



Select Years

2021

Select Quarters

All

Select Geography Type

All

Select Regions

Glacier Country

Select Counties

Mineral

Select Cities

All

Interactive Data Report

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

Mineral County

1,864,091

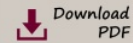
Estimated Visitors (Annual Mean)

Based on the current report selection(s) **16.2%** of the average annual nonresident visitors are represented.

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Montana Entry Points

I-90 over Lookout Pass - Superior	54%
U.S. 191 U.S. 287 to Yellowstone NP - West Yellowstone	8%
U.S. 20 over Targhee Pass - Targhee Pass	6%
U.S. 93 to Idaho - Sula	5%
U.S. 89 to Yellowstone NP - Gardiner	5%
U.S. 2 to Idaho - Troy	4%
I-15 to Idaho - Monida	4%
I-94 to North Dakota - Wibaux/Beach	3%
I-90 to Wyoming - Lodge Grass	3%
MT 72 - Bridger 72	2%

Average Nights Spent:

6.3 nights

Nights Spent by Region

Glacier Country	41%
Yellowstone Country	25%
Central MT	14%
Southeast MT	9%
Southwest MT	9%
Missouri River Country	2%

Nights Spent by Lodging Type

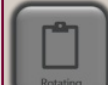
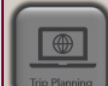
Hotel/motel	30%
Home/condo/cabin of friend/relative	20%
Private campground	18%
Public land camping	13%
Rented entire cabin/home	11%
Other	3%
Vehicle in parking area	2%
Resort/condominium	1%
Rented room in home	1%
Bed & Breakfast	0%
My second home/condo/cabin	0%
Guest ranch	0%

Sites Visited on Trip

Yellowstone National Park	37%
Glacier National Park	50%
Hot springs	24%
Flathead Lake State Parks	10%
Little Bighorn Battlefield	7%
Other Montana state parks	18%
Ghost towns	12%
Virginia City/Nevada City	9%
Museum of the Rockies, Bozeman	9%
Missouri Headwaters State Park	6%
Pompeys Pillar	5%

Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	41%
N/A (no cost)	27%
Walked-in	13%
Booking using online travel agent site (e.g., Expedia, trivago)	6%
Booked through Airbnb	9%
Other	2%
Booked through VRBO/HomeAway	2%



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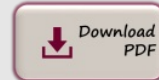
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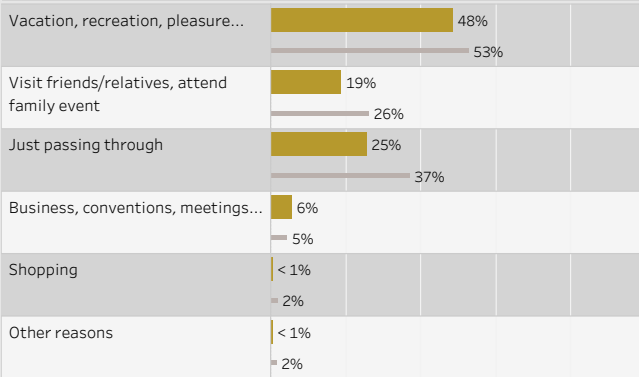
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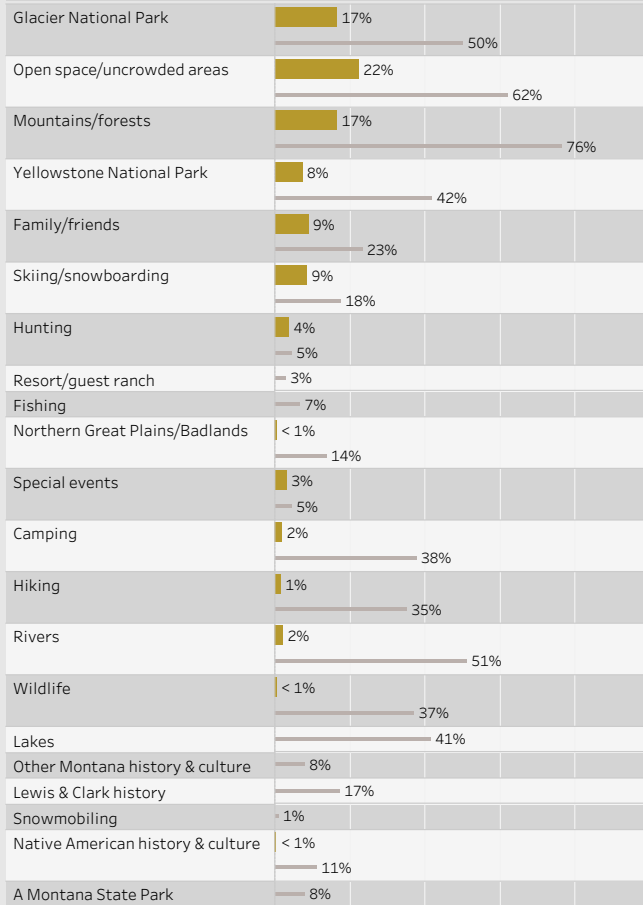


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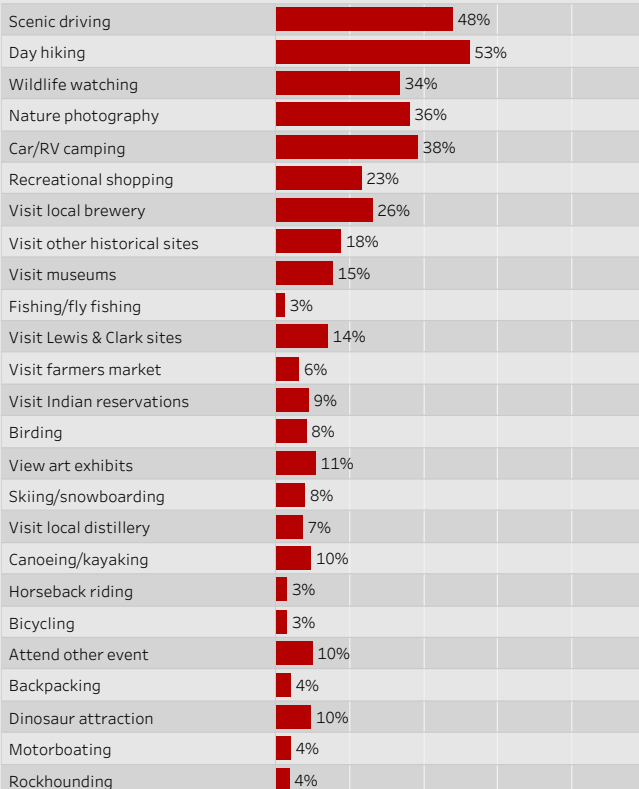
Reasons for Trip (Primary Reason, All Reasons)



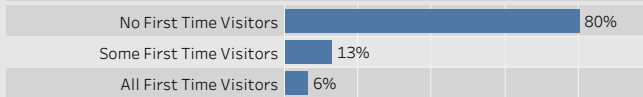
If On Vacation, Attracted to Montana For... (Primary Attraction, All Attractions)



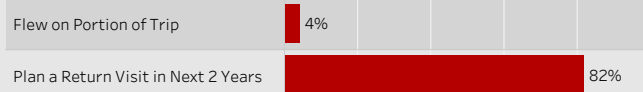
Activities on Trip



First Time Visitors



Other Trip Characteristics





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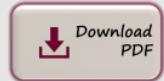
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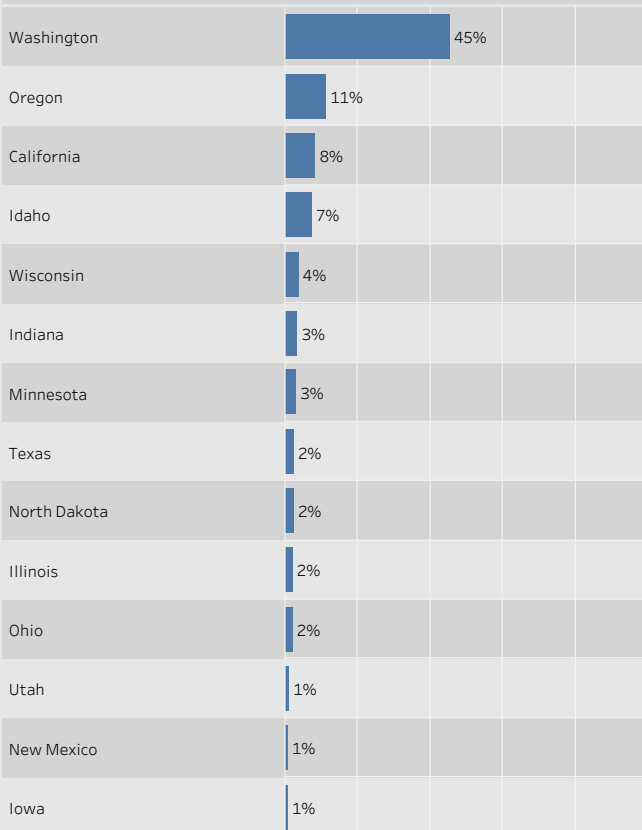
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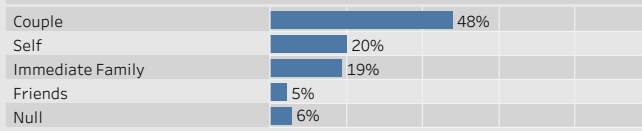


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Residency of Travel Groups

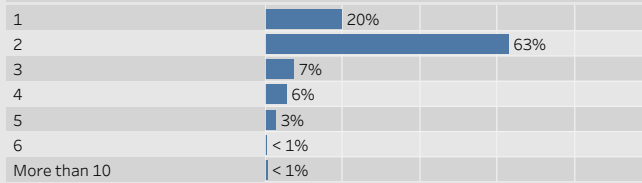


Travel Group Type

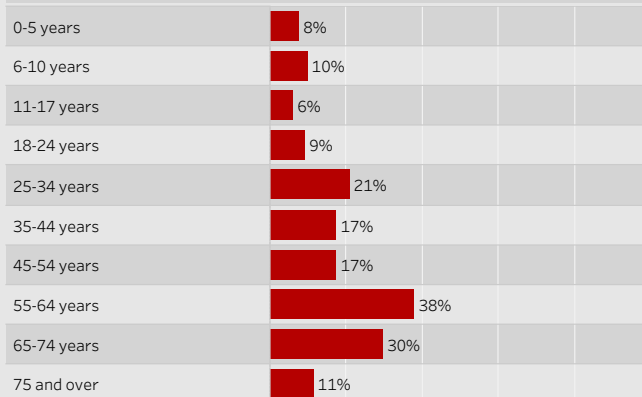


Average Group Size: 2.1 persons

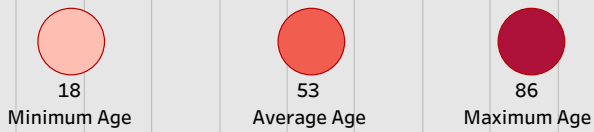
Travel Group Size



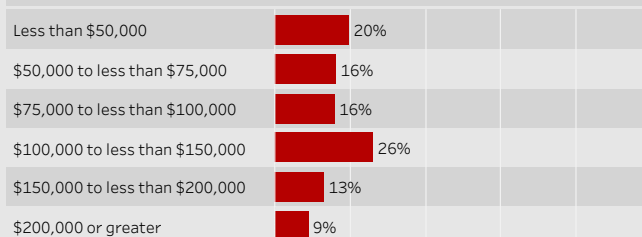
Age Groups



Respondent Ages



Income on Trip



Respondent Gender





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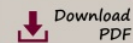
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Info Sources Used For Planning (Most Useful, All Used)

Search engine (e.g., Google)	35%	63%
Used no sources listed	19%	23%
Info. from friend/relative living in MT	6%	25%
Info. from previous visitor(s) to MT	6%	25%
National Park brochure/book/website	4%	21%
Mobile Apps	5%	22%
Official MT website (VisitMT.com)	3%	18%
Other	< 1%	
Regional MT travel guide(s)	4%	7%
Online travel agent (e.g., Travelocity)	< 1%	4%
Consumer online reviews (i.e., TripAdvisor)	2%	11%
Automobile club (i.e., AAA)	< 1%	4%
Online video (e.g., YouTube)	< 1%	5%
Other travel websites	< 1%	4%
Info. from private business employees..	< 1%	
Guide book (e.g., Frommer's, Lonely Planet)	< 1%	3%
State Park brochure/book/website	< 1%	4%
Info from special events	< 1%	< 1%
Official MT guidebook magazine	< 1%	4%
Montana advertising campaign	< 1%	1%
Called a MT visitor info. line/center	2%	
Movies, TV shows	6%	
MT community travel guide(s)	1%	
Professional online travel reviews	2%	
"Made in Montana" website	2%	
Billboards	2%	
Info. from private business employees..	3%	
Magazine/newspaper articles online	2%	
Magazine/newspaper articles	2%	
Social networking site (i.e., Facebook)	9%	

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

Map applications (i.e., Google Maps)	24%	55%
Search engine (e.g., Google)	20%	52%
Used no sources	14%	15%
Info. from friend/relative living in MT	9%	24%
National Park brochure/book/website	2%	21%
Other mobile apps	2%	23%
Official highway information signs	3%	23%
Other	4%	7%
Visitor information center staff	< 1%	16%
Consumer online reviews (i.e., TripAdvisor)	2%	10%
Brochure information rack	10%	
Official MT website (VisitMT.com)	1%	8%
Regional MT travel guide(s)	1%	8%
Info. from private business employees (e.g., res.)	< 1%	
Official MT Guidebook magazine	< 1%	7%
Billboards	2%	10%
MT community travel guide(s)	< 1%	
State Park brochure/website	< 1%	3%
Social media (i.e., Facebook)	< 1%	7%
Guidebook (i.e. Frommer's Lonely Planet)	< 1%	3%
Local newspaper	2%	
"Made in Montana" website	1%	
Info. from private business employees (e.g., res.)	2%	



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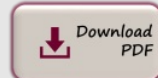
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Aspect	% Neg	% Pos	Satisfaction With Aspects of Montana					N/A	
			Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied		Very Satisfied
A feeling of being welcomed	1%	97%	6%	38%	52%	2%			
Amount of open space	2%	92%	21%	70%	6%				
Wildlife viewing opportunities	1%	85%	4%	40%	40%	14%			
Availability of travel information	4%	83%	7%	43%	32%	13%			
Amount of historical roadside information	1%	81%	7%	41%	34%	17%			
Highway rest areas	8%	79%	7%	8%	30%	42%	13%		
Main streets reflecting local culture/heritage	0%	78%	7%	43%	28%	21%			
Stewardship of the land	4%	77%	42%	31%	19%				
Restaurants with local products	2%	76%	6%	29%	40%	22%			
Access to public lands	1%	76%	44%	30%	23%				
Availability of local arts and crafts	3%	64%	9%	31%	24%	33%			
Availability of recycling bins	22%	41%	6%	7%	9%	6%	22%	13%	37%