

# Nonresident All Year & Four Season Comparison: Visitor Profile

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# Methodology

## Study Population

Travelers to Montana during the four seasons of 2001 (December 30, 2000 through November 30, 2001) were examined for this study. The population of travelers was defined as those persons who entered Montana by private vehicle or commercial air carrier during the study period and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons who entered Montana on a roadway while traveling in a plainly marked commercial vehicle (e.g. scheduled or chartered bus or a semi truck). Also excluded were those travelers who entered Montana by train and out-of-state college students living in Montana for educational purposes (they were considered residents). Other than these exclusions, the study attempted to assess all types of travel to the state including travel for pleasure, business, passing through, or any other reason.

## Population Estimation Model

The population estimation model was designed to identify all members of the study population by entry location and month of entry into the state. Entry locations included highway border crossings and major airports. Thirty-nine roadway locations were considered entry points into the state (i.e. interstates, primary and secondary highways, and minor roads), in addition to the following airports: Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, Missoula and West Yellowstone.

The method used to estimate the nonresident travel population was two-fold. First, traffic counts at all Montana borders/entry points were obtained from secondary sources for each month of the study. These sources include:

- ?? Helena Regional Airport Authority: Monthly Passenger De-boarding Report by Airport.
- ?? Montana Department of Transportation, Planning and Statistics Bureau: Monthly Comparative Automatic Traffic Recorder Data Report.
- ?? Montana Department of Transportation, Planning and Statistics Bureau: Biannual Traffic by Sections Report.
- ?? Idaho Transportation Department: Monthly Automatic Traffic Counter Bulletin.
- ?? Wyoming Department of Transportation, Planning Program: Automatic Traffic Recorder Monthly Summary.
- ?? North Dakota Department of Transportation, Planning Division: Monthly Automatic Traffic Data.
- ?? The U.S. Department of Treasury, Customs Service: Monthly Canada-to-U.S. Border Crossing Statistics.

Second, surveyors identified resident/nonresident proportions at each entry location by observing vehicle license plates and questioning boarding air passengers at Montana airports using random sampling techniques stratified by location and time period. Travel group sizes were obtained while administering nonresident travel questionnaires to potential respondents.

## Survey Methodology and Response Rates

Between December 1, 2000 and November 30, 2001, ITRR staff intercepted nonresident highway travel groups at gas stations, rest areas and Canadian border crossings, and air travel groups at all airports. Intercepts were conducted at three Canadian borders: Port of Roosville north of Eureka, Port of Sweetgrass north of Shelby, and Port of Raymond north of Plentywood. Gas stations in the following communities were used: Libby, Kalispell, Whitefish, West Glacier, St. Mary, Missoula, Lolo, Rocker,

Butte, Dillon, Helena, Great Falls, Shelby, Bozeman, West Yellowstone, Livingston, Gardiner, Lewistown, Harlowton, Laurel, Red Lodge, Bridger, Billings, Crow Agency, Miles City, Glendive, Sidney, Culbertson, Glasgow and Havre. Rest areas on all three Interstates were used as intercept locations in the four seasons.

When contacted, data was collected from the travel groups, including point of entry into the state, group size and type, residence of the respondent as well as residence of others traveling in their group, travel method, purpose of trip, anticipated length of stay in Montana, direction of travel, and planned exit. This "front-end" data was obtained from virtually every party contacted and thus represented a set of data unaffected by survey non-response bias. Next, the groups were asked to accept and complete a diary questionnaire of their visit to Montana and to return it by mail in a provided postage-paid envelope. During the year-long study period, 11,467 groups were contacted. Questionnaires were handed to 10,737 groups. Useable questionnaires were returned by 4,220 groups for a response rate of 39 percent. No follow-up measures (i.e., reminder postcards or replacement questionnaires) were used to increase response rate. Due to the nature of the questionnaire (i.e. diary of events as they occurred) and the nature of the methodology (i.e. no name or address information was collected from visitors), it was impossible to mail replacement questionnaires to non-respondents.

Front-end data collected from all nonresidents contacted allowed adjustments of the survey results for non-response bias and sampling error. Returned surveys were assigned relative weights based on key variables to adjust for discrepancies with the population model. These key variables included point of entry and purpose of trip.



## Comparison Tables: All Year and Each Season

This report is a compilation of the four seasons. Each season has a separate report and can be found at [www.forestry.umt.edu/itr](http://www.forestry.umt.edu/itr). Winter is Research Report 2001-7; Spring is Research Report 2002-2; Summer is Research Report 2002-5; Fall is Research Report 2002-8.

The additional column for All Year was added in this report as a summary of the total year visitor. The data tables have numbers that appear in bold. These represent one or two of the highest percentages for that column and sometimes the lowest number.

**Table 1: Trip Expenditures – All Year 2001\***

		Winter	Spring	Summer	Fall
<b>Total # of Four Season Groups</b>		801,562	579,300	2,267,140	
<b>Group Size</b>		2.4	1.97	2.5	
<b># Of Nights in MT</b>		3.07	3.04	4.2	
<b>Average Daily Expenditures</b>		\$110.94	\$95.98	\$109.51	
<b>Total Four Season Expenditures</b>		\$273,004,000	\$169,028,000	\$1,042,752,906	
<b>Expenditure Distribution**</b>	Restaurant/Bar	\$27.19	\$18.23	\$21.20	Insufficient Expenditure Data
	Gas/oil	\$24.10	\$27.44	\$25.14	
	Retail	\$21.07	\$15.35	\$24.18	
	Hotel/motel	\$21.05	\$18.39	\$11.52	
	Camping	\$0.04	\$1.08	\$2.42	
	Groceries/snacks	\$5.51	\$5.72	\$9.59	
	Auto Rental/repair	\$4.69	\$3.15	\$7.23	
	Misc. Services	\$2.71	\$0.92	\$0.61	
	Transportation	\$1.75	\$0.84	\$0.14	
	Entrance fees	\$1.49	\$2.27	\$3.09	
Outfitter/guide	\$1.31	\$2.58	\$4.39		

\*All figures are rounded.

\*\*Expenditures reflect the average across all groups and do not reflect actual costs of each individual item.

**Table 2: Percent of Overnight Stays by Region**

Region	All Year	Winter	Spring	Summer	Fall
<b>Glacier Country</b>	<b>32%</b>	23%	<b>29%</b>	<b>33%</b>	22%
<b>Yellowstone Country</b>	28%	23%	21%	30%	<b>30%</b>
<b>Custer Country</b>	17%	<b>29%</b>	25%	14%	22%
<b>Gold West Country</b>	11%	8%	11%	11%	18%
<b>Russell Country</b>	9%	14%	10%	9%	5%
<b>Missouri Country</b>	2%	3%	4%	2%	3%

\*Percentages may not add to 100% due to rounding.

**Table 3: Percent of Nonresidents on East-West Highway Segments\***

WEST-EAST		Winter	Spring	Summer	Fall
<b>I-90</b>	ID Border to Missoula	18-20%	25-34%	24-26%	33-34%
	Missoula to Butte	23%	29-31%	33-37%	36-42%
	Butte to Bozeman	23-27%	27-34%	33-37%	36-40%
	Bozeman to Livingston			<b>39%</b>	43%
	Livingston to Billings	<b>26-33%</b>	<b>35-45%</b>	32-25%	<b>42-46%</b>
	Billings to WY Border	18-22%	21-23%	19-21%	20-24%
<b>I-94</b>	Billings to Miles City	22-23%	24-30%	14-15%	27-29%
	Miles City to Glendive	28%	31%	14%	29%
	Glendive to ND Border	17%	21-28%	11-12%	17-18%
<b>US2</b>	ID Border to Kalispell	3%	3-5%	5-6%	
	Kalispell to W. Glacier			14-19%	4-5%
	W. Glacier to Shelby	5-6%	4-9%	6-10%	3%
	Shelby to Glasgow	6-7%	3-6%	4-5%	3%
	Glasgow to ND Border	6-7%	3-5%	3-4%	2-3%
<b>MT200</b>	Missoula to Great Falls			3-6%	
	G.Falls to Hwy 87 Jct.		2-5%	5-8%	1-4%
	Hwy 87 to ND Border			1-4%	0-10%
<b>US12</b>	Helena to Townsend			7%	2%
<b>US212</b>	Beartooth to Red Ldg			5%	
	Red Lodge to Laurel			5-7%	0-5%
	I90 Jct. to Broadus/WY			3%	3%
<b>US310</b>	Rockvale to WY Bord.			3%	2-5%
Going-to-the-Sun Road				15%	2%

\*The ranges represent more than one road segment between the two points highlighted, e.g. the stretch of road between the Idaho border to Missoula has adjoining roads where travelers could access or leave this stretch before arriving in Missoula. The ranges show the highest and lowest numbers on this portion of the road.

**Table 4: Percent of Nonresidents on North-South Highway Segments\***

NORTH-SOUTH		Winter	Spring	Summer	Fall
<b>I-15</b>	Canada to Shelby	9%	7%	4%	9%
	Shelby to Great Falls	8-10%	7-10%	7-13%	7-8%
	Great Falls to Helena	8%	6-8%	9-11%	7-8%
	Helena to Butte	6%	6%	6%	9-10%
	Butte to Dillon			10-11%	16%
	Dillon to ID Border	10-12%	9-12%	11%	17-18%
<b>US93</b>	Canada to Kalispell	2-4%	3-5%	2-8%	
	Kalispell to Polson	3-4%	6-8%	7-10%	2-3%
	Polson to Missoula	5%	8%	13-14%	4-5%
	Missoula to ID Border	1%	2-4%	4-6%	1-5%
<b>US191</b>	Lewistown to I90		2-4%	2-3%	
	Belgrade to Big Sky	5-8%	7%	8-12%	7-12%
	Big Sky to W. Yellowstone	7%	7%	12%	9-11%
	West Yellowstone to Madison Junction		4%	15%	
<b>US59</b>	Miles City to WY Border	5-6%	2%	1%	
<b>US287</b>	Choteau to I90 Jct.			3-6%	
	I90 Jct. to West Yellowstone			5-7%	
<b>US89</b>	Canadian B. to Browning			5-12%	
	Browning to Great Falls			4-7%	
	Livingston to Gardiner		14%	19%	8%
<b>MT16</b>	Canada to Plentywood			6%	

\*The ranges represent more than one road segment between the two points highlighted, e.g. the stretch of road between the Idaho border to Missoula has adjoining roads where travelers could access or leave this stretch before arriving in Missoula. The ranges show the highest and lowest numbers on this portion of the road.

**Table 5: Satisfaction with Montana Conditions\***

	All Year Mean**	Winter Mean	Spring Mean	Summer Mean	Fall Mean
Road Conditions	1.29	1.30	1.35	1.29	1.20
Directional Signage	1.20	1.24	1.16	1.20	1.22
Hospitality & Service	<b>1.12</b>	<b>1.11</b>	1.17	<b>1.11</b>	<b>1.11</b>
Commercial Lodging Availability	1.23	1.16	1.18	1.25	1.17
Availability of Highway Rest Areas	<b>1.52</b>	<b>1.71</b>	<b>1.50</b>	<b>1.50</b>	<b>1.49</b>
Condition of Natural Environment	1.16	1.31	<b>1.11</b>	1.15	1.16
Amount of Roadside Historical Information	1.35	1.53	1.38	1.33	1.35
Availability of Travel Information	1.33	1.40	1.39	1.31	1.30

\*1=Satisfied, 2=Neutral, 3=Dissatisfied

\*\*Bold items represent the highest and lowest score on these questions

**Table 6: Changes Seen Over Time by Returning Visitor\***

	All Year Mean**	Winter Mean	Spring Mean	Summer Mean	Fall Mean
Road Conditions	1.59	1.66	1.63	1.59	<b>1.42</b>
Directional Signage	1.71	1.70	1.73	1.71	1.77
Hospitality & Service	1.76	1.72	1.81	1.76	1.74
Commercial Lodging Availability	<b>1.56</b>	<b>1.47</b>	<b>1.61</b>	<b>1.56</b>	1.55
Availability of Highway Rest Areas	1.83	1.98	1.85	1.81	1.79
Condition of Natural Environment	1.91	2.03	1.85	1.91	1.87
Amount of Roadside Historical Information	1.77	1.84	1.75	1.77	1.74
Availability of Travel Information	1.65	1.74	<b>1.61</b>	1.64	1.69
Amount of Wildlife Viewing Opportunities	1.91	1.98	1.86	1.91	1.93
Recreation Opportunities	1.69	1.68	1.63	1.70	1.72
Amount of Open Space	<b>2.11</b>	<b>2.09</b>	<b>2.03</b>	<b>2.14</b>	<b>2.14</b>
Camping Availability	1.85	1.91	1.76	1.87	1.84

\*1=better condition, 2=same condition , 3=worse condition

\*\*Bold items represent the highest and lowest score on these questions per column

**Table 7: Reasons for Visiting Montana\***

	All Year		Winter		Spring		Summer		Fall	
	All	Primary	All	Primary	All	Primary	All	Primary	All	Primary
Vacation	64%	41%	39%	23%	43%	23%	72%	52%	44%	29%
Passing Through	34%	24%	32%	29%	53%	47%	30%	21%	37%	34%
Visit Family & Friends	29%	14%	32%	16%	27%	14%	28%	15%	37%	23%
Business	11%	8%	24%	18%	14%	11%	8%	7%	13%	7%
Shopping	7%	2%	12%	6%	8%	1%	6%	1%	12%	4%
Other	7%	4%	6%	9%	6%	4%	7%	4%	8%	4%

\*Percentages may not add up to 100% in the *Primary Column* due to rounding.

**Table 8: Demographic Comparison of Travel Groups and Those Categorized by Primary Reason for Visiting Montana**

Travelers		All Year	Winter	Spring	Summer	Fall
Travel Group Type	Couple	<b>40%</b>	<b>32%</b>	<b>39%</b>	<b>41%</b>	<b>42%</b>
	Self	18%	29%	29%	14%	24%
	Family	28%	22%	20%	32%	21%
	Family/Friends	4%	7%	2%	5%	1%
	Friends	7%	6%	8%	6%	8%
	Bus. Assoc.	2%	3%	2%	1%	4%
	Org. Group	1%	1%	-	1%	-
Lived in MT Before?	Yes	17%	18%	17%	16%	<b>27%</b>
Visited MT Before?	Yes	79%	<b>95%</b>	81%	76%	89%
Number of visits in past 10 years	1	15%	9%	7%	18%	7%
	2	13%	7%	<b>17%</b>	13%	14%
	3	9%	4%	10%	10%	4%
	4	7%	2%	6%	9%	6%
	5	7%	10%	5%	7%	7%
	6-10	<b>19%</b>	<b>21%</b>	16%	<b>19%</b>	<b>22%</b>
	11-20	11%	11%	9%	10%	19%
21+	19%	<b>37%</b>	<b>28%</b>	14%	22%	
Seasons Visited Before	Spring	39%	60%	<b>65%</b>	30%	46%
	Summer	<b>68%</b>	<b>74%</b>	63%	<b>68%</b>	63%
	Fall	42%	68%	51%	34%	<b>77%</b>
	Winter	33%	<b>74%</b>	45%	25%	41%
Traveling with Children	Yes	21%	18%	10%	25%	10%
Children's influence in planning	No Influence	36%	<b>50%</b>	<b>40%</b>	34%	<b>49%</b>
	Some Influence	<b>38%</b>	23%	32%	<b>39%</b>	<b>49%</b>
	Great Influence	26%	28%	28%	27%	3%
Children's influence in activities	No influence	16%	14%	33%	14%	23%
	Some Influence	<b>48%</b>	<b>50%</b>	28%	<b>49%</b>	<b>65%</b>
	Great Influence	37%	36%	<b>40%</b>	37%	12%
Travelers		All Year	Four Season	Spring	Summer	Fall
Household Income	Less than \$20K	7%	7%	10%	7%	7%
	\$20K-\$39,999	18%	16%	20%	17%	22%
	\$40K-\$59,999	<b>25%</b>	20%	<b>22%</b>	<b>25%</b>	<b>26%</b>
	\$60K-\$79,999	20%	<b>24%</b>	20%	20%	11%
	\$80K-\$99,999	11%	16%	13%	11%	10%
	\$100,000+	20%	18%	16%	21%	24%

\* Percentages may not add to 100% due to rounding.

**Table 9: Visitors Place of Residence**

Travelers	All Year	Winter	Spring	Summer	Fall
Place of Residence	WA: 12%	ND: 22%	WA: 12%	WA: 12%	WA: 14%
	CA: 9%	WY: 17%	ID: 10%	CA: 10%	ID: 10%
	ND: 7%	WA: 8%	ND: 9%	ID: 6%	ND: 8%
	ID: 6%	Alb.: 7%	WI: 8%	MN: 5%	WY, Alb.: 7%
	MN, WY: 5%	CO: 6%	WY: 7%	UT, ND, OR, WY, CO, Alb: 4%	CA: 6%
	CO,OR, UT, Alb: 4%	MN: 5%	CA, MN, Alb.: 5%	AZ, FL, TX: 3%	MN, UT: 5%
	AZ, TX, WI: 3%	ID, CA, SD, Sask.: 3%	MI, NY, OR: 4%	WI, BC, PA, NY, MI, IL, GA: 2%	OR: 4%
	FL, IL, MI, NY, PA,BC.: 2%	AZ, BC, TX, OH: 2%	CO, IL, NE, OK, SD, TX, UT, BC: 2%		CO, TX: 3%
				MI, NV, PN: 2%	

**Table 10: General Trip Behavior**

Travelers	All Year	Winter	Spring	Summer	Fall	
All Purposes of Trip	Vacation	64%	39%	43%	72%	44%
	VFR	29%	32%	27%	28%	37%
	Passing Thru	34%	32%	53%	30%	37%
	Business	11%	24%	14%	8%	13%
	Shopping	7%	12%	8%	6%	12%
	Other	7%	6%	6%	7%	8%
Plan to visit in next 2 yrs.	Yes	80%	96%	87%	77%	94%
Flew on portion of trip	Yes	19%	22%	18%	20%	11%
Rent Auto	Yes	15%	12%	10%	17%	11%
Where rented	Montana	43%	57%	42%	42%	39%
	Colorado	6%	2%	-	8%	-
	Idaho	4%	24%	3%	2%	-
	Oregon	1%	-	4%	-	-
	Utah	12%	-	1%	15%	13%
	Washington	12%	5%	19%	12%	7%
	Wyoming	5%	4%	8%	5%	-
	Alberta	2%	-	2%	2%	4%
	British Col.	1%	2%	-	1%	-
Other	15%	7%	21%	13%	37%	
Hired Outfitter	Yes	5%	2%	2%	6%	5%

**Table 11: Accommodations (Percent of nights spent in each accommodation type)**

Travelers		All Year	Winter	Spring	Summer	Fall
<b>Nights in MT on this trip</b>		6.16	3.1	3.07	4.2	3.94
<b>If Overnight in MT, Percent of Nights Spent in Accommodation Types*</b>	Hotel/motel/B&B	<b>48%</b>	<b>62%</b>	<b>57%</b>	<b>46%</b>	<b>51%</b>
	Parking lot	2%	1%	1%	2%	2%
	Cabin/2 <sup>nd</sup> Home	4%	1%	2%	4%	9%
	Public Campgr.	10%	1%	7%	11%	4%
	Private Campgr.	12%	-	14%	14%	2%
	VFR Home	17%	26%	14%	16%	28%
	Rented Cabin	2%	1%	1%	3%	<1%
	Resort/Condo	3%	3%	1%	3%	3%
	Guest Ranch	<1%	-	-	<1%	1%
Other	1%	5%	3%	1%	1%	

\* Percentages may not add to 100% due to rounding.

**Table 12: All Year Attractions To Montana for Those who Indicated Vacation as One Reason for Trip\***

	All Year**		Winter		Spring		Summer		Fall	
	All	Primary	All	Primary	All	Primary	All	Primary	All	Primary
<b>Open Space/ Uncrowded Areas</b>	<b>30%</b>	<b>11%</b>	<b>22%</b>	<b>23%</b>	<b>23%</b>	<b>12%</b>	<b>32%</b>	<b>10%</b>	<b>22%</b>	<b>20%</b>
<b>Mountains/forests</b>	<b>36%</b>	<b>11%</b>	<b>18%</b>	<b>12%</b>	<b>24%</b>	<b>10%</b>	<b>42%</b>	<b>11%</b>	<b>25%</b>	7%
<b>Rivers/lakes</b>	<b>25%</b>	2%	<b>11%</b>	1%	<b>13%</b>	2%	30%	2%	<b>10%</b>	-
<b>Plains/Badlands</b>	6%	<1%	4%	-	4%	1%	7%	1%	4%	-
<b>Native Am. Culture</b>	7%	1%	4%	-	4%	>1%	8%	1%	1%	-
<b>Lewis &amp; Clark sites</b>	8%	1%	4%	-	6%	>1%	8%	2%	6%	-
<b>Montana History</b>	8%	3%	5%	6%	4%	4%	<b>10%</b>	3%	2%	1%
<b>Family/friends</b>	<b>17%</b>	<b>12%</b>	<b>11%</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>19%</b>	<b>12%</b>	<b>10%</b>	<b>12%</b>
<b>Glacier NP</b>	<b>22%</b>	<b>17%</b>	4%	-	<b>14%</b>	<b>11%</b>	<b>27%</b>	<b>19%</b>	9%	<b>7%</b>
<b>Yellowstone NP</b>	<b>32%</b>	<b>21%</b>	9%	7%	<b>18%</b>	<b>21%</b>	<b>39%</b>	<b>22%</b>	<b>17%</b>	<b>5%</b>
<b>Wildlife</b>	<b>21%</b>	1%	8%	-	9%	4%	<b>25%</b>	1%	<b>17%</b>	2%
<b>Camping</b>	<b>14%</b>	2%	4%	1%	7%	1%	<b>18%</b>	2%	5%	<1%
<b>Fishing</b>	<b>12%</b>	4%	6%	1%	6%	4%	<b>14%</b>	4%	9%	1%
<b>Hiking</b>	<b>13%</b>	<1%	5%	-	7%	-	<b>16%</b>	1%	4%	-
<b>Hunting</b>	2%	5%	2%	2%	1%	4%	2%	4%	<b>17%</b>	<b>15%</b>
<b>Snowmobiling</b>	1%	<1%	4%	3%	1%	-	-	-	-	-
<b>Downhill Skiing</b>	2%	2%	<b>12%</b>	<b>16%</b>	4%	2%	-	-	-	-
<b>XC Skiing</b>	1%	-	3%	-	2%	-	-	-	-	-
<b>Other Activity</b>	7%	4%	4%	6%	5%	7%	8%	4%	3%	1%
<b>Special Event</b>	5%	4%	5%	9%	3%	2%	6%	4%	4%	3%

\* All numbers 10% or higher in a given column have been highlighted.

\*\* Percentages may not add to 100% due to rounding in the *Primary* column.

**Table 13: Sites Visited by Travelers in Montana\***

	All Year	Winter	Spring	Summer	Fall
Glacier National Park	<b>27%</b>	<b>9%</b>	<b>19%</b>	<b>32%</b>	<b>11%</b>
Yellowstone National Park	<b>40%</b>	<b>13%</b>	<b>25%</b>	<b>48%</b>	<b>23%</b>
Little Bighorn Battlefield	<b>14%</b>	6%	<b>19%</b>	<b>14%</b>	9%
Fort Peck Lake	3%	4%	3%	3%	4%
National Bison Range	5%	2%	2%	6%	3%
Flathead Lake Area	<b>17%</b>	<b>11%</b>	<b>13%</b>	<b>19%</b>	<b>12%</b>
Clark Canyon Reservoir	1%	1%	1%	2%	<1%
Gates of the Mountains	3%	1%	2%	4%	4%
Lost Trail Pass	2%	1%	1%	2%	1%
Bighorn Canyon Nat'l Rec. Area	5%	2%	4%	6%	2%
Museum of the Rockies	4%	1%	3%	5%	3%
Lewis & Clark Interpretive Center	6%	5%	4%	7%	4%
Montana Historical Society	2%	>1%	2%	2%	3%
Pompey's Pillar	4%	2%	4%	4%	5%
Missouri Headwaters	5%	2%	4%	5%	3%
Lemhi Pass	1%	>1%	>1%	1%	<1%
CM Russell Nat'l Wildlife Refuge	2%	1%	1%	3%	2%
Lolo Pass Interpretive Center	3%	1%	2%	3%	2%

\*Bolded numbers refer to sites with 10% or higher visitation.

**Table 14: Sources of Information Used to Plan Trip\***

	All Year		Winter		Spring		Summer		Fall	
	All items	Most Useful	All Items	Most Useful	All Items	Most Useful	All Items	Most Useful	All Items	Most Useful
Internet	<b>38%</b>	<b>39%</b>	<b>23%</b>	<b>35%</b>	<b>28%</b>	<b>39%</b>	<b>43%</b>	<b>38%</b>	<b>28%</b>	<b>61%</b>
Auto Club	23%	<b>24%</b>	7%	13%	20%	<b>23%</b>	26%	<b>25%</b>	13%	<b>18%</b>
Travel Agency	4%	3%	5%	6%	4%	5%	4%	3%	1%	2%
Chamber/CVB	8%	4%	2%	5%	4%	2%	9%	5%	3%	3%
MT Travel Planner	8%	5%	2%	2%	9%	6%	9%	6%	2%	4%
Nat'l Park Brochure	14%	7%	2%	1%	7%	12%	18%	7%	6%	2%
1-800 State Number	1%	1%	<1%	-	1%	>1%	2%	1%	<1%	1
Guide Book	11%	8%	3%	2%	5%	5%	14%	10%	5%	5%
Private Business	9%	9%	15%	<b>36%</b>	8%	8%	9%	7%	5%	6%
None of these Sources	<b>40%</b>	-	<b>62%</b>		<b>45%</b>	-	<b>34%</b>	-	<b>57%</b>	-

\* Percentages may not add to 100% in the *Most Useful* column due to rounding.

**Table 15: Sources of Information Used While in Montana\***

	All Year		Winter		Spring		Summer		Fall	
	All Items	Most Useful	All Items	Most Useful	All Items	Most Useful	All Items	Most Useful	All Items	Most Useful
Info center person	23%	24%	8%	4%	14%	18%	27%	<b>29%</b>	8%	8%
Billboards	12%	5%	10%	6%	12%	7%	12%	5%	11%	2%
Highway Signs	<b>33%</b>	<b>25%</b>	26%	<b>20%</b>	<b>28%</b>	<b>28%</b>	<b>35%</b>	<b>26%</b>	24%	<b>23%</b>
Brochure Rack	25%	16%	16%	12%	23%	17%	28%	18%	13%	5%
Service Person	29%	<b>25%</b>	<b>29%</b>	<b>30%</b>	25%	<b>30%</b>	30%	24%	<b>26%</b>	<b>29%</b>
None of these Sources	<b>38%</b>	-	<b>53%</b>	-	<b>44%</b>	-	<b>34%</b>	-	<b>48%</b>	-

\* Percentages may not add to 100% in the *Most Useful* column due to rounding.

**Table 16: Activities Participated in While in Montana on this Trip\***

	All Year**		Winter		Spring		Summer		Fall	
	All	Primary	All	Primary	All	Primary	All	Primary	All	Primary
<b>Picnicking</b>	<b>23%</b>	7%	6%	4%	<b>11%</b>	7%	<b>29%</b>	7%	8%	4%
<b>Camping (devlp.)</b>	<b>19%</b>	9%	5%	4%	<b>15%</b>	<b>10%</b>	<b>23%</b>	<b>10%</b>	7%	3%
<b>Camping (undeveloped)</b>	8%	4%	2%	6%	6%	5%	9%	4%	<b>10%</b>	6%
<b>Day Hiking</b>	<b>27%</b>	<b>11%</b>	<b>12%</b>	5%	<b>14%</b>	8%	<b>33%</b>	<b>12%</b>	<b>16%</b>	9%
<b>Golfing</b>	5%	2%	2%	1%	3%	1%	7%	2%	1%	1%
<b>Backpacking</b>	3%	<1%	2%	1%	2%	>1%	4%	1%	1%	2%
<b>Mountain Biking</b>	2%	<1%	1%	-	>1%	>1%	3%	1%	3%	2%
<b>Road/tour Biking</b>	3%	1%	<1%	-	3%	1%	3%	1%	1%	<1%
<b>Off Highway/ATV</b>	2%	<1%	3%	2%	1%	1%	3%	1%	2%	<1%
<b>Fishing</b>	<b>14%</b>	6%	5%	3%	8%	6%	<b>16%</b>	6%	<b>13%</b>	5%
<b>Motor boating</b>	3%	<1%	-	-	1%	>1%	4%	1%	1%	<1%
<b>Water-skiing</b>	1%	<1%	-	-	1%	-	1%	<1%	<1%	-
<b>Canoe/Kayaking</b>	3%	<1%	-	-	1%	>1%	3%	1%	-	-
<b>Sail/Windsurf</b>	<1%	<1%	-	-	-	-	<1%	<1%	-	-
<b>Rafting/Floating</b>	5%	2%	-	-	1%	1%	7%	2%	2%	2%
<b>Nature Study</b>	<b>10%</b>	3%	6%	1%	3%	1%	<b>12%</b>	3%	2%	1%
<b>Hunting</b>	2%	<1%	<1%	-	1%	1%	1%	<1%	<b>17%</b>	<b>11%</b>
<b>Wildlife watching</b>	<b>30%</b>	<b>12%</b>	<b>17%</b>	9%	<b>12%</b>	6%	<b>36%</b>	<b>13%</b>	<b>22%</b>	<b>11%</b>
<b>Sporting Event</b>	3%	<1%	7%	3%	2%	1%	3%	1%	2%	2%
<b>Gambling</b>	8%	2%	<b>12%</b>	5%	5%	2%	8%	2%	5%	2%
<b>Shopping</b>	<b>37%</b>	<b>13%</b>	<b>41%</b>	<b>23%</b>	<b>27%</b>	<b>15%</b>	<b>39%</b>	<b>11%</b>	<b>34%</b>	<b>21%</b>
<b>Snowmobiling</b>	<1%	<1%	6%	3%	>1%	-	-	-	-	-
<b>Downhill Skiing</b>	1%	1%	<b>12%</b>	<b>8%</b>	1%	1%	-	-	-	-
<b>Snowboarding</b>	<1%	<1%	3%	2%	>1%	>1%	-	-	-	-
<b>XC Skiing</b>	<1%	<1%	3%	1%	1%	-	-	-	-	-
<b>Snowshoeing</b>	<1%	<1%	3%	2%	-	>1%	-	-	-	-
<b>Ice Fishing</b>	<1%	<1%	1%	-	-	1%	-	-	-	-
<i>Visited sites</i>										
<b>Native American</b>	<b>13%</b>	3%	6%	1%	13%	7%	14%	3%	3%	1%
<b>Lewis &amp; Clark</b>	<b>13%</b>	3%	8%	1%	9%	4%	15%	3%	7%	4%
<b>Other History</b>	<b>23%</b>	8%	8%	5%	<b>22%</b>	<b>10%</b>	<b>26%</b>	<b>8%</b>	9%	5%
<b>Museums</b>	<b>17%</b>	4%	8%	3%	13%	7%	20%	4%	10%	3%
<b>Festivals/Events</b>	<b>10%</b>	3%	9%	4%	6%	3%	11%	3%	7%	5%

\* Percentages may not add to 100% due to rounding.

\*\* All numbers 10% or higher in each column have been highlighted.