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Characteristics

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WARNING - Sample size is small. Use data with caution!

This report summarizes nonresident visitors to Montana during quarter(s) 1,2,3,4, 2012.

These travelers spent at least one night in the following counties: Missoula; and did the following activities: road/tour biking.

This group represents a sample size of 30 survey respondents, which equates to 1.2% of all nonresident visitors, or a total of 128,023 people.

Group Characteristics

- 20% of groups with all first time visitors
- 64% of groups with all repeat visitors
- 16% of groups with mixed first time and repeat visitors
- 16% Flew on a portion of their trip
- 5% Own a 2nd property in MT
- 4% Hired an outfitter

Activities in MT on This Trip

- 100% Road / tour biking
- 80% Scenic driving
- 49% Day hiking
- 48% Car / RV camping
- 48% Recreational shopping
- 42% Wildlife watching
- 33% Visiting other historical sites
- 29% River rafting / floating
- 24% Viewing art exhibits
- 23% Nature photography
- 23% Visit farmers market
- 20% Mountain biking
- 20% Attending festivals or events
- 20% Visiting Lewis & Clark sites
- 20% Canoeing / kayaking
- 17% Visiting museums
- 17% Backpacking
- 17% Motorboating
- 13% Birding
- 12% Fishing / fly fishing
- 12% Rockhounding
- 10% Golfing
- 6% Attending performing arts
- 4% Visiting Indian reservations
- 3% Follow dinosaur trail
- 2% Sporting event
- 2% Horseback riding
- 2% Cross-country skiing
- 2% Skiing / snowboarding
- 2% Gambling
- 1% Snowshoeing
- 1% Hunting
- OHV / ATV

Sites Visited on Trip

- 44% Glacier National Park
- 25% Flathead Lake State Parks
- 25% Yellowstone National Park
- 23% Little Bighorn Battlefield
- 23% Hot springs
- 14% National Bison Range
- 11% Lewis & Clark Interpretive Ctr, Great Falls
- 11% Ghost towns
- 10% Virginia/Nevada City
- 7% Other Montana State Parks
- 6% Lolo Pass Interpretive Center
- 6% Missouri Headwaters State Park
- 5% Grizzly & Wolf Discovery Center, West Yellowstone
- 4% Lewis & Clark Caverns State Park
- 3% Museum of the Rockies, Bozeman
- 2% Missouri River Breaks Nat'l Monument
- 2% Clark Canyon Reservoir
- 2% Pompey's Pillar
- 2% CM Russell Museum, Great Falls
- Bob Marshall Wilderness
- Rocky Mountain Elk Foundation
- Big Hole Battlefield
- Ft. Peck Interpretive Center & Museum
- Bighorn Canyon Nat'l Recreation Area
- Fort Peck Lake

-- C.M. Russell National Wildlife Refuge
 -- MT Historical Museum, Helena

-- Geocaching
 -- Snowmobiling

Reasons for Trip		
primary reason		all reasons
34%	Vacation/recreation/pleasure	53%
30%	Just passing through	31%
17%	Visit friends/relatives/family event	30%
14%	Business/convention/meeting	13%
5%	Other	4%
--	Shopping	--

If on Vacation, Attracted to Montana for...		
primary attraction		all attractions
37%	Family/friends	45%
33%	Mountains / forests	89%
13%	Open space / uncrowded areas	61%
6%	Yellowstone National Park	25%
5%	Other Montana history & culture	21%
3%	Special events	8%
2%	Wildlife	26%
1%	Glacier National Park	33%
--	Fishing	15%
--	Hunting	2%
--	Skiing / snowboarding	3%
--	Snowmobiling	2%
--	Northern great plains / badlands	3%
--	Resort / guest ranch	--
--	Rivers	52%
--	Lakes	57%
--	Native american history & culture	3%
--	A Montana State Park	25%
--	Lewis & Clark history	18%

Average Length of Stay in MT 8.42 nights
Of Nights Spent in MT

63% of nights spent in Glacier Country
 14% of nights spent in Yellowstone Country
 10% of nights spent in Southeast Montana Region
 7% of nights spent in Gold West Country
 7% of nights spent in Central Montana Region
 -- of nights spent in Missouri River Country

Percent of Nights Spent in Each Lodging Type

45% Hotel/motel
 34% Home of friend/relative
 11% Public land camping
 6% Private campground
 3% Resort/condominium
 1% Second home/cabin/condo
 1% Bed & Breakfast
 <1% Other
 <1% Rented cabin/home
 -- Vehicle in parking area
 -- Guest ranch

Travel Mode to Enter MT

50% Auto/Truck
 20% Motorcycle
 13% RV/Trailer
 13% Air
 5% Other
 -- Train
 -- Bus

Montana Entry Points

20% Heron
 18% Superior
 13% Roseville
 10% Missoula Air
 7% Painted Rocks
 7% Lodge Grass
 7% West Yellowstone
 4% Monida
 4% Sula
 4% Chief Mountain
 3% Sweetgrass
 3% Kalispell Air

