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2021 Nonresident Visitation, Expenditures, & Economic Impact Estimates

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INSTITUTE FOR TOURISM AND RECREATION RESEARCH

2021
NONRESIDENT
VISITATION,
EXPENDITURES
& ECONOMIC
IMPACT
ESTIMATES

Estimates by full year, quarters, trip purposes & other visitor segments

Kara Grau

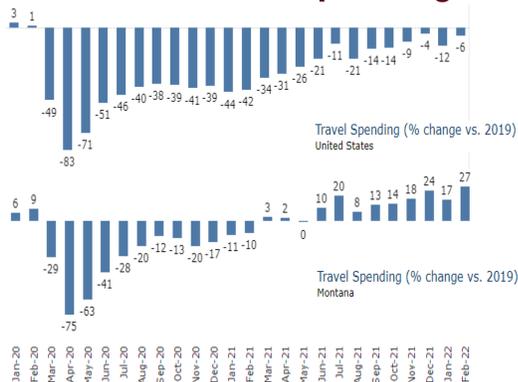
ABOUT OUR WORK

2021 Nonresident Visitation, Expenditures & Economic Impact Estimates

This report is a collection of estimates of 2021 nonresident visitation to Montana, expenditures by nonresident travelers in the state, and economic impacts of that traveler spending.

Despite a decrease in travel and travel spending during 2020 due to the COVID-19 pandemic, both traveler numbers and the associated spending recovered during 2021. In fact, spending surpassed that of 2019, while the number of travelers to Montana during the year were just below pre-pandemic levels.

U.S. Travel Spending vs Montana Travel Spending



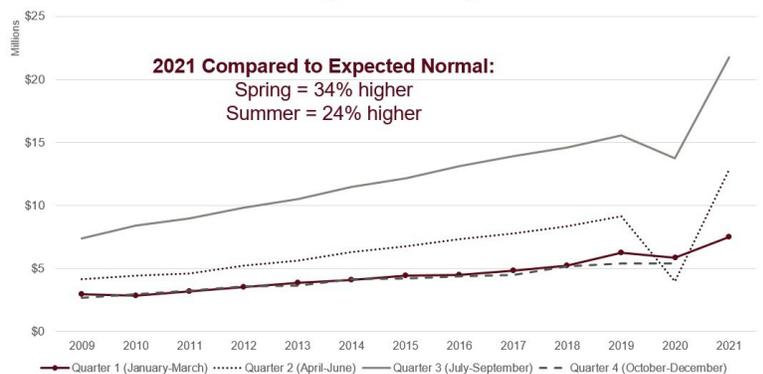
Source: U.S. Travel Association and Tourism Economics

Based on comparable data sources, Montana's travel industry recovered faster and was not as deeply affected by the pandemic as much of the country.

The following pages provide a look at travel spending by nonresidents during 2021. Full year and quarterly estimates are followed by additional looks at spending by purpose of trip, residence, and airline of arrival. Trends for spending and visitation are also included.

Indicators such as Bed Tax collections, national & state park visits, and airline and traffic data all reflected steep increases in visitation to Montana during 2021.

Lodging Facility Use Tax Collection (Bed Tax)



Source: Montana Department of Commerce

The Institute for Tourism and Recreation Research prepares these estimates through data collected via in-person interviews with travelers, as well as data from secondary sources. For more information about ITRR's Statewide Nonresident Traveler Survey, please refer to the document found at <http://itrr.umt.edu/files/NonresTravelSurvey-Methods-Analysis.pdf>

This study was funded by the Lodging Facility Use Tax

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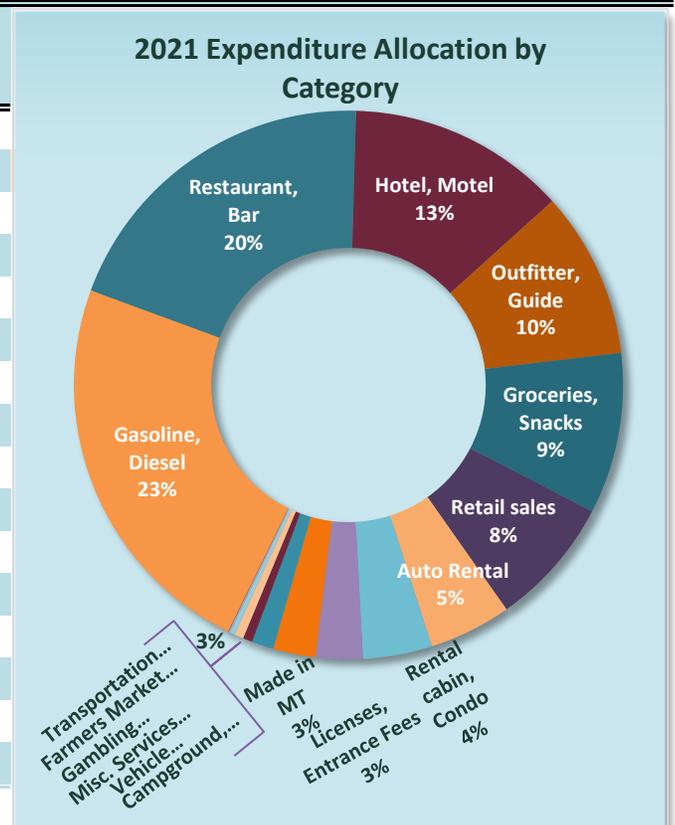
2021 Montana Nonresident Traveler Expenditures

2021 Contribution of Nonresident Traveler Expenditures to Montana's Economy

- In 2021, nonresident visitors to Montana spent an estimated \$5.15 billion in the state. (See Table 1, below)
- This \$5.15 billion in local spending directly supports \$4.42 billion of economic activity in the state, and supports an additional \$3.14 billion of economic activity, indirectly. (see Table 2, below)
- The estimated total contribution of nonresident spending to Montana's economy was \$7.56 billion in 2021.

Table 1 - 2021 Nonresident Traveler Expenditures¹

| Expenditure Category | Average Daily Per Group ^{2,3} | Allocation by Category | Total Expenditures ^{2,4} |
|-------------------------|--|------------------------|-----------------------------------|
| Gasoline, Diesel | \$41.43 | 23% | \$1,204,670,000 |
| Restaurant, Bar | \$35.20 | 20% | \$1,021,820,000 |
| Hotel, Motel | \$22.83 | 13% | \$663,160,000 |
| Outfitter, Guide | \$17.62 | 10% | \$506,100,000 |
| Groceries, Snacks | \$16.88 | 9% | \$489,030,000 |
| Retail sales | \$13.43 | 8% | \$392,110,000 |
| Auto Rental | \$8.67 | 5% | \$250,110,000 |
| Rental cabin, Condo | \$7.19 | 4% | \$209,670,000 |
| Licenses, Entrance Fees | \$4.77 | 3% | \$142,240,000 |
| Made in MT | \$4.42 | 3% | \$128,900,000 |
| Campground, RV Park | \$2.34 | 1% | \$66,290,000 |
| Vehicle Repairs | \$1.01 | 1% | \$28,920,000 |
| Misc. Services | \$0.95 | 1% | \$27,560,000 |
| Gambling | \$0.52 | <1% | \$15,270,000 |
| Farmers Market | \$0.17 | <1% | \$4,860,000 |
| Transportation Fares | \$0.04 | <1% | \$1,220,000 |
| Estimated Total | \$177.46 | | \$5,151,930,000 |



¹Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT.

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 - 2021 Economic Impact

| | Direct | Indirect | Induced | Combined |
|----------------------------|-----------------|-----------------|-----------------|-----------------|
| Industry Output | \$4,425,540,000 | \$1,627,640,000 | \$1,509,850,000 | \$7,563,030,000 |
| Employment (# of jobs) | 47,810 | 10,140 | 10,680 | 68,630 |
| Employee Compensation | \$1,305,010,000 | \$336,340,000 | \$397,560,000 | \$2,038,910,000 |
| Proprietor Income | \$188,530,000 | \$97,670,000 | \$71,980,000 | \$358,180,000 |
| Other Property Type Income | \$502,540,000 | \$197,260,000 | \$278,250,000 | \$978,050,000 |
| State & Local Taxes | | | | \$387,840,000 |

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.

2021 Montana Nonresident Traveler Quarterly Travel Comparison

| | Quarter 1 (Jan-Mar) | Quarter 2 (Apr-Jun) | Quarter 3 (Jul-Sep) | Quarter 4 (Oct-Dec) | Year Total ¹ 2021 |
|---|------------------------|------------------------|------------------------|------------------------|---------------------------------|
| Visitation & Length of Stay | | | | | |
| Nonresident Visitors | 1,354,000 | 3,417,000 | 5,895,000 | 1,855,000 | 12,522,000 |
| % of Total | 11% | 27% | 47% | 15% | 100% |
| Nonresident Travel Groups | 677,000 | 1,598,000 | 2,402,000 | 922,000 | 5,599,000 |
| % of Total | 12% | 29% | 43% | 16% | 100% |
| Group Size (people per group) | 2.04 | 2.40 | 2.46 | 2.07 | 2.33 |
| Length of Stay (nights) | 4.43 | 4.54 | 5.64 | 5.74 | 5.20 |
| Expenditure Category^{2,3} (Average Daily per Group) | | | | | |
| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | Year Total¹ |
| Gasoline, Diesel | \$32.27 | \$42.25 | \$40.90 | \$46.75 | \$41.43 |
| Restaurant, Bar | \$36.63 | \$33.93 | \$37.35 | \$30.21 | \$35.20 |
| Hotel, Motel | \$25.48 | \$23.86 | \$23.34 | \$18.42 | \$22.83 |
| Outfitter, Guide | \$0.65 | \$19.59 | \$20.44 | \$16.10 | \$17.62 |
| Groceries, Snacks | \$13.66 | \$17.95 | \$17.82 | \$14.45 | \$16.88 |
| Retail sales | \$17.68 | \$13.04 | \$12.79 | \$13.46 | \$13.43 |
| Auto Rental | \$6.88 | \$8.64 | \$10.04 | \$5.82 | \$8.67 |
| Rental cabin, Condo | \$11.97 | \$6.47 | \$7.44 | \$4.92 | \$7.19 |
| Licenses, Entrance Fees | \$8.43 | \$2.76 | \$3.16 | \$10.23 | \$4.77 |
| Made in MT | \$3.90 | \$3.98 | \$4.38 | \$5.48 | \$4.42 |
| Campground, RV Park | \$0.05 | \$2.31 | \$3.54 | \$0.27 | \$2.34 |
| Vehicle Repairs | \$0.48 | \$2.65 | \$0.61 | \$0.00 | \$1.01 |
| Misc. Services | \$1.98 | \$0.96 | \$1.07 | \$0.03 | \$0.95 |
| Gambling | \$1.25 | \$0.38 | \$0.42 | \$0.58 | \$0.52 |
| Farmers Market | \$0.16 | \$0.10 | \$0.25 | \$0.05 | \$0.17 |
| Transportation Fares | \$0.02 | \$0.03 | \$0.05 | \$0.05 | \$0.04 |
| | \$161.49 | \$178.90 | \$183.60 | \$166.81 | \$177.46 |
| Total Expenditures | \$484,680,000 | \$1,297,530,000 | \$2,487,240,000 | \$882,480,000 | \$5,151,930,000 |
| % of Total | 9% | 25% | 48% | 17% | 100% |

¹Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ²Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ³Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures.

2021

Montana Nonresident Traveler Expenditure

Average 2021 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Shopping* | Other |
| Sample size | 6,521 | 2,575 | 1,363 | 1,545 | 709 | 55 | 267 |
| Nonresident Travelers | 12,522,000 | 4,950,000 | 2,620,000 | 2,970,000 | 1,360,000 | 100,000 | 510,000 |
| Group Size (people/group) | 2.33 | 2.75 | 2.13 | 2.09 | 1.64 | 1.89 | 2.15 |
| Length of Stay (nights) | 5.20 | 5.97 | 6.75 | 1.02 | 7.41 | 2.12 | 8.18 |
| % of All Travelers in 2021 | 100% | 40% | 21% | 24% | 11% | 1% | 4% |
| Gasoline, Diesel | \$41.43 | \$37.26 | \$29.33 | \$62.78 | \$39.71 | \$42.04 | \$32.09 |
| Restaurant, Bar | \$35.20 | \$46.69 | \$38.47 | \$16.23 | \$31.68 | \$20.40 | \$29.62 |
| Hotel, B&B, etc. | \$22.83 | \$28.65 | \$14.55 | \$20.01 | \$25.13 | \$15.05 | \$19.77 |
| Outfitter, Guide | \$17.62 | \$37.89 | \$2.27 | \$2.53 | \$5.60 | \$0.00 | \$12.68 |
| Groceries, Snacks | \$16.88 | \$22.60 | \$17.36 | \$6.90 | \$11.98 | \$53.21 | \$14.18 |
| Retail Sales | \$13.43 | \$13.88 | \$16.77 | \$5.23 | \$12.68 | \$72.92 | \$23.25 |
| Auto Rental | \$8.67 | \$14.58 | \$4.72 | \$0.53 | \$11.80 | \$8.77 | \$8.23 |
| Rental Cabin, Condo | \$7.19 | \$15.17 | \$2.81 | \$0.20 | \$3.99 | \$0.00 | \$5.42 |
| Licenses, Entrance Fees | \$4.77 | \$8.75 | \$4.78 | \$0.46 | \$2.25 | \$3.13 | \$6.06 |
| Made in MT | \$4.42 | \$5.65 | \$6.99 | \$0.84 | \$2.89 | \$25.67 | \$2.17 |
| Campground, RV Park | \$2.34 | \$4.29 | \$0.72 | \$1.02 | \$0.33 | \$0.25 | \$0.57 |
| Auto Repair | \$1.01 | \$0.77 | \$0.52 | \$0.06 | \$3.22 | \$4.42 | \$2.75 |
| Misc. Services | \$0.95 | \$0.60 | \$2.19 | \$0.56 | \$0.68 | \$0.32 | \$0.87 |
| Gambling | \$0.52 | \$0.17 | \$1.08 | \$0.24 | \$0.81 | \$0.36 | \$2.52 |
| Farmers Market | \$0.17 | \$0.16 | \$0.20 | \$0.07 | \$0.19 | \$0.00 | \$0.46 |
| Transportation Fares | \$0.04 | \$0.05 | \$0.00 | \$0.01 | \$0.21 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$177.46 | \$237.16 | \$142.76 | \$117.68 | \$153.16 | \$246.55 | \$160.64 |

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=5,414) | Mean ² of Those Who Spent | Median ³ of Those Who Spent |
|-------------------------|-----------------------|-----------------------------|--------------------------------------|--|
| Gasoline, Diesel | 3,623 | 67% | \$61.10 | \$50.00 |
| Restaurant, Bar | 2,829 | 52% | \$67.14 | \$50.00 |
| Hotel, B&B, etc. | 1,775 | 33% | \$155.72 | \$130.00 |
| Groceries, Snacks | 1,657 | 31% | \$54.27 | \$30.00 |
| Licenses, Entrance Fees | 791 | 15% | \$34.88 | \$15.10 |
| Retail Sales | 667 | 12% | \$111.49 | \$70.00 |
| Campground, RV Park | 621 | 11% | \$46.30 | \$42.00 |
| Made in MT | 441 | 8% | \$53.76 | \$35.00 |
| Auto Rental | 437 | 8% | \$104.51 | \$92.00 |
| Rental Cabin, Condo | 337 | 6% | \$257.90 | \$225.00 |
| Outfitter, Guide | 232 | 4% | \$380.44 | \$187.08 |
| Farmers Market | 156 | 3% | \$5.45 | \$5.00 |
| Misc. Services | 88 | 2% | \$62.21 | \$25.00 |
| Gambling | 73 | 1% | \$42.07 | \$44.95 |
| Auto Repair | 40 | 1% | \$142.78 | \$72.46 |
| Transportation Fares | 15 | 0% | \$13.67 | \$9.82 |

Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures.

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. *Small sample size, use with caution.

Quarter 1, 2021

Montana Nonresident Traveler Expenditure

Average Q1 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Shopping* | Other* |
| Sample size | 1,066 | 254 | 244 | 277 | 198 | 18 | 69 |
| Nonresident Travelers | 1,354,000 | 325,000 | 312,000 | 355,000 | 252,000 | 23,000 | 88,000 |
| Group Size (people/group) | 2.04 | 2.86 | 1.72 | 1.91 | 1.45 | 1.99 | 2.32 |
| Length of Stay (nights) | 4.43 | 5.73 | 6.06 | 0.61 | 5.42 | 2.39 | 6.88 |
| % of All Travelers in Q1 | 100% | 24% | 23% | 26% | 19% | 2% | 7% |
| Restaurant, Bar | \$36.63 | \$74.77 | \$41.18 | \$11.64 | \$25.83 | \$31.41 | \$27.72 |
| Gasoline, Diesel | \$32.27 | \$22.10 | \$19.61 | \$47.62 | \$34.81 | \$52.77 | \$32.93 |
| Hotel, B&B, etc. | \$25.48 | \$34.28 | \$19.58 | \$20.56 | \$29.10 | \$24.41 | \$28.72 |
| Retail Sales | \$17.68 | \$4.23 | \$24.35 | \$17.09 | \$12.30 | \$53.19 | \$53.53 |
| Groceries, Snacks | \$13.66 | \$18.05 | \$17.16 | \$7.19 | \$10.84 | \$15.09 | \$13.17 |
| Rental Cabin, Condo | \$11.97 | \$49.46 | \$1.39 | \$0.00 | \$2.49 | \$0.00 | \$9.39 |
| Licenses, Entrance Fees | \$8.43 | \$19.87 | \$11.24 | \$0.36 | \$6.20 | \$7.67 | \$0.12 |
| Auto Rental | \$6.88 | \$19.39 | \$5.46 | \$0.00 | \$4.88 | \$14.82 | \$3.38 |
| Made in MT | \$3.90 | \$2.32 | \$10.43 | \$0.19 | \$1.29 | \$33.54 | \$0.56 |
| Misc. Services | \$1.98 | \$0.53 | \$6.99 | \$0.68 | \$0.07 | \$0.00 | \$0.77 |
| Gambling | \$1.25 | \$0.44 | \$1.04 | \$0.00 | \$1.84 | \$0.43 | \$9.58 |
| Outfitter, Guide | \$0.65 | \$1.24 | \$1.65 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Auto Repair | \$0.48 | \$0.00 | \$0.22 | \$0.00 | \$0.16 | \$6.46 | \$4.74 |
| Farmers Market | \$0.16 | \$0.01 | \$0.06 | \$0.00 | \$0.13 | \$0.00 | \$2.08 |
| Campground, RV Park | \$0.05 | \$0.04 | \$0.03 | \$0.00 | \$0.16 | \$0.00 | \$0.00 |
| Transportation Fares | \$0.02 | \$0.00 | \$0.01 | \$0.00 | \$0.08 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$161.49 | \$246.74 | \$160.40 | \$105.33 | \$130.17 | \$239.79 | \$186.69 |

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=867) | Mean ² of Those Who Spent | Median ³ of Those Who Spent |
|-------------------------|-----------------------|---------------------------|--------------------------------------|--|
| Gasoline, Diesel | 572 | 66% | \$48.94 | \$40.00 |
| Restaurant, Bar | 407 | 47% | \$78.01 | \$45.00 |
| Hotel, B&B, etc. | 263 | 30% | \$122.29 | \$100.00 |
| Groceries, Snacks | 210 | 24% | \$56.29 | \$20.00 |
| Licenses, Entrance Fees | 83 | 10% | \$88.25 | \$63.00 |
| Retail Sales | 83 | 10% | \$184.72 | \$100.00 |
| Auto Rental | 79 | 9% | \$75.45 | \$77.24 |
| Rental Cabin, Condo | 54 | 6% | \$281.17 | \$250.00 |
| Made in MT | 53 | 6% | \$64.29 | \$28.20 |
| Gambling | 17 | 2% | \$62.41 | \$89.90 |
| Misc. Services | 16 | 2% | \$110.05 | \$105.30 |
| Farmers Market | 10 | 1% | \$13.28 | \$13.35 |
| Campground, RV Park | 8 | 1% | \$7.30 | \$7.43 |
| Outfitter, Guide | 4 | <1% | \$143.67 | \$120.00 |
| Auto Repair | 2 | <1% | \$166.27 | \$191.57 |
| Transportation Fares | 2 | <1% | \$9.28 | \$9.28 |

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. *Small sample size, use with caution.

Quarter 2, 2021

Montana Nonresident Traveler Expenditure

Average Q2 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Shopping* | Other* |
| Sample size | 1,807 | 688 | 369 | 488 | 189 | 13 | 61 |
| Nonresident Travelers | 3,417,000 | 1,302,000 | 697,000 | 923,000 | 359,000 | 24,000 | 116,000 |
| Group Size (people/group) | 2.40 | 2.91 | 2.17 | 2.18 | 1.69 | 1.47 | 1.92 |
| Length of Stay (nights) | 4.54 | 5.42 | 6.08 | 0.93 | 6.10 | 0.19 | 9.63 |
| % of All Travelers in Q2 | 100% | 38% | 20% | 27% | 11% | 1% | 3% |
| Gasoline, Diesel | \$42.25 | \$38.37 | \$25.37 | \$62.14 | \$36.09 | \$45.32 | \$39.32 |
| Restaurant, Bar | \$33.93 | \$47.98 | \$36.24 | \$15.98 | \$29.91 | \$12.35 | \$31.21 |
| Hotel, B&B, etc. | \$23.86 | \$32.97 | \$12.15 | \$20.77 | \$25.55 | \$8.85 | \$15.99 |
| Outfitter, Guide | \$19.59 | \$48.83 | \$2.32 | \$0.95 | \$5.09 | \$0.00 | \$0.00 |
| Groceries, Snacks | \$17.95 | \$26.26 | \$17.83 | \$9.33 | \$12.39 | \$40.66 | \$8.82 |
| Retail Sales | \$13.04 | \$14.34 | \$14.48 | \$2.75 | \$17.60 | \$234.65 | \$9.59 |
| Auto Rental | \$8.64 | \$15.58 | \$4.68 | \$0.48 | \$14.37 | \$0.00 | \$3.13 |
| Rental Cabin, Condo | \$6.47 | \$14.61 | \$0.44 | \$0.00 | \$5.51 | \$0.00 | \$8.80 |
| Made in MT | \$3.98 | \$6.51 | \$4.94 | \$0.81 | \$3.30 | \$0.00 | \$0.56 |
| Licenses, Entrance Fees | \$2.76 | \$5.78 | \$1.85 | \$0.25 | \$1.36 | \$0.00 | \$1.10 |
| Auto Repair | \$2.65 | \$2.18 | \$0.67 | \$0.00 | \$9.10 | \$6.07 | \$6.13 |
| Campground, RV Park | \$2.31 | \$4.62 | \$0.86 | \$1.18 | \$0.47 | \$0.00 | \$0.28 |
| Misc. Services | \$0.96 | \$0.30 | \$2.22 | \$0.52 | \$1.92 | \$6.96 | \$0.02 |
| Gambling | \$0.38 | \$0.07 | \$0.43 | \$0.14 | \$1.54 | \$4.40 | \$0.79 |
| Farmers Market | \$0.10 | \$0.09 | \$0.26 | \$0.00 | \$0.10 | \$0.00 | \$0.13 |
| Transportation Fares | \$0.03 | \$0.04 | \$0.01 | \$0.01 | \$0.11 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$178.90 | \$258.53 | \$124.75 | \$115.31 | \$164.41 | \$359.26 | \$125.87 |

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=1,486) | Mean ² of Those Who Spent | Median ³ of Those Who Spent |
|-------------------------|-----------------------|-----------------------------|--------------------------------------|--|
| Gasoline, Diesel | 1,036 | 70% | \$60.65 | \$48.00 |
| Restaurant, Bar | 759 | 51% | \$66.43 | \$50.00 |
| Hotel, B&B, etc. | 523 | 35% | \$157.36 | \$140.00 |
| Groceries, Snacks | 472 | 32% | \$56.54 | \$30.00 |
| Licenses, Entrance Fees | 214 | 14% | \$19.08 | \$13.33 |
| Retail Sales | 180 | 12% | \$107.43 | \$60.00 |
| Campground, RV Park | 172 | 12% | \$50.60 | \$50.00 |
| Auto Rental | 133 | 9% | \$96.51 | \$91.25 |
| Made in MT | 119 | 8% | \$49.92 | \$35.50 |
| Rental Cabin, Condo | 85 | 6% | \$263.45 | \$200.00 |
| Outfitter, Guide | 75 | 5% | \$385.67 | \$286.98 |
| Misc. Services | 34 | 2% | \$42.44 | \$20.00 |
| Farmers Market | 30 | 2% | \$4.81 | \$5.98 |
| Gambling | 16 | 1% | \$36.09 | \$51.41 |
| Auto Repair | 14 | 1% | \$290.30 | \$336.19 |
| Transportation Fares | 6 | <1% | \$7.73 | \$9.48 |

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. *Small sample size, use with caution.

Quarter 3, 2021

Montana Nonresident Traveler Expenditure

Average Q3 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|----------------|-----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Shopping* | Other* |
| Sample size | 2,483 | 1,312 | 453 | 450 | 182 | 8 | 77 |
| Nonresident Travelers | 5,895,000 | 3,113,000 | 1,079,000 | 1,067,000 | 430,000 | 18,000 | 183,000 |
| Group Size (people/group) | 2.46 | 2.73 | 2.33 | 2.14 | 1.71 | 2.46 | 2.26 |
| Length of Stay (nights) | 5.64 | 6.11 | 7.00 | 1.14 | 9.26 | 5.64 | 6.99 |
| % of All Travelers in Q3 | 100% | 53% | 18% | 18% | 7% | 0% | 3% |
| Gasoline, Diesel | \$40.90 | \$36.03 | \$37.10 | \$61.11 | \$40.29 | \$22.70 | \$29.02 |
| Restaurant, Bar | \$37.35 | \$44.04 | \$38.45 | \$19.33 | \$33.98 | \$10.55 | \$34.66 |
| Hotel, B&B, etc. | \$23.34 | \$26.65 | \$15.97 | \$21.15 | \$24.58 | \$0.48 | \$22.55 |
| Outfitter, Guide | \$20.44 | \$34.59 | \$3.59 | \$0.07 | \$10.71 | \$0.00 | \$28.34 |
| Groceries, Snacks | \$17.82 | \$22.54 | \$17.69 | \$6.69 | \$11.10 | \$21.78 | \$16.95 |
| Retail Sales | \$12.79 | \$14.91 | \$16.66 | \$3.00 | \$12.19 | \$8.26 | \$16.90 |
| Auto Rental | \$10.04 | \$14.81 | \$4.38 | \$0.06 | \$13.82 | \$0.00 | \$14.87 |
| Rental Cabin, Condo | \$7.44 | \$12.25 | \$3.30 | \$0.49 | \$4.03 | \$0.00 | \$0.88 |
| Made in MT | \$4.38 | \$5.19 | \$5.67 | \$1.43 | \$2.65 | \$8.61 | \$5.09 |
| Campground, RV Park | \$3.54 | \$5.60 | \$1.16 | \$1.69 | \$0.35 | \$1.21 | \$1.47 |
| Licenses, Entrance Fees | \$3.16 | \$3.51 | \$4.23 | \$0.68 | \$2.13 | \$1.22 | \$9.19 |
| Misc. Services | \$1.07 | \$0.90 | \$1.85 | \$0.96 | \$0.35 | \$0.00 | \$2.07 |
| Auto Repair | \$0.61 | \$0.38 | \$0.81 | \$0.17 | \$2.17 | \$8.31 | \$1.23 |
| Gambling | \$0.42 | \$0.20 | \$1.07 | \$0.33 | \$0.31 | \$0.00 | \$1.46 |
| Farmers Market | \$0.25 | \$0.24 | \$0.28 | \$0.19 | \$0.35 | \$0.00 | \$0.10 |
| Transportation Fares | \$0.05 | \$0.04 | \$0.00 | \$0.02 | \$0.31 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$183.60 | \$221.88 | \$152.21 | \$117.36 | \$159.32 | \$83.12 | \$184.78 |

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=2,139) | Mean ² of Those Who Spent | Median ³ of Those Who Spent |
|-------------------------|-----------------------|-----------------------------|--------------------------------------|--|
| Gasoline, Diesel | 1,420 | 66% | \$61.61 | \$50.00 |
| Restaurant, Bar | 1,197 | 56% | \$66.75 | \$50.00 |
| Groceries, Snacks | 711 | 33% | \$53.60 | \$35.00 |
| Hotel, B&B, etc. | 686 | 32% | \$178.41 | \$150.00 |
| Campground, RV Park | 406 | 19% | \$47.58 | \$45.00 |
| Licenses, Entrance Fees | 339 | 16% | \$19.99 | \$12.30 |
| Retail Sales | 305 | 14% | \$89.52 | \$62.72 |
| Made in MT | 187 | 9% | \$50.15 | \$30.00 |
| Auto Rental | 156 | 7% | \$137.56 | \$140.55 |
| Rental Cabin, Condo | 144 | 7% | \$271.05 | \$260.00 |
| Outfitter, Guide | 144 | 7% | \$304.56 | \$160.00 |
| Farmers Market | 104 | 5% | \$5.08 | \$4.00 |
| Misc. Services | 38 | 2% | \$60.16 | \$25.00 |
| Gambling | 25 | 1% | \$36.08 | \$44.95 |
| Auto Repair | 23 | 1% | \$55.16 | \$72.46 |
| Transportation Fares | 7 | <1% | \$14.07 | \$15.36 |

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. *Small sample size, use with caution.

Quarter 4, 2021

Montana Nonresident Traveler Expenditure

Average Q4 Daily Expenditures by Purpose of Trip[^]

| | Primary Purpose of Trip | | | | | | |
|-----------------------------------|-------------------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|
| | All Travelers | Vacation | VFR ¹ | Pass-Through | Business | Shopping* | Other* |
| Sample size | 1,165 | 321 | 297 | 330 | 140 | 16 | 60 |
| Nonresident Travelers | 1,855,000 | 512,000 | 473,000 | 527,000 | 223,000 | 24,000 | 96,000 |
| Group Size (people/group) | 2.07 | 2.42 | 1.97 | 1.99 | 1.67 | 1.86 | 2.09 |
| Length of Stay (nights) | 5.74 | 6.72 | 7.67 | 1.23 | 8.74 | 1.53 | 9.60 |
| % of All Travelers in Q4 | 100% | 28% | 26% | 28% | 12% | 1% | 5% |
| Gasoline, Diesel | \$46.75 | \$47.46 | \$23.89 | \$69.91 | \$45.88 | \$41.53 | \$28.72 |
| Restaurant, Bar | \$30.21 | \$40.87 | \$39.19 | \$13.24 | \$33.00 | \$15.76 | \$22.00 |
| Hotel, B&B, etc. | \$18.42 | \$25.40 | \$11.27 | \$17.38 | \$23.30 | \$14.46 | \$12.05 |
| Outfitter, Guide | \$16.10 | \$47.91 | \$0.00 | \$8.52 | \$0.00 | \$0.00 | \$12.40 |
| Groceries, Snacks | \$14.45 | \$17.98 | \$16.35 | \$4.39 | \$13.80 | \$110.52 | \$16.27 |
| Retail Sales | \$13.46 | \$13.64 | \$14.84 | \$8.11 | \$7.96 | \$108.68 | \$21.68 |
| Licenses, Entrance Fees | \$10.23 | \$29.75 | \$5.01 | \$0.41 | \$1.19 | \$0.00 | \$11.27 |
| Auto Rental | \$5.82 | \$9.35 | \$4.97 | \$1.42 | \$9.10 | \$8.62 | \$7.39 |
| Made in MT | \$5.48 | \$7.45 | \$9.61 | \$0.20 | \$3.81 | \$30.35 | \$0.76 |
| Rental Cabin, Condo | \$4.92 | \$10.94 | \$5.11 | \$0.05 | \$3.01 | \$0.00 | \$5.54 |
| Gambling | \$0.58 | \$0.08 | \$1.76 | \$0.28 | \$0.24 | \$0.00 | \$0.05 |
| Campground, RV Park | \$0.27 | \$0.58 | \$0.12 | \$0.15 | \$0.23 | \$0.00 | \$0.00 |
| Farmers Market | \$0.05 | \$0.08 | \$0.08 | \$0.00 | \$0.03 | \$0.00 | \$0.00 |
| Transportation Fares | \$0.05 | \$0.10 | \$0.00 | \$0.00 | \$0.21 | \$0.00 | \$0.00 |
| Misc. Services | \$0.03 | \$0.01 | \$0.02 | \$0.00 | \$0.17 | \$0.00 | \$0.00 |
| Auto Repair | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$166.82 | \$251.60 | \$132.22 | \$124.06 | \$141.94 | \$329.92 | \$138.14 |

Average Daily Expenditures of Those Who Spent in Each Category^{^^}

| Expenditure Category | # of Groups Who Spent | Percent of Sample (n=921) | Mean ² of Those Who Spent | Median ³ of Those Who Spent |
|-------------------------|-----------------------|---------------------------|--------------------------------------|--|
| Gasoline, Diesel | 595 | 65% | \$72.35 | \$61.61 |
| Restaurant, Bar | 466 | 51% | \$59.77 | \$50.00 |
| Hotel, B&B, etc. | 303 | 33% | \$130.57 | \$120.00 |
| Groceries, Snacks | 264 | 29% | \$50.44 | \$30.00 |
| Licenses, Entrance Fees | 156 | 17% | \$60.40 | \$23.57 |
| Retail Sales | 99 | 11% | \$125.52 | \$80.00 |
| Made in MT | 83 | 9% | \$60.71 | \$42.01 |
| Auto Rental | 69 | 7% | \$78.22 | \$80.11 |
| Rental Cabin, Condo | 55 | 6% | \$192.27 | \$175.00 |
| Campground, RV Park | 35 | 4% | \$19.69 | \$22.09 |
| Gambling | 15 | 2% | \$34.87 | \$47.15 |
| Farmers Market | 12 | 1% | \$3.54 | \$3.76 |
| Outfitter, Guide | 9 | 1% | \$1,657.24 | \$1,718.62 |
| Transportation Fares | 1 | <1% | \$0.00 | \$0.00 |
| Misc. Services | - | 0% | \$0.00 | \$0.00 |
| Auto Repair | - | 0% | \$0.00 | \$0.00 |

[^] Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

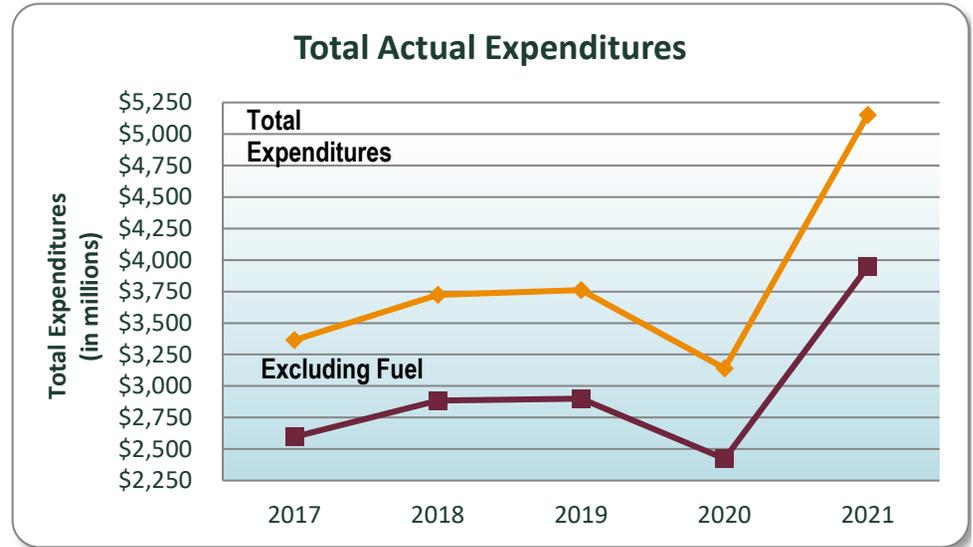
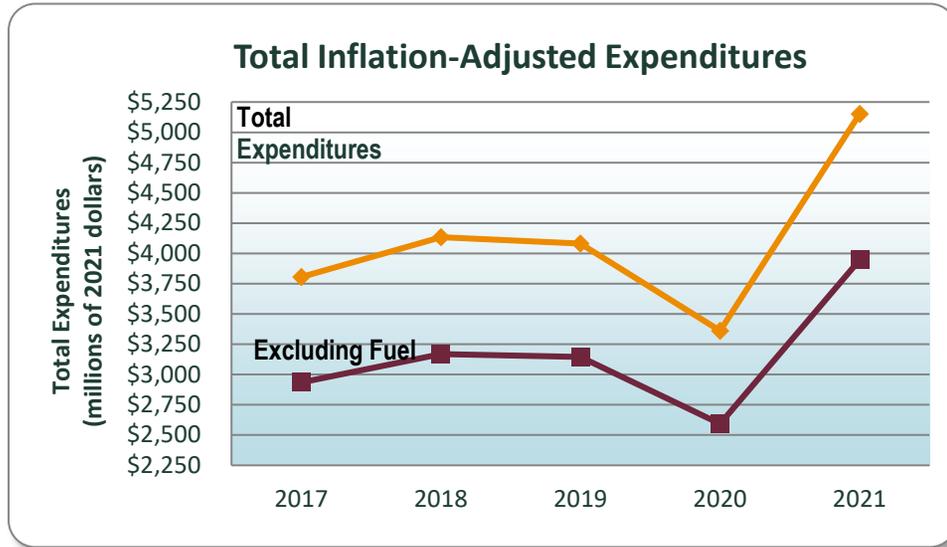
^{^^} These figures represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Expenditures represent 24 hours worth of travel group spending.

¹Visiting friends and/or relatives. ²Mean, or average, is the sum of the values divided by the number of values. ³Median is the middle value in a string of numbers, with half of the values higher, and half lower than the median value. *Small sample size, use with caution.

2017-2021 Montana Nonresident Traveler Expenditure Trends

Overall Total & Excluding Fuel*



| Nonresident Traveler Expenditure Trends | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020* | 2021 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total Inflation-adjusted Expenditures (millions of 2021 dollars ¹) | \$3,427 | \$3,970 | \$4,335 | \$4,631 | \$3,811 | \$3,506 | \$3,806 | \$4,133 | \$4,080 | \$3,361 | \$5,152 |
| % Change from Previous Year | 10.1% | 15.8% | 9.2% | 6.8% | -17.7% | -8.0% | 8.6% | 8.6% | -1.3% | -17.6% | 53.3% |
| <u>Excluding Fuel</u> Expenditures (2021\$) | \$2,257 | \$2,569 | \$2,942 | \$3,160 | \$2,954 | \$2,771 | \$2,936 | \$3,168 | \$3,146 | \$2,593 | \$3,947 |
| % Change from Previous Year | 7.5% | 13.8% | 14.5% | 7.4% | -6.5% | -6.2% | 6.0% | 7.9% | -0.7% | -17.6% | 52.2% |
| Total Actual Expenditures (in millions) | \$2,774 | \$3,269 | \$3,624 | \$3,900 | \$3,233 | \$3,036 | \$3,365 | \$3,724 | \$3,761 | \$3,140 | \$5,152 |
| % Change from Previous Year | 13.4% | 17.8% | 10.9% | 7.6% | -17.1% | -6.1% | 10.8% | 10.7% | 1.0% | -16.5% | 64.1% |
| <u>Excluding Fuel</u> Expenditures | \$1,827 | \$2,116 | \$2,459 | \$2,661 | \$2,506 | \$2,400 | \$2,596 | \$2,885 | \$2,900 | \$2,423 | \$3,947 |
| % Change from Previous Year | 10.7% | 15.8% | 16.2% | 8.2% | -5.8% | -4.2% | 8.2% | 11.1% | 0.5% | -16.4% | 62.9% |

*Fuel is generally the largest portion of nonresident travelers' spending, making total traveler expenditure figures susceptible to fluctuations in gas prices. Removing fuel expenditures from the total allows for the trend to be viewed without this external factor's effect. ¹U.S. Bureau of Labor Statistics. Consumer Price Index - All Urban Consumers. *2020 expenditures include Q2 estimates based on 2019.

2011-2021 Montana Nonresident Traveler Visitation Trends



| Nonresident Traveler Visitation Trends | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Nonresident Visitors (in thousands) | 10,547 | 10,769 | 11,020 | 10,887 | 11,729 | 12,350 | 12,475 | 12,370 | 12,640 | 11,132 | 12,522 |
| % Change from Previous Year | 1.6% | 2.1% | 2.3% | -1.2% | 7.7% | 5.3% | 1.0% | -0.8% | 2.2% | -11.9% | 12.5% |
| Nonresident Travel Groups (in thousands ¹) | 4,515 | 4,830 | 4,871 | 4,929 | 5,363 | 5,353 | 5,571 | 5,510 | 5,741 | 5,042 | 5,599 |
| % Change from Previous Year | 4.4% | 7.0% | 0.8% | 1.2% | 8.8% | -0.2% | 4.1% | -1.1% | 4.2% | -12.2% | 11.0% |
| Average people per group | 2.31 | 2.22 | 2.24 | 2.19 | 2.19 | 2.31 | 2.23 | 2.27 | 2.18 | 2.19 | 2.28 |

¹Beginning in 2010, group size is a weighted average of quarterly group sizes.

2021 Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana

| | Overseas Visitors ^{1*} | | | Canadian Visitors | | | Domestic Visitors | | |
|---|---------------------------------|--|--|-------------------|--|--|-------------------|--|--|
| Sample size | 12 | | | 111 | | | 6,440 | | |
| Nonresident Travelers | 24,000 | | | 210,000 | | | 12,290,000 | | |
| Group Size (people/group) | 3.62 | | | 2.00 | | | 2.33 | | |
| Length of Stay (nights) % of All Travelers in 2021 | 8.87 | | | 2.48 | | | 5.23 | | |
| | <1% | | | 2% | | | 98% | | |

| Expenditure Category ^{2,3} | Avg. Daily Group Expend. ⁴ | % of Daily Expend. | Avg. Trip Expend | | Avg. Daily Group Expend. ⁴ | % of Daily Expend. | Avg. Trip Expend | | Avg. Daily Group Expend. ⁴ | % of Daily Expend. | Avg. Trip Expend |
|--------------------------------------|---------------------------------------|--------------------|-------------------|--|---------------------------------------|--------------------|------------------|--|---------------------------------------|--------------------|------------------|
| Gasoline, Diesel | \$29.04 | 11% | \$257.49 | | \$58.82 | 49% | \$145.95 | | \$41.13 | 23% | \$215.15 |
| Restaurant, Bar | \$48.32 | 18% | \$428.44 | | \$15.84 | 13% | \$39.31 | | \$35.48 | 20% | \$185.57 |
| Hotel, B&B, etc. | \$39.38 | 15% | \$349.18 | | \$22.03 | 18% | \$54.66 | | \$22.82 | 13% | \$119.34 |
| Outfitter, Guide | \$0.00 | 0% | \$0.00 | | \$0.00 | 0% | \$0.00 | | \$17.94 | 10% | \$93.83 |
| Groceries, Snacks | \$39.77 | 15% | \$352.63 | | \$13.07 | 11% | \$32.42 | | \$16.90 | 9% | \$88.40 |
| Retail Sales | \$66.60 | 25% | \$590.46 | | \$7.40 | 6% | \$18.36 | | \$13.47 | 8% | \$70.47 |
| Auto Rental | \$28.10 | 11% | \$249.13 | | \$0.03 | 0% | \$0.07 | | \$8.78 | 5% | \$45.90 |
| Rental Cabin, Condo | \$0.00 | 0% | \$0.00 | | \$0.17 | 0% | \$0.42 | | \$7.30 | 4% | \$38.21 |
| Licenses, Entrance Fees | \$3.46 | 1% | \$30.71 | | \$0.85 | 1% | \$2.10 | | \$4.87 | 3% | \$25.49 |
| Made in Montana | \$0.35 | 0% | \$3.13 | | \$0.96 | 1% | \$2.38 | | \$4.50 | 3% | \$23.52 |
| Campground, RV Park | \$4.60 | 2% | \$40.78 | | \$0.36 | 0% | \$0.90 | | \$2.35 | 1% | \$12.31 |
| Auto Repair | \$0.00 | 0% | \$0.00 | | \$0.00 | 0% | \$0.00 | | \$1.02 | 1% | \$5.32 |
| Misc. Services | \$0.00 | 0% | \$0.00 | | \$0.15 | 0% | \$0.36 | | \$0.96 | 1% | \$5.01 |
| Gambling | \$0.00 | 0% | \$0.00 | | \$0.13 | 0% | \$0.32 | | \$0.52 | 0% | \$2.74 |
| Farmers Market | \$3.09 | 1% | \$27.43 | | \$0.00 | 0% | \$0.00 | | \$0.16 | 0% | \$0.86 |
| Transportation Fares | \$0.00 | 0% | \$0.00 | | \$0.00 | 0% | \$0.00 | | \$0.04 | 0% | \$0.23 |
| Total Average Daily per Group | \$262.73 | | \$2,329.39 | | \$119.81 | | \$297.27 | | \$178.25 | | \$932.37 |
| Total 2021 Expenditures | \$26,090,000 | | | | \$26,500,000 | | | | \$5,099,330,000 | | |
| % of Total | 1% | | | | 1% | | | | 99% | | |

¹Numerous overseas visitors may pre-pay for many of their trip expenses, which are not reflected here; these figures represent only expenditures made in MT. ²Data is collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ³Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures. ⁴Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. *Small sample size, use with caution.

2021 Montana Airport of Arrival Statewide Nonresident Expenditure Profiles

Avg. Daily Group Expenditures by Airport of Arrival¹ (Expenditures represent full trip in MT, not spending exclusively in arrival city.)

| | Airport of Arrival in Montana ^{2, 3} | | | | | | |
|---------------------------------------|---|----------------------|----------------------|---------------------|---------------------|----------------------|----------------------|
| | All Fliers | Billings | Bozeman | Great Falls | Helena | Kalispell | Missoula |
| Sample size | 809 | 105 | 349 | 47 | 20 | 138 | 108 |
| Nonresident Travelers | 1,567,000 | 203,000 | 674,000 | 91,000 | 38,000 | 267,000 | 208,000 |
| Group Size (people/group) | 2.45 | 1.57 | 3.04 | 1.77 | 1.86 | 2.46 | 2.00 |
| Length of Stay (nights) | 7.25 | 6.47 | 7.68 | 6.97 | 6.40 | 7.57 | 5.48 |
| % of All Travelers in 2021 | 11.6% | 1.6% | 5.3% | 0.7% | 0.3% | 2.1% | 1.6% |
| Outfitter, Guide | \$62.51 | \$46.61 | \$79.66 | \$50.25 | \$51.55 | \$52.99 | \$46.41 |
| Restaurant, Bar | \$52.55 | \$30.30 | \$67.26 | \$29.81 | \$27.41 | \$53.63 | \$45.61 |
| Auto Rental | \$44.50 | \$36.61 | \$49.61 | \$39.90 | \$83.79 | \$51.95 | \$27.23 |
| Licenses, Entrance Fees | \$24.49 | \$20.80 | \$26.24 | \$18.11 | \$22.76 | \$23.77 | \$28.14 |
| Hotel, B&B, etc. | \$20.07 | \$13.96 | \$29.01 | \$15.77 | \$18.49 | \$12.99 | \$7.50 |
| Retail Sales | \$19.05 | \$15.08 | \$28.12 | \$11.05 | \$12.83 | \$11.70 | \$9.68 |
| Groceries, Snacks | \$16.89 | \$3.92 | \$27.95 | \$2.93 | \$3.81 | \$15.83 | \$5.26 |
| Gasoline, Diesel | \$14.28 | \$7.70 | \$15.82 | \$26.66 | \$16.65 | \$13.40 | \$12.83 |
| Rental Home, Cabin, Condo | \$7.42 | \$7.95 | \$6.55 | \$11.27 | \$9.39 | \$10.15 | \$6.59 |
| Made in Montana | \$5.98 | \$5.85 | \$6.41 | \$6.97 | \$8.97 | \$6.36 | \$4.00 |
| Misc. Services | \$1.07 | \$0.00 | \$0.94 | \$2.86 | \$3.32 | \$0.97 | \$0.39 |
| Gambling | \$0.65 | \$0.66 | \$0.40 | \$1.76 | \$1.80 | \$0.70 | \$0.47 |
| Farmers Market | \$0.23 | \$0.25 | \$0.24 | \$0.29 | \$0.20 | \$0.24 | \$0.20 |
| Campground, RV Park | \$0.21 | \$0.00 | \$0.21 | \$0.05 | \$0.05 | \$0.34 | \$0.46 |
| Transportation Fares | \$0.15 | \$0.08 | \$0.04 | \$0.59 | \$0.61 | \$0.06 | \$0.49 |
| Vehicle Repair | \$0.07 | \$0.00 | \$0.00 | \$1.17 | \$0.38 | \$0.00 | \$0.00 |
| Total Avg. Daily per Group | \$270.11 | \$189.77 | \$338.46 | \$219.45 | \$261.99 | \$255.06 | \$195.25 |
| Estimate of Statewide Spending | \$1,392,960,000 | \$115,740,000 | \$812,950,000 | \$65,150,000 | \$29,280,000 | \$238,730,000 | \$103,070,000 |

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. ²Spending data presented here are representative of expenditures in MT by traveler groups who flew into one of the listed airports. ³Butte and West Yellowstone airports had insufficient sample sizes for inclusion in this analysis. *Small sample size; use with caution.