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### 2020 Nonresident Visitation, Expenditures & Economic Impact Estimates

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# 2020 Nonresident Visitation, Expenditures & Economic Impact Estimates

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Kara Grau, M.S.

Updated

8/23/2021

A collection of 2020 full year and quarterly estimates of nonresident visitation, expenditures by nonresident travelers, and economic impact estimates.

## **Visitation, Expenditures & Economic Impact Estimates**

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2020 Nonresident Visitation, Expenditures &  
Economic Impact Estimates

2020

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# 2020 Nonresident Visitation, Expenditures & Economic Impact Estimates

2020

## Introduction to 2020 Estimates

There is no question that 2020 was an unprecedented year, with the COVID-19 outbreak being declared a pandemic in March of that year. The pandemic led to a near shut-down of the travel and tourism industry across the globe. Many travel restrictions are still in place throughout the world as of this writing. Specifically relevant to Montana, the Canadian border has remained closed, with the exception of essential travel, since March of 2020, and it is hoped that it will reopen in June of 2021. A mandatory 14-day self-quarantine was instituted for all travelers entering Montana in late March, 2020, and continued through the spring. A statewide mask mandate was in place from July, 2020 to mid-February, 2021.

In addition to affecting the number and kinds of travelers who were in Montana during 2020, where they could go and what they could do while here, ITRR's ability to collect traveler data was also greatly impacted. The Institute for Tourism & Recreation Research has collected data via face-to-face surveys from travelers in the state since July, 2009. Quarter 2, 2020 reflected a complete stoppage of this survey method. While in-person data collection was able to resume in July, 2020, the lack of primary data for a quarter of the year created challenges in producing the yearly estimates of nonresident visitation, expenditures, and economic impact that ITRR releases each year.

In cooperation with the Montana Department of Commerce, ITRR was able to use VisaVue<sup>1</sup> data to observe changes in traveler spending from quarter 2, 2019 to quarter 2, 2020 as reflected in that dataset. While not identical to ITRR travel spending categories, VisaVue data are segmented in such a way that reasonable comparisons could be made between VisaVue and ITRR spending data. By observing changes in VisaVue quarter 2 spending between 2019 and 2020, adjustments could be made to ITRR 2<sup>nd</sup> quarter 2019 traveler spending estimates to create quarter 2, 2020 estimates.

While ITRR is able to produce statewide estimates for 2020, there are some elements of this annual report that readers will notice are not included this year. Traveler expenditure profiles are provided as much as possible, but absence of primary data for 2<sup>nd</sup> quarter, as well as reduced sample size for 3<sup>rd</sup> and 4<sup>th</sup> quarters means that some information typically included here are necessarily omitted. All information that follows reflects estimates based on survey data collected by ITRR surveyors for 1<sup>st</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> quarters, 2020, and estimates (as described above) for 2<sup>nd</sup> quarter, 2020.

Additionally, readers should use caution in comparing the 2020 estimates with those of previous years. Differing methods and alternate data sources warrant caution in making close comparisons or interpretations of changes from 2019 to 2020. While we have confidence in comparisons of directionality and relative magnitude of impacts, more granular changes are reflective of the multiple factors described above. The year was unique in terms of both never-before-seen effects to the travel industry, as well as data collection related to travel and recreation in the state. Readers should keep these unique conditions in mind when reviewing this report.

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<sup>1</sup> As described on the Montana Department of Commerce website, "VisaVue for Travel is a data provider that tracks the number of cardholders and spending by time, geography, and spend category for both domestic (U.S.) and international travelers. At its core, this data is depersonalized, aggregated card spending data that takes place in Montana by cards that aren't originating in Montana. VisaVue for Travel is limited to the parent company's related cards, thus this data only provides us with a small look of the entire spending picture. However, because these spend figures are not estimations, we know that the true spending impacts are only greater than what is reported." <https://marketmt.com/Programs/Marketing/Tourism-Research/Tourism-Spending>

# 2020 Montana Nonresident Traveler Expenditures

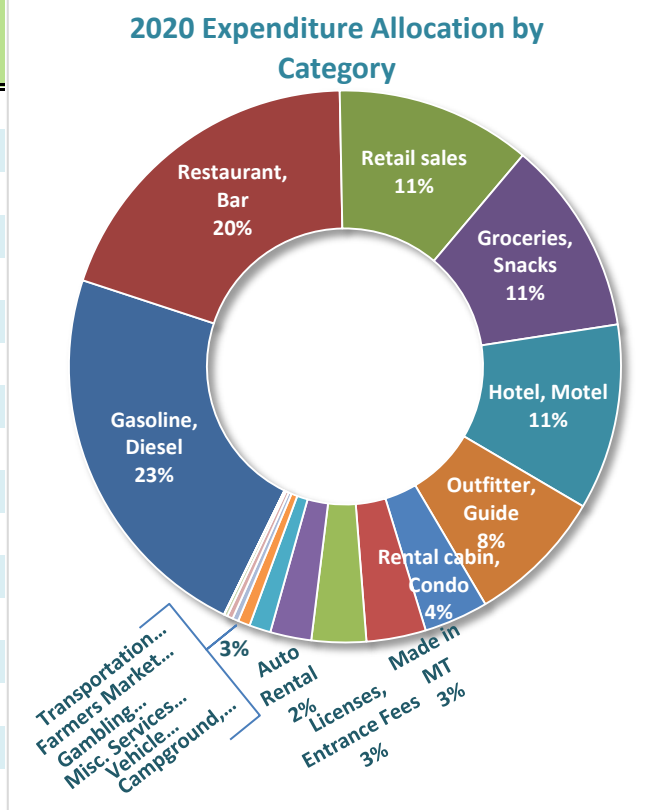
## & Economic Contribution

### 2020 Contribution of Nonresident Traveler Expenditures to Montana's Economy

- In 2020, nonresident visitors to Montana spent an estimated \$3.14 billion in the state. (See Table 1, below)
- This \$3.14 billion in local spending directly supports \$2.60 billion of economic activity in the state, and supports an additional \$1.81 billion of economic activity, indirectly. (see Table 2, below)
- The estimated total contribution of nonresident spending to Montana's economy was \$4.40 billion in 2020.

**Table 1 - 2020 Nonresident Traveler Expenditures<sup>1</sup>**

Expenditure Category	Average Daily Per Group <sup>2,3</sup>	Allocation by Category	Total Expenditures <sup>2,4</sup>
Gasoline, Diesel	\$29.06	23%	\$716,910,000
Restaurant, Bar	\$25.59	20%	\$616,720,000
Retail sales	\$14.64	11%	\$359,280,000
Groceries, Snacks	\$14.43	11%	\$358,690,000
Hotel, Motel	\$14.18	11%	\$341,930,000
Outfitter, Guide	\$10.30	8%	\$252,980,000
Rental cabin, Condo	\$5.03	4%	\$118,150,000
Made in MT	\$4.50	3%	\$109,430,000
Licenses, Entrance Fees	\$4.48	3%	\$100,300,000
Auto Rental	\$3.27	2%	\$75,690,000
Campground, RV Park	\$1.60	1%	\$39,440,000
Vehicle Repairs	\$0.95	1%	\$22,130,000
Misc. Services	\$0.48	<1%	\$11,050,000
Gambling	\$0.44	<1%	\$10,580,000
Farmers Market	\$0.26	<1%	\$6,320,000
Transportation Fares	\$0.01	<1%	\$240,000
<b>Estimated Total</b>	<b>\$129.23</b>		<b>\$3,139,840,000</b>



<sup>1</sup>Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Q2, 2020 was estimated.

<sup>2</sup>Data are collected quarterly. Therefore, avg. daily expenditures are weighted averages of quarterly figures. <sup>3</sup>Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. <sup>4</sup>Expenditure category totals may not add to year total due to rounding.

Table 2 - 2020 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$2,584,550,000	\$935,100,000	\$876,510,000	\$4,396,160,000
Employment (# of jobs)	30,750	5,950	6,450	43,150
Employee Compensation	\$776,200,000	\$189,360,000	\$228,740,000	\$1,194,300,000
Proprietor Income	\$109,980,000	\$58,300,000	\$44,310,000	\$212,590,000
Other Property Type Income	\$277,130,000	\$120,860,000	\$156,860,000	\$554,850,000
State & Local Taxes				\$212,690,000

**Direct impacts** result from nonresident traveler purchases of goods and services; **Indirect impacts** result from purchases made by travel-related businesses; and **Induced impacts** result from purchases by those employed in travel-related occupations.

**Industry Output** is the value of goods & services produced by an industry which nonresidents purchase. **Employment** is full- and part-time average annual jobs. **Other Property Type Income** consists of payments for rents, royalties and dividends.

## Estimated 2020 Montana Nonresident Traveler Quarterly Travel Comparison

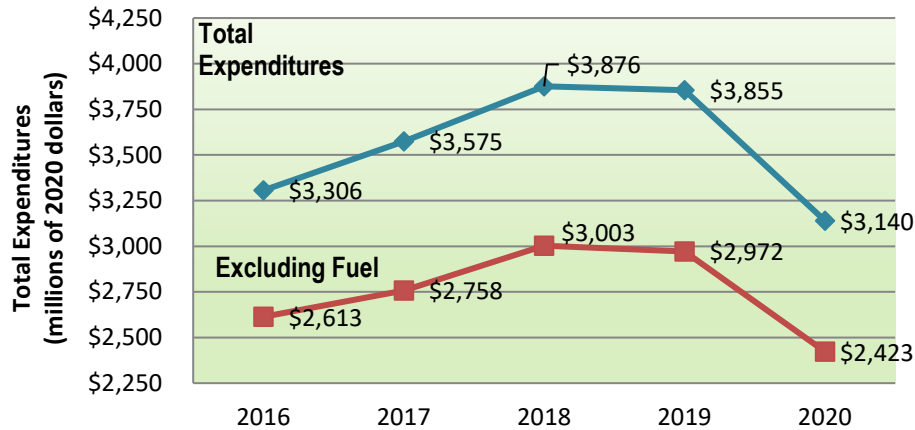
	Quarter 1 (Jan-Mar)	*Quarter 2 est. (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total <sup>1</sup> 2020 est.
<b>Visitation &amp; Length of Stay</b>					
Nonresident Visitors	1,464,000	2,326,000	5,624,000	1,718,000	11,132,000
% of Total	13%	21%	51%	15%	100%
Nonresident Travel Groups	772,000	1,072,000	2,330,000	868,000	5,042,000
% of Total	15%	21%	46%	17%	100%
Group Size (people per group)	1.92	2.12	2.41	1.96	2.20
Length of Stay (nights)	4.22	3.97	5.70	4.49	4.90
<b>Expenditure Category<sup>2,3</sup> (Average Daily per Group)</b>	<b>Quarter 1</b>	<b>Quarter 2 est.</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>Year Total<sup>1</sup></b>
Gasoline, Diesel	\$31.09	\$29.16	\$28.01	\$30.66	\$29.05
Restaurant, Bar	\$33.61	\$17.66	\$26.56	\$20.37	\$25.59
Retail sales	\$18.42	\$15.16	\$13.67	\$13.65	\$14.64
Groceries, Snacks	\$11.41	\$15.09	\$15.40	\$13.52	\$14.44
Hotel, Motel	\$18.65	\$8.27	\$13.92	\$15.67	\$14.18
Outfitter, Guide	\$4.05	\$5.50	\$13.68	\$8.88	\$10.31
Rental cabin, Condo	\$8.27	\$1.30	\$5.12	\$4.53	\$5.03
Made in MT	\$3.18	\$3.12	\$6.05	\$1.41	\$4.51
Licenses, Entrance Fees	\$15.93	\$1.89	\$2.03	\$3.46	\$4.47
Auto Rental	\$7.68	\$1.14	\$2.60	\$2.90	\$3.27
Campground, RV Park	\$0.01	\$0.86	\$2.52	\$0.57	\$1.60
Vehicle Repairs	\$2.80	\$0.70	\$0.39	\$1.23	\$0.95
Misc. Services	\$1.04	\$0.04	\$0.41	\$0.53	\$0.48
Gambling	\$0.86	\$0.36	\$0.29	\$0.61	\$0.44
Farmers Market	\$0.03	\$0.05	\$0.44	\$0.05	\$0.26
Transportation Fares	\$0.02	\$0.01	\$0.01	\$0.00	\$0.01
	<b>\$157.05</b>	<b>\$100.31</b>	<b>\$131.10</b>	<b>\$118.04</b>	<b>\$129.23</b>
<b>Total Expenditures</b>	<b>\$511,440,000</b>	<b>\$426,960,000</b>	<b>\$1,741,390,000</b>	<b>\$460,050,000</b>	<b>\$3,139,840,000</b>
<b>% of Total</b>	<b>16%</b>	<b>14%</b>	<b>55%</b>	<b>15%</b>	<b>100%</b>

<sup>1</sup>Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. <sup>2</sup>Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. <sup>3</sup>Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures. \*Q2 figures are estimates based on ITRR data adjusted by VisaVue data changes, because ITRR data collection was paused due to pandemic.

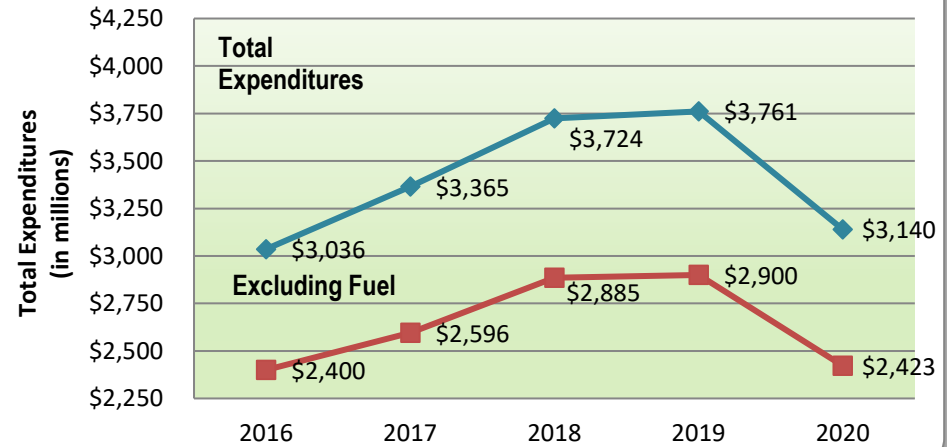
# 2016-2020 Montana Nonresident Traveler Expenditure Trends

## Overall Total & Excluding Fuel\*

### Total Inflation-Adjusted Expenditures



### Total Actual Expenditures



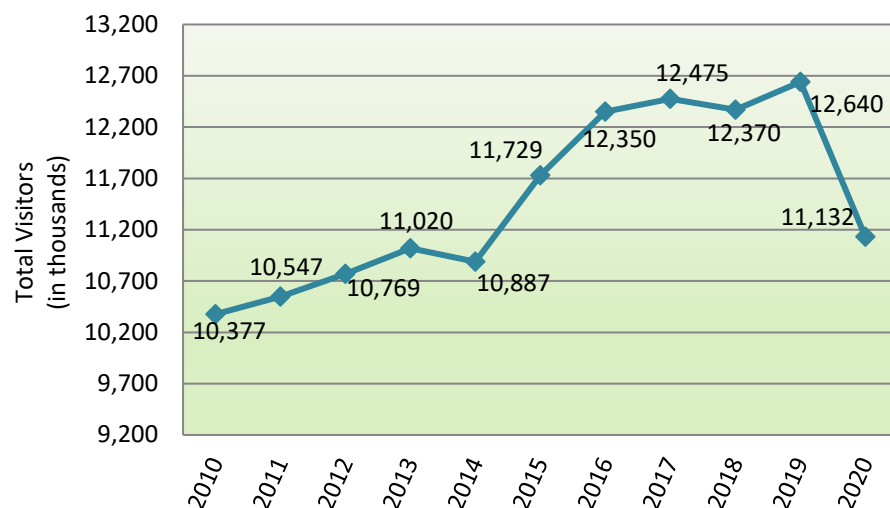
Nonresident Traveler Expenditure Trends	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Total Inflation-adjusted Expenditures</b>											
(millions of 2020 dollars <sup>1</sup> )	\$2,913	\$3,249	\$3,721	\$4,060	\$4,301	\$3,569	\$3,306	\$3,575	\$3,876	\$3,855	\$3,140
% Change from Previous Year	4.9%	11.5%	14.5%	9.1%	5.9%	-17.0%	-7.4%	8.1%	8.4%	-0.5%	-18.5%
<b>Excluding Fuel Expenditures (2020\$)</b>											
	\$1,966	\$2,140	\$2,408	\$2,755	\$2,935	\$2,766	\$2,613	\$2,758	\$3,003	\$2,972	\$2,423
% Change from Previous Year	3.1%	8.9%	12.5%	14.4%	6.5%	-5.8%	-5.5%	5.5%	8.9%	-1.0%	-18.5%
<b>Total Actual Expenditures (in millions)</b>											
	\$2,447	\$2,774	\$3,269	\$3,624	\$3,900	\$3,233	\$3,036	\$3,365	\$3,724	\$3,761	\$3,140
% Change from Previous Year	7.7%	13.4%	17.8%	10.9%	7.6%	-17.1%	-6.1%	10.8%	10.7%	1.0%	-16.5%
<b>Excluding Fuel Expenditures</b>											
	\$1,651	\$1,827	\$2,116	\$2,459	\$2,661	\$2,506	\$2,400	\$2,596	\$2,885	\$2,900	\$2,423
% Change from Previous Year	5.8%	10.7%	15.8%	16.2%	8.2%	-5.8%	-4.2%	8.2%	11.1%	0.5%	-16.4%

\*Fuel is generally the largest portion of nonresident travelers' spending, making total traveler expenditure figures susceptible to fluctuations in gas prices. Removing fuel expenditures from the total allows for the trend to be viewed without this external factor's effect. <sup>1</sup>U.S. Bureau of Labor Statistics. Consumer Price Index - All Urban Consumers.

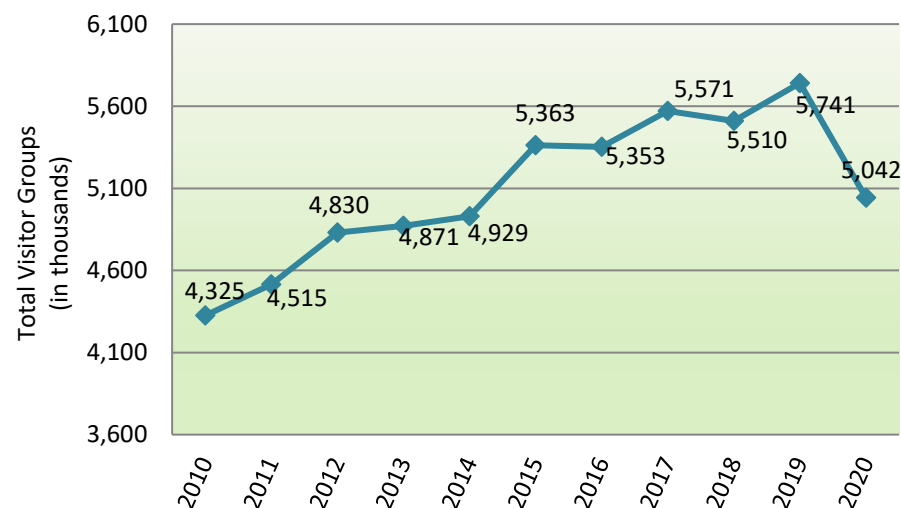


## 2010-2020 Montana Nonresident Traveler Visitation Trends

### Nonresident Visitors



### Nonresident Travel Groups



Nonresident Traveler Visitation Trends	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Nonresident Visitors (in thousands)	10,377	10,547	10,769	11,020	10,887	11,729	12,350	12,475	12,370	12,640	11,132
% Change from Previous Year	3.9%	1.6%	2.1%	2.3%	-1.2%	7.7%	5.3%	1.0%	-0.8%	2.2%	-11.9%
Nonresident Travel Groups (in thousands <sup>1</sup> )	4,325	4,515	4,830	4,871	4,929	5,363	5,353	5,571	5,510	5,741	5,042
% Change from Previous Year	5.5%	4.4%	7.0%	0.8%	1.2%	8.8%	-0.2%	4.1%	-1.1%	4.2%	-12.2%
Average people per group	2.38	2.31	2.22	2.24	2.19	2.19	2.31	2.23	2.27	2.19	2.20

<sup>1</sup>Beginning in 2010, group size is a weighted average of quarterly group sizes.

# Quarter 1, 2020

## Montana Nonresident Traveler Expenditure Profiles

### Average Q1 Daily Expenditures by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Shopping*	Other*
Sample size	1,371	340	230	408	289	27	76
Nonresident Travelers	1,463,663	362,988	245,895	436,172	308,833	29,273	80,501
Group Size (people/group)	1.94	2.69	1.93	1.83	1.24	2.04	1.90
Length of Stay (nights)	4.22	0.97	6.55	0.49	5.87	0.31	4.47
% of All Travelers in Q1	100%	25%	17%	30%	21%	2%	6%
Restaurant, Bar	\$33.61	\$63.01	\$47.42	\$9.58	\$32.19	\$19.81	\$14.30
Gasoline, Diesel	\$31.09	\$18.67	\$16.03	\$47.99	\$28.06	\$61.49	\$28.60
Hotel, B&B, etc.	\$18.65	\$28.88	\$10.82	\$12.96	\$24.33	\$3.27	\$11.34
Retail Sales	\$18.42	\$38.03	\$26.21	\$2.05	\$3.16	\$153.22	\$4.72
Licenses, Entrance Fees	\$15.93	\$55.96	\$12.95	\$0.24	\$1.10	\$1.37	\$9.44
Groceries, Snacks	\$11.41	\$22.20	\$13.86	\$3.91	\$5.03	\$55.11	\$6.51
Rental Cabin, Condo	\$8.27	\$31.43	\$2.61	\$0.33	\$1.14	\$0.00	\$1.76
Auto Rental	\$7.68	\$20.35	\$5.02	\$0.55	\$8.42	\$0.00	\$0.74
Outfitter, Guide	\$4.05	\$17.14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Made in MT	\$3.18	\$7.18	\$2.42	\$0.42	\$4.30	\$0.09	\$0.29
Auto Repair	\$2.80	\$0.00	\$12.41	\$0.74	\$0.00	\$0.00	\$13.92
Misc. Services	\$1.04	\$0.59	\$0.06	\$0.15	\$0.50	\$0.00	\$15.35
Gambling	\$0.86	\$0.82	\$1.33	\$1.19	\$0.16	\$1.85	\$0.29
Farmers Market	\$0.03	\$0.00	\$0.00	\$0.10	\$0.00	\$0.00	\$0.01
Transportation Fares	\$0.02	\$0.00	\$0.00	\$0.00	\$0.10	\$0.00	\$0.00
Campground, RV Park	\$0.01	\$0.00	\$0.01	\$0.02	\$0.04	\$0.00	\$0.00
<b>Total Avg. Daily per Group</b>	<b>\$157.05</b>	<b>\$304.26</b>	<b>\$151.15</b>	<b>\$80.23</b>	<b>\$108.53</b>	<b>\$296.21</b>	<b>\$107.27</b>

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1,098)	Mean <sup>2</sup> of Those Who Spent	Median <sup>3</sup> of Those Who Spent
Gasoline, Diesel	696	63%	\$49.06	\$40.00
Restaurant, Bar	538	49%	\$68.66	\$40.00
Groceries, Snacks	329	30%	\$38.12	\$20.00
Hotel, B&B, etc.	319	29%	\$118.43	\$100.00
Licenses, Entrance Fees	152	14%	\$114.63	\$71.53
Retail Sales	141	13%	\$143.89	\$100.00
Auto Rental	126	11%	\$66.75	\$50.00
Rental Cabin, Condo	67	6%	\$249.48	\$250.00
Made in MT	59	5%	\$59.17	\$25.76
Gambling	22	2%	\$43.19	\$40.00
Outfitter, Guide	16	1%	\$278.33	\$308.51
Misc. Services	14	1%	\$84.05	\$88.00
Auto Repair	10	1%	\$315.91	\$458.84
Campground, RV Park	6	1%	\$7.78	\$7.78
Transportation Fares	4	0.4%	\$5.91	\$5.91
Farmers Market	4	0.4%	\$9.49	\$9.81

<sup>^</sup> Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

<sup>^^</sup> These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

<sup>1</sup> Visiting friends and/or relatives. <sup>2</sup> Mean, or average, is the sum of the values divided by the number of values. <sup>3</sup> Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. \*Small sample size, use with caution.

# Quarter 3, 2020

## Montana Nonresident Traveler Expenditure Profiles

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### Average Q3 Daily Expenditures by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip						
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Shopping*	Other*
Sample size	2,293	1,109	394	550	130	16	74
Nonresident Travelers	5,623,839	2,744,433	972,924	1,360,969	320,559	39,367	185,587
Group Size (people/group)	2.49	2.75	2.41	2.24	1.73	2.13	2.28
Length of Stay (nights)	5.70	6.59	7.32	1.19	9.73	0.68	11.25
% of All Travelers in Q3	100%	49%	17%	24%	6%	1%	3%
Gasoline, Diesel	\$28.01	\$23.09	\$23.34	\$40.15	\$29.98	\$33.96	\$27.19
Restaurant, Bar	\$26.56	\$33.21	\$30.22	\$14.95	\$14.04	\$2.35	\$19.09
Groceries, Snacks	\$15.40	\$18.41	\$16.04	\$7.05	\$9.73	\$24.34	\$15.68
Hotel, B&B, etc.	\$13.92	\$17.31	\$9.25	\$11.84	\$7.89	\$3.02	\$16.45
Outfitter, Guide	\$13.68	\$23.26	\$2.88	\$0.97	\$1.07	\$0.00	\$7.22
Retail Sales	\$13.67	\$12.89	\$14.96	\$6.96	\$11.25	\$121.85	\$11.50
Made in MT	\$6.05	\$8.79	\$7.51	\$1.09	\$0.45	\$0.00	\$2.90
Rental Cabin, Condo	\$5.12	\$9.32	\$1.99	\$0.07	\$1.60	\$0.00	\$4.15
Auto Rental	\$2.60	\$4.21	\$2.00	\$0.05	\$2.58	\$0.00	\$2.02
Campground, RV Park	\$2.52	\$3.67	\$1.82	\$0.94	\$0.23	\$0.00	\$2.64
Licenses, Entrance Fees	\$2.03	\$3.36	\$0.94	\$0.30	\$0.16	\$0.00	\$0.59
Farmers Market	\$0.44	\$0.63	\$0.37	\$0.16	\$0.00	\$0.95	\$0.31
Misc. Services	\$0.41	\$0.45	\$0.39	\$0.25	\$0.45	\$0.00	\$1.22
Auto Repair	\$0.39	\$0.08	\$0.86	\$0.48	\$1.31	\$0.00	\$0.73
Gambling	\$0.29	\$0.12	\$1.05	\$0.06	\$0.95	\$0.00	\$0.00
Transportation Fares	\$0.01	\$0.02	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$131.10	\$158.83	\$113.62	\$85.32	\$81.69	\$186.47	\$111.69

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=2,304)	Mean <sup>2</sup> of Those Who Spent	Median <sup>3</sup> of Those Who Spent
Gasoline, Diesel	1,315	57%	\$41.72	\$34.00
Restaurant, Bar	861	37%	\$60.44	\$50.00
Groceries, Snacks	642	28%	\$47.06	\$30.00
Hotel, B&B, etc.	574	25%	\$140.54	\$125.00
Campground, RV Park	339	15%	\$46.58	\$40.00
Licenses, Entrance Fees	311	13%	\$12.76	\$10.00
Made in MT	236	10%	\$50.32	\$34.71
Retail Sales	228	10%	\$117.36	\$60.00
Rental Cabin, Condo	124	5%	\$238.99	\$200.00
Farmers Market	118	5%	\$7.28	\$5.00
Outfitter, Guide	98	4%	\$272.97	\$200.00
Auto Rental	72	3%	\$71.20	\$80.00
Misc. Services	33	1%	\$24.50	\$31.41
Gambling	21	1%	\$27.74	\$30.34
Auto Repair	16	1%	\$47.84	\$70.99
Transportation Fares	3	0.1%	\$6.75	\$6.75

<sup>^</sup> Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

<sup>^^</sup> These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

<sup>1</sup>Visiting friends and/or relatives. <sup>2</sup>Mean, or average, is the sum of the values divided by the number of values. <sup>3</sup>Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. \*Small sample size, use with caution.

# Quarter 4, 2020

## Montana Nonresident Traveler Expenditure Profiles

INSTITUTE FOR  
**TOURISM & RECREATION RESEARCH**  
UNIVERSITY OF MONTANA



### Average Q4 Daily Expenditures by Purpose of Trip<sup>^</sup>

#### Primary Purpose of Trip

	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Shopping*	Other*
Sample size	1,071	298	206	337	124	24	66
Nonresident Travelers	1,718,052	479,337	329,866	548,059	202,730	39,515	106,519
Group Size (people/group)	1.97	2.32	2.11	1.86	1.37	1.68	1.70
Length of Stay (nights)	4.49	6.07	6.07	0.72	5.98	0.18	10.38
% of All Travelers in Q4	100%	28%	19%	32%	12%	2%	6%
Gasoline, Diesel	\$30.66	\$23.71	\$19.10	\$43.02	\$32.56	\$29.63	\$22.45
Restaurant, Bar	\$20.37	\$35.66	\$23.55	\$9.10	\$15.69	\$4.18	\$17.66
Hotel, B&B, etc.	\$15.67	\$23.30	\$8.22	\$14.20	\$14.56	\$3.93	\$12.12
Retail Sales	\$13.65	\$15.77	\$15.11	\$5.93	\$29.56	\$21.13	\$4.86
Groceries, Snacks	\$13.52	\$22.25	\$18.14	\$5.75	\$5.15	\$38.27	\$12.04
Outfitter, Guide	\$8.88	\$29.03	\$3.33	\$0.00	\$0.00	\$0.00	\$0.00
Rental Cabin, Condo	\$4.53	\$12.68	\$1.75	\$0.08	\$0.09	\$0.00	\$4.38
Licenses, Entrance Fees	\$3.46	\$10.99	\$1.12	\$0.06	\$0.02	\$0.31	\$0.00
Auto Rental	\$2.90	\$6.40	\$2.28	\$0.00	\$3.84	\$0.00	\$3.86
Made in MT	\$1.41	\$2.01	\$2.44	\$0.28	\$0.56	\$0.00	\$4.90
Auto Repair	\$1.23	\$2.75	\$1.66	\$0.54	\$0.00	\$0.00	\$0.00
Gambling	\$0.61	\$0.31	\$0.65	\$1.14	\$0.33	\$0.00	\$0.00
Campground, RV Park	\$0.57	\$1.71	\$0.15	\$0.11	\$0.00	\$0.00	\$0.40
Misc. Services	\$0.53	\$0.86	\$0.00	\$0.27	\$0.12	\$6.49	\$0.00
Farmers Market	\$0.05	\$0.10	\$0.04	\$0.02	\$0.04	\$0.00	\$0.02
Transportation Fares	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Avg. Daily per Group</b>	<b>\$118.04</b>	<b>\$187.53</b>	<b>\$97.54</b>	<b>\$80.50</b>	<b>\$102.52</b>	<b>\$103.94</b>	<b>\$82.69</b>

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=847)	Mean <sup>c</sup> of Those Who Spent	Median <sup>c</sup> of Those Who Spent
Gasoline, Diesel	608	72%	\$42.72	\$36.00
Restaurant, Bar	332	39%	\$52.00	\$40.00
Groceries, Snacks	254	30%	\$45.07	\$20.00
Hotel, B&B, etc.	227	27%	\$106.25	\$100.00
Licenses, Entrance Fees	84	10%	\$34.96	\$17.83
Retail Sales	73	9%	\$158.85	\$100.00
Rental Cabin, Condo	52	6%	\$133.86	\$150.00
Auto Rental	50	6%	\$48.96	\$52.05
Made in MT	46	5%	\$25.78	\$30.00
Campground, RV Park	24	3%	\$37.26	\$40.00
Farmers Market	13	2%	\$3.07	\$3.33
Gambling	10	1%	\$50.96	\$58.35
Outfitter, Guide	8	1%	\$889.36	\$600.00
Auto Repair	7	1%	\$157.41	\$157.41
Misc. Services	5	1%	\$83.49	\$111.31
Transportation Fares	-	0%	\$0.00	\$0.00

<sup>^</sup> Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

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Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

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