

**Select Years**

2021

**Select Quarters**

All

**Select Geography Type**

All

**Select Regions**

Glacier Country

**Select Counties**

Lake

**Select Cities**

All

# Interactive Data Report

For Quarter(s): All  
Of the Year(s): 2021

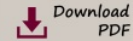
## Lake County

# 1,510,026

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **13.1%** of the average annual nonresident visitors are represented.

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**157 Intercept Surveys Conducted****With 157 Mailback Surveys Returned***Filters persist across pages. Please be mindful of the filters you've selected as you view each page.*

### Montana Entry Points

|   |     |
|---|-----|
| U.S. 20 over Targhee Pass - Targhee Pass                | 16% |
| U.S. 310 - Bridger 310                                  | 12% |
| U.S. 89 to Yellowstone NP - Gardiner                    | 11% |
| I-90 over Lookout Pass - Superior                       | 10% |
| I-15 to Idaho - Monida                                  | 9%  |
| I-90 to Wyoming - Lodge Grass                           | 5%  |
| I-94 to North Dakota - Wibaux/Beach                     | 5%  |
| Bozeman Yellowstone International Airport - Bozema..    | 4%  |
| MT 72 - Bridger 72                                      | 4%  |
| MT 200 to Idaho - Heron                                 | 4%  |
| U.S. 191   U.S. 287 to Yellowstone NP - West Yellowst.. | 3%  |
| Missoula International Airport - Missoula Air           | 2%  |
| Glacier Park International Airport - Kalispell Air      | 2%  |
| U.S. 212 near Alzada MT - Alzada                        | 2%  |
| U.S.12 over Lolo Pass - Lolo                            | 2%  |
| U.S. 93 to Idaho - Sula                                 | 2%  |
| MT 200 near Fairview MT - Fairview                      | 2%  |

**Average Nights Spent:****6.9 nights**

### Nights Spent by Region

|                        |     |
|------------------------|-----|
| Glacier Country        | 61% |
| Southwest MT           | 14% |
| Yellowstone Country    | 14% |
| Central MT             | 6%  |
| Southeast MT           | 4%  |
| Missouri River Country | 1%  |

### Nights Spent by Lodging Type

|                                     |     |
|-------------------------------------|-----|
| Hotel/motel                         | 43% |
| Home/condo/cabin of friend/relative | 18% |
| Private campground                  | 17% |
| Public land camping                 | 8%  |
| Other                               | 4%  |
| Rented entire cabin/home            | 5%  |
| Vehicle in parking area             | 1%  |
| Resort/condominium                  | 3%  |
| Rented room in home                 | 1%  |
| My second home/condo/cabin          | 1%  |
| Bed & Breakfast                     | 0%  |
| Guest ranch                         | 0%  |

### Sites Visited on Trip

|  |     |
|--|-----|
| Yellowstone National Park                      | 33% |
| Glacier National Park                          | 79% |
| Hot springs                                    | 22% |
| Flathead Lake State Parks                      | 46% |
| Little Bighorn Battlefield                     | 13% |
| Other Montana state parks                      | 20% |
| Ghost towns                                    | 12% |
| National Bison Range                           | 20% |
| Virginia City/Nevada City                      | 9%  |
| Lewis & Clark Interpretive Center, Great Falls | 16% |
| Museum of the Rockies, Bozeman                 | 12% |
| Missouri Headwaters State Park                 | 5%  |
| Montana Historical Museum, Helena              | 6%  |

### Nights Spent by Booking Method

|   |     |
|---|-----|
| Contacted accommodation directly (i.e., called hotel, used business website)" | 52% |
| N/A (no cost)   | 23% |
| Booking using online travel agent site (e.g., Expedia, trivago)               | 9%  |
| Walked-in   | 7%  |
| Other   | 4%  |
| Booked through Airbnb   | 3%  |
| Booked through VRBO/HomeAway  | 1%  |



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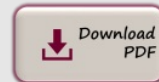
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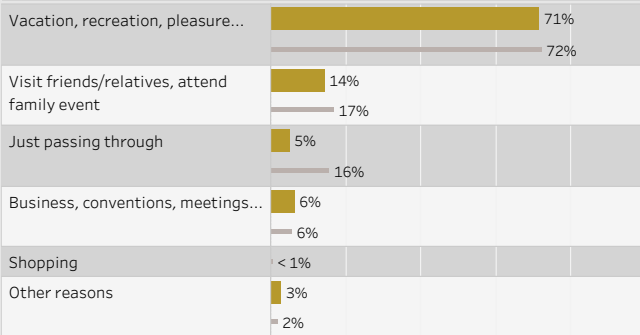
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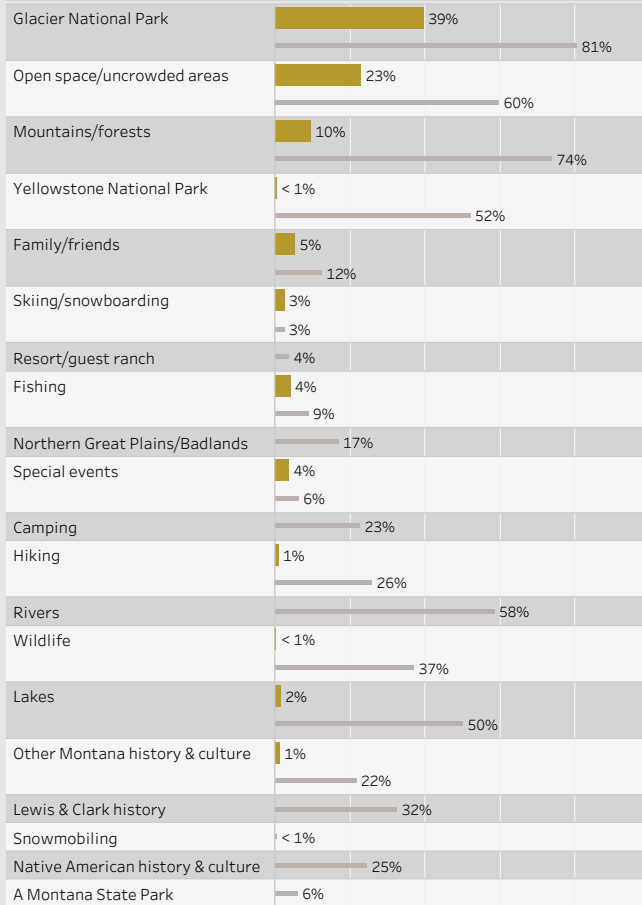


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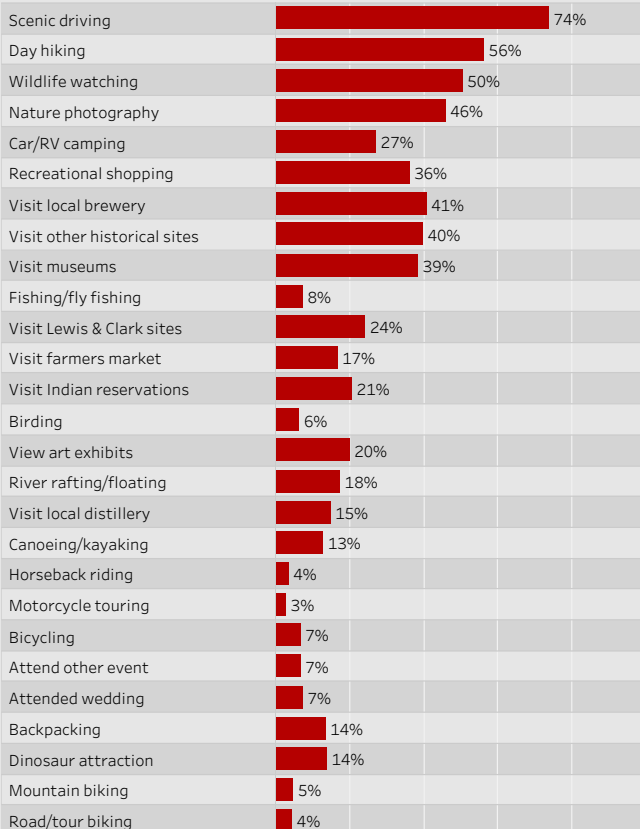
### Reasons for Trip (Primary Reason, All Reasons)



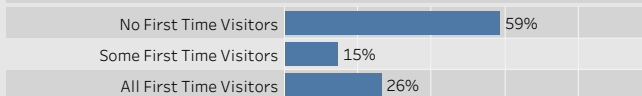
### If On Vacation, Attracted to Montana For... (Primary Attraction, All Attractions)



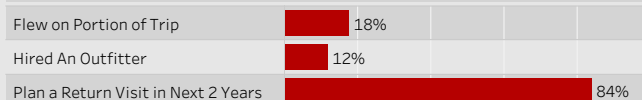
### Activities on Trip



### First Time Visitors



### Other Trip Characteristics





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### Residency of Travel Groups

|                |     |
|----------------|-----|
| Ohio           | 13% |
| California     | 13% |
| Washington     | 10% |
| Utah           | 6%  |
| Missouri       | 6%  |
| Florida        | 6%  |
| Wyoming        | 5%  |
| Texas          | 4%  |
| Colorado       | 4%  |
| Idaho          | 4%  |
| Oregon         | 3%  |
| Arizona        | 3%  |
| Wisconsin      | 2%  |
| Minnesota      | 2%  |
| New Jersey     | 2%  |
| North Carolina | 2%  |
| Illinois       | 2%  |
| South Dakota   | 1%  |
| Virginia       | 1%  |
| Indiana        | 1%  |
| New York       | 1%  |
| New Hampshire  | 1%  |
| Michigan       | 1%  |
| North Dakota   | 1%  |
| Nevada         | 1%  |

### Travel Group Type

|                     |     |
|---------------------|-----|
| Couple              | 46% |
| Self                | 10% |
| Immediate Family    | 27% |
| Friends             | 5%  |
| Family & Friends    | 2%  |
| Business Associates | 2%  |
| Null                | 7%  |

**Average Group Size: 2.5 persons**

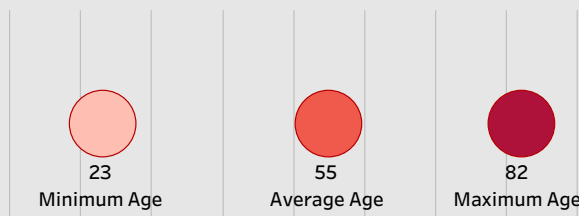
### Travel Group Size

|              |      |
|--------------|------|
| 1            | 10%  |
| 2            | 69%  |
| 3            | 6%   |
| 4            | 10%  |
| 5            | 1%   |
| 6            | < 1% |
| 7            | < 1% |
| 9            | 2%   |
| More than 10 | < 1% |

### Age Groups

|             |     |
|-------------|-----|
| 0-5 years   | 6%  |
| 6-10 years  | 5%  |
| 11-17 years | 5%  |
| 18-24 years | 14% |
| 25-34 years | 12% |
| 35-44 years | 9%  |
| 45-54 years | 19% |
| 55-64 years | 36% |
| 65-74 years | 44% |
| 75 and over | 19% |

### Respondent Ages



### Income on Trip

|                                  |     |
|----------------------------------|-----|
| Less than \$50,000               | 12% |
| \$50,000 to less than \$75,000   | 20% |
| \$75,000 to less than \$100,000  | 13% |
| \$100,000 to less than \$150,000 | 30% |
| \$150,000 to less than \$200,000 | 9%  |
| \$200,000 or greater             | 15% |

### Respondent Gender

|        |     |
|--------|-----|
| Male   | 49% |
| Female | 47% |



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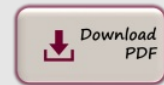
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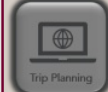
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### Info Sources Used For Planning (Most Useful, All Used)

|   |      |     |
|---|------|-----|
| Search engine (e.g., Google)                | 32%  | 71% |
| Used no sources listed                      | 5%   | 12% |
| Info. from friend/relative living in MT     | 12%  | 32% |
| Info. from previous visitor(s) to MT        | 13%  | 38% |
| National Park brochure/book/website         | 7%   | 40% |
| Mobile Apps                                 | 2%   | 17% |
| Official MT website (VisitMT.com)           | 3%   | 15% |
| Other                                       | 4%   |     |
| Social networking site (i.e., Facebook)     | < 1% | 8%  |
| Regional MT travel guide(s)                 | 6%   | 8%  |
| Online travel agent (e.g., Travelocity)     | 1%   |     |
| Consumer online reviews (i.e., TripAdvisor) | < 1% | 8%  |
| Automobile club (i.e., AAA)                 | 3%   | 14% |
| Online video (e.g., YouTube)                | 2%   | 9%  |
| Other travel websites                       | < 1% | 4%  |
| Info. from private business employees..     | < 1% |     |
| Guide book (e.g., Frommer's, Lonely Planet) | < 1% | 2%  |
| State Park brochure/book/website            | < 1% | 7%  |
| Official MT guidebook magazine              | < 1% | 4%  |
| Montana advertising campaign                | < 1% |     |
| Called a MT visitor info. line/center       | 2%   |     |
| Movies, TV shows                            | < 1% | 7%  |
| MT community travel guide(s)                | 1%   |     |
| Professional online travel reviews          | 1%   |     |
| "Made in Montana" website                   | 3%   |     |
| Billboards                                  | 9%   |     |
| Info from special events                    | < 1% |     |
| Info. from private business employees..     | 5%   |     |
| Magazine/newspaper articles online          | 4%   |     |
| Magazine/newspaperarticles                  | 6%   |     |

### Info Sources Used On Trip (Most Useful, All Used)

|  |      |     |
|--|------|-----|
| Map applications (i.e., Google Maps)               | 27%  | 66% |
| Search engine (e.g., Google)                       | 21%  | 69% |
| Used no sources                                    | 5%   | 6%  |
| Info. from friend/relative living in MT            | 12%  | 32% |
| National Park brochure/book/website                | 9%   | 47% |
| Other mobile apps                                  | < 1% | 20% |
| Official highway information signs                 | < 1% | 27% |
| Other  | 4%   | 12% |
| Visitor information center staff                   | 5%   | 28% |
| Consumer online reviews (i.e., TripAdvisor)        | 1%   | 11% |
| Brochure information rack                          | < 1% | 21% |
| Official MT website (VisitMT.com)                  | 1%   | 13% |
| Regional MT travel guide(s)                        | < 1% | 25% |
| Info. from private business employees (e.g., res.) | < 1% |     |
| Official MT Guidebook magazine                     | < 1% | 12% |
| Billboards   | 13%  |     |
| MT community travel guide(s)                       | 10%  |     |
| State Park brochure/website                        | 10%  |     |
| Local newspaper                                    | < 1% |     |
| "Made in Montana" website                          | 2%   |     |
| Guidebook (i.e. Frommer's Lonely Planet)           | 2%   |     |
| Info. from private business employees (e.g., res.) | 3%   |     |
| Social media (i.e., Facebook)                      | 10%  |     |



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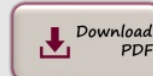
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### Satisfaction With Aspects of Montana

Very dissatisfied

Dissatisfied

Somewhat dissatisfied

Somewhat satisfied

Satisfied

Very Satisfied

N/A

| Aspect   | % Neg | % Pos | Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Somewhat satisfied | Satisfied | Very Satisfied | N/A |
|--|-------|-------|-------------------|--------------|-----------------------|--------------------|-----------|----------------|-----|
| Amount of open space                           | 1%    | 97%   |                   |              | 21%                   | 75%                |           |                | 2%  |
| A feeling of being welcomed                    | 1%    | 97%   |                   |              | 35%                   | 60%                |           |                | 2%  |
| Wildlife viewing opportunities                 | 2%    | 95%   |                   |              | 33%                   | 58%                |           |                | 3%  |
| Availability of travel information             | 1%    | 95%   |                   |              | 12%                   | 40%                | 42%       |                | 4%  |
| Access to public lands                         | 2%    | 91%   |                   |              | 42%                   | 48%                |           |                | 7%  |
| Stewardship of the land                        | 2%    | 83%   |                   |              | 10%                   | 30%                | 43%       |                | 15% |
| Restaurants with local products                | 4%    | 83%   |                   |              | 8%                    | 27%                | 47%       |                | 13% |
| Main streets reflecting local culture/heritage | 2%    | 82%   |                   |              | 8%                    | 46%                | 29%       |                | 16% |
| Amount of historical roadside information      | 2%    | 82%   |                   |              | 18%                   | 44%                | 21%       |                | 16% |
| Highway rest areas                             | 5%    | 77%   |                   |              | 31%                   | 44%                |           |                | 17% |
| Availability of local arts and crafts          | 1%    | 70%   |                   |              | 12%                   | 29%                | 30%       |                | 29% |
| Availability of recycling bins                 | 27%   | 47%   | 8%                | 18%          | 7%                    | 29%                | 11%       |                | 26% |