



2008 Montana Nonresident Quarterly Travel Comparisons -Vacationers-

July 2009
Kara Grau

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Year Total 2008
Visitation & Length of Stay					
Nonresident Vacationers	466,000	842,000	1,606,000	388,000	3,305,000
% of Total	14%	25%	49%	12%	100%
Nonresident Vacationer Groups	148,000	325,000	584,000	166,000	1,223,000
% of Total	12%	27%	48%	14%	100%
Group Size (people per group)	3.14	2.59	2.75	2.33	2.73
Length of Stay (nights)	5.65	5.72	6.40	5.48	6.02
Expenditure Category (Average Daily per Group)¹					
Gasoline, Oil	\$37.18	\$44.20	\$46.37	\$47.35	\$44.64
Restaurant, Bar	\$50.21	\$44.65	\$38.33	\$35.78	\$41.32
Retail Sales	\$34.61	\$34.29	\$30.66	\$31.83	\$32.28
Hotel, B&B, etc.	\$23.66	\$21.07	\$19.54	\$18.73	\$20.42
Groceries, Snacks	\$18.83	\$17.93	\$17.05	\$14.75	\$17.26
Auto/RV Rental and Repairs	\$10.24	\$12.28	\$7.19	\$17.13	\$10.08
Outfitter, Guide	\$16.45	\$10.00	\$13.11	\$45.30	\$16.58
Transportation Fares	\$5.68	\$2.00	\$1.90	\$3.21	\$2.62
Licenses, Entrance Fees	\$6.42	\$5.77	\$6.71	\$7.84	\$6.56
Misc. Services	\$13.69	\$6.20	\$1.80	\$3.08	\$4.75
Campground, RV Park	\$0.62	\$4.89	\$5.39	\$1.20	\$4.10
Gambling	\$1.83	\$1.26	\$1.21	\$3.32	\$1.56
Total Average Daily per Group	\$219.44	\$204.54	\$189.26	\$229.52	\$202.15
Total Vacationer Expenditures	\$183,500,000	\$380,200,000	\$707,400,000	\$208,800,000	\$1,479,900,000
% of Total	12%	26%	48%	14%	100%

¹ Reflects average expenditure distribution over all visitor groups, regardless of how many groups actually spent money in any particular category. Quarterly numbers may not add up to totals due to rounding