

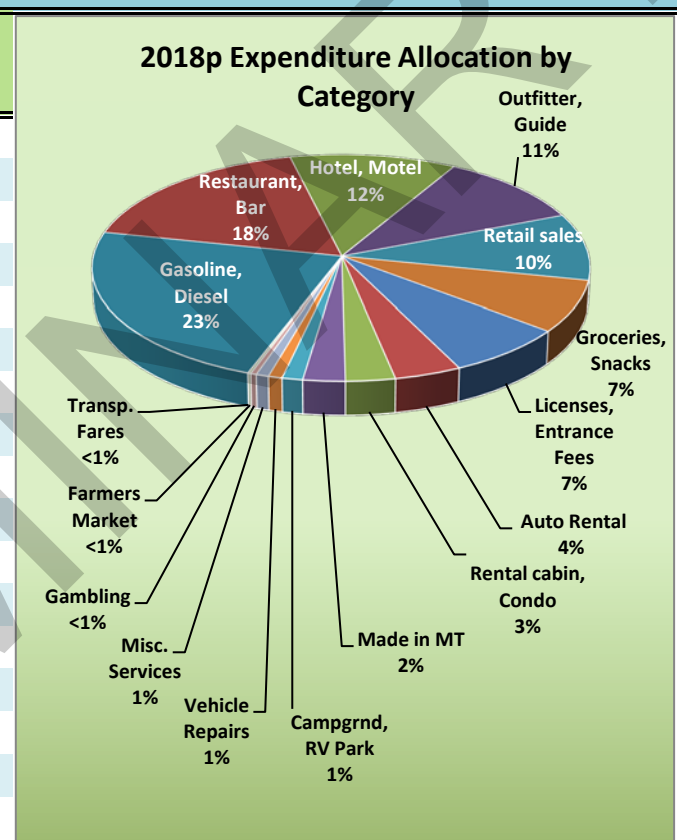
PRELIMINARY 2018 Montana Nonresident Traveler Expenditures

Preliminary 2018 Contribution of Nonresident Traveler Expenditures to Montana's Economy

- In 2018, nonresident visitors to Montana spent an estimated \$3.70 billion in the state. (See Table 1, below)
- This \$3.70 billion in local spending directly supports \$3.13 billion of economic activity in the state, and supports an additional \$2.11 billion of economic activity, indirectly. (see Table 2, below)
- The estimated total contribution of nonresident spending to Montana's economy was \$5.24 billion in 2018.

Table 1 - Preliminary 2018 Nonresident Traveler Expenditures¹

Expenditure Category	Average Daily Per Group ^{2,3}	Allocation by Category	Total Expenditures ^{2,4}
Gasoline, Diesel	\$33.45	23%	\$848,380,000
Restaurant, Bar	\$26.30	18%	\$660,340,000
Hotel, Motel	\$17.44	12%	\$438,430,000
Outfitter, Guide	\$15.98	11%	\$394,640,000
Retail sales	\$13.98	10%	\$354,430,000
Groceries, Snacks	\$10.85	7%	\$272,020,000
Licenses, Entrance Fees	\$10.76	7%	\$265,710,000
Auto Rental	\$5.83	4%	\$145,820,000
Rental cabin, Condo	\$4.36	3%	\$107,790,000
Made in MT	\$3.70	2%	\$91,450,000
Campground, RV Park	\$1.79	1%	\$44,840,000
Vehicle Repairs	\$1.22	1%	\$30,110,000
Misc. Services	\$1.10	1%	\$27,410,000
Gambling	\$0.50	<1%	\$12,680,000
Farmers Market	\$0.26	<1%	\$6,240,000
Transportation Fares	\$0.03	<1%	\$610,000
Estimated Total	\$147.54		\$3,700,900,000



¹Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT.

²Data are collected quarterly. Therefore, avg. daily expenditures are weighted averages of quarterly figures. ³Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ⁴Expenditure category totals may not add to year total due to rounding.

Table 2 - Preliminary 2018 Economic Impact	Direct	Indirect	Induced	Combined
Industry Output	\$3,127,730,000	\$1,017,650,000	\$1,090,440,000	\$5,235,820,000
Employment (# of jobs)	42,700	7,110	8,990	58,800
Employee Compensation	\$975,040,000	\$224,370,000	\$290,860,000	\$1,490,270,000
Proprietor Income	\$145,430,000	\$60,060,000	\$47,330,000	\$252,820,000
Other Property Type Income	\$390,450,000	\$189,800,000	\$199,150,000	\$779,400,000
State & Local Taxes				\$227,540,000

Direct impacts result from nonresident traveler purchases of goods and services; **Indirect impacts** result from purchases made by travel-related businesses; and **Induced impacts** result from purchases by those employed in travel-related occupations.

Industry Output is the value of goods & services produced by an industry which nonresidents purchase. **Employment** is full- and part-time average annual jobs. **Other Property Type Income** consists of payments for rents, royalties and dividends.

PRELIMINARY 2018 Montana Nonresident Traveler Quarterly Travel Comparison

	Quarter 1 (Jan-Mar)	Quarter 2 (Apr-Jun)	Quarter 3 (Jul-Sep)	Quarter 4 (Oct-Dec)	Prelim Year Total ¹ 2018p
Visitation & Length of Stay					
Nonresident Visitors	1,438,000	3,334,000	5,705,000	1,701,000	12,178,000
% of Total	12%	27%	47%	14%	100%
Nonresident Travel Groups	696,000	1,500,000	2,400,000	870,000	5,466,000
% of Total	13%	27%	44%	16%	100%
Group Size (people per group)	2.07	2.23	2.41	1.96	2.25
Length of Stay (nights)	3.93	4.20	5.18	4.35	4.62
Expenditure Category^{2,3} (Average Daily per Group)	Quarter 1	Quarter 2	Quarter 3	Quarter 4 ('17)	Prelim Year Total¹
Gasoline, Diesel	\$31.94	\$36.51	\$32.00	\$35.21	\$33.45
Restaurant, Bar	\$27.26	\$26.57	\$27.38	\$20.62	\$26.30
Hotel, Motel	\$22.80	\$18.47	\$16.61	\$14.07	\$17.44
Outfitter, Guide	\$9.38	\$6.75	\$22.39	\$12.71	\$15.98
Retail sales	\$10.50	\$14.20	\$14.36	\$15.26	\$13.98
Groceries, Snacks	\$8.91	\$11.37	\$11.97	\$7.19	\$10.85
Licenses, Entrance Fees	\$32.95	\$5.20	\$7.92	\$11.74	\$10.76
Auto Rental	\$6.21	\$4.72	\$6.41	\$5.13	\$5.83
Rental cabin, Condo	\$5.67	\$3.17	\$5.08	\$2.42	\$4.36
Made in MT	\$3.32	\$3.43	\$4.54	\$1.14	\$3.70
Campground, RV Park	\$0.02	\$2.49	\$2.27	\$0.23	\$1.79
Vehicle Repairs	\$0.31	\$0.80	\$1.79	\$0.52	\$1.22
Misc. Services	\$0.95	\$0.66	\$1.33	\$1.09	\$1.10
Gambling	\$0.46	\$0.88	\$0.40	\$0.24	\$0.50
Farmers Market	\$0.00	\$0.09	\$0.45	\$0.02	\$0.26
Transportation Fares	\$0.11	\$0.03	\$0.01	\$0.00	\$0.03
	\$160.79	\$135.34	\$154.91	\$127.59	\$147.54
Total Expenditures	\$439,500,000	\$852,600,000	\$1,926,190,000	\$482,600,000	\$3,700,889,000
% of Total	12%	23%	52%	13%	100%

¹Data are collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ²Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ³Spending data are gathered from nonresident travelers intercepted at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures.