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Montana Resident Travel Trend: 4th of July, 2021

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Montana Travel Trend: 4th of July

2ND QUARTER REPORT: MAY - JUNE 2021

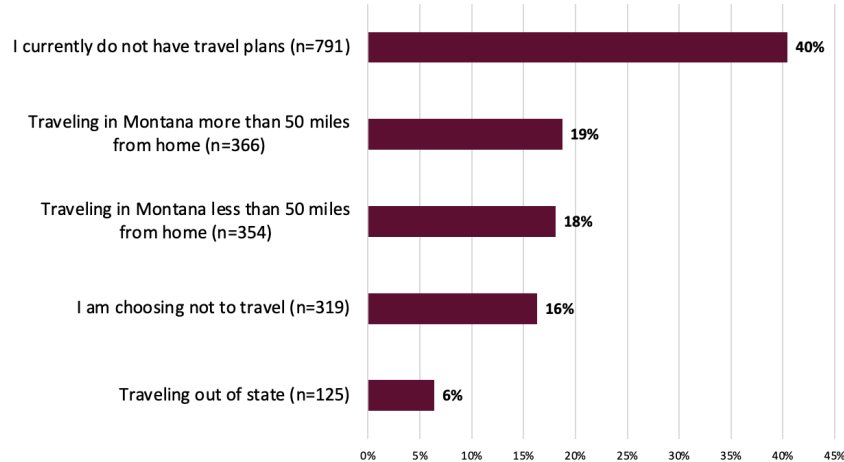
4TH OF JULY TRAVEL PLANS

A total of 2,035 Montana residents were surveyed from May 16th - June 30th concerning their plans for the 4th of July weekend, as well as their comfort level with participating in several activities and events in the midst of year two of the COVID-19 pandemic. Less than half (40%) of residents surveyed indicated that they had no travel plans for the 4th of July weekend at the time they were surveyed. Less than a fifth (19%) of residents stated they were traveling in Montana more than 50 miles from home. Another 18% of residents indicated they would be traveling in Montana within 50 miles of their home.

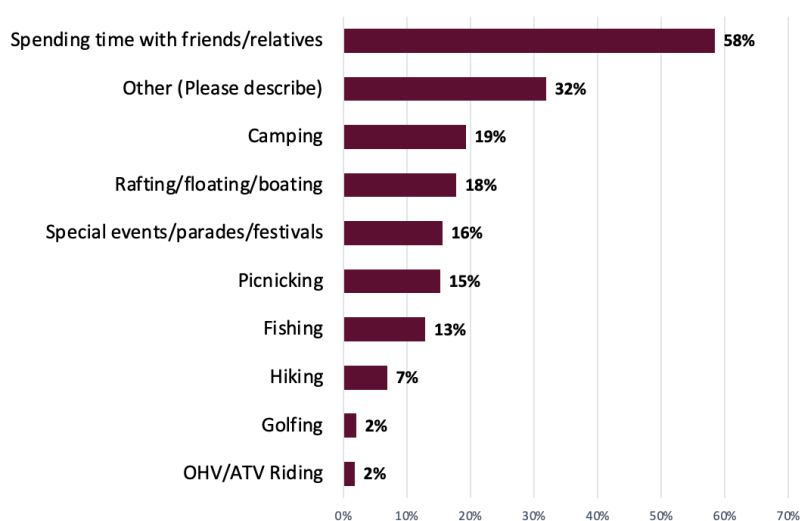
ACTIVITIES

Of those residents who said they had plans for the 4th of July, a majority (58%) stated they would spend time with friends and/or relatives. Another 32% were participating in a collection of "other" activities (see bottom of pg. 1), followed by 19% who were going camping and another 18% who said they would be rafting, floating, or motor-boating that weekend.

Which of the following best describes your plans for the 4th of July Weekend?



4th of July Weekend Activities



16%

Respondents who chose not to travel over the 4th of July weekend

44%

Respondents in "Other" activities category who had to work over the holiday weekend

21%

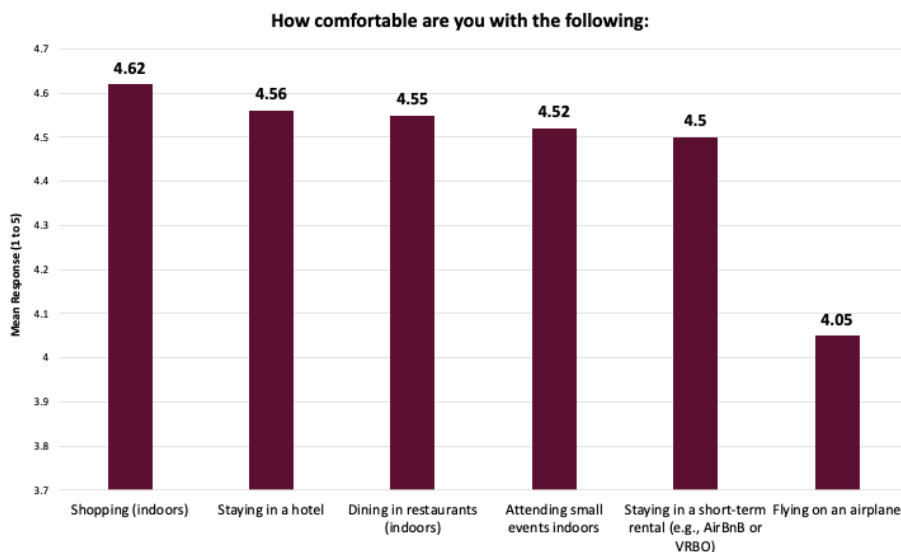
Respondents in "Other" activities category who planned on watching fireworks over the holiday weekend

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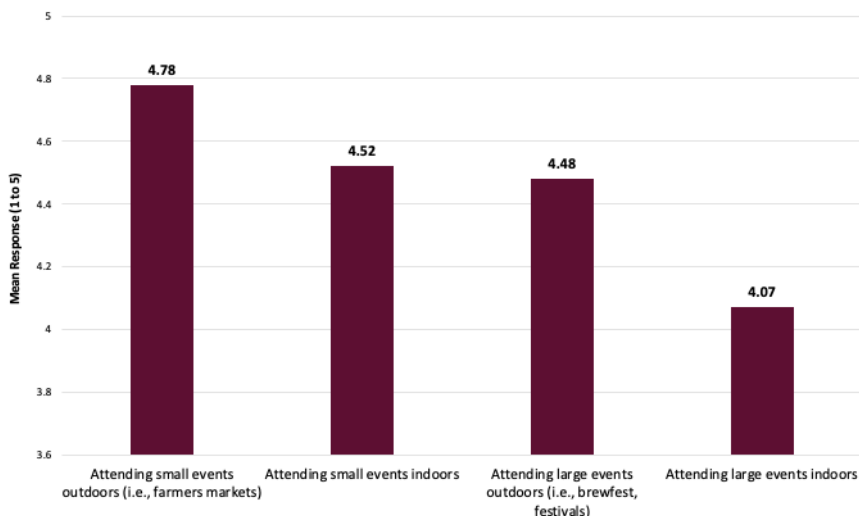
2ND QUARTER REPORT: MAY - JUNE 2021

COMFORT LEVEL WITH ACTIVITIES

Overall, residents were comfortable participating in all events, even more so than a previous study conducted by ITRR focused on Memorial Day weekend. Certain activities like small events outdoors (i.e., farmers markets), shopping indoors, staying in hotels, and dining indoors at restaurants were all deemed comfortable by respondents. On average, residents were very comfortable participating in all activities and events that were presented to them. Similar to the Memorial Day weekend study, 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, 70% (n=1,364) of respondents who answered the question indicated that they were already comfortable participating as things were. In addition, 36% of respondents who answered the question stated that an increased vaccination rate would increase their willingness to participate, followed by 20% who would've liked to see lower COVID positivity rates in the community before participating.

CENTRAL MONTANA

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

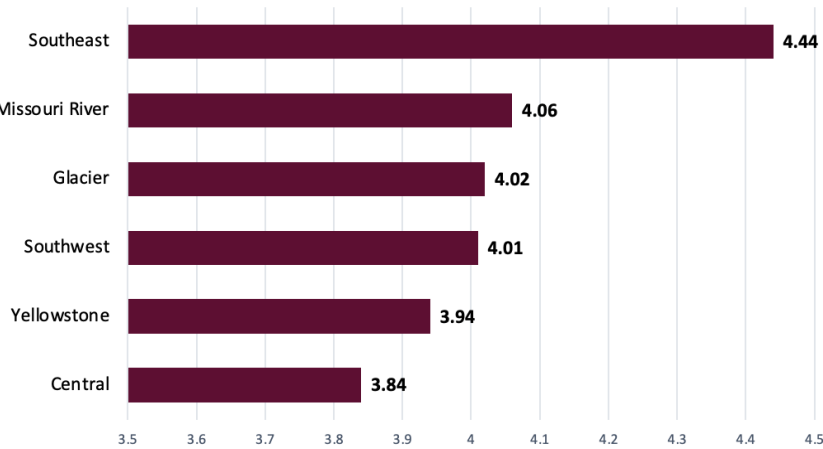
SOUTHEAST MONTANA

Of the 10 activities listed above, Southeast Montana reported the highest comfort level on 7/10 of those activities.

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Attending large events indoors



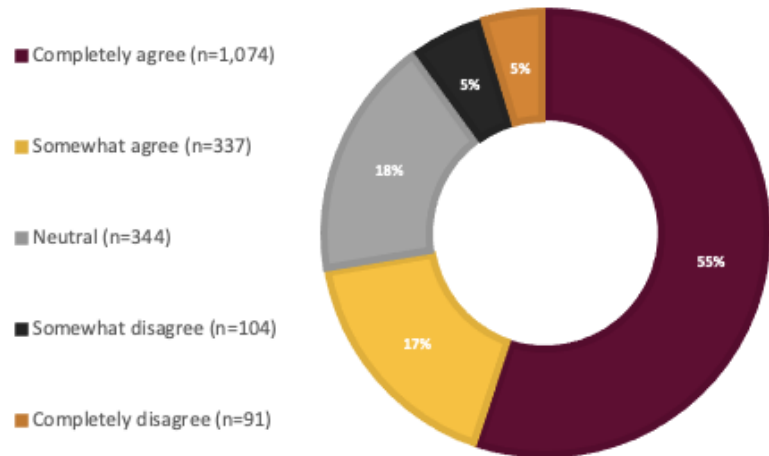
MONTANA TRAVEL REGIONS

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. Although residents from all travel regions were somewhat comfortable attending large events indoors, residents from Central Montana were less comfortable to attend such events, while regions like Southeast Montana and Missouri River Country were more willing to participate.

COMFORT WITH TRAVELERS IN THEIR COMMUNITY

Compared to Memorial Day weekend, residents were even more comfortable with travelers and visitors coming into their community during the surveying period (May - June). A majority (55%) of respondents completely agreed with that sentiment, followed by another 17% of respondents who were neutral. Only 10% of respondents either disagreed or completely disagreed with the statement, indicating a small percentage of respondents who were not comfortable with outsiders visiting their community.

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

24%

Respondents who live in a community of less than 5,000 people

49

Average age of residents who responded to the survey