

**Select Years**

2021

Select Quarters

All

Select Geography Type

All

Select Regions

Glacier Country

Select Counties

Flathead

Select Cities

All

Interactive Data Report

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

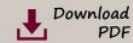
Flathead County

2,985,624

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **25.9%** of the average annual nonresident visitors are represented.

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Montana Entry Points

U.S. 20 over Targhee Pass - Targhee Pass	11%
I-90 over Lookout Pass - Superior	10%
U.S. 191 U.S. 287 to Yellowstone NP - West Yellowstone	10%
U.S. 89 to Yellowstone NP - Gardiner	8%
U.S. 2 to Idaho - Troy	8%
I-15 to Idaho - Monida	6%
I-90 to Wyoming - Lodge Grass	6%
U.S. 310 - Bridger 310	6%
I-94 to North Dakota - Wibaux/Beach	6%
U.S. 212 near Alzada MT - Alzada	4%
Glacier Park International Airport - Kalispell Air	4%
Bozeman Yellowstone International Airport - Bozeman Air	3%
US 2 to North Dakota - Culbertson/Bainville	3%
MT 200 to Idaho - Heron	3%
MT 72 - Bridger 72	2%
MT 200 near Fairview MT - Fairview	2%

Average Nights Spent:**6.4 nights**

Nights Spent by Region

Glacier Country	63%
Yellowstone Country	12%
Southwest MT	10%
Central MT	8%
Southeast MT	4%
Missouri River Country	2%

Nights Spent by Lodging Type

Hotel/motel	38%
Private campground	19%
Home/condo/cabin of friend/relative	15%
Public land camping	13%
Rented entire cabin/home	6%
Other	3%
Vehicle in parking area	1%
Resort/condominium	3%
Bed & Breakfast	1%
Rented room in home	1%
My second home/condo/cabin	0%
Guest ranch	0%

Sites Visited on Trip

Yellowstone National Park	38%
Glacier National Park	89%
Hot springs	14%
Flathead Lake State Parks	32%
Little Bighorn Battlefield	10%
Other Montana state parks	16%
Ghost towns	7%
National Bison Range	10%
Virginia City/Nevada City	5%
Lewis & Clark Interpretive Center, Great Falls	12%
Museum of the Rockies, Bozeman	7%

Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	49%
N/A (no cost)	19%
Walked-in	12%
Booking using online travel agent site (e.g., Expedia, trivago)	10%
Other	4%
Booked through Airbnb	4%
Booked through VRBO/HomeAway	3%



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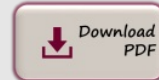
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Reasons for Trip (Primary Reason, All Reasons)

Vacation, recreation, pleasure...	77%
Visit friends/relatives, attend family event	14%
Just passing through	3%
Business, conventions, meetings...	3%
Shopping	< 1%
Other reasons	3%

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

Glacier National Park	51%
Open space/uncrowded areas	13%
Mountains/forests	9%
Yellowstone National Park	4%
Family/friends	4%
Skiing/snowboarding	2%
Hunting	< 1%
Resort/guest ranch	3%
Fishing	2%
Northern Great Plains/Badlands	< 1%
Special events	2%
Camping	< 1%
Hiking	< 1%
Rivers	< 1%
Wildlife	< 1%
Lakes	1%
Other Montana history & culture	< 1%
Lewis & Clark history	< 1%
Snowmobiling	< 1%
Native American history & culture	< 1%
A Montana State Park	5%

Activities on Trip

Scenic driving	67%
Day hiking	66%
Wildlife watching	47%
Nature photography	44%
Car/RV camping	35%
Recreational shopping	30%
Visit local brewery	28%
Visit other historical sites	27%
Visit museums	23%
Fishing/fly fishing	8%
Visit Lewis & Clark sites	20%
Visit farmers market	12%
Visit Indian reservations	14%
Birding	5%
View art exhibits	12%
River rafting/floating	13%
Visit local distillery	9%
Canoeing/kayaking	8%
Golfing	3%
Horseback riding	4%
Motorcycle touring	4%
Bicycling	5%
Attend other event	4%
Attended wedding	5%
Backpacking	11%
Dinosaur attraction	9%
Motorboating	4%
Rockhounding	3%
Sporting event	3%

First Time Visitors

No First Time Visitors	57%
Some First Time Visitors	16%
All First Time Visitors	27%

Other Trip Characteristics

Flew on Portion of Trip	19%
Hired An Outfitter	8%
Plan a Return Visit in Next 2 Years	71%



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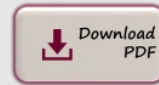
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Residency of Travel Groups

Washington	11%
California	9%
Florida	7%
Ohio	7%
Minnesota	6%
Colorado	4%
Missouri	4%
Texas	4%
Wisconsin	4%
Wyoming	4%
Oregon	3%
Arizona	3%
Idaho	3%
Utah	3%
Indiana	3%
Virginia	2%
Illinois	2%
New Hampshire	2%
South Dakota	2%
Iowa	2%
Nebraska	2%
Pennsylvania	1%
New Jersey	1%
New York	1%
North Dakota	1%
Georgia	1%
Kansas	1%
North Carolina	1%
Nevada	1%
Michigan	1%

Travel Group Type

Couple	53%
Self	9%
Immediate Family	22%
Friends	9%
Family & Friends	2%
Null	3%

Average Group Size: **2.4 persons**

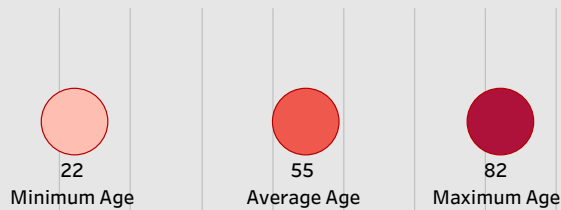
Travel Group Size

1	9%
2	71%
3	5%
4	10%
5	3%
6	< 1%
7	< 1%
9	< 1%
More than 10	< 1%

Age Groups

0-5 years	5%
6-10 years	5%
11-17 years	8%
18-24 years	9%
25-34 years	13%
35-44 years	11%
45-54 years	22%
55-64 years	41%
65-74 years	38%
75 and over	13%

Respondent Ages

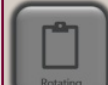


Income on Trip

Less than \$50,000	9%
\$50,000 to less than \$75,000	21%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	27%
\$150,000 to less than \$200,000	10%
\$200,000 or greater	16%

Respondent Gender

Male	47%
Female	51%



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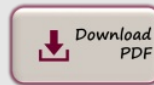
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Info Sources Used For Planning (Most Useful, All Used)

Search engine (e.g., Google)	36%	70%
Used no sources listed	4%	11%
Info. from friend/relative living in MT	9%	24%
Info. from previous visitor(s) to MT	8%	31%
National Park brochure/book/website	11%	44%
Mobile Apps	3%	17%
Official MT website (VisitMT.com)	4%	18%
Other	3%	
Social networking site (i.e., Facebook)	2%	13%
Regional MT travel guide(s)	3%	6%
Online travel agent (e.g., Travelocity)	1%	
Consumer online reviews (i.e., TripAdvisor)	< 1%	14%
Automobile club (i.e., AAA)	1%	9%
Online video (e.g., YouTube)	1%	11%
Other travel websites	< 1%	8%
Info. from private business employees..	< 1%	
Guide book (e.g., Frommer's, Lonely Planet)	1%	6%
State Park brochure/book/website	< 1%	8%
Magazine/newspaper articles online	< 1%	4%
Info from special events	< 1%	< 1%
Official MT guidebook magazine	< 1%	4%
Montana advertising campaign	< 1%	
Called a MT visitor info. line/center	< 1%	1%
"Made in Montana" website	< 1%	2%
Movies, TV shows	< 1%	6%
Magazine/newspaper articles	< 1%	4%
MT community travel guide(s)	1%	
Professional online travel reviews	4%	
Billboards	5%	
Info. from private business employees..	3%	

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

Map applications (i.e., Google Maps)	25%	65%
Search engine (e.g., Google)	23%	65%
Used no sources	5%	5%
Info. from friend/relative living in MT	9%	23%
National Park brochure/book/website	10%	48%
Other mobile apps	3%	19%
Official highway information signs	< 1%	24%
Other	3%	9%
Visitor information center staff	5%	23%
Consumer online reviews (i.e., TripAdvisor)	2%	9%
Brochure information rack	< 1%	16%
Official MT website (VisitMT.com)	1%	9%
Regional MT travel guide(s)	< 1%	15%
Info. from private business employees (e.g., res..)	< 1%	
Official MT Guidebook magazine	< 1%	7%
Billboards	7%	
MT community travel guide(s)	6%	
State Park brochure/website	< 1%	10%
Social media (i.e., Facebook)	< 1%	9%
Guidebook (i.e. Frommer's Lonely Planet)	< 1%	6%
Local newspaper	2%	
"Made in Montana" website	1%	
Info. from private business employees (e.g., res..)	4%	



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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
A feeling of being welcomed	2%	96%	9%	30%	58%	2%			
Amount of open space	1%	96%	23%	72%	2%				
Wildlife viewing opportunities	1%	94%	6%	29%	58%	5%			
Availability of travel information	2%	93%	9%	40%	44%	5%			
Access to public lands	3%	88%	39%	46%	9%				
Main streets reflecting local culture/heritage	2%	87%	8%	41%	38%	11%			
Amount of historical roadside information	1%	85%	12%	42%	31%	14%			
Stewardship of the land	3%	83%	8%	29%	45%	15%			
Restaurants with local products	6%	79%	6%	29%	44%	15%			
Highway rest areas	8%	72%	5%	32%	34%	20%			
Availability of local arts and crafts	4%	65%	8%	27%	30%	30%			
Availability of recycling bins	25%	50%	9%	13%	10%	25%	15%	25%	