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Montana Resident Travel Trend: Memorial Day Weekend, 2021

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Montana Travel Trend: Memorial Day Weekend

2ND QUARTER REPORT: APRIL - MAY 2021

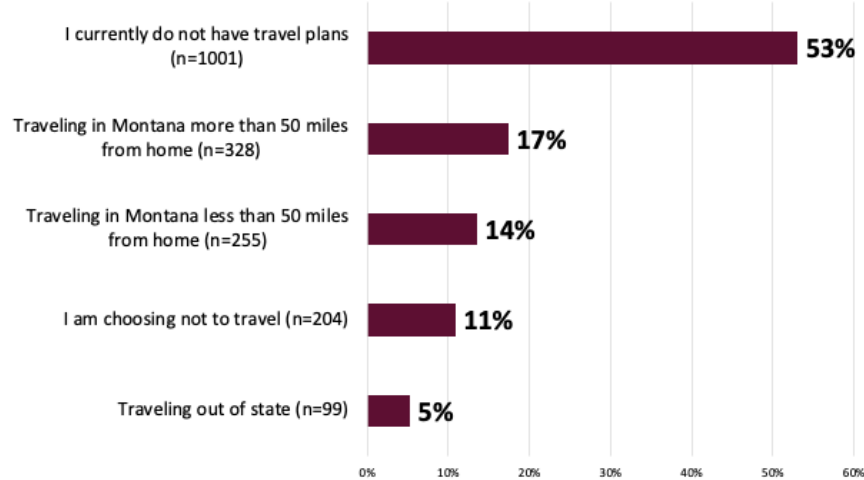
MEMORIAL DAY TRAVEL PLANS

A total of 1,898 Montana residents were surveyed from April 1st - May 15th concerning their Memorial Day plans, as well as their comfort level with participating in several activities and events in the midst of year two of the COVID-19 pandemic. Over half (53%) of all residents surveyed indicated that they had no travel plans for Memorial Day weekend at the time they were surveyed. Around one in six (17%) residents stated they were traveling in Montana more than 50 miles from home. Another 14% of residents indicated they would be traveling in Montana within 50 miles of their home.

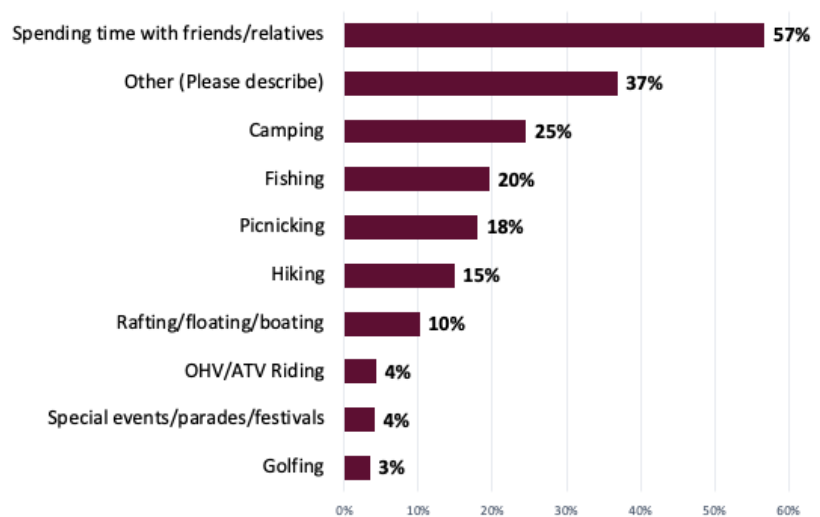
ACTIVITIES

Of those residents who said they had plans for Memorial Day weekend, a majority (57%) stated they would spend time with friends and/or relatives. Another 37% were participating in a collection of "other" activities (see bottom of pg. 1), followed by 25% who were going camping for the weekend.

Which of the following best describes your plans for Memorial Day Weekend?



Memorial Day Weekend Activities



11%

Residents who chose not to travel over the Memorial Day weekend

27%

Respondents in "Other" activities who were working over the holiday weekend

17%

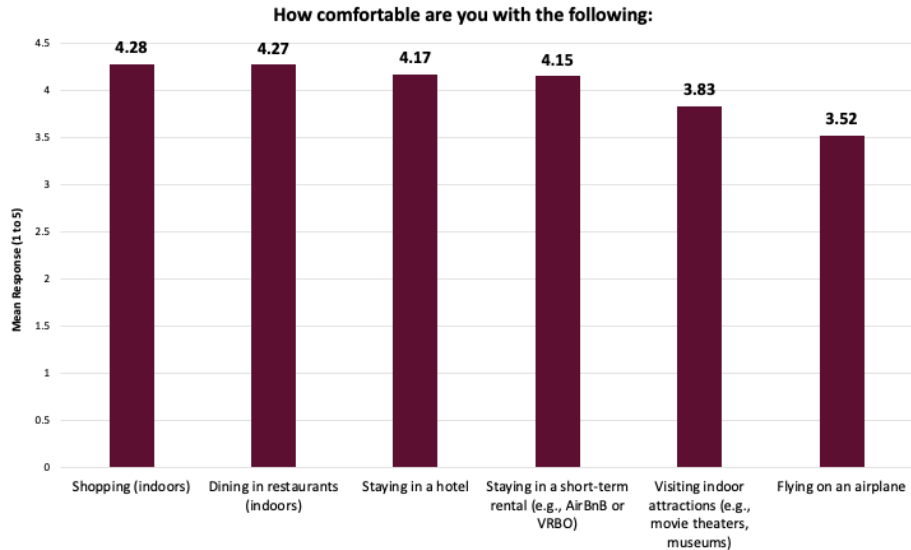
Respondents in "Other" activities who were decorating graves or participating in veteran memorial events

Montana Travel Trend: Memorial Day Weekend

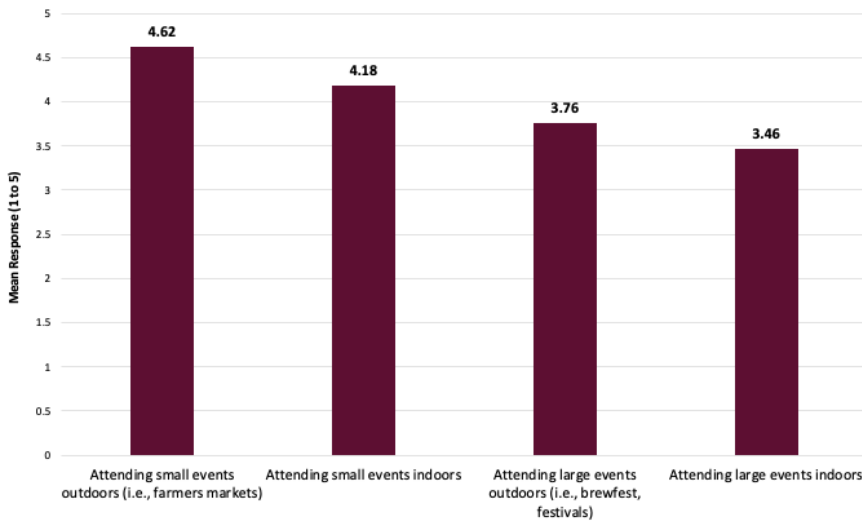
2ND QUARTER REPORT: APRIL - MAY 2021

COMFORT LEVEL WITH ACTIVITIES

Overall, residents were comfortable participating in several events, particularly attending small events outdoors (i.e., farmers markets), shopping indoors, and dining indoors at restaurants. On average, residents were comfortable participating in all activities and events that were presented to them. However, residents were the least comfortable flying on an airplane and attending large events indoors.



How comfortable are you with the following:



WHAT WOULD INCREASE COMFORT?

When asked what would increase their willingness to participate in and/or attend public activities and events, 53% of respondents who answered the question indicated that they were already comfortable participating as things were. However, 46% of respondents who answered the question stated that an increased vaccination rate would increase their willingness to participate, followed by 30% who said they wanted to see more people wearing masks correctly.

GLACIER COUNTRY

Of the 10 activities listed above, Glacier Country reported the lowest comfort level on 9/10 of those activities.

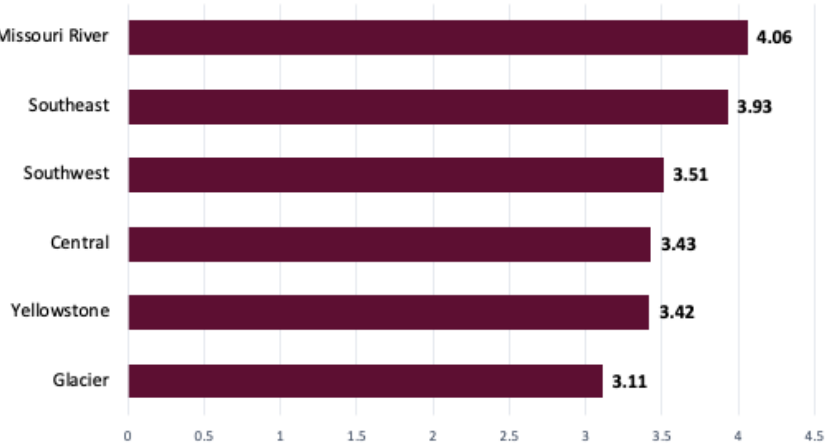
MISSOURI RIVER

Of the 10 activities listed above, Missouri River Country reported the highest comfort level on 8/10 of those activities.

Montana Travel Trend: Memorial Day Weekend

2ND QUARTER REPORT: APRIL - MAY 2021

Attending large events indoors



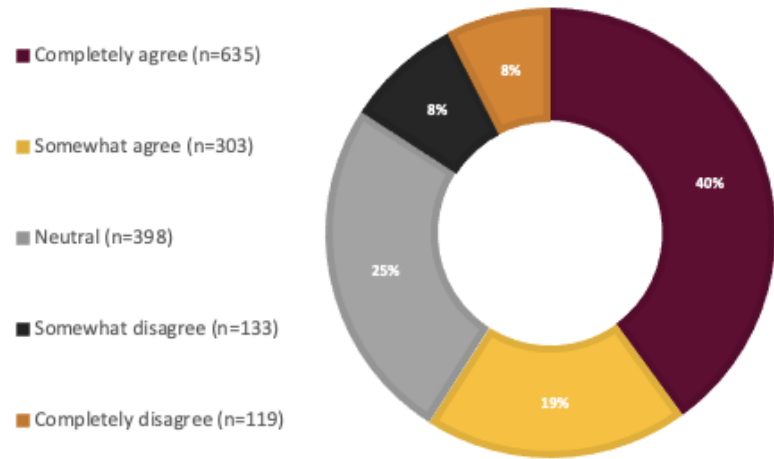
MONTANA TRAVEL REGIONS

Residents across the six Montana Travel Regions expressed similar attitudes toward participating in activities and events during the COVID-19 pandemic. One area in which residents differed concerned their willingness to participate in large indoor events. Residents from Glacier Country were more neutral in their willingness to attend such events, while regions like Missouri River Country and Southeast Montana were more willing to participate.

COMFORT WITH TRAVELERS IN THEIR COMMUNITY

In addition to residents being comfortable participating in several activities and events, residents were also comfortable with travelers and visitors coming into their community during the surveying period (April - May). Forty percent of respondents completely agreed with that sentiment, followed by another 19% of respondents who somewhat agreed. Only 16% of respondents either somewhat disagreed or completely disagreed with the statement.

I AM COMFORTABLE WITH TRAVELERS/VISITORS COMING INTO MY COMMUNITY RIGHT NOW.



41%

Respondents who live in a community of more than 20,000 people

21%

Respondents who live in a rural area outside of any community borders

47

Average age of residents who responded to the survey