

Niche News: Age 18-24 only Characteristics

Nonresident visitors to Montana who indicated **everyone** in their travel group was between the ages of 18-24 were selected for this summary. Visitors age 18-24 represent 2% (sample size of 112) of all nonresidents or 189,805 individuals. For full research design, methods, and modeling see:
<http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



TRAVELER DEMOGRAPHICS

Residency

16% ID 10% UT
14% WY 4% MN
11% WA 3% CA, OK, NV, NM, MI

Other Canadian provinces represented:
Alberta

Other foreign countries:

Columbia, Japan, Netherlands, Nigeria, South Africa, United Kingdom

Household Income

47% less than \$20,000
28% \$20,000 – \$39,999
15% \$40,000 – \$59,999
6% \$60,000 – \$79,999
0% \$80,000 – \$99,999
<1% \$100,000 - \$119,999
3% \$120,000 +

Age Groups Average Age: 21.76 years

100% 18-24 years old

Travel Group Size: Mean=1.53

64% 1 <1% 5 <1% 9
30% 2 1% 6 1% 10+
2% 3 <1% 7
2% 4 <1% 8

Travel Group Type

62% self <1% family/ friends
18% couple <1% group/club
18% friends
1% immediate family

Entered MT via

17% Targhee Pass (Hwy 20 S)
12% Superior (I-90 W)
10% Lodgegrass (I-90 S)
10% Wibaux/Beach (I-94 E)

Group Characteristics

92% plan to return within 2 years
74% are repeat visitors
35% flew on a portion of their trip
20% have lived in MT before
10% rented an automobile

Reasons for Trip

Primary Reason	All Reasons
14% vacation	49%
31% visit family/friends	44%
24% pass through	30%
21% business/conv.	23%
7% other	12%
3% shopping	6%

Activities

48% driving for pleasure
30% wildlife watching
28% day hiking
25% recreational shopping
17% picnicking
16% visiting historical sites
11% fishing
11% primitive camping
10% backpacking
10% developed camping

Sites Visited

30% Yellowstone National Park
17% Glacier National Park
7% Museum of the Rockies

Length of Stay –5.93 nights spent in MT

Of nights spent in Montana
31% of nights spent in Glacier Country
24% of nights spent in Yellowstone Country
20% of nights spent in Custer Country
11% of nights in Missouri Country
10% of nights spent in Gold West Country
4% of nights spent in Russell Country

If on Vacation, Attracted to.....

53% mountains/forests
49% family/friends
43% open space/uncrowded areas
39% Yellowstone National Park
32% rivers
23% lakes
23% wildlife/fish
23% Glacier National Park
9% resorts

Primary Attraction

36% visiting family/friends
25% Yellowstone National Park
15% mountains/forests
10% open space/uncrowded areas
8% Glacier National Park

Lodging Types: of nights spent in Montana

46% of nights in home of friend/relative
32% of nights in hotel/motel/bed & breakfast
7% of nights in public land camping (i.e., State/National Park, Forest Service, BLM)
6% of nights in rented cabin/home