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Economic Contribution of 2023/2024 Averaged Nonresident Travel Spending in Montana Travel Regions and Counties

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MONTANA TRAVEL REGIONS & COUNTIES

ECONOMIC CONTRIBUTION OF 2023/2024 AVERAGED NONRESIDENT TRAVEL SPENDING

Nonresidents spend over \$5 billion in Montana each year. This report looks at the distribution of spending across Montana's six travel regions, as well as 20 of the 56 counties with the highest spending based on an average of 2023 and 2024 spending data.

Kara Grau | August 2025





The mission of the Institute for Tourism & Recreation Research (ITRR) is to conduct rigorous and impartial research that empowers the tourism and recreation industries in Montana to make informed decisions in planning, marketing, policy, and management. As part of the W.A. Franke College of Forestry and Conservation at the University of Montana, ITRR is committed to the highest academic integrity, ensuring transparency and excellence in all research efforts.

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OVERVIEW

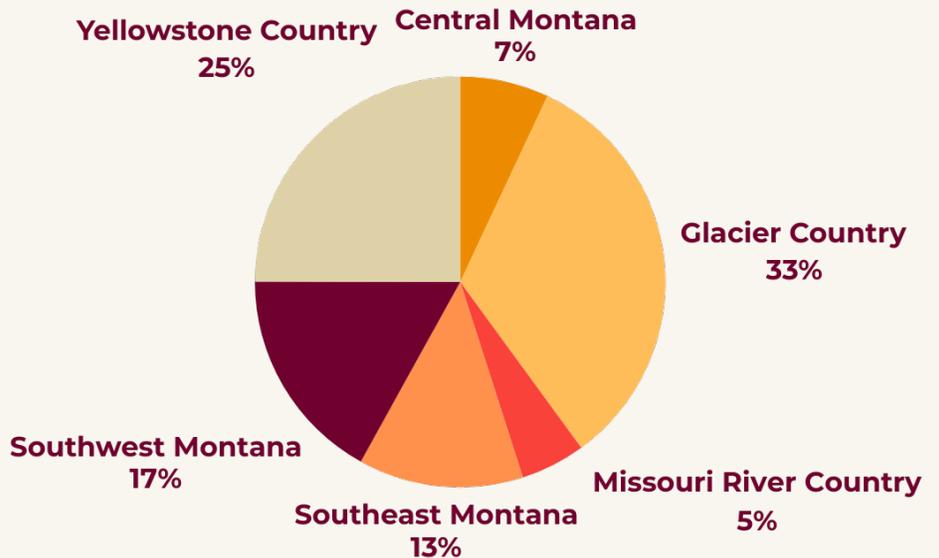
Money spent by those traveling in Montana has a direct effect on businesses where spending occurs, and it ripples throughout the state's economy from there. Statewide, spending by nonresident visitors (averaged over two years - 2023 and 2024) totaled \$5.28 billion. This report details the methods and results of the economic impact analyses for each of Montana's six travel regions, as well as analyses for counties in which nonresident travelers spent approximately \$50 million or more.

**\$5.28
BILLION**

***2023 & 2024
AVERAGE TOTAL
SPENDING IN
MONTANA**

**GLACIER AND
YELLOWSTONE
TRAVEL REGIONS
RECEIVED THE
HIGHEST PERCENTAGE
OF NONRESIDENT
TRAVELER SPENDING
WITH 33% AND 25%,
RESPECTIVELY.**

2023/2024 ESTIMATE OF NONRESIDENT TRAVELER SPENDING BY REGION



The Institute for Tourism and Recreation Research (ITRR) 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 <https://www.umt.edu/tourism-recreation-research/about/nonresident.php>

INTRODUCTION

Nonresident spending is a significant contributor to Montana’s economy. Money spent by those traveling to and through the state has an effect not only on the businesses where spending occurs, but it ripples throughout Montana’s economy, both locally and regionally. Economic impact analysis allows the state to observe the direct and indirect effects of the money spent by nonresident travelers in terms of the economic activity supported by this spending, and the number of jobs and labor income supported by this spending, as well. This report is comprised of a collection of economic impact analyses for each of Montana’s six travel regions, as well as 20 of the 56 counties in the state.



TRANSPORTATION AND FOOD & BEVERAGE ARE THE MAJORITY OF SPENDING FOR VISITORS – ALMOST 55% – AS TRAVELERS EXPLORE THE STATE. LODGING ACROSS MONTANA ACCOUNTS FOR 22% OF TRAVELERS’ SPENDING.

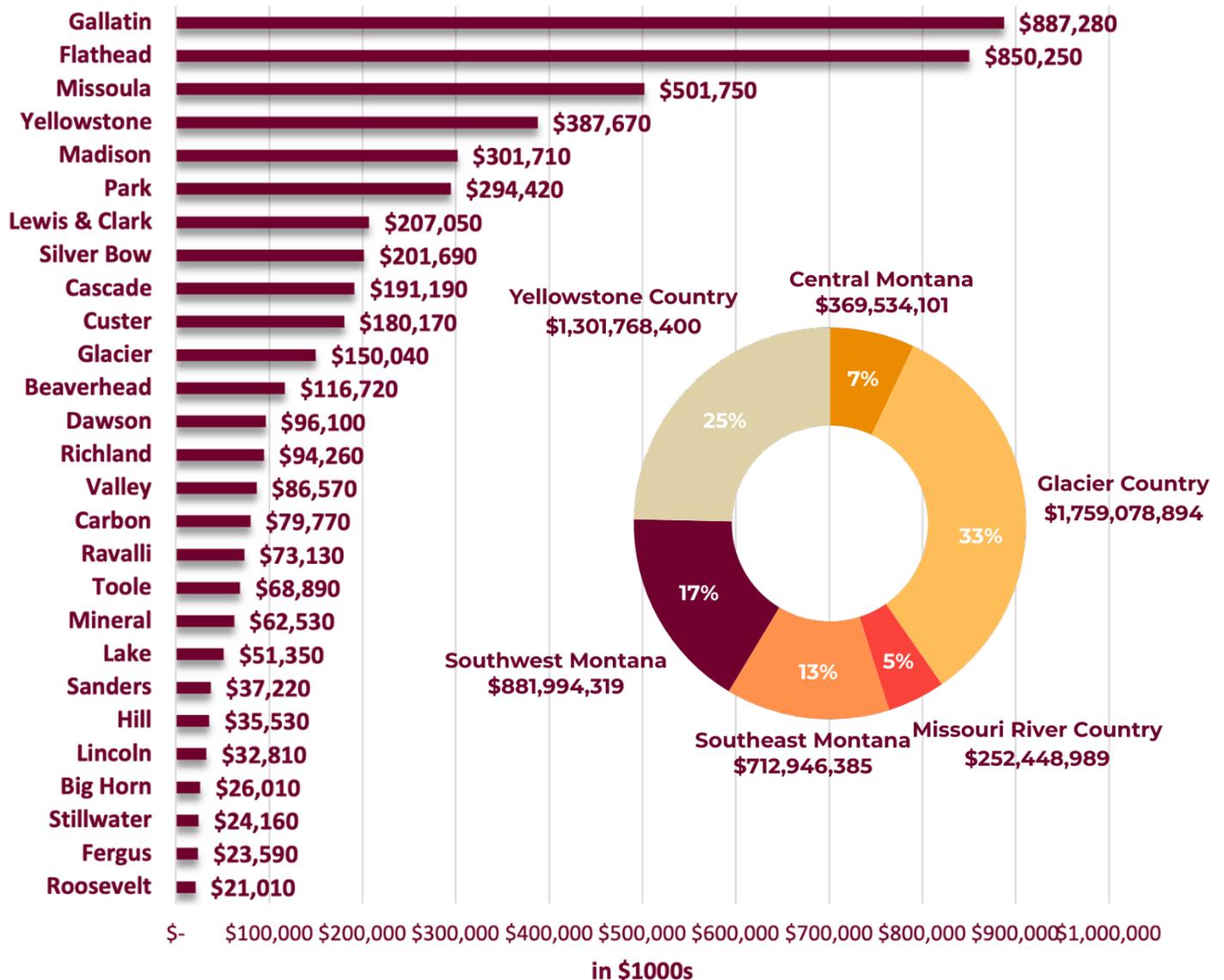
EXPENDITURE DATA

Nonresident spending data are collected at the statewide level, and estimates are based on average daily spending of visitor groups and the estimated number of visitor groups to Montana each year. To estimate the total spending at the county and regional level, the reported spending patterns within each expenditure category are observed for each county in the state, and the state total spending amount is allocated to the counties appropriately.

Expenditure Category	2023/2024 Avg. Total Nonresident Spending
Gasoline, Diesel	\$1,206,078,000
Restaurant, Bar	\$909,206,000
Hotel, Motel	\$837,404,000
Groceries, Snacks	\$478,558,000
Retail sales	\$413,330,000
Outfitter, Guide	\$412,131,000
Rental Cabin, Condo	\$251,194,000
Auto Rental	\$213,897,000
Made in Montana	\$184,112,000
Licenses, Entrance Fees	\$132,303,000
Campground, RV Park	\$80,933,000
Misc. Service	\$53,414,000
Vehicle Repairs	\$42,250,000
Farmers Market	\$33,652,000
Gambling	\$27,256,000
Transp. Fares	\$2,057,000
TOTAL	\$5,277,771,000

The statewide total average spending for 2023 and 2024 is presented on the previous page. For the analyses highlighted in this report, the 2023 (inflation-adjusted to 2024 \$s) and 2024 county spending estimates were averaged. Doing so helps to account for small sample sizes within some counties and within some spending categories, and the variations in county spending patterns that may occur from year to year because of these small sample sizes. Total spending in the counties that received an estimated \$20 million or more in nonresident traveler spending is displayed below. Total spending in the six travel regions is also included.

2023/2024 ESTIMATE OF NONRESIDENT TRAVELER SPENDING PER COUNTY - COUNTIES WITH \$20 MILLION OR MORE



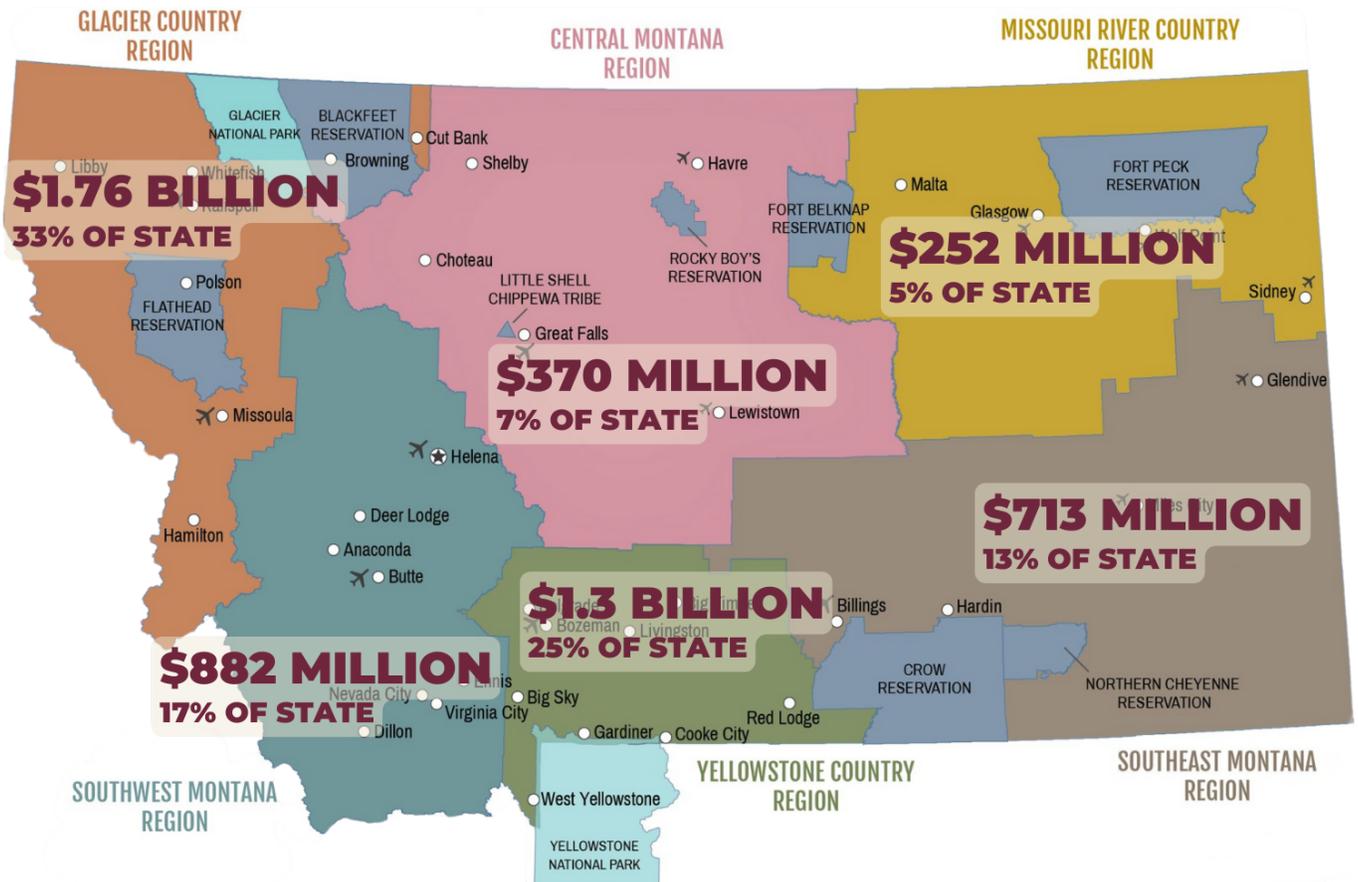
The following pages provide estimates of spending within the various expenditure categories by nonresidents for each of the selected travel regions and counties (those in which nonresidents spent approximately \$50 million or more). IMPLAN economic modeling software was used to estimate the economic impact of nonresident spending within each of the six travel regions. Additionally, estimates were produced for 20 of Montana's counties, which had samples large enough to do so. To clarify, "nonresident spending" indicates money spent by travelers who do not have a permanent residence within Montana. It does not include Montana residents traveling within the state who may have spent money in a county other than the one in which they reside.

ECONOMIC IMPACT ANALYSIS

An IMPLAN model was created for each of the 20 counties and six travel regions. Industry sectors corresponding to the expenditure categories were used in the models, and the dollar amounts for each county and region were input into the respective models accordingly. The following 26 figures represent summaries for the individual counties and regions. Included in each summary is the estimated two-year average spending within each category and the economic impact within the county or region of that spending. The direct, indirect, induced and combined effects are included to provide a clear illustration of the ripple effect of nonresident spending at the local or regional scale. In some cases, the economic impact to industry output (the value of goods and services produced by an industry which nonresidents purchase) is a smaller sum than the total amount of spending in a county or region. This is to be expected. On a regional basis, and particularly at the county level, much of the money spent in the area "leaks out." Generally, fewer industries exist at the local level than at the state level. Therefore, many supplies and goods must be purchased outside the local area, and can be considered imports. Hence, the dollar amount spent will not equal the Direct Industry Output figure unless everything required to produce the goods and services purchased by nonresident travelers is available within the region. This is particularly noticeable when looking at county level economic impacts, in which case much of the money spent within a county is leakage, and does not contribute to the impact.

NOTES TO READER

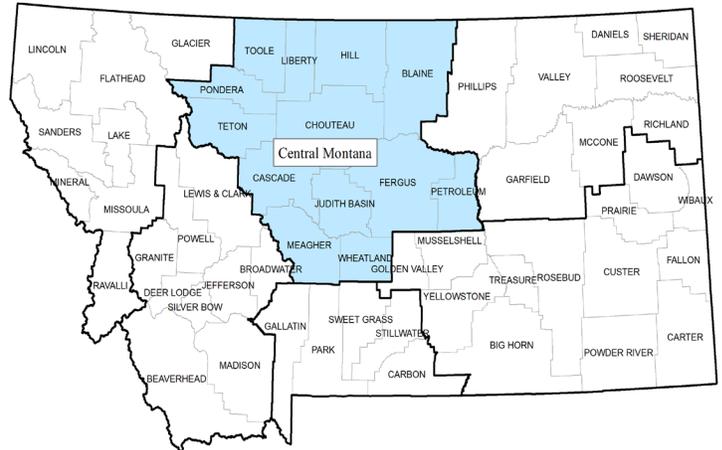
The reader must be aware that the estimates presented on the following pages are just that – estimates of nonresident traveler spending. It is not possible to collect actual figures of total spending by nonresidents throughout the year at each establishment, or within each industry, in the state. Therefore, estimates of spending are generated by ITRR based on both primary and secondary data. Survey data collected around the state throughout the year provide insight into average spending patterns and dollar amounts by travel groups. This data, combined with estimates of total visitation to the state, allows for the statewide, regional, and county spending estimates to be produced. Sample sizes can vary from year to year within regions, as can the spending patterns of those respondents captured in the sample. This can result in significant variation year-to-year, and readers are urged to use caution when comparing the estimates in this report to any previous or forthcoming estimates of nonresident traveler spending. To view specific region and county nonresident spending estimates, please visit our interactive dashboard on our website (www.umt.edu/tourism-recreation-research/interactive-data/default.php)



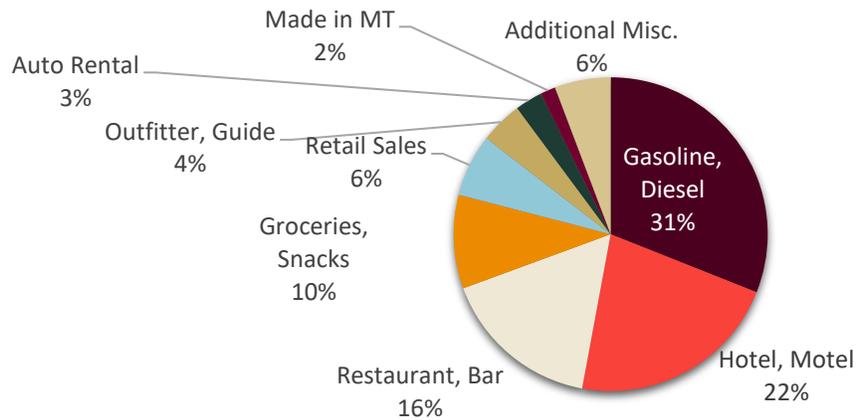
2024 Nonresident Traveler Expenditures & Economic Contribution in Central Montana Travel Region

Table 1 - Total Nonresident Spending in Central Montana*⁰

Gasoline, Diesel	\$114,662,000
Hotel, Motel	\$80,879,000
Restaurant, Bar	\$60,910,000
Groceries, Snacks	\$35,684,000
Retail Sales	\$23,695,000
Outfitter, Guide	\$16,187,000
Auto Rental	\$10,447,000
Made in MT	\$5,772,000
Campgrnd, RV Park	\$4,804,000
Misc. Services	\$4,316,000
Vehicle Repairs	\$3,234,000
Lic., Entrance Fees	\$3,200,000
Rental Cabin, Condo	\$2,452,000
Gambling	\$1,781,000
Farmers Mkt	\$1,425,000
Transp. Fares	\$86,000
TOTAL	\$369,534,000



Percent of Nonresident Travel Spending in Central Montana



2024 Contribution of Nonresident Traveler Expenditures in Central Montana Travel Region

▪2024 estimates of spending in Central Montana by nonresident visitors to the state totaled near \$370 million.

▪This \$370 million in local spending directly supports \$278 million of economic activity in the region, and supports an additional \$138 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$416 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$278,081,000	\$77,782,000	\$60,384,000	\$416,247,000
Employment (# of jobs)	2,367	437	377	3,181
Employee Compensation	\$65,101,000	\$17,829,000	\$16,641,000	\$99,571,000
Proprietor Income	\$9,003,000	\$4,703,000	\$2,636,000	\$16,342,000
Other Property Type Income	\$38,680,000	\$9,882,000	\$13,158,000	\$61,720,000
State & Local Taxes [^]	\$14,602,000	\$3,440,000	\$2,859,000	\$20,901,000

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.

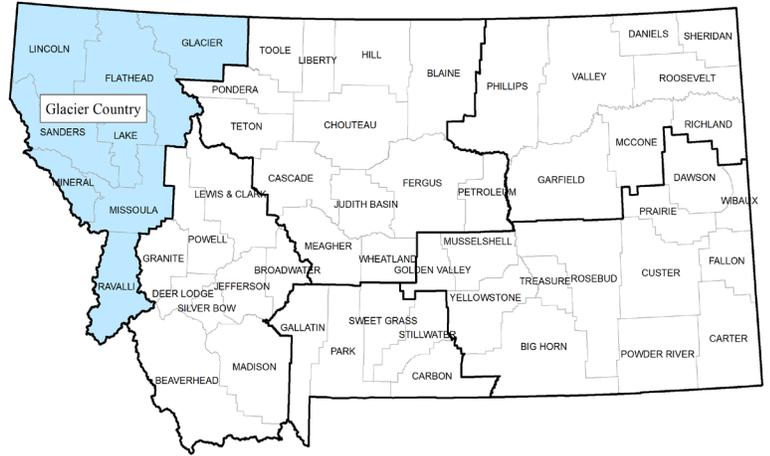
*Data is collected at the state level. In 2024, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

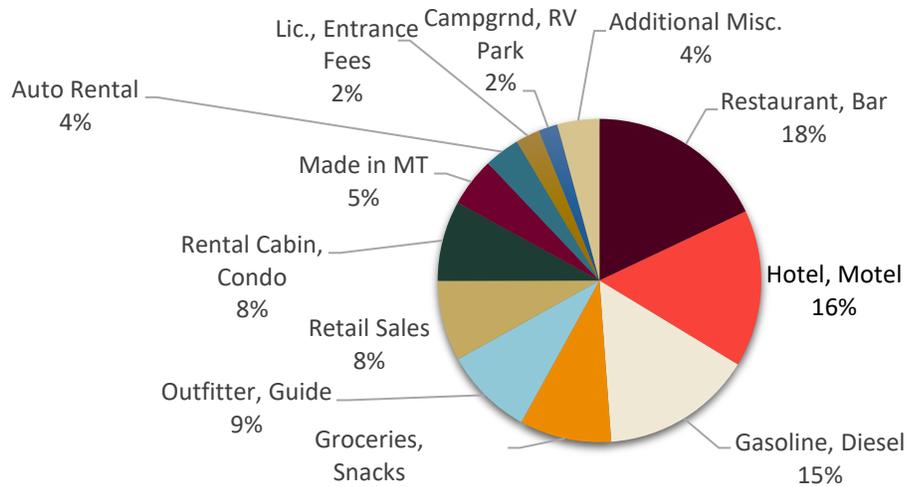
2024 Nonresident Traveler Expenditures & Economic Contribution in Glacier Country Travel Region

Table 1 - Total Nonresident Spending in Glacier Country^{*,0}

Restaurant, Bar	\$315,951,000
Hotel, Motel	\$276,655,000
Gasoline, Diesel	\$266,460,000
Groceries, Snacks	\$161,608,000
Outfitter, Guide	\$156,328,000
Retail Sales	\$141,787,000
Rental Cabin, Condo	\$141,254,000
Made in MT	\$86,360,000
Auto Rental	\$62,639,000
Lic., Entrance Fees	\$42,474,000
Campgrnd, RV Park	\$33,720,000
Misc. Services	\$23,687,000
Vehicle Repairs	\$18,843,000
Farmers Mkt	\$18,456,000
Gambling	\$11,550,000
Transp. Fares	\$1,308,000
TOTAL	\$1,759,080,000



Percent of Nonresident Travel Spending in Glacier Country



2024 Contribution of Nonresident Traveler Expenditures in Glacier Country Travel Region

- 2024 estimates of spending in Glacier Country by nonresident visitors to the state totaled \$1.76 billion.
- This \$1.76 billion in local spending directly supports \$1.4 billion of economic activity in the region, and supports an additional \$974 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$2.4 billion.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$1,421,800,000	\$555,195,000	\$418,837,000	\$2,395,832,000
Employment (# of jobs)	12,985	3,102	2,598	18,685
Employee Compensation	\$402,777,000	\$121,672,000	\$117,232,000	\$641,681,000
Proprietor Income	\$51,677,000	\$39,837,000	\$23,126,000	\$114,640,000
Other Property Type Income	\$204,286,000	\$70,339,000	\$93,321,000	\$367,946,000
State & Local Taxes [^]	\$85,419,000	\$26,248,000	\$21,557,000	\$133,224,000

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.

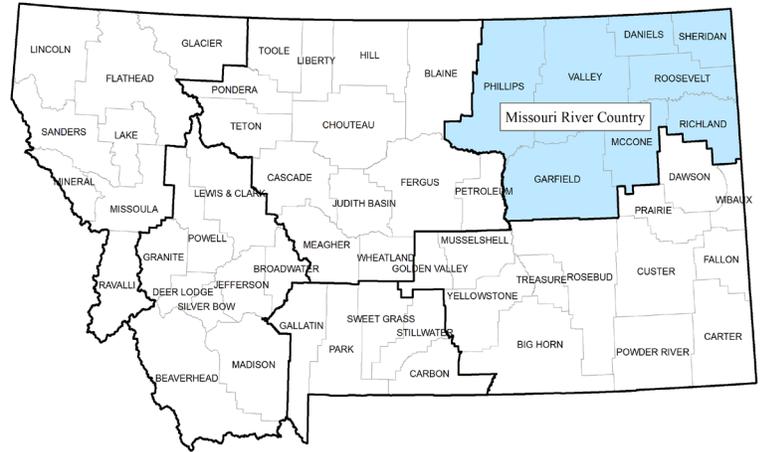
*Data is collected at the state level. In 2024, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

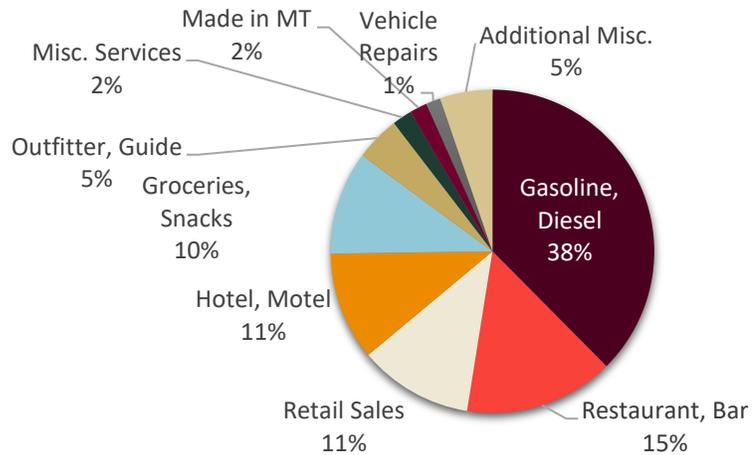
2024 Nonresident Traveler Expenditures & Economic Contribution in Missouri River Country Region

Table 1 - Total Nonresident Spending in Missouri River Country*^o

Gasoline, Diesel	\$94,853,000
Restaurant, Bar	\$37,723,000
Retail Sales	\$28,820,000
Hotel, Motel	\$27,366,000
Groceries, Snacks	\$26,103,000
Outfitter, Guide	\$11,283,000
Misc. Services	\$4,974,000
Made in MT	\$4,411,000
Vehicle Repairs	\$3,666,000
Rental Cabin, Condo	\$3,570,000
Campgrnd, RV Park	\$3,530,000
Lic., Entrance Fees	\$2,896,000
Gambling	\$2,576,000
Farmers Mkt	\$537,000
Auto Rental	\$140,000
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$252,448,000



Percent of Nonresident Travel Spending in Missouri River Country



2024 Contribution of Nonresident Traveler Expenditures in Missouri River Country Travel Region

▪2024 estimates of spending in Missouri River Country by nonresident visitors to the state totaled \$252 million.

▪This \$252 million in local spending directly supports \$172 million of economic activity in the region, and supports an additional \$76 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$248 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$172,058,000	\$50,280,000	\$25,954,000	\$248,292,000
Employment (# of jobs)	1,411	216	163	1,789
Employee Compensation	\$36,024,000	\$8,753,000	\$6,285,000	\$51,062,000
Proprietor Income	\$10,142,000	\$2,069,000	\$1,096,000	\$13,307,000
Other Property Type Income	\$17,388,000	\$8,012,000	\$6,219,000	\$31,619,000
State & Local Taxes [^]	\$7,601,000	\$3,795,000	\$1,528,000	\$12,924,000

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.

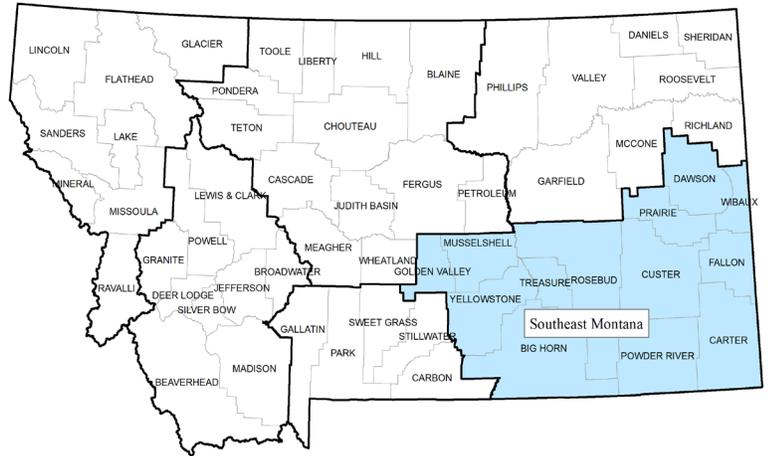
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^oExpenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

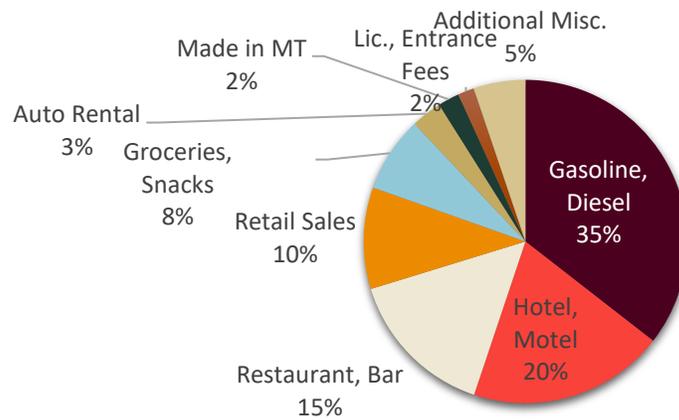
2024 Nonresident Traveler Expenditures & Economic Contribution in Southeast Montana Travel Region

Table 1 - Total Nonresident Spending in Southeast Montana*⁰

Gasoline, Diesel	\$253,326,000
Hotel, Motel	\$139,866,000
Restaurant, Bar	\$107,677,000
Retail Sales	\$72,473,000
Groceries, Snacks	\$53,898,000
Auto Rental	\$21,850,000
Made in MT	\$15,272,000
Lic., Entrance Fees	\$11,598,000
Misc. Services	\$8,472,000
Outfitter, Guide	\$8,228,000
Rental Cabin, Condo	\$7,847,000
Vehicle Repairs	\$4,675,000
Gambling	\$3,394,000
Campgrnd, RV Park	\$2,629,000
Farmers Mkt	\$1,693,000
Transp. Fares	\$49,000
TOTAL	\$712,947,000



Percent of Nonresident Travel Spending in Southeast Montana



2024 Contribution of Nonresident Traveler Expenditures in Southeast Montana Travel Region

- 2024 estimates of spending in Southeast Montana by nonresident visitors to the state totaled over \$713 million.
- This \$713 million in local spending directly supports \$524 million of economic activity in the region, and supports an additional \$280 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$805 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$524,798,000	\$161,315,000	\$119,156,000	\$805,269,000
Employment (# of jobs)	3,883	794	695	5,373
Employee Compensation	\$124,348,000	\$37,628,000	\$34,559,000	\$196,535,000
Proprietor Income	\$10,027,000	\$11,440,000	\$5,154,000	\$26,621,000
Other Property Type Income	\$86,588,000	\$24,367,000	\$27,369,000	\$138,324,000
State & Local Taxes [^]	\$22,817,000	\$7,312,000	\$5,655,000	\$35,784,000

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.

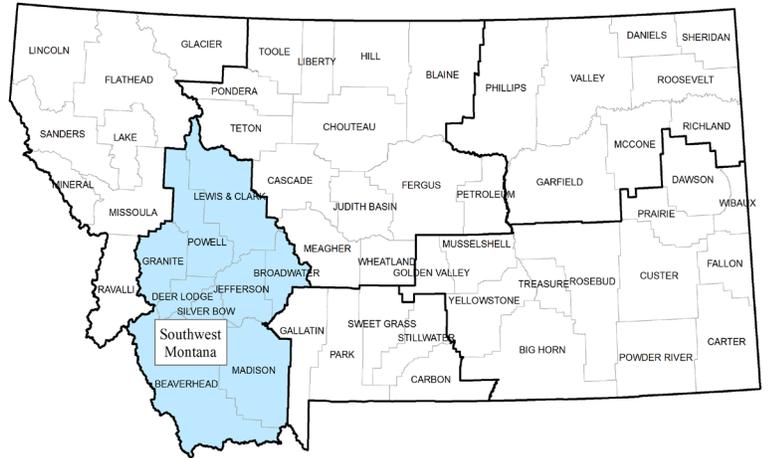
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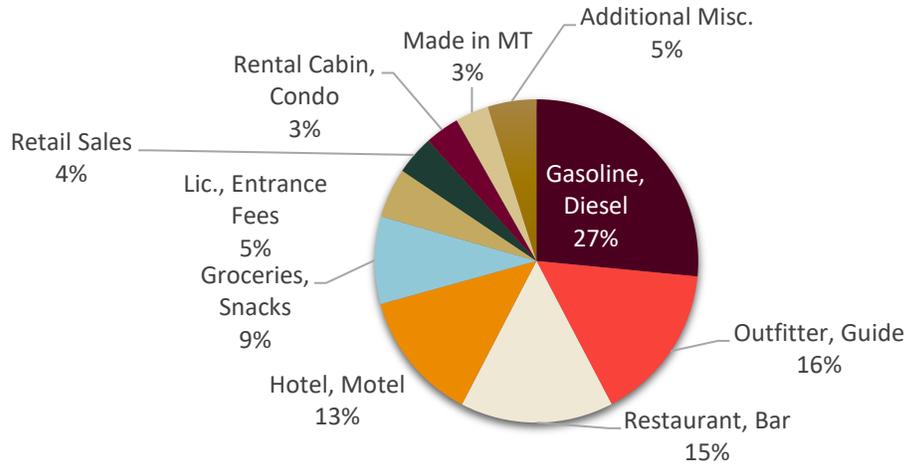
2024 Nonresident Traveler Expenditures & Economic Contribution in Southwest Montana Travel Region

Table 1 - Total Nonresident Spending in Southwest Montana*⁰

Gasoline, Diesel	\$234,012,000
Outfitter, Guide	\$139,165,000
Restaurant, Bar	\$135,069,000
Hotel, Motel	\$115,289,000
Groceries, Snacks	\$77,199,000
Lic., Entrance Fees	\$43,900,000
Retail Sales	\$34,599,000
Rental Cabin, Condo	\$30,458,000
Made in MT	\$29,405,000
Campgrnd, RV Park	\$10,369,000
Vehicle Repairs	\$10,343,000
Farmers Mkt	\$7,127,000
Misc. Services	\$6,358,000
Gambling	\$4,306,000
Auto Rental	\$3,948,000
Transp. Fares	\$447,000
TOTAL	\$881,994,000



Percent of Nonresident Travel Spending in Southwest Montana



2024 Contribution of Nonresident Traveler Expenditures in Southwest Montana Travel Region

▪2024 estimates of spending in Southwest Montana by nonresident visitors to the state totaled over \$882 million.

▪This \$882 million in local spending directly supports \$687 million of economic activity in the region, and supports an additional \$427 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$1.1 billion.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$687,213,000	\$251,166,000	\$175,748,000	\$1,114,127,000
Employment (# of jobs)	6,130	1,176	1,090	8,396
Employee Compensation	\$203,383,000	\$46,520,000	\$48,280,000	\$298,183,000
Proprietor Income	\$17,292,000	\$30,412,000	\$8,270,000	\$55,974,000
Other Property Type Income	\$85,717,000	\$27,987,000	\$40,551,000	\$154,255,000
State & Local Taxes [^]	\$44,135,000	\$13,914,000	\$9,356,000	\$67,405,000

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.

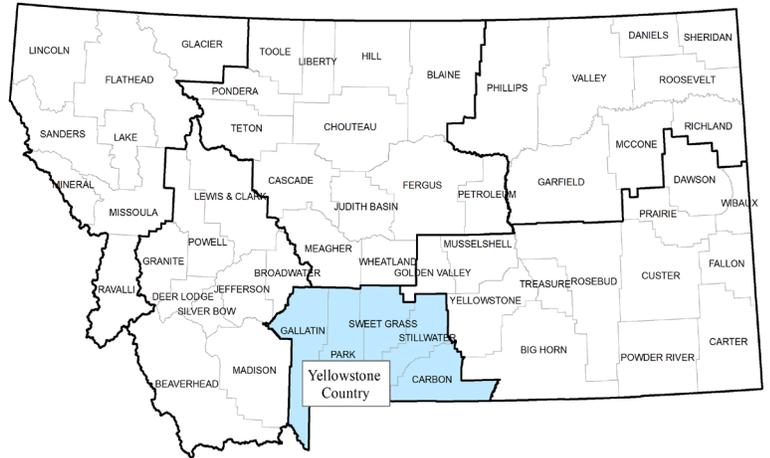
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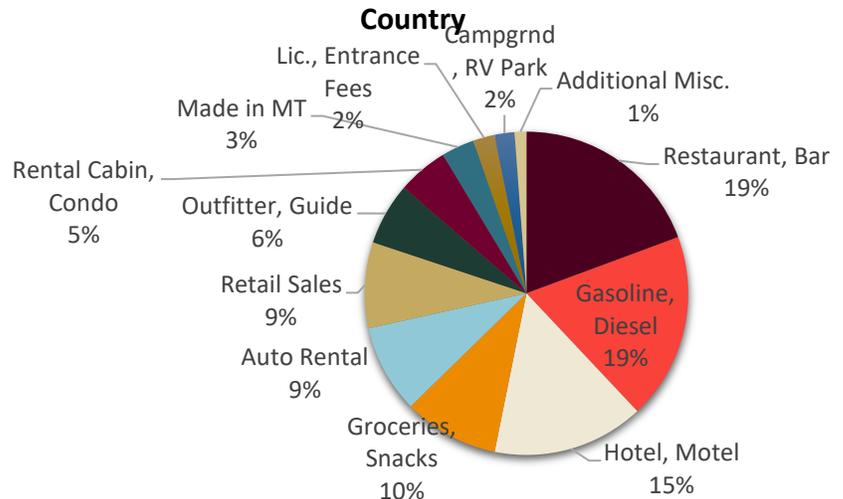
2024 Nonresident Traveler Expenditures & Economic Contribution in Yellowstone Country Travel Region

Table 1 - Total Nonresident Spending in Yellowstone Country^{*,0}

Restaurant, Bar	\$251,876,000
Gasoline, Diesel	\$242,765,000
Hotel, Motel	\$197,349,000
Groceries, Snacks	\$124,066,000
Auto Rental	\$114,874,000
Retail Sales	\$111,952,000
Outfitter, Guide	\$80,940,000
Rental Cabin, Condo	\$65,614,000
Made in MT	\$42,891,000
Lic., Entrance Fees	\$28,235,000
Campgrnd, RV Park	\$25,881,000
Misc. Services	\$5,607,000
Farmers Mkt	\$4,414,000
Gambling	\$3,648,000
Vehicle Repairs	\$1,489,000
Transp. Fares	\$166,000
TOTAL	\$1,301,767,000



Percent of Nonresident Travel Spending in Yellowstone Country



2024 Contribution of Nonresident Traveler Expenditures in Yellowstone Country Travel Region

▪2024 estimates of spending in Yellowstone Country by nonresident visitors to the state totaled \$1.3 billion.

▪This \$1.3 billion in local spending directly supports \$1.0 billion of economic activity in the region, and supports an additional \$585 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$1.6 billion.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$1,026,809,000	\$354,727,000	\$230,700,000	\$1,612,236,000
Employment (# of jobs)	7,718	1,765	1,331	10,814
Employee Compensation	\$299,438,000	\$84,412,000	\$65,050,000	\$448,900,000
Proprietor Income	\$40,398,000	\$25,956,000	\$13,455,000	\$79,809,000
Other Property Type Income	\$155,890,000	\$49,178,000	\$55,654,000	\$260,722,000
State & Local Taxes [^]	\$49,442,000	\$18,253,000	\$11,686,000	\$79,381,000

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.

*Data is collected at the state level. In 2024, several categories had insufficient sample size for regional breakout.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

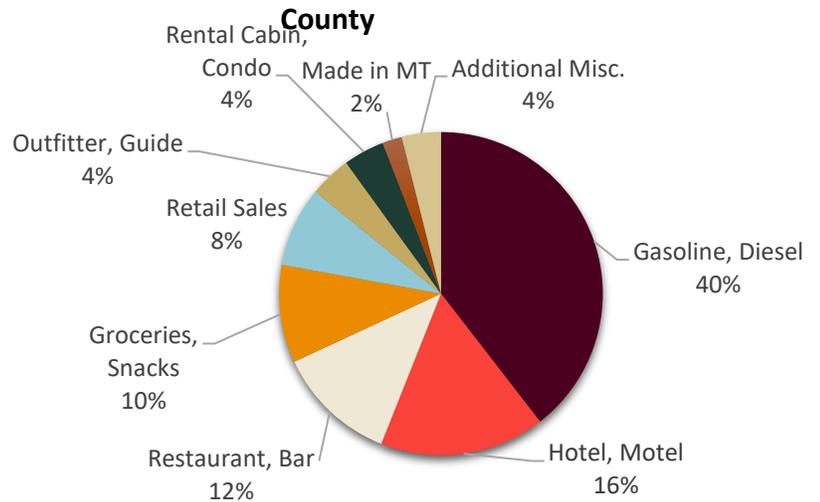
2024 Nonresident Traveler Expenditures & Economic Contribution in Beaverhead County



Table 1 - Total Nonresident Spending in Beaverhead County*,[∅]

Gasoline, Diesel	\$46,134,000
Hotel, Motel	\$19,266,000
Restaurant, Bar	\$14,066,000
Groceries, Snacks	\$11,422,000
Retail Sales	\$9,315,000
Outfitter, Guide	\$4,871,000
Rental Cabin, Condo	\$4,799,000
Made in MT	\$2,287,000
Campgrnd, RV Park	\$1,339,000
Lic., Entrance Fees	\$1,122,000
Vehicle Repairs	\$718,000
Farmers Mkt	\$668,000
Misc. Services	\$375,000
Gambling	\$226,000
Auto Rental	\$115,000
Transp. Fares <i>Insufficient sample size</i>	
TOTAL	\$116,723,000

Percent of Nonresident Travel Spending in Beaverhead County



2024 Contribution of Nonresident Traveler Expenditures in Beaverhead County

▪2024 estimates of spending in Beaverhead County by nonresident visitors to the state totaled over \$117 million.

▪This \$117 million in local spending directly supports \$102 million of economic activity in the region, and supports an additional \$55 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$157 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$102,449,000	\$44,068,000	\$10,442,000	\$156,959,000
Employment (# of jobs)	675	187	69	932
Employee Compensation	\$15,296,000	\$4,866,000	\$2,413,000	\$22,575,000
Proprietor Income	\$2,589,000	\$1,571,000	\$471,000	\$4,631,000
Other Property Type Income	\$7,340,000	\$2,967,000	\$2,499,000	\$12,806,000
State & Local Taxes [^]	\$4,236,000	\$4,156,000	\$580,000	\$8,972,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

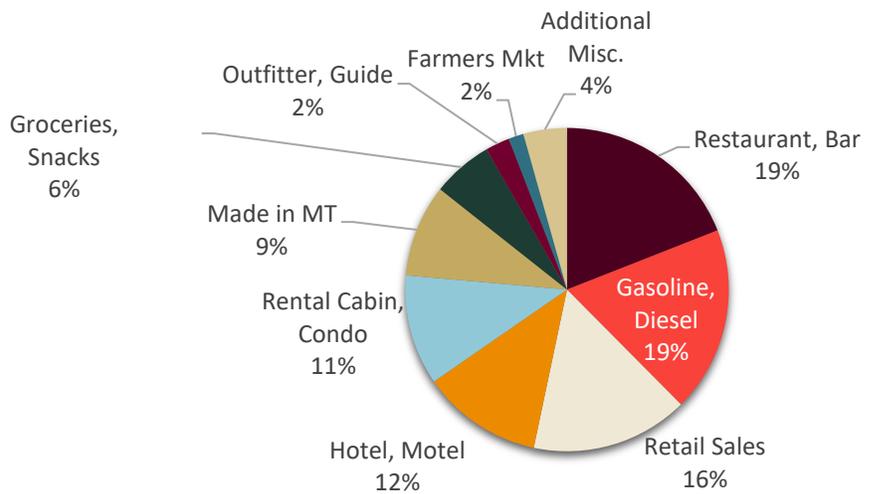
2024 Nonresident Traveler Expenditures & Economic Contribution in Carbon County

Table 1 - Total Nonresident Spending in Carbon County^{*,0}

Restaurant, Bar	\$15,180,000
Gasoline, Diesel	\$14,789,000
Retail Sales	\$12,549,000
Hotel, Motel	\$9,630,000
Rental Cabin, Condo	\$8,804,000
Made in MT	\$7,375,000
Groceries, Snacks	\$4,824,000
Outfitter, Guide	\$1,948,000
Farmers Mkt	\$1,200,000
Campgrnd, RV Park	\$984,000
Lic., Entrance Fees	\$905,000
Misc. Services	\$873,000
Gambling	\$441,000
Vehicle Repairs	\$218,000
Auto Rental	\$50,000
Transp. Fares <i>Insufficient sample size</i>	
TOTAL	\$79,772,000



Percent of Nonresident Travel Spending in Carbon County



2024 Contribution of Nonresident Traveler Expenditures in Carbon County

- 2024 estimates of spending in Carbon County by nonresident visitors to the state totaled over \$80 million.
- This \$80 million in local spending directly supports \$66 million of economic activity in the region, and supports an additional \$23 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$88 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$65,874,000	\$15,821,000	\$6,713,000	\$88,408,000
Employment (# of jobs)	632	107	44	783
Employee Compensation	\$13,958,000	\$2,670,000	\$1,276,000	\$17,904,000
Proprietor Income	\$4,155,000	\$1,752,000	\$483,000	\$6,390,000
Other Property Type Income	\$5,411,000	\$1,285,000	\$1,765,000	\$8,461,000
State & Local Taxes [^]	\$2,883,000	\$549,000	\$400,000	\$3,832,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

⁰Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

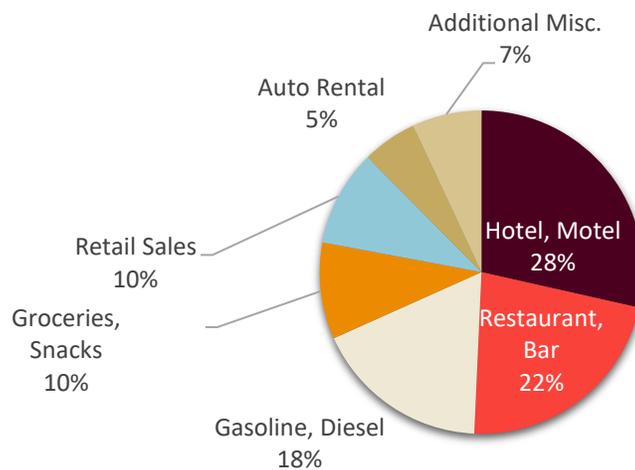
2024 Nonresident Traveler Expenditures & Economic Contribution in Cascade County

Table 1 - Total Nonresident Spending in Cascade County*, †

Hotel, Motel	\$54,552,000
Restaurant, Bar	\$42,410,000
Gasoline, Diesel	\$33,621,000
Groceries, Snacks	\$18,446,000
Retail Sales	\$18,420,000
Auto Rental	\$10,447,000
Made in MT	\$2,768,000
Outfitter, Guide	\$2,752,000
Misc. Services	\$2,045,000
Campgrnd, RV Park	\$1,987,000
Rental Cabin, Condo	\$1,342,000
Lic., Entrance Fees	\$1,095,000
Gambling	\$726,000
Farmers Mkt	\$442,000
Transp. Fares	\$86,000
Vehicle Repairs	\$56,000
TOTAL	\$191,193,000



Percent of Nonresident Travel Spending in Cascade County



2024 Contribution of Nonresident Traveler Expenditures in Cascade County

▪2024 estimates of spending in Cascade County by nonresident visitors to the state totaled nearly \$191 million.

▪This \$191 million in local spending directly supports \$131 million of economic activity in the region, and supports an additional \$74 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$205 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$131,187,000	\$40,108,000	\$33,711,000	\$205,006,000
Employment (# of jobs)	1,128	239	213	1,579
Employee Compensation	\$33,412,000	\$11,005,000	\$9,963,000	\$54,380,000
Proprietor Income	\$2,575,000	\$2,118,000	\$1,184,000	\$5,877,000
Other Property Type Income	\$21,786,000	\$5,293,000	\$7,228,000	\$34,307,000
State & Local Taxes^	\$7,205,000	\$1,085,000	\$1,354,000	\$9,644,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

†Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

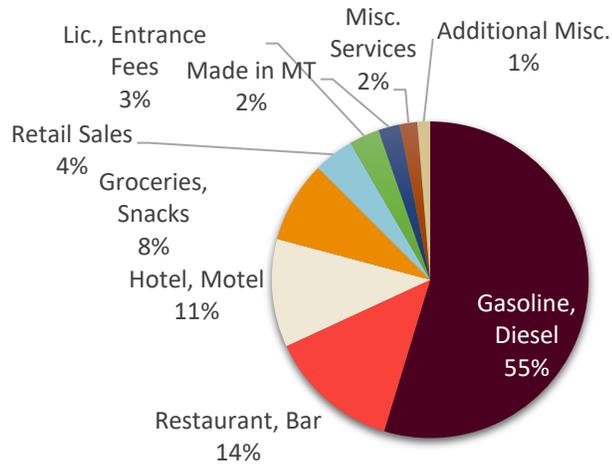
2024 Nonresident Traveler Expenditures & Economic Contribution in Custer County

Table 1 - Total Nonresident Spending in Custer County*,[∅]

Gasoline, Diesel	\$98,558,000
Restaurant, Bar	\$24,153,000
Hotel, Motel	\$19,900,000
Groceries, Snacks	\$15,021,000
Retail Sales	\$7,424,000
Lic., Entrance Fees	\$5,594,000
Made in MT	\$3,940,000
Misc. Services	\$3,247,000
Vehicle Repairs	\$1,117,000
Gambling	\$511,000
Campgrnd, RV Park	\$397,000
Rental Cabin, Condo	\$296,000
Farmers Mkt	\$14,000
Outfitter, Guide	<i>Insufficient sample size</i>
Auto Rental	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$180,174,000



Percent of Nonresident Travel Spending in Custer County



2024 Contribution of Nonresident Traveler Expenditures in Custer County

- 2024 estimates of spending in Custer County by nonresident visitors to the state totaled \$180 million.
- This \$180 million in local spending directly supports \$163 million of economic activity in the region, and supports an additional \$46 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$209 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$163,087,000	\$27,295,000	\$18,655,000	\$209,037,000
Employment (# of jobs)	704	143	120	967
Employee Compensation	\$18,096,000	\$5,597,000	\$4,907,000	\$28,600,000
Proprietor Income	\$5,034,000	\$2,270,000	\$1,210,000	\$8,514,000
Other Property Type Income	\$9,297,000	\$3,264,000	\$4,341,000	\$16,902,000
State & Local Taxes [^]	\$4,482,000	\$2,261,000	\$963,000	\$7,706,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

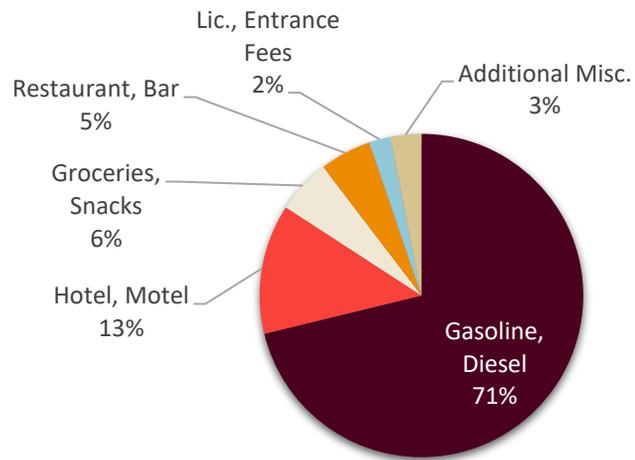
2024 Nonresident Traveler Expenditures & Economic Contribution in Dawson County

Table 1 - Total Nonresident Spending in Dawson County*,[∅]

Gasoline, Diesel	\$68,414,000
Hotel, Motel	\$12,479,000
Groceries, Snacks	\$5,237,000
Restaurant, Bar	\$4,942,000
Lic., Entrance Fees	\$2,044,000
Made in MT	\$911,000
Retail Sales	\$890,000
Rental Cabin, Condo	\$356,000
Campgrnd, RV Park	\$350,000
Misc. Services	\$309,000
Farmers Mkt	\$126,000
Gambling	\$43,000
Outfitter, Guide	<i>Insufficient sample size</i>
Auto Rental	<i>Insufficient sample size</i>
Vehicle Repairs	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$96,101,000



Percent of Nonresident Travel Spending in Dawson County



2024 Contribution of Nonresident Traveler Expenditures in Dawson County

- 2024 estimates of spending in Dawson County by nonresident visitors to the state totaled almost \$96 million.
- This \$96 million in local spending directly supports \$91 million of economic activity in the region, and supports an additional \$31 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$122 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$91,207,000	\$23,990,000	\$6,728,000	\$121,925,000
Employment (# of jobs)	261	80	41	382
Employee Compensation	\$6,659,000	\$3,896,000	\$1,784,000	\$12,339,000
Proprietor Income	\$1,646,000	\$986,000	\$230,000	\$2,862,000
Other Property Type Income	\$3,923,000	\$2,243,000	\$1,555,000	\$7,721,000
State & Local Taxes [^]	\$2,152,000	\$3,223,000	\$399,000	\$5,774,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

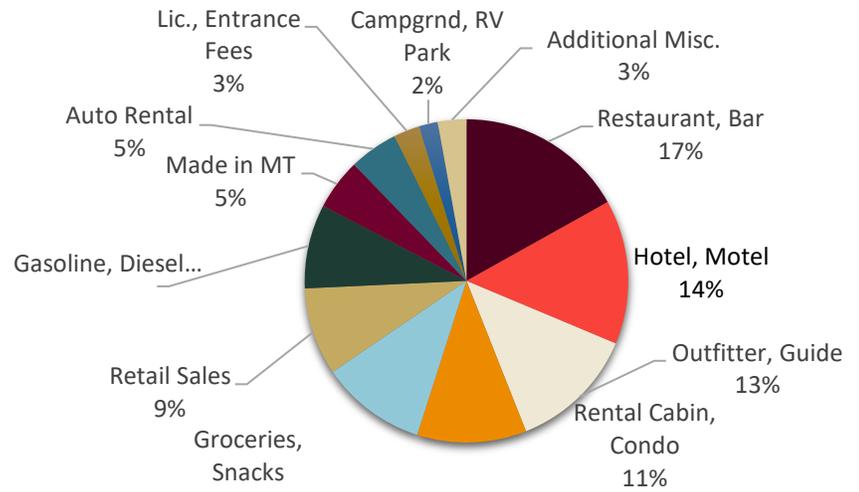
2024 Nonresident Traveler Expenditures & Economic Contribution in Flathead County



Table 1 - Total Nonresident Spending in Flathead County*, †

Restaurant, Bar	\$143,605,000
Hotel, Motel	\$122,695,000
Outfitter, Guide	\$107,814,000
Rental Cabin, Condo	\$92,993,000
Groceries, Snacks	\$89,683,000
Retail Sales	\$74,585,000
Gasoline, Diesel	\$71,666,000
Made in MT	\$43,323,000
Auto Rental	\$41,443,000
Lic., Entrance Fees	\$22,213,000
Campgrnd, RV Park	\$15,972,000
Misc. Services	\$10,560,000
Farmers Mkt	\$7,300,000
Vehicle Repairs	\$3,699,000
Gambling	\$2,123,000
Transp. Fares	\$579,000
TOTAL	\$850,253,000

Percent of Nonresident Travel Spending in Flathead County



2024 Contribution of Nonresident Traveler Expenditures in Flathead County

▪2024 estimates of spending in Flathead County by nonresident visitors to the state totaled \$850 million.

▪This \$850 million in local spending directly supports \$697 million of economic activity in the region, and supports an additional \$451 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$1.1 billion.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$697,435,000	\$257,024,000	\$193,678,000	\$1,148,137,000
Employment (# of jobs)	6,574	1,504	1,188	9,267
Employee Compensation	\$220,497,000	\$55,170,000	\$54,960,000	\$330,627,000
Proprietor Income	\$15,714,000	\$23,509,000	\$11,540,000	\$50,763,000
Other Property Type Income	\$105,042,000	\$32,684,000	\$43,716,000	\$181,442,000
State & Local Taxes^	\$44,843,000	\$11,382,000	\$10,022,000	\$66,247,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

†Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

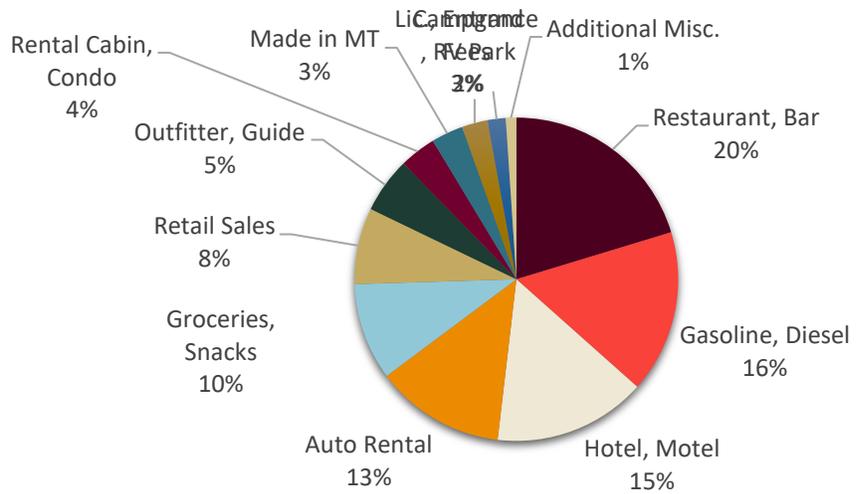
2024 Nonresident Traveler Expenditures & Economic Contribution in Gallatin County

Table 1 - Total Nonresident Spending in Gallatin County*,[∅]

Restaurant, Bar	\$180,127,000
Gasoline, Diesel	\$144,456,000
Hotel, Motel	\$135,521,000
Auto Rental	\$114,825,000
Groceries, Snacks	\$86,250,000
Retail Sales	\$67,769,000
Outfitter, Guide	\$49,283,000
Rental Cabin, Condo	\$32,361,000
Made in MT	\$28,298,000
Lic., Entrance Fees	\$22,990,000
Campgrnd, RV Park	\$16,058,000
Misc. Services	\$4,261,000
Gambling	\$2,141,000
Farmers Mkt	\$1,767,000
Vehicle Repairs	\$1,014,000
Transp. Fares	\$166,000
TOTAL	\$887,285,000



Percent of Nonresident Travel Spending in Gallatin County



2024 Contribution of Nonresident Traveler Expenditures in Gallatin County

▪2024 estimates of spending in Gallatin County by nonresident visitors to the state totaled \$887 million.

▪This \$887 million in local spending directly supports \$640 million of economic activity in the region, and supports an additional \$352 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$993 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$640,148,000	\$197,564,000	\$154,864,000	\$992,576,000
Employment (# of jobs)	5,124	1,065	881	7,069
Employee Compensation	\$207,314,000	\$52,579,000	\$44,813,000	\$304,706,000
Proprietor Income	\$27,975,000	\$17,284,000	\$9,358,000	\$54,617,000
Other Property Type Income	\$112,555,000	\$32,706,000	\$37,472,000	\$182,733,000
State & Local Taxes [^]	\$33,412,000	\$6,892,000	\$7,831,000	\$48,135,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

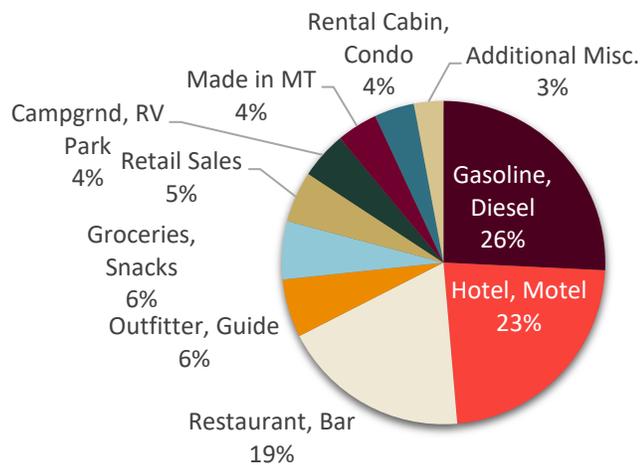
2024 Nonresident Traveler Expenditures & Economic Contribution in Glacier County

Table 1 - Total Nonresident Spending in Glacier County*, †

Gasoline, Diesel	\$38,655,000
Hotel, Motel	\$34,321,000
Restaurant, Bar	\$28,295,000
Outfitter, Guide	\$8,740,000
Groceries, Snacks	\$8,719,000
Retail Sales	\$7,663,000
Campgrnd, RV Park	\$7,089,000
Made in MT	\$6,158,000
Rental Cabin, Condo	\$5,989,000
Lic., Entrance Fees	\$1,671,000
Gambling	\$1,413,000
Farmers Mkt	\$973,000
Misc. Services	\$266,000
Vehicle Repairs	\$84,000
Auto Rental	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$150,036,000



Percent of Nonresident Travel Spending in Glacier County



2024 Contribution of Nonresident Traveler Expenditures in Glacier County

▪2024 estimates of spending in Glacier County by nonresident visitors to the state totaled \$150 million.

▪This \$120 million in local spending directly supports \$104 million of economic activity in the region, and supports an additional \$28 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$148 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$120,003,000	\$17,019,000	\$10,670,000	\$147,692,000
Employment (# of jobs)	1,066	95	67	1,228
Employee Compensation	\$29,466,000	\$3,506,000	\$2,413,000	\$35,385,000
Proprietor Income	\$5,881,000	\$621,000	\$403,000	\$6,905,000
Other Property Type Income	\$16,656,000	\$2,243,000	\$2,861,000	\$21,760,000
State & Local Taxes [^]	\$6,840,000	\$797,000	\$570,000	\$8,207,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

†Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

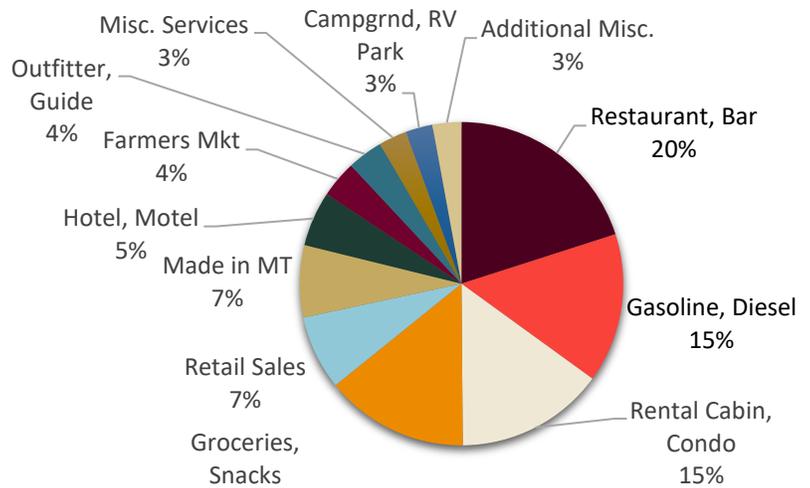
2024 Nonresident Traveler Expenditures & Economic Contribution in Lake County

Table 1 - Total Nonresident Spending in Lake County*, †

Restaurant, Bar	\$10,296,000
Gasoline, Diesel	\$7,673,000
Rental Cabin, Condo	\$7,642,000
Groceries, Snacks	\$7,358,000
Retail Sales	\$3,815,000
Made in MT	\$3,710,000
Hotel, Motel	\$2,826,000
Farmers Mkt	\$1,894,000
Outfitter, Guide	\$1,825,000
Misc. Services	\$1,451,000
Campgrnd, RV Park	\$1,384,000
Gambling	\$659,000
Lic., Entrance Fees	\$604,000
Vehicle Repairs	\$218,000
Auto Rental	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$51,354,000



Percent of Nonresident Travel Spending in Glacier County



2024 Contribution of Nonresident Traveler Expenditures in Lake County

- 2024 estimates of spending in Lake County by nonresident visitors to the state totaled \$51 million.
- This \$51 million in local spending directly supports \$369million of economic activity in the region, and supports an additional \$19 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$59 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$39,458,000	\$13,030,000	\$6,232,000	\$58,720,000
Employment (# of jobs)	416	77	41	534
Employee Compensation	\$9,403,000	\$2,297,000	\$1,458,000	\$13,158,000
Proprietor Income	\$1,148,000	\$980,000	\$296,000	\$2,424,000
Other Property Type Income	\$5,764,000	\$1,107,000	\$1,537,000	\$8,408,000
State & Local Taxes^	\$2,039,000	\$553,000	\$324,000	\$2,916,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

†Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

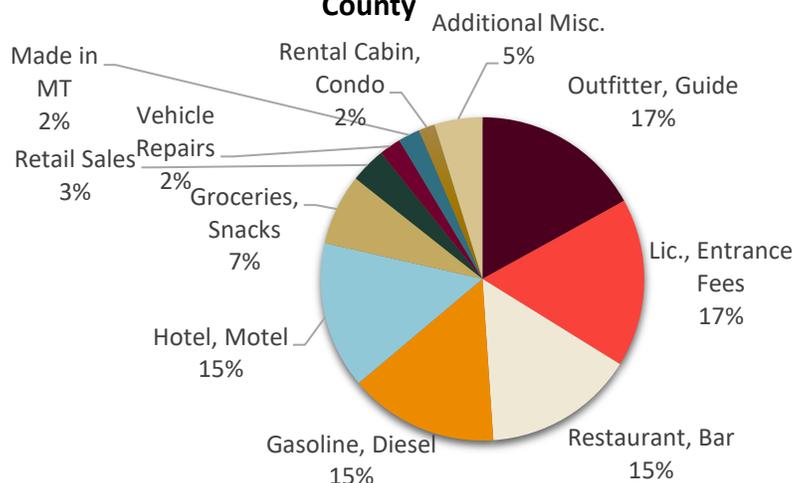
2024 Nonresident Traveler Expenditures & Economic Contribution in Lewis & Clark County

Table 1 - Total Nonresident Spending in Lewis & Clark County*, †

Outfitter, Guide	\$35,143,000
Lic., Entrance Fees	\$34,916,000
Restaurant, Bar	\$31,244,000
Gasoline, Diesel	\$30,927,000
Hotel, Motel	\$30,430,000
Groceries, Snacks	\$14,719,000
Retail Sales	\$7,351,000
Vehicle Repairs	\$4,527,000
Made in MT	\$4,493,000
Rental Cabin, Condo	\$3,398,000
Auto Rental	\$2,757,000
Campgrnd, RV Park	\$2,654,000
Gambling	\$1,576,000
Farmers Mkt	\$1,475,000
Misc. Services	\$1,294,000
Transp. Fares	\$147,000
TOTAL	\$207,052,000



Percent of Nonresident Travel Spending in Lewis & Clark County



2024 Contribution of Nonresident Traveler Expenditures in Lewis & Clark County

▪2024 estimates of spending in Lewis & Clark County by nonresident visitors to the state totaled \$207 million.

▪This \$207 million in local spending directly supports \$155 million of economic activity in the region, and supports an additional \$95 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$250 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$155,311,000	\$54,683,000	\$40,271,000	\$250,265,000
Employment (# of jobs)	1,594	288	251	2,133
Employee Compensation	\$51,083,000	\$12,520,000	\$11,964,000	\$75,567,000
Proprietor Income	\$2,523,000	\$2,980,000	\$1,581,000	\$7,084,000
Other Property Type Income	\$18,804,000	\$7,762,000	\$9,162,000	\$35,728,000
State & Local Taxes^	\$12,760,000	\$2,524,000	\$2,015,000	\$17,299,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

†Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

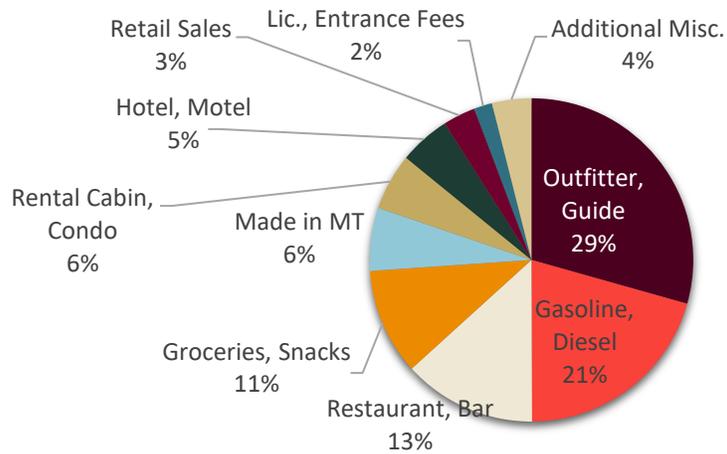
2024 Nonresident Traveler Expenditures & Economic Contribution in Madison County

Table 1 - Total Nonresident Spending in Madison County*, †

Outfitter, Guide	\$88,623,000
Gasoline, Diesel	\$62,059,000
Restaurant, Bar	\$40,194,000
Groceries, Snacks	\$32,106,000
Made in MT	\$19,027,000
Rental Cabin, Condo	\$17,107,000
Hotel, Motel	\$15,410,000
Retail Sales	\$9,833,000
Lic., Entrance Fees	\$5,473,000
Campgrnd, RV Park	\$3,709,000
Farmers Mkt	\$3,154,000
Misc. Services	\$3,008,000
Vehicle Repairs	\$1,374,000
Gambling	\$329,000
Transp. Fares	\$300,000
Auto Rental	<i>Insufficient sample size</i>
TOTAL	\$301,707,000



Percent of Nonresident Travel Spending in Madison County



2024 Contribution of Nonresident Traveler Expenditures in Madison County

▪2024 estimates of spending in Madison County by nonresident visitors to the state totaled \$302 million.

▪This \$302 million in local spending directly supports \$219 million of economic activity in the region, and supports an additional \$85 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$304 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$219,196,000	\$59,647,000	\$25,445,000	\$304,288,000
Employment (# of jobs)	2,027	304	154	2,485
Employee Compensation	\$74,084,000	\$7,802,000	\$5,600,000	\$87,486,000
Proprietor Income	\$9,772,000	\$9,115,000	\$1,753,000	\$20,640,000
Other Property Type Income	\$20,362,000	\$4,961,000	\$6,557,000	\$31,880,000
State & Local Taxes [^]	\$16,951,000	\$2,969,000	\$1,290,000	\$21,210,000

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.

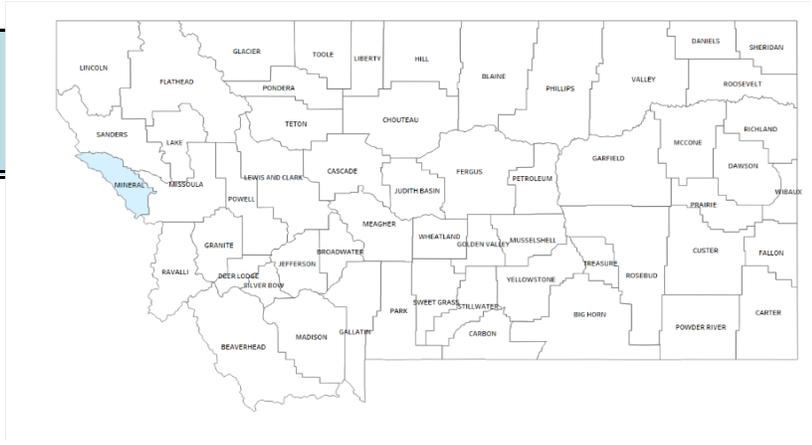
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†Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

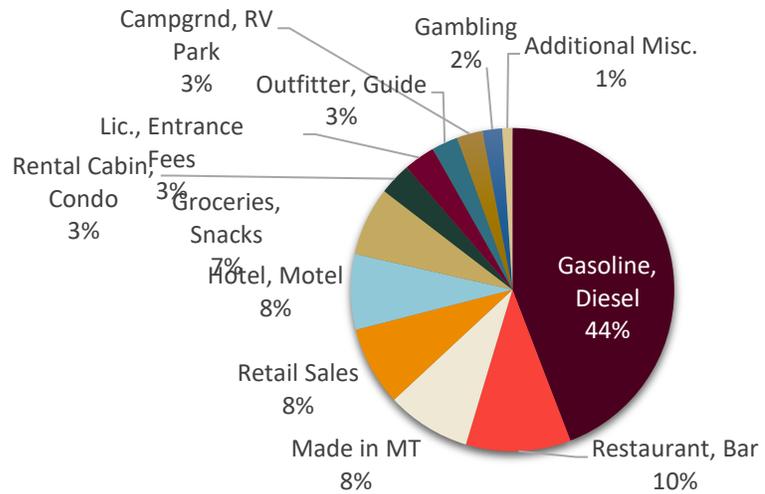
2024 Nonresident Traveler Expenditures & Economic Contribution in Mineral County

Table 1 - Total Nonresident Spending in Mineral County*,[∅]

Gasoline, Diesel	\$27,618,000
Restaurant, Bar	\$6,554,000
Made in MT	\$5,269,000
Retail Sales	\$4,959,000
Hotel, Motel	\$4,720,000
Groceries, Snacks	\$4,298,000
Rental Cabin, Condo	\$2,010,000
Lic., Entrance Fees	\$1,976,000
Outfitter, Guide	\$1,641,000
Campgrnd, RV Park	\$1,621,000
Gambling	\$1,225,000
Farmers Mkt	\$637,000
Auto Rental	<i>Insufficient Sample Size</i>
Vehicle Repairs	<i>Insufficient Sample Size</i>
Transp. Fares	<i>Insufficient Sample Size</i>
Misc. Services	<i>Insufficient Sample Size</i>
TOTAL	\$62,528,000



Percent of Nonresident Travel Spending in Mineral County



2024 Contribution of Nonresident Traveler Expenditures in Mineral County

▪2024 estimates of spending in Mineral County by nonresident visitors to the state totaled \$63 million.

▪This \$63 million in local spending directly supports \$44 million of economic activity in the region, and supports an additional \$11 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$55 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$43,875,000	\$8,313,000	\$2,895,000	\$55,083,000
Employment (# of jobs)	386	60	18	464
Employee Compensation	\$8,093,000	\$1,125,000	\$546,000	\$9,764,000
Proprietor Income	\$482,000	\$698,000	\$82,000	\$1,262,000
Other Property Type Income	\$4,747,000	\$611,000	\$885,000	\$6,243,000
State & Local Taxes [^]	\$1,946,000	\$602,000	\$198,000	\$2,746,000

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.

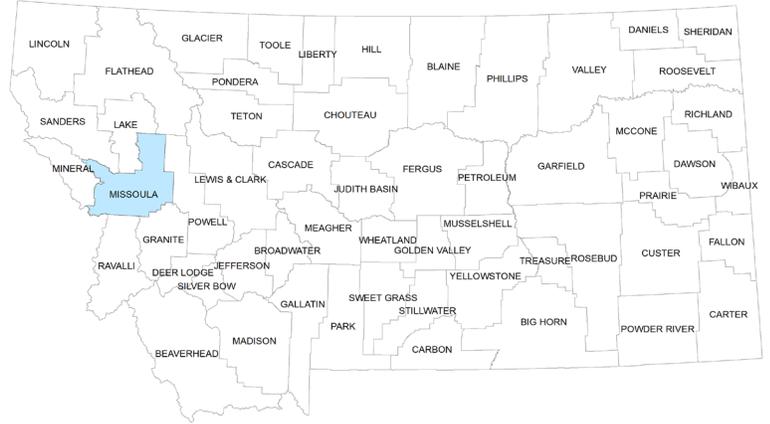
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[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

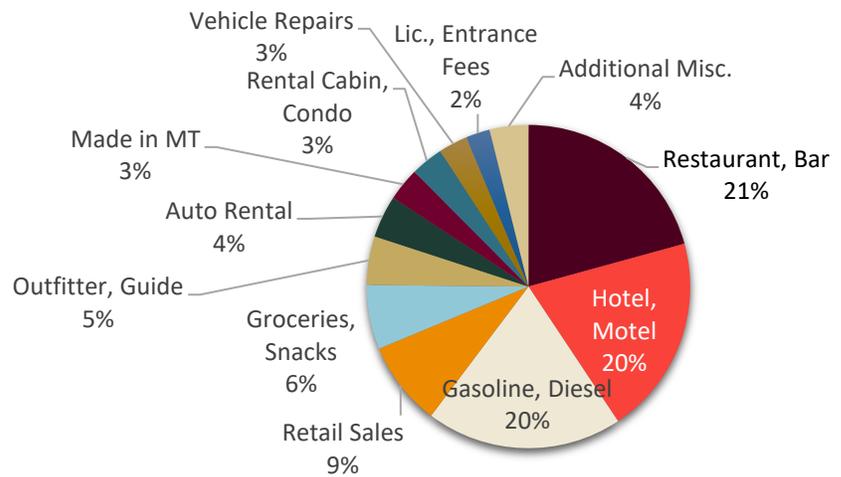
2024 Nonresident Traveler Expenditures & Economic Contribution in Missoula County

Table 1 - Total Nonresident Spending in Missoula County*,[∅]

Restaurant, Bar	\$104,003,000
Hotel, Motel	\$100,021,000
Gasoline, Diesel	\$98,425,000
Retail Sales	\$42,390,000
Groceries, Snacks	\$32,252,000
Outfitter, Guide	\$24,427,000
Auto Rental	\$21,195,000
Made in MT	\$16,611,000
Rental Cabin, Condo	\$16,355,000
Vehicle Repairs	\$14,606,000
Lic., Entrance Fees	\$12,047,000
Campgrnd, RV Park	\$6,441,000
Misc. Services	\$4,259,000
Farmers Mkt	\$4,147,000
Gambling	\$3,838,000
Transp. Fares	\$729,000
TOTAL	\$501,747,000



Percent of Nonresident Travel Spending in Missoula County



2024 Contribution of Nonresident Traveler Expenditures in Missoula County

▪2024 estimates of spending in Missoula County by nonresident visitors to the state totaled over \$502 million.

▪This \$502 million in local spending directly supports \$409 million of economic activity in the region, and supports an additional \$286 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$695 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$408,990,000	\$166,430,000	\$119,907,000	\$695,327,000
Employment (# of jobs)	3,451	863	714	5,028
Employee Compensation	\$108,786,000	\$40,767,000	\$35,873,000	\$185,426,000
Proprietor Income	\$24,563,000	\$9,166,000	\$6,226,000	\$39,955,000
Other Property Type Income	\$57,717,000	\$21,951,000	\$26,536,000	\$106,204,000
State & Local Taxes [^]	\$21,730,000	\$8,276,000	\$5,891,000	\$35,897,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

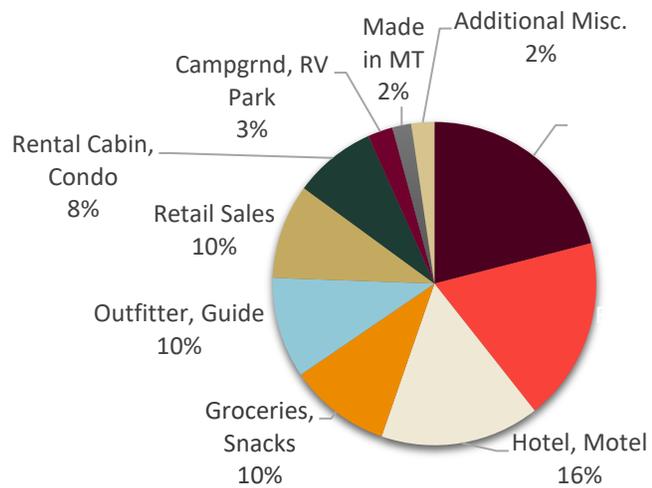
2024 Nonresident Traveler Expenditures & Economic Contribution in Park County

Table 1 - Total Nonresident Spending in Park County*,[∅]

Gasoline, Diesel	\$61,764,000
Restaurant, Bar	\$54,156,000
Hotel, Motel	\$46,885,000
Groceries, Snacks	\$29,971,000
Outfitter, Guide	\$29,709,000
Retail Sales	\$27,920,000
Rental Cabin, Condo	\$24,270,000
Campgrnd, RV Park	\$7,394,000
Made in MT	\$5,571,000
Lic., Entrance Fees	\$4,183,000
Farmers Mkt	\$1,355,000
Gambling	\$914,000
Misc. Services	\$205,000
Vehicle Repairs	\$125,000
Auto Rental	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$294,423,000



Percent of Nonresident Travel Spending in Park County



2024 Contribution of Nonresident Traveler Expenditures in Park County

- 2024 estimates of spending in Park County by nonresident visitors to the state totaled over \$294 million.
- This \$294 million in local spending directly supports \$227 million of economic activity in the region, and supports an additional \$63 million of economic activity, indirectly.
- The total contribution of nonresident spending to the regional economy was \$290 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$227,442,000	\$35,157,000	\$27,482,000	\$290,081,000
Employment (# of jobs)	1,961	233	182	2,376
Employee Compensation	\$70,673,000	\$7,408,000	\$6,980,000	\$85,061,000
Proprietor Income	\$5,570,000	\$2,111,000	\$1,209,000	\$8,890,000
Other Property Type Income	\$33,904,000	\$4,396,000	\$7,909,000	\$46,209,000
State & Local Taxes [^]	\$11,921,000	\$1,172,000	\$1,493,000	\$14,586,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

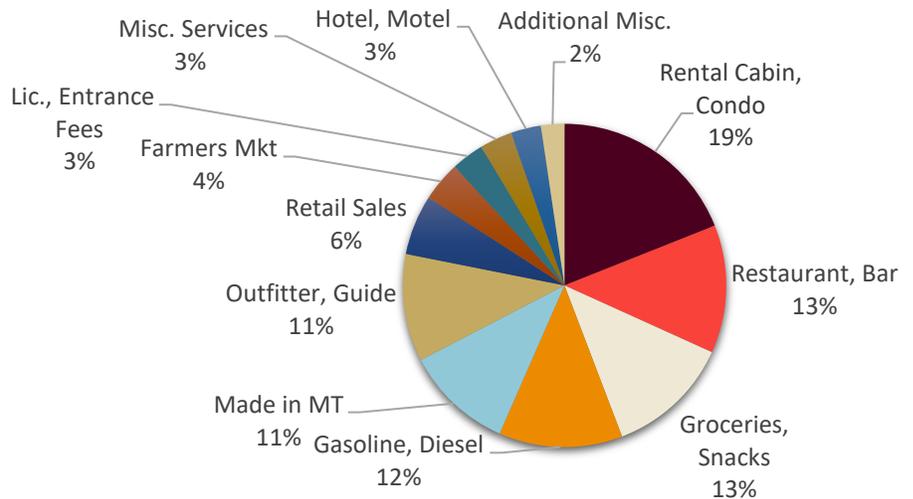
2024 Nonresident Traveler Expenditures & Economic Contribution in Ravalli County

Table 1 - Total Nonresident Spending in Ravalli County*,[⊕]

Rental Cabin, Condo	\$13,873,000
Restaurant, Bar	\$9,363,000
Groceries, Snacks	\$9,092,000
Gasoline, Diesel	\$9,040,000
Made in MT	\$7,905,000
Outfitter, Guide	\$7,863,000
Retail Sales	\$4,395,000
Farmers Mkt	\$2,922,000
Lic., Entrance Fees	\$2,388,000
Misc. Services	\$2,382,000
Hotel, Motel	\$2,197,000
Gambling	\$1,144,000
Campgrnd, RV Park	\$567,000
Auto Rental	<i>Insufficient sample size</i>
Vehicle Repairs	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$73,133,000



Percent of Nonresident Travel Spending in Ravalli County



2024 Contribution of Nonresident Traveler Expenditures in Ravalli County

▪2024 estimates of spending in Ravalli County by nonresident visitors to the state totaled \$73 million.

▪This \$73 million in local spending directly supports \$54 million of economic activity in the region, and supports an additional \$25 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$79 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$53,696,000	\$15,123,000	\$10,230,000	\$79,049,000
Employment (# of jobs)	607	105	67	779
Employee Compensation	\$17,346,000	\$3,189,000	\$2,378,000	\$22,913,000
Proprietor Income	\$889,000	\$905,000	\$512,000	\$2,306,000
Other Property Type Income	\$8,333,000	\$1,625,000	\$2,549,000	\$12,507,000
State & Local Taxes [^]	\$3,541,000	\$475,000	\$562,000	\$4,578,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

⊕Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

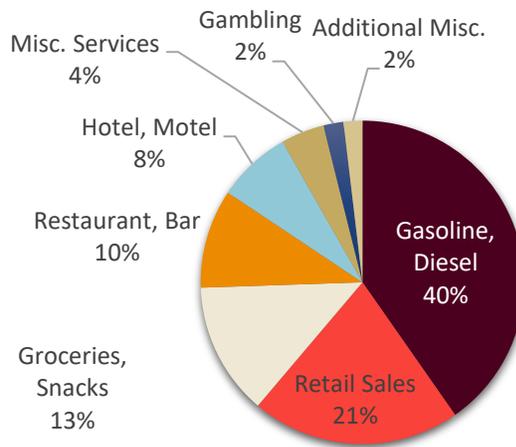
2024 Nonresident Traveler Expenditures & Economic Contribution in Richland County

Table 1 - Total Nonresident Spending in Richland County*,[◇]

Gasoline, Diesel	\$37,986,000
Retail Sales	\$19,688,000
Groceries, Snacks	\$12,522,000
Restaurant, Bar	\$9,329,000
Hotel, Motel	\$6,980,000
Misc. Services	\$4,098,000
Gambling	\$1,886,000
Vehicle Repairs	\$1,171,000
Lic., Entrance Fees	\$281,000
Made in MT	\$160,000
Farmers Mkt	\$119,000
Campgrnd, RV Park	\$40,000
Rental Cabin, Condo	<i>Insufficient sample size</i>
Outfitter, Guide	<i>Insufficient sample size</i>
Auto Rental	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$94,258,000



Percent of Nonresident Travel Spending in Richland County



2024 Contribution of Nonresident Traveler Expenditures in Richland County

▪2024 estimates of spending in Richland County by nonresident visitors to the state totaled \$94 million.

▪This \$94 million in local spending directly supports \$52 million of economic activity in the region, and supports an additional \$24 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$76 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$52,343,000	\$16,833,000	\$6,890,000	\$76,066,000
Employment (# of jobs)	374	59	42	474
Employee Compensation	\$10,723,000	\$3,088,000	\$1,804,000	\$15,615,000
Proprietor Income	\$1,962,000	\$642,000	\$239,000	\$2,843,000
Other Property Type Income	\$5,727,000	\$3,395,000	\$1,660,000	\$10,782,000
State & Local Taxes [^]	\$1,825,000	\$1,344,000	\$400,000	\$3,569,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[◇]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

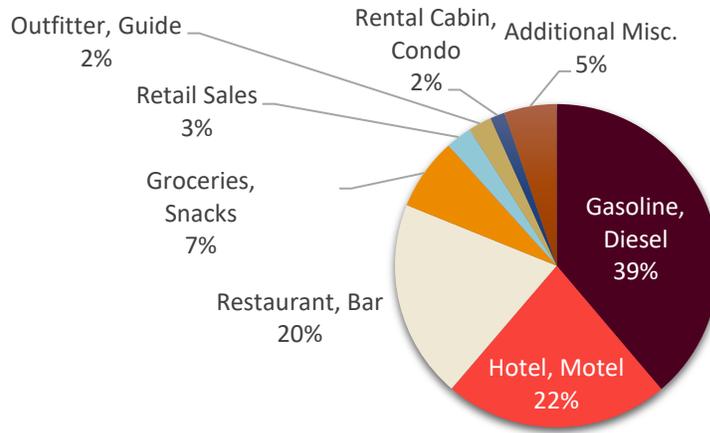
2024 Nonresident Traveler Expenditures & Economic Contribution in Silver Bow County

Table 1 - Total Nonresident Spending in Silver Bow County*,[∅]

Gasoline, Diesel	\$78,281,000
Hotel, Motel	\$45,266,000
Restaurant, Bar	\$40,063,000
Groceries, Snacks	\$14,543,000
Retail Sales	\$5,286,000
Outfitter, Guide	\$4,720,000
Rental Cabin, Condo	\$2,966,000
Vehicle Repairs	\$2,599,000
Made in MT	\$1,926,000
Gambling	\$1,420,000
Misc. Services	\$1,078,000
Auto Rental	\$1,076,000
Campgrnd, RV Park	\$882,000
Lic., Entrance Fees	\$803,000
Farmers Mkt	\$778,000
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$201,686,000



Percent of Nonresident Travel Spending in Silver Bow County



2024 Contribution of Nonresident Traveler Expenditures in Silver Bow County

▪2024 estimates of spending in Silver Bow County by nonresident visitors to the state totaled \$202 million.

▪This \$202 million in local spending directly supports \$98 million of economic activity in the region, and supports an additional \$53 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$151 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$97,793,000	\$30,080,000	\$23,183,000	\$151,056,000
Employment (# of jobs)	1,010	189	151	1,350
Employee Compensation	\$28,785,000	\$7,139,000	\$6,449,000	\$42,373,000
Proprietor Income	\$2,616,000	\$2,404,000	\$1,216,000	\$6,236,000
Other Property Type Income	\$17,765,000	\$3,483,000	\$5,038,000	\$26,286,000
State & Local Taxes [^]	\$6,195,000	\$1,051,000	\$1,200,000	\$8,446,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

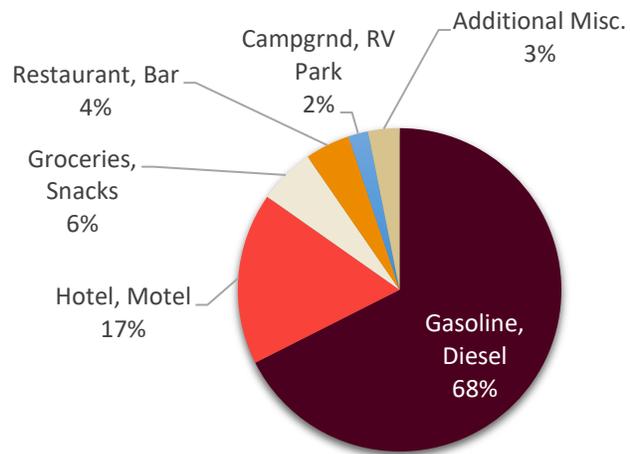
2024 Nonresident Traveler Expenditures & Economic Contribution in Toole County

Table 1 - Total Nonresident Spending in Toole County*,[∅]

Gasoline, Diesel	\$46,531,000
Hotel, Motel	\$11,854,000
Groceries, Snacks	\$3,878,000
Restaurant, Bar	\$3,089,000
Campgrnd, RV Park	\$1,373,000
Retail Sales	\$669,000
Misc. Services	\$457,000
Farmers Mkt	\$441,000
Made in MT	\$267,000
Lic., Entrance Fees	\$130,000
Outfitter, Guide	\$69,000
Gambling	\$69,000
Rental Cabin, Condo	\$58,000
Auto Rental	<i>Insufficient sample size</i>
Vehicle Repairs	<i>Insufficient sample size</i>
Transp. Fares	<i>Insufficient sample size</i>
TOTAL	\$68,887,000



Percent of Nonresident Travel Spending in Toole County



2024 Contribution of Nonresident Traveler Expenditures in Toole County

▪2024 estimates of spending in Toole County by nonresident visitors to the state totaled almost \$69 million.

▪This \$69 million in local spending directly supports \$45 million of economic activity in the region, and supports an additional \$14 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$59 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$44,621,000	\$11,113,000	\$2,904,000	\$58,638,000
Employment (# of jobs)	233	49	17	298
Employee Compensation	\$6,144,000	\$2,188,000	\$690,000	\$9,022,000
Proprietor Income	\$950,000	\$626,000	\$191,000	\$1,767,000
Other Property Type Income	\$4,129,000	\$1,430,000	\$759,000	\$6,318,000
State & Local Taxes [^]	\$1,577,000	\$1,141,000	\$174,000	\$2,892,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

[∅]Expenditure category totals may not add to overall total due to rounding. [^] Comparison to previous years is not advised.

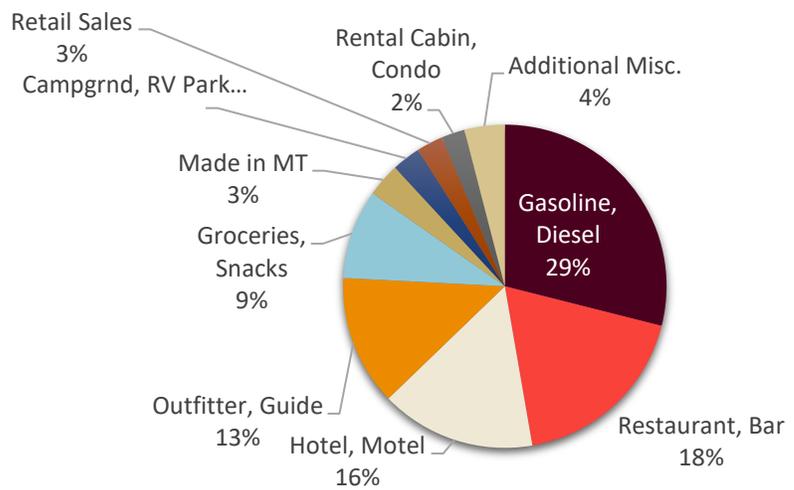
2024 Nonresident Traveler Expenditures & Economic Contribution in Valley County

Table 1 - Total Nonresident Spending in Valley County*, ⚡

Gasoline, Diesel	\$25,056,000
Restaurant, Bar	\$15,865,000
Hotel, Motel	\$13,429,000
Outfitter, Guide	\$11,283,000
Groceries, Snacks	\$7,732,000
Made in MT	\$2,921,000
Campgrnd, RV Park	\$2,467,000
Retail Sales	\$2,311,000
Rental Cabin, Condo	\$2,013,000
Lic., Entrance Fees	\$1,563,000
Vehicle Repairs	\$754,000
Misc. Services	\$665,000
Gambling	\$446,000
Farmers Mkt	\$59,000
Auto Rental	<i>Insufficient Samplt Size</i>
Transp. Fares	<i>Insufficient Samplt Size</i>
TOTAL	\$86,567,000



Percent of Nonresident Travel Spending in Valley County



2024 Contribution of Nonresident Traveler Expenditures in Valley County

▪2024 estimates of spending in Valley County by nonresident visitors to the state totaled almost \$87 million.

▪This \$87 million in local spending directly supports \$70 million of economic activity in the region, and supports an additional \$23 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$93 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$69,416,000	\$15,280,000	\$7,930,000	\$92,626,000
Employment (# of jobs)	470	75	53	598
Employee Compensation	\$15,121,000	\$2,773,000	\$2,208,000	\$20,102,000
Proprietor Income	\$2,831,000	\$645,000	\$330,000	\$3,806,000
Other Property Type Income	\$5,885,000	\$1,506,000	\$1,858,000	\$9,249,000
State & Local Taxes^	\$3,628,000	\$1,369,000	\$468,000	\$5,465,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$\$) was used to help account for small and varying sample sizes at the county level.

⚡Expenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.

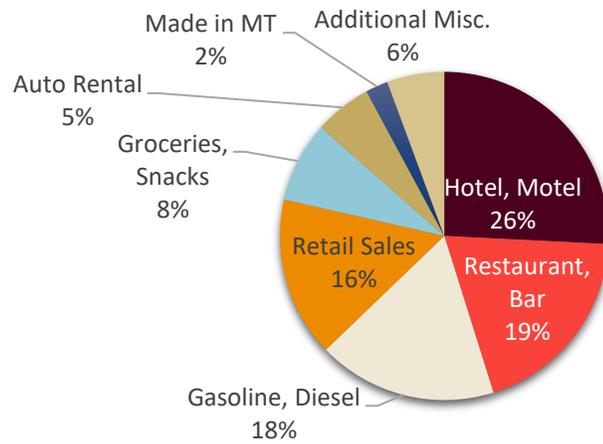
2024 Nonresident Traveler Expenditures & Economic Contribution in Yellowstone County

Table 1 - Total Nonresident Spending in Yellowstone County*, Ⓞ

Hotel, Motel	\$99,987,000
Restaurant, Bar	\$75,077,000
Gasoline, Diesel	\$68,440,000
Retail Sales	\$61,086,000
Groceries, Snacks	\$30,759,000
Auto Rental	\$21,850,000
Made in MT	\$8,600,000
Rental Cabin, Condo	\$5,562,000
Misc. Services	\$4,917,000
Vehicle Repairs	\$3,330,000
Lic., Entrance Fees	\$3,284,000
Gambling	\$2,766,000
Farmers Mkt	\$1,100,000
Campgrnd, RV Park	\$865,000
Transp. Fares	\$49,000
Outfitter, Guide	<i>Insufficient Sample Size</i>
TOTAL	\$387,670,000



Percent of Nonresident Travel Spending in Yellowstone County



2024 Contribution of Nonresident Traveler Expenditures in Yellowstone County

▪2024 estimates of spending in Yellowstone County by nonresident visitors to the state totaled \$388 million.

▪This \$388 million in local spending directly supports \$301 million of economic activity in the region, and supports an additional \$173 million of economic activity, indirectly.

▪The total contribution of nonresident spending to the regional economy was \$473 million.

Table 2 - 2024 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$300,905,000	\$95,295,000	\$77,565,000	\$473,765,000
Employment (# of jobs)	2,502	502	451	3,454
Employee Compensation	\$81,469,000	\$24,696,000	\$23,183,000	\$129,348,000
Proprietor Income	\$5,426,000	\$6,989,000	\$3,325,000	\$15,740,000
Other Property Type Income	\$55,439,000	\$14,404,000	\$17,869,000	\$87,712,000
State & Local Taxes^	\$13,813,000	\$3,428,000	\$3,602,000	\$20,843,000

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.

*Data is collected at the state level. The two-year average of expenditures (2024 \$s) was used to help account for small and varying sample sizes at the county level.

ⓄExpenditure category totals may not add to overall total due to rounding. ^ Comparison to previous years is not advised.