

**Select Years**

2021

**Select Quarters**

All

**Select Geography Type**

All

**Select Regions**

Glacier Country

**Select Counties**

Missoula

**Select Cities**

All

# Interactive Data Report

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

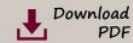
## Missoula County

# 3,464,267

Estimated Visitors (Annual Mean)

Based on the current report selection(s) 30.1% of the average annual nonresident visitors are represented.

For the current filter selections, there were:

**417 Intercept Surveys Conducted****With 417 Mailback Surveys Returned***Filters persist across pages. Please be mindful of the filters you've selected as you view each page.*

### Montana Entry Points

I-90 over Lookout Pass - Superior	28%
U.S. 191   U.S. 287 to Yellowstone NP - West Yellowstone	9%
I-15 to Idaho - Monida	8%
U.S. 310 - Bridger 310	7%
I-90 to Wyoming - Lodge Grass	7%
I-94 to North Dakota - Wibaux/Beach	5%
U.S. 89 to Yellowstone NP - Gardiner	5%
U.S. 20 over Targhee Pass - Targhee Pass	4%
U.S. 93 to Idaho - Sula	4%
Missoula International Airport - Missoula Air	4%
U.S.12 over Lolo Pass - Lolo	3%
Bozeman Yellowstone International Airport - Bozeman Air	3%
U.S. 2 to Idaho - Troy	2%
MT 200 near Fairview MT - Fairview	2%
U.S. 212 near Alzada MT - Alzada	2%

**Average Nights Spent:****6.5 nights**

### Nights Spent by Region

Glacier Country	47%
Yellowstone Country	20%
Southwest MT	12%
Central MT	11%
Southeast MT	8%
Missouri River Country	3%

### Nights Spent by Lodging Type

Hotel/motel	37%
Home/condo/cabin of friend/relative	21%
Public land camping	11%
Private campground	12%
Rented entire cabin/home	9%
Other	2%
Vehicle in parking area	2%
My second home/condo/cabin	2%
Rented room in home	1%
Resort/condominium	1%
Bed & Breakfast	1%
Guest ranch	0%

### Sites Visited on Trip

Yellowstone National Park	40%
Glacier National Park	55%
Hot springs	19%
Flathead Lake State Parks	28%
Little Bighorn Battlefield	12%
Other Montana state parks	15%
Ghost towns	7%
National Bison Range	12%
Lewis & Clark Interpretive Center, Great Falls	11%
Museum of the Rockies, Bozeman	8%
Fort Peck Lake	5%
Missouri Headwaters State Park	10%

### Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	42%
N/A (no cost)	27%
Walked-in	11%
Booking using online travel agent site (e.g., Expedia, trivago)	9%
Other	4%
Booked through Airbnb	7%
Booked through VRBO/HomeAway	2%



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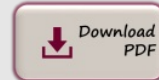
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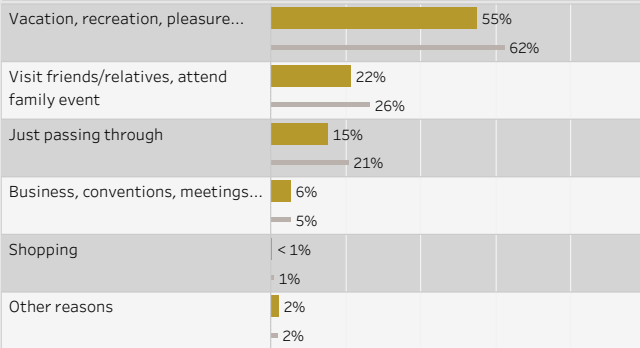
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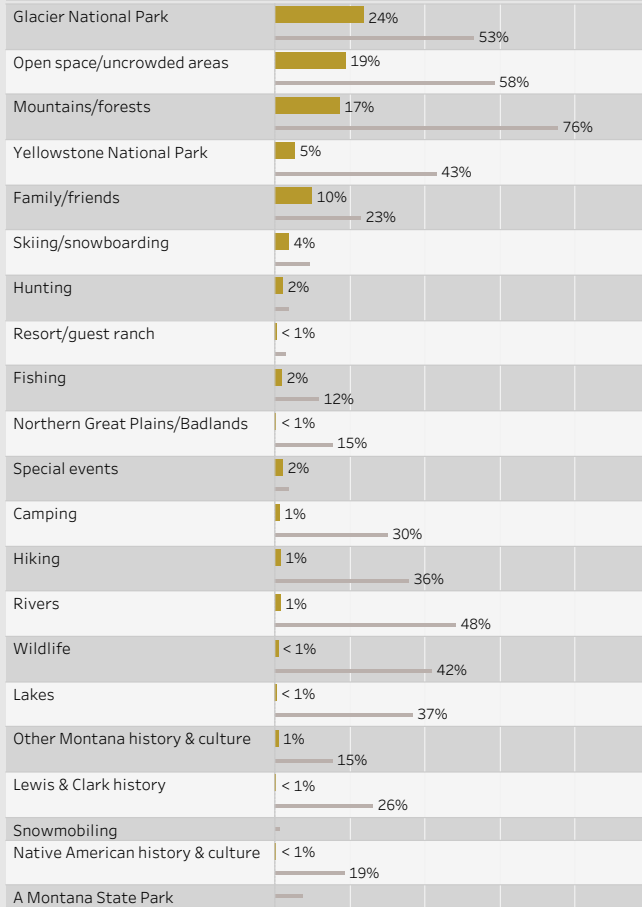


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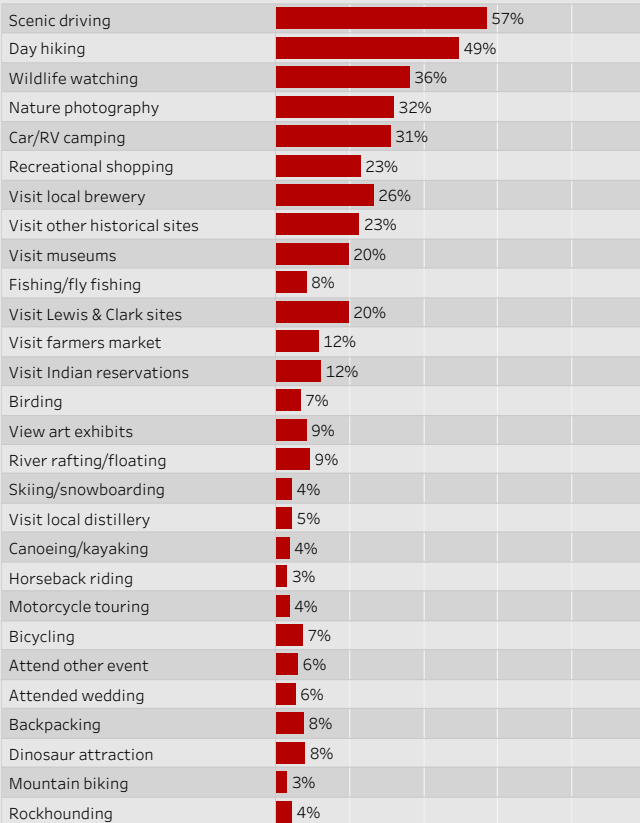
### Reasons for Trip (Primary Reason, All Reasons)



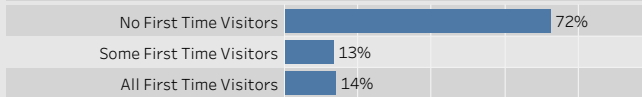
### If On Vacation, Attracted to Montana For... (Primary Attraction, All Attractions)



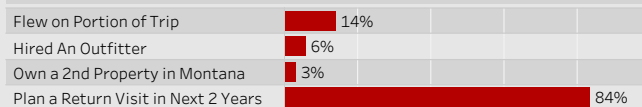
### Activities on Trip



### First Time Visitors



### Other Trip Characteristics





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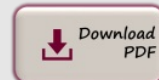
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### Residency of Travel Groups

Washington	23%
Oregon	7%
Idaho	7%
Ohio	6%
California	5%
Minnesota	4%
Colorado	4%
Utah	3%
Florida	3%
Wisconsin	3%
Wyoming	3%
Missouri	3%
Michigan	3%
North Dakota	2%
Indiana	2%
Arizona	2%
New Hampshire	2%
Texas	2%
Illinois	2%
North Carolina	1%
South Dakota	1%
Iowa	1%
New Jersey	1%
Virginia	1%
Tennessee	1%
New Mexico	1%

### Travel Group Type

Couple	50%
Self	17%
Immediate Family	21%
Friends	8%
Family & Friends	2%

Average Group Size: 2.3 persons

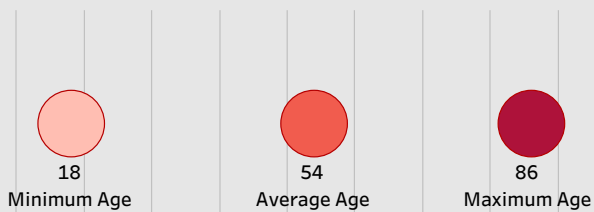
### Travel Group Size

1	17%
2	63%
3	7%
4	7%
5	3%
6	1%
7	< 1%
9	< 1%
More than 10	< 1%

### Age Groups

0-5 years	6%
6-10 years	6%
11-17 years	8%
18-24 years	11%
25-34 years	16%
35-44 years	13%
45-54 years	19%
55-64 years	33%
65-74 years	37%
75 and over	15%

### Respondent Ages



### Income on Trip

Less than \$50,000	14%
\$50,000 to less than \$75,000	21%
\$75,000 to less than \$100,000	19%
\$100,000 to less than \$150,000	24%
\$150,000 to less than \$200,000	10%
\$200,000 or greater	12%

### Respondent Gender

Male	59%
Female	39%



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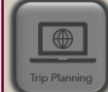
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### Info Sources Used For Planning (Most Useful, All Used)

Search engine (e.g., Google)	36%		61%
Used no sources listed	16%		23%
Info. from friend/relative living in MT	10%		29%
Info. from previous visitor(s) to MT	6%		26%
National Park brochure/book/website	4%		26%
Mobile Apps	4%		20%
Official MT website (VisitMT.com)	3%		19%
Other	3%		
Social networking site (i.e., Facebook)	< 1%		9%
Regional MT travel guide(s)	5%		
Online travel agent (e.g., Travelocity)	< 1%		3%
Consumer online reviews (i.e., TripAdvisor)	1%		9%
Automobile club (i.e., AAA)	2%		7%
Online video (e.g., YouTube)	< 1%		9%
Other travel websites	< 1%		6%
Info. from private business employees..	< 1%		
Guide book (e.g., Frommer's, Lonely Planet)	< 1%		2%
State Park brochure/book/website	< 1%		6%
Official MT guidebook magazine	< 1%		6%
Montana advertising campaign	< 1%		
Called a MT visitor info. line/center	< 1%		1%
Movies, TV shows	< 1%		1%
Magazine/newspaper articles	< 1%		4%
MT community travel guide(s)	1%		
Professional online travel reviews	2%		
"Made in Montana" website	2%		
Billboards	4%		
Info from special events	< 1%		
Info. from private business employees..	3%		
Magazine/newspaper articles online	3%		

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

Map applications (i.e., Google Maps)	26%		57%
Search engine (e.g., Google)	19%		53%
Used no sources	11%		12%
Info. from friend/relative living in MT	10%		27%
National Park brochure/book/website	4%		27%
Other mobile apps	2%		16%
Official highway information signs	3%		22%
Other	4%		9%
Visitor information center staff	3%		16%
Consumer online reviews (i.e., TripAdvisor)	2%		7%
Brochure information rack	< 1%		13%
Official MT website (VisitMT.com)	1%		7%
Regional MT travel guide(s)	< 1%		12%
Info. from private business employees (e.g., res..)	< 1%		
Official MT Guidebook magazine	< 1%		5%
Billboards	< 1%		10%
MT community travel guide(s)	4%		
State Park brochure/website	< 1%		7%
Social media (i.e., Facebook)	< 1%		9%
Guidebook (i.e. Frommer's Lonely Planet)	< 1%		2%
Local newspaper	< 1%		< 1%
"Made in Montana" website	1%		
Info. from private business employees (e.g., res..)	2%		



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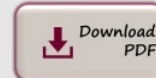
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Satisfaction With Aspects of Montana	Satisfaction Level							N/A	
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very Satisfied			
Aspect	% Neg	% Pos							
A feeling of being welcomed	2%	94%	5%	37%	52%			4%	
Amount of open space	1%	93%		22%	68%			6%	
Wildlife viewing opportunities	1%	88%	7%	30%	50%			11%	
Availability of travel information	2%	85%	10%	43%	33%			13%	
Amount of historical roadside information	1%	82%	13%	38%	31%			17%	
Main streets reflecting local culture/heritage	1%	80%	9%	38%	32%			19%	
Stewardship of the land	3%	78%	11%	30%	38%			19%	
Access to public lands	3%	77%		35%	39%			20%	
Highway rest areas	7%	75%	4%	33%	39%			17%	
Restaurants with local products	4%	75%	7%	31%	38%			20%	
Availability of local arts and crafts	5%	62%	4%	32%	25%			33%	
Availability of recycling bins	22%	46%	5%	9%	7%	7%	26%	14%	32%