

## Quarter 4, 2010 Montana Nonresident Traveler Expenditure Profiles

REVISED  
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### Average Q4 Daily Expenditures by Purpose of Trip<sup>^</sup>

	Primary Purpose of Trip					
	All Travelers	Vacation	VFR <sup>1</sup>	Pass-Through	Business	Other
Sample size	n=1463	n=352	n=294	n=506	n=207	n=46
Nonresident Travelers	1,605,000	401,000	337,000	562,000	225,000	48,000
Group Size (people/group)	2.08	2.33	2.13	2.01	1.69	2.25
Length of Stay (nights)	4.27	5.56	6.23	0.89	7.32	8.44
% of All Travelers in Q4	100%	25%	21%	35%	14%	3%
Gasoline, Oil	\$43.97	\$45.51	\$36.19	\$56.29	\$34.22	\$29.30
Retail sales	\$34.78	\$42.61	\$53.45	\$21.16	\$18.54	\$15.82
Restaurant, Bar	\$24.26	\$28.65	\$30.00	\$15.11	\$30.41	\$12.12
Hotel, B&B, etc.	\$12.89	\$12.92	\$9.15	\$10.77	\$22.38	\$7.53
Groceries, Snacks	\$9.82	\$18.54	\$10.68	\$4.27	\$6.13	\$3.43
Auto Rental and Repairs	\$3.43	\$1.96	\$2.43	\$0.34	\$13.70	\$1.34
Licenses, Entrance Fees	\$3.38	\$9.53	\$3.52	\$0.64	\$0.77	\$0.98
Misc. Services	\$1.72	\$1.34	\$3.74	\$0.83	\$1.57	\$0.54
Gambling	\$0.94	\$0.98	\$0.25	\$0.39	\$2.12	\$0.47
Outfitter, Guide	\$0.42	\$1.77	\$0.00	\$0.00	\$0.00	\$0.00
Campground, RV Park	\$0.24	\$0.38	\$0.05	\$0.28	\$0.21	\$0.34
Transportation Fares	\$0.03	\$0.00	\$0.02	\$0.01	\$0.02	\$0.62
<b>Total Avg. Daily per Group</b>	<b>\$135.88</b>	<b>\$164.18</b>	<b>\$149.49</b>	<b>\$110.10</b>	<b>\$130.07</b>	<b>\$72.50</b>

### Average Daily Expenditures of Those Who Spent in Each Category<sup>^^</sup>

Expenditure Category	# of Groups Who Spent	Percent of Sample (n=1155)	Mean <sup>3</sup> of Those Who Spent	Median <sup>4</sup> of Those Who Spent
Gasoline, Oil	872	75%	\$58.29	\$46.00
Restaurant, Bar	648	56%	\$43.26	\$30.00
Hotel, B&B, etc.	356	31%	\$84.91	\$79.00
Groceries, Snacks	323	28%	\$35.11	\$20.00
Retail Sales	243	21%	\$165.07	\$81.24
Campground, RV Park	81	7%	\$48.63	\$50.00
Licenses, Entrance Fees	47	4%	\$83.72	\$40.00
Auto Rental and Repairs	36	3%	\$75.25	\$75.00
Gambling	34	3%	\$32.54	\$36.32
Rental Cabin, Condo <sup>2</sup>	29	3%	\$67.60	\$40.00
Transportation Fares	24	2%	\$25.55	\$29.63
Misc. Services	6	1%	\$5.68	\$5.79
Outfitter, Guide	2	<1%	\$232.37	\$239.31

<sup>^</sup> Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

<sup>^^</sup>These figures 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.

<sup>1</sup>Visiting friends and/or relatives. <sup>2</sup>In the first table above, expenditures in this category are included with Hotel, Motel, B&B for comparability with previous years. <sup>3</sup>Mean, or average, is the sum of the values divided by the number of values. <sup>4</sup>Median is the middle value, with half of the values higher, and half lower than the median value.