



Niche News: Expenditure Comparison of Overseas, Canadian & Domestic Travelers

This Niche News presents a comparison of expenditures made by overseas, Canadian and out-of-state domestic visitors to Montana. Expenditures are presented in 2008 dollar values, while spending patterns are based on the 2005 nonresident data set. The number of individual visitors is based on 2008 visitation of 10,000,000 nonresident visitors to the state. For full research design, methods, and modeling see: <http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>.

	Overseas Visitors*			Canadian Visitors			Domestic Visitors		
% and overall number of visitors	2.4% of nonresident visitors	95,000 groups	240,000 individuals	8.1% of nonresident visitors	335,000 groups	810,000 individuals	89.5% of nonresident visitors	3,762,000 groups	8,950,000 individuals
Length of Stay		5.52 days			2.65 days			4.71 days	
Expenditure Category	Average Daily Group Expenditures	% of Daily Expenditures	Average Trip Expenditures	Average Daily Group Expenditures	% of Daily Expenditures	Average Trip Expenditures	Average Daily Group Expenditures	% of Daily Expenditures	Average Trip Expenditures
Gasoline, Oil	\$ 31.04	24%	\$171.34	\$ 45.06	32%	\$119.40	\$ 44.25	27%	\$208.42
Restaurant, Bar	\$ 28.57	22%	\$157.68	\$ 29.52	21%	\$ 78.24	\$ 34.33	21%	\$161.69
Retail Sales	\$ 20.38	16%	\$112.51	\$ 22.94	16%	\$ 60.79	\$ 25.45	16%	\$119.89
Hotel, B&B, etc.	\$ 16.61	13%	\$ 83.07	\$ 13.92	10%	\$ 27.85	\$ 15.06	9%	\$ 60.24
Groceries, Snacks	\$ 12.70	10%	\$ 70.13	\$ 12.40	9%	\$ 32.87	\$ 13.39	8%	\$ 63.09
Auto Rental and Repairs	\$ 6.65	5%	\$ 36.71	\$ 2.26	2%	\$ 5.99	\$ 8.16	5%	\$ 38.42
Outfitter, Guide	\$ 0.30	0%	\$ 1.64	\$ 1.39	1%	\$ 3.68	\$ 7.52	5%	\$ 35.41
Transportation Fares	\$ 1.41	1%	\$ 7.81	\$ 0.77	1%	\$ 2.04	\$ 3.79	2%	\$ 17.86
Licenses, Entrance Fees	\$ 5.35	4%	\$ 29.53	\$ 1.18	1%	\$ 3.13	\$ 3.20	2%	\$ 15.06
Misc. Services	\$ 1.14	1%	\$ 6.28	\$ 4.50	3%	\$ 11.92	\$ 2.29	1%	\$ 10.80
Campground, RV Park	\$ 3.45	3%	\$ 19.05	\$ 2.80	2%	\$ 7.42	\$ 2.18	1%	\$ 10.28
Gambling	\$ 0.24	0%	\$ 1.35	\$ 2.91	2%	\$ 7.71	\$ 1.60	1%	\$ 7.53
Total Per Group Expenditures	\$127.85	100%	\$697.08	\$139.65	100%	\$361.03	\$161.23	100%	\$748.70
Total Yearly Expenditures	\$66,000,000			\$121,000,000			\$2,817,000,000		

*Numerous overseas visitors pre-pay for many of their trip expenses. Those expenses are not reflected here. These figures represent only expenditures made while in Montana.