

This report summarizes nonresident visitors to Montana during quarter(s) 1,3,4, 2020.

These travelers spent at least one night in the following counties: Lake.

This sample size of 22 survey respondents, which equates to 2.5% of all nonresident visitors, represents a total of 222,757 people.

Sites Visited on Trip

- 76% Yellowstone National Park
- 61% Glacier National Park
- 57% Flathead Lake State Parks
- 53% Ghost towns
- 50% Other Montana State Parks
- 20% National Bison Range
- 20% Museum of the Rockies, Bozeman
- 19% Bob Marshall Wilderness
- 18% Hot springs
- 6% Missouri River Breaks Nat'l Monument
- 5% MT Historical Museum, Helena
- 3% Grizzly & Wolf Discovery Center, West Yellowstone
- 3% Missouri Headwaters State Park
 - Ft. Peck Interpretive Center & Museum
 - C.M. Russell National Wildlife Refuge
 - CM Russell Museum, Great Falls
 - Lewis & Clark Interpretive Ctr, Great Falls
 - Rocky Mountain Elk Foundation
 - Lolo Pass Interpretive Center
 - Fort Peck Lake
 - Pompey's Pillar
 - Clark Canyon Reservoir
 - Virginia/Nevada City
 - Big Hole Battlefield
 - Bighorn Canyon Nat'l Recreation Area
 - Little Bighorn Battlefield
 - Lewis & Clark Caverns State Park

Group Characteristics

- 33% of groups with all first time visitors
- 65% of groups with all repeat visitors
- 2% of groups with mixed first time and repeat visitors
- 22% Flew on a portion of their trip
- 7% Own a 2nd property in MT
 - Hired an outfitter
- 75% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
71%	Vacation/recreation/pleasure	77%
25%	Visit friends/relatives/family event	32%
3%	Other	8%
1%	Business/convention/meeting	1%
--	Just passing through	--
--	Shopping	--

Activities

- 82% Nature photography
- 76% Day hiking
- 59% Scenic driving
- 54% Car / RV camping
- 52% Visiting Indian reservations
- 51% Rockhounding
- 51% Wildlife watching
- 37% Birding
- 33% Canoeing / kayaking
- 25% Visit farmers market
- 24% Visiting museums
- 23% Visiting other historical sites
- 18% Rock climbing
- 18% Recreational shopping
- 16% Attend wedding
- 13% Viewing art exhibits
- 13% Golfing
- 11% Motorboating
- 8% Visiting Lewis & Clark sites
- 7% Fishing / fly fishing
- 6% OHV / ATV
- 5% Visit local brewery
- 3% Road / tour bicycling
- 3% River rafting / floating
- 2% Bicycling
- 1% Mountain biking
 - Motorcycle touring
 - Backpacking
 - Visit local distillery
 - Snowshoeing
 - Dinosaur attraction
 - Attending performing arts
 - Hunting
 - Geocaching
 - Sporting event
 - Attending festivals or events
 - Horseback riding
 - Skiing / snowboarding
 - Snowmobiling
 - Cross-country skiing

Travel Mode to Enter MT

- 68% Auto/Truck
- 30% RV/Trailer
- 2% Air
 - Train
 - Motorcycle
 - Bus
 - Other

Average Length of Stay in MT 11.52 nights Of Nights Spent in MT

- 73% of nights spent in Glacier Country
- 13% of nights spent in Yellowstone Country
- 9% of nights spent in Southwest Montana Region
- 2% of nights spent in Central Montana Region
- 2% of nights spent in Missouri River Country
- 2% of nights spent in Southeast Montana Region

Percent of Nights Spent in Each Lodging Type

- 29% Other
- 20% Public land camping
- 18% Home/condo/cabin of friend/relative
- 15% Private campground
- 11% Hotel/motel
- 3% Vehicle in parking area
- 3% My second home/condo/cabin
- 1% Rented entire cabin/home
 - Bed & Breakfast
 - Guest ranch
 - Rented room in home
 - Resort/condominium

Montana Entry Points

- 26% Gardiner
- 18% Targhee Pass
- 16% West Yellowstone
- 12% Superior
- 9% Lodge Grass
- 6% Sidney
- 3% Wibaux/Beach
- 2% Culbertson/Bainville
- 2% Missoula Air

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
46%	Open space / uncrowded areas	96%
35%	Glacier National Park	49%
9%	Mountains / forests	70%
6%	Camping	44%
3%	Family / friends	33%
1%	Hiking	36%
--	A Montana State Park	--
--	Fish	22%
--	Hunting	--
--	Lakes	69%
--	Lewis & Clark history	4%
--	Native American history & culture	58%
--	Northern great plains / Badlands	1%
--	Other Montana history & culture	21%
--	Resort / guest ranch	--
--	Rivers	70%
--	Ski / Snowboard	--
--	Snowmobile	--
--	Special events	16%
--	Wildlife	57%
--	Yellowstone National Park	63%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	--	--	--	2%	58%	15%	25%	5.29	
Availability of recycling bins	2%	20%	19%	7%	36%	5%	12%	3.53	
Availability of travel information	--	--	--	3%	75%	13%	10%	5.27	
Amount of historical roadside information	2%	--	--	15%	61%	15%	8%	4.94	
Access to public lands	2%	3%	4%	2%	45%	40%	2%	4.94	
Amount of open space	2%	--	--	--	43%	55%	--	5.47	
Wildlife viewing opportunities	--	--	--	--	45%	55%	--	5.67	
Stewardship of the land	--	--	3%	4%	53%	41%	--	5.17	
A feeling of being welcomed	--	--	--	--	63%	37%	--	5.44	
Main streets reflecting local culture/heritage	2%	3%	--	--	59%	14%	21%	4.81	
Restaurants with local products	2%	--	3%	1%	39%	46%	9%	5	
Availability of local arts and crafts	--	--	--	16%	54%	25%	6%	5.12	

Residency

44% Texas
16% Colorado
10% North Dakota
10% Washington
5% Nevada
3% Nebraska
3% South Dakota
3% Wisconsin
3% California
2% Michigan

Age Groups Represented

-- 0-5 years
4% 6-10 years
20% 11-17 years
18% 18-24 years
17% 25-34 years
20% 35-44 years
24% 45-54 years
22% 55-64 years
16% 65-74 years
16% 75 and over

Respondent Age

25 - 75 Age range
55 Average age
58 Median age

Respondent Gender

35% Male
65% Female
29% First time visitor

Household Income

39% Less than \$50,000
8% \$50,000 to less than \$75,000
11% \$75,000 to less than \$100,000
19% \$100,000 to less than \$150,000
3% \$150,000 to less than \$200,000
21% \$200,000 or greater

Travel Group Type

- 37% Self
- 18% Couple
- 44% Immediate Family
 - Family & Friends
- 1% Friends
 - Business Associates
 - Extended Family
 - Organized Group or Club

Average Group Size: 2.39

Travel Group Size

- 37% 1 traveler
- 24% 2 travelers
- 3% 3 travelers
- 35% 4 travelers
- 1% 5 travelers
 - 6 travelers
 - 7 travelers
 - 8 travelers
 - 9 travelers
 - 10 travelers
 - more than 10

Info Sources Used for Trip Planning

Most Useful		All Used
24%	Other	19%
16%	Info. from previous visitor(s) to MT	35%
13%	Info. from friend/relative living in MT	29%
3%	Used no sources	18%
2%	National Park brochure/book/website	6%
--	"Made in Montana" website	13%
--	Automobile club (i.e. AAA)	17%
--	Called a MT visitor info. line/center	13%
--	Consumer online reviews (i.e. TripAdvisor)	3%
--	Guide book (i.e. Frommer's Lonely Planet)	3%
--	Info. from private businesses	13%
--	Info. from special events	--
--	MT community travel guide(s)	17%
--	Magazine/newspaper article online	1%
--	Magazine/newspaper articles	1%
--	Mobile apps	20%
--	Montana advertising campaign	--
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	34%
--	Online Video	3%
--	Online travel agent (e.g., Travelocity)	--
--	Other travel websites	--
--	Professional online travel reviews	--
--	Regional MT travel guide(s)	4%
--	Search Engine (i.e. Google)	59%
--	Social media (i.e. Facebook)	3%
--	State Park brochure/website	25%

Sources Used During Trip

Most Useful		All Used
35%	Info. from friend/relative living in MT	34%
20%	National Park brochure/book/website	32%
19%	Search engine (e.g., Google)	63%
4%	Regional MT travel guide(s)	4%
1%	State Park brochure/website	4%
--	"Made in Montana" website	--
--	Billboards	3%
--	Brochure information rack	3%
--	Consumer online reviews (i.e. TripAdvisor)	4%
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from private business (e.g., resort/motel/attraction)	2%
--	MT community travel guide(s)	--
--	Map applications (i.e. GoogleMaps)	59%
--	Mobile apps	17%
--	Motel/restaurant/gas station employee	--
--	Official MT guidebook magazine	17%
--	Official MT website (VisitMT.com)	--
--	Official highway information signs	36%
--	Other	2%
--	Social media (i.e. Facebook)	--
--	Used No Sources	10%
--	Visitor information center staff	26%