

**Select Years**

2021

Select Quarters

All

Select Geography Type

All

Select Regions

Glacier Country

Select Counties

Glacier

Select Cities

All

Interactive Data Report

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

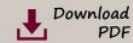
Glacier County

2,081,153

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **18.1%** of the average annual nonresident visitors are represented.

For the current filter selections, there were:

279 Intercept Surveys Conducted**With 279 Mailback Surveys Returned***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	14%
U.S. 191 U.S. 287 to Yellowstone NP - West Yellowstone	12%
U.S. 89 to Yellowstone NP - Gardiner	10%
I-90 over Lookout Pass - Superior	8%
I-90 to Wyoming - Lodge Grass	7%
U.S. 2 to Idaho - Troy	6%
I-94 to North Dakota - Wibaux/Beach	6%
U.S. 212 near Alzada MT - Alzada	6%
I-15 to Idaho - Monida	4%
MT 200 to Idaho - Heron	4%
US 2 to North Dakota - Culbertson/Bainville	3%
U.S. 310 - Bridger 310	3%
Glacier Park International Airport - Kalispell Air	3%
Bozeman Yellowstone International Airport - Bozeman Air	2%
U.S. 12 over Lolo Pass - Lolo	2%

Average Nights Spent:**7.0 nights**

Nights Spent by Region

Glacier Country	57%
Yellowstone Country	14%
Central MT	11%
Southwest MT	9%
Southeast MT	5%
Missouri River Country	3%

Nights Spent by Lodging Type

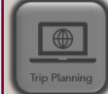
Hotel/motel	42%
Private campground	21%
Public land camping	14%
Home/condo/cabin of friend/relative	10%
Rented entire cabin/home	6%
Other	3%
Vehicle in parking area	1%
Resort/condominium	1%
Rented room in home	1%
Bed & Breakfast	0%
My second home/condo/cabin	0%
Guest ranch	0%

Sites Visited on Trip

Yellowstone National Park	41%
Glacier National Park	96%
Hot springs	17%
Flathead Lake State Parks	28%
Little Bighorn Battlefield	12%
Other Montana state parks	16%
Ghost towns	7%
National Bison Range	11%
Virginia City/Nevada City	6%
Lewis & Clark Interpretive Center, Great Falls	13%
Museum of the Rockies, Bozeman	7%
Fort Peck Lake	6%

Nights Spent by Booking Method

Contacted accommodation directly (i.e., called hotel, used business website)"	52%
Walked-in	12%
Booking using online travel agent site (e.g., Expedia, trivago)	13%
N/A (no cost)	14%
Other	4%
Booked through Airbnb	4%
Booked through VRBO/HomeAway	2%



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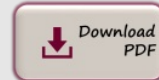
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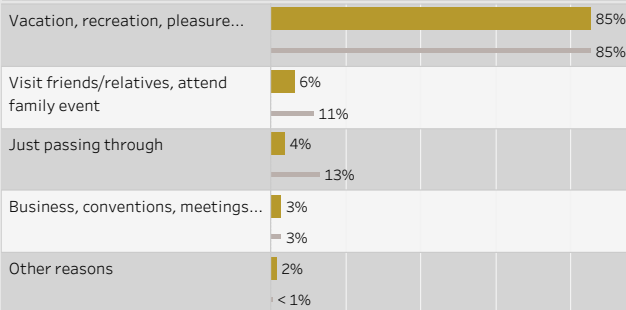
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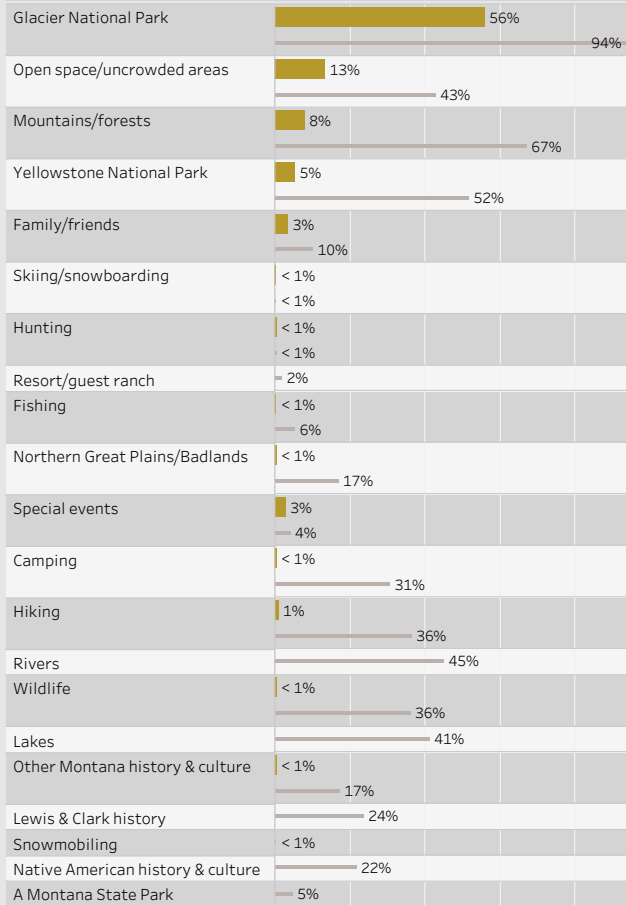
Reasons for Trip

(Primary Reason, All Reasons)

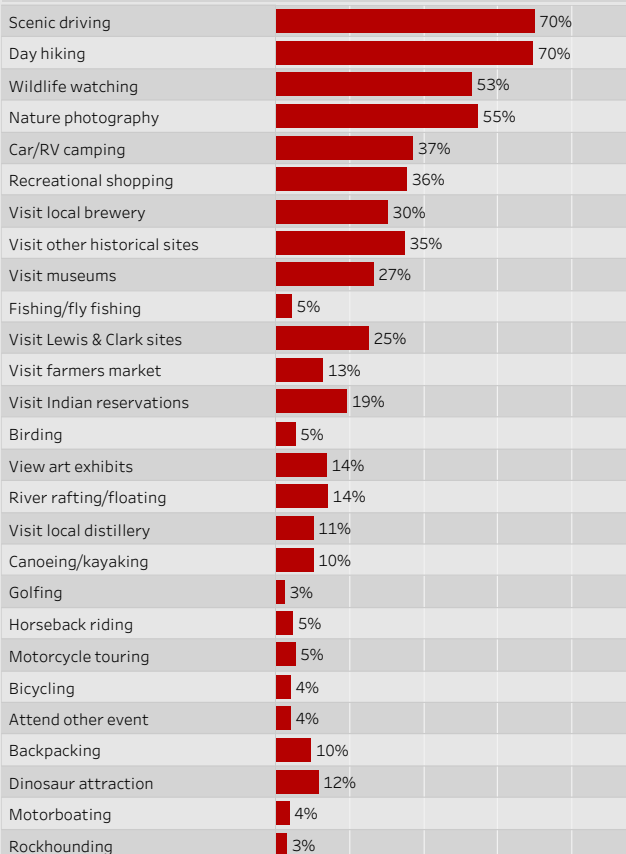


If On Vacation, Attracted to Montana For...

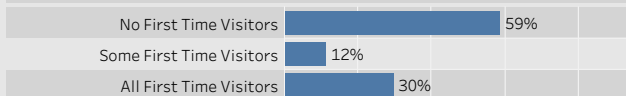
(Primary Attraction, All Attractions)



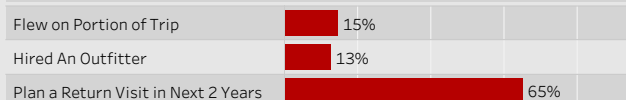
Activities on Trip



First Time Visitors



Other Trip Characteristics





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Residency of Travel Groups

California	11%
Florida	10%
Washington	8%
Ohio	8%
Minnesota	7%
Wisconsin	5%
Colorado	5%
Arizona	4%
Texas	3%
Utah	3%
Illinois	3%
New Hampshire	3%
Idaho	2%
Oregon	2%
Iowa	2%
Nebraska	2%
Missouri	2%
South Dakota	2%
Michigan	2%
New Jersey	2%
Indiana	1%
Kansas	1%
North Dakota	1%
New York	1%
Virginia	1%
Georgia	1%
Pennsylvania	1%
Wyoming	1%

Travel Group Type

Couple	53%
Self	7%
Immediate Family	22%
Friends	11%
Family & Friends	2%
Null	4%

Average Group Size: **2.3 persons**

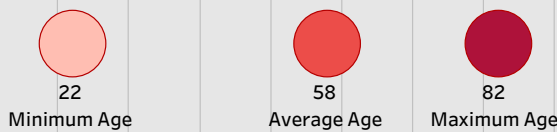
Travel Group Size

1	7%
2	75%
3	4%
4	10%
5	3%
6	< 1%
7	< 1%

Age Groups

0-5 years	3%
6-10 years	5%
11-17 years	8%
18-24 years	7%
25-34 years	9%
35-44 years	11%
45-54 years	22%
55-64 years	40%
65-74 years	39%
75 and over	17%

Respondent Ages



Income on Trip

Less than \$50,000	8%
\$50,000 to less than \$75,000	22%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	26%
\$150,000 to less than \$200,000	10%
\$200,000 or greater	18%

Respondent Gender

Male	44%
Female	54%



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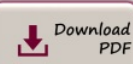
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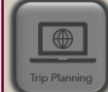


Info Sources Used For Planning (Most Useful, All Used)

Search engine (e.g., Google)	38%	77%
Used no sources listed	1%	7%
Info. from friend/relative living in MT	4%	20%
Info. from previous visitor(s) to MT	10%	29%
National Park brochure/book/website	14%	55%
Mobile Apps	3%	18%
Official MT website (VisitMT.com)	5%	20%
Other	2%	
Social networking site (i.e., Facebook)	1%	14%
Regional MT travel guide(s)	4%	8%
Online travel agent (e.g., Travelocity)	2%	3%
Consumer online reviews (i.e., TripAdvisor)	< 1%	15%
Automobile club (i.e., AAA)	2%	11%
Online video (e.g., YouTube)	2%	11%
Other travel websites	1%	12%
Info. from private business employees..	< 1%	
Guide book (e.g., Frommer's, Lonely Planet)	1%	7%
State Park brochure/book/website	6%	
Magazine/newspaper articles online	< 1%	4%
Info from special events	< 1%	< 1%
Official MT guidebook magazine	< 1%	5%
Montana advertising campaign	< 1%	< 1%
Called a MT visitor info. line/center	< 1%	1%
"Made in Montana" website	< 1%	3%
Movies, TV shows	< 1%	5%
Magazine/newspaper articles	< 1%	3%
MT community travel guide(s)	1%	
Professional online travel reviews	4%	
Billboards	7%	
Info. from private business employees..	3%	

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

Map applications (i.e., Google Maps)	30%	75%
Search engine (e.g., Google)	24%	70%
Used no sources	3%	3%
Info. from friend/relative living in MT	5%	17%
National Park brochure/book/website	10%	57%
Other mobile apps	2%	21%
Official highway information signs	< 1%	30%
Other	1%	5%
Visitor information center staff	7%	28%
Consumer online reviews (i.e., TripAdvisor)	2%	13%
Brochure information rack	1%	19%
Official MT website (VisitMT.com)	2%	11%
Regional MT travel guide(s)	< 1%	16%
Info. from private business employees (e.g., res..)	< 1%	
Official MT Guidebook magazine	< 1%	8%
Billboards	9%	
MT community travel guide(s)	8%	
State Park brochure/website	10%	
Social media (i.e., Facebook)	< 1%	10%
Guidebook (i.e. Frommer's Lonely Planet)	< 1%	7%
Local newspaper	< 1%	
"Made in Montana" website	1%	
Info. from private business employees (e.g., res..)	5%	



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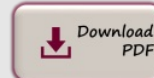
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Satisfaction With Aspects of Montana

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
Amount of open space	0%	98%	0%	22%	75%	1%			
A feeling of being welcomed	1%	98%	8%	26%	63%	1%			
Wildlife viewing opportunities	1%	96%	7%	25%	65%	2%			
Availability of travel information	3%	92%	11%	42%	40%	5%			
Access to public lands	3%	88%	40%	45%	9%				
Amount of historical roadside information	2%	87%	12%	44%	30%	11%			
Main streets reflecting local culture/heritage	2%	84%	9%	36%	38%	14%			
Stewardship of the land	2%	83%	7%	27%	50%	15%			
Restaurants with local products	7%	76%	9%	23%	44%	17%			
Highway rest areas	9%	73%	5%	5%	30%	39%	18%		
Availability of local arts and crafts	4%	62%	11%	23%	28%	34%			
Availability of recycling bins	27%	55%	10%	15%	10%	28%	17%	18%	