

State of Montana

2002 NONRESIDENT SEASONAL TRAVEL COMPARISONS - DIRECT EXPENDITURES*

	Winter (Dec-March)	Spring (April-May)	Summer (June-Sept)	Fall (Oct-Nov)	All Year
Length of Stay					
Nights	3.06	3.05	4.39	3.84	3.92
Visitation					
Nonresident Individual Travelers	1,561,000	1,236,000	5,983,000	987,000	9,767,000
Nonresident Travel Groups	665,000	571,000	2,336,000	437,000	4,009,000
Nonresident Group Size (persons)	2.35	2.16	2.56	2.26	2.44
Expenditure Category (Average Daily per Group)¹					
Gasoline, Oil	\$24.09	\$32.73	\$24.80	\$25.12	\$25.59
Retail Sales	\$28.70	\$17.51	\$24.04	\$25.74	\$24.12
Restaurant, Bar	\$29.24	\$20.28	\$23.67	\$18.38	\$23.42
Hotel, Lodge, B&B	\$18.34	\$15.65	\$12.34	\$10.33	\$13.24
Groceries, Snacks	\$6.75	\$8.48	\$9.33	\$6.25	\$8.59
Auto Rental and Repairs	\$3.47	\$9.03	\$8.36	\$3.68	\$7.32
Outfitter, Guide	\$1.34	\$2.46	\$4.48	\$7.11	\$4.14
Campground, R.V. Park	\$0.03	\$2.28	\$3.53	\$0.76	\$2.61
Transportation Fares	\$1.78	\$1.07	\$0.20	\$0.06	\$0.51
Misc. Expenses, Services, Fees, Licenses	\$7.82	\$4.95	\$4.45	\$5.04	\$5.03
Total Average Daily per Group	\$121.56	\$114.44	\$115.20	\$102.47	\$114.57

¹ Reflects distribution of \$ over all visitors

Total Seasonal Expenditures	\$247,000,000	\$199,000,000	\$1,181,000,000	\$172,000,000	\$1,800,000,000
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**Institute for Tourism & Recreation Research
The University of Montana - Missoula**

* Numbers may not add up due to rounding

(revised 8/15/03)