

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: Ravalli.

This sample size of 20 survey respondents, which equates to 2.3% of all nonresident visitors, represents a total of 206,113 people.

Sites Visited on Trip

- 31% Yellowstone National Park
- 26% Bob Marshall Wilderness
- 24% Glacier National Park
- 23% Hot springs
- 14% Clark Canyon Reservoir
- 14% Other Montana State Parks
- 9% Missouri River Breaks Nat'l Monument
- 9% Flathead Lake State Parks
- 9% National Bison Range
- 5% Missouri Headwaters State Park
 - Ft. Peck Interpretive Center & Museum
 - C.M. Russell National Wildlife Refuge
 - Fort Peck Lake
 - Lewis & Clark Interpretive Ctr, Great Falls
 - Ghost towns
 - Rocky Mountain Elk Foundation
 - Lolo Pass Interpretive Center
 - Pompey's Pillar
 - Little Bighorn Battlefield
 - CM Russell Museum, Great Falls
 - Lewis & Clark Caverns State Park
 - MT Historical Museum, Helena
 - Virginia/Nevada City
 - Museum of the Rockies, Bozeman
 - Bighorn Canyon Nat'l Recreation Area
 - Grizzly & Wolf Discovery Center, West Yellowstone
 - Big Hole Battlefield

Group Characteristics

- 3% of groups with all first time visitors
- 97% of groups with all repeat visitors
 - of groups with mixed first time and repeat visitors
- 6% Flew on a portion of their trip
- 10% Own a 2nd property in MT
- 3% Hired an outfitter
- 94% Plan to return within 2 years

Reasons for Trip

primary reason		all reasons
49%	Vacation/recreation/pleasure	73%
33%	Visit friends/relatives/family event	61%
16%	Business/convention/meeting	16%
1%	Other	15%
--	Just passing through	6%
--	Shopping	20%

Activities

- 59% Scenic driving
- 46% Car / RV camping
- 36% Fishing / fly fishing
- 32% Day hiking
- 29% Wildlife watching
- 26% River rafting / floating
- 23% Visit farmers market
- 22% Nature photography
- 22% Backpacking
- 19% OHV / ATV
- 19% Visit local brewery
- 16% Visiting Indian reservations
- 16% Visiting Lewis & Clark sites
- 15% Recreational shopping
- 12% Skiing / snowboarding
- 11% Golfing
- 11% Visiting other historical sites
- 7% Visiting museums
- 7% Attend wedding
- 7% Visit local distillery
- 7% Bicycling
- 7% Horseback riding
- 4% Rockhounding
- 4% Road / tour bicycling
- 3% Sporting event
 - Cross-country skiing
 - Snowshoeing
 - Dinosaur attraction
 - Motorcycle touring
 - Rock climbing
 - Attending performing arts
 - Mountain biking
 - Geocaching
 - Motorboating
 - Birding
 - Hunting
 - Viewing art exhibits
 - Canoeing / kayaking
 - Attending festivals or events
 - Snowmobiling

Travel Mode to Enter MT

- 83% Auto/Truck
- 13% RV/Trailer
- 5% Air
 - Train
 - Motorcycle
 - Bus
 - Other

Average Length of Stay in MT 9.89 nights Of Nights Spent in MT

- 69% of nights spent in Glacier Country
- 20% of nights spent in Southwest Montana Region
- 6% of nights spent in Southeast Montana Region
- 2% of nights spent in Yellowstone Country
- 2% of nights spent in Central Montana Region
- 1% of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

- 46% Home/condo/cabin of friend/relative
- 19% Hotel/motel
- 17% Public land camping
- 8% Private campground
- 5% Rented entire cabin/home
- 3% Other
- 1% Guest ranch
- 1% Resort/condominium
- <1% Bed & Breakfast
 - Vehicle in parking area
 - My second home/condo/cabin
 - Rented room in home

Montana Entry Points

- 22% Sula
- 18% West Yellowstone
- 14% Fairview
- 13% Lodge Grass
- 12% Sidney
- 11% Superior
- 5% Missoula Air
- 3% Wibaux/Beach
- 3% Painted Rocks

If on Vacation, Attracted to Montana for...		
Primary Attraction		All Attractions
25%	Rivers	46%
23%	Family / friends	41%
14%	Hunting	14%
14%	Ski / Snowboard	14%
9%	Camping	14%
7%	Mountains / forests	80%
4%	Yellowstone National Park	9%
4%	Special events	8%
--	A Montana State Park	--
--	Fish	51%
--	Glacier National Park	19%
--	Hiking	38%
--	Lakes	20%
--	Lewis & Clark history	22%
--	Native American history & culture	8%
--	Northern great plains / Badlands	--
--	Open space / uncrowded areas	51%
--	Other Montana history & culture	8%
--	Resort / guest ranch	9%
--	Snowmobile	--
--	Wildlife	19%

Satisfaction with Aspects of Montana									
	Very dissatisfied	Dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Satisfied	Very satisfied	N/A	Mean	
Highway rest areas	--	--	1%	--	40%	44%	15%	5.38	
Availability of recycling bins	3%	2%	4%	23%	42%	1%	26%	4.14	
Availability of travel information	--	--	--	--	47%	16%	38%	5.36	
Amount of historical roadside information	--	--	--	--	38%	27%	36%	5.47	
Access to public lands	--	--	--	2%	31%	59%	7%	5.41	
Amount of open space	--	--	--	--	21%	74%	5%	5.67	
Wildlife viewing opportunities	--	--	--	3%	8%	58%	31%	5.67	
Stewardship of the land	--	3%	2%	5%	27%	45%	18%	4.87	
A feeling of being welcomed	--	--	--	--	13%	86%	1%	5.74	
Main streets reflecting local culture/heritage	--	3%	--	20%	34%	36%	8%	4.83	
Restaurants with local products	--	--	3%	20%	36%	36%	6%	4.89	
Availability of local arts and crafts	--	--	3%	9%	44%	36%	9%	5.06	

Residency

20% North Dakota
18% Arkansas
16% Colorado
11% Idaho
10% California
10% Washington
8% Wisconsin
3% Florida
3% Oregon
2% Massachusetts

Age Groups Represented

21% 0-5 years
5% 6-10 years
2% 11-17 years
-- 18-24 years
23% 25-34 years
7% 35-44 years
29% 45-54 years
40% 55-64 years
21% 65-74 years
1% 75 and over

Respondent Age

28 - 81 Age range
58 Average age
61 Median age

Respondent Gender

78% Male
22% Female
3% First time visitor

Household Income

12% Less than \$50,000
17% \$50,000 to less than \$75,000
51% \$75,000 to less than \$100,000
10% \$100,000 to less than \$150,000
9% \$150,000 to less than \$200,000
3% \$200,000 or greater

Travel Group Type

15%	Self
33%	Couple
29%	Immediate Family
--	Family & Friends
20%	Friends
2%	Business Associates
--	Extended Family
--	Organized Group or Club

Average Group Size: 2.47

Travel Group Size

15%	1 traveler
47%	2 travelers
28%	3 travelers
3%	4 travelers
6%	5 travelers
--	6 travelers
2%	7 travelers
--	8 travelers
--	9 travelers
--	10 travelers
--	more than 10

Info Sources Used for Trip Planning

Most Useful		All Used
38%	Info. from friend/relative living in MT	33%
8%	Magazine/newspaper articles	14%
8%	Info. from previous visitor(s) to MT	21%
4%	Social media (i.e. Facebook)	5%
4%	Other	18%
--	"Made in Montana" website	--
--	Automobile club (i.e. AAA)	9%
--	Called a MT visitor info. line/center	--
--	Consumer online reviews (i.e. TripAdvisor)	--
--	Guide book (i.e. Frommer's Lonely Planet)	9%
--	Info. from private businesses	11%
--	Info. from special events	--
--	MT community travel guide(s)	--
--	Magazine/newspaper article online	--
--	Mobile apps	--
--	Montana advertising campaign	--
--	National Park brochure/book/website	--
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	18%
--	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)	45%
--	State Park brochure/website	3%
--	Used no sources	34%

Sources Used During Trip

Most Useful		All Used
27%	Info. from friend/relative living in MT	36%
18%	Search engine (e.g., Google)	49%
4%	Used No Sources	20%
3%	Other	2%
--	"Made in Montana" website	--
--	Billboards	3%
--	Brochure information rack	3%
--	Consumer online reviews (i.e. TripAdvisor)	--
--	Guide book (i.e. Frommer's Lonely Planet)	--
--	Info. from private business (e.g., resort/motel/attraction)	2%
--	MT community travel guide(s)	6%
--	Map applications (i.e. GoogleMaps)	62%
--	Mobile apps	16%
--	Motel/restaurant/gas station employee	--
--	National Park brochure/book/website	6%
--	Official MT guidebook magazine	--
--	Official MT website (VisitMT.com)	--
--	Official highway information signs	5%
--	Regional MT travel guide(s)	--
--	Social media (i.e. Facebook)	2%
--	State Park brochure/website	3%
--	Visitor information center staff	--