

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: Lincoln.

This sample size of 35 survey respondents, which equates to 4% of all nonresident visitors, represents a total of 354,136 people.

Sites Visited on Trip

- 96% Glacier National Park
- 84% Yellowstone National Park
- 44% Flathead Lake State Parks
- 21% Other Montana State Parks
- 19% Ghost towns
- 19% Little Bighorn Battlefield
- 17% Big Hole Battlefield
- 14% Clark Canyon Reservoir
- 14% Hot springs
- 13% Grizzly & Wolf Discovery Center, West Yellowstone
- 12% National Bison Range
- 5% Pompey's Pillar
- 4% Lolo Pass Interpretive Center
- 2% Fort Peck Lake
- 2% Ft. Peck Interpretive Center & Museum
- Missouri River Breaks Nat'l Monument
- C.M. Russell National Wildlife Refuge
- Missouri Headwaters State Park
- Lewis & Clark Interpretive Ctr, Great Falls
- Bob Marshall Wilderness
- Rocky Mountain Elk Foundation
- CM Russell Museum, Great Falls
- MT Historical Museum, Helena
- Museum of the Rockies, Bozeman
- Virginia/Nevada City
- Lewis & Clark Caverns State Park
- Bighorn Canyon Nat'l Recreation Area

Group Characteristics

- 39% of groups with all first time visitors
- 62% of groups with all repeat visitors
- of groups with mixed first time and repeat visitors
- 8% Flew on a portion of their trip
- 5% Own a 2nd property in MT
- 33% Hired an outfitter
- 90% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
68%	Vacation/recreation/pleasure	73%
17%	Visit friends/relatives/family event	40%
15%	Other	18%
--	Business/convention/meeting	--
--	Just passing through	11%
--	Shopping	1%

Activities

- 76% Scenic driving
- 66% Day hiking
- 51% Recreational shopping
- 51% Fishing / fly fishing
- 50% Visit local brewery
- 42% Visiting other historical sites
- 41% Car / RV camping
- 40% Wildlife watching
- 30% River rafting / floating
- 24% Golfing
- 21% Nature photography
- 20% Birding
- 17% Rockhounding
- 16% Canoeing / kayaking
- 15% Visit farmers market
- 14% Visiting Indian reservations
- 10% Bicycling
- 8% Attend wedding
- 7% Mountain biking
- 5% Visiting Lewis & Clark sites
- 4% Rock climbing
- 3% Road / tour bicycling
- 3% Motorcycle touring
- 2% OHV / ATV
- 2% Dinosaur attraction
- 1% Motorboating
 - Snowshoeing
 - Visit local distillery
 - Hunting
 - Cross-country skiing
 - Viewing art exhibits
 - Geocaching
 - Backpacking
 - Sporting event
 - Horseback riding
 - Visiting museums
 - Snowmobiling
 - Attending performing arts
 - Attending festivals or events
 - Skiing / snowboarding

Travel Mode to Enter MT

- 92% Auto/Truck
- 9% RV/Trailer
 - Train
 - Other
 - Motorcycle
 - Bus
 - Air

Average Length of Stay in MT 8.07 nights Of Nights Spent in MT

- 67% of nights spent in Glacier Country
- 14% of nights spent in Yellowstone Country
- 10% of nights spent in Southwest Montana Region
- 5% of nights spent in Central Montana Region
- 3% of nights spent in Southeast Montana Region
- 2% of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

- 24% Hotel/motel
- 22% Private campground
- 19% Home/condo/cabin of friend/relative
- 16% Rented entire cabin/home
- 12% Public land camping
- 5% Other
- 1% My second home/condo/cabin
- <1% Rented room in home
 - Guest ranch
 - Vehicle in parking area
 - Resort/condominium
 - Bed & Breakfast

Montana Entry Points

- 45% Troy
- 21% West Yellowstone
- 11% Targhee Pass
- 8% Gardiner
- 3% Roosevelt
- 3% Heron

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
32%	Open space / uncrowded areas	75%
25%	Mountains / forests	87%
21%	Fish	62%
21%	Glacier National Park	86%
--	A Montana State Park	24%
--	Camping	38%
--	Family / friends	30%
--	Hiking	66%
--	Hunting	13%
--	Lakes	77%
--	Lewis & Clark history	5%
--	Native American history & culture	13%
--	Northern great plains / Badlands	2%
--	Other Montana history & culture	32%
--	Resort / guest ranch	13%
--	Rivers	82%
--	Ski / Snowboard	--
--	Snowmobile	--
--	Special events	10%
--	Wildlife	57%
--	Yellowstone National Park	72%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	--	--	1%	3%	43%	18%	35%	5.06	
Availability of recycling bins	--	16%	5%	16%	26%	30%	7%	4.32	
Availability of travel information	--	--	10%	--	29%	42%	20%	5.44	
Amount of historical roadside information	--	--	--	--	63%	36%	1%	5.36	
Access to public lands	--	--	1%	2%	23%	73%	1%	5.48	
Amount of open space	--	--	--	--	8%	91%	1%	5.82	
Wildlife viewing opportunities	--	--	--	2%	18%	80%	--	5.7	
Stewardship of the land	--	--	--	--	27%	72%	1%	5.65	
A feeling of being welcomed	--	--	--	2%	36%	62%	--	5.57	
Main streets reflecting local culture/heritage	--	--	12%	5%	45%	38%	1%	5.32	
Restaurants with local products	--	--	--	3%	35%	57%	5%	5.52	
Availability of local arts and crafts	--	--	--	15%	29%	56%	--	5.39	

Residency

11% Minnesota
11% California
11% New York
11% Washington
10% Oklahoma
10% Arizona
10% Texas
5% Wisconsin
3% Oregon
3% Idaho
3% South Dakota
3% Pennsylvania
2% Alberta, Canada
2% Nevada
1% Florida
1% British Columbia, Canada

Respondent Age

25 - 76 Age range
51 Average age
49 Median age

Respondent Gender

59% Male
41% Female
33% First time visitor

Household Income

8% Less than \$50,000
19% \$50,000 to less than \$75,000
25% \$75,000 to less than \$100,000
35% \$100,000 to less than \$150,000
-- \$150,000 to less than \$200,000
13% \$200,000 or greater

Age Groups Represented

11% 0-5 years
2% 6-10 years
14% 11-17 years
6% 18-24 years
22% 25-34 years
51% 35-44 years
17% 45-54 years
11% 55-64 years
20% 65-74 years
3% 75 and over

Travel Group Type

- 14% Self
- 57% Couple
- 29% Immediate Family
 - Family & Friends
 - Friends
 - Business Associates
 - Extended Family
 - Organized Group or Club

Average Group Size: 2.48

Travel Group Size

- 14% 1 traveler
- 61% 2 travelers
- 1% 3 travelers
- 12% 4 travelers
- 13% 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
15%	Info. from previous visitor(s) to MT	38%
13%	Used no sources	13%
5%	Other	5%
5%	Info. from friend/relative living in MT	42%
3%	Magazine/newspaper articles	8%
3%	Mobile apps	12%
--	"Made in Montana" website	8%
--	Automobile club (i.e. AAA)	2%
--	Called a MT visitor info. line/center	8%
--	Consumer online reviews (i.e. TripAdvisor)	6%
--	Guide book (i.e. Frommer's Lonely Planet)	15%
--	Info. from private businesses	9%
--	Info. from special events	4%
--	MT community travel guide(s)	1%
--	Magazine/newspaper article online	7%
--	Montana advertising campaign	--
--	National Park brochure/book/website	17%
--	Official MT guidebook magazine	1%
--	Official MT website (VisitMT.com)	32%
--	Online Video	1%
--	Online travel agent (e.g., Travelocity)	--
--	Other travel websites	--
--	Professional online travel reviews	--
--	Regional MT travel guide(s)	1%
--	Search Engine (i.e. Google)	66%
--	Social media (i.e. Facebook)	3%
--	State Park brochure/website	1%

Sources Used During Trip

Most Useful		All Used
43%	Search engine (e.g., Google)	76%
15%	Used No Sources	17%
3%	National Park brochure/book/website	54%
3%	Official MT website (VisitMT.com)	18%
3%	Other	3%
--	"Made in Montana" website	--
--	Billboards	--
--	Brochure information rack	3%
--	Consumer online reviews (i.e. TripAdvisor)	23%
--	Guide book (i.e. Frommer's Lonely Planet)	10%
--	Info. from friend/relative living in MT	24%
--	Info. from private business (e.g., resort/motel/attraction)	3%
--	MT community travel guide(s)	--
--	Map applications (i.e. GoogleMaps)	71%
--	Mobile apps	18%
--	Motel/restaurant/gas station employee	--
--	Official MT guidebook magazine	--
--	Official highway information signs	19%
--	Regional MT travel guide(s)	--
--	Social media (i.e. Facebook)	4%
--	State Park brochure/website	12%
--	Visitor information center staff	11%