

## Niche News: 2005 Overseas Traveler Characteristics

Nonresident visitors to Montana who reside overseas were selected for this summary. Overseas residents are 2% of all nonresident travelers or 202,515 individuals. This Niche News represents 143 completed surveys. For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.



### TRAVELER DEMOGRAPHICS

#### Residency

24% Germany	5% France
21% England/UK	4% Switzerland
10% Australia	3% New Zealand,
9% Holland/Netherlands	Japan

Other countries represented: Africa, American Samoa, Argentina, Austria, Bahamas, Belgium, Bosnia, Columbia, Costa Rica, Curacao, Czech Republic, Denmark, Guam, Hong Kong, Ireland, Israel, Mexico, Norway, Philippines, Slovakia, South Africa, Sweden, Switzerland, Taiwan, Turkey, Ukraine, U.S. Virgin Islands, Yemen.

#### Household Income

7%	less than \$20,000
13%	\$20,000 – \$39,999
26%	\$40,000 – \$59,999
32%	\$60,000 – \$79,999
6%	\$80,000 – \$99,999
8%	\$100,000 - \$119,999
9%	\$120,000 +

#### Age Groups Average Age: 46.28 years

5%	0-5	35%	35-44
5%	6-10	26%	45-54
7%	11-17	25%	55-64
9%	18-24	17%	65-74
21%	25-34	2%	75+

#### Travel Group Size: Mean=2.58

15%	1	4%	5	<1%	9
57%	2	3%	6	2%	10+
6%	3	<1%	7		
13%	4	<1%	8		

#### Travel Group Type

41% couple	5% extended family
19% self	3% family/friends
17% immediate family	1% organized group/club
14% friends	<1% bus. assoc.

#### Entered MT via

21%	Gardiner (YNP)
15%	Targhee Pass (Hwy 20 South)
13%	Bridger (Hwy 310 South)
12%	Superior (I-90 West)
9%	West Yellowstone (YNP)

#### Group Characteristics

43%	plan to return within 2 years
43%	are repeat visitors
83%	flew on a portion of their trip
	14% flew directly into MT
62%	rented an automobile
11%	rented an RV

#### Reasons for Trip

Primary Reason	All Reasons
62%	vacation 81%
25%	pass through 35%
8%	visit family/friends 14%
5%	business/conv. 6%
1%	other 2%
<1%	shopping 7%

#### Sites Visited

71%	Yellowstone National Park
37%	Glacier National Park
12%	Virginia City/Nevada City
11%	Flathead Lake state parks
10%	other MT state parks
9%	National Bison Range
8%	Museum of the Rockies
7%	Little Bighorn Battlefield
7%	Bighorn Canyon

#### Activities

62%	driving for pleasure
52%	wildlife watching
33%	day hiking
31%	picnicking
29%	visiting historical sites
27%	recreational shopping
25%	nature study
20%	visiting museums
16%	visiting Lewis and Clark sites
14%	developed camping
12%	visiting Native American sites
9%	visiting festivals or event
9%	primitive camping
9%	birding
8%	horseback riding
6%	river rafting/floating
6%	art exhibits

#### Length of Stay –5.52 nights spent in MT

##### Of nights spent in Montana

41%	of nights spent in Yellowstone Country
38%	of nights spent in Glacier Country
9%	of nights spent in Custer Country
7%	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.....

84%	Yellowstone National Park
59%	mountains/forests
51%	open space/uncrowded areas
40%	Glacier National Park
34%	lakes
34%	rivers
22%	wildlife/fish
22%	Native American history
12%	plains/badlands
11%	family/friends
8%	MT history & culture
7%	MT. State Parks
6%	Lewis and Clark sites

#### Primary Attraction

60%	Yellowstone National Park
17%	open space/uncrowded areas
10%	Glacier National Park
5%	visiting family/friends
3%	mountains/forests

#### Lodging Types: of nights spent in Montana

51%	of nights in hotel/motel/bed & breakfast
19%	of nights in home of friend/relative
17%	of nights in private campground (i.e., KOA)
6%	of nights in public land camping (i.e., State/National Park, Forest Service, BLM)
4%	of nights in resort/ condominium