

## Niche News: Custer Country Travel Region Visitor Characteristics



Of the 4,595 *nonresidents* sampled in the Montana survey, 1,067 or 23% spent at least one night in Custer Country. This summary (except expenditures) provides characteristics of Custer Country overnight visitors.

**The 23% of nonresidents in Montana who spent at least one night in Custer Country spent 4.56 nights in the state.**

### Expenditures of Nonresidents who spent \$\$ in Custer Country (not just overnights). This represent 25% of all statewide nonresident expenditures.

Gas	\$124,107,000
Retail	\$118,099,000
Restaurant	\$ 82,580,000
Hotel	\$ 43,127,000
Grocery	\$ 27,979,000
Auto rental/repair	\$ 27,802,000
Outfitter/guide	\$ 10,729,000
Other	\$ 7,116,000
Camping	\$ 7,084,000
Fees/licenses	\$ 5,945,000
Transportation	\$ 971,000
<b>Total</b>	<b>\$455,540,000</b>

### All Purposes of Trip to MT

- 56% vacation
- 34% visiting friends/relatives
- 33% passing thru
- 16% business
- 10% shopping

### Primary Purpose of Trip to MT

- 39% vacation
- 24% passing thru
- 17% visiting friends/relatives
- 13% business

### Attracted to

- 29% mountains
- 26% open space
- 25% Yellowstone National Park
- 18% family/friends
- 17% rivers
- 16% wildlife
- 15% Glacier National Park
- 13% Montana history
- 10% camping
- 10% Native American culture
- 9% Lewis and Clark

### Primary attraction

- 15% Yellowstone
- 15% family/friends
- 13% open space
- 10% mountains
- 9% Glacier National Park

### Planning Ahead

- 45% did not use these sources
- 32% used the Internet
- 19% used an Automobile Club
- 10% used a Nat'l Park brochure
- 11% used guide book
- 9% used chamber/VIC
- 9% used MT Travel Planner
- 9% private businesses

### Most Useful Planning Source

- 38% Internet
- 20% auto club
- 10% MT Travel Planner
- 8% guide book
- 9% private businesses

### Planning During the trip

- 37% did not use info during trip
- 35% used highway signs
- 30% used service personnel
- 27% used brochure rack
- 21% visitor centers
- 14% billboards

### Most Useful On-Trip Source

- 28% service personnel
- 24% highway signs
- 20% visitor information centers
- 17% brochure rack
- 7% billboards

### Household Income

- 6% > \$20K
- 17% \$20K-\$40K
- 26% \$40K-\$60K
- 21% \$60K-\$80K
- 12% \$80K-\$100K
- 17% \$100K+

### Activities

- 36% shopping
- 28% visit historic sites
- 24% wildlife watching
- 19% visit museums
- 19% developed camping
- 18% visit Native American sites
- 17% day hiking
- 16% picnic
- 14% visit L&C sites
- 11% special event/festival
- 9% fishing

### Where from

- 13% WA
- 10% ND
- 8% MN
- 6% each CA, ID, WY
- 5% CO
- 4% WI
- 3% each OR, MI
- 2% each AZ, FL, IL, SD, TX, UT, ALB

### Group Characteristics

- 83% are repeat visitors
- 22% lived in MT before
- 67% have visited MT in summer
- 44% have visited MT in spring
- 44% have visited MT in fall
- 35% have visited MT in winter
- 86% plan to return within 2 yrs.
- 39% traveled as couples
- 28% traveled as families
- 22% traveled alone
- 19% traveled with children <18
- 16% flew on a part of their trip