

Niche News:



River Rafter/Floaters

Nonresident visitors to Montana who went river rafting or floating on their trip were pulled from the 2001 Nonresident Visitor Survey for this summary.

5% of visitors to Montana in 2001 went river rafting or floating on their trip

Key Findings

Overnights - 8.78 avg. nights

- 37% stayed in Glacier Country
- 33% Yellowstone Country
- 11% Gold West Country
- 10% Russell Country
- 9% Custer Country
- <1% Missouri River Country

- 36% of overnights were in motels
- 27% were camping
- 17% were with friends/relatives
- 6% private cabin/second home, rented cabin/home, resort/condo

Attracted to

- 70% mountains/forests
- 66% rivers/lakes
- 55% open space/uncrowded areas
- 49% Yellowstone National Park
- 44% wildlife
- 43% Glacier National Park
- 38% hiking
- 34% family/friends

Primary Attraction

- 26% Glacier National Park
- 16% family/friends
- 15% mountains/forests
- 13% Yellowstone National Park
- 10% fishing

All Reasons for Trip

- 93% vacation
- 40% visit family/friends
- 9% shopping

Primary Reason for Being in MT

- 68% vacation
- 18% visiting family/friends

Activities

- 100% river rafting/floating
- 63% hiking
- 60% shopping
- 60% wildlife watching
- 52% camping
- 51% picnicking
- 39% fishing
- 34% visiting museums

Sites Visited

- 55% Yellowstone National Park
- 52% Glacier National Park
- 37% Flathead Lake
- 15% Little Bighorn Battlefield
- 13% Lewis & Clark Interp. Center
- 13% Museum of the Rockies

Group Characteristics

- 74% have visited MT before
 - 83% plan to return within 2 years
 - 28% flew on their trip
 - 24% rented a car
 - 41% hired an outfitter
 - 51% were families
 - 28% were couples
 - 10% traveled alone
 - 7% were friends
- 45% traveled with children <18
 - 78% of children influenced planning
 - 89% of children influenced activities

Visitor Residence

- 14% California
- 7% Minnesota, North Dakota
- 6% Florida, Texas
- 5% Washington, Wyoming
- 4% Colorado, Iowa, Louisiana, Oregon, Wisconsin

Planning Ahead

- 56% used the Internet
- 35% used an Automobile Club
- 32% used a national park brochure

Planning During the Trip

- 47% used brochure racks
- 45% used service personnel
- 37% used highway signs
- 36% used visitor center personnel

Satisfaction

- Majority are satisfied
- Highest satisfaction with:
- 93% satisfied with service
- 86% condition of environment
- 84% directional signage

Changes in MT Conditions

Most say things are the same

Improved condition

- 61% lodging availability
- 50% road conditions
- 49% recreational opportunities

Worse condition

- 30% amount of open space
- 20% condition of environment
- 16% camping availability
- 13% wildlife viewing

Income

- 35% \$100K+
- 18% \$40K - \$60K
- 17% \$60K - \$80K
- 15% \$80K - \$100K