table 1.19: Use of Roadside Historical Markers

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

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

Table 1.20: Use of Recreation Site Directional Signs

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

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

Table 1.21: Use of Billboards/Commercial Signs

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

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

Table 1.22: Use of Designated Scenic Routes

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

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

Table 1.23: Use of Visitor Information Centers

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

*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	26%
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%
Total	100%

*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	23%
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%
Total	100%

*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*
Categorized Visitor Comments		
<u>Top 10 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	795	16%
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%
Total	4931	100%

*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*
Categorized Visitor Comments		
<u>Top 9 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	1447	29%
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%
Total	4938	100%

*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*
Categorized Visitor Comments		
<u>Top 11 Categories</u>		
Scenery (Sites, Nature, Environment)	1297	26%
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%
Total	4954	100%

*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*
Categorized Visitor Comments		
<u>Top 10 Categories</u>		
Nothing (None)	531	13%
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%
Total	4227	100%

*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

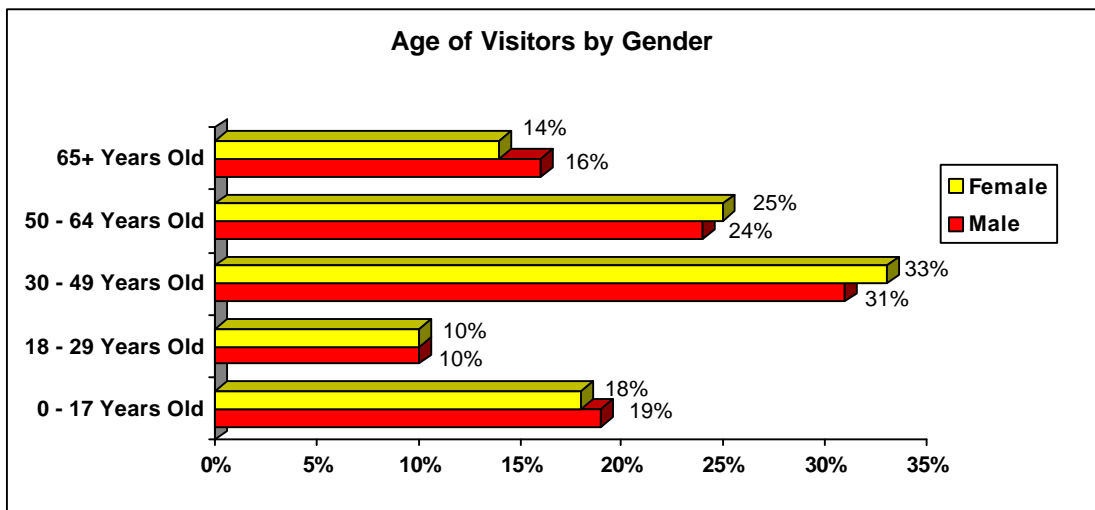


Table 1.30: Respondent's Education Level

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

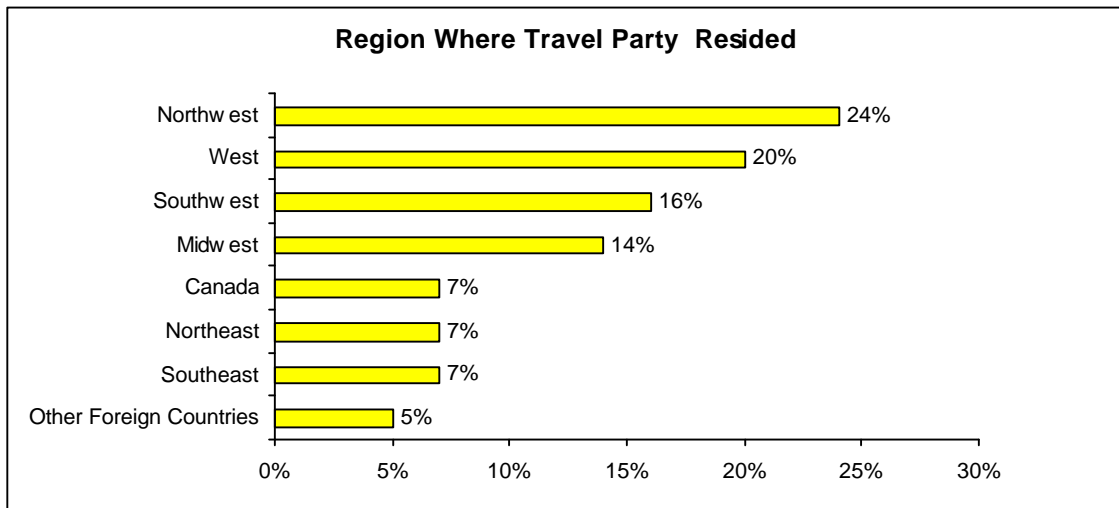
*Percent total may not equal 100% due to rounding.

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	31%
Post Graduate	19%
Total	100%

*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	13%
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%
Total	100%

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

Section 2

First-time and Repeat Visitor Characteristics

Executive Summary

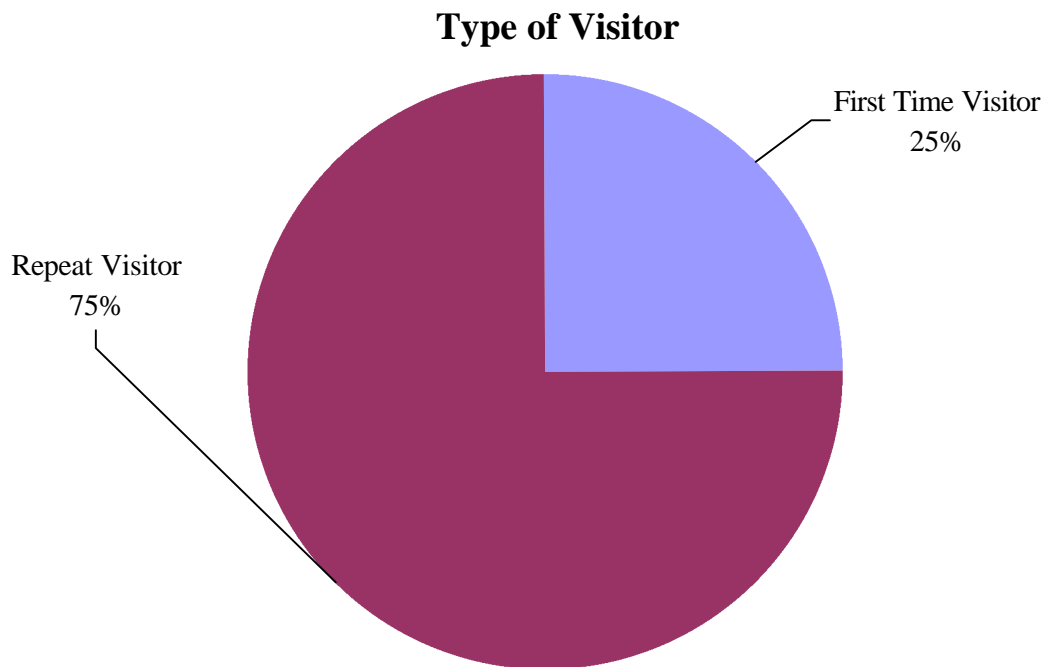
First-time Visitors (25% of all Montana visitors): This couple from the Midwest or Northeastern United States came to Montana for the first time on vacation. They planned their trip six to twelve months before coming using AAA or travel guide books and allowed only a little flexibility in their visit. This couple was attracted to Yellowstone and Glacier National Parks as well as the mountains. 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 people in information centers or people in motels, restaurants, and gas stations. During their first visit they watched wildlife, did some nature photography, day hiked, and shopped. Their image of Montana before visiting was that of wide, open spaces and mountains. After being in the state, their image changed to beautiful and wonderful followed by wide open spaces. They most enjoyed Montana's scenery and Glacier National Park.

Repeat Visitors (75% of all Montana visitors): This couple was from the Northwest or Western United States, had been to Montana in the past, and was in the state on vacation or simply 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 National Park. 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 watched wildlife, visited with family or friends, shopped and took nature pictures. 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 Visitor

Visitors to Montana were asked if they had visited the state in the past. A quarter of nonresident travelers stated that this was their first trip to Montana and 75 percent had traveled to Montana before (Figure 2.1). Of repeat visitors to the state, 88 percent have visited in the summer, 53 percent in the fall, 46 percent in the spring, and 39 percent in the winter.

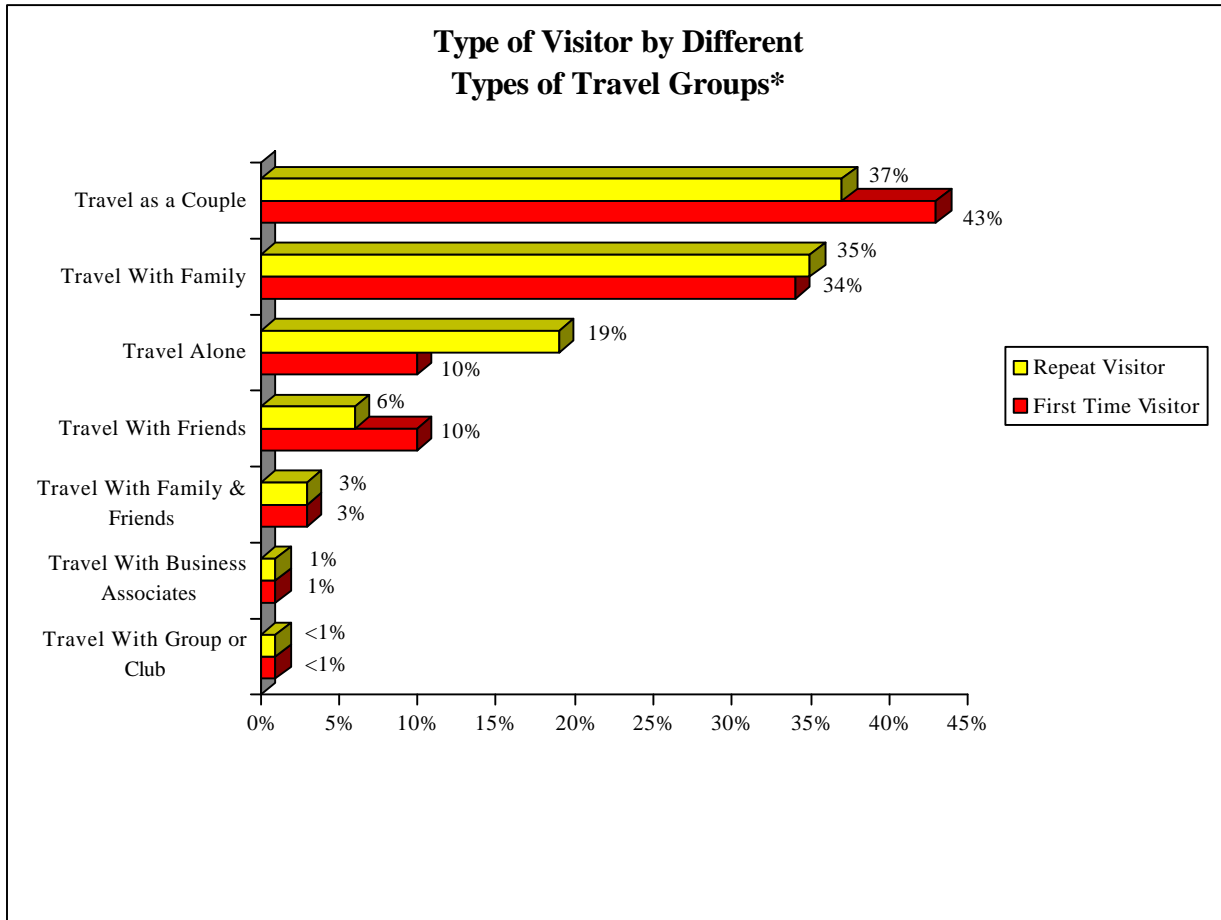
Figure 2.1: Type of Visitor



Travel Group Characteristics

Forty-three percent of the first-time visitors were traveling as a couple and 34 percent were traveling with family. Thirty-seven percent of repeat visitors were traveling as a couple and 35 percent were traveling with family. Almost twice as many repeat visitors traveled alone than did those traveling to Montana for the first time (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. Around three-quarters of both first-time and repeat visitors 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-seven percent of first-time visitors and 44 percent of repeat visitors were here primarily for vacation/recreation/pleasure. Visitors who have traveled in Montana before were more likely to be in Montana to visit friends or relatives than first-time visitors (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**
First-time Visitor	88%	15%	4%	7%	2%	3%	32%	1%	3%
Repeat Visitor	74%	36%	12%	10%	5%	3%	30%	2%	5%

*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**	
First-time Visitor	67%	5%	3%	<1%	<1%	1%	21%	<1%	2%	100%
Repeat Visitor	44%	19%	7%	1%	1%	2%	21%	1%	4%	100%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Attractions to Montana

Visitors who indicated vacation/recreation/pleasure as one 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. First-time and repeat visitors were very similar in what attracted them to Montana. However, one big difference between the two groups was 60 percent of first-time visitors were attracted to Montana because of Yellowstone National Park and only 33 percent of repeat visitors were attracted to Montana because of the park (Tables 2.3 & 2.4).

Glacier and Yellowstone National Parks were the two most popular *primary* attractions to Montana for both first-time and repeat visitors. Seventy percent of first-time visitors were here for Yellowstone and Glacier National Parks compared to 39 percent of repeat visitors. Repeat visitors were more likely to be attracted to Montana primarily by mountains and fishing than first-time visitors (Tables 2.5 & 2.6).



Table 2.3: First-time Visitor by All Types of Attractions to Montana

All Types of Attractions	Percent*
Yellowstone National Park	60%
Mountains	54%
Glacier National Park	40%
Rivers	35%
Wildlife	32%
Open Space	31%
Lakes	27%
Uncrowded Areas	24%
Camping	18%
Hiking	17%
National Forest Area	16%
Native American Culture	14%
Historic Sites	12%
Friendly People	12%
Fishing	10%
Badlands	9%
Montana History	9%
Other Specific Attraction**	9%
Designated Wilderness Area	8%
Northern Great Plains	8%
State Park	7%
Other Special Event**	3%

*Percent totals more than 100% because visitors could choose more than one type of attraction.
 **See Appendix A for written responses.

Table 2.4: Repeat Visitor by All Types of Attractions to Montana

All Types of Attractions	Percent*
Mountains	50%
Rivers	36%
Yellowstone National Park	33%
Open Space	32%
Glacier National Park	29%
Uncrowded Areas	29%
Lakes	26%
Wildlife	27%
Friendly People	20%
Camping	19%
National Forest Area	16%
Fishing	15%
Hiking	15%
Historic Sites	13%
Montana History	12%
Native American Culture	9%
Other Specific Attraction**	8%
Designated Wilderness Area	8%
Badlands	6%
State Park	6%
Northern Great Plains	5%
Other Special Event**	5%

*Percent totals more than 100% because visitors could choose more than one type of attraction.
 **See Appendix A for written responses.

Table 2.5: First-time Visitor by *Primary* Attraction to Montana

Primary Attraction to Montana	Percent*
Yellowstone National Park	36%
Glacier National Park	34%
Mountains	7%
Other Specific Attraction**	5%
Open Space	5%
Wildlife	2%
Uncrowded Areas	2%
Historic Sites	2%
Fishing	2%
Badlands	1%
Montana History	1%
Camping	1%
Hiking	1%
Other Special Event**	1%
Rivers	<1%
Lakes	<1%
Northern Great Plains	<1%
Native American Culture	<1%
Designated Wilderness Area	<1%
National Forest Area	<1%
Friendly People	<1%
State Park	--
Total	100%

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

**See Appendix A for written responses.

Table 2.6: Repeat Visitor by *Primary* Attraction to Montana

Primary Attraction to Montana	Percent*
Glacier National Park	22%
Yellowstone National Park	17%
Mountains	13%
Fishing	8%
Open Space	6%
Other Specific Attraction**	6%
Uncrowded Areas	5%
Friendly People	4%
Other Special Event**	4%
Camping	3%
Lakes	2%
Wildlife	2%
Historic Sites	2%
Rivers	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%
Total	100%

*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. Repeat visitors spent fewer total nights away from home than did first-time visitors (Table 2.7). Ten percent of first-time visitors and 12 percent of repeat visitors did not spend any nights in Montana. Even though 43 percent of first-time visitors and 30 percent of repeat visitors spent at least 15 nights away from home, only one percent of first-time visitors and three percent of repeat visitors 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. Over half of both types of visitors stayed at least one night in a hotel. Twenty-five percent of repeat visitors stayed at least one night in the home of a friend or relative compared to only 8 percent of first-time visitors (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	
First-time Visitor	2%	22%	34%	20%	6%	17%	100%
Repeat Visitor	6%	35%	29%	13%	4%	13%	100%

*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	
First-time Visitor	10%	22%	21%	13%	9%	7%	7%	4%	6%	1%	100%
Repeat Visitor	12%	20%	19%	13%	9%	7%	6%	4%	10%	3%	100%

*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**
First-time Visitor	64%	8%	17%	21%	6%	1%	4%	6%
Repeat Visitor	57%	25%	15%	17%	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	
First-time Visitor	36%	23%	16%	9%	6%	3%	3%	2%	2%	--	100%
Repeat Visitor	43%	21%	15%	7%	5%	3%	2%	2%	2%	<1%	100%

*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	
First-time Visitor	92%	1%	2%	2%	1%	1%	<1%	1%	1%	--	100%
Repeat Visitor	75%	4%	5%	4%	3%	2%	1%	2%	4%	1%	100%

*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

Number of Nights Spent in a Public Campground in Montana											
Type of Visitor	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	Totals*
First-time Visitor	83%	6%	4%	2%	2%	1%	1%	<1%	1%	<1%	100%
Repeat Visitor	85%	5%	3%	2%	1%	1%	1%	<1%	1%	<1%	100%

*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

Number of Nights Spent in a Private Campground in Montana											
Type of Visitor	0 Nights	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 - 14 Nights	15 + Nights	Totals*
First-time Visitor	79%	6%	6%	2%	1%	1%	1%	1%	1%	1%	100%
Repeat Visitor	83%	6%	4%	2%	1%	1%	1%	1%	1%	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. First-time visitors were more likely to use some type of information source than visitors who had been to Montana before. Only 21 percent of first-time visitors did not use any of these sources prior to their trip compared with 46 percent of repeat visitors. The top three most frequently used information sources by first-time and repeat visitors 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 first-time and repeat visitors were AAA, travel guide books, the Montana Travel Planner, and national park brochures (Tables 2.16 and 2.17).

Visitors were also asked where they received their travel information *while* they were in Montana. The travel information sources used most frequently by first-time visitors were persons in a motel, restaurant, gas station, campground, etc. (44%); brochure racks (43%); persons in a visitor information center (38%); and highway information signs (37%) (Table 2.18). The travel information sources used most frequently by repeat visitors were highway information signs (35%), persons in a motel, restaurant, gas station, campground, etc. (33%), and brochure racks (30%) (Table 2.19). Visitors then indicated which source was the *most helpful* while traveling in Montana. The *most helpful* sources for first-time visitors were persons in a visitor information center (29%) and persons in a motel, restaurant, gas station, campground, etc. (25%) (Table 2.20). The *most helpful* sources for repeat visitors were persons in a motel, restaurant, gas station, campground, etc. (23%) and highway information signs (22%) (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 first-time visitors' use of information sources with repeat visitors' 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: First-time Visitor by Sources of Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
AAA	42%
Travel Guide Book	33%
National Park Brochures	31%
None of the Sources	21%
Montana Travel Planner	16%
1-800 State Travel Number	12%
Chamber or Visitor Bureau	9%
Internet Travel Info	8%
Info From Private Bus.	8%
State Park Brochures	6%
Regional Travel Number	1%
Attend Travel Trade Show	1%

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

Table 2.16: First-time Visitor by *Most Useful* Source of Info *Prior* to Visit to MT

Most Useful Source of Information Used Prior To Trip	Percent*
AAA	39%
Travel Guide Book	22%
National Park Brochures	12%
Montana Travel Planner	11%
1-800 State Travel Number	5%
Chamber or Visitor Bureau	4%
Internet Travel Info	3%
Info From Private Bus.	3%
Regional Travel Number	1%
State Park Brochures	1%
Attend Travel Trade Show	<1%
Total	100%

*Percent total may not equal 100% due to rounding

Table 2.15: Repeat Visitor by Sources of

Information Used *Prior* to Visit in MT

Sources of Information Used Prior To Trip	Percent*
None of the Sources	46%
AAA	28%
Travel Guide Book	18%
National Park Brochures	17%
Montana Travel Planner	12%
Info From Private Bus.	7%
1-800 State Travel Number	6%
Chamber or Visitor Bureau	6%
Internet Travel Info	4%
State Park Brochures	4%
Regional Travel Number	1%
Attend Travel Trade Show	<1%

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

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

Most Useful Source of Information Used Prior to Trip	Percent*
AAA	40%
Travel Guide Book	18%
Montana Travel Planner	12%
National Park Brochures	10%
Info From Private Bus.	7%
Chamber or Visitor Bureau	6%
1-800 State Travel Number	4%
Internet Travel Info	3%
State Park Brochures	1%
Regional Travel Number	<1%
Attend Travel Trade Show	<1%
Total	100%

*Percent total may not equal 100% due to rounding

Table 2.18: First-time Visitor by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
Person in Motel, Restaurant, Gas Station, Etc.	44%
Brochure Rack	43%
Person in Visitor Info Center	38%
Highway Info Signs	37%
Other**	17%
None of the Sources Used	17%
Business Billboards	10%
Computer Touch Screen Info Center	1%

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

Table 2.19: Repeat Visitor by Sources of Information Used *While* in MT

Sources of Information Used While in Montana	Percent*
Highway Info Signs	35%
Person in Motel, Restaurant, Gas Station, Etc.	33%
Brochure Rack	30%
None of the Sources Used	26%
Person in Visitor Info Center	23%
Other**	18%
Business Billboards	11%
Computer Touch Screen Info Center	<1%

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

Table 2.20: First-time 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	29%
Person in Motel, Restaurant, Gas Station, Etc.	25%
Brochure Rack	17%
Other**	15%
Highway Info Signs	13%
Business Billboards	1%
Computer Touch Screen Info Center	<1%
Total	100%

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

Table 2.21: Repeat 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.	23%
Highway Info Signs	22%
Other**	20%
Person in Visitor Info Center	19%
Brochure Rack	15%
Business Billboards	2%
Computer Touch Screen Info Center	--
Total	100%

*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
First-time Visitor	69%	24%	7%	27%	73%	<1%
Repeat Visitor	63%	29%	8%	21%	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
First-time Visitor	62%	28%	11%	24%	74%	2%
Repeat Visitor	66%	25%	9%	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
First-time Visitor	30%	49%	21%	20%	79%	1%
Repeat Visitor	33%	48%	20%	17%	81%	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
First-time Visitor	18%	44%	38%	21%	78%	2%
Repeat Visitor	20%	43%	38%	25%	74%	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
First-time Visitor	29%	38%	33%	23%	75%	2%
Repeat Visitor	24%	39%	38%	21%	77%	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
First-time Visitor	13%	40%	47%	6%	56%	37%
Repeat Visitor	14%	43%	43%	6%	56%	39%

*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
First-time Visitor	29%	41%	31%	35%	63%	2%
Repeat Visitor	24%	40%	37%	30%	68%	1%

*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
First-time Visitor	27%	40%	33%	28%	70%	2%
Repeat Visitor	20%	37%	43%	23%	75%	2%

*Totals may not equal 100% due to rounding.

Activity Participation

First Time Visitors

Watching wildlife was the most popular activity for first time visitors while in Montana (55%). Those who were visiting Montana for the first time also enjoyed nature photography (45%), day hiking (37%), recreational shopping (35%), visiting historic/interpretive sites (33%), and camping in developed areas (31%) (Figure 2.3).

Figure 2.3: Activity Participation of First Time Visitors*

55%	➔	Wildlife Watching
45%	➔	Nature Photography
37%	➔	Day Hiking
35%	➔	Recreational Shopping
33%	➔	Visiting Historic/Interpretive Sites
31%	➔	Camping in Developed Areas
28%	➔	Picnicking
24%	➔	Visiting Museums
18%	➔	Swimming in Pools
15%	➔	Visiting Family/Friends
13%	➔	Nature Study
12%	➔	Visiting Native American Sites
11%	➔	Fishing
10%	➔	Camping in Primitive Sites
8%	➔	River Rafting/Floating
7%	➔	Gambling
6%	➔	Swimming in Natural Areas
5%	➔	Attend Special Events/Festivals

*Visitors could choose more than one activity.

Repeat Visitors

Watching wildlife was also the most popular activity among repeat visitors (42%). Other popular activities among these visitors were visiting family or friends (41%), recreational shopping (31%), nature photography (30%), camping in developed areas (27%), visiting historic/interpretive sites (27%), and day hiking (27%) (Figure 2.4).

Figure 2.4: Activity Participation of Repeat Visitors*

42%	➔	Wildlife Watching
41%	➔	Visiting Family/Friends
31%	➔	Recreational Shopping
30%	➔	Nature Photography
27%	➔	Camping in Developed Areas
27%	➔	Visiting Historic/Interpretive Sites
27%	➔	Day Hiking
26%	➔	Picnicking
21%	➔	Visiting Museums
17%	➔	Fishing
13%	➔	Swimming in Pools
11%	➔	Gambling
10%	➔	Camping in Primitive Areas
9%	➔	Attend Special Events/Festivals
9%	➔	Visiting Native American Sites
8%	➔	Nature Study
8%	➔	Swimming in Natural Areas
6%	➔	Golfing
5%	➔	River Rafting/Floating
5%	➔	Motorboating

*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. Very little difference existed between the two types of visitors. Nineteen percent of repeat visitors had all the places they wanted to visit planned in advance compared to 14 percent of first-time visitors. Ten percent of first-time visitors had very flexible plans compared to 15 percent of repeat visitors (Table 2.30).

Twenty-five percent of repeat visitors and 14 percent of first-time visitors planned their trip less than a month in advance. First-time visitors spent a little more time planning for their trip than repeat visitors. Thirty-six percent of first-time visitors spent six months or more planning for their Montana trip compared to 28 percent of repeat visitors (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	
First-time Visitor	14%	29%	24%	23%	10%	100%
Repeat Visitor	19%	26%	20%	21%	15%	100%

*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 Months	1 Month	2 Months	3 Months	4 Months	5 Months	6 Months	7 - 12 Months	13 + Months	
First-time Visitor	14%	13%	13%	13%	8%	5%	16%	15%	5%	100%
Repeat Visitor	25%	18%	13%	11%	4%	2%	12%	13%	3%	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-five percent of first-time visitors and 92 percent of repeat visitors provided an image phrase. The majority of first-time visitors believed Montana to have wide, open spaces. Mountains and Montana being big were also images first-time visitors had before their trip (Table 2.32). The majority of repeat visitors believed Montana to be beautiful. Montana having open space and being big were also images repeat visitors had before their trip to Montana (Table 2.33).

Table 2.32: First-time Visitors' Image of Montana Before Trip

Image Before	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 6 Categories</u>		
Open (Wide, Open Spaces, Spacious)	203	18%
Mountains (Mountains, Hills)	131	11%
Big (Large, Expansive, Vast)	102	9%
No Image (Didn't Think About It, No Pre-Formed Image, Unknown)	91	8%
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	77	7%
Big Sky (Big Sky Country)	61	5%
Miscellaneous Visitor Comments	492	43%
Total	1157	100%

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

Table 2.33: Repeat Visitors' Image of Montana Before Trip

Image Before	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 8 Categories</u>		
Beauty (Beautiful, Wonderful, Pretty, Impressive, Spectacular)	702	19%
Open (Wide, Open Spaces, Spacious)	417	11%
Big (Large, Expansive, Vast)	378	10%
Positive (Great, Nice Place, OK, Good, Neat)	254	7%
Big Sky (Big Sky Country)	204	6%
Mountains (Mountains, Hills)	180	5%
Repeat (Been to Montana Before, Former Resident)	166	5%
Scenery (Varied Scenery, Scenic)	131	4%
Miscellaneous Visitor Comments	1120	33%
Total	3652	100%

*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-six percent of first-time visitors and 92 percent of repeat visitors provided an image phrase. The majority of both types of visitors thought Montana was beautiful or breathtaking. Montana being big or large with wide, open spaces were also images both first and repeat visitors had after their trip to Montana (Table 2.34 and 2.35).

Table 2.34: First-time Visitors' Image of Montana After Trip

Image After	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 6 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	354	30%
Open (Wide Open Spaces, Spacious)	102	9%
Big (Large, Huge, Vast)	80	7%
Mountains (Mountains, Hills)	86	7%
Varied Landscape (Unique Scenery, Prairies, Lakes)	71	6%
Scenic (Great Views, Nice Countryside)	61	5%
Miscellaneous Visitor Comments	417	36%
Total	1171	100%

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

Table 2.35: Repeat Visitors' Image of Montana After Trip

Image After	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 8 Categories</u>		
Beauty (Beautiful, Wonderful, Gorgeous, Breathtaking, Gorgeous)	1070	29%
Big (Large, Huge, Vast)	264	7%
Open (Wide Open Spaces, Spacious)	198	5%
Great (Greater, Fantastic, Super, Grand)	191	5%
Scenic (Great Views, Nice Countryside)	147	4%
Mountains (Mountains, Hills)	117	3%
Big Sky (Big Sky Country)	115	3%
Friendly (Hospitable)	109	3%
Miscellaneous Visitor Comments	1436	39%
Total	3647	100%

*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-five percent of first-time visitors and 92 percent of repeat visitors provided a phrase about what they enjoyed most. The scenery or the environment is what the majority of first-time and repeat visitors enjoyed the most. First-time visitors also enjoyed Glacier National Park and mountains. Repeat visitors also enjoyed friends or family and Glacier National Park (Tables 2.36 and 2.37).

Table 2.36: What First-time Visitors Most Enjoyed About Trip to Montana

Most Enjoyed	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 4 Categories</u>		
Scenery (Sites, Nature, Environment)	337	29%
Glacier National Park	157	14%
Mountains	65	6%
Friendly (Nice, Friendly People, Hospitality)	52	4%
Miscellaneous Visitor Comments	611	47%
Total	1159	100%

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

Table 2.37: What Repeat Visitors Most Enjoyed About Trip to Montana

Most Enjoyed	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 8 Categories</u>		
Scenery (Sites, Nature, Environment)	939	26%
Friends, Family	349	10%
Friendly (Nice, Friendly People, Hospitality)	221	6%
Mountains	219	6%
Glacier National Park	214	6%
Speed Limit (Reasonable and Prudent Speed Limit)	136	4%
Open (Wide Open Spaces, Openness of the State, Open Country)	116	3%
Weather, Climate	109	3%
Miscellaneous Visitor Comments	1371	37%
Total	3660	100%

*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. Nearly 80 percent of both types of visitors provided a phrase about what they enjoyed least. Many first-time and repeat visitors enjoyed their whole trip and did not have any complaints. Gasoline prices and the cold weather were mentioned by first-time visitors as something they did not enjoy about their trip. Gasoline prices and the road conditions were mentioned by repeat visitors 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 2.38 and 2.39).

Table 2.38: What First-time Visitors Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 3 Categories</u>		
Nothing (None)	151	16%
Gasoline Prices	86	9%
Cold Weather (Damp)	54	6%
Miscellaneous Visitor Comments	685	70%
Total	976	100%

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

Table 2.39: What Repeat Visitors Enjoyed Least About Trip to Montana

Least Enjoyed	Frequency	Percent*
Categorized Visitor Comments		
<u>Top 10 Categories</u>		
Nothing (None)	367	12%
Gasoline Prices	282	9%
Roads (Road Conditions, Narrow Roads, Potholes)	233	7%
Road Construction	180	6%
Cold Weather (Damp)	173	6%
Trip too Short (Not Enough Time)	146	5%
Long Distance (Too Many Miles Across State)	124	4%
Miscellaneous Visitor Comments	1643	52%
Total	3148	100%

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

Demographics

Both first-time and repeat visitors to Montana were more likely to have completed college than any other level of education (Tables 2.40 and 2.41). The top five occupations held by first-time visitor respondents were professionals (36%), retired (18%), managers (15%), and clerical occupations (6%). The top four occupations held by repeat visitor respondents were professionals (30%), retired (22%), managers (14%), and clerical occupations (6%) (No table provided).

Visitors who were in Montana for the first time were more likely to reside in the Midwest (18%), the Northeast (16%), and the Southwest regions (15%). Visitors who had visited Montana before this trip were more likely to reside in the Northwest (24%), the West (21%), and the Southwest regions (18%). Nine percent of first-time visitors were from overseas compared to only two percent of repeat visitors (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	
First-time Visitor	<1%	18%	24%	36%	22%	100%
Repeat Visitor	1%	18%	26%	31%	24%	100%

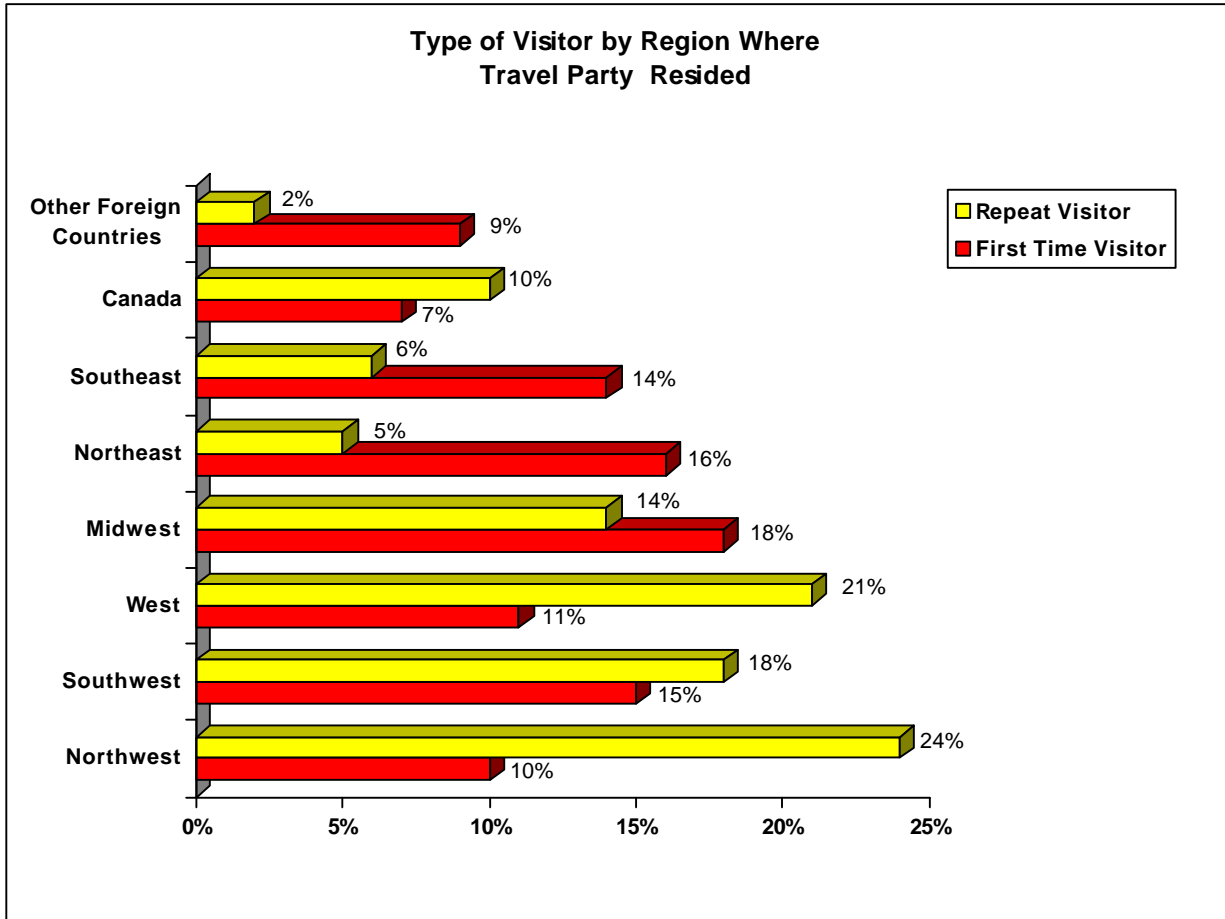
*Totals may not equal 100% due to rounding.

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	
First-time Visitor	2%	21%	23%	34%	20%	100%
Repeat Visitor	1%	27%	23%	29%	19%	100%

*Totals 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

Primary Reason for Trip To Montana

Executive Summary

Vacation/recreation/pleasure (49% of Montana visitors): This travel group was a couple from the Southwest or Midwest, had been to Montana in previous summers, and had a college education. They spent 7-12 months planning their trip, used AAA as their guide, and basically had most of their stops planned before they arrived. They were attracted to Montana because of the mountains and national parks but primarily visited Montana for Glacier National Park. They spent 8-14 nights away from home with about two nights in Montana, usually in motels. While in Montana, people in motels, restaurants, gas stations and information centers were the most useful sources of travel information. They enjoyed watching and photographing wildlife and scenery, did some day hiking, camped, shopped, and visited historic/interpretive sites.

Passing through (21% of Montana visitors): This couple from the Northwest had been to Montana in past summers and spent less than a month planning their trip through Montana. They spent one night in a motel on their way through and stopped in Yellowstone National Park during their one to two-week vacation. AAA was used to help plan their trip if a source was utilized. While in Montana, they relied on mileage and directional signs for travel information. They were very flexible in their travel itinerary and were willing to stop just about anywhere. In their brief time in Montana they camped, watched wildlife, visited historic/ interpretive sites, and picnicked.

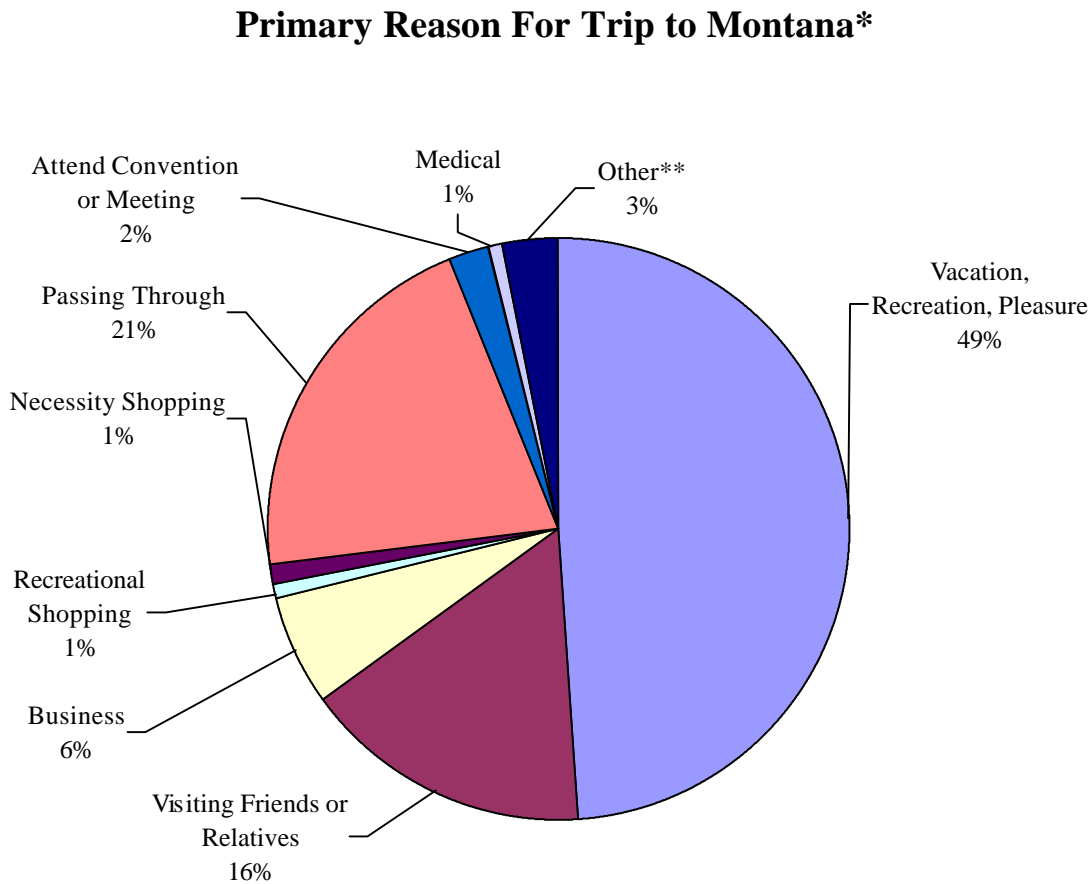
Visiting Family/friends (16% of Montana visitors): This family was from the Northwest and stayed up to 7 nights away from home with two nights in Montana and usually stayed in the home of a friend or relative or in a motel. They were in Montana to visit family or friends and see the mountains. Since they have been to Montana in past years, usually in the summer, they spent less than a month planning their trip and had some flexibility in their plans. They did not use planning sources before their trip but relied heavily on highway information signs while in Montana. However, friends were their primary source of information while in Montana. They visited family and friends, shopped, watched wildlife, and picnicked while in Montana.

Business (6% of Montana visitors): The business traveler had a college education and was from the western part of the United States. This person generally traveled alone and spent one night in Montana, usually in a motel. The business traveler had been to Montana before, in nearly every season of the year, and was attracted by the mountains, Glacier National Park, and Yellowstone National Park (aside from the business requirements). The business traveler did not use information sources for planning but relied on AAA on occasion. The trip was planned in less than one month and there was no flexibility in their trip plans. If there was time for recreation, this traveler watched wildlife, visited with family or friends, shopped, and visited historic/interpretive sites.

Purpose of Trip to Montana

Visitors to Montana were asked all reasons why they traveled to Montana. After indicating all these reasons, visitors indicated which one was their *primary* reason for visiting the state. Nearly half of the visitors were in Montana primarily for vacation/recreation/pleasure (49%). Other primary reasons included passing through the state (21%), visiting friends or relatives (16%), and business (6%) (Figure 3.1).

Figure 3.1: Primary Reason For Trip to Montana



*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Travel Group Characteristics

Visitors traveling to Montana for vacation/recreation/pleasure, to visit friends or relatives, or just passing through the state were more likely to be traveling as a couple or family than as any other type of group. Those visitors in Montana for business were most likely to be traveling alone, as a couple, or with family (Table 3.1).

Table 3.1: Primary Reasons For Trip to Montana by Different Types of Travel Groups

Primary Reason for Trip to Montana	Different Types of Travel Groups							Totals*
	Travel Alone	Travel as a Couple	Travel With Family	Travel With Friends	Travel With Family & Friends	Travel With Business Assoc.	Travel With Group or Club	
Vacation/ Recreation/ Pleasure	8%	43%	36%	10%	3%	<1%	<1%	100%
Passing Through	16%	39%	37%	5%	3%	1%	--	100%
Visit Friends/ Relatives	26%	33%	35%	3%	3%	--	--	100%
Business	58%	16%	14%	3%	1%	9%	<1%	100%

*Totals may not equal 100% due to rounding.

Attractions to Montana

Visitors who indicated vacation/recreation/pleasure as one 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 three attractions to Montana for those traveling in the state primarily for vacation/recreation/pleasure were the mountains (69%), Yellowstone National Park (58%), and Glacier National Park (50%) (Table 3.2). The top three attractions to Montana for those primarily just passing through the state were mountains (27%), Yellowstone National Park (25%), and open space (19%). The top three attractions to Montana for those traveling in the state primarily to visit friends or relatives were mountains (52%), rivers (35%), and open space (32%). The top three attractions to Montana for those traveling in the state primarily for business were mountains (23%), rivers (18%), and open space (16%) (Table 3.2).

When forced to choose one attraction, Glacier National Park, Yellowstone National Park, and mountains were the most popular *primary* attractions to Montana regardless of the visitors' primary reason for visiting the state (Tables 3.3).

Table 3.2: Primary Reasons For Trip to Montana by All Types of Attractions to Montana

Primary Reason for Trip to Montana	All Types of Attractions to Montana*										
	Open Space	Mountains	Rivers	Lakes	Northern Great Plains	Badlands	Wildlife	Uncrowded Areas	Native American Culture	Montana History	Specific Other Attraction**
Vacation/ Recreation/ Pleasure	41%	69%	49%	37%	8%	9%	41%	37%	14%	14%	12%
Passing Through	19%	27%	15%	10%	3%	5%	10%	13%	6%	5%	6%
Visit Friends/ Relatives	32%	52%	35%	30%	5%	5%	26%	28%	10%	11%	6%
Business	16%	23%	18%	11%	3%	1%	13%	13%	6%	8%	3%

*Rows total more than 100% because visitors could choose more than one type of attraction.

**See Appendix A for written responses.

Table 3.2 (Continued): Primary Reasons For Trip to Montana by All Types of Attractions to Montana

Primary Reason for Trip to Montana	All Types of Attractions to Montana*										
	Glacier National Park	Yellowstone National Park	Historic Sites	Designated Wilderness Area	National Forest Area	State Park	Friendly People	Camping	Fishing	Hiking	Other Special Event**
Vacation/ Recreation/ Pleasure	50%	58%	18%	12%	22%	8%	21%	28%	20%	23%	5%
Passing Through	11%	25%	6%	3%	5%	3%	8%	9%	2%	3%	1%
Visit Friends/ Relatives	21%	25%	13%	7%	14%	6%	27%	14%	14%	15%	8%
Business	12%	14%	7%	3%	8%	1%	12%	9%	11%	7%	2%

*Rows total more than 100% because visitors could choose more than one type of attraction.

**See Appendix A for written responses.

Table 3.3: Primary Reasons For Trip to Montana by Their *Primary* Attraction to Montana

Primary Reason for Trip to Montana	Primary Attraction to Montana*										
	Open Space	Mountains	Rivers	Lakes	Northern Great Plains	Badlands	Wildlife	Uncrowded Areas	Native American Culture	Montana History	Specific Other Attraction**
Vacation/ Recreation/ Pleasure	4%	9%	<1%	1%	<1%	<1%	2%	3%	<1%	1%	6%
Passing Through	9%	14%	<1%	1%	<1%	1%	2%	5%	1%	1%	7%
Visit Friends/ Relatives	8%	22%	1%	3%	<1%	<1%	1%	7%	2%	1%	4%
Business	8%	11%	4%	2%	--	--	5%	11%	--	2%	4%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Table 3.3 (Continued): Primary Reasons For Trip to Montana by Their *Primary* Attraction to Montana

Primary Reason for Trip to Montana	Primary Attraction to Montana*										
	Glacier National Park	Yellowstone National Park	Historic Sites	Designated Wilderness Area	National Forest Area	State Park	Friendly People	Camping	Fishing	Hiking	Other Special Event**
Vacation/ Recreation/ Pleasure	32%	24%	2%	1%	1%	--	1%	2%	7%	1%	3%
Passing Through	11%	35%	2%	1%	<1%	1%	3%	4%	<1%	<1%	1%
Visit Friends/ Relatives	14%	10%	2%	1%	1%	--	9%	2%	4%	1%	7%
Business	14%	12%	1%	--	--	--	10%	2%	9%	--	6%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Length of Stay & Types of Accommodations

Visitors reported the number of nights they stayed away from home (total trip length) as well as the number of nights they spent in Montana. Sixty-three percent of visitors who were in Montana primarily for business stayed a total of 1 - 7 nights away from home (Table 3.4).

Twenty-four percent of those who were primarily passing through the state did not stay any nights in Montana and 41 percent stayed only one night. Of those who were in Montana primarily to visit friends or relatives, 22 percent stayed at least 8 nights in the state (Table 3.5).

Visitors who stayed at least one night in Montana indicated the number of nights spent in different types of accommodations. Of those visitors who were in Montana primarily for vacation/recreation/pleasure, 59 percent stayed at least one night in a hotel, 24 percent stayed at least one night in a public campground, and 22 percent stayed at least one night in a private campground. Of those visitors who were in Montana primarily to pass through the state, 66 percent stayed at least one night in a hotel and 22 percent stayed at least one night in a private campground. Seventy-five percent of visitors in Montana primarily for business stayed at least one night in a hotel and 15 percent stayed at least one night at the home of a friend or relative. Of those visitors who were in the state primarily to visit friends or relatives, 69 percent stayed at least one night at the home of a friend or relative (Tables 3.6 - 3.10).

Table 3.4: Primary Reasons For Trip to Montana by the Total Number of Nights Spent Away From Home

Primary Reason For Trip to Montana	Total Number of Nights Spent Away From Home						Totals*
	0 Nights	1 - 7 Nights	8 - 14 Nights	15 - 21 Nights	22 - 28 Nights	29 + Nights	
Vacation/ Recreation/ Pleasure	3%	26%	33%	17%	5%	16%	100%
Passing Through	3%	27%	32%	16%	5%	17%	100%
Visit Friends/ Relatives	3%	41%	34%	11%	2%	9%	100%
Business	9%	63%	14%	4%	1%	9%	100%

*Totals may not equal 100% due to rounding.

Table 3.5: Primary Reasons For Trip to Montana by the Number of Nights Spent in Montana

Primary Reason For Trip to Montana	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	
Vacation/ Recreation/ Pleasure	7%	15%	20%	15%	11%	8%	8%	4%	10%	2%	100%
Passing Through	24%	41%	25%	6%	2%	1%	<1%	<1%	<1%	<1%	100%
Visit Friends/ Relatives	3%	9%	15%	14%	13%	10%	10%	6%	17%	5%	100%
Business	11%	19%	16%	16%	7%	10%	7%	3%	7%	4%	100%

*Totals may not equal 100% due to rounding.

Table 3.6: Primary Reasons For Trip to Montana by the Type of Accommodations Used

Primary Reason For Trip to MT	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**
Vacation/ Recreation/ Pleasure	59%	11%	24%	22%	7%	2%	6%	6%
Passing Through	66%	5%	9%	22%	1%	--	3%	4%
Visit Friends/ Relatives	41%	69%	6%	8%	4%	1%	2%	2%
Business	75%	15%	7%	4%	4%	1%	2%	8%

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

**See Appendix A for written responses.

Table 3.7: Primary Reasons For Trip to Montana by the Number of Nights Spent in a Hotel in Montana

Primary Reason For Trip to Montana	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	
Vacation/ Recreation/ Pleasure	41%	17%	16%	9%	6%	4%	3%	2%	3%	<1%	100%
Passing Through	34%	40%	20%	4%	1%	1%	--	<1%	<1%	--	100%
Visit Friends/ Relatives	59%	15%	9%	5%	5%	2%	1%	1%	1%	1%	100%
Business	25%	19%	13%	12%	9%	5%	6%	4%	6%	1%	100%

*Totals may not equal 100% due to rounding.

Table 3.8: Primary Reasons For Trip to Montana by the Number of Nights Spent in a Home of a Friend or Relative in Montana

Primary Reason For Trip to Montana	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	
Vacation/ Recreation/ Pleasure	89%	2%	3%	2%	2%	1%	<1%	1%	1%	<1%	100%
Passing Through	95%	3%	2%	<1%	<1%	--	--	--	--	--	100%
Visit Friends/ Relatives	31%	5%	11%	12%	7%	6%	4%	7%	13%	4%	100%
Business	85%	4%	5%	2%	1%	1%	1%	--	1%	<1%	100%

*Totals may not equal 100% due to rounding.

Table 3.9: Primary Reasons For Trip to Montana by the Number of Nights Spent in a Public Campground in Montana

Primary Reason For Trip to Montana	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	
Vacation/ Recreation/ Pleasure	76%	7%	5%	3%	3%	2%	1%	1%	2%	<1%	100%
Passing Through	91%	6%	2%	1%	--	<1%	<1%	--	<1%	--	100%
Visit Friends/ Relatives	94%	2%	2%	1%	1%	<1%	<1%	<1%	<1%	--	100%
Business	93%	2%	3%	1%	<1%	1%	--	--	--	<1%	100%

*Totals may not equal 100% due to rounding.

Table 3.10: Primary Reasons For Trip to Montana by the Number of Nights Spent in a Private Campground in Montana

Primary Reason For Trip to Montana	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	
Vacation/ Recreation/ Pleasure	78%	6%	5%	3%	2%	2%	1%	1%	2%	1%	100%
Passing Through	78%	12%	8%	1%	1%	<1%	1%	<1%	<1%	--	100%
Visit Friends/ Relatives	92%	3%	2%	1%	<1%	1%	1%	1%	<1%	<1%	100%
Business	96%	<1%	--	--	1%	<1%	--	--	<1%	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. Those visitors in Montana primarily for vacation/recreation/pleasure or passing through the state were more likely to use some type of information source than those visitors who were in the state primarily to visit friends or relatives or for business (Table 3.11). Only 26 percent of visitors here for vacation/recreation/pleasure and 44 percent of those passing through did not use any of these sources prior to their trip compared with 64 percent of those traveling for business and 62 percent of those traveling to visit friends or relatives. AAA, travel guide books, and national park brochures were the top three information sources used regardless of the visitors' primary reason for visiting the state except for those who were traveling for business. Business travelers were more likely to use information from private businesses than national park brochures (Table 3.11). The source of information that was *most useful* was AAA regardless of the visitors' primary reason for visiting the state (Table 3.12).

Visitors were also asked where they received their travel information *while* they were in Montana. Travel information sources used most frequently by those in Montana for vacation/recreation/pleasure were persons in a motel, restaurant, gas station, campground, etc. (45%); brochure racks (44%); persons in a visitor information center (40%); and highway information signs (40%) (Table 3.13). Travel information sources used most frequently by those in Montana on business were persons in a motel, restaurant, gas station, campground, etc. (33%); brochure racks (27%); and highway information signs (24%). Travel information sources used most frequently by those in Montana visiting friends or relatives were highway information signs (31%); "other" sources (25%); persons in a motel, restaurant, gas station, campground, etc. (23%); and brochure racks (23%). Travel information sources used most frequently by those just passing through were highway information signs (34%); persons in a motel, restaurant, gas station, campground, etc. (26%); and brochure racks (19%) (Table 3.13). Visitors then indicated which source was the *most helpful* while traveling in Montana. Persons in visitor information centers were the *most helpful* sources for those on vacation (29%). Highway information signs (35%) were the *most helpful* source for those passing through the state. Thirty-two percent of those visiting friends or relatives stated "other" sources were the *most helpful* to them. Persons in a motel, restaurant, gas station, campground, etc. (30%) were the *most helpful* information sources to those in Montana primarily for business (Table 3.14).

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. The use and desire for signs and information in Montana did not vary much by the visitors' reason for their Montana trip. Regardless of the reason for traveling, directional and mileage signs were used the most followed by service signs. The main difference in sign preference by visitors dealt with billboards. Nearly one-third or more of the visitors preferred seeing fewer billboards (Tables 3.15 - 3.22).

Table 3.11: Primary Reasons For Trip to Montana by All Sources of Information Used For Trip *Prior* to Visit in Montana

All Sources of Information Used For Trip Prior to Visit												
Primary Reason for Trip to Montana	1-800 State Travel Number	Regional Travel Number	Internet Travel Info	Montana Travel Planner	National Park Brochures	State Park Brochures	Attend a Travel Trade Show	Chamber or Visitor Bureau	Info From Private Businesses	Travel Guide Book	AAA	None of the Sources
Vacation/ Recreation/ Pleasure	12%	2%	7%	20%	32%	6%	1%	10%	9%	30%	37%	26%
Passing Through	3%	1%	4%	5%	10%	3%	<1%	4%	4%	18%	33%	44%
Visit Friends/ Relatives	4%	<1%	3%	8%	10%	3%	<1%	5%	3%	11%	21%	62%
Business	2%	--	3%	5%	8%	<1%	1%	5%	10%	9%	9%	64%

*Rows total more than 100% because visitors could choose more than one type of information source.

Table 3.12: Primary Reasons For Trip to Montana by *Most Useful* Sources of Information Used For Trip *Prior* to Visit in Montana

Most Useful Source of Information Used For Trip Prior to Visit												
Primary Reason for Trip to Montana	1-800 State Travel Number	Regional Travel Number	Internet Travel Info	Montana Travel Planner	National Park Brochures	State Park Brochures	Attend a Travel Trade Show	Chamber or Visitor Bureau	Info From Private Businesses	Travel Guide Book	AAA	Totals*
Vacation/ Recreation/ Pleasure	5%	<1%	3%	15%	13%	1%	<1%	6%	5%	19%	34%	100%
Passing Through	3%	<1%	3%	6%	7%	1%	<1%	3%	3%	22%	53%	100%
Visit Friends/ Relatives	5%	1%	3%	10%	9%	1%	--	4%	4%	17%	47%	100%
Business	3%	--	6%	9%	6%	1%	2%	14%	21%	17%	22%	100%

*Totals may not equal 100% due to rounding.

Table 3.13: Primary Reasons For Trip to Montana by All Sources of Information Used For Trip *While* in Montana

All Sources of Information Used For Trip While in Montana								
Primary Reason for Trip to Montana	Person in Info Center	Computer Touch Screen Info Center	Highway Info Signs	Business Billboards	Person in Motel, Restaurant, Gas Station, Etc.	Brochure Rack	Other**	None of the Sources Used
Vacation/ Recreation/ Pleasure	40%	1%	40%	10%	45%	44%	18%	15%
Passing Through	14%	<1%	34%	12%	26%	19%	13%	36%
Visit Friends/ Relatives	15%	<1%	31%	9%	23%	23%	25%	32%
Business	14%	--	24%	9%	33%	27%	16%	30%

*Rows total more than 100% because visitors could choose more than one type of information source.

**See Appendix A for written responses.

Table 3.14: Primary Reasons For Trip to Montana by *Most Helpful* Source of Information Used For Trip *While* in Montana

Most Helpful Information Source Used For Trip While in Montana								
Primary Reason for Trip to Montana	Person in Info Center	Computer Touch Screen Info Center	Highway Info Signs	Business Billboards	Person in Motel, Restaurant, Gas Station, Etc.	Brochure Rack	Other**	Totals*
Vacation/ Recreation/ Pleasure	29%	--	14%	1%	24%	18%	15%	100%
Passing Through	13%	<1%	35%	5%	22%	9%	16%	100%
Visit Friends/ Relatives	12%	--	23%	2%	17%	13%	32%	100%
Business	17%	--	17%	2%	30%	18%	16%	100%

*Totals may not equal 100% due to rounding

**See Appendix A for written responses.

Table 3.15: Primary Reasons For Trip to Montana by Use of Directional Signs

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	66%	27%	7%	24%	76%	1%
Passing Through	66%	28%	7%	20%	80%	1%
Visit Friends/ Relatives	58%	31%	11%	21%	78%	1%
Business	62%	26%	12%	16%	83%	<1%

*Totals may not equal 100% due to rounding.

Table 3.16: Primary Reasons For Trip to Montana by Use of Mileage Signs

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	63%	27%	10%	23%	76%	2%
Passing Through	72%	22%	6%	23%	75%	1%
Visit Friends/ Relatives	65%	25%	11%	24%	75%	1%
Business	60%	30%	10%	23%	75%	2%

*Totals may not equal 100% due to rounding.

Table 3.17: Primary Reasons For Trip to Montana by Use of Food, Phone, Service Signs

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	29%	51%	20%	18%	80%	2%
Passing Through	39%	44%	17%	19%	80%	2%
Visit Friends/ Relatives	32%	47%	21%	19%	79%	2%
Business	30%	41%	29%	18%	80%	2%

*Totals may not equal 100% due to rounding.

Table 3.18: Primary Reasons For Trip to Montana by Use of Roadside Historical Markers

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	23%	47%	30%	26%	73%	1%
Passing Through	14%	34%	52%	18%	80%	1%
Visit Friends/ Relatives	19%	40%	42%	25%	74%	2%
Business	14%	41%	45%	26%	73%	2%

*Totals may not equal 100% due to rounding.

Table 3.19: Primary Reasons For Trip to Montana by Use of Recreation Site Directional Signs

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	33%	43%	25%	25%	74%	1%
Passing Through	13%	29%	58%	16%	83%	1%
Visit Friends/ Relatives	19%	37%	44%	18%	78%	3%
Business	13%	36%	50%	18%	78%	4%

*Totals may not equal 100% due to rounding.

Table 3.20: Primary Reasons For Trip to Montana by Use of Billboards/Commercial Signs

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	12%	42%	46%	5%	53%	42%
Passing Through	18%	46%	37%	7%	61%	32%
Visit Friends/ Relatives	12%	41%	47%	4%	57%	39%
Business	18%	38%	44%	7%	60%	33%

*Totals may not equal 100% due to rounding.

Table 3.21: Primary Reasons For Trip to Montana by Use of Designated Scenic Routes

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	34%	42%	24%	36%	63%	1%
Passing Through	14%	34%	52%	27%	72%	2%
Visit Friends/ Relatives	16%	44%	40%	27%	71%	2%
Business	15%	29%	56%	23%	74%	2%

*Totals may not equal 100% due to rounding.

Table 3.22: Primary Reasons For Trip to Montana by Use of Visitor Information Centers

Primary Reason for Trip to Montana	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
Vacation/ Recreation/ Pleasure	28%	43%	29%	27%	72%	1%
Passing Through	14%	31%	55%	23%	74%	2%
Visit Friends/ Relatives	13%	34%	53%	19%	79%	3%
Business	13%	31%	56%	20%	78%	2%

*Totals may not equal 100% due to rounding

Activity Participation

Vacation/Recreation/Pleasure Travelers

Watching wildlife was the most popular activity among visitors who were primarily in Montana for vacation/recreation/pleasure (57%). Other activities vacationers engaged in, in order of popularity, were nature photography (45%), day hiking (37%), camping in developed areas (35%), recreational shopping (34%), visiting historic/interpretive sites (34%), and picnicking (31%) (Figure 3.2).

Figure 3.2: Activity Participation of Vacation/Recreation/Pleasure Travelers*

57%	➔	Wildlife Watching
45%	➔	Nature Photography
37%	➔	Day Hiking
35%	➔	Camping in Developed Areas
34%	➔	Recreational Shopping
34%	➔	Visiting Historic/Interpretive Sites
31%	➔	Picnicking
26%	➔	Visiting Museums
20%	➔	Visiting Family/Friends
19%	➔	Fishing
15%	➔	Swimming in Pools
12%	➔	Visiting Native American Sites
12%	➔	Camping in Primitive Areas
12%	➔	Nature Study
8%	➔	Gambling
8%	➔	Swimming in Natural Areas
7%	➔	River Rafting/Floating
7%	➔	Attend Special Events/Festivals
5%	➔	Golfing

*Visitors could choose more than one activity.

Visitors Passing Through Montana

The most popular activities among visitors primarily passing through Montana were camping in a developed areas (34%), watching wildlife (23%), visiting historic/interpretive sites (23%), picnicking (20%), nature photography (19%), and recreational shopping (18%) (Figure 3.3).

Figure 3.3: Activity Participation of Visitors Passing Through Montana*

34%	➔	Camping in Developed Areas
23%	➔	Wildlife Watching
23%	➔	Visiting Historic/Interpretive Sites
20%	➔	Picnicking
19%	➔	Nature Photography
18%	➔	Recreational Shopping
14%	➔	Visiting Family/Friends
14%	➔	Swimming in Pools
12%	➔	Visiting Museums
11%	➔	Gambling
8%	➔	Day Hiking
8%	➔	Camping in Primitive Areas
7%	➔	Visiting Native American Sites
5%	➔	Nature Study

*Visitors could choose more than one activity.

Visitors Visiting Family/Friends

Visiting family or friends (91%), recreational shopping (35%), wildlife watching (34%), picnicking (27%), day hiking (24%), nature photography (21%) and visiting historical/interpretive sites (20%) were popular activities among those traveling to Montana primarily to visit friends or relatives (Figure 3.4).

Figure 3.4: Activity Participation of Travelers Visiting Family/Friends*

91%	➔	Visiting Family/Friends
35%	➔	Recreational Shopping
34%	➔	Wildlife Watching
27%	➔	Picnicking
24%	➔	Day Hiking
21%	➔	Nature Photography
20%	➔	Visiting Historic/Interpretive Sites
17%	➔	Visiting Museums
14%	➔	Attend Special Events/Festivals
14%	➔	Fishing
14%	➔	Gambling
13%	➔	Swimming in Pools
12%	➔	Camping in Developed Areas
12%	➔	Swimming in Natural Areas
10%	➔	Golfing
9%	➔	Motorboating
7%	➔	River Rafting/Floating
7%	➔	Nature Study
7%	➔	Visiting Native American Sites
6%	➔	Amusement Parks/Centers
6%	➔	Attend Sporting Events
5%	➔	Camping in Primitive Areas
5%	➔	Canoeing/Kayaking

*Visitors could choose more than one activity.

Business Travelers

Those who were traveling to Montana primarily for business also watched wildlife (37%), visited family or friends (36%), shopped (29%), visited historic/interpretive sites (28%), and day hiked (25%) (Figure 3.5).

Figure 3.5: Activity Participation of Business Travelers*

37%	➔	Wildlife Watching
36%	➔	Visiting Family/Friends
29%	➔	Recreational Shopping
28%	➔	Visiting Historic/Interpretive Sites
19%	➔	Visiting Museums
15%	➔	Picnicking
15%	➔	Nature Photography
15%	➔	Fishing
15%	➔	Gambling
13%	➔	Camping in Developed Areas
13%	➔	Swimming in Pools
10%	➔	Visiting Native American Sites
9%	➔	Attend Special Events/Festivals
9%	➔	Nature Study
7%	➔	Swimming in Natural Areas
7%	➔	Golfing
6%	➔	Camping in Primitive Areas
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. Those in Montana on business were more likely to be structured in their travel plans compared to visitors with other primary reasons for visiting the state. Thirty-six percent of those on business trips had all the places they wanted to visit planned in advance. Twenty-eight percent of those visitors who were passing through the state had very flexible plans and didn't have any definite places in mind they wanted to visit (Table 3.23).

Forty-eight percent of those in Montana on business and 34 percent of those passing through the state planned their trip less than a month in advance. Thirty-seven percent of those traveling in Montana primarily for vacation/recreation/pleasure spent six months or more planning for their trip (Table 3.24).

Table 3.23: Primary Reasons For Trip to Montana by Flexibility of Travel Plans

Primary Reason for Trip to Montana	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	
Vacation/ Recreation/ Pleasure	14%	30%	24%	24%	7%	100%
Passing Through	19%	23%	15%	15%	28%	100%
Visit Friends/ Relatives	17%	23%	22%	23%	15%	100%
Business	36%	24%	10%	15%	16%	100%

*Totals may not equal 100% due to rounding.

Table 3.24: Primary Reasons For Trip to Montana by Number of Months in Advance Group Planned Trip to Montana

Primary Reason for Trip to Montana	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	
Vacation/ Recreation/ Pleasure	12%	16%	13%	13%	6%	3%	16%	17%	4%	100%
Passing Through	34%	16%	11%	10%	4%	3%	9%	10%	2%	100%
Visit Friends/ Relatives	22%	20%	15%	10%	4%	2%	11%	13%	3%	100%
Business	48%	27%	9%	6%	3%	1%	4%	3%	--	100%

*Totals may not equal 100% due to rounding.

Demographics

Thirty-two percent of those visitors traveling in Montana for vacation/recreation/pleasure were in the state for the first time compared to only 8 percent of those visiting friends or relatives (Figure 3.6). When comparing seasons of previous trips to Montana, business travelers had been to the state in more seasons than any other type of visitor. Vacation/recreation/pleasure travelers as well as the pass-through visitors were least likely to have been to the state in winter than those in Montana for business or to visit friends or relatives (Table 3.25).

The education level (Table 3.26) and occupations held by visitors did not differ much when comparing visitors' primary reason for traveling in the state. The top four occupations held by those traveling to Montana for vacation, to visit friends or relatives, or those passing through were professional, retired, manager, and clerical. The top three occupations held by those traveling to Montana for business were professional, manager, and sales (No table provided).

There was little difference in visitors' place of residence when comparing visitors' primary reason for traveling in the state. Visitors were generally from the western half of the US or Canada (Table 3.28).

Figure 3.6: Primary Reasons For Trip to Montana by Type of Visitor

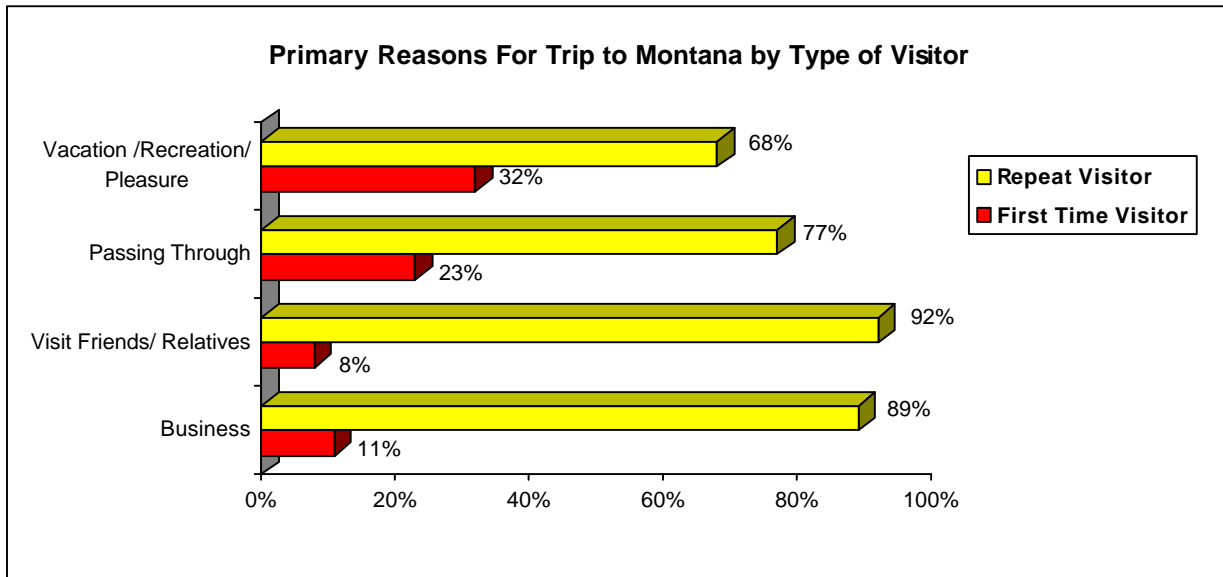


Table 3.25: Primary Reasons For Trip to Montana by the Seasons Visitors Have Visited Montana in the Past

Primary Reason for Trip to Montana	Seasons Visitors Have Visited Montana in the Past*			
	Spring	Summer	Fall	Winter
Vacation/ Recreation/ Pleasure	35%	87%	46%	27%
Passing Through	43%	89%	48%	33%
Visit Friends/ Relatives	62%	90%	64%	57%
Business	69%	85%	71%	64%

*Rows total more than 100% because visitors could have visited in more than 1 season.

Table 3.26: Primary Reasons For Trip to Montana by Respondent's Education Level

Primary Reason for Trip to Montana	Respondent's Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Vacation/ Recreation/ Pleasure	1%	17%	23%	35%	25%	100%
Passing Through	1%	19%	29%	29%	22%	100%
Visit Friends/ Relatives	1%	21%	29%	30%	20%	100%
Business	--	13%	25%	36%	26%	100%

*Totals may not equal 100% due to rounding.

Table 3.27: Primary Reasons For Trip to Montana by Other Wage Earner's Education Level

Primary Reason for Trip to Montana	Other Wage Earner's Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Vacation/ Recreation/ Pleasure	1%	24%	23%	31%	21%	100%
Passing Through	3%	27%	24%	31%	16%	100%
Visit Friends/ Relatives	2%	29%	23%	28%	18%	100%
Business	2%	19%	24%	30%	25%	100%

*Totals may not equal 100% due to rounding.

Table 3.28: Primary Reasons For Trip to Montana by Area Where Travel Party Resided

Primary Reason for Trip to Montana	Area Where Travel Party Resided**								Totals*
	Northwest	Southwest	West	Midwest	Northeast	Southeast	Canada	Other Foreign Countries	
Vacation/ Recreation/ Pleasure	14%	18%	14%	18%	11%	11%	10%	5%	100%
Passing Through	28%	14%	18%	14%	5%	4%	14%	3%	100%
Visit Friends/ Relatives	29%	19%	26%	15%	4%	5%	3%	1%	100%
Business	28%	13%	34%	8%	5%	8%	4%	1%	100%

*Totals may not equal 100% due to rounding.

**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, PA, OH, MA, CT, RI, NJ, MD, WV, DE

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

Section 4

Type of Travel Group

Executive Summary

Couples (38% of Montana visitors): Visitors who traveled to Montana as a couple were attracted to Montana's mountains, but Glacier National Park was their primary attraction to the state. Twenty-seven percent of couples had never been to Montana before, and both individuals were over 50 years old. They were from the Northwest, West or Southwest US. While on a one to two-week vacation, couples spent two nights in Montana, usually in motels or campgrounds. Plans for their trip were made in less than a month, and couples used AAA as an information source for planning their trip. Most stops on their trip were planned, so there was very little flexibility in their trip itinerary. While in Montana, couples used persons in visitor information centers, motels, restaurants, and gas stations as information sources. Wildlife watching, nature photography, camping, and shopping were popular activities among couples.

Families (34% of Montana visitors): Visitors who traveled to Montana with family were attracted to Montana's mountains, but Yellowstone National Park was their primary attraction to the state. Families consisted of two adults ages 30 – 49 and two children under 17 years old. They were from the Northwest, West or Midwest part of the US and 23 percent had never been to Montana before. They spent one to two weeks on their vacation with one night in Montana, most likely in a motel. The trip was planned in less than one month, and AAA was used as a planning source if any sources were used. There was very little flexibility in their trip itinerary. While in Montana, a person in a motel, restaurant, or gas station acted as the source of information for these travelers. Families enjoyed watching wildlife, visiting family or friends, shopping, photographing nature, and picnicking while in Montana.

Alone (17% of Montana visitors): Visitors who traveled alone to Montana were 30 – 49 years old and 14 percent had not been to Montana in the past. They were from the Northwest or Western US and were attracted primarily to Montana's mountains. They spent up to one week on vacation, with one night in Montana, usually in a motel or the home of friend or relative. Trip plans were made in less than a month. If the traveler used a planning source prior to their trip, they used AAA. Trip plans were either quite flexible or very rigid. Highway information signs were used for travel information while in Montana. Solitary travelers visited family and friends, watched wildlife, took day hikes, and shopped while in Montana.

Friends (7% of Montana visitors): Friends were attracted by Montana's mountains, but Glacier National Park was their primary attraction to the state. They generally traveled in groups of three, were between 30 and 49 years old, and were from the Southwest or Midwest US. Thirty-five percent of friends were likely to have been to Montana before this trip. They spent up to one week on vacation with one night in Montana at various accommodations. Trip plans were made less than one month in advance, with AAA used if a planning source was utilized. Trip itineraries were fairly flexible and information was gained from a person in a motel, restaurant, gas station or

campground while the group was in Montana. Wildlife watching, nature photography, day hiking, and shopping were popular among visitors traveling with friends.

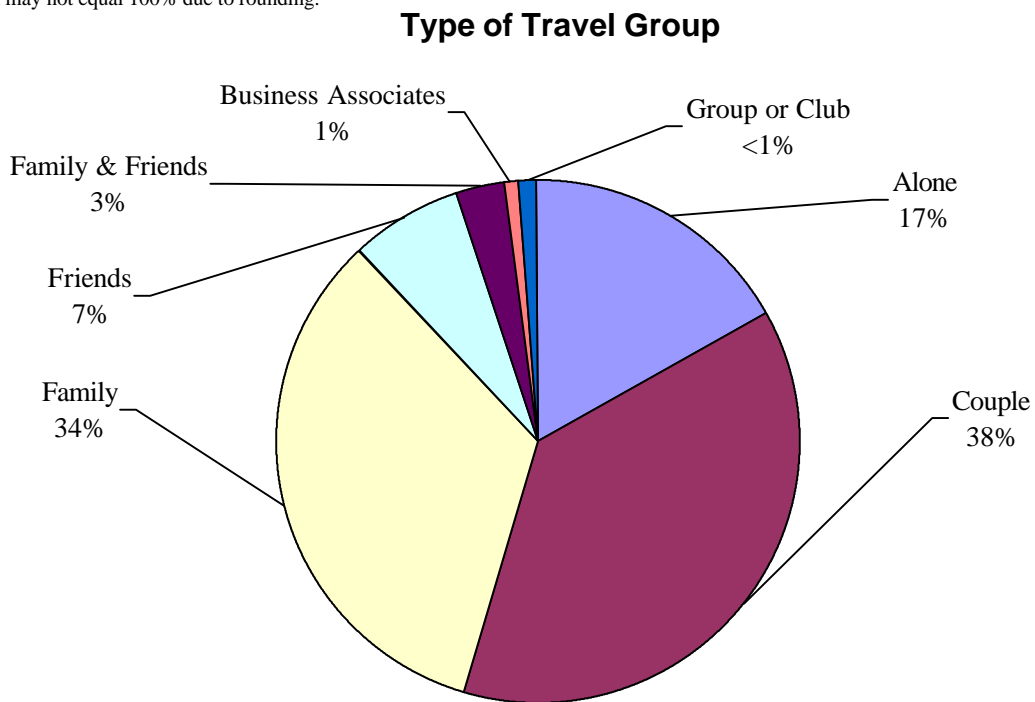
Family and Friends (3% of Montana visitors): Yellowstone National Park was the primary attraction for visitors traveling with family and friends, but Montana's mountains were also common attractions. The age of these travelers ranged from 30 – 64 years old and there were four people in the group. Seventy-eight percent had been to Montana in the past and they were from the West, Northwest, or Midwest US. Two nights were spent in Montana at either a motel or the home of a friend or relative during their vacation of 1 – 7 nights. The trip was planned up to one year in advance and AAA was used if a planning source was utilized. The group may have made a few unplanned stops, but stops were generally planned. Brochure racks supplied travel information to these travelers while in Montana. Wildlife watching, visiting friends or relatives, shopping, and nature photography were popular activities among visitors traveling with family and friends.

Travel Group Characteristics

Visitors to Montana were asked who was in their travel party. Most 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 4.1).

Figure 4.1: Type of Travel Group

*Total may not equal 100% due to rounding.



Purpose of Trip to Montana

Nonresident travel parties were asked why they were traveling to Montana. Most travel groups were traveling for vacation/recreation/pleasure as well as other reasons. Other popular purposes of trip included passing through the state and visiting friends or relatives. Generally, the type of travel group was not a good indication of primary purpose of trip (Table 4.1).

After indicating all the reasons for traveling in Montana, visitors chose their *primary* reason for visiting the state. Those who were traveling as a couple, with family, with friends, or traveling with family and friends were in Montana primarily for vacation/recreation/pleasure. Passing through the state and visiting friends or relatives were also stated as primary reasons for visiting for those four travel groups. Visiting friends or relatives was the primary reason for traveling to Montana for those traveling alone (25%) followed closely by vacation/recreation/pleasure (24%) (Table 4.2).



Table 4.1: Different Types of Travel Groups by All Reasons For Trip to Montana

Different Types of Travel Groups	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**
Couple	84%	28%	5%	10%	5%	3%	33%	2%	3%
Family	80%	32%	5%	10%	4%	2%	32%	1%	5%
Alone	57%	39%	28%	6%	4%	6%	25%	3%	6%
Friends	90%	25%	5%	11%	4%	3%	27%	--	2%
Family & Friends	84%	34%	4%	10%	6%	3%	29%	1%	4%

*Rows total more than 100% because visitors could have more than 1 purpose of trip.

**See Appendix A for written responses.

Table 4.2: Different Types of Travel Groups by *Primary* Reason For Trip to Montana

Different Types of Travel Groups	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**	
Couple	56%	14%	2%	1%	1%	2%	22%	1%	2%	100%
Family	51%	16%	3%	1%	1%	1%	23%	1%	4%	100%
Alone	24%	25%	20%	1%	2%	4%	20%	2%	4%	100%
Friends	72%	7%	3%	<1%	1%	1%	15%	--	2%	100%
Family & Friends	54%	19%	1%	1%	<1%	3%	20%	<1%	3%	100%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Attractions to Montana

Visitors who indicated vacation/recreation/pleasure as one 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. Mountains were the top attraction to Montana for all types of travel groups (Table 4.3).

Glacier National Park, Yellowstone National Park, and mountains were the three most popular *primary* attractions to Montana by all types of travel groups except those traveling with friends. The three most popular *primary* attractions for those traveling with friends were Glacier National Park (32%), Yellowstone National Park (14%), and fishing (12%) (Table 4.4).



Table 4.3: Different Types of Travel Groups by All Types of Attractions to Montana

Different Types of Travel Groups	All Types of Attractions to Montana*										
	Open Space	Mountains	Rivers	Lakes	Northern Great Plains	Badlands	Wildlife	Uncrowded Areas	Native American Culture	Montana History	Other Specific Attraction**
Couple	36%	56%	38%	28%	6%	7%	30%	30%	11%	13%	8%
Family	27%	50%	35%	27%	4%	5%	29%	25%	9%	9%	9%
Alone	29%	41%	30%	22%	6%	5%	21%	26%	9%	10%	7%
Friends	43%	65%	49%	36%	12%	11%	40%	35%	16%	10%	16%
Family & Friends	28%	54%	38%	33%	5%	4%	33%	26%	14%	8%	8%

*Rows total more than 100% because visitors could choose more than one type of attraction.

**See Appendix A for written responses.

Table 4.3 (Continued): Different Types of Travel Groups by All Types of Attractions to Montana

Different Types of Travel Groups	All Types of Attractions to Montana*										
	Glacier National Park	Yellowstone National Park	Historic Sites	Designated Wilderness Area	National Forest Area	State Park	Friendly People	Camping	Fishing	Hiking	Other Special Event**
Couple	38%	44%	16%	8%	17%	7%	19%	21%	13%	15%	5%
Family	32%	45%	12%	7%	15%	6%	16%	18%	15%	15%	4%
Alone	18%	20%	9%	6%	13%	4%	19%	17%	13%	13%	4%
Friends	38%	46%	14%	14%	26%	9%	25%	24%	20%	27%	5%
Family & Friends	30%	47%	13%	7%	12%	4%	19%	18%	16%	14%	5%

*Rows total more than 100% because visitors could choose more than one type of attraction.

**See Appendix A for written responses.

Table 4.4: Different Types of Travel Groups by Their *Primary* Attraction to Montana

Different Types of Travel Groups	Primary Attraction to Montana*										
	Open Space	Mountains	Rivers	Lakes	Northern Great Plains	Badlands	Wildlife	Uncrowded Areas	Native American Culture	Montana History	Other Specific Attraction**
Couple	5%	11%	1%	2%	<1%	1%	2%	5%	1%	1%	5%
Family	3%	11%	<1%	2%	<1%	<1%	2%	5%	<1%	1%	5%
Alone	11%	18%	1%	1%	--	1%	2%	3%	2%	2%	7%
Friends	10%	7%	--	1%	<1%	1%	4%	2%	1%	--	10%
Family & Friends	2%	12%	3%	2%	--	<1%	1%	3%	3%	<1%	3%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Table 4.4 (Continued): Different Types of Travel Groups by Their *Primary* Attraction to Montana

Different Types of Travel Groups	Primary Attraction to Montana*										
	Glacier National Park	Yellowstone National Park	Historic Sites	Designated Wilderness Area	National Forest Area	State Park	Friendly People	Camping	Fishing	Hiking	Other Special Event**
Couple	28%	22%	2%	<1%	1%	--	3%	2%	5%	1%	4%
Family	26%	29%	1%	1%	1%	<1%	3%	2%	5%	<1%	3%
Alone	13%	11%	1%	1%	1%	<1%	4%	5%	11%	1%	3%
Friends	32%	14%	2%	--	<1%	--	<1%	1%	12%	1%	3%
Family & Friends	24%	27%	2%	--	1%	<1%	4%	1%	9%	--	4%

*Totals 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. Fifty percent of those traveling alone stayed a total of 1 - 7 nights away from home while 20 percent of couples stayed over one month away from home. The majority of all group types generally stayed away from home from one to two weeks (Table 4.5).

The number of nights spent in Montana was significantly less than the total trip nights away from home. On an average, each travel group spent 0 - 3 nights in Montana. Those traveling alone (11%) or with family and friends (11%) were more likely to spend 8 – 14 nights in Montana than any other group (Table 4.6).

Visitors who stayed at least one night in Montana indicated the number of nights spent in different types of accommodations. Over half of each type of travel groups stayed one or more nights in a hotel (Table 4.7). Regardless of type of travel group, visitors who utilized any type of accommodation were most likely to stay one or two nights (Tables 4.8 - 4.11).

Table 4.5: Different Types of Travel Groups by the Number of Nights Spent Away From Home

Different Types of Travel Groups	Number of Nights Spent Away From Home						Totals*
	0 Nights	1 - 7 Nights	8 - 14 Nights	15 - 21 Nights	22 - 28 Nights	29 + Nights	
Couple	4%	25%	30%	16%	6%	20%	100%
Family	4%	31%	37%	16%	4%	9%	100%
Alone	6%	50%	20%	8%	2%	13%	100%
Friends	5%	32%	31%	12%	5%	15%	100%
Family & Friends	2%	40%	33%	12%	3%	10%	100%

*Totals may not equal 100% due to rounding.

Table 4.6: Different Types of Travel Groups by the Number of Nights Spent in Montana

Different Types of Travel Groups	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	
Couple	10%	18%	25%	12%	9%	7%	6%	3%	9%	3%	100%
Family	12%	24%	17%	13%	9%	6%	6%	5%	7%	2%	100%
Alone	14%	18%	15%	14%	9%	8%	6%	3%	11%	3%	100%
Friends	12%	21%	19%	12%	12%	8%	3%	3%	8%	1%	100%
Family & Friends	10%	17%	20%	8%	9%	9%	8%	5%	11%	2%	100%

*Totals may not equal 100% due to rounding.

Table 4.7: Primary Reasons For Trip to Montana by the Type of Accommodations Used

Different Types of Travel Groups	Types of Accommodations Percent Who Spent at Least One Night*							
	Hotel	Home of Friend/Relative	Public Camp-ground	Private Camp-ground	Resort	Condominium	Undeveloped Camp Site	Other Locations**
Couple	58%	18%	17%	24%	5%	1%	3%	6%
Family	62%	21%	16%	15%	5%	3%	3%	4%
Alone	55%	31%	10%	7%	5%	--	6%	6%
Friends	55%	21%	24%	20%	8%	1%	9%	7%
Family & Friends	55%	23%	12%	19%	7%	1%	4%	4%

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

**See Appendix A for written responses.

Table 4.8: Different Types of Travel Groups by the Number of Nights Spent in a Hotel in Montana

Different Types of Travel Groups	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	
Couple	42%	20%	16%	5%	6%	4%	3%	2%	2%	<1%	100%
Family	38%	26%	15%	9%	5%	3%	1%	1%	2%	<1%	100%
Alone	45%	18%	13%	8%	6%	2%	2%	2%	3%	<1%	100%
Friends	45%	23%	14%	8%	3%	2%	2%	1%	3%	--	100%
Family & Friends	45%	17%	18%	9%	5%	1%	3%	2%	1%	<1%	100%

*Totals may not equal 100% due to rounding.

Table 4.9: Different Types of Travel Groups by the Number of Nights Spent in a Home of a Friend or Relative in Montana

Different Types of Travel Groups	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	
Couple	82%	3%	3%	3%	2%	2%	1%	1%	2%	1%	100%
Family	79%	3%	5%	3%	2%	2%	1%	2%	3%	1%	100%
Alone	69%	4%	4%	5%	4%	2%	2%	3%	7%	2%	100%
Friends	79%	2%	7%	4%	4%	<1%	--	1%	2%	--	100%
Family & Friends	77%	4%	5%	3%	2%	<1%	1%	4%	3%	--	100%

*Totals may not equal 100% due to rounding.

Table 4.10: Different Types of Travel Groups by the Number of Nights Spent in a Public Campground in Montana

Different Types of Travel Groups	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	
Couple	83%	6%	3%	2%	2%	1%	1%	<1%	2%	1%	100%
Family	84%	6%	4%	2%	2%	1%	1%	<1%	1%	<1%	100%
Alone	90%	3%	3%	2%	<1%	1%	1%	<1%	<1%	<1%	100%
Friends	76%	6%	7%	5%	3%	1%	--	--	2%	--	100%
Family & Friends	88%	3%	2%	3%	3%	--	<1%	1%	--	--	100%

*Totals may not equal 100% due to rounding.

Table 4.11: Different Types of Travel Groups by the Number of Nights Spent in a Private Campground in Montana

Different Types of Travel Groups	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	
Couple	76%	7%	6%	3%	2%	2%	1%	1%	1%	2%	100%
Family	85%	5%	3%	2%	1%	1%	1%	1%	1%	<1%	100%
Alone	93%	4%	2%	<1%	<1%	<1%	--	<1%	<1%	<1%	100%
Friends	80%	9%	6%	<1%	4%	--	--	--	1%	<1%	100%
Family & Friends	81%	5%	5%	4%	2%	1%	2%	<1%	1%	<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. Fifty-nine percent of those traveling alone did not use any of these information sources. AAA, travel guidebooks, and national park brochures were the top three information sources used regardless of the type of travel group (Table 4.12).

The source of information that was *most useful* was AAA regardless of travel group (Table 4.13).

Visitors were also asked where they received travel information while they were in Montana. At least 96 percent of each travel group used some type of information source while in the state. Travel information sources used most frequently by all types of travel groups were persons in a motel, restaurant, gas station, campground, etc.; highway information signs; and brochure racks (Table 4.14).

Visitors then indicated which source was *most helpful* while traveling in Montana. The *most helpful* sources for visitors traveling as a couple were persons in a visitor information center (28%) and persons in a motel, restaurant, gas station, campground, etc. (22%). Persons in a motel, restaurant, gas station, campground, etc. was the *most helpful* source for those traveling alone (28%), with family (23%), or with friends (24%). Twenty-four percent of those traveling with family and friends indicated that highway information signs were the *most helpful* to them (Table 4.15).

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. The results of visitors' use of information sources were very similar when comparing the different travel groups. Over one half of all groups used directional and mileage signs a lot. Approximately one fourth of each group wanted to see more directional and mileage signs. All visitor groups rarely or somewhat used billboards, but no visitor group desired more billboards in the state (Tables 4.16 - 4.23).

Table 4.12: Different Types of Travel Groups by All Sources of Information Used For Trip *Prior* to Visit in Montana

All Sources of Information Used For Trip Prior to Visit*												
Different Types of Travel Groups	1-800 State Travel Number	Regional Travel Number	Internet Travel Info	Montana Travel Planner	National Park Brochures	State Park Brochures	Attend a Travel Trade Show	Chamber or Visitor Bureau	Info From Private Businesses	Travel Guide Book	AAA	None of the Sources
Couple	9%	1%	4%	16%	22%	5%	<1%	9%	7%	26%	34%	34%
Family	8%	1%	6%	12%	23%	5%	<1%	6%	8%	22%	33%	36%
Alone	2%	1%	3%	6%	9%	2%	<1%	4%	6%	11%	18%	59%
Friends	9%	1%	10%	15%	26%	7%	1%	9%	7%	26%	34%	37%
Family & Friends	9%	<1%	4%	15%	26%	7%	1%	6%	10%	24%	29%	35%

*Rows total more than 100% because visitors could choose more than one information source.

Table 4.13: Different Types of Travel Groups by *Most Useful* Sources of Information Used for Trip *Prior* to Visit in Montana

Most Useful Source of Information Used For Trip												
Different Types of Travel Groups	1-800 State Travel Number	Regional Travel Number	Internet Travel Info	Montana Travel Planner	National Park Brochures	State Park Brochures	Attend a Travel Trade Show	Chamber or Visitor Bureau	Info From Private Businesses	Travel Guide Book	AAA	Totals*
Couple	5%	<1%	2%	13%	9%	1%	<1%	6%	4%	21%	38%	100%
Family	4%	<1%	3%	11%	14%	1%	--	4%	5%	19%	39%	100%
Alone	2%	2%	4%	11%	8%	1%	1%	6%	8%	17%	40%	100%
Friends	5%	--	1%	12%	12%	--	1%	2%	5%	24%	38%	100%
Family & Friends	6%	--	2%	17%	11%	2%	1%	4%	8%	15%	34%	100%

*Totals may not equal 100% due to rounding.

Table 4.14: Different Types of Travel Groups by All Sources of Information Used For Trip *While* in Montana

All Sources of Information Used For Trip While in Montana*								
Different Types of Travel Groups	Person in Info Center	Computer Touch Screen Info Center	Highway Info Signs	Business Billboards	Person in Motel, Restaurant, Gas Station, Etc.	Brochure Rack	Other**	None of the Sources Used
Couple	33%	<1%	38%	11%	39%	37%	17%	2%
Family	25%	1%	36%	11%	35%	34%	18%	2%
Alone	14%	<1%	29%	9%	28%	21%	16%	4%
Friends	31%	--	41%	10%	42%	34%	24%	1%
Family & Friends	28%	--	34%	11%	34%	39%	18%	3%

*Rows total more than 100% because visitors could choose more than one information source.

**See Appendix A for written responses.

Table 4.15: Different Types of Travel Groups by *Most Helpful* Source of Information Used for Trip *While* in Montana

Most Helpful Source of Information Used For Trip While in Montana								
Different Types of Travel Groups	Person in Info Center	Computer Touch Screen Info Center	Highway Info Signs	Business Billboards	Person in Motel, Restaurant, Gas Station, Etc.	Brochure Rack	Other**	Totals*
Couple	28%	--	18%	1%	22%	15%	16%	100%
Family	19%	<1%	19%	2%	23%	17%	20%	100%
Alone	14%	--	23%	3%	28%	13%	20%	100%
Friends	21%	--	19%	2%	24%	13%	22%	100%
Family & Friends	22%	--	24%	<1%	17%	18%	18%	100%

*Totals may not equal 100% due to rounding.

**See Appendix A for written responses.

Table 4.16: Different Types of Travel Groups by Use of Directional Signs

Different Types of Travel Groups	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
Couple	69%	25%	7%	25%	74%	1%
Family	64%	27%	9%	21%	78%	1%
Alone	55%	36%	9%	21%	79%	--
Friends	59%	33%	8%	19%	81%	--
Family & Friends	64%	26%	10%	27%	72%	1%

*Totals may not equal 100% due to rounding.

Table 4.17: Different Types of Travel Groups by Use of Mileage Signs

Different Types of Travel Groups	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
Couple	69%	24%	7%	24%	75%	1%
Family	66%	25%	10%	22%	76%	2%
Alone	62%	28%	10%	24%	75%	<1%
Friends	55%	34%	12%	24%	71%	4%
Family & Friends	59%	26%	15%	22%	77%	1%

*Totals may not equal 100% due to rounding.

Table 4.18: Different Types of Travel Groups by Use of Food, Phone, Service Signs

Different Types of Travel Groups	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
Couple	35%	47%	18%	19%	80%	1%
Family	30%	49%	21%	18%	80%	2%
Alone	31%	44%	24%	20%	79%	2%
Friends	30%	55%	16%	16%	81%	4%
Family & Friends	29%	50%	21%	19%	77%	4%

*Totals may not equal 100% due to rounding.

Table 4.19: Different Types of Travel Groups by Use of Roadside Historical Markers

Different Types of Travel Groups	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
Couple	23%	45%	33%	23%	76%	1%
Family	16%	43%	41%	21%	77%	2%
Alone	22%	36%	42%	31%	67%	2%
Friends	18%	46%	36%	26%	73%	1%
Family & Friends	20%	44%	36%	17%	80%	3%

*Totals may not equal 100% due to rounding.

Table 4.20: Different Types of Travel Groups by Use of Recreation Site Directional Signs

Different Types of Travel Groups	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
Couple	30%	37%	33%	22%	76%	2%
Family	21%	41%	37%	21%	77%	2%
Alone	21%	35%	45%	24%	74%	2%
Friends	29%	39%	32%	17%	82%	1%
Family & Friends	30%	42%	28%	20%	79%	1%

*Totals may not equal 100% due to rounding.

Table 4.21: Different Types of Travel Groups by Use of Billboards/Commercial Signs

Different Types of Travel Groups	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
Couple	14%	43%	43%	6%	55%	39%
Family	14%	43%	42%	6%	58%	36%
Alone	14%	43%	43%	4%	52%	44%
Friends	10%	36%	54%	6%	51%	43%
Family & Friends	17%	41%	42%	6%	60%	35%

*Totals may not equal 100% due to rounding.

Table 4.22: Different Types of Travel Groups by Use of Designated Scenic Routes

Different Types of Travel Groups	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
Couple	32%	42%	26%	38%	61%	1%
Family	22%	38%	40%	29%	70%	1%
Alone	18%	36%	46%	31%	66%	3%
Friends	24%	44%	32%	24%	75%	1%
Family & Friends	28%	38%	34%	21%	77%	1%

*Totals may not equal 100% due to rounding.

Table 4.23: Different Types of Travel Groups by Use of Visitor Information Centers

Different Types of Travel Groups	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
Couple	27%	42%	31%	28%	71%	1%
Family	20%	36%	44%	24%	75%	1%
Alone	16%	32%	52%	24%	74%	2%
Friends	20%	41%	39%	18%	80%	2%
Family & Friends	26%	33%	41%	22%	75%	3%

*Totals may not equal 100% due to rounding

Activity Participation

Visitors Traveling as Couples

Watching wildlife (47%), nature photography (37%), camping in developed areas (33%), recreational shopping (32%), visiting historic/interpretive sites (29%), visiting family or friends (29%), and day hiking (28%) were popular activities among those traveling in Montana as a couple (Figure 4.2).

Figure 4.2: Activity Participation of Couples*

47%	➔	Wildlife Watching
37%	➔	Nature Photography
33%	➔	Camping in Developed Areas
32%	➔	Recreational Shopping
29%	➔	Visiting Historic/Interpretive Sites
29%	➔	Visiting Family/Friends
28%	➔	Day Hiking
25%	➔	Picnicking
23%	➔	Visiting Museums
13%	➔	Fishing
10%	➔	Gambling
10%	➔	Visiting Native American Sites
10%	➔	Camping in Primitive Areas
9%	➔	Attend Special Events/Festivals
9%	➔	Nature Study
7%	➔	Swimming in Pools
6%	➔	Golfing

*Visitors could choose more than one activity.

Visitors Traveling with Family

The most popular activities participated in by visitors who were traveling with family were watching wildlife (48%), visiting family or friends (35%), recreational shopping (35%), nature photography (34%), picnicking (33%), day hiking (31%), visiting historic/interpretive sites (29%), and camping in a developed areas (28%) (Figure 4.3).

Figure 4.3: Activity Participation of Visitors Traveling With Family*

48%	➔	Wildlife Watching
35%	➔	Visiting Family/Friends
35%	➔	Recreational Shopping
34%	➔	Nature Photography
33%	➔	Picnicking
31%	➔	Day Hiking
29%	➔	Visiting Historic/Interpretive Sites
28%	➔	Camping in Developed Areas
26%	➔	Swimming in Pools
21%	➔	Visiting Museums
17%	➔	Fishing
12%	➔	Swimming in Natural Areas
10%	➔	Nature Study
10%	➔	Visiting Native American Sites
9%	➔	Camping in Primitive Areas
8%	➔	Gambling
8%	➔	River Rafting/Floating
6%	➔	Attend Special Events/Festivals
5%	➔	Golfing
5%	➔	Motorboating
5%	➔	Amusement Parks/Centers

*Visitors could choose more than one activity.

Visitors Traveling Alone

The most popular activity participated in by visitors who were traveling in Montana alone was visiting family and friends (48%). Other activities they engaged in, in order of popularity, were watching wildlife (33%), day hiking (26%), recreational shopping (25%), visiting historic/interpretive sites (22%), and nature photography (20%) (Figure 4.4).

Figure 4.4: Activity Participation of Visitors Traveling Alone*

- 48% → Visiting Family/Friends
- 33% → Wildlife Watching
- 26% → Day Hiking
- 25% → Recreational Shopping
- 22% → Visiting Historic/Interpretive Sites
- 20% → Nature Photography
- 19% → Visiting Museums
- 19% → Camping in Developed Areas
- 15% → Fishing
- 15% → Picnicking
- 13% → Camping in Primitive Areas
- 11% → Gambling
- 11% → Visiting Native American Sites
- 10% → Attend Special Events/Festivals
- 9% → Nature Study
- 7% → Swimming in Pools
- 6% → Golfing
- 6% → Swimming in Natural Areas
- 5% → Attend Sporting Events
- 5% → Backpacking

*Visitors could choose more than one activity.

Visitors Traveling with Friends

Those who were traveling to Montana with friends participated in watching wildlife (49%), nature photography (41%), day hiking (36%), recreational shopping (35%), visiting historic/interpretive sites (31%), and visiting family or friends (30%) (Figure 4.5).

Figure 4.5: Activity Participation of Visitors Traveling With Friends*

49%	➔	Wildlife Watching
41%	➔	Nature Photography
36%	➔	Day Hiking
35%	➔	Recreational Shopping
31%	➔	Visiting Historic/Interpretive Sites
30%	➔	Visiting Family/Friends
26%	➔	Picnicking
26%	➔	Camping in Developed Areas
20%	➔	Fishing
17%	➔	Visiting Museums
15%	➔	Camping in Primitive Areas
10%	➔	Gambling
10%	➔	River Rafting/Floating
10%	➔	Visiting Native American Sites
9%	➔	Swimming in Natural Areas
8%	➔	Nature Study
7%	➔	Attend Special Events/Festivals
6%	➔	Off-Road ATV/4WD

*Visitors could choose more than one activity.

Visitors Traveling with Family and Friends

The most popular activity participated in by visitors traveling with family and friends was watching wildlife (47%). Other activities they engaged in, in order of popularity, were visiting family and friends (40%), recreational shopping (33%), nature photography (33%), day hiking (30%), and visiting historic/interpretive sites (30%) (Figure 4.6).

Figure 4.6: Activity Participation of Visitors Traveling With Family & Friends*

47%	➔	Wildlife Watching
40%	➔	Visiting Family/Friends
33%	➔	Recreational Shopping
33%	➔	Nature Photography
30%	➔	Day Hiking
30%	➔	Visiting Historic/Interpretive Sites
28%	➔	Camping in Developed Areas
25%	➔	Picnicking
21%	➔	Visiting Museums
16%	➔	Swimming in Pools
16%	➔	Fishing
11%	➔	Swimming in Natural Areas
11%	➔	Visiting Native American Sites
10%	➔	River Rafting/Floating
10%	➔	Nature Study
9%	➔	Gambling
7%	➔	Camping in Primitive Areas
7%	➔	Golfing
7%	➔	Attend Special Events/Festivals
6%	➔	Amusement Parks/Centers
6%	➔	Canoeing/Kayaking
5%	➔	Motorboating

*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. The group with the greatest flexibility was those traveling alone followed by couples. In general, each travel group type had fairly even distributions among those who were very flexible to those who had the trip all planned (Table 4.24).

About half of each travel group spent two months or less planning their trip to Montana. Seventy-one percent of people who traveled alone spent two months or less planning for their trip. The groups which appear to plan more months in advance than any other group were those traveling with friends or with family and friends (Table 4.25).

Table 4.24: Different Types of Travel Groups by Flexibility of Travel Plans

Different Types of Travel Groups	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	
Couple	15%	26%	23%	24%	13%	100%
Family	18%	31%	21%	20%	11%	100%
Alone	24%	18%	15%	24%	20%	100%
Friends	10%	26%	29%	22%	12%	100%
Family & Friends	20%	30%	21%	17%	11%	100%

*Totals may not equal 100% due to rounding.

Table 4.25: Different Types of Travel Groups by Number of Months in Advance Group Planned Trip to Montana

Different Types of Travel Groups	Number of Months in Advance Group Planned Trip to Montana									Totals*
	<1 Months	1 Month	2 Months	3 Months	4 Months	5 Months	6 Months	7 - 12 Months	13 + Months	
Couple	21%	16%	13%	11%	5%	3%	14%	14%	3%	100%
Family	19%	15%	13%	12%	6%	4%	13%	14%	4%	100%
Alone	36%	23%	12%	9%	2%	1%	7%	9%	2%	100%
Friends	20%	14%	11%	11%	5%	3%	17%	16%	4%	100%
Family & Friends	18%	12%	15%	8%	10%	3%	11%	19%	5%	100%

*Totals may not equal 100% due to rounding.

Demographics

Travel groups varied in size depending on the type of group. The largest travel parties were visitors traveling with family and friends since bus groups were not intercepted for this study (Figure 4.7).

In comparing travel group type to whether they had been to Montana in the past, 35 percent of those traveling with friends had not visited Montana before this trip. Of those traveling alone, 86 percent were repeat visitors to the state (Figure 4.8).

Ages of visitors by gender are shown in tables 4.26 and 4.27. Family visitor groups had the highest percent of children, both females and males, in their group. The typical age for someone traveling alone, whether male or female, was 30 - 49. The majority of couples tended to be over the age of 49.

Visitors to Montana were more likely to have completed college than any other level of education. Nearly one-fourth of the respondents and the other wage earners had completed graduate school. In general, visitors to Montana were highly educated (Tables 4.28 and 4.29).

There was not much difference where visitors resided when comparing the different types of travel groups. People traveling alone, as a couple, or with family were more likely to be from the Northwest Region. Visitors traveling with friends were more likely to be from the Southwest Region while visitors traveling with family and friends were more likely to be from the West Region (Table 4.30).

Figure 4.7: Different Types of Travel Groups by the Average Size of Travel Groups

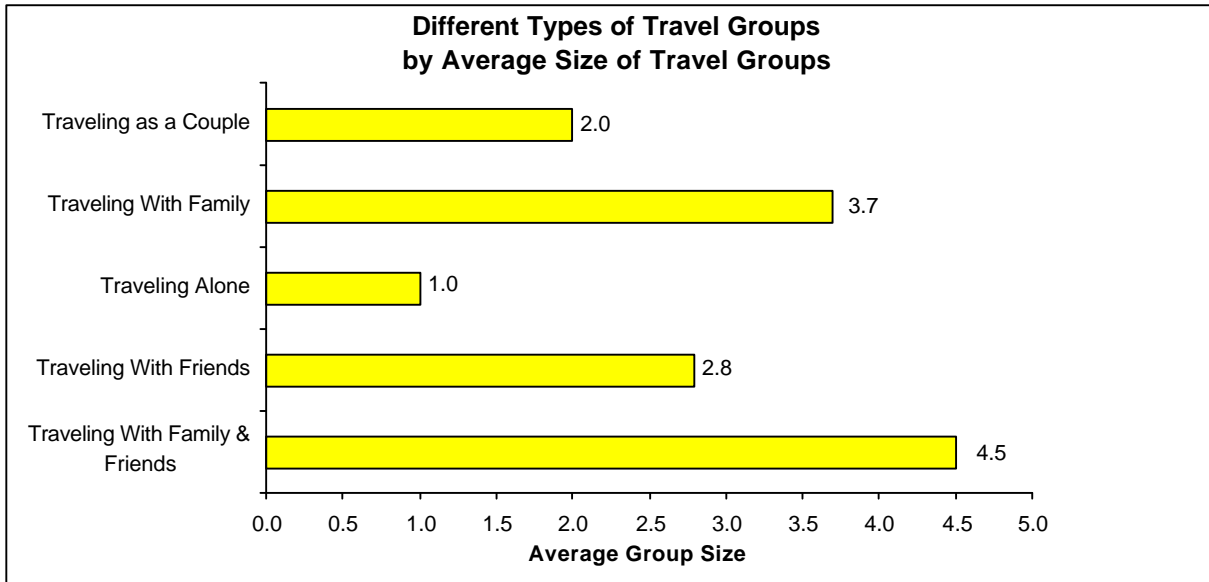


Figure 4.8: Different Types of Travel Groups by Type of Visitor

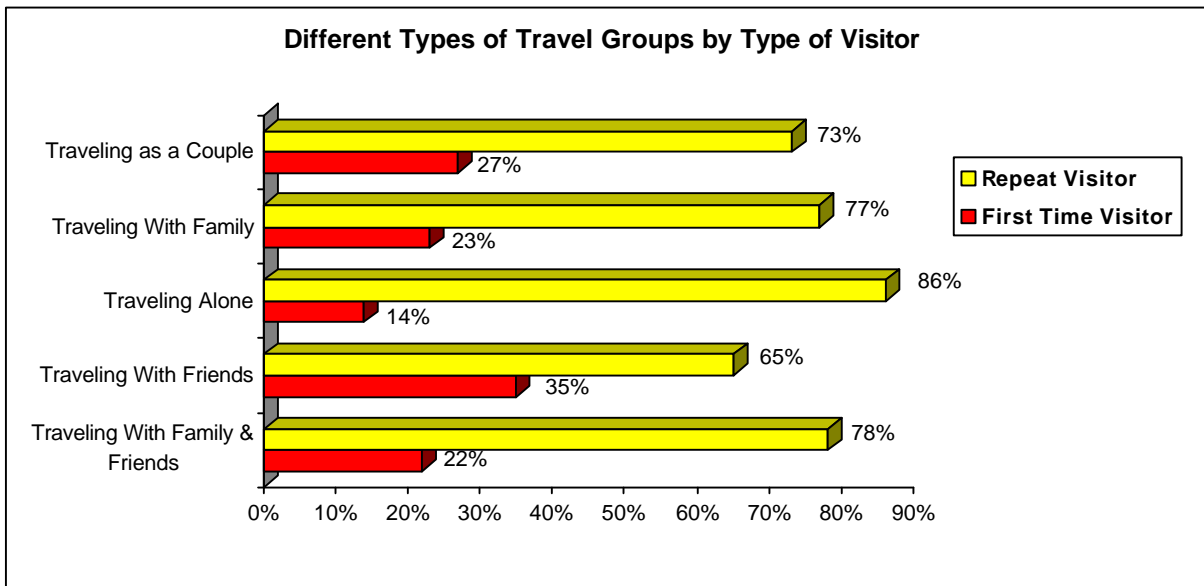


Table 4.26: Different Types of Travel Groups by Age of Male Visitors

Different Types of Travel Groups	Age of Male Visitors					Totals*
	0 - 17 Years Old	18 - 29 Years Old	30 - 49 Years Old	50 - 64 Years Old	65+ Years Old	
Couple	1%	7%	24%	38%	31%	100%
Family	38%	7%	32%	14%	8%	100%
Alone	<1%	11%	46%	30%	12%	100%
Friends	1%	29%	39%	19%	12%	100%
Family & Friends	23%	12%	24%	27%	14%	100%

*Totals may not equal 100% due to rounding.

Table 4.27: Different Types of Travel Groups by Age of Female Visitors

Different Types of Travel Groups	Age of Female Visitors					Totals*
	0 - 17 Years Old	18 - 29 Years Old	30 - 49 Years Old	50 - 64 Years Old	65+ Years Old	
Couple	1%	9%	27%	42%	21%	100%
Family	32%	9%	36%	14%	10%	100%
Alone	2%	20%	39%	27%	12%	100%
Friends	1%	23%	33%	29%	15%	100%
Family & Friends	21%	10%	30%	25%	14%	100%

*Totals may not equal 100% due to rounding.

Table 4.28: Different Types of Travel Groups by Respondent's Education Level

Different Types of Travel Groups	Respondent's Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Couple	1%	22%	25%	28%	24%	100%
Family	1%	17%	28%	33%	21%	100%
Alone	<1%	13%	25%	38%	24%	100%
Friends	--	14%	23%	37%	26%	100%
Family & Friends	1%	25%	21%	28%	24%	100%

*Totals may not equal 100% due to rounding.

Table 4.29: Different Types of Travel Groups by Other Wage Earner's Education Level

Different Types of Travel Groups	Other Wage Earner's Education Level					Totals*
	Completed Grade School	Completed High School	Completed Some College	College Graduate	Post Graduate	
Couple	2%	28%	24%	28%	18%	100%
Family	2%	23%	23%	33%	19%	100%
Alone	<1%	18%	25%	35%	23%	100%
Friends	--	20%	20%	33%	28%	100%
Family & Friends	--	30%	22%	29%	19%	100%

*Totals may not equal 100% due to rounding.

Table 4.30: Different Types of Travel Groups by Area Where Travel Party Resided

Different Types of Travel Groups	Area Where Travel Party Resided**								Totals*
	Northwest	Southwest	West	Midwest	Northeast	Southeast	Canada	Other Foreign Countries	
Couple	20%	17%	17%	16%	8%	9%	10%	3%	100%
Family	21%	15%	19%	17%	7%	7%	11%	3%	100%
Alone	26%	19%	25%	9%	7%	7%	6%	2%	100%
Friends	15%	19%	13%	16%	13%	9%	10%	6%	100%
Family & Friends	17%	15%	22%	17%	6%	7%	10%	7%	100%

*Totals may not equal 100% due to rounding.

**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

9=Other

