



# **Travel & Recreation: Jobs, Lifestyle, & Growth**

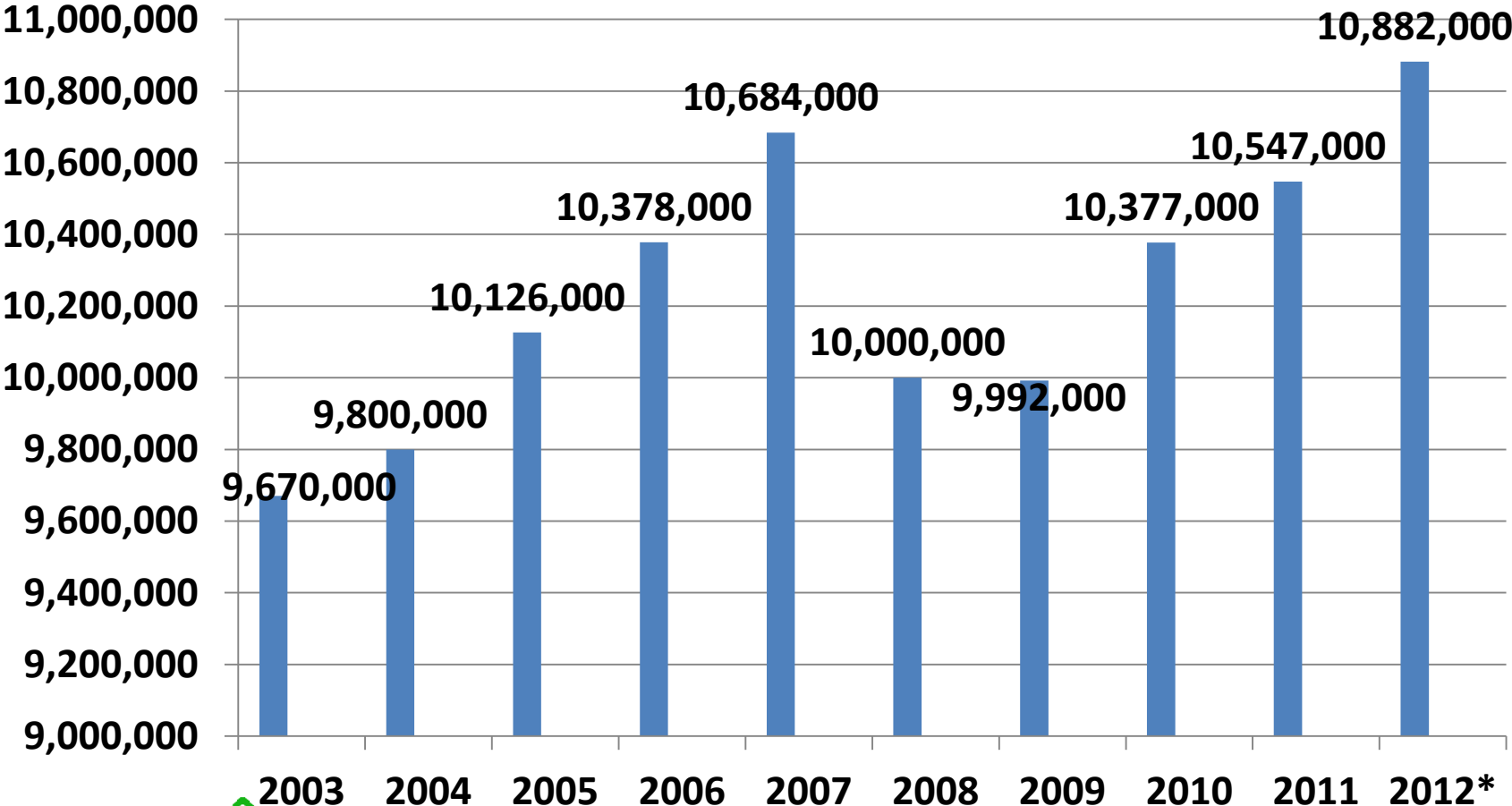
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**[www.itrr.umt.edu](http://www.itrr.umt.edu)**

# Nonresident Visitors to MT



\*preliminary





# Yearly Resident Travel

- 15.4 million person- trips (> 50 miles from home)
- Residents spent \$833 million on pleasure trips
- \$1.03 billion in combined economic activity
- \$85/day trip; \$208/overnight trip



# 2012 *Preliminary* Economic Contribution of Travel: Nonresident & Resident

Resident

\$695 million Direct

\$343 million Indirect & Induced

Nonresident

\$1.5 billion Indirect & Induced

\$2.5 billion Direct

**Combined: \$5.1 billion  
Economic Contribution  
to Montana in 2012**

Nonresident travel supports 42,860 jobs

Resident travel supports 11,830 jobs

54,690 jobs

- 
- rancher
  - second hand store
  - Auto repair
  - U pick farm
  - Construction & meat processing
  - Realtor
  - student
  - Art gallery
  - FWP
  - Electrician building new homes
  - Built2nd homes
  - grocery store
  - RV repair
  - Yoga instructor
  - cafeteria
  - teacher
  - self employed artist
  - health care
  - Ski patrol
  - Check Cashing Business
  - campground
  - wrecker
  - insurance agent
  - car dealer
  - Fisheries Biologist
  - cherry orchard stand
  - Historic Preservation Board
  - Play in a band
  - Massage Therapist
  - Univ. Administrator
  - carpenter
  - park department
  - farmer self employed
  - maintenace job
  - Forest service
  - Housekeeping
  - wait staff
  - Publisher
  - Casino, subway, pizza delivery
  - snowmobile trail grooming
  - Service tech for coca cola
  - Wildlife conservation
  - fair

# People choose to live/work in Montana because...

Looking for a town with no traffic report, clean air, simple life, and kind people....

It wasn't the job at first but the lifestyle. As I grew with the business and eventually became a partner, the job came more into play, but then so did the lifestyle.

A summer job in Yellowstone brought me here, then I fell in love with Montana. I transferred to a Montana college and tourism marketing became my career.

The vast open space, quality of air and water.

My wife and I thought it was a good combination of our favorite places in the world, there was plenty of business opportunity and a great place to raise a family.

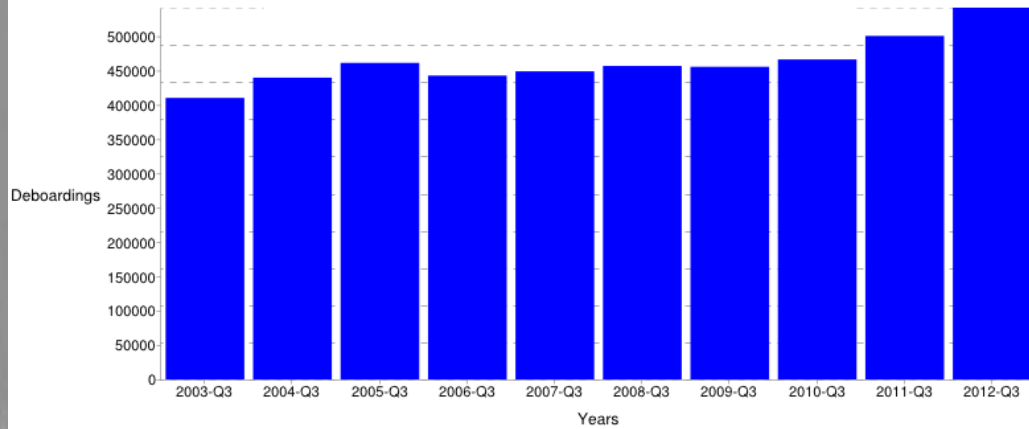
I love to fly fish!



# Travel Trends

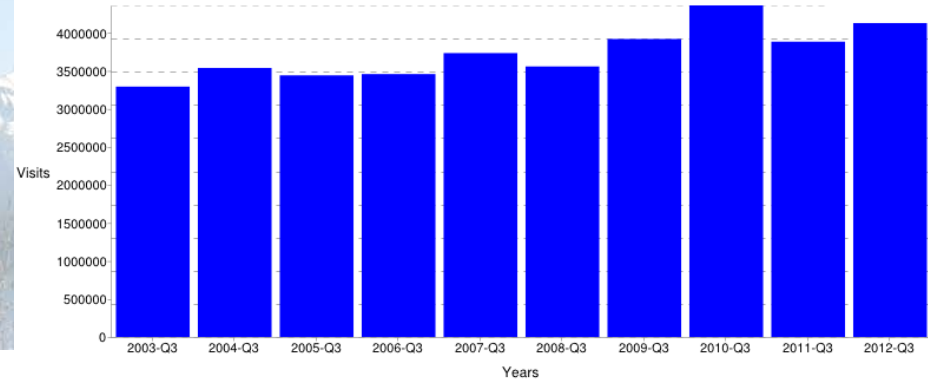
## Airport Deboardings 3<sup>rd</sup> Q

+8%



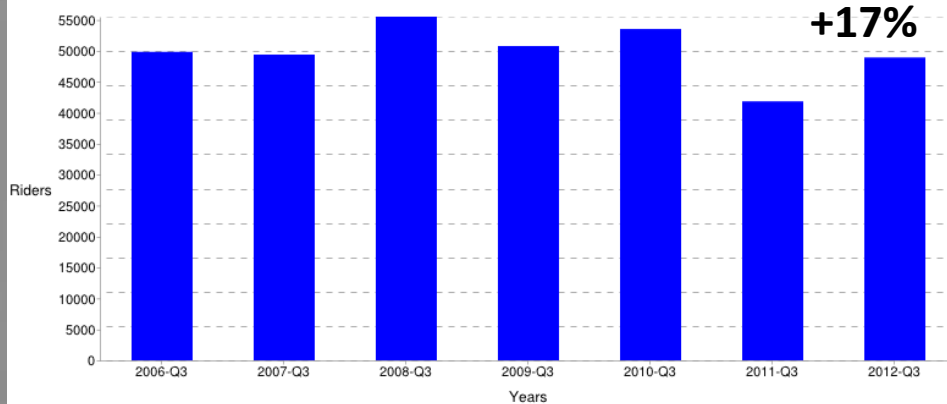
## Nat'l Park System 3<sup>rd</sup> Q

+6%



## Amtrak Deboardings 3<sup>rd</sup> Q

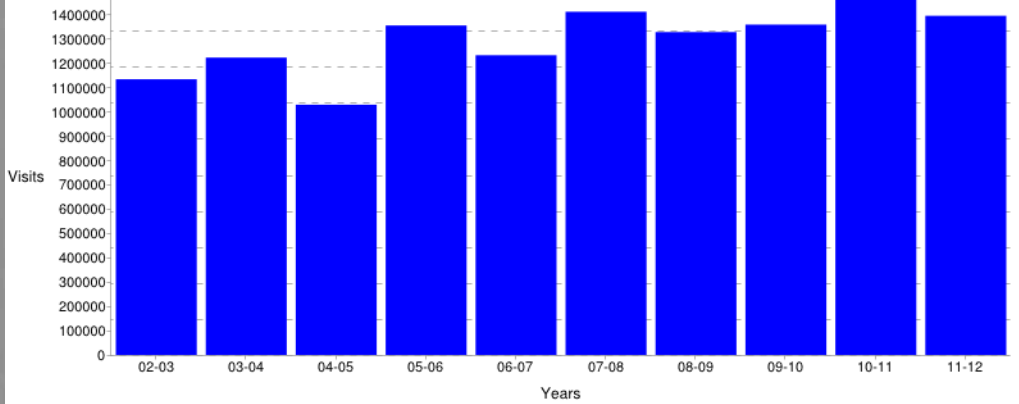
+17%



# Travel Trends

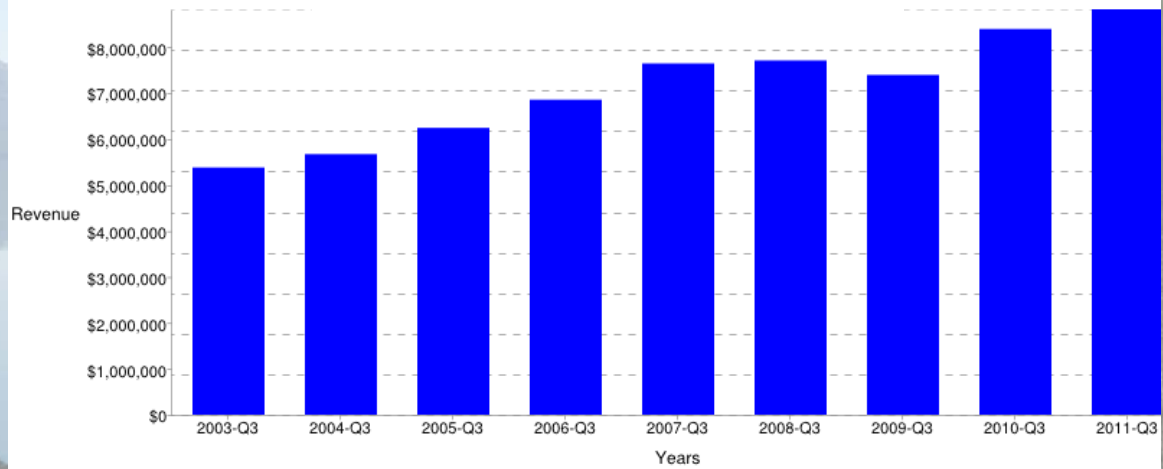
### Skier Visits

-6%

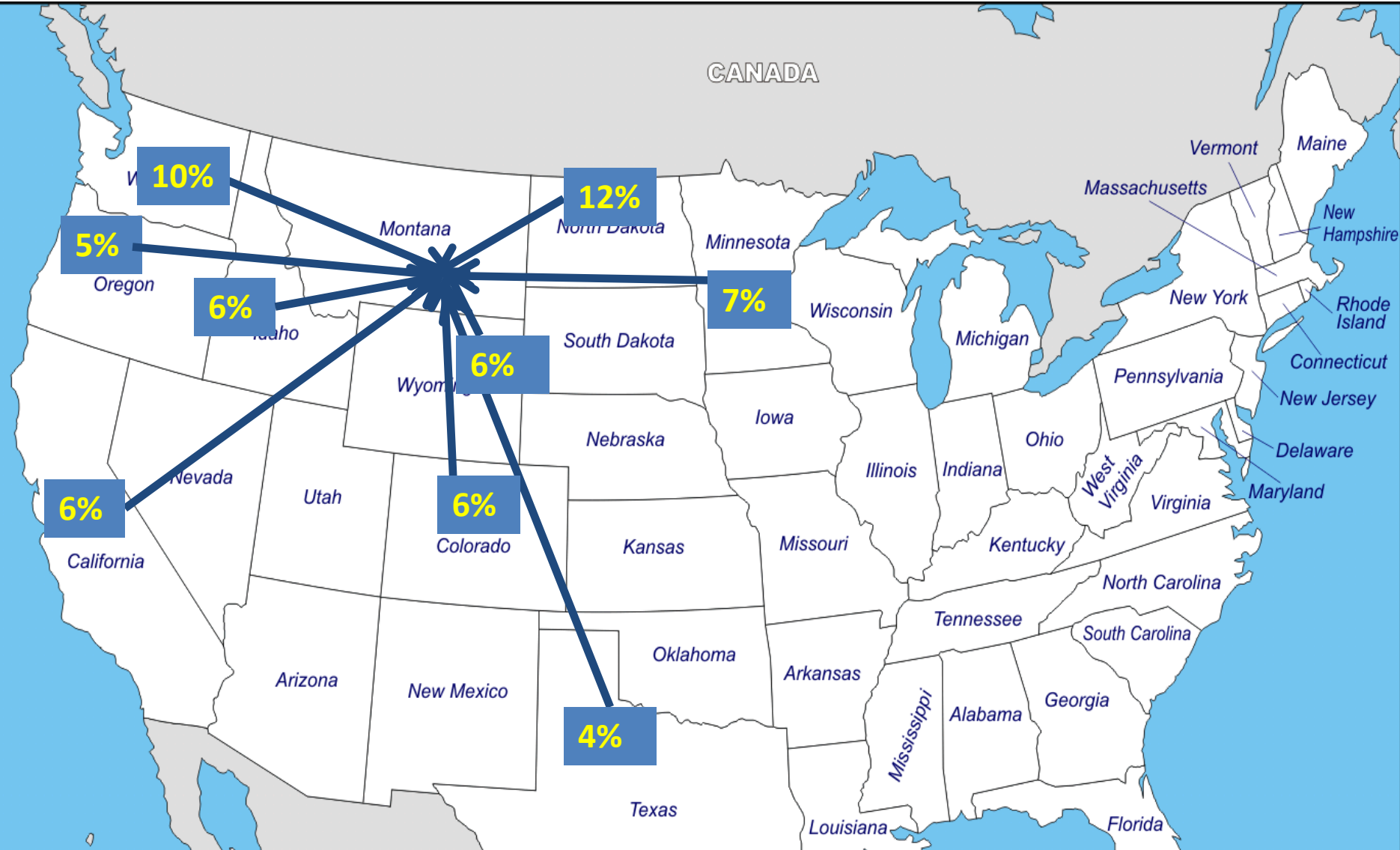


### Bed Tax Collections 3<sup>rd</sup> Q

+5%





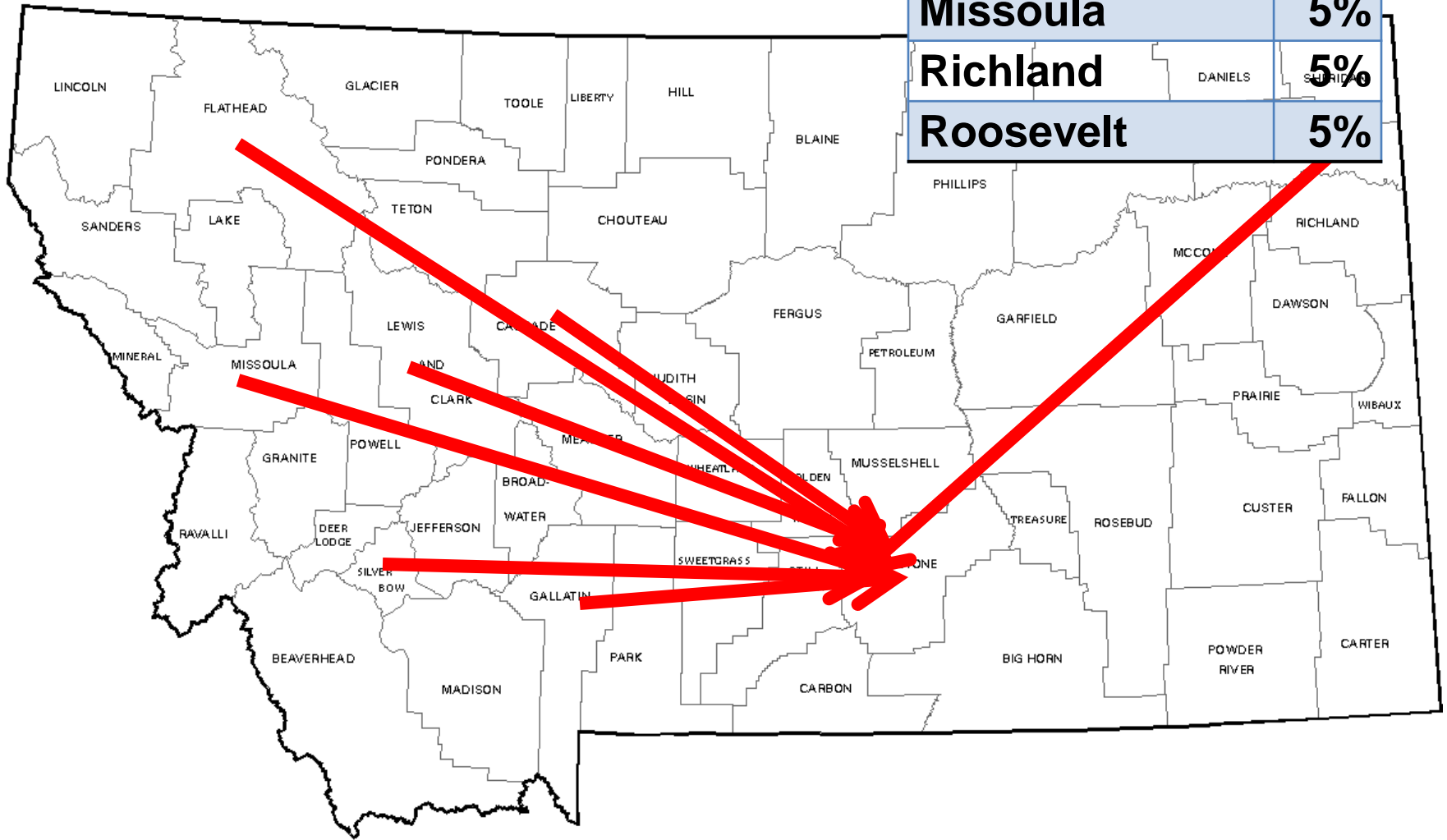


**62% of nonresidents who spent a night in Billings came from these 9 states (2012, Q1-3).**



# Where residents are from who stay overnight in **Billings**

<b>Silver Bow</b>	<b>9%</b>
<b>Gallatin</b>	<b>7%</b>
<b>Lewis and Clark</b>	<b>7%</b>
<b>Cascade</b>	<b>7%</b>
<b>Flathead</b>	<b>5%</b>
<b>Missoula</b>	<b>5%</b>
<b>Richland</b>	<b>5%</b>
<b>Roosevelt</b>	<b>5%</b>



# 2013 Outlook

- Consumer confidence improving
- US Travel spending at record level (\$847 billion in 2012 vs \$545 billion in 2002).
- Overseas travel to US setting new records (29.2 million in 2012; 19.1 million in 2001)
- Hotel room demand is at an all time high (+3%)
- Restaurant industry on the incline (+3.5%)
- Gas prices on the way down (for now)
- 2% increase in nonresident travelers to MT
- 4% increase in traveler spending in MT





**THANK  
YOU!**



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