

This report summarizes nonresident visitors to Montana during quarter(s) 1,3,4, 2020.

These travelers spent at least one night in the following counties: Flathead. This sample size of 221 survey respondents, which equates to 25.3% of all nonresident visitors, represents a total of 2,224,022 people.

Sites Visited on Trip

- 90% Glacier National Park
- 58% Yellowstone National Park
- 32% Flathead Lake State Parks
- 18% Little Bighorn Battlefield
- 17% Other Montana State Parks
- 14% Hot springs
- 10% National Bison Range
- 9% Ghost towns
- 6% Grizzly & Wolf Discovery Center, West Yellowstone
- 6% Big Hole Battlefield
- 5% Bob Marshall Wilderness
- 5% Lewis & Clark Caverns State Park
- 4% Virginia/Nevada City
- 3% Missouri River Breaks Nat'l Monument
- 3% Lewis & Clark Interpretive Ctr, Great Falls
- 2% Missouri Headwaters State Park
- 2% CM Russell Museum, Great Falls
- 2% Bighorn Canyon Nat'l Recreation Area
- 1% Fort Peck Lake
- 1% MT Historical Museum, Helena
- 1% Museum of the Rockies, Bozeman
- 1% Rocky Mountain Elk Foundation
- 1% Lolo Pass Interpretive Center
- <1% Ft. Peck Interpretive Center & Museum
- <1% Clark Canyon Reservoir
- <1% C.M. Russell National Wildlife Refuge
- Pompey's Pillar

Group Characteristics

- 19% of groups with all first time visitors
- 57% of groups with all repeat visitors
- 25% of groups with mixed first time and repeat visitors
- 14% Flew on a portion of their trip
- 4% Own a 2nd property in MT
- 13% Hired an outfitter
- 78% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
70%	Vacation/recreation/pleasure	80%
18%	Visit friends/relatives/family event	25%
5%	Other	5%
4%	Just passing through	13%
3%	Business/convention/meeting	5%
<1%	Shopping	1%

Activities

75% Day hiking
73% Scenic driving
42% Nature photography
38% Wildlife watching
35% Car / RV camping
31% Recreational shopping
23% Visit local brewery
17% Visiting other historical sites
17% Fishing / fly fishing
17% Canoeing / kayaking
13% Visit farmers market
12% River rafting / floating
11% Visiting Indian reservations
11% Visiting Lewis & Clark sites
10% Bicycling
8% Visiting museums
7% Golfing
6% Mountain biking
6% Viewing art exhibits
6% Rockhounding
6% Motorboating
5% Birding
5% Backpacking
5% Visit local distillery
5% Skiing / snowboarding
3% Attend wedding
3% Horseback riding
2% Dinosaur attraction
2% Motorcycle touring
2% Geocaching
1% OHV / ATV
1% Road / tour bicycling
1% Attending festivals or events
1% Sporting event
1% Rock climbing
<1% Cross-country skiing
<1% Snowshoeing
<1% Hunting
<1% Attending performing arts
<1% Snowmobiling

Average Length of Stay in MT 7.22 nights Of Nights Spent in MT

72% of nights spent in Glacier Country
14% of nights spent in Yellowstone Country
5% of nights spent in Southwest Montana Region
4% of nights spent in Central Montana Region
4% of nights spent in Southeast Montana Region
1% of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

30% Hotel/motel
21% Private campground
14% Home/condo/cabin of friend/relative
10% Public land camping
8% Rented entire cabin/home
8% Other
3% My second home/condo/cabin
2% Resort/condominium
2% Vehicle in parking area
1% Rented room in home
1% Bed & Breakfast
<1% Guest ranch

Montana Entry Points

18% Gardiner
13% West Yellowstone
9% Targhee Pass
8% Superior
8% Troy
7% Lodge Grass
6% Kalispell Air
5% Culbertson/Bainville
4% Wibaux/Beach
3% Monida
3% Alzada
2% Heron

Travel Mode to Enter MT

72% Auto/Truck
18% RV/Trailer
8% Air
2% Motorcycle
1% Train
-- Bus
-- Other

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
55%	Glacier National Park	87%
10%	Open space / uncrowded areas	54%
8%	Mountains / forests	75%
7%	Family / friends	15%
5%	Yellowstone National Park	52%
4%	Fish	22%
4%	Ski / Snowboard	5%
3%	Rivers	57%
2%	Lakes	47%
1%	Hiking	44%
<1%	Hunting	1%
<1%	A Montana State Park	6%
<1%	Resort / guest ranch	3%
--	Camping	29%
--	Lewis & Clark history	14%
--	Native American history & culture	14%
--	Northern great plains / Badlands	9%
--	Other Montana history & culture	9%
--	Snowmobile	1%
--	Special events	2%
--	Wildlife	44%

Satisfaction with Aspects of Montana								
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean
Highway rest areas	1%	1%	1%	7%	31%	37%	23%	5.19
Availability of recycling bins	5%	11%	7%	10%	26%	15%	25%	4.21
Availability of travel information	--	2%	3%	4%	47%	36%	9%	5.21
Amount of historical roadside information	--	--	2%	5%	49%	35%	9%	5.27
Access to public lands	--	1%	4%	3%	38%	42%	12%	5.31
Amount of open space	<1%	<1%	1%	<1%	21%	75%	3%	5.71
Wildlife viewing opportunities	<1%	<1%	--	9%	28%	60%	3%	5.48
Stewardship of the land	<1%	4%	<1%	2%	38%	47%	9%	5.34
A feeling of being welcomed	<1%	2%	2%	5%	34%	56%	<1%	5.39
Main streets reflecting local culture/heritage	--	<1%	4%	11%	39%	39%	7%	5.29
Restaurants with local products	--	<1%	<1%	7%	29%	44%	19%	5.42
Availability of local arts and crafts	--	1%	<1%	10%	34%	32%	23%	5.25

Residency

12%	California
9%	Washington
9%	Colorado
8%	Minnesota
8%	Texas
7%	Pennsylvania
6%	Wisconsin
6%	Utah
3%	Iowa
3%	Michigan
3%	North Dakota
2%	Arizona
2%	Florida
2%	Missouri
2%	Arkansas
2%	Ohio
2%	Wyoming
2%	New Mexico
2%	Idaho
2%	Illinois
1%	Washington, D.C.
1%	Oregon
1%	Alaska
1%	Oklahoma
1%	New York
1%	Alberta, Canada
1%	Vermont
1%	Maryland
1%	Nebraska
1%	South Dakota
1%	Nevada
<1%	British Columbia, Canada, Tennessee, North Carolina, Indiana, Georgia, Ontario, Canada, Delaware, New Jersey, Massachusetts, Kentucky, Saskatchewan, Canada

Respondent Age

19 - 83	Age range
52	Average age
55	Median age

Respondent Gender

57%	Male
44%	Female
25%	First time visitor

Household Income

13%	Less than \$50,000
23%	\$50,000 to less than \$75,000
17%	\$75,000 to less than \$100,000
21%	\$100,000 to less than \$150,000
13%	\$150,000 to less than \$200,000
12%	\$200,000 or greater

Age Groups Represented

6%	0-5 years
8%	6-10 years
8%	11-17 years
11%	18-24 years
24%	25-34 years
24%	35-44 years
17%	45-54 years
33%	55-64 years
27%	65-74 years
8%	75 and over

Travel Group Type

17%	Self
43%	Couple
27%	Immediate Family
1%	Family & Friends
9%	Friends
--	Business Associates
1%	Extended Family
2%	Organized Group or Club

Average Group Size: 2.35

Travel Group Size

17%	1 traveler
56%	2 travelers
7%	3 travelers
10%	4 travelers
4%	5 travelers
3%	6 travelers
1%	7 travelers
<1%	8 travelers
<1%	9 travelers
--	10 travelers
--	more than 10

Info Sources Used for Trip Planning

Most Useful		All Used
9%	Info. from previous visitor(s) to MT	28%
9%	Other	10%
7%	Info. from friend/relative living in MT	21%
6%	Used no sources	12%
3%	National Park brochure/book/website	27%
2%	MT community travel guide(s)	2%
2%	Mobile apps	14%
1%	Social media (i.e. Facebook)	14%
1%	Magazine/newspaper articles	5%
1%	Other travel websites	5%
<1%	Online travel agent (e.g., Travelocity)	4%
<1%	Called a MT visitor info. line/center	2%
--	"Made in Montana" website	2%
--	Automobile club (i.e. AAA)	6%
--	Consumer online reviews (i.e. TripAdvisor)	12%
--	Guide book (i.e. Frommer's Lonely Planet)	4%
--	Info. from private businesses	4%
--	Info. from special events	1%
--	Magazine/newspaper article online	4%
--	Montana advertising campaign	--
--	Official MT guidebook magazine	6%
--	Official MT website (VisitMT.com)	23%
--	Online Video	10%
--	Professional online travel reviews	2%
--	Regional MT travel guide(s)	3%
--	Search Engine (i.e. Google)	58%
--	State Park brochure/website	9%

Sources Used During Trip

Most Useful		All Used
26%	Search engine (e.g., Google)	60%
17%	National Park brochure/book/website	53%
10%	Info. from friend/relative living in MT	17%
3%	Official MT website (VisitMT.com)	18%
3%	Used No Sources	9%
3%	Official MT guidebook magazine	6%
2%	Visitor information center staff	14%
2%	Regional MT travel guide(s)	3%
1%	Brochure information rack	10%
1%	Official highway information signs	24%
1%	State Park brochure/website	9%
<1%	Other	4%
<1%	MT community travel guide(s)	1%
--	"Made in Montana" website	<1%
--	Billboards	4%
--	Consumer online reviews (i.e. TripAdvisor)	16%
--	Guide book (i.e. Frommer's Lonely Planet)	4%
--	Info. from private business (e.g., resort/motel/attraction)	4%
--	Map applications (i.e. GoogleMaps)	60%
--	Mobile apps	22%
--	Motel/restaurant/gas station employee	--
--	Social media (i.e. Facebook)	9%