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Applications of Travel and Tourism Research - 2023 Montana Governor's Conference

Melissa Weddell

Jim Auer

Matthew Pettigrew

Kara Grau

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Applications of Travel and Tourism Research

2023 Montana Governor's Conference



Agenda

- Welcome
- Introductions
 - BrandMT
 - ITRR
- Applications of Data
- Two Examples
- How to Tell Your Story



Presenters



Jim Auer
Data Analyst



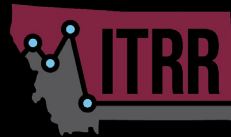
Matthew Pettigrew
Data Engineer and Research
Associate



Kara Grau
Assistant Director of
Economic Analysis



Melissa Weddell
Director & Research
Professor



BrandMT

The Research and Information Services Bureau within the Montana Department of Commerce partners with people, agencies, and organizations throughout the state, nation, and globe to promote economic opportunity and enhance our understanding of the people and economy of the State of Montana.

- 7 Staff
- Census Demographics
- GIS Mapping
- Tourism Analysis
- Business Development

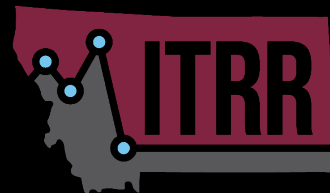


- Census and Economic Information Center
- Tourism Analysis
- Industry Development Program



Institute for Tourism and Recreation Research

- 35 Years of Providing Travel, Tourism, and Recreation Research
- Quarterly Nonresident Travel and Recreation Analysis
- Quarterly Resident Survey
- Economic Impacts and Future Outlooks
- Tourism and Recreation Monitoring
- Emerging Issues
- Survey Kits
- Data Visualization
- Public Repository of Research



ITRR Research Projects

2023-24 TAC Approved Projects

Yellowstone Flood Recovery & Resiliency

Tourists' Preferences for Stargazing in Eastern MT

Understanding Impacts of Short-term Rentals in Montana

Montana Agritourism & Recreation: 20 Years Later

Recreation Access Research (Cooke City/Silver Gate)

Understanding Eastern Montana Visitor

On-going Annual Research

Quarterly Nonresident Analysis

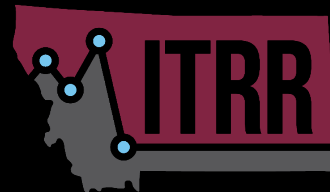
Quarterly Resident Analysis

Annual Economic Impacts and Outlook

Tourism and Recreation Monitoring

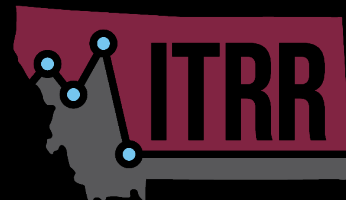
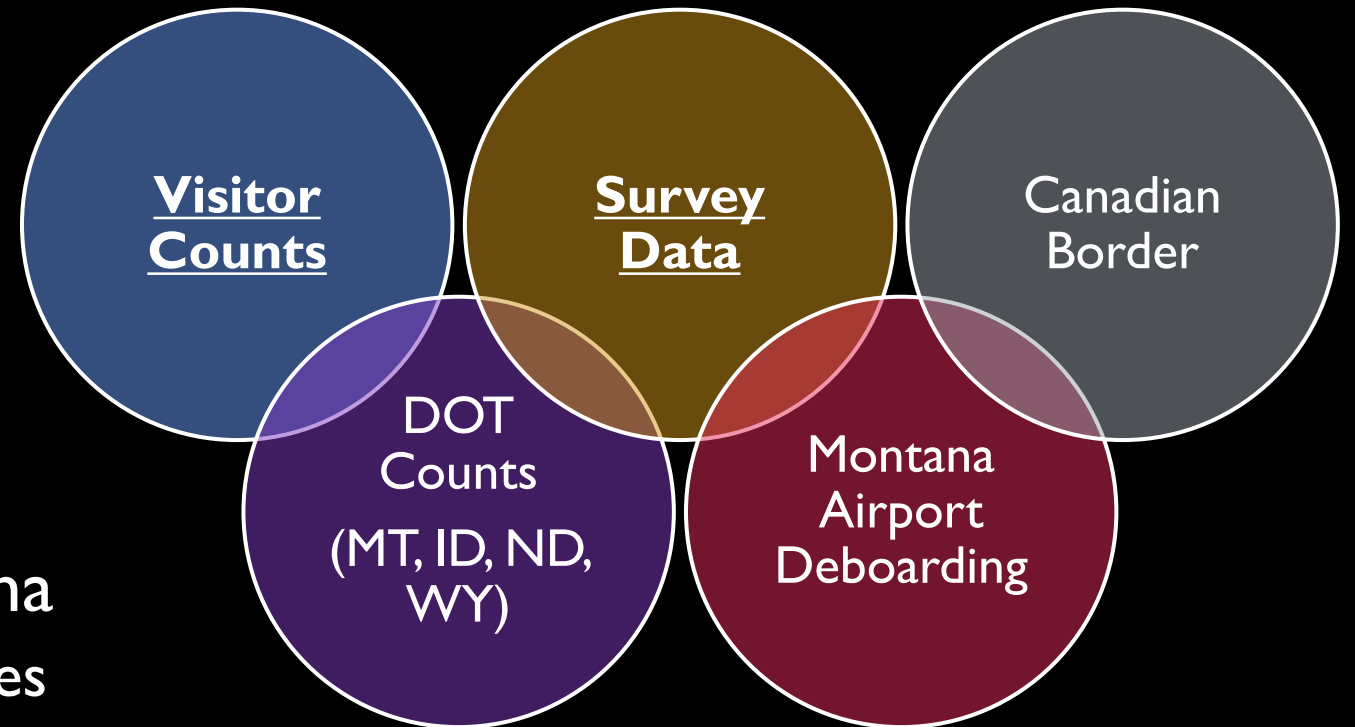
State Park Visitation

Survey Kits



Quarterly Nonresident Research

- On-going since July 2009
- Each Intercept:
 - Up-front survey on the iPad
 - Mailback survey
- Understanding the Total Population of Visitors to Montana
 - 11 Surveyors covering 9 Territories
 - Each working 29 hours per week*



A scenic landscape featuring a dirt road that curves through a valley. The road is made of gravel and has visible tire tracks. The surrounding vegetation consists of dense, low-lying shrubs and bushes in shades of green and yellow. In the background, a range of rugged mountains stretches across the horizon under a clear blue sky with a few wispy clouds. The overall scene is bright and open, suggesting a high-altitude or mountainous region.

Applications of Data & Working Examples

Defining Your Area

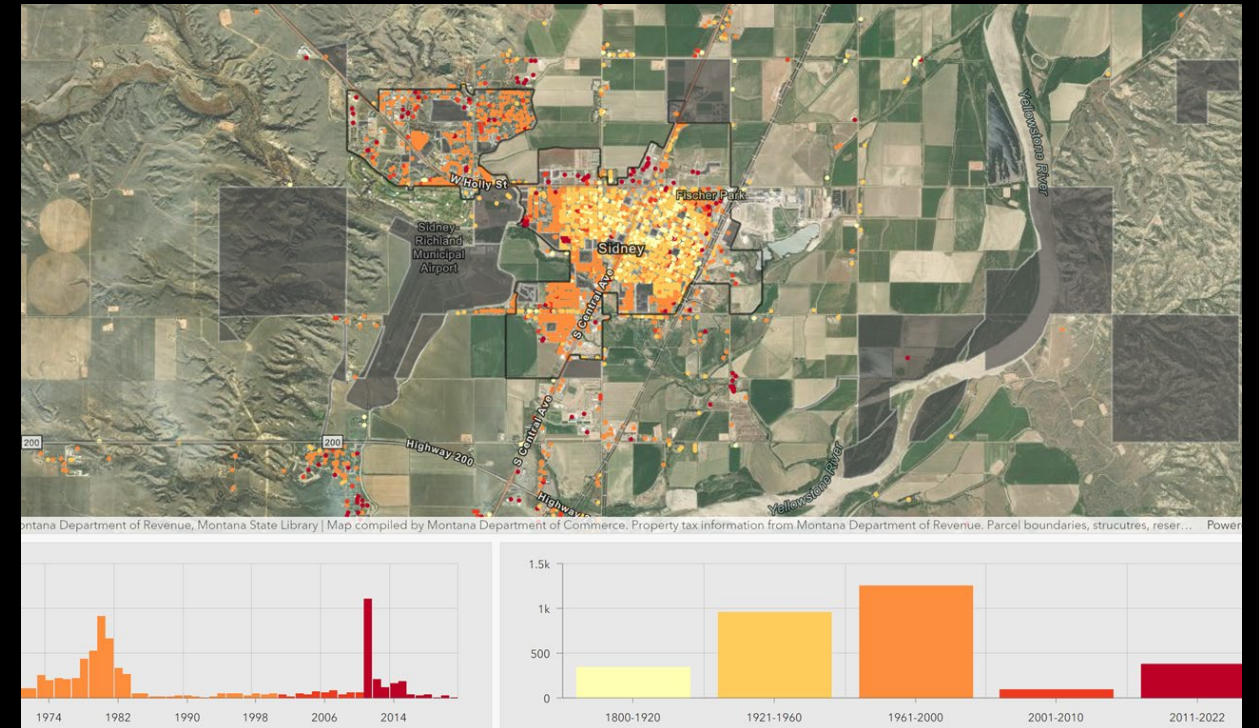
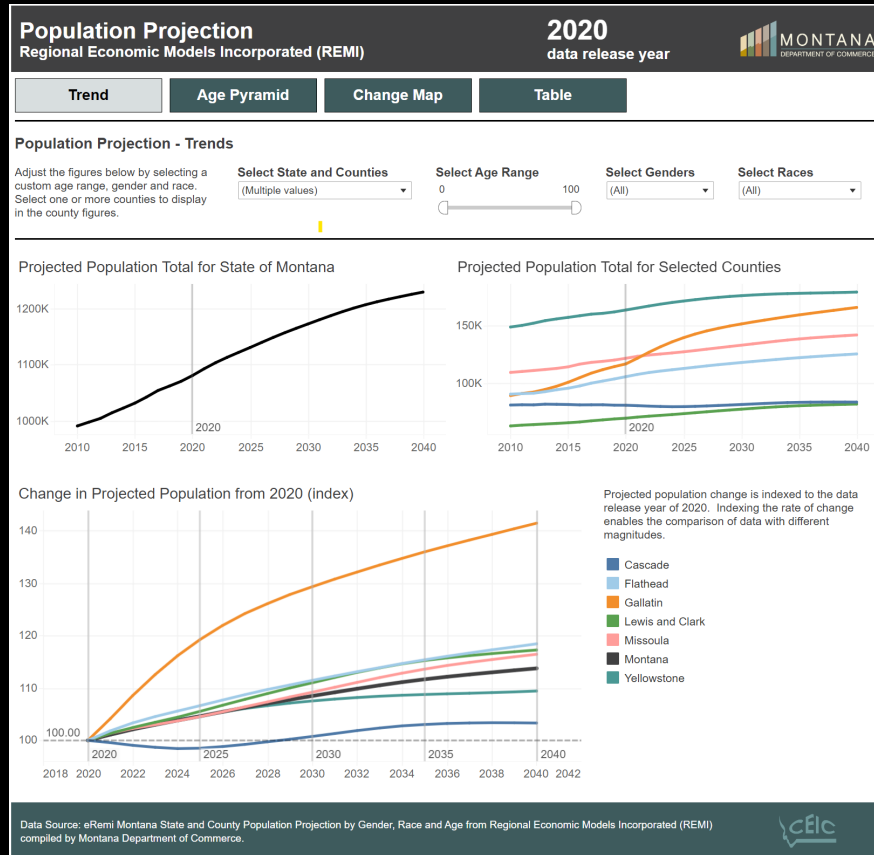


Population Tools

<https://ceic.mt.gov/People-and-Housing/Population>

Housing Tools

<https://ceic.mt.gov/People-and-Housing/Housing>



Income and Poverty

<https://ceic.mt.gov/People-and-Housing/Income-and-Poverty>

Median Household Income

United States

\$69,717

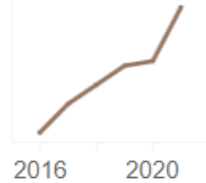
▲ \$12,100 (21.0%)
Change 2016 to 2021



Montana

\$63,357

▲ \$13,092 (26.0%)
Change 2016 to 2021



Select a County

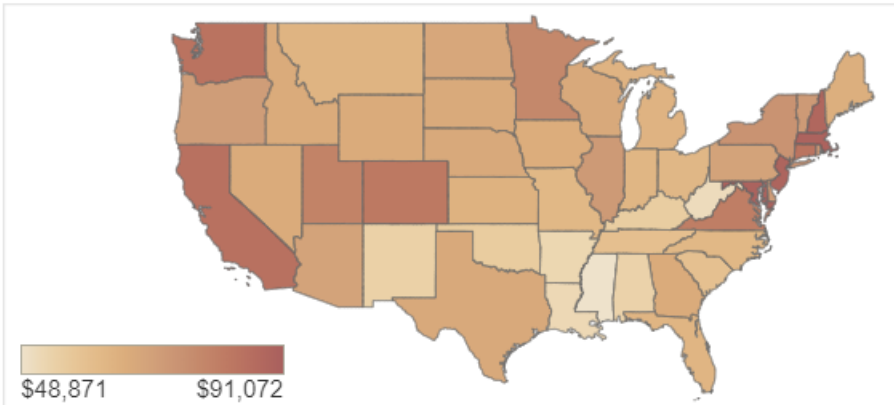
Beaverhead

\$53,776

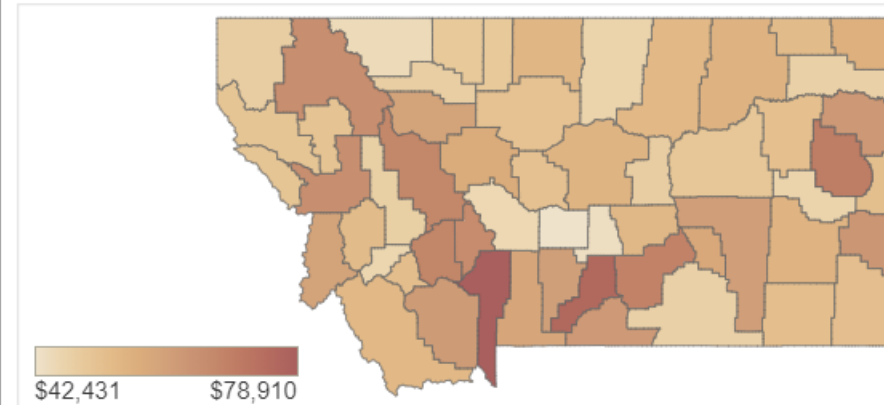
▲ \$13,558 (33.7%)
Change 2016 to 2021



Median Household Income by State



Median Household Income by County



Finding Your Impact

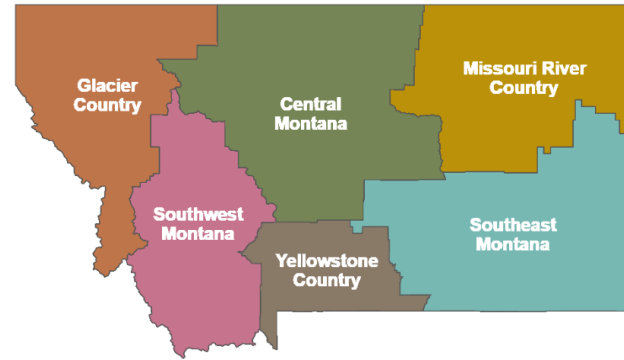


Spending

<https://brand.mt.gov/Programs/Office-Of-Tourism/Tourism-Research>

Cardholder Spending and Count

By Montana Tourism Region



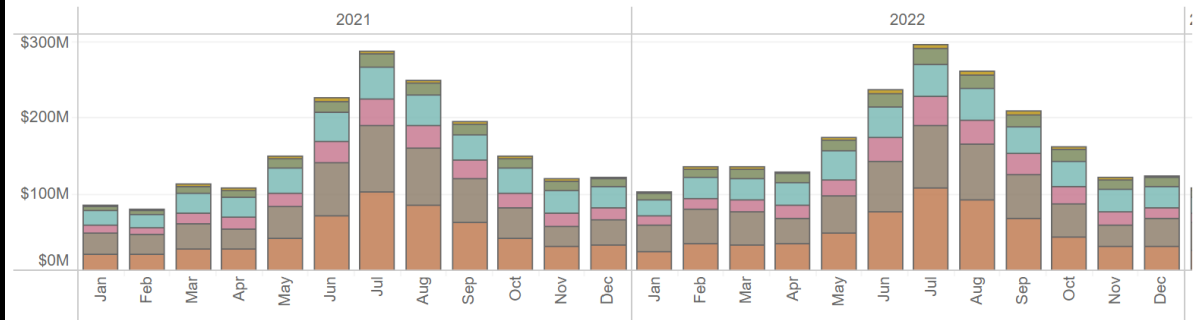
Cardholder Counts and spending in Montana Tourism Regions. Note that visitors may be in-state travellers.

This data is not meant to be comprehensive to spending and card use in the region and represents a subset of transactions. Data may be used to assess spending trends and to make period over period comparisons.

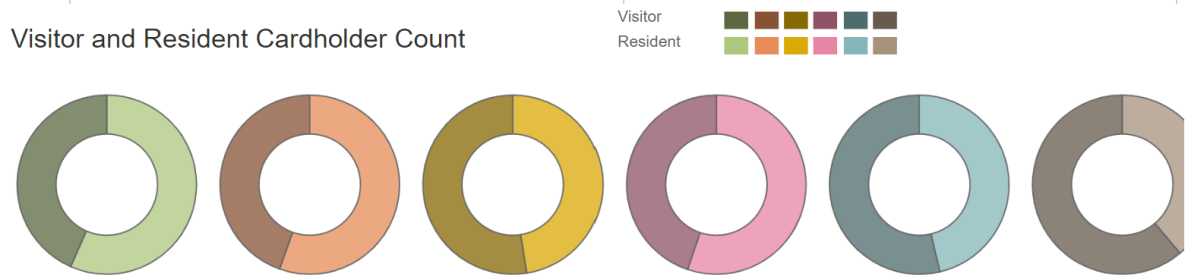
Year

Month

Visitor Spending

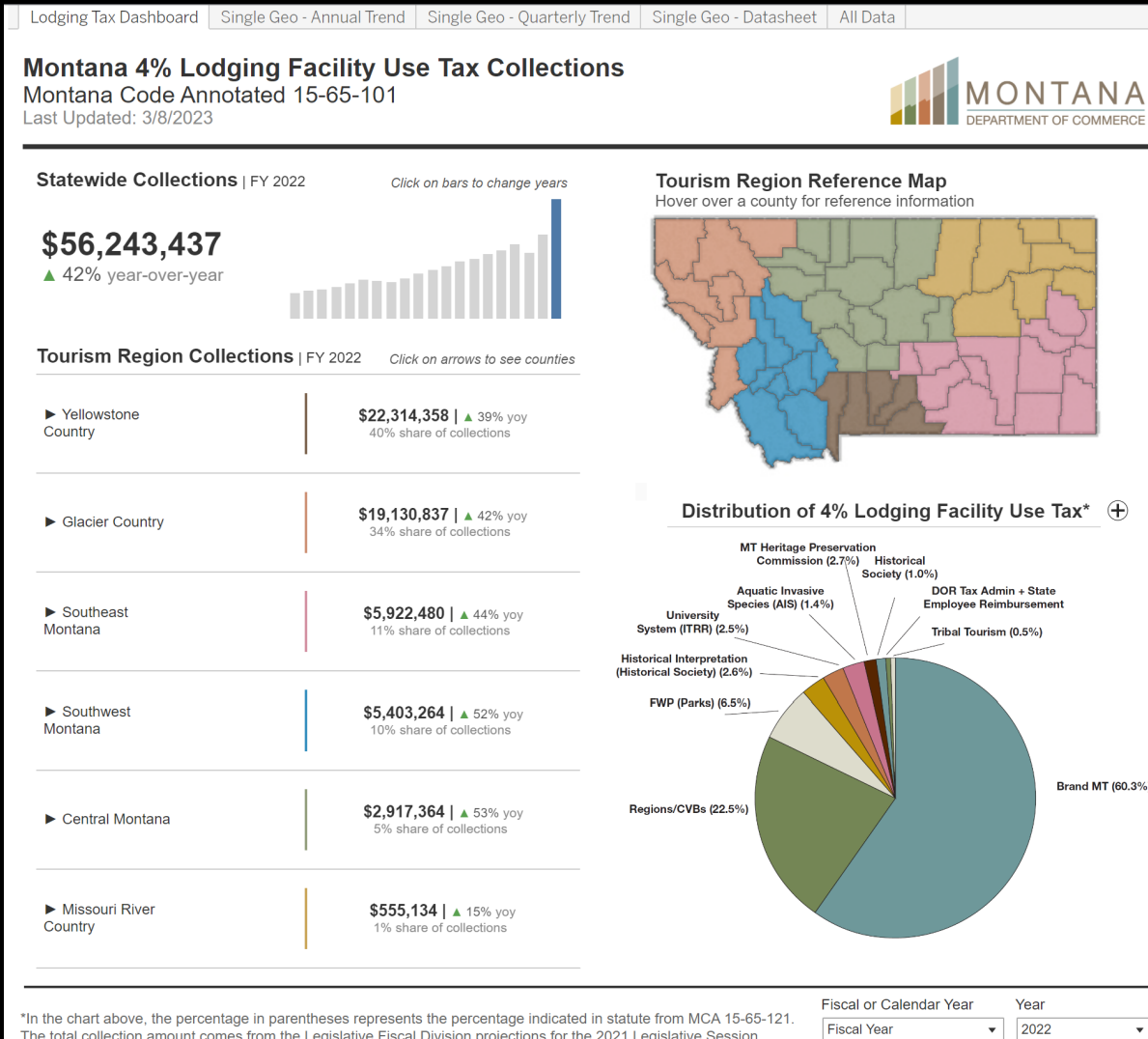


Visitor and Resident Cardholder Count



Data Source: VisaVue Online

Bed Tax Collection



https://dataportal.mt.gov/t/DOC/views/BedTaxDashboard/LodgingTaxDashboard?%3Aembed=y%3Adisplay_spinner=no%3AshowAppBanner=false%3Aorigin=viz_share_link%3Aembed_code_version=3%3AloadOrderID=0%3Adisplay_count=n%3AshowVizHome=n

Zartico

Takes intelligence, analytics and data visualizations and combines it with context and strategic input to support a Destination Management Organization's data-driven decisions in real-time.



Marketing Example



INSTITUTE FOR TOURISM & RECREATION RESEARCH

Home
Survey Kit

About ITRR
Employment Opportunities

Interactive Data
Contact Us

Publications and Reports

INSTITUTE FOR TOURISM & RECREATION RESEARCH

The Institute for Tourism & Recreation Research conducts travel and recreation research in Montana, with a primary focus on the nonresident travel survey conducted throughout the state. ITRR is perhaps best known for producing the widely used statewide estimates of total nonresident visitation and travel expenditures, as well as visitor characteristics, in the state each year, along with the annual estimate of the economic contribution of nonresident travel to Montana's economy. Read more about the [nonresident travel survey and visitation and spending estimation models](#).



INTERACTIVE DATA

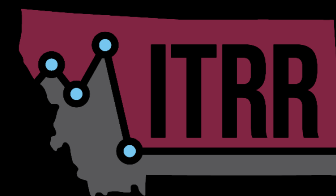
SPENDING & ECONOMICS

PUBLICATIONS

MOST RECENT FINDINGS

SURVEY KIT

<https://www.umt.edu/tourism-recreation-research/>



The Power of Your Story

- Memorable
- Impactful
- Persuasive
- Engaging
- Connect the Data and Stories Together
- Reach Audiences on BOTH an Intellectual and Emotional level

Finding the right information and the right way to display it is like curating an art collection



What is the story you want to tell?

- **Context:**

- What is the situation? Why are you telling this story? Look for a hook to engage the audience.

- **Characters:**

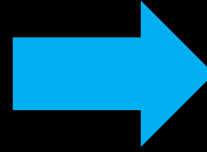
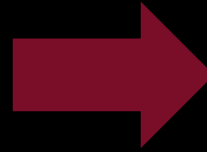
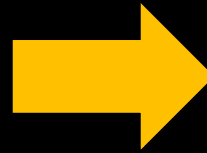
- Who are the key players?

- **Problem/Improvement/Opportunity:**

- What are you trying to solve or improve?

- **Solutions:**

- How can this be solved or improved and what key insights or actionable steps should we take?
- What is the value of this solution or proposition? What will be gained?



- Who is my audience?
- Is this story relevant to my audience?
- What are you trying to explain?
- Why does your story matter?
- Are you trying to get buy-in?
- Does it solve a problem they care about or provide needed insight?
- Have they heard this story before?

Framing Your Story

- Data
 - Choosing which data to share with audiences
- Visuals
 - a visual representation of information
- Narrative
 - puts visuals into context and communicates why it matters and what actions to take
 - connects data to the audience and communicates effectively
 - storytelling is about understanding context and inspiring change or action





2/1/20XX



Questions?

Thank you

**SAVE
THE
DATE!**



**MONTANA OUTDOOR
RECREATION SUMMIT**

**OCTOBER 11 – 13, 2023
BUTTE, MONTANA**

**SCAN TO
LEARN MORE!**



INSPIRING CONSERVATION, COMMUNITY, AND DIVERSITY