

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: Sanders.

This sample size of 16 survey respondents, which equates to 1.9% of all nonresident visitors, represents a total of 164,054 people.

Sites Visited on Trip

- 33% Hot springs
- 28% Bob Marshall Wilderness
- 28% MT Historical Museum, Helena
- 25% Yellowstone National Park
- 22% Grizzly & Wolf Discovery Center, West Yellowstone
- 11% Rocky Mountain Elk Foundation
- 9% Lolo Pass Interpretive Center
- 8% Flathead Lake State Parks
- 5% Virginia/Nevada City
- 5% National Bison Range
- 4% Other Montana State Parks
- 4% Glacier National Park
 - Fort Peck Lake
 - C.M. Russell National Wildlife Refuge
 - Ghost towns
 - Pompey's Pillar
 - Missouri River Breaks Nat'l Monument
 - Ft. Peck Interpretive Center & Museum
 - Missouri Headwaters State Park
 - Big Hole Battlefield
 - CM Russell Museum, Great Falls
 - Lewis & Clark Interpretive Ctr, Great Falls
 - Clark Canyon Reservoir
 - Lewis & Clark Caverns State Park
 - Bighorn Canyon Nat'l Recreation Area
 - Museum of the Rockies, Bozeman
 - Little Bighorn Battlefield

Group Characteristics

- of groups with all first time visitors
- 100% of groups with all repeat visitors
- of groups with mixed first time and repeat visitors
- 24% Flew on a portion of their trip
- 6% Own a 2nd property in MT
- Hired an outfitter
- 97% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
50%	Visit friends/relatives/family event	50%
48%	Vacation/recreation/pleasure	83%
2%	Business/convention/meeting	21%
--	Other	11%
--	Just passing through	3%
--	Shopping	--

Activities

- 86% Scenic driving
- 36% Visiting other historical sites
- 31% Snowmobiling
- 26% Visiting museums
- 22% Wildlife watching
- 18% Day hiking
- 16% Nature photography
- 16% Car / RV camping
- 12% Visit local brewery
- 12% Recreational shopping
- 10% Birding
- 10% OHV / ATV
- 10% Geocaching
- 6% River rafting / floating
- 6% Canoeing / kayaking
- 5% Golfing
- 5% Viewing art exhibits
- 5% Hunting
- 5% Motorboating
- 5% Fishing / fly fishing
- 4% Motorcycle touring
 - Rock climbing
 - Bicycling
 - Snowshoeing
 - Cross-country skiing
 - Visit local distillery
 - Attend wedding
 - Dinosaur attraction
 - Skiing / snowboarding
 - Backpacking
 - Rockhounding
 - Visiting Indian reservations
 - Visit farmers market
 - Mountain biking
 - Visiting Lewis & Clark sites
 - Attending festivals or events
 - Sporting event
 - Road / tour bicycling
 - Attending performing arts
 - Horseback riding

Travel Mode to Enter MT

- 87% Auto/Truck
- 9% RV/Trailer
- 2% Motorcycle
- 2% Air
 - Train
 - Other
 - Bus

Average Length of Stay in MT 9.59 nights Of Nights Spent in MT

- 80% of nights spent in Glacier Country
- 12% of nights spent in Yellowstone Country
- 5% of nights spent in Southwest Montana Region
- 4% of nights spent in Central Montana Region
- 1% of nights spent in Southeast Montana Region
- of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

- 44% Home/condo/cabin of friend/relative
- 23% Hotel/motel
- 15% Private campground
- 5% My second home/condo/cabin
- 4% Bed & Breakfast
- 4% Resort/condominium
- 4% Public land camping
- 2% Other
 - Vehicle in parking area
 - Guest ranch
 - Rented entire cabin/home
 - Rented room in home

Montana Entry Points

- 47% Heron
- 15% Gardiner
- 14% Targhee Pass
- 14% Superior
- 3% Wibaux/Beach
- 3% Lolo
- 2% Biddle
- 2% Helena Air

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
29%	Snowmobile	25%
22%	Resort / guest ranch	27%
15%	Open space / uncrowded areas	53%
13%	Family / friends	50%
11%	Mountains / forests	38%
6%	Special events	4%
5%	Lakes	24%
--	A Montana State Park	--
--	Camping	13%
--	Fish	4%
--	Glacier National Park	8%
--	Hiking	17%
--	Hunting	4%
--	Lewis & Clark history	5%
--	Native American history & culture	--
--	Northern great plains / Badlands	21%
--	Other Montana history & culture	13%
--	Rivers	29%
--	Ski / Snowboard	--
--	Wildlife	47%
--	Yellowstone National Park	29%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	--	--	2%	3%	34%	12%	49%	5.1	
Availability of recycling bins	--	18%	2%	3%	39%	6%	33%	4.6	
Availability of travel information	--	--	--	4%	38%	24%	34%	5.36	
Amount of historical roadside information	--	--	--	--	24%	31%	45%	5.5	
Access to public lands	--	--	--	3%	62%	15%	20%	5.18	
Amount of open space	--	--	--	--	41%	59%	--	5.71	
Wildlife viewing opportunities	--	--	--	--	16%	67%	17%	5.83	
Stewardship of the land	--	21%	--	--	9%	36%	34%	5.22	
A feeling of being welcomed	--	--	--	--	28%	72%	--	5.79	
Main streets reflecting local culture/heritage	--	--	18%	3%	19%	26%	34%	5.2	
Restaurants with local products	--	--	--	--	28%	12%	61%	5.38	
Availability of local arts and crafts	--	--	--	--	26%	9%	66%	5.33	

Residency

33% Washington
19% California
15% Oklahoma
14% Utah
5% Idaho
4% Minnesota
4% Wisconsin
3% Texas
3% Kentucky

Age Groups Represented

-- 0-5 years
-- 6-10 years
13% 11-17 years
2% 18-24 years
2% 25-34 years
5% 35-44 years
13% 45-54 years
58% 55-64 years
46% 65-74 years
21% 75 and over

Respondent Age

41 - 81 Age range
64 Average age
66 Median age

Respondent Gender

42% Male
58% Female
-- First time visitor

Household Income

4% Less than \$50,000
17% \$50,000 to less than \$75,000
32% \$75,000 to less than \$100,000
23% \$100,000 to less than \$150,000
10% \$150,000 to less than \$200,000
14% \$200,000 or greater

Travel Group Type

- 41% Self
- 35% Couple
- 13% Immediate Family
 - Family & Friends
- 11% Friends
 - Business Associates
 - Extended Family
 - Organized Group or Club

Average Group Size: 1.64

Travel Group Size

- 41% 1 traveler
- 57% 2 travelers
 - 3 travelers
 - 4 travelers
- 2% 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
10%	Used no sources	20%
5%	Mobile apps	9%
4%	Info. from friend/relative living in MT	24%
4%	Social media (i.e. Facebook)	6%
3%	National Park brochure/book/website	17%
--	"Made in Montana" website	--
--	Automobile club (i.e. AAA)	14%
--	Called a MT visitor info. line/center	4%
--	Consumer online reviews (i.e. TripAdvisor)	2%
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from previous visitor(s) to MT	11%
--	Info. from private businesses	4%
--	Info. from special events	4%
--	MT community travel guide(s)	--
--	Magazine/newspaper article online	--
--	Magazine/newspaper articles	4%
--	Montana advertising campaign	--
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	--
--	Online Video	--
--	Online travel agent (e.g., Travelocity)	--
--	Other travel websites	3%
--	Other	14%
--	Professional online travel reviews	--
--	Regional MT travel guide(s)	--
--	Search Engine (i.e. Google)	54%
--	State Park brochure/website	14%

Sources Used During Trip

Most Useful		All Used
26%	Search engine (e.g., Google)	37%
14%	Used No Sources	35%
11%	Info. from friend/relative living in MT	20%
4%	National Park brochure/book/website	2%
--	"Made in Montana" website	--
--	Billboards	3%
--	Brochure information rack	--
--	Consumer online reviews (i.e. TripAdvisor)	14%
--	Guide book (i.e. Frommer's Lonely Planet)	2%
--	Info. from private business (e.g., resort/motel/attraction)	3%
--	MT community travel guide(s)	--
--	Map applications (i.e. GoogleMaps)	44%
--	Mobile apps	11%
--	Motel/restaurant/gas station employee	--
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	--
--	Official highway information signs	3%
--	Other	3%
--	Regional MT travel guide(s)	--
--	Social media (i.e. Facebook)	3%
--	State Park brochure/website	14%
--	Visitor information center staff	--