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### The Montana Tourism Industry: The People and the Businesses

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# **The Montana Tourism Industry: The People and the Businesses**

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## Executive Summary

The purpose of this study was to understand more about tourism industry business owners and employees, their employment history and their perception of the benefits that have come from their job in tourism. Another important aspect of this study is determining where Montana tourism businesses spend their money.

- Data for this report were generated from a web-based survey of tourism industry individuals sent out in May of 2012. This sample included all businesses represented in the 2010-2011 Montana Vacation Planner, a publication of the Montana Office of Tourism, as well as the attendees of the 2010 Governor's Conference on Tourism and Recreation.
- Of the 2,482 e-mail addresses the invitation was sent to, 585 opened the email, 462 started the survey and 376 people completed the survey (15% response rate; 81% completion rate).
- The majority of this sample is made up of business owners (60%) and managers or assistant managers (22%).
- The individuals in this sample vary in the length of time they have been with their current business. However, on average, they have been with the business for 12.3 years. Twenty-four percent have been with their business for 10 to 20 years and 21 percent for five to 10 years.
- Sixty-nine percent of respondents (286 people) were not born in Montana and 43 percent of them cited quality of life as the primary reason they moved to Montana.
- Fifteen percent of people surveyed agreed that the following statement applies to them: "It has been said that many people come to Montana *for seasonal tourism jobs* and enjoy it here so much that they decide to relocate to Montana."
- Thirty-five percent of respondents indicated that a similar statement applied to them: "It has been said that many people come to Montana *on vacation* and enjoy it here so much that they decide to relocate to Montana."
- Of those who indicated that they had a seasonal job in Montana and eventually moved here, 62 percent (26 respondents) are currently tourism business owners.
- Of those who indicated that a vacation to Montana lead to their eventual relocation, 66 percent (64 respondents) were business owners.
- Sixty-one percent of respondents indicated that their job with the Montana tourism industry helped them get to where they are today.
- Twenty percent indicated that their primary business type was running vacation homes or cabins while 18 percent were involved with hotels or motels (Table 5).
- Sixty-nine percent of respondents indicated that the business they are currently with could be described as tourism-sales dependent, while 21 percent said their business is tourism-profit dependent.
- Over half of the respondents indicated that the business they represent has spent money in-state in 18 of 28 categories.

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## Introduction

This report is the first in a series that will further explore tourism jobs. The purpose of this report is to understand more about tourism industry business owners and employees, their employment history and their perception of the benefits that have come from their job in tourism. Another important aspect of this study is determining where Montana tourism businesses spend their money. This is to demonstrate how tourism affects other industries in the state.

## Methods

Data for this report were generated from a web-based survey of tourism industry individuals sent out in May, 2012. This sample included all businesses represented in the 2010-2011 Montana Vacation Planner, a publication of the Montana Office of Tourism, as well as the attendees of the 2010 Governor’s Tourism Conference. These people represent accommodations, attractions, tour and guide operations, tourism and event planners, and tourism promoters.

A reminder to complete the survey was sent one week after the initial email. Of the 2,482 addresses the invitation was sent to, 585 opened the email, 462 started the survey and 376 people completed the survey (15% response rate; 81% completion rate).

## Results

The results section of this report is broken down into two major sections: the tourism industry people and the tourism industry business.

### Tourism Industry People

The majority of this sample is made up of business owners (60%) and managers or assistant managers (22%). The remainder of people indicated that their position is “other” (responses can be found in Appendix B), support staff, or frontline staff (Table 1).

**Table 1: Positions Held by Respondents in the Tourism Industry**

Position	% and # of Respondents
Business Owner	60% (253)
Manager/Assistant manager	22% (94)
Other (see Appendix B)	11% (46)
Supporter staff	5% (21)
Frontline staff	2% (8)

The individuals in this sample vary in the length of time they have been with their current business, however on average they have been there for 12.3 years. Twenty-four percent have been with their business for 10 to 20 years and 21 percent for five to 10 years (Table 2). The smallest percentage of respondents were with their business for less than one year.

**Table 2: Length of Time Respondents Have Been with Their Current Business**

<b>Length of Time</b>	<b>% and # of Respondents</b>
10 to 20 years	24% (100)
5 to 10 years	21% (86)
3 to 5 years	19% (81)
Over 20 years	17% (69)
1 to 2 years	13% (55)
Less than 1 year	6% (27)

Knowing their position and tenure in their current positions is an important aspect of understanding the story behind tourism jobs, but this does not complete the story. We know that Montana draws millions of visitors each year, who obviously contribute to the economy. A less obvious contribution that has yet to be measured is the propensity for people to visit or work seasonally in Montana and then permanently move here.

### **The “Draw” of Montana**

To begin to understand migration into Montana it was necessary to find out how many tourism industry individuals were not originally from Montana and why they decided to move here. Sixty-nine percent of respondents (286 people) were not born in Montana and 43 percent of them cited quality of life as the primary reason they moved to Montana (Table 3). There were other reasons cited as well. Fourteen percent indicated that a response “other” than the ones listed was the cause for their move. Appendix B contains all of the “other” responses. An attempt was made to put these comments into categories to further describe the “other” response, but the responses were very specific to each respondent’s situation making generalization difficult and resulting in loss of detail.

**Table 3: Reasons for Moving to Montana**

<b>Reasons for Moving</b>	<b>% Primary Reason</b>	<b>% All Reasons</b>
For a better quality of life	43% (120)	33% (133)
Other (see Appendix B)	14% (40)	19% (76)
To start a business	13% (36)	12% (48)
Family was moving	12% (34)	11% (46)
For a job in tourism	8% (23)	11% (44)
For a job in another field	6% (17)	7% (30)
For school	4% (10)	6% (25)

Many in the tourism industry have described situations they are aware of in which people come to Montana for either a seasonal job or for a vacation, and are drawn to Montana so strongly that they eventually relocate. This study aimed to quantify this thought. Fifteen percent of people surveyed agreed that the following statement applies to them: “It has been said that many people come to Montana *for seasonal tourism jobs* and enjoy it here so much that they decide to relocate

to Montana.” Thirty-five percent of respondents indicated that a similar statement applied to them: “It has been said that many people come to Montana *on vacation* and enjoy it here so much that they decide to relocate to Montana.”

Of those who indicated that they had a seasonal job in Montana and eventually moved here, 62 percent (26 respondents) are currently tourism business owners. Of those who indicated that a vacation to Montana caused their eventual relocation, 66 percent (64 respondents) were business owners. These respondents have contributed to the economy of Montana by moving here and starting or buying a business.

Those who indicated that they were not born in Montana but moved here because of either vacation or a seasonal job were asked to tell us more about why these events caused them to move to Montana. For a comprehensive list of responses, see Appendix B. Some themes did emerge from these responses. Some of those who indicated that it was a seasonal job that led them to move here focused on the fact that it wasn’t the job, necessarily, but the location that made them move Montana. Those who vacationed here emphasized the landscape and the people as reasons why their vacation in Montana resulted in relocation. Also, many mentioned that Montana is a great place to raise a family.

### Benefits of a Job in Tourism

Sixty-one percent of respondents indicated that their job with the Montana tourism industry helped them get to where they are today. More specifically, 51 percent strongly agreed that a job in tourism could help people with their communication skills (Table 4). Most respondents agreed to some extent that they felt one could gain all of the skills listed below through a job in tourism.

**Table 4: Perception of Skills which can be gained through a Job in Tourism**

Skills to be Gained	Average	% Strongly Agree	% Agree	% Disagree	% Strongly Disagree
Communication skills	3.41	51% (195)	42% (161)	4% (15)	2% (9)
Ability to work with others	3.41	49% (185)	46% (175)	1% (2)	4% (15)
Sense of responsibility	3.30	40% (151)	53% (199)	3% (10)	4% (15)
Self-confidence	3.26	38% (144)	54% (203)	4% (15)	4% (16)
Organizational skills	3.21	35% (129)	57% (212)	5% (17)	5% (17)
Management skills	3.16	58% (217)	31% (117)	6% (23)	5% (5)
Computer skills	3.01	22% (81)	62% (231)	12% (43)	5% (17)
Resume building	2.95	21% (76)	59% (217)	14% (53)	5% (20)

\*\*scale: 1= strongly disagree to 4= strongly agree

### Tourism Industry Businesses

The individuals in this sample represent different sectors of the tourism industry in Montana. Twenty percent indicated that their primary business type was running vacation homes or cabins while 18 percent were involved with hotels or motels (Table 5). Fifteen percent of respondents



were primarily outfitters or guides and twelve percent are in tourism promotion organizations or advertising. Eight percent indicated that their business category was primarily in the “other category” and their responses can be found in Appendix B. Some of the categories that emerged from the responses are: attractions, chambers of commerce, retail stores, tourism-related associations, and visitor centers.

**Table 5: Types of Businesses Represented by Respondents (primary business type and all business type)**

Business Type	% Primary Business Types	% All Business Types
Vacation homes/condos/cabins	20%	18%
Hotel/motel	18%	16%
Outfitter/Guide	15%	14%
Tourism promotion organizations and advertising	12%	9%
Ranches, resorts, lodges, hostels, hot springs	9%	9%
Other (see Appendix B)	8%	12%
Bed and breakfasts	7%	8%
Attractions (ski areas, museums, etc.)	7%	7%
Private campground	4%	4%
Public campground	1%	2%
Airport, car rental, bus depot	1%	1%
Land management agency	1%	1%

Respondents were asked for their perception of the business’s dependency on tourism. They were asked to indicate which of the following terms (explanations were included in the survey) best described their perception of the business. Businesses could be tourism-sales dependent, getting more than 50 percent of their revenue from tourists; tourism-profit dependent, getting 20 to 50 percent of revenue from tourists; or finally resident-sales dependent, getting less than 20 percent of their revenue from tourists. Sixty-nine percent of respondents indicated that the business they are currently with could be described as tourism-sales dependent, while 21 percent said their business is tourism-profit dependent. Finally, 10 percent of this sample responded that their business is primarily resident-sales dependent (Table 6).

**Table 6: Perception of Tourism Dependence**

Perception of Tourism Dependence	% and #
Tourism-sales dependent	69% (251)
Tourism-profit dependent	21% (77)
Resident-sales dependent	10% (36)

Another important aspect of understanding the tourism industry and its effect on other industries is to look at where the industry is spending its money. Ninety percent of respondents indicated

that the business they are representing spends money on utilities in Montana. Eighty-six percent said that both internet service and office supplies were purchased in-state (Table 7). The category where money was most often spent out-of-state was advertising and promotion at 30 percent. Twenty-two percent also indicated that guest room supplies and toiletries were purchased out-of-state. Focusing on column one of Table 7, one can see that over half of the respondents indicated spending money in-state in eighteen of twenty-eight categories. Tourism is helping to support these other Montana businesses. This is another, less commonly used approach, to show the impact of tourism on the state. Appendix B also contains categories purchased in Montana that respondents wrote in, themselves. Some of these include: agricultural products, uniforms, taxes, printing, rental cars, fuel, heavy equipment, and landscaping.

**Table 7: Percent of Respondents whose Businesses Purchased items either In-State or Out-of-State**

Purchase Category	% In-State	% Out-of-State	% N/A
Utilities	90% (330)	4% (14)	7% (24)
Internet service	86% (311)	9% (34)	4% (15)
Office Supplies	86% (328)	11% (41)	3% (12)
Phone service	83% (298)	10% (37)	6% (23)
Cleaning supplies	81% (316)	10% (40)	8% (32)
Food Products	79% (298)	7% (25)	14% (53)
Maintenance of vehicle(s)	75% (260)	2% (6)	24% (82)
Fitness equipment and supplies	71% (246)	10% (34)	19% (65)
Heating/cooling equipment/service	69% (232)	3% (9)	28% (94)
Landscaping/snow removal	68% (223)	1% (3)	31% (103)
Advertising/promotion	67% (287)	30% (127)	4% (15)
TV/cable/satellite	66% (226)	9% (32)	25% (85)
Cleaning services	64% (208)	2% (8)	33% (108)
Computer	60% (207)	22% (75)	18% (63)
General construction	60% (201)	3% (10)	37% (125)
Furniture	60% (221)	16% (59)	24% (90)
Remodeling	60% (205)	4% (14)	36% (125)
Guest room supplies, toiletries	57% (221)	20% (78)	23% (88)
Vehicle(s)	46% (155)	8% (26)	47% (159)
Payments on a building loan	44% (141)	2% (6)	54% (171)
Restaurant supplies	42% (140)	8% (27)	50% (166)
Rent/lease	34% (104)	3% (10)	63% (196)
Payments on a land loan	33% (100)	2% (6)	65% (194)
Gift shop inventory	32% (107)	16% (53)	53% (179)
Paving	26% (80)	<1% (1)	73% (222)
Real estate purchase	21% (62)	1% (3)	78% (227)
Pool/hot tub	19% (53)	2% (7)	79% (226)
Accounting/finance services	14% (43)	6% (19)	80% (242)

## Conclusions

A struggling economy showing sluggish growth and high unemployment rates has put jobs in the forefront of the news and is playing a large part in shaping legislative decisions. Many states are finding that they need to defend the value of the tourism industry and the jobs it creates.

Tourism in Montana does create jobs and contributes significantly to the state's economy. These figures will be documented in forthcoming reports. This study focused less on the number of jobs and the contribution to the economy and more on knowing about the people in the industry, how they feel about their tourism job, and the effect Montana tourism has on other industries or sectors in the state.

Most of the individuals in this sample were business owners and they have been with their current business for an average of 12.3 years. With an average tenure of over ten years, one could make the argument that people are satisfied with their position in the tourism industry and want to remain in it. The majority of individuals in this sample felt that their tourism job has helped them get where they are today. For the 39 percent who disagreed with this, the focus should be on the fact that although they might not attribute their status to their tourism job, they are still here in Montana and still in the industry.

We were interested in how respondents felt their tourism job benefited them. Over half of the respondents strongly agreed that a job in tourism helps with communication and management skills. Resume building was not an area that respondents felt could be improved through their tourism job. It is clear from the data that respondents feel that a job in tourism results in some skill building but the responses were mostly in the middle range of "agree" rather than "strongly agree."

Over half of the respondents were not born in Montana, and this is significant because the majority of them are business owners, and these business owners are in a position to create new jobs and economic growth. Most of these people moved here for quality of life. Montana draws people to relocate here either because of a seasonal job they worked or, more commonly in this sample, because of a vacation they had here in the past. This migration into the state can continue to contribute positively to Montana.

We had a variety of business types represented in this sample and most were seen by the respondents as tourism dependent. Over half of these businesses spent their money in Montana in eighteen of the twenty-eight categories which were presented. Table 7 is meant to show the breadth of the tourism industry. This industry is very reliant on other sectors to support individual businesses. The impact of tourism dollars spreads widely from agriculture to the purchase of furniture and fitness equipment. The tourism industry has even greater value than one might initially think when looked at this way.

Understanding the whole picture of tourism jobs is a puzzle, and this report is meant to serve as one piece. Looking at the written responses of people who participated in this survey (Appendix

B) also helps to fill in gaps in our understanding of the whole picture. People in the Montana tourism industry value Montana for the lifestyle the state allows them to live, including their job in tourism. A thriving tourism industry in Montana translates into success for a multitude of other businesses that tourism supports.

## Appendix A- Survey Instrument

This survey will take approximately 10 minutes to complete. Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. It is very important for us to learn your opinions. Your survey responses will be strictly confidential, and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact Christine Oschell or Norma Nickerson at (406)243-5686 or by email at the email address specified below. Thank you very much for your time and support. Please start the survey now by clicking the Continue button below. Note: the survey software does not allow you to go back and change an answer on a previous page. Please be sure you marked the answer you intended to before continuing. Institute for Tourism and Recreation Research University of Montana Missoula, MT [itrr@cfc.umt.edu](mailto:itrr@cfc.umt.edu) 406-243-5686

What best describes the position you hold at the tourism business where you currently work?

1. Business owner
2. Manager/assistant manager
3. Front-line staff (i.e. clerk, guide, ranger)
4. Support staff (i.e. marketing, accounting)
5. Other, please specify \_\_\_\_\_

How long have you been with this business?

1. Less than one year
2. One to two years
3. Three to five years
4. Five to ten years
5. Ten to twenty years
6. Over 20 years

In total, how many years have you worked within the Montana tourism industry? (please round up a year if 6 months or more)

Were you born in Montana?

1. Yes
2. No

Why did you move to Montana? (check all that apply)

1. For a job in tourism
2. For a job in another field
3. Family was moving
4. To start a business
5. For a better quality of life
6. For school
7. Other, please specify \_\_\_\_\_

Of the reasons you marked above, what would you say was your primary reason for moving to Montana?

1. For a job in tourism
2. For a job in another field
3. Family was moving
4. To start a business
5. For a better quality of life
6. For school

7. Other (from above)

It has been said that many people come to Montana for seasonal tourism jobs and enjoy it here so much that they decide to relocate to Montana (immediately or later in life). Does this statement describe you?

1. Yes
2. No

Please tell us more about how this job influenced you to move here:

It has been said that many people come to Montana on vacation and enjoy it here so much that they decide to relocate to Montana (immediately or later in life). Does this statement describe you?

1. Yes
2. No

Please tell us more about how vacationing in Montana influenced you to move here:

Do you feel like your job(s) within the Montana tourism industry helped get you where you are today?

1. Yes
2. No

Please explain how a job(s) in the Montana tourism industry helped you:

To what extent do you agree that people can gain the following skills from their Montana tourism job?

	Strongly disagree	Disagree	Agree	Strongly agree
Communication skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to work with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizational skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Resume building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Now we are going to ask questions about the tourism business for which you currently work. Please answer these to the best of your ability.

In what category (or categories) would you place the tourism business for which you currently work? (please check all that apply)

1. Hotel/motel
  2. Public campground
  3. Private campground
  4. Land Management Agency
  5. Outfitter/Guide
  6. Attractions (ski areas, museums, etc.)
  7. Vacation homes, condos, cabins
  8. Ranches, resorts, lodges, hostels, hot springs
  9. Tourism promotion organizations and advertising
  10. Bed and breakfasts
  11. Airport, car rental, bus depot
  12. Other, please specify
- 

Which of the following best describes the main category for this business?

1. Hotel/motel
2. Public campground
3. Private campground
4. Land Management Agency
5. Outfitter/Guide
6. Attractions (ski areas, museums, etc.)
7. Vacation homes, condos, cabins
8. Ranches, resorts, lodges, hostels, hot springs
9. Tourism promotion organizations and advertising
10. Bed and breakfasts
11. Airport, car rental, bus depot
12. Other (from above)

To the best of your ability, which of the following would describe your perception of this tourism business?

1. Tourism-sales dependent (more than 50% of revenue from tourists)
2. Tourism-profit dependent (20% to 50% of revenue from tourists)
3. Resident-sales dependent (less than 20% of revenue from tourists)

In our efforts to understand how tourism businesses contribute to other industries, we need to know where this tourism business has spent money around the state. Thinking of the last 12 months, in which of the following categories has this business spent money both in MT and outside of MT?

	Purchased in Montana	Purchased out-of-state	N/A
Real estate purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent/lease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payments on a land loan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payments on a building loan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Purchased in Montana	Purchased out-of-state	N/A
Cleaning supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleaning services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heating/cooling equipment/service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool/hot tub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping/snow removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Purchased in Montana	Purchased out-of-state	N/A
Computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV/cable/satellite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Purchased in Montana	Purchased out-of-state	N/A
Office Supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising/promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gift shop inventory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accounting/finance services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness equipment and supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest room supplies, toiletries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Purchased in Montana	Purchased out-of-state	N/A
General construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remodeling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Paving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of vehicle(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please list any purchase categories not mentioned above that your business made in MT in the last year.

## Appendix B- Responses to “Other”

**Question: What best describes the position you hold at the tourism business where you currently work?**

- Secretary
- I am a volunteer Living History interpreter, but I am also doing a an internship with the Nevada City Museum, and I am involved in things ranging from marketing, grant searches, restoration efforts, and things that also include the new MT Tech Partnership, (I helped to set it up) I cover a very diverse area.
- Chamber administrator
- Non-Profit CEO
- Destination Marketing
- State Agency - Tourism Promotion & Development
- Independent contractor naturalist guide
- Board Member Tourism Region
- Director
- Chamber of Commerce
- tourism marketing org
- Executive Director
- Promotion, State Government
- ALL the above, sole proprietor
- Board Member Central Montana Tourism
- Front Desk
- Non-profit director
- Montana Superhost coordinator
- State office
- rental owner
- boss
- Museum, exhibits and education
- SUMMER ONLY VACATION LODGING
- Chamber of Commerce and Visitors Center
- Executive Director
- chamber of commerce president
- business owner AND manager
- Marketing Director and Business Manager
- General Manager
- Interpretive Center Director
- state marketing agency
- Cut Bank Airport manager
- Event organizer, economic development organization
- Director of Sales and Marketing Hotel & Conference Center
- Executive secretary for chamber of commerce
- Property Manager

- Museum Board of Trustee
- Marketing and public relations
- Administrative & Marketing Director
- state tourism office
- All of the above
- vacation rental owner
- State Workforce Investment Board
- Executive Director
- Tribal Fish, Wildlife & Buffalo Director
- Vacation Rental Owner

**Question: Why did you move to Montana?**

- Because I love Yellowstone!!
- bought a business already in operation
- Own a vacation property in Montana
- Transfer from another hotel in another state to a better hotel company opportunity next to Yellowstone
- Took over family business on death of parent
- MY wife is from Montana, and I could not find work when I got out of the military and went to my home state. I had opportunities here.
- Adventure
- My husband's company was transferring him. He works in construction.
- family friendly community
- quite beauty of natural resorces
- My wife is from West Yellowstone
- to get out of jackson hole wy
- Family farm/ranch/business
- semi retired and have been coming here for quite a few years for recreation
- Change careers and buy an existing business.
- be closer to family
- Help Family
- Be close to family
- bought a business
- For a job in my field of expertise....horses and to live in the mountains.
- met a Montana boy!
- moved from Wyoming as a child with family
- for adventure
- Because we loved the area where our business is located.
- Retirement
- Retired early to catch up with our daughter and her family, who were working in Montana.
- Don't live in Montana, but work for Montana Office of Tourism
- Vacation Home in Montana

- I grew up in Montana just not born here. Returned to be close to family.
- FOR A VACATION HOME OUR WHERE OUR FAMILY COULD GATHER FOR HOLIDAYS
- own vacation property
- To get married
- We didn't move here; we built a vacation home here and currently visit about 12 weeks a year.
- I married a Montana native and we made our home here at the time that we were married.
- Been vacationing there for many years. Bought a home and turned it into a vacation rental property.
- marriage
- The unsurpassed beauty, open space, no crowds, slower paced lifestyle.
- Husband and I bought an existing business in which he would be working
- I fell in love with Montana when I came here on a family vacation when I was 10 and always wanted to live here
- Spouse coming to graduate school
- friends and family already lived here
- I live around the US some years more in Mt other times in other states due to other job obligations and family
- I live in Texas and help my son who lives in Montana run his outfitting business
- Live in Montana work in Idaho
- Came for vacation and never left.
- Live in Idaho but work in Montana
- Be close to family living in Whitefish.
- bought a tourism business
- Be close to family living in Whitefish.
- Canadian Bus Company
- Medora Musical scenic design artists
- retire
- born in silverton Idaho. Raised all my life in Montana
- We wanted to live in a small community, in the mountains, with a great school for our children
- Purchased a lodging business
- Lived in Montana since I was 4 years old (1974). Family moved for ranch job from NV.
- laid off from former job and lack of construction work in our home state
- We dont live there yet
- Teacher
- Spouse lived here
- To buy a business that was already operating
- retirement
- The river caught on fire in Cleveland
- Moved to MT. as a small child to a new job for Dad. Consider myself a lifelong MT resident.
- I was nine months old. My parents were both native Montanans. I was born in ND because of my father's employment at the time.
- To take the summer off after college and got hooked.
- Fell in love with Montana on a first visit 1987 and we promised ourselves we would someday

live here.

- bought a business
- we only live part time in MT
- This is where my husband was raised
- Moved here when I was 2.
- Retirement
- After my divorce, moved from high stress career in Washington, DC, for calmer peace of mind.

### **Tell us more about how a job influenced you to move here...**

- Looking for a town with no traffic report, clean air. simple life and kind people....
- It wasn't the job at first but the lifestyle. As I grew with the business and eventually became a partner, the job came more into play, but then so did the lifestyle.
- A summer job in Yellowstone brought me here, then I fell in love with Montana. I transferred to a Montana college and tourism marketing became my career.
- I have worked for the Forest Service for 34 years. Started as a seasonal employee and converted to permanent.
- We have always traveled to MT for pleasure and when my husband retired this was our first choice in taking a job for me in tourism.
- I moved here to attend UM and then struggled for several years to find employment that would allow me to stay here.
- I originally came as a seasonal hunting guide when the outfitter decided to retire and asked me to take over. So I did.
- I love the photography and beautiful views
- my summer business turned out to be more a year round business with more time off in the winter than past jobs allowed
- worked in skiing, decided skiing needed to be part of my everyday experience for the rest of my life.
- I love to flyfish!
- We are renting the house as a vacation rental so as not to leave it vacant most of the year. We will move here as soon as we are lucky enough to retire!
- not related
- worked in MT every summer between college years.
- I loved both my summer and winter jobs so much that I just kept sticking around. 14 years later I have a husband (whom I met here doing the same thing), 2 kids and a home.
- Job did not influence, catching up with Family did. The business literally fell in our laps.
- I was exposed to wonderful mountain life, outdoors people and unpretentious living.
- The job did not influence me, the location did.
- I was invited to be a fly fishing guide for a fly fishing lodge. After spending a couple of seasons, I thought it a wonderful place to raise a family.
- In 1999, I got a job working at Red Lodge Mountain Resort. For the next several years, I returned to work in Red Lodge after working in tourism in other states such as AK and HI. Finally, I decided Red Lodge was home and moved here permanently in 2008
- Loved the 'mom and pop' business and of course, montana!!
- Came here to teach skiing. Liked the place so I moved here. Still teach skiing in the winter. In the summer I teach water sports and rock climbing.

- Gave me a reason to stay, contribute to the community, and do what I love: kayak
- Seasonal job in Yellowstone (summer.)
- the fishing & guiding
- I got a great job working for the NPS in Glacier National Park
- A guest ranch in Montana seemed like the perfect place to experience all that Montana had to offer.
- We love Montana and have had a cabin here for 8 years and found the ideal spot for a Bed and Breakfast.
- We love fishing
- I began working in tourism and recreation in Yellowstone in 1978 and moved to West Yellowstone in 1980 as a travel and information supervisor, and later snowcoach driver and naturalist for Gallatin National Forest. My husband and I wanted to live and work in MT!
- I came to MT in 1994 to guide trail rides on a guest ranch, met my husband, fell in love with Montana, transferred to go to college here, and now we own and operate our own horseback riding business
- I have been in the Motel business before years ago and it appealed to me to come back to that. I also have a family member that bought a small motel here so I came to help him start it up.
- My husband really likes to hunt and fish and loves the area.
- I love Yellowstone!!
- 

**Please tell us more about how vacationing in Montana Influenced you to move here...**

- The scenery. The lifestyle. The fresh air.
- WE went to Flathead Lake Lodge for many years. Met a lot of people and bought in Bigfork. We come to the area about times a year.
- It was so gorgeous up here and the people were all so nice and I like the slower paced atmosphere and could see myself raising our children here.
- Fell in love with the mountains and communities. When a job offer arose in MT, my dream came true!
- I have family in Bozeman and visited the area (including Yellowstone NP) many times while I was a child. When I was about 25, I visited for the first time in a few years (had worked in tourism previously), and realized that I was ready for a life change and desired to work in tourism once again.
- The vast open space, quality of air and water
- Rocky Mountains, scenery, wildlife ... the last best place
- Flathead Lake and Swan Lake.
- My wife and I thought it was a good combination of our favorite places in the world, there was plenty of business opportunity and a great place to raise a family
- liked the mountains
- Three of our children live in MT. When came to visit, we decided that Montana in general and Bozeman in particular was a beautiful, friendly, & safe place to call home. And that is what we did!
- First trip to MT was to Chico Hot Springs in 1985. Relocated my job to Montana in 1991 when we were starting a family.
- Loved the wide open spaces, beauty and recreational opportunity. Wanted a slower pace in life.
- I came here with a girlfriend from here for the county fair one year. Didn't want to leave, knew

i would live here when I could.

- I learned to ski at Red Lodge Mountain. I had always dreamed of living near the mountains. I decided after my last child was grown, I would move to the land of my dreams....and I did.
- We fell in love with the area almost immediately and bought a lot on our first trip.
- 40 years ago I travelled through MT on a trip to Alaska. I was so impressed with the Bitterroot valley that I decided to go to grad school at UM in environmental studies.
- Just passing by to visit a friend and fell in love with Mt.
- my allergies were gone / less people / could buy a great home / way of life was a 'step back in time' when they were in the moment not in such a rush but that's changing after 14 yrs
- Love the mountains and the thought of (hopefully) the freedom this state has to offer.
- We love the great outdoors and we found the beauty of MT to stay with us as we traveled around the country. Our heart always led us back to the state
- Vacationed here with family when I was young (8-12 years old). Always loved the place.
- The light breaking through the clouds near Beartooth Highway. If you live here I don't need to elaborate.
- Visited Kalispell and fell in love with the beauty and the people. I relocated with the company I work for.
- Came from big city environment, high crime, etc. Really appreciate the slower, more relaxed pace.
- Was a fishing guide in Colorado, enjoyed fishing in MT so much I decided to move and start a new business as a fishing outfitter here.
- I moved here because of my job but own a house in ND> I would love to see glacier and yellowstone but I dont get much time off.
- Grew up in Colorado but family was from Butte originally so spent a lot of time up here as a youth
- I used to come visit family here for my vacations. I found the quality of life very similar to mine (in Colorado) and the community warm & inviting, so much so, I felt at home here. When a job opportunity came up, I moved.
- The beauty of the Livingston area, small town, low traffic. I'm a fly fisher and the fishing here is outstanding.
- So different , so needed the change that we moved and started other businesses within a year,a very big leap of faith.It all worked out super.
- Fly fishing
- I used to come to Whitefish on vacation to visit family. It was warm and inviting so much so that I felt at home. When a job opened up in the tourism industry in my expertise I went for it.
- On my vacation in 1992 I stayed with a childhood friend who was enrolled at UM, we hiked every day while I was here and I loved it. 6 months later I moved here and lived with her until I purchased my first house, in Missoula (this was 1993)  
I didn't start my vacation rental business until 1999, after purchasing my ranch property in Victor (1996)
- I met my husband, who was born and raised in Montana, during my vacation. Also, I just felt that I was 'home' when I got here.
- First came to kayak and camp in Glacier-one look and knew I wanted to live/work here.
- My grandparents took me on a cross country roadtrip in 1984 where we stayed in Virginia City/Nevada city for a couple of days. It reminded me of a John Wayne movie, who was my hero growing up, and I asked why we didn't live there... My grandparents told me I could live anywhere I wanted when I grew up, so I said 'I'm moving to Montana' and in 1998, I did.
- We had wanted to move to the mountains and coming to Montana to snowmobile convinced us

to move here.

- We were at a time in our lives where we wanted to make some changes (ie I wanted to quit my corporate job and be more available for our family). So, we were skiing in Red Lodge, saw a motel for sale, and decided that is what we were going to do. We moved to MT from MN 4 months later.
- I was vacationing in MT for years and finally decided to buy a home. Turned it into vacation property and plan to live there part time when we do retire.
- We appreciated how stress free Montana felt to us and decided this was where we wanted to be.
- Seeing Glacier National Park and a less stressful living
- Beat the heck out of life in Houston, Texas.
- We first visited Paradise Valley on vacation and it changed our souls. We kept returning and then built our own vacation house here.
- My husband owned a resort in Whitefish and we bought a resort on Flathead lake and have been operating it for 12 Years
- Truly loved Montana upon my first visit and decided I wanted my children and future grandchildren to experience the quality of life in Montana ... as well as its beauty and living in an environment that complimented my idea of a gift I could share for future generations ... Montana has exceeded my greatest expectations :)
- Came to MT consistently for 10 years, then needed a place to finally land...so, Montana it was. At the time, it was still somewhat affordable mountain living.
- grew up in Colorado and love the rocky mountains through out ,always remembered GNP from childhood trip and found it not over developed like Colorado, Moved here and got into tourism by accident.
- Came to Glacier National Park in 1990—wanted to move here and it just worked out that I got transferred here for work in 1992. My first experience in Montana was for school in 1989.
- Quite honestly —it was a moment. I went to a rodeo and when they brought out the flag everyone stood, took off their hats, put their hands over the heart and then sang along with the National Anthem. To experience that kind of patriotism was deeply moving. Also - smaller towns, kinder people, outdoor recreation.
- Visited in June, decided to be close to family, packed up in July, arrived in August. Other than family, the beauty of Montana, so much to explore, see and do. Abundance of history, made our decision to make Montana our home.
- Beauty
- NO CATTLE!!! NO DESERT!
- Daughter went to MSU, started visiting, vacationing, staying
- It was just beautiful!
- I was very impressed with the mountains, Yellowstone Park and all the beauty of the area. I did not come here just for those reasons. Job and personal reasons ranked higher.
- We came to MT on our honeymoon and just knew it was the place for us. We came back every year on vacation for 9 years and then made the move. We had lived in HI and appreciated the lower cost of living, and big open spaces and low humidity!
- HUSBAND IS ARTIST, QUALITY OF GOOD AIR LIGHT AND BEAUTY. GET OUT OF TRAFFIC AND TOO MANY PEOPLE.
- Came to visit ex-neighbors, and became enamored with MT
- My dad loved fly fishing and enjoyed visiting the area. I went to school at MSU because I knew he would visit often.
- We fell in love with Montana the first time we saw her, but it is very hard to make money in the winter here.



- Loved the outdoor life
- My job took me to four cities (Troy, Livingston, Billings, & Missoula) in Montana and I decided then I wanted to live in the state.
- Family moved here, we visited, we were close to retirement age, we enjoyed Montana scenery, we decided to try a new adventure in living in Montana
- We enjoyed family trips skiing, hiking, fishing. We like the diverseness of the land, people, etc
- clean, wide open area and great people
- Drove across Highway 2 and went to Great Falls, Glacier Park, and surrounding areas. Loved the views.
- We love cross country skiing, fishing and hiking so loved Montana
- the outdoor recreation opportunities I experienced on vacation were so fantastic that I moved here to enjoy them full time
- red lodge was like Jackson Wy when I was younger
- I realized that it was a great place to raise kids and it offered the recreational amenities I enjoy, clean air and spectacular scenery.
- One family member is from Montana. After a visit to Montana to vacation and see relatives, parents looked for job opportunities in Montana so we could move here.
- The scenery, and wildlife.
- Took family vacations when I was a child...camping and traveling the west including Montana.
- After visiting Yellowstone 30 years ago my husband and I decided to buy property in Montana. Then we started our rental cabin.

**Please explain how a job in the Montana tourism industry helped you...**

- Still hoping to figure this one out...
- Getting involved with the folks that are visiting here and understanding why. This helps to make the case for natural resource preservation and sustainability
- The position I currently hold has helped hone my leadership, management and communication skills.
- Helped to develop and understanding of how important and large the tourism industry is in Montana. Most things, in one way or another, are connected to tourism in this state.
- Requires self-reliance, ingenuity and creativity, plus a love of people.
- Owned my own business, made me fall in love with Montana, so many reasons.
- I learned the business and moved up by working hard and making smart educated decisions.
- I found a great job in the tourism industry during a time when the economy was struggling and jobs in my field were relatively hard to come by.
- Keeps me employed.
- My first job in the Montana tourism industry was not merely a job, it was the beginning of my career in Montana's tourism industry. While working for the state, I not only gained great work skills but a passion for MT tourism that continues to burn inside me and always will.
- It's a paycheck
- Allows me to live where I play and play where I live. It's a quality of life not found elsewhere.
- Worked for a tourism company that was an umbrella company for 9 diverse tourism related individual companies
- Experience led to a higher position.

- My goal has been and continues to be to work in the MT Tourism field.
- I started at entry level hospitality position and am currently an owner of a full service lodging property.
- My vacation rental supplements my social security so that I can live reasonably comfortably.
- It gave me experience in the industry, helped me build networks of industry relationships. It gave me an appreciation for the positive impact tourism can have on an area.
- I have made valuable connections with people across the state as a result of working in the tourism industry.
- It has enabled me to grow in a management position
- Clearly by having background information and relationships in the industry
- It's been my source of income for the last fourteen years and I was made a partner in the business about 12 years ago. Tourism didn't take a hit when the economy tanked as bad as alot of other industries. I was in the retail car business before I got in the car rental business, and that industry was hit hard by the economic downturn. Thankfully people still took vacations although the economy was hurting. We were able to adjust quite easily when things slowed down. We had the advantage of just having a smaller fleet which meant fewer employees and less overhead. We were fortunate to be in a business that allows us the flexibility to react that way. Motels don't have the option of just having less rooms one year and more the next year, like we can do with cars.
- We've met some fantastic people, and we have some extra income.
- I was able to expand my consulting business (I started with the Russell Museum as a full-time employee, but am not a consultant for them, for other arts organizations, and for other nonprofits across the country).
- I started as General Manager of a 72 unit motel/convention center. I now own 1/6 of this business and have expanded to a 146 unit motel/convention center.
- After many of years of working in the outdoor industry (gear & apparel) my transition into the travel business has been a natural progression. Promoting travel is more satisfying for me at this point in my career (as opposed to promoting the consumption of more stuff).
- We own a motel. It's allowed us to be were we are today. Strange question for owners.
- All my jobs in the tourism industry gave me more vital contacts and helped grow my marketing, public relations, sales, and management skills.
- I became a fly fishing outfitter.
- I can afford a lovely home during my retirement but it's getting more and more difficult
- Provided the means for me to stay in this beautiful state!
- I have become better at providing customer service & knowledge to preform tasks
- better communication skills, improved customer relations, continued learning
- Good contacts throughout the statewide industry. Someone in every community works in the MT tourism industry.
- We have an outfitting business and it is how we make our living.
- It is our primary source of income.
- My guiding job encouraged me to become an outfitter and start my own business
- For the last 10 years my job has focused on marketing and promoting the best attributes of my community.
- I was a college student at the time I came to Montana. So everything I have made has come from my job as an outfitter.
- It provided a living for our family
- Provides a sustainable means of income for my family and a quality of life that is unparalleled

in other places. Also, gave me a sense of happiness and pride related to my work that I didn't have before moving here.

- Very high unemployment rate in this county. Employer is very geared towards customer service & need to promote this area we live in.
- I'm better with people, in general.
- Starting a new business as a fishing outfitter, Montana's relaxed atmosphere, quality angling, and friendly residents made my business grow immediately.
- I owned a gift shop featuring MT made products which was located in a historic area frequented by tourists. That experience qualified me for position in state agency marketing program working with MT product producers & retailers that sell MT products.
- Made me more aware of tourists and what they might be seeking as far as information.
- Cost of living here is less than in Colorado. The job here is better than the opportunities in Colorado, therefore I am in better financial shape here because of the tourism industry in Montana.
- I'm able to eke out a living in my area because of the fishing. Catering to fly fishers and providing lodging and services for them has been successful.
- Provided income for my family.
- it has improved my quality of life
- Cost of living here is less than Colorado. I did not have the same employment opportunity in Colorado. Therefore I am in much better financial shape than I was before.
- My vacation rental home business has allowed me to be a stay-at-home-Mom with a job! Now that my children are school age I manage more properties but am still able to be mostly home for my family
- Besides, keeping me employed and a roof over my family's heads, I now have a strong connection and understanding with both business and politics in my community. This is primarily due to my work in fundraising for non-profits (tourism related) businesses in my community.
- Able to earn a living in the 'last best place, build a business and raise a family in a place where other jobs are few and pay poorly.
- I started out as a tour guide at an historic site, which furthered my interest in local history. I then learned how to take care of antiques, and I started my own business-a house museum I had wanted for Havre since I was 13.
- The work that I have done since moving to Montana has allowed me the ability to stay here. And forced me to stay here as the income and schedules from the job has not allow me to travel the way I did in the past coming from service jobs in other parts of the world.
- Had an income
- Turning our home into a VRBO we were able to keep our home while my husband worked in Georgia for 3 years.
- Provided activity for retirement
- After working in the field then became local business owner
- I worked at private and public guest ranches, as well as in the restaurant industry, as a Realtor, and many more service related industries that led me to be involved deeply within my community, and now into the ED position of the VC Area Chamber of Commerce.
- Started as a front desk clerk, formed an inbound tour operating company, became a director of sales, became the Executive Director of a Chamber of Commerce.
- Having a B&B and Cabin rental speaks for itself. I enjoy service to others and I love to cook. I get to live in nature and share that experience with my guests.
- It helped provide us with income from our vacation rental so that we did not have to sell it in a

'down' market

- It helped me meet my husband!
- Fishing outfitter and love it
- I have earned a living in my profession for the last 39 years and I enjoy what i am doing.
- Firstly, my involvement in tourism has supported my family and me very well. We are proud to be a part of this profitable, low-impact industry which is so important to our state.
- I enjoy relating to people and sharing my knowledge of Montana history.
- make a living for my family
- Our entire livelihood comes from the industry, all that we have acquired and been able to do has been dependent on the industry.
- We love renting the house to vacationers and hearing about how they love Montana as much as we do. Also, if we are able to move here permanently, we would seriously consider building/buying/managing rental vacation homes after seeing the quality of tourists to this state.
- I developed a new career after five years in education
- Increase my personal income and keeps me very aware of our local economy
- I have the opportunity to share my passion for Montana ... especially Yellowstone Park ... worldwide!
- I work for my family business and have since I was a teenager. I went to college at u of Montana and returned to run the business with my wife and we are now raising our family to be involved as well. In some ways we're not much different from a family running an agriculture business. It's seasonal and we rely on season workers to help us operate.
- Marketing
- It helped me see a wider base of tourists besides Montana and how to reach them.
- The Tourism industry taught me to deal with competitors. government (city and State). The importance of committee membership and the importance of serving boards in your community.
- It is related to my career and therefore helped me build skills and competitive edge among competitors.
- In Montana the percentage of residents with second or third jobs is high, it is the only way we survive
- married my sweetie who was an outfitter
- payed the bills
- Better quality of life
- Provided a job to exist with and a product (Montana) I could feel good about promoting.
- Grew up at family owned motel; gave me the idea to have a tourist home
- Working with the public, handling various situations.
- Stable income and I've met so many new people and learned so much about the different cultures around the world.
- To gain a wider, and deeper perspective of people, both customers and employees. Also a truer understanding of how tourism fuels a great deal of other industry in the state of Montana.
- Started out as a Front Dest clerk and am now a manager.
- It supports me. I would not be getting a paycheck without it.
- I am kinder, more outgoing, more patient -- because I have to be for my guests. I am better organized because as a GM multi-tasking is an absolute must. My management skills have improved because of all the different personalities I work with within my property.

- Our business is lodging and 95% are tourists.
- Financially
- Owning a small resort in Montana has both allowed us to live in a very unique and pristine environment, but it has also allowed us to raise our family in a place few children (let alone adults) will ever live. Furthermore it has provided us with a decent living.
- Because we purchased a motel many years ago, we have seen the tourism industry grow tremendously. Having this experience, we became better advocates for the promotion of our scenic state.
- Good job in hard economy, that I like
- Get Experience, Know How, Credibility and see inherent industry and operational problems in a way that let us build and operate a model that avoids problems via innovation
- **THE OUTFITTING BUSINESS HAS ALLOWED ME TO STAY AND WORK IN MT.**
- I worked at a neighboring raft company and enjoyed it so much that we bought our own with a couple of friends
- My job with horses and riders got me working at a guest ranch which got me more jobs at guest ranches and now we own one.
- I moved up from waitress to a hotel general manager. Being in the hotel business worked well with my schedule during college and has always provided me with a job.
- I have built a business around tourism.
- I have worked in the industry for a long time. It has shaped my personality some also my work ethics. It has given me a difficult but reasonable way to make some money.
- Experience on our local rivers.
- Bought a motel, worked hard, got the benefits
- They taught me the skills I have to day to communicate with people that I meet in everyday life. I have also now started my own tourism business in Red Lodge, and work closely with the MT dept of Tourism for FAM tours and the like.
- Our business has supported us financially, along with other jobs. We have met so many awesome people who have touched and enriched our lives.
- I have worked and gone to college in Montana and have worked into management. The diversity of people who visit here is amazing.
- I enjoy my tourism jobs. That and the beauty of Montana has improved my quality of life.
- Allow me to be my own boss
- The tourism industry has remained strong despite the economic downturn the country has experienced in recent years. I have received regular pay increases over the last six years. It's also personally rewarding to help guests experience this great state.
- Provided customer service skills, money to go to college and a job out of college, recreation opportunities that make up my quality of life.
- **PROVIDED A JOB SO I COULD STAY HERE.**
- It's opened up a huge door for me, as far as building relationships, making connections, and allowing me to pursue my dreams. It's also allowed me go give back to the missoula community.
- As the owner/operator of an outfitting/dude ranch I am able to share my rural country lifestyle and passion for Montana's great outdoors with others.
- Helps to pay for my home.
- It keeps me abreast of all the activities associated with the state and I have found that people I knew prior to being in the state have connections to Montana that I didn't realize.
- Working in Yellowstone provided training and opportunities for advancement. Montana was

motivation to stay and develop here.

- It has allowed me to get the skills I need to work at a state park in montana
- We are a family owned and operated RV and B&B and we need to let people know we are here and to let the tourist know there are many things to do well they are here.
- I have a quality of life I always dreamed of
- make a living
- It is my primary job. We move out of state for 7 months to rest.
- We decided to start a bed and breakfast type of business to keep us busy and to help others to enjoy Western Montana, and we love the area, and want to share it.
- Become more aware of what Montana has to offer.
- worked in hospitality management prior to moving into tourism marketing
- It helps me better sell the state and be an avid ambassador for Montana and Yellowstone Country, in particular.
- My job marketing for a ski area got me in to the tourism industry. My subsequent experience working with, and in the, Montana tourism industry has made be better at my profession.
- Make a good living so we can keep the family ranch and stay in Montana. We would have moved out of state otherwise.
- I had been working for a non profit and was asked to apply for the position I now hold
- Graduated with a Marketing degree which I thought I would never use. Learning about the tourism industry through this job has helped me tremendously professionally and personally.
- After working in house construction and the decline in the market, this vacation rental business allowed us to keep the house and property
- I have never enjoyed living and working in my field as much as being in Montana
- I started a small business in the hospitality industry and have been able to build it to a company that employees 60 people in both the summer and winter seasons and a good, secure life for my family
- We are in the service business we're Outfitters and lodge owners
- We could hold on to our property and pay for the mortgage and taxes
- I have shared the beauty, natural history, ecology of MT with countless visitors over the decades and have been deeply satisfied with my work in the great outdoors of our glorious state.
- value-add to ranch
- learned good people skills
- I have worked in the tourismn industry (taking trail rides / guiding hunters etc) for many years priro to owning my own horseback riding business
- I came out to work for a summer and now own a similar business to the one that I worked for when I first came out here.
- **iT HAS BEEN A FULFILLMENT OF A DREAM I HAD AS A YOUNGSTER. IT HAS BEEN A GOOD LIFE**
- My job is in the MT Tourism Industry now
- it has allowed me to get to know montana better and continue to work in the field that i love- tourism and recreation-what i have my bs degree in...
- Meeting new people from around the world. Has given me a scense of pride.
- It has helped enhance my Customer Service skills.
- Contacts and experiences.
- I am doing something I love, in a place a love and an opportunity for a paying job with the

MHC may be in my future when I finish school.

- N/A.
- To find a career based on need
- Share local history with people from around the world.
- Own and run a family owned business
- Outfitting as a second job helped pay the bills so we could continue to ranch
- My seasonal work is dependent on travelers to Montana.
- I'm next to Yellowstone!!

**In what category would you place the tourism business for which you currently work? Other...**

- destination weddings
- RV PARK
- Chamber of Commerce & Agriculture
- cultural tours/scenic tours
- Gift Shop, restaurant, casino, bar, convenience store
- The premier historic interpretive site in Montana and the Rocky Mountain region..
- visitors center/chamber
- gift store
- State Agency - Tourism Promotion
- general store
- Restaurant
- management of bed tax dollars for region & promotion of local region tourism entities/events
- Corporate extended stay apartments
- retail sales
- dude or guest ranch
- We also have a small kitchen where we do breakfast , pies and goodies
- state park
- Tours/activities
- General store and art gallery
- Television Station
- retail
- We do a lot of different things to get people to visit and spend a day here
- our main business is weddings and family reunions
- Missoula Downtown Association (non-profit organization)
- Contract with Montana Office of Tourism
- chamber of commerce / visitor center
- Destination Retail
- We own a KOA campground, a Good Sam campground and a Super 8 Hotel in West Yellowstone, MT.
- State park
- Art Gallery
- Fly Shop

- Area Chamber of Commerce
- Retail
- Outdoor Training - Mobility, Mountaineering, and Wilderness Medicine.
- We are a backcountry getaway where people come to ski, hike, relax, and escape. Our category is not well covered in the tourism propaganda.
- Grizzly & Wolf Discovery Center
- Gift Shop
- Trans-Border Canadian Bus Company
- Chamber of Commerce
- National Interpretive Center
- Chamber of Commerce
- state agency assisting product producers & retailers- promoting Made in MT
- restaurant
- manage airport and a small museum located at the airport
- Festival organization and promotion
- Farm Stay
- Consultant
- cultural tourism
- visitors to our town
- Main Business is running International Tourism Conference and Tourism Development/Consulting Firm
- Retail
- government agency
- own a winery and organize a large cultural event
- vacation rental owner
- Yellowstone Tours
- Kayak/Mountain Bike Rental, Dog Sledding/ Dog Carting Trips
- specialty retail
- Meadow Lake Resort
- Bicycle travel
- Health Mine
- Snowmobile Rental
- tour guide
- Non-profit education
- Indian Reservation places of interest
- Educational tours

**Please list any purchase categories not mentioned above that your business made in Montana in the last year...**

- Rent motel rooms, restaurant dinners, use local bus transportation services
- General maintenance supplies
- Printing services, rental cars, gasoline, meeting space
- Agricultural products- hay and horse feed



- Raw materials, agricultural products
- Uniform shirts
- Plants
- Liquor
- Payroll
- Insurance
- Clothing and gear
- Livestock, fuel
- Fuel, payroll, insurance
- Landscaping
- Electrical repairs and equipment, septic maintenance
- Gardening and arboretum care, supplies
- Hay, cows, horses, tack, repair of tack, tents, fencing
- Taxes and permits
- Supplies for events- fireworks, fencing material, performers, decorations
- Construction and remodeling supplies. Guest room supplies can mean the following: bedding/towels, curtains, toiletries, soap/shampoo, art, lamps, tvs and more.
- Appliances, beds
- Insurance, bed tax, property tax, linens, pillows, and towels
- We have purchased heavy equipment for T&E Caterpillar of Montana in the past year. We also purchase a lot of repair parts from Montana based plumbing and electrical distributors.
- Internet provider
- Horses, sewer maintenance
- Lawn Mowers
- Ranching/ general operating supplies ( camping gear, tools, horse tack, fencing materials, etc. ); professional/contract services ( weed spraying, horseshoeing, veterinary musicians/guest entertainment, building maintenance, etc. )
- multiple gallons of GASOLINE! GALLONS AND GALLONS AND GALLONS. oil by the gallons. tires, more tires,
- Animal feed and equipment
- Infrastructure construction such as water well drilling, and mechanical, and electrical installation, and plumbing installation, earth moving equipment, forestry preservation and conservation, purchase of landscaping materials, painting, and fencing, etc
- Travel and entertainment
- Linens
- lots of printing- maps, brochures, travel guides- done locally
- Paid contracted employee to manage tourism region activities.
- Landscaping
- Meeting facilities, trainers, educators, presenters

- Workman's compensation, insurance, and taxes
- Permit fees, livestock, horse feed, fuel, land leases
- purchased signs, TV commercials, billboards, I and the curator of Living History are a truck wrap, visit Montana,,,, I am a volunteer so much of this information I do not know, we draw visitors that stay in the area. and that effects many area business
- Property taxes
- private land hunting leases paid to montana ranchers
- Flower supplies