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### Designated Market Areas: Using Zip Codes as a Marketing Tool: 2008

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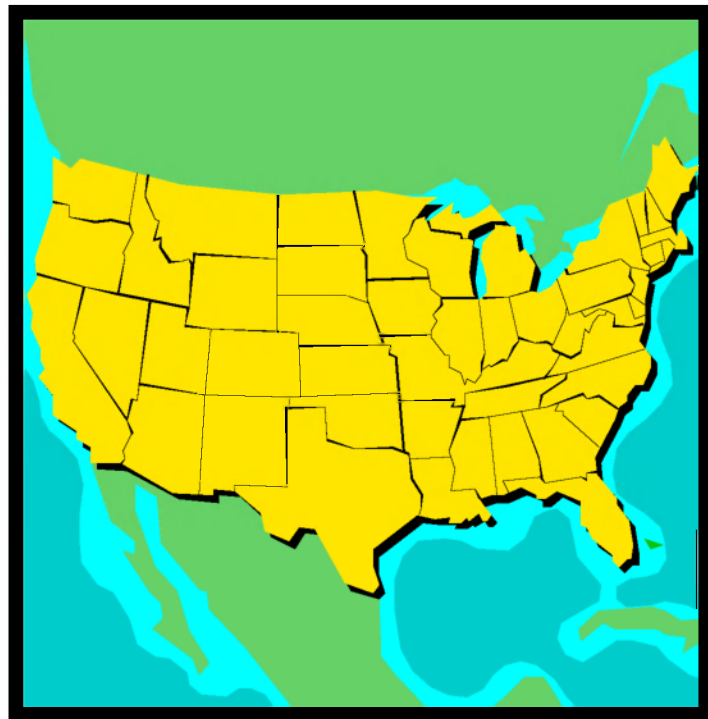
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# **Designated Market Areas:**

## **Using Zip Codes as a Marketing Tool**

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Technical Completion Report 2008-1  
February 2008

# **Designated Market Areas: Using Zip Codes as a Marketing Tool**

By Melissa Bruns-Dubois

Technical Completion Report 2008-1  
February 2008

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## **Introduction**

This report provides an analysis of zip codes obtained from visitors to Montana during the 2005 nonresident study. Out-of-state visitors were intercepted at airports, rest areas, and gas stations throughout the state and asked a series of preliminary questions, including residence zip code. This resulted in 12,349 usable zip codes which were then distributed into one of the 210 Designated Market Areas (DMAs) for further analysis. The program used to generate the DMAs is unable to process fractions, and as a result, weighting the data would eliminate a significant percentage of the DMAs. In order to maintain the most accurate representation, the data in this report is not weighted. Additionally, the DMA program only processes U.S. zip codes; thus, Canadian and other foreign travelers are excluded from this analysis. Nonresident data from 2005 indicates that eight percent of visitors are from Canada with more than half coming from Alberta (5%).

Designated Market Areas are based on geographic areas defined by the Nielsen Media Research Company. They consist of groups of counties, not bound by state borders, which make up a television market. Each of the 210 U.S. television markets is designated by the name of the city or cities that provide its local television coverage. Marketers use DMAs as a tool to reach their target market; thus, understanding where visitors to Montana come from allows travel marketers to strategically plan their advertising and promotions.

## **Analysis and Market Interpretations**

The DMA findings for this report are separated into four segments. The first analysis looks at DMA representation divided by visitors' primary reason for being in Montana which consists of vacation, visiting friends & relatives (VFR), business, and passing through. Vacationers will be the primary focus of this investigation followed by the second section which specifically looks at repeat and first time vacationers to Montana. The third subset explores visitors who indicated that at least one reason for their trip to Montana was to either purchase property or visit a second home or condo. Finally, the zip codes of vacationers who spent at least one night in a selected travel region or county were chosen for further analysis.

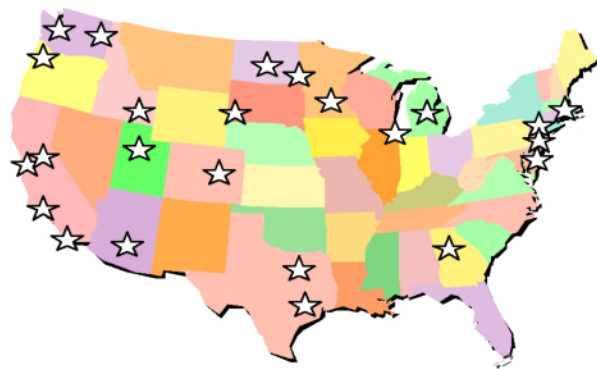
### **Nonresident DMA by Purpose of Trip**

Nonresident visitors to Montana in 2005 represented 97 percent of the Designated Market Areas in the United States. Interestingly, when dividing the zip codes by purpose of trip, five of the same DMAs appeared within the top seven of each primary reason for being in Montana. These five DMAs were Spokane, Seattle-Tacoma, Salt Lake City, Idaho Falls, and Denver with Spokane, Seattle-Tacoma, and Salt Lake City dominating the top three spots in every category. From a marketing viewpoint, people within these five marketing areas are coming to Montana for every possible reason. It is reasonable to assume that current marketing practices to these areas are successful and should be continued to keep the idea of Montana as a desirable destination in the minds of vacationers. All five DMAs can easily fly or drive to Montana, so they can benefit from last minute travel promotions or long weekend opportunities.

When looking at Figure 1, the visual layout of the top represented DMAs paints a clear picture of nonresident visitation to Montana. Vacationers represent the largest number of DMAs and show the most dispersion around the country. People visiting friends and relatives are most likely to come from nearby states (WA, UT, CO, OR, ID, ND, SD) with the exception of the more distant states of California and Arizona. Additionally, business travelers are from most of those same nearby states with the inclusion of the Minneapolis-St. Paul area. Travelers passing through Montana are also generally coming from the same nearby states as well as the more distant DMAs of Las Vegas, Phoenix, and Minneapolis-St. Paul. For the purpose of this report, only *vacationers* will be analyzed further; however total counts for each of the 210 DMAs broken down by primary purpose of trip are detailed in Appendix A.

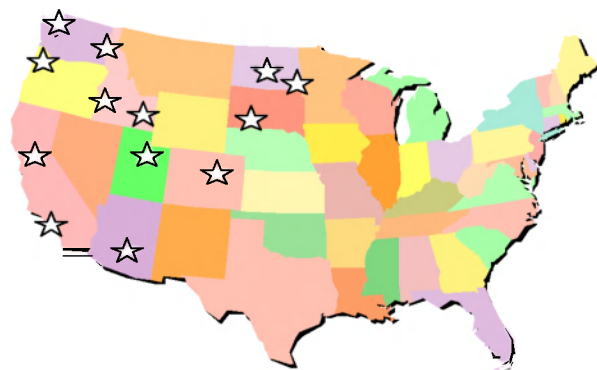
**Figure 1: Montana Visitor Designated Market Areas by Primary Purpose of Trip**

**Top *Vacationer* DMAs – 2005**



<b><u>Vacationers (N=3665)</u></b>	<b><u>"n"</u></b>
Seattle-Tacoma, WA	256
Spokane, WA	186
Salt Lake City, UT	186
Minneapolis-St. Paul, MN	183
Los Angeles, CA	143
Denver, CO	126
Idaho Falls-Pocatello, ID	126
Portland, OR	87
Minot-Bismarck, ND	82
Chicago, IL	77
San Francisco-Oakland, CA	76
New York, NY	74
Sacramento-Stockton, CA	64
Atlanta, GA	59
Washington, DC	55
Phoenix, AZ	52
Boston, MA	52
San Diego, CA	48
Dallas-Ft. Worth	43
Fargo-Valley City, ND	42
Houston, TX	42
Rapid City, SD	41
Philadelphia, PA	41

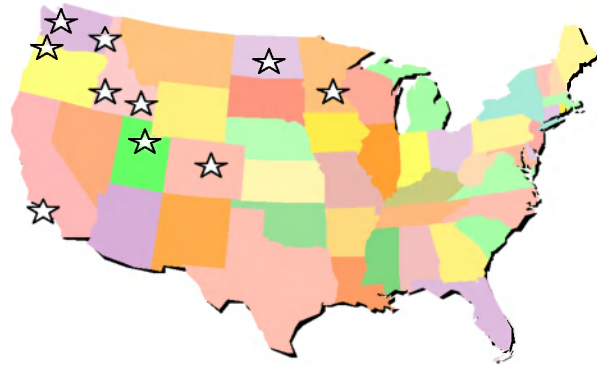
**Top *VFR* DMAs – 2005**



<b><u>VFR (N=2540)</u></b>	<b><u>"n"</u></b>
Spokane, WA	224
Seattle, WA	219
Salt Lake City, UT	137
Denver, CO	127
Portland, OR	113
Los Angeles, CA	84
Idaho Falls-Pocatello, ID	88
Minot-Bismarck, ND	71
Phoenix, AZ	62
Rapid City, SD	49
Boise, ID	49
Sacramento-Stockton, CA	46
Fargo-Valley City, ND	43

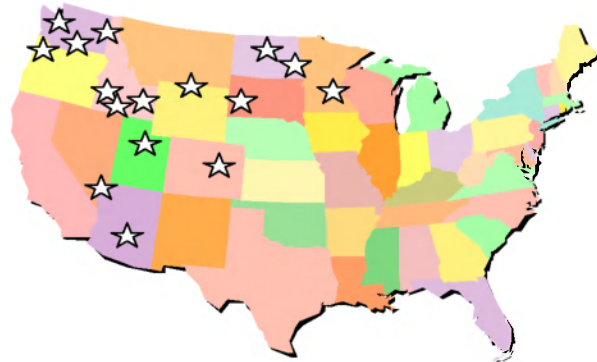
**Figure 1** (continued)

**Top Business DMAs – 2005**



<b><u>Business (N=1761)</u></b>	<b><u>"n"</u></b>
Spokane, WA	171
Salt Lake City, UT	139
Seattle-Tacoma, WA	123
Denver, CO	107
Idaho Falls-Pocatello, ID	99
Portland, OR	64
Los Angeles, CA	62
Minot-Bismarck, ND	48
Boise, ID	47
Minneapolis-St. Paul, MN	47

**Top Passing Through DMAs– 2005**



<b><u>Passing Through (N=3482)</u></b>	<b><u>"n"</u></b>
Spokane, WA	422
Salt Lake City, UT	362
Seattle-Tacoma, WA	318
Idaho Falls-Pocatello, ID	295
Denver, CO	111
Minneapolis-St. Paul, MN	103
Portland, OR	93
Phoenix, AZ	92
Boise, ID	84
Rapid City, SD	83
Minot-Bismarck, ND	80
Las Vegas, NV	67
Billings, MT	55
Twin Falls, ID	58
Fargo-Valley City, ND	47
Yakima-Pasco, WA	42

**Nonresident Vacationer DMAs**

While there are a variety of ways to analyze the Designated Market Areas represented by vacationers to Montana, the analysis here looks at successful existing markets and underrepresented markets. In addition, these two markets are divided into DMAs with over one million TV households and DMAs with under one million TV households.

*Successful Existing Markets*

One method of analyzing zip code data is to compare the number of television households to the number of households vacationing in Montana for each DMA. This method would suggest that Montana should strive to receive at least the same proportion of visitors from each DMA as is represented by the television watching population. There are 29 DMAs with a television household population of one million or higher (Table 1). Montana vacationers come from each of the top 29 DMAs. However, some have more representation than others.

**Table 1: Designated Market Areas with Over One Million TV Households Compared with DMAs of Montana Vacationers**

Rank by size	Designated Market Area® (DMA)	TV Households	% of US	MT Vacationers	% of Vacationers	Difference between % of US and % of Vacationers
<b>Total</b>		<b>112,798,170</b>	<b>100.00%</b>	<b>3,665</b>	<b>100.00%</b>	
1	New York	7,391,940	6.55%	74	2.02%	4.53%
2	Los Angeles	5,647,440	5.01%	143	3.90%	1.10%
3	Chicago	3,469,110	3.08%	77	2.10%	0.97%
4	Philadelphia	2,939,950	2.61%	41	1.12%	1.49%
5	Dallas-Ft. Worth	2,435,600	2.16%	43	1.17%	0.99%
6	San Francisco-Oakland	2,419,440	2.14%	76	2.07%	0.07%
7	Boston (Manchester)	2,393,960	2.12%	52	1.42%	0.70%
8	Atlanta	2,310,490	2.05%	59	1.61%	0.44%
9	Washington, DC	2,308,290	2.05%	55	1.50%	0.55%
10	Houston	2,050,550	1.82%	42	1.15%	0.67%
11	Detroit	1,925,460	1.71%	32	0.87%	0.83%
12	Phoenix	1,802,550	1.60%	52	1.42%	0.18%
13	Tampa-St. Petersburg	1,783,910	1.58%	29	0.79%	0.79%
14*	Seattle-Tacoma	1,782,040	1.58%	256	6.98%	-5.41%
15	Minneapolis-St. Paul	1,706,740	1.51%	183	4.99%	-3.48%
16	Miami-Ft. Lauderdale	1,536,020	1.36%	16	0.44%	0.93%
17	Cleveland-Akron (Canton)	1,533,710	1.36%	25	0.68%	0.68%
18	Denver	1,477,280	1.31%	126	3.44%	-2.13%
19	Orlando-Daytona Beach-	1,434,050	1.27%	30	0.82%	0.45%
20	Sacramento-Stockton	1,391,790	1.23%	64	1.75%	-0.51%
21	St. Louis	1,244,370	1.10%	25	0.68%	0.42%
22	Pittsburgh	1,158,210	1.03%	14	0.38%	0.64%
23	Portland, OR	1,150,320	1.02%	87	2.37%	-1.35%
24	Baltimore	1,095,490	0.97%	20	0.55%	0.43%
25	Charlotte	1,085,640	0.96%	13	0.35%	0.61%
26	Indianapolis	1,072,090	0.95%	16	0.44%	0.51%
27	San Diego	1,051,210	0.93%	48	1.31%	-0.38%
28	Raleigh-Durham	1,039,890	0.92%	9	0.25%	0.68%
29	Hartford & New Haven	1,007,490	0.89%	18	0.49%	0.40%
	<b>TOTAL</b>	<b>59,645,030</b>	<b>52.88%</b>	<b>1725</b>	<b>47.07%</b>	

**Notes:**

DMA® is a registered trademark of Nielsen Media Research, Inc.

Source: <http://www.nielsenmedia.com>. Accessed January 3, 2008.

\*Shaded rows indicate saturated DMAs of vacationers to Montana within the 29 highest populated DMAs

The last column in Table 1 shows the difference between the percent of U.S. population that DMA holds and the percent of Montana vacationers from that DMA. A “zero” would indicate a complete balance of both populations. Currently, the most balanced of these 29 markets is San Francisco-Oakland at 0.07. A positive number in this last column would indicate that Montana could strive to get more of its share of that particular market. A negative number in the last column would indicate that the market is well represented with more than its share of vacationers to Montana. For example, the most successful existing market Montana currently sees is the Seattle-Tacoma DMA which represents 1.58 percent of U.S. television households. Montana, however, receives approximately 7 percent of its visitors from the Seattle-Tacoma area. This negative difference (-5.41%) indicates an established successful market. A quick assessment of the 29 most populous DMAs points out six successful vacation markets for Montana: Seattle-Tacoma, Minneapolis-St. Paul, Denver, Sacramento, Portland, and San Diego.

Table 2, comprised of DMAs with less than one million TV households, illustrates additional examples of established vacation markets. These DMAs, ordered by television household population size, represent the most successful markets with Spokane, Salt Lake City, Idaho Falls, Minot-Bismarck, and Rapid City accounting for the most highly saturated areas. Furthermore, the map in Figure 2 visually displays the approximate locations of every DMA where Montana vacationer representation was greater than or equal to the representation of television populations. All 210 DMAs were considered, resulting in the emergence of 61 markets defined as successful existing markets. In terms of distribution, these markets are primarily dispersed throughout the western and midwestern states. Continued promotion in the established markets will encourage repeat visitation as well as reach new people in the DMA who may receive the positive word of mouth recommendation from those who have already visited. A comprehensive listing of the 210 DMAs is available in Appendix B.

### *Underrepresented Markets*

Designated Market Areas are defined as underrepresented markets when Montana vacationer representation is less than that of television household representation. The DMAs with the higher positive value in the last column in Table 1 are more likely to represent opportunities for Montana. For example, the New York, NY DMA represents 6.55 percent of the U.S. television households, but Montana only sees 2.02 percent of its visitors from the New York DMA. This positive 4.53 number presents an opportunity market for Montana, consequently the largest representation disparity of all 210 DMAs. Table 1 identifies additional prospective markets among the most populated areas with Los Angeles, Chicago, Philadelphia, Dallas-Ft-Worth, Detroit, and Boston constituting some of the largest opportunity markets.

Based on the plotting of successful existing markets in Figure 2 it is easy to identify geographic gaps in the Montana vacationer market. While the outlined area on the map demonstrates a concentration of underrepresented areas in the eastern and southern United States, it is notable to mention that only 14 individual DMAs (under 7% of all DMAs) were not represented at all (Appendix A). This clearly indicates that visitors are coming from a variety of areas across the country. Montana vacationer representation declines at these more distant locations in the east and south, substantiated by the sparse existence of saturated DMAs. The greater flying and driving distances are undoubtedly contributing to the pattern, but this fact should not necessarily dissuade marketers. Certainly the western and midwestern states will always be the larger, core



**TABLE 2: Top Saturated Designated Market Areas with Under One Million TV Households Compared with DMAs of Montana Vacationers**

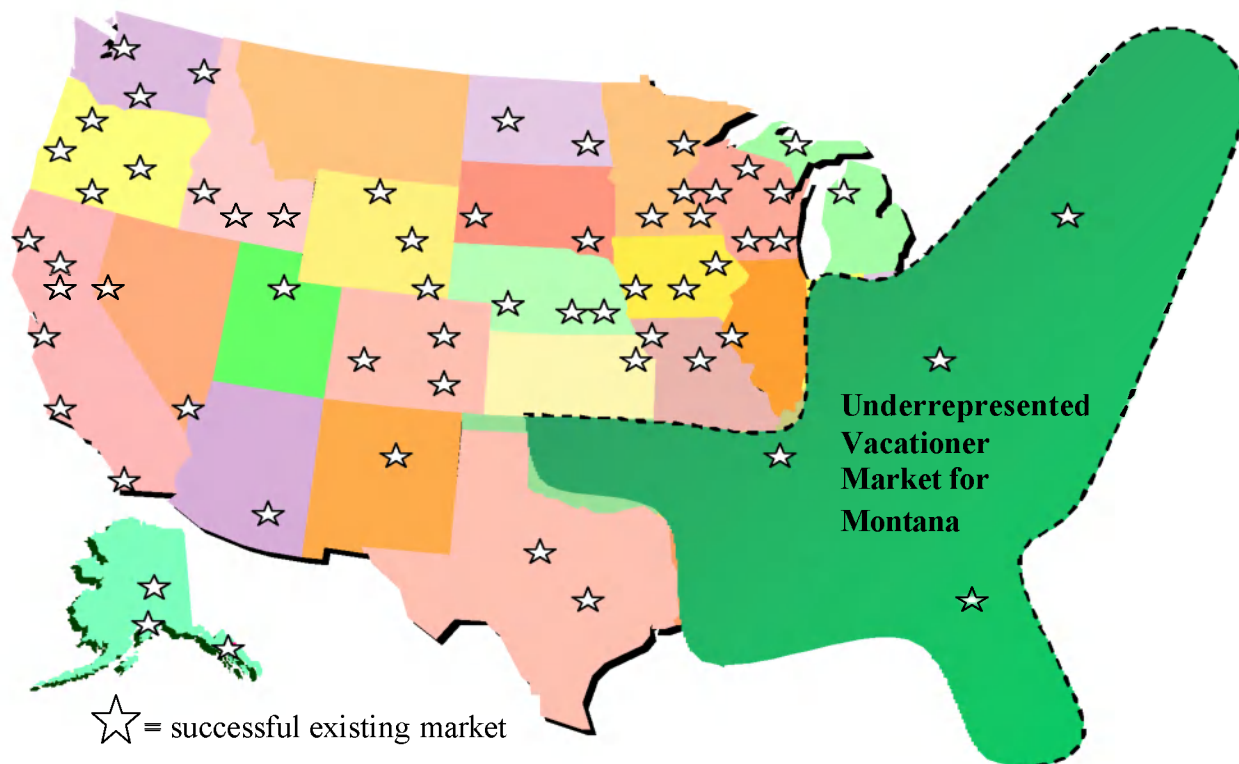
Rank	Designated Market Area® (DMA)	TV Households	% of US	MT Vacationers	% of MT Vacationers	Difference between % of US and % of Vacationers
<b>Total</b>		<b>112,798,170</b>	<b>100.00%</b>	<b>3,665</b>	<b>100.00%</b>	
35	Salt Lake City	874,650	0.78%	186	5.08%	-4.30%
51	Austin	635,860	0.56%	28	0.76%	-0.20%
70	Green Bay-Appleton	439,940	0.39%	22	0.60%	-0.21%
77	Spokane	403,820	0.36%	186	5.08%	-4.72%
85	Madison	372,990	0.33%	23	0.63%	-0.30%
93	Colorado Springs-Pueblo	326,380	0.29%	24	0.65%	-0.37%
110	Reno	263,060	0.23%	17	0.46%	-0.23%
113	Boise	251,920	0.22%	30	0.82%	-0.60%
114	Sioux Falls (Mitchell)	251,000	0.22%	24	0.65%	-0.43%
116	Traverse City-Cadillac	247,690	0.22%	12	0.33%	-0.11%
119	Fargo-Valley City	237,140	0.21%	42	1.15%	-0.94%
120	Eugene	235,750	0.21%	13	0.35%	-0.15%
126	Yakima-Pasco-RchInd-Knnw	213,000	0.19%	37	1.01%	-0.82%
130	Chico-Redding	195,180	0.17%	12	0.33%	-0.15%
134	Wausau-Rhineland	182,800	0.16%	17	0.46%	-0.30%
138	Duluth-Superior	172,350	0.15%	29	0.79%	-0.64%
150	Anchorage	146,310	0.13%	10	0.27%	-0.14%
158	Minot-Bismarck-Dickinson	135,170	0.12%	82	2.24%	-2.12%
163	Idaho Falls-Pocatello	120,100	0.11%	126	3.44%	-3.33%
170	Billings	104,970	0.09%	29	0.79%	-0.70%
175	Rapid City	94,610	0.08%	41	1.12%	-1.03%
187	Grand Junction-Montrose	69,320	0.06%	7	0.19%	-0.13%
192	Bend, OR	62,870	0.06%	14	0.38%	-0.33%
193	Twin Falls	62,590	0.06%	14	0.38%	-0.33%
198	Casper-Riverton	53,100	0.05%	19	0.52%	-0.47%
203	Fairbanks	32,550	0.03%	5	0.14%	-0.11%
207	Juneau	24,170	0.02%	7	0.19%	-0.17%
	<b>Total</b>	<b>6,209,290</b>	<b>5.50%</b>	<b>1,056</b>	<b>28.81%</b>	

**Notes:**

DMA® is a registered trademark of Nielsen Media Research, Inc.

Source: <http://www.nielsenmedia.com>. Accessed January 3, 2008.

**Figure 2: Underrepresented and Successful Market Areas of Montana Vacationers**



markets for Montana. However, with more cities flying directly to Montana, some of the underrepresented areas have the potential to be stronger markets for vacationers to Montana. Even now there are plenty of vacationers making the trip from these more distant areas. Granted, these travelers may be less likely to be frequent, last-minute, or repeat visitors, but they certainly add significant value and are worth consideration.

#### *Vacation Market Considerations*

When looking at successful and underrepresented markets, while population is one aspect of evaluation to consider, most travel marketers look at other indicators as well. Some useful indicators for the Montana market include driving distance, airline access, flight time, and what Montana has to offer in terms of a vacation experience. The 2005 nonresident study and previous studies have indicated that vacationers are attracted to Montana for the mountains, forests, open space, rivers, lakes, fish, wildlife, and the national parks of Yellowstone and Glacier (see ITRR Niche News: 2005 Vacationer Characteristics at <http://www.itrr.umt.edu/NicheNews06/2005VacChar.pdf>). Considering all of these factors, Chicago, Las Vegas, Phoenix, Atlanta, Detroit, and San Francisco would qualify as possible opportunity markets. Each of these cities has or will soon have a direct flight to at least one Montana airport. Furthermore, these urban markets might be enticed with the aspects of open space, mountains and wildlife found in Montana; however, for some DMAs, mountains may not

be as much of a draw for residents already living in relatively close proximity to mountains. In this instance, Chicago, Atlanta, and Detroit may be better market prospects based on the lack of mountains in those areas. This is not to say that the other DMAs should be discounted, only that Montana offers one more desirable attribute for the residents who are not in close proximity to mountains.

One final consideration related to successful and underrepresented markets is to look at the totals at the bottom of the columns in Table 1. The top 29 DMAs represent nearly 53 percent of U.S. television household population. Visitors to Montana from the same DMAs represent only 47 percent of all vacationers, indicating that more Montana vacationers come from the lesser populated DMAs. While it may be easier to target the large population centers, travel marketers in Montana need to seriously consider the potential value of allocating resources to lesser populated areas as well.

## **Repeat and First Time Vacationers**

To investigate the distribution of repeat and first time vacationers to Montana, a smaller subset of the 2005 nonresident data was utilized. The sample consists only of visitors who completed the mail-back survey portion of the survey. In this analysis, the data indicates that there are approximately three times as many repeat vacationers as there are first time vacationers. In reviewing the DMAs of repeat vacationers, 22 percent come from the underrepresented markets, a substantial percentage of the visitor population. In terms of the first time vacationers to Montana, nearly 46 percent are from the same underrepresented areas (Appendix C). This is a considerable percentage, and if you follow the logic that first time vacationers become repeat visitors then there could be plenty of opportunity for market expansion.

In looking at the distribution of the top DMA markets of repeat and first time vacationers, a fairly predictable difference emerges (Figure 3). Repeat visitors are more likely to be in close proximity, with some exceptions. Atlanta, New York, and Philadelphia, positioned in the underrepresented DMA territory, illustrate significant numbers of repeat visitors. As for first time vacationers, many are from the same areas, but representation increases in several more DMAs positioned in the eastern states. Again, this reinforces the point that the core DMAs are an essential target market, but distance should not necessarily eliminate areas from being a prospective market. The more distant DMAs show up significantly as first time vacationers and, although they make up a smaller portion of the repeat vacationers, their numbers are more than nominal. Consideration should be given to the fact that every first time vacationer has the potential to be a repeat vacationer.

**Figure 3: Top Designated Market Areas of Repeat and First Time Vacationer**

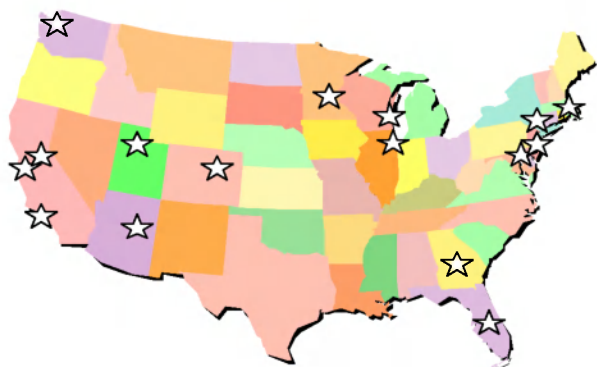
**Top Repeat Vacationer DMAs**



**Repeat (N=1261)** **"n"**

Seattle-Tacoma, WA	89
Salt Lake City, UT	84
Minneapolis-St. Paul, MN	68
Spokane, WA	65
Los Angeles, CA	52
Denver, CO	51
Idaho Falls-Pocatello, ID	49
Portland, OR	36
Chicago, IL	29
Minot-Bismarck, ND	28
Sacramento-Stockton, CA	26
Atlanta, GA	25
Phoenix, AZ	22
New York, NY	19
San Francisco, CA	17
Rapid City, SD	16
Philadelphia, PA	16

**Top First Time Vacationer DMAs**



**First Time (N=412)** **"n"**

Seattle-Tacoma, WA	21
Salt Lake City, UT	17
New York, NY	17
Philadelphia, PA	12
Washington, DC	12
Minneapolis-St. Paul, MN	11
Chicago, IL	11
Atlanta, GA	9
Boston, MA	9
Denver, CO	9
Los Angeles, CA	9
Phoenix, AZ	8
Sacramento-Stockton, CA	8
San Francisco, CA	8
Milwaukee, WI	7
Tampa, FL	7

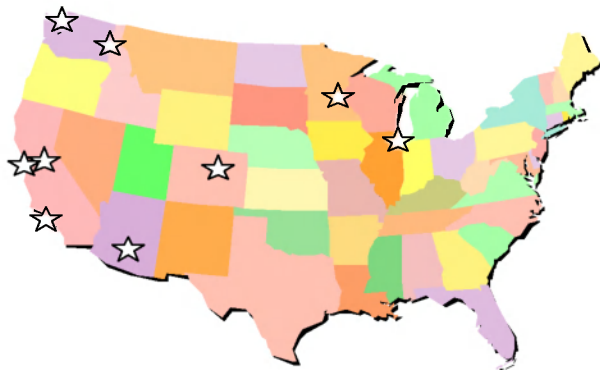
**Current or Prospective Second Property Owners**

It is no secret that Montana holds scores of attractive, unspoiled land which is sought after by many who are not residents of the state. Much speculation has been made about this population of current and prospective nonresident property owners. A zip code analysis was conducted to answer the question of where these visitors to Montana permanently reside. The investigation began by selecting all visitors to Montana who indicated that *at least one purpose* of their trip to Montana was to either purchase property or visit a second home or condo. As many have speculated, California residents rank high in the results. Three DMAs, Los Angeles, Sacramento-

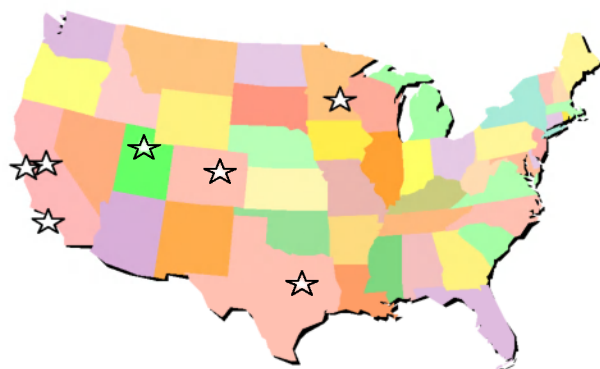
Stockton, and San Francisco-Oakland, are represented in the top five of both categories (Figure 4). Additional top DMAs were nearby Seattle-Tacoma and Spokane, and the more distant areas of Phoenix and Minneapolis-St. Paul (Appendix D).

**Figure 4: Top Designated Market Areas of Current and Prospective Second Property Owners**

**Top 2<sup>nd</sup> Home Visitor DMAs**



**Top Visitors Buying Property DMAs**



<b><u>2<sup>nd</sup> Home (N=348)</u></b>	<b><u>"n"</u></b>
Los Angeles, CA	24
Seattle, WA	20
Sacramento-Stockton, CA	16
Spokane, WA	15
San Francisco-Oakland, CA	13
Phoenix, AZ	13
Chicago, IL	12
Denver, CO	12
Minneapolis-St. Paul, MN	10

<b><u>Buying Property (N=68)</u></b>	<b><u>"n"</u></b>
Sacramento-Stockton, CA	9
Los Angeles, CA	7
Minneapolis-St. Paul, MN	4
San Francisco-Oakland, CA	3
Salt Lake City, UT	3
Dallas-Ft. Worth, TX	3
Denver, CO	3

## **Travel Region and CVB Vacationers**

This final section explores the zip code distributions of vacationers spending a night in one of the six Montana travel regions or seven counties in which Convention and Visitors Bureaus (CVB) are located. As in the first time and repeat vacationer analysis, the data for this analysis could only be produced from the mail-back survey and therefore the sample sizes are smaller than the overall vacationer sample. Each region and CVB county sample represents vacationers who spent at least one night in their area. Figures 5 and 6 detail the most frequent vacationer DMAs and, for the most part, they mirror results found in the statewide vacationer analysis. The top DMAs are dominated by the western and midwestern markets with an occasional emergence of an eastern or southern market. Seattle-Tacoma, Minneapolis-St. Paul, and Denver appear in the top DMAs of nearly every travel region or county. Salt Lake City, Spokane, Chicago, and Los Angeles are represented in more than half of these 13 areas. Atlanta, Boston, New York and Philadelphia surface occasionally as one of the top markets.

As travel regions or CVBs consider expanding their target market, they should begin with comparisons to other regions or counties, as well as comparisons to the statewide vacationer results. The reader is cautioned on making marketing decisions based on only this data if the sample size is small, especially Missouri River Country. Considering each sample size is significantly different between regions or counties, it is important to look at Figures 5 and 6 in conjunction with Appendix E so the full value of a DMA can be compared to other like areas. For example, Atlanta, GA appears in the top markets for Custer Country (n=7) and Yellowstone Country (n=20). However, when looking at the other regions in Appendix E, Glacier Country saw 11 visitors from Atlanta, GA, four more than Custer Country, yet it was not reported as a top market due to the fact that the sample size for Glacier Country is much larger than Custer.

All cautions set aside, it is still clear that some regions and CVB counties attract a larger proportion of vacationers from certain DMAs. It is recommended that region and CVB directors work with other regions and CVBs who might be targeting similar geographic markets to achieve a stronger return on investment.

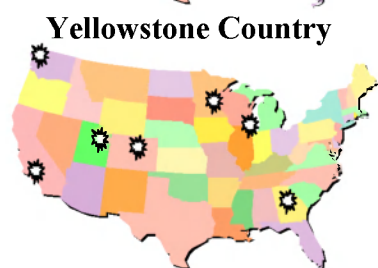
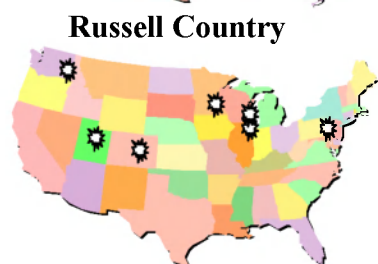
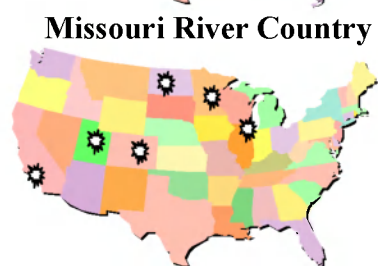
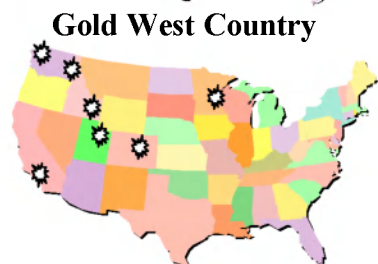
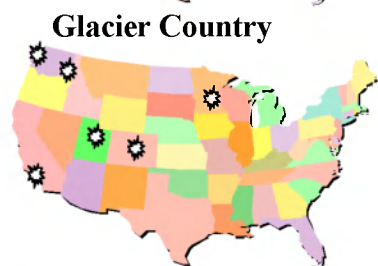
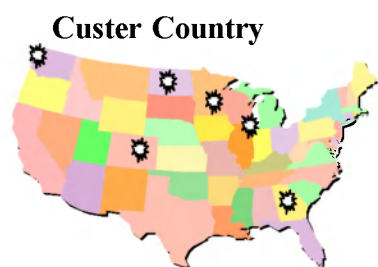
## **Summary and Marketing Implications**

In summary, the nonresident vacationer in Montana is highly represented by DMAs that are within a reasonable flying or driving distance of the state. Predictably, areas like Seattle, Spokane, Salt Lake City, Minneapolis-St. Paul, and Denver represent more than their population share of vacationers in Montana. These are just a few of the successful viable markets for Montana and continued marketing is necessary to keep these core vacationers coming. This is also the population who can take advantage of long weekend trips or last minute travel deals. If expansion of the current target market is being considered, the data indicate that more populated DMAs such as Chicago, Atlanta, Phoenix, and Detroit continue to be explored as opportunity markets since these areas have direct flights into Montana, yet vacationers represent less than their share of the population. Also, it is worth considering some underrepresented areas, such as New York, Philadelphia, Boston and Washington D.C. These metropolitan areas have been

shown to produce repeat visitation, one stop flights are available, and these residents cannot find what Montana has to offer in their own backyard. The data in this report provides insight and direction for those looking to better define their target market.

In conclusion, there is always risk in placing promotion dollars in any new markets. Increases in vacationers from new DMAs will not show up overnight. However, the data presented here clearly illustrates that Montana vacationers are coming from a larger variety of markets than in the past (see <http://www.itrr.umt.edu/research/DMA03.pdf>). Converting zip codes to Designated Market Areas provides a multitude of information on the successful existing markets as well as underrepresented markets for Montana. While established core markets should not be overlooked in promotion efforts, the data offer many suggestions on additional markets with potential for expansion. Along with the information in this report, it is highly recommended that organizations and businesses considering new markets further study the DMA data in each appendix to assist them in their geographic marketing decisions.

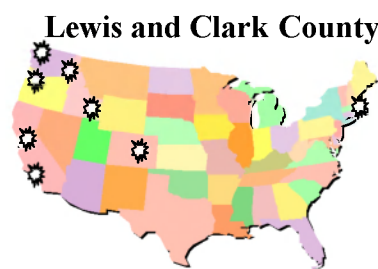
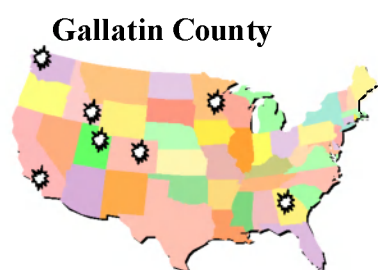
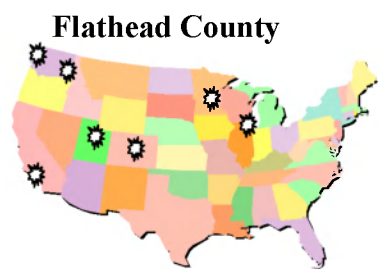
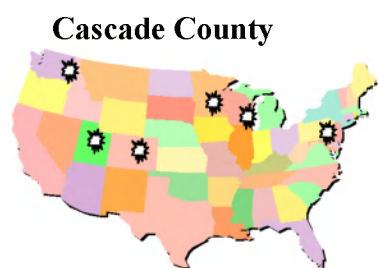
**FIGURE 5: Top DMAs Represented by Vacationers Spending a Night in a Travel Region**



<b>Custer Country, N=251</b>	
<b>DMA</b>	<b>n</b>
Minneapolis-St. Paul, MN	24
Seattle-Tacoma, WA	19
Denver, CO	16
Minot-Bismarck, ND	7
Chicago, IL	7
Atlanta, GA	7
<b>Glacier Country, N=702</b>	
<b>DMA</b>	<b>n</b>
Seattle-Tacoma, WA	56
Salt Lake City, UT	35
Spokane, WA	34
Los Angeles, CA	30
Minneapolis-St. Paul, MN	29
Denver, CO	26
<b>Gold West Country, N=305</b>	
<b>DMA</b>	<b>n</b>
Seattle-Tacoma, WA	31
Spokane, WA	20
Idaho Falls, ID	17
Salt Lake City, UT	15
Minneapolis-St. Paul, MN	14
Denver, CO	12
Los Angeles, CA	12
<b>Missouri River Country, N=38</b>	
<b>DMA</b>	<b>n</b>
Minneapolis-St. Paul, MN	3
Chicago, IL	2
Denver, CO	2
Los Angeles, CA	2
Minot-Bismarck, ND	2
Salt Lake City, UT	2
<b>Russell Country, N=175</b>	
<b>DMA</b>	<b>n</b>
Denver, CO	13
Minneapolis-St. Paul, MN	11
Salt Lake City, UT	8
Spokane, WA	7
Milwaukee, WI	6
Chicago, IL	5
Philadelphia, PA	5
<b>Yellowstone Country, N=696</b>	
<b>DMA</b>	<b>n</b>
Salt Lake City, UT	41
Minneapolis-St. Paul, MN	39
Seattle-Tacoma, WA	36
Denver, CO	21
Los Angeles, CA	21
Atlanta, GA	20
Chicago, IL	19

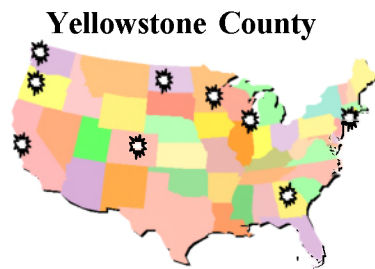
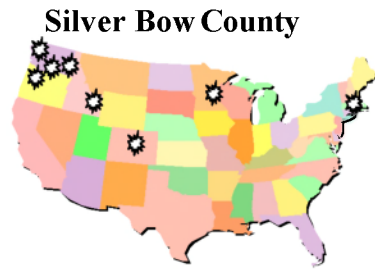


**FIGURE 6: Top DMAs Represented by Vacationers Spending a Night in a CVB County**



<b>Cascade County, N=111</b>	
<b>DMA</b>	<b>n</b>
Denver, CO	9
Salt Lake City, UT	6
Minneapolis-St. Paul, MN	6
Milwaukee, WI	5
Spokane, WA	4
Philadelphia, PA	4
<b>Flathead County, N=370</b>	
<b>DMA</b>	<b>n</b>
Salt Lake City, UT	18
Spokane, WA	18
Seattle-Tacoma, WA	17
Minneapolis-St. Paul, MN	17
Chicago, IL	16
Los Angeles, CA	15
Denver, CO	14
<b>Gallatin County, N=305</b>	
<b>DMA</b>	<b>n</b>
Salt Lake City, UT	33
Seattle-Tacoma, WA	27
Minneapolis-St. Paul, MN	25
Denver, CO	18
Idaho Falls, ID	16
Atlanta, GA	16
Los Angeles, CA	15
<b>Lewis and Clark County, N=79</b>	
<b>DMA</b>	<b>n</b>
Seattle-Tacoma, WA	7
Spokane, WA	6
Denver, CO	5
Boston, MA	5
Idaho Falls, ID	3
Los Angeles, CA	3
Portland, OR	3
Sacramento, CA	3
<b>Missoula County, N=239</b>	
<b>DMA</b>	<b>n</b>
Seattle-Tacoma, WA	28
Salt Lake City, UT	13
Los Angeles, CA	12
Denver, CO	7
New York, NY	7
Philadelphia, PA	7
San Francisco, CA	6
Portland, OR	6

**FIGURE 6 (continued)**



<b>Silver Bow County, N=82</b>	
<b><u>DMA</u></b>	<b><u>n</u></b>
Seattle-Tacoma, WA	11
Spokane, WA	6
Idaho Falls, ID	5
Boston, MA	3
Denver, CO	3
Minneapolis-St. Paul, MN	3
Portland, OR	3
Yakima, WA	3

<b>Yellowstone County, N=157</b>	
<b><u>DMA</u></b>	<b><u>n</u></b>
Denver, CO	13
Seattle-Tacoma, WA	10
Minneapolis-St. Paul, MN	8
Chicago, IL	5
Minot-Bismarck, ND	5
Atlanta, GA	4
New York, NY	4
Portland, OR	4
San Francisco, CA	4

## **Appendix A**

### **Statewide Nonresident DMA Visitor Representation by Purpose of Trip**

## Nonresident Vacationers, 2005 Designated Marketing Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	3,665						
Abilene - Sweetwater	5	Des Moines - Ames, IA	14	Laredo, TX	-	Rochester - Mason City	6
Albany, GA	-	Detroit, MI	32	Las Vegas, NV	23	Rochester, NY	6
Albany-Schenectady-Albany, NY	9	Dothan, AL	1	Lexington, KY	7	Rockford, IL	5
Albuquerque - Santa Fe, NM	22	Duluth - Superior, MN	29	Lima, OH	1	Sacramento - Stockton	64
Alexandria, LA	2	El Paso, TX	2	Lincoln & Hastings +, NE	12	Salisbury, MD	1
Alpena, MI	-	Elmira, NY	1	Little Rock - Pine Bluff, AR	9	Salt Lake City, UT	186
Amarillo, TX	5	Erie, PA	2	Los Angeles, CA	143	San Angelo, TX	1
Anchorage, AK	10	Eugene, OR	13	Louisville, KY	10	San Antonio, TX	17
Atlanta, GA	59	Eureka, CA	5	Lubbock, TX	4	San Diego, CA	48
Augusta, GA	6	Evansville, IL	5	Macon, GA	3	San Francisco - Oakland	76
Austin, TX	28	Fairbanks, AK	5	Madison, WI	23	Santa Barbara +, CA	11
Bakersfield, CA	5	Fargo - Valley City, ND	42	Mankato, MN	3	Savannah, GA	4
Baltimore, MD	20	Flint - Saginaw, MI	7	Marquette, MI	3	Seattle - Tacoma, WA	256
Bangor, ME	2	Florence-Myrtle Beach, SC	2	Medford - Klamath Falls, OR	7	Sherman - Ada, OK	2
Baton Rouge, LA	3	Fresno - Visalia, CA	17	Memphis, TN	12	Shreveport, LA	2
Beaumont - Port Arthur, TX	2	Ft. Meyers - Naples, FL	9	Meridian, MS	-	Sioux City, IA	5
Bend, OR	14	Ft. Smith, AR	4	Miami - Ft. Lauderdale, FL	16	Sioux Falls - Mitchell, SD	24
Billings, MT	29	Ft. Wayne, IN	3	Milwaukee, WI	33	South Bend - Elkhart, IN	4
Biloxi - Gulfport, MS	3	Gainesville, FL	4	Minneapolis - St. Paul, MN	183	Spokane, WA	186
Binghamton, NY	2	Glendive, MT	-	Minot - Bismark +, ND	82	Springfield - Holyoke, MA	4
Birmingham, AL	6	Grand Junction - Monticello, CO	7	Missoula, MT	-	Springfield, MO	11
Bluefield - Beckley, WV	-	Grand Rapids - Kalamazoo, MI	12	Mobile - Pensacola, AL	10	St. Joseph, MO	2
Boise, ID	30	Great Falls, MT	-	Monroe - El Dorado, LA	1	St. Louis, MO	25
Boston, MA	52	Green Bay - Appleton, WI	22	Monterey - Salinas, CA	8	Syracuse, NY	4
Bowling Green, KY	1	Greensboro - HP - Winston-Salem, NC	12	Montgomery, AL	4	Tallahassee - Thomasville, FL	8
Buffalo, NY	9	Greenville - Spart. - Anderson, SC	14	Nashville, TN	11	Tampa - St. Petersburg, FL	29
Burlington - Plattsburgh, NY	7	Greenville, New Bern., NC	2	New Orleans, LA	8	Terre Haute, IN	3
Butte - Bozeman, MT	-	Greenwood - Greenville, SC	-	New York, NY	74	Toledo, OH	7
Casper - Riverton, WY	19	Harlingen - Wesl. - Brownsville, TX	3	Norfolk - VA. Beach +, VA	8	Topeka, KS	7
Cedar Rapids - Dubuque, IA	14	Harrisburg - Lanc. - Lebanon, PA	14	North Platte, NE	2	Traverse City - Cadillac, MI	12
Champaign - Springfield, IL	7	Harrisonburg, VA	1	Odessa - Midland, TX	2	Tri - Cities, TN/VA	4
Charleston - Huntington, WV	2	Hartford - New Haven, CT	18	Oklahoma City, OK	14	Tucson - Nogales, AZ	16
Charleston, SC	7	Hattiesburg - Laurel, MS	2	Omaha, NE	14	Tulsa, OK	9
Charlotte, NC	13	Helena, MT	-	Orlando - Daytona Beach, FL	30	Twin Falls, ID	14
Charlottesville, VA	2	Honolulu, HI	-	Ottumwa - Kirksville, IA	1	Tyler - Longview - Lufkin, TX	6
Chattanooga, TN	6	Houston, TX	42	Paducah - Cape Girardeau, MO	5	Utica, NY	4
Cheyenne - Scottsbluff, NE	4	Huntsville - Decatur, AL	8	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	77	Idaho Falls - Pocatello, ID	126	Panama City, FL	-	Waco - Temple +, TX	8
Chico - Redding, CA	12	Indianapolis, IN	16	Parkersburg, WV	2	Washington, D.C.	55
Cincinnati, OH	21	Jackson, MS	6	Peoria - Bloomington, IL	5	Watertown, NY	2
Clarksburg - Weston, WV	1	Jackson, TN	3	Philadelphia, PA	41	Wausau - Rhinelander, WI	17
Cleveland, OH	25	Jacksonville - Brunswick, GA	20	Phoenix, AZ	52	West Palm Beach +, FL	14
Colorado Springs - Pueblo, CO	24	Johnstown - Altoona, PA	6	Pittsburgh, PA	14	Wheeling - Steubenville, OH	1
Columbia - Jefferson, MO	6	Jonesboro, AR	1	Portland - Auburn, ME	7	Wichita - Hutchinson, KS	13
Columbia, SC	5	Joplin - Pittsburg, KS	-	Portland, OR	87	Wichita Falls - Lawton, OK	-
Columbus - Tupelo, MS	1	Juneau, AK	7	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	6
Columbus, GA	4	Kansas City, KS	23	Providence - New Bedford, RI	3	Wilmington, NC	1
Columbus, OH	18	Knoxville, TN	7	Quincy - Hannibal - +, MO	4	Yakima - Pasco +, WA	37
Corpus Christi, TX	2	La Crosse - Eau Claire, WI	8	Raleigh - Durham, NC	9	Youngstown, OH	1
Dallas - Ft. Worth, TX	43	Lafayette, IN	1	Rapid City, SD	41	Yuma - El Centro, AZ	2
Davenport - Rock Island, IA	7	Lafayette, LA	1	Reno, NV	17	Zanesville, OH	-
Dayton, OH	14	Lake Charles, LA	1	Richmond - Petersburg, VA	9		
Denver, CO	126	Lansing, MI	8	Roanoke - Lynchburg, VA	3		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Nonresident VFR, 2005 Designated Marketing Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>2,538</b>						
Abilene - Sweetwater	-	Des Moines - Ames, IA	6	Laredo, TX	-	Rochester - Mason City, MN	5
Albany, GA	1	Detroit, MI	12	Las Vegas, NV	25	Rochester, NY	2
Albany-Schenectady-Albany, NY	2	Dothan, AL	1	Lexington, KY	-	Rockford, IL	6
Albuquerque - Santa Fe, NM	18	Duluth - Superior, MN	7	Lima, OH	-	Sacramento - Stockton, CA	46
Alexandria, LA	-	El Paso, TX	1	Lincoln & Hastings +, NE	4	Salisbury, MD	1
Alpena, MI	-	Elmira, NY	-	Little Rock - Pine Bluff, AR	7	<b>Salt Lake City, UT</b>	<b>137</b>
Amarillo, TX	3	Erie, PA	2	Los Angeles, CA	84	San Angelo, TX	-
Anchorage, AK	32	Eugene, OR	15	Louisville, KY	5	San Antonio, TX	9
Atlanta, GA	23	Eureka, CA	2	Lubbock, TX	-	San Diego, CA	27
Augusta, GA	-	Evansville, IL	1	Macon, GA	2	San Francisco - Oakland, CA	38
Austin, TX	5	Fairbanks, AK	6	Madison, WI	14	Santa Barbara +, CA	13
Bakersfield, CA	4	Fargo - Valley City, ND	43	Mankato, MN	6	Savannah, GA	-
Baltimore, MD	9	Flint - Saginaw, MI	12	Marquette, MI	4	<b>Seattle - Tacoma, WA</b>	<b>219</b>
Bangor, ME	3	Florence-Myrtle Beach, SC	1	Medford - Klamath Falls, OR	12	Sherman - Ada, OK	-
Baton Rouge, LA	4	Fresno - Visalia, CA	5	Memphis, TN	5	Shreveport, LA	1
Beaumont - Port Arthur, TX	2	Ft. Meyers - Naples, FL	6	Meridian, MS	-	Sioux City, IA	4
Bend, OR	9	Ft. Smith, AR	4	Miami - Ft. Lauderdale, FL	8	Sioux Falls - Mitchell, SD	24
Billings, MT	19	Ft. Wayne, IN	2	Milwaukee, WI	10	South Bend - Elkhart, IN	-
Biloxi - Gulfport, MS	-	Gainesville, FL	-	<b>Minneapolis - St. Paul, MN</b>	<b>111</b>	<b>Spokane, WA</b>	<b>224</b>
Binghampton, NY	-	Glendive, MT	-	Minot - Bismark +, ND	71	Springfield - Holyoke, MA	1
Birmingham, AL	5	Grand Junction - Monticello, CO	7	Missoula, MT	-	Springfield, MO	7
Bluefield - Beckley, WV	-	Grand Rapids - Kalamazoo, MI	9	Mobile - Pensacola, AL	3	St. Joseph, MO	1
Boise, ID	49	Great Falls, MT	-	Monroe - El Dorado, LA	-	St. Louis, MO	9
Boston, MA	17	Green Bay - Appleton, WI	6	Monterey - Salinas, CA	5	Syracuse, NY	3
Bowling Green, KY	-	Greensboro - HP- Winston-Salem, NC	4	Montgomery, AL	-	Tallahassee - Thomasville, FL	4
Buffalo, NY	3	Greenville - Spart. - Anderson, SC	7	Nashville, TN	7	Tampa - St. Petersburg, FL	14
Burlington - Plattsburgh, NY	5	Greenville, New Bern., NC	1	New Orleans, LA	3	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenwood - Greenville, SC	-	New York, NY	27	Toledo, OH	2
Casper - Riverton, WY	37	Harlingen - Wesl. - Brownsville, TX	1	Norfolk - VA. Beach +, VA	7	Topeka, KS	3
Cedar Rapids - Dubuque, IA	5	Harrisburg - Lanc. - Lebanon, PA	4	North Platte, NE	-	Traverse City - Cadillac, MI	3
Champaign - Springfield, IL	2	Harrisonburg, VA	1	Odessa - Midland, TX	1	Tri - Cities, TN/VA	2
Charleston - Huntington, WV	2	Hartford - New Haven, CT	8	Oklahoma City, OK	7	Tucson - Nogales, AZ	17
Charleston, SC	2	Hattiesburg - Laurel, MS	-	Omaha, NE	9	Tulsa, OK	8
Charlotte, NC	5	Helena, MT	-	Orlando - Daytona Beach, FL	9	Twin Falls, ID	25
Charlottesville, VA	-	Honolulu, HI	-	Ottumwa - Kirksville, IA	1	Tyler - Longview - Lufkin, TX	4
Chattanooga, TN	1	Houston, TX	25	Paducah - Cape Girardeau, MO	2	Utica, NY	1
Cheyenne - Scottsbluff, NE	8	Huntsville - Decatur, AL	-	Palm Springs, CA	-	Victoria, TX	1
Chicago, IL	24	<b>Idaho Falls - Pocatello, ID</b>	<b>88</b>	Panama City, FL	2	Waco - Temple +, TX	3
Chico - Redding, CA	8	Indianapolis, IN	10	Parkersburg, WV	1	Washington, D.C.	19
Cincinnati, OH	9	Jackson, MS	-	Peoria - Bloomington, IL	2	Watertown, NY	2
Clarksburg - Weston, WV	-	Jackson, TN	1	Philadelphia, PA	13	Wausau - Rhinelander, WI	8
Cleveland, OH	10	Jacksonville - Brunswick, GA	7	Phoenix, AZ	62	West Palm Beach +, FL	7
Colorado Springs - Pueblo, CO	17	Johnstown - Altoona, PA	2	Pittsburgh, PA	7	Wheeling - Steubenville, OH	-
Columbia - Jefferson, MO	2	Jonesboro, AR	1	Portland - Auburn, ME	3	Wichita - Hutchinson, KS	8
Columbia, SC	3	Joplin - Pittsburg, KS	-	<b>Portland, OR</b>	<b>113</b>	Wichita Falls - Lawton, TX	1
Columbus - Tupelo, MS	1	Juneau, AK	8	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	4
Columbus, GA	-	Kansas City, KS	11	Providence - New Bedford, MA	1	Wilmington, NC	1
Columbus, OH	3	Knoxville, TN	2	Quincy - Hannibal - +, MO	-	Yakima - Pasco +, WA	40
Corpus Christi, TX	2	La Crosse - Eau Claire, WI	7	Raleigh - Durham, NC	4	Youngstown, OH	4
Dallas - Ft. Worth, TX	20	Lafayette, IN	-	Rapid City, SD	49	Yuma - El Centro, AZ	3
Davenport - Rock Island, IA	5	Lafayette, LA	-	Reno, NV	16	Zanesville, OH	-
Dayton, OH	4	Lake Charles, LA	1	Richmond - Petersburg, VA	4		
<b>Denver, CO</b>	<b>127</b>	Lansing, MI	3	Roanoke - Lynchburg, VA	3		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Nonresident Business Visitors, 2005 Designated Marketing Area

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	1,761						
Abilene - Sweetwater	1	Des Moines - Ames, IA	8	Laredo, TX	-	Rochester - Mason City	2
Albany, GA	-	Detroit, MI	4	Las Vegas, NV	15	Rochester, NY	1
Albany-Schenectady	2	Dothan, AL	-	Lexington, KY	1	Rockford, IL	-
Albuquerque - Santa Fe	20	Duluth - Superior, MN	1	Lima, OH	-	Sacramento - Stockton	19
Alexandria, LA	-	El Paso, TX	2	Lincoln & Hastings +, NE	5	Salisbury, MD	-
Alpena, MI	-	Elmira, NY	-	Little Rock - Pine Bluff	4	<b>Salt Lake City, UT</b>	<b>139</b>
Amarillo, TX	1	Erie, PA	-	<b>Los Angeles, CA</b>	<b>62</b>	San Angelo, TX	-
Anchorage, AK	5	Eugene, OR	13	Louisville, KY	2	San Antonio, TX	5
Atlanta, GA	17	Eureka, CA	-	Lubbock, TX	1	San Diego, CA	21
Augusta, GA	1	Evansville, IL	-	Macon, GA	4	San Francisco - Oakland	36
Austin, TX	4	Fairbanks, AK	1	Madison, WI	6	Santa Barbara +, CA	5
Bakersfield, CA	2	Fargo - Valley City, ND	28	Mankato, MN	3	Savannah, GA	1
Baltimore, MD	5	Flint - Saginaw, MI	1	Marquette, MI	-	<b>Seattle - Tacoma, WA</b>	<b>123</b>
Bangor, ME	1	Florence-Myrtle Beach	-	Medford - Klamath Falls	5	Sherman - Ada, OK	1
Baton Rouge, LA	2	Fresno - Visalia, CA	6	Memphis, TN	2	Shreveport, LA	2
Beaumont - Port Arthur	2	Ft. Meyers - Naples, FL	1	Meridian, MS	2	Sioux City, IA	2
Bend, OR	4	Ft. Smith, AR	2	Miami - Ft. Lauderdale	3	Sioux Falls - Mitchell, SD	6
Billings, MT	27	Ft. Wayne, IN	-	Milwaukee, WI	4	South Bend - Elkhart, IN	2
Biloxi - Gulfport, MS	1	Gainesville, FL	1	Minneapolis - St. Paul	47	<b>Spokane, WA</b>	<b>171</b>
Binghampton, NY	-	Glendive, MT	-	Minot - Bismark - +, ND	48	Springfield - Holyoke, MA	-
Birmingham, AL	4	Grand Junction - Monticello	3	Missoula, MT	3	Springfield, MO	8
Bluefield - Beckley, WV	-	Grand Rapids - Kalamazoo	6	Mobile - Pensacola, AL	6	St. Joseph, MO	-
Boise, ID	47	Great Falls, MT	2	Monroe - El Dorado, LA	-	St. Louis, MO	8
Boston, MA	10	Green Bay - Appleton	7	Monterey - Salinas, CA	1	Syracuse, NY	1
Bowling Green, KY	-	Greensboro - HP - Winston-Salem	1	Montgomery, AL	1	Tallahassee - Thomasville	-
Buffalo, NY	-	Greenville - Spart. - Anderson	4	Nashville, TN	6	Tampa - St. Petersburg	10
Burlington - Plattsburgh	2	Greenville, New Bern.	-	New Orleans, LA	2	Terre Haute, IN	1
Butte - Bozeman, MT	-	Greenwood - Greenville	-	New York, NY	16	Toledo, OH	2
Casper - Riverton, WY	28	Harlingen - Wesl. - Brownsville	1	Norfolk - VA. Beach +, VA	2	Topeka, KS	4
Cedar Rapids - Dubuque	2	Harrisburg - Lanc. - Lebanon	2	North Platte, NE	-	Traverse City - Cadillac	4
Champaign - Springfield	2	Harrisonburg, VA	-	Odessa - Midland, TX	2	Tri - Cities, TN/VA	1
Charleston - Huntington	2	Hartford - New Haven	2	Oklahoma City, OK	6	Tucson - Nogales, AZ	3
Charleston, SC	2	Hattiesburg - Laurel, MS	-	Omaha, NE	9	Tulsa, OK	3
Charlotte, NC	6	Helena, MT	-	Orlando - Daytona Beach	4	Twin Falls, ID	17
Charlottesville, VA	1	Honolulu, HI	-	Ottumwa - Kirksville, IA	-	Tyler - Longview - Lufkin	5
Chattanooga, TN	3	Houston, TX	21	Paducah - Cape Girardeau	1	Utica, NY	-
Cheyenne - Scottsbluff	5	Huntsville - Decatur, AL	-	Palm Springs, CA	-	Victoria, TX	2
Chicago, IL	27	<b>Idaho Falls - Pocatello</b>	<b>99</b>	Panama City, FL	1	Waco - Temple +, TX	3
Chico - Redding, CA	3	Indianapolis, IN	5	Parkersburg, WV	-	Washington, D.C.	22
Cincinnati, OH	2	Jackson, MS	1	Peoria - Bloomington, IL	-	Watertown, NY	-
Clarksburg - Weston, WV	-	Jackson, TN	1	Philadelphia, PA	11	Wausau - Rhinelander	-
Cleveland, OH	5	Jacksonville - Brunswick	1	Phoenix, AZ	38	West Palm Beach +, FL	3
Colorado Springs - Pueblo	9	Johnstown - Altoona, PA	-	Pittsburgh, PA	8	Wheeling - Steubenville	-
Columbia - Jefferson	3	Jonesboro, AR	-	Portland - Auburn, ME	4	Wichita - Hutchinson	3
Columbia, SC	2	Joplin - Pittsburg, KS	1	<b>Portland, OR</b>	<b>64</b>	Wichita Falls - Lawton	1
Columbus - Tupelo, MS	-	Juneau, AK	9	Presque Isle, ME	-	Wilkes-Barre - Scranton	2
Columbus, GA	-	Kansas City, KS	3	Providence - New Bedford	1	Wilmington, NC	1
Columbus, OH	7	Knoxville, TN	5	Quincy - Hannibal - +, MO	2	Yakima - Pasco +, WA	20
Corpus Christi, TX	-	La Crosse - Eau Claire	-	Raleigh - Durham, NC	6	Youngstown, OH	-
Dallas - Ft. Worth, TX	28	Lafayette, IN	1	Rapid City, SD	28	Yuma - El Centro, AZ	-
Davenport - Rock Island	2	Lafayette, LA	-	Reno, NV	8	Zanesville, OH	-
Dayton, OH	4	Lake Charles, LA	-	Richmond - Petersburg	2		
<b>Denver, CO</b>	<b>107</b>	Lansing, MI		Roanoke - Lynchburg	4		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Nonresident Pass Through Visitors, 2005 Designated Marketing Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>3,481</b>						
Abilene - Sweetwater	1	Des Moines - Ames, IA	9	Laredo, TX	-	Rochester - Mason City, MN	9
Albany, GA	1	Detroit, MI	15	Las Vegas, NV	67	Rochester, NY	4
Albany-Schenectady-Albany, NY	4	Dothan, AL	-	Lexington, KY	4	Rockford, IL	1
Albuquerque - Santa Fe, NM	28	Duluth - Superior, MN	18	Lima, OH	1	Sacramento - Stockton, CA	40
Alexandria, LA	1	El Paso, TX	3	Lincoln & Hastings +, NE	10	Salisbury, MD	1
Alpena, MI	-	Elmira, NY	2	Little Rock - Pine Bluff, AR	6	<b>Salt Lake City, UT</b>	<b>362</b>
Amarillo, TX	4	Erie, PA	1	<b>Los Angeles, CA</b>	<b>131</b>	San Angelo, TX	-
Anchorage, AK	40	Eugene, OR	9	Louisville, KY	1	San Antonio, TX	5
Atlanta, GA	11	Eureka, CA	2	Lubbock, TX	4	San Diego, CA	30
Augusta, GA	1	Evansville, IL	3	Macon, GA	2	San Francisco - Oakland, CA	35
Austin, TX	12	Fairbanks, AK	14	Madison, WI	12	Santa Barbara +, CA	8
Bakersfield, CA	9	Fargo - Valley City, ND	47	Mankato, MN	7	Savannah, GA	1
Baltimore, MD	3	Flint - Saginaw, MI	2	Marquette, MI	6	<b>Seattle - Tacoma, WA</b>	<b>318</b>
Bangor, ME	1	Florence-Myrtle Beach, SC	1	Medford - Klamath Falls, OR	11	Sherman - Ada, OK	1
Baton Rouge, LA	2	Fresno - Visalia, CA	10	Memphis, TN	3	Shreveport, LA	-
Beaumont - Port Arthur, TX	-	Ft. Meyers - Naples, FL	3	Meridian, MS	-	Sioux City, IA	7
Bend, OR	8	Ft. Smith, AR	4	Miami - Ft. Lauderdale, FL	4	Sioux Falls - Mitchell, SD	17
Billings, MT*	55	Ft. Wayne, IN	5	Milwaukee, WI	13	South Bend - Elkhart, IN	8
Biloxi - Gulfport, MS	3	Gainesville, FL	-	<b>Minneapolis - St. Paul, MN</b>	<b>103</b>	<b>Spokane, WA</b>	<b>422</b>
Binghamton, NY	-	Glendive, MT	-	Minot - Bismark +, ND	80	Springfield - Holyoke, MA	-
Birmingham, AL	1	Grand Junction - Monticello, CO	4	Missoula, MT	-	Springfield, MO	8
Bluefield - Beckley, WV	2	Grand Rapids - Kalamazoo, MI	8	Mobile - Pensacola, AL	5	St. Joseph, MO	-
Boise, ID	84	Great Falls, MT	-	Monroe - El Dorado, AR	-	St. Louis, MO	7
Boston, MA	10	Green Bay - Appleton, WI	10	Monterey - Salinas, CA	1	Syracuse, NY	-
Bowling Green, KY	1	Greensboro - HP - Winston-Salem, NC	2	Montgomery, AL	1	Tallahassee - Thomasville, FL	5
Buffalo, NY	1	Greenville - Spart. - Anderson, SC	4	Nashville, TN	3	Tampa - St. Petersburg, FL	12
Burlington - Plattsburgh, NY	8	Greenville, New Bern., NC	1	New Orleans, LA	6	Terre Haute, IN	3
Butte - Bozeman, MT	-	Greenwood - Greenville, SC	-	New York, NY	15	Toledo, OH	5
Casper - Riverton, WY	34	Harlingen - Wesl. - Brownsville, TX	-	Norfolk - VA. Beach +, VA	8	Topeka, KS	4
Cedar Rapids - Dubuque, IA	4	Harrisburg - Lanc. - Lebanon, PA	9	North Platte, NE	1	Traverse City - Cadillac, MI	4
Champaign - Springfield, IL	6	Harrisonburg, VA	2	Odessa - Midland, TX	1	Tri - Cities, TN/VA	1
Charleston - Huntington, WV	6	Hartford - New Haven, CT	5	Oklahoma City, OK	5	Tucson - Nogales, AZ	22
Charleston, SC	1	Hattiesburg - Laurel, MS	1	Omaha, NE	4	Tulsa, OK	7
Charlotte, NC	3	Helena, MT	-	Orlando - Daytona Beach, FL	7	Twin Falls, ID	58
Charlottesville, VA	-	Honolulu, HI	-	Ottumwa - Kirksville, IA	1	Tyler - Longview - Lufkin, TX	3
Chattanooga, TN	3	Houston, TX	18	Paducah - Cape Girardeau, MO	6	Utica, NY	1
Cheyenne - Scottsbluff, NE	4	Huntsville - Decatur, AL	2	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	31	<b>Idaho Falls - Pocatello, ID</b>	<b>295</b>	Panama City, FL	2	Waco - Temple +, TX	2
Chico - Redding, CA	4	Indianapolis, IN	7	Parkersburg, WV	-	Washington, D.C.	9
Cincinnati, OH	5	Jackson, MS	2	Peoria - Bloomington, IL	4	Watertown, NY	-
Clarksburg - Weston, WV	-	Jackson, TN	-	Philadelphia, PA	11	Wausau - Rhinelander, WI	7
Cleveland, OH	5	Jacksonville - Brunswick, GA	2	Phoenix, AZ	92	West Palm Beach +, FL	5
Colorado Springs - Pueblo, CO	15	Johnstown - Altoona, PA	2	Pittsburgh, PA	3	Wheeling - Steubenville, OH	1
Columbia - Jefferson, MO	-	Jonesboro, AR	1	Portland - Auburn, ME	3	Wichita - Hutchinson, KS	13
Columbia, SC	2	Joplin - Pittsburg, KS	2	Portland, OR	93	Wichita Falls - Lawton, OK	1
Columbus - Tupelo, MS	1	Juneau, AK	8	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	3
Columbus, GA	2	Kansas City, KS	10	Providence - New Bedford, MA	1	Wilmington, NC	1
Columbus, OH	10	Knoxville, TN	5	Quincy - Hannibal - +, MO	2	Yakima - Pasco +, WA	42
Corpus Christi, TX	1	La Crosse - Eau Claire, WI	5	Raleigh - Durham, NC	1	Youngstown, OH	1
Dallas - Ft. Worth, TX	18	Lafayette, IN	-	Rapid City, SD	83	Yuma - El Centro, AZ	6
Davenport - Rock Island, IA	9	Lafayette, LA	1	Reno, NV	25	Zanesville, OH	1
Dayton, OH	5	Lake Charles, LA	1	Richmond - Petersburg, VA	3		
<b>Denver, CO</b>	<b>111</b>	Lansing, MI	-	Roanoke - Lynchburg, VA	2		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## **Appendix B**

### **Nielsen Media Research Designated Market Areas: Percent of U.S. TV Households and Percent of Montana Vacationers**



**Designated Market Area Saturation: Percent of TV Households vs  
Percent of Montana Vacationers**

<b>Rank</b>	<b>Designated Market Area® (DMA)</b>	<b>% of Total US TV Households (112,798,170)</b>	<b>MT Vacationers</b>	<b>% of MT Vacationers</b>	<b>Difference between % of US and % of Vacationers</b>
<b>Total</b>		<b>100.00%</b>	<b>3,665</b>	<b>100.00%</b>	
1	New York	6.55%	74	2.02%	4.53%
2	Los Angeles	5.01%	143	3.90%	1.10%
3	Chicago	3.08%	77	2.10%	0.97%
4	Philadelphia	2.61%	41	1.12%	1.49%
5	Dallas-Ft. Worth	2.16%	43	1.17%	0.99%
6	San Francisco-Oakland-San J	2.14%	76	2.07%	0.07%
7	Boston (Manchester)	2.12%	52	1.42%	0.70%
8	Atlanta	2.05%	59	1.61%	0.44%
9	Washington, DC (Hagerstown)	2.05%	55	1.50%	0.55%
10	Houston	1.82%	42	1.15%	0.67%
11	Detroit	1.71%	32	0.87%	0.83%
12	Phoenix (Prescott)	1.60%	52	1.42%	0.18%
13	Tampa-St. Petersburg (Sarasota)	1.58%	29	0.79%	0.79%
14*	Seattle-Tacoma	1.58%	256	6.98%	-5.41%
15	Minneapolis-St. Paul	1.51%	183	4.99%	-3.48%
16	Miami-Ft. Lauderdale	1.36%	16	0.44%	0.93%
17	Cleveland-Akron (Canton)	1.36%	25	0.68%	0.68%
18	Denver	1.31%	126	3.44%	-2.13%
19	Orlando-Daytona Beach-Melbourne	1.27%	30	0.82%	0.45%
20	Sacramento-Stockton-Modesto	1.23%	64	1.75%	-0.51%
21	St. Louis	1.10%	25	0.68%	0.42%
22	Pittsburgh	1.03%	14	0.38%	0.64%
23	Portland, OR	1.02%	87	2.37%	-1.35%
24	Baltimore	0.97%	20	0.55%	0.43%
25	Charlotte	0.96%	13	0.35%	0.61%
26	Indianapolis	0.95%	16	0.44%	0.51%
27	San Diego	0.93%	48	1.31%	-0.38%
28	Raleigh-Durham (Fayetteville)	0.92%	9	0.25%	0.68%
29	Hartford & New Haven	0.89%	18	0.49%	0.40%
30	Nashville	0.86%	11	0.30%	0.56%
31	Kansas City	0.82%	23	0.63%	0.19%
32	Columbus, OH	0.80%	18	0.49%	0.31%
33	Cincinnati	0.80%	21	0.57%	0.23%
34	Milwaukee	0.79%	33	0.90%	-0.11%
35	Salt Lake City	0.78%	186	5.08%	-4.30%
36	Greenville-Spartanburg-Anderson	0.74%	14	0.38%	0.36%
37	San Antonio	0.70%	17	0.46%	0.24%
38	West Palm Beach-Ft. Pierce	0.69%	14	0.38%	0.31%
39	Grand Rapids-Kalamazoo-B. Crk	0.66%	12	0.33%	0.33%
40	Birmingham (Ann, Tusc)	0.65%	6	0.16%	0.48%
41	Harrisburg-Lancaster-Lebanon-York	0.64%	14	0.38%	0.26%
42	Norfolk-Portsmouth-Newport	0.64%	8	0.22%	0.42%

43	Las Vegas	0.63%	23	0.63%	0.00%
44	Albuquerque-Santa Fe	0.60%	22	0.60%	0.00%
45	Oklahoma City	0.60%	14	0.38%	0.22%
46	Greensboro-H.Point-W.Salem	0.60%	12	0.33%	0.27%
47	Memphis	0.59%	12	0.33%	0.26%
48	Louisville	0.58%	10	0.27%	0.31%
49	Jacksonville	0.58%	20	0.55%	0.04%
50	Buffalo	0.56%	9	0.25%	0.32%
51	Austin	0.56%	28	0.76%	-0.20%
52	Providence-New Bedford	0.56%	3	0.08%	0.47%
53	New Orleans	0.53%	8	0.22%	0.31%
54	Wilkes Barre-Scranton	0.53%	6	0.16%	0.36%
55	Fresno-Visalia	0.50%	17	0.46%	0.04%
56	Albany-Schenectady-Troy	0.49%	9	0.25%	0.25%
57	Little Rock- Pine Bluff	0.49%	9	0.25%	0.24%
58	Knoxville	0.47%	7	0.19%	0.28%
59	Richmond-Petersburg	0.47%	9	0.25%	0.22%
60	Tulsa	0.46%	9	0.25%	0.22%
61	Mobile-Pensacola	0.46%	10	0.27%	0.19%
62	Dayton	0.45%	14	0.38%	0.07%
63	Ft. Myers-Naples	0.44%	9	0.25%	0.19%
64	Lexington	0.44%	7	0.19%	0.24%
65	Charleston-Huntington	0.42%	2	0.05%	0.37%
66	Flint-Saginaw-Bay City	0.42%	7	0.19%	0.23%
67	Roanoke-Lynchburg	0.40%	3	0.08%	0.32%
68	Tucson	0.40%	16	0.44%	-0.04%
69	Wichita-Hutchinson	0.40%	13	0.35%	0.04%
70	Green Bay-Appleton	0.39%	22	0.60%	-0.21%
71	Des Moines-Ames	0.38%	14	0.38%	0.00%
72	Toledo	0.38%	7	0.19%	0.19%
73	Honolulu	0.38%	0	0.00%	0.38%
74	Springfield, MO	0.36%	11	0.30%	0.06%
75	Omaha	0.36%	14	0.38%	-0.02%
76	Portland-Auburn	0.36%	7	0.19%	0.17%
77	Spokane	0.36%	186	5.08%	-4.72%
78	Rochester, NY	0.35%	6	0.16%	0.18%
79	Paducah-Cape Girard-Harsbg	0.35%	5	0.14%	0.21%
80	Syracuse	0.34%	4	0.11%	0.23%
81	Columbia, SC	0.34%	5	0.14%	0.20%
82	Shreveport	0.34%	2	0.05%	0.29%
83	Huntsville-Decatur	0.34%	8	0.22%	0.12%
84	Champaign&Sprngfld-Decatur	0.34%	7	0.19%	0.15%
85	Madison	0.33%	23	0.63%	-0.30%
86	Chattanooga	0.31%	6	0.16%	0.15%
87	Cedar Rapids-Wtrlo-IWC&Dut	0.30%	14	0.38%	-0.08%
88	Harlingen-Wslco-Brnsvl-McA	0.30%	3	0.08%	0.22%
89	South Bend-Elkhart	0.30%	4	0.11%	0.19%
90	Jackson, MS	0.30%	6	0.16%	0.13%
91	Tri-Cities, TN-VA	0.29%	4	0.11%	0.18%

92	Burlington-Plattsburgh	0.29%	7	0.19%	0.10%
93	Colorado Springs-Pueblo	0.29%	24	0.65%	-0.37%
94	Baton Rouge	0.28%	3	0.08%	0.20%
95	Waco-Temple-Bryan	0.28%	8	0.22%	0.06%
96	Davenport-R.Island-Moline	0.27%	7	0.19%	0.08%
97	Savannah	0.27%	4	0.11%	0.16%
98	El Paso (Las Cruces)	0.27%	2	0.05%	0.21%
99	Johnstown-Altoona-St Colge	0.26%	6	0.16%	0.10%
100	Charleston, SC	0.26%	7	0.19%	0.07%
101	Evansville	0.26%	5	0.14%	0.12%
102	Ft. Smith-Fay-Springdl-Rgrs	0.26%	4	0.11%	0.15%
103	Myrtle Beach-Florence	0.25%	2	0.05%	0.19%
104	Lincoln & Hastings-Krny	0.25%	12	0.33%	-0.08%
105	Greenville-N.Bern-Washngtn	0.25%	2	0.05%	0.19%
106	Youngstown	0.24%	1	0.03%	0.21%
107	Ft. Wayne	0.24%	3	0.08%	0.16%
108	Tallahassee-Thomasville	0.24%	8	0.22%	0.02%
109	Springfield-Holyoke	0.23%	4	0.11%	0.12%
110	Reno	0.23%	17	0.46%	-0.23%
111	Tyler-Longview(Lfkn&Ncgd)	0.23%	6	0.16%	0.07%
112	Lansing	0.23%	8	0.22%	0.01%
113	Boise	0.22%	30	0.82%	-0.60%
114	Sioux Falls (Mitchell)	0.22%	24	0.65%	-0.43%
115	Augusta	0.22%	6	0.16%	0.06%
116	Traverse City-Cadillac	0.22%	12	0.33%	-0.11%
117	Peoria-Bloomington	0.22%	5	0.14%	0.08%
118	Montgomery-Selma	0.22%	4	0.11%	0.11%
119	Fargo-Valley City	0.21%	42	1.15%	-0.94%
120	Eugene	0.21%	13	0.35%	-0.15%
121	Macon	0.21%	3	0.08%	0.13%
122	SantaBarbra-SanMar-SanLuO	0.21%	11	0.30%	-0.09%
123	Lafayette, LA	0.20%	1	0.03%	0.17%
124	Monterey-Salinas	0.20%	8	0.22%	-0.02%
125	Bakersfield	0.19%	5	0.14%	0.06%
126	Yakima-Pasco-RchInd-Knnwck	0.19%	37	1.01%	-0.82%
127	La Crosse-Eau Claire	0.19%	8	0.22%	-0.03%
128	Columbus, GA (Opelika, AL)	0.18%	4	0.11%	0.07%
129	Corpus Christi	0.17%	2	0.05%	0.12%
130	Chico-Redding	0.17%	12	0.33%	-0.15%
131	Amarillo	0.17%	5	0.14%	0.03%
132	Rockford	0.17%	5	0.14%	0.03%
133	Columbus-Tupelo-West Point	0.17%	1	0.03%	0.14%
134	Wausau-Rhinelanders	0.16%	17	0.46%	-0.30%
135	Wilmington	0.16%	1	0.03%	0.13%
136	Monroe-El Dorado	0.16%	1	0.03%	0.13%
137	Columbia-Jefferson City	0.15%	6	0.16%	-0.01%
138	Duluth-Superior	0.15%	29	0.79%	-0.64%
139	Topeka	0.15%	7	0.19%	-0.04%
140	Medford-Klamath Falls	0.15%	7	0.19%	-0.04%

141	Beaumont-Port Arthur	0.15%	2	0.05%	0.09%
142	Erie	0.14%	2	0.05%	0.09%
143	Sioux City	0.14%	5	0.14%	0.00%
144	Palm Springs	0.14%	0	0.00%	0.14%
145	Joplin-Pittsburg	0.14%	0	0.00%	0.14%
146	Albany, GA	0.14%	0	0.00%	0.14%
147	Salisbury	0.14%	1	0.03%	0.11%
148	Lubbock	0.14%	4	0.11%	0.03%
149	Wichita Falls & Lawton	0.14%	0	0.00%	0.14%
150	Anchorage	0.13%	10	0.27%	-0.14%
151	Terre Haute	0.13%	3	0.08%	0.05%
152	Bangor	0.13%	2	0.05%	0.07%
153	Rochestr-Mason City-Austin	0.13%	6	0.16%	-0.04%
154	PanamaCity	0.13%	0	0.00%	0.13%
155	Bluefield-Beckley-Oak Hill	0.13%	0	0.00%	0.13%
156	Binghamton	0.12%	2	0.05%	0.07%
157	Odessa-Midland	0.12%	2	0.05%	0.07%
158	Minot-Bismarck-Dickinson	0.12%	82	2.24%	-2.12%
159	Wheeling-Steubenville	0.12%	1	0.03%	0.09%
160	Biloxi-Gulfport	0.12%	3	0.08%	0.03%
161	Sherman-Ada	0.11%	2	0.05%	0.06%
162	Gainesville	0.11%	4	0.11%	0.00%
163	Idaho Falls-Pocatello	0.11%	126	3.44%	-3.33%
164	Abilene-Sweetwater	0.10%	5	0.14%	-0.04%
165	Yuma-El Centro	0.10%	2	0.05%	0.05%
166	Clarksburg-Weston	0.10%	1	0.03%	0.07%
167	Missoula	0.10%			0.10%
168	Hattiesburg-Laurel	0.09%	2	0.05%	0.04%
169	Utica	0.09%	4	0.11%	-0.02%
170	Billings	0.09%	29	0.79%	-0.70%
171	Quincy-Hannibal-Keokuk	0.09%	4	0.11%	-0.02%
172	Dothan	0.09%	1	0.03%	0.06%
173	Elmira	0.09%	1	0.03%	0.06%
174	Jackson, TN	0.09%	3	0.08%	0.00%
175	Rapid City	0.08%	41	1.12%	-1.03%
176	Lake Charles	0.08%	1	0.03%	0.06%
177	Watertown	0.08%	2	0.05%	0.03%
178	Harrisonburg	0.08%	1	0.03%	0.05%
179	Marquette	0.08%	3	0.08%	0.00%
180	Alexandria, LA	0.08%	2	0.05%	0.02%
181	Charlottesville	0.08%	2	0.05%	0.02%
182	Jonesboro	0.07%	1	0.03%	0.04%
183	Bowling Green	0.07%	1	0.03%	0.04%
184	Greenwood-Greenville	0.07%	0	0.00%	0.07%
185	Lima	0.06%	1	0.03%	0.04%
186	Meridian	0.06%	0	0.00%	0.06%
187	Grand Junction-Montrose	0.06%	7	0.19%	-0.13%
188	Laredo	0.06%	0	0.00%	0.06%
189	Lafayette, IN	0.06%	1	0.03%	0.03%

190	Parkersburg	0.06%	2	0.05%	0.00%
191	Great Falls	0.06%			0.06%
192	Bend, OR	0.06%	14	0.38%	-0.33%
193	Twin Falls	0.06%	14	0.38%	-0.33%
194	Butte-Bozeman	0.06%			0.06%
195	Eureka	0.05%	5	0.14%	-0.08%
196	Cheyenne-Scottsbluff	0.05%	4	0.11%	-0.06%
197	San Angelo	0.05%	1	0.03%	0.02%
198	Casper-Riverton	0.05%	19	0.52%	-0.47%
199	Mankato	0.05%	3	0.08%	-0.04%
200	Ottumwa-Kirksville	0.05%	1	0.03%	0.02%
201	St. Joseph	0.04%	2	0.05%	-0.01%
202	Zanesville	0.03%	0	0.00%	0.03%
203	Fairbanks	0.03%	5	0.14%	-0.11%
204	Victoria	0.03%	0	0.00%	0.03%
205	Presque Isle	0.03%	0	0.00%	0.03%
206	Helena	0.02%			0.02%
207	Juneau	0.02%	7	0.19%	-0.17%
208	Alpena	0.02%	0	0.00%	0.02%
209	North Platte	0.01%	2	0.05%	-0.04%
210	Glendive	0.00%			0.00%
Total		100.00%	3665	100.00%	

## **Appendix C**

### **DMAs of Repeat and First Time Vacationers**

## Repeat Vacationers, 2005 Designated Market Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	1,261						
Abilene - Sweetwater	1	Des Moines - Ames, IA	7	Laredo, TX	-	Rochester - Mason City	1
Albany, GA	-	Detroit, MI	7	Las Vegas, NV	9	Rochester, NY	1
Albany-Schenectady-Albany, NY	3	Dothan, AL	-	Lexington, KY	2	Rockford, IL	1
Albuquerque - Santa Fe, NM	4	Duluth - Superior, MN	12	Lima, OH	-	Sacramento - Stockton	26
Alexandria, LA	-	El Paso, TX	-	Lincoln & Hastings +, NE	4	Salisbury, MD	-
Alpena, MI	-	Elmira, NY	1	Little Rock - Pine Bluff, AR	2	Salt Lake City, UT	84
Amarillo, TX	1	Erie, PA	1	Los Angeles, CA	52	San Angelo, TX	-
Anchorage, AK	8	Eugene, OR	4	Louisville, KY	2	San Antonio, TX	5
Atlanta, GA	25	Eureka, CA	1	Lubbock, TX	1	San Diego, CA	13
Augusta, GA	1	Evansville, IL	2	Macon, GA	1	San Francisco - Oakland	17
Austin, TX	8	Fairbanks, AK	1	Madison, WI	10	Santa Barbara +, CA	5
Bakersfield, CA	2	Fargo - Valley City, ND	13	Mankato, MN	1	Savannah, GA	2
Baltimore, MD	5	Flint - Saginaw, MI	5	Marquette, MI	-	Seattle - Tacoma, WA	89
Bangor, ME	-	Florence-Myrtle Beach, SC	1	Medford - Klamath Falls, OR	4	Sherman - Ada, OK	1
Baton Rouge, LA	1	Fresno - Visalia, CA	3	Memphis, TN	6	Shreveport, LA	-
Beaumont - Port Arthur, TX	1	Ft. Meyers - Naples, FL	2	Meridian, MS	1	Sioux City, IA	3
Bend, OR	3	Ft. Smith, AR	4	Miami - Ft. Lauderdale, FL	4	Sioux Falls - Mitchell, SD	4
Billings, MT*	6	Ft. Wayne, IN	-	Milwaukee, WI	9	South Bend - Elkhart, IN	1
Biloxi - Gulfport, MS	1	Gainesville, FL	2	Minneapolis - St. Paul, MN	68	Spokane, WA	65
Binghamton, NY	-	Glendive, MT	-	Minot - Bismark +, ND	28	Springfield - Holyoke, MA	-
Birmingham, AL	2	Grand Junction - Monticello, CO	3	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, WV	1	Grand Rapids - Kalamazoo, MI	7	Mobile - Pensacola, AL	5	St. Joseph, MO	-
Boise, ID	14	Great Falls, MT	-	Monroe - El Dorado, AR	-	St. Louis, MO	4
Boston, MA	13	Green Bay - Appleton, WI	8	Monterey - Salinas, CA	2	Syracuse, NY	-
Bowling Green, KY	1	Greensboro - HP - Winston-Salem, NC	3	Montgomery, AL	-	Tallahassee - Thomasville, FL	1
Buffalo, NY	1	Greenville - Spart. - Anderson, SC	5	Nashville, TN	5	Tampa - St. Petersburg - Clearwater, FL	11
Burlington - Plattsburgh, NY	5	Greenville, New Bern, NC	1	New Orleans, LA	5	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenwood - Greenville, SC	-	New York, NY	19	Toledo, OH	4
Casper - Riverton, WY	9	Harlingen - Wesl. - Brownsville, TX	1	Norfolk - VA. Beach +, VA	4	Topeka, KS	4
Cedar Rapids - Dubuque, IA	3	Harrisburg - Lanc. - Lebanon, PA	5	North Platte, NE	2	Traverse City - Cadillac, MI	5
Champaign - Springfield, IL	2	Harrisonburg, VA	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntington, WV	5	Hartford - New Haven, CT	4	Oklahoma City, OK	3	Tucson - Nogales, AZ	9
Charleston, SC	2	Hattiesburg - Laurel, MS	-	Omaha, NE	5	Tulsa, OK	4
Charlotte, NC	5	Helena, MT	-	Orlando - Daytona Beach, FL	9	Twin Falls, ID	8
Charlottesville, VA	1	Honolulu, HI	-	Ottumwa - Kirksville, IA	-	Tyler - Longview - Lufkin, TX	5
Chattanooga, TN	1	Houston, TX	10	Paducah - Cape Girardeau, MO	-	Utica, NY	3
Cheyenne - Scottsbluff, NE	-	Huntsville - Decatur, AL	4	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	29	Idaho Falls - Pocatello, ID	49	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	2	Indianapolis, IN	4	Parkersburg, WV	-	Washington, D.C.	14
Cincinnati, OH	7	Jackson, MS	-	Peoria - Bloomington, IL	-	Watertown, NY	-
Clarksburg - Weston, WV	-	Jackson, TN	2	Philadelphia, PA	16	Wausau - Rhinelander, WI	7
Cleveland, OH	6	Jacksonville - Brunswick, GA	5	Phoenix, AZ	22	West Palm Beach +, FL	4
Colorado Springs - Pueblo, CO	6	Johnstown - Altoona, PA	2	Pittsburgh, PA	5	Wheeling - Steubenville, OH	-
Columbia - Jefferson, MO	1	Jonesboro, AR	-	Portland - Auburn, ME	2	Wichita - Hutchinson, KS	10
Columbia, SC	-	Joplin - Pittsburg, KS	1	Portland, OR	36	Wichita Falls - Lawton, OK	-
Columbus - Tupelo, MS	-	Juneau, AK	1	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	1
Columbus, GA	1	Kansas City, KS	9	Providence - New Bedford, MA	-	Wilmington, NC	-
Columbus, OH	4	Knoxville, TN	2	Quincy - Hannibal - +, MO	-	Yakima - Pasco +, WA	14
Corpus Christi, TX	-	La Crosse - Eau Claire, WI	3	Raleigh - Durham, NC	1	Youngstown, OH	-
Dallas - Ft. Worth, TX	13	Lafayette, IN	-	Rapid City, SD	16	Yuma - El Centro, AZ	3
Davenport - Rock Island, IA	4	Lafayette, LA	-	Reno, NV	4	Zanesville, OH	-
Dayton, OH	4	Lake Charles, LA	-	Richmond - Petersburg, VA	3		
Denver, CO	51	Lansing, MI	3	Roanoke - Lynchburg, VA	-		

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## First Time Vacationers, 2005 Designated Market Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>412</b>						
Abilene - Sweetwater	1	Denver, CO	9	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	1	Las Vegas, NV	3	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	2	Lexington, KY	2	Rockford, IL	3
Albuquerque - Santa	5	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	8
Alexandria, LA	2	Duluth - Superior, MN	2	Lincoln & Hastings +,	1	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluf	2	Salt Lake City, UT	17
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	9	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	2	San Antonio, TX	2
Atlanta, GA	9	Eugene, OR	3	Lubbock, TX	1	San Diego, CA	6
Augusta, GA	1	Eureka, CA	-	Macon, GA	1	San Francisco - Oakla	8
Austin, TX	4	Evansville, IL	1	Madison, WI	2	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	1
Baltimore, MD	3	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	21
Bangor, ME	2	Flint - Saginaw, MI	3	Medford - Klamath Fa	1	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	1	Memphis, TN	1	Shreveport, LA	1
Beaumont - Port Auth	-	Fresno - Visalia, CA	3	Meridian, MS	-	Sioux City, IA	-
Bend, OR	1	Ft. Meyers - Naples, F	3	Miami - Ft. Lauderdale	5	Sioux Falls - Mitchell,	-
Billings, MT*	1	Ft. Smith, AR	-	Milwaukee, WI	7	South Bend - Elkhart,	2
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Pau	11	Spokane, WA	3
Binghamton, NY	1	Gainesville, FL	2	Minot - Bismark - +, M	-	Springfield - Holyoke,	1
Birmingham, AL	6	Glendive, MT	-	Missoula, MT	-	Springfield, MO	1
Bluefield - Beckley, W	-	Grand Junction - Mon	-	Mobile - Pensacola, A	1	St. Joseph, MO	-
Boise, ID	2	Grand Rapids - Kalam	1	Monroe - El Dorado, A	1	St. Louis, MO	5
Boston, MA	9	Great Falls, MT	-	Monterey - Salinas, C	1	Syracuse, NY	1
Bowling Green, KY	-	Green Bay - Appleton	2	Montgomery, AL	1	Tallahassee - Thomas	-
Buffalo, NY	1	Greensboro - HP- Wic	4	Nashville, TN	2	Tampa - St. Petersburg	7
Burlington - Plattsburg	2	Greenville - Spart. - A	4	New Orleans, LA	1	Terre Haute, IN	1
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	17	Toledo, OH	1
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	-
Cedar Rapids - Dubuq	1	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadille	1
Champaign - Springfi	1	Harrisburg - Lanc. - L	2	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	1	Harrisonburg, VA	1	Oklahoma City, OK	1	Tucson - Nogales, AZ	2
Charleston, SC	-	Hartford - New Haven	6	Omaha, NE	3	Tulsa, OK	2
Charlotte, NC	1	Hattiesburg - Laurel, f	1	Orlando - Daytona Be	6	Twin Falls, ID	2
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lut	1
Chattanooga, TN	3	Honolulu, HI	-	Paducah - Cape Girar	1	Utica, NY	-
Cheyenne - Scottsblu	1	Houston, TX	5	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	11	Huntsville - Decator, A	1	Panama City, FL	-	Waco - Temple +, TX	2
Chico - Redding, CA	-	Idaho Falls - Pocatell	4	Parkersburg, WV	-	Washington, D.C.	12
Cincinnati, OH	-	Indianapolis, IN	2	Peoria - Bloominton, I	-	Watertown, NY	1
Clarksburg - Weston,	1	Jackson, MS	2	Philadelphia, PA	12	Wausau - Rhinelande	2
Cleveland, OH	4	Jackson, TN	-	Phoenix, AZ	8	West Palm Beach +,	2
Colorado Springs - Pt	1	Jacksonville - Brunsw	4	Pittsburgh, PA	3	Wheeling - Steubenvi	-
Columbia - Jefferson	1	Johnstown - Altoona,	1	Portland - Auburn, ME	1	Wichita - Hutchinson	2
Columbia, SC	2	Jonesboro, AR	-	Portland, OR	4	Wichita Falls - Lawtor	1
Columbus - Tupelo, M	1	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	1	Kansas City, KS	5	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	4	Knoxville, TN	1	Quincy - Hannibal - +,	-	Yakima - Pasco +, W	1
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	1	Youngstown, OH	-
Dallas - Ft. Worth, TX	4	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Isla	-	Lafayette, LA	-	Reno, NV	4	Zanesville, OH	-
Dayton, OH	2	Lake Charles, LA	-	Richmond - Petersbur	2	<b>Uncodable Zip Code</b>	-
		Lansing, MI	2	Roanoke - Lynchburg	2		

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## **Appendix D**

### **DMAs of Current or Prospective 2<sup>nd</sup> Home Owners**

## Second Home Visitors, 2005 Designated Market Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>348</b>						
Abilene - Sweetwater	-	Des Moines - Ames, IA	1	Laredo, TX	-	Rochester - Mason City	-
Albany, GA	-	Detroit, MI	3	Las Vegas, NV	2	Rochester, NY	1
Albany-Schenectady-Albany, NY	-	Dothan, AL	-	Lexington, KY	-	Rockford, IL	2
Albuquerque - Santa Fe	3	Duluth - Superior, MN	2	Lima, OH	-	Sacramento - Stockton	16
Alexandria, LA	-	El Paso, TX	1	Lincoln & Hastings +, NE	1	Salisbury, MD	-
Alpena, MI	-	Elmira, NY	-	Little Rock - Pine Bluff, AR	-	Salt Lake City, UT	8
Amarillo, TX	-	Erie, PA	-	Los Angeles, CA	24	San Angelo, TX	-
Anchorage, AK	6	Eugene, OR	-	Louisville, KY	-	San Antonio, TX	1
Atlanta, GA	6	Eureka, CA	-	Lubbock, TX	-	San Diego, CA	6
Augusta, GA	-	Evansville, IL	-	Macon, GA	-	San Francisco - Oakland	13
Austin, TX	1	Fairbanks, AK	1	Madison, WI	1	Santa Barbara +, CA	4
Bakersfield, CA	3	Fargo - Valley City, ND	1	Mankato, MN	-	Savannah, GA	2
Baltimore, MD	1	Flint - Saginaw, MI	-	Marquette, MI	-	Seattle - Tacoma, WA	20
Bangor, ME	-	Florence-Myrtle Beach, SC	1	Medford - Klamath Falls, OR	1	Sherman - Ada, OK	1
Baton Rouge, LA	-	Fresno - Visalia, CA	2	Memphis, TN	1	Shreveport, LA	1
Beaumont - Port Arthur	1	Ft. Meyers - Naples, FL	3	Meridian, MS	-	Sioux City, IA	-
Bend, OR	-	Ft. Smith, AR	1	Miami - Ft. Lauderdale, FL	6	Sioux Falls - Mitchell, SD	-
Billings, MT	4	Ft. Wayne, IN	-	Milwaukee, WI	2	South Bend - Elkhart, IN	1
Biloxi - Gulfport, MS	-	Gainesville, FL	-	Minneapolis - St. Paul, MN	10	Spokane, WA	15
Binghampton, NY	-	Glendive, MT	-	Minot - Bismark - +, ND	2	Springfield - Holyoke, MA	-
Birmingham, AL	1	Grand Junction - Monticello, CO	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, WV	-	Grand Rapids - Kalamazoo, MI	-	Mobile - Pensacola, AL	1	St. Joseph, MO	-
Boise, ID	2	Great Falls, MT	-	Monroe - El Dorado, LA	-	St. Louis, MO	-
Boston, MA	2	Green Bay - Appleton, WI	-	Monterey - Salinas, CA	1	Syracuse, NY	-
Bowling Green, KY	-	Greensboro - HP- Winston-Salem, NC	-	Montgomery, AL	-	Tallahassee - Thomasville, FL	-
Buffalo, NY	-	Greenville - Spart. - Anderson, SC	2	Nashville, TN	3	Tampa - St. Petersburg - Clearwater, FL	6
Burlington - Plattsburgh, NY	1	Greenville, New Bern, NC	-	New Orleans, LA	1	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenwood - Greenville, SC	-	New York, NY	3	Toledo, OH	-
Casper - Riverton, WY	1	Harlingen - Wesl. - Brownsville, TX	-	Norfolk - VA. Beach +, VA	2	Topeka, KS	-
Cedar Rapids - Dubuque, IA	3	Harrisburg - Lanc. - Lebanon, PA	-	North Platte, NE	-	Traverse City - Cadillac, MI	1
Champaign - Springfield, IL	2	Harrisonburg, VA	-	Odessa - Midland, TX	1	Tri - Cities, TN/VA	-
Charleston - Huntington, WV	1	Hartford - New Haven, CT	3	Oklahoma City, OK	1	Tucson - Nogales, AZ	7
Charleston, SC	1	Hattiesburg - Laurel, MS	-	Omaha, NE	1	Tulsa, OK	-
Charlotte, NC	1	Helena, MT	-	Orlando - Daytona Beach, FL	5	Twin Falls, ID	-
Charlottesville, VA	-	Honolulu, HI	-	Ottumwa - Kirksville, IA	-	Tyler - Longview - Lufkin, TX	-
Chattanooga, TN	-	Houston, TX	5	Paducah - Cape Girardeau, MO	-	Utica, NY	-
Cheyenne - Scottsbluff, NE	-	Huntsville - Decatur, AL	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	12	Idaho Falls - Pocatello, ID	8	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Indianapolis, IN	-	Parkersburg, WV	-	Washington, D.C.	5
Cincinnati, OH	5	Jackson, MS	-	Peoria - Bloomington, IL	-	Watertown, NY	-
Clarksburg - Weston, WV	-	Jackson, TN	-	Philadelphia, PA	1	Wausau - Rhinelander, WI	1
Cleveland, OH	2	Jacksonville - Brunswick, GA	2	Phoenix, AZ	13	West Palm Beach +, FL	5
Colorado Springs - Pueblo, CO	-	Johnstown - Altoona, PA	1	Pittsburgh, PA	2	Wheeling - Steubenville, OH	-
Columbia - Jefferson, MO	-	Jonesboro, AR	-	Portland - Auburn, ME	-	Wichita - Hutchinson, KS	-
Columbia, SC	-	Joplin - Pittsburg, KS	-	Portland, OR	8	Wichita Falls - Lawton, OK	-
Columbus - Tupelo, MS	-	Juneau, AK	4	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	2
Columbus, GA	-	Kansas City, KS	3	Providence - New Bedford, MA	1	Wilmington, NC	-
Columbus, OH	1	Knoxville, TN	-	Quincy - Hannibal - +, MO	-	Yakima - Pasco +, WA	3
Corpus Christi, TX	-	La Crosse - Eau Claire, WI	1	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	6	Lafayette, IN	-	Rapid City, SD	2	Yuma - El Centro, AZ	-
Davenport - Rock Island, IA	2	Lafayette, LA	-	Reno, NV	4	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersburg, VA	1		
Denver, CO	12	Lansing, MI	-	Roanoke - Lynchburg, VA	-		

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## Visitors Buying Property, 2005 Designated Market Areas

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>68</b>						
Abilene - Sweetwater	-	Des Moines - Ames, IA	-	Laredo, TX	-	Rochester - Mason City, MN	-
Albany, GA	-	Detroit, MI	-	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-Albany, NY	-	Dothan, AL	-	Lexington, KY	-	Rockford, IL	-
Albuquerque - Santa Fe, NM	-	Duluth - Superior, MN	-	Lima, OH	1	Sacramento - Stockton, CA	9
Alexandria, LA	-	El Paso, TX	-	Lincoln & Hastings +, NE	-	Salisbury, MD	-
Alpena, MI	-	Elmira, NY	-	Little Rock - Pine Bluff, AR	-	Salt Lake City, UT	3
Amarillo, TX	-	Erie, PA	-	Los Angeles, CA	7	San Angelo, TX	-
Anchorage, AK	-	Eugene, OR	-	Louisville, KY	-	San Antonio, TX	1
Atlanta, GA	-	Eureka, CA	-	Lubbock, TX	-	San Diego, CA	1
Augusta, GA	-	Evansville, IL	-	Macon, GA	-	San Francisco - Oakland, CA	3
Austin, TX	-	Fairbanks, AK	1	Madison, WI	-	Santa Barbara +, CA	-
Bakersfield, CA	1	Fargo - Valley City, ND	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	-	Flint - Saginaw, MI	-	Marquette, MI	1	Seattle - Tacoma, WA	2
Bangor, ME	-	Florence-Myrtle Beach, SC	-	Medford - Klamath Falls, OR	2	Sherman - Ada, OK	-
Baton Rouge, LA	-	Fresno - Visalia, CA	1	Memphis, TN	-	Shreveport, LA	-
Beaumont - Port Arthur, TX	-	Ft. Meyers - Naples, FL	-	Meridian, MS	-	Sioux City, IA	-
Bend, OR	-	Ft. Smith, AR	-	Miami - Ft. Lauderdale, FL	1	Sioux Falls - Mitchell, SD	-
Billings, MT	-	Ft. Wayne, IN	-	Milwaukee, WI	1	South Bend - Elkhart, IN	-
Biloxi - Gulfport, MS	-	Gainesville, FL	-	Minneapolis - St. Paul, MN	4	Spokane, WA	1
Binghampton, NY	-	Glendive, MT	-	Minot - Bismark - +, ND	1	Springfield - Holyoke, MA	-
Birmingham, AL	1	Grand Junction - Monticello, CO	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, WV	-	Grand Rapids - Kalamazoo, MI	1	Mobile - Pensacola, AL	-	St. Joseph, MO	-
Boise, ID	1	Great Falls, MT	-	Monroe - El Dorado, AR	-	St. Louis, MO	-
Boston, MA	-	Green Bay - Appleton, WI	-	Monterey - Salinas, CA	-	Syracuse, NY	-
Bowling Green, KY	-	Greensboro - HP- Winston-Salem, NC	-	Montgomery, AL	-	Tallahassee - Thomasville, FL	-
Buffalo, NY	-	Greenville - Spart. - Anderson, SC	2	Nashville, TN	1	Tampa - St. Petersburg - Clearwater, FL	1
Burlington - Plattsburgh, NY	-	Greenville, New Bern, NC	-	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	1	Greenwood - Greenville, SC	-	New York, NY	1	Toledo, OH	-
Casper - Riverton, WY	-	Harlingen - Wesl. - Brownsville, TX	-	Norfolk - VA. Beach +, VA	-	Topeka, KS	-
Cedar Rapids - Dubuque, IA	-	Harrisburg - Lanc. - Lebanon, PA	-	North Platte, NE	-	Traverse City - Cadillac, MI	-
Champaign - Springfield, IL	-	Harrisonburg, VA	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntington, WV	-	Hartford - New Haven, CT	1	Oklahoma City, OK	-	Tucson - Nogales, AZ	-
Charleston, SC	-	Hattiesburg - Laurel, MS	-	Omaha, NE	-	Tulsa, OK	-
Charlotte, NC	-	Helena, MT	-	Orlando - Daytona Beach, FL	-	Twin Falls, ID	-
Charlottesville, VA	-	Honolulu, HI	-	Ottumwa - Kirksville, IA	-	Tyler - Longview - Lufkin, TX	-
Chattanooga, TN	-	Houston, TX	1	Paducah - Cape Girardeau, MO	-	Utica, NY	-
Cheyenne - Scottsbluff, NE	-	Huntsville - Decatur, AL	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	1	Idaho Falls - Pocatello, ID	1	Panama City, FL	-	Waco - Temple +, TX	-
Chico - Redding, CA	-	Indianapolis, IN	-	Parkersburg, WV	-	Washington, D.C.	2
Cincinnati, OH	-	Jackson, MS	-	Peoria - Bloomington, IL	-	Watertown, NY	-
Clarksburg - Weston, WV	-	Jackson, TN	-	Philadelphia, PA	-	Wausau - Rhinelander, WI	1
Cleveland, OH	-	Jacksonville - Brunswick, GA	1	Phoenix, AZ	-	West Palm Beach +, FL	-
Colorado Springs - Pueblo, CO	-	Johnstown - Altoona, PA	-	Pittsburgh, PA	-	Wheeling - Steubenville, OH	-
Columbia - Jefferson, MO	-	Jonesboro, AR	-	Portland - Auburn, ME	1	Wichita - Hutchinson, KS	-
Columbia, SC	-	Joplin - Pittsburg, KS	-	Portland, OR	2	Wichita Falls - Lawton, OK	-
Columbus - Tupelo, MS	-	Juneau, AK	-	Presque Isle, ME	-	Wilkes-Barre - Scranton, PA	-
Columbus, GA	-	Kansas City, KS	-	Providence - New Bedford, MA	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	-	Quincy - Hannibal - +, MO	-	Yakima - Pasco +, WA	-
Corpus Christi, TX	-	La Crosse - Eau Claire, WI	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	3	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Island, IA	-	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersburg, VA	-		
Denver, CO	3	Lansing, MI	-	Roanoke - Lynchburg, VA	-		

## **Appendix E**

### **DMA's of Region and CVB County Vacationers**

## Custer Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	251						
Abilene - Sweetwater	1	Denver, CO	16	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	4	Las Vegas, NV	2	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	1	Lexington, KY	-	Rockford, IL	1
Albuquerque - Santa	-	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	2
Alexandria, LA	-	Duluth - Superior, MN	3	Lincoln & Hastings +,	2	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	2	Salt Lake City, UT	5
Amarillo, TX	1	Elmira, NY	-	Los Angeles, CA	2	San Angelo, TX	-
Anchorage, AK	2	Erie, PA	-	Louisville, KY	1	San Antonio, TX	-
Atlanta, GA	7	Eugene, OR	2	Lubbock, TX	1	San Diego, CA	1
Augusta, GA	1	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	6
Austin, TX	4	Evansville, IL	1	Madison, WI	2	Santa Barbara +, CA	1
Bakersfield, CA	1	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	1
Baltimore, MD	1	Fargo - Valley City, N	4	Marquette, MI	-	Seattle - Tacoma, WA	19
Bangor, ME	1	Flint - Saginaw, MI	-	Medford - Klamath F	-	Sherman - Ada, OK	-
Baton Rouge, LA	1	Florence-Myrtle Beac	-	Memphis, TN	3	Shreveport, LA	-
Beaumont - Port Auth	1	Fresno - Visalia, CA	2	Meridian, MS	-	Sioux City, IA	1
Bend, OR	-	Ft. Meyers - Naples, F	-	Miami - Ft. Lauderdale	1	Sioux Falls - Mitchell,	-
Billings, MT*	2	Ft. Smith, AR	2	Milwaukee, WI	3	South Bend - Elkhart,	1
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Paul	24	Spokane, WA	3
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	7	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	2	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	1	Monroe - El Dorado, A	1	St. Louis, MO	2
Boston, MA	-	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	2	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- W	1	Nashville, TN	3	Tampa - St. Petersburg	3
Burlington - Plattsbur	1	Greenville - Spart. - A	2	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	4	Toledo, OH	-
Casper - Riverton, W	3	Greenwood - Greenvi	-	Norfolk - VA. Beach +	2	Topeka, KS	-
Cedar Rapids - Dubu	1	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	1	Harrisburg - Lanc. - L	1	Odessa - Midland, TX	-	Tri - Cities, TN/VA	2
Charleston - Huntingt	1	Harrisonburg, VA	-	Oklahoma City, OK	1	Tucson - Nogales, AZ	-
Charleston, SC	1	Hartford - New Haven	-	Omaho, NE	1	Tulsa, OK	-
Charlotte, NC	-	Hattiesburg - Laurel,	1	Orlando - Daytona Be	2	Twin Falls, ID	-
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	-
Chattanooga, TN	1	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	7	Huntsville - Decator, A	1	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	2	Parkersburg, WV	-	Washington, D.C.	3
Cincinnati, OH	-	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	1	Jackson, MS	-	Philadelphia, PA	2	Wausau - Rhinelands	-
Cleveland, OH	2	Jackson, TN	1	Phoenix, AZ	2	West Palm Beach +,	-
Colorado Springs - P	1	Jacksonville - Brunsw	3	Pittsburgh, PA	2	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, M	1	Wichita - Hutchinson	3
Columbia, SC	1	Jonesboro, AR	-	Portland, OR	5	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	2	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	3	Knoxville, TN	2	Quincy - Hannibal - +	1	Yakima - Pasco +, W	1
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	2	Lafayette, IN	-	Rapid City, SD	3	Yuma - El Centro, AZ	1
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	2	Lake Charles, LA	-	Richmond - Petersbur	1		
		Lansing, MI	-	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Glacier Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	702						
Abilene - Sweetwater	-	Denver, CO	26	Laredo, TX	-	Rochester - Mason C	1
Albany, GA	-	Des Moines - Ames, I	2	Las Vegas, NV	6	Rochester, NY	1
Albany-Schenectady-	1	Detroit, MI	5	Lexington, KY	1	Rockford, IL	3
Albuquerque - Santa	5	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	18
Alexandria, LA	-	Duluth - Superior, MN	3	Lincoln & Hastings +,	2	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	1	Salt Lake City, UT	35
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	30	San Angelo, TX	-
Anchorage, AK	2	Erie, PA	1	Louisville, KY	2	San Antonio, TX	3
Atlanta, GA	11	Eugene, OR	4	Lubbock, TX	2	San Diego, CA	7
Augusta, GA	1	Eureka, CA	1	Macon, GA	-	San Francisco - Oakl	12
Austin, TX	5	Evansville, IL	2	Madison, WI	5	Santa Barbara +, CA	4
Bakersfield, CA	1	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	1
Baltimore, MD	2	Fargo - Valley City, N	2	Marquette, MI	-	Seattle - Tacoma, WA	56
Bangor, ME	-	Flint - Saginaw, MI	5	Medford - Klamath Fe	1	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	3	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	2	Meridian, MS	-	Sioux City, IA	1
Bend, OR	2	Ft. Meyers - Naples, F	2	Miami - Ft. Lauderdale	4	Sioux Falls - Mitchell	1
Billings, MT*	1	Ft. Smith, AR	3	Milwaukee, WI	10	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Paul	29	Spokane, WA	34
Binghamton, NY	1	Gainesville, FL	1	Minot - Bismark - +, N	7	Springfield - Holyoke,	1
Birmingham, AL	2	Glendive, MT	-	Missoula, MT	-	Springfield, MO	1
Bluefield - Beckley, W	1	Grand Junction - Mont	1	Mobile - Pensacola, A	3	St. Joseph, MO	-
Boise, ID	4	Grand Rapids - Kalam	6	Monroe - El Dorado, A	1	St. Louis, MO	4
Boston, MA	6	Great Falls, MT	-	Monterey - Salinas, C	2	Syracuse, NY	1
Bowling Green, KY	-	Green Bay - Appleton	2	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	2	Greensboro - HP- Wic	2	Nashville, TN	2	Tampa - St. Petersburg	13
Burlington - Plattsbur	5	Greenville - Spart. - A	2	New Orleans, LA	1	Terre Haute, IN	1
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	19	Toledo, OH	2
Casper - Riverton, W	1	Greenwood - Greenvi	-	Norfolk - VA. Beach +	1	Topeka, KS	2
Cedar Rapids - Dubu	3	Harlingen - Wesl. - Br	1	North Platte, NE	1	Traverse City - Cadill	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	5	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	1	Harrisonburg, VA	1	Oklahoma City, OK	3	Tucson - Nogales, AZ	5
Charleston, SC	-	Hartford - New Haven	3	Omaho, NE	4	Tulsa, OK	2
Charlotte, NC	2	Hattiesburg - Laurel,	-	Orlando - Daytona Be	6	Twin Falls, ID	3
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	2
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	7	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	20	Huntsville - Decator, A	2	Panama City, FL	-	Waco - Temple +, TX	2
Chico - Redding, CA	-	Idaho Falls - Pocatell	7	Parkersburg, WV	-	Washington, D.C.	14
Cincinnati, OH	3	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	1
Clarksburg - Weston,	-	Jackson, MS	2	Philadelphia, PA	13	Wausau - Rhinelands	6
Cleveland, OH	6	Jackson, TN	1	Phoenix, AZ	16	West Palm Beach +,	4
Colorado Springs - P	5	Jacksonville - Brunsw	3	Pittsburgh, PA	6	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	3	Portland - Auburn, M	2	Wichita - Hutchinson	3
Columbia, SC	2	Jonesboro, AR	-	Portland, OR	20	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	1	Kansas City, KS	3	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	4	Knoxville, TN	1	Quincy - Hannibal - +	1	Yakima - Pasco +, W	8
Corpus Christi, TX	-	La Crosse - Eau Clair	1	Raleigh - Durham, NC	2	Youngstown, OH	-
Dallas - Ft. Worth, TX	8	Lafayette, IN	-	Rapid City, SD	5	Yuma - El Centro, AZ	-
Davenport - Rock Isl	3	Lafayette, LA	-	Reno, NV	4	Zanesville, OH	-
Dayton, OH	2	Lake Charles, LA	-	Richmond - Petersbur	2		-
		Lansing, MI	2	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Gold West Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	305						
Abilene - Sweetwater	-	Denver, CO	12	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	1	Las Vegas, NV	3	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	2	Lexington, KY	1	Rockford, IL	2
Albuquerque - Santa	2	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	9
Alexandria, LA	-	Duluth - Superior, MN	3	Lincoln & Hastings +,	-	Salisbury, MD	-
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	15
Amarillo, TX	1	Elmira, NY	-	Los Angeles, CA	12	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	1	San Antonio, TX	1
Atlanta, GA	5	Eugene, OR	1	Lubbock, TX	1	San Diego, CA	2
Augusta, GA	1	Eureka, CA	1	Macon, GA	-	San Francisco - Oakl	6
Austin, TX	-	Evansville, IL	-	Madison, WI	-	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	1	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	31
Bangor, ME	-	Flint - Saginaw, MI	2	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	1	Shreveport, LA	1
Beaumont - Port Auth	1	Fresno - Visalia, CA	1	Meridian, MS	-	Sioux City, IA	-
Bend, OR	2	Ft. Meyers - Naples, F	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell	-
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	2	South Bend - Elkhart	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Pau	14	Spokane, WA	20
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	2	Springfield - Holyoke,	-
Birmingham, AL	1	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	1	Grand Junction - Mont	-	Mobile - Pensacola, A	1	St. Joseph, MO	-
Boise, ID	3	Grand Rapids - Kalam	-	Monroe - El Dorado, A	-	St. Louis, MO	2
Boston, MA	8	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	3	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	-	Greensboro - HP- Wic	2	Nashville, TN	1	Tampa - St. Petersburg	2
Burlington - Plattsbur	2	Greenville - Spart. - A	4	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	1	New York, NY	2	Toledo, OH	-
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	1
Cedar Rapids - Dubu	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	2
Champaign - Springfi	1	Harrisburg - Lanc. - L	1	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	-	Harrisonburg, VA	-	Oklahoma City, OK	1	Tucson - Nogales, AZ	1
Charleston, SC	1	Hartford - New Haven	1	Omaho, NE	2	Tulsa, OK	2
Charlotte, NC	1	Hattiesburg - Laurel,	-	Orlando - Daytona Be	1	Twin Falls, ID	6
Charlottesville, VA	1	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	1
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	2
Cheyenne - Scottsblu	-	Houston, TX	3	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	3	Huntsville - Decator,	-	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	2	Idaho Falls - Pocatell	17	Parkersburg, WV	-	Washington, D.C.	6
Cincinnati, OH	1	Indianapolis, IN	4	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	1	Philadelphia, PA	3	Wausau - Rhinelander	2
Cleveland, OH	1	Jackson, TN	-	Phoenix, AZ	6	West Palm Beach +,	1
Colorado Springs - Pl	-	Jacksonville - Brunsw	1	Pittsburgh, PA	-	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, M	-	Wichita - Hutchinson	3
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	9	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	3	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	2	Quincy - Hannibal - +	-	Yakima - Pasco +, W	6
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	-	Lafayette, IN	-	Rapid City, SD	2	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	2	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	2		-
		Lansing, MI	2	Roanoke - Lynchburg	1		

## Missouri River Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>38</b>						
Abilene - Sweetwater	1	Denver, CO	2	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	-	Las Vegas, NV	-	Rochester, NY	-
Albany-Schenectady-	-	Detroit, MI	-	Lexington, KY	-	Rockford, IL	-
Albuquerque - Santa	-	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	1
Alexandria, LA	-	Duluth - Superior, MN	-	Lincoln & Hastings +,	-	Salisbury, MD	-
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	2
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	2	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	-	San Antonio, TX	-
Atlanta, GA	-	Eugene, OR	-	Lubbock, TX	-	San Diego, CA	-
Augusta, GA	-	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	1
Austin, TX	-	Evansville, IL	1	Madison, WI	-	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	1	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	-	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	1
Bangor, ME	-	Flint - Saginaw, MI	-	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	-	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	-
Bend, OR	-	Ft. Meyers - Naples, I	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell,	1
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	1	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Paul	3	Spokane, WA	1
Binghamton, NY	-	Gainesville, FL	1	Minot - Bismark - +, N	2	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	1	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	1	Monroe - El Dorado, A	-	St. Louis, MO	-
Boston, MA	-	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	-	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	-	Greensboro - HP- Wi	-	Nashville, TN	-	Tampa - St. Petersburg	1
Burlington - Plattsburg	-	Greenville - Spart. - A	-	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	1	Toledo, OH	1
Casper - Riverton, W	1	Greenwood - Greenvi	-	Norfolk - VA. Beach +	1	Topeka, KS	-
Cedar Rapids - Dubuq	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	-	Oklahoma City, OK	-	Tucson - Nogales, AZ	-
Charleston, SC	-	Hartford - New Haven	-	Omaho, NE	-	Tulsa, OK	-
Charlotte, NC	1	Hattiesburg - Laurel,	-	Orlando - Daytona Be	-	Twin Falls, ID	1
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lun	-
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	2	Huntsville - Decator, A	-	Panama City, FL	-	Waco - Temple +, TX	-
Chico - Redding, CA	-	Idaho Falls - Pocatell	-	Parkersburg, WV	-	Washington, D.C.	-
Cincinnati, OH	-	Indianapolis, IN	-	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	1	Wausau - Rhinelande	-
Cleveland, OH	1	Jackson, TN	-	Phoenix, AZ	-	West Palm Beach +,	-
Colorado Springs - P	-	Jacksonville - Brunsw	-	Pittsburgh, PA	-	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, MI	-	Wichita - Hutchinson	1
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	-	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	-	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	-	Quincy - Hannibal - +	-	Yakima - Pasco +, W	-
Corpus Christi, TX	-	La Crosse - Eau Clair	1	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	-	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	-		-
		Lansing, MI	-	Roanoke - Lynchburg	-		-



## Russell Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	175						
Abilene - Sweetwater	2	Denver, CO	13	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	-	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	-	Lexington, KY	-	Rockford, IL	2
Albuquerque - Santa	1	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	3
Alexandria, LA	-	Duluth - Superior, MN	-	Lincoln & Hastings +,	1	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	1	Salt Lake City, UT	8
Amarillo, TX	-	Elmira, NY	1	Los Angeles, CA	4	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	-	San Antonio, TX	-
Atlanta, GA	3	Eugene, OR	1	Lubbock, TX	-	San Diego, CA	1
Augusta, GA	-	Eureka, CA	-	Macon, GA	1	San Francisco - Oakl	3
Austin, TX	1	Evansville, IL	-	Madison, WI	1	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	1	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	1	Fargo - Valley City, N	1	Marquette, MI	-	Seattle - Tacoma, WA	4
Bangor, ME	-	Flint - Saginaw, MI	1	Medford - Klamath Fe	1	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	1	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	2	Meridian, MS	-	Sioux City, IA	1
Bend, OR	-	Ft. Meyers - Naples, F	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell	-
Billings, MT	-	Ft. Smith, AR	1	Milwaukee, WI	6	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Paul	11	Spokane, WA	7
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	2	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	1	Mobile - Pensacola, A	-	St. Joseph, MO	-
Boise, ID	2	Grand Rapids - Kalam	2	Monroe - El Dorado, A	1	St. Louis, MO	-
Boston, MA	3	Great Falls, MT	-	Monterey - Salinas, C	1	Syracuse, NY	1
Bowling Green, KY	-	Green Bay - Appleton	1	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	-	Greensboro - HP- Wic	2	Nashville, TN	1	Tampa - St. Petersburg	2
Burlington - Plattsbur	1	Greenville - Spart. - A	1	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	2	Toledo, OH	1
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	-
Cedar Rapids - Dubu	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	1	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	1	Oklahoma City, OK	-	Tucson - Nogales, AZ	1
Charleston, SC	-	Hartford - New Haven	1	Omaho, NE	3	Tulsa, OK	1
Charlotte, NC	2	Hattiesburg - Laurel,	-	Orlando - Daytona Be	3	Twin Falls, ID	2
Charlottesville, VA	1	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	-
Chattanooga, TN	1	Honolulu, HI	-	Paducah - Cape Girar	1	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	1	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	5	Huntsville - Decator,	1	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	3	Parkersburg, WV	-	Washington, D.C.	3
Cincinnati, OH	1	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	5	Wausau - Rhinelande	2
Cleveland, OH	1	Jackson, TN	-	Phoenix, AZ	2	West Palm Beach +,	-
Colorado Springs - P	-	Jacksonville - Brunsw	1	Pittsburgh, PA	2	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, M	1	Wichita - Hutchinson	1
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	2	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	-	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	2	Knoxville, TN	1	Quincy - Hannibal - +	-	Yakima - Pasco +, W	-
Corpus Christi, TX	-	La Crosse - Eau Clair	1	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	1	Lafayette, IN	-	Rapid City, SD	1	Yuma - El Centro, AZ	-
Davenport - Rock Isl	1	Lafayette, LA	-	Reno, NV	2	Zanesville, OH	-
Dayton, OH	1	Lake Charles, LA	-	Richmond - Petersbur	1		
		Lansing, MI	-	Roanoke - Lynchburg	-		

## Yellowstone Country: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	696						
Abilene - Sweetwater	1	Denver, CO	21	Laredo, TX	-	Rochester - Mason C	1
Albany, GA	-	Des Moines - Ames, I	6	Las Vegas, NV	3	Rochester, NY	-
Albany-Schenectady-	2	Detroit, MI	5	Lexington, KY	3	Rockford, IL	1
Albuquerque - Santa	3	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	13
Alexandria, LA	-	Duluth - Superior, MN	8	Lincoln & Hastings +,	2	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	3	Salt Lake City, UT	41
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	21	San Angelo, TX	-
Anchorage, AK	2	Erie, PA	-	Louisville, KY	2	San Antonio, TX	2
Atlanta, GA	20	Eugene, OR	1	Lubbock, TX	-	San Diego, CA	8
Augusta, GA	1	Eureka, CA	-	Macon, GA	1	San Francisco - Oakl	6
Austin, TX	3	Evansville, IL	-	Madison, WI	4	Santa Barbara +, CA	-
Bakersfield, CA	1	Fairbanks, AK	1	Mankato, MN	1	Savannah, GA	1
Baltimore, MD	4	Fargo - Valley City, N	10	Marquette, MI	-	Seattle - Tacoma, WA	36
Bangor, ME	2	Flint - Saginaw, MI	2	Medford - Klamath Fe	3	Sherman - Ada, OK	1
Baton Rouge, LA	1	Florence-Myrtle Beac	1	Memphis, TN	5	Shreveport, LA	1
Beaumont - Port Auth	1	Fresno - Visalia, CA	3	Meridian, MS	1	Sioux City, IA	2
Bend, OR	1	Ft. Meyers - Naples, F	3	Miami - Ft. Lauderdale	3	Sioux Falls - Mitchell	2
Billings, MT*	2	Ft. Smith, AR	-	Milwaukee, WI	7	South Bend - Elkhart	2
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Paul	39	Spokane, WA	13
Binghamton, NY	-	Gainesville, FL	2	Minot - Bismark - +, N	17	Springfield - Holyoke,	-
Birmingham, AL	3	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	1	Grand Junction - Mont	1	Mobile - Pensacola, A	3	St. Joseph, MO	-
Boise, ID	6	Grand Rapids - Kalam	2	Monroe - El Dorado, A	1	St. Louis, MO	3
Boston, MA	10	Great Falls, MT	-	Monterey - Salinas, C	1	Syracuse, NY	-
Bowling Green, KY	1	Green Bay - Appleton	6	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wic	5	Nashville, TN	4	Tampa - St. Petersburg	5
Burlington - Plattsbur	1	Greenville - Spart. - A	6	New Orleans, LA	5	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	1	New York, NY	13	Toledo, OH	4
Casper - Riverton, W	2	Greenwood - Greenvi	-	Norfolk - VA. Beach +	2	Topeka, KS	3
Cedar Rapids - Dubu	2	Harlingen - Wesl. - Br	-	North Platte, NE	1	Traverse City - Cadillac	2
Champaign - Springfi	2	Harrisburg - Lanc. - L	5	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	2	Harrisonburg, VA	1	Oklahoma City, OK	-	Tucson - Nogales, AZ	4
Charleston, SC	2	Hartford - New Haven	6	Omaho, NE	4	Tulsa, OK	4
Charlotte, NC	3	Hattiesburg - Laurel,	1	Orlando - Daytona Be	5	Twin Falls, ID	2
Charlottesville, VA	1	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	4
Chattanooga, TN	3	Honolulu, HI	-	Paducah - Cape Girar	1	Utica, NY	-
Cheyenne - Scottsblu	1	Houston, TX	8	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	19	Huntsville - Decator, A	3	Panama City, FL	-	Waco - Temple +, TX	2
Chico - Redding, CA	-	Idaho Falls - Pocatell	18	Parkersburg, WV	-	Washington, D.C.	13
Cincinnati, OH	3	Indianapolis, IN	3	Peoria - Bloominton,	-	Watertown, NY	1
Clarksburg - Weston,	1	Jackson, MS	1	Philadelphia, PA	12	Wausau - Rhinelander	3
Cleveland, OH	5	Jackson, TN	1	Phoenix, AZ	10	West Palm Beach +, F	2
Colorado Springs - P	3	Jacksonville - Brunsw	4	Pittsburgh, PA	2	Wheeling - Steubenvi	-
Columbia - Jefferson	2	Johnstown - Altoona,	1	Portland - Auburn, M	2	Wichita - Hutchinson	5
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	7	Wichita Falls - Lawton	-
Columbus - Tupelo, M	1	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	1
Columbus, GA	1	Kansas City, KS	12	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	5	Knoxville, TN	1	Quincy - Hannibal - +	-	Yakima - Pasco +, W	7
Corpus Christi, TX	-	La Crosse - Eau Clair	2	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	8	Lafayette, IN	-	Rapid City, SD	10	Yuma - El Centro, AZ	-
Davenport - Rock Isl	2	Lafayette, LA	-	Reno, NV	4	Zanesville, OH	-
Dayton, OH	2	Lake Charles, LA	-	Richmond - Petersbur	4		
		Lansing, MI	4	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Cascade County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>111</b>						
Abilene - Sweetwater	1	Denver, CO	9	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	-	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	-	Lexington, KY	-	Rockford, IL	2
Albuquerque - Santa	1	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	2
Alexandria, LA	-	Duluth - Superior, MN	-	Lincoln & Hastings +,	-	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	6
Amarillo, TX	-	Elmira, NY	1	Los Angeles, CA	2	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	-	San Antonio, TX	-
Atlanta, GA	-	Eugene, OR	1	Lubbock, TX	-	San Diego, CA	1
Augusta, GA	-	Eureka, CA	-	Macon, GA	1	San Francisco - Oakl	1
Austin, TX	1	Evansville, IL	-	Madison, WI	1	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	-	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	-
Bangor, ME	-	Flint - Saginaw, MI	1	Medford - Klamath Fe	1	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	1	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	1
Bend, OR	-	Ft. Meyers - Naples, I	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell,	-
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	5	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Paul	6	Spokane, WA	4
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	2	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	-	St. Joseph, MO	-
Boise, ID	2	Grand Rapids - Kalam	2	Monroe - El Dorado, A	1	St. Louis, MO	-
Boston, MA	2	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	1
Bowling Green, KY	-	Green Bay - Appleton	-	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	-	Greensboro - HP- Wil	2	Nashville, TN	-	Tampa - St. Petersburg	2
Burlington - Plattsburg	1	Greenville - Spart. - A	-	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	2	Toledo, OH	1
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	-
Cedar Rapids - Dubu	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	1	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	1	Oklahoma City, OK	-	Tucson - Nogales, AZ	-
Charleston, SC	-	Hartford - New Haven	1	Omaho, NE	3	Tulsa, OK	1
Charlotte, NC	2	Hattiesburg - Laurel,	-	Orlando - Daytona Be	2	Twin Falls, ID	-
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Luf	-
Chattanooga, TN	1	Honolulu, HI	-	Paducah - Cape Girar	1	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	3	Huntsville - Decator, A	1	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	3	Parkersburg, WV	-	Washington, D.C.	3
Cincinnati, OH	-	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	4	Wausau - Rhinelander	-
Cleveland, OH	1	Jackson, TN	-	Phoenix, AZ	2	West Palm Beach +,	-
Colorado Springs - P	-	Jacksonville - Brunsw	1	Pittsburgh, PA	1	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, MI	1	Wichita - Hutchinson	-
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	1	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	-	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	1	Knoxville, TN	1	Quincy - Hannibal - +	-	Yakima - Pasco +, W	-
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	1	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Isl	1	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	-		
		Lansing, MI	-	Roanoke - Lynchburg	-		

## Flathead County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	370						
Abilene - Sweetwater	-	Denver, CO	14	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	-	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	1	Lexington, KY	1	Rockford, IL	3
Albuquerque - Santa	2	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	10
Alexandria, LA	-	Duluth - Superior, MN	2	Lincoln & Hastings +,	1	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	18
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	15	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	2	San Antonio, TX	3
Atlanta, GA	9	Eugene, OR	2	Lubbock, TX	-	San Diego, CA	6
Augusta, GA	-	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	5
Austin, TX	4	Evansville, IL	2	Madison, WI	3	Santa Barbara +, CA	2
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	1
Baltimore, MD	2	Fargo - Valley City, N	1	Marquette, MI	-	Seattle - Tacoma, WA	17
Bangor, ME	-	Flint - Saginaw, MI	3	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	-	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	2	Meridian, MS	-	Sioux City, IA	-
Bend, OR	1	Ft. Meyers - Naples, F	2	Miami - Ft. Lauderdale	2	Sioux Falls - Mitchell	-
Billings, MT*	1	Ft. Smith, AR	2	Milwaukee, WI	4	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Pau	17	Spokane, WA	18
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	5	Springfield - Holyoke,	-
Birmingham, AL	1	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	1	Grand Junction - Mont	1	Mobile - Pensacola, A	1	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	4	Monroe - El Dorado, A	1	St. Louis, MO	3
Boston, MA	1	Great Falls, MT	-	Monterey - Salinas, C	2	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	2	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wic	2	Nashville, TN	2	Tampa - St. Petersburg	7
Burlington - Plattsbur	3	Greenville - Spart. - A	2	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	13	Toledo, OH	-
Casper - Riverton, W	1	Greenwood - Greenvi	-	Norfolk - VA. Beach +	1	Topeka, KS	-
Cedar Rapids - Dubu	2	Harlingen - Wesl. - Br	-	North Platte, NE	1	Traverse City - Cadill	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	4	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	1	Oklahoma City, OK	3	Tucson - Nogales, AZ	2
Charleston, SC	-	Hartford - New Haven	1	Omaho, NE	2	Tulsa, OK	2
Charlotte, NC	1	Hattiesburg - Laurel,	-	Orlando - Daytona Be	5	Twin Falls, ID	1
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	1
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	5	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	16	Huntsville - Decator, A	1	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	2	Parkersburg, WV	-	Washington, D.C.	8
Cincinnati, OH	1	Indianapolis, IN	-	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	5	Wausau - Rhinelande	3
Cleveland, OH	5	Jackson, TN	-	Phoenix, AZ	12	West Palm Beach +,	2
Colorado Springs - P	3	Jacksonville - Brunsw	2	Pittsburgh, PA	2	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	1	Portland - Auburn, M	1	Wichita - Hutchinson	2
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	9	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	1	Kansas City, KS	3	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	2	Knoxville, TN	1	Quincy - Hannibal - +	1	Yakima - Pasco +, W	4
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	1	Youngstown, OH	-
Dallas - Ft. Worth, TX	8	Lafayette, IN	-	Rapid City, SD	2	Yuma - El Centro, AZ	-
Davenport - Rock Isl	1	Lafayette, LA	-	Reno, NV	2	Zanesville, OH	-
Dayton, OH	1	Lake Charles, LA	-	Richmond - Petersbur	-		
		Lansing, MI	-	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Gallatin County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	509						
Abilene - Sweetwater	-	Denver, CO	18	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	2	Las Vegas, NV	3	Rochester, NY	-
Albany-Schenectady-	1	Detroit, MI	4	Lexington, KY	2	Rockford, IL	1
Albuquerque - Santa	2	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	9
Alexandria, LA	-	Duluth - Superior, MN	6	Lincoln & Hastings +,	-	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	1	Salt Lake City, UT	33
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	15	San Angelo, TX	-
Anchorage, AK	1	Erie, PA	-	Louisville, KY	2	San Antonio, TX	2
Atlanta, GA	16	Eugene, OR	1	Lubbock, TX	-	San Diego, CA	7
Augusta, GA	1	Eureka, CA	-	Macon, GA	1	San Francisco - Oakl	3
Austin, TX	2	Evansville, IL	-	Madison, WI	4	Santa Barbara +, CA	-
Bakersfield, CA	1	Fairbanks, AK	1	Mankato, MN	-	Savannah, GA	1
Baltimore, MD	3	Fargo - Valley City, N	7	Marquette, MI	-	Seattle - Tacoma, WA	27
Bangor, ME	1	Flint - Saginaw, MI	2	Medford - Klamath Fe	2	Sherman - Ada, OK	1
Baton Rouge, LA	-	Florence-Myrtle Beac	1	Memphis, TN	2	Shreveport, LA	1
Beaumont - Port Auth	-	Fresno - Visalia, CA	2	Meridian, MS	-	Sioux City, IA	2
Bend, OR	1	Ft. Meyers - Naples, F	2	Miami - Ft. Lauderdale	2	Sioux Falls - Mitchell	-
Billings, MT*	1	Ft. Smith, AR	-	Milwaukee, WI	7	South Bend - Elkhart	2
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Pau	25	Spokane, WA	7
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	12	Springfield - Holyoke,	-
Birmingham, AL	2	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	1	Grand Junction - Mont	-	Mobile - Pensacola, A	3	St. Joseph, MO	-
Boise, ID	4	Grand Rapids - Kalam	2	Monroe - El Dorado, A	-	St. Louis, MO	3
Boston, MA	9	Great Falls, MT	-	Monterey - Salinas, C	1	Syracuse, NY	-
Bowling Green, KY	1	Green Bay - Appleton	4	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wic	3	Nashville, TN	2	Tampa - St. Petersburg	2
Burlington - Plattsbur	1	Greenville - Spart. - A	4	New Orleans, LA	5	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	1	New York, NY	12	Toledo, OH	3
Casper - Riverton, W	1	Greenwood - Greenvi	-	Norfolk - VA. Beach +	1	Topeka, KS	-
Cedar Rapids - Dubu	2	Harlingen - Wesl. - Br	-	North Platte, NE	1	Traverse City - Cadill	2
Champaign - Springfi	2	Harrisburg - Lanc. - L	2	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	1	Oklahoma City, OK	-	Tucson - Nogales, AZ	4
Charleston, SC	2	Hartford - New Haven	5	Omaho, NE	3	Tulsa, OK	3
Charlotte, NC	3	Hattiesburg - Laurel,	-	Orlando - Daytona Be	3	Twin Falls, ID	1
Charlottesville, VA	1	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	2
Chattanooga, TN	2	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	1	Houston, TX	7	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	12	Huntsville - Decator, A	2	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	16	Parkersburg, WV	-	Washington, D.C.	7
Cincinnati, OH	3	Indianapolis, IN	2	Peoria - Bloominton,	-	Watertown, NY	1
Clarksburg - Weston,	1	Jackson, MS	1	Philadelphia, PA	12	Wausau - Rhinelands	3
Cleveland, OH	4	Jackson, TN	1	Phoenix, AZ	9	West Palm Beach +, F	2
Colorado Springs - Pl	1	Jacksonville - Brunsw	4	Pittsburgh, PA	1	Wheeling - Steubenvi	-
Columbia - Jefferson	2	Johnstown - Altoona,	1	Portland - Auburn, ME	-	Wichita - Hutchinson	2
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	7	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	1
Columbus, GA	1	Kansas City, KS	10	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	3	Knoxville, TN	1	Quincy - Hannibal - +	-	Yakima - Pasco +, W	6
Corpus Christi, TX	-	La Crosse - Eau Clair	2	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	7	Lafayette, IN	-	Rapid City, SD	7	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	3	Zanesville, OH	-
Dayton, OH	2	Lake Charles, LA	-	Richmond - Petersbur	4		
		Lansing, MI	3	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.

## Lewis and Clark County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>79</b>						
Abilene - Sweetwater	-	Denver, CO	5	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	-	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-	-	Detroit, MI	1	Lexington, KY	-	Rockford, IL	1
Albuquerque - Santa	-	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	3
Alexandria, LA	-	Duluth - Superior, MN	1	Lincoln & Hastings +,	-	Salisbury, MD	-
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	2
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	3	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	-	San Antonio, TX	-
Atlanta, GA	1	Eugene, OR	-	Lubbock, TX	1	San Diego, CA	1
Augusta, GA	-	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	2
Austin, TX	-	Evansville, IL	-	Madison, WI	-	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	-	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	7
Bangor, ME	-	Flint - Saginaw, MI	1	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	-	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	-
Bend, OR	-	Ft. Meyers - Naples, I	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell,	-
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	-	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Paul	2	Spokane, WA	6
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	2	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	-	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	-	Monroe - El Dorado, A	-	St. Louis, MO	1
Boston, MA	5	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	-	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wi	-	Nashville, TN	1	Tampa - St. Petersburg	1
Burlington - Plattsburg	1	Greenville - Spart. - A	2	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	2	Toledo, OH	-
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	1
Cedar Rapids - Dubu	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	-	Harrisonburg, VA	-	Oklahoma City, OK	-	Tucson - Nogales, AZ	1
Charleston, SC	-	Hartford - New Haven	-	Omaho, NE	-	Tulsa, OK	-
Charlotte, NC	-	Hattiesburg - Laurel,	-	Orlando - Daytona Be	-	Twin Falls, ID	-
Charlottesville, VA	1	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Luf	1
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	1
Cheyenne - Scottsblu	-	Houston, TX	1	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	1	Huntsville - Decator, A	-	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	-	Idaho Falls - Pocatell	3	Parkersburg, WV	-	Washington, D.C.	-
Cincinnati, OH	1	Indianapolis, IN	2	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	-	Wausau - Rhinelande	2
Cleveland, OH	-	Jackson, TN	-	Phoenix, AZ	1	West Palm Beach +,	1
Colorado Springs - P	-	Jacksonville - Brunsw	-	Pittsburgh, PA	-	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, MI	-	Wichita - Hutchinson	-
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	3	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	-	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	1	Quincy - Hannibal - +	-	Yakima - Pasco +, W	1
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	-	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	1		
		Lansing, MI	-	Roanoke - Lynchburg	-		

## Missoula County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	239						
Abilene - Sweetwater	-	Denver, CO	7	Laredo, TX	-	Rochester - Mason C	1
Albany, GA	-	Des Moines - Ames, I	1	Las Vegas, NV	3	Rochester, NY	1
Albany-Schenectady-	-	Detroit, MI	3	Lexington, KY	-	Rockford, IL	2
Albuquerque - Santa	2	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	7
Alexandria, LA	-	Duluth - Superior, MN	1	Lincoln & Hastings +,	-	Salisbury, MD	-
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	13
Amarillo, TX	-	Elmira, NY	-	Los Angeles, CA	12	San Angelo, TX	-
Anchorage, AK	2	Erie, PA	1	Louisville, KY	-	San Antonio, TX	1
Atlanta, GA	3	Eugene, OR	-	Lubbock, TX	1	San Diego, CA	2
Augusta, GA	1	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	6
Austin, TX	-	Evansville, IL	-	Madison, WI	2	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	1	Fargo - Valley City, N	1	Marquette, MI	-	Seattle - Tacoma, WA	28
Bangor, ME	-	Flint - Saginaw, MI	1	Medford - Klamath Fe	1	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	1	Shreveport, LA	-
Beaumont - Port Auth	-	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	-
Bend, OR	2	Ft. Meyers - Naples, I	-	Miami - Ft. Lauderdale	1	Sioux Falls - Mitchell,	-
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	2	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Paul	4	Spokane, WA	10
Binghamton, NY	1	Gainesville, FL	-	Minot - Bismark - +, N	3	Springfield - Holyoke,	1
Birmingham, AL	1	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	1	Grand Junction - Mont	1	Mobile - Pensacola, A	-	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	2	Monroe - El Dorado, A	-	St. Louis, MO	-
Boston, MA	4	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	-	Montgomery, AL	-	Tallahassee - Thomas	1
Buffalo, NY	1	Greensboro - HP- Wil	2	Nashville, TN	-	Tampa - St. Petersburg	2
Burlington - Plattsburg	3	Greenville - Spart. - A	-	New Orleans, LA	1	Terre Haute, IN	1
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	7	Toledo, OH	2
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	2
Cedar Rapids - Dubu	1	Harlingen - Wesl. - Br	1	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	-	Oklahoma City, OK	-	Tucson - Nogales, AZ	2
Charleston, SC	-	Hartford - New Haven	1	Omaha, NE	2	Tulsa, OK	-
Charlotte, NC	-	Hattiesburg - Laurel,	-	Orlando - Daytona Be	-	Twin Falls, ID	1
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Luf	1
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	1	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	3	Huntsville - Decator, A	-	Panama City, FL	-	Waco - Temple +, TX	-
Chico - Redding, CA	-	Idaho Falls - Pocatell	5	Parkersburg, WV	-	Washington, D.C.	4
Cincinnati, OH	2	Indianapolis, IN	-	Peoria - Bloominton,	-	Watertown, NY	1
Clarksburg - Weston,	-	Jackson, MS	2	Philadelphia, PA	7	Wausau - Rhinelander	2
Cleveland, OH	4	Jackson, TN	1	Phoenix, AZ	4	West Palm Beach +, I	2
Colorado Springs - P	-	Jacksonville - Brunsw	2	Pittsburgh, PA	3	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	1	Portland - Auburn, ME	1	Wichita - Hutchinson	1
Columbia, SC	1	Jonesboro, AR	-	Portland, OR	6	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	1	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	-	Quincy - Hannibal - +	1	Yakima - Pasco +, W	3
Corpus Christi, TX	-	La Crosse - Eau Clair	1	Raleigh - Durham, NC	1	Youngstown, OH	-
Dallas - Ft. Worth, TX	1	Lafayette, IN	-	Rapid City, SD	3	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	2	Zanesville, OH	-
Dayton, OH	1	Lake Charles, LA	-	Richmond - Petersbur	1		-
		Lansing, MI	-	Roanoke - Lynchburg	-		

## Silver Bow County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	<b>82</b>						
Abilene - Sweetwater	-	Denver, CO	3	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	1	Las Vegas, NV	1	Rochester, NY	-
Albany-Schenectady-	-	Detroit, MI	-	Lexington, KY	-	Rockford, IL	-
Albuquerque - Santa	1	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	1
Alexandria, LA	-	Duluth - Superior, MN	1	Lincoln & Hastings +,	-	Salisbury, MD	-
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	-	Salt Lake City, UT	2
Amarillo, TX	1	Elmira, NY	-	Los Angeles, CA	1	San Angelo, TX	-
Anchorage, AK	-	Erie, PA	-	Louisville, KY	1	San Antonio, TX	1
Atlanta, GA	1	Eugene, OR	-	Lubbock, TX	-	San Diego, CA	-
Augusta, GA	1	Eureka, CA	1	Macon, GA	-	San Francisco - Oakl	2
Austin, TX	-	Evansville, IL	-	Madison, WI	-	Santa Barbara +, CA	-
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	-	Fargo - Valley City, N	-	Marquette, MI	-	Seattle - Tacoma, WA	11
Bangor, ME	-	Flint - Saginaw, MI	-	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	-	Florence-Myrtle Beac	-	Memphis, TN	1	Shreveport, LA	1
Beaumont - Port Auth	-	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	-
Bend, OR	-	Ft. Meyers - Naples, I	-	Miami - Ft. Lauderdale	-	Sioux Falls - Mitchell,	-
Billings, MT	-	Ft. Smith, AR	-	Milwaukee, WI	1	South Bend - Elkhart,	-
Biloxi - Gulfport, MS	-	Ft. Wayne, IN	-	Minneapolis - St. Paul	3	Spokane, WA	6
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	-	Springfield - Holyoke,	-
Birmingham, AL	1	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	-	St. Joseph, MO	-
Boise, ID	-	Grand Rapids - Kalam	-	Monroe - El Dorado, A	-	St. Louis, MO	1
Boston, MA	3	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	1	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wil	-	Nashville, TN	-	Tampa - St. Petersburg	-
Burlington - Plattsburg	-	Greenville - Spart. - A	1	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	-	Toledo, OH	-
Casper - Riverton, W	-	Greenwood - Greenvi	-	Norfolk - VA. Beach +	-	Topeka, KS	-
Cedar Rapids - Dubuq	-	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	-	Harrisburg - Lanc. - L	-	Odessa - Midland, TX	-	Tri - Cities, TN/VA	-
Charleston - Huntingt	-	Harrisonburg, VA	-	Oklahoma City, OK	1	Tucson - Nogales, AZ	-
Charleston, SC	1	Hartford - New Haven	-	Omaho, NE	1	Tulsa, OK	-
Charlotte, NC	-	Hattiesburg - Laurel,	-	Orlando - Daytona Be	-	Twin Falls, ID	1
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Luf	-
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	1
Cheyenne - Scottsblu	-	Houston, TX	1	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	2	Huntsville - Decator, A	-	Panama City, FL	-	Waco - Temple +, TX	1
Chico - Redding, CA	1	Idaho Falls - Pocatell	5	Parkersburg, WV	-	Washington, D.C.	1
Cincinnati, OH	-	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	1	Philadelphia, PA	2	Wausau - Rhinelander	-
Cleveland, OH	-	Jackson, TN	-	Phoenix, AZ	1	West Palm Beach +, F	1
Colorado Springs - P	-	Jacksonville - Brunsw	-	Pittsburgh, PA	-	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, MI	-	Wichita - Hutchinson	1
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	3	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	1	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	-	Knoxville, TN	-	Quincy - Hannibal - +	-	Yakima - Pasco +, W	3
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	-	Lafayette, IN	-	Rapid City, SD	-	Yuma - El Centro, AZ	-
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	1	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	1		
		Lansing, MI	1	Roanoke - Lynchburg	-		



## Yellowstone County: Vacationers Spending a Night, 2005 DMA

DMA	Count	DMA	Count	DMA	Count	DMA	Count
<b>TOTAL</b>	157						
Abilene - Sweetwater	1	Denver, CO	13	Laredo, TX	-	Rochester - Mason C	-
Albany, GA	-	Des Moines - Ames, I	1	Las Vegas, NV	-	Rochester, NY	-
Albany-Schenectady-	-	Detroit, MI	-	Lexington, KY	-	Rockford, IL	1
Albuquerque - Santa	-	Dothan, AL	-	Lima, OH	-	Sacramento - Stockto	1
Alexandria, LA	-	Duluth - Superior, MN	1	Lincoln & Hastings +,	2	Salisbury, MD	1
Alpena, MI	-	El Paso, TX	-	Little Rock - Pine Bluff	1	Salt Lake City, UT	2
Amarillo, TX	1	Elmira, NY	-	Los Angeles, CA	2	San Angelo, TX	-
Anchorage, AK	2	Erie, PA	-	Louisville, KY	1	San Antonio, TX	-
Atlanta, GA	4	Eugene, OR	1	Lubbock, TX	1	San Diego, CA	-
Augusta, GA	1	Eureka, CA	-	Macon, GA	-	San Francisco - Oakl	4
Austin, TX	1	Evansville, IL	1	Madison, WI	1	Santa Barbara +, CA	1
Bakersfield, CA	-	Fairbanks, AK	-	Mankato, MN	-	Savannah, GA	-
Baltimore, MD	1	Fargo - Valley City, N	2	Marquette, MI	-	Seattle - Tacoma, WA	10
Bangor, ME	1	Flint - Saginaw, MI	-	Medford - Klamath Fe	-	Sherman - Ada, OK	-
Baton Rouge, LA	1	Florence-Myrtle Beac	-	Memphis, TN	3	Shreveport, LA	-
Beaumont - Port Auth	1	Fresno - Visalia, CA	-	Meridian, MS	-	Sioux City, IA	1
Bend, OR	-	Ft. Meyers - Naples, F	-	Miami - Ft. Lauderdale	1	Sioux Falls - Mitchell	-
Billings, MT*	2	Ft. Smith, AR	2	Milwaukee, WI	2	South Bend - Elkhart	1
Biloxi - Gulfport, MS	1	Ft. Wayne, IN	-	Minneapolis - St. Paul	8	Spokane, WA	-
Binghamton, NY	-	Gainesville, FL	-	Minot - Bismark - +, N	5	Springfield - Holyoke,	-
Birmingham, AL	-	Glendive, MT	-	Missoula, MT	-	Springfield, MO	-
Bluefield - Beckley, W	-	Grand Junction - Mont	-	Mobile - Pensacola, A	2	St. Joseph, MO	-
Boise, ID	1	Grand Rapids - Kalam	1	Monroe - El Dorado, A	1	St. Louis, MO	2
Boston, MA	-	Great Falls, MT	-	Monterey - Salinas, C	-	Syracuse, NY	-
Bowling Green, KY	-	Green Bay - Appleton	-	Montgomery, AL	-	Tallahassee - Thomas	-
Buffalo, NY	-	Greensboro - HP- Wic	1	Nashville, TN	3	Tampa - St. Petersburg	2
Burlington - Plattsbur	1	Greenville - Spart. - A	-	New Orleans, LA	-	Terre Haute, IN	-
Butte - Bozeman, MT	-	Greenville, New Bern	-	New York, NY	4	Toledo, OH	-
Casper - Riverton, W	3	Greenwood - Greenvi	-	Norfolk - VA. Beach +	2	Topeka, KS	-
Cedar Rapids - Dubu	1	Harlingen - Wesl. - Br	-	North Platte, NE	-	Traverse City - Cadillac	-
Champaign - Springfi	1	Harrisburg - Lanc. - L	1	Odessa - Midland, TX	-	Tri - Cities, TN/VA	1
Charleston - Huntingt	1	Harrisonburg, VA	-	Oklahoma City, OK	-	Tucson - Nogales, AZ	-
Charleston, SC	1	Hartford - New Haven	-	Omaho, NE	1	Tulsa, OK	-
Charlotte, NC	-	Hattiesburg - Laurel,	1	Orlando - Daytona Be	2	Twin Falls, ID	-
Charlottesville, VA	-	Helena, MT	-	Ottumwa - Kirksville,	-	Tyler - Longview - Lu	-
Chattanooga, TN	-	Honolulu, HI	-	Paducah - Cape Girar	-	Utica, NY	-
Cheyenne - Scottsblu	-	Houston, TX	-	Palm Springs, CA	-	Victoria, TX	-
Chicago, IL	5	Huntsville - Decator, A	-	Panama City, FL	-	Waco - Temple +, TX	-
Chico - Redding, CA	-	Idaho Falls - Pocatell	1	Parkersburg, WV	-	Washington, D.C.	1
Cincinnati, OH	-	Indianapolis, IN	1	Peoria - Bloominton,	-	Watertown, NY	-
Clarksburg - Weston,	-	Jackson, MS	-	Philadelphia, PA	1	Wausau - Rhinelander	-
Cleveland, OH	2	Jackson, TN	-	Phoenix, AZ	2	West Palm Beach +,	-
Colorado Springs - P	1	Jacksonville - Brunsw	2	Pittsburgh, PA	1	Wheeling - Steubenvi	-
Columbia - Jefferson	-	Johnstown - Altoona,	-	Portland - Auburn, M	1	Wichita - Hutchinson	3
Columbia, SC	-	Jonesboro, AR	-	Portland, OR	4	Wichita Falls - Lawton	-
Columbus - Tupelo, M	-	Joplin - Pittsburg, KS	-	Presque Isle, ME	-	Wilkes-Barre - Scrant	-
Columbus, GA	-	Kansas City, KS	2	Providence - New Be	-	Wilmington, NC	-
Columbus, OH	2	Knoxville, TN	1	Quincy - Hannibal - +	1	Yakima - Pasco +, W	-
Corpus Christi, TX	-	La Crosse - Eau Clair	-	Raleigh - Durham, NC	-	Youngstown, OH	-
Dallas - Ft. Worth, TX	1	Lafayette, IN	-	Rapid City, SD	2	Yuma - El Centro, AZ	1
Davenport - Rock Isl	-	Lafayette, LA	-	Reno, NV	-	Zanesville, OH	-
Dayton, OH	-	Lake Charles, LA	-	Richmond - Petersbur	1		
		Lansing, MI	-	Roanoke - Lynchburg	1		

\*The Billings, MT DMA is made up of areas in Wyoming as well as Montana. Zip codes used here represent only Wyoming residents.