

Niche News: Missoula County Traveler Characteristics

Of the *nonresidents* sampled in the Montana survey, 742 or 12% (1,215,091 total visitors) spent at least one night in Missoula County. This summary (except expenditures) provides characteristics of Missoula County overnight visitors. **The 12% of nonresidents in Montana who spent at least one night in Missoula County spent 4.87 nights in the state.** For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



Expenditures of Nonresidents who spent \$\$ in Missoula County (not just overnights). This represents 10.9% of all statewide nonresident expenditures.

Gas	\$84,562,200
Restaurant	\$58,627,960
Retail	\$59,260,330
Hotel	\$31,158,630
Grocery	\$18,841,080
Outfitter/guide	\$ 8,586,210
Auto rental/repair	\$22,894,570
Camping	\$ 4,777,710
Fees/licenses	\$ 1,015,260
Transportation	\$ 6,385,350
Service	\$ 1,303,530
Gambling	\$ 2,286,540
Total	\$299,699,380

TRAVELER DEMOGRAPHICS

Residency

20% WA	3% ND, TX
7% CA, ID	2% AZ, FL, GA, IL, MI,
6% UT	NY, PA, SD, WI, WY
4% CO, MN, OR	

Other Canadian provinces represented:

Alberta, British Columbia, Manitoba, Ontario, Quebec, Saskatchewan.

Countries represented: Australia, Austria, Belgium, England/UK, Germany, Ireland, Japan, Mexico, Netherlands, New Zealand, Norway, Switzerland, Taiwan.

Household Income

7% less than \$20,000
13% \$20,000 – \$39,999
20% \$40,000 – \$59,999
19% \$60,000 – \$79,999
14% \$80,000 – \$99,999
9% \$100,000 - \$119,999
18% \$120,000 +

Age Groups Average Age: 50.62 years

7% 0-5	21% 35-44
5% 6-10	34% 45-54
9% 11-17	35% 55-64
8% 18-24	17% 65-74
16% 25-34	6% 75+

Travel Group Size: Mean=2.13

30% 1	3% 5	<1% 9
49% 2	1% 6	<1% 10+
7% 3	1% 7	
9% 4	<1% 8	

Travel Group Type

31% self	4% extended family
29% couple	3% family/friends
22% immediate family	2% bus. assoc.
8% friends	1% group/club

Entered MT via

26% Superior (I-90 East)
16% Missoula Air
7% ech. Monida Gardiner
6% Lodgegrass (I-90 West)

Group Characteristics

80% are repeat visitors
84% plan to return within 2 years
34% flew on a portion of their trip
28% rented an automobile
6% hired an outfitter on their trip
19% have lived in MT before
4% own a 2 nd property in MT
4% purchasing property in MT

Reasons for Trip

Primary Reason	All Reasons
35% vacation	61%
24% visit family/friends	38%
20% business/conv.	22%
18% pass through	24%
4% other	6%

Activities

52% driving for pleasure
35% wildlife watching
28% day hiking
27% recreational shopping
25% visiting historical sites
23% visiting Lewis and Clark sites
22% picnicking
17% visiting museums
15% visiting Native American sites
15% developed camping
13% fishing
11% nature study

Sites Visited

28% Glacier National Park
24% Yellowstone National Park
11% Flathead Lake State Parks
9% other MT state parks
8% Lolo Pass Interpretive Center
7% National Bison Range
7% Little Bighorn Battlefield

Length of Stay- 4.87 nights spent in MT Of nights spent in Montana

73% of nights spent in Glacier Country
10% of nights spent in Yellowstone Country
7% of nights spent in Custer Country
6% of nights spent in Gold West Country
4% of nights spent in Russell Country
1% of nights spent in Missouri River Country

If on Vacation, Attracted to.....

68% mountains/forests
53% open space/uncrowded areas
47% rivers
47% Glacier National Park
38% lakes
36% Yellowstone National Park
31% family/friends
27% wildlife/fish
21% Lewis and Clark sites
15% Native American history
10% MT history and culture
8% MT state parks
7% resorts
7% special events
6% plains/badlands

Primary Attraction

20% Glacier National Park
19% visiting family/friends
17% open space/uncrowded areas
14% mountains/forests
10% wildlife/fish
9% Yellowstone National Park

Lodging Types: of nights spent in Montana

50% of nights in Hotel/motel/bed & Breakfast
23% of nights in home of friend/relative
10% of nights in Private Campgrounds
8% of nights in Public Land Camping (i.e., State/National Park, F.S., BLM)