

**Select Years**

2021

**Select Quarters**

All

**Select Geography Type**

All

**Select Regions**

Glacier Country

**Select Counties**

Sanders

**Select Cities**

All

# Interactive Data Report

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

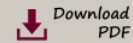
## Sanders County

# 590,318

Estimated Visitors (Annual Mean)

Based on the current report selection(s) **5.1%** of the average annual nonresident visitors are represented.

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**69 Intercept Surveys Conducted****With 69 Mailback Surveys Returned***Filters persist across pages. Please be mindful of the filters you've selected as you view each page.*

### Montana Entry Points

|  |     |
|--|-----|
| I-90 over Lookout Pass - Superior                        | 39% |
| U.S. 89 to Yellowstone NP - Gardiner                     | 10% |
| MT 200 near Fairview MT - Fairview                       | 9%  |
| U.S. 191   U.S. 287 to Yellowstone NP - West Yellowstone | 8%  |
| U.S. 2 to Idaho - Troy                                   | 8%  |
| I-15 to Idaho - Monida                                   | 8%  |
| US 2 to North Dakota - Culbertson/Bainville              | 3%  |
| I-94 to North Dakota - Wibaux/Beach                      | 3%  |
| MT 200 to Idaho - Heron                                  | 3%  |
| MT 23 - Sidney   | 2%  |
| Missoula International Airport - Missoula Air            | 2%  |
| U.S. 12 over Lolo Pass - Lolo                            | 2%  |
| I-90 to Wyoming - Lodge Grass                            | 2%  |

**Average Nights Spent:****5.0 nights**

### Nights Spent by Region

|                        |     |
|------------------------|-----|
| Glacier Country        | 72% |
| Yellowstone Country    | 11% |
| Central MT             | 7%  |
| Southwest MT           | 4%  |
| Southeast MT           | 4%  |
| Missouri River Country | 2%  |

### Nights Spent by Lodging Type

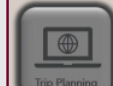
|                                     |     |
|-------------------------------------|-----|
| Hotel/motel                         | 35% |
| Home/condo/cabin of friend/relative | 20% |
| Private campground                  | 15% |
| Public land camping                 | 11% |
| Other                               | 9%  |
| Rented entire cabin/home            | 6%  |
| Resort/condominium                  | 3%  |
| Vehicle in parking area             | 1%  |
| Rented room in home                 | 2%  |
| My second home/condo/cabin          | 0%  |

### Sites Visited on Trip

|                                |     |
|--------------------------------|-----|
| Yellowstone National Park      | 31% |
| Glacier National Park          | 74% |
| Hot springs                    | 20% |
| Flathead Lake State Parks      | 9%  |
| Other Montana state parks      | 7%  |
| National Bison Range           | 12% |
| Museum of the Rockies, Bozeman | 5%  |

### Nights Spent by Booking Method

|   |     |
|---|-----|
| Contacted accommodation directly (i.e., called hotel, used business website)" | 38% |
| N/A (no cost)   | 29% |
| Walked-in   | 14% |
| Booking using online travel agent site (e.g., Expedia, trivago)               | 11% |
| Other   | 3%  |
| Booked through VRBO/HomeAway  | 4%  |
| Booked through Airbnb   | 0%  |



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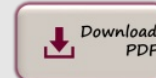
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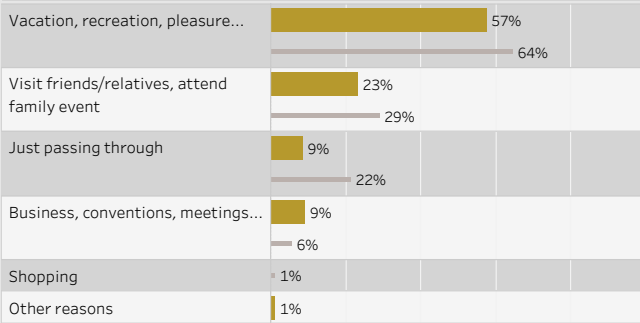
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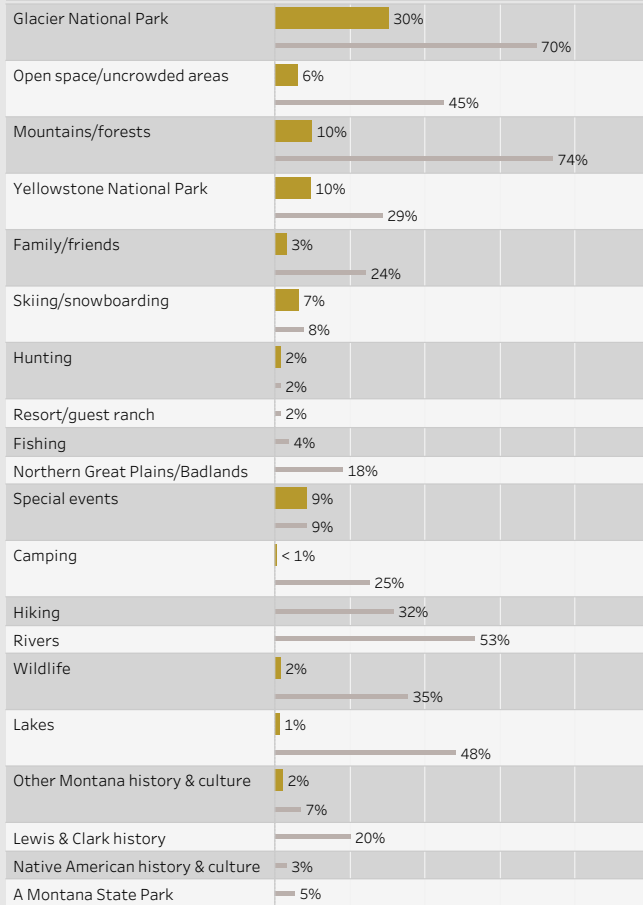


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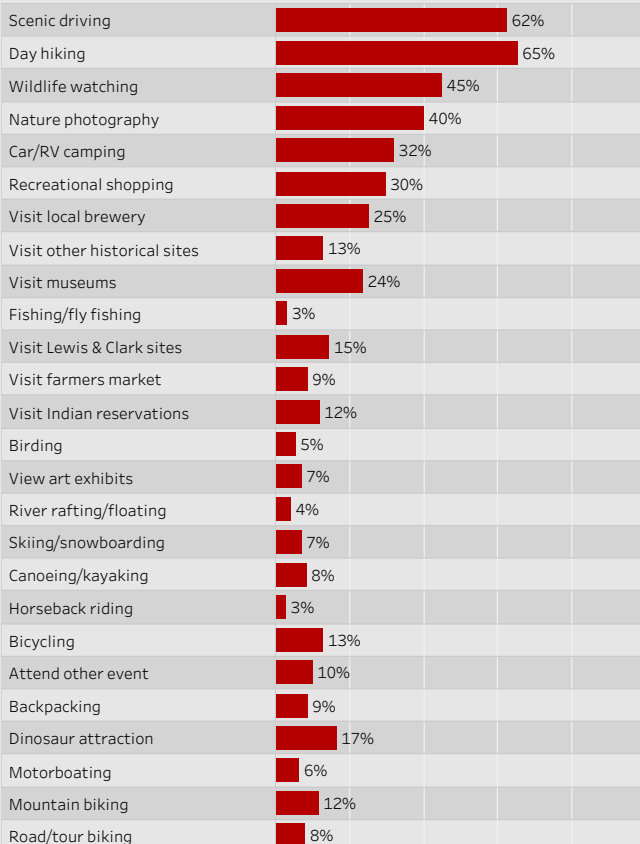
### Reasons for Trip (Primary Reason, All Reasons)



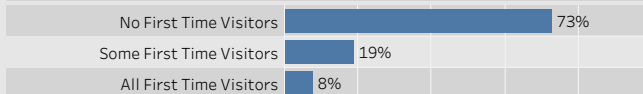
### If On Vacation, Attracted to Montana For... (Primary Attraction, All Attractions)



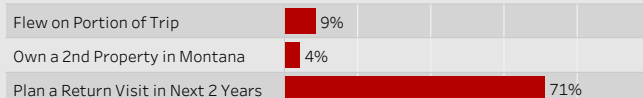
### Activities on Trip



### First Time Visitors



### Other Trip Characteristics





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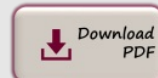
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### Residency of Travel Groups

|               |     |
|---------------|-----|
| Washington    | 35% |
| California    | 10% |
| Idaho         | 9%  |
| Indiana       | 9%  |
| Oregon        | 7%  |
| Minnesota     | 5%  |
| Wisconsin     | 5%  |
| Arizona       | 4%  |
| North Dakota  | 4%  |
| Iowa          | 2%  |
| Missouri      | 2%  |
| South Dakota  | 1%  |
| New Hampshire | 1%  |
| Utah          | 1%  |
| Nevada        | 1%  |
| Vermont       | 1%  |
| Georgia       | 1%  |
| Illinois      | 1%  |

### Travel Group Type

|                         |     |
|-------------------------|-----|
| Couple                  | 59% |
| Self                    | 10% |
| Immediate Family        | 20% |
| Friends                 | 10% |
| Organized Group or Club | 2%  |

Average Group Size: **2.3 persons**

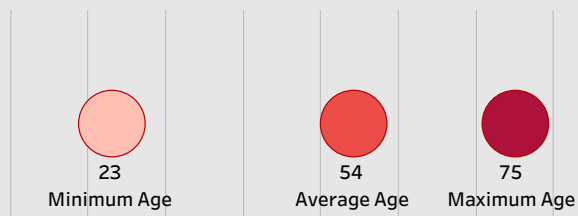
### Travel Group Size

|              |     |
|--------------|-----|
| 1            | 10% |
| 2            | 73% |
| 3            | 9%  |
| 4            | 3%  |
| 5            | 3%  |
| More than 10 | 2%  |

### Age Groups

|             |     |
|-------------|-----|
| 0-5 years   | 8%  |
| 6-10 years  | 9%  |
| 11-17 years | 4%  |
| 18-24 years | 15% |
| 25-34 years | 20% |
| 35-44 years | 12% |
| 45-54 years | 12% |
| 55-64 years | 49% |
| 65-74 years | 24% |
| 75 and over | 5%  |

### Respondent Ages



### Income on Trip

|                                  |     |
|----------------------------------|-----|
| Less than \$50,000               | 15% |
| \$50,000 to less than \$75,000   | 14% |
| \$75,000 to less than \$100,000  | 22% |
| \$100,000 to less than \$150,000 | 21% |
| \$150,000 to less than \$200,000 | 10% |
| \$200,000 or greater             | 17% |

### Respondent Gender

|        |     |
|--------|-----|
| Male   | 55% |
| Female | 45% |



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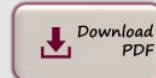
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### Info Sources Used For Planning (Most Useful, All Used)

|   |      |     |
|---|------|-----|
| Search engine (e.g., Google)                | 48%  | 73% |
| Used no sources listed                      | 12%  | 14% |
| Info. from friend/relative living in MT     | 5%   | 30% |
| Info. from previous visitor(s) to MT        | 12%  | 32% |
| National Park brochure/book/website         | 6%   | 35% |
| Mobile Apps                                 | < 1% | 24% |
| Official MT website (VisitMT.com)           | 10%  |     |
| Other                                       | 1%   |     |
| Social networking site (i.e., Facebook)     | < 1% | 18% |
| Regional MT travel guide(s)                 | 2%   |     |
| Online travel agent (e.g., Travelocity)     | 1%   |     |
| Online video (e.g., YouTube)                | 4%   | 16% |
| Other travel websites                       | 2%   |     |
| Info. from private business employees...    | 1%   |     |
| Guide book (e.g., Frommer's, Lonely Planet) | 2%   | 7%  |
| State Park brochure/book/website            | < 1% |     |
| Info from special events                    | < 1% |     |
| Official MT guidebook magazine              | < 1% | 3%  |
| Montana advertising campaign                | 1%   |     |
| Called a MT visitor info. line/center       | 1%   |     |
| Movies, TV shows                            | 4%   |     |
| MT community travel guide(s)                | 2%   |     |
| Professional online travel reviews          | 2%   |     |
| "Made in Montana" website                   | < 1% |     |
| Billboards                                  | < 1% |     |
| Consumer online reviews (i.e., TripAdv..    | 22%  |     |
| Info. from private business employees...    | 2%   |     |
| Magazine/newspaper articles online          | 2%   |     |
| Magazine/newspaperarticles                  | 1%   |     |

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

|  |      |     |
|--|------|-----|
| Map applications (i.e., Google Maps)               | 26%  | 65% |
| Search engine (e.g., Google)                       | 20%  | 70% |
| Used no sources                                    | 9%   | 9%  |
| Info. from friend/relative living in MT            | 8%   | 32% |
| National Park brochure/book/website                | 3%   | 48% |
| Official highway information signs                 | 2%   | 24% |
| Other  | 1%   | 5%  |
| Visitor information center staff                   | 2%   | 20% |
| Brochure information rack                          | < 1% | 3%  |
| Official MT website (VisitMT.com)                  | < 1% | 5%  |
| Regional MT travel guide(s)                        | < 1% | 3%  |
| Info. from private business employees (e.g., res.) | 1%   |     |
| Official MT Guidebook magazine                     | < 1% | 3%  |
| Billboards   | 4%   |     |
| MT community travel guide(s)                       | < 1% |     |
| State Park brochure/website                        | 4%   |     |
| Guidebook (i.e. Frommer's Lonely Planet)           | 3%   | 9%  |
| Local newspaper                                    | 4%   |     |
| Consumer online reviews (i.e., TripAdvisor)        | 6%   |     |
| Info. from private business employees (e.g., res.) | 5%   |     |
| Other mobile apps                                  | 14%  |     |
| Social media (i.e., Facebook)                      | 20%  |     |



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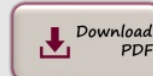
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| Satisfaction With Aspects of Montana           | Satisfaction Level |              |                       |                    |           |                |     |           |
|--|--------------------|--------------|-----------------------|--------------------|-----------|----------------|-----|-----------|
|  | Very dissatisfied  | Dissatisfied | Somewhat dissatisfied | Somewhat satisfied | Satisfied | Very Satisfied | N/A |           |
| Aspect   | % Neg              | % Pos        | [Bar Chart]           |                    |           |                |     | [Total %] |
| A feeling of being welcomed                    | 1%                 | 93%          | 12%                   | 35%                | 46%       |                | 6%  |           |
| Amount of open space                           | 3%                 | 93%          | 17%                   | 75%                |           |                | 4%  |           |
| Availability of travel information             | 2%                 | 88%          | 7%                    | 46%                | 35%       |                | 10% |           |
| Wildlife viewing opportunities                 | 1%                 | 87%          | 7%                    | 25%                | 55%       |                | 11% |           |
| Highway rest areas                             | 2%                 | 86%          | 7%                    | 32%                | 47%       |                | 12% |           |
| Restaurants with local products                | 2%                 | 82%          | 5%                    | 27%                | 50%       |                | 17% |           |
| Main streets reflecting local culture/heritage | 2%                 | 80%          |                       | 37%                | 41%       |                | 17% |           |
| Access to public lands                         | 4%                 | 78%          |                       | 43%                | 35%       |                | 18% |           |
| Stewardship of the land                        | 7%                 | 76%          | 5%                    | 10%                | 30%       | 37%            | 17% |           |
| Amount of historical roadside information      | 4%                 | 76%          | 7%                    | 35%                | 33%       |                | 20% |           |
| Availability of local arts and crafts          | 2%                 | 65%          | 10%                   | 18%                | 37%       |                | 33% |           |
| Availability of recycling bins                 | 16%                | 54%          | 10%                   | 4%                 | 14%       | 29%            | 11% | 30%       |