

MONTANA VISION

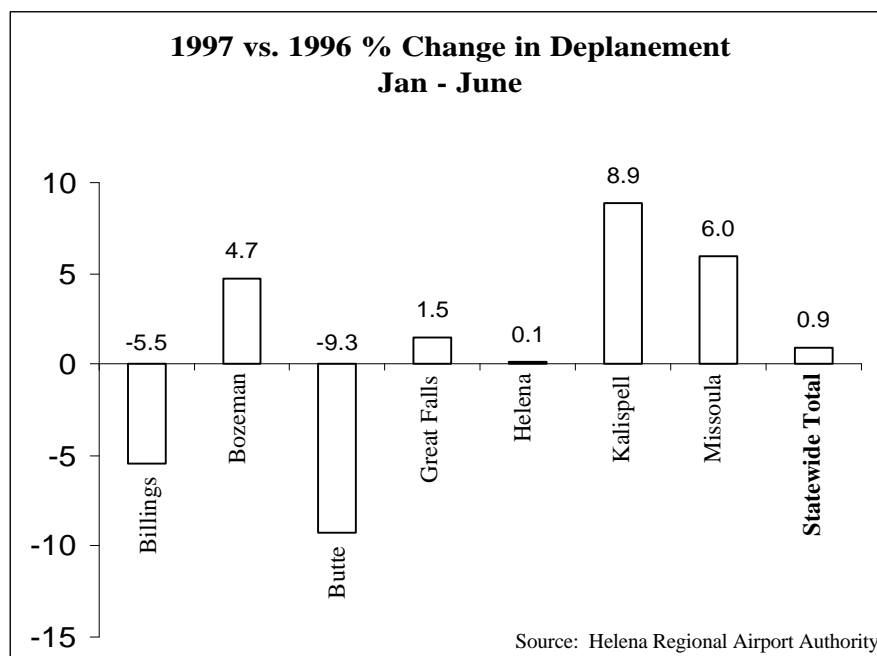
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Statistics

Airports



Canada to Montana Border Crossings

Traffic from Canada into Montana from January through May this year has **increased 1.7 percent** from the same time last year.

Large increases in traffic across the border in February compensated for the only decrease in traffic across the border in April and helped to keep the year-to-date percent change from 1996 in the positive.

Percent Change in Total Traffic Across Canada-Montana Border (trucks, buses, and private vehicles)

	Jan	Feb	Mar	Apr	May	Total YTD
% Change	0.4%	9.9%	0.5%	-2.7%	1.4%	+1.7%

Source: US Customs Service, Great Falls, MT

Lodging

Occupancy for Montana through June 1997 compared with year-to-date data through June 1996 reports a **1.4 percent decrease**. The downward trend is less than occupancy decreases seen in 3 of Montana's 5 neighboring states.

Occupancy

Idaho	-5.2%
Montana	-1.4%
North Dakota	+7.1%
South Dakota	-1.2%
Washington	-3.0%
Wyoming	-3.8%

Occupancy

National	-0.8%
Mountain Region	-3.0%
Pacific Region	+1.2%

Source: Smith Travel Research Lodging Outlook, August 1997

Reports in Tourism and Recreation

Montana News:

The Business of Agritourism/Recreation in Montana

The study identified which recreational businesses in the agriculture industry are currently being operated, facts and profiles of these businesses, and which recreational businesses are anticipated for the future. It was found that most farmers/ranchers involved in a recreation business had been in agriculture for over 30 years and generally ran large agriculture operations. On average, recreation accounts for approximately 16 percent of total income for these individuals, while 41 percent comes from livestock production. Working farms/ranches and guiding/outfitting are the two most common types of recreation businesses currently operated in the agriculture industry in Montana. Most recreational businesses began as a source of "additional income." Regulations and rules/legal constraints are the most restrictive obstacles for farmers/ranchers to overcome. The majority of visitors to these farms/ranches come from the eastern 1/3 of the U.S. and learn about farm/ranch vacation opportunities through family, friends, and acquaintances of past guests. The study was conducted by Rita J. Black and Norma P. Nickerson of the Institute for Tourism and Recreation Research at the University of Montana. A copy of the full report is available at www.forestry.umt.edu/itr.

National News:

Preliminary USFWS Survey: Few Changes in Participants, But Spending Is Up Greatly

The US Fish & Wildlife Service conducts a survey every five years and presents an overview of the nation's anglers, hunters and wildlife watchers. Preliminary results from the 1996 study reveal little growth in the number of participants since 1991, but shows a significant increase in expenditures. Results for specific activities are as follows:

<u>Activity</u>	<u>Participation*</u>	<u>Expenditures*</u>
Fishing	-400,000	+38% to \$38.1 billion
Hunting	-100,000	+47% to \$20.9 billion
Wildlife Watching	-13.1million	+21.5% to \$27 billion

The final report, available in November, will detail participants and spending by state.

*In comparison to 1991 data for all of US

Source: Recreation Executive Report, Volume XXVII, 1997 - #4

National Recreation Lakes Study to Begin in September

There are 112 federally-owned dams in the state of Montana, the most in the US behind only California (224) and Colorado (163). In September, a nine-member commission will begin a year-long National Recreation Lakes Study for Congress and the administration, focusing on the means by which the 2,226 manmade lakes behind federally-owned dams could accommodate more recreation. While many of these lakes could increase basic recreation access and facilities, the costs associated with building and maintaining access roads, bathhouses, swimming beaches, trails, fishing piers, campgrounds, boat ramps and other facilities are beyond the means of current federal budgets.

In addition to examining ways to increase basic recreation access and facilities, the commission will study the viability of development at the lakes by private interests. The commission will document current and projected recreation demand at these lakes using existing data, will evaluate the potential for enhancing recreation opportunities, and decide whether a National Recreation Lake System is desirable. The commission will also look for additional ways to protect lake resources.

Source: Recreation Executive Report, Volume XXVII, 1997 - #4

1996 Nonresident Summer Travel Survey

Results from the 1996 nonresident summer survey conducted by the Institute for Tourism and Recreation Research at The University of Montana provide profiles of specific travel groups that visited Montana.

Travel Group	Primary Reason for Visit	Primary Attraction to Montana	Nights Spent in Montana	Region of Residence*	3 Most Popular Activities
Family	Vacation/ Recreation/ Pleasure	Yellowstone NP, Glacier NP	1 (24%) 2 (17%) 3 (13%)	NW (21%) SW (15%) W (19%) MW (17%)	1. Wildlife Watching 2. Visiting Family/Friends 3. Recreational Shopping
Couple	Vacation/ Recreation/ Pleasure	Glacier NP, Yellowstone NP	1 (18%) 2 (25%) 3 (12%)	NW (20%) SW (17%) W (17%) MW (16%)	1. Wildlife Watching 2. Nature Photography 3. Camping in Developed Areas
Alone	Visit Friends/ Family, Vacation/ Recreation/ Pleasure	Mountains, Glacier National Park	1 (18%) 2 (15%) 3 (14%)	NW (26%) W (25%) SW (19%) MW (9%)	1. Visiting Family/Friends 2. Wildlife Watching 3. Day Hiking

Type of Traveler	Travel Group	Primary Attraction to Montana	Nights Spent in Montana	Region of Residence*	3 Most Popular Activities
Vacation/ Recreation/ Pleasure Travelers	Couple (43%) Family (36%)	Glacier NP, Yellowstone NP	1 (15%) 2 (20%) 3 (15%)	MW (18%) SW (18%) W (14%) NW (14%)	1. Wildlife Watching 2. Nature Photography 3. Day Hiking
Travelers Passing Through Montana	Couple (39%) Family (37%)	Yellowstone NP, Mountains	1 (41%) 2 (25%) 3 (6%)	NW (28%) W (18%) SW (14%) Canada (14%)	1. Camping in Developed Areas 2. Visit Historic/Interpretive Sites 3. Wildlife Watching
Travelers Visiting Family/ Friends	Family (35%) Couple (33%)	Mountains, Glacier NP	1 (9%) 2 (15%) 3 (14%)	NW (29%) W (26%) SW (19%) MW (15%)	1. Visiting Family/Friends 2. Recreational Shopping 3. Wildlife Watching

Type of Visitor	Travel Group	Primary Reason for Visit	Primary Attraction to Montana	Nights Spent in Montana	Region of Residence*	3 Most Popular Activities
First Time Visitor	Couple (43%) Family (34%)	Vacation/ Recreation/ Pleasure	Yellowstone NP, Glacier NP	1 (22%) 2 (21%) 3 (13%)	MW (18%) NE (16%) SW (15%) SE (14%)	1. Wildlife Watching 2. Nature Photography 3. Day Hiking
Repeat Visitor	Couple (37%) Family (35%)	Vacation/ Recreation/ Pleasure	Glacier NP, Yellowstone NP	1 (20%) 2 (19%) 3 (13%)	NW (24%) W (21%) SW (18%) MW (14%)	1. Wildlife Watching 2. Visiting Family/Friends 3. Recreational Shopping

*** Regions of Residence:**

NW = Washington, Idaho, Oregon, Alaska, Hawaii

SW = California, Nevada, Utah, Arizona

MW = Minnesota, Wisconsin, Michigan, Iowa, Illinois, Indiana, Missouri, Arkansas

W = Wyoming, Colorado, New Mexico, Texas, Kansas, Nebraska, North Dakota, South Dakota, Oklahoma

NE = Maine, New Hampshire, Vermont, New York, Pennsylvania, Ohio, Massachusetts, Connecticut, Rhode Island, New Jersey, Maryland, West Virginia, Delaware

SE = Kentucky, Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi, Louisiana, Florida

National Park Visitation

The National Park System has received 117.3 million recreation visits throughout the US from Jan through June 1997 for a **4.7 percent increase** over the first six months of 1996.

<u>Region</u>	<u>% Change</u>
Alaska	+28%
Intermountain	-2%
Midwest	+1%
National Capitol	+14%
Northeast	+5%
Pacific West	+3%
Southeast	+8%

Source: National Park Service, Denver, CO

Visitation to State Attractions

1997 vs. 1996 Jan - July

Source: Reports to ITRR by individual attractions

<u>Federal Attraction</u>	<u>% Change</u>	<u>Other MT Attraction</u>	<u>% Change</u>
Big Horn*	-47.9%	Havre Beneath the Streets	-11.8%
Big Hole	-1.4%	Lewis & Clark Caverns	+1.2%
Bison Range	-1.3%	Montana Historical Society	+11.7%
Fort Peck Dam	+2.7%	Museum of the Rockies	+1.3%
Glacier National Park	-9.4%	Old Prison Complex	-1.5%
Grant-Kohrs Ranch	-1.8%	Wibaux Museum	-18.8%
Hungry Horse Dam	+9.3%		
Libby Dam**	-26.8%	<u>Montana VICs</u>	<u>% Change</u>
Little Bighorn	-4.9%	Culbertson VIC	+10.7%
Yellowstone Nat. Park	-5.2%	Dillon VIC	+7.7%
		Hardin VIC	-14.8%
		St. Regis VIC	-19.4%
		West Yellowstone VIC*	+43.9%

*New traffic counters installed in 1997

**Traffic meters installed 30-45 days late

All Federal Attractions (excluding Big Horn and Libby Dam)	-5.7%
All Other MT Attractions	+3.0%
All Montana VICs (excluding West Yellowstone VIC)	-10.4%
Overall Change (excluding Big Horn, Libby Dam and West Yellowstone VIC)	-5.3%

Written and Produced
by Kim McMahan

Institute for Tourism and Recreation Research
Science Complex 443
Missoula, Montana 59812

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