

Niche News: 4th Quarter Nonresident Traveler Characteristics

This niche news represents all 4th quarter travelers (Oct.-Dec.) of 2005. There were 2,851 nonresidents intercepted. A response rate of 42% (1,204 useable returned surveys) was obtained. 4th quarter visitors represent 14% of the total nonresident visitation to Montana for a visitor volume of 1.4 million individuals or 677,000 travel groups. Of these 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% ID, WA 5% CA, MN, UT
9% WY 3% CO
8% ND 2% B.C., NV, NY, OR
6% Alb. TX, WI
Other Canadian provinces represented:
Manitoba, Ontario, Quebec, Saskatchewan, &
New Brunswick

Countries represented: American Samoa,
Costa Rica, Czech Republic, England/UK,
Germany, Haiti, Denmark, Japan, Netherlands,
New Zealand, Philippines, Sweden, & Taiwan

Household Income

7% less than \$20,000
15% \$20,000 – \$39,999
24% \$40,000 – \$59,999
19% \$60,000 – \$79,999
12% \$80,000 – \$99,999
8% \$100,000 - \$119,999
16% \$120,000 +

Age Groups (Mean Age: 49.64 years)

8% 0-5 23% 35-44
6% 6-10 31% 45-54
7% 11-17 32% 55-64
9% 18-24 14% 65-74
17% 25-34 7% 75+

Travel Group Size: Sample Mean=2.07

36% 1 2% 5 <1% 9
43% 2 1% 6 <1% 10+
11% 3 1% 7
6% 4 <1% 8

Travel Group Type

35% self 2% family/friends
28% couple 7% friends
22% immediate family 3% bus. assoc.
2% extended family <1% group/club

Entered MT via

16% Superior (I-90 West)
9% Lodgegrass (I-90 South)
8% Monida (I-15 South)
7% Fairview (Hwy. 200 West)

Group Characteristics

88% are repeat visitors
92% plan to return within 2 years
33% flew on a portion of their trip
19% rented an automobile
1% rented an RV
4% hired an outfitter on their trip
24% have lived in MT before
4% own a 2nd property in MT
3% purchasing property in MT

Reasons for Trip

Primary	All
37% pass through	40%
20% vacation	39%
20% visit family/friends	34%
15% business/conv.	19%
6% other	9%
2% shopping	7%

Activities

31% driving for pleasure
24% wildlife watching
21% recreational shopping
11% visiting historical sites
11% dayhiking
8% picnicking
8% visiting museums
8% hunting
6% nature study
6% visiting Native American sites
6% gambling
5% visiting Lewis and Clark sites
4% fishing
3% developed camping
3% visiting festivals or events
3% primitive camping
3% horseback riding
3% golfing
3% backpacking
3% art exhibits

Sites Visited

19% Yellowstone National Park
10% Glacier National Park
5% Little Bighorn Battlefield
4% other Montana state parks
4% Flathead Lake state parks
3% Clark Canyon Reservoir
3% Virginia City/Nevada City
3% National Bison Range

Length of Stay-3.93 nights spent in MT

Of nights spent in MT

31% of nights spent in Glacier Country
21% of nights spent in Yellowstone Country
17% of nights spent in Custer Country
15% of nights spent in Gold West Country
9% of nights spent in Russell Country
7% of nights spent in Missouri River Country

Lodging: of nights spent in MT

45% of nights in hotel/motel/B&B
35% of nights in home of friend/relative
4% of nights in rented cabin/home
4% of nights in guest ranch
3% of nights in second home/condo/cabin
3% of nights in resort/ condominium
2% of nights in public land camping (i.e.,
State/National Park, Forest Service, BLM)
2% of nights in private campground (i.e., KOA)
1% of nights in vehicle in parking area

If on Vacation, Attracted to.....

69% mountains/forests
54% open space/uncrowded areas
38% rivers
37% Yellowstone National Park
35% family/friends
34% wildlife/fish
25% lakes
21% Glacier National Park
15% MT history & culture
11% Lewis and Clark sites
11% plains/badlands
11% Native American history
7% resorts
4% special events
4% a Montana state park

If on vacation, Primary Attraction.....

21% visiting family/friends
20% mountains/forests
16% open space/uncrowded areas
16% wildlife/fish
15% Yellowstone National Park
5% Glacier National Park
2% resorts
2% Montana history and culture