

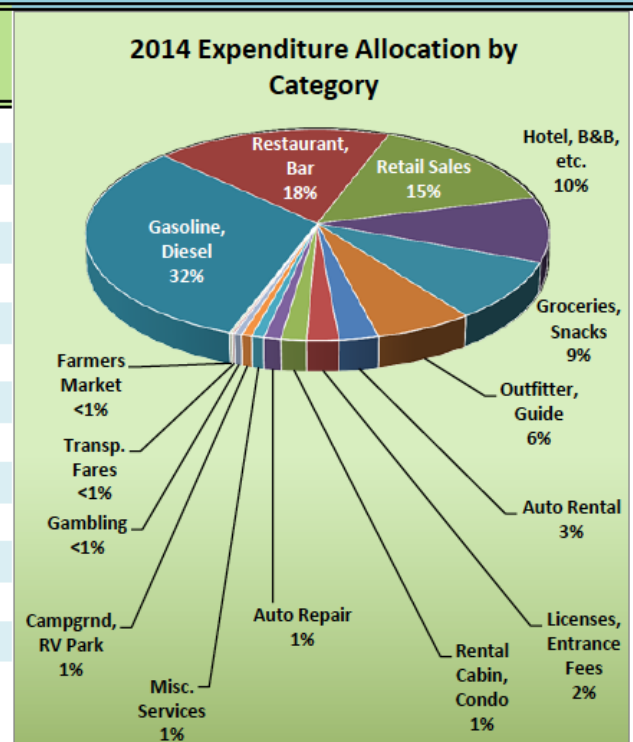
2014 Montana Nonresident Traveler Expenditures & Economic Contribution

2014 Contribution of Nonresident Traveler Expenditures to Montana's Economy

- In 2014, nonresident visitors to Montana spent an estimated \$3.90 billion in the state. (See Table 1 below)
- This \$3.90 billion in local spending directly supports \$3.15 billion of economic activity in the state, and supports an additional \$1.92 billion of economic activity, indirectly. (see Table 2, below)
- The estimated total contribution of nonresident spending to Montana's economy was \$5.07 billion in 2014.

Table 1 - 2014 Nonresident Traveler Expenditures¹

Expenditure Category	Average Daily Per Group ^{2,3}	Allocation by Category	Total Expenditures ^{2,4}
Gasoline, Diesel	\$50.08	32%	\$1,239,440,000
Restaurant, Bar	\$28.72	18%	\$710,450,000
Retail Sales	\$24.05	15%	\$598,720,000
Hotel, Motel	\$15.73	10%	\$388,790,000
Groceries, Snacks	\$14.23	9%	\$352,270,000
Outfitter, Guide	\$9.96	6%	\$243,640,000
Auto Rental	\$3.91	3%	\$96,830,000
Licenses, Entrance Fees	\$3.21	2%	\$79,080,000
Rental Cabin, Condo	\$2.56	1%	\$62,600,000
Auto Repair	\$1.70	1%	\$41,830,000
Misc. Services	\$1.20	1%	\$30,160,000
Campground, RV Park	\$1.02	1%	\$24,770,000
Gambling	\$0.74	<1%	\$18,490,000
Transportation Fares	\$0.30	<1%	\$7,280,000
Farmers Market	\$0.25	<1%	\$6,090,000
Estimated Total	\$157.66		\$3,900,440,000



¹Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures representing the day during which they were intercepted by an ITRR surveyor.

²Data are collected quarterly. Therefore, avg. daily expenditures are weighted averages of quarterly figures. ³Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ⁴Expenditure category totals may not add to year total due to rounding.

Table 2 - 2014 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$3,153,290,000	\$970,680,000	\$946,760,000	\$5,070,730,000
Employment (# of jobs)	38,220	6,950	8,110	53,280
Employee Compensation	\$862,320,000	\$208,660,000	\$245,780,000	\$1,316,760,000
Proprietor Income	\$146,000,000	\$58,220,000	\$44,460,000	\$248,680,000
Other Property Type Income	\$349,400,000	\$181,420,000	\$181,120,000	\$711,940,000
State & Local Taxes	—	—	—	\$217,630,000*

Direct impacts result from nonresident traveler purchases of goods and services; **Indirect impacts** result from purchases made by travel-related businesses; and **Induced impacts** result from purchases by those employed in travel-related occupations.

Industry Output is the value of goods & services produced by an industry which nonresidents purchase. **Employment** is full- and part-time average annual jobs. **Other Property Type Income** consists of payments for rents, royalties and dividends.

* **CHANGE:** The IMPLAN data set now incorporates state-level BEA TOPI (taxes on production and imports) data, rather than using U.S. data to produce state-level estimates, as was done in previous IMPLAN data sets. Comparison to years prior to 2012 is not advised.

Annual ITRR report data			
Direct Economic Impact	FY 2013	FY 2014	GROWTH
Industry Output	\$2,848,400,000	\$3,153,290,000	10.7%
Jobs	33,670	38,220	13.5%
Employee Compensation	\$834,300,000	\$862,320,000	3.4%
Proprietor Income	\$145,150,000	\$146,000,000	0.6%
Other Property Type Income*	\$335,120,000	\$349,400,000	4.3%
State & Local Taxes	-	-	-
			6.5% Average
Indirect Economic Impact	FY 2013	FY 2014	GROWTH
Industry Output	\$754,900,000	\$970,680,000	28.6%
Jobs	6,370	6,950	9.1%
Employee Compensation	\$196,970,000	\$208,660,000	5.9%
Proprietor Income	\$39,110,000	\$58,220,000	48.9%
Other Property Type Income*	\$142,790,000	\$181,420,000	27.1%
State & Local Taxes	-	-	-
Induced Economic Impact	FY 2013	FY 2014	GROWTH
Industry Output	\$869,600,000	\$946,760,000	8.9%
Jobs	8,220	8,110	-1.3%
Employee Compensation	\$244,980,000	\$245,780,000	0.3%
Proprietor Income	\$44,900,000	\$44,460,000	-1.0%
Other Property Type Income*	\$190,660,000	\$181,120,000	-5.0%
State & Local Taxes	-	-	-
Combined Economic Impact	FY 2013	FY 2014	GROWTH
Industry Output	\$4,472,900,000	\$5,070,730,000	13.4%
Jobs	48,260	53,280	10.4%
Employee Compensation	\$1,276,250,000	\$1,316,760,000	3.2%
Proprietor Income	\$229,160,000	\$248,680,000	8.5%
Other Property Type Income	\$668,570,000	\$711,940,000	6.5%
State & Local Taxes	\$236,080,000	\$217,630,000	-7.8%
TOP 15 EXPENDITURES	FY 2013	FY 2014	GROWTH
TOTAL	\$3,624,480,000	\$3,900,440,000	7.6%
Gas	\$1,165,560,000	\$1,239,440,000	6.3%
Restaurant/Bar	\$625,300,000	\$710,450,000	13.6%
Retail	\$704,320,000	\$598,720,000	-15.0%
Hotel/Motel	\$354,220,000	\$388,790,000	9.8%
Groceries/Snacks	\$306,580,000	\$352,270,000	14.9%
Outfitters & Guides	\$143,690,000	\$243,640,000	69.6%
Auto Rental	\$68,720,000	\$96,830,000	40.9%
Licenses, Entrance Fees	\$84,160,000	\$79,080,000	-6.0%
Rental Cabin, Condo	\$51,170,000	\$62,600,000	22.3%
Auto Repairs	\$45,970,000	\$41,830,000	-9.0%
Misc. Services	\$20,780,000	\$30,160,000	45.1%
Campground, RV park	\$26,730,000	\$24,770,000	-7.3%
Gambling	\$12,910,000	\$18,490,000	43.2%
Transportation Fares	\$5,930,000	\$7,280,000	22.8%
Farmers Markets	\$8,460,000	\$6,090,000	-28.0%

* includes corporate profits, capital consumption allowance, payments for rent, dividends, royalties and interest income