

Montana Resident Pleasure Travel

Results from the 1998-1999 Pleasure Travel Survey

Research Report 69

November 1999

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Executive Summary

Introduction

This report describes general travel characteristics for Montana residents as well as detailed characteristics for residents who engage in pleasure travel for day trips, overnight trips in Montana, and trips taken out of state. Montana resident households were contacted through a random-digit dialing telephone survey between July 1, 1998, and June 30, 1999, and responses were weighted to reflect Montana's population. A total of 2,625 interviews were completed out of 3,552 contacted households for a response rate of 74 percent.

Travel Characteristics of Montana Households

- Seventy-five percent of Montana households participated in pleasure travel during the 12-month study period. Twenty-five percent of Montana households took four or more pleasure trips per month, 30 percent took 2-3 trips per month, and 19 percent took only 1 trip per month. July, August, and September represent the highest number of traveling households.
- Thirty percent of Montana households participated in business travel during the 12-month study period. September, August, December, and February were the months with the greatest percent of business travel. Fourteen percent of Montana households took one business trip per month, and 6 percent took two business trips per month. Nine percent of Montana households took 3 or more business trips per month.
- Sixteen percent of Montana households participated in "other" types of travel (travel for funerals, real estate hunting, etc.) during the 12-month study period. November and February illustrated the highest frequency of "other" trips throughout the year. If an "other" trip was taken, it was most likely that one trip (6%) or two trips (4%) were taken.
- Seventy-three percent of all pleasure travel occurred in Montana while 27 percent of pleasure trips were to destinations outside Montana. Sixty percent of in-state travel (or 44 percent of all pleasure travel) occurred as day trips (no overnights) and 40 percent of in-state travel (or 29 percent of all pleasure travel) occurred as overnight trips.

Pleasure Travel Characteristics of Montana Households

- The pleasure travel industry in Montana has a trade surplus of approximately \$793 million when comparing the nonresident inflow of \$1.5 billion to resident outflow of \$707 million for pleasure travel.
- Day trip travelers typically spent \$20 for their pleasure trip. Montana overnight travelers spent \$65 for pleasure travel in the state while Montanans traveling out of state spent \$285 for pleasure trips.
- Montana travelers taking pleasure trips to shop reported the highest median trip expenditure of all in-state groups regardless of length of trip. Day trip shoppers typically spent \$185 on their trip and Montanans traveling overnight to shop spent \$383 on their trip.
- Montanans traveling out of state spent between \$150 and \$534 per pleasure trip, depending on their reason for traveling. Trips for sightseeing, rest or relaxation, combined reasons, or recreation resulted in the highest total trip expenditures for out-of-state trips.
- Montanans take a total of 9.2 million pleasure trips annually. This translates into 4.05 million day pleasure trips, 2.67 million in-state overnight pleasure trips, and 2.48 million out-of-state pleasure trips annually.
- Montana groups on day pleasure trips spend a total of \$81 million annually while groups on overnight trips in Montana spend a total of \$174 million annually. This totals \$255 million spent in Montana by Montanans for pleasure travel. Montana groups traveling out of state spend a total of \$707 million for pleasure travel annually.
- Total spending by Montana residents for pleasure travel totals \$962 million annually.
- Montana resident *pleasure* travelers contribute \$3.6 million to the State Lodging Facility Use Tax, which equates to 36% of the annual tax collections.
- Montanans traveling overnight in state typically spent 2-3 nights away from home, while Montanans traveling out of state typically spent 7-9 nights away from home.
- Summer months accounted for about 60 percent of all pleasure travel, regardless of destination or length of trip.
- Visiting family/friends and rest & relaxation were the top two reasons for traveling for pleasure regardless of trip destination or length.
- Washington and California were the top two out-of-state destinations for Montanans traveling for pleasure during the summer, fall, and winter. These were both surpassed by foreign countries other than Canada during the spring.
- Most travel groups consisted of one or two adults from the respondents' household. If children or people from outside the household were included, there were generally 2 or fewer members.
- Visiting historic, cultural, or interpretive centers, nature photography, and day hiking were popular activities among all groups.

Acknowledgements

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The authors would also like to thank the thousands of Montana residents who took time from their day to share their travels for this study. Without their unselfish responses this study could not have been completed.

Finally, we would like to thank the many state travel researchers around the country who provided input into our understanding of resident travel. Thanks go to Eileen Trainor (Texas), Eileen Hook (California), Julie Curtis (Oregon), Mark Northington (Louisiana), Arthur Robert (Massachusetts), Linda Limback (Minnesota), Barry Pitegoff (Florida), Douglas Frechtling (George Washington University) and Kirsten Niemann (Virginia).

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Implications of the Study

Montana residents spend approximately \$962 million for pleasure travel in a given year. Of that, Montana residents are exporting \$707 million to other states and countries. *Nonresidents* traveling in the state spend about \$1.5 billion¹ which results in an overall travel surplus for Montana of approximately \$793 million². The pleasure travel industry in the state of Montana is, therefore, approximately a \$1.8 billion industry when combining both in-state and nonresident travel. If business travel as well as commercial truck travel were included, it would be safe to say the travel industry makes a contribution to Montana's economy on the order of \$2 billion annually in direct expenditures alone.

Montana residents spend about 9.5 percent of their total annual income on pleasure travel. This money is spent on travel costs and necessities (such as food), but also for amenities such as visiting cultural centers, special recreation gear, and various other items. In a state like Montana, it is not surprising that gasoline purchases are one of the most predictable expenditures made by pleasure travelers. It is also not surprising that expenditures of residents who travel out of the state are frequent in the airline category.

What may be alarming (in the positive sense) or even questionable is that Montana residents who do travel for pleasure take 3 trips per month or 36 pleasure trips in a given year. While the largest portion of these are day trips, it is still a higher percentage of trips per household than might be expected. However, this large number of trips per household is supported in the 1995 American Travel Survey³.

In 1995, about 91 percent of the households in Montana took one or more long-distance trips to a destination 100 or more miles away from home. Montana households travel more than the national average which is about 80 percent of all households.

While the ATS report discusses long distant trips, a Montana day trip could easily be 100 miles or more away from home and therefore it makes sense that this state simply has more households that travel for pleasure and those who travel do it frequently.

Looking at Montana residents from a different angle, it is interesting to try to understand the residents who travel out-of-state for pleasure. This report tells us these groups are going to Washington, California, Oregon, Nevada, and foreign countries. What is also reported is that these people are somewhat more likely to travel during the winter months. Nevada, California and easily-reached destinations that provide a nice break from the cold Montana winters are very common destinations. Oregon and Washington provide a nice contrast in terms of surroundings. Foreign countries offer up adventure and culture

¹ 1998 *Nonresident Travel Estimates for Montana*. Institute for Tourism and Recreation Research, The University of Montana. March 1999.

² Nonresident inflow less resident outflow.

³ 1995 *American Travel Survey*, Bureau of Transportation Statistics, U.S. Department of Transportation. October 1997

that cannot be obtained in Montana. While these are important characteristics, it is also important to examine why residents go to these places.

Aside from visiting family/friends, residents who travel out of state for pleasure are generally looking for a way to relax and have fun. From a marketing standpoint, it would be difficult and rather silly to suggest that our residents stay in Montana and not visit their friends and family who happen to live outside of the state. However, since relaxing and having fun is an achievable prospect in this state, it would be interesting to produce an in-state promotional campaign highlighting all the fun and exciting things available in Montana to Montana residents. It simply could be that residents think the only way to “get-away” is to leave our borders when what they really may need is a refresher course on the opportunities to be found in their own back yard! The objective of the marketing promotion would be to increase awareness among Montana residents in regard to the opportunities available in the state to achieve fun and relaxation. This may influence some otherwise "outward bound" residents to benefit from their own surroundings and stay in Montana.

In terms of activities, residents who travel out of the state are participating in cultural events. The occurrence of visiting museums and cultural centers and taking part in festivals is much higher for groups traveling out of state. While Montana cannot provide a wide variety of cultures, it is possible to re-expose them to our own heritage, culture and historical happenings. The upcoming Lewis and Clark Bicentennial Commemoration is an opportunity to do just that.

While residents traveling in the state do not necessarily produce an economic impact to the state as a whole, regional impacts are produced when residents travel outside of their county. There may be opportunities to cater to our neighbors in other parts of the state and teach them about the history and culture of the different regions of Montana.

Residents traveling to out-of-state destinations for pleasure are a "missed opportunity" for Montana. The \$707 million spent annually by these groups is not staying within our economy but is going to benefit other states' economies. This group is one that could be captured, at least in part, by the promotion of cultural attractions and events in areas of the state other than their own.

Travel Characteristics of Montana Households

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 (such as a funeral or looking at real estate). 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.

Type of Trip

Montana households were more likely to take a pleasure trip (75%) than any other kind of trip during the year. Less than one-third of Montana households (30%) 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 3.0 - 3.4 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 - 2.4 trips per month (Table 1.1).

Table 1.1: Overall Montana Household Travel

Medians for the 12 Month Study	Percent of MT Households Who Took 1 Or More Trips	Typical Range of Monthly Trips for Households that Took Trips (median and mean)
Pleasure Trips	75%	3.0 – 3.4
Business Trips	30%	2.0 - 2.2
"Other" Trips	16%	2.0 - 2.4

Pleasure Travel by Month

Montana households were more likely to take a pleasure trip during the months of July (87%), August (79%), and September (77%) and least likely to take pleasure trips during the months of January (67%) and November (68%). However, if Montanans traveled in January, they generally took three or more trips (Table 1.2).

Table 1.2: Montana Household *Pleasure* Travel by Month

Month of Reported Travel	Percent of MT Households Who Took 1 Or More Pleasure Trips	# of Monthly Pleasure Trips for Households that Took a Pleasure Trip (median and mean)
January	67%	3.0 - 3.7
February	71%	2.0 - 3.0
March	75%	3.0 - 3.1
April	76%	2.0 - 2.9
May	76%	3.0 - 3.7
June	75%	2.0 - 3.4
July	87%	3.0 - 3.2
August	79%	3.0 - 3.6
September	77%	3.0 - 3.5
October	73%	2.3 - 3.4
November	68%	2.0 - 3.4
December	73%	2.0 - 3.4
Annual	75%	3.0 - 3.4

Business Travel by Month

September was the month during which Montana households were most likely to travel for business (36%) followed by August (33%), December (33%), and February (33%). The fewest Montana households reported taking a business trip during April (25%). However, business travel was fairly stable throughout the year (Table 1.3)

Table 1.3: Montana Household *Business* Travel by Month

Month of Reported Travel	Percent of MT Households Who Took 1 or More Business Trips	# of Monthly Business Trips for Households that Took a Business Trip (median and mean)
January	32%	2.0 - 2.3
February	33%	2.0 - 2.2
March	27%	2.0 - 2.3
April	25%	1.0 - 1.9
May	28%	2.0 - 2.0
June	26%	1.0 - 2.2
July	26%	1.3 - 2.2
August	33%	2.0 - 2.2
September	36%	2.0 - 2.6
October	32%	1.4 - 2.2
November	29%	1.0 - 2.1
December	33%	2.0 - 2.4
Annual	30%	2.0 - 2.2

"Other" Travel by Month

The category of "other" travel included any trip which was not taken primarily for pleasure or business. These trips include such events as traveling to a funeral or looking for real estate. Travel for reasons other than pleasure or business peaked in November with 20 percent of the households traveling during that month (Table 1.4).

Table 1.4: Montana Household "Other" Travel by Month

Month of Reported Travel	Percent of MT Households Who Took 1 or More "Other" Trip	# of Monthly "Other" Trips for Households that Took an "Other" Trip (median and mean)
January	15%	2.0 - 2.2
February	19%	2.0 - 2.1
March	17%	2.0 - 2.6
April	15%	2.2 - 2.9
May	12%	2.0 - 2.5
June	16%	2.0 - 2.6
July	17%	2.0 - 1.9
August	18%	2.0 - 2.5
September	18%	2.0 - 2.4
October	14%	3.0 - 2.9
November	20%	3.0 - 3.1
December	11%	1.0 - 1.9
Annual	16%	2.0 - 2.4

Number of Trips Per Month

Twenty-five percent of Montana households reported taking four or more pleasure trips during the month preceding their interview and half of Montana households reported taking one, two, or three pleasure trips. Nearly half of Montana households traveling for business took only one business trip. The majority of households traveling for "other" reasons took either one or two trips. (Figures 1.1 - 1.3).

Figure 1.1: Distribution of Number of *Pleasure* Trips Taken

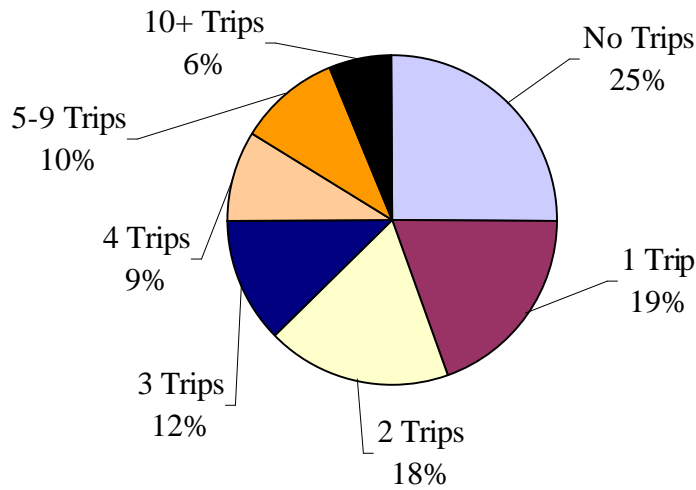


Figure 1.2: Distribution of Number of *Business* Trips Taken

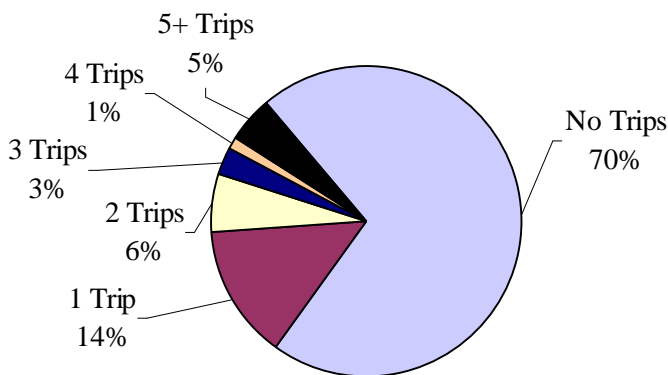
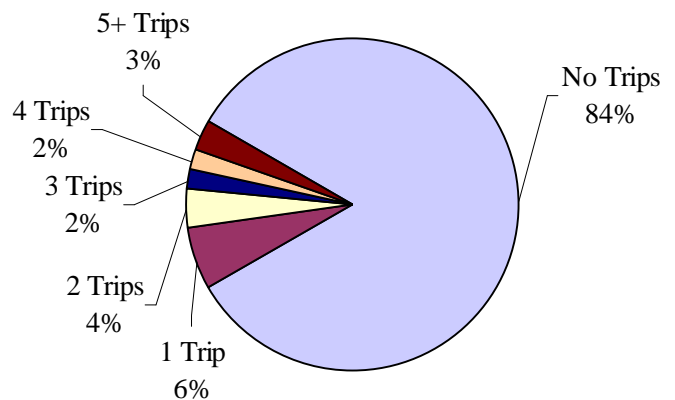


Figure 1.3: Distribution of Number of "*Other*" Trips Taken



Travel Groups Types

For comparison and discussion purposes, resident travelers were divided into three groups. Montana resident travel groups included in this analysis are 1) day trip travelers, 2) Montana overnight travelers, and 3) Montanan's traveling out of state.

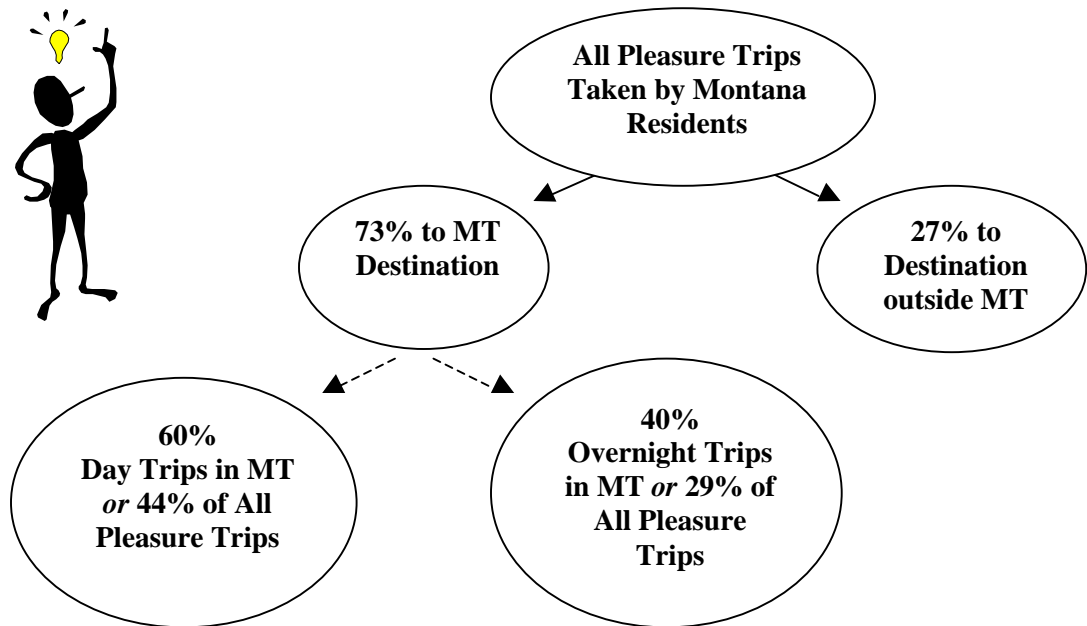
Day trip travelers are defined as those respondents for whom Montana was the primary destination, and who did not spend any nights away from home. These types of trips account for 44 percent of all pleasure trips taken in a year and 60 percent of all pleasure trips taken to destinations in Montana.

Montana overnight travelers are defined as those respondents who indicated a destination in Montana and spent at least one night away from home. They represent 29 percent of all pleasure trips taken by Montana residents and 40 percent of all pleasure trips taken to destinations in Montana.

Montanans traveling out of state are defined as those respondents who indicated a destination outside Montana. These types of trips represent 27 percent of all pleasure trips taken by Montana residents.

Comparable studies were analyzed to conclude that *in-state* pleasure trips are typically 60 percent day trips and 40 percent overnight trips. It was found that 73 percent of *all* pleasure trips are taken within the state and 27 percent are taken outside of Montana. By applying the 60/40 ratio to the trips taken within the state, 44 percent of *all* pleasure trips are day trips within Montana and 29 percent are Montana overnight trips, while 27 percent are Montanan's traveling out of the state (Figure 1.4).

Figure 1.4: Distribution of Pleasure Trips by Destination and Length of Trip



Pleasure Travel Characteristics of Montana Households

This section of the report provides a detailed description of Montana 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 expenditures, length of trip, accommodations used, timing and reasons of trips, destination, group characteristics, activity participation, and demographics. Ninety-five percent of the trips reported in this section were taken within one month of the survey, the accuracy of trip characteristics and expenditures provided by the respondent is very high since the recall time period was quite short.

Trip Expenditures

Pleasure trip expenditures may be made on a variety of items. While the spending patterns of groups taking day trips for pleasure are fairly simple, the spending patterns of overnight travelers in Montana and those traveling to destinations out of the state are more complex. Spending on gas and restaurants/bars occurred during all trip types. However, spending on groceries, retail items, and lodging were confined to those groups traveling for more than one day. The largest percentage of day trip travelers spent \$20 on their pleasure trip, while overnight pleasure trips in Montana generally cost \$65. Pleasure trips taken to out-of-state destinations generally resulted in a \$285 expense (Table 2.1).

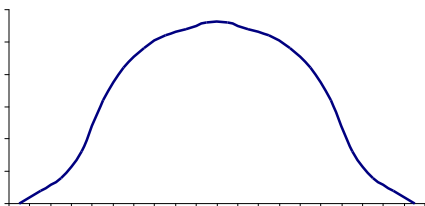
Table 2.1: Pleasure Trip Spending

Median Pleasure Trip Spending by Trip Type			
Expenditure Type	Day Pleasure Trips	MT Overnight Pleasure Trips	MTs Traveling Out of State
Gas	\$10	\$30	\$50
Lodging	\$0	<i>See sidebar</i>	\$60
Restaurant/Bar	\$10	\$25	\$100
Groceries	<i>See sidebar</i>	\$10	\$25
Retail Items	<i>See sidebar</i>	<i>See sidebar</i>	<i>See sidebar</i>
Other	<i>See sidebar</i>	<i>See sidebar</i>	<i>See sidebar</i>
Total Pleasure Trip Spending	\$20	\$65	\$285

Zero Median Values

Estimating typical trip spending involves calculation of typical expenditures by each group type for each expenditure category. While an average is generally thought of as a mean, there is another measure of central tendency that applies to data found in this analysis: the median. The median is the number in the middle of a set of numbers; or the half-way point. That is, half the responses have values that are greater than the median, and half have values that are less. The median is a more representative measure of typical behavior when a set of number has a non-normal distribution. Normal distributions have the commonly-known bell-shaped curve (see A below). However, the data associated with this analysis is non-normal in that it is very heavily skewed toward zero (see B below). This resulted from a very high occurrence of pleasure travel groups that spent no money on particular items. For example, 60 percent of groups on overnight pleasure trips in Montana spent no money on lodging because they either stayed with friends/family or in an RV/tent. This results in a zero value for the median expenditure for lodging. This is not to say that Montanans traveling overnight in the state spent absolutely no money on lodging, but the majority (60%) did not make that type of expenditure. See Table 2.7 for total in-state lodging expenditures.

A. Normal Distribution



B. Non-Normal Distribution

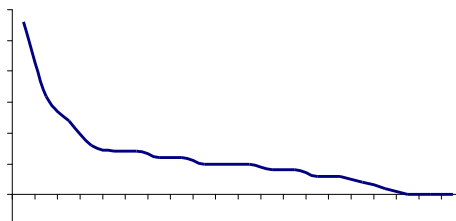


Table 2.2: Median Pleasure Trip Expenditures by Primary Reason for Trip

Primary Reason for Trip	Median Total Day Pleasure Trip Spending	Median Total MT Overnight Pleasure Trip Spending	Median Total Trip Spending for MTs taking Out-of-State Pleasure Trips
Combined	\$15	\$199	\$466
Visit Family/Friends	\$15	\$60	\$215
Family Event	\$9	\$63	\$345
Class Reunion	\$90	\$152	\$185
Recreation Activity	\$28	\$110	\$448
Rest or Relaxation	\$30	\$65	\$526
Entertainment	\$17	\$147	\$420
Shopping	\$185	\$383	\$379
Sightseeing	\$25	\$146	\$534
Other	\$0	\$113	\$398
Avoiding Winter	\$0	\$69	\$435
Special Event	\$14	\$80	\$150

The trip expenditure amount is highly dependent on the type of trip taken, as shown in the above table. For example, if a Montana resident travels for one day to visit friends and relatives, their overall expenditure for that day is a mere \$15. However, if a Montana resident travels for one day to shop, their overall expenditure for that trip is \$185. While this study cannot accurately determine the total number of each *trip type*, common sense as well as national statistics tell us that visiting friends and relatives is the most frequent reason for traveling. In other words, while some trips show high expenditures, those types of trips are less frequent in the overall picture of Montana pleasure travel. (Table 2.2)

Pre-Trip Expenditures

Table 2.3: Median Pre-Trip Spending for Pleasure Travel

	Median Pleasure Trip Pre-Trip Expenditure	Trip Spending (not including pre- trip spending)
Day Trip	\$15	\$20
Montana Overnight Trip	\$50	\$65
MTs taking Out-of- State Trips	\$120	\$285

Table 2.4: Percent of Households Making Pre-Trip Expenditures by Type of Trip

	Day Trips	Montana Overnight Trip	MTs Traveling Out of State
No pre-trip expenses	37%	25%	20%
Gas & Snacks	49%	47%	29%
Groceries & Supplies	20%	36%	20%
Specialized Gear	3%	9%	16%
Pre-Paid Packages	2%	1%	4%
Airline Tickets	1%	1%	21%
Pre-Paid Lodging	--	3%	4%
Other	5%	5%	6%

Note: Columns will not add to 100% because respondents could indicate more than one category.

In addition to expenditures made during their trip outside of their community, many resident travelers reported purchases made in preparation for taking a trip in or out of Montana. While not included in estimates of median trip spending, these pre-trip expenditures are worth discussing.

As illustrated in Table 2.3, pre-trip preparation comprises a substantial portion of reported trip spending by Montana residents for pleasure travel. At first glance, it seems reasonable that these expenditures could be included in a calculation of total resident spending for pleasure travel. However, further examination implies that only a small portion of expenses reported as trip preparation expenses came about as a direct result of a pleasure trip. Table 2.4 illustrates the percentage of households that made pre-trip expenses in each of the listed spending classes.

Gas, snacks, groceries, and supplies accounted for the largest portion of pre-trip expenses regardless of the type of pleasure trip taken. While the respondent indicated that these purchases were made in preparation of their pleasure trip, it could be argued that at least some of these purchases would have been made whether or not the pleasure trip occurred. It may be that the items purchased were different than what would have been purchased if the pleasure trip was not taken, but the expenditure would still have been made. For example, a family taking a weekend trip to the lake may top off the gas tank and purchase some groceries and snacks. While these are thought of as "pre-trip" expenditures made for the purpose of preparing for their trip, the family would have purchased food items for the weekend had they spent it at home. This indicates that at least some of the expense would have been incurred had the trip not taken place.

On the other hand, there were pre-trip expenditures reported that would obviously not have occurred without the pleasure trip. Twenty-one percent of households traveling out of state made a pre-trip expenditure for airline tickets. These purchases were a direct result of the pleasure trip. If one was to examine expenditures made in Montana as a result of pleasure travel, these would be significant purchases. However, purchases of this type have a very miniscule effect on Montana's economy because nearly all the dollars associated with these purchases go to firms outside the state. Therefore, while the purchases occurred in Montana, very small amounts of those dollars actually circulate through Montana's economy.

Pleasure Trip Travel Volume

Montana households took 9.2 million pleasure trips during the year-long study period. This number represents nearly 36 pleasure trips per year with varying durations and destinations for Montana households that take pleasure trips (Table 2.5). See Appendix B for calculation methods.

Table 2.5: Annual Pleasure Trip Volume

	MT Household Population⁴ (1997)	Percent of Annual Households that Took a Pleasure Trip	Median Number of Pleasure Trips Taken	TOTAL MONTHLY PLEASURE TRIPS	TOTAL ANNUAL PLEASURE TRIPS
Annual Pleasure Trips	340,813	75%	3.0	766,829	9.2 Million

⁴ Census and Economic Information Center, Montana Department of Commerce. www.com.state.mt.us/ceic/subjects/index.htm#P accessed 2/17/99.

Pleasure Trip Spending by Montana Households

Montana residents spent \$962 million dollars for pleasure travel during the year-long study period. This figure includes \$81 million by day trip travelers, \$174 million by Montana overnights travelers, and \$707 million by Montanans traveling out of state (Table 2.6). See Appendix B for calculation methods.

Table 2.6: Total Resident Spending for Pleasure Travel

Total Montana Resident Spending for Pleasure Travel*		
Total Annual Pleasure Trips 9.2 million		
Montana Destination Pleasure Trips 73%		Out-of-State Destinationa Pleasure Trips 27%
Day Trips: 44% of <i>all</i> pleasure trips 60% of all <i>Montana</i> trips	MT Overnight Trips: 29% of <i>all</i> pleasure trips 40% of all <i>Montana</i> trips	Out-of-State Trips: 27% of <i>all</i> pleasure trips
4.05 million annual trips	2.67 million annual trips	2.48 million annual trips
Median Spending: \$20	Median Spending: \$65	Median Spending: \$285
Total Annual Day Trip Spending: \$81 million	Total Annual Montana Overnight Trip Spending: \$174 million	Total Annual non-Montana Trip Spending: \$707 million
Total Annual Resident Spending for Pleasure Travel: \$962 million		

Montana Resident Pleasure Travel Contribution to Lodging Facility Use Tax

Montana residents spend more than \$93 million on lodging within the state during pleasure trips each year. Of this, they contribute approximately \$3.6 million to the Lodging Facility Use Taxes annually, accounting for 36 percent of total collections (Table 2.7). See Appendix B for calculation methods.

Table 2.7: Resident Contribution to Lodging Facility Use Taxes

Resident Contribution to Lodging Facility Use Taxes	
Total Annual Montana Overnight Pleasure Trips	2.67 million trips
Percent of Montana Overnight Pleasure Trips with a Lodging Expenditure	39%
Total Annual Montana Overnight Pleasure Trips with a Lodging Expenditure	1.041 million
Median Pleasure Trip Lodging Expenditures for Montana Overnight Trips	\$90
Total Annual Lodging Expenditures in Montana	\$93.69 million
Annual Resident Payment of Lodging Facility Use Tax for Pleasure Travel	\$3.603 million
Approximate Annual Lodging Facility Use Tax Collections	\$10 million
Annual Resident-Paid Portion of Lodging Facility Use Tax for Pleasure Travel	36%

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 trips. Since day trip travelers did not spend any nights away from home, they were excluded from this analysis. If traveling overnight in-state, respondents generally spent their nights with friends or family (29%), in an RV or tent (29%), or in a hotel (23%). Montanans traveling out of state generally spent their nights in the home of friends or family (47%), and two percent of those nights were in Montana. Of those staying in hotels (30%), two percent of the nights were spent in Montana (Figures 2.1 - 2.2).

Figure 2.1: Percentage of Nights Spent in Each Accommodation Type by Montana Overnight Travel Groups

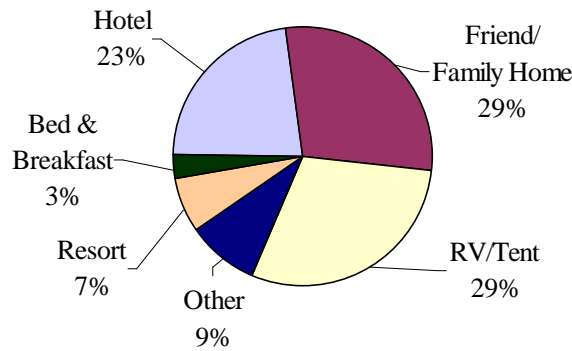
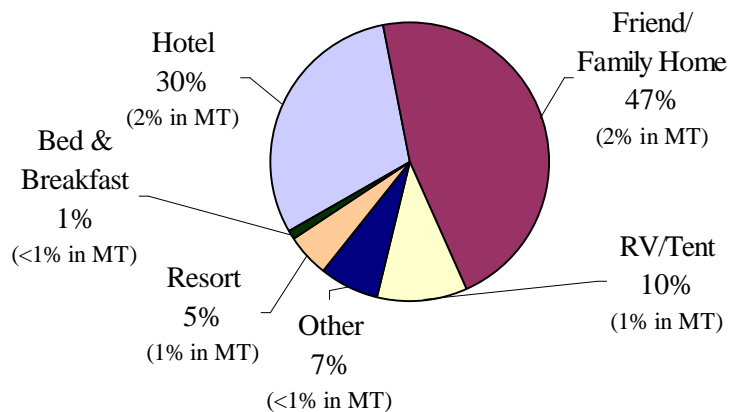


Figure 2.2: Percentage of Nights Spent in Each Accommodation Type by Montanans Traveling Out of State



Respondents also indicated how many nights their travel group spent away from home on their pleasure trip. Montana overnight travelers generally spent 2-3 nights away from home, and Montanans traveling out of state generally spent 7-9 nights away from home on their trip (Table 2.8).

Table 2.8: Distribution of Montana and Non-Montana Nights

Number of Nights	Montana Overnight Trips	Montanans Traveling Out of State	
	Nights in Montana	Total Nights Away	Nights in Montana
0	--	2%	86%
1	24%	4%	7%
2	32%	7%	4%
3	18%	10%	2%
4	10%	10%	1%
5	5%	11%	<1%
6	2%	5%	<1%
7 - 10	7%	27%	<1%
11 - 14	1%	12%	<1%
15 or more	1%	12%	--
Median Nights Away	2-3 nights	7-9 nights	--

Seasonal Distribution of Pleasure Trips

The seasons of the year were defined as follows: summer includes June, July, August, and September; fall includes October and November; winter includes December, January, February, and March; and spring includes April and May.

Sixty percent of most recent pleasure trips were taken during the summer months, while about one in five trips were taken during the fall. Trips taken during the winter and spring account for the remaining 20 percent of pleasure trips (Figure 2.3). There was very little variation among season of pleasure travel between day trips, Montana overnight trips, and trips taken out of state (Figures 2.4 - 2.6)

Figure 2.3: Seasonal* Distribution of All Pleasure Trips

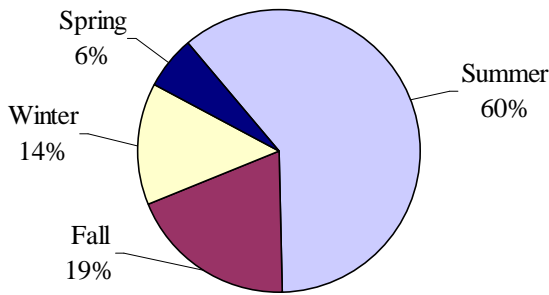


Figure 2.4: Seasonal* Distribution of Pleasure Day Trips

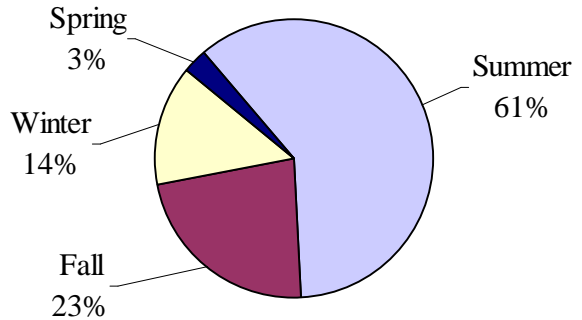


Figure 2.5: Seasonal* Distribution of Montana Overnight Pleasure Trips

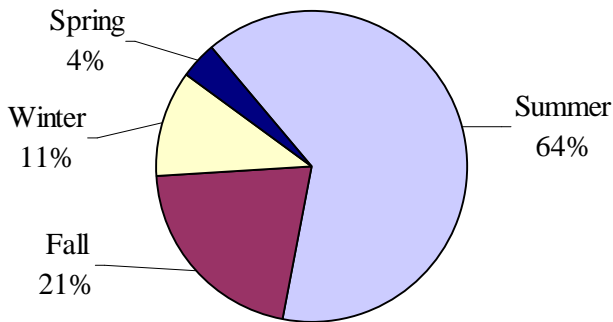
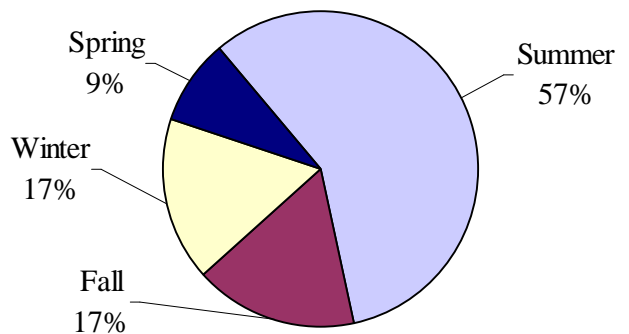


Figure 2.6: Seasonal* Distribution of Pleasure Trips Taken Out of State



Reasons for Most Recent Pleasure Trips

Visiting family & friends and rest & relaxation were the most frequently reported reasons Montanans took their most recent pleasure trips. Day trip travelers were more likely to take pleasure trips for shopping before sightseeing and entertainment. This was unlike groups traveling overnight in the state, who were not as likely to report shopping as frequently. Family events were most frequent among residents traveling out of state (Table 2.9).

Table 2.9: Reason for Pleasure Trips

Rank*	Day Trip	Montana Overnight trip	MTs Traveling Out of State
1	Visiting Family/ Friends	Visiting Family/ Friends	Visiting Family/ Friends
2	Rest & Relaxation	Rest & Relaxation	Rest & Relaxation
3	Shopping	Recreation	Entertainment
4	Sightseeing	Entertainment	Family Event
5	Entertainment	Sightseeing	Sightseeing
6	Recreation	Combination	Combination
7	Combination	Family Event	Recreation
8	Family Event	Avoiding Winter	Shopping
9	Special Event	Shopping	Other
10	Avoiding Winter	Special Event	Avoiding Winter
11	Other	Other	Special Event
12	Class Reunion	Class Reunion	Class Reunion

* 1 = Most frequently reported reason, 12 = Least frequently reported reason

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 Montana residents chose to take a private vehicle. Montanans traveling out of state were the most likely of all groups to fly on commercial airplanes (32%) (Table 2.10).

Table 2.10: Primary Transportation Used During Most Recent Pleasure Trip

Transportation	Day Trip	Montana Overnight Trip	MTs Traveling Out of State
Private Vehicle	97%	91%	59%
Commercial Airplane	--	1%	32%
RV	<1%	5%	3%
Rented Vehicle	<1%	<1%	1%
Other	2%	3%	2%
Charter Bus	<1%	1%	1%
Train	<1%	<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. By far, the most common destination for Montana household pleasure travel was within the state of Montana. The most frequently visited area in Montana were the larger communities of the state (see Appendix C). For Montana households who traveled outside of Montana on their most recent pleasure trip, popular destinations included Washington (14%), California (9%), Oregon, Nevada and foreign destinations other than Canada (6% each). Twelve destinations accounted for 71 percent of Montanans traveling out of state (Tables 2.11).

Table 2.11: Most Popular Out of State Destinations for Most Recent Pleasure Trips Taken to Destinations Outside Montana

Destination	Percent of Trips all Trips Taken to Out of State Destinations by Montana Households
Washington	14%
California	9%
Oregon	6%
Nevada	6%
Foreign country* other than Canada	6%
Idaho	5%
Colorado	5%
Canada	5%
Wyoming	4%
South Dakota	4%
Arizona	4%
North Dakota	3%

* See Appendix C for complete listing of foreign countries reported as destinations.

Washington and California were the most popular non-Montana destinations for summer, fall and winter travel. These were surpassed by foreign countries other than Canada during the spring (Table 2.12).

Table 2.12: Top Out-of-State Travel Destinations by Season

Summer	Fall	Winter	Spring
Washington (15%)	Washington (12%)	Washington (16%)	Foreign countries other than Canada* (14%)
California (8%)	California (10%)	California (12%)	Washington (12%)
Idaho Oregon (7% each)	Foreign countries other than Canada* (8% each)	Nevada Arizona Foreign countries other than Canada* (9% each)	California (10%)
Foreign countries other than Canada* (3%)	Wyoming (7%)	Colorado (7%)	Alaska (7%)
Nevada (6%)	Oregon Arizona (6% each)	Canada* (6%)	Arizona (6%)
Wyoming Colorado South Dakota Canada* (5% each)	Canada* Colorado Nevada Texas South Dakota (4% each)	Florida Hawaii Oregon (4% each)	Nevada Florida Oregon Wisconsin Canada (4% each)
North Dakota (4%)	Idaho Pennsylvania (3% each)	Idaho North Dakota (3% each)	Utah Texas (3% each)

* See Appendix A for complete listing of foreign countries and Canadian provinces reported as destinations.

Travel Group Characteristics for Most Recent Pleasure Trip

Respondents described all members of their travel party on their most recent pleasure trip. 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 (Tables 2.13 - 2.15).

Table 2.13: Day Trip Travel Group Members

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.58	--	46%	50%	3%	<1%
Children from Household	.59	69%	14%	11%	5%	2%
Others from Outside Household	1.93	52%	17%	14%	5%	11%

Table 2.14: Montana Overnight Trip Travel Group Members

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.59	--	44%	53%	3%	<1%
Children from Household	.63	65%	15%	13%	5%	1%
Others from Outside Household	1.78	52%	16%	11%	8%	13%

Table 2.15: Montana Groups Traveling Out of State

Group Members	Avg.	0	1	2	3	4+
Adults from Household (including respondent)	1.56	--	47%	51%	3%	<1%
Children from Household	.40	79%	8%	8%	4%	1%
Others from Outside Household	1.68	61%	16%	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. Activity participation was fairly low for day trip travelers, which might be explained by the high frequency of trips taken to visits family and friends. If groups of day trips did an activity it was most likely that they visited historic, cultural, or interpretive centers. Over one-third of Montanans on overnight trips in the state participated in day hiking, and more than one-fourth visited historic, cultural, or interpretive centers. Fishing was very high for Montana overnight travelers (25%), but declined for Montanans traveling out of state (11%). Activities Montanans are most 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) (Table 2.16).

Table 2.16: Activity Participation by Type of Trip

Activity	% of Day Trip Groups with One or More Participants	% of Montana Overnight Groups with One or More Participants	% of Groups Traveling Out of State with One or More Participants
Attend a Special Event/Festival	13%	15%	18%
Attend or Participate in a Sporting Event	9%	20%	32%
Backpacking	4%	9%	5%
Boating or Water Sports	8%	16%	18%
Cross Country Skiing	1%	1%	<1%
Day Hiking	15%	36%	24%
Downhill Skiing or Snowboarding	1%	4%	1%
Fishing	11%	25%	11%
Golf	2%	6%	9%
Horseback Riding	2%	6%	3%
Hunting	6%	8%	3%
Ice Fishing	1%	1%	1%
Nature Photography	14%	25%	27%
Off-Road, ATV, or 4WD	4%	10%	5%
Snowmobiling	2%	3%	1%
Visit Historic, Cultural, or Interpretive Centers	16%	26%	50%

Visiting historic, cultural, or interpretive centers, day hiking, and attending special events/festivals were among the top three or four most popular activities throughout all seasons. Attending or participating in sporting events were also fairly popular throughout the year. Nature photography (68%), fishing (25%), and boating (21%) were other popular summer activities. Hunting (17%) was a popular fall activity, while boating was another popular activity during the winter (15%) and spring (21%) (Table 2.17).

Table 2.17: Household Recreation Participation on Most Recent Pleasure Trip by Season

Activity	Percent of Pleasure Travel Groups with One or More Participant			
	Summer	Fall	Winter	Spring
Visiting Historic, Cultural, or Interp. Centers	43%	33%	33%	53%
Nature Photography	68%	13%	11%	8%
Hunting	3%	17%	5%	3%
Day Hiking	34%	24%	21%	28%
Backpacking	8%	6%	5%	6%
Horseback Riding	5%	6%	5%	1%
Off-Road, ATV, or 4WD	7%	8%	5%	1%
Fishing	25%	7%	9%	14%
Boating	21%	9%	15%	21%
Golfing	8%	5%	6%	7%
Attend or Participate in Sports Events	15%	16%	21%	15%
Attend Special Events/Festivals	28%	21%	25%	29%
Downhill Skiing or Snowboarding	1%	1%	6%	1%
Cross Country Skiing	<1%	<1%	2%	--
Snowmobiling	<1%	1%	4%	--
Ice Fishing	<1%	--	2%	1%

Note: Columns do not add to 100% because respondents could indicate more than one type of activity.

Traveler Demographics

Some differences exist between the three travel groups. Respondents from the in-state overnight travel group were at least five years younger on average than respondents from the other groups. Montana overnight travelers were more likely to have children in the home while Montanans traveling out of state reported the smallest average household size (Table 2.18).

Table 2.18: Traveler Demographics of Groups that took a Pleasure Trip

Demographic Characteristic	Day Trip	Montana Overnight	MTs Traveling Out of State
Respondents' Gender <ul style="list-style-type: none"> • Women • Men 	46% 54%	47% 53%	54% 46%
Median age of respondent (adults 18 years and older) <ul style="list-style-type: none"> • Ages 18-29 • Ages 30-49 • Ages 50-64 • Ages 65+ 	51 years 13% 40% 23% 24%	45 years 25% 48% 16% 11%	50 years 19% 38% 23% 20%
Average household size	2.65 people	2.82 people	2.48 people
Average number of children in all households Average number of adults per household Average # of children in households w/children <ul style="list-style-type: none"> • Households w/o children 	.8 children 1.9 adults 2.16 children 65%	.88 children 1.94 adults 1.89 children 54%	.63 children 1.85 adults 1.97 children 70%
Median household income Total household income <ul style="list-style-type: none"> • Less than 10,000 • \$10,000-\$14,999 • \$15,000-\$19,999 • \$20,000-\$34,999 • \$35,000-\$49,999 • \$50,000-\$100,000 • Over \$100,000 	\$20,000-34,999 21% 9% 9% 22% 16% 19% 4%	\$20,000-34,999 21% 6% 8% 19% 19% 22% 5%	\$20,000-34,999 20% 4% 5% 20% 20% 25% 7%
Respondents' Educational Attainment <ul style="list-style-type: none"> • Less than High School • Completed High School • Some College • Completed Bachelor's Degree or higher 	8% 56% 11% 26%	8% 58% 8% 27%	8% 58% 8% 25%

Recommendations for Further Research

The random-digit dialing technique for the data collection in this survey was professionally undertaken by the Bureau of Business and Economic Research at The University of Montana. Their knowledge in telephone data collection was instrumental in achieving the remarkable results we were able to get. However, no matter how well a survey is written and conducted, there is always room for improvement.

It is recommended that another method of collecting data for resident travel and recreation be reviewed. In large, nationwide travel data sets, the household panel method of data collection is used. A certain number of households are selected each year to complete a diary of travel events from that household which are collected each quarter. This could be an on-going data collection technique for the state of Montana that would allow for comparison over time and life-stages. It could also be a tool by which up-to-date, detailed information on specific topics could be generated. By using the diary method for travel and recreation expenditures, more detailed and precise data could be generated. However, household panel surveys are very costly to produce and maintain. Undertaking this type of endeavor would require great interest and extraordinary commitment by the State of Montana to the awareness of resident pleasure travel.

Appendix A: 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 Montana and 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 this 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 out 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.

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 Kish⁵ grid was applied, ensuring random selection of the individual to be interviewed within multiple person households.

⁵ *A Procedure for Objective Respondent Selection Within the Household*. Kish, L. (1949). Journal of the American Statistical Association, 44, 380-387.

Respondents refused 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 A.1: Response Rates and 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
Completions (useable surveys)	2,625
Response rate	74%

Table A.2: Distribution of Responses

Month	Completed Interviews
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
Total	2625

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 Census⁶. 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.

⁶ Census and Economic Information Center, Montana Department of Commerce.
www.com.state.mt.us/ceic/subjects/index.htm#P accessed 2/17/99.

Appendix B: Calculation Methods

1) Pleasure Trip Travel Volume

Estimating annual pleasure trip travel volume is the first step in estimating total annual output for pleasure travel by Montana residents. The number of households in Montana, percent of those households that take pleasure trips over the course of a year, and the typical number of trips taken in a month are all key elements of this estimation.

Calculating travel volume involves projecting the median number of monthly pleasure trips taken by Montana residents over the 12-month year. The total annual trip estimation is used rather than monthly trip estimates because median annual trip expenditures are used to calculate total annual spending. Final spending estimates are more reliable when annual estimates are applied at all levels of calculation.

POP	= Total number of households in Montana
%PT	= Annual percent of households that took a pleasure trip (Table 1.1)
#T	= # of trips taken per month for households that took trips (Table 1.1)
TM	= Total number of trips taken by Montana residents per month
TA	= Total annual number of pleasure trips taken by Montana residents

Calculation formula for estimating total annual pleasure trips:

1. $(POP * \%PT) * \#T = TM$
2. $TM * 12 = TA$

2) Annual Resident Pleasure Trip Spending

Using respondent data on pleasure trip spending, frequency of travel, and trip type, it is possible to build a model for estimating pleasure travel spending by Montana households for the year.

The variables used in the calculations are:

TRIPS	= Total annual pleasure trips (Table 2.5)
%T	= Percent of total trips taken for specified type ⁷ (Figure 1.4)
#AT	= Total number of annual trip of specified type ⁷
\$AR	= Median trip spending for specified type (Table 2.1)
\$TR	= Total annual spending for trip type
\$T	= Total annual Montana resident spending for pleasure travel

Calculation formulas for Montana resident pleasure trip spending:

1. $TRIPS * \%T = \#AT$
2. $\#AT * \$AR = \TR
3. $Sum\ 3\ different\ \$TR = \T

⁷ Type refers to pleasure trips taken as day trips, Montana overnight trips, or trips taken by Montanans to out-of-state destinations.

3) Resident Contribution to Montana's Lodging Facility Use Tax

Since the median expenditure for lodging accommodations in Montana reported in Table 2.17 is zero, it would seem that Montana residents do not contribute to the statewide Lodging Facility Use Tax on overnight accommodations. This is not the case, however. The zero median means that 50 percent of reported lodging expenditures in Montana were zero and that 50 percent of reported lodging expenditures in Montana were greater than zero. Examining in-state lodging expenditures *for those groups that actually spent money on lodging in Montana* leads to a conclusion of resident contribution to the Lodging Facility Use Tax. This is accomplished using annual Montana overnight trips including a lodging expenditure and median trip lodging expenditures for those groups making lodging expenditures in the state.

- T** = Number of annual Montana overnight pleasure trips (Table 2.6)
- %TL** = Montana overnight pleasure trips with lodging expenditures (39%)
- TL** = Number of annual MT overnight pleasure trips with lodging expenditures
- \$L** = Median trip spending for lodging in Montana (\$90)
- \$TL** = Total annual resident expenditures for lodging in Montana (includes tax)
- \$TLT** = Total annual resident payment of Lodging Facility Use Tax
- LT** = Total annual Lodging Facility Use Tax collections
(approximately \$10 million currently)
- %RT** = Resident portion of Lodging Facility Use Tax

Calculation formulas for lodging facility use taxes:

1. $T * \%TL = TL$
2. $TL * \$L = \TL
3. $\$TL - (\$TL/1.04) = \$TLT$
4. $(\$TLT / LT) * 100 = \%RT$

Appendix C: Listing of Responses

Other Foreign Destinations

Amsterdam	Europe	Mexico
Auckland	France	Nepal
Australia	Germany	New Zealand
Bahamas	Glasgow, Scotland	Norway
Barcelona	Greece	Panama Canal
Bolivia	Guadalajara	Paraguay
Cabo San Lucas	Honduras	Paris, France
Cabo, Mexico	Hong Kong	Puerto Rico
Cancun Mexico	Hungary	Rio De Janeiro
Canjuan	Ireland	Rome, Italy
Caribbean	Israel, Jordan	Scandinavia
Cayman Islands	Italy	Scotland
Costa Rica	Jamaica	Sicily
Egypt	Kenya	Thailand
England	London	Tunisia, Africa
Ensanada	Maranta Island	Winsome
Estapa	Mazatlan	Yukon

Canadian Destinations

Alberta	Cranbrook	Regina
Arcola	Edmonton	Sparwood
British Columbia	Fairmont (Canada)	Toronto
Banff	Jasper	Vancouver
Calgary	Lake Louise	Victoria BC
Calgary	Lake Louise	Victoria BC
Cape Brento	Lethbridge	Victoria Island
Cape Brento	Lethbridge	Victoria Island
Cardston	Medicine Hat	Whistler
Cardston	Medicine Hat	Whistler
Carston	Pentictan	Whitehorse
Carston	Pentictan	Whitehorse

Montana Destinations (1% or greater)

Anaconda	Flathead Lake	Lewistown
Beartooth Mountains	Fort Peck	Miles City
Beartooth Mountains	Fort Peck	Miles City
Big Sky	Glacier National Park	Missoula
Big Sky	Glacier National Park	Missoula
Billings	Glendive	Polson
Billings	Glendive	Polson
Bozeman	Great Falls	Red Lodge

Butte
Butte
Chico Hot Springs
Dillon

Havre
Helena
Helena
Kalispell

Ronan
Whitefish
Yellowstone National Park

Appendix D: Resident Travel Survey Instrument

Introduction

Hello. My name is _____, and I am calling from The University of Montana in Missoula. We are calling Montana households to ask questions about travel and recreation experiences. This interview is completely confidential.

First, what is the name of the city, town, or community you live in now or live closest to?

What is the zip code for your street address where you live?

How many years have you lived in the "city" area?

Where were you living BEFORE you moved to the 'city,' area?

What Montana COUNTY did you move from?

Have you lived in Montana before now?

Has ANYONE ELSE in your household lived in Montana before now?

Why did you choose to move to the 'city' area, rather than somewhere else-- what was your primary reason?

- 1 ... JOB TRANSFER
- 2 ... MILITARY
- 3 ... EMPLOYMENT
- 4 ... SCHOOL
- 5 ... ENVIRONMENT, BEAUTY, MOUNTAINS, SCENERY
- 6 ... URBAN DREAD-CRIME, CONGESTION
- 7 ... FAMILY TIES
- 8 ... MARRIAGE
- 9 ... RURAL CHARACTER-LOW CRIME, HOUSING
- 10 ... OUTDOOR RECREATION, HUNTING, FISHING, SKIING
- 11 ...
- 77 ... OTHER REASONS (LIST UNDER CORRECTIONS RESID5));
- 0 ... NO RESPONSE);

Are you very satisfied, somewhat satisfied..., somewhat dissatisfied, very dissatisfied with your new location?

- 1 ... VERY SATISFIED
- 2 ... SOMEWHAT SATISFIED
- 3 ... HALF AND HALF
- 4 ... SOMEWHAT DISSATISFIED
- 5 ... VERY DISSATISFIED

What was your age on your last birthday?

How many years total have you lived in Montana?

How many persons, including yourself, live in your household? Be sure to include any infants.

Of those living in your household, how many are children under the age of 18?

0 NO CHILDREN

8 8 OR MORE

9 NO RESPONSE; REFUSED

Recreation Questions

Next I will ask you about the recreation patterns of the members of your household. I'm going to list several recreation activities several which are out of season. Please tell me *how many* people in your household participated in each activity in the last month.

(Interviewer will give dates) First let's discuss land-based activities.

Land-Based Activities

- a. Hunting _____
- b. Day hiking _____
- c. Camping in a tent _____
- d. Camping in a vehicle-type camper (such as an RV, tent trailer, or 5th wheel) _____
- e. Backpacking _____
- f. Walking for pleasure _____
- g. Horseback riding _____
- h. Motorcycling _____
- i. Off-road ATV or 4WD _____

Water-Based Activities.

- a. Fly-fishing _____
- b. Other types of fishing _____
- c. Swimming _____
- d. Motorized boating (such as speed boating or jet-skiing) _____
- e. Non-motorized boating (such as canoeing, kayaking, sailing, or floating) _____
- f. Water skiing or related activities _____

Passive Activities.

- a. Visiting museums _____
- b. Visiting art galleries _____
- c. Visiting Native American sites or activities _____
- d. Visiting other historic or interpretive sites _____
- e. Attending performing arts _____
- f. Visiting attractions such as theme parks, zoos, and water parks _____
- g. Picnicking _____
- h. Wildlife watching _____
- i. Nature photography _____
- j. Recreational shopping _____

Other Activities

- a. Bicycling _____
- b. Gambling _____

- c. Golfing _____
- d. Attending a sporting event as a spectator _____
- e. Participating in a sporting event _____
- f. Attending a festival or special event _____

Cool Weather Activities.

- a. Downhill skiing _____
- b. Snowboarding _____
- c. Cross country skiing _____
- d. Snowmobiling _____
- e. Snowshoeing _____
- f. Sledding _____
- g. Ice fishing _____

Trip Estimation Questions

Now I'm going to ask about the travel behavior of the members of your household. Please think about all of the overnight or day trips taken by ANY member of your household that *ended* within the last month (interviewer will give dates).

1. How many trips for the primary purpose of visiting friends or relatives, rest or relaxation, sightseeing, recreation, entertainment, or shopping have you or any members of your household taken that ended within the last month? _____
2. Of those, how many were to destinations outside Montana? _____
3. How many trips the primary purpose of business, convention, conference, or seminar have you or any members of your household taken that ended within the last month? _____
Of those, how many were to destinations outside Montana? _____
4. How many "other trips" have you or any member of your household taken that ended within the last month? _____

What was the primary purpose of each of those trips?

Of those, how many were to destinations outside Montana? _____

Most Recent Trip Questions

I would like you to recall the most recent *pleasure* trip outside your community that YOU were involved with. It may have been in the last week, the last month, or it may have been in the last year.

1. Approximately when did this trip end? (month and year) _____

2. What was your primary destination? _____ (open-ended)
If they don't have one, ask "What was the farthest place you reached?"

3. What was the main reason that you took that trip? _____
(open-ended but use the codes below)

- 1 Combined business and pleasure
- 2 Visit friends or relatives
- 3 Family event such as wedding, reunion, etc.
- 4 Class reunion
- 5 Participating in a recreation activity (including camping, hiking, etc.)
- 6 Rest or relaxation
- 7 Entertainment (spectator at an activity, eating out, theater, movie, concert, gambling, etc.)
- 8 Shopping
- 9 Sightseeing
- 10 Other (specify) _____

a. How many *nights* did you spend away from home while on this trip? _____

b. How many of those nights did you stay in Montana? _____

5. How many *nights* did you spend in each of the following accommodations while you were on your trip?

- _____ Hotel or motel How many of those were in Montana? _____
- _____ Bed & breakfast How many of those were in Montana? _____
- _____ Home of friends or relatives How many of those were in Montana? _____
- _____ RV, camper, or tent How many of those were in Montana? _____
- _____ Resort, condominium, or guest ranch How many of those were in MT? _____
- _____ Other (please specify) How many of those were in Montana? _____

6. What mode of transportation did you use to travel MOST of the distance (not time -- but distance) on your trip? _____

Codes:

- 1 RV or motorhome
- 2 Other privately owned vehicle
- 3 Rented vehicle
- 4 Commercial airplane
- 5 City to city bus (i.e., Greyhound or Intermountain)
- 6 Charter or tour bus
- 7 Train
- 8 Motorcycle
- 9 Other

7a. Including yourself, how many adults from your household went on that trip? _____

7b. How many children from your household went on that trip? _____

8. How many people *from outside your household* went on that trip? _____

For the next two sets of questions, please think about all the people in your household that went on that trip, including yourself.

9. I'm going to read a list of recreation activities. Please indicate if anyone *from your household* participated in that activity while you were on that trip.

Land-Based Activities.

- | | | |
|------------------------|---|---|
| a. Hunting | Y | N |
| b. Day hiking | Y | N |
| c. Backpacking | Y | N |
| d. Horseback riding | Y | N |
| e. Off-road ATV or 4WD | Y | N |

Water-Based Activities.

- | | | |
|----------------------------|---|---|
| a. Fishing | Y | N |
| b. Boating or water sports | Y | N |

Passive Activities.

- | | | |
|---|---|---|
| a. Visiting historic, cultural, or interpretive sites | Y | N |
| b. Nature photography | Y | N |

Other Activities.

- | | | |
|---|---|---|
| a. Golfing | Y | N |
| b. Attending or participating in a sporting event | Y | N |
| b. Attending a special event or festival | Y | N |
| b. Downhill skiing or snowboarding | Y | N |
| c. Cross country skiing | Y | N |
| d. Snowmobiling | Y | N |
| e. Ice fishing | Y | N |

10. Now I'm going to ask how much money you or someone from your household spent while on that trip.. Your estimates should include everything that was spent by you and/or the people from your household.

- How much did you and/or someone from your household spend on gas while on that trip? _____
- How much did you and/or someone from your household spend on lodging while on that trip? _____
- How about restaurants and bars? _____
- Groceries and snacks? _____

- e. Retail goods? _____
- f. Other goods and services? This should include entertainment such as entrance fees or equipment rental, parking fees, toll fees, automotive repairs, etc. _____
- g. Trip preparation, (including auto service, gas, groceries, camping equipment, tickets, etc.) ? _____

11. What did you spend that money on? (SPECIFY)_____

Demographics

The remaining questions are for classification purposes only.

What is the highest grade or year of regular school you have ever attended?

Did you finish that grade (year) and get credit for it?

Did you receive a high school diploma or pass a high school equivalency test?

What degree or degrees did you receive?

Last of all, we need to be able to classify all the households we interview by broad income categories -- that would be ALL the income you (and the others in your household) RECEIVED in 1997, from ALL sources, not just from wages ... and before taxes and other deductions. We do not need the exact dollar figure -- just tell me which of these categories it falls in.

And including yourself, how many persons in your household, receive any kind of income that's part of your household income?

This concludes our call. To thank you for taking time to complete this interview, with your permission, your phone number will be entered into a drawing for a free weekend getaway. The prize package will include all of the following: two night's lodging at Chico Hot Springs, one day of horseback riding, one day of rafting, and dinner for two at the Steak Out restaurant in Livingston. The drawing for the weekend getaway will be held in July, 1999. Please be assured that your phone number will *never* be shared with anyone, whether you enter the drawing or not. Would you like to be entered into this drawing?

Thank you for your cooperation. You have been very helpful. Have a good evening!