



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

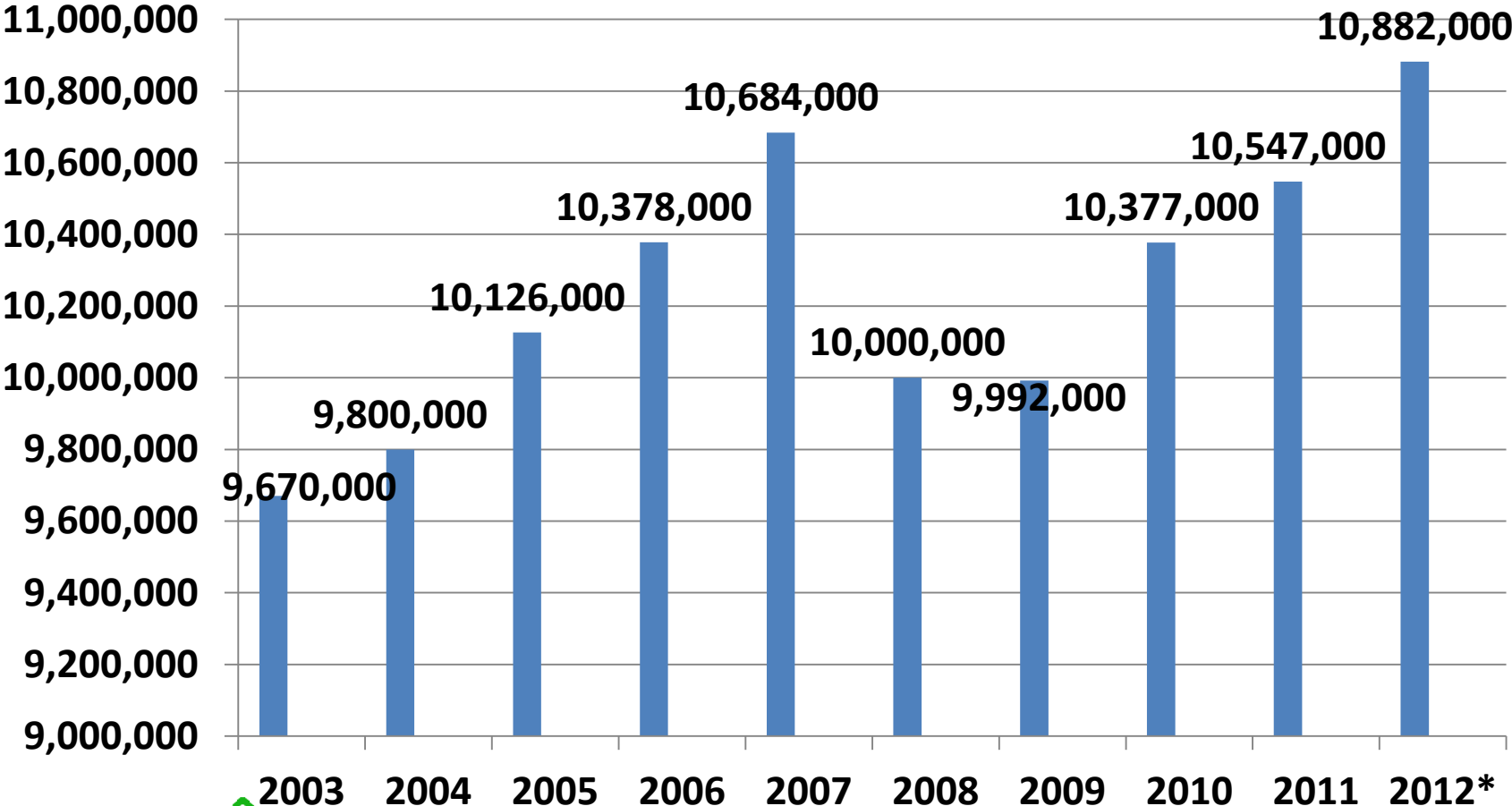
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# Nonresident Visitors to MT



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

# 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.

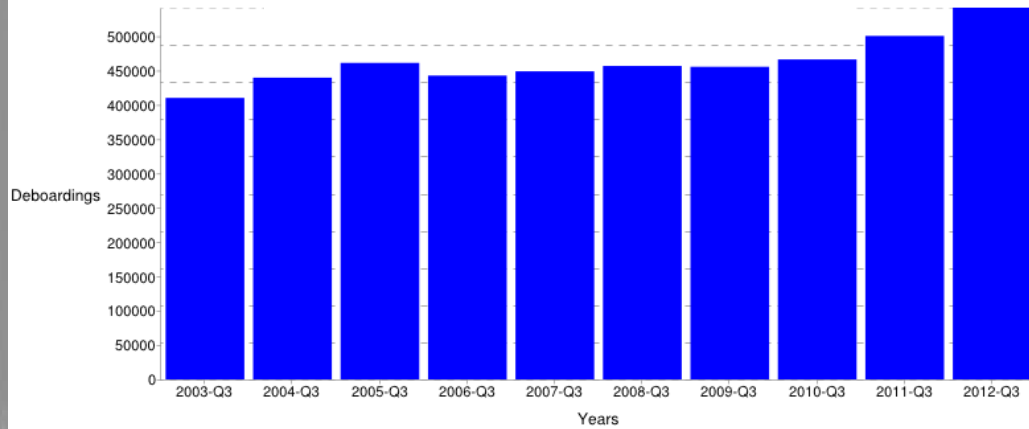
My wife and I thought it was a good combination of our favorite places in the world, there was plenty of business opportunity and a great place to raise a family.

I love to fly fish!

# Travel Trends

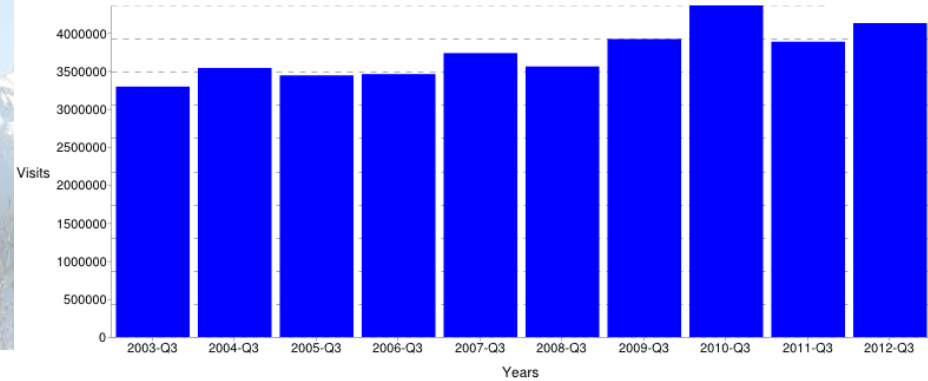
## Airport Deboardings 3<sup>rd</sup> Q

+8%



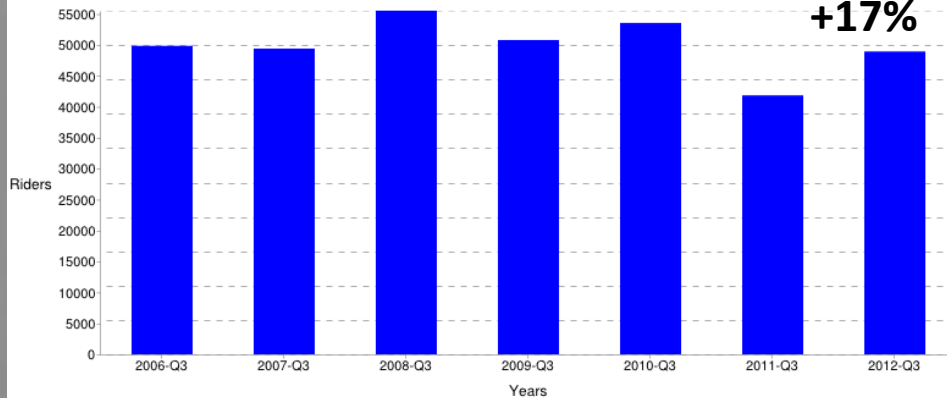
## Nat'l Park System 3<sup>rd</sup> Q

+6%



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

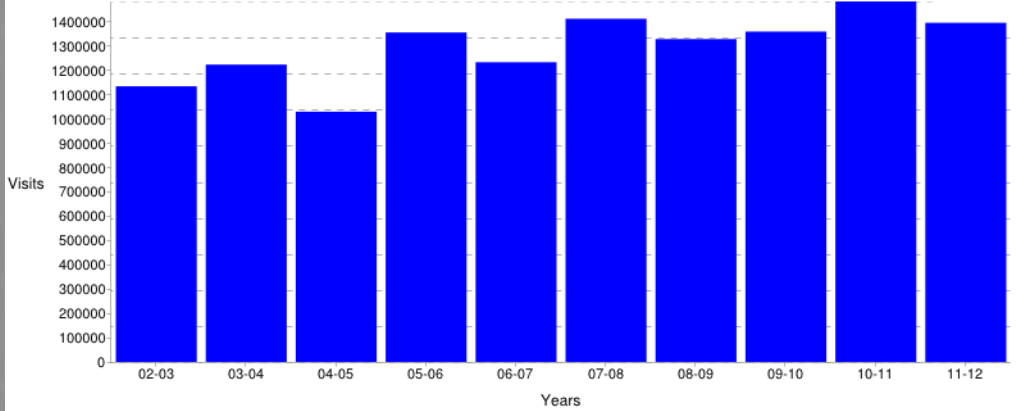
+17%



# Travel Trends

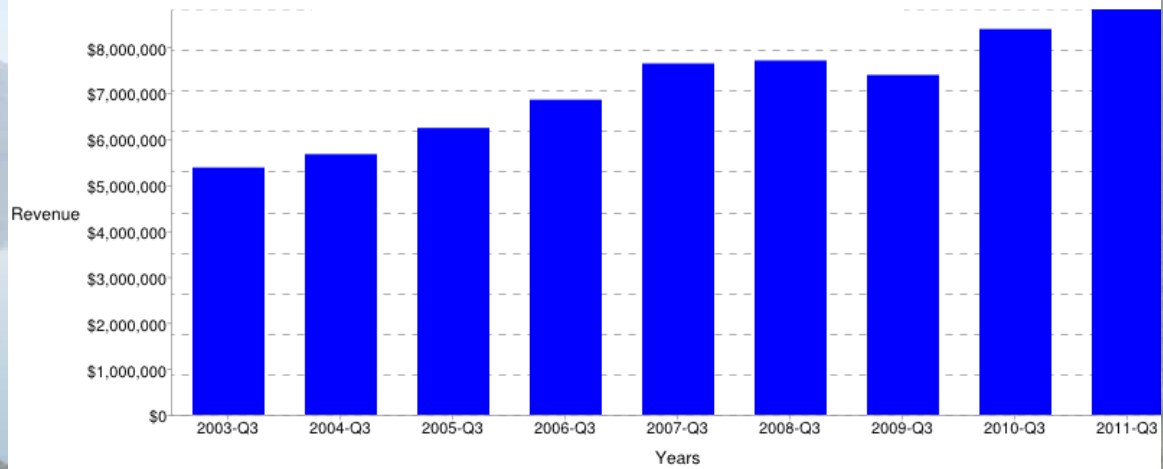
## Skier Visits

-6%

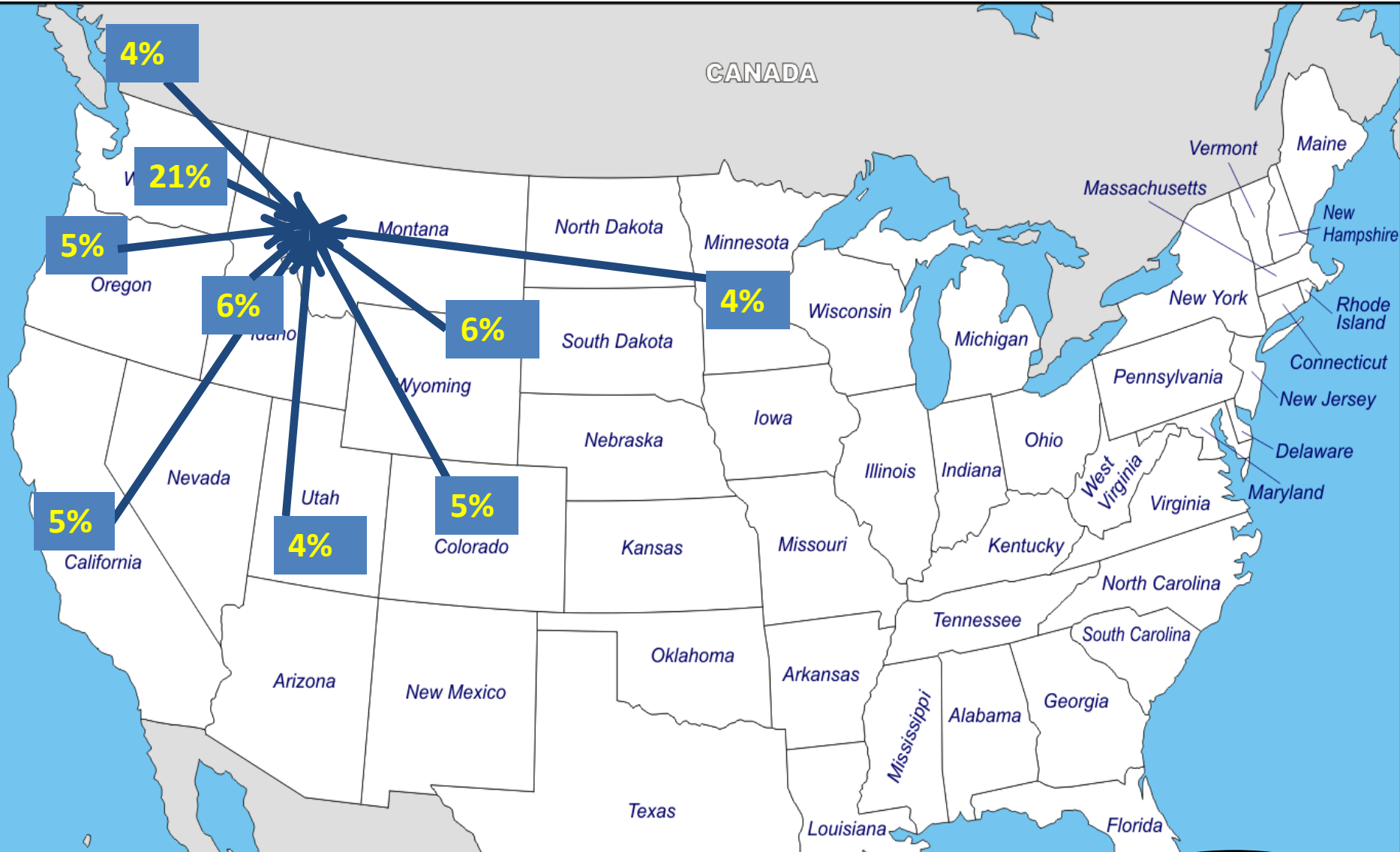


+5%

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







**64% of nonresidents who spent a night in Missoula came from these 9 states and BC (2012, Q1-3).**

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

<b>Yellowstone</b>	<b>19%</b>
<b>Flathead</b>	<b>19%</b>
<b>Cascade</b>	<b>12%</b>
<b>Gallatin</b>	<b>8%</b>
<b>Lewis and Clark</b>	<b>5%</b>



# 2013 Outlook

- **Consumer confidence improving**
- **US Travel spending at record level (\$8,467 billion in 2012 vs \$5.45 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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