

Niche News: Day Hiker Traveler Characteristics

Nonresident visitors to Montana who indicated day hiking as an activity were selected for this summary. Hikers represent 23% (sample size of 1,355) of all nonresidents or 936,318 visitor groups who hiked. For full research design, methods, and modeling see:

<http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



TRAVELER DEMOGRAPHICS

Residency

8% CA, WA 3% IL, MI, OR, TX, WI
 6% ID 2% AZ, GA, IA, ND, NV, NY
 5% MN PA, VA
 4% CO, FL, UT, WY

Other Canadian provinces represented:

Alberta, British Columbia, Ontario, Quebec, Saskatchewan

Countries represented:

Australia, Belgium, Bosnia, Columbia, England/UK, France, Germany, Haiti, Hong Kong, India, Ireland, Italy, Mexico, Netherlands, New Zealand, Slovakia, Sweden, Switzerland, Taiwan, Virgin Islands.

Household Income

5% less than \$20,000
 9% \$20,000 – \$39,999
 21% \$40,000 – \$59,999
 19% \$60,000 – \$79,999
 14% \$80,000 – \$99,999
 11% \$100,000 - \$119,999
 21% \$120,000 +

Age Groups Average Age: 48.44 years

9% 0-5 28% 35-44
 12% 6-10 37% 45-54
 17% 11-17 32% 55-64
 12% 18-24 14% 65-74
 19% 25-34 4% 75+

Travel Group Size: Mean=2.58

19% 1 6% 5 <1% 9
 48% 2 3% 6 1% 10+
 10% 3 1% 7
 12% 4 <1% 8

Travel Group Type

34% couple 4% extended family
 32% immediate family 4% family/friends
 20% self 1% bus. assoc.
 6% friends 1% group/club

Entered MT via

11% Superior (I-90 West)
 9% Gardiner (YNP)
 9% Targhee Pass (Hwy 20 south)
 8% Wibaux/Beach (I-94 East)

Group Characteristics

76% are repeat visitors
 79% plan to return within 2 years
 34% flew on a portion of their trip
 29% rented an automobile
 10% hired an outfitter on their trip
 16% have lived in MT before
 8% own a 2nd property in MT
 6% purchasing property in MT
 3% rented an RV

Reasons for Trip

Primary Reason	All Reasons
58% vacation	84%
21% visit family/friends	37%
10% business/conv.	12%
7% pass through	12%
5% other	8%
<1% shopping	7%

Activities

70% driving for pleasure
 62% wildlife watching
 50% picnicking
 38% recreational shopping
 35% visiting historical sites
 27% visiting Lewis and Clark sites
 26% visiting museums
 26% developed camping
 26% nature study
 24% fishing
 16% river rafting/floating
 15% visiting festivals or events
 13% primitive camping
 13% birding
 12% backpacking
 11% horseback riding
 11% snowshoeing
 8% golfing
 8% canoeing/kayaking
 8% art exhibits

Sites Visited

51% Yellowstone National Park
 43% Glacier National Park
 15% other MT state parks
 13% Little Bighorn Battlefield
 12% Flathead Lake state parks
 10% Virginia City/Nevada City
 8% Lewis & Clark Interp. Center

Length of Stay –7.44 nights spent in MT

Of nights spent in Montana

41% of nights spent in Glacier Country
 31% of nights spent in Yellowstone Country
 10% of nights spent in Gold West Country
 9% of nights spent in Custer Country
 7% of nights spent in Russell Country
 2% of nights spent in Missouri River Country

If on Vacation, Attracted to.....

69% mountains/forests
 53% Yellowstone National Park
 52% open space/uncrowded areas
 47% rivers
 45% Glacier National Park
 34% lakes
 30% wildlife/fish
 26% family/friends
 18% Lewis and Clark sites
 15% MT history & culture
 15% Native American history
 9% plains/badlands
 8% resorts

Primary Attraction

24% Glacier National Park
 21% Yellowstone National Park
 18% mountains/forests
 12% visiting family/friends
 10% open space/uncrowded areas
 5% wildlife/fish

Lodging Types: of nights spent in Montana

38% of nights in hotel/motel/bed & breakfast
 23% of nights in home of friend/relative
 11% of nights in public land camping (i.e., State/National Park, Forest Service, BLM)
 10% of nights in private campground (i.e., KOA)
 6% of nights in second home/condo/cabin
 6% of nights in rented cabin/home