

**Select Years**

2021

Select Quarters

All

Select Geography Type

All

Select Regions

Glacier Country

Select Counties

Lincoln

Select Cities

All

Interactive Data Report

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

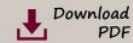
Lincoln County

698,247

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **6.1%** of the average annual nonresident visitors are represented.

For the current filter selections, there were:

63 Intercept Surveys Conducted**With 63 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. 2 to Idaho - Troy	33%
U.S. 310 - Bridger 310	10%
U.S. 191 U.S. 287 to Yellowstone NP - West Yellowstone	7%
I-90 over Lookout Pass - Superior	6%
I-90 to Wyoming - Lodge Grass	5%
MT 200 to Idaho - Heron	5%
MT 72 - Bridger 72	4%
MT 314 near Decker MT - Decker	4%
U.S. 89 to Yellowstone NP - Gardiner	4%
MT 200 near Fairview MT - Fairview	4%
I-15 to Idaho - Monida	3%
I-94 to North Dakota - Wibaux/Beach	3%
U.S.12 over Lolo Pass - Lolo	3%
US 2 to North Dakota - Culbertson/Bainville	3%

Average Nights Spent:**4.5 nights**

Nights Spent by Region

Glacier Country	66%
Central MT	14%
Yellowstone Country	11%
Southeast MT	4%
Missouri River Country	4%
Southwest MT	2%

Nights Spent by Lodging Type

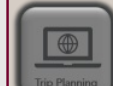
Private campground	28%
Public land camping	25%
Hotel/motel	17%
Home/condo/cabin of friend/relative	18%
Other	9%
Rented entire cabin/home	1%
Rented room in home	1%
Resort/condominium	0%
Bed & Breakfast	0%
Vehicle in parking area	0%

Sites Visited on Trip

Yellowstone National Park	29%
Glacier National Park	70%
Flathead Lake State Parks	25%
Little Bighorn Battlefield	14%
Other Montana state parks	29%
Fort Peck Lake	9%
Missouri River Breaks Natl Monument	5%

Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	41%
N/A (no cost)	28%
Walked-in	17%
Booking using online travel agent site (e.g., Expedia, trivago)	10%
Other	5%
Booked through Airbnb	0%
Booked through VRBO/HomeAway	0%



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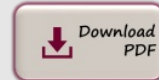
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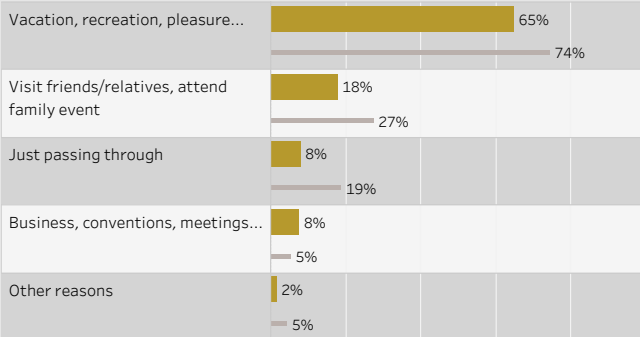
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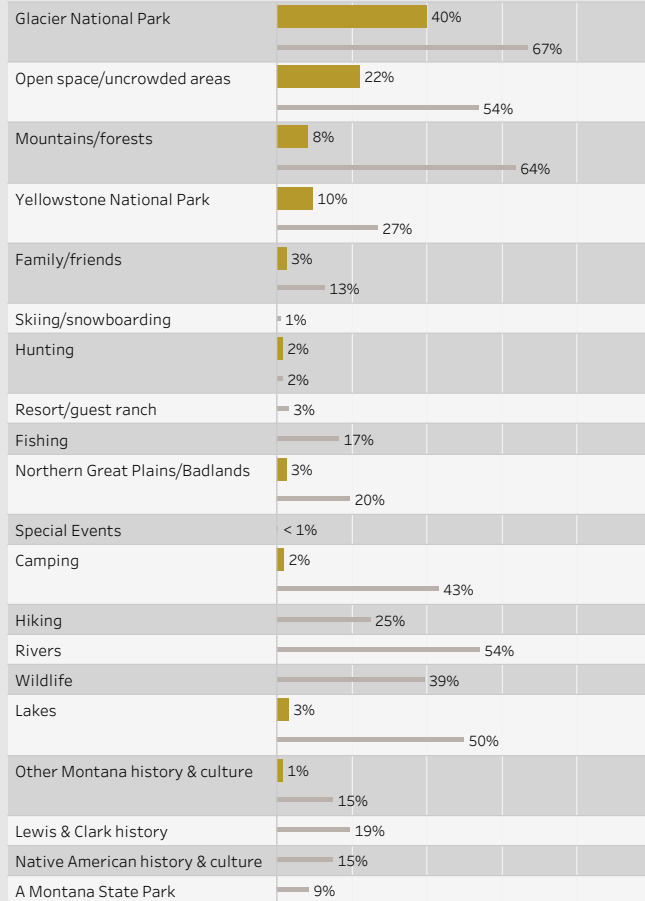


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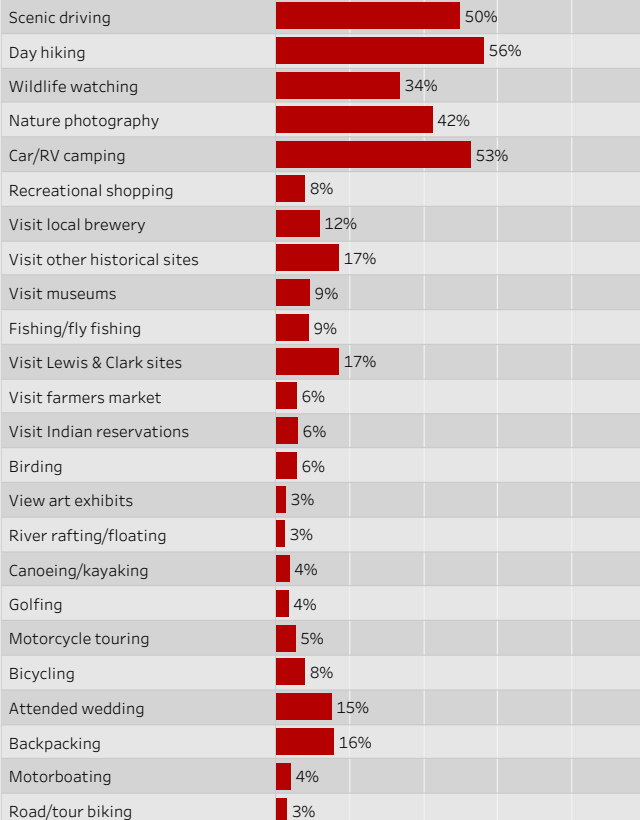
Reasons for Trip (Primary Reason, All Reasons)



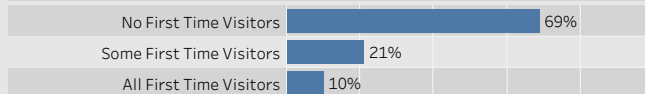
If On Vacation, Attracted to Montana For... (Primary Attraction, All Attractions)



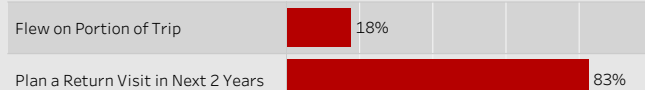
Activities on Trip



First Time Visitors



Other Trip Characteristics





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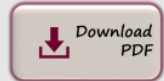
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Residency of Travel Groups

Washington	24%
Arizona	11%
Missouri	10%
Oregon	7%
Nebraska	7%
Ohio	7%
Idaho	6%
South Dakota	4%
Wisconsin	4%
California	3%
Minnesota	3%
Virginia	2%
Florida	2%
Georgia	2%
Alaska	1%
Colorado	1%
Michigan	1%
New Mexico	1%
Vermont	1%
Wyoming	1%

Travel Group Type

Couple	59%
Self	10%
Immediate Family	18%
Friends	11%
Family & Friends	2%

Average Group Size: 2.5 persons

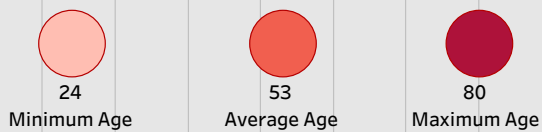
Travel Group Size

1	10%
2	69%
3	1%
4	15%
9	4%

Age Groups

0-5 years	7%
11-17 years	4%
18-24 years	15%
25-34 years	12%
35-44 years	7%
45-54 years	12%
55-64 years	41%
65-74 years	49%
75 and over	10%

Respondent Ages



Income on Trip

Less than \$50,000	10%
\$50,000 to less than \$75,000	34%
\$75,000 to less than \$100,000	11%
\$100,000 to less than \$150,000	39%
\$150,000 to less than \$200,000	4%
\$200,000 or greater	3%

Respondent Gender

Male	53%
Female	46%



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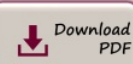
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Info Sources Used For Planning (Most Useful, All Used)

Search engine (e.g., Google)	35%	55%
Used no sources listed	4%	20%
Info. from friend/relative living in MT	15%	22%
Info. from previous visitor(s) to MT	4%	30%
National Park brochure/book/website	8%	33%
Mobile Apps	7%	13%
Official MT website (VisitMT.com)	6%	19%
Other	10%	
Social networking site (i.e., Facebook)	4%	6%
Regional MT travel guide(s)	< 1%	6%
Other travel websites	< 1%	8%
Guide book (e.g., Frommer's, Lonely Planet)	< 1%	8%
State Park brochure/book/website	9%	
Official MT guidebook magazine	3%	
Called a MT visitor info. line/center	< 1%	
"Made in Montana" website	< 1%	2%
Magazine/newspaper articles	< 1%	< 1%
MT community travel guide(s)	1%	
Automobile club (i.e., AAA)	6%	
Billboards	1%	
Consumer online reviews (i.e., TripAdv..)	4%	
Info from special events	< 1%	
Info. from private business employees..	< 1%	
Magazine/newspaper articles online	2%	
Online video (e.g., YouTube)	2%	

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

Map applications (i.e., Google Maps)	15%	45%
Search engine (e.g., Google)	22%	47%
Used no sources	13%	13%
Info. from friend/relative living in MT	20%	27%
National Park brochure/book/website	4%	32%
Other mobile apps	2%	14%
Official highway information signs	10%	
Other	2%	10%
Visitor information center staff	6%	19%
Consumer online reviews (i.e., TripAdvisor)	4%	6%
Brochure information rack	< 1%	11%
Official MT website (VisitMT.com)	2%	5%
Regional MT travel guide(s)	< 1%	7%
Official MT Guidebook Magazine	1%	
Billboards	2%	
MT community travel guide(s)	2%	
State Park brochure/website	3%	13%
Local newspaper	< 1%	
"Made in Montana" website	< 1%	
Guidebook (i.e. Frommer's Lonely Planet)	11%	
Info. from private business employees (e.g., res..	< 1%	
Social media (i.e., Facebook)	5%	



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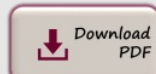
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Satisfaction With Aspects of Montana	Satisfaction Level							N/A	
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very Satisfied			
Aspect	% Neg	% Pos							
A feeling of being welcomed	2%	97%	11%	32%	54%			1%	
Amount of open space	3%	93%		39%	52%			4%	
Wildlife viewing opportunities	1%	93%	11%	36%	46%			6%	
Main streets reflecting local culture/heritage	4%	86%	11%	35%	39%			10%	
Amount of historical roadside information	0%	85%	9%	49%	27%			15%	
Stewardship of the land	6%	85%	5%	12%	35%	38%		9%	
Availability of travel information	5%	82%	5%	10%	48%	23%		13%	
Access to public lands	6%	80%		39%	36%			14%	
Restaurants with local products	10%	67%	7%	5%	36%	26%		23%	
Highway rest areas	10%	66%	9%	6%	34%	26%		24%	
Availability of local arts and crafts	8%	54%	8%		32%	21%		38%	
Availability of recycling bins	29%	43%	9%	8%	12%	6%	31%	5%	28%