



Tourism & Recreation: A Big Force in MT

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Outdoor REC Act passed – unanimous and bipartisan

- **Outdoor recreation in the USA is \$646 billion in consumer spending**
- **6.1 million American jobs**
- **\$80 billion in federal, state, local tax revenue**



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Montana Outdoor Recreation Economy

- **\$5.8 billion in consumer spending***
- **64,000 direct jobs**
- **\$403 million in state & local tax revenue**



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*Outdoor Recreation
Industry

U.S. Travel Industry

- Direct spending on Leisure travel is \$651 billion*
- 15.1 million American jobs supported by travel spending
- \$147 billion in federal, state, local tax revenue generated by travel spending

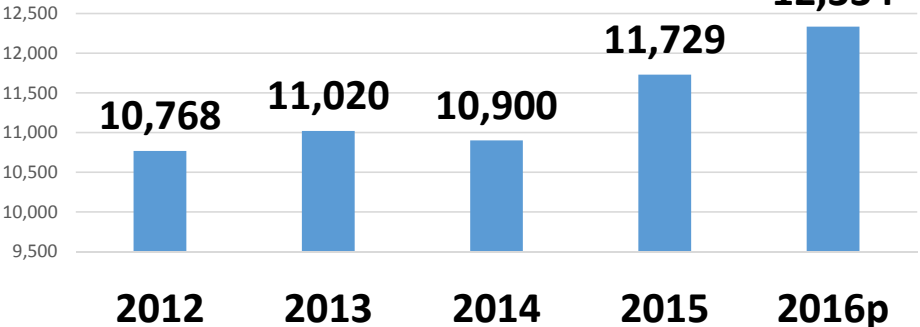


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*US Travel Industry
Association

Montana Nonresident Travel Industry

**Nonresident Visitation
2012-2016***



- \$3.5 billion in consumer spending
- 52,630 combined Montana jobs; 38,300 direct jobs
- \$194 million in state & local tax revenue



*ITRR

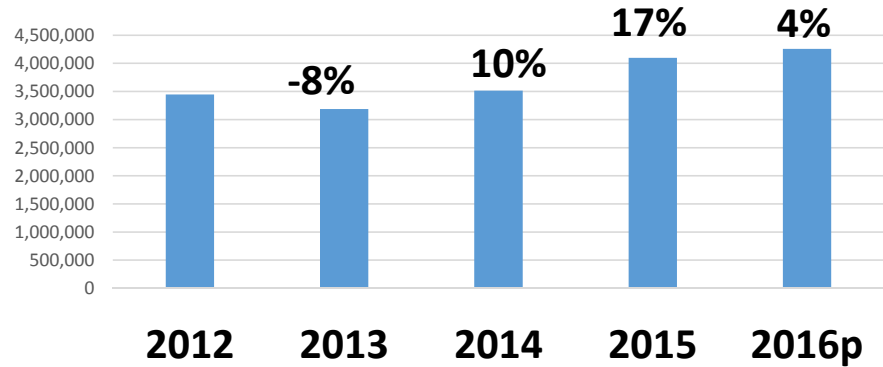


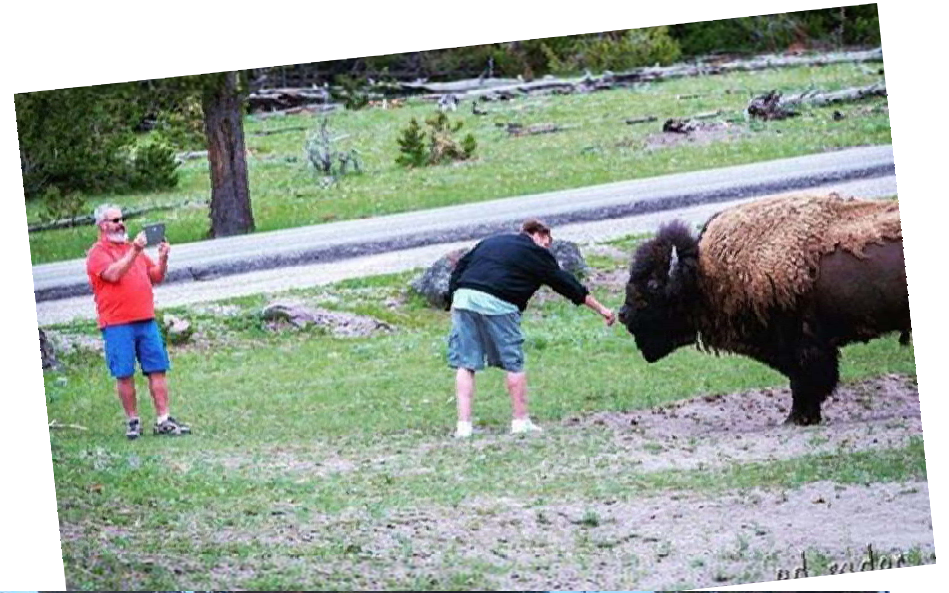
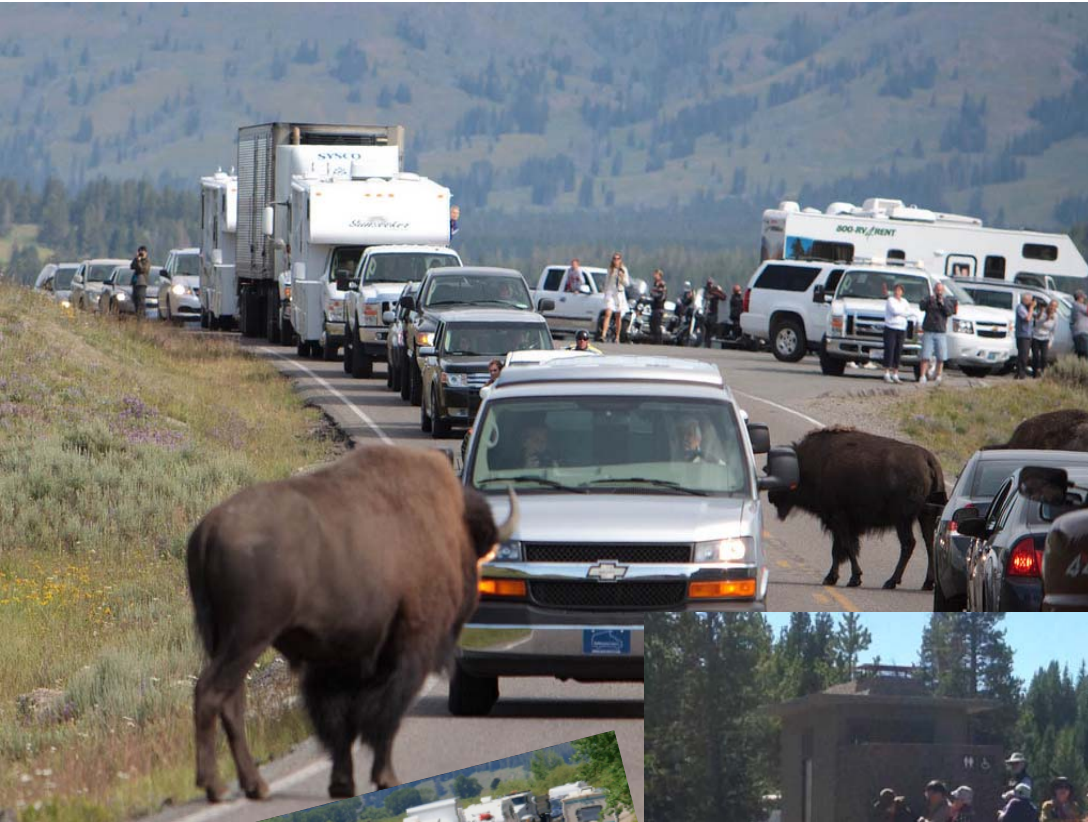
The Outdoors IS our Business

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Yellowstone National Park

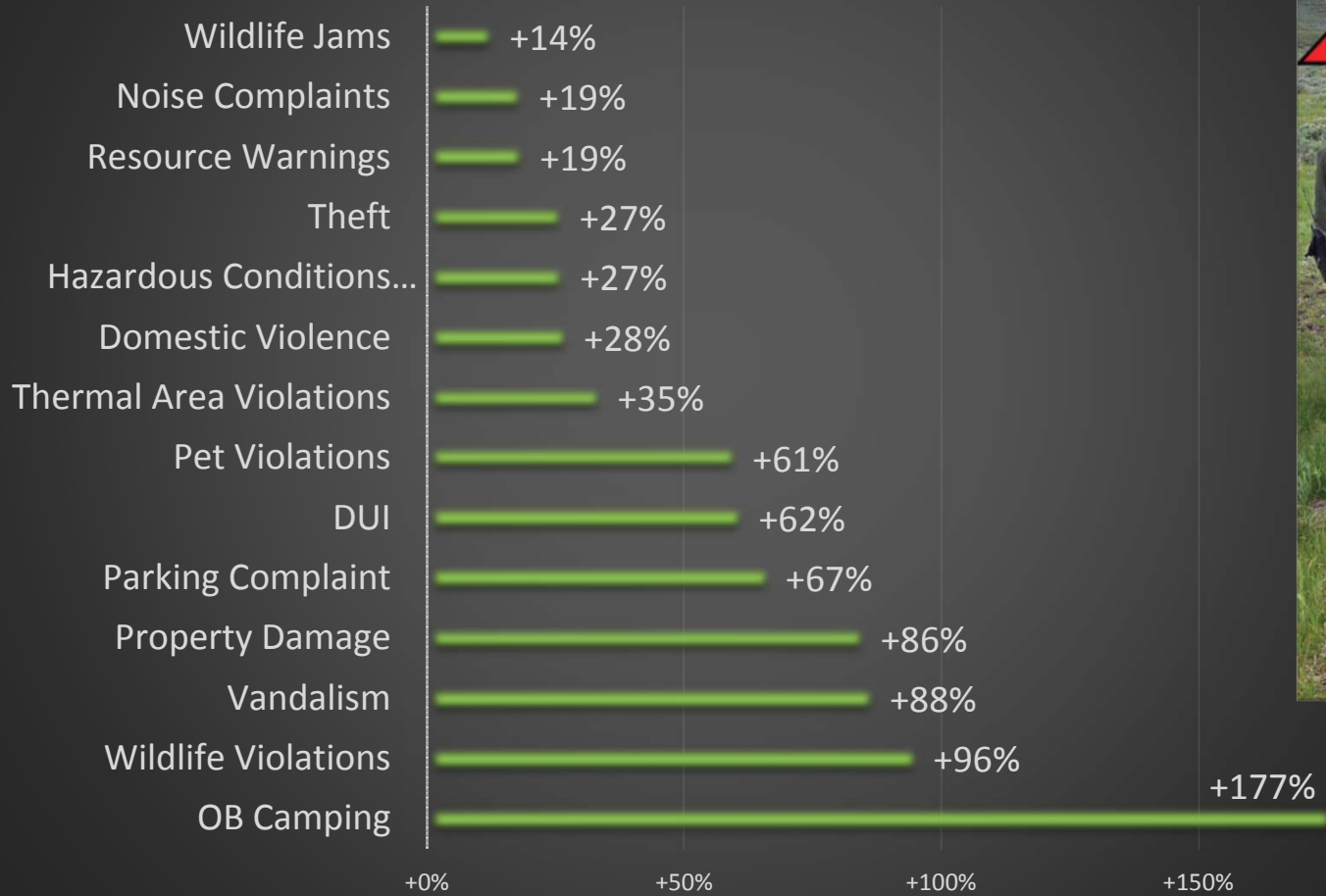
5-Year Yellowstone National Park
Visitation



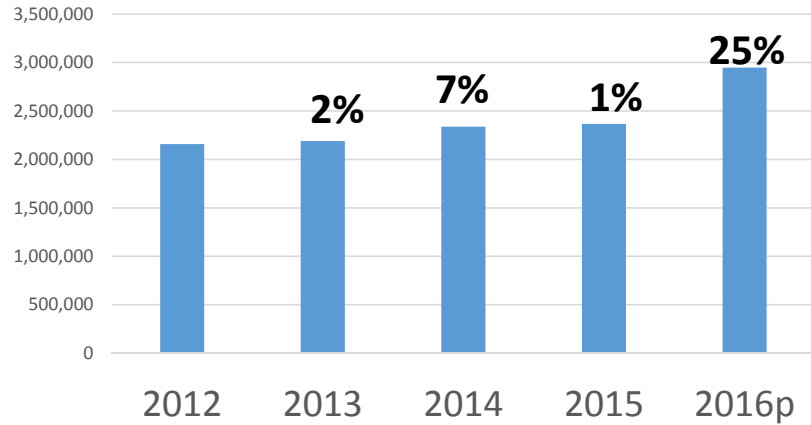


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Incidents Involving Impacts to Resources and Visitor Experience 2014 to 2015



5-Year Glacier National Park
Visitation



Glacier National Park



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July Attendance Shatters All-Time Record in Glacier National Park

More than 1.5 million visitors have passed through the park's entrances this year

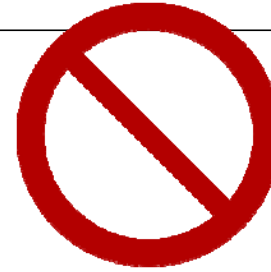
BY BEACON STAFF // AUG 8, 2016 // OUTDOORS

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Every month in 2016 shattered the same month of the previous year.

CLOSED



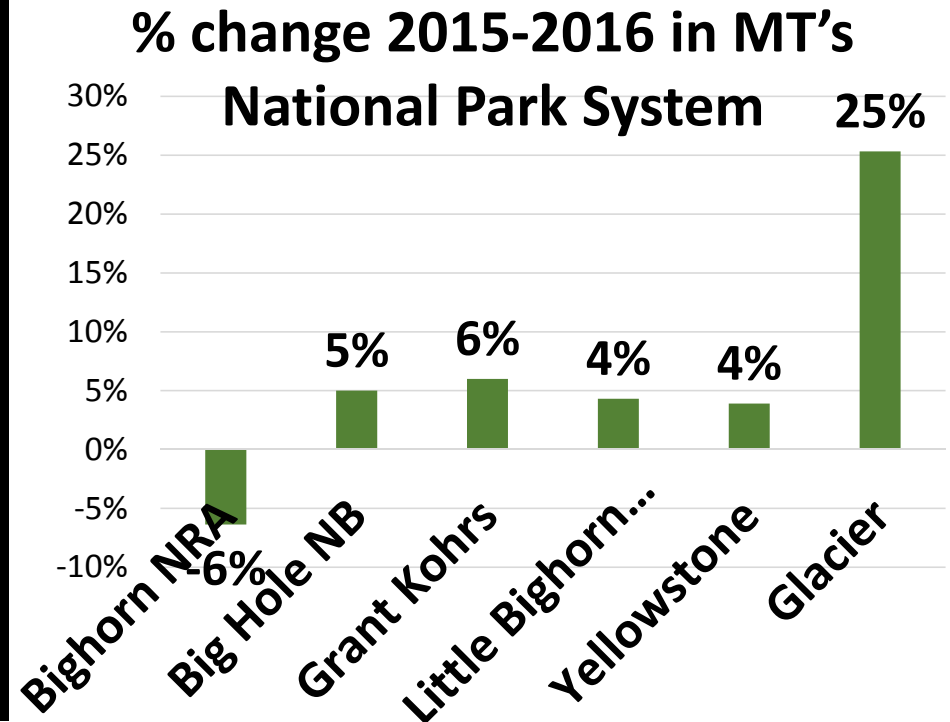
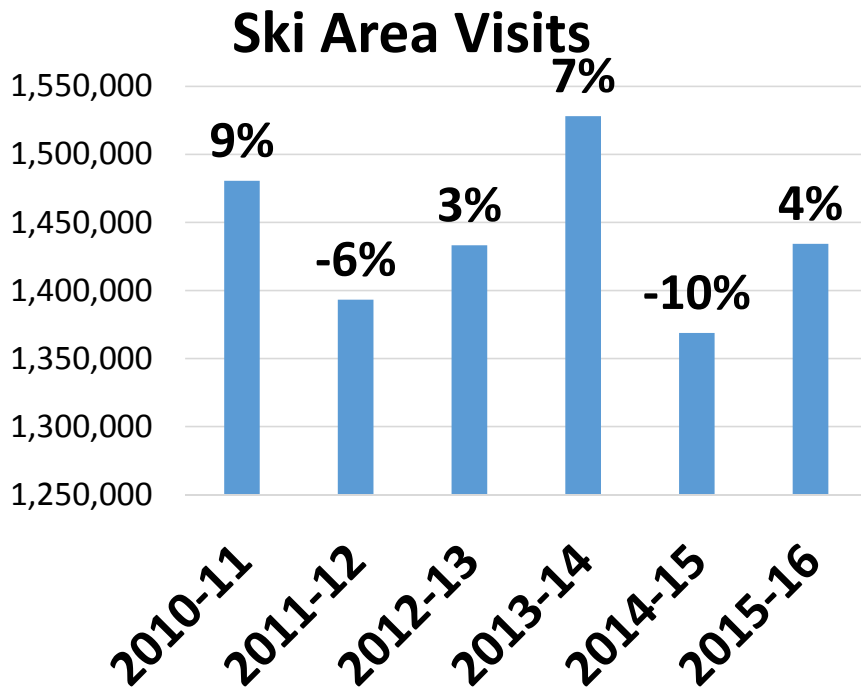
Aug. 19, 2016 - Yellowstone River

Nov. 8, 2016 - Tiber Reservoir, Canyon Ferry, Glacier National Park & Blackfeet Reservation waters

- Parasite in mountain Whitefish found
- Mussels, Invasive species, found

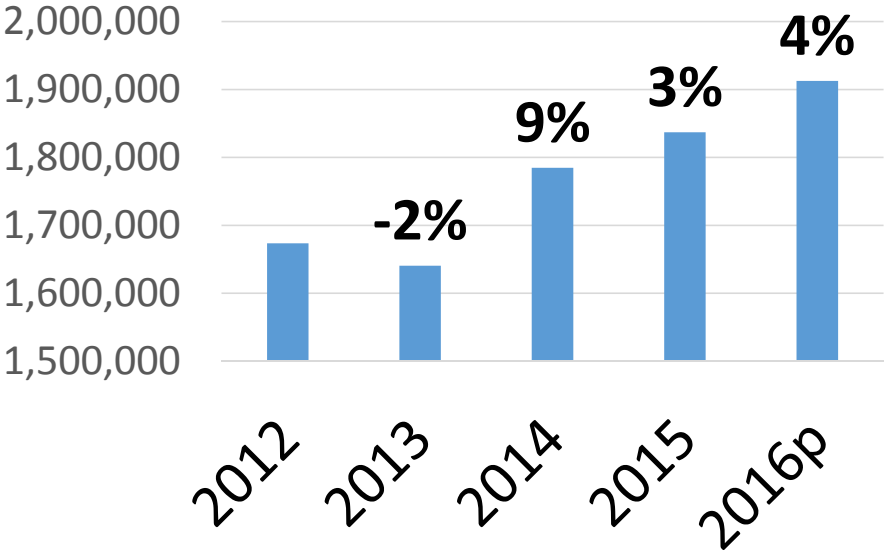


Montana Trends

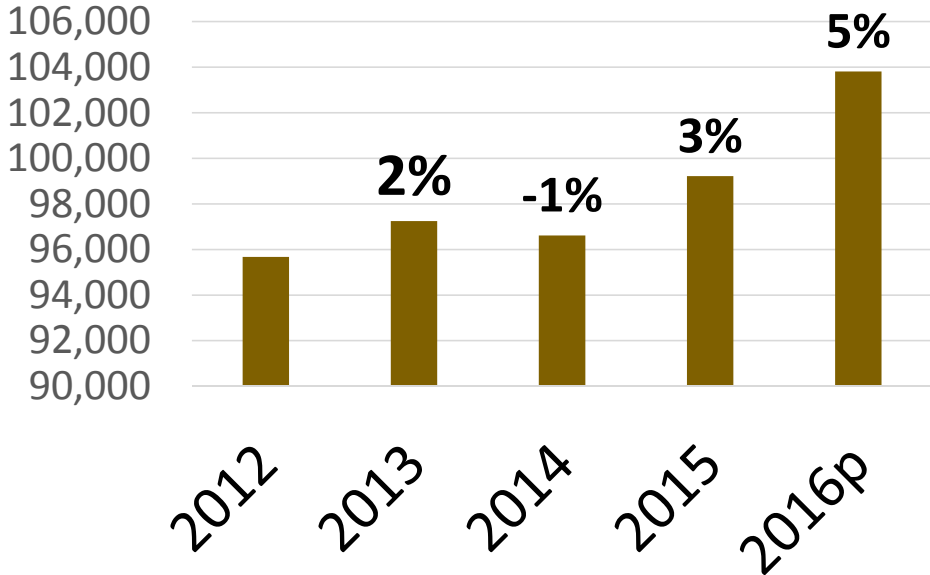


Montana Airport Deboardings

All Airport Deboardings: 2012 – 2016p

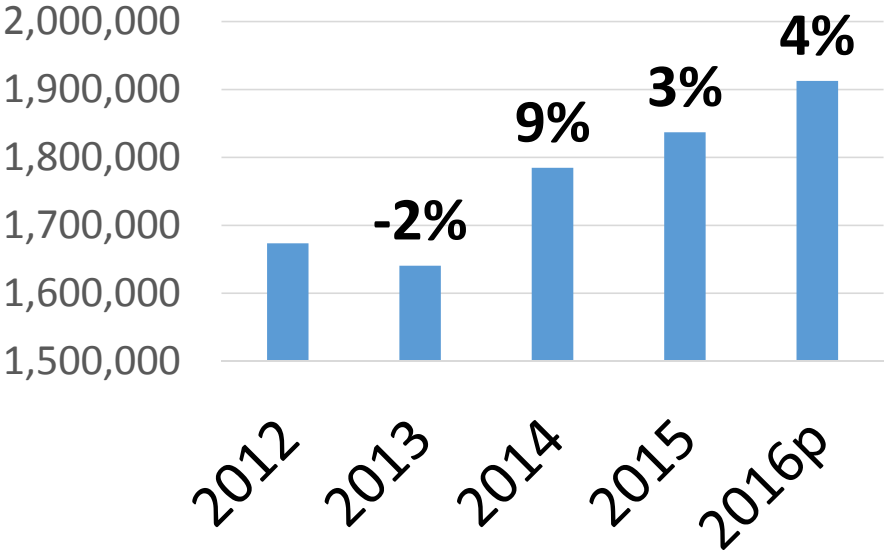


Helena Deboardings: 2012 – 2016p

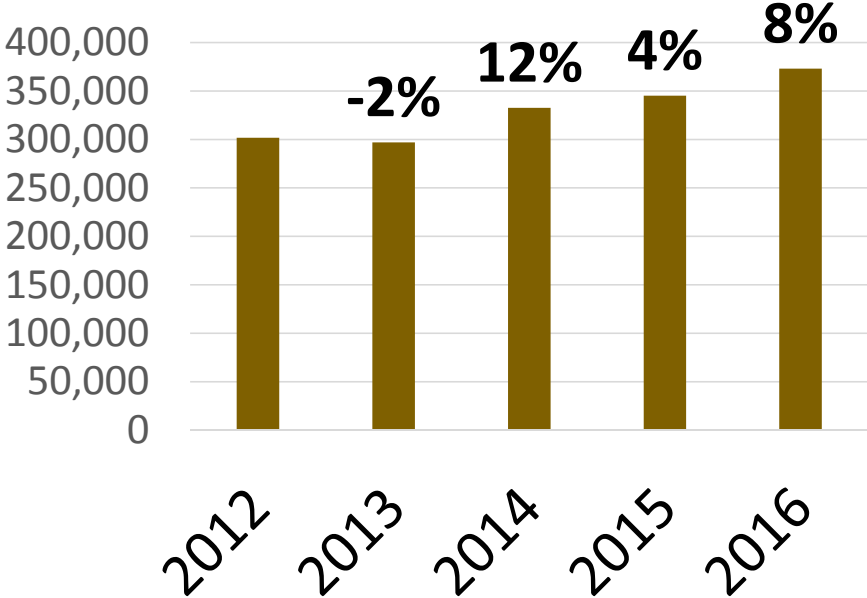


Montana Airport Deboardings

All Airport Deboardings: 2012 – 2016p

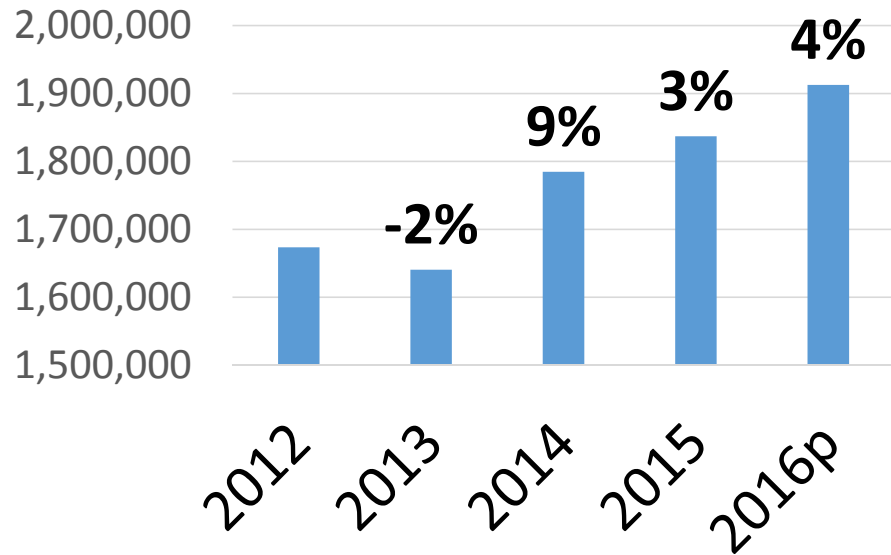


Missoula Deboardings: 2012-2016p

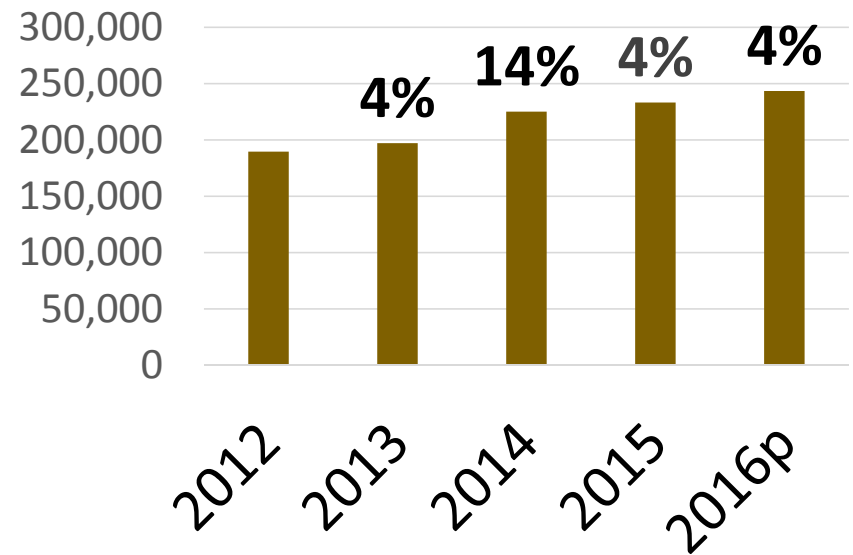


Montana Airport Deboardings

All Airport Deboardings: 2012 – 2016p

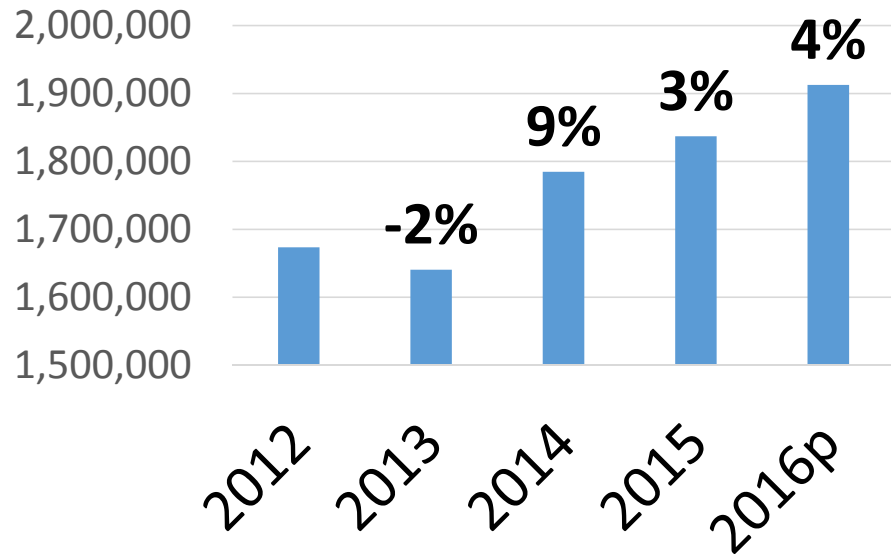


Kalispell Deboardings: 2012 – 2016p

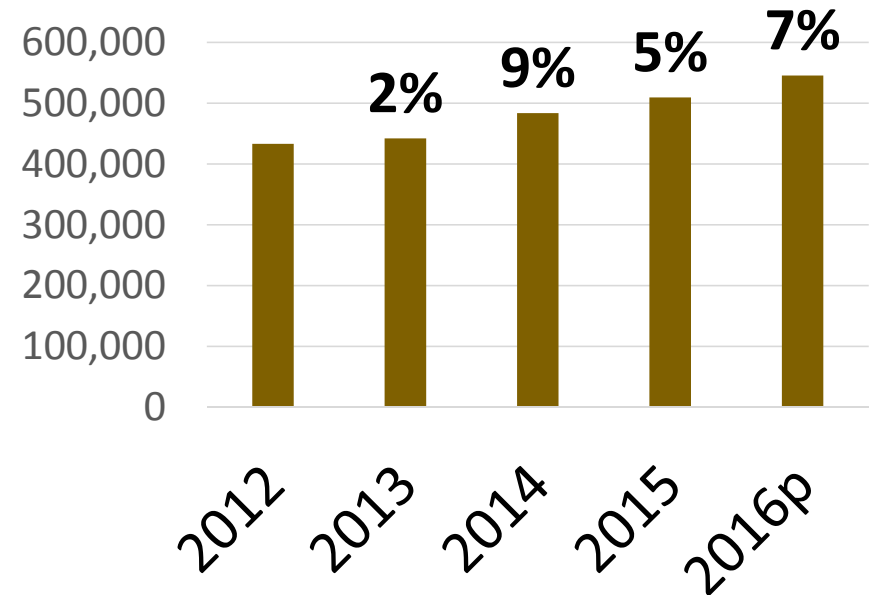


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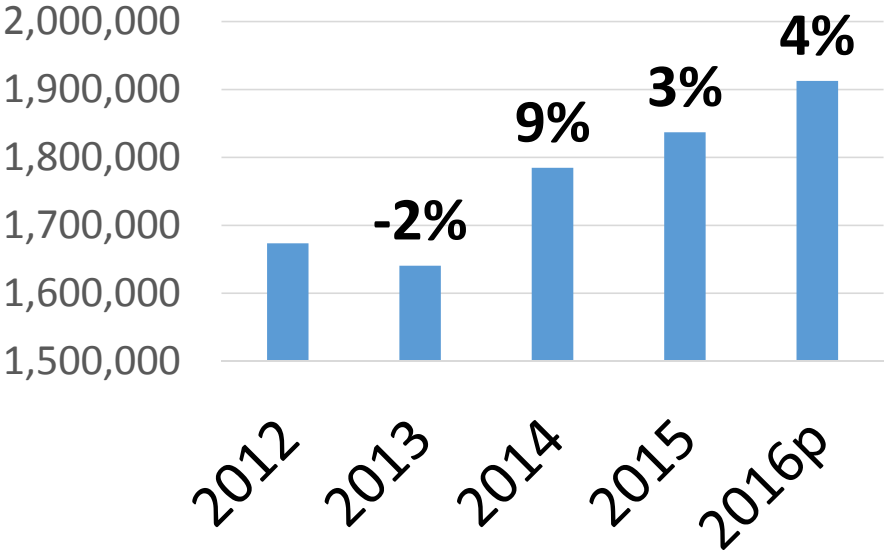


Bozeman Deboardings: 2012-2016p

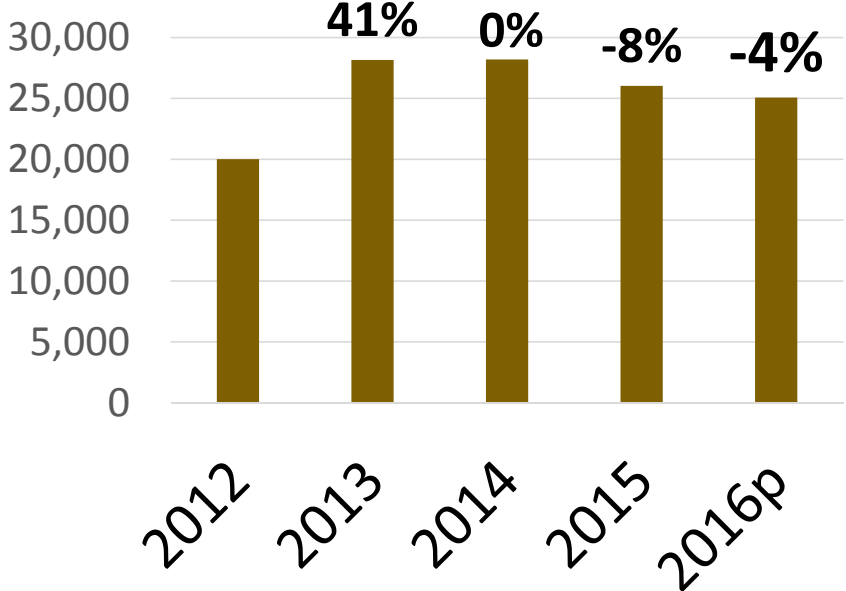


Montana Airport Deboardings

All Airport Deboardings: 2012 – 2016p



Butte Deboardings: 2012 – 2016p



Outlook 2017

- MT Tourism business annual outlook survey
 - 57% expect an increase
 - 36% expect to stay the same
 - 7% expect a decrease
- US Travel Forecast
 - +2% leisure travel
 - -0.6% business travel





Thank you!

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