

Niche News: Silver Bow County Visitor Characteristics



Of the 4,595 nonresidents in the 2001-2002 Montana survey, 291 or 6% spent at least one night in Silver Bow County. This summary (except expenditures) provides characteristics of Silver Bow County overnight visitors.

The 6% of nonresidents in Montana who spent at least one night in Silver Bow County spent 4.2 nights in the state.

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

Gas	\$26,708,000
Restaurant	\$11,139,000
Hotel	\$ 9,395,000
Grocery	\$ 7,744,000
Retail	\$ 6,483,000
Auto rental/repair	\$ 2,813,000
Camping	\$ 967,000
Other	\$ 918,000
Fees/licenses	\$ 278,000
Outfitter/guide	\$ 39,000
Transportation	\$ 22,000
Total	\$66,506,000

All Purposes of Trip to MT

- 66% vacation
- 40% passing thru
- 17% visiting friends/relatives
- 11% business

Primary Purpose of Trip to MT

- 45% vacation
- 30% passing thru
- 9% visiting friends/relatives
- 8% business

Attracted to

- 38% mountains
- 34% Yellowstone National Park
- 31% open space
- 26% rivers
- 22% Glacier National Park
- 20% wildlife
- 15% Montana history
- 14% camping
- 13% hiking
- 12% Native American culture
- 13% Lewis and Clark
- 11% fishing

Primary attraction

- 14% Yellowstone
- 11% Glacier National Park
- 9% mountains

Key Findings

Planning Ahead

- 47% used the Internet
- 32% used an Automobile Club
- 32% did not use these sources
- 17% used a Nat'l Park brochure
- 9% used chamber/VIC
- 9% used guide book
- 8% used MT Travel Planner
- 7% private businesses

Most Useful Planning Source

- 42% Internet
- 29% auto club
- 7% guide book
- 7% private businesses
- 6% MT Travel Planner

Planning During the trip

- 41% used brochure rack
- 33% used service personnel
- 30% used highway signs
- 29% did not use info during trip
- 26% visitor centers
- 14% billboards

Most Useful On-Trip Source

- 22% brochure rack
- 20% highway signs
- 13% visitor information centers
- 13% service personnel
- 4% billboards

Household Income

- 11% > \$20K
- 14% \$20K-\$40K
- 32% \$40K-\$60K
- 19% \$60K-\$80K
- 10% \$80K-\$100K
- 15% \$100K+

Activities

- 38% visit historic sites
- 33% shopping
- 30% wildlife watching
- 24% day hiking
- 24% visit museums
- 24% visit Native American sites
- 23% developed camping
- 23% picnic
- 18% visit Lewis & Clark sites
- 10% fishing

Where from

- 27% WA
- 6% CA
- 6% ID
- 5% MN
- 5% ALB
- 4% OR
- 3% each CO, KS, NV, ND, TX, WI, WY

Group Characteristics

- 79% are repeat visitors
- 11% lived in MT before
- 58% have visited MT in summer
- 39% have visited MT in spring
- 30% have visited MT in fall
- 26% have visited MT in winter
- 82% plan to return within 2 yrs.
- 30% were families
- 18% traveled alone
- 43% traveled as couples
- 22% traveled with children <18
- 13% flew on part of their trip