

**Select Years**

2021

Select Quarters

All

Select Geography Type

All

Select Regions

Glacier Country

Select Counties

Ravalli

Select Cities

All

Interactive Data Report

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

Ravalli County

583,338

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **5.1%** of the average annual nonresident visitors are represented.

For the current filter selections, there were:

52 Intercept Surveys Conducted**With 52 Mailback Surveys Returned**[Download PDF](#)*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	22%
U.S. 310 - Bridger 310	21%
I-90 over Lookout Pass - Superior	9%
I-15 to Idaho - Monida	7%
U.S. 191 U.S. 287 to Yellowstone NP - West Yellowstone	7%
U.S. 93 to Idaho - Sula	6%
I-90 to Wyoming - Lodge Grass	5%
U.S. 89 to Yellowstone NP - Gardiner	4%
MT 473 or Nez Pierce Rd - Painted Rocks	3%
Missoula International Airport - Missoula Air	3%
U.S.12 over Lolo Pass - Lolo	2%
MT 200 to Idaho - Heron	2%
MT 23 - Sidney	2%
U.S. 212 over Beartooth Pass - Red Lodge	2%

Average Nights Spent:**7.6 nights**

Nights Spent by Region

Glacier Country	54%
Southwest MT	20%
Yellowstone Country	10%
Southeast MT	6%
Missouri River Country	5%
Central MT	5%

Nights Spent by Lodging Type

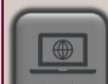
Hotel/motel	42%
Home/condo/cabin of friend/relative	24%
Public land camping	15%
Private campground	8%
Other	3%
Vehicle in parking area	1%
Rented entire cabin/home	2%
My second home/condo/cabin	4%
Rented room in home	0%
Resort/condominium	0%

Sites Visited on Trip

Yellowstone National Park	21%
Glacier National Park	52%
Hot springs	16%
Flathead Lake State Parks	51%
Little Bighorn Battlefield	5%
Other Montana state parks	15%
Ghost towns	5%
National Bison Range	27%
Virginia City/Nevada City	7%
Lewis & Clark Interpretive Center, Great Falls	25%
Museum of the Rockies, Bozeman	14%
Fort Peck Lake	20%
Missouri Headwaters State Park	21%
Lewis & Clark Caverns State Park	6%
Big Hole Battlefield	17%
Ft. Peck Interpretive Center & Museum	6%

Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	50%
N/A (no cost)	29%
Other	7%
Walked-in	7%
Booking using online travel agent site (e.g., Expedia, trivago)	5%
Booked through Airbnb	2%
Booked through VRBO/HomeAway	0%



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Interactive Data Report

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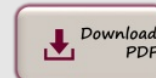
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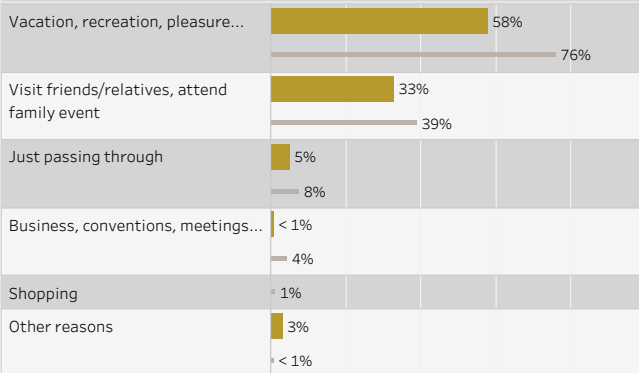
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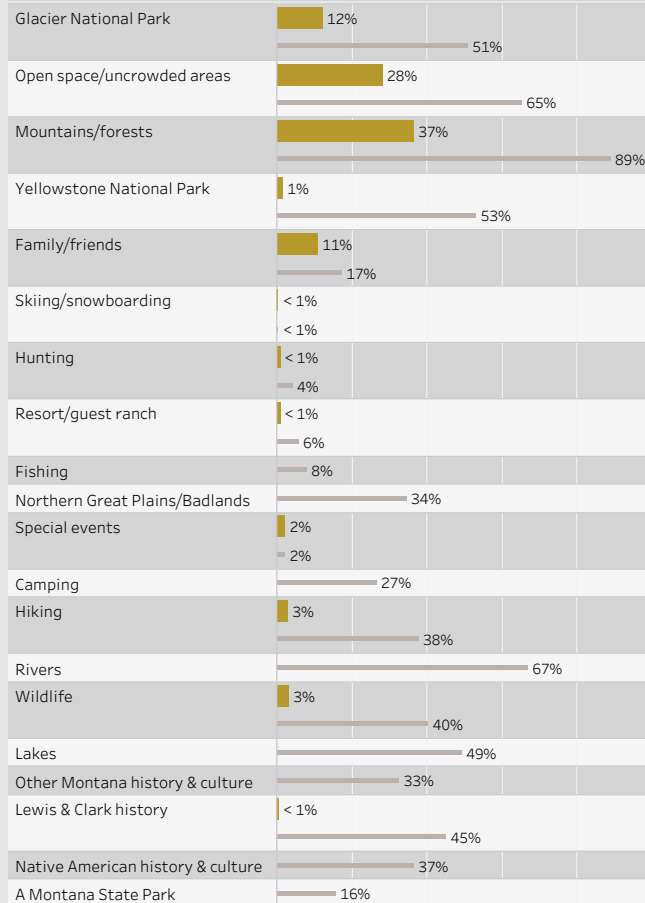
Reasons for Trip

(Primary Reason, All Reasons)

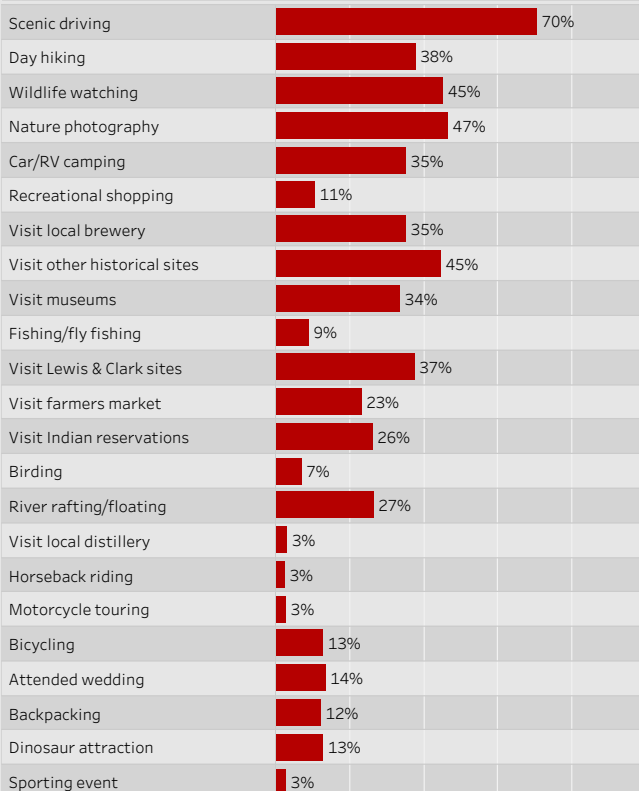


If On Vacation, Attracted to Montana For...

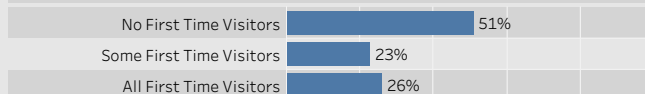
(Primary Attraction, All Attractions)



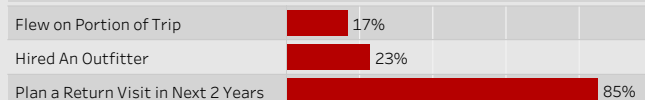
Activities on Trip



First Time Visitors



Other Trip Characteristics





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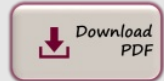
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Residency of Travel Groups

Ohio	24%
Washington	11%
Michigan	10%
Missouri	10%
Utah	8%
Arizona	4%
Idaho	4%
Oregon	4%
Wisconsin	3%
Iowa	3%
California	3%
South Dakota	2%
New Hampshire	2%
Florida	1%
Colorado	1%
Minnesota	1%
Texas	1%
Alaska	1%
Wyoming	1%
Virginia	1%
New Jersey	1%
Illinois	1%

Travel Group Type

Couple	40%
Self	12%
Immediate Family	36%
Friends	4%
Family & Friends	5%
Business Associates	2%

Average Group Size: 2.4 persons

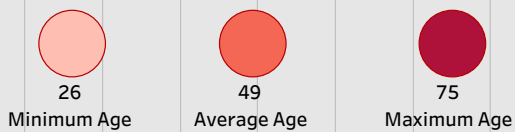
Travel Group Size

1	12%
2	69%
3	2%
4	12%
5	1%
6	3%
More than 10	< 1%

Age Groups

18-24 years	10%
25-34 years	3%
35-44 years	4%
45-54 years	26%
55-64 years	21%
65-74 years	62%
75 and over	25%

Respondent Ages



Income on Trip

Less than \$50,000	17%
\$50,000 to less than \$75,000	29%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	8%
\$150,000 to less than \$200,000	8%
\$200,000 or greater	23%

Respondent Gender

Male	33%
Female	59%



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

Search engine (e.g., Google)	34%	51%
Used no sources listed	6%	13%
Info. from friend/relative living in MT	18%	59%
Info. from previous visitor(s) to MT	10%	40%
National Park brochure/book/website	4%	39%
Mobile Apps	2%	20%
Official MT website (VisitMT.com)	2%	27%
Other	6%	
Social networking site (i.e., Facebook)	1%	9%
Regional MT travel guide(s)		14%
Other travel websites		3%
Guide book (e.g., Frommer's, Lonely Planet)	2%	2%
State Park brochure/book/website		7%
Official MT guidebook magazine	< 1%	13%
Called a MT visitor info. line/center		2%
MT community travel guide(s)		1%
"Made in Montana" website		2%
Automobile club (i.e., AAA)		< 1%
Billboards		23%
Consumer online reviews (i.e., TripAdv..)		2%
Info. from private business employees..		2%
Magazine/newspaper articles online		3%
Magazine/newspaperarticles		1%
Online video (e.g., YouTube)		13%

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

Map applications (i.e., Google Maps)	29%	65%
Search engine (e.g., Google)	10%	59%
Used no sources	10%	10%
Info. from friend/relative living in MT	14%	55%
National Park brochure/book/website	10%	40%
Official highway information signs		29%
Other	7%	11%
Visitor information center staff		18%
Consumer online reviews (i.e., TripAdvisor)	3%	16%
Brochure information rack	< 1%	36%
Official MT website (VisitMT.com)	1%	15%
Regional MT travel guide(s)	< 1%	37%
Info. from private business employees (e.g., res..)	< 1%	
Official MT Guidebook Magazine		13%
Billboards		23%
MT community travel guide(s)		21%
State Park brochure/website	1%	11%
Guidebook (i.e. Frommer's Lonely Planet)		2%
Info. from private business employees (e.g., res..)	< 1%	
Other mobile apps		9%
Social media (i.e., Facebook)		17%



- Geographic
- Characteristics
- Demographic
- Trip Planning
- Rotating

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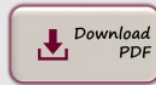
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Satisfaction With Aspects of Montana

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
Wildlife viewing opportunities	1%	97%		12%	20%	66%			2%
Amount of open space	1%	96%		12%	20%	65%			2%
A feeling of being welcomed	0%	96%			34%	62%			4%
Main streets reflecting local culture/heritage	0%	89%			15%	60%	14%		11%
Amount of historical roadside information	0%	89%			35%	30%	24%		11%
Availability of travel information	0%	84%			16%	36%	32%		16%
Access to public lands	12%	82%		12%	31%	52%			6%
Highway rest areas	1%	81%			37%	43%			18%
Restaurants with local products	0%	80%			40%	35%			20%
Stewardship of the land	1%	75%			19%	26%	30%		24%
Availability of recycling bins	27%	52%	23%	7%	29%	16%			22%
Availability of local arts and crafts	12%	41%		12%	28%	11%			47%