

Niche News: Missouri River Country Traveler Trip Planning & Satisfaction

This niche news represents 167 nonresidents who spent at least one night in Missouri River Country. Missouri River Country travelers represent 3% of total nonresident visitation to Montana for a visitor volume of 283,013 individuals or 115,399 travel groups. For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



TRIP PLANNING

Sources Used for Planning

Sources Used for Planning	Most Useful
43% Internet	48%
17% an automobile club (e.g. AAA)	13%
16% guide book	10%
19% national park brochure/web/book	9%
12% magazine/newspaper article	8%
6% info from private businesses	5%
10% MT Travel Planner	3%
4% used a chamber/visitor center	4%
7% state park brochure/website	1%
11% did not use sources listed	
34% no info sources used	

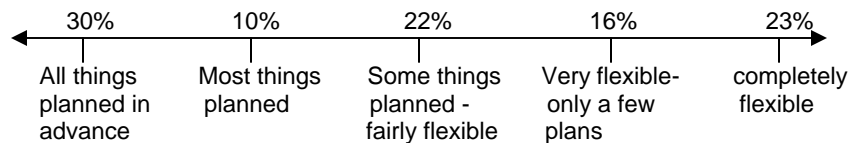
Recall Seeing in Past Year

47% magazine article about MT
41% MT magazine ad
34% MT Internet ad
31% newspaper article about MT
23% MT TV ad

Movie in MT Influenced Trip

88%	not at all
9%	some
3%	a lot

Flexibility on this Trip



Information Sources Used During Trip and Influence of these Sources

Used....	Used....				Extended my stay.... (influence)			
	not at all	some	a lot	Most Useful	not at all	½ day or less	full day	overnight
Visitor information center staff	73%	15%	12%	23%	84%	2%	1%	14%
Business front line employee	44%	52%	4%	18%	85%	4%	0%	11%
Other travelers	75%	24%	2%	6%	89%	3%	3%	6%
Brochure rack information	53%	41%	7%	22%	90%	2%	3%	5%
Highway information signs	36%	38%	26%	28%	88%	4%	1%	6%
Billboards	60%	37%	3%	3%	90%	2%	1%	6%

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. 90% had visited MT before--39% in winter; 51% in spring; 83% in summer; 57% in fall. 49% have visited MT 6 times or more in the past 10 years.

Satisfaction with...

Satisfaction with...	satisfied	neutral	dissatisfied
Road conditions	91%	8%	1%
Directional signage	87%	13%	<1%
Hospitality & service	94%	6%	0%
Commercial lodging availability	85%	15%	1%
Availability of highway rest areas	64%	26%	10%
Condition of natural environment	96%	4%	1%
Amount of roadside historical info	76%	22%	2%
Availability of travel information	78%	19%	3%
Overall satisfaction with MT	99%	1%	0%

Changed for...

Satisfaction with...	Changed for...		
	better	same	worse
Road conditions	55%	45%	1%
Directional signage	27%	73%	0%
Hospitality & service	19%	80%	1%
Commercial lodging availability	42%	58%	0%
Availability of highway rest areas	26%	65%	9%
Condition of natural environment	21%	66%	14%
Amount of roadside historical info	37%	59%	4%
Availability of travel information	39%	61%	0%
Overall satisfaction with MT	NA		
Amount of wildlife viewing opportunities	23%	71%	6%
Recreation opportunities	27%	71%	1%
Amount of open space	3%	71%	26%
Camping availability	17%	79%	4%