

**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: Mineral.**

**This sample size of 16 survey respondents, which equates to 1.8% of all nonresident visitors, represents a total of 160,602 people.**

**Sites Visited on Trip**

- 67% Yellowstone National Park
- 22% Lolo Pass Interpretive Center
- 17% Virginia/Nevada City
- 9% Ghost towns
- 9% Little Bighorn Battlefield
- 9% Other Montana State Parks
- 7% Hot springs
  - Bighorn Canyon Nat'l Recreation Area
  - Grizzly & Wolf Discovery Center, West Yellowstone
  - C.M. Russell National Wildlife Refuge
  - Missouri River Breaks Nat'l Monument
  - Ft. Peck Interpretive Center & Museum
  - Museum of the Rockies, Bozeman
  - Fort Peck Lake
  - Pompey's Pillar
  - Missouri Headwaters State Park
  - Bob Marshall Wilderness
  - Rocky Mountain Elk Foundation
  - National Bison Range
  - Glacier National Park
  - Flathead Lake State Parks
  - Lewis & Clark Interpretive Ctr, Great Falls
  - Clark Canyon Reservoir
  - Big Hole Battlefield
  - MT Historical Museum, Helena
  - CM Russell Museum, Great Falls
  - Lewis & Clark Caverns State Park

**Group Characteristics**

- 10% of groups with all first time visitors
- 88% of groups with all repeat visitors
- 3% of groups with mixed first time and repeat visitors
- 5% Flew on a portion of their trip
- 2% Own a 2nd property in MT
  - Hired an outfitter
- 100% Plan to return within 2 years

**Reasons for Trip**

<b>primary reason</b>		<b>all reasons</b>
39%	Vacation/recreation/pleasure	54%
31%	Visit friends/relatives/family event	46%
30%	Just passing through	45%
--	Other	--
--	Business/convention/meeting	--
--	Shopping	6%

### Activities

- 72% Car / RV camping
- 37% Wildlife watching
- 37% Scenic driving
- 31% Nature photography
- 17% Birding
- 17% Day hiking
- 14% Visiting other historical sites
- 12% Visit local brewery
- 12% Recreational shopping
- 9% Snowshoeing
- 8% Visit farmers market
- 8% OHV / ATV
- 6% Visiting Indian reservations
- 3% Fishing / fly fishing
- 3% Dinosaur attraction
- 3% Visiting museums
  - Mountain biking
  - Bicycling
  - Cross-country skiing
  - Skiing / snowboarding
  - Snowmobiling
  - Rock climbing
  - Motorcycle touring
  - Visit local distillery
  - Backpacking
  - Attend wedding
  - Geocaching
  - Rockhounding
  - Viewing art exhibits
  - Canoeing / kayaking
  - Hunting
  - Sporting event
  - Golfing
  - Motorboating
  - Visiting Lewis & Clark sites
  - Attending performing arts
  - Attending festivals or events
  - Road / tour bicycling
  - Horseback riding
  - River rafting / floating

### Travel Mode to Enter MT

- 48% RV/Trailer
- 34% Auto/Truck
- 18% Air
  - Train
  - Motorcycle
  - Bus
  - Other

### Average Length of Stay in MT 7.00 nights Of Nights Spent in MT

- 71% of nights spent in Glacier Country
- 16% of nights spent in Yellowstone Country
- 7% of nights spent in Central Montana Region
- 5% of nights spent in Southwest Montana Region
- 2% of nights spent in Southeast Montana Region
- of nights spent in Missouri River Country

### Percent of Nights Spent in Each Lodging Type

- 37% Home/condo/cabin of friend/relative
- 30% Private campground
- 20% Hotel/motel
- 8% Public land camping
- 3% Rented entire cabin/home
- 1% Vehicle in parking area
- 1% My second home/condo/cabin
- 1% Resort/condominium
  - Guest ranch
  - Other
  - Bed & Breakfast
  - Rented room in home

### Montana Entry Points

- 24% Bridger 310
- 22% Superior
- 17% Lodge Grass
- 15% Gardiner
- 11% Bozeman Air
- 7% Missoula Air
- 3% Wibaux/Beach

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
46%	Yellowstone National Park	57%
29%	Family / friends	32%
10%	Other Montana history & culture	33%
8%	Open space / uncrowded areas	93%
8%	Resort / guest ranch	32%
--	A Montana State Park	4%
--	Camping	8%
--	Fish	7%
--	Glacier National Park	4%
--	Hiking	33%
--	Hunting	--
--	Lakes	19%
--	Lewis & Clark history	--
--	Mountains / forests	93%
--	Native American history & culture	--
--	Northern great plains / Badlands	--
--	Rivers	85%
--	Ski / Snowboard	--
--	Snowmobile	--
--	Special events	--
--	Wildlife	72%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	3%	--	3%	8%	12%	25%	50%	4.75	
Availability of recycling bins	3%	5%	9%	3%	2%	11%	66%	3.43	
Availability of travel information	--	--	--	7%	16%	23%	55%	5.22	
Amount of historical roadside information	--	--	--	--	19%	28%	53%	5.36	
Access to public lands	--	--	1%	--	16%	31%	52%	5.27	
Amount of open space	--	--	--	--	19%	36%	45%	5.69	
Wildlife viewing opportunities	--	--	--	--	17%	24%	59%	5.5	
Stewardship of the land	--	--	--	5%	19%	27%	49%	5.27	
A feeling of being welcomed	--	--	--	10%	17%	33%	40%	5.33	
Main streets reflecting local culture/heritage	--	7%	5%	--	13%	27%	48%	5	
Restaurants with local products	--	8%	--	2%	15%	16%	59%	4.64	
Availability of local arts and crafts	--	5%	--	5%	4%	29%	57%	4.89	

**Residency**

31% Washington  
28% Wyoming  
13% Texas  
11% Virginia  
7% Colorado  
6% Idaho  
2% Ohio  
2% Indiana

**Respondent Age**

25 - 77 Age range  
56 Average age  
59 Median age

**Respondent Gender**

39% Male  
61% Female  
17% First time visitor

**Age Groups Represented**

-- 0-5 years  
-- 6-10 years  
2% 11-17 years  
7% 18-24 years  
15% 25-34 years  
8% 35-44 years  
7% 45-54 years  
58% 55-64 years  
47% 65-74 years  
19% 75 and over

**Household Income**

17% Less than \$50,000  
13% \$50,000 to less than \$75,000  
41% \$75,000 to less than \$100,000  
27% \$100,000 to less than \$150,000  
-- \$150,000 to less than \$200,000  
2% \$200,000 or greater

### Travel Group Type

- 26% Self
- 65% Couple
- 3% Immediate Family
- 7% Family & Friends
  - Friends
  - Business Associates
  - Extended Family
  - Organized Group or Club

### Average Group Size: 1.87

#### Travel Group Size

- 26% 1 traveler
- 68% 2 travelers
  - 3 travelers
- 7% 4 travelers
  - 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
53%	Used no sources	51%
12%	Other	18%
9%	Online travel agent (e.g., Travelocity)	11%
9%	Info. from friend/relative living in MT	16%
8%	Social media (i.e. Facebook)	13%
3%	Other travel websites	3%
--	"Made in Montana" website	--
--	Automobile club (i.e. AAA)	--
--	Called a MT visitor info. line/center	--
--	Consumer online reviews (i.e. TripAdvisor)	4%
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from previous visitor(s) to MT	6%
--	Info. from private businesses	2%
--	Info. from special events	--
--	MT community travel guide(s)	--
--	Magazine/newspaper article online	--
--	Magazine/newspaper articles	--
--	Mobile apps	11%
--	Montana advertising campaign	--
--	National Park brochure/book/website	6%
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	6%
--	Online Video	--
--	Professional online travel reviews	2%
--	Regional MT travel guide(s)	--
--	Search Engine (i.e. Google)	29%
--	State Park brochure/website	3%

### Sources Used During Trip

Most Useful		All Used
52%	Used No Sources	59%
20%	Search engine (e.g., Google)	37%
9%	Info. from friend/relative living in MT	10%
6%	Regional MT travel guide(s)	6%
--	"Made in Montana" website	--
--	Billboards	12%
--	Brochure information rack	7%
--	Consumer online reviews (i.e. TripAdvisor)	3%
--	Guide book (i.e. Frommer's Lonely Planet)	3%
--	Info. from private business (e.g., resort/motel/attraction)	--
--	MT community travel guide(s)	3%
--	Map applications (i.e. GoogleMaps)	24%
--	Mobile apps	26%
--	Motel/restaurant/gas station employee	--
--	National Park brochure/book/website	8%
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	3%
--	Official highway information signs	3%
--	Other	--
--	Social media (i.e. Facebook)	--
--	State Park brochure/website	2%
--	Visitor information center staff	4%