



Voices of Montana Tourism serves as a united voice for Montana's tourism stakeholders. Since its creation in 2011, Voices has led the effort to increase support and appreciation among elected state & federal leaders, policy influencers, and the general public by *educating, communicating, and shaping perceptions of tourism.*

Tourism is one of Montana's leading industries!! In 2014*, **10.9 million visitors:**

- spent **\$3.9 billion** (↑7.6% over 2013)
- directly supported **38,220 jobs** statewide (↑13.5% over 2013)
- generated **\$218 million** in state & local taxes (↓7.8% over 2013)
- Lowered taxes on each Montana household by over **\$530** (↓2.2% over 2013)

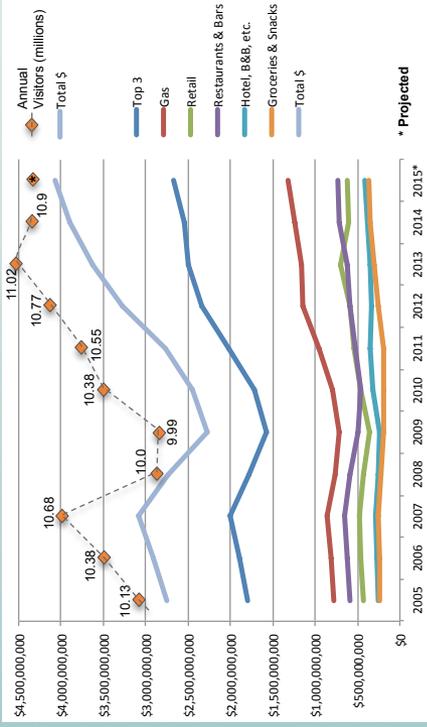
* Data based on **final** annual report published May 2015 by Institute for Tourism and Recreation Research

Want to support Voices?

Contact Mike Garcia, mike@voicesoftourism.com, at 406-431-7814



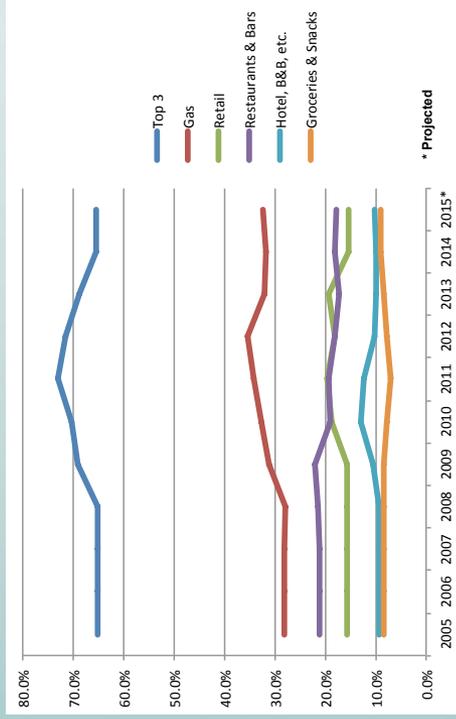
TRENDS IN MONTANA TOURISM



Since 2010:

- Total non-resident spending has increased by **over 59%**
- Total visitors have increased by **less than 5%**

Total non-resident spending will likely exceed **\$4 billion** in 2015

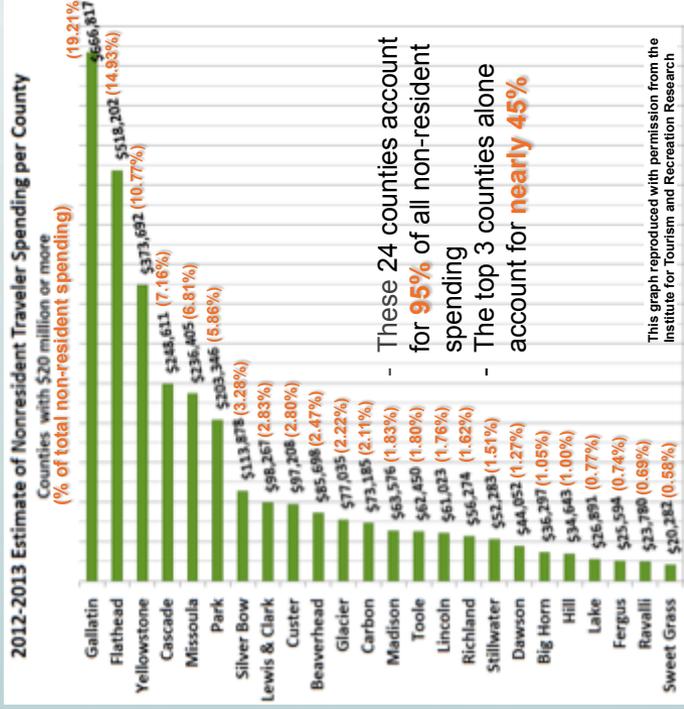


Since 2005, **Gas, Retail and Restaurants & Bars:**

- Have been the **Top 3** non-resident expenses
- Together account for **almost 68%** of all non-resident spending annually

Hotels, B&B and similar accommodations:

- Accounted for **less than one-tenth** of all non-resident spending in 2014
- May be **matched** by Groceries & Snacks as the #4 expense for non-residents in 2015



- These 24 counties account for **95%** of all non-resident spending
- The top 3 counties alone account for **nearly 45%**

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