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2020 Economic Contribution of Nonresident Travel Spending in Montana Travel Regions

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2020 Economic Contribution of Nonresident Travel Spending in Montana Travel Regions

Kara Grau, M.S.

8/30/2021

During a year dominated by the COVID-19 pandemic, nonresident travelers spent just over \$3 billion in Montana. This report looks at how the money spent was distributed across the six Montana travel regions, and is based on estimated 2020 traveler spending data. Unlike previous iterations of this report, a two-year average is not used given the COVID disruptions.

2020 Economic Contribution of Nonresident Travel Spending in Montana Regions

Prepared by

Kara Grau, M.S.

Institute for Tourism & Recreation Research
W.A. Franke College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

Research Report 2021-5

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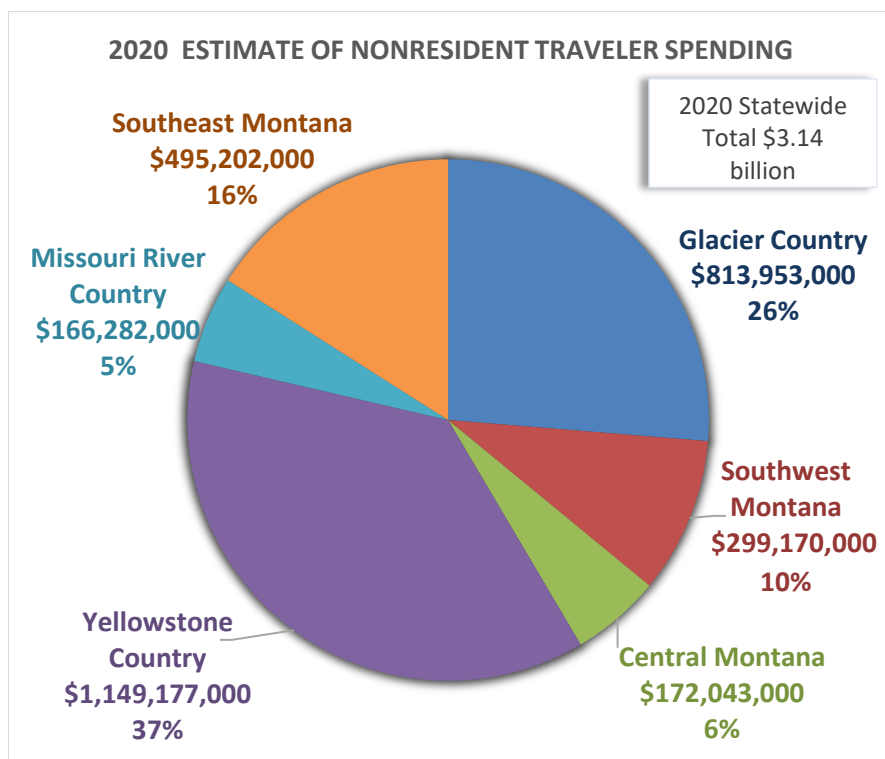
This study was funded by Lodging Facility Use Tax

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Executive summary

Money spent by those traveling in Montana has an effect directly on the businesses where spending occurs, and it ripples throughout the state's economy from there.

Statewide, spending by nonresidents during 2020 is estimated at \$3.14 billion. Spread across the state, the 6 travel regions' share of nonresident traveler spending ranges from 5% to 37% of the state total.



This report details the methods and results of the economic impact analyses for each of Montana's travel regions, and is based on data collected during quarters 1, 3, and 4, 2020. This time frame encompasses months both prior to the onset of the COVID-19 pandemic, as well as 6 months during the ongoing pandemic. Unlike previous editions of this report, the estimates presented here are based on just one calendar year of data (2020), rather than an average of 2 years. The figures presented in this report are ITRR's best estimates of regional traveler spending during 2020, including adjustments made to account for interruptions in visitor surveying during the year. Given the uniqueness of this 2020 report, extreme caution should be used in attempting to make comparisons or trend analysis to previous years.

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Introduction

Nonresident spending is a significant contributor to Montana's economy. Money spent by those traveling to and through the state has an effect not only on the businesses where spending occurs, but it ripples throughout Montana's economy, both locally and regionally. Economic impact analysis allows us to observe the direct and indirect effects of the money spent by nonresident travelers in terms of the economic activity supported by this spending, and the number of jobs and labor income attributable to this spending, as well. This report is comprised of a collection of economic impact analyses for each of Montana's six travel regions.

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. 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. As of this writing, the Delta variant of COVID-19 is leading to a marked increase in cases and hospitalizations again, and inhibiting much of the confidence Americans had regained in the safety of travel.

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 VisaVue¹ 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

¹ 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>

to ITRR 2nd quarter 2019 traveler spending estimates to create quarter 2, 2020 estimates, therefore allowing for a picture of the full year to be developed.

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 due to absence of primary data for 2nd quarter, as well as reduced sample size for 3rd and 4th quarters. All information that follows reflects estimates based on survey data collected by ITRR surveyors for 1st, 3rd, and 4th quarters, 2020, and estimates (as described above) for 2nd quarter, 2020. The reduced sample size made it necessary to limit the scope of this report to nonresident spending across the six Montana travel regions. Additionally, while statewide estimates across all spending categories are available (Table 1), four categories of nonresident travel spending are not included in the regional analyses due to small number of observations: gambling, services, transportation fares, and vehicle repairs. The omission of these figures from the following regional estimates is *not* indicative of no money being spent on those sorts of expenditures. Rather, it indicates that there were not enough observations within the data to produce good-quality estimates within those categories. While the regional spending does not, therefore, sum to the statewide total, the omitted categories equate to just 1.5% of the total.

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.

Methods

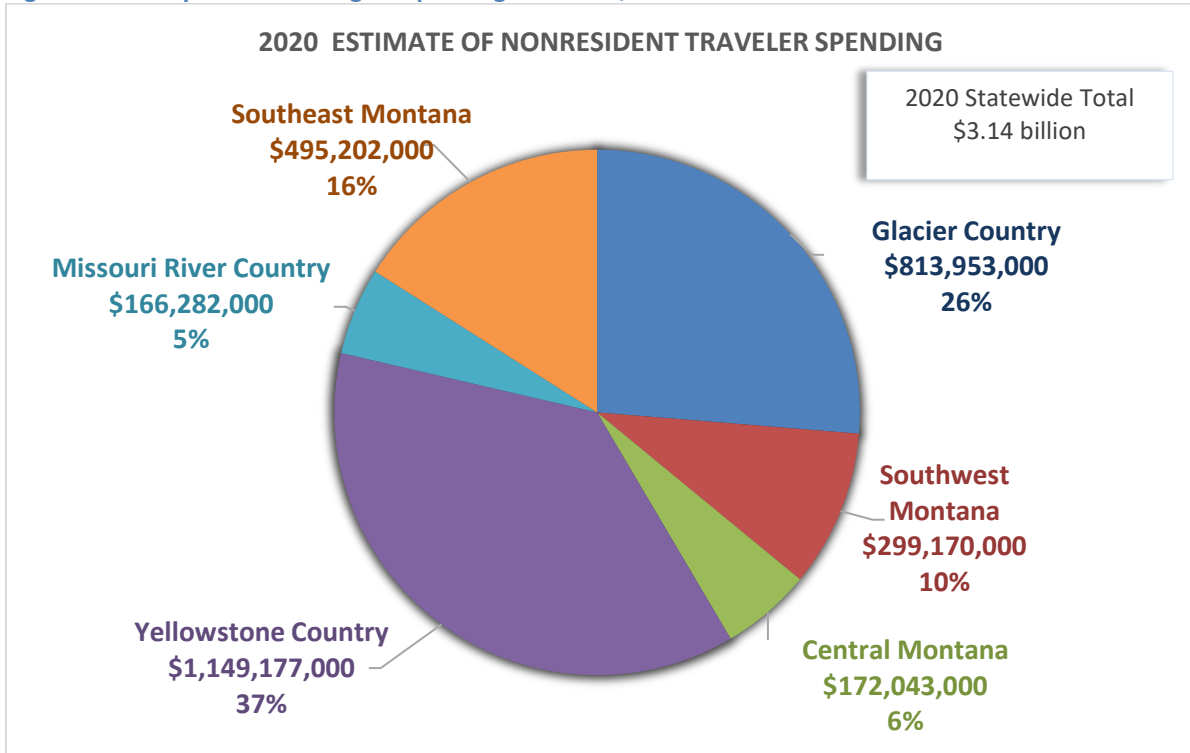
Expenditure Data

Nonresident spending data is collected at the statewide level, and estimates are based on average daily spending of visitor groups and the estimated number of visitor groups to Montana each year. To estimate the total spending at the county and region level, the reported spending patterns within each expenditure category are observed for each county in the state, and the state total spending amount is allocated to the counties appropriately.

Table 1 – 2020 Nonresident Spending per Expenditure Category

Expenditure Category	2020 Est. Total Nonresident Spending
Gasoline, Diesel	\$716,910,000
Restaurant, Bar	\$616,720,000
Retail sales	\$359,280,000
Groceries, Snacks	\$358,690,000
Hotel, Motel	\$341,930,000
Outfitter, Guide	\$252,980,000
Rental cabin, Condo	\$118,150,000
Made in MT	\$109,430,000
Licenses, Entrance Fees	\$100,300,000
Auto Rental	\$75,690,000
Campground, RV Park	\$39,440,000
Vehicle Repairs	\$22,130,000
Misc. Services	\$11,050,000
Gambling	\$10,580,000
Farmers Market	\$6,320,000
Transportation Fares	\$240,000
Estimated Total	\$3,139,840,000

Figure 1 - County and Travel Region Spending Estimates, 2020



Presented in the following figures are the estimates of spending within the various expenditure categories by nonresidents for each of the travel regions. IMPLAN economic modeling software was used to estimate the economic impact of nonresident spending within each of the six travel regions. To clarify, “nonresident spending” indicates money spent by travelers who do not have a permanent residence within Montana. It does not include Montana residents traveling within the state who may have spent money in a county other than the one in which they reside.

IMPLAN Analysis

An IMPLAN model was created for each of the six travel regions. Industry sectors corresponding to the expenditure categories were used in the models, and the dollar amounts for each region were input into the respective models accordingly.

The following six figures represent summaries for the individual regions. Included in each summary is the estimated 2020 spending within each category (excluding those with insufficient data) and the economic impact within the region of that spending. The direct, indirect, induced and combined effects are included to provide a clear illustration of the ripple effect of nonresident spending at the local or regional scale.

In some cases, the economic impact to industry output (the value of goods and services produced by an industry which nonresidents purchase) is a smaller sum than the total amount of. This is to be expected. On a regional basis, much of the money spent in the area “leaks out.” Generally, fewer industries exist at the local level than at the state level. Therefore, many supplies and goods must be purchased outside the local area, and can be considered imports. Hence, the dollar amount spent will not equal the Direct Industry Output figure unless everything required to produce the goods and services purchased by nonresident travelers is available within the region.

Conclusions & Recommendations

The reader must be aware that the estimates presented on the following pages are just that – estimates of nonresident traveler spending. It is not possible to collect actual figures of total spending by nonresidents throughout the year at each establishment, or within each industry, in the state. Therefore, estimates of spending are generated by ITRR based on both primary and secondary data. During 2020, in particular, collecting data on a consistent basis faced several hurdles, as mentioned in the introduction. To the extent possible, survey data was collected around the state. The survey data, along with secondary data, provide insight into average spending patterns and dollar amounts by travel groups. This data, combined with estimates of total visitation to the state, and adjustments explained in the introduction, allowed for the statewide and region estimates to be produced. Sample sizes can vary from year to year within regions, as can the spending patterns of those respondents captured in the sample. This is especially true in the 2020 data set. Therefore, the following figures are not comparable to previous years’ regional estimates of nonresident spending.

Montana Travel Regions - 2020 Nonresident Economic Impacts

Central Montana - 6

Glacier Country - 7

Missouri River Country - 8

Southeast Montana - 9

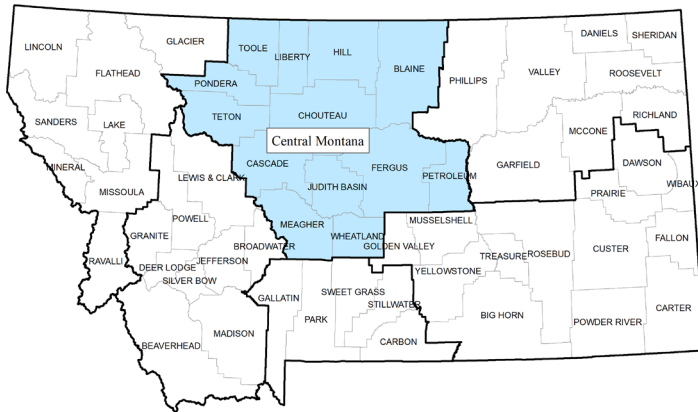
Southwest Montana - 10

Yellowstone Country - 11

2020 Nonresident Traveler Expenditures & Economic Contribution in Central Montana Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Central Montana Travel Region



2020 Nonresident Expenditure Percentages in Central Montana Travel Region

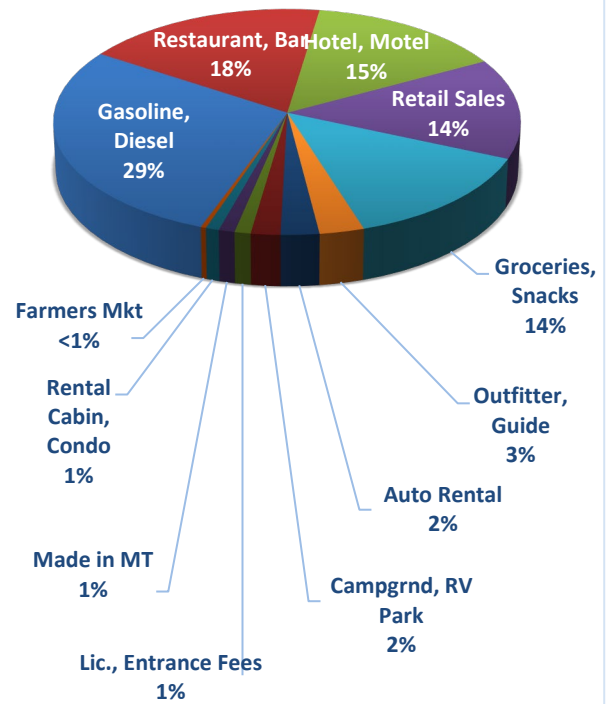


Table 1 - Total Nonresident Spending in Central Montana*⁰

Gasoline, Diesel	\$49,312,000	Lic., Entrance Fees	\$1,771,000
Restaurant, Bar	\$31,275,000	Made in MT	\$1,758,000
Hotel, Motel	\$25,340,000	Rental Cabin, Condo	\$1,472,000
Retail Sales	\$24,767,000	Farmers Mkt	\$579,000
Groceries, Snacks	\$23,353,000	Gambling	Insufficient Sample Size
Outfitter, Guide	\$4,933,000	Misc. Services	Insufficient Sample Size
Auto Rental	\$4,245,000	Transp. Fares	Insufficient Sample Size
Campgrnd, RV Park	\$3,239,000	Vehicle Repairs	Insufficient Sample Size
TOTAL			\$172,044,000

2020 Contribution of Nonresident Traveler Expenditures in Central Montana Travel Region

- 2020 estimates of spending in Central Montana by nonresident visitors to the state totaled over \$172 million.
- This \$172 million in local spending directly supports \$128.9 million of economic activity in the region, and supports an additional \$69 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$197.9 million.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$128,880,000	\$38,080,000	\$30,920,000	\$197,880,000
Employment (# of jobs)	1,380	240	230	1,850
Employee Compensation	\$33,780,000	\$8,010,000	\$7,950,000	\$49,740,000
Proprietor Income	\$3,840,000	\$1,910,000	\$1,380,000	\$7,130,000
Other Property Type Income	\$16,420,000	\$3,570,000	\$5,530,000	\$25,520,000
State & Local Taxes [^]	—	—	—	\$11,250,000

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.

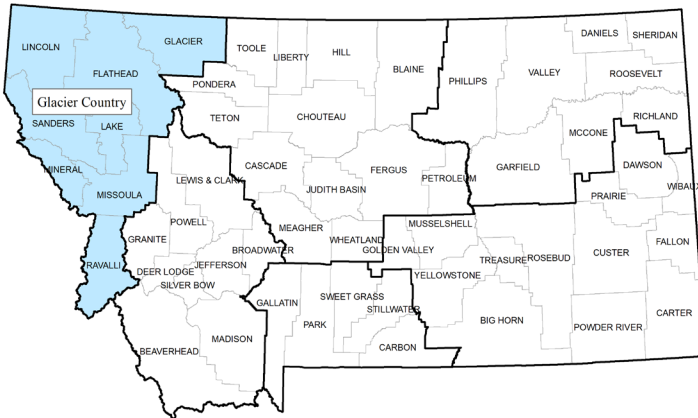
*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

2020 Nonresident Traveler Expenditures & Economic Contribution in Glacier Country Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Glacier Country Travel Region



2020 Nonresident
Expenditure Percentages in
Glacier Country Travel Region

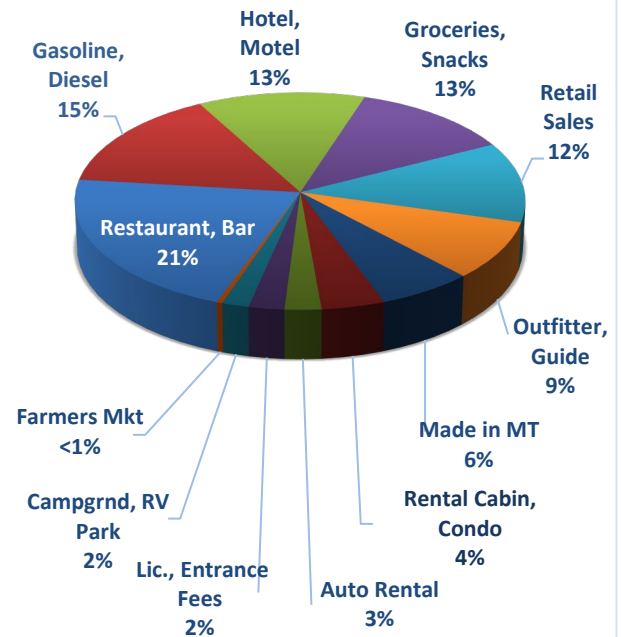


Table 1 - Total Nonresident Spending in Glacier Country^{*,0}

Restaurant, Bar	\$173,617,000	Auto Rental	\$19,770,000
Gasoline, Diesel	\$123,316,000	Lic., Entrance Fees	\$19,294,000
Hotel, Motel	\$105,565,000	Campground, RV Park	\$14,535,000
Groceries, Snacks	\$101,138,000	Farmers Market	\$2,953,000
Retail Sales	\$97,403,000	Gambling	Insufficient Sample Size
Outfitter, Guide	\$70,175,000	Misc. Services	Insufficient Sample Size
Made in MT	\$51,880,000	Transportation Fares	Insufficient Sample Size
Rental Cabin, Condo	\$34,307,000	Vehicle Repair	Insufficient Sample Size
TOTAL		\$813,953,000	

2020 Contribution of Nonresident Traveler Expenditures in Glacier Country Travel Region

- 2020 estimates of spending in Glacier Country by nonresident visitors to the state totaled nearly \$814 million.
- This \$814 million in local spending directly supports \$607.4 million of economic activity in the region, and supports an additional \$456.5 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$1.06 billion.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$607,350,000	\$231,340,000	\$225,110,000	\$1,063,800,000
Employment (# of jobs)	8,340	1,700	1,760	11,800
Employee Compensation	\$207,370,000	\$47,800,000	\$59,980,000	\$315,150,000
Proprietor Income	\$24,410,000	\$14,070,000	\$12,010,000	\$50,490,000
Other Property Type Income	\$59,880,000	\$31,030,000	\$39,720,000	\$130,630,000
State & Local Taxes [^]	—	—	—	\$51,820,000

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.

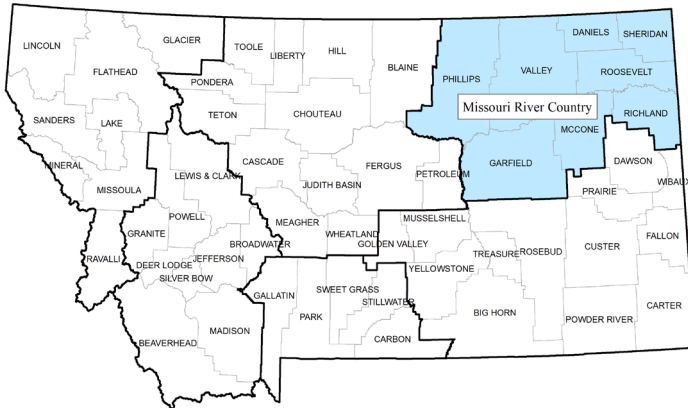
*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

2020 Nonresident Traveler Expenditures & Economic Contribution in Missouri River Country Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Missouri River Country Travel Region



2020 Nonresident Expenditure Percentages in Missouri River Country Travel Region

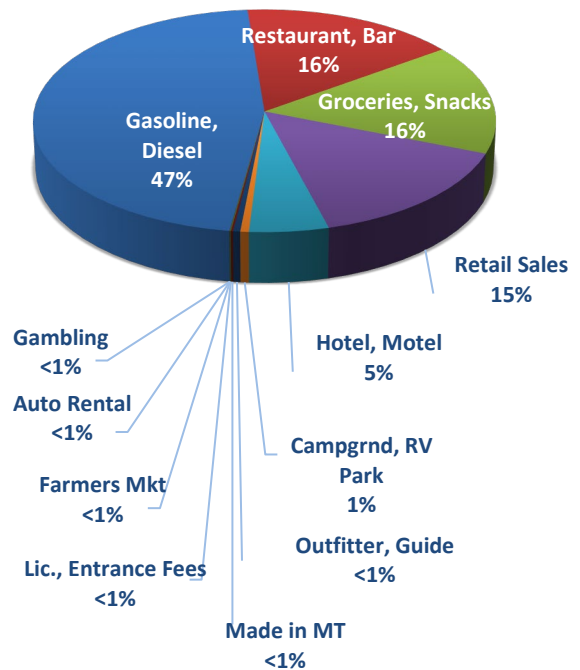


Table 1 - Total Nonresident Spending in Missouri River Country^{*,0}

Gasoline, Diesel	\$77,329,000	Lic., Entrance Fees	\$136,000
Restaurant, Bar	\$27,036,000	Farmers Market	\$20,000
Groceries, Snacks	\$26,674,000	Auto Rental	Insufficient Sample Size
Retail Sales	\$24,686,000	Gambling	Insufficient Sample Size
Hotel, Motel	\$8,506,000	Misc. Services	Insufficient Sample Size
Campground, RV Park	\$916,000	Rental Cabin, Condo	Insufficient Sample Size
Outfitter, Guide	\$750,000	Transportation Fares	Insufficient Sample Size
Made in MT	\$229,000	Vehicle Repairs	Insufficient Sample Size
TOTAL		\$166,282,000	

2020 Contribution of Nonresident Traveler Expenditures in Missouri River Country Travel Region

- 2020 estimates of spending in Missouri River Country by nonresident visitors to the state totaled \$166 million.
- This \$166 million in local spending directly supports nearly \$118 million of economic activity in the region, and supports an additional \$44 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$162.3 million.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$117,990,000	\$25,410,000	\$18,850,000	\$162,250,000
Employment (# of jobs)	1,050	140	140	1,330
Employee Compensation	\$24,200,000	\$5,030,000	\$4,460,000	\$33,690,000
Proprietor Income	\$5,150,000	\$1,480,000	\$870,000	\$7,500,000
Other Property Type Income	\$11,180,000	\$1,010,000	\$3,430,000	\$15,620,000
State & Local Taxes [^]	–	–	–	\$9,730,000

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.

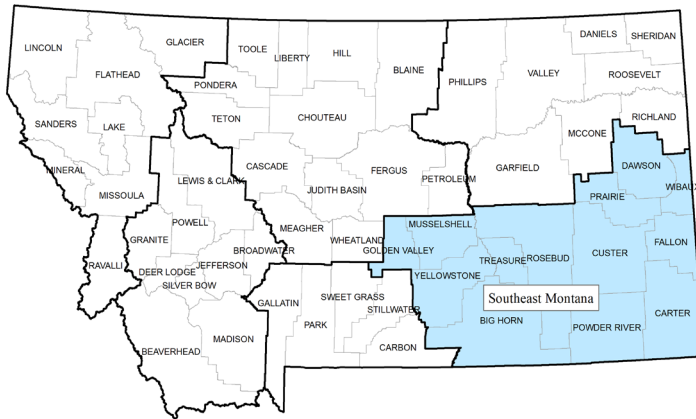
*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

2020 Nonresident Traveler Expenditures & Economic Contribution in Southeast Montana Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Southeast Montana Travel Region



2020 Nonresident Expenditure Percentages in Southeast Montana Travel Region

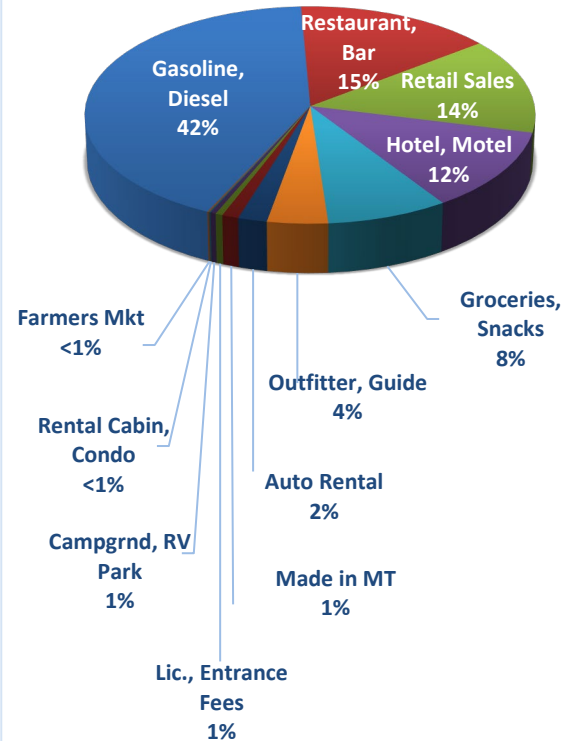


Table 1 - Total Nonresident Spending in Southeast Montana*⁰

Gasoline, Diesel	\$209,658,000	Lic., Entrance Fees	\$2,391,000
Restaurant, Bar	\$75,556,000	Campground, RV Park	\$1,865,000
Retail Sales	\$71,023,000	Rental Cabin, Condo	\$533,000
Hotel, Motel	\$58,682,000	Farmers Market	\$484,000
Groceries, Snacks	\$40,060,000	Gambling	Insufficient Sample Size
Outfitter, Guide	\$19,941,000	Misc. Services	Insufficient Sample Size
Auto Rental	\$9,535,000	Transportation Fares	Insufficient Sample Size
Made in MT	\$5,474,000	Vehicle Repairs	Insufficient Sample Size
TOTAL		\$495,202,000	

2020 Contribution of Nonresident Traveler Expenditures in Southeast Montana Travel Region

- 2020 estimates of spending in Southeast Montana by nonresident visitors to the state totaled over \$495 million.
- This \$495 million in local spending directly supports \$387.8 million of economic activity in the region, and supports an additional \$224 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$611.8 million.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$387,820,000	\$124,730,000	\$99,280,000	\$611,830,000
Employment (# of jobs)	3,390	700	710	4,800
Employee Compensation	\$94,180,000	\$26,180,000	\$27,240,000	\$147,600,000
Proprietor Income	\$9,060,000	\$8,510,000	\$4,550,000	\$22,120,000
Other Property Type Income	\$46,790,000	\$16,210,000	\$18,840,000	\$81,840,000
State & Local Taxes [^]	—	—	—	\$29,760,000

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.

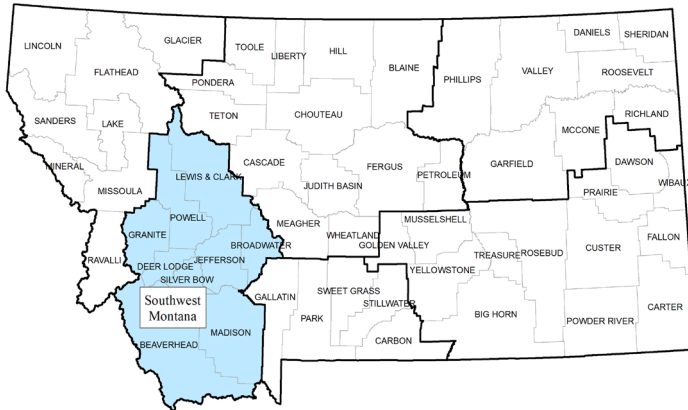
*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

◊ Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

2020 Nonresident Traveler Expenditures & Economic Contribution in Southwest Montana Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Southwest Montana Travel Region



2020 Nonresident Expenditure Percentages in Southwest Montana Travel Region

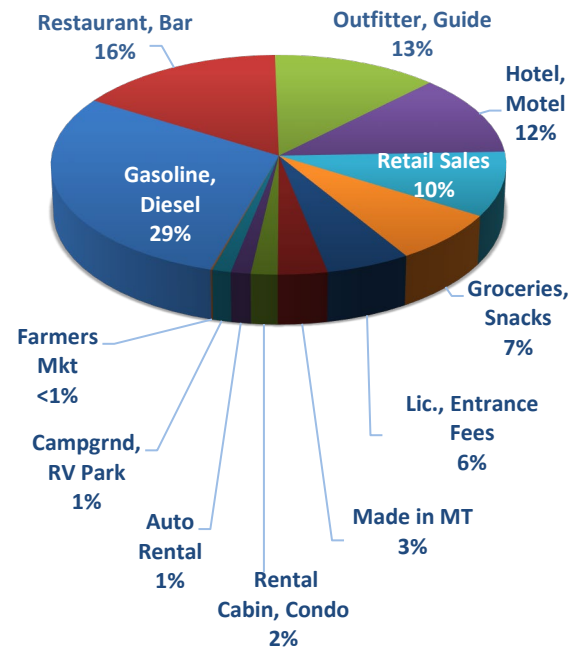


Table 1 - Total Nonresident Spending in Southwest Montana*^{1,0}

Gasoline, Diesel	\$87,964,000	Rental Cabin, Condo	\$5,229,000
Restaurant, Bar	\$47,443,000	Auto Rental	\$3,888,000
Outfitter, Guide	\$38,147,000	Campground, RV Park	\$3,710,000
Hotel, Motel	\$35,748,000	Farmers Market	\$265,000
Retail Sales	\$28,321,000	Gambling	<i>Insufficient Sample Size</i>
Groceries, Snacks	\$22,080,000	Misc. Services	<i>Insufficient Sample Size</i>
Lic., Entrance Fees	\$16,653,000	Transportation Fares	<i>Insufficient Sample Size</i>
Made in MT	\$9,722,000	Vehicle Repairs	<i>Insufficient Sample Size</i>
TOTAL		\$299,170,000	

2020 Contribution of Nonresident Traveler Expenditures in Southwest Montana Travel Region

- 2020 estimates of spending in Southwest Montana by nonresident visitors to the state totaled over \$299 million.
- This \$299 million in local spending directly supports \$195.4 million of economic activity in the region, and supports an additional \$124.3 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$319.7 million.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$195,430,000	\$62,820,000	\$61,430,000	\$319,680,000
Employment (# of jobs)	2,840	450	480	3,770
Employee Compensation	\$70,400,000	\$12,690,000	\$15,730,000	\$98,820,000
Proprietor Income	\$9,640,000	\$3,960,000	\$3,330,000	\$16,930,000
Other Property Type Income	\$17,580,000	\$8,210,000	\$11,350,000	\$37,140,000
State & Local Taxes [^]	–	–	–	\$15,730,000

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.

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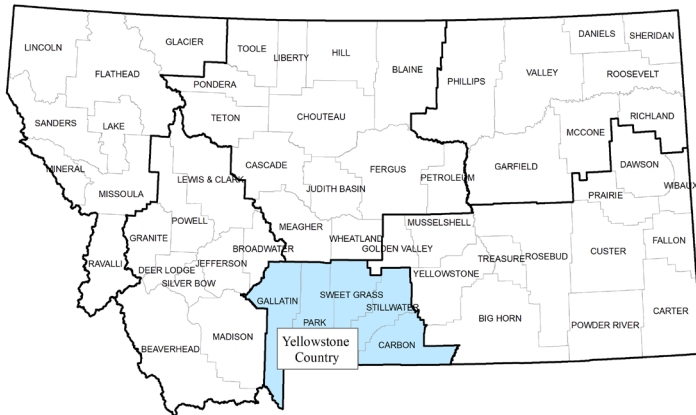
*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

2020 Nonresident Traveler Expenditures & Economic Contribution in Yellowstone Country Travel Region

by Kara Grau, M.S.

2020 Nonresident Traveler Expenditures in Yellowstone Country Travel Region



2020 Nonresident Expenditure Percentages in Yellowstone Country Travel Region

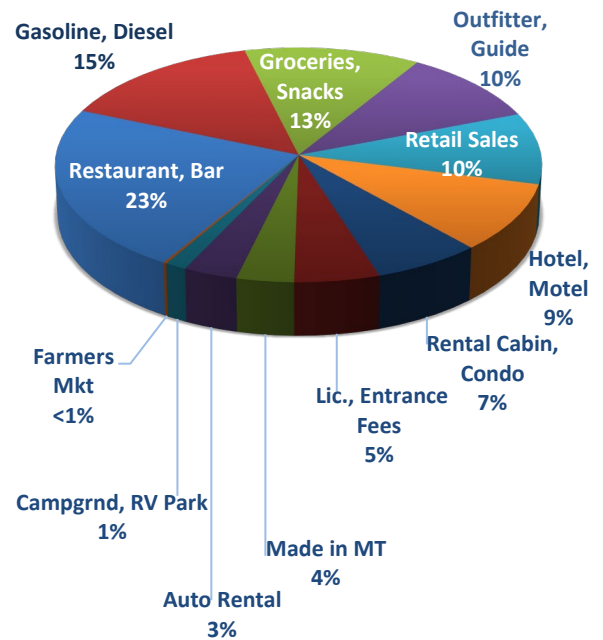


Table 1 - Total Nonresident Spending in Yellowstone Country*[⊠]

Restaurant, Bar	\$261,791,000	Made in MT	\$40,364,000
Gasoline, Diesel	\$169,329,000	Auto Rental	\$38,255,000
Groceries, Snacks	\$145,383,000	Campground, RV Park	\$15,168,000
Outfitter, Guide	\$119,030,000	Farmers Market	\$2,020,000
Retail Sales	\$113,080,000	Gambling	Insufficient Sample Size
Hotel, Motel	\$108,090,000	Misc. Services	Insufficient Sample Size
Rental Cabin, Condo	\$76,607,000	Transportation Fares	Insufficient Sample Size
Lic., Entrance Fees	\$60,060,000	Vehicle Repairs	Insufficient Sample Size
TOTAL		\$1,149,177,000	

2020 Contribution of Nonresident Traveler Expenditures in Yellowstone Country Travel Region

- 2020 estimates of spending in Yellowstone Country by nonresident visitors to the state totaled \$1.15 billion.
- This \$1.15 billion in local spending directly supports \$850.8 million of economic activity in the region, and supports an additional \$556.2 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$1.4 billion.

Table 2 - 2020 Economic Impact

	Direct	Indirect	Induced	Combined
Industry Output	\$850,790,000	\$271,140,000	\$285,100,000	\$1,407,030,000
Employment (# of jobs)	11,600	2,000	2,200	15,800
Employee Compensation	\$317,820,000	\$60,150,000	\$75,920,000	\$453,890,000
Proprietor Income	\$52,140,000	\$19,460,000	\$17,140,000	\$88,740,000
Other Property Type Income	\$79,530,000	\$38,350,000	\$53,530,000	\$171,410,000
State & Local Taxes [^]	–	–	–	\$63,600,000

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.

*Data is collected at the state level. In 2020, several categories had insufficient sample size for regional breakout.

⊠ Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.