

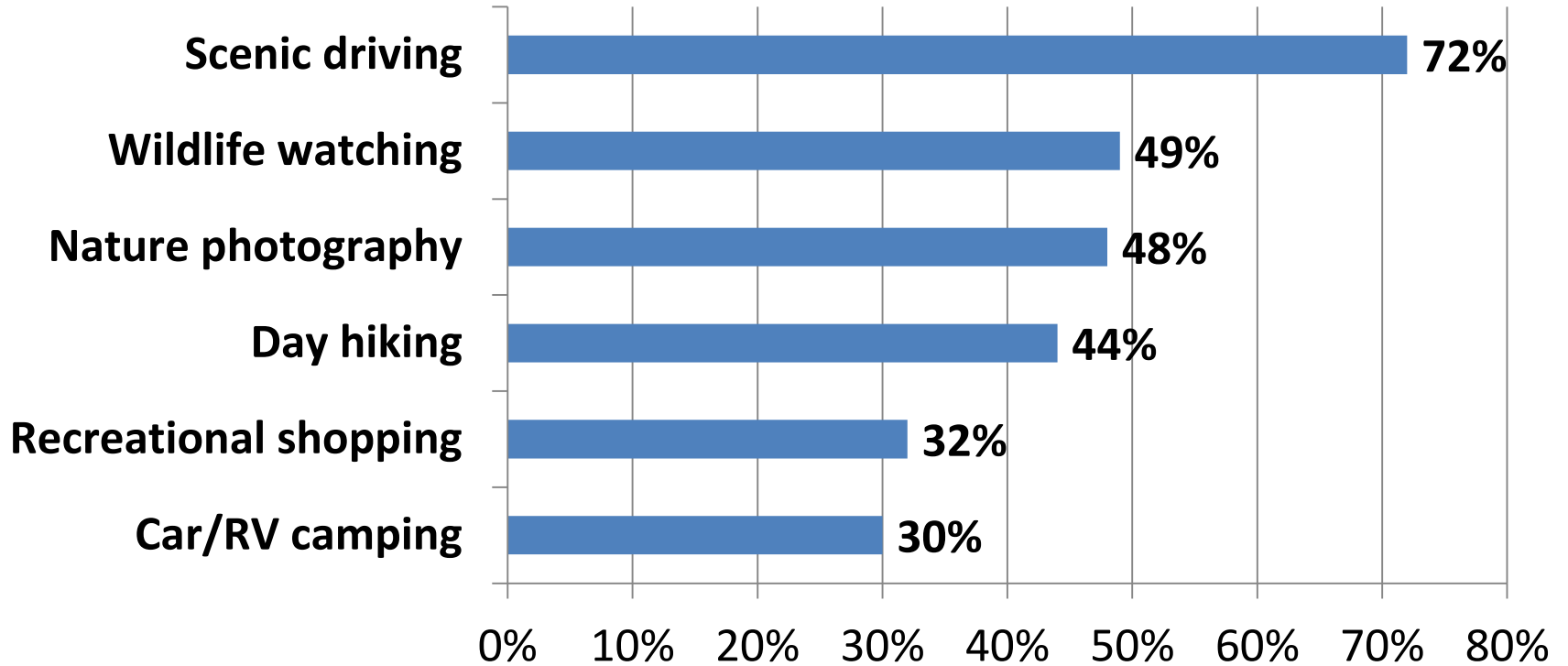
A photograph of two riders on horseback in a vast, green Montana landscape. The rider in the foreground is wearing a dark jacket and a light-colored cowboy hat, riding a brown horse. The rider in the background is wearing a yellow jacket and a light-colored cowboy hat, riding a darker horse. The background features rolling green hills and distant mountains under a blue sky.

# 2014 MT Outlook – Tourism & Recreation

**Norma P. Nickerson, Director  
Institute for Tourism and Recreation Research  
College of Forestry and Conservation  
University of Montana**

# Visitors like it here!

## Top Nonresident Vacationer Activities 2012



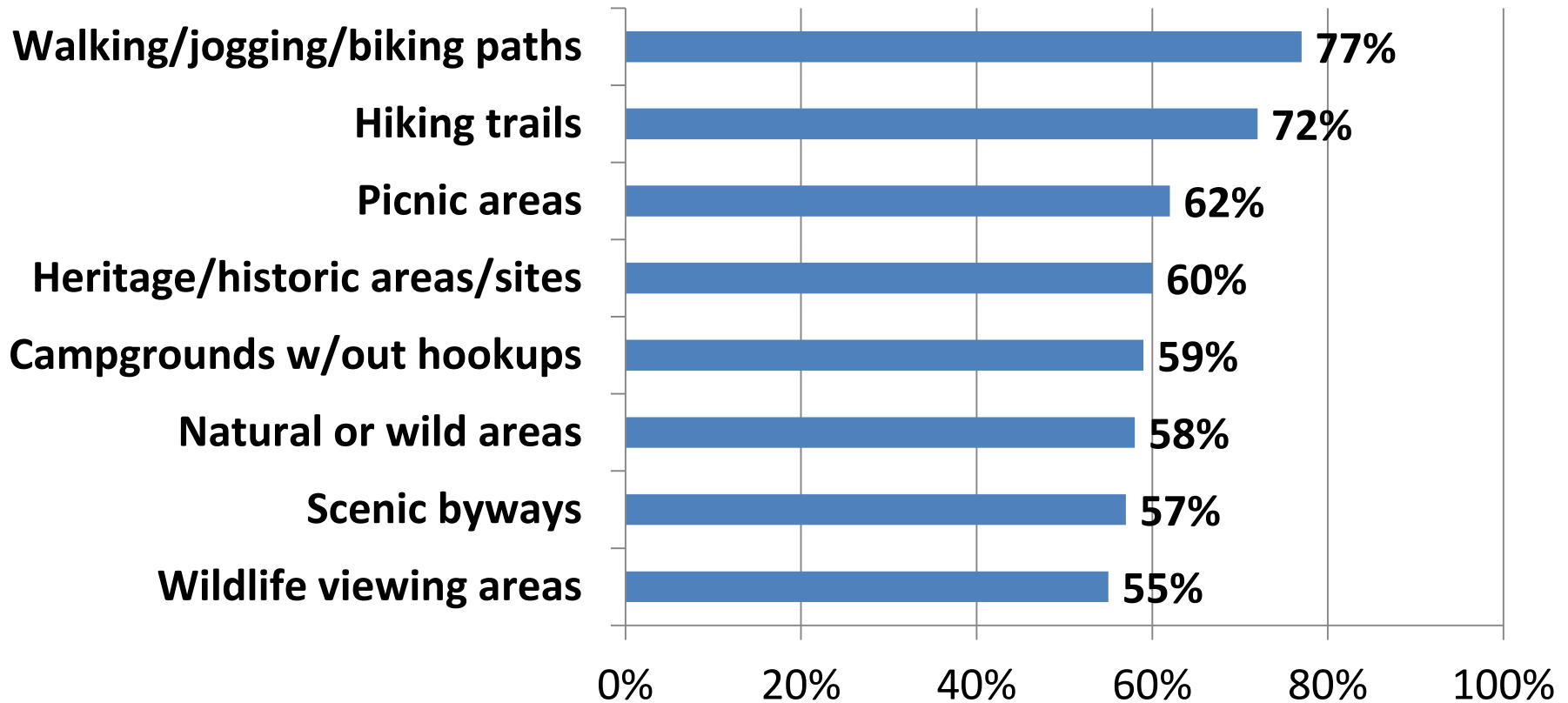
# Nonresidents - By the Numbers in 2013

- **11 million nonresident visitors (+2%)**
- **\$3.5 billion in direct spending**
- **Spending up in the first 3 quarters**
  - ✓ Q1 +4% (\$151/day)
  - ✓ Q2 +5% (\$142/day)
  - ✓ Q3 +20% (\$162/day)

INSTITUTE FOR  
**TOURISM & RECREATION RESEARCH**  
UNIVERSITY OF MONTANA

# Residents like it here!

## MT resident use of facilities and recreation areas in the state



# Montanan's GOT LOST in MT



## 2013 by the numbers

- ✓ \$210 million on outdoor rec. trips
- ✓ 4.2 million person trips
- ✓ 88% over 18 did outdoor recreation
- ✓ 95% say outdoor recreation is important to their quality of life

# The Gov't. Shutdown Effect in MT

## October 2012 vs October 2013

National Park visitation down 64%



Airport deboardings down 6%

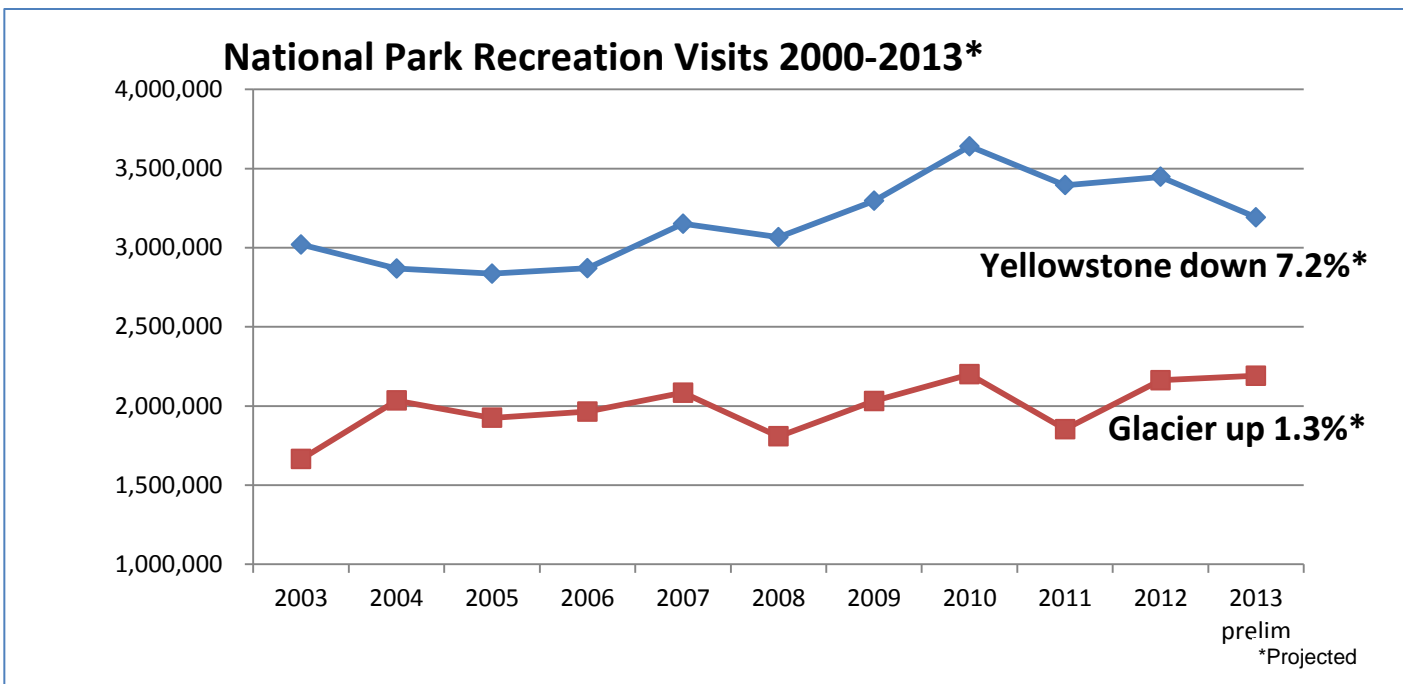
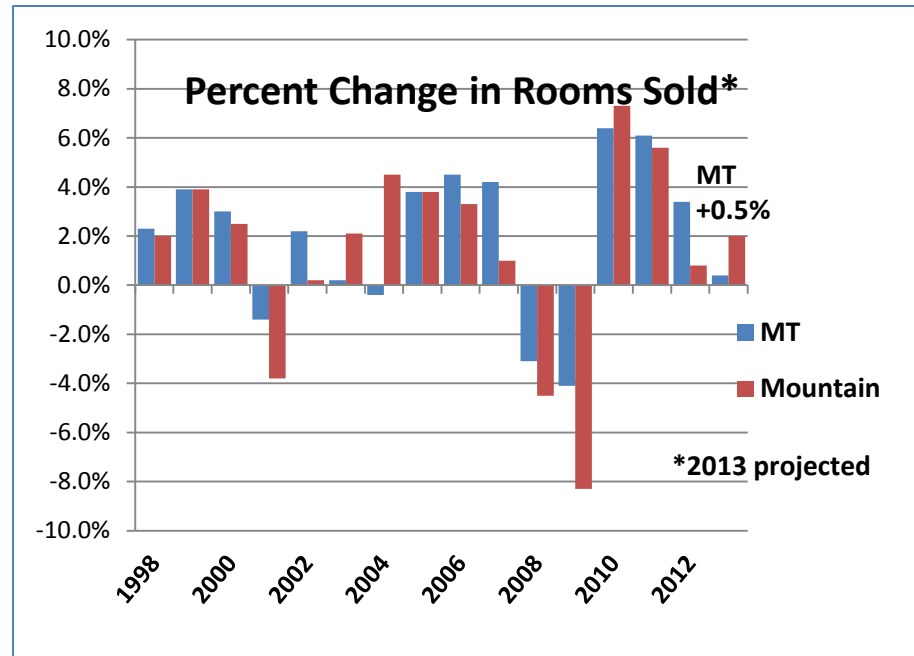
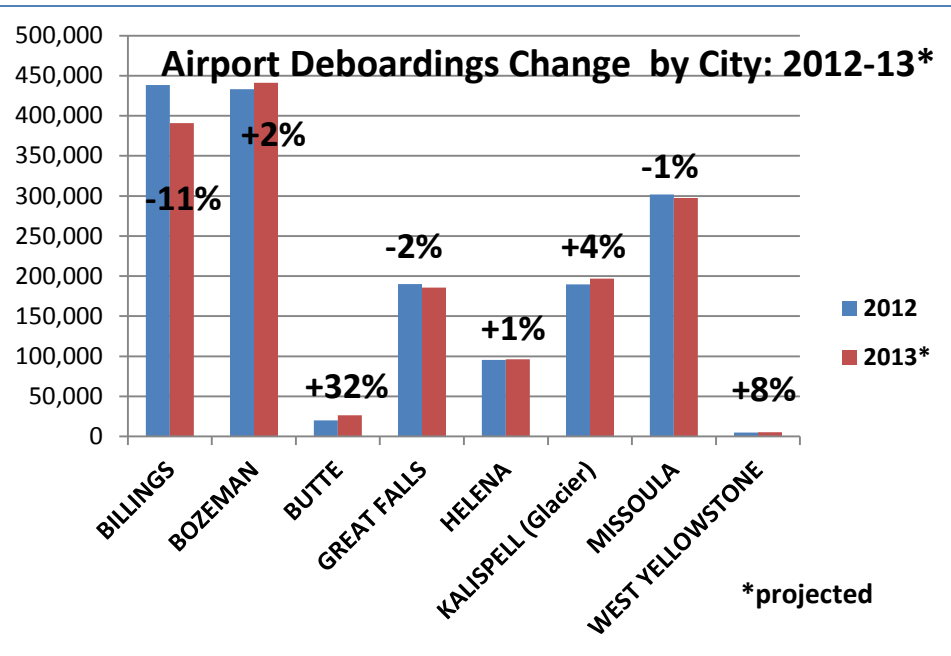


Amtrak ridership down 7%



Rooms sold down 5%



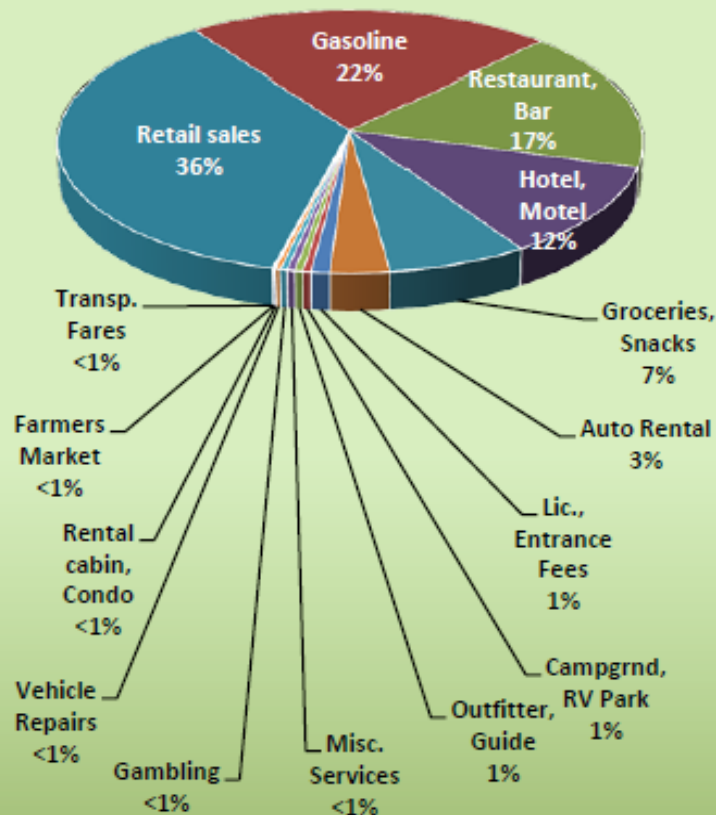


# 2011-2012 Nonresident Traveler Expenditures & Economic Contribution in Cascade County (in 2012 \$s)

## 2011-2012 (2-year avg.) Nonresident Traveler Expenditures in Cascade County



### 2011-2012 Nonresident Expenditure Percentages in Cascade County



**Table 1 - Total Nonresident Spending in Cascade County<sup>\*,0</sup>**

Retail sales	\$83,760,000	Campgrnd, RV Park	\$960,000
Gasoline	\$50,520,000	Outfitter, Guide	\$930,000
Restaurant, Bar	\$39,710,000	Misc. Services	\$880,000
Hotel, Motel	\$26,450,000	Gambling	\$810,000
Groceries, Snacks	\$16,180,000	Vehicle Repairs	\$580,000
Auto Rental	\$6,910,000	Rental cabin, Condo	\$230,000
Lic., Entrance Fees	\$2,190,000	Farmers Market	\$90,000
		Transp. Fares	\$50,000
<b>TOTAL</b>	<b>\$230,270,000</b>		



# 2014

- 57% MT business owners expect an increase (some as high as 10%)
- Nationally expect a 2% increase in domestic travel and 5% increase in international travel





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