

1-2019

The Economic Review of the Travel Industry in Montana, 2018 Edition

Norma P. Nickerson
University of Montana - Missoula

Jeremy L. Sage
University of Montana - Missoula

Kara Grau
The University of Montana - Missoula

Megan Schultz
The University of Montana - Missoula

Let us know how access to this document benefits you.

Follow this and additional works at: https://scholarworks.umt.edu/itrr_pubs

 Part of the [Economics Commons](#)

Recommended Citation

Nickerson, Norma P.; Sage, Jeremy L.; Grau, Kara; and Schultz, Megan, "The Economic Review of the Travel Industry in Montana, 2018 Edition" (2019). *Institute for Tourism and Recreation Research Publications*. 377.
https://scholarworks.umt.edu/itrr_pubs/377

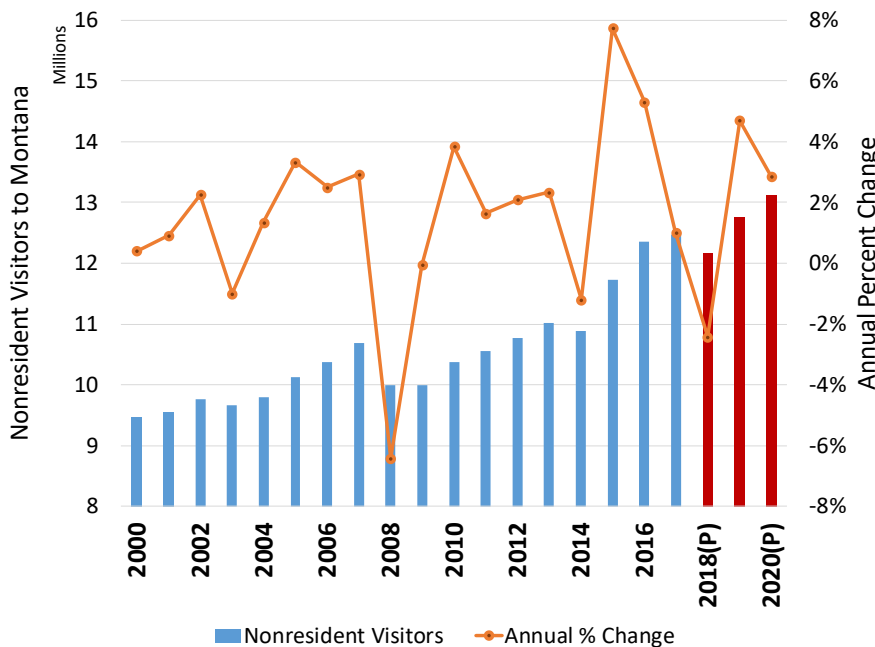
This Report is brought to you for free and open access by the Institute for Tourism and Recreation Research at ScholarWorks at University of Montana. It has been accepted for inclusion in Institute for Tourism and Recreation Research Publications by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

The Economic Review of the Travel Industry in Montana

2018 Edition

The Institute for Tourism and Recreation Research provides leadership, direction, and information to aid citizens, entrepreneurs, leaders, and policy makers in decisions related to the visitor and outdoor recreation industries in Montana. From economic impacts to rural community assistance, ITRR provides objective, valid, and reliable data for Montana. This economic snapshot is made possible via allocations from the Lodging Facility Use Tax. Visit itr.umd.edu for all tourism and recreation publications.

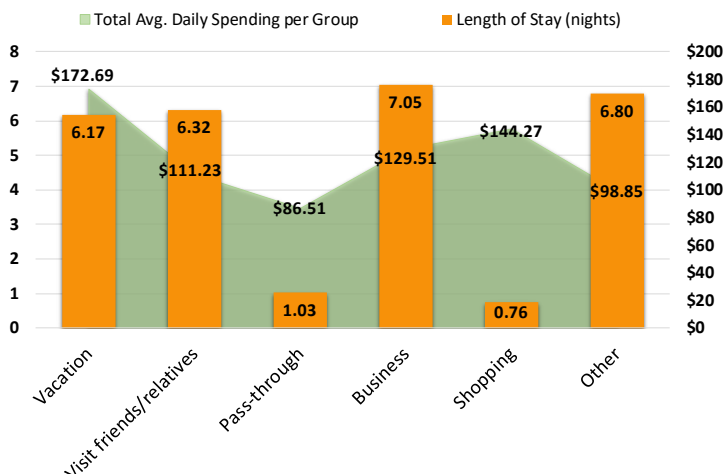
Visitor Numbers Continue to Grow



In 2017, nonresident visitors to Montana spent **\$3.36 billion**. This contributed to **\$4.7 billion** in full economic impact and supported **53,380 jobs** and **\$1.6 billion** in associated labor income.

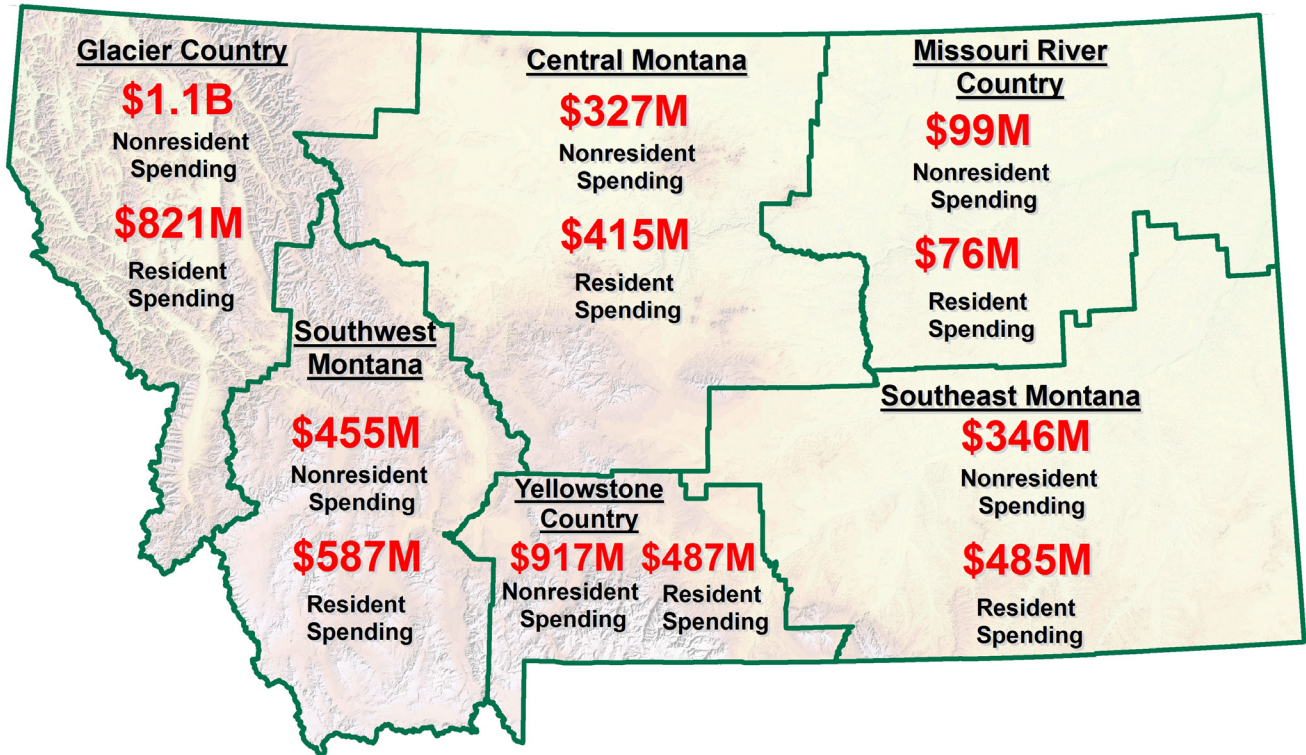
Following the 2008 Great Recession, visitation to Montana has grown by 25 percent. Though projections for 2018 are expected to fall below 2017 numbers, 2019 and 2020 will regain positive growth.

Nonresident Travelers by Main Purpose of Trip

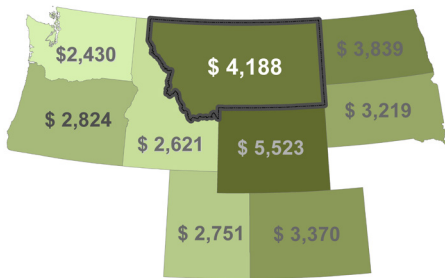


In 2017, nonresident **vacationers** represented 37 percent of all travelers to Montana but provided 58 percent of all dollars in the state at **\$1.96 billion**. This was followed by nonresident travelers visiting friends or relatives who represented 29 percent of all travelers and provided nearly **\$642 million** to Montana.

Travelers Spend Money in All Corners of the State



In 2017, Montana’s travel industry represented \$6.1 billion in traveler spending. Out-of-state visitors brought in new dollars, providing **53 percent** of all traveler spending, while **47 percent** of dollars were distributed by residents around the state as they traveled greater than 50 miles from their home.



Montana ranks second in visitor spending per capita in Western states.

U.S. Travel Association and U.S. Census Bureau

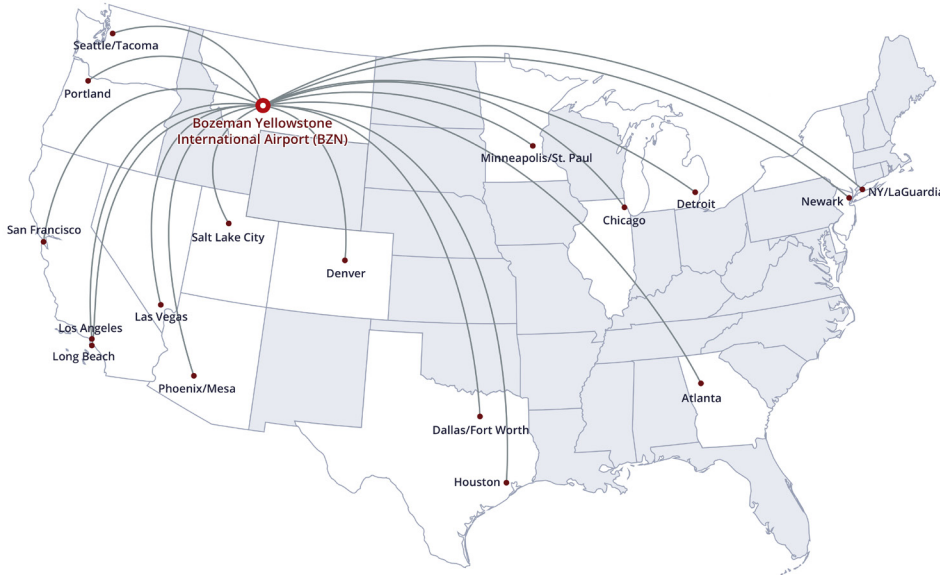
Nonresident Spending in Montana Counties



In 2017, 24 Montana counties received more than \$20 million in nonresident travel spending.

Spending (\$1000s)

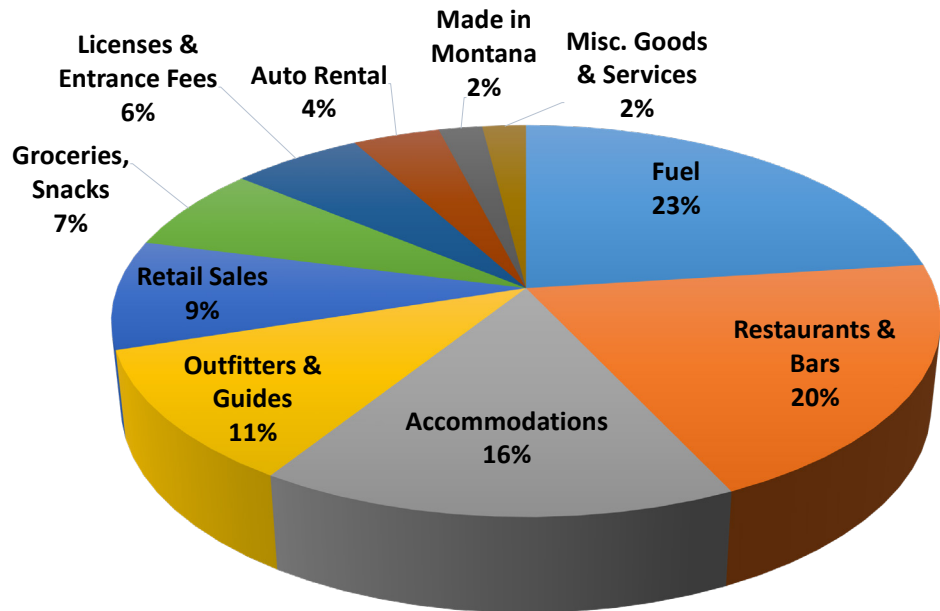
Nonresident Visitation Provides Improved Air Travel



As an example, Montana’s Bozeman Yellowstone International Airport will support direct flights to 17 cities across the U.S. during peak summer travel in 2019. Bozeman has nearly doubled their direct flights in 10 years. In that same time period, nonresident visitation has increased by 22 percent. The high correlation between the increase in nonresident visitors and the number of direct flights is not a coincidence.

Traveler Spending Supports Local Entrepreneurs

- **\$70 million** spent on Montana-made products by nonresident visitors
- **16 percent** of all nonresident travelers visit local Montana breweries
- **11 percent** of all visitor spending in Montana goes to locally-guided experiences



\$76.7 million in revenue for fishing outfitters



\$55.3 million in revenue for hunting outfitters

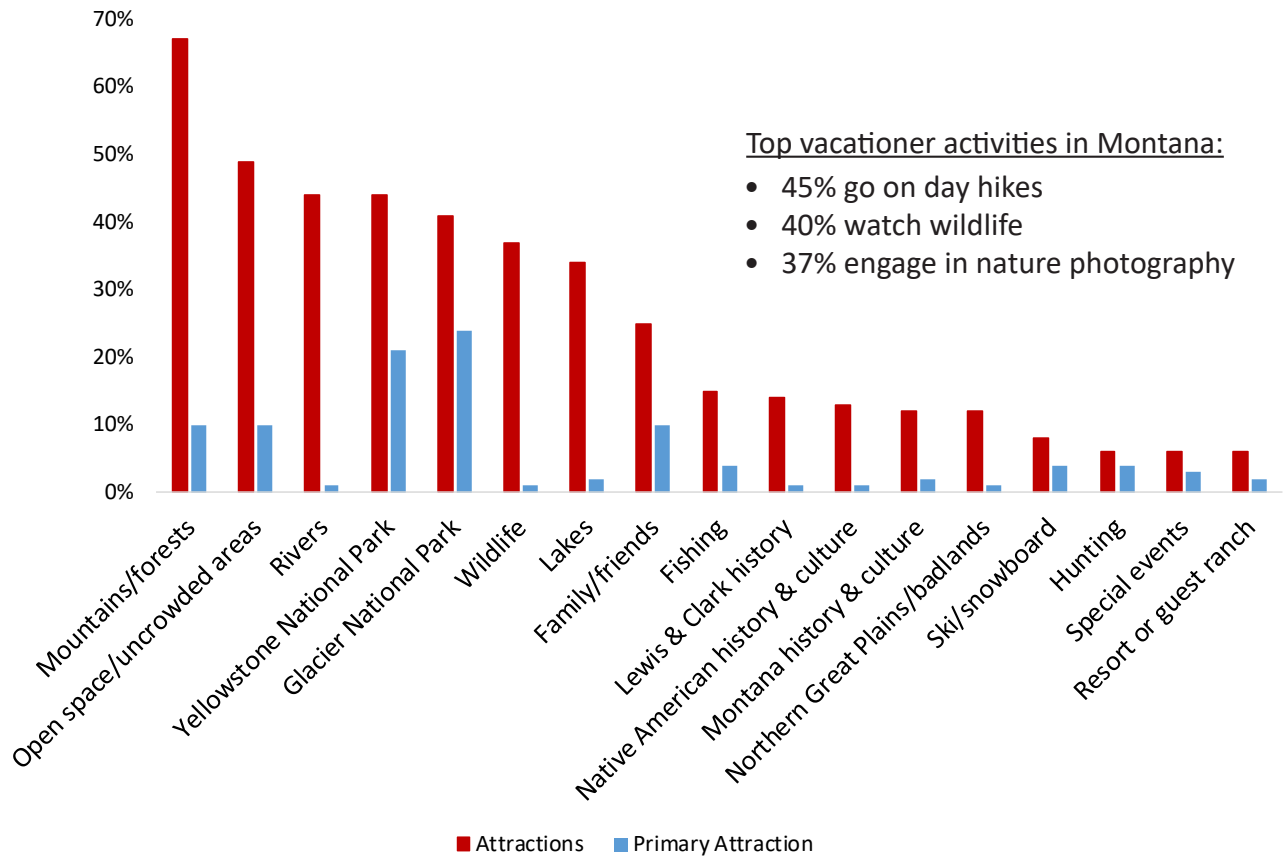


\$51 million in revenue for rafting, floating, canoeing, and kayaking outfitters

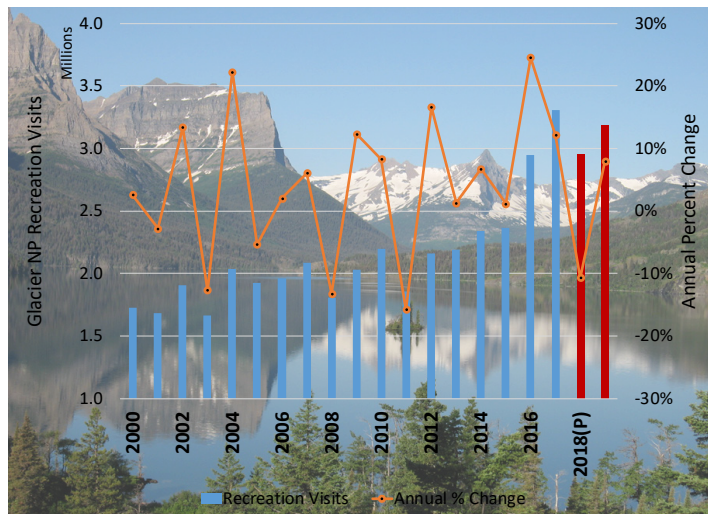


Vacationers Come to Montana for the Great Outdoors

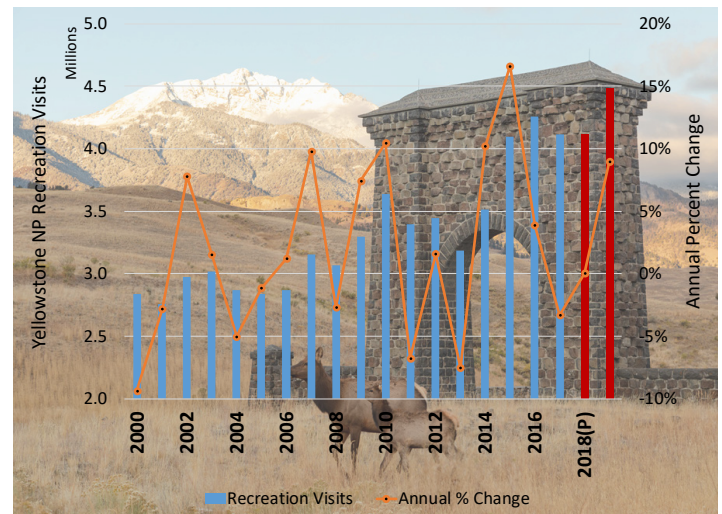
Natural resources are the top eight out of nine reasons vacationers visit Montana.



Glacier National Park Recreation Visits



Yellowstone National Park Recreation Visits



Recreation visits to Glacier National Park and Yellowstone National Park have increased throughout the 21st century and reached an all-time high in 2017 and 2016 respectively. Though projected numbers suggest 2018 will be slightly below 2017 for Glacier, the upward trend is expected to continue into 2019. Projections suggest continued growth through 2018 and into 2019 for Yellowstone.