

A scenic view of a lake surrounded by snow-capped mountains and evergreen trees. The text is overlaid on the image.

Travel & Recreation: Jobs, Lifestyle, & Growth

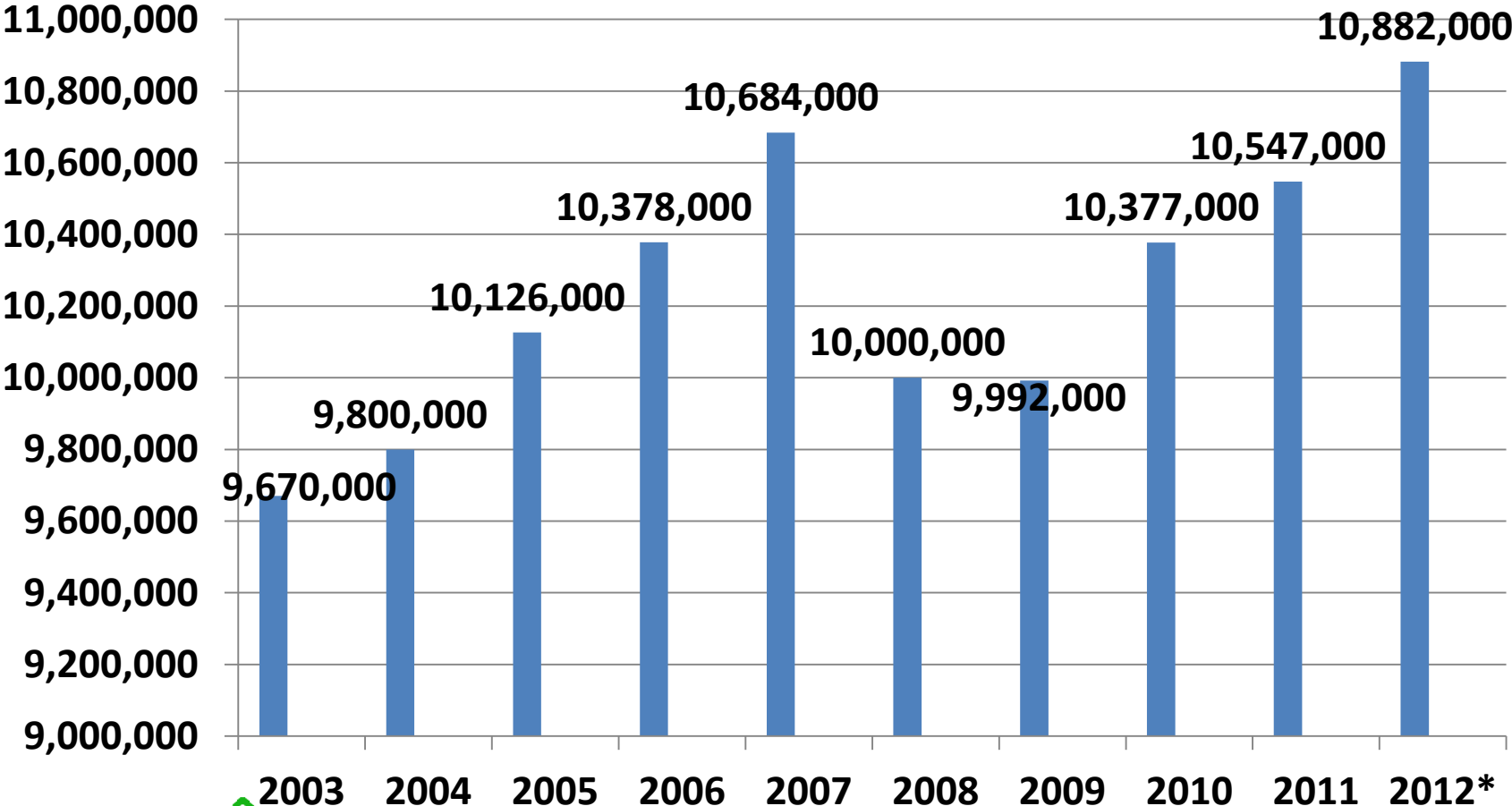
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Nonresident Visitors to MT



*preliminary



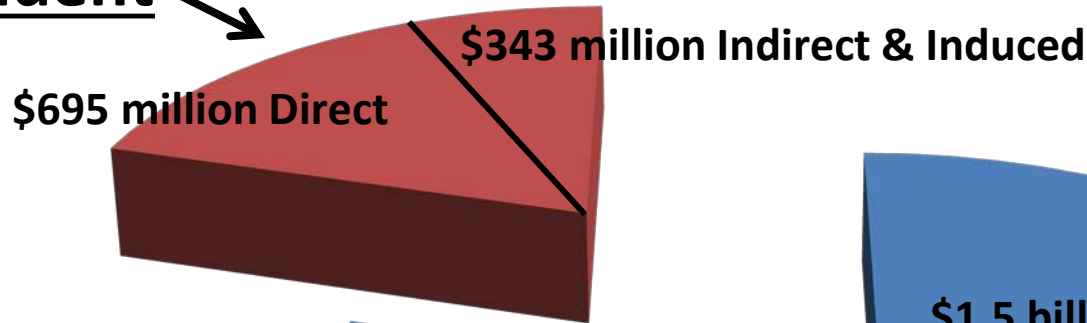
Yearly Resident Travel

- 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

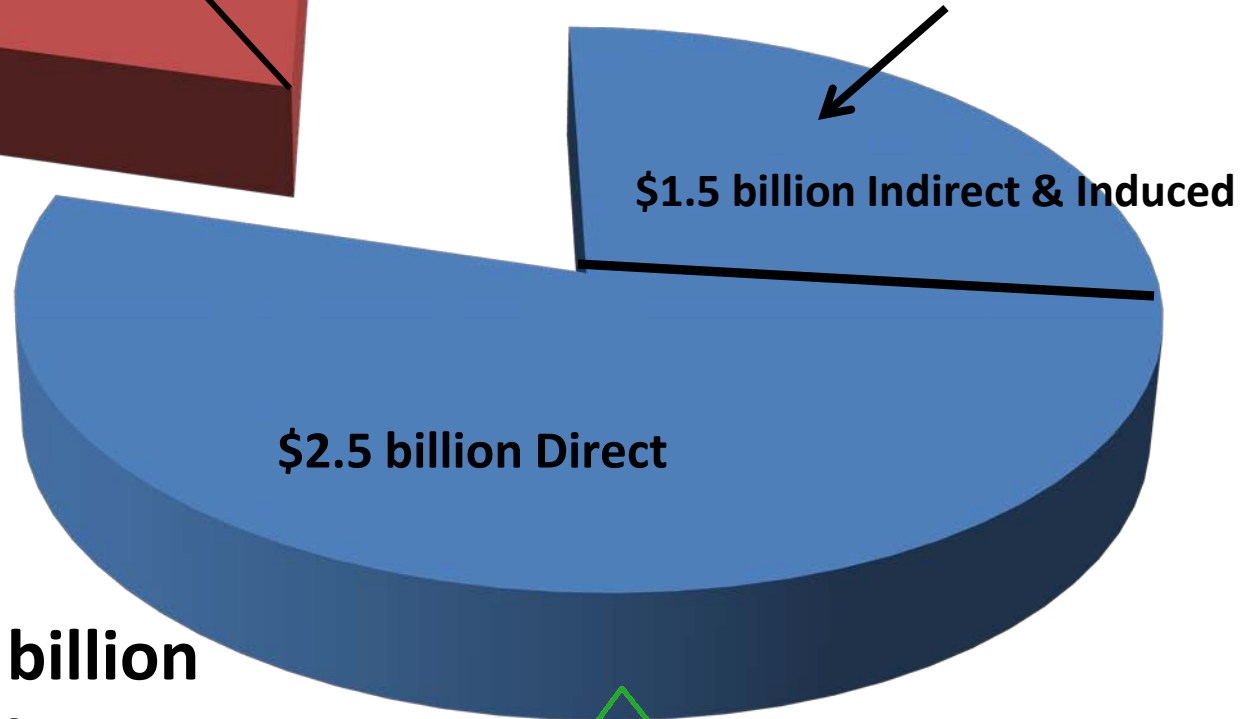


2012 Preliminary Economic Contribution of Travel: Nonresident & Resident

Resident



Nonresident



**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
- police officer
- wildlife conservation
- snowmobile trail grooming
- Service tech for coca cola
- Wait staff
- 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.

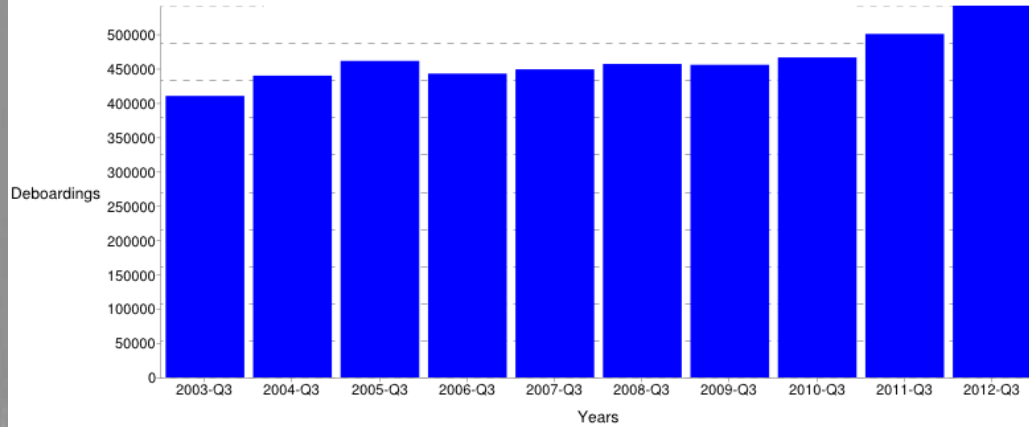
My wife and I thought it was a good combination of our favorite places in the world, there was plenty of business opportunity and a great place to raise a family.

I love to fly fish!

Travel Trends

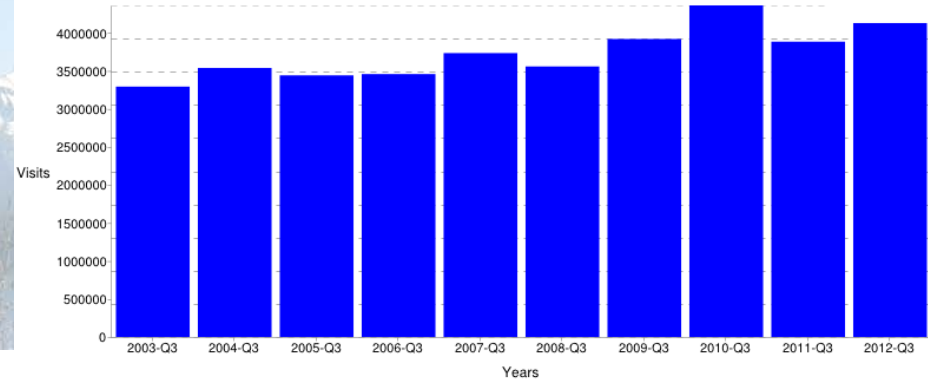
Airport Deboardings 3rd Q

+8%



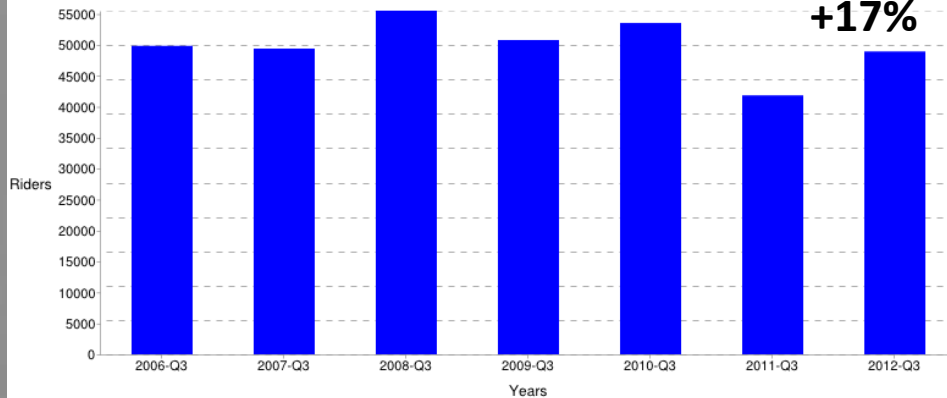
Nat'l Park System 3rd Q

+6%



Amtrak Deboardings 3rd Q

+17%



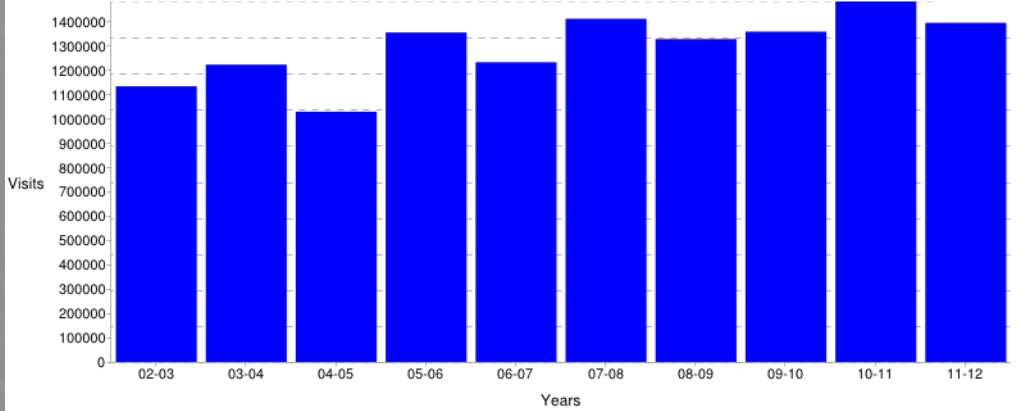
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Travel Trends

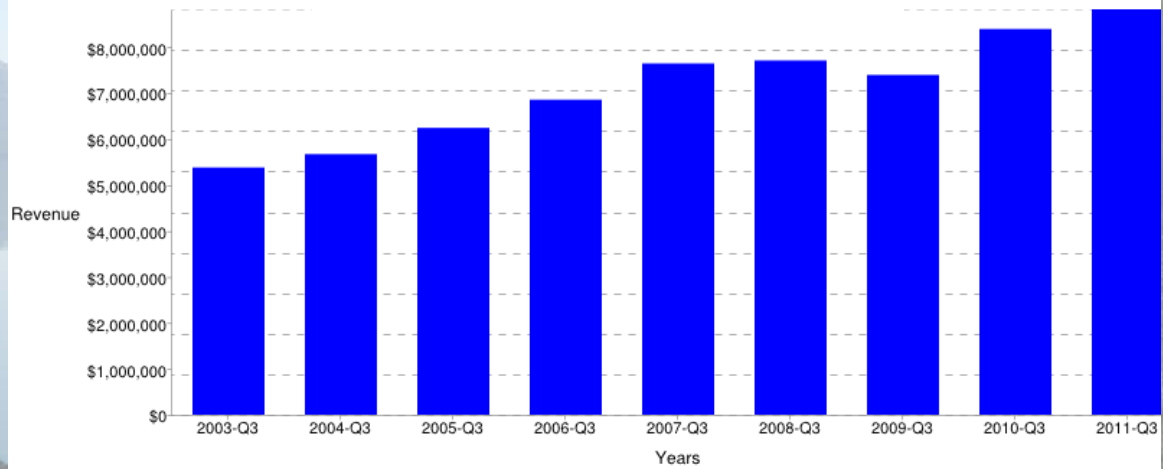
Skier Visits

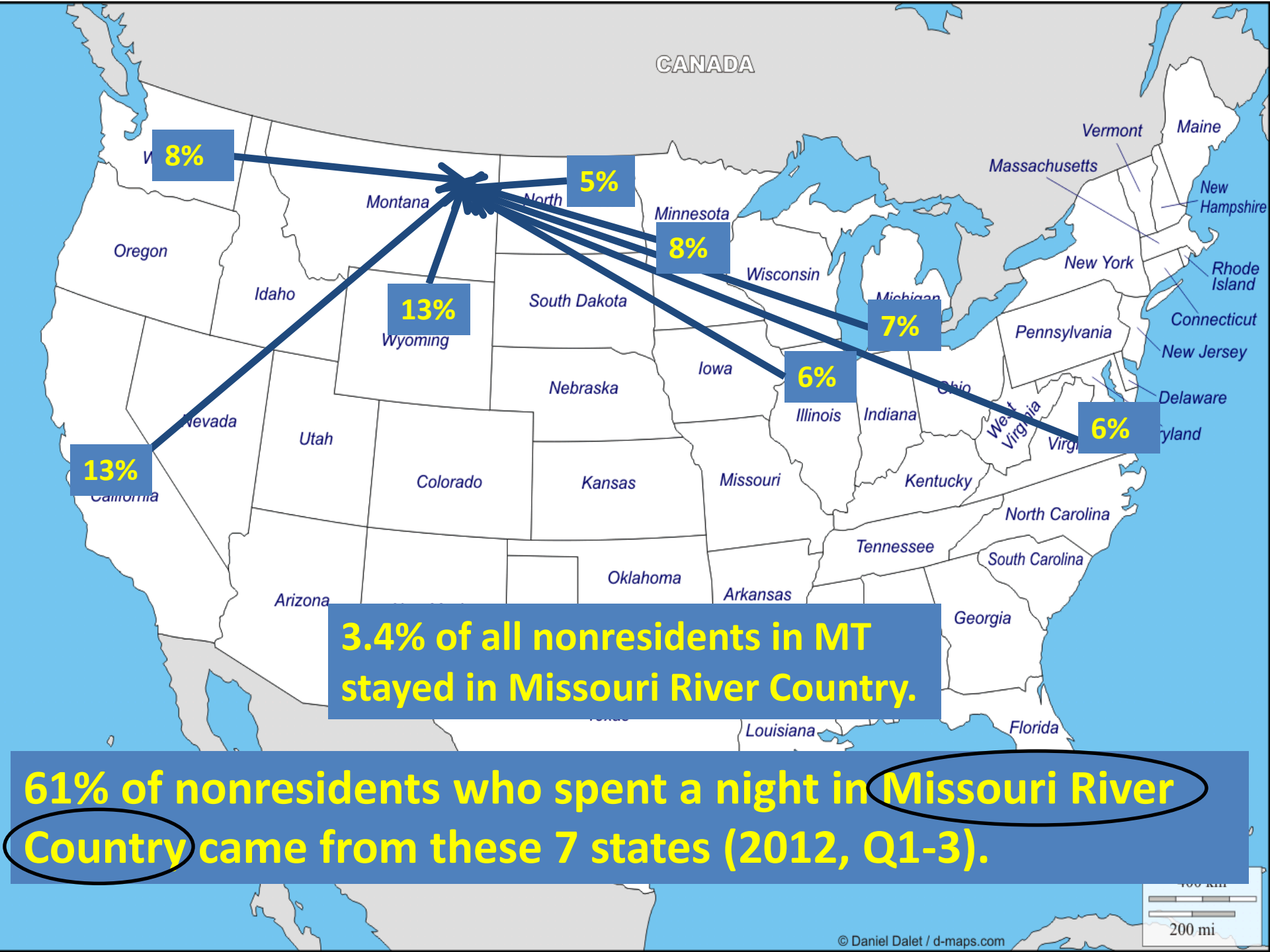
-6%



+5%

Bed Tax Collections 3rd Q





CANADA

8%

5%

13%

8%

7%

6%

6%

13%

3.4% of all nonresidents in MT stayed in Missouri River Country.

61% of nonresidents who spent a night in Missouri River Country came from these 7 states (2012, Q1-3).

2013 Outlook

- Consumer confidence improving
- US Travel spending at record level (\$846.7 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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