

This report summarizes nonresident visitors to Montana during quarter(s) 1,2,3, 2021.

These travelers spent at least one night in the following counties: Missoula. This sample size of 89 survey respondents, which equates to 10.8% of all nonresident visitors, represents a total of 1,157,453 people.

Sites Visited on Trip

- 45% Glacier National Park
- 31% Flathead Lake State Parks
- 29% Yellowstone National Park
- 26% Other Montana State Parks
- 15% Ghost towns
- 11% Hot springs
- 11% Museum of the Rockies, Bozeman
- 10% National Bison Range
- 10% Lewis & Clark Interpretive Ctr, Great Falls
- 9% Lolo Pass Interpretive Center
- 8% Missouri Headwaters State Park
- 7% Little Bighorn Battlefield
- 7% Missouri River Breaks Nat'l Monument
- 6% Grizzly & Wolf Discovery Center, West Yellowstone
- 6% Virginia/Nevada City
- 5% C.M. Russell National Wildlife Refuge
- 4% CM Russell Museum, Great Falls
- 4% Pompey's Pillar
- 4% MT Historical Museum, Helena
- 4% Bighorn Canyon Nat'l Recreation Area
- 3% Bob Marshall Wilderness
- 2% Lewis & Clark Caverns State Park
- 1% Clark Canyon Reservoir
- 1% Fort Peck Lake
- <1% Ft. Peck Interpretive Center & Museum
 - Rocky Mountain Elk Foundation
 - Big Hole Battlefield

Group Characteristics

- 10% of groups with all first time visitors
- 80% of groups with all repeat visitors
- 10% of groups with mixed first time and repeat visitors
- 24% Flew on a portion of their trip
- 6% Own a 2nd property in MT
- 6% Hired an outfitter
- 83% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
51%	Vacation/recreation/pleasure	54%
31%	Visit friends/relatives/family event	39%
10%	Business/convention/meeting	12%
8%	Just passing through	14%
--	Other	<1%
--	Shopping	2%

Activities

- 54% Day hiking
- 47% Scenic driving
- 39% Nature photography
- 38% Wildlife watching
- 37% Car / RV camping
- 31% Visiting other historical sites
- 27% Visit local brewery
- 24% Recreational shopping
- 23% Visiting Lewis & Clark sites
- 22% Visiting museums
- 20% Visiting Indian reservations
- 17% Viewing art exhibits
- 12% Fishing / fly fishing
- 11% Visit farmers market
- 11% River rafting / floating
- 10% Birding
- 10% Motorcycle touring
- 9% Horseback riding
- 8% Canoeing / kayaking
- 7% Dinosaur attraction
- 6% Golfing
- 6% Attend wedding
- 5% Motorboating
- 5% Skiing / snowboarding
- 4% Sporting event
- 3% Snowshoeing
- 3% Mountain biking
- 3% Attending festivals or events
- 3% Snowmobiling
- 3% Backpacking
- 2% Rockhounding
- 2% Visit local distillery
- 2% Bicycling
- 2% Hunting
- 1% OHV / ATV
- <1% Attending performing arts
 - Road / tour bicycling
 - Geocaching
 - Rock climbing
 - Cross-country skiing

Travel Mode to Enter MT

- 62% Auto/Truck
- 17% Air
- 16% RV/Trailer
- 4% Motorcycle
 - Train
 - Bus
 - Other

Average Length of Stay in MT 6.51 nights Of Nights Spent in MT

- 54% of nights spent in Glacier Country
- 15% of nights spent in Yellowstone Country
- 14% of nights spent in Central Montana Region
- 10% of nights spent in Southeast Montana Region
- 6% of nights spent in Southwest Montana Region
- 1% of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

- 41% Hotel/motel
- 21% Home/condo/cabin of friend/relative
- 12% Public land camping
- 11% Private campground
- 4% My second home/condo/cabin
- 3% Rented entire cabin/home
- 3% Vehicle in parking area
- 2% Other
- 1% Resort/condominium
- 1% Bed & Breakfast
- 1% Rented room in home
- <1% Guest ranch

Montana Entry Points

- 33% Superior
- 10% Missoula Air
- 6% Lodge Grass
- 6% Bozeman Air
- 5% Gardiner
- 5% Wibaux/Beach
- 5% Targhee Pass
- 5% West Yellowstone
- 4% Fairview
- 4% Monida
- 3% Sula
- 3% Troy
- 3% Lolo
- 2% Reynolds Pass

If on Vacation, Attracted to Montana for...			All Attractions
Primary Attraction			
31%	Open space / uncrowded areas		83%
24%	Family / friends		39%
18%	Mountains / forests		80%
16%	Glacier National Park		41%
3%	Yellowstone National Park		34%
3%	Resort / guest ranch		8%
2%	Rivers		75%
2%	Camping		30%
1%	Hiking		38%
1%	Lewis & Clark history		22%
1%	Other Montana history & culture		25%
<1%	Ski / Snowboard		8%
--	A Montana State Park		18%
--	Fish		21%
--	Hunting		6%
--	Lakes		56%
--	Native American history & culture		24%
--	Northern great plains / Badlands		19%
--	Snowmobile		4%
--	Special events		4%
--	Wildlife		50%

Satisfaction with Aspects of Montana								
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean
Highway rest areas	<1%	--	1%	3%	23%	55%	18%	5.43
Availability of recycling bins	5%	7%	10%	5%	21%	20%	33%	4.25
Availability of travel information	2%	--	1%	5%	30%	47%	16%	5.3
Amount of historical roadside information	--	2%	4%	8%	30%	42%	14%	5.26
Access to public lands	--	<1%	1%	2%	21%	53%	24%	5.46
Amount of open space	--	--	1%	--	12%	78%	9%	5.76
Wildlife viewing opportunities	--	--	--	6%	31%	51%	12%	5.51
Stewardship of the land	--	--	5%	5%	26%	42%	22%	5.33
A feeling of being welcomed	--	--	2%	4%	25%	60%	11%	5.52
Main streets reflecting local culture/heritage	--	2%	<1%	5%	40%	39%	14%	5.34
Restaurants with local products	--	--	<1%	2%	30%	48%	19%	5.51
Availability of local arts and crafts	--	--	1%	4%	24%	36%	34%	5.42

Residency

29% Washington
13% Oregon
6% Idaho
6% Illinois
5% Ohio
4% California
4% Tennessee
4% North Dakota
3% Wisconsin
3% New Jersey
3% Texas
2% North Carolina
2% Minnesota
2% Wyoming
2% Virginia
2% Georgia
2% Nebraska
2% Arizona
1% Utah
1% West Virginia
1% Lithuania
1% British Columbia, Canada
1% Iowa
1% Oklahoma
1% South Dakota
1% Washington, D.C.
1% New Mexico
<1% Colorado, Florida, Michigan, Connecticut, Alberta,
Canada

Respondent Age

27 - 82 Age range
58 Average age
61 Median age

Respondent Gender

54% Male
46% Female
14% First time visitor

Household Income

14% Less than \$50,000
16% \$50,000 to less than \$75,000
11% \$75,000 to less than \$100,000
30% \$100,000 to less than \$150,000
12% \$150,000 to less than \$200,000
18% \$200,000 or greater

Age Groups Represented

3% 0-5 years
4% 6-10 years
6% 11-17 years
5% 18-24 years
14% 25-34 years
15% 35-44 years
23% 45-54 years
34% 55-64 years
34% 65-74 years
19% 75 and over

Travel Group Type

28%	Self
49%	Couple
15%	Immediate Family
3%	Family & Friends
3%	Friends
2%	Business Associates
--	Extended Family
--	Organized Group or Club

Average Group Size: 1.95

Travel Group Size

28%	1 traveler
61%	2 travelers
2%	3 travelers
5%	4 travelers
2%	5 travelers
1%	6 travelers
--	7 travelers
--	8 travelers
--	9 travelers
--	10 travelers
--	more than 10

Info Sources Used for Trip Planning

Most Useful		All Used
22%	Used no sources	21%
10%	Info. from friend/relative living in MT	27%
5%	Other	9%
4%	Info. from previous visitor(s) to MT	14%
4%	National Park brochure/book/website	21%
2%	Called a MT visitor info. line/center	3%
2%	Mobile apps	13%
1%	Online travel agent (e.g., Travelocity)	4%
1%	Other travel websites	4%
--	"Made in Montana" website	6%
--	Automobile club (i.e. AAA)	6%
--	Consumer online reviews (i.e. TripAdvisor)	4%
--	Guide book (i.e. Frommer's Lonely Planet)	3%
--	Info. from private businesses	5%
--	Info. from special events	--
--	MT community travel guide(s)	3%
--	Magazine/newspaper article online	3%
--	Magazine/newspaper articles	1%
--	Montana advertising campaign	--
--	Official MT guidebook magazine	9%
--	Official MT website (VisitMT.com)	18%
--	Online Video	6%
--	Professional online travel reviews	4%
--	Regional MT travel guide(s)	4%
--	Search Engine (i.e. Google)	55%
--	Social media (i.e. Facebook)	10%
--	State Park brochure/website	5%

Sources Used During Trip

Most Useful		All Used
21%	Search engine (e.g., Google)	55%
15%	Info. from friend/relative living in MT	36%
11%	Used No Sources	11%
7%	Other	15%
6%	Official highway information signs	25%
5%	Official MT website (VisitMT.com)	8%
4%	National Park brochure/book/website	24%
3%	State Park brochure/website	6%
3%	Regional MT travel guide(s)	11%
--	"Made in Montana" website	7%
--	Billboards	11%
--	Brochure information rack	10%
--	Consumer online reviews (i.e. TripAdvisor)	6%
--	Guide book (i.e. Frommer's Lonely Planet)	3%
--	Info. from private business (e.g., resort/motel/attraction)	15%
--	MT community travel guide(s)	7%
--	Map applications (i.e. GoogleMaps)	58%
--	Mobile apps	23%
--	Motel/restaurant/gas station employee	--
--	Official MT guidebook magazine	8%
--	Social media (i.e. Facebook)	9%
--	Visitor information center staff	8%