



# Return On Investments

**Tourism** is a leading industry in Montana

In 2025, **13.264 million** non-resident visitors:  
spent **\$5 Billion**,

- supported **38,240 jobs** statewide - **\$1.6 billion** in salaries,
- generated **\$308 million** in state & local taxes and
- lowered taxes on each Montana household by over **\$680.00**

\* Data is based on spending report by ITRR released May 2025 and January 2026