

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: Glacier.

This sample size of 7 survey respondents, which equates to 0.8% of all nonresident visitors, represents a total of 66,773 people.

Sites Visited on Trip

- 100% Glacier National Park
- 72% Yellowstone National Park
- 72% Virginia/Nevada City
- 72% CM Russell Museum, Great Falls
- 72% Lewis & Clark Interpretive Ctr, Great Falls
- 28% Ghost towns
- 28% Lolo Pass Interpretive Center
- 28% Other Montana State Parks
 - Little Bighorn Battlefield
 - Hot springs
 - Pompey's Pillar
 - C.M. Russell National Wildlife Refuge
 - Missouri River Breaks Nat'l Monument
 - Bighorn Canyon Nat'l Recreation Area
 - Ft. Peck Interpretive Center & Museum
 - Fort Peck Lake
 - Missouri Headwaters State Park
 - Flathead Lake State Parks
 - Bob Marshall Wilderness
 - Rocky Mountain Elk Foundation
 - National Bison Range
 - MT Historical Museum, Helena
 - Big Hole Battlefield
 - Museum of the Rockies, Bozeman
 - Lewis & Clark Caverns State Park
 - Clark Canyon Reservoir
 - Grizzly & Wolf Discovery Center, West Yellowstone

Group Characteristics

- of groups with all first time visitors
- 100% of groups with all repeat visitors
- of groups with mixed first time and repeat visitors
- Flew on a portion of their trip
- Own a 2nd property in MT
- Hired an outfitter
- 100% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
73%	Vacation/recreation/pleasure	90%
27%	Visit friends/relatives/family event	44%
--	Other	--
--	Business/convention/meeting	--
--	Just passing through	--
--	Shopping	--

Activities

- 70% Scenic driving
- 44% Viewing art exhibits
- 44% Visiting museums
- 25% Day hiking
- 25% Wildlife watching
- 17% Car / RV camping
- 17% Visiting Lewis & Clark sites
- 17% Visiting other historical sites
- 17% Recreational shopping
- 17% Nature photography
- 17% Birding
- 12% Hunting
- 10% Motorboating
- 10% Attend wedding
- 9% OHV / ATV
- 8% Bicycling
- 8% Golfing
- 8% Horseback riding
- 8% Fishing / fly fishing
 - Rock climbing
 - Mountain biking
 - Snowshoeing
 - Cross-country skiing
 - Motorcycle touring
 - Dinosaur attraction
 - Visit local distillery
 - Visit local brewery
 - Geocaching
 - Skiing / snowboarding
 - Rockhounding
 - Canoeing / kayaking
 - Visiting Indian reservations
 - Visit farmers market
 - River rafting / floating
 - Road / tour bicycling
 - Attending festivals or events
 - Sporting event
 - Backpacking
 - Attending performing arts
 - Snowmobiling

Travel Mode to Enter MT

- 100% Auto/Truck
 - RV/Trailer
 - Train
 - Other
 - Motorcycle
 - Bus
 - Air

Average Length of Stay in MT 5.62 nights Of Nights Spent in MT

- 58% of nights spent in Glacier Country
- 20% of nights spent in Central Montana Region
- 15% of nights spent in Southwest Montana Region
- 8% of nights spent in Southeast Montana Region
 - of nights spent in Missouri River Country
 - of nights spent in Yellowstone Country

Percent of Nights Spent in Each Lodging Type

- 57% Hotel/motel
- 35% Home/condo/cabin of friend/relative
- 8% Rented entire cabin/home
 - Guest ranch
 - Vehicle in parking area
 - Other
 - Public land camping
 - My second home/condo/cabin
 - Resort/condominium
 - Rented room in home
 - Bed & Breakfast
 - Private campground

Montana Entry Points

- 44% Gardiner
- 17% Troy
- 13% Monida
- 10% Lodge Grass
- 9% Superior
- 8% Painted Rocks

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
54%	Glacier National Park	67%
31%	Mountains / forests	87%
15%	Hunting	13%
--	A Montana State Park	--
--	Camping	--
--	Family / friends	39%
--	Fish	9%
--	Hiking	9%
--	Lakes	39%
--	Lewis & Clark history	27%
--	Native American history & culture	11%
--	Northern great plains / Badlands	--
--	Open space / uncrowded areas	43%
--	Other Montana history & culture	19%
--	Resort / guest ranch	--
--	Rivers	39%
--	Ski / Snowboard	--
--	Snowmobile	--
--	Special events	--
--	Wildlife	32%
--	Yellowstone National Park	48%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	--	--	--	17%	9%	63%	12%	5.4	
Availability of recycling bins	--	--	8%	--	9%	10%	73%	4.67	
Availability of travel information	--	--	--	--	73%	10%	17%	5.2	
Amount of historical roadside information	--	--	--	--	82%	18%	--	5.33	
Access to public lands	--	--	--	--	20%	35%	44%	5.6	
Amount of open space	--	--	--	--	17%	84%	--	5.67	
Wildlife viewing opportunities	--	--	--	44%	20%	35%	--	5.33	
Stewardship of the land	--	--	--	8%	9%	39%	44%	5.4	
A feeling of being welcomed	--	--	--	--	20%	80%	--	5.67	
Main streets reflecting local culture/heritage	--	--	--	8%	20%	27%	44%	5.2	
Restaurants with local products	--	--	12%	44%	17%	27%	--	4.83	
Availability of local arts and crafts	--	--	--	--	17%	27%	56%	5.5	

Residency

44% Florida
17% South Dakota
13% Utah
10% Nebraska
9% Washington
8% Idaho

Age Groups Represented

-- 0-5 years
8% 6-10 years
27% 11-17 years
-- 18-24 years
-- 25-34 years
27% 35-44 years
20% 45-54 years
17% 55-64 years
44% 65-74 years
-- 75 and over

Respondent Age

39 - 67 Age range
51 Average age
50 Median age

Respondent Gender

30% Male
70% Female
-- First time visitor

Household Income

49% Less than \$50,000
15% \$50,000 to less than \$75,000
-- \$75,000 to less than \$100,000
-- \$100,000 to less than \$150,000
-- \$150,000 to less than \$200,000
36% \$200,000 or greater

Travel Group Type

- Self
- 61% Couple
- 27% Immediate Family
 - Family & Friends
- 13% Friends
 - Business Associates
 - Extended Family
 - Organized Group or Club

Average Group Size: 2.62

Travel Group Size

- 1 traveler
- 73% 2 travelers
- 3 travelers
- 18% 4 travelers
- 9% 5 travelers
- 6 travelers
- 7 travelers
- 8 travelers
- 9 travelers
- 10 travelers
- more than 10

Info Sources Used for Trip Planning

Most Useful		All Used
22%	Other	22%
17%	Info. from previous visitor(s) to MT	17%
9%	Used no sources	9%
--	"Made in Montana" website	--
--	Automobile club (i.e. AAA)	44%
--	Called a MT visitor info. line/center	--
--	Consumer online reviews (i.e. TripAdvisor)	--
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from friend/relative living in MT	17%
--	Info. from private businesses	--
--	Info. from special events	--
--	MT community travel guide(s)	--
--	Magazine/newspaper article online	--
--	Magazine/newspaper articles	--
--	Mobile apps	27%
--	Montana advertising campaign	--
--	National Park brochure/book/website	--
--	Official MT guidebook magazine	12%
--	Official MT website (VisitMT.com)	--
--	Online Video	--
--	Online travel agent (e.g., Travelocity)	--
--	Other travel websites	--
--	Professional online travel reviews	--
--	Regional MT travel guide(s)	--
--	Search Engine (i.e. Google)	47%
--	Social media (i.e. Facebook)	8%
--	State Park brochure/website	--

Sources Used During Trip

Most Useful		All Used
44%	Visitor information center staff	44%
27%	Search engine (e.g., Google)	100%
--	"Made in Montana" website	--
--	Billboards	--
--	Brochure information rack	--
--	Consumer online reviews (i.e. TripAdvisor)	--
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from friend/relative living in MT	17%
--	Info. from private business (e.g., resort/motel/attraction)	44%
--	MT community travel guide(s)	--
--	Map applications (i.e. GoogleMaps)	46%
--	Mobile apps	12%
--	Motel/restaurant/gas station employee	--
--	National Park brochure/book/website	44%
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	--
--	Official highway information signs	--
--	Other	44%
--	Regional MT travel guide(s)	--
--	Social media (i.e. Facebook)	8%
--	State Park brochure/website	--
--	Used No Sources	--