



2003 Montana Nonresident Seasonal Travel Comparisons

July, 2004
J. Wilton

	Winter (Dec-March)	Spring (April-May)	Summer (June-Sept)	Fall (Oct-Nov)	All Year (2003)
Length of Stay					
Nights	3.06	3.05	4.39	3.84	3.92
Visitation					
Nonresident Visitors	1,916,000	1,183,000	5,487,000	1,084,000	9,670,000
Nonresident Travel Groups	823,000	601,000	2,214,000	539,000	4,177,000
Nonresident Group Size (persons)	2.33	1.97	2.48	2.01	2.32
Expenditure Category (Average Daily per Group)¹					
Gasoline, Oil	\$24.55	\$33.36	\$25.27	\$25.60	\$26.12
Retail Sales	\$29.25	\$17.85	\$24.51	\$26.23	\$24.71
Restaurant, Bar	\$29.80	\$20.67	\$24.13	\$18.73	\$23.93
Hotel, Motel, B&B, etc.	\$18.69	\$15.95	\$12.58	\$10.52	\$13.08
Groceries, Snacks	\$6.88	\$8.64	\$9.51	\$6.37	\$8.60
Auto Rental and Repairs	\$3.54	\$9.20	\$8.53	\$3.75	\$7.21
Outfitter, Guide	\$1.37	\$2.51	\$4.56	\$7.25	\$4.18
Campground, R.V. Park	\$0.03	\$2.33	\$3.60	\$0.77	\$2.53
Transportation Fares	\$1.82	\$1.09	\$0.21	\$0.06	\$0.54
Misc. Expenses, Services, Fees, Licen:	\$7.97	\$5.06	\$4.53	\$5.13	\$5.21
Total Average Daily per Group	\$123.90	\$116.66	\$117.43	\$104.41	\$116.11
Total Seasonal Expenditures	\$298,600,000	\$208,200,000	\$1,148,700,000	\$218,800,000	\$1,874,300,000

¹ Reflects average expenditure distribution over all visitor groups, regardless of how many actual groups spent money in any particular category.