

Niche News: Richland County Visitor Characteristics



Of the 4,595 nonresidents in the 2001-2002 Montana survey, 39 or .85% spent at least one night in Richland County. This summary (except expenditures) provides characteristics of Richland County overnight visitors.

The .85% of nonresidents in Montana who spent at least one night in Richland County spent an average of 8.90 nights in the state.

The small sample size of overnight visitors to Richland County should be noted. These numbers, while accurate for the sample, become less reliable when generalizing to the population of overnight visitors with sample sizes this small.

Key Findings

Expenditures of Nonresidents who spent \$\$ in Richland County (not just overnights)

Gas	\$ 4,214,000
Retail	\$ 3,166,000
Restaurant	\$ 1,448,000
Other	\$ 909,000
Grocery	\$ 736,000
Hotel	\$ 620,000
Auto rental/repair	\$ --
Camping	\$ --
Outfitter	\$ --
Fees/licenses	\$ --
Transportation	\$ --
Total	\$11,093,000

All Purposes of Trip to MT

81% visiting friends/relatives
40% vacation
31% business

Primary Purpose of Trip to MT

63% visiting friends/relatives

Attracted to

33% hunting
24% open space
21% mountains
16% family and Friends
11% rivers

Primary attraction

33% hunting
16% visiting family and friends
13% mountains

Planning Ahead

78% did not use these sources
20% used the Internet

Planning During the trip

50% did not use info during trip
38% used service personnel
20% visitor information centers

Most Useful On-Trip Source

59% service personnel
14% highway signs

Household Income

0% > \$20K
33% \$20K-\$40K
13% \$40K-\$60K
31% \$60K-\$80K
7% \$80K-\$100K
16% \$100K+

Where from

35% ID
22% WY
12% WA
10% ND

Activities

50% shopping
27% developed camping
13% wildlife watching
13% day hiking

Group Characteristics

99% are repeat visitors
62% lived in MT before

99% have visited MT in summer
84% have visited MT in fall
82% have visited MT in spring
77% have visited MT in winter

92% plan to return within 2 yrs.

54% traveled as couples
24% traveled with families
13% traveled with friends
8% traveled alone

14% traveled with children <18