

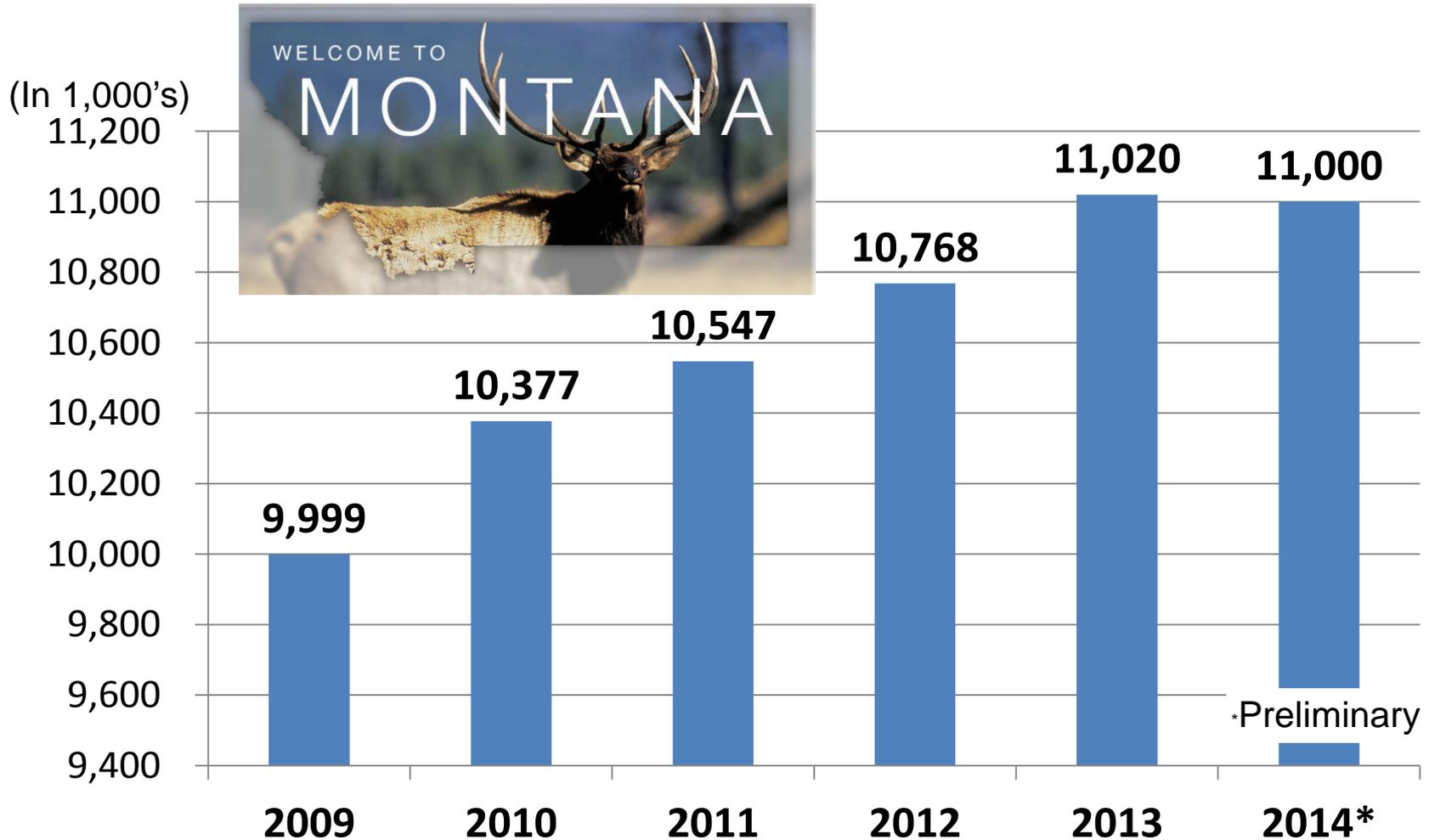
Tourism and Recreation Trends and Outlook

Norma Nickerson & Megan Schultz
Institute for Tourism and Recreation Research
College of Forestry and Conservation
University of Montana

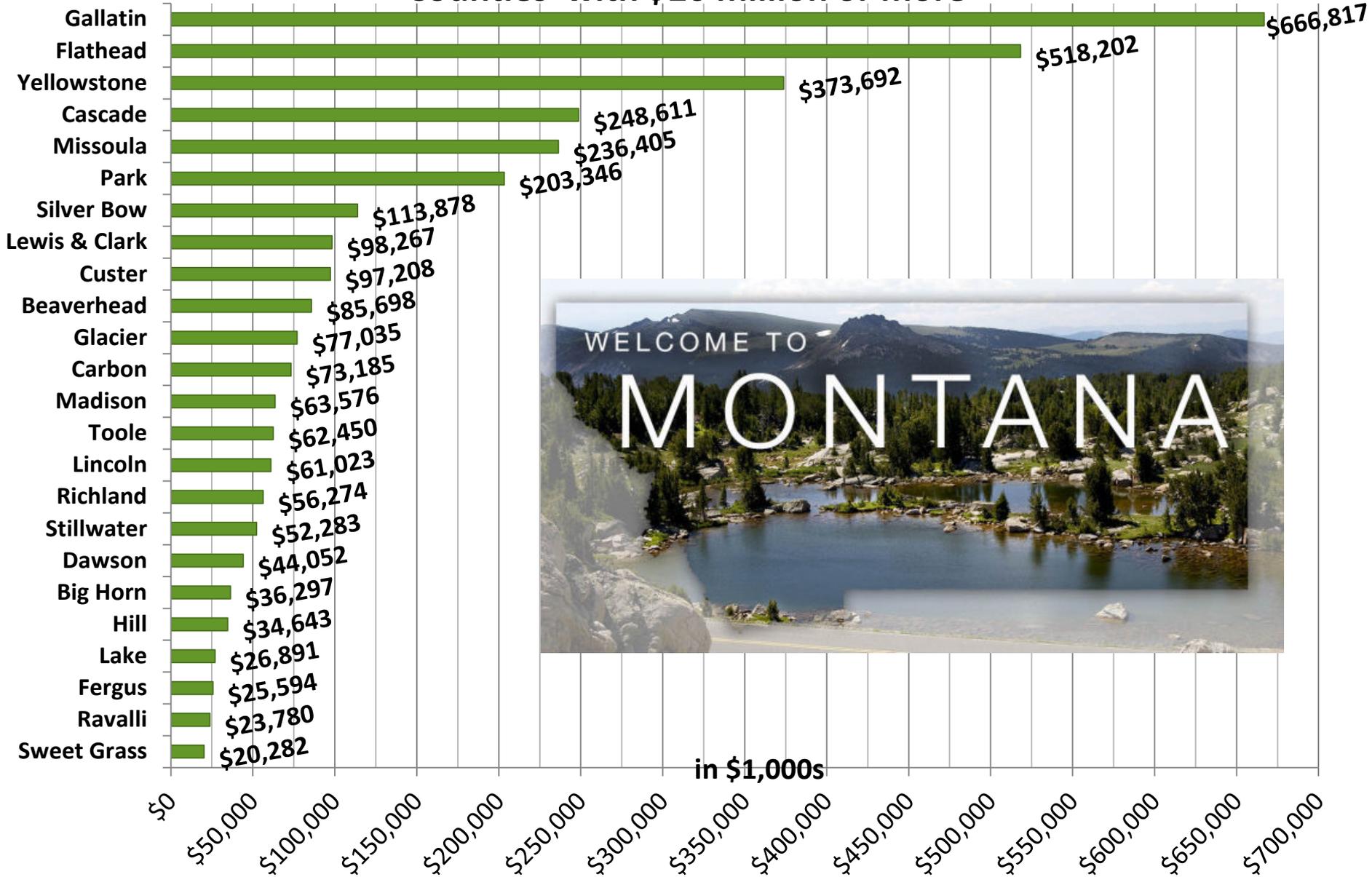
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TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA



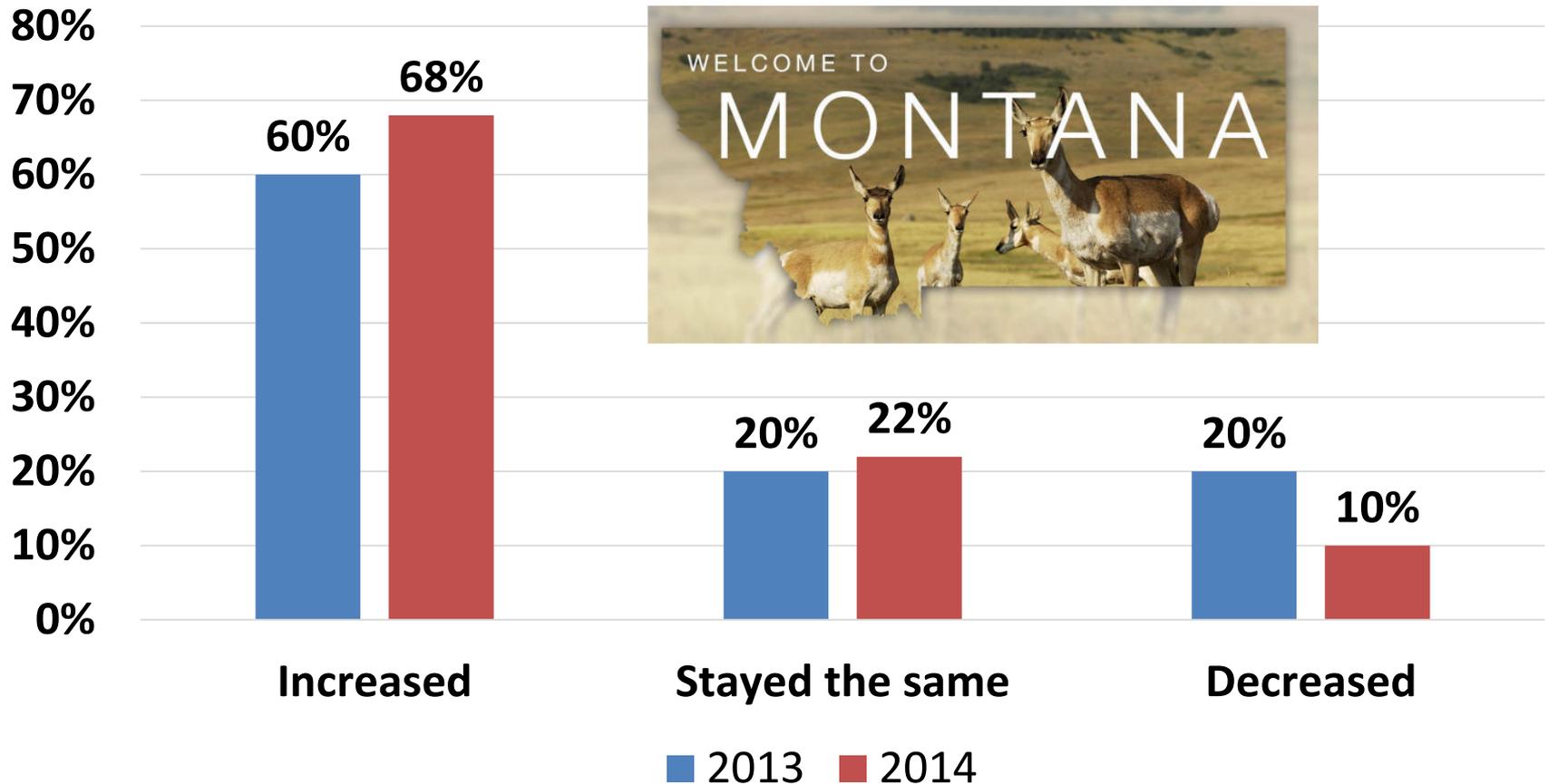
Nonresident Visitation to MT



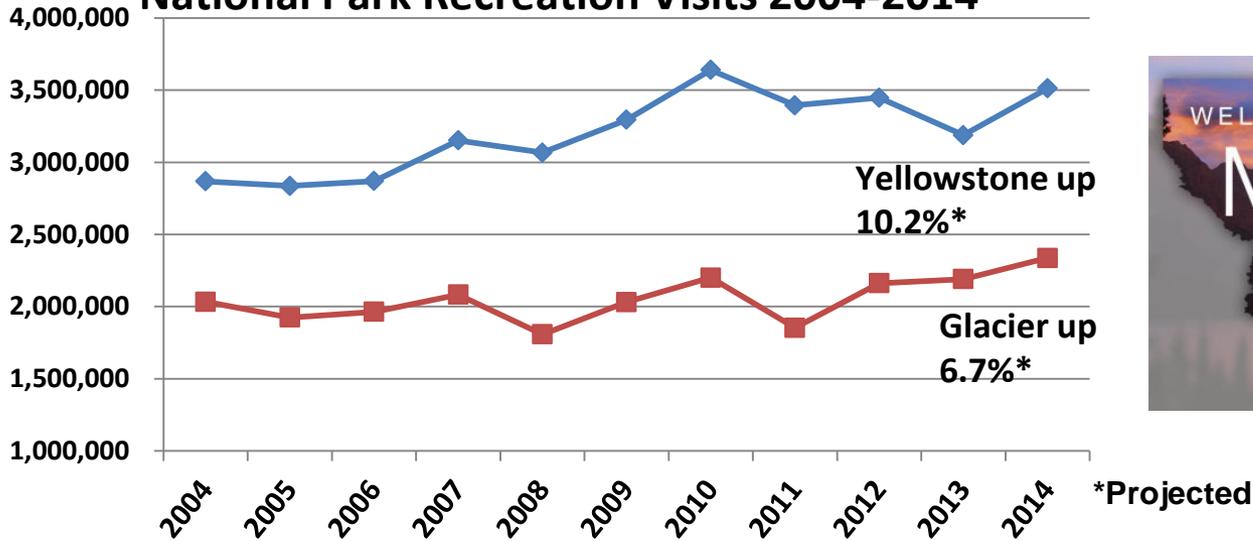
2012-2013 Estimate of Nonresident Traveler Spending per County: Counties with \$20 million or more



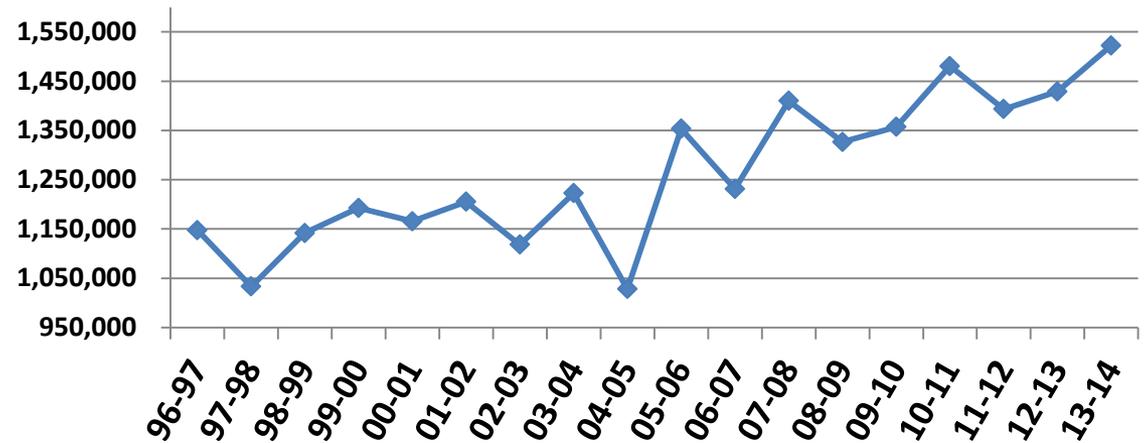
Tourism Business Owners: Customer % change 2013-2014



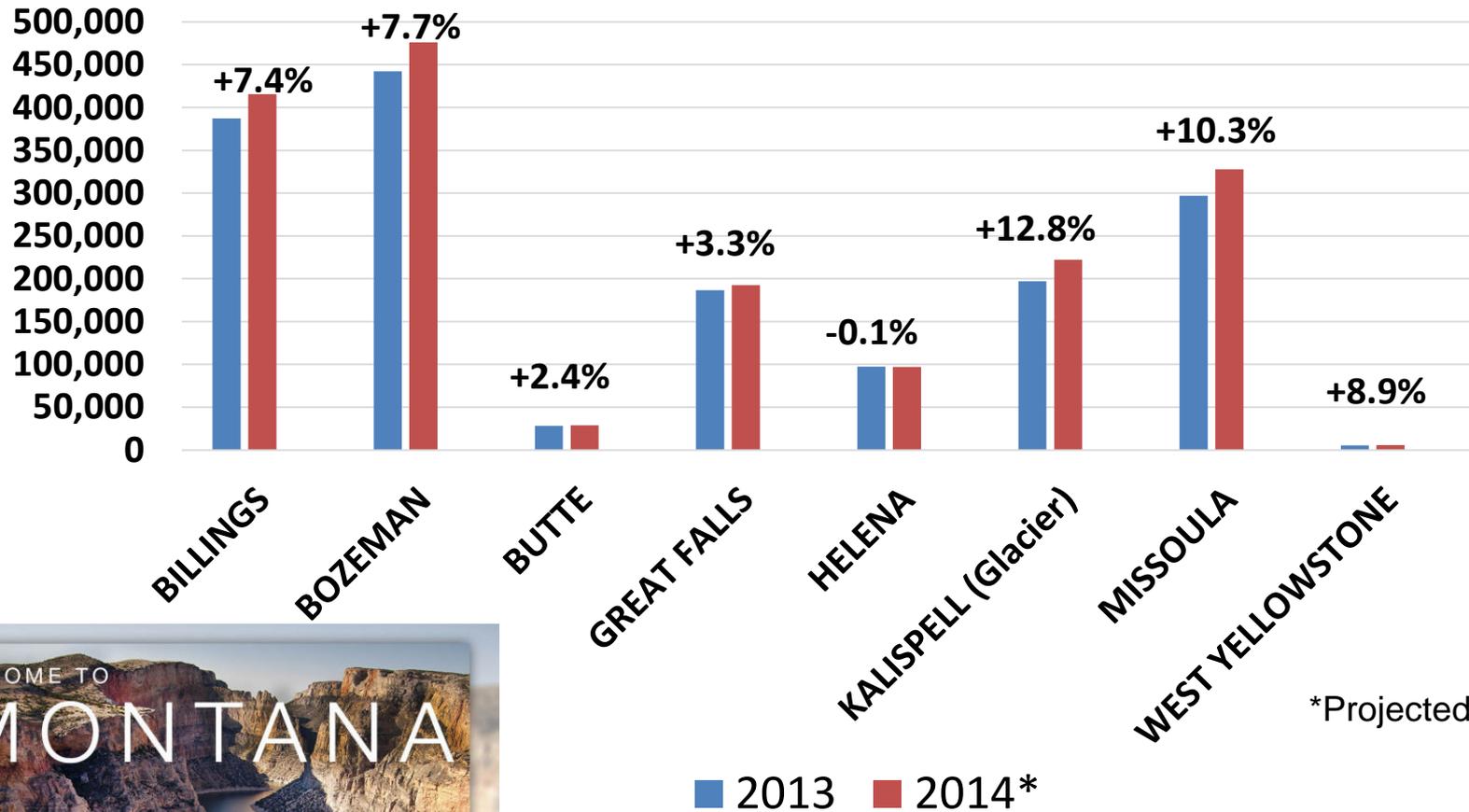
National Park Recreation Visits 2004-2014



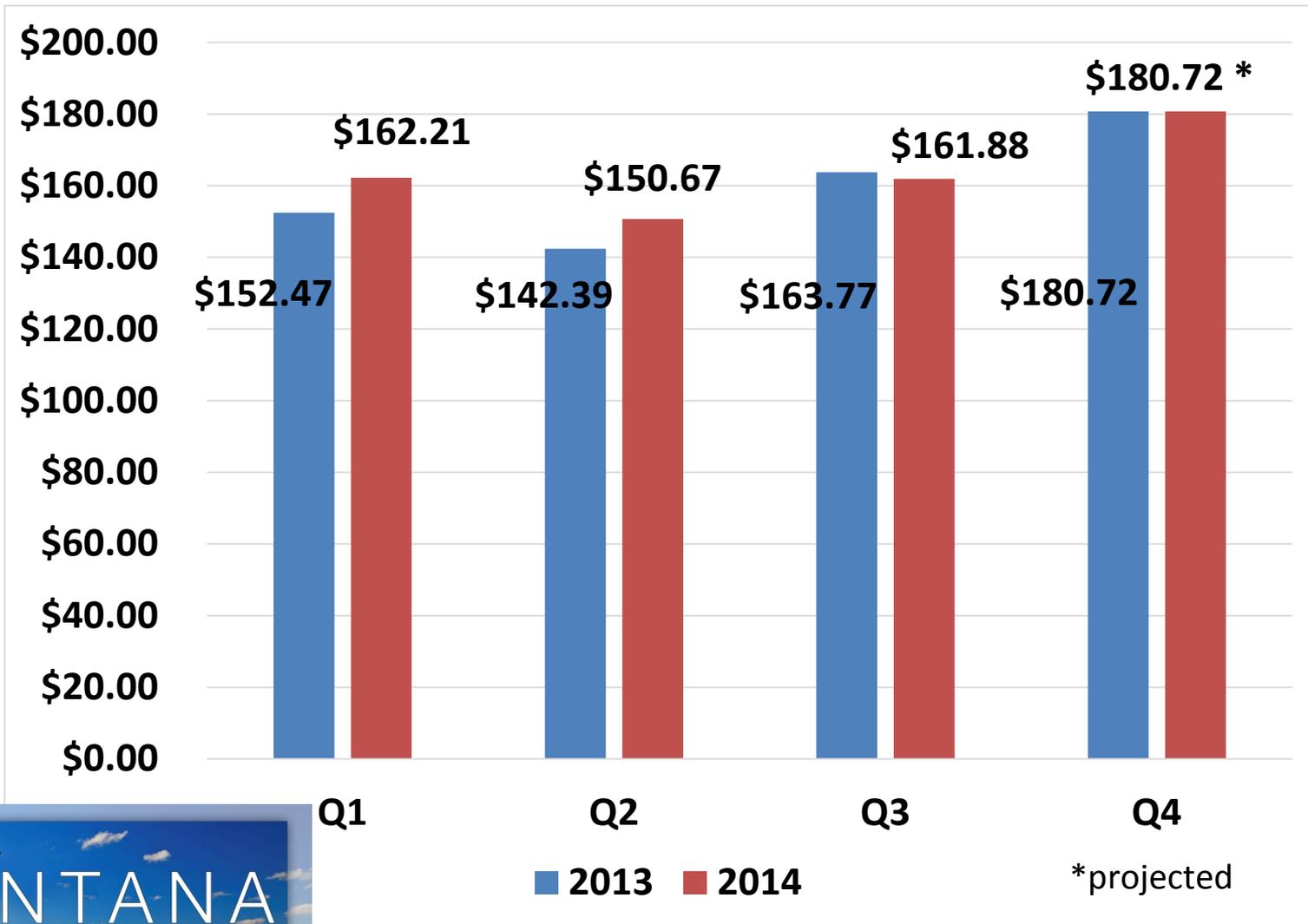
Montana Ski Area Visits 1996-2014



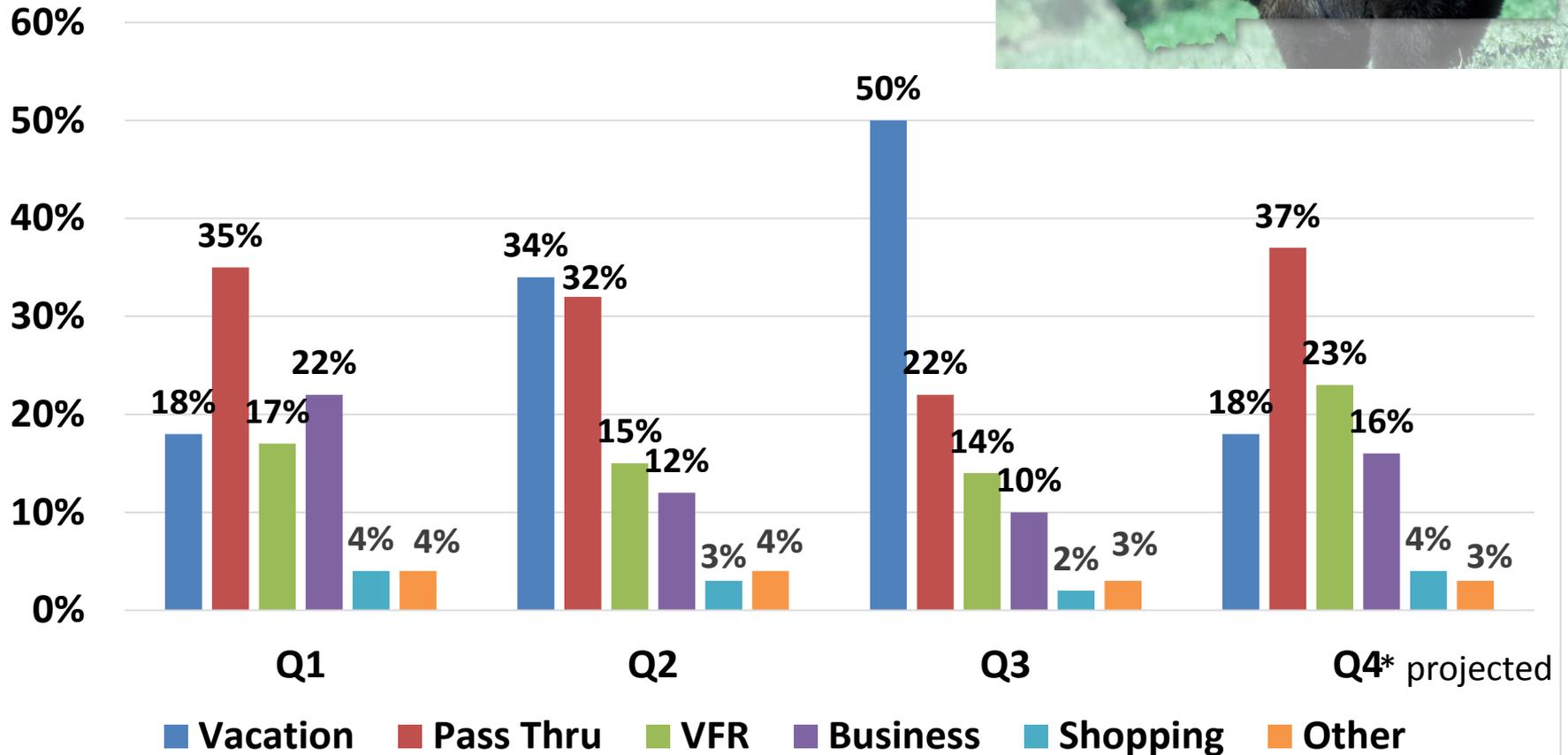
Airport Deboardings Change by City: 2013-14*



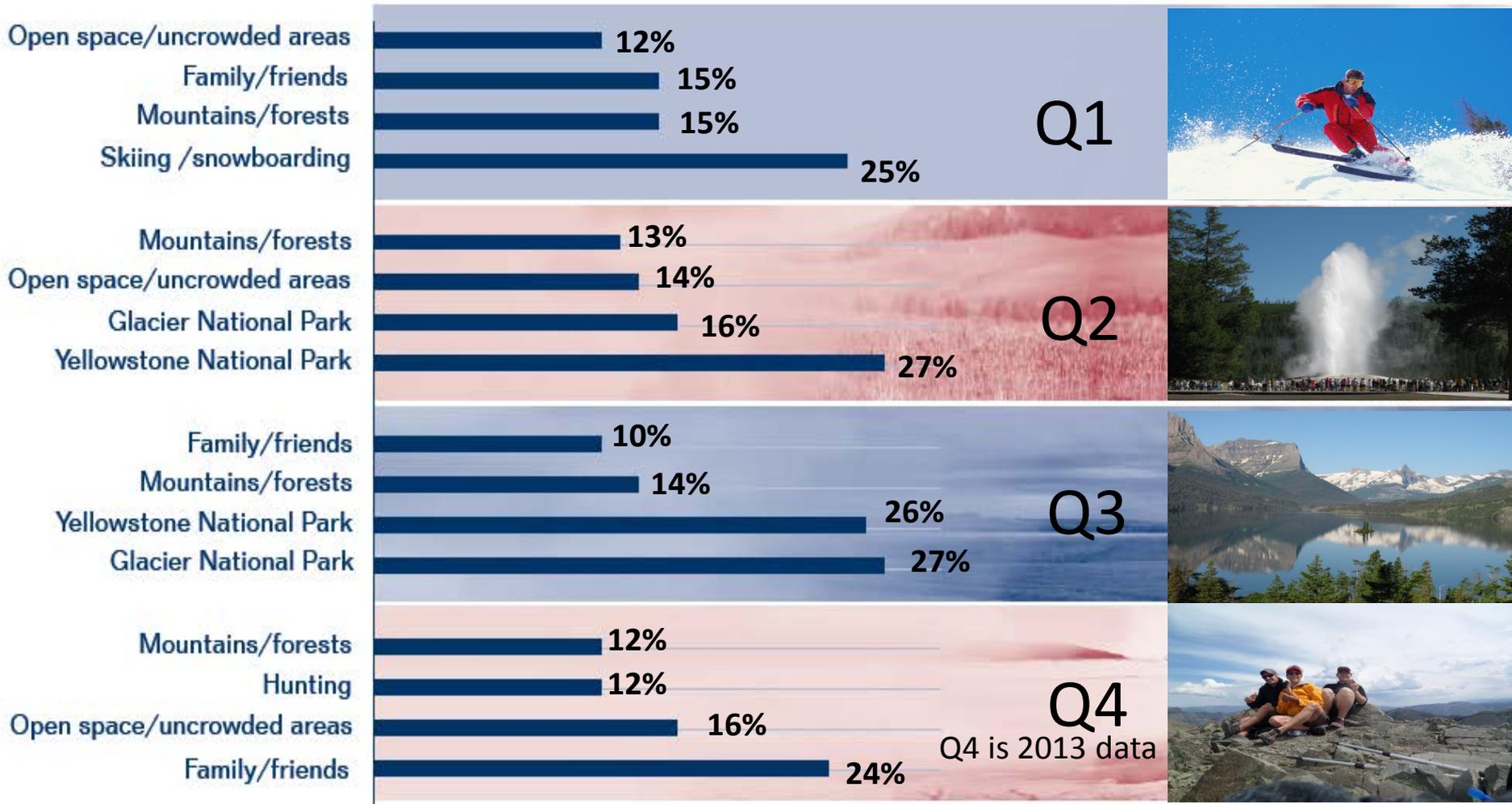
Quarterly Nonresident Spending



Primary Purpose of Visit by Quarter 2014*



Top 4 Primary Attractions by Quarter, 2014



Promising Outlook for 2015 because...

- Household spending (up)
- Unemployment (down)
- Household debt (down)
- US dollar (stronger)
- Intention to travel (up)



Montana 2015 Outlook

- Expect nonresident visitation to be up 2%
- Expect nonresident spending to be up 2%-5%
- Economic impact to MT should be greater than \$5 billion.



Thank you!

For more local data and information go to:
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