

## Niche News: 2005 Nonresident Traveler Characteristics

This niche news represents all nonresident travelers in 2005. There were 15,126 nonresidents intercepted. A response rate of 41% (6,144 useable returned surveys) was obtained. The total nonresident visitation to Montana for 2005 was 10.1 million individuals or 4.1 million travel groups. Of all 2005 visitors, 10% flew into Montana. For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



### TRAVELER DEMOGRAPHICS

#### Residency

12% WA	5% ND, UT, Alb.
10% ID	4% CO, MN
8% WY	3% OR, TX
7% CA	2% AZ, FL, IL, MI, SD, WI

Other Canadian provinces represented: British Columbia, Manitoba, Ontario, Quebec, Yukon/ NW Territory, Newfoundland, NewBrun., & Nova Scotia.

Countries represented: Australia, Belgium, England/UK, Germany, Holland/Netherlands, Italy, New Zealand, American Samoa, Argentina, Austria, Bahamas, British Fiji, Bosnia, Columbia, Costa Rica, Curacao, Czech Republic, Denmark, Ethiopia, France, Guam, Hong Kong, Ireland, Israel, Japan, Mexico, Norway, Philippines, Poland, Slovakia, South Africa, Sweden, Switzerland, Taiwan, Turkey, Ukraine, US Virgin Islands, Yemen, & Africa.

#### Household Income

6%	less than \$20,000
14%	\$20,000 – \$39,999
22%	\$40,000 – \$59,999
20%	\$60,000 – \$79,999
12%	\$80,000 – \$99,999
10%	\$100,000 - \$119,999
17%	\$120,000 +

#### Age Groups (Mean Age: 50.50 years)

7%	0-5	23%	35-44
8%	6-10	32%	45-54
11%	11-17	35%	55-64
9%	18-24	19%	65-74
16%	25-34	6%	75+

#### Travel Group Size: Sample Mean=2.28

25%	1	4%	5	<1%	9
44%	2	2%	6	1%	10+
10%	3	1%	7		
11%	4	1%	8		

#### Travel Group Type

27% self	4% family/friends
32% couple	7% friends
25% immediate family	2% bus. assoc.
3% extended family	<1% group/club

#### Entered MT via

15%	Superior (I-90 West)
8%	Lodgegrass (I-90 South)
7%	Targhee Pass (Hwy. 20 South)
6%	Monida (I-15 South)

### Group Characteristics

83%	are repeat visitors
85%	plan to return within 2 years
30%	flew on a portion of their trip
22%	rented an automobile
2%	rented an RV
5%	hired an outfitter on their trip
20%	have lived in MT before
6%	own a 2 <sup>nd</sup> property in MT
4%	purchasing property in MT

### Reasons for Trip

Primary	All
34%	vacation 56%
27%	pass through 32%
19%	visit family/friends 32%
13%	business/conv. 16%
6%	other 9%
2%	shopping 8%

### Activities

45%	driving for pleasure
32%	wildlife watching
26%	recreational shopping
23%	day hiking
20%	picnicking
19%	visiting historical sites
14%	visiting L&C sites
14%	visiting museums
11%each	fishing, nature study
10%	visiting Native American sites
10%	developed camping
8%	visiting festivals or events
6%	gambling
5%each	downhill skiing, primitive camping, horseback riding, rafting/floating, birding
4%each	golf, art exhibits
3%each	backpacking, sporting event canoe/kayak, hunting, off highway/ATV riding
2%each	mountain biking, road/tour biking, motor boating, snowmobiling, attending performing arts

### Sites Visited

32%	Yellowstone National Park
20%	Glacier National Park
9%	Little Bighorn Battlefield
7%	other Montana state parks
6%	Flathead Lake state parks
5%	Virginia City/Nevada City

### Length of Stay - 4.56 nights spent in MT

#### Of nights spent in MT

32%	of nights spent in Glacier Country
30%	of nights spent in Yellowstone Country
15%	of nights spent in Custer Country
12%	of nights spent in Gold West Country
8%	of nights spent in Russell Country
3%	of nights spent in Missouri River Country

### If on Vacation, Attracted to.....

61%	mountains/forests
49%	open space/uncrowded areas
47%	Yellowstone National Park
37%	rivers
32%	Glacier National Park
30%	family/friends
26%	lakes
24%	wildlife/fish
15%	Lewis and Clark sites
12%	Native American history
12%	MT history & culture
8%	resorts
8%	plains/badlands
5%	special event
5%	MT state park
2%	dude/guest ranch

### If on vacation, Primary Attraction....

22%	Yellowstone National Park
18%	mountains/forests
16%	visiting family/friends
14%	Glacier National Park
13%	open space/uncrowded areas
3%	resorts
2%	rivers
2%	special events
2%	L & C sites

### Lodging: Of nights spent in MT

43%	of nights in hotel/motel/B&B
27%	of nights in home of friend/relative
9%	of nights in private campground (i.e., KOA)
6%	of nights in public land camping (i.e., State/National Park, Forest Service, BLM)
5%	of nights in second home/condo/cabin
4%	of nights in resort/ condominium
4%	of nights in rented cabin/home
2%	of nights in guest ranch
1%	of nights in vehicle in parking area