

Niche News:



Couples

Nonresident visitors who indicated they were traveling as a couple were pulled from the 2001 Nonresident Visitor Survey for this summary.

39% of visitors to Montana were couples

Key Findings

Overnights – 4.85 nights

- 38% stayed in Glacier Country
- 28% Yellowstone Country
- 14% Custer Country
- 11% Gold West Country
- 7% Russell Country
- 2% Missouri River Country

- 48% of overnights were in motels
- 27% of overnights were camping

Activities

- 38% shopping
- 32% wildlife watching
- 30% camping
- 27% day hiking
- 27% visiting historic sites
- 23% picnicking
- 19% visiting museums
- 16% visiting Lewis & Clark sites
- 15% visiting Native American sites

Group Characteristics

- 80% are repeat visitors
- 77% plan to return within 2 years
- 13% flew on a portion of their trip

Household Income

- 27% \$40K-\$60K
- 21% \$100,000+
- 20% \$60K-\$80K

Where From

- 12% Washington
- 8% California
- 7% Idaho
- 5% Oregon, Wyoming, Alberta
- 4% Minnesota, North Dakota
- 3% Arizona, Colorado, Florida, Michigan, Texas, Wisconsin

Attracted to

- 38% mountains/forests
- 34% Yellowstone National Park
- 34% open space/uncrowded areas
- 27% Glacier National Park
- 25% rivers/lakes
- 21% wildlife

Primary Attraction

- 19% Yellowstone National Park
- 19% Glacier National Park
- 14% open space/uncrowded areas
- 13% mountains/forests

All Reasons for Trip

- 69% vacation
- 37% passing through
- 27% visiting friends/relatives

Primary Reason for being in MT

- 50% vacation
- 28% passing through
- 14% visiting friends/relatives

Planning Ahead

- 38% did not use information
- 36% used the Internet
- 27% used an Automobile Club
- 17% used a Nat'l Park brochure

Planning During the trip

- 35% did not use info during trip
- 34% used highway signs
- 29% used service personnel
- 29% used a brochure rack
- 28% used info. center person

Sites Visited

- 42% Yellowstone National Park
- 30% Glacier National Park
- 20% Flathead Lake area
- 15% Little Bighorn Battlefield

Satisfaction

- Majority are satisfied
- Highest satisfaction with:
 - 91% satisfied with hospitality
 - 88% condition of environment

Changes in MT Conditions

Most say things are the same

Improved condition

- 52% Lodging availability
- 51% road conditions

Worse condition

- 19% amount of open space
- 11% condition of environment
- 17% wildlife viewing opportunity