

2021 ECONOMIC IMPACT

Tourism is one of Montana's leading industries. Non-resident visitors add money to the state's economy, supporting jobs and reducing state and local taxes for Montana residents. Brand MT at the Department of Commerce markets Montana to maximize non-resident spending.

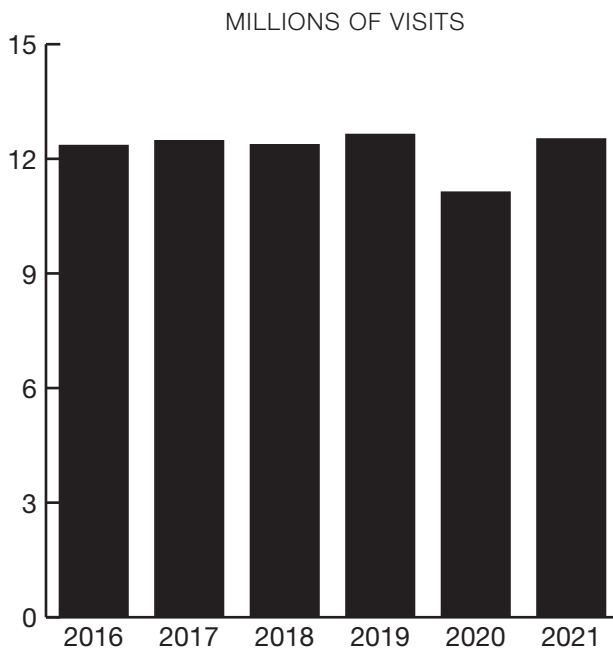
ECONOMIC IMPACT PROFILE (VS. 2020)

Non-resident Visitation: 12.522 Million
 Non-resident Spending: \$5.15 Billion*
 Jobs Supported: 47,810
 Direct Salaries: \$1.305 Billion
 State & Local Taxes: \$387.84 Million

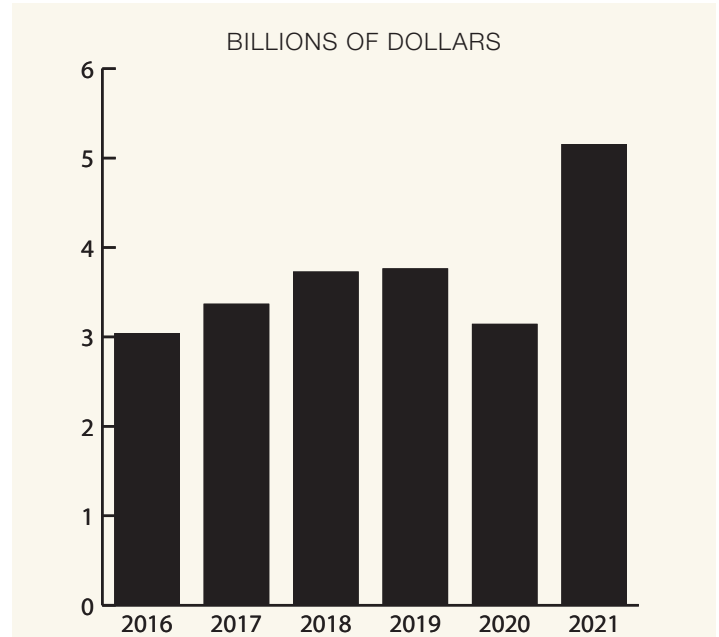
*This \$5.15 billion in local spending directly supports \$4.42 billion of economic activity in the state, and supports an additional \$3.14 billion of economic activity, indirectly. The estimated total contribution of nonresident spending to Montana's economy was \$7.56 billion in 2021.



NON-RESIDENT VISITATION, 2016-21



NON-RESIDENT SPENDING, 2016-21



2021 Spending by Category

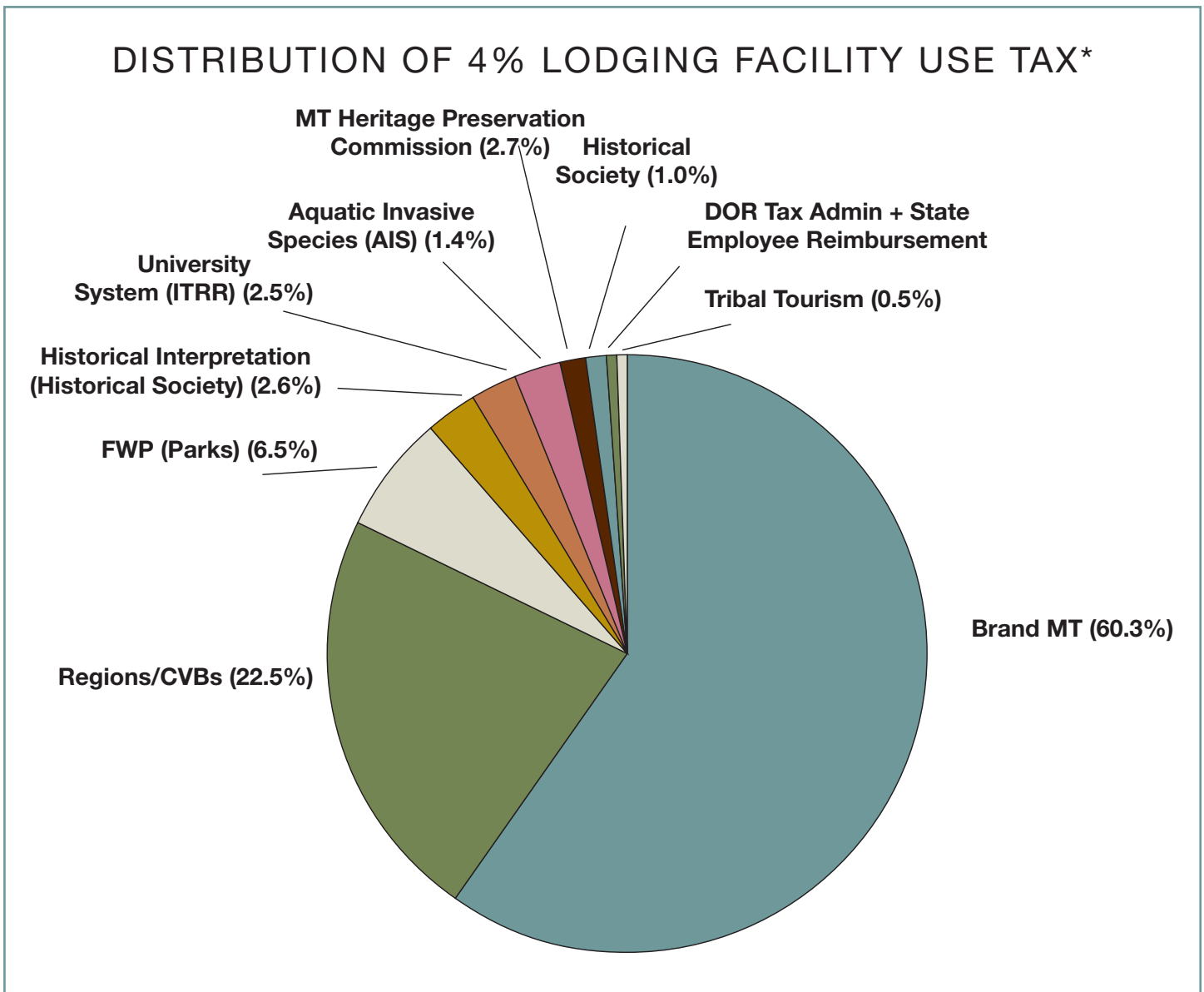
Gasoline, Diesel	\$1,204,670,000
Restaurant, Bar	\$1,021,820,000
Hotel, Motel	\$663,160,000
Outfitter, Guide	\$506,100,000
Groceries, Snacks	\$489,030,000
Retail Sales	\$392,110,000
Auto Rental	\$250,110,000
Rental Cabin, Condo	\$209,670,000
Licenses, Entrance Fees	\$142,240,000
Made in Montana	\$128,900,000
Campground, RV Park.....	\$66,290,000
Vehicle Repairs.....	\$28,920,000
Misc. Services.....	\$27,560,000
Gambling	\$15,270,000
Farmers Market	\$4,860,000
Transportation Fares.....	\$1,220,000
Total	\$5,151,930,000

MONTANA PROMOTION FUNDING

The State of Montana levies two different taxes on accommodations that total 8%; the 4% Lodging Facility Use Tax and the 4% Lodging Facility Sales Tax. These taxes are collected from guests of hotels, motels, bed and breakfasts, guest ranches, resorts, and campgrounds.

The 4% Lodging Facility Use Tax, commonly known as the “Bed Tax”, funds tourism related activities. Enacted by the 1987 Legislature, these funds are divided according to the chart below.

No additional funds come from Montana’s General Fund. In fact, tourism helps to support the General Fund due to the additional 75% of the 4% Lodging Facility Sales Tax being directed to the General Fund. An additional 25% of this tax is directed to the construction of the Montana Heritage Center and historic preservation grants.



* In the chart above, the percentage in parentheses represents the percentage indicated in statute from MCA 15-65-121. The total collection amount comes from the Legislative Fiscal Division projections for the 2021 Legislative Session.