

# **Regional Analysis of Pleasure Travel by Montana Residents**

Research Report 2000-2

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# Study Methodology

Montana resident households were surveyed for this study during the months of July 1998 through June 1999. This report describes general travel characteristics for Montana households and pleasure travel characteristics for respondents' most recent pleasure trip. The population was defined as those households whose primary residence was in Montana and who had a working phone number at the time of the study.

## Study Goals and Objectives

The Institute for Tourism and Recreation Research contracted with the Bureau of Business & Economic Research at The University of Montana to conduct a statewide telephone survey during the year-long study period. The goals of the original study were:

- To estimate the size of the resident traveler population.
- To describe resident traveler characteristics including trips which occurred during the month preceding the interview.
- To estimate the number of in-state trips taken in a year.
- To estimate yearly resident pleasure travel expenditures within the state compared to resident travel expenditures outside of the state.
- To describe resident *pleasure* travel characteristics including:
  - reasons for taking a trip.
  - travel group characteristics and socio-demographics.
  - recreation activities in which residents engaged.
  - length of travel, overnight stays, and accommodations.
  - methods of transportation.
  - expenditures.

The results for these objectives are summarized in two prior resident travel reports available at no charge at [www.forestry.umt.edu/itrr](http://www.forestry.umt.edu/itrr).

Montana's Tourism Advisory Council requested the analysis for this report with the following objectives:

- Describe resident traveler behavior in each of the six tourism regions.
- Determine the economic impact of travel in each of the six tourism regions.
- Determine the amount of spending lost by a region as a result of its residents going to other regions for pleasure travel.
- Determine destinations outside of Montana.

While it was originally anticipated that all of these objectives could be met to their fullest capacity, analysis of the resident travel data has proven this assumption incorrect. It is problematic to begin with a statewide data set and break it down to yield regional information because questions asked of the respondents were not of a regional nature and therefore cannot always be analyzed in this way. The most precise estimates of regional resident travel are contained in this report.

## Household Survey Methodology

Between July 1, 1998, and June 30, 1999, interviewers from the Bureau of Business and Economic Research (BBER) Survey Research Facility at The University of Montana contacted over 3,500 Montana resident households using a Random Digit Dialing (RDD) process. Interviewing was conducted every two weeks for twelve months. Throughout this process, multiple attempts were made to contact each telephone number. Attempts were made on weekdays as well as weekends during daytime and evening hours. This method allowed households with differing compositions to be interviewed.

Since each phone number was randomly generated, the method includes non-listed numbers and the interviewer knew nothing about the responding household. Once a household was contacted, a selection process using a Kish<sup>1</sup> grid was applied, ensuring random selection of the individual to be interviewed within multiple person households.

Respondents could refuse to complete an interview either at the very beginning of a call or during the interview. Of the 3,552 households that were contacted, 2,625 completed the interview. The final response rate for the twelve-month study period was 74 percent (Table 0.1). Interviewing was distributed throughout the year in order to obtain an accurate picture of annual travel patterns by Montana residents (Table 0.2).

**Table 0.1: Response Rates & Refusals**

Total number of phone numbers drawn	3,732
Non working numbers	16
Non-eligible numbers	164
Total households contacted	3,552
Non-interviews	179
Refusals	748
<b>Completions (useable surveys)</b>	<b>2,625</b>
<b>Response rate</b>	<b>74%</b>

**Table 0.2: Distribution of Responses**

<b>Month</b>	<b>Completed Interviews</b>
July 1998	211
August 1998	225
September 1998	244
October 1998	191
November 1998	252
December 1998	218
January 1999	215
February 1999	227
March 1999	253
April 1999	213
May 1999	101
June 1999	275
<b>Total</b>	<b>2625</b>

<sup>1</sup> *A Procedure for Objective Respondent Selection Within the Household*. Kish, L. (1949). Journal of the American Statistical Association, 44, 380-387.

## Weighting

Data were weighted to reflect Montana's population as recorded by the U.S. Bureau of the Census. Of particular concern was an unequal population of women and men; men were somewhat more likely to refuse an interview. Weights were calculated using 1997 age and gender population estimates by the U.S. Bureau of the Census<sup>2</sup>. To ensure correct representation of the sample, these weights were applied for all statistical analyses. All statistics presented throughout this report reflect the weighted data set, which provides a more accurate representation of Montana's population.

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<sup>2</sup> Census and Economic Information Center, Montana Department of Commerce.  
[www.com.state.mt.us/ceic/subjects/index.htm#P](http://www.com.state.mt.us/ceic/subjects/index.htm#P) accessed 2/17/99.





# Introduction

This report describes resident travel behavior for residents of each of Montana's six tourism regions as well as Montana visitors to each tourism region. Information regarding Montana's tourism regions and the format of this report follow.

## Montana's Six Tourism Regions

Montana is divided into six tourism regions or countries. This report provides resident travel information based on these existing countries, which are outlined below.

<b><u>Tourism Region</u></b>	<b><u>Montana Counties Included</u></b>
Glacier Country:	Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, Sanders
Russell Country:	Blaine, Cascade, Chouteau, Fergus, Hill, Judith Basin, Liberty, Meagher, Petroleum, Pondera, Teton, Toole, Wheatland
Missouri River Country:	Daniels, Garfield, McCone, Phillips, Richland, Roosevelt, Sheridan, Valley
Custer Country:	Big Horn, Carter, Custer, Dawson, Fallon, Golden Valley, Musselshell, Powder River, Prairie, Rosebud, Treasure, Wibaux, Yellowstone
Yellowstone Country:	Carbon, Gallatin, Park, Stillwater, Sweet Grass
Gold West Country:	Beaverhead, Broadwater, Deer Lodge, Granite, Jefferson, Lewis & Clark, Madison, Powell, Silver Bow

*PASTE IMAGE OF REGIONS HERE*

## **Format of this Report**

This report is divided into 8 chapters. Pleasure travel volume by residents of each tourism region is discussed in Chapter 1, as well as spending for pleasure travel by residents of each region and Montana visitors traveling to each region. Also included in Chapter 1 is travel volume and spending for pleasure trips taken to out of state destinations. Chapters 2 through 7 are dedicated to each of Montana's tourism regions. Each chapter includes a discussion of overall travel behavior for residents of that region, pleasure travel behavior of residents of that region, and travel characteristics for Montana visitors to that region. The tourism regions are in the following order:

- Chapter 2: Glacier Country
- Chapter 3: Russell Country
- Chapter 4: Missouri River Country
- Chapter 5: Custer Country
- Chapter 6: Yellowstone Country
- Chapter 7: Gold West Country

The Chapter 8 summary provides points of comparison between each of the six tourism regions.

# Chapter 1

## Regional Resident Spending for Pleasure Travel

Respondents were asked about spending patterns on their most recent pleasure trip. This section provides discussion on pleasure trip spending for residents of each region, spending for pleasure trips to each region as a destination, and spending for pleasure travel to destinations outside of Montana.

Montana residents spent a total of \$962 million for pleasure travel during the study period. Of that total, \$255 million was spent on trips in Montana and \$707 million was spent on trips outside of Montana.<sup>3</sup>

### 1-1 In-State Pleasure Trip Spending by Residents of Each Region

Glacier and Gold West Country tourism region residents reported the highest amount of in-state pleasure travel (Table 1.1). They also accounted for nearly half (46%) of total pleasure trip spending in Montana, totaling \$117.4 million. Gold West Country residents have the highest pleasure trip spending per household, followed by Yellowstone Country and Russell Country (Tables 1.2).

**Table 1.1: In-state Pleasure Travel Volume by Tourism Region Residents**

Region of Residence	Total households	% of households that took a pleasure trip	Median # of pleasure trips per Month	Annual pleasure trips	In-state pleasure trips*
Glacier	109,043	73	2	1.9 mil	1.4 mil
Russell	59,134	70	3	1.5 mil	1.1 mil
Missouri River	17,488	75	2	315,000	230,000
Custer	75,004	73	2	1.3 mil	950,000
Yellowstone	41,019	78	3	1.2 mil	876,000
Gold West	55,712	75	3	1.9 mil	1.4 mil

\* 73% of annual pleasure trips.

<sup>3</sup> Montana Resident Pleasure Travel, ITRR Research Report 69, November 1999.

**Table 1.2: Pleasure Travel Spending by Tourism Region Residents Traveling to In-State Destinations**

Region of Residence	% of total in-state pleasure trips*	Total pleasure trip spending (millions)	Average per household
Glacier	23%	\$58.7	\$538
Russell	19%	\$48.5	\$820
Missouri River	4%	\$10.2	\$583
Custer	16%	\$40.8	\$544
Yellowstone	15%	\$38.3	\$934
Gold West	23%	\$58.7	\$1054

\* From Table 1.1

## 1-2 Trip Spending by Regional Residents for Pleasure Travel to Out-of-State Destinations

As with in-state pleasure travel, Glacier and Gold West Country residents reported the highest levels of pleasure travel to out-of-state destinations, totaling more than one million pleasure trips (Table 1.3). A total of \$707 million was spent by Montana residents for pleasure travel to out-of-state destinations, with \$325.2 million spent by Glacier and Gold West Country residents. Gold West and Yellowstone Country residents reported the highest average spending per household of all six regions (Table 1.4).

**Table 1.3: Out-of-State Pleasure Travel Volume by Tourism Region Residents**

Country of Residence	Total households	% of households that took a pleasure trip	Median # of pleasure trips per Month	Annual pleasure trips	Out-of-state pleasure trips*
Glacier	109,043	73	2	1.9 mil	513,000
Russell	59,134	70	3	1.5 mil	405,000
Missouri River	17,488	75	2	315,000	85,000
Custer	75,004	73	2	1.3 mil	351,000
Yellowstone	41,019	78	3	1.2 mil	324,000
Gold West	55,712	75	3	1.9 mil	513,000

\* 27% of annual pleasure trips.

**Table 1.4: Pleasure Travel Spending by Tourism Region Residents Traveling to Destinations Out of State**

Region of Residence	% of total out-of-state pleasure trips*	Total pleasure trip spending (millions)	Average per household
Glacier	23%	\$162.6	\$1,491
Russell	18%	\$127.3	\$2,153
Missouri River	4%	\$28.3	\$1,618
Custer	16%	\$113.1	\$1,508
Yellowstone	15%	\$106.1	\$2,587
Gold West	23%	\$162.6	\$2,919

\* From Table 1.3

### 1-3 Pleasure Trip Spending in Montana by Residents Traveling to Each Region

Of the 6.7 million in-state pleasure trips taken by Montana residents, nearly one-third were taken to destinations within Glacier Country tourism region. Yellowstone and Russell Country tourism regions were each the destination for 19 percent of trips, followed by Custer Country, Russell Country, and Missouri River Country tourism regions. Spending in Montana for pleasure trips to Glacier Country totaled \$81.6 million, compared to only \$5.1 million for trips to Missouri River Country (Table 1.5).



It is important to be aware that total spending per region reported in Table 1.5 does not necessarily reflect total spending *in each region*, but total spending *in Montana* on trips taken to each region. It is reasonable to assume a large portion of reported spending occurred in the destination tourism region, but it is not possible to determine actual spending per region from this data.

**Table 1.5: Pleasure Travel Spending in Montana by Residents Traveling to Each Region**

Destination tourism region	% of in-state pleasure trips	Total # of pleasure trips to region	Total spending on pleasure trips to region (millions)
Glacier	32%	2.1 mil	\$81.6
Russell	14%	938,000	\$35.7
Missouri River	2%	134,000	\$5.1
Custer	16%	1.1 mil	\$40.8
Yellowstone	19%	1.3 mil	\$48.5
Gold West	19%	1.3 mil	\$48.5



## Chapter 2

### Glacier Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Glacier Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Glacier Country tourism region.

#### 2-1 Glacier Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Glacier Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Glacier Country tourism region households were more likely to take a pleasure trip (75%) than any other kind of trip during the year. More than one-fourth of Glacier Country households (26%) went on business trips, and 17 percent indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 2.0 - 3.4 trips per month. Households that took business trips generally took 2.0 - 2.3 trips per month and those that took "other" trips generally took 2.0 - 2.2 trips per month (Table 2.1).

**Table 2.1: Overall Glacier Country Household Travel**

Medians for the 12 Month Study	Percent of Glacier Country Households Who Took 1 Or More Trips (n=728)	Typical Range of Monthly Trips for Households that Took Trips (median and mean)	N Value
Pleasure Trips	75%	2.0 - 3.4	543
Business Trips	27%	2.0 - 2.3	196
"Other" Trips	17%	2.0 - 2.2	115

## Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Glacier Country households were more likely to take a pleasure trip during the summer and fall. The fewest number of trips were reported in the spring (Table 2.2).

**Table 2.2: Glacier Country Household *Pleasure* Travel by Season**

Season* of Reported Travel	Percent of Glacier Country Households Who Took 1 Or More Pleasure Trips (n=543)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	74%	3.0 - 3.7	193
<b>Fall</b>	75%	2.0 - 3.2	104
<b>Winter</b>	72%	2.0 - 3.1	179
<b>Spring</b>	71%	2.0 - 3.4	77
<b>Annual</b>	73%	2.0 - 3.4	543

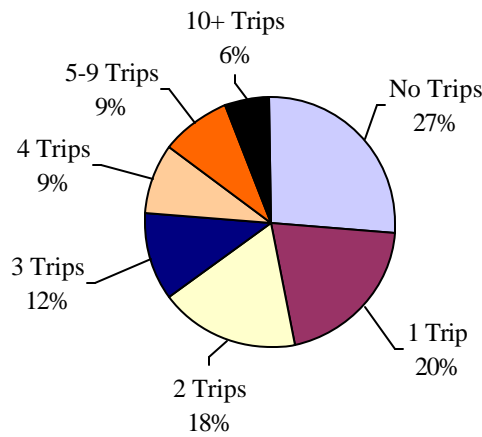
\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May



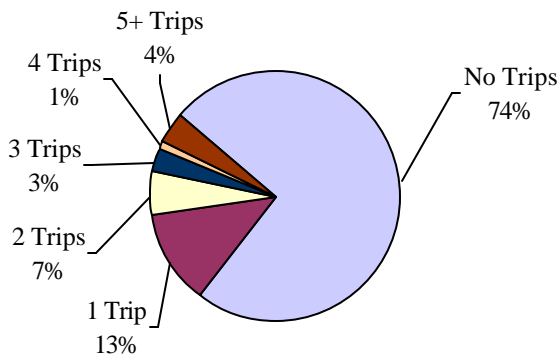
## Number of Trips Per Month

Twenty-four percent of Glacier Country tourism region households reported taking four or more pleasure trips during the month preceding their interview. Half of them reported taking one, two, or three pleasure trips. About one quarter of Glacier Country households traveled for business. The majority of Glacier Country households traveling for "other" reasons took either one or two trips. (Figures 2.1 - 2.3).

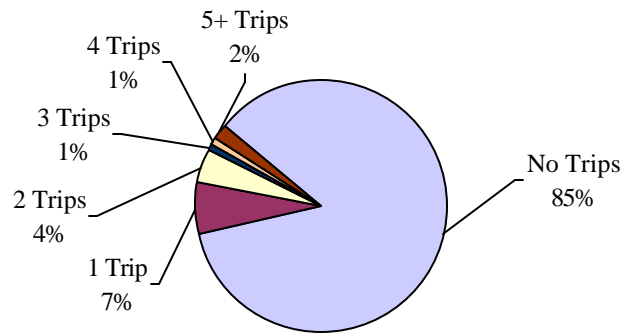
**Figure 2.1: Distribution of Number of *Pleasure* Trips Taken by Glacier Country Households (n=742)**



**Figure 2.2: Distribution of Number of *Business* Trips Taken by Glacier Country Households (n=742)**



**Figure 2.3: Distribution of Number of "*Other*" Trips Taken by Glacier Country Households (n=742)**



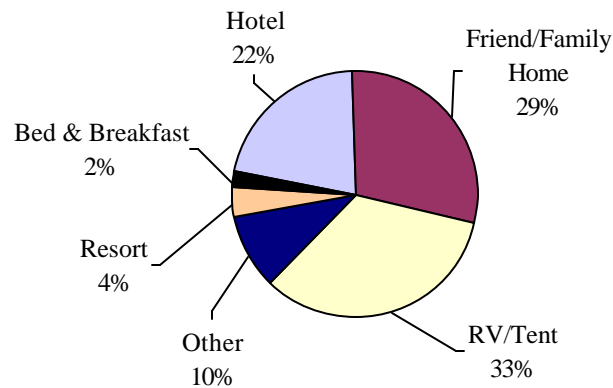
## **2-2 Glacier Country Region Resident *Pleasure* Travel Characteristics**

This section provides a detailed description of Glacier Country tourism region pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trips, destination, group characteristics, activity participation, and demographics.

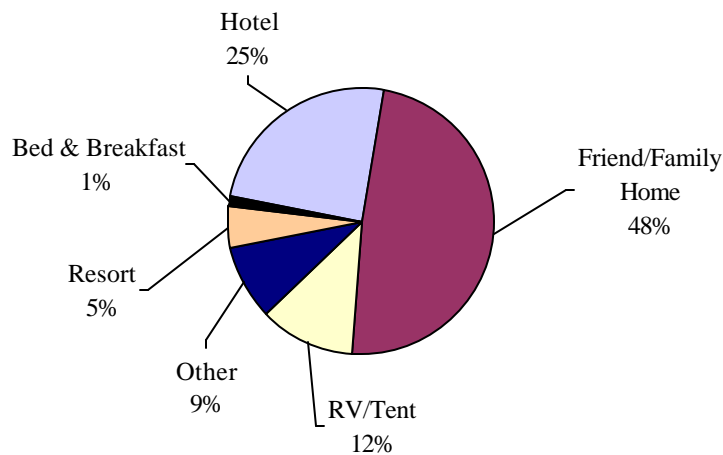
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific accommodation types on their most recent pleasure trip. If traveling overnight in-state, Glacier Country residents generally spent their nights in an RV or tent (33%), with friends or family (29%), or in a hotel (22%). Glacier Country residents traveling out of state generally spent their nights in the home of friends or family (48%) or hotels (25%) (Figures 2.4 - 2.5).

**Figure 2.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Glacier Country Overnight Travel Groups (n=240)**



**Figure 2.5: Percentage of Nights Spent in Each Accommodation Type by Glacier Country Groups Traveling Out of State (n=360)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. The largest portion of in-state travelers spent 2 nights away from home. Glacier Country residents generally spent 7-10 nights away from home (Table 2.3).

**Table 2.3: Glacier Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=315)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=361)</b>
0	25%	2%
1	19%	6%
2	27%	9%
3	11%	8%
4	9%	8%
5	3%	10%
6	1%	5%
7 - 10	2%	28%
11 - 14	1%	12%
15 or more	1%	12%
<b>Nights Away</b>	<b>2 - 3 nights</b>	<b>7 - 10 nights</b>

### Reasons for Most Recent Pleasure Trip

Visiting family & friends and rest & relaxation were the most frequently reported reasons Glacier Country residents took their most recent pleasure trip regardless of destination. Travelers were more likely to travel in-state than out-of-state for recreation, sightseeing, to avoid winter, and to shop. Trips to out-of-state destinations were more likely than in-state trips to be taken for entertainment and family events (Table 2.4).

**Table 2.4: Reason for Glacier Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=314)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=374)</b>
Visiting Family/Friends	27%	45%
Rest & Relaxation	25%	17%
Recreation	9%	6%
Entertainment	6%	7%
Sightseeing	7%	6%
Combination	5%	5%
Family Event	5%	7%
Avoiding Winter	6%	--
Shopping	6%	4%
Special Event	2%	1%
Other	2%	2%
Class Reunion	2%	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Glacier Country tourism residents chose to take a private vehicle on trips in Montana. However, nearly one-third (32%) flew on a commercial airplane to get to or get close to their out of state destination (Table 2.5).

**Table 2.5: Primary Transportation Used During Most Recent Pleasure Trip by Glacier Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=322)</b>	<b>Pleasure Trips to Out of State Destinations (n=378)</b>
Private Vehicle	<b>96%</b>	<b>58%</b>
Commercial Airplane	1%	32%
RV	2%	3%
Rented Vehicle	<1%	1%
Other	1%	5%
Charter Bus	--	1%
Train	<1%	1%

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Glacier Country residents by far favor their own region for pleasure travel (66%) (Table 2.6). For Glacier Country households who traveled outside of Montana on their most recent pleasure trip, popular destinations included Washington (23%), Idaho (9%), California (8%), and foreign countries other than Canada (7%). Eleven destinations accounted for 77 percent of Glacier Country residents traveling out of state (Table 2.7).

**Table 2.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Glacier Country Tourism Region Residents (n=302)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Glacier Country Households</b>
From Glacier Country to Glacier Country	66%
From Glacier Country to Russell Country	9%
From Glacier Country to Missouri River Country	1%
From Glacier Country to Custer Country	4%
From Glacier Country to Yellowstone Country	7%
From Glacier Country to Gold West Country	13%

**Table 2.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Glacier Country Residents (n=378)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Glacier Country Households</b>
Washington	23%
Idaho	9%
California	8%
Foreign country other than Canada	7%
Oregon	6%
Nevada	6%
Canada	5%
Arizona	4%
Colorado	3%
Florida	3%
Alaska	3%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Thirty percent of in-state trips and 22 percent of out-of-state trips included children. Groups that took children generally included one or two. Forty-four percent of out-of-state trips included members from outside the respondents' households. Additionally, 10 percent of groups included 4 or more people from outside their household, regardless of destination (Tables 2.8 - 2.9).

**Table 2.8: Glacier Country Resident Travel Group Members on In-state Trips (n=323)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.56	--	45%	53%	2%	--
Children from Household	.52	70%	14%	12%	4%	1%
Others from Outside Household	1.51	56%	18%	8%	8%	10%

**Table 2.9: Glacier Country Resident Travel Group Members Traveling Out of State (n=375)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.56	--	47%	50%	3%	<1%
Children from Household	.39	78%	10%	9%	3%	1%
Others from Outside Household	1.86	61%	17%	9%	4%	10%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Over one-third of Glacier residents on trips within the state participated in day hiking, and about one-fourth visited historic, cultural, or interpretive centers. Nature photography, fishing, and boating/water sports were also popular activities of in-state pleasure travelers. Activities Glacier Country resident groups were likely to participate in when traveling out of state appear to be those of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals) as well as day hiking and nature photography (Table 2.10).

**Table 2.10: Glacier Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-state Glacier Country Groups with One or More Participants (n=324)	% of Glacier Country Groups Traveling Out of State with One or More Participants (n=378)
Day Hiking	34%	30%
Visit Historic, Cultural, or Interpretive Centers	24%	49%
Nature Photography	22%	28%
Fishing	21%	12%
Boating or Water Sports	19%	21%
Attend a Special Event/Festival	16%	27%
Attend or Participate in a Sporting Event	12%	17%
Backpacking	10%	7%
Hunting	10%	4%
Horseback Riding	6%	3%
Off-Road, ATV, or 4WD	5%	4%
Downhill Skiing or Snowboarding	4%	2%
Golf	4%	8%
Snowmobiling	3%	1%
Cross Country Skiing	1%	1%
Ice Fishing	1%	1%



## Traveler Demographics

Glacier Country residents traveling in Montana were somewhat younger than groups traveling out of state, were more likely to have children in the household, had a lower average household income, and were slightly less educated than resident groups traveling to out-of-state destinations (Table 2.11).

**Table 2.11: Traveler Demographics of Glacier Country Tourism Region Groups that took a Pleasure Trip**

Demographic Characteristic	Glacier Country Groups Traveling in Montana (n=324)	Glacier Country Groups Traveling Out-of-State (n=377)
Respondents' Gender		
• Women	49%	58%
• Men	51%	42%
Age of respondent		
• Ages 18-29	24%	21%
• Ages 30-49	46%	38%
• Ages 50-64	17%	26%
• Ages 65+	13%	15%
Average household size	2.79	2.53
Avg. # of children in all households	.80	.66
Avg. # of adults per household	1.99	1.87
Avg. # of children in households w/children	1.95	2.05
• Households w/o children	59%	68%
Median household income	\$20,000-\$34,999	\$35,000-\$49,999
Total household income		
• Less than 10,000	23%	19%
• \$10,000-\$14,999	7%	3%
• \$15,000-\$19,999	5%	6%
• \$20,000-\$34,999	20%	21%
• \$35,000-\$49,999	20%	19%
• \$50,000-\$100,000	22%	24%
• Over \$100,000	4%	7%
Respondents' Educational Attainment		
• Less than High School	12%	9%
• Completed High School	57%	58%
• Some College	9%	7%
• Completed Bachelor's Degree or higher	23%	27%

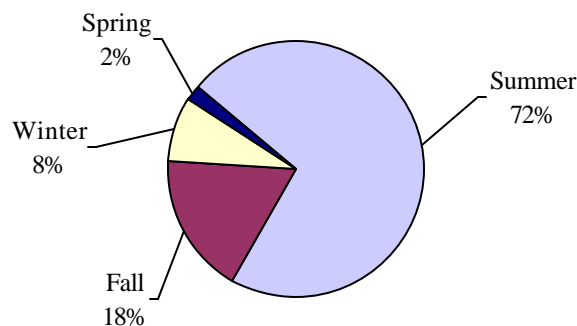
## 2-3 Characteristics of Pleasure Travelers to Glacier Country Tourism Region

This section provides a description of Montana resident pleasure travelers who indicated areas within Glacier Country tourism region as the destination of their most recent pleasure trip. Some of these destinations include Kalispell, Polson, Whitefish, Flathead Lake, Missoula, Seeley Lake, and Glacier National Park. As with the previous section, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Glacier Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

### Pleasure Travel by Season

Pleasure trips to Glacier Country were most likely to occur during the summer or fall. Only two percent of pleasure trips to Glacier Country occurred in the spring (Figure 2.6).

**Figure 2.6: Pleasure Travel in Glacier Country by Season\* (n=267)**

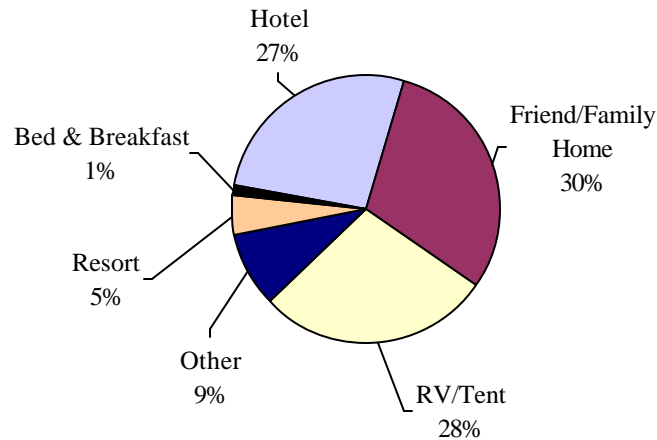


\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Glacier Country. Respondents generally spent their nights with friends or family (30%), in an RV or tent (28%), or in a hotel (27%) (Figure 2.7).

**Figure 2.7: Percentage of Nights Spent in Each Accommodation Type by Glacier Country Overnight Travel Groups (n=286)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Glacier Country tourism region. Visitors generally spent 2 nights away from home, with 23% of visitors spending no nights away (Table 2.12).

**Table 2.12: Nights Away from Home on Pleasure Trips to Glacier Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Glacier Country (n=370)
0	23%
1	14%
2	29%
3	13%
4	9%
5	5%
6	1%
7 - 10	4%
11 - 14	2%
15 or more	1%
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends and rest & relaxation were the most frequently reported reasons for pleasure trips to Glacier Country tourism region, followed by recreation and sightseeing (Table 2.13).

**Table 2.13: Reason for Pleasure Trip to Glacier Country**

<b>Reason</b>	<b>Pleasure Trips to Glacier Country (n=358)</b>
Visiting Family/ Friends	27%
Rest & Relaxation	26%
Recreation	10%
Sightseeing	8%
Entertainment	7%
Shopping	7%
Family Event	6%
Combination	5%
Avoiding Winter	2%
Other	2%
Special Event	1%
Class Reunion	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Glacier Country. The vast majority of visitors chose to take a private vehicle (Table 2.14).

**Table 2.14: Primary Transportation Used During Most Recent Pleasure Trip to Glacier Country**

<b>Transportation</b>	<b>Glacier Country Pleasure Trips (n=370)</b>
Private Vehicle	<b>96%</b>
Commercial Airplane	--
RV	3%
Rented Vehicle	--
Other	1%
Charter Bus	1%
Train	1%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Glacier Country tourism region. Although most travel groups did not include children, those groups that did bring children generally brought along one or two. If groups included people from outside their household, one or two others were generally included (Table 2.15).

**Table 2.15: Travel Group Members on Pleasure Trips to Glacier Country (n=364)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.63	--	39%	58%	2%	<1%
Children from Household	.67	65%	13%	16%	5%	2%
Others from Outside Household	1.33	57%	16%	8%	8%	11%

### Tourism Region of Residence for Groups on Pleasure Trips

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. Over half of pleasure travelers indicating destinations in Glacier Country tourism region were from Glacier Country itself. Russell Country and Gold West Country were other likely origins for pleasure travelers (Table 2.16).

**Table 2.16: Tourism Region of Residence for Pleasure Trip Groups to Glacier Country (n=372)**

	Percent of Pleasure Trip Travel Groups with Destinations in Glacier Country
Glacier Country to Glacier Country	54%
Russell Country to Glacier Country	19%
Missouri River Country to Glacier Country	2%
Custer Country to Glacier Country	7%
Yellowstone Country to Glacier Country	5%
Gold West Country to Glacier Country	15%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Glacier Country. Over one-third of visitor groups participated in day hiking, and one-fourth participated in boating or water sports. Nearly one-fourth participated in nature photography as well as visiting historic, cultural, or interpretive centers. Attending special events and fishing were also popular activities for visitor groups to Glacier Country tourism region (Table 2.17).

**Table 2.17: Activity Participation on Most Recent Pleasure Trip to Glacier Country**

Activity	% of Pleasure Travel Groups with One or More Participants (n=372)
Day Hiking	34%
Boating or Water Sports	25%
Nature Photography	23%
Visit Historic, Cultural, or Interpretive Centers	23%
Attend a Special Event/Festival	19%
Fishing	19%
Attend or Participate in a Sporting Event	13%
Backpacking	9%
Golf	9%
Horseback Riding	5%
Hunting	5%
Off-Road, ATV, or 4WD	5%
Downhill Skiing or Snowboarding	4%
Snowmobiling	3%
Cross Country Skiing	1%
Ice Fishing	--

## Traveler Demographics

Pleasure travelers to Glacier Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$20,000 but less than \$35,000, and were somewhat likely to have some college-level education (Table 2.18).

**Table 2.18: Demographics of Pleasure Travel Groups to Glacier Country**

Demographic Characteristic	Pleasure Travelers to Glacier Country (n=372)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	50% 50%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	24% 47% 15% 13%
Average household size	2.90
Avg. # of children in all households Avg. # of adults per household Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	.94 1.96 2.05 54%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$20,000-\$34,999          22% 5% 6% 17% 23% 22% 4%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	8% 55% 10% 27%





# Chapter 3

## Russell Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Russell Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Russell Country tourism region.

### 3-1 Russell Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Russell Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Russell Country households were more likely to take a pleasure trip (70%) than any other kind of trip during the year. About one-third of Russell Country households (31%) went on business trips, and less than one in five respondents (18%) indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 3.0 - 3.3 trips per month. Households that took business trips generally took 1.0 - 2.1 trips per month and those that took "other" trips generally took 2.9 - 3.0 trips per month (Table 3.1).

**Table 3.1: Overall Russell Country Household Travel**

Medians for the 12 Month Study	Percent of Russell Country Households Who Took 1 Or More Trips (n=469)	Typical Range of Monthly Trips for Households that Took Trips (median and mean)	N Value
Pleasure Trips	70%	3.0 - 3.3	328
Business Trips	31%	1.0 - 2.1	147
"Other" Trips	18%	2.9 - 3.0	20*

*\* Please exercise caution when interpreting these results. The number of responses (or n-value) is too low for the results to be statistically accurate.*

### Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Russell Country households were more likely to take a pleasure trip during the summer and winter. The fewest number of trips were reported in the fall (Table 3.2).

**Table 3.2: Russell Country Household *Pleasure* Travel by Season**

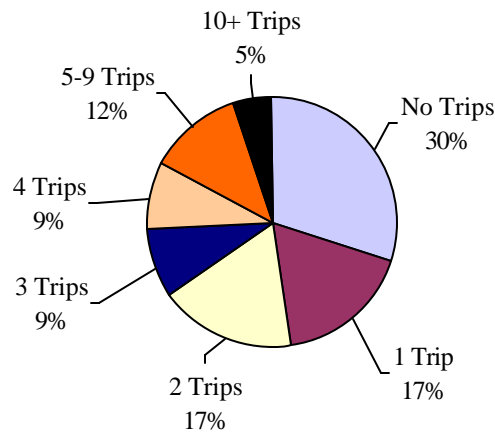
Season* of Reported Travel	Percent of Russell Country Households Who Took 1 Or More Pleasure Trips (n=328)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	74%	2.0 - 3.0	124
<b>Fall</b>	62%	3.0 - 3.6	48
<b>Winter</b>	70%	2.0 - 3.6	112
<b>Spring</b>	69%	3.0 - 3.8	44
<b>Annual</b>	70%	3.0 - 3.3	328

\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

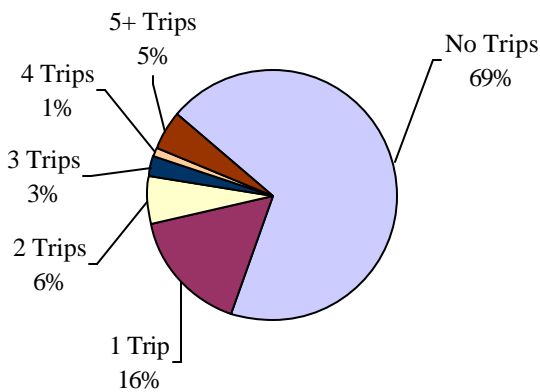
### Number of Trips Per Month

Twenty-six percent of Russell Country households reported taking four or more pleasure trips during the month preceding their interview and 43 percent reported taking one, two, or three pleasure trips. Nearly one-third of Russell Country households traveled for business. The majority of Russell Country households traveling for "other" reasons took either one or two trips. (Figures 3.1 - 3.3).

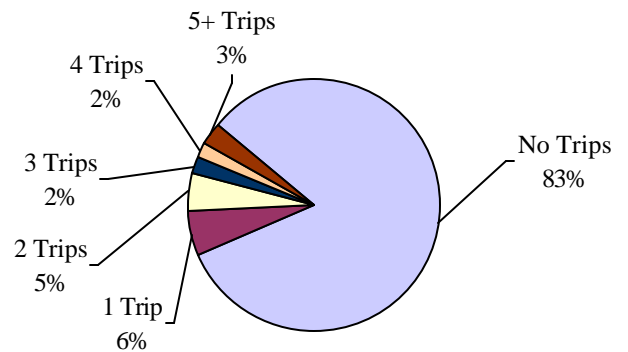
**Figure 3.1: Distribution of Number of *Pleasure* Trips Taken by Russell Country Households (n=469)**



**Figure 3.2: Distribution of Number of *Business* Trips Taken by Russell Country Households (n=469)**



**Figure 3.3: Distribution of Number of "*Other*" Trips Taken by Russell Country Households (n=469)**



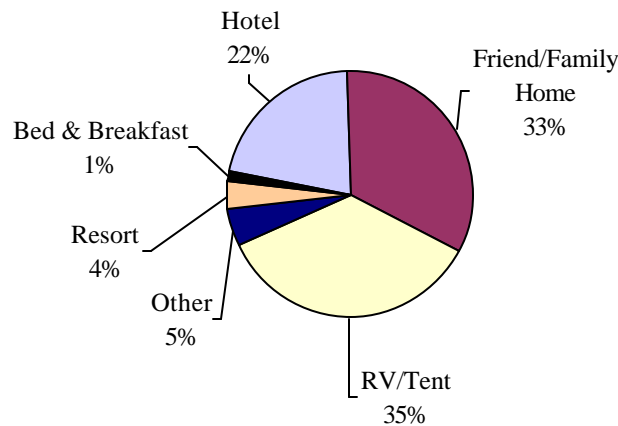
### **3-2 Russell Country Resident *Pleasure* Travel Characteristics**

This section provides a detailed description of Russell Country pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trips, destination, group characteristics, activity participation, and demographics.

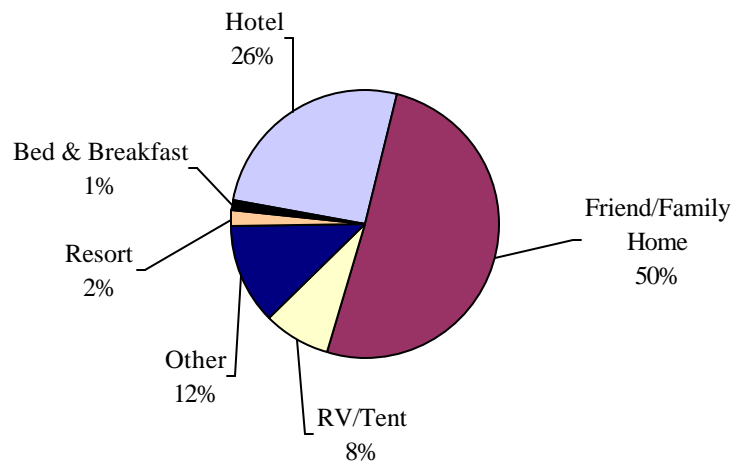
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip. If traveling overnight in-state, Russell Country residents generally spent their nights in an RV or tent (35%), with friends or family (33%), or in a hotel (22%). Russell Country residents traveling out of state generally spent their nights in the home of friends or family (50%) or hotels (26%) (Figures 3.4 - 3.5).

**Figure 3.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Russell Country Overnight Travel Groups (n=195)**



**Figure 3.5: Percentage of Nights Spent in Each Accommodation Type by Russell Country Groups Traveling Out of State (n=192)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Russell Country residents traveling in Montana averaged 2-3 nights away from home, with the largest portion of in-state groups spending 2 nights away. Groups traveling out of state averaged 7-11 nights away from home, with only 1 in 5 groups spending no nights away (Table 3.3).

**Table 3.3: Russell Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=239)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=194)</b>
0	20%	1%
1	14%	4%
2	29%	6%
3	13%	10%
4	8%	9%
5	6%	11%
6	<1%	8%
7 - 10	6%	21%
11 - 14	3%	11%
15 or more	<1%	19%
<b>Nights Away</b>	<b>2 - 3 nights</b>	<b>7 - 11 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends was the most frequently reported reason Russell Country residents took their most recent pleasure trips regardless of destination. Travelers were more likely to travel in-state than out-of-state for rest & relaxation, recreation, entertainment, and to avoid winter. Trips to out-of-state destinations were more likely than in-state trips to be taken for sightseeing and family events (Table 3.4).

**Table 3.4: Reason for Russell Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=231)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=196)</b>
Visiting Family/Friends	26%	48%
Rest & Relaxation	21%	--
Recreation	13%	2%
Entertainment	8%	7%
Sightseeing	7%	9%
Combination	6%	6%
Family Event	6%	8%
Avoiding Winter	6%	1%
Shopping	3%	1%
Special Event	2%	--
Other	2%	3%
Class Reunion	1%	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Russell Country residents chose to take a private vehicle on trips in Montana. However, about one-third flew on a commercial airplane to get to or get close to their out of state destination (Table 3.5).

**Table 3.5: Primary Transportation Used During Most Recent Pleasure Trip by Russell Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=243)</b>	<b>Pleasure Trips to Out of State Destinations (n=196)</b>
Private Vehicle	<b>88%</b>	<b>58%</b>
Commercial Airplane	<1%	33%
RV	7%	3%
Rented Vehicle	--	1%
Other	3%	2%
Charter Bus	1%	1%
Train	1%	3%

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Russell Country residents tended to favor Glacier Country and their own region for pleasure travel (32% and 25%, respectively), followed by Gold West Country (19%) (Table 3.6). For Russell Country households who traveled outside of Montana on their most recent pleasure trip, Washington was by far the most popular destination (16%). Eleven destinations accounted for 69 percent of Russell Country residents traveling out of state (Table 3.7).

**Table 3.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Russell Country Tourism Region Residents (n=217)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Russell Country Households</b>
From Russell Country to Glacier Country	32%
From Russell Country to Russell Country	25%
From Russell Country to Missouri River Country	1%
From Russell Country to Custer Country	11%
From Russell Country to Yellowstone Country	13%
From Russell Country to Gold West Country	19%

**Table 3.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Russell Country Tourism Region Residents (n=196)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Russell Country Households</b>
Washington	16%
Canada	8%
California	7%
Oregon	7%
Nevada	5%
Foreign country other than Canada	5%
Arizona	5%
Idaho	4%
Colorado	4%
Texas	4%
North Dakota	4%



### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Although most Russell Country tourism region travel groups did not include children, those groups that did bring children generally brought along one or two. If groups included people from outside their household, one or two others were generally included. However, 17 percent of groups traveling in Montana included 4 or more members from outside their household (Tables 3.8 - 3.9).

**Table 3.8: Russell Country Resident Travel Group Members on In-state Trips (n=242)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.59	--	46%	50%	3%	1%
Children from Household	.68	63%	15%	16%	3%	3%
Others from Outside Household	2.34	50%	18%	11%	4%	17%

**Table 3.9: Russell Country Resident Travel Group Members Traveling Out of State (n=194)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.52	--	50%	48%	2%	--
Children from Household	.38	80%	8%	7%	5%	<1%
Others from Outside Household	1.52	64%	16%	9%	4%	7%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Over one-third of Russell Country residents on trips in the state participated in day hiking, and about one-fourth photographed nature. Visiting historic, cultural, or interpretive centers, fishing, and attending special events/festivals were also popular activities of in-state pleasure travelers. Activities Russell Country resident groups were likely to participate in when traveling out of state are those of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals) as well as nature photography (Table 3.10).

**Table 3.10: Russell Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-state Russell Country Groups with One or More Participants (n=244)	% of Russell Country Groups Traveling Out of State with One or More Participants (n=196)
Day Hiking	34%	17%
Nature Photography	24%	22%
Visit Historic, Cultural, or Interpretive Centers	21%	49%
Fishing	20%	8%
Attend a Special Event/Festival	19%	29%
Attend or Participate in a Sporting Event	15%	17%
Boating or Water Sports	14%	14%
Off-Road, ATV, or 4WD	9%	7%
Horseback Riding	8%	2%
Hunting	8%	2%
Backpacking	6%	2%
Golf	4%	6%
Downhill Skiing or Snowboarding	2%	1%
Snowmobiling	2%	1%
Cross Country Skiing	<1%	--
Ice Fishing	--	--

## Traveler Demographics

Russell Country residents traveling in Montana were somewhat younger than groups traveling out of state, were more likely to have children in the household, were slightly less likely to be the upper end of the household income scale, but were slightly more educated than resident groups traveling to out-of-state destinations (Table 3.11).

**Table 3.11: Traveler Demographics of Russell Country Tourism Region Groups that took a Pleasure Trip**

Demographic Characteristic	Russell Country Groups Traveling in Montana (n=244)	Russell Country Groups Traveling Out-of-State (n=196)
Respondents' Gender		
• Women	52%	55%
• Men	48%	45%
Age of respondent		
• Ages 18-29	16%	18%
• Ages 30-49	50%	34%
• Ages 50-64	21%	21%
• Ages 65+	14%	28%
Average household size	2.67	2.29
Avg. # of children in all households	.85	.55
Avg. # of adults per household	1.82	1.74
Avg. # of children in households w/children	1.91	1.98
• Households w/o children	56%	72%
Median household income	\$20,000-\$34,999	\$20,000-\$34,999
Total household income		
• Less than 10,000	19%	22%
• \$10,000-\$14,999	6%	6%
• \$15,000-\$19,999	11%	6%
• \$20,000-\$34,999	23%	21%
• \$35,000-\$49,999	18%	17%
• \$50,000-\$100,000	20%	19%
• Over \$100,000	3%	9%
Respondents' Educational Attainment		
• Less than High School	10%	6%
• Completed High School	55%	66%
• Some College	8%	5%
• Completed Bachelor's Degree or higher	27%	23%

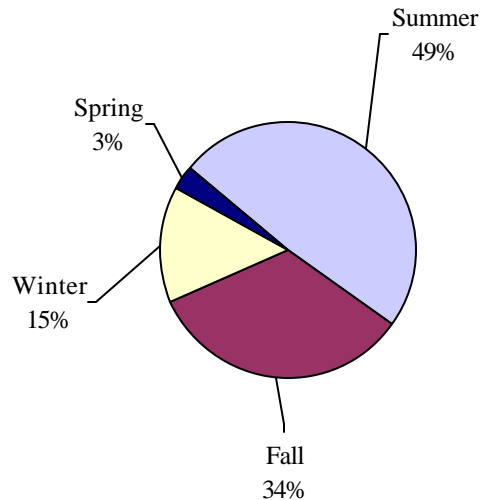
### 3-3 Characteristics of Pleasure Travelers to Russell Country Tourism Region

This section provides a detailed description of Montana residents who indicated areas within Russell Country tourism region as the destination of their most recent pleasure trip. Some destinations include Great Falls, Lewistown, Havre, Shelby, and Choteau. Again, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Russell Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

#### Pleasure Travel by Season

Pleasure travelers to Russell Country were most likely to take their trip during the summer or fall. Only three percent of pleasure trips to Russell Country occurred in the spring (Figure 3.6).

**Figure 3.6: Pleasure Travel in Russell Country by Season\* (n=108)**

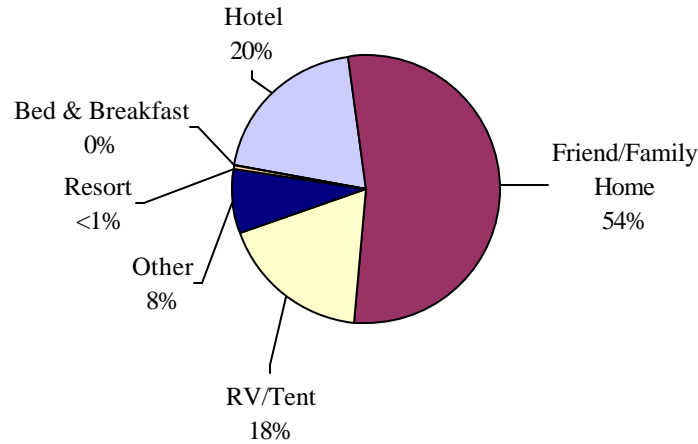


\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Russell Country. Respondents generally spent their nights with friends or family (54%), in a hotel (20%), or in an RV or tent (18%) (Figure 3.7).

**Figure 3.7: Percentage of Nights Spent in Each Accommodation Type by Russell Country Overnight Travel Groups (n=122)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Russell Country tourism region. Visitors generally spent 2 nights away from home, with 22 percent of visitors spending no nights away (Table 3.12).

**Table 3.12: Nights Away from Home on Pleasure Trips to Russell Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Russell Country (n=157)
0	22%
1	24%
2	19%
3	16%
4	7%
5	1%
6	3%
7 - 10	7%
11 - 14	1%
15 or more	--
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends and recreation were the most frequently reported reasons for pleasure trips to Russell Country tourism region (Table 3.13).

**Table 3.13: Reason for Pleasure Trip to Russell Country**

<b>Reason</b>	<b>Pleasure Trips to Russell Country (n=155)</b>
Visiting Family/ Friends	38%
Recreation	12%
Combination	11%
Rest & Relaxation	10%
Entertainment	9%
Shopping	5%
Family Event	4%
Avoiding Winter	4%
Sightseeing	3%
Special Event	3%
Class Reunion	1%
Other	--

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Russell Country. The vast majority of visitors chose to take a private vehicle (Table 3.14).

**Table 3.14: Primary Transportation Used During Most Recent Pleasure Trip to Russell Country**

<b>Transportation</b>	<b>Russell Country Pleasure Trips (n=158)</b>
Private Vehicle	<b>95%</b>
Commercial Airplane	--
RV	1%
Rented Vehicle	--
Other	4%
Charter Bus	<1%
Train	<1%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Russell Country. Although most travel groups did not include children, those groups that did bring children generally brought along one child. If groups included people from outside their household, one other was generally included, but 13 percent of groups included 4 or more members from outside the respondents' household (Table 3.15).

**Table 3.15: Travel Group Members on Pleasure Trips to Russell Country (n=157)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.52	--	51%	47%	3%	--
Children from Household	.61	63%	19%	12%	4%	1%
Others from Outside Household	2.21	52%	22%	10%	3%	13%

### Tourism Region of Residence for Groups on Pleasure Trips

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. Over one-third of pleasure travelers indicating destinations in Russell Country tourism region were from Russell Country itself (34%). Gold West Country (18%) and Glacier Country (16%) were other likely origins of pleasure travelers (Table 3.16).

**Table 3.16: Tourism Region of Residence for Pleasure Trip Groups to Russell Country (n=159)**

	Percent of Pleasure Trip Travel Groups with Destinations in Russell Country
Glacier Country to Russell Country	16%
Russell Country to Russell Country	34%
Missouri River Country to Russell Country	11%
Custer Country to Russell Country	12%
Yellowstone Country to Russell Country	9%
Gold West Country to Russell Country	18%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Russell Country. Nearly one-fourth of visitor groups participated in day hiking. Attending special events/festivals, attending or participating in sporting events, and visiting historic, cultural, or interpretive centers were also popular activities (Table 3.17).

**Table 3.17: Activity Participation on Most Recent Pleasure Trip to Russell Country**

<b>Activity</b>	<b>% of Pleasure Travel Groups with One or More Participants (n=159)</b>
Day Hiking	22%
Attend a Special Event/Festival	17%
Attend or Participate in a Sporting Event	16%
Visit Historic, Cultural, or Interpretive Centers	16%
Fishing	15%
Nature Photography	13%
Hunting	7%
Boating or Water Sports	6%
Golf	6%
Off-Road, ATV, or 4WD	4%
Backpacking	2%
Cross Country Skiing	1%
Downhill Skiing or Snowboarding	1%
Horseback Riding	1%
Ice Fishing	1%
Snowmobiling	1%



## Traveler Demographics

Pleasure travelers to Russell Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$20,000 but less than \$35,000, and were somewhat likely to have some college-level education (Table 3.18).

**Table 3.18: Demographics of Pleasure Travel Groups to Russell Country**

Demographic Characteristic	Pleasure Travelers to Russell Country (n=159)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	51% 49%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	25% 40% 17% 17%
Average household size	2.70
Avg. # of children in all households Avg. # of adults per household Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	.86 1.84 1.92 55%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$20,000-\$34,999         23% 12% 13% 21% 16% 13% 3%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	10% 63% 8% 19%



## Chapter 4

### Missouri River Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Missouri River Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Missouri River Country tourism region.

#### 4-1 Missouri River Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Missouri River Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Missouri River Country households were more likely to take a pleasure trip (75%) than any other kind of trip during the year. More than one-fourth of Missouri River Country households (27%) went on business trips, and less than one in five respondents (16%) indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 2.0 - 3.4 trips per month. Households that took business trips generally took 2.0 - 2.3 trips per month and those that took "other" trips generally took 2.9 - 3.0 trips per month (Table 4.1).

**Table 4.1: Overall Missouri River Country Household Travel**

<b>Medians for the 12 Month Study</b>	<b>Percent of Missouri River Country Households Who Took 1 Or More Trips (n=135)</b>	<b>Typical Range of Monthly Trips for Households that Took Trips (median and mean)</b>	<b>N Value</b>
<b>Pleasure Trips</b>	75%	2.0 - 3.4	95
<b>Business Trips</b>	27%	2.0 - 2.3	42
<b>"Other" Trips</b>	16%	2.9 - 3.0	20

### Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Missouri River Country households were more likely to take a pleasure trip during the summer and fall. The fewest number of trips were reported in the winter (Table 4.2).

**Table 4.2: Missouri River Country Household *Pleasure* Travel by Season**

Season* of Reported Travel	Percent of Missouri River Country Households Who Took 1 Or More Pleasure Trips (n=95)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	82%	3.0 - 3.5	39
<b>Fall</b>	79%	2.0 - 3.6	15
<b>Winter</b>	64%	3.0 - 4.0	28
<b>Spring</b>	75%	1.0 - 1.7	13
<b>Annual</b>	75%	2.0 - 3.4	95

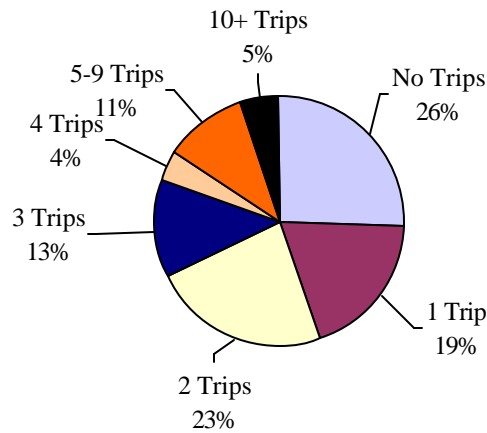
\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

**Note: Please exercise caution when interpreting the above results! The number of responses (or n-value) is too low for the results to be statistically accurate**

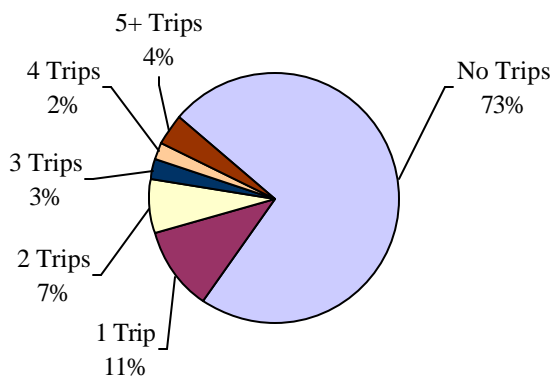
## Number of Trips Per Month

Twenty percent of Missouri River Country households reported taking four or more pleasure trips during the month preceding their interview and 55 percent reported taking one, two, or three pleasure trips. Over one quarter of Missouri River Country households traveled for business. Missouri River Country households traveling for "other" reasons generally took either two or three trips. (Figures 4.1 - 4.3).

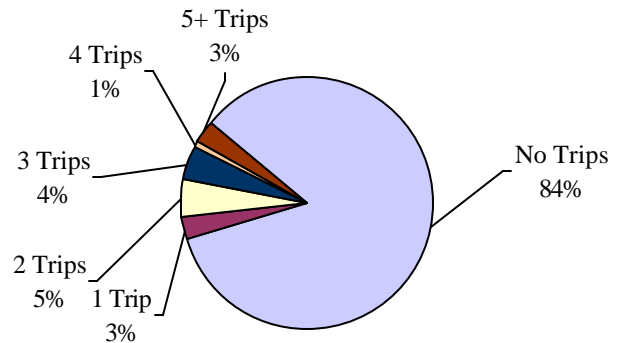
**Figure 4.1: Distribution of Number of *Pleasure* Trips Taken by Missouri River Country Households (n=135)**



**Figure 4.2: Distribution of Number of *Business* Trips Taken by Missouri River Country Households (n=135)**



**Figure 4.3: Distribution of Number of "*Other*" Trips Taken by Missouri River Country Households (n=135)**



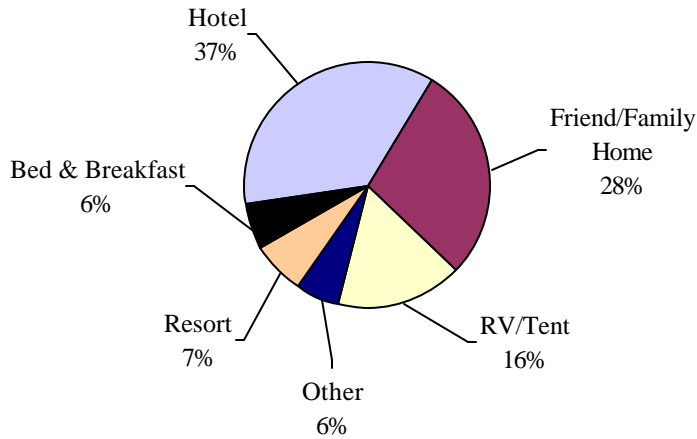
## **4-2 Missouri River Country Region Resident *Pleasure* Travel Characteristics**

This section provides a detailed description of Missouri River Country tourism region pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trips, destination, group characteristics, activity participation, and demographics.

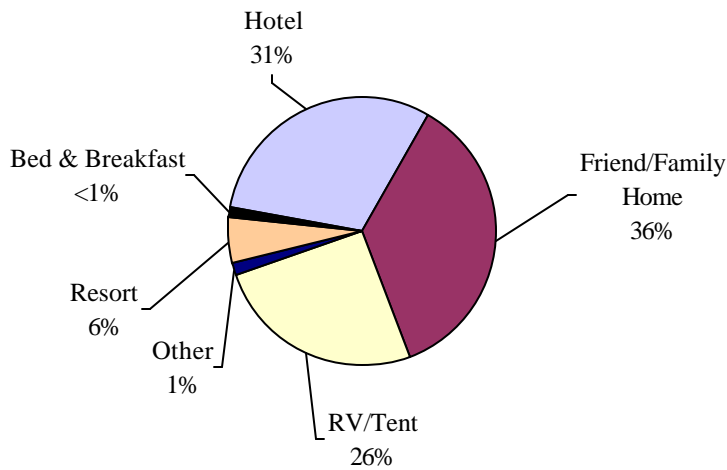
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip. If traveling overnight in-state, Missouri River Country residents generally spent their nights in a hotel (37%), with friends or family (28%), or in an RV or tent (16%). Missouri River Country residents traveling out of state generally spent their nights in the home of friends or family (36%), hotels (31%), or in an RV or tent (26%) (Figures 4.4 - 4.5).

**Figure 4.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Missouri River Country Overnight Travel Groups (n=61)**



**Figure 4.5: Percentage of Nights Spent in Each Accommodation Type by Missouri River Country Groups Traveling Out of State (n=55)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Missouri River Country resident groups traveling overnight in Montana generally spent one or three nights away from home, compared to 6-9 nights away from home on trips to out-of-state destinations (Table 4.3).

**Table 4.3: Missouri River Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=73)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=57)</b>
0	16%	4%
1	27%	5%
2	13%	10%
3	24%	6%
4	9%	15%
5	5%	7%
6	1%	3%
7 - 10	5%	24%
11 - 14	1%	13%
15 or more	--	13%
<b>Nights Away</b>	<b>2 - 3 nights</b>	<b>6 - 9 nights</b>



### Reasons for Most Recent Pleasure Trip

Visiting family & friends was the most frequently reported reason Missouri River Country residents took their most recent pleasure trip regardless of destination. Travelers were more likely to travel in-state than out of state for recreation, sightseeing, shopping, and to avoid winter events. Trips to out-of-state destinations were more likely than in-state trips to be taken for rest & relaxation, entertainment, and family events (Table 4.4).

**Table 4.4: Reason for Missouri River Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=72)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=58)</b>
Visiting Family/Friends	31%	45%
Combination	17%	5%
Rest & Relaxation	13%	24%
Recreation	9%	3%
Sightseeing	7%	3%
Entertainment	6%	10%
Family Event	5%	6%
Shopping	5%	4%
Special Event	3%	--
Avoiding Winter	2%	--
Class Reunion	2%	2%
Other	1%	--

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Missouri River Country tourism residents chose to take a private vehicle on trips in Montana. However, more than one in five flew on a commercial airplane to get to or get close to their out of state destination (Table 4.5).

**Table 4.5: Primary Transportation Used During Most Recent Pleasure Trip by Missouri River Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=73)</b>	<b>Pleasure Trips to Out of State Destinations (n=58)</b>
Private Vehicle	94%	67%
Commercial Airplane	---	21%
RV	2%	4%
Rented Vehicle	--	--
Other	3%	3%
Charter Bus	--	1%
Train	1%	5%

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Missouri River Country residents tended to favor Custer Country (26%), Russell Country (25%), and Yellowstone Country (19%) more than their own region for pleasure travel (Table 4.6). For Missouri River Country households who traveled outside of Montana on their most recent pleasure trip, North Dakota (18%), Wyoming (14%), and Washington (10%) were the most popular destinations. Seven destinations accounted for 68 percent of Missouri River Country residents traveling out of state (Table 4.7).

**Table 4.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Missouri River Country Tourism Region Residents (n=73)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Missouri River Country Households</b>
From Missouri River Country to Glacier Country	9%
From Missouri River Country to Russell Country	25%
From Missouri River Country to Missouri River Country	16%
From Missouri River Country to Custer Country	26%
From Missouri River Country to Yellowstone Country	19%
From Missouri River Country to Gold West Country	5%

**Table 4.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Missouri River Country Tourism Region Residents (n=58)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Missouri River Country Households</b>
North Dakota	18%
Wyoming	14%
Washington	10%
Minnesota	8%
Nevada	8%
South Dakota	5%
Hawaii	5%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Missouri River Country groups traveling in Montana were more likely than groups traveling out of state to include children and members from outside their household on their trip (Tables 4.8 - 4.9).

**Table 4.8: Missouri River Country Resident Travel Group Members on In-state Trips (n=72)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.71	--	35%	60%	4%	2%
Children from Household	.52	65%	23%	6%	6%	--
Others from Outside Household	1.21	48%	29%	5%	7%	11%

**Table 4.9: Missouri River Country Resident Travel Group Members Traveling Out of State (n=58)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.62	--	45%	49%	7%	--
Children from Household	.41	80%	6%	8%	4%	2%
Others from Outside Household	1.88	55%	15%	9%	7%	14%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Attending special events/festivals (16%), boating or water sports (13%), and visiting historic, cultural, or interpretive centers (13%) were the most popular activities for Missouri River residents to participate in on their pleasure trip in Montana. Activities Missouri River Country resident groups were likely to participate in when traveling out of state are those of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals), as well as nature photography (Table 4.10).

**Table 4.10: Missouri River Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-state Missouri River Country Groups with One or More Participants (n=73)	% of Missouri River Country Groups Traveling Out of State with One or More Participants (n=58)
Attend a Special Event/Festival	16%	38%
Boating or Water Sports	13%	11%
Visit Historic, Cultural, or Interpretive Centers	13%	53%
Fishing	11%	16%
Day Hiking	10%	12%
Attend or Participate in a Sporting Event	8%	15%
Nature Photography	8%	31%
Hunting	6%	--
Backpacking	5%	1%
Golf	4%	11%
Horseback Riding	2%	3%
Ice Fishing	2%	2%
Off-Road, ATV, or 4WD	2%	2%
Snowmobiling	1%	2%
Cross Country Skiing	--	--
Downhill Skiing or Snowboarding	--	1%

## Traveler Demographics

Missouri River Country residents traveling in Montana were quite a bit younger than groups traveling out of state, were more likely to have children in the household, were at the lower end of the income scale, and were slightly more educated than resident groups traveling to out-of-state destinations (Table 4.11).

**Table 4.11: Traveler Demographics of Missouri River Country Tourism Region  
Groups that took a Pleasure Trip**

Demographic Characteristic	Missouri River Country Groups Traveling in Montana (n=73)	Missouri River Country Groups Traveling Out-of- State (n=58)
Respondents' Gender		
• Women	37%	51%
• Men	63%	49%
Age of respondent		
• Ages 18-29	26%	9%
• Ages 30-49	34%	44%
• Ages 50-64	19%	22%
• Ages 65+	21%	26%
Average household size	2.62	2.58
Avg. # of children in all households	.76	.76
Avg. # of adults per household	1.86	1.82
Avg. # of children in households w/children	1.75	2.22
• Households w/o children	57%	66%
Median household income	\$20,000-\$34,999	\$20,000-\$34,999
Total household income		
• Less than 10,000	38%	24%
• \$10,000-\$14,999	4%	5%
• \$15,000-\$19,999	4%	6%
• \$20,000-\$34,999	18%	20%
• \$35,000-\$49,999	16%	20%
• \$50,000-\$100,000	15%	25%
• Over \$100,000	5%	1%
Respondents' Educational Attainment		
• Less than High School	7%	15%
• Completed High School	61%	61%
• Some College	10%	7%
• Completed Bachelor's Degree or higher	22%	17%

### 4-3 Characteristics of Pleasure Travelers to Missouri River Country Tourism Region

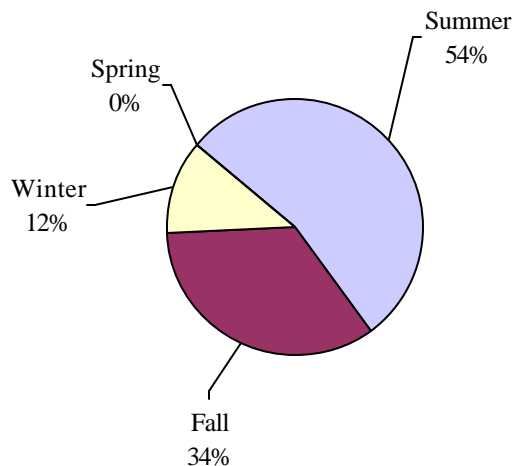
This section provides a detailed description of Montana residents who indicated areas within Missouri River Country tourism region as the destination of their most recent pleasure trip. Some typical destinations include Sidney, Fort Peck, Wolf Point, Glasgow, and Plentywood. Again, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Missouri River Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

**Note:** The number of respondents that indicated a pleasure trip destination within Missouri River Country was less than the amount required for statistical accuracy. While the information in this section may be helpful in understanding Montana visitors to Missouri River Country, the figures presented here are not necessarily representative of the population of travelers. *Please exercise caution when interpreting these results!*

#### Pleasure Travel by Season

Pleasure travelers to Missouri River Country were most likely to take their trip during the summer or fall. There were virtually no pleasure trips to Missouri River Country in the spring (Figure 4.6).

**Figure 4.6: Pleasure Travel in Missouri River Country by Season\* (n=29)**

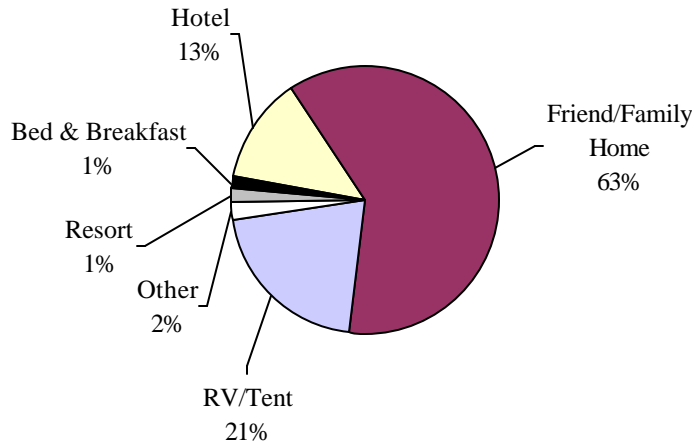


\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Missouri River Country. Respondents generally spent their nights with friends or family (63%), or in an RV or tent (21%) (Figure 4.7).

**Figure 4.7: Percentage of Nights Spent in Each Accommodation Type by Missouri River Country Overnight Travel Groups (n=29)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Missouri River Country tourism region. Visitors averaged 2 nights away from home, with 26 percent of visitors spending no nights away (Table 4.12).

**Table 4.12: Nights Away from Home on Pleasure Trips to Missouri River Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Missouri River Country (n=29)
0	26%
1	9%
2	17%
3	23%
4	11%
5	5%
6	5%
7 - 10	--
11 - 14	4%
15 or more	--
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends and recreation were the most frequently reported reasons for pleasure trips to Missouri River Country tourism region (Table 4.13).

**Table 4.13: Reason for Pleasure Trip to Missouri River Country**

<b>Reason</b>	<b>Pleasure Trips to Missouri River Country (n=29)</b>
Visiting Family/ Friends	38%
Recreation	18%
Rest & Relaxation	11%
Family Event	10%
Combination	7%
Avoiding Winter	5%
Special Event	5%
Sightseeing	3%
Class Reunion	3%
Entertainment	2%
Shopping	--
Other	--

**Primary Method of Transportation**

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Missouri River Country. The vast majority of visitors chose to take a private vehicle and five percent flew on a commercial airline (Table 4.14).

**Table 4.14: Primary Transportation Used During Most Recent Pleasure Trip to Missouri River Country**

<b>Transportation</b>	<b>Missouri River Country Pleasure Trips (n=29)</b>
Private Vehicle	<b>95%</b>
Commercial Airplane	5%
RV	--
Rented Vehicle	--
Other	--
Charter Bus	--
Train	--



### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Missouri River Country tourism region. A single child was included in about one quarter of travel groups and one or two people from outside the respondents' household were included in 30 percent of travel groups (Table 4.15).

**Table 4.15: Travel Group Members on Pleasure Trips to Missouri River Country (n=29)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.64	--	44%	48%	8%	--
Children from Household	.72	58%	27%	5%	6%	4%
Others from Outside Household	1.18	50%	14%	16%	13%	7%

### Tourism Region of Residence for Groups on Pleasure Trip

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. The largest group of pleasure travelers was from Missouri River Country itself. Custer Country was another likely origin for pleasure travelers (Table 4.16).

**Table 4.16: Tourism Region of Residence for Pleasure Trip Groups to Missouri River Country (n=29)**

	Percent of Pleasure Trip Travel Groups with Destinations in Missouri River Country
Glacier Country to Missouri River Country	14%
Russell Country to Missouri River Country	7%
Missouri River Country to Missouri River Country	40%
Custer Country to Missouri River Country	20%
Yellowstone Country to Missouri River Country	--
Gold West Country to Missouri River Country	15%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Missouri River Country. Over one-fourth of visitor groups participated in fishing. Visiting historic, cultural, or interpretive centers, boating or water sports, day hiking, and attending special events/festivals were also popular activities (Table 4.17).

**Table 4.17: Activity Participation on Most Recent Pleasure Trip to Missouri River Country**

Activity	% of Pleasure Travel Groups with One or More Participants (n=29)
Fishing	27%
Visit Historic, Cultural, or Interpretive Centers	24%
Boating or Water Sports	23%
Day Hiking	21%
Attend a Special Event/Festival	20%
Hunting	18%
Attend or Participate in a Sporting Event	17%
Nature Photography	16%
Ice Fishing	5%
Backpacking	4%
Horseback Riding	4%
Off-Road, ATV, or 4WD	3%
Cross Country Skiing	--
Downhill Skiing or Snowboarding	--
Golf	--
Snowmobiling	--

## Traveler Demographics

Pleasure travelers to Missouri River Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$20,000 but less than \$35,000, and were quite likely to have some college-level education (Table 4.18).

**Table 4.18: Demographics of Pleasure Travel Groups to Missouri River Country**

<b>Demographic Characteristic</b>	<b>Pleasure Travelers to Missouri River Country (n=29)</b>
Respondents' Gender	
• Women	46%
• Men	54%
Age of respondent	
• Ages 18-29	10%
• Ages 30-49	50%
• Ages 50-64	20%
• Ages 65+	19%
Average household size	2.85
Avg. # of children in all households	.98
Avg. # of adults per household	1.87
Avg. # of children in households w/children	2.10
• Households w/o children	53%
Median household income	\$20,000-\$34,999
Total household income	
• Less than 10,000	21%
• \$10,000-\$14,999	14%
• \$15,000-\$19,999	6%
• \$20,000-\$34,999	13%
• \$35,000-\$49,999	23%
• \$50,000-\$100,000	17%
• Over \$100,000	5%
Respondents' Educational Attainment	
• Less than High School	8%
• Completed High School	51%
• Some College	12%
• Completed Bachelor's Degree or higher	29%



# Chapter 5

## Custer Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Custer Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Custer Country tourism region.

### 5-1 Custer Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Custer Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Custer Country households were more likely to take a pleasure trip (73%) than any other kind of trip during the year. About one-third of Custer Country households (33%) went on business trips, and less than one in five respondents (16%) indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 2.0 - 3.2 trips per month. Households that took business trips generally took 2.0 - 2.2 trips per month and those that took "other" trips generally took 2.0 - 2.5 trips per month (Table 5.1).

**Table 5.1: Overall Custer Country Household Travel**

<b>Medians for the 12 Month Study</b>	<b>Percent of Custer Country Households Who Took 1 Or More Trips (n=494)</b>	<b>Typical Range of Monthly Trips for Households that Took Trips (median and mean)</b>	<b>N Value</b>
<b>Pleasure Trips</b>	73%	2.0 - 3.2	358
<b>Business Trips</b>	33%	2.0 - 2.2	158
<b>"Other" Trips</b>	16%	2.0 - 2.5	74

### Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Custer Country households were more likely to take a pleasure trip during the spring and summer. The fewest trips were reported in the fall (Table 5.2).

**Table 5.2: Custer Country Household *Pleasure* Travel by Season**

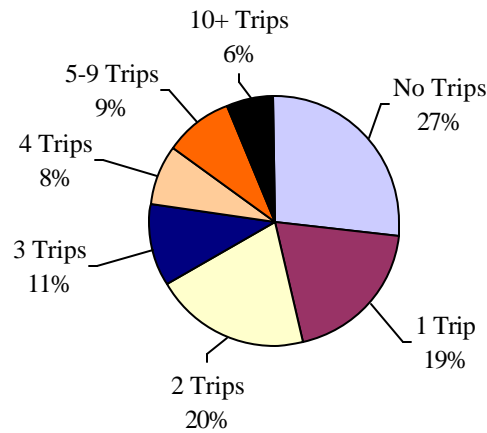
Season* of Reported Travel	Percent of Custer Country Households Who Took 1 Or More Pleasure Trips (n=358)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	77%	3.0 - 3.3	126
<b>Fall</b>	66%	2.0 - 3.0	61
<b>Winter</b>	70%	2.0 - 3.2	126
<b>Spring</b>	79%	2.0 - 3.5	45
<b>Annual</b>	73%	2.0 - 3.2	358

\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

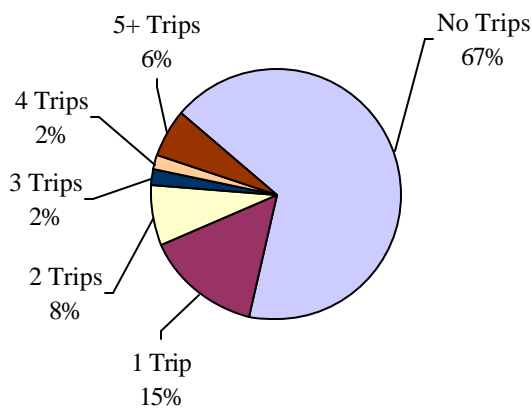
## Number of Trips Per Month

Twenty-three percent of Custer Country households reported taking four or more pleasure trips during the month preceding their interview and 50 percent reported taking one, two, or three pleasure trips. One-third of Custer Country households traveled for business. Custer Country households traveling for "other" reasons generally took either one or two trips. (Figures 5.1 - 5.3).

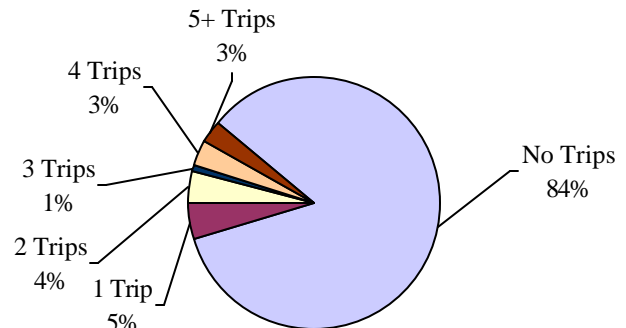
**Figure 5.1: Distribution of Number of *Pleasure* Trips Taken by Custer Country Households (n=494)**



**Figure 5.2: Distribution of Number of *Business* Trips Taken by Custer Country Households (n=494)**



**Figure 5.3: Distribution of Number of "*Other*" Trips Taken by Custer Country Households (n=494)**



## **5-2 Custer Country Region Resident *Pleasure* Travel Characteristics**

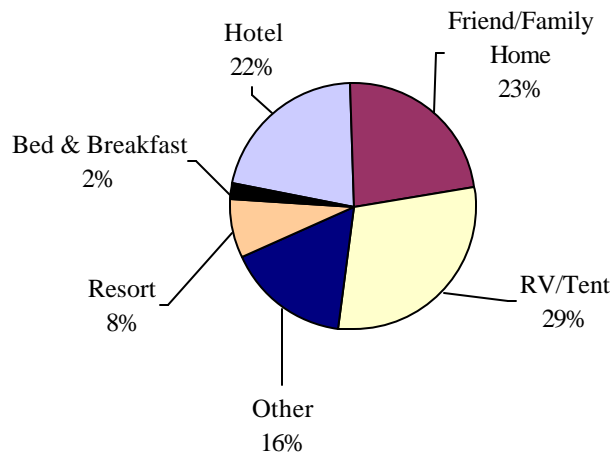
This section provides a detailed description of Custer Country tourism region pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trips, destination, group characteristics, activity participation, and demographics.



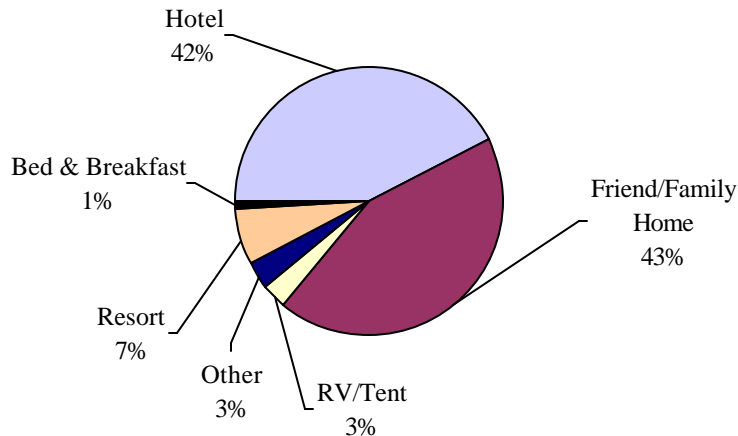
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip. If traveling overnight in-state, Custer Country residents generally spent their nights in an RV or tent (29%), with friends or family (23%), or in a hotel (22%). Custer Country residents traveling out of state generally spent their nights in the home of friends or family (43%) or in a hotel (42%) (Figures 5.4 - 5.5).

**Figure 5.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Custer Country Overnight Travel Groups (n=197)**



**Figure 5.5: Percentage of Nights Spent in Each Accommodation Type by Custer Country Groups Traveling Out of State (n=214)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Custer Country residents generally spent 2-3 nights away from home on pleasure trips in Montana and 5-7 nights away from home on trips to out-of-state destinations (Table 5.3).

**Table 5.3: Custer Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=243)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=214)</b>
0	20%	5%
1	15%	3%
2	27%	7%
3	16%	12%
4	10%	15%
5	4%	11%
6	2%	4%
7 - 10	6%	26%
11 - 14	1%	10%
15 or more	<1%	8%
<b>Nights Away</b>	<b>2 - 3 nights</b>	<b>5 - 7 nights</b>

### Reasons for Most Recent Pleasure Trip

Visiting family & friends was the most frequently reported reason Custer Country residents took their most recent pleasure trip regardless of destination. Travelers were more likely to travel in-state than out of state for recreation, sightseeing, special events, shopping, and to avoid winter. Trips to out-of-state destinations were more likely than in-state trips to be taken for rest & relaxation or family events (Table 5.4).

**Table 5.4: Reason for Custer Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=228)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=227)</b>
Visiting Family/Friends	26%	41%
Rest & Relaxation	17%	20%
Recreation	17%	3%
Entertainment	10%	10%
Sightseeing	9%	6%
Combination	5%	7%
Family Event	4%	11%
Special Event	4%	1%
Shopping	3%	1%
Avoiding Winter	3%	<1%
Class Reunion	1%	1%
Other	1%	--

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Custer Country tourism residents chose to take a private vehicle on trips in Montana. However, three in ten flew on a commercial airplane to get to or get close to their out of state destination (Table 5.5).

**Table 5.5: Primary Transportation Used During Most Recent Pleasure Trip by Custer Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=245)</b>	<b>Pleasure Trips to Out of State Destinations (n=230)</b>
Private Vehicle	90%	66%
Commercial Airplane	1%	30%
RV	6%	2%
Rented Vehicle	--	--
Other	3%	3%
Charter Bus	1%	<1%
Train	--	--

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Custer Country residents tended to favor Yellowstone (36%) and Custer countries (31%) for pleasure travel (Table 5.6). For Custer Country households who traveled outside of Montana on their most recent pleasure trip, Wyoming (12%), and California (11%) were the most popular destinations. Ten destinations accounted for 65 percent of Custer Country residents traveling out of state (Table 5.7).

**Table 5.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Custer Country Tourism Region Residents (n=246)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Custer Country Households</b>
From Custer Country to Glacier Country	11%
From Custer Country to Russell Country	9%
From Custer Country to Missouri River Country	3%
From Custer Country to Custer Country	31%
From Custer Country to Yellowstone Country	36%
From Custer Country to Gold West Country	10%

**Table 5.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Custer Country Tourism Region Residents (n=230)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Custer Country Households</b>
Wyoming	12%
California	11%
South Dakota	9%
Colorado	8%
Arizona	5%
Washington	4%
Nevada	4%
Idaho	4%
Canada	4%
Minnesota	4%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Custer Country tourism region groups traveling in Montana were more likely than groups traveling out of state to include children or others from outside the respondents' household (Tables 5.8 - 5.9).

**Table 5.8: Custer Country Resident Travel Group Members on In-state Trips (n=245)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.66	--	38%	58%	3%	1%
Children from Household	.81	56%	18%	16%	8%	2%
Others from Outside Household	2.10	54%	14%	14%	5%	13%

**Table 5.9: Custer Country Resident Travel Group Members Traveling Out of State (n=230)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.56	--	47%	52%	1%	1%
Children from Household	.48	77%	8%	9%	4%	2%
Others from Outside Household	1.22	60%	15%	13%	4%	8%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Day hiking (41%), fishing (33%), nature photography (30%), and visiting historic, cultural, or interpretive centers (29%) were the most popular activities for Custer Country residents to participate in on their pleasure trips in Montana. Activities Custer Country resident groups were likely to participate in when traveling out of state are those of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals), as well as nature photography (Table 5.10).

**Table 5.10: Custer Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-state Custer Country Groups with One or More Participants (n=246)	% of Custer Country Groups Traveling Out of State with One or More Participants (n=230)
Day Hiking	41%	22%
Fishing	33%	12%
Nature Photography	30%	31%
Visit Historic, Cultural, or Interpretive Centers	29%	54%
Attend or Participate in a Sporting Event	18%	17%
Attend a Special Event/Festival	17%	34%
Boating or Water Sports	17%	17%
Off-Road, ATV, or 4WD	11%	5%
Backpacking	9%	5%
Golf	8%	13%
Horseback Riding	7%	4%
Hunting	7%	3%
Downhill Skiing or Snowboarding	4%	2%
Snowmobiling	2%	1%
Cross Country Skiing	1%	<1%
Ice Fishing	1%	--

## Traveler Demographics

Custer Country residents traveling in Montana were somewhat younger than groups traveling out of state, were much more likely to have children in the household, had a lower average household income, and were slightly more educated than resident groups traveling to out-of-state destinations (Table 5.11).

**Table 5.11: Traveler Demographics of Custer Country Tourism Region Groups that took a Pleasure Trip**

Demographic Characteristic	Custer Country Groups Traveling in Montana (n=246)	Custer Country Groups Traveling Out-of-State (n=230)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	50% 50%	53% 47%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	20% 49% 18% 14%	18% 41% 23% 19%
Average household size	2.95	2.45
Avg. # of children in all households Avg. # of adults per household Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	1.02 1.93 1.97 48%	.65 1.80 2.13 70%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$20,000-\$34,999  19% 6% 7% 19% 17% 26% 6%	\$35,000-\$49,999  20% 4% 4% 17% 26% 20% 8%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	5% 54% 8% 33%	5% 60% 14% 21%

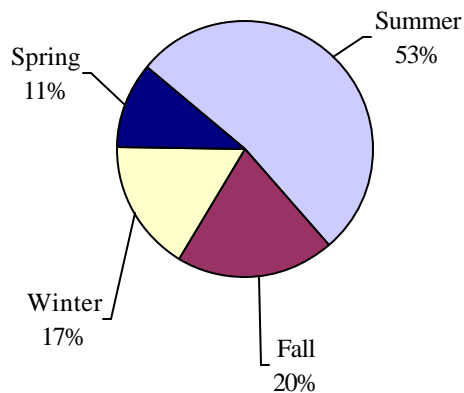
### 5-3 Characteristics of Pleasure Travelers to Custer Country Tourism Region

This section provides a detailed description of Montana residents who indicated areas within Custer Country tourism region as the destination of their most recent pleasure trip. Some typical destinations include Billings, Miles City, Glendive, Roundup, Tongue River Reservoir, and Ashland. Again, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Custer Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

#### Pleasure Travel by Season

Nearly three quarters of pleasure trips to Custer Country occurred during the summer and fall. Winter trips accounted for about 17 percent of remaining trips to Custer Country (Figure 5.6).

**Figure 5.6: Pleasure Travel in Custer Country by Season\* (n=116)**



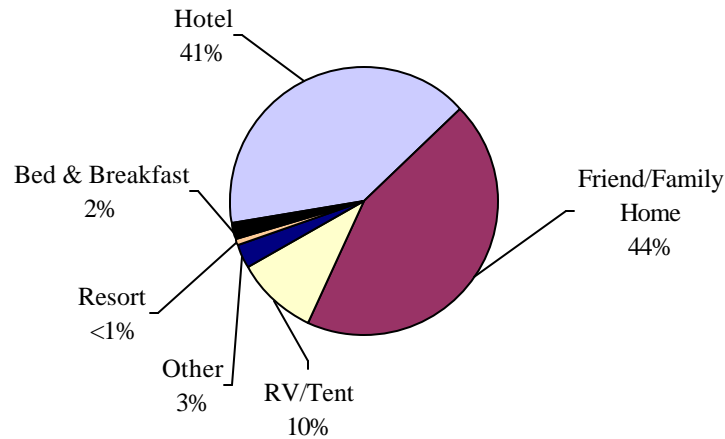
\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May



### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Custer Country. Respondents generally spent their nights with friends or family (44%) or in a hotel (41%) (Figure 5.7).

**Figure 5.7: Percentage of Nights Spent in Each Accommodation Type by Custer Country Overnight Travel Groups (n=137)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Custer Country tourism region. Visitors generally spent 2 nights away from home, with 23 percent of visitors spending no nights away (Table 5.12).

**Table 5.12: Nights Away from Home on Pleasure Trips to Custer Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Custer Country (n=180)
0	23%
1	19%
2	28%
3	17%
4	6%
5	3%
6	2%
7 - 10	2%
11 - 14	--
15 or more	<1%
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends (31%), entertainment (16%), and shopping (10%) were the most frequently reported reasons for pleasure trips to Custer Country tourism region (Table 5.13).

**Table 5.13: Reason for Pleasure Trip to Custer Country**

<b>Reason</b>	<b>Pleasure Trips to Custer Country (n=181)</b>
Visiting Family/ Friends	31%
Entertainment	16%
Shopping	10%
Recreation	9%
Combination	9%
Rest & Relaxation	8%
Family Event	6%
Avoiding Winter	3%
Sightseeing	2%
Special Event	2%
Other	2%
Class Reunion	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Custer Country. The vast majority of visitors chose to take a private vehicle (Table 5.14).

**Table 5.14: Primary Transportation Used During Most Recent Pleasure Trip to Custer Country**

<b>Transportation</b>	<b>Custer Country Pleasure Trips (n=183)</b>
Private Vehicle	<b>92%</b>
Commercial Airplane	<1%
RV	4%
Rented Vehicle	--
Other	2%
Charter Bus	1%
Train	--

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Custer Country tourism region. About one-third of travel groups included children. If groups included people from outside the respondent's household, one or two others were generally included (Table 5.15).

**Table 5.15: Travel Group Members on Pleasure Trips to Custer Country (n=181)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.59	--	45%	52%	3%	1%
Children from Household	.59	67%	16%	12%	3%	2%
Others from Outside Household	1.28	60%	16%	11%	4%	8%

### Tourism Region of Residence for Groups on Pleasure Trips

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. Over one-third of pleasure travelers indicating destinations in Custer Country tourism region were from Custer Country itself. Yellowstone Country and Gold West Country were other likely origins for pleasure travelers (Table 5.16).

**Table 5.16: Tourism Region of Residence for Pleasure Trip Groups to Custer Country (n=183)**

	Percent of Pleasure Trip Travel Groups with Destinations in Custer Country
Glacier Country to Custer Country	7%
Russell Country to Custer Country	12%
Missouri River Country to Custer Country	10%
Custer Country to Custer Country	37%
Yellowstone Country to Custer Country	20%
Gold West Country to Custer Country	14%

## Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Custer Country. One-fourth of visitor groups attended special events/festivals, and nearly that amount attended or participated in sporting events (22%) (Table 5.17).

**Table 5.17: Activity Participation on Most Recent Pleasure Trip to Custer Country**

<b>Activity</b>	<b>% of Pleasure Travel Groups with One or More Participants (n=183)</b>
Attend a Special Event/Festival	25%
Attend or Participate in a Sporting Event	22%
Visit Historic, Cultural, or Interpretive Centers	17%
Day Hiking	12%
Fishing	9%
Nature Photography	9%
Off-Road, ATV, or 4WD	8%
Boating or Water Sports	7%
Hunting	7%
Horseback Riding	6%
Golf	5%
Backpacking	2%
Cross Country Skiing	1%
Downhill Skiing or Snowboarding	1%
Ice Fishing	1%
Snowmobiling	1%

## Traveler Demographics

Pleasure travelers to Custer Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$35,000 but less than \$50,000, and were somewhat likely to have some college-level education (Table 5.18).

**Table 5.18: Demographics of Pleasure Travel Groups to Custer Country**

Demographic Characteristic	Pleasure Travelers to Custer Country (n=183)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	50% 50%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	19% 47% 20% 15%
Average household size	2.77
Avg. # of children in all households	.87
Avg. # of adults per household	1.90
Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	1.89 54%
Median household income	\$35,000-\$49,999
Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	16% 5% 5% 24% 16% 28% 6%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	9% 52% 10% 29%



## Chapter 6

### Yellowstone Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Yellowstone Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Yellowstone Country tourism region.

#### 6-1 Yellowstone Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Yellowstone Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Yellowstone Country households were more likely to take a pleasure trip (78%) than any other kind of trip during the year. More than one-fourth of Yellowstone Country households (27%) went on business trips, and less than one in five respondents (14%) indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 3.0 - 3.7 trips per month. Households that took business trips generally took 2.0 - 2.4 trips per month and those that took "other" trips generally took 2.0 - 2.7 trips per month (Table 6.1).

**Table 6.1: Overall Yellowstone Country Household Travel**

<b>Medians for the 12 Month Study</b>	<b>Percent of Yellowstone Country Households Who Took 1 Or More Trips (n=320)</b>	<b>Typical Range of Monthly Trips for Households that Took Trips (median and mean)</b>	<b>N Value</b>
<b>Pleasure Trips</b>	78%	3.0 - 3.7	249
<b>Business Trips</b>	27%	2.0 - 2.4	85
<b>"Other" Trips</b>	14%	2.0 - 2.7	46

## Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Yellowstone Country households were more likely to take a pleasure trip during the summer and spring. The fewest number of trips were reported in the winter (Table 6.2).

**Table 6.2: Yellowstone Country Household *Pleasure* Travel by Season**

Season* of Reported Travel	Percent of Yellowstone Country Households Who Took 1 Or More Pleasure Trips (n=249)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	87%	3.0 - 3.7	82
<b>Fall</b>	77%	3.0 - 4.1	39
<b>Winter</b>	68%	2.5 - 3.2	72
<b>Spring</b>	80%	2.0 - 3.4	40
<b>Annual</b>	78%	3.0 - 3.7	249

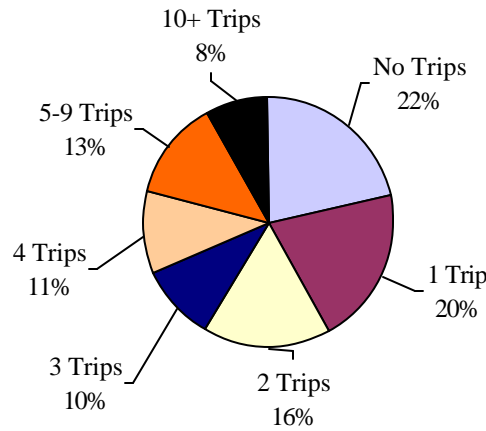
\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May



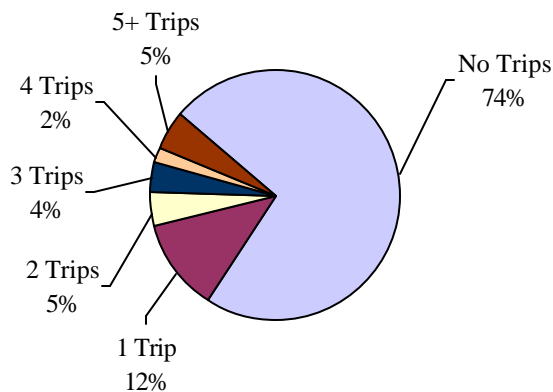
## Number of Trips Per Month

Thirty-two percent of Yellowstone Country households reported taking four or more pleasure trips during the month preceding their interview and 46 percent reported taking one, two, or three pleasure trips. Over one quarter of Yellowstone Country households traveled for business. Yellowstone Country households traveling for "other" reasons generally took either one or two trips. (Figures 6.1 - 6.3).

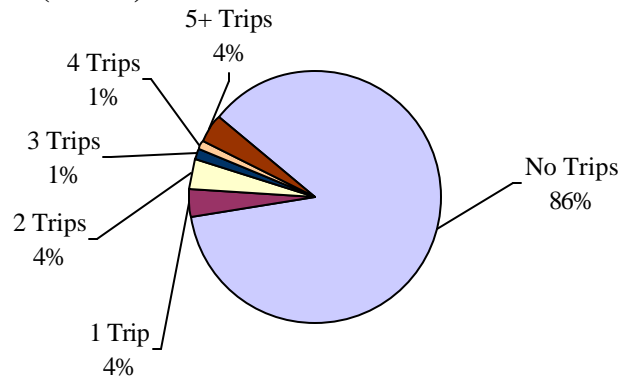
**Figure 6.1: Distribution of Number of *Pleasure* Trips Taken by Yellowstone Country Households (n=320)**



**Figure 6.2: Distribution of Number of *Business* Trips Taken by Yellowstone Country Households (n=320)**



**Figure 6.3: Distribution of Number of "*Other*" Trips Taken by Yellowstone Country Households (n=320)**



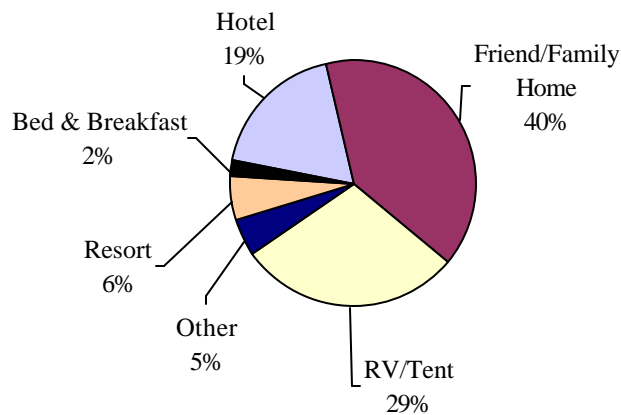
## **6-2 Yellowstone Country Region Resident *Pleasure* Travel Characteristics**

This section provides a detailed description of Yellowstone Country tourism region pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trip, destination, group characteristics, activity participation, and demographics.

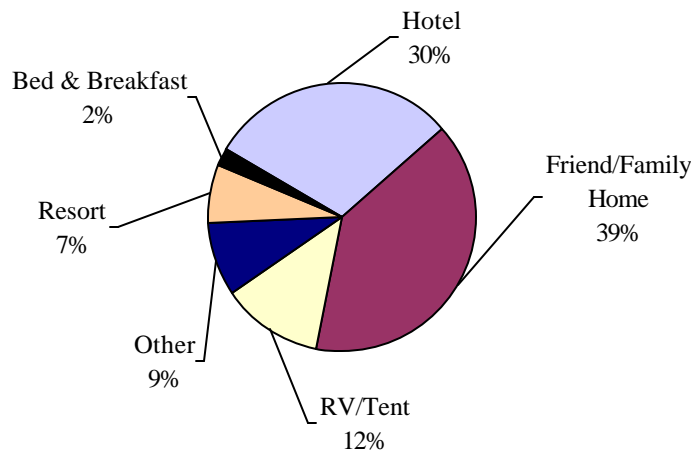
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific accommodation types on their most recent pleasure trip. If traveling overnight in-state, Yellowstone Country residents generally spent their nights with friends or family (40%), in an RV or tent (29%), or in a hotel (19%). Yellowstone Country residents traveling out of state generally spent their nights in the home of friends or family (39%) or hotels (30%) (Figures 6.4 - 6.5).

**Figure 6.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Yellowstone Country Overnight Travel Groups (n=126)**



**Figure 6.5: Percentage of Nights Spent in Each Accommodation Type by Yellowstone Country Groups Traveling Out of State (n=153)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Yellowstone Country residents averaged 2-3 nights away from home on pleasure trips in Montana and 7-11 nights away from home on trips to out-of-state destinations (Table 6.3).

**Table 6.3: Yellowstone Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=154)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=156)</b>
0	21%	2%
1	18%	3%
2	24%	5%
3	14%	9%
4	4%	8%
5	6%	9%
6	4%	7%
7 - 10	8%	26%
11 - 14	1%	18%
15 or more	<1%	13%
<b>Nights Away</b>	<b>2 - 3 nights</b>	<b>7 - 11 nights</b>

### Reasons for Most Recent Pleasure Trip

Visiting family & friends was the most frequently reported reason Yellowstone Country residents took their most recent pleasure trip regardless of destination. Travelers were more likely to travel in-state than out of state for recreation, sightseeing, and to avoid winter. Trips to out-of-state destinations were more likely than in-state trips to be taken for rest & relaxation, class reunions, and other reasons (Table 6.4).

**Table 6.4: Reason for Yellowstone Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=149)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=153)</b>
Visiting Family/Friends	29%	42%
Rest & Relaxation	23%	24%
Recreation	13%	5%
Sightseeing	9%	3%
Entertainment	9%	8%
Combination	6%	6%
Family Event	5%	5%
Shopping	3%	2%
Avoiding Winter	3%	--
Special Event	1%	--
Class Reunion	--	2%
Other	--	3%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Yellowstone Country residents chose to take a private vehicle on trips in Montana. However, one-third flew on a commercial airline to get to or get close to their out of state destination (Table 6.5).

**Table 6.5: Primary Transportation Used During Most Recent Pleasure Trip by Yellowstone Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=156)</b>	<b>Pleasure Trips to Out of State Destinations (n=159)</b>
Private Vehicle	94%	58%
Commercial Airplane	2%	33%
RV	1%	3%
Rented Vehicle	1%	1%
Other	2%	4%
Charter Bus	1%	--
Train	<1%	--

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Yellowstone Country residents tended to favor Custer Country (28%), Yellowstone Country (26%), and Gold West Country (21%) as destinations for their pleasure trips (Table 6.6). For Yellowstone Country tourism region households who traveled outside of Montana on their most recent pleasure trip, California and foreign countries other than Canada topped the list (12% each) followed by Washington (10%) and Arizona (10%). Eight destinations accounted for 66 percent of Yellowstone Country residents traveling out of state (Table 6.7).

**Table 6.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Yellowstone Country Tourism Region Residents (n=156)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Yellowstone Country Households</b>
From Yellowstone Country to Glacier Country	14%
From Yellowstone Country to Russell Country	11%
From Yellowstone Country to Missouri River Country	--
From Yellowstone Country to Custer Country	28%
From Yellowstone Country to Yellowstone Country	26%
From Yellowstone Country to Gold West Country	21%

**Table 6.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Yellowstone Country Tourism Region Residents (n=159)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Yellowstone Country Households</b>
California	12%
Foreign country other than Canada	12%
Washington	10%
Arizona	10%
Idaho	6%
Wyoming	6%
Utah	5%
Colorado	5%

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Although most Yellowstone Country tourism region travel groups did not include children, those groups that did bring children generally brought along one or two. If groups included people from outside the respondent's household, one or two others were generally included (Tables 6.8 - 6.9).

**Table 6.8: Yellowstone Country Resident Travel Group Members on In-state Trips (n=156)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.50	--	53%	44%	3%	--
Children from Household	.47	76%	9%	11%	3%	2%
Others from Outside Household	1.30	48%	14%	25%	5%	10%

**Table 6.9: Yellowstone Country Resident Travel Group Members Traveling Out of State (n=158)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.58	--	43%	55%	1%	--
Children from Household	.33	82%	6%	8%	3%	1%
Others from Outside Household	1.27	62%	17%	11%	2%	8%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Day hiking (37%), fishing (27%), and nature photography (27%) topped the list of activities for Yellowstone Country households on pleasure trips in Montana. Visiting historic, cultural, or interpretive centers (25%) and attending special events/festivals were other popular activities. While traveling out of state, Yellowstone Country residents are likely to participate in activities of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals) as well as day hiking and nature photography (Table 6.10).

**Table 6.10: Yellowstone Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-State Yellowstone Country Groups with One or More Participants (n=156)	% of Yellowstone Country Groups Traveling Out of State with One or More Participants (n=159)
Day Hiking	37%	33%
Fishing	27%	14%
Nature Photography	27%	33%
Attend a Special Event/Festival	25%	30%
Visit Historic, Cultural, or Interpretive Centers	25%	56%
Backpacking	13%	6%
Boating or Water Sports	11%	23%
Off-Road, ATV, or 4WD	11%	7%
Hunting	10%	4%
Attend or Participate in a Sporting Event	8%	19%
Horseback Riding	8%	4%
Downhill Skiing or Snowboarding	3%	2%
Golf	3%	9%
Snowmobiling	3%	1%
Cross Country Skiing	2%	1%
Ice Fishing	--	--



## Traveler Demographics

Yellowstone Country residents traveling in Montana were quite a bit younger than groups traveling out of state, were slightly more likely to have children in the household, had a lower average household income, and were slightly less educated than resident groups traveling to out-of-state destinations (Table 6.11).

**Table 6.11: Traveler Demographics of Yellowstone Country Tourism Region Groups that took a Pleasure Trip**

Demographic Characteristic	Yellowstone Country Groups Traveling in Montana (n=156)	Yellowstone Country Groups Traveling Out-of- State (n=159)
Respondents' Gender		
• Women	48%	47%
• Men	52%	53%
Age of respondent		
• Ages 18-29	29%	17%
• Ages 30-49	45%	40%
• Ages 50-64	15%	22%
• Ages 65+	12%	21%
Average household size	2.62	2.34
Avg. # of children in all households	.64	.51
Avg. # of adults per household	1.98	1.83
Avg. # of children in households w/children	2.01	2.02
• Households w/o children	68%	75%
Median household income	\$20,000-\$34,999	\$35,000-\$49,999
Total household income		
• Less than 10,000	16%	23%
• \$10,000-\$14,999	8%	2%
• \$15,000-\$19,999	11%	4%
• \$20,000-\$34,999	21%	19%
• \$35,000-\$49,999	25%	18%
• \$50,000-\$100,000	16%	29%
• Over \$100,000	4%	6%
Respondents' Educational Attainment		
• Less than High School	3%	7%
• Completed High School	58%	48%
• Some College	6%	7%
• Completed Bachelor's Degree or higher	33%	38%

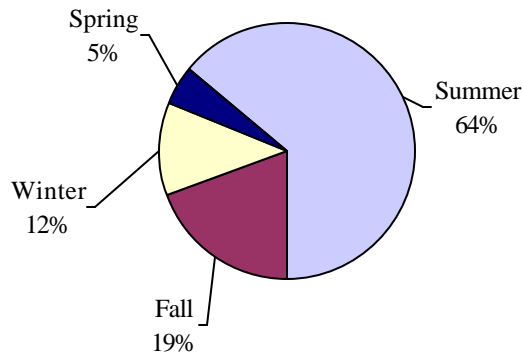
### 6-3 Characteristics of Pleasure Travelers to Yellowstone Country Tourism Region

This section provides a detailed description of Montana residents who indicated areas within Yellowstone Country tourism region as the destination of their most recent pleasure trip. Some popular destinations include Yellowstone National Park, Bozeman, Red Lodge, Big Sky, Beartooth Mountains, Chico Hot Springs, and Big Timber. As with the previous section, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Yellowstone Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

#### Pleasure Travel by Season

Pleasure travelers to Yellowstone Country were most likely to take their trip during the summer, followed by fall and winter. Only five percent of pleasure trips to Yellowstone Country occurred in the spring (Figure 6.6).

**Figure 6.: Pleasure Travel in Yellowstone Country by Season\* (n=169)**

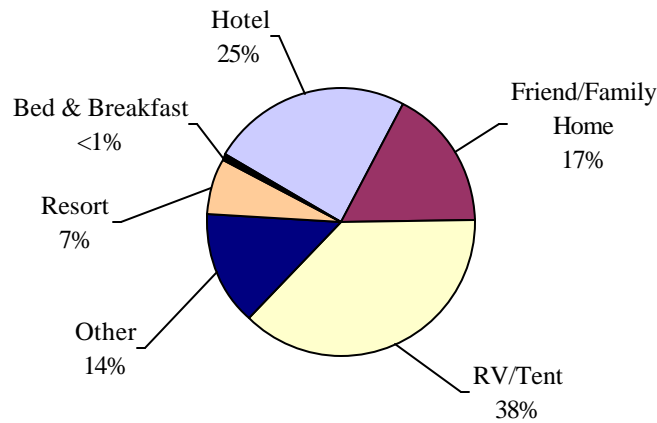


\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Yellowstone Country. Respondents generally spent their nights in an RV or tent (38%), in a hotel (25%), or with friends or family (17%) (Figure 6.7).

**Figure 6.7: Percentage of Nights Spent in Each Accommodation Type by Yellowstone Country Overnight Travel Groups (n=180)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Yellowstone Country. Visitors generally spent 2 nights away from home, with 17 percent of visitors spending no nights away (Table 6.12).

**Table 6.12: Nights Away from Home on Pleasure Trips to Yellowstone Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Yellowstone Country (n=219)
0	17%
1	16%
2	28%
3	16%
4	10%
5	6%
6	1%
7 - 10	5%
11 - 14	<1%
15 or more	<1%
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Rest & relaxation and visiting family & friends were the most frequently reported reasons for pleasure trips to Yellowstone Country tourism region (Table 6.13).

**Table 6.13: Reason for Pleasure Trip to Yellowstone Country**

<b>Reason</b>	<b>Pleasure Trips to Yellowstone Country (n=201)</b>
Rest & Relaxation	25%
Visiting Family/ Friends	21%
Recreation	13%
Sightseeing	12%
Entertainment	9%
Family Event	6%
Combination	4%
Avoiding Winter	4%
Special Event	3%
Shopping	1%
Class Reunion	1%
Other	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Yellowstone Country. The vast majority of visitors chose to take a private vehicle (Table 6.14).

**Table 6.14: Primary Transportation Used During Most Recent Pleasure Trip to Yellowstone Country**

<b>Transportation</b>	<b>Yellowstone Country Pleasure Trips (n=219)</b>
Private Vehicle	<b>92%</b>
Commercial Airplane	<1%
RV	7%
Rented Vehicle	<1%
Other	1%
Charter Bus	--
Train	--

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Yellowstone Country tourism region. Although most travel groups did not include children, those groups that did bring children generally brought along one or two. If groups included people from outside their household, one or two others were generally included (Table 6.15).

**Table 6.15: Travel Group Members on Pleasure Trips to Yellowstone Country (n=219)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.62	--	43%	53%	4%	1%
Children from Household	.66	64%	16%	13%	4%	2%
Others from Outside Household	2.12	48%	14%	12%	12%	14%

### Tourism Region of Residence for Groups on a Pleasure Trip

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. Over one-third of pleasure travelers indicating destinations in Yellowstone Country tourism region were from Custer Country. Gold West Country and Yellowstone Countries were other likely origins for pleasure travelers (Table 6.16).

**Table 6.16: Tourism Region of Residence for Pleasure Trip Groups to Yellowstone Country (n=219)**

	Percent of Pleasure Trip Travel Groups with Destinations in Yellowstone Country
Glacier Country to Yellowstone Country	9%
Russell Country to Yellowstone Country	13%
Missouri River Country to Yellowstone Country	6%
Custer Country to Yellowstone Country	37%
Yellowstone Country to Yellowstone Country	15%
Gold West Country to Yellowstone Country	20%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Yellowstone Country. Nearly one-half of visitor groups participated in day hiking. Nature photography (38%), visiting historic, cultural, or interpretive centers (37%), and fishing (28%) were also popular activities (Table 6.17).

**Table 6.17: Activity Participation on Most Recent Pleasure Trip to Yellowstone Country**

<b>Activity</b>	<b>% of Pleasure Travel Groups with One or More Participants (n=219)</b>
Day Hiking	45%
Nature Photography	38%
Visit Historic, Cultural, or Interpretive Centers	37%
Fishing	28%
Attend a Special Event/Festival	17%
Backpacking	14%
Attend or Participate in a Sporting Event	12%
Boating or Water Sports	11%
Horseback Riding	7%
Off-Road, ATV, or 4WD	7%
Downhill Skiing or Snowboarding	6%
Hunting	6%
Snowmobiling	5%
Golf	2%
Cross Country Skiing	1%
Ice Fishing	<1%

## Traveler Demographics

Pleasure travelers to Yellowstone Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$35,000 but less than \$50,000, and were somewhat likely to have some college-level education (Table 6.18).

**Table 6.18: Demographics of Pleasure Travel Groups to Yellowstone Country**

Demographic Characteristic	Pleasure Travelers to Yellowstone Country (n=219)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	44% 56%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	25% 50% 16% 9%
Average household size	2.88
Avg. # of children in all households Avg. # of adults per household Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	.89 1.99 1.88 53%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$35,000-\$49,999          19% 5% 7% 16% 20% 26% 8%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	4% 56% 7% 34%





# Chapter 7

## Gold West Country Tourism Region

This chapter discusses frequency of travel and pleasure travel characteristics for resident households of Gold West Country tourism region as well as pleasure travel characteristics for in-state pleasure trips taken to destinations within Gold West Country tourism region.

### 7-1 Gold West Country Tourism Region Resident Household Travel Characteristics

This section provides a description of frequency of all types of travel by residents of Gold West Country tourism region. Respondents were asked to describe all trips taken by any member of their household that ended in the month preceding the telephone interview.

Reasons for taking a trip may include pleasure, business, or some “other” purpose. A pleasure trip is defined as a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. A business trip is defined as a trip for the primary purpose of conducting business or attending a convention, conference, or seminar. “Other” trips include all those that fall out of the realm of exclusively pleasure or business trips; traveling to a funeral or looking for real estate, for example.

#### Type of Trip

Gold West Country tourism region households were more likely to take a pleasure trip (75%) than any other kind of trip during the year. Nearly one-third of Gold West Country households (30%) went on business trips, and less than one in five respondents (17%) indicated that they took at least one “other” trip during this time. Households that took pleasure trips typically took 3.0 - 3.5 trips per month. Households that took business trips generally took 1.0 - 2.3 trips per month and those that took "other" trips generally took 2.0 - 2.4 trips per month (Table 7.1).

**Table 7.1: Overall Gold West Country Household Travel**

<b>Medians for the 12 Month Study</b>	<b>Percent of Gold West Country Households Who Took 1 Or More Trips (n=486)</b>	<b>Typical Range of Monthly Trips for Households that Took Trips (median and mean)</b>	<b>N Value</b>
<b>Pleasure Trips</b>	75%	3.0 - 3.5	377
<b>Business Trips</b>	30%	1.0 - 2.3	147
<b>"Other" Trips</b>	17%	2.0 - 2.4	76

## Pleasure Travel by Season

While pleasure travel remained fairly constant throughout the year, Gold West Country households were more likely to take a pleasure trip during the spring and summer. The fewest number of trips were reported in the winter (Table 7.2).

**Table 7.2: Gold West Country Household *Pleasure* Travel by Season**

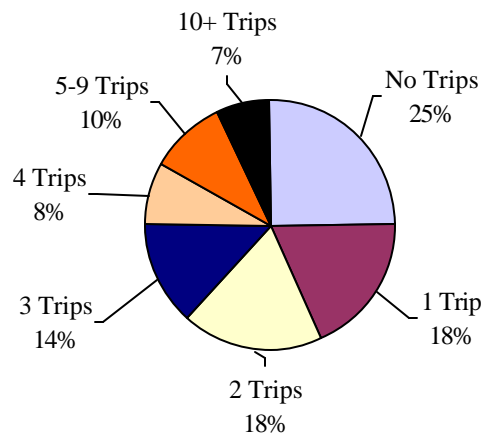
Season* of Reported Travel	Percent of Gold West Country Households Who Took 1 Or More Pleasure Trips (n=377)	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)	N Value
<b>Summer</b>	77%	2.7 - 3.5	128
<b>Fall</b>	73%	3.0 - 3.4	62
<b>Winter</b>	72%	3.0 - 3.5	124
<b>Spring</b>	80%	3.0 - 3.4	62
<b>Annual</b>	75%	3.0 - 3.5	377

\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

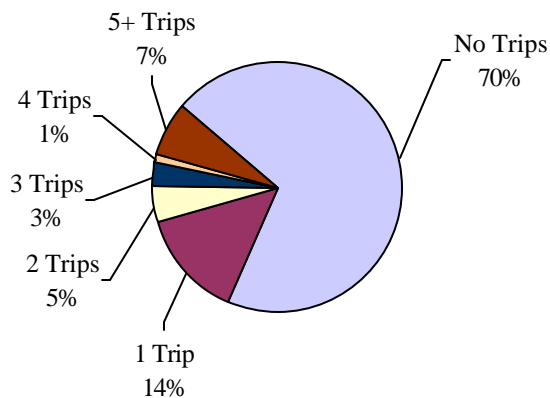
## Number of Trips Per Month

Twenty-five percent of Gold West Country households reported taking four or more pleasure trips during the month preceding their interview and 50 percent reported taking one, two, or three pleasure trips. Thirty percent of Gold West Country households traveled for business. Gold West Country households traveling for "other" reasons generally took one, two, or three trips. (Figures 7.1 - 7.3).

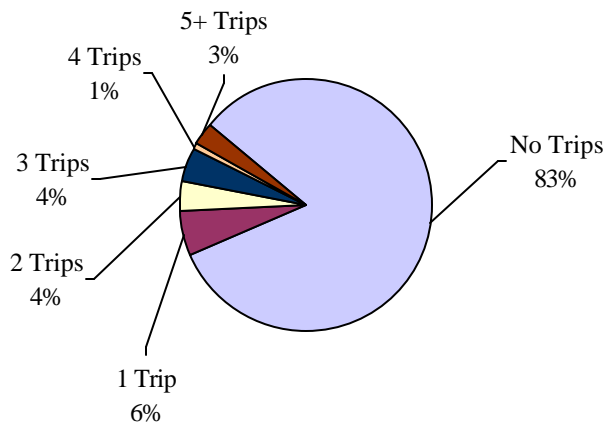
**Figure 7.1: Distribution of Number of *Pleasure* Trips Taken by Gold West Country Households (n=486)**



**Figure 7.2: Distribution of Number of *Business* Trips Taken by Gold West Country Households (n=486)**



**Figure 7.3: Distribution of Number of "*Other*" Trips Taken by Gold West Country Households (n=486)**



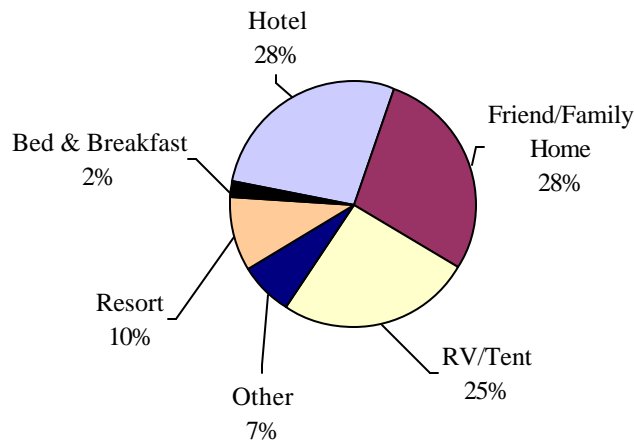
## **7-2 Gold West Country Region Resident *Pleasure* Travel Characteristics**

This section provides a detailed description of Gold West Country pleasure travelers. Unlike the general household trip characteristics previously discussed, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips* taken by respondents and includes length of trip, accommodations used, reasons for trips, destination, group characteristics, activity participation, and demographics.

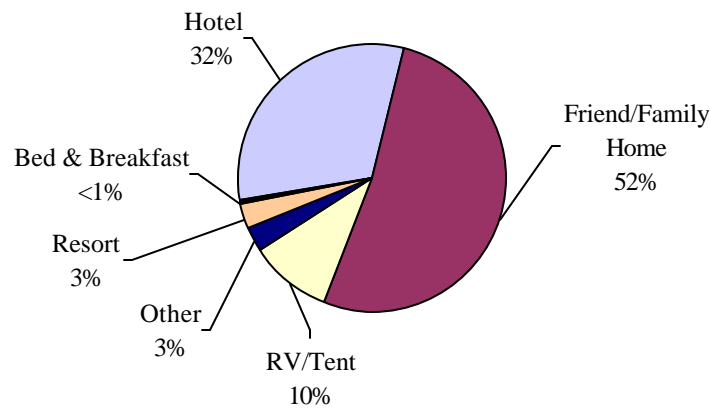
### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip. If traveling overnight in-state, Gold West Country residents generally spent their nights in a hotel (28%), with friends or family (28%), or in an RV or tent (25%). Gold West Country residents traveling out of state generally spent their nights in the home of friends or family (52%) or hotels (32%) (Figures 7.4 - 7.5).

**Figure 7.4: Percentage of Nights Spent in Each Accommodation Type in Montana by Gold West Country Overnight Travel Groups (n=178)**



**Figure 7.5: Percentage of Nights Spent in Each Accommodation Type by Gold West Country Groups Traveling Out of State (n=215)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Gold West Country residents generally spent 1-2 nights away from home on pleasure trips in Montana and 7-9 nights away from home on trips to out-of-state destinations (Table 7.3).

**Table 7.3: Gold West Country Pleasure Travel Distribution of Montana and Non-Montana Nights**

<b>Number of Nights</b>	<b>Nights Away from Home on Trips in Montana (n=178)</b>	<b>Nights Away from Home on Trip to Out-of-State Destinations (n=215)</b>
0	29%	1%
1	22%	1%
2	22%	6%
3	14%	13%
4	7%	9%
5	2%	12%
6	1%	6%
7 - 10	4%	33%
11 - 14	<1%	9%
15 or more	--	12%
<b>Nights Away</b>	<b>1 - 2 nights</b>	<b>7 - 9 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends was the most frequently reported reason Gold West Country residents took their most recent pleasure trips regardless of destination. Travelers were more likely to travel in-state than out of state for rest & relaxation, recreation, shopping, and sightseeing. Trips to out-of-state destinations were more likely than in-state trips to be taken for entertainment and family events (Table 7.4).

**Table 7.4: Reason for Gold West Country Household Pleasure Trips**

<b>Reason</b>	<b>Pleasure Trips in Montana (n=242)</b>	<b>Pleasure Trips to Out-of-State Destinations (n=220)</b>
Visiting Family/Friends	24%	41%
Rest & Relaxation	20%	13%
Recreation	11%	4%
Entertainment	10%	14%
Shopping	10%	3%
Sightseeing	7%	5%
Combination	5%	8%
Family Event	5%	11%
Special Event	3%	1%
Avoiding Winter	3%	1%
Other	2%	1%
Class Reunion	--	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip. The vast majority of Gold West Country residents chose to take a private vehicle on trips in Montana. However, nearly half flew on a commercial airplane to get to or get close to their out of state destination (Table 7.5).

**Table 7.5: Primary Transportation Used During Most Recent Pleasure Trip by Gold West Country Households**

<b>Transportation</b>	<b>Montana Pleasure Trips (n=248)</b>	<b>Pleasure Trips to Out of State Destinations (n=220)</b>
Private Vehicle	<b>94%</b>	<b>53%</b>
Commercial Airplane	<1%	40%
RV	2%	3%
Rented Vehicle	<1%	1%
Other	2%	1%
Charter Bus	<1%	2%
Train	--	--

### Destination of Most Recent Pleasure Trip

Respondents were asked to identify the destination of their most recent pleasure trip or, in the case the trip had no singular destination, the furthest point reached on the trip. Gold West Country residents tended to favor Gold West Country (35%) and Glacier Country (23%) (Table 7.6). For Gold West Country households who traveled outside of Montana on their most recent pleasure trip, Washington (13%), California (12%), and Nevada (10%) were the most popular destinations. Six destinations accounted for 53 percent of Gold West Country residents traveling out of state (Table 7.7).

**Table 7.6: Most Popular In-state Destinations for Most Recent Pleasure Trips Taken by Gold West Country Tourism Region Residents (n=249)**

	<b>Percent of Pleasure Trips Taken to Destinations in Montana by Gold West Country Households</b>
From Gold West Country to Glacier Country	23%
From Gold West Country to Russell Country	12%
From Gold West Country to Missouri River Country	2%
From Gold West Country to Custer Country	11%
From Gold West Country to Yellowstone Country	18%
From Gold West Country to Gold West Country	35%

**Table 7.7: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken by Gold West Country Tourism Region Residents (n=220)**

<b>Destination</b>	<b>Percent of Pleasure Trips Taken to Out of State Destinations by Gold West Country Households</b>
Washington	13%
California	12%
Nevada	10%
Idaho	8%
Oregon	5%
Colorado	5%



### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. Gold West Country groups traveling in Montana were more likely than groups traveling out of state to include children and members from outside the respondent's household (Tables 7.8 - 7.9).

**Table 7.8: Gold West Country Resident Travel Group Members on In-state Trips (n=247)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.61	--	43%	53%	4%	--
Children from Household	.65	67%	14%	12%	5%	3%
Others from Outside Household	1.85	55%	13%	10%	9%	14%

**Table 7.9: Gold West Country Resident Travel Group Members Traveling Out of State (n=218)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.57	--	46%	51%	3%	--
Children from Household	.32	82%	9%	5%	3%	1%
Others from Outside Household	1.96	65%	13%	6%	4%	12%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip. Day hiking (25%) and visiting historic, cultural, or interpretive centers (23%) were the most popular activities for Gold West Country residents to participate in on their pleasure trip in Montana. Activities Gold West Country resident groups were likely to participate in when traveling out of state are those of a cultural nature (visiting historic, cultural, or interpretive centers and attending special events/festivals), as well as nature photography and day hiking (Table 7.10).

**Table 7.10: Gold West Country Household Activity Participation on Most Recent Pleasure Trip**

Activity	% of In-state Gold West Country Groups with One or More Participants (n=249)	% of Gold West Country Groups Traveling Out of State with One or More Participants (n=220)
Day Hiking	25%	20%
Visit Historic, Cultural, or Interpretive Centers	23%	47%
Attend a Special Event/Festival	19%	42%
Nature Photography	18%	21%
Fishing	17%	8%
Attend or Participate in a Sporting Event	15%	19%
Boating or Water Sports	12%	19%
Off-Road, ATV, or 4WD	11%	3%
Backpacking	5%	4%
Golf	4%	11%
Hunting	4%	2%
Downhill Skiing or Snowboarding	3%	--
Horseback Riding	3%	3%
Snowmobiling	3%	1%
Cross Country Skiing	1%	--
Ice Fishing	1%	1%

## Traveler Demographics

Gold West Country residents traveling in Montana were somewhat younger than groups traveling out of state, were more likely to have children in the household, had a lower household income, and were slightly less educated than resident groups traveling to out-of-state destinations (Table 7.11).

**Table 7.11: Traveler Demographics of Gold West Country Tourism Region Groups that took a Pleasure Trip**

Demographic Characteristic	Gold West Country Groups Traveling in Montana (n=249)	Gold West Country Groups Traveling Out-of-State (n=220)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	40% 60%	59% 41%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	17% 49% 20% 15%	14% 36% 25% 26%
Average household size	2.91	2.55
Avg. # of children in all households Avg. # of adults per household Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	.98 1.93 2.08 53%	.60 1.95 1.90 69%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$20,000-\$34,999  17% 9% 8% 17% 17% 26% 4%	\$35,000-\$49,999  16% 2% 7% 18% 20% 30% 8%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	6% 61% 11% 22%	8% 56% 10% 26%

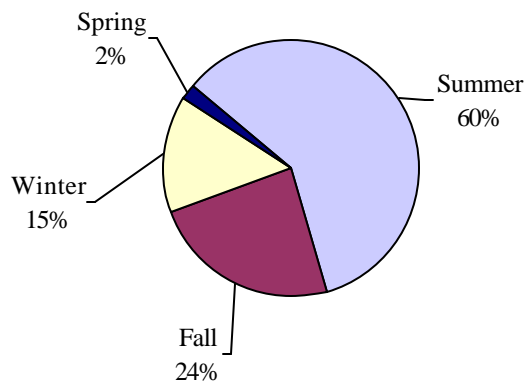
### 7-3 Characteristics of Pleasure Travelers to Gold West Country Tourism Region

This section provides a detailed description of Montana residents who indicated areas within Gold West Country tourism region as the destination of their most recent pleasure trip. Some popular destinations include Dillon, Anaconda, Ennis, Butte, Fairmont Hot Springs, Lincoln, and Helena. Again, a one-month limitation was not placed on this question. As defined earlier, a pleasure trip is a trip taken for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreating, and/or entertainment. This section focuses on the characteristics of *most recent pleasure trips to Gold West Country tourism region* and includes length of trip, accommodations used, timing of and reasons for trips, group characteristics, visitor origin, activity participation, and demographics.

#### Pleasure Travel by Season

Pleasure travelers to Gold West Country were most likely to take their trip during the summer or fall. Only two percent of pleasure trips to Gold West Country occurred in the spring (Figure 7.6).

**Figure 7.6: Pleasure Travel in Gold West Country by Season\* (n=128)**

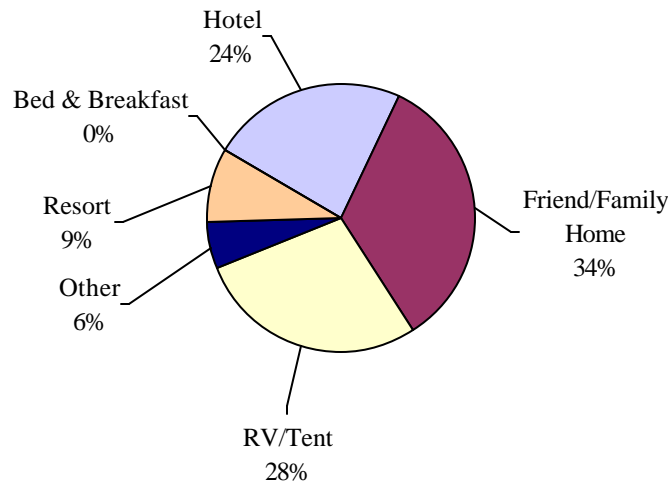


\* Summer=June-Sept, Fall=Oct-Nov, Winter=Dec-March, Spring=April-May

### Length of Trip & Accommodations Used on Most Recent Pleasure Trip

Respondents were asked to indicate how many nights were spent in specific types of accommodations on their most recent pleasure trip to Gold West Country. Respondents generally spent their nights with friends or family (34%), in an RV or tent (28%), or in a hotel (24%) (Figure 7.7).

**Figure 7.7: Percentage of Nights Spent in Each Accommodation Type by Gold West Country Overnight Travel Groups (n=161)**



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip to Gold West Country tourism region. Visitors generally spent 2 nights away from home, with 26 percent of visitors spending no nights away (Table 7.12).

**Table 7.12: Nights Away from Home on Pleasure Trips to Gold West Country**

Number of Nights	Nights Away from Home on Pleasure Trips to Gold West Country (n=218)
0	26%
1	24%
2	25%
3	8%
4	5%
5	2%
6	2%
7 - 10	7%
11 - 14	<1%
15 or more	1%
<b>Median Nights Away</b>	<b>2 nights</b>

### Reasons for Most Recent Pleasure Trips

Visiting family & friends and rest & relaxation were the most frequently reported reasons for pleasure trips to Gold West Country tourism region (Table 7.13).

**Table 7.13: Reason for Pleasure Trip to Gold West Country**

<b>Reason</b>	<b>Pleasure Trips to Gold West Country (n=205)</b>
Visiting Family/ Friends	30%
Rest & Relaxation	20%
Recreation	13%
Shopping	7%
Sightseeing	7%
Entertainment	5%
Avoiding Winter	5%
Family Event	4%
Special Event	4%
Combination	3%
Class Reunion	1%
Other	1%

### Primary Method of Transportation

Respondents were asked to specify the mode of transportation used to travel most of the distance on their most recent pleasure trip to Gold West Country. The vast majority of visitors chose to take a private vehicle (Table 7.14).

**Table 7.14: Primary Transportation Used During Most Recent Pleasure Trip to Gold West Country**

<b>Transportation</b>	<b>Gold West Country Pleasure Trips (n=217)</b>
Private Vehicle	<b>96%</b>
Commercial Airplane	1%
RV	1%
Rented Vehicle	1%
Other	1%
Charter Bus	<1%
Train	--

### Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip to Gold West Country tourism region. Thirty percent of travel groups included children and 48 percent included individuals from outside the respondents' household (Table 7.15).

**Table 7.15: Travel Group Members on Pleasure Trips to Gold West Country (n=210)**

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.53	--	50%	47%	3%	1%
Children from Household	.53	70%	15%	9%	5%	1%
Others from Outside Household	2.08	52%	17%	15%	5%	12%

### Tourism Region of Residence for Groups on a Pleasure Trip

Respondents indicated the location of their permanent residence, which was then grouped into each of Montana's six tourism regions. Over one-third of pleasure travelers indicating destinations in Gold West Country tourism region were from Gold West Country itself (38%). Glacier Country (19%) and Russell Country (19%) were other likely origins of pleasure travelers (Table 7.16).

**Table 7.16: Tourism Region of Residence for Pleasure Trip Groups to Gold West Country (n=218)**

	Percent of Pleasure Trip Travel Groups with Destinations in Gold West Country
Glacier Country to Gold West Country	19%
Russell Country to Gold West Country	19%
Missouri River Country to Gold West Country	2%
Custer Country to Gold West Country	10%
Yellowstone Country to Gold West Country	12%
Gold West Country to Gold West Country	38%

### Activity Participation of Household Members During Most Recent Pleasure Trip

Respondents indicated which activities any member of their household participated in while on their most recent pleasure trip to Gold West Country. More than one-fourth of visitor groups participated in day hiking and/or fishing. Visiting historic, cultural, or interpretive centers and nature photography were also popular activities (Table 7.17).

**Table 7.17: Activity Participation on Most Recent Pleasure Trip to Gold West Country**

Activity	% of Pleasure Travel Groups with One or More Participants (n=218)
Day Hiking	28%
Fishing	26%
Visit Historic, Cultural, or Interpretive Centers	23%
Nature Photography	22%
Attend a Special Event/Festival	18%
Boating or Water Sports	12%
Attend or Participate in a Sporting Event	10%
Off-Road, ATV, or 4WD	10%
Horseback Riding	7%
Hunting	7%
Backpacking	6%
Golf	5%
Downhill Skiing or Snowboarding	4%
Cross Country Skiing	2%
Snowmobiling	2%
Ice Fishing	1%



## Traveler Demographics

Pleasure travelers to Gold West Country tourism region were most likely to be between 30 and 50 years old, have a household income greater than \$20,000 but less than \$35,000, and were somewhat likely to have some college-level education (Table 7.18).

**Table 7.18: Demographics of Pleasure Travel Groups to Gold West Country**

Demographic Characteristic	Pleasure Travelers to Gold West Country (n=218)
Respondents' Gender <ul style="list-style-type: none"> <li>• Women</li> <li>• Men</li> </ul>	42% 58%
Age of respondent <ul style="list-style-type: none"> <li>• Ages 18-29</li> <li>• Ages 30-49</li> <li>• Ages 50-64</li> <li>• Ages 65+</li> </ul>	21% 44% 20% 15%
Average household size	2.66
Avg. # of children in all households	.70
Avg. # of adults per household	1.96
Avg. # of children in households w/children <ul style="list-style-type: none"> <li>• Households w/o children</li> </ul>	1.88 63%
Median household income  Total household income <ul style="list-style-type: none"> <li>• Less than 10,000</li> <li>• \$10,000-\$14,999</li> <li>• \$15,000-\$19,999</li> <li>• \$20,000-\$34,999</li> <li>• \$35,000-\$49,999</li> <li>• \$50,000-\$100,000</li> <li>• Over \$100,000</li> </ul>	\$20,000-\$34,999          17% 9% 12% 23% 14% 21% 4%
Respondents' Educational Attainment <ul style="list-style-type: none"> <li>• Less than High School</li> <li>• Completed High School</li> <li>• Some College</li> <li>• Completed Bachelor's Degree or higher</li> </ul>	5% 66% 8% 22%



## Chapter 8

### Summary Comparison

This chapter is intended to provide some comparison between Montana's six tourism regions on pleasure travel characteristics of regional residents and regional visitors.

#### Spending for Pleasure Travel

- Montana residents spend about one-third as much on pleasure travel in Montana as they do on pleasure travel to out-of-state destinations.
- While total expenditure by Missouri River Country residents are less than one-fourth of the amount spent by residents of other tourism regions, they spend more per household on pleasure travel than residents of Glacier Country and Custer Country.
- Gold West Country and Glacier Country residents spend the largest total amount on pleasure travel in Montana. Gold West Country residents spend the largest amount per household; nearly double the per-household spending by Glacier Country residents.

#### Pleasure Travel Characteristics of Tourism Region Residents

- Travel for pleasure is fairly consistent throughout Montana, ranging from 70 percent of households taking pleasure trips per month in Russell Country to 78 percent in Yellowstone Country.

#### Accommodations

- Yellowstone Country residents are the most likely to stay with friends or family while traveling in Montana.
- Missouri River Country residents are the most likely to stay in a hotel while traveling in Montana.
- Russell Country residents are the most likely to stay in an RV or tent while traveling in Montana.
- Gold West Country residents are the most likely to stay with friends or family while traveling out of state.
- Custer Country residents are the most likely to stay in a hotel while traveling out of state.
- Missouri River Country residents are the most likely to stay in an RV or tent while traveling out of state.

#### Reasons for Trip

- After visiting family or friends, rest & relaxation, recreation, entertainment, and sightseeing were the most popular reason to take pleasure trips.

### Destination of Trip

- Residents of Glacier Country and Gold West Country were most likely to take pleasure trips to destinations in their own tourism region.
- Montana residents were much more likely to travel to destinations within their home region or neighboring regions than to travel further from home for pleasure trips.
- Washington, California, Nevada, and Idaho were popular out-of-state destinations among residents from Glacier, Gold West, and Yellowstone countries.
- Wyoming and North Dakota were other popular out-of-state destinations for residents of Missouri River Country.
- South Dakota and Colorado joined the list for Custer Country residents.
- Foreign countries were very popular among Yellowstone residents.

### Activities

- Visiting historic, cultural, or interpretive centers, attending special events/festivals, nature photography, day hiking, and fishing were all popular activities engaged in during pleasure trips regardless of travelers' home tourism region.
- Downhill skiing/snowboarding was more popular among residents of Glacier Country and Russell Country than the other four tourism regions.
- Horseback riding was less popular among residents of Missouri River and Gold West Countries than the other regions.
- Golf was more popular among residents of Custer Country than other regions.
- Hunting was most popular with residents of Glacier and Gold West countries.
- Backpacking was most popular with residents of Glacier and Yellowstone countries.
- Off-road/ATV/4WD were least popular among residents of Glacier and Missouri River countries.
- Boating/water sports were most popular among residents of Glacier, Yellowstone, and Gold West countries.

### **Pleasure Travel Characteristics of Visitors to Each Tourism Region**

- Summer is the most common season of travel, regardless of destination. However, summer visits to Glacier Country are more frequent than visits to other regions. Russell and Missouri River countries have the largest percentage of fall travel among the six tourism regions.

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### Accommodations

- Visitors to Russell and Missouri River countries are very likely to stay with friends or family.
- Visitors to Glacier and Gold West Countries are about equally likely to stay with friends or family, in a hotel, or in an RV or tent.
- Visitors to Custer Country are about equally likely to stay in a hotel or with family or friends.
- Visitors to Yellowstone Country are most likely to stay in an RV or tent.

### Reasons for Trip

- Rest & relaxation and recreation were more popular reasons to visit Glacier, Yellowstone, and Gold West countries than the other regions.
- Visiting family or friends ranked very high as a reason to visit all regions.

### Visitor Origin

- With the exception of Yellowstone Country, the largest portion of Montanans traveling for pleasure in each region were residents of that region.
- In the case of Yellowstone Country, Custer Country residents represented the largest portion of visitors.

### Activities

- Day hiking was much more popular among visitors to Glacier and Yellowstone countries than the other four regions.
- Backpacking, nature photography, and snowmobiling were most popular among Yellowstone Country visitors.
- Fishing was least popular among visitors to Custer Country.
- Attending special events/festivals was most popular with visitors to Custer Country.
- Boating or water sports were most popular among visitors to Glacier and Missouri River countries.
- Off-road/ATV/4WD were most popular among Gold West Country visitors.
- Golf was most popular with Glacier Country visitors.
- Ice fishing was most popular among visitor to Missouri River Country.