

Niche News: 2005 Travelers Passing Through Trip Planning & Satisfaction

This niche news represents 1,616 nonresidents who indicated passing through as the primary purpose of their trip. Travelers passing through represent 27% of total nonresident visitation to Montana for a visitor volume of 2.7 million individuals or 1.1 million travel groups. For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



TRIP PLANNING

Sources Used for Planning		Most Useful	Recall Seeing in Past Year	Movie in MT Influenced Trip
38%	Internet	50%	48% magazine article about MT	92% not at all
22%	an automobile club (e.g. AAA)	27%	57% MT magazine ad	7% some
11%	national park brochure/web/book	7%	44% MT TV ad	2% a lot
9%	guide book	7%	36% newspaper article about MT	
5%	info from private businesses	5%	13% MT Internet ad	
3%	MT Travel Planner	2%		
2%	used a chamber/visitor center	2%		
5%	magazine/newspaper article	1%		
3%	state park brochure/website	1%		
1%	toll-free state travel number	<1%		
16%	did not use sources listed			
33%	no info sources used			

Flexibility on this Trip				
29%	22%	13%	9%	27%
All things planned in advance	Most things planned	Some things planned - fairly flexible	Very flexible - only a few plans	completely flexible

Information Sources Used During Trip and Influence of these Sources

Used....	Used....			Most Useful	Extended my stay.... (influence)			
	not at all	some	a lot		not at all	½ day or less	full day	overnight
Visitor information center staff	82%	15%	3%	13%	94%	2%	1%	3%
Business front line employee	46%	45%	9%	23%	91%	3%	2%	4%
Other travelers	90%	9%	1%	2%	97%	2%	<1%	1%
Brochure rack information	73%	23%	4%	10%	95%	3%	1%	1%
Highway information signs	33%	35%	32%	46%	91%	6%	<1%	3%
Billboards	58%	35%	7%	7%	93%	5%	<1%	2%

SATISFACTION WITH CONDITIONS IN MONTANA and HOW CONDITIONS HAVE CHANGED OVER TIME

All respondents were asked to answer the satisfaction questions. Only repeat visitors were asked to answer the "change" questions. 86% had visited MT before--49% in winter; 57% in spring; 78% in summer; 61% in fall
55% have visited MT 6 times or more in the past 10 years

Satisfaction with...

	satisfied	neutral	dissatisfied
Road conditions	80%	14%	6%
Directional signage	87%	12%	1%
Hospitality & service	85%	15%	1%
Commercial lodging availability	83%	15%	2%
Availability of highway rest areas	65%	22%	12%
Condition of natural environment	88%	10%	1%
Amount of roadside historical info	71%	27%	2%
Availability of travel information	73%	27%	1%
Overall satisfaction with MT	91%	9%	<1%

Changed for...

	better	same	worse
Road conditions	47%	48%	5%
Directional signage	33%	66%	<1%
Hospitality & service	25%	74%	1%
Commercial lodging availability	42%	57%	1%
Availability of highway rest areas	25%	69%	6%
Condition of natural environment	18%	77%	5%
Amount of roadside historical info	25%	75%	1%
Availability of travel information	36%	64%	<1%
Overall satisfaction with MT		NA	

	Changed for...	better	same	worse
Amount of wildlife viewing opportunities		18%	75%	8%
Recreation opportunities		29%	68%	2%
Amount of open space		10%	74%	16%
Camping availability		22%	75%	4%