

2018 Travel & Recreation

2017 Trends OR Aberrations

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Aberrations or trends?



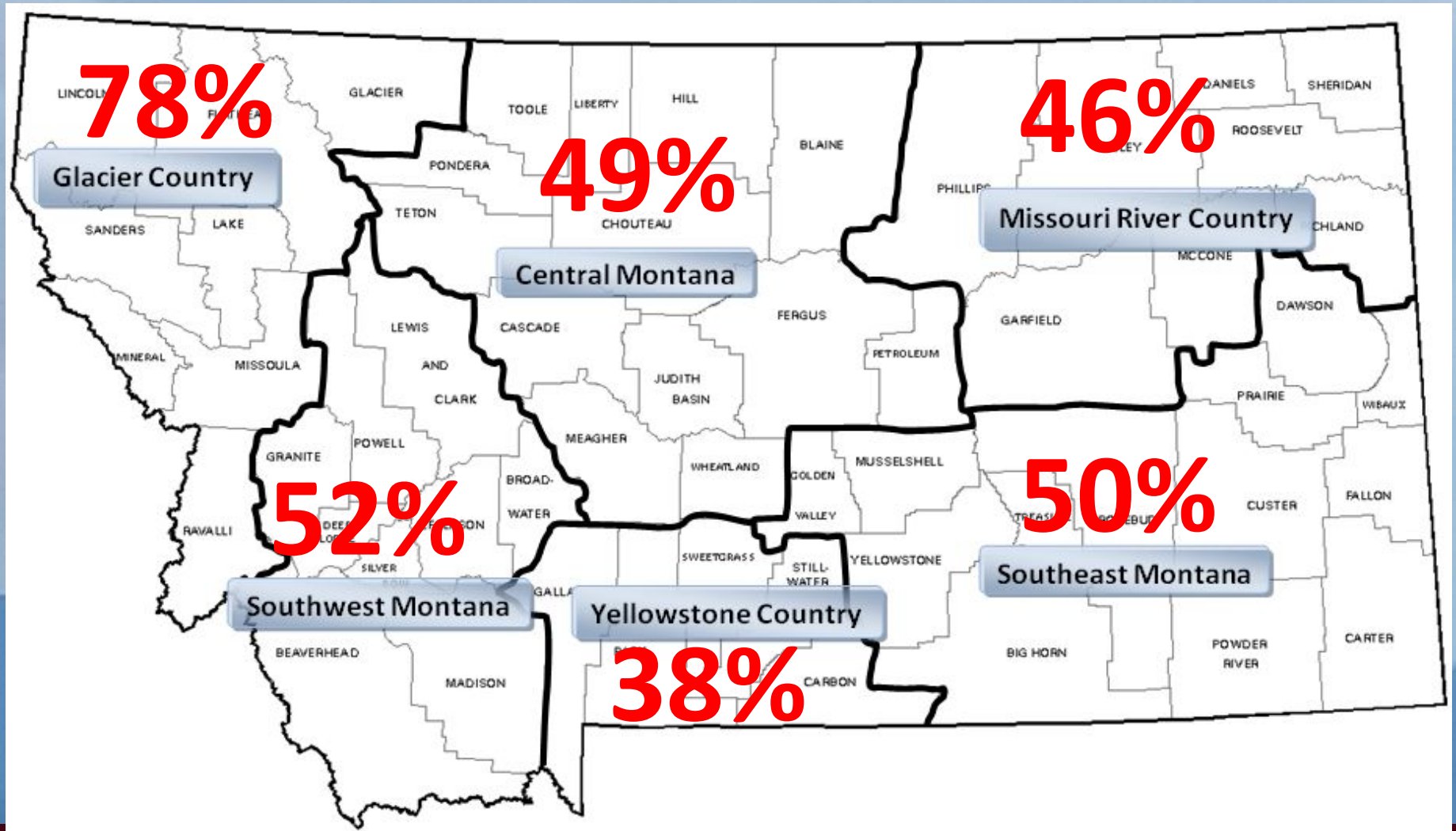
2017 Fire & Smoke impact



Wildfire Impact on Visitors

- **7.1% shortened their trip due to fires.**
- **6.9% canceled additional trips.**
- **8.6% of trips to Montana were cancelled due to the fire/smoke.**

Percent of tourism businesses affected by fires and smoke in 2017.



Wildfire Impact on Residents

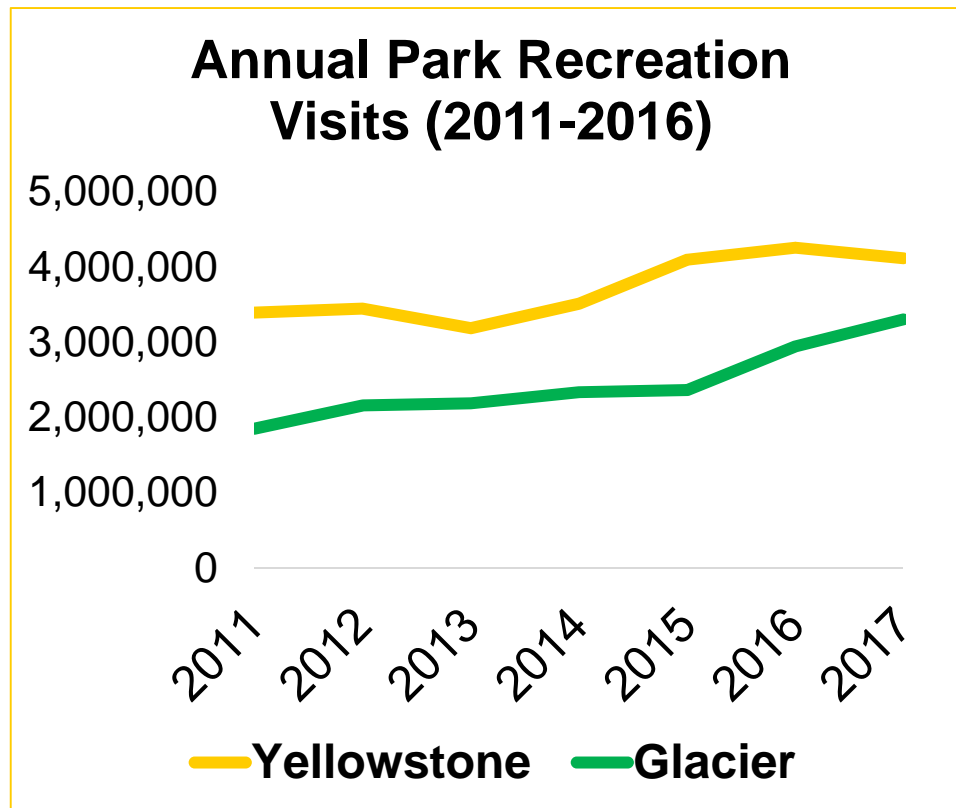
- **76% of Montanan's frequently experienced a decrease in air quality.**
- **69% said outdoor recreation activities were affected near home.**
- **37% said their MT travels were impaired.**

Aberration or trend?

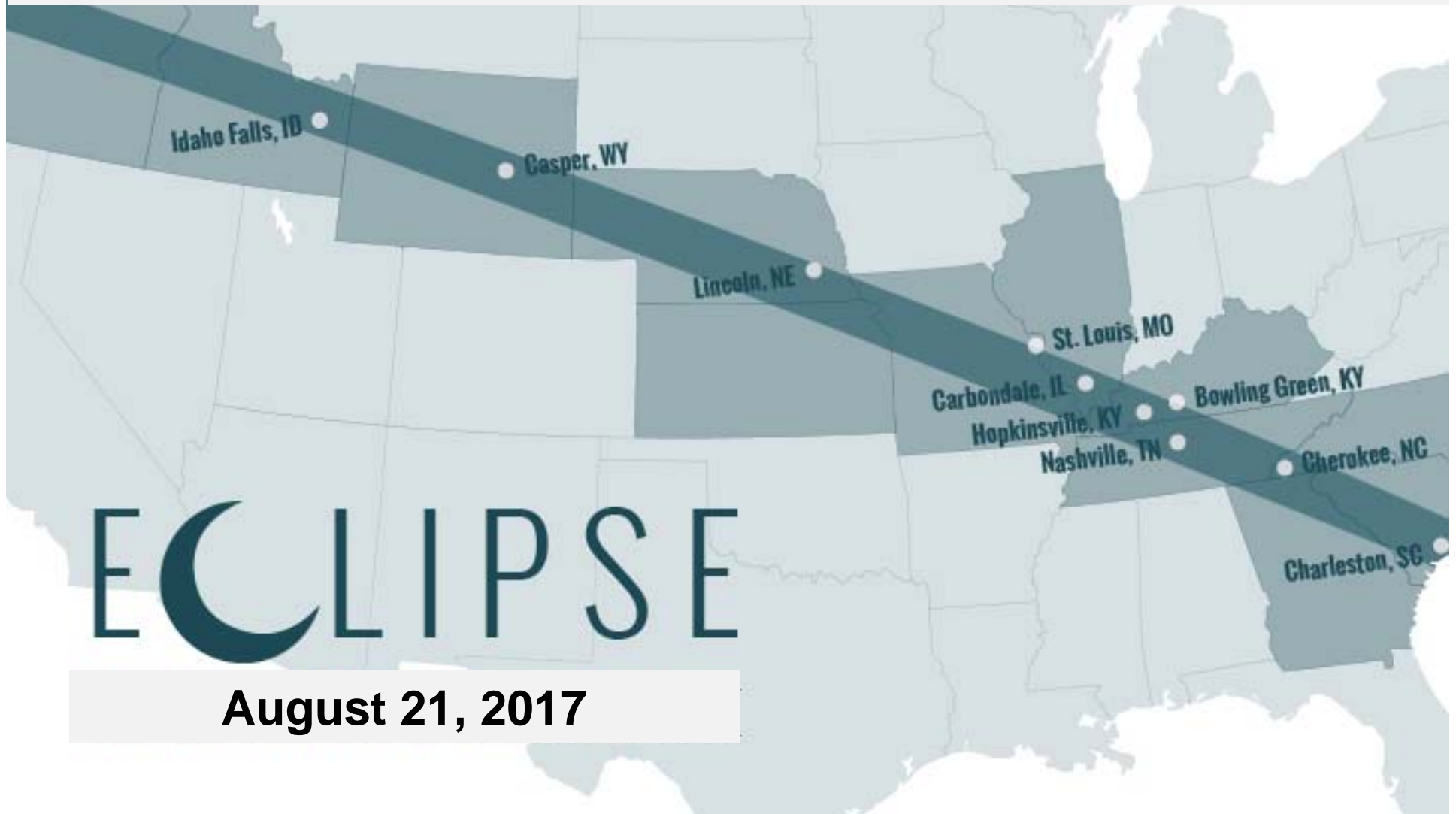
More than 1 Million Monthly Visitors for the First Time

As visitation continues to skyrocket, monthly attendance records fall

BY TRISTAN SCOTT // AUG 7, 2017



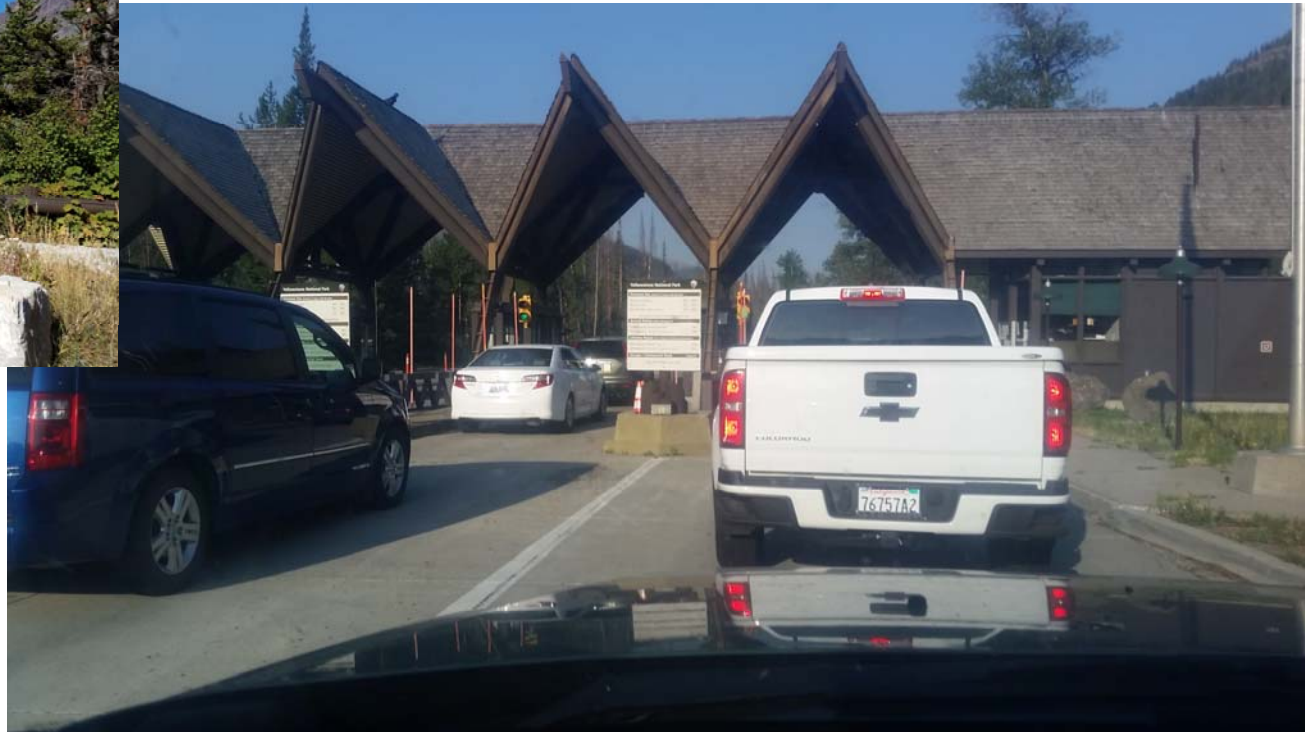
Definitely an Aberration



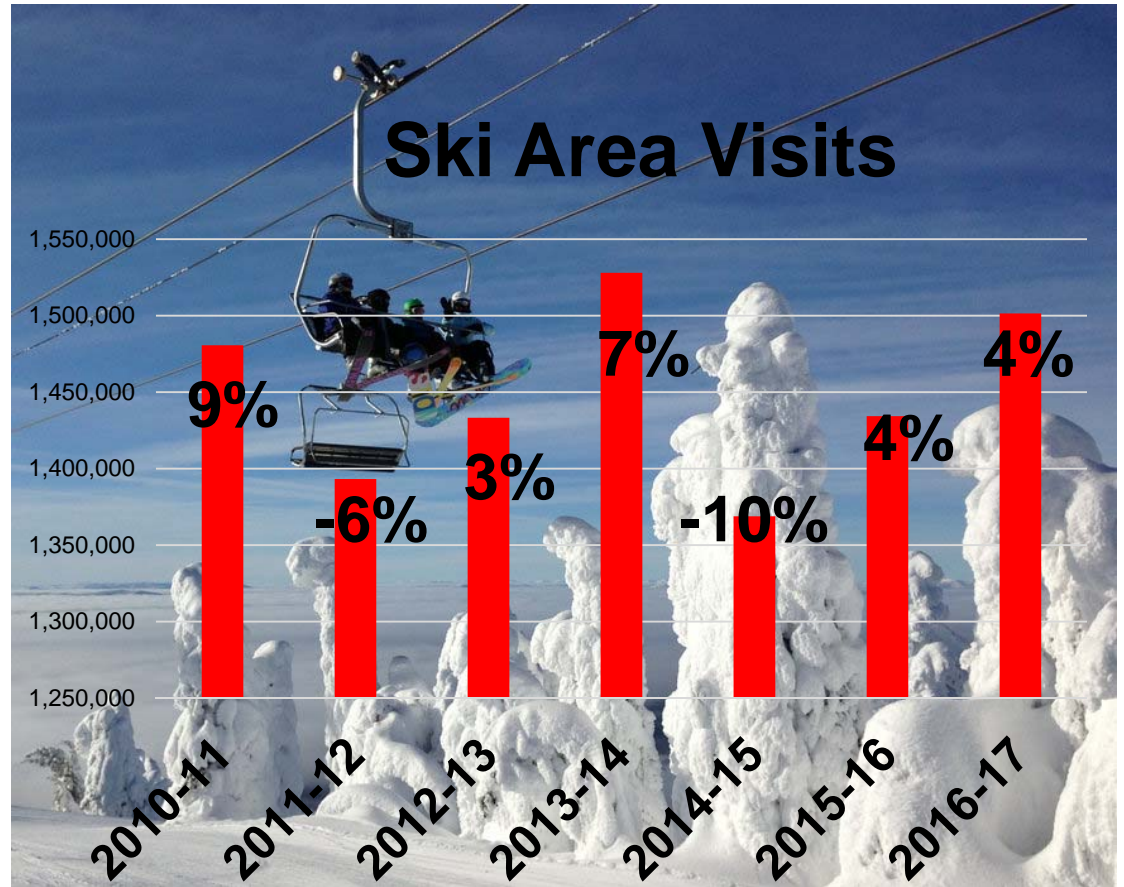


Aberration or trend?

Public land changes –
monuments, park fees...



Aberration or trend?

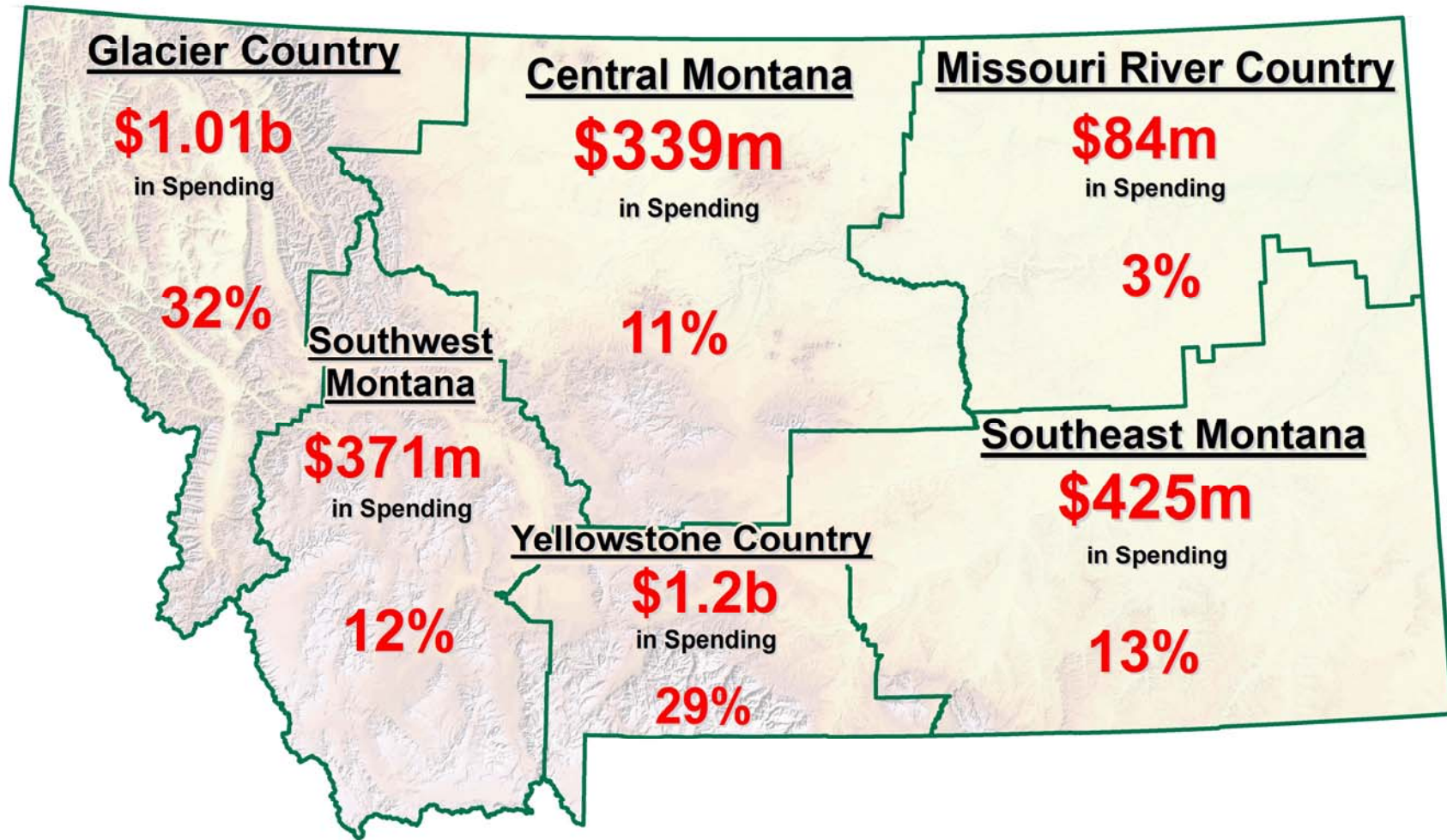


2016-17 Skier numbers

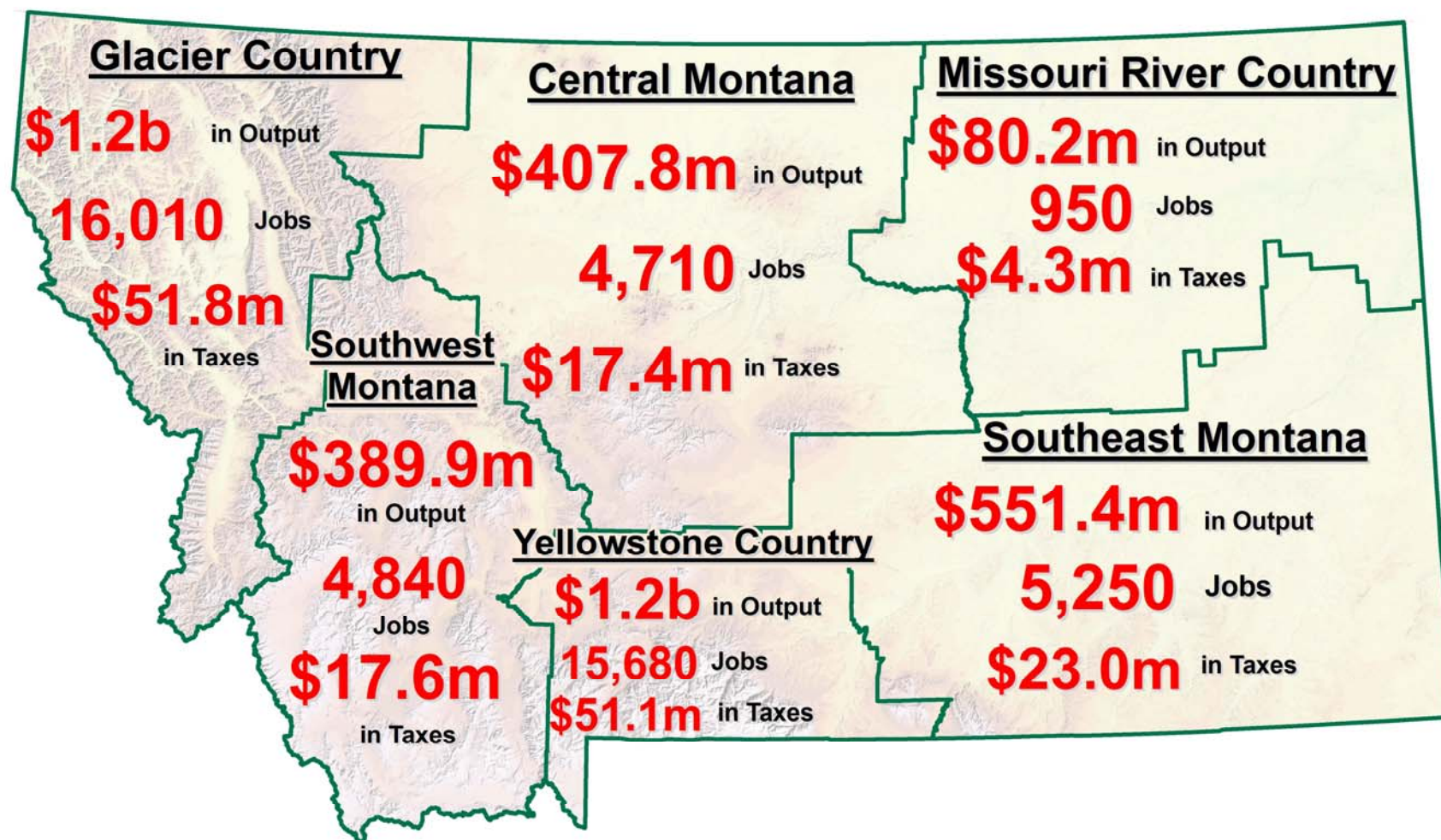
Whitefish Mt. Resort – best season on record

Big Sky & Bridger – last two seasons best ever

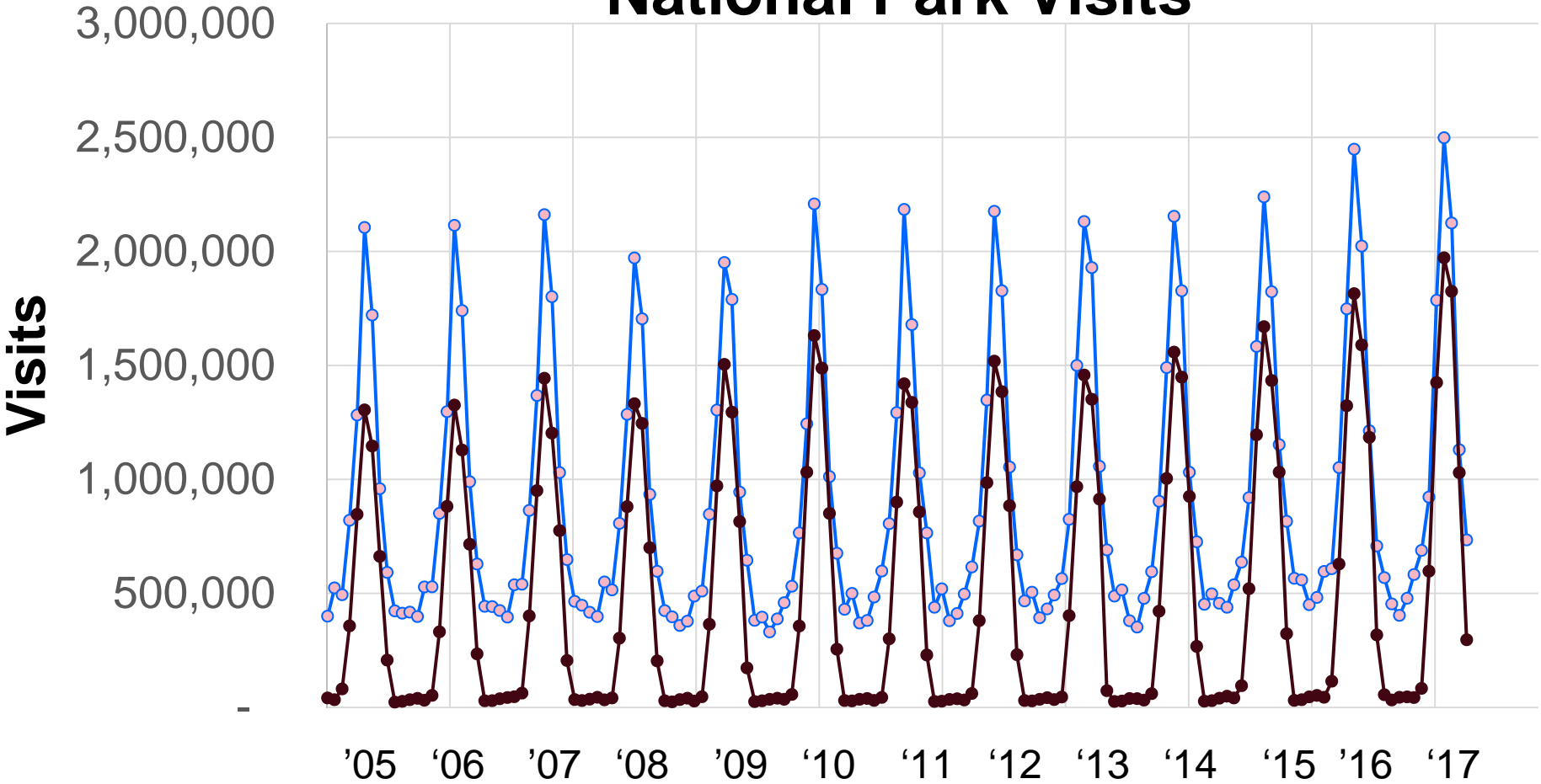
Nonresident Visitor Spending



Nonresident Visitor Spending - Outputs

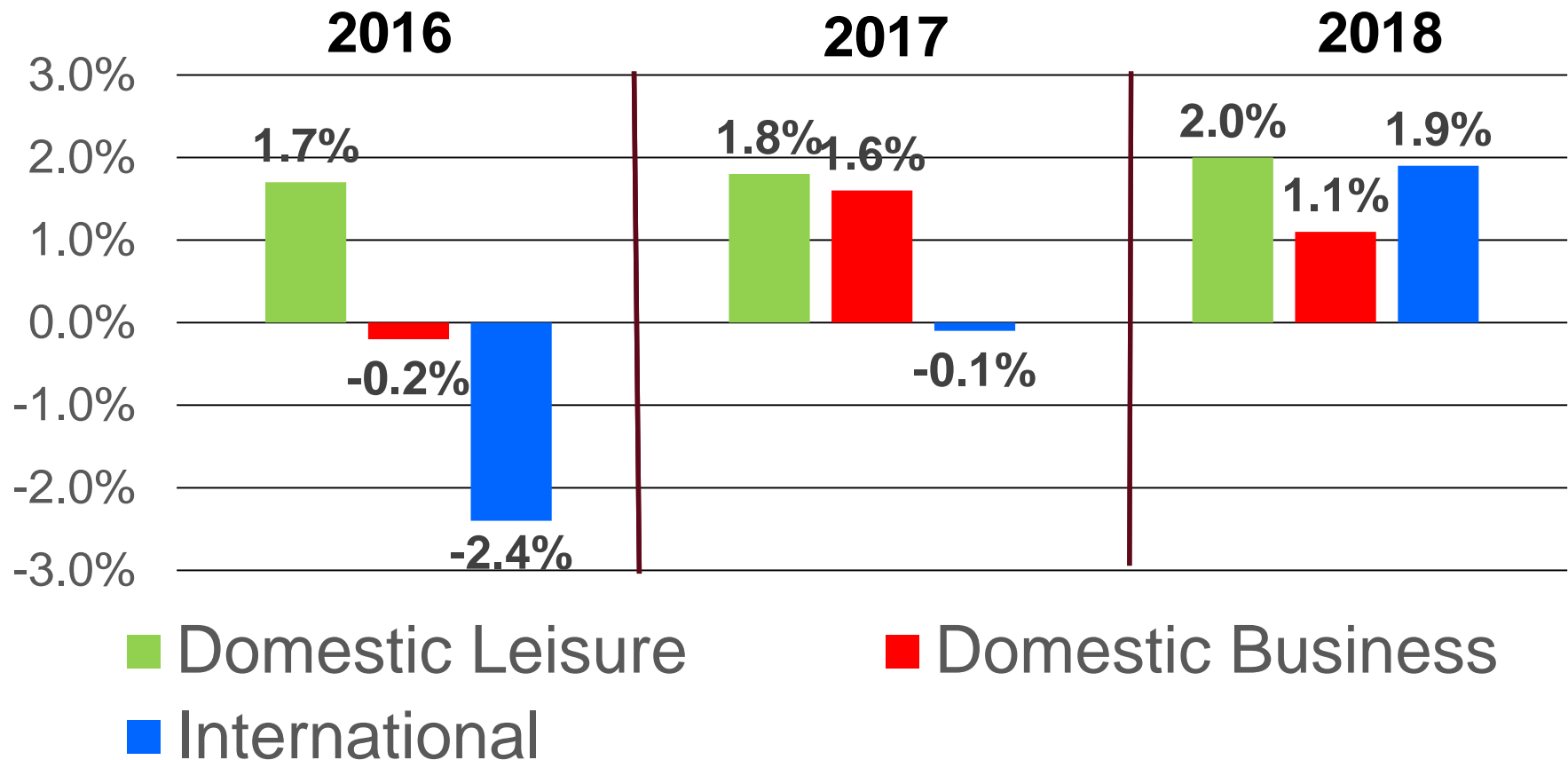


Relationship: Nonresident Visitors to National Park Visits

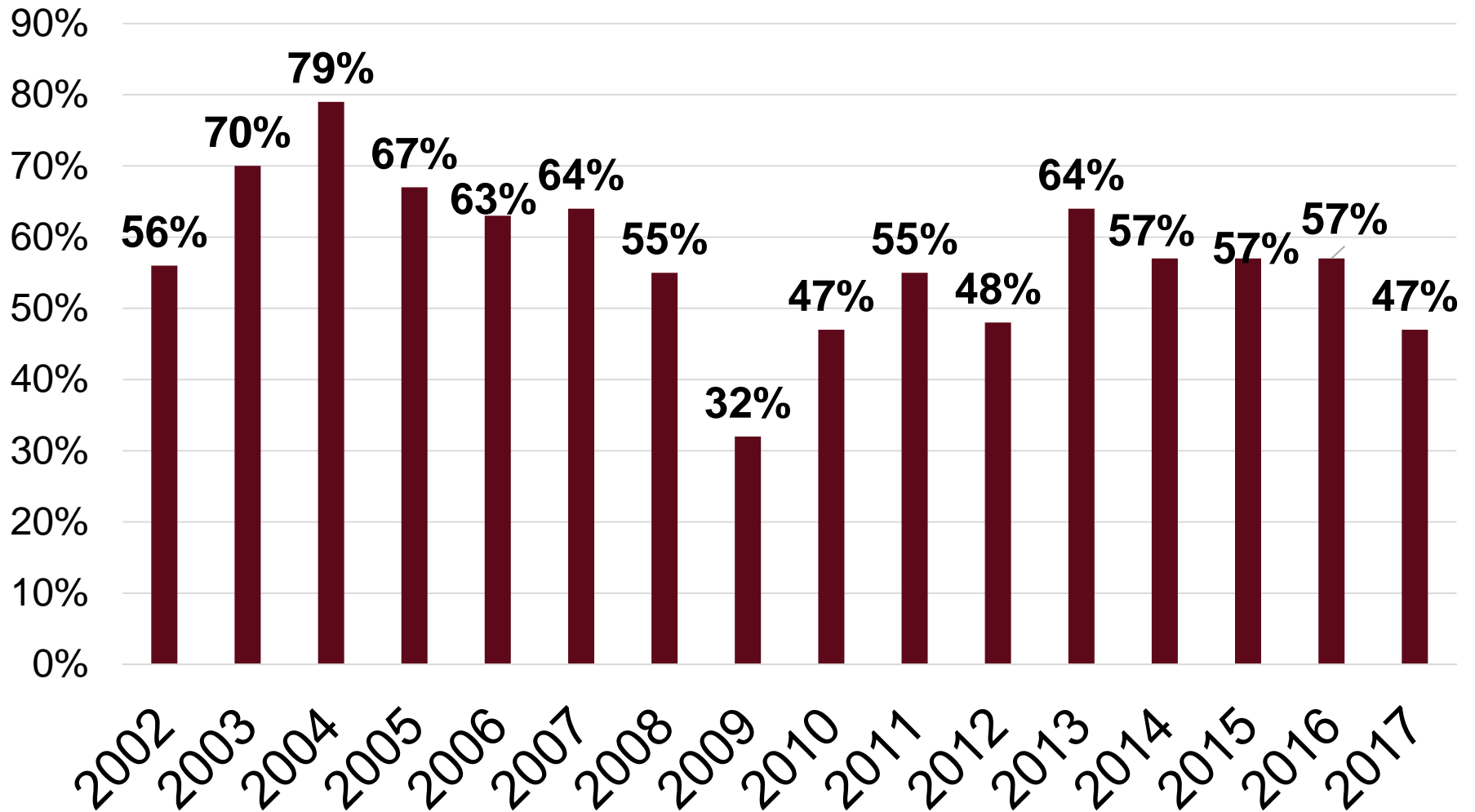


—○— Nonresident Visitors —●— YNP & GNP

National Travel Outlook



% of Tourism Businesses who Expect an Increase in 2018





Thank you!
**Enjoy your travels, wherever they
may take you!**

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