

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

**These travelers did the following activities: road/tour biking.**

**This group represents a sample size of 134 survey respondents, which equates to 5.3% of all nonresident visitors, or a total of 565,372 people.**

**Group Characteristics**

- 24% of groups with all first time visitors
- 63% of groups with all repeat visitors
- 13% of groups with mixed first time and repeat visitors
- 17% Flew on a portion of their trip
- 7% Own a 2nd property in MT
- 8% Hired an outfitter

**Sites Visited on Trip**

- 60% Yellowstone National Park
- 35% Glacier National Park
- 21% Little Bighorn Battlefield
- 16% Hot springs
- 15% Other Montana State Parks
- 12% Flathead Lake State Parks
- 9% Ghost towns
- 8% Lolo Pass Interpretive Center
- 6% National Bison Range
- 5% Grizzly & Wolf Discovery Center, West Yellowstone
- 5% Virginia/Nevada City
- 4% Lewis & Clark Caverns State Park
- 4% Lewis & Clark Interpretive Ctr, Great Falls
- 3% Missouri Headwaters State Park
- 3% Rocky Mountain Elk Foundation
- 3% Museum of the Rockies, Bozeman
- 3% Big Hole Battlefield
- 2% Bighorn Canyon Nat'l Recreation Area
- 2% CM Russell Museum, Great Falls
- 2% Ft. Peck Interpretive Center & Museum
- 2% Fort Peck Lake
- 2% Missouri River Breaks Nat'l Monument
- 1% Pompey's Pillar
- 1% MT Historical Museum, Helena
- 1% Clark Canyon Reservoir
- <1% C.M. Russell National Wildlife Refuge
- Bob Marshall Wilderness

**Activities in MT on This Trip**

- 100% Road / tour biking
- 65% Scenic driving
- 43% Wildlife watching
- 39% Nature photography
- 38% Recreational shopping
- 34% Day hiking
- 33% Car / RV camping
- 27% Visiting other historical sites
- 22% Visiting museums
- 17% River rafting / floating
- 15% Visiting Lewis & Clark sites
- 14% Fishing / fly fishing
- 13% Mountain biking
- 11% Canoeing / kayaking
- 11% Backpacking
- 11% Visiting Indian reservations
- 10% Attending festivals or events
- 10% Viewing art exhibits
- 10% Birding
- 10% Golfing
- 9% Visit farmers market
- 7% Gambling
- 7% Motorboating
- 6% Attending performing arts
- 5% OHV / ATV
- 5% Horseback riding
- 5% Sporting event
- 4% Rockhounding
- 3% Hunting
- 3% Geocaching
- 2% Cross-country skiing
- 2% Skiing / snowboarding
- 1% Snowshoeing
- 1% Follow dinosaur trail
- <1% Snowmobiling

<b>Reasons for Trip</b>		
<b>primary reason</b>		<b>all reasons</b>
58%	Vacation/recreation/pleasure	75%
18%	Visit friends/relatives/family event	24%
17%	Just passing through	22%
5%	Business/convention/meeting	5%
2%	Other	2%
<1%	Shopping	4%

<b>Average Length of Stay in MT 6.84 nights Of Nights Spent in MT</b>	
38%	of nights spent in Glacier Country
33%	of nights spent in Yellowstone Country
11%	of nights spent in Gold West Country
10%	of nights spent in Southeast Montana Region
5%	of nights spent in Central Montana Region
3%	of nights spent in Missouri River Country

<b>Percent of Nights Spent in Each Lodging Type</b>	
37%	Hotel/motel
22%	Home of friend/relative
18%	Private campground
8%	Second home/cabin/condo
5%	Public land camping
5%	Rented cabin/home
2%	Resort/condominium
1%	Guest ranch
1%	Bed & Breakfast
1%	Vehicle in parking area
<1%	Other

<b>Montana Entry Points</b>	
15%	Gardiner
9%	West Yellowstone
8%	Superior
5%	Heron
5%	Lodge Grass
5%	Targhee Pass
4%	Bozeman Air
4%	Wibaux/Beach
4%	Red Lodge
4%	Monida
4%	Rooseville
3%	Painted Rocks
3%	Sweetgrass
3%	Fairview
3%	Kalispell Air
2%	Alzada
2%	Chief Mountain
2%	Missoula Air

<b>If on Vacation, Attracted to Montana for...</b>		
<b>primary attraction</b>		<b>all attractions</b>
29%	Yellowstone National Park	58%
16%	Mountains / forests	83%
15%	Family/friends	31%
13%	Glacier National Park	37%
11%	Open space / uncrowded areas	59%
7%	Rivers	50%
5%	Special events	10%
1%	Fishing	16%
1%	Other Montana history & culture	19%
1%	Skiing / snowboarding	4%
1%	Lewis & Clark history	11%
<1%	Wildlife	38%
<1%	Native american history & culture	12%
--	Snowmobiling	2%
--	Hunting	2%
--	A Montana State Park	18%
--	Northern great plains / badlands	9%
--	Lakes	39%
--	Resort / guest ranch	2%

<b>Travel Mode to Enter MT</b>	
44%	Auto/Truck
28%	Motorcycle
12%	RV/Trailer
11%	Air
6%	Other
--	Train
--	Bus

<b>Satisfaction with Aspects of Montana</b>								
	mean	very dissatisfied	dissatisfied	somewhat dissatisfied	somewhat satisfied	satisfied	very satisfied	N/A
Road conditions	5.15	1%	1%	3%	5%	60%	31%	--
Directional road signage	5.28	--	2%	1%	8%	56%	33%	<1%
Environmental practices of accommodations	5.05	--	<1%	5%	13%	41%	26%	15%
Highway rest areas	5.2	<1%	--	1%	12%	41%	24%	21%
Availability of recycling bins	4.39	2%	5%	4%	18%	39%	9%	24%
Access to public lands	5.26	<1%	1%	--	8%	43%	32%	17%
Condition of natural environment	5.57	--	--	2%	3%	37%	51%	8%
Scenic driving opportunities	5.71	--	1%	<1%	2%	29%	64%	4%
Amount of open space	5.74	--	1%	<1%	1%	26%	72%	<1%
Wildlife viewing opportunities	5.43	--	<1%	<1%	5%	37%	49%	9%
Amount of historical roadside information	5.26	--	2%	<1%	11%	42%	37%	8%
Availability of travel information	5.27	--	--	2%	14%	43%	36%	6%
The 'character' of Montana	5.61	--	--	--	2%	36%	57%	5%
Stewardship of the land	5.4	--	--	5%	3%	36%	45%	10%
Main streets reflecting local culture/heritage	5.3	--	--	2%	9%	36%	41%	12%
A feeling of being welcomed	5.54	--	<1%	4%	2%	28%	63%	4%
Variety of lodging choices	5.31	--	--	1%	11%	41%	36%	11%
Restaurants with local products	5.08	--	--	4%	14%	43%	27%	12%
Availability of local arts and crafts	5.17	--	--	1%	8%	41%	19%	30%
A feeling of authenticity	5.36	--	--	1%	6%	44%	35%	14%

**Residency**

12% Washington  
 10% Colorado  
 6% North Dakota  
 6% Utah  
 6% British Columbia, Canada  
 5% Wyoming  
 4% Alberta, Canada  
 4% California  
 4% Minnesota  
 4% Florida  
 3% Idaho  
 3% Oregon  
 3% South Dakota  
 3% Missouri  
 3% Illinois  
 2% New Jersey  
 2% Arizona  
 2% Iowa  
 2% Denmark  
 2% New Hampshire  
 2% Pennsylvania  
 1% Kentucky  
 1% Alaska  
 1% Saskatchewan, Canada  
 1% North Carolina  
 1% Nebraska  
 1% Wisconsin  
 1% Indiana  
 1% Ohio  
 1% Louisiana  
 1% New York  
 1% Virginia  
 <1% Kansas, Oklahoma, Texas, Australia, Delaware, England, Michigan, Maryland

**Respondent Age**

21 - 94 Age range  
 57 Average age  
 60 Median age

**Respondent Gender**

48% Male  
 52% Female  
 12% First time visitor

**Age Groups Represented**

4% 0-5 years  
 2% 6-10 years  
 6% 11-17 years  
 10% 18-24 years  
 12% 25-34 years  
 18% 35-44 years  
 34% 45-54 years  
 37% 55-64 years  
 35% 65-74 years  
 9% 75 and over

**Household Income**

19% Less than \$50,000  
 27% \$50,000 to less than \$75,000  
 21% \$75,000 to less than \$100,000  
 21% \$100,000 to less than \$150,000  
 10% \$150,000 to less than \$200,000  
 3% \$200,000 or greater

**Travel Group Type**

19% Self  
 52% Couple  
 17% Immediate Family  
 1% Family & Friends  
 7% Friends  
 2% Business Associates  
 3% Extended Family  
 <1% Organized Group or Club

**Average Group Size: 2.15****Travel Group Size**

20% 1 traveler  
 59% 2 travelers  
 8% 3 travelers  
 6% 4 travelers  
 3% 5 travelers  
 1% 6 travelers  
 1% 7 travelers  
 -- 8 travelers  
 <1% 9 travelers  
 -- 10 travelers  
 -- more than 10

### Sources Used for Trip Planning

Most Useful		All Used
36%	Internet search engine	54%
13%	Used no sources	15%
10%	Used no sources listed	10%
10%	National park brochure/web/book	28%
6%	Info. from private business	9%
5%	Guide book	11%
4%	MT travel planner	14%
4%	Professional online travel reviews	4%
4%	An automobile club	16%
3%	State park brochure / web site	7%
3%	Information from special events	5%
1%	Electronic blogs / wikis	1%
1%	Social networking site	4%
<1%	Used a chamber / visitor center	6%
--	Video/Podcast available online	<1%
--	Toll-free state travel number	--
--	Magazine / newspaper article	7%
--	Online ad/brochure	8%
--	Widgets	--
--	Consumer reviews online	8%

### Sources Used During Trip and Influence of These Sources

	Used...	Not At All	Some	A Lot	Most Useful
Highway information signs	16%	49%	35%	14%	
Motel/resturant/gas station employees	29%	46%	25%	35%	
Visitor information center staff	42%	52%	6%	22%	
Brochure rack information	38%	53%	9%	18%	
Billboards	57%	32%	10%	1%	
Mobile device	N/A	N/A	N/A	N/A	