



2003 Montana Nonresident Expenditure Profiles

July, 2004
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Average Daily Expenditures by Purpose of Trip and Mode of Transportation*

	All Travel Groups	Primary Purpose of Trip					Entered Montana by:	
		Vacation	VFR ¹	Pass-Through		Other	Air	Highway
				Business	Other			
Sample Size	4,562	1,784	647	1,100	378	191	835	3,726
Gasoline, Oil	\$26.12	\$26.34	\$24.80	\$31.26	\$23.54	\$33.76	\$16.84	\$29.88
Retail Sales	\$24.71	\$30.42	\$30.23	\$7.55	\$17.98	\$23.44	\$31.31	\$24.37
Restaurant, Bar	\$23.93	\$28.10	\$22.61	\$16.03	\$30.05	\$26.19	\$30.85	\$22.64
Hotel, Motel, B&B, etc.	\$13.08	\$21.59	\$11.19	\$14.92	\$28.06	\$21.60	\$26.82	\$16.68
Groceries	\$8.60	\$12.06	\$9.13	\$4.18	\$5.79	\$8.96	\$8.33	\$9.03
Auto Rental, Repairs	\$7.21	\$4.74	\$3.92	\$3.26	\$9.28	\$6.24	\$12.89	\$2.64
Outfitter, Guide	\$4.18	\$7.39	\$1.43	\$0.54	\$1.83	-	\$8.28	\$2.45
Licenses, Entrance Fees	\$2.97	\$5.31	\$1.74	\$1.07	\$0.79	\$1.37	\$3.82	\$2.74
Campground, R.V. Park	\$2.53	\$4.00	\$0.97	\$1.49	\$0.26	\$0.88	\$0.55	\$2.39
Transportation Fares	\$0.54	\$0.13	\$0.08	\$0.16	\$0.90	-	\$0.91	\$0.02
Misc. Expenses, Services	\$2.24	\$2.16	\$1.15	\$1.25	\$1.72	\$2.35	\$1.31	\$1.95
Total Avg. Daily per Group	\$116.11	\$142.25	\$107.26	\$81.70	\$120.18	\$124.78	\$141.90	\$114.79

Average Daily Expenditure of Those Who Spent in Each Category**

Expenditure Category	Travel Groups That Spent	Percent of Sample (n=4562)	Mean ² of Those Who Spent	Median ³ of Those Who Spent
Gasoline, Oil	3,548	78%	\$36	\$30
Restaurant, Bar	2,837	62%	\$39	\$29
Hotel, Motel, B&B, etc.	1,921	42%	\$82	\$73
Groceries	1,914	42%	\$22	\$10
Retail Sale	1,392	31%	\$91	\$47
Licenses, Entrance fees	559	12%	\$26	\$21
Campground, R.V. Park	492	11%	\$21	\$22
Misc. Expenses, Services	239	5%	\$39	\$19
Auto Rental, Repairs	238	5%	\$87	\$70
Outfitter, Guide	90	2%	\$178	\$161
Transportation Fares	32	1%	\$26	\$21

*Expenditures may appear lower than the actual costs born by visitor groups since dollars are averaged across all visitor groups whether or not they spent money in that category.

**These numbers represent the number and percent of visitor groups who actually spent money in each category. The dollar values are reflective of the actual average amount spent per category.

Note: All amounts are rounded to nearest dollar.

¹ Visiting friends and/or relatives.

² Mean is the total of the values divided by the number of values.

³ Median is the middle value where half are above it and half below.