

Summary of Road/Tour Biking in Montana
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The Institute for Tourism and Recreation Research (ITRR) at the University of Montana conducts nonresident surveys year round throughout the state of Montana. This research has been conducted continuously since July 1, 2009. To see the methods used, please visit:
<http://www.itrr.umt.edu/NicheNews11/QuarterlyNonresMethods2011.pdf>.

ITRR has not conducted a specific study on bike tourism or bike riding, however one of the questions on the nonresident survey asks about activities engaged in while visiting Montana. The following statistics were compiled from the data based on visitors who indicated they participated in road/tour biking in the state on their trip in 2012. All of this data (except the expenditures) can be retrieved by going to:
<http://www.tourismresearchmt.org/>. Expenditure data was extracted from the data set by Dr. Norma Nickerson for this brief report on biking in Montana and Missoula County.

- Total nonresident visitors road/tour biking while in Montana in 2012 = 565,372
- Nonresidents road/tour biking while in Montana who spent at least one night in Missoula County in 2012= 128,023

2012 average nonresidents expenditures by road/tour bikers in Montana

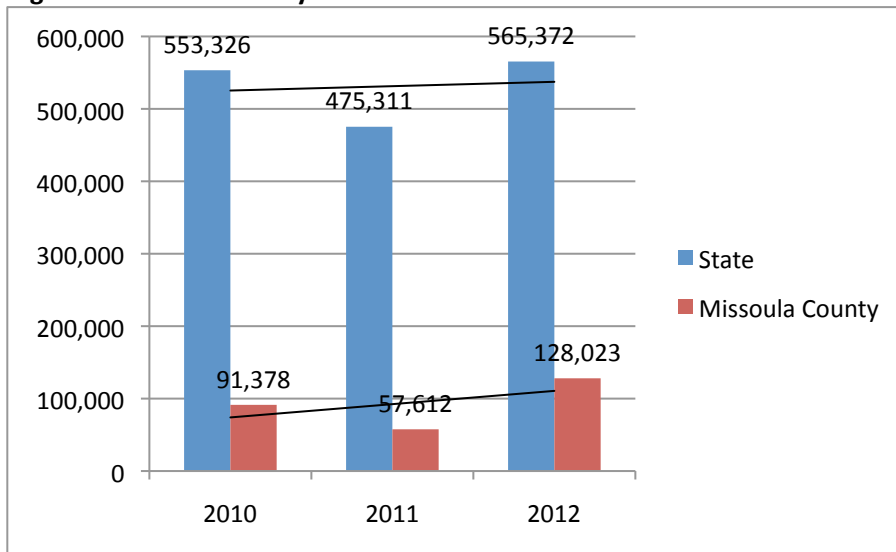
| Expenditure Category | Mean \$ |
|-----------------------------|-----------------|
| Gasoline | \$41.66 |
| Retail | \$36.02 |
| Restaurant | \$32.17 |
| Motel | \$17.30 |
| Outfitter/guide | \$8.78 |
| Licenses, fees, admissions | \$5.17 |
| Rental cabin | \$4.16 |
| Campground | \$2.11 |
| Auto rental | \$1.73 |
| Auto repair | \$0.98 |
| Services | \$0.78 |
| Farmer's Market | \$0.71 |
| Gambling | \$0.04 |
| Transportation expenses | \$0 |
| TOTAL | \$151.61 |

- Nonresident road/tour bikers length of stay in Montana = 6.66 nights
- Nonresident road/tour bikers spend \$1,009.72 per trip in Montana (\$151.61 x 6.66 nights)
- Possible impact of 2012 Nonresident road/tour bikers who spent a night in Missoula County = \$19,410,000 (\$151.61 x 128,023). \$19,410,000= 8% of Missoula County's nonresident expenditures. (Note: the numbers in this analysis are generated on statewide data collection. The average spending by those who road/tour biked in Montana is accurate. What is unknown is how much these bikers actually spent in Missoula County. We do know they spent a night, so

the likelihood of spending money in the county increases as the number of nights increases in the area).

- Fifty-three percent of nonresidents who road/tour biked during their Montana trip were primarily in Montana for vacation, 18 percent were visiting friends and relatives, 19 percent were passing through, 7 percent said they were on business, and 4 percent indicated 'other' as their primary reason for being in Montana.
- Thirty-four percent of nonresidents who road/tour biked and spent a night in Missoula County were primarily in Montana for vacation, 30 percent were passing through, 17 percent were visiting friends and relatives, 14 percent were on business, and 5 percent indicated 'other' as their primary reason for being in Montana.

All nonresident road/tour bikers in Montana compared to nonresident road/tour bikers who spent a night in Missoula County: 2010-2012*



*source: <http://www.tourismresearchmt.org/>. criteria for this data table required 6 runs: 3 selections of road/tour biking for the entire state and each of the 3 years, as well as 3 selections of road/tour biking for those who spent a night in Missoula County and each of the 3 years.

Montana resident road biking stats from ITRR

ITRR has conducted several resident recreation studies over the years, however, the methods of data collection differed each year and cannot be compared from year to year. However, with that said the following was gained from the various studies:

- In 2005 5% of Montana resident households participated in road biking. In 2005 Montana's population was 358,667 therefore 18,000 Montana households were road bikers. To see a summary of results go to: <http://www.itrr.umt.edu/NicheNews06/ResRec.pdf>.
- In 2011-12, 2% of Montanans over the age of 18 went on a pleasure trip over 50 miles away from home and also participated in road biking on that trip. 780,994 residents in the 2010 census were over the age of 18 and therefore 15,620 residents did a trip involving road biking.