

THE 2024 MONTANA TRAVEL INDUSTRY



13.7 MILLION VISITORS SPENT \$5 BILLION



1-IN-15 MONTANA WORKERS SUPPORTED BY OUT-OF-STATE TRAVEL

OVER **\$308 MILLION** STATE AND LOCAL TAXES GENERATED BY NON-RESIDENT VISITORS



38,240 JOBS SUPPORTED

EMPLOYEE COMPENSATION (DIRECT): **\$997.9 MILLION**

INDUSTRY OUTPUT (DIRECT): **\$3.89 BILLION**

\$680 AVERAGE TAX BURDEN REDUCED ON EVERY MONTANA HOUSEHOLD BY TOURISM
(\$308 MILLION IN TAXES / 453,000 HOUSEHOLDS [US CENSUS])

MODE OF ENTRY: **74% CAR/TRUCK** **14% AIR** **11% RV/TRAILER** **1% MOTORCYCLE**

ACCOMMODATION: **32% HOTEL/MOTEL** **20% HOME/CONDO/CABIN OF FRIEND/RELATIVE** **12% PRIVATE CAMPGROUND** **12% RENTED ENTIRE CABIN/HOME**

AVERAGE NIGHTS SPENT: 5 NIGHTS

AVERAGE GROUP SIZE: 2.3 PERSONS

TOP ACTIVITIES:

- SCENIC DRIVING – **47%**
- DAY HIKING – **39%**
- WILDLIFE WATCHING – **28%**
- CAR/RV CAMPING – **24%**
- RECREATIONAL SHOPPING – **24%**

WHAT ATTRACTS VISITORS:

- MOUNTAINS/FORESTS – **67%**
- OPEN SPACE/UNCROWDED – **48%**
- YELLOWSTONE NAT'L PARK – **47%**
- RIVERS – **44%**
- GLACIER NAT'L PARK – **44%**

VISITORS WERE MOST SATISFIED WITH FEELING WELCOMED DURING THEIR TRIP (85%), THE AMOUNT OF OPEN SPACE (83%), AND OPPORTUNITIES FOR WILDLIFE VIEWING (73%)



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.
www.itrr.umt.edu





68%

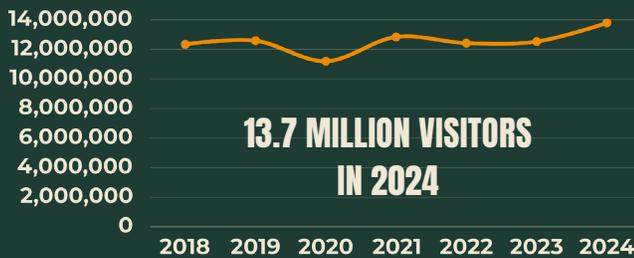
OF MONTANA RESIDENTS AGREE OR STRONGLY AGREE THAT THE OVERALL BENEFITS OF TOURISM OUTWEIGH THE NEGATIVE IMPACTS



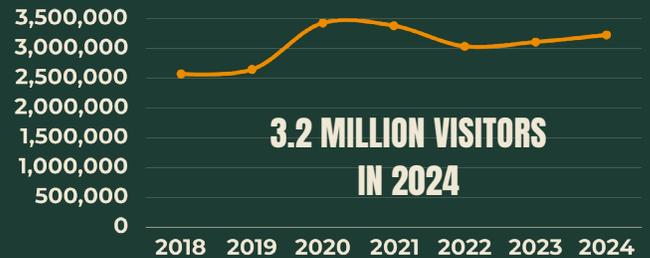
78%

OF MONTANA RESIDENTS AGREE OR STRONGLY AGREE THAT TOURISM PROMOTION BY THE STATE OF MONTANA BENEFITS THEIR COMMUNITY ECONOMICALLY

VISITORS TO MONTANA



MONTANA STATE PARKS VISITATION



96%

OF MONTANA RESIDENTS AGREE OR STRONGLY AGREE THAT OUTDOOR RECREATION IS IMPORTANT TO THEIR QUALITY OF LIFE



7 RESEARCH LISTENING SESSIONS HELD IN 2024 WITH 190 PEOPLE REGISTERED



ITRR PUBLICATIONS: 17,027 DOWNLOADS IN 2024



123,767 TOTAL DOWNLOADS



5 ITRR SURVEY KITS UTILIZED IN PLAINS, HELENA, BILLINGS, BUTTE, ANACONDA



MONTANA NATIONAL PARK SYSTEM VISITATION

4.7 MILLION
YELLOWSTONE NATIONAL PARK

3.2 MILLION
GLACIER NATIONAL PARK

219,815
BIGHORN CANYON NATIONAL RECREATION AREA

111,825
LITTLE BIGHORN BATTLEFIELD NATIONAL MONUMENT

45,211
BIG HOLE NATIONAL BATTLEFIELD

27,639
GRANT-KOHR'S RANCH NATIONAL HISTORIC SITE

YELLOWSTONE NAT'L PARK: 5% GROWTH | GLACIER NAT'L PARK: 9% GROWTH

(NATIONAL PARK SERVICE VISITOR USE STATISTICS, 2024)

In 2024, ITRR surveyed 10,000 nonresidents and roughly 12,000 residents. This extensive research initiative aims to deliver in-depth quarterly analyses that shed light on the economic impact, travel patterns, and recreational trends within the state.



Under state law, the Institute for Tourism and Recreation Research (ITRR) is recognized as the **Montana Travel Research Program**, established in 1987 and housed at the University of Montana. For nearly four decades, ITRR has conducted visitor intercept surveys across the state, providing valuable insights that inform Montana's marketing, policy, and management decisions for one of its leading industries, tourism, valued at over \$5 billion. We are deeply grateful for the continued funding and trust placed in ITRR as a bipartisan, highly rigorous research institution that serves Montanans. www.itrr.umt.edu