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The Montana Travel Industry - 2022 Summary

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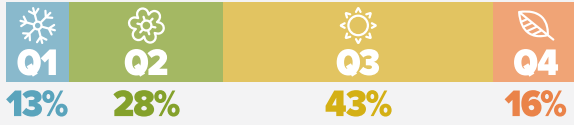
2022 DATA

THE MONTANA TRAVEL INDUSTRY



12.5 MILLION VISITORS SPENT \$5.82 BILLION

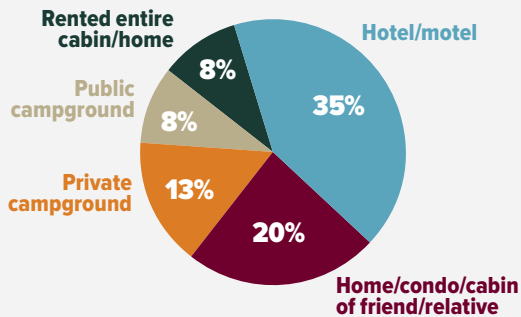
WHEN ARE TRAVELERS COMING TO MONTANA?



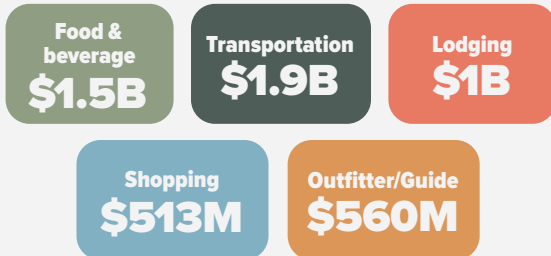
4 OUT OF 5 NONRESIDENTS had visited Montana before

Montana visitors spend an average of **5 NIGHTS & \$207/DAY**

Lodging choices



Spending Categories



NONRESIDENT CONTRIBUTION

43,900 Jobs Supported

1-IN-13 MONTANA WORKERS is supported by out-of-state travel

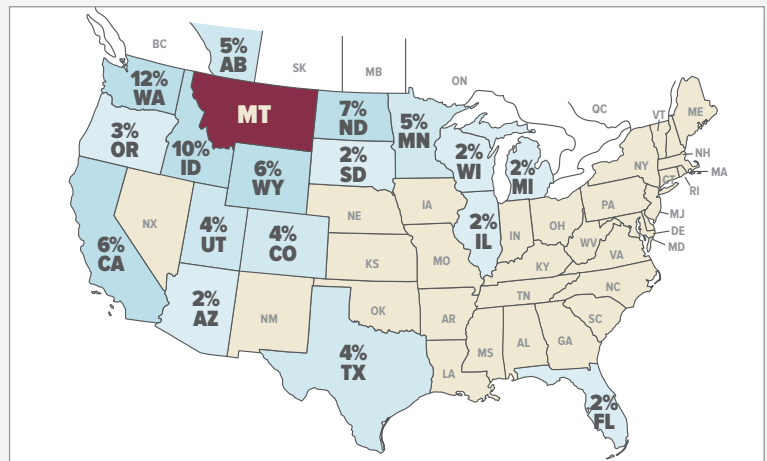
\$1.4B Employee Compensation (Direct)

\$315M State & Local Taxes

\$5.2B Industry Output (Direct)

TOURISM REDUCES THE AVERAGE TAX BURDEN on every Montana household **BY OVER \$721**

WHERE NONRESIDENTS ARE COMING FROM



An estimated \$43 million gross lodging tax revenue (4%) went to the general fund in 2022

Source: MT Department of Commerce

THE MONTANA TRAVEL INDUSTRY ENHANCES THE ECONOMIC VITALITY OF OUR COMMUNITIES AND QUALITY OF LIFE

MORE INFO -->>



The Institute for Tourism & Recreation Research (ITRR) conducts travel and recreation research in Montana, primarily focusing on the nonresident travel survey conducted throughout the state. ITRR's mission is to provide leadership, direction, and information to assist the tourism and recreation industries in making informed decisions about planning, marketing, policy, and management. www.itrr.umt.edu

MONTANA'S OUTDOOR RECREATION ECONOMY

- **GREW NEARLY 30%** from 2020-2021
- Accounted for **4.4% STATE GDP**

Source: US Bureau of Economic Analysis (BEA) 2021

LARGEST VALUE ADDED OUTDOOR RECREATION ACTIVITIES



Source: US Bureau of Economic Analysis (BEA) 2021

97% of travelers report Montana met or exceeded expectations

their reasons

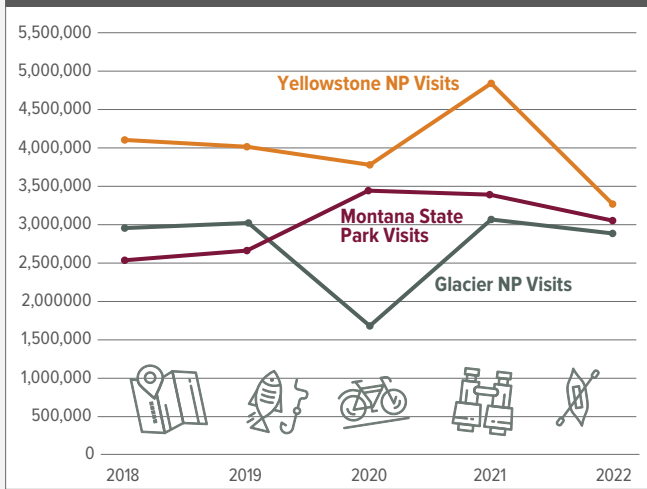


89% of nonresidents plan to return in the next 2 years

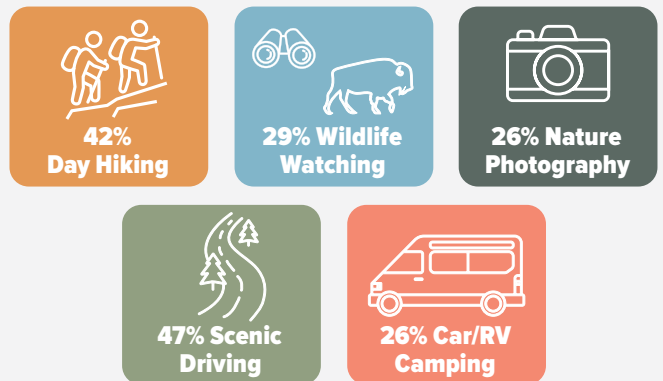
TOP MONTANA SITES VISITED BY NONRESIDENTS



5 Years of Montana Public Land Visitation



TOP NONRESIDENT ACTIVITIES



74% of residents who camped in Montana did so on public lands

In 2022, ITRR surveyed 7,496 nonresidents and 11,537 residents which produces on-going quarterly economic, travel and recreation analysis for the state of Montana.



ITRR was established in 1987 to conduct objective research in tourism and recreation for the state of Montana and is housed in the W.A. Franke College of Forestry and Conservation at The University of Montana-Missoula. ITRR disseminates valid, reliable, and objective research designed to assist public agencies, businesses, and non-profit firms who provide visitor services or manage parks, recreation areas, and other facilities used by visitors. We are proud to celebrate 35 years of providing leadership, direction, and information to assist the tourism and recreation industries. www.itrr.umt.edu