

4-2019

# Motorcycle Touring in Montana: A Market Analysis

Norma P. Nickerson

Kara Grau

Jeremy L. Sage

Carter Bermingham

Let us know how access to this document benefits you.

Follow this and additional works at: [https://scholarworks.umt.edu/itrr\\_pubs](https://scholarworks.umt.edu/itrr_pubs)

 Part of the [Social and Behavioral Sciences Commons](#)

---

# Motorcycle Touring in Montana

## A Market Analysis

Norma P. Nickerson, Kara Grau, Jeremy Sage, & Carter Bermingham

4/2/2019



This study found that motorcycle tourism is a unique travel market that could be successful in Montana through specific marketing efforts across boundaries since the 'journey,' not the destination, is desired.

## Motorcycle Touring in Montana: A Market Analysis

Prepared by  
Norma Polovitz Nickerson, Ph.D.  
Kara Grau, M.S.  
Jeremy Sage, Ph.D.  
Carter Bermingham

Institute for Tourism & Recreation Research  
College of Forestry and Conservation  
The University of Montana  
Missoula, MT 59812  
[www.itrr.umt.edu](http://www.itrr.umt.edu)

Research Report 2019-6

April 2019

This study was funded by the Lodging Facility Use Tax

Copyright© 2019 Institute for Tourism and Recreation Research. All rights reserved.

## Abstract

Motorcycle tourism is a relatively understudied market in the U.S. but has the potential to assist rural communities in their efforts to develop a tourism economy. This report highlights the characteristics of motorcyclists and their travel needs as well as the potential for marketing to this niche of travelers.

### Highlights:

- Motorcyclists tend to ride on scenic roads, eat and drink local cuisine, and stay away from the busy highways leading to the idea that 'off the beaten' path communities could benefit from motorcycle tourism.
- Nonresident motorcyclists' average age was 60, while resident motorcyclists' average age was much younger at 48.7 years old.
- All motorcyclists prefer scenic roads, lots of curves, safe parking places for their cycles at night, and a motel for their overnight stay.
- Nonresident motorcyclists in Montana spend, on average, \$110/day with the largest expenditure on restaurant and bar, followed by motel/hotel.
- Alberta motorcyclists were the highest visitor to the state at 16% of all nonresident cyclists.
- The most utilized entry points for motorcyclists are the interstates, but travel on roads of all types throughout the state is evident.

## Motorcycle Touring in Montana: A Market Analysis

### Executive Summary

In 2018, Montana saw 393,800 nonresident motorcyclists visit the state. Additionally, in the past three years, 72,000 residents have taken a multi-day motorcycle trip within Montana. This study explored the prospect of motorcycle tourism as an economic driver for rural communities by surveying both nonresident and resident motorcyclists during quarters 2 & 3 in 2018.

Nonresident motorcyclists spend nearly \$110 dollars per day in Montana. They spend the majority of their money on restaurants and bar followed by hotel/motel. Total spending in quarters 2 and 3, 2018 was \$80,030,000. Motorcyclists represent 2.9% of nonresident spending.

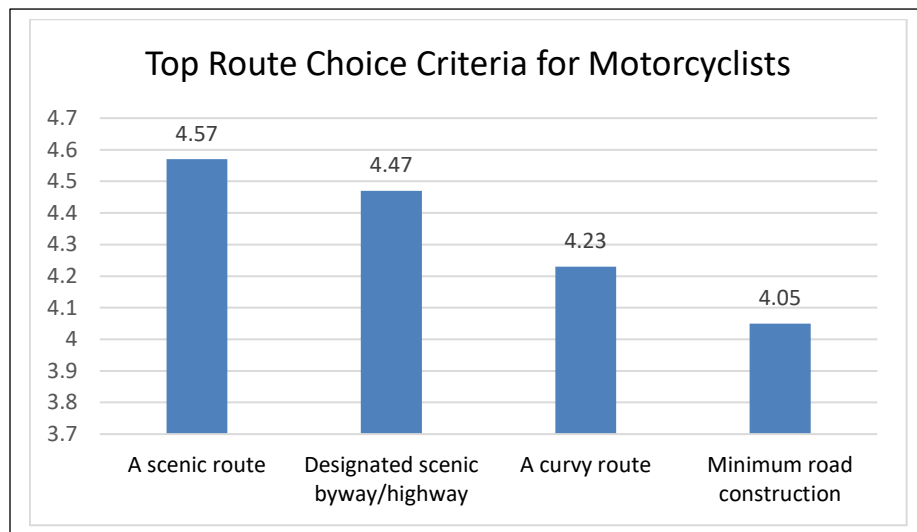
Motorcyclists represented 4.4% of all nonresident visitors during quarters 2 and 3 in 2018, which was 393,800 individuals or 222,500 groups (1.77 average group size).

The average length of stay for motorcyclists in Montana is 2.45 nights.



### By the numbers – U.S. data on motorcyclists

- 50 years old (median age)
- \$62,500 median household income
- 81% ownership of motorcycles by males
- 68% married
- 24% college graduates
- 24% retired



On a 5 points scale with 1=strongly disagree to 5=strongly agree, the type of route out-paced all other attributes such as a motel availability restaurants, signage and more for importance to motorcyclists.

## ***By the numbers – Montana resident motorcyclists***

- 141,200 have ridden a motorcycle in the past three years (17% of MT adults)
- 48 years old (median age)
- 76% male riders
- 72,000 have taken a multi-day motorcycle trip within MT in the past 3 years
  - 61% of those have taken 1-3 trips
  - 23% have taken 4-6 trips
  - 61% have stayed in national chain hotels/motels
  - 56% have stayed in local 'Ma & Pa' motels
  - 52% have camped in public campgrounds
- 72% will choose a designated scenic highway as their #1 route choice

***Motorcyclists speak... “The ‘ride’ is the goal.  
The destination is secondary.”***



- Designated scenic routes are a motorcyclist’s top choice for their riding adventure. Motorcyclists in Montana are attracted to mountains (curvy roads).
  - Provide route maps with both ‘official’ designated scenic highways and recommended ‘unofficially’ designated scenic highways.
- Motorcyclists in Montana are attracted to open spaces/uncrowded areas.
  - Provide route maps with traffic statistics showing low traffic volumes.

## ***To enhance the Montana motorcycle experience, this is what will help:***

- Road construction information
- Secure and lighted parking at motels
- When camping, a hard packed surface on which to stand the motorcycle
- Motels with restaurants within walking distances
- When planning, provide route maps with scenery and points of interest

## Table of Contents

Abstract.....	i
Executive Summary.....	ii
Table of Contents.....	iv
List of Tables and Figures.....	iv
Introduction .....	1
Motorcycle Literature Review.....	1
Purpose .....	4
Methods.....	4
Survey Methods.....	4
Survey Design.....	5
Response Rate.....	5
Limitations .....	5
Results.....	6
Nonresident Motorcyclists.....	6
Nonresident Motorcycle Points of Origin, Entry Points, and Routes.....	12
Nonresident Motorcyclist – open ended questions .....	15
Montana Resident Motorcyclists.....	18
Conclusions & Recommendations .....	20
Appendix A: Nonresident Motorcycle Survey instrument.....	23
Appendix B: Resident Motorcycle Survey.....	26
Appendix C: Open ended question responses.....	27
Appendix D: Motorcycle Types.....	39

## List of Tables and Figures

Table 1: Notable Differences between Nonresident Motorcyclists and all Nonresident Visitors to Montana.....	6
Table 2: Accommodation Preference Type on Multi-day Motorcycle Trips.....	8
Table 3: 2018 Motorcyclists vs all Nonresident Q2-Q3 Average Daily Spending in MT .....	11
Table 4: Resident Motorcyclists Rating for Route Choice.....	20
Figure 1: U.S. Motorcycle Demographics, 2008.....	2
Figure 2: Number of Registered Motorcycles by State.....	3
Figure 3: Motorcyclists Reasons for a Trip in Montana .....	7

Figure 4: Mean Importance Score of Various Services Sought by Motorcyclists .....	8
Figure 5: Mean Importance Score of Motorcycle Riding Experiences.....	9
Figure 6: Mean Importance Score of History, Culture, and Events .....	9
Figure 7: Nonresident Motorcyclists Route Choice Motivators.....	10
Figure 8: State and Provincial Origin of Nonresident Motorcyclists visiting Montana.....	12
Figure 9: Nonresident Motorcycle Entry Point to Montana .....	13
Figure 10: Nonresident Route Flow throughout Montana .....	14
Figure 11: Suggested Enhancement to the Montana Motorcyclist Experience .....	15
Figure 12: Suggestions for Motels .....	16
Figure 13: Suggestions for Campgrounds .....	16
Figure 14: Suggestions for Food, Beverage, Retail and Entertainment .....	17
Figure 15: Suggestions for Information Desired for Planning a Return Visit.....	17
Figure 16: Regional Residence of Montana Motorcyclists .....	18
Figure 17: Percent of Montana Motorcyclists Who Have Taken Multi-day Trips .....	19
Figure 18: Types of Accommodations Used on Multi-day Trips in Montana by Residents .....	19
Figure 19: Annual Trends in U.S. motorcycle Sales.....	21
Figure 20: Annual Motorcycle Travel in Montana: Percent of all Nonresident Travel to the State .....	22



## Introduction

Anecdotally, people around the state of Montana have observed that motorcyclists seem more willing to take rural routes and roads than major interstate highways when available. In fact, visitor center workers are asked for alternative routes when motorcyclists are traveling through Montana or en-route to national parks. It has been observed that motorcyclists are more willing than other segments to stay in motels that are most likely family-owned lodging properties with doors that open into parking lots. They also appear to be willing to try more local restaurants and bars. If accurate, this makes the motorcycle segment an ideal one for Montana tourism regions that do not have national parks. Therefore, who are the multi-day motorcyclists, and what are they looking for in their riding experience? Are motorcyclists in Montana different from the national norm?

## Motorcycle Literature Review

Motorcycling has received somewhat limited attention in tourism research. Most attention has been towards safety, environmental impacts and ethnographic studies of the biker sub-culture.<sup>1</sup> Academic work in tourism has neglected the fact that motorcycling is a growing tourism sector targeted at affluent, well-educated and older individuals, and there has been limited work on the patterns of motorcycle tourism.<sup>2</sup>

Research has found that motorcyclists have a great attachment to the vehicle itself, an increased likelihood of traveling in groups, and a greater emphasis on the journey aspects of the experience rather than the destination per se.<sup>3</sup> In addition, motorcyclists engage with the environment through scenery. It is a skills-based activity, meaning it has a high degree of physical and mental challenge and relies on constant risk assessment. Researchers suggested that motorcyclists should be considered adventure seekers, and marketing organizations could target this sector through adventure tourism concepts.<sup>4</sup>

According to a recent study, demographics have been changing a bit for the motorcyclist in the United States. Compared to a repeat study in 2014 and 2018, motorcyclists are aging, more are retired, and slightly more females own a motorcycle. The number of motorcyclists who are married has increased as has the number who have a college education. However, the income of these folks has dropped slightly in three years, probably due to retirement.<sup>5</sup> See Figure 1 for the comparative graphs of the U.S. motorcyclists.

In 2014, the U.S. had 8,410,255 registered motorcycles equating to one out of every 36 people who own a motorcycle (Figure 2).

---

<sup>1</sup> Walker, L. (2011). Tourism and leisure motorcycle riding. In B. Prideaux, & D. Carson (Eds.), *Drive Tourism: Trends and emerging markets* (pp. 146-158). New York, NY: Routledge.

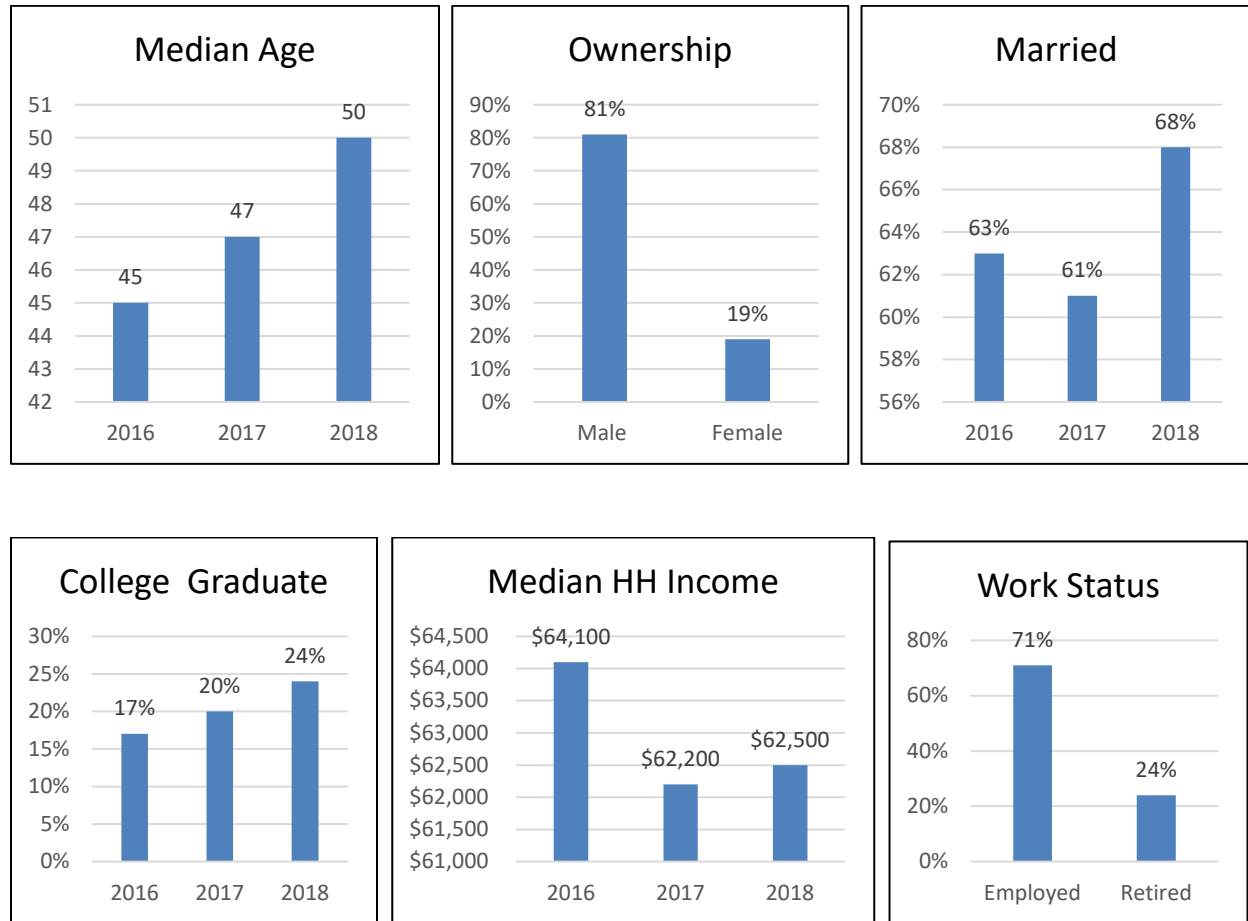
<sup>2</sup> Carter, C.I. (2017). Tourism on two wheels: Patterns of motorcycle leisure in Wales. *Tourism Management*, 61, p. 180-189.

<sup>3</sup> Pinch, P., & Reimer, S. (2012). Moto-mobilities: Geographies of the motorcycle and motorcyclists. *Mobilities*, 7(3), 439-457.

<sup>4</sup> Carter, 2017.

<sup>5</sup> Frash, R.E., Blose, J.E., Smith, W. W., & Scherhag, K. (2018). A multidisciplinary marketing profile of motorcycle tourists: explorers escaping routine to find flow on scenic routes. *Tourism Recreation Research*, 43 (4), 432-444.

Figure 1: U.S. Motorcycle Demographics, 2008



\*Data from Motorcycle Industry Council <https://mic.org/#/newsArticle>

While the number of motorcycles across the US is over 8 million, motorcycle sales in the U.S. dropped from 500,700 to 469,700 in 2017 compared to 2016 sales. In general, retail sales have been declining since 2006 according to Statista<sup>6</sup>.

In 2016, the number of registered motorcycles in Montana was 290,295<sup>7</sup> but after conversation with Montana’s Dept. of Justice, Motor Vehicle Division there are now 314,183 as of February 4, 2019. This number rates Montana as the highest per capita motorcycle ownership in the country at one out of every 3.4 people (Figure 2 insert). However, further research shows that a common practice by nonresidents is to come to Montana to form an LLC so as to register their motorcycle or 4-wheeler in Montana. This allows them to drive their 4-wheeler on roads in their home state and avoid paying taxes on their purchase<sup>8</sup>. At this point, therefore, it is unclear how many Montanans actually own motorcycles.

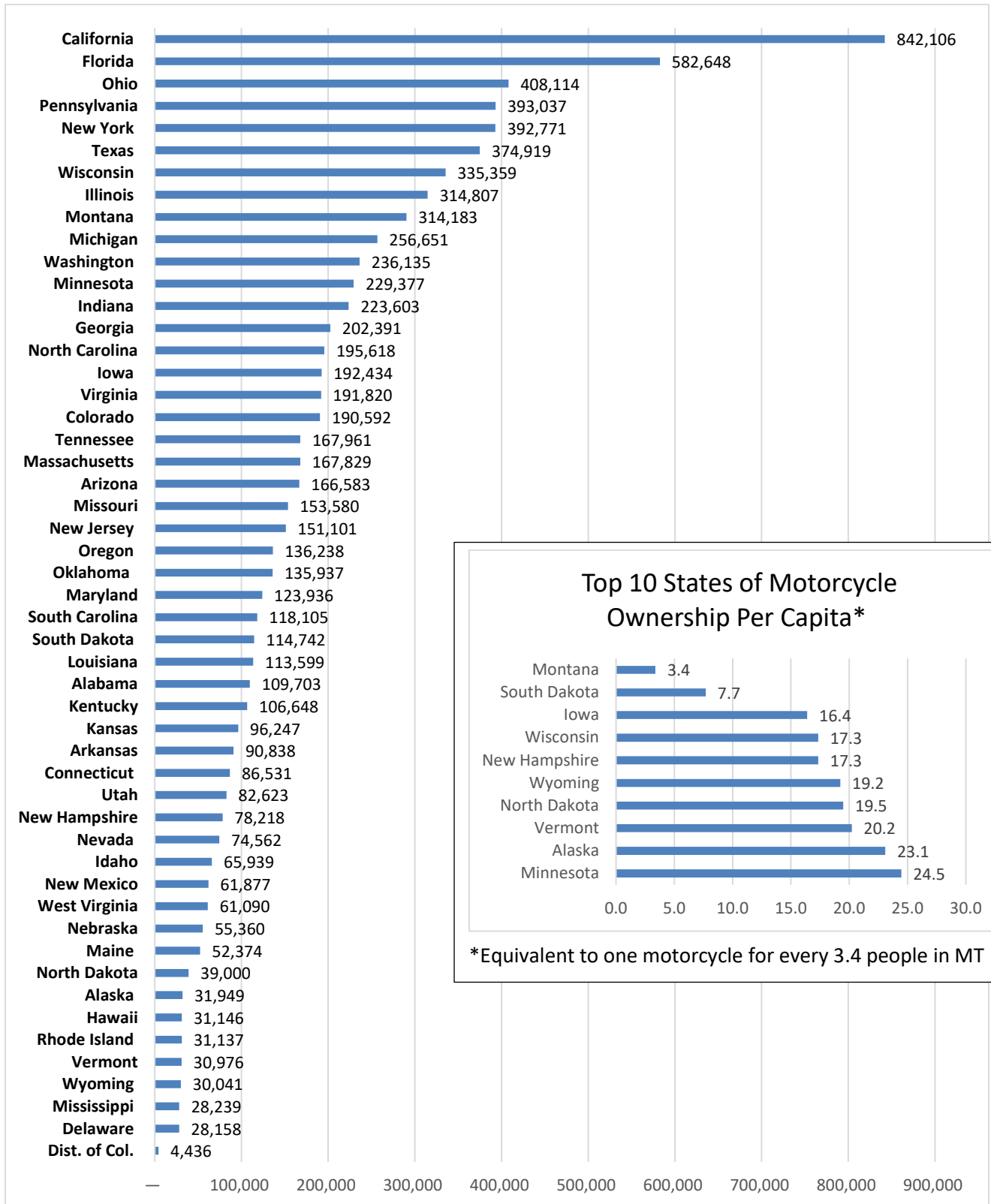
<sup>6</sup> <https://www.statista.com/statistics/183549/us-sales-of-motorcycles-since-1990/>

<sup>7</sup> <https://www.fhwa.dot.gov/policyinformation/statistics/2016/mv1.cfm>

<sup>8</sup> <https://www.49dollarmontanaregisteredagent.com/montana-registration/motorcycle-atv-4wheeler>

# Motorcycle Touring in Montana | 2019

Figure 2: Number of Registered Motorcycles by State



As shown through the literature, there is some U.S. data regarding motorcyclists, their numbers, their behaviors, and their travel characteristics. Motorcycle ownership is generally higher in the most populous states. However, Montana is highest per capita in motorcycle ownership compared to other states. Specific data currently missing is information about nonresident motorcyclists in Montana and the Montana resident motorcyclist.

## Purpose

The purpose of this study, therefore, was to assess the travel characteristics of multi-day motorcyclists, the importance of various amenities, and what they would suggest to make Montana more of a draw for motorcycle touring.

## Objectives

- To gather demographics: age, number in traveling party, departure point, and specific destination location(s)
- To assess travel behavior such as:
  - Is your trip planned around a specific event?
  - What route(s) are you taking through Montana? Would you be willing to travel alternative routes if provided the necessary information?
  - Where did you stay/are you staying (type of lodging)? Are you looking for any specific amenities or services in a lodging property?
  - Where did you eat or prefer to eat (type of food and beverage)? Are you looking for any specific amenities or services in food, beverage, retail, entertainment experiences?
  - What type of information would you like to receive on your trip through Montana that would help you to plan a return visit?
- To assess the positives and negatives of riding in Montana. What recommendations do they have to enhance the travel experience for motorcyclists visiting Montana?

## Methods

After a thorough literature review of information regarding motorcyclists, it was determined enough information was already available on the general motorcyclist in the U.S. Therefore, we focused on two groups: 1) Nonresident motorcyclists currently traveling in Montana, and 2) Residents of Montana who have ridden a motorcycle in the past three years.

## Survey Methods

During quarters two and three of 2018, current surveyors for the Institute for Tourism and Recreation Research (ITRR) intercepted nonresidents and residents at gas stations and rest areas throughout the state of Montana. Go to <http://itrr.umt.edu/files/NonresTravelSurvey-Methods-Analysis.pdf> for a full discussion of methods.

Surveyors were directed to focus on people who arrive at their data collection site on a motorcycle. If the rider was a nonresident of Montana, the usual interview questions given to all nonresidents were asked, with answers recorded on an iPad. Upon completion, the surveyor provided the motorcyclist with the longer nonresident survey as well as an additional motorcycle-specific survey to be completed after their trip and returned to ITRR in the postage page envelope provided to them.

If the motorcyclist was a resident of Montana, an on-site interview with seven questions was asked and recorded on an iPad while the resident fueled their motorcycle. In addition to residents who arrived at the interview site on a motorcycle, surveyors asked all other residents if they had ridden a motorcycle in the past three years. If affirmative, the surveyor then asked the same questions as those who rode up on a motorcycle.

## Survey Design

### *Nonresident Survey*

The nonresident motorcycle survey utilized questions similar to those used by researchers around the world fitting the purpose of this study. After designing the questionnaire, store managers of three separate motorcycle shops in Missoula, Montana, reviewed the survey and provided additional suggestions for questions as well as rewording of some questions. The final nonresident survey instrument can be found in Appendix A.

In addition to the motorcycle survey insert to the nonresident survey, these motorcyclists also completed the ITRR nonresident survey, including spending data, routes, and all the other travel characteristics of nonresident visitors to Montana. This additional data about motorcyclists can be found at <http://www.tourismresearchmt.org/> by clicking on 'Nonresident Report Data,' '2018,' 'Q2 & Q3,' 'characteristics,' 'mode of transportation into the state,' then choosing 'motorcycle.' It is also located in Appendix C.

### *Resident Survey*

By design, the resident survey is short, with only seven questions. Residents are generally in more of a hurry while filling their tanks, and need to get back to their daily routine more quickly than nonresidents feel the need to return to their drive. Therefore, the resident motorcycle survey was only given to people who said they had ridden a motorcycle in the past three years, and included a question regarding multi-day motorcycle trips, accommodations used, and three attributes that help them choose their route in Montana. Age, gender, and county of residence were recorded as well.

## Response Rate

Nonresident motorcyclists were intercepted during quarters two and three of 2018. We interviewed 561 nonresident motorcyclists in Montana who answered questions on site. Each of these respondents was provided an additional survey to be mailed back in a postage-paid envelope. The response rate for the mail back survey was 21 percent or 117 surveys.

Montana residents were intercepted from May through September, 2018. We intercepted 9,652 residents, and 9,024 agreed to participate in the survey for a 93 percent response rate. The resident data was weighted by county residence and gender to reflect the Montana population. Of the population who were intercepted, 17 percent have ridden a motorcycle in past 3 years (1,552), but only 804 or 51% of resident motorcyclists had taken a multi-day trip in Montana in the past 3 years.

## Limitations

This study was limited to residents and nonresidents who arrived at a gas station or rest area during our random sampling days for this project.

## Results

Results for the nonresident motorcyclist are presented first, followed by the resident motorcyclist data.

### Nonresident Motorcyclists

In 2018, June through September, an estimated 394,000 motorcyclists rode in Montana, which is 4.4 percent of all nonresident visitors to the state. Some differences between all nonresident visitors and nonresident visitors who came into Montana on a motorcycle are highlighted in Table 1.

What is notable is that more motorcyclists are repeat visitors, plan to return in the next two years, and are in Montana on vacation than other nonresident visitors. Motorcyclists are more likely to spend nights in a motel/hotel, are from Alberta, and would enter Montana near the Beartooth Highway (south of Bridger) compared to other nonresidents. Similar to other nonresidents, Glacier National Park is the top primary attraction to Montana for motorcyclists. However, mountains, Yellowstone and open space/uncrowded areas are the next three primary attractions for motorcyclists whereas Yellowstone, friends/relatives and mountains are the next three attractions for other nonresident visitors. The notable difference is that 25 percent of motorcyclists, compared to 11 percent of all nonresidents, said mountains were the primary attraction.

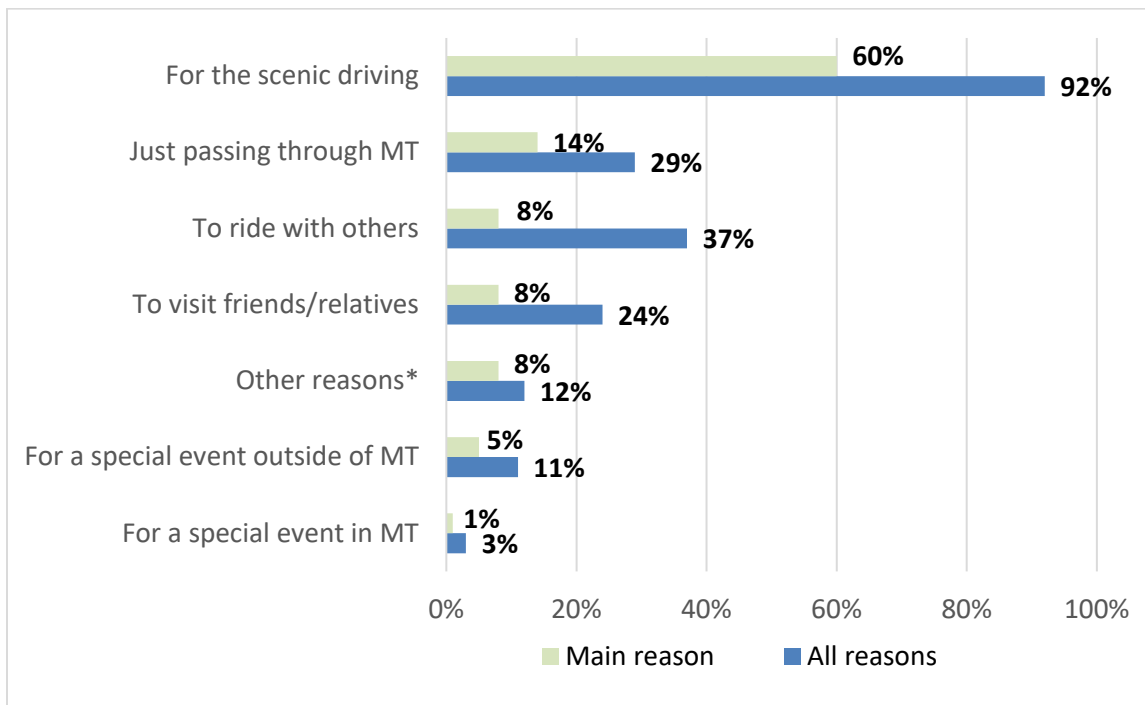
**Table 1: Notable Differences between Nonresident Motorcyclists and all Nonresident Visitors to Montana**

	Motorcyclists	Nonresidents
<b>Travel group with all repeat visitors</b>	85%	70%
<b>Plan to return within two years</b>	90%	80%
<b>Vacation/recreation/pleasure is primary reason for visiting MT</b>	57%	46%
<b>Percent of nights spent in motel/hotel</b>	54%	33%
<b>Average length of stay (nights) in MT</b>	2.45 nights	4.74 nights
<b>Entry point: Bridger</b>	12%	3%
<b>Entry point: Superior</b>	7%	13%
<b>Primary attractions</b>	GNP=25% Mountains=25% YNP=22% Open space=13%	GNP=29% YNP=21% VFR=11% Mountains=11%
<b>Residency</b>	Alberta=16% Wyoming=12% Idaho=8%	WA=11% Idaho=8% Wyoming=6%
<b>Travel group type</b>	Self=54% Couple=24%	Self=26% Couple=37%

Data obtained from <http://www.tourismresearchmt.org/>

In addition to the above data collected from all nonresidents, motorcyclists were asked to complete an additional motorcycle-specific survey. The main reason motorcyclists were riding in Montana was for the scenic driving opportunities the state provides. Ninety-two percent said it was one of their reasons, and 60 percent said it was their main reason for being in Montana (Figure 3).

**Figure 3: Motorcyclists Reasons for a Trip in Montana**



\*When 'other reason' was specified, 5 people said Glacier National Park, 2 people said Yellowstone and another 2 said national parks.

Motorcyclists were more likely to be riding by themselves (41%) followed by 38 percent who were riding with one additional motorcycle. The remaining 20 percent of motorcyclists were riding with 2 to 7 additional motorcycles on their Montana trip. Sixty-seven percent of nonresident motorcyclists in Montana have taken between 1-6 overnight trips in the past three years, though not all, necessarily, in Montana.

Multi-day motorcyclists generally spend 7.47 nights away from home. When staying overnight, motorcyclists were most likely to spend nights in a national chain hotel or motel (38% stay there most of the time), followed by 'ma & pa' motels (50% stay there sometimes). Overall, however, motorcyclists will stay at any type of accommodation, though they are least likely to rent a house, cabin, or room (Table 2).

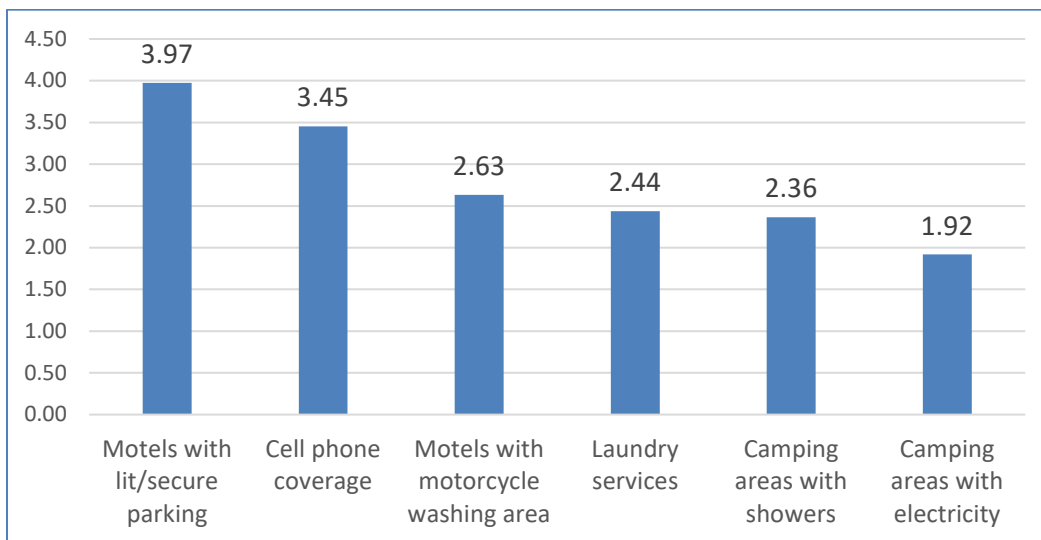
**Table 2: Accommodation Preference Type on Multi-day Motorcycle Trips**

	Never	Sometimes	Frequently	Most of the time	Always	Mean
National chain hotel/motel	5%	35%	14%	38%	7%	3.07
'Ma & Pa' motels	18%	50%	17%	17%	---	2.32
Public campgrounds	56%	24%	10%	10%	1%	1.76
Private campgrounds	54%	30%	9%	7%	1%	1.71
Home of friend or relative	58%	35%	5%	2%	---	1.51
Bed & Breakfast	75%	23%	2%	---	---	1.28
Rental cabin/home/room	83%	14%	1%	3%	---	1.24

Motorcyclists rated the importance of various services, what affects their riding experience, and cultural or historical events that are important to them while on a multi-day motorcycle trip.

As shown in Figure 4, motels with lighting and secure parking were the top two services, but the scores still fell just above the neutral category, and therefore are not as important to all motorcyclists.

**Figure 4: Mean Importance Score of Various Services Sought by Motorcyclists**

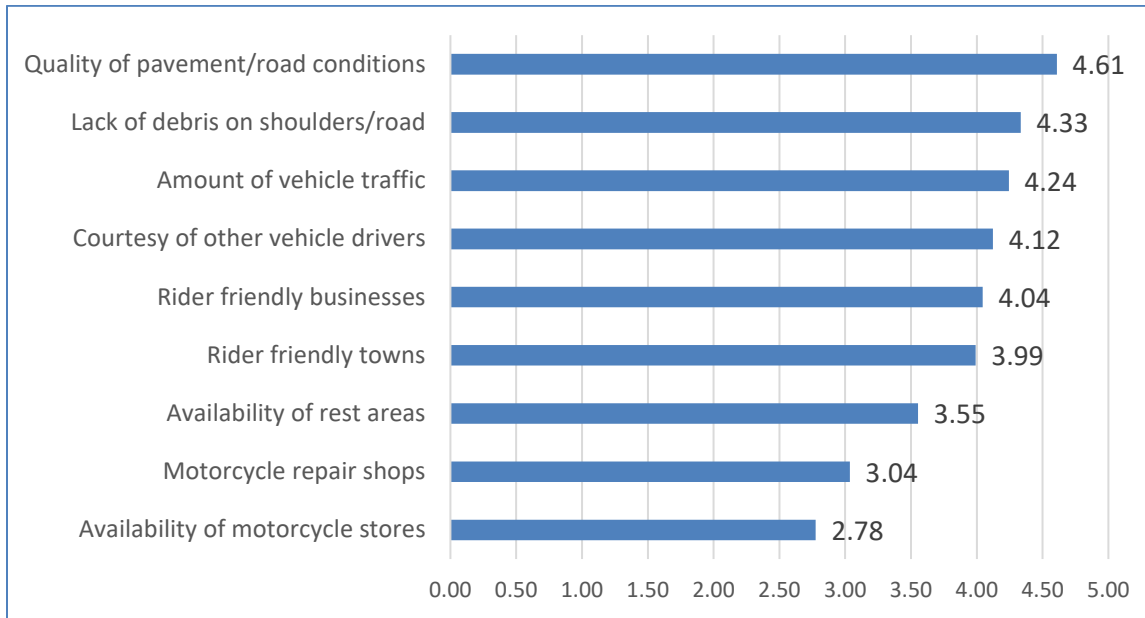


Scale: 1=not at all important; 2=somewhat unimportant; 3=neutral; 4=somewhat important; 5=very important

The riding experience is the reason they are traveling. Quality pavement, good road conditions including lack of debris, amount of traffic, and courtesy of other drivers are all important with averages above 4 on a 5-point scale (Figure 5).



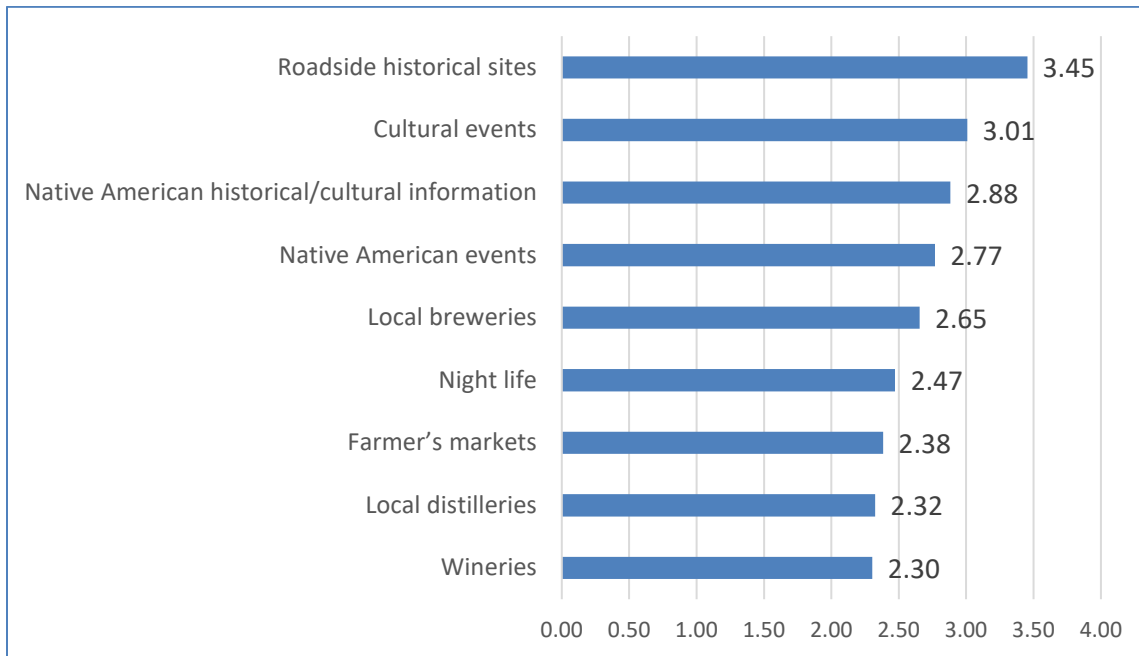
**Figure 5: Mean Importance Score of Motorcycle Riding Experiences**



Scale: 1=not at all important; 2=somewhat unimportant; 3=neutral; 4=somewhat important; 5=very important

Motorcyclists are less enthusiastic about history, culture, local drinks, and events as seen by the mean scores falling in the somewhat unimportant to neutral categories (Figure 6).

**Figure 6: Mean Importance Score of History, Culture, and Events**

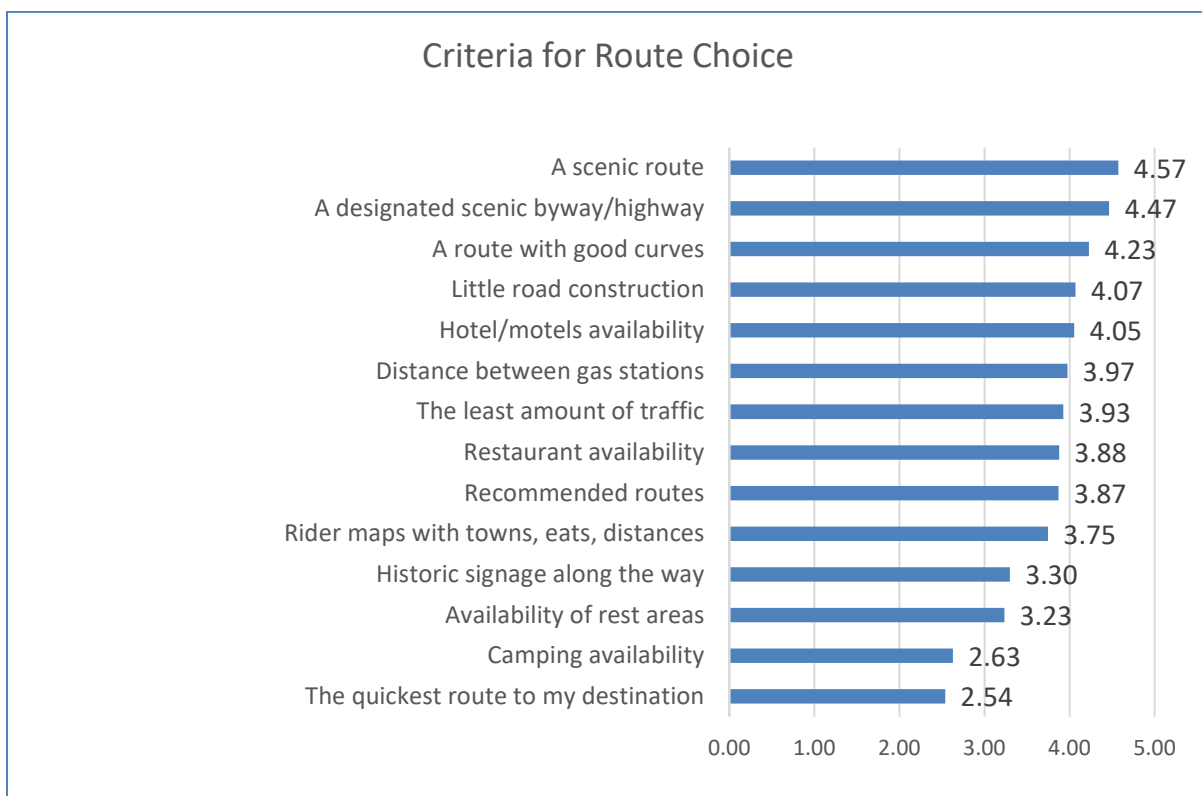


Scale: 1=not at all important; 2=somewhat unimportant; 3=neutral; 4=somewhat important; 5=very important

Motorcyclists were asked a variety of questions related to the reason they pick their trip routes. The 5-point response scale of agreement ranged from 1=strongly disagree to 5=strongly agree. As noted in Figure 7, motorcyclists are in strong agreement that a scenic route is the most obvious decision factor for their route choice, followed by going on a designated scenic byway or highway. Both of these scenery related choices average about 4.5 out of 5 on the scale.

Interestingly, motorcyclists were asked, “Would you be willing to travel alternative routes if provided the necessary information,” and 79 percent responded yes. The information they likely need is shown in Figure 7. From scenic roads and curvy roads to availability of a variety of services, including accommodations and restaurants, motorcyclists are flexible as long as alternative routes meet those needs.

**Figure 7: Nonresident Motorcyclists Route Choice Motivators**



Scale: 1=strongly disagree to 5=strongly agree



## Motorcyclists on the Beartooth Highway, August, 2018.

The Beartooth All American Scenic Highway is routinely awarded one of the top 5 routes for motorcycling in America.

[www.thoughtco.com/best-motorcycle-roads-in-america-2399923](http://www.thoughtco.com/best-motorcycle-roads-in-america-2399923)

Motorcyclists spend nearly \$110 dollars per day in Montana (Table 3). In comparison, all nonresident average daily spending is \$40 higher. Motorcyclists spend the majority of their money on restaurants and bars followed by hotel/motel while nonresidents spend the majority of their money on fuel as well as restaurants and bars. Total spending for Motorcyclists in quarters 2 and 3, 2018 was \$80,030,000. Motorcyclists represent 2.9% of nonresident spending.

Motorcyclists represented 4.4 percent of all nonresident visitors during quarters 2 & 3 in 2018, which was 393,800 individuals or 222,500 groups (1.77 average group size).

The average length of stay for motorcyclists in Montana is 2.45 nights.

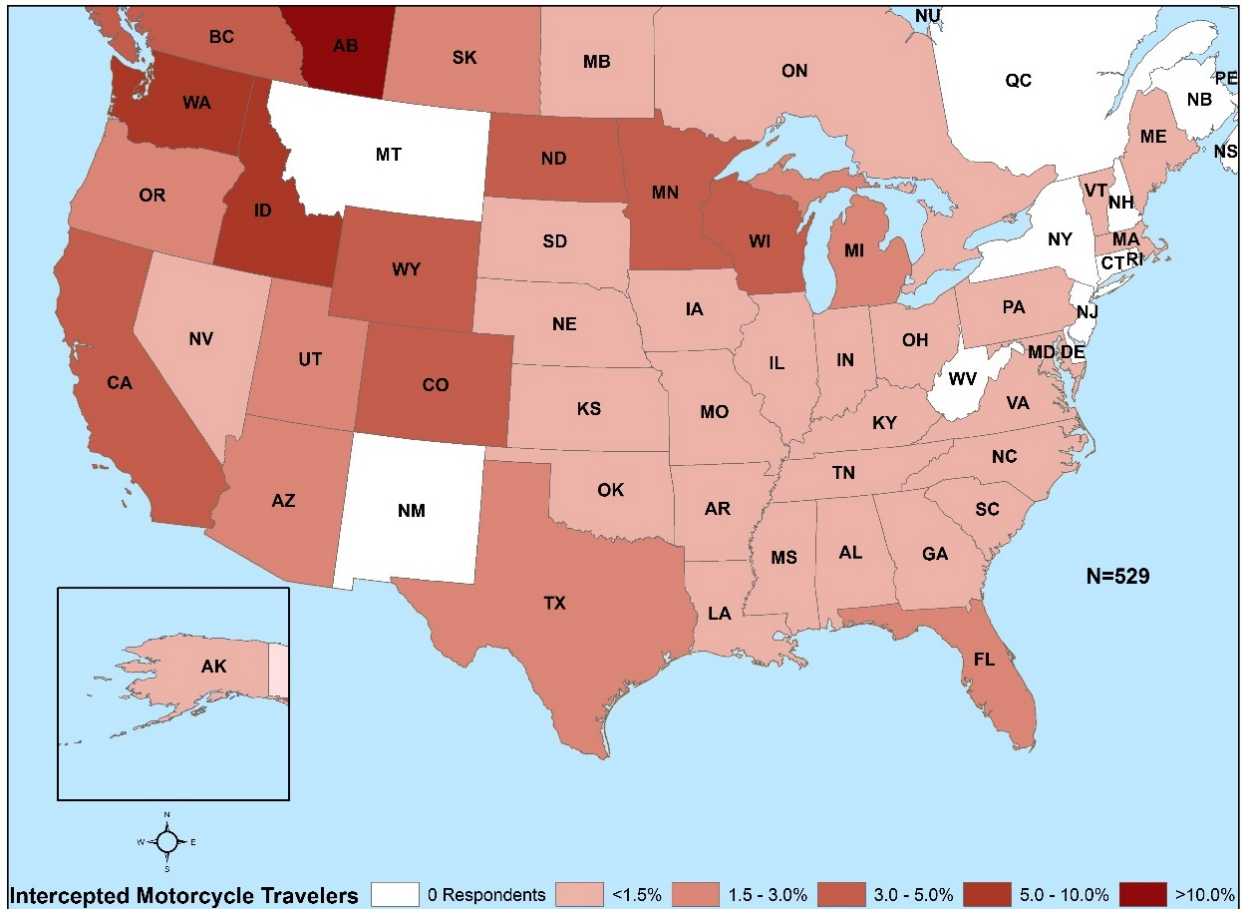
**Table 3: 2018 Motorcyclists vs all Nonresident Q2-Q3 Average Daily Spending in MT**

Spending Category	Motorcyclists Daily Spending	All Nonresident Daily spending
Restaurant, Bar	\$30.49	\$27.13
Hotel, Motel	\$27.75	\$17.65
Gasoline, Diesel	\$22.24	\$33.38
Retail sales	\$15.37	\$14.31
Groceries, Snacks	\$4.66	\$11.79
Vehicle Repairs	\$2.10	\$1.49
Made in MT	\$1.53	\$4.20
Rental home, Cabin, Condo	\$1.27	\$4.63
Campground, RV Park	\$1.17	\$2.40
Licenses, Entrance Fees	\$0.97	\$7.09
Gambling	\$0.93	\$0.55
Outfitter, Guide	\$0.80	\$17.60
Farmers Market	\$0.19	\$0.34
Misc. Services	\$0.17	\$1.12
Transportation Fares	\$0.01	\$0.02
Auto Rental	\$0.00	\$5.89
<b>Total Avg. Daily</b>	<b>\$109.65</b>	<b>\$149.58</b>

## Nonresident Motorcycle Points of Origin, Entry Points, and Routes

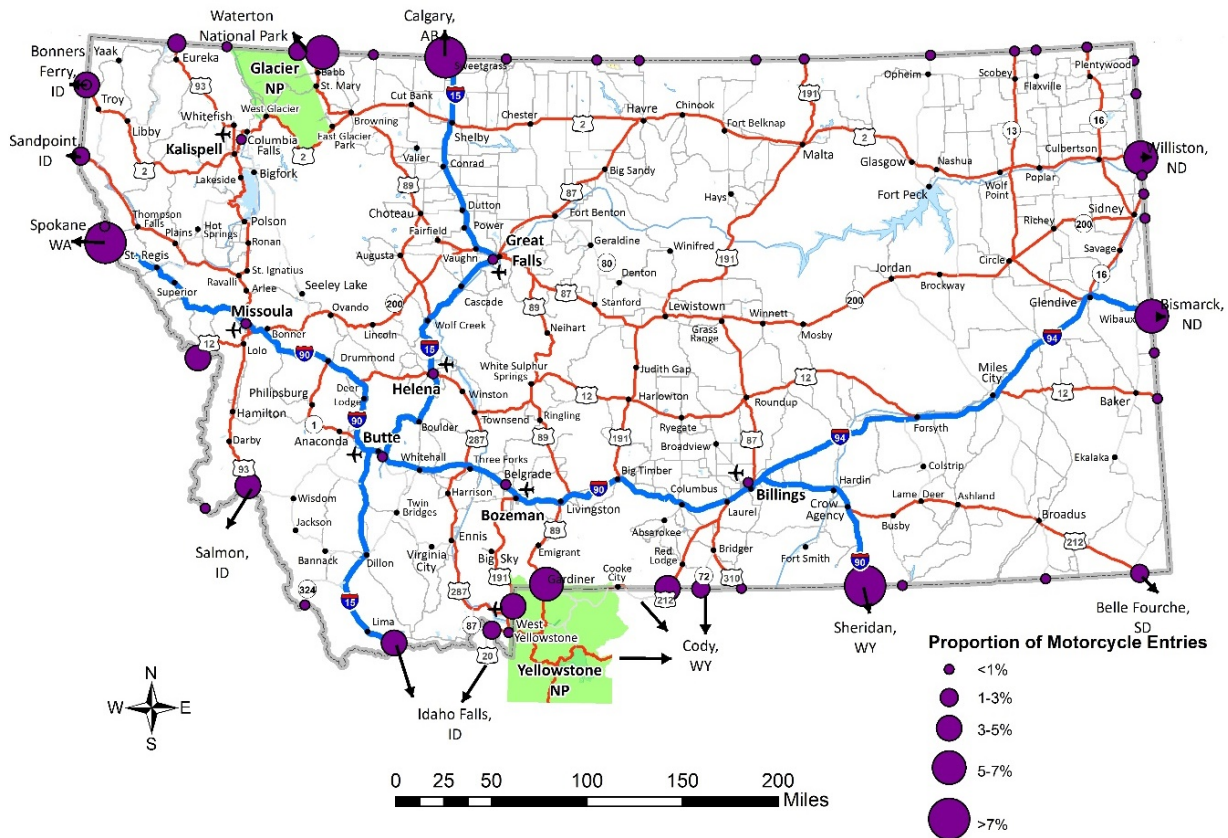
In quarters two and three of 2018, Alberta residents represented the highest percentage, by far, of out-of-state motorcyclists to Montana followed by Washington and Idaho (Figure 8). Similar to many of the visitors who drive to Montana, it is clear the neighboring states and provinces are highest in visitation to Montana. However, in the more than 500 motorcyclists intercepted, all but seven states (including Hawaii) are represented.

**Figure 8: State and Provincial Origin of Nonresident Motorcyclists visiting Montana**



Given the states and provinces of origin above, it is easy to envision that motorcyclists enter the state from every direction. As should be expected, the interstates serve the largest share of that traffic. The three most frequented entry points to Montana are I-15 from Alberta, I-90 from Idaho, and I-90 from Wyoming (Figure 9). Other popular high use entry points include from the north on US 89 just east of Glacier National Park, from the south on US 89 through Gardiner, as well as US 2 from Williston, ND.

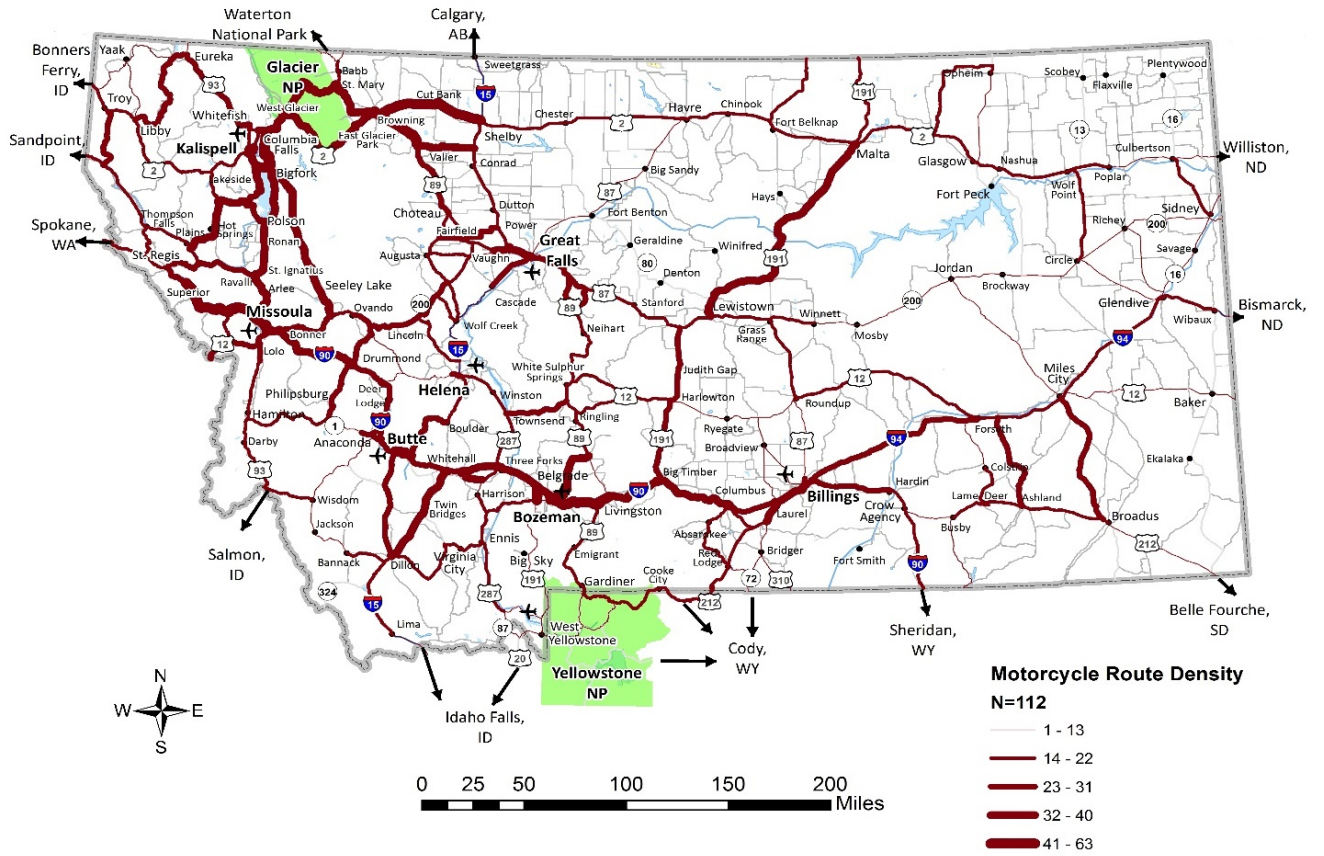
Figure 9: Nonresident Motorcycle Entry Point to Montana



While the interstates may be the most efficient way to get to Montana, it appears that the desire for scenic routes, designated byways, and curvy roads quickly takes the nonresident motorcyclist off the interstate. Over 100 respondents fully detailed their travel routes while in Montana and reveal heavy use of non-interstate roadways, particularly in the region between Missoula and Glacier National Park. The map below (Figure 10) highlights the various roads that nonresidents have driven on while visiting Montana in 2018. Other roadways that receive high rates of use by our respondents include US 191 between Lewistown and Malta and through the CMR National Wildlife Refuge, as well as several roadways south of I-94 towards Broadus.



Figure 10: Nonresident Route Flow throughout Montana



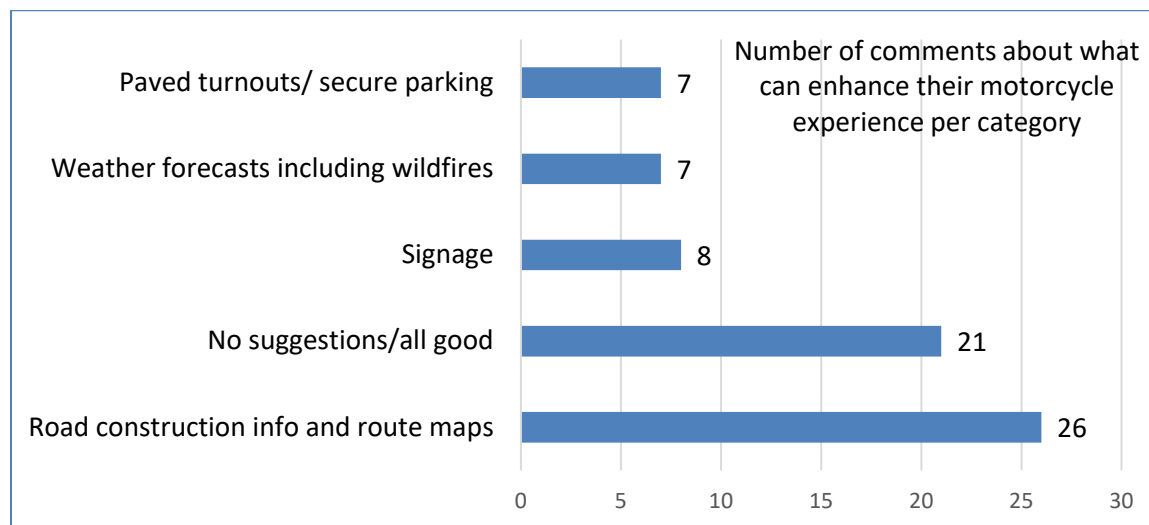
## Nonresident Motorcyclist – open ended questions

Motorcyclists were asked to respond to five separate open-ended questions. Answers for each question were coded and compiled into categories. The full responses for each question are provided in Appendix D. The questions were:

1. What recommendations do you have to enhance the travel experience for motorcyclists visiting Montana?
2. What should a hotel/motel provide to best cater to your needs as a motorcycle traveler?
3. What should a camping area have to best cater to your needs as a motorcycle traveler?
4. Are you looking for any specific amenities or services in food, beverage, retail, entertainment experiences?
5. What type of information would you like to receive about a Montana trip that would help you to plan a return visit?

The first question asked what recommendations they have to enhance the travel experience for motorcyclists visiting Montana. The seventy-five comments were compiled into categories below. Three comments were put into miscellaneous. Results of this open ended question show that route maps and road construction alerts were the most common suggestion for enhancing their Montana experience (Figure 11).

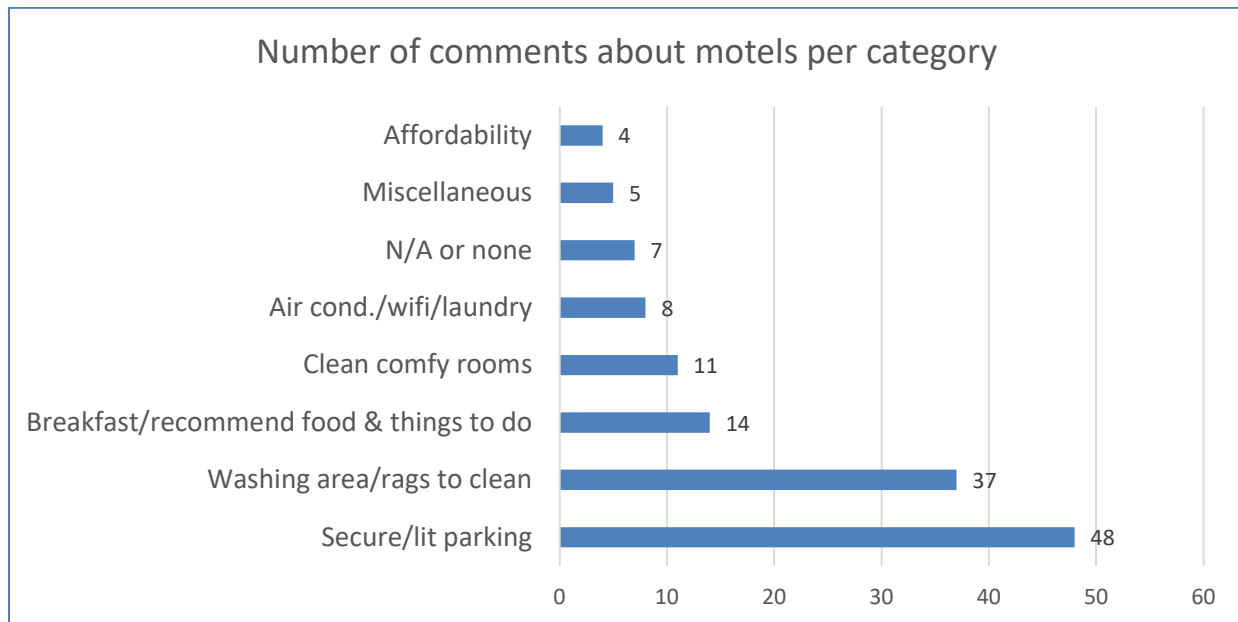
**Figure 11: Suggested Enhancement to the Montana Motorcyclist Experience**



Note: 74 respondents provided 75 suggestions

The second question asked motorcyclists what they would like motels to provide to best cater to their needs as a motorcycle traveler. Motorcyclists responded with 134 comments which were compiled into eight categories. Secure parking/lit parking area was the most frequently mentioned suggestion followed by either bike washing areas or rags and a bucket to wipe down their bike (Figure 12).

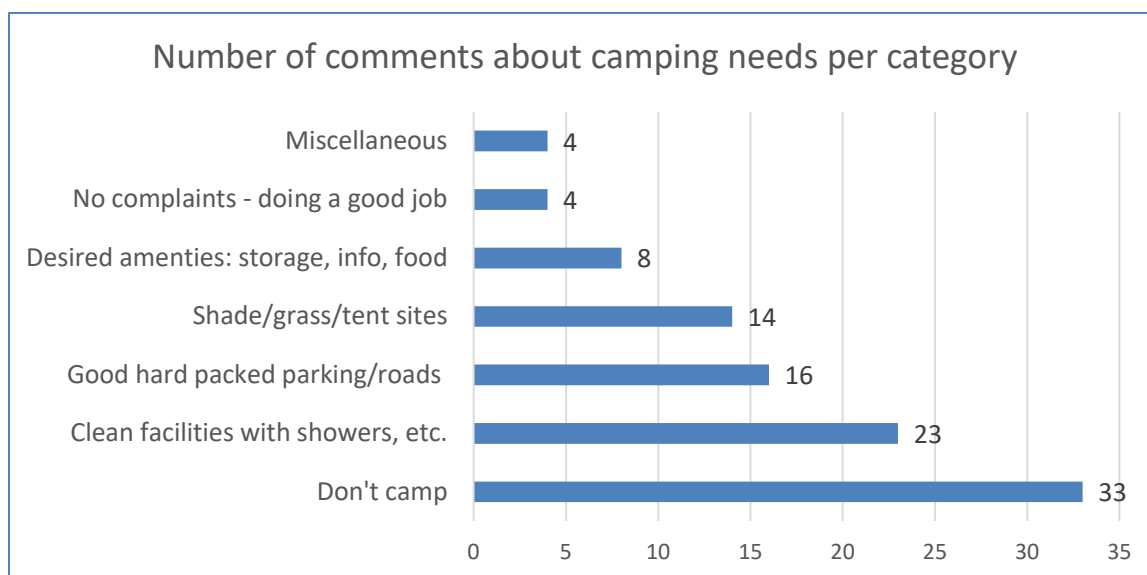
**Figure 12: Suggestions for Motels**



Note: 94 respondents provided 134 suggestions

The third open ended question asked motorcyclists what a camping area should have to best cater to their needs as a motorcycle traveler in Montana. Motorcyclists responded with 102 comments which were compiled into seven categories. At the top of their list was that they don't camp, so the question couldn't be answered. But second was a desire for clean facilities, with additional recommendations on what type of services they would like at the campground including showers, food, shade, and hard/flat parking spots for their bikes (Figure 13).

**Figure 13: Suggestions for Campgrounds**

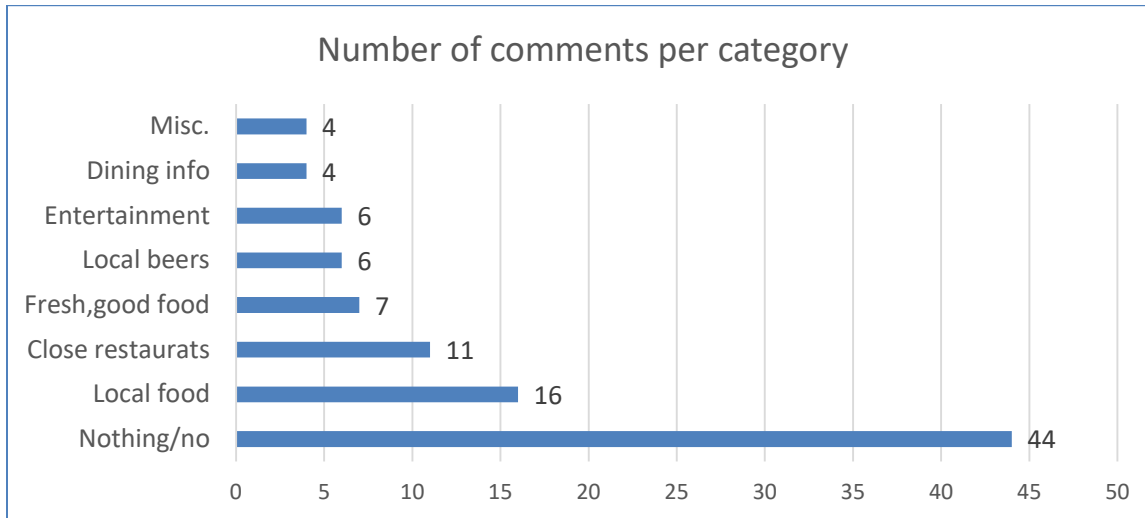


Note: 80 respondents provided 102 suggestions



The fourth question asked, “Are you looking for any specific amenities or services in food, beverage, retail, or entertainment experiences?” Eighty-four motorcyclists responded to the question with 45 percent saying they didn’t have any suggestions. The next highest response was related to local and quality food with 16 motorcyclists suggesting they look for that when traveling (Figure 14).

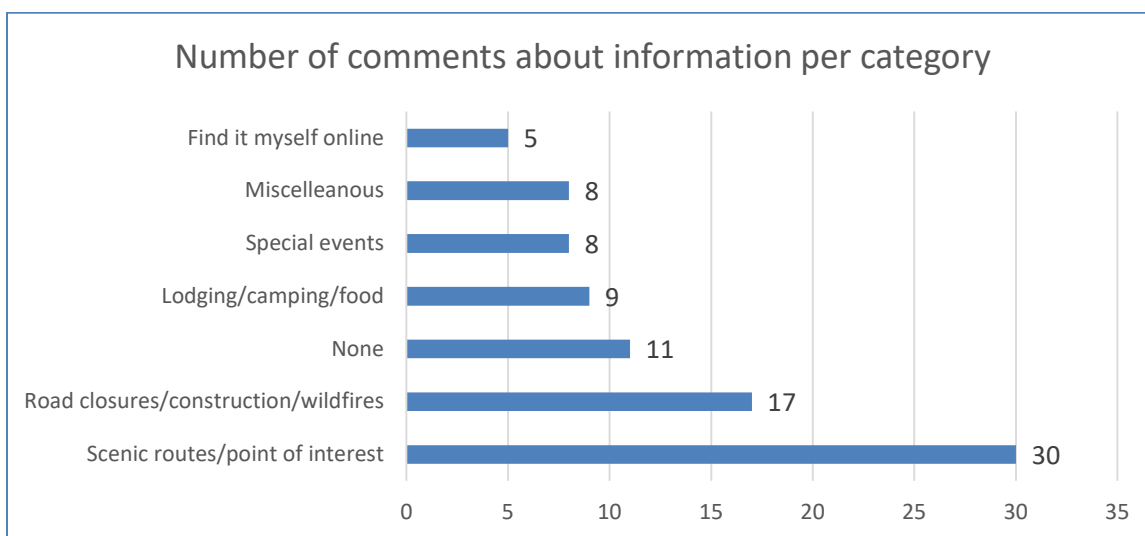
**Figure 14: Suggestions for Food, Beverage, Retail and Entertainment**



Note: 84 respondents provided 98 suggestions

For the fifth question, motorcyclists were asked what type of information they would like to receive about a Montana trip that would help them plan a return visit to Montana. The top suggestion was a rider booklet or some outlet that told them about scenic routes and points of interest. This was followed by information on road closures, construction, and wildfires (Figure 15).

**Figure 15: Suggestions for Information Desired for Planning a Return Visit**



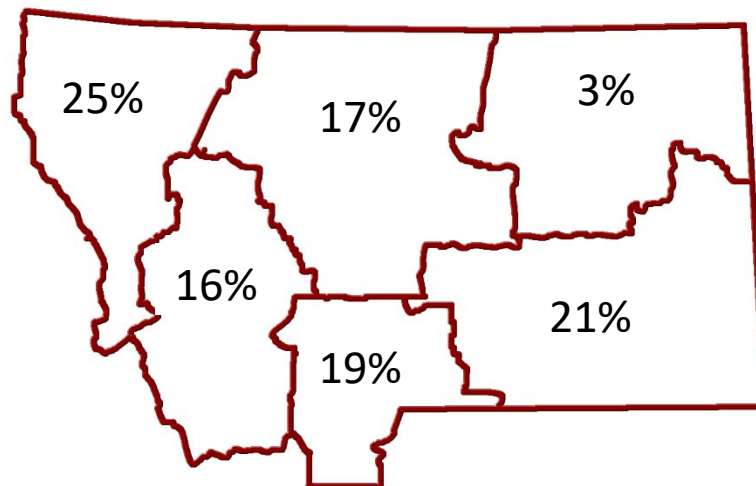
Note: 75 respondents provided 88 suggestions

Finally, we provided a comment box at the end of the survey for them to provide us with any more thoughts. Forty-nine people wrote comments with 29 of those mentioning that Montana is a great state. Ten people said they routinely visit and will come again. Weather or smoke were the two aspects that made their trip harder to enjoy. Most motorcyclists appeared satisfied with their Montana trip and a number of them thanked us for asking their opinions.

## Montana Resident Motorcyclists

Approximately 17 percent of Montana adult residents 18 and older, or 141,200 adults, have ridden a motorcycle in the past three years. Montana motorcyclists' average age is 48.7 years, and 76 percent are male. Residences of motorcyclists spread throughout the state, but generally follow population patterns with Glacier region having the most motorcyclists followed by Southeast Montana region (Figure 16).

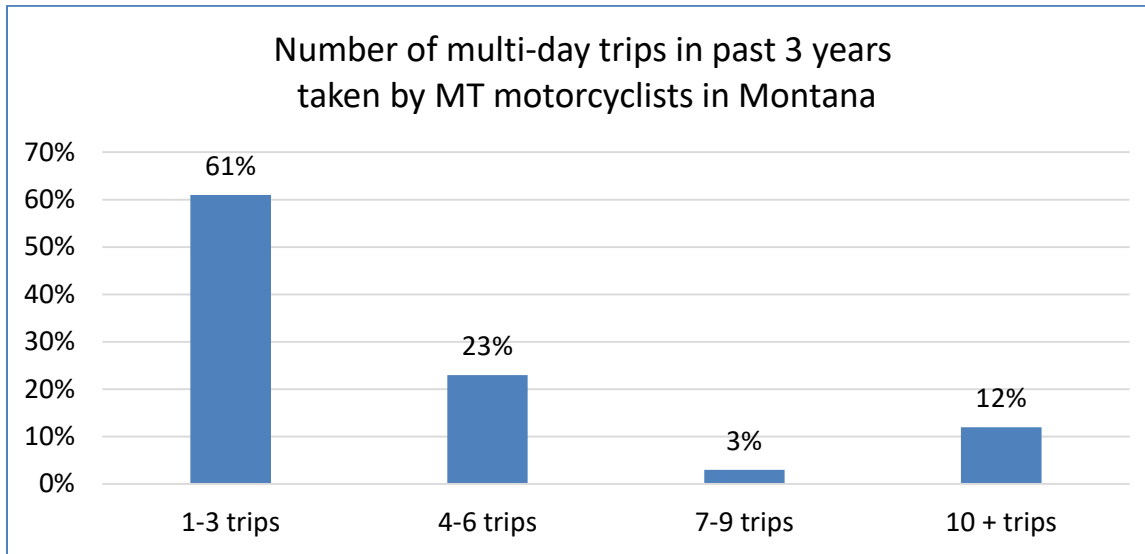
Figure 16: Regional Residence of Montana Motorcyclists



Fifty-one percent of Montana motorcyclists, or 72,000, have taken a multi-day motorcycle trip within Montana in the past three years. As shown in Figure 17, most have taken 1-3 trips during the past three years.

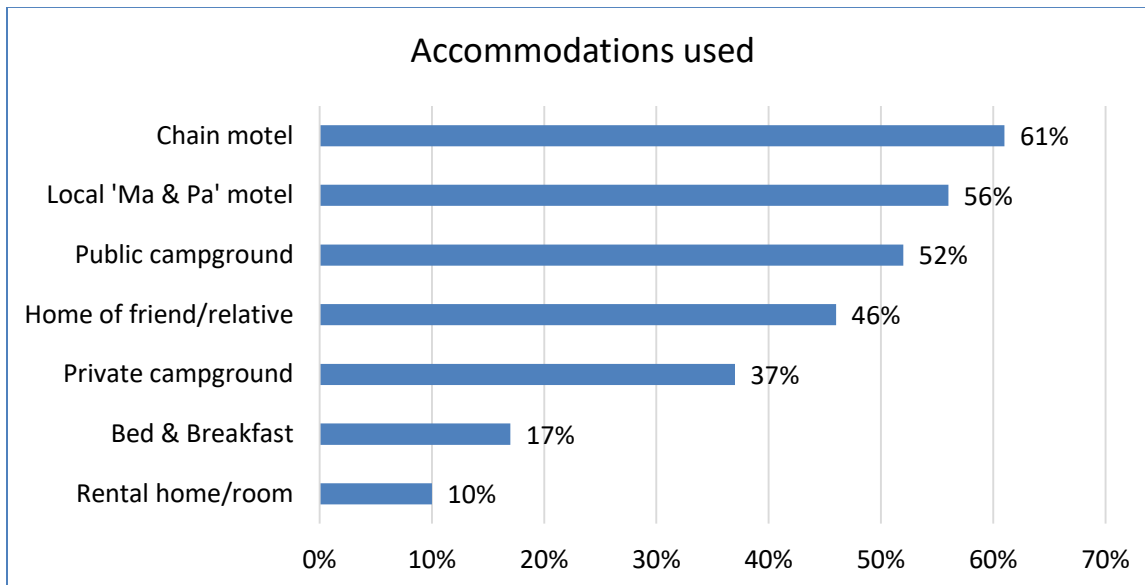


**Figure 17: Percent of Montana Motorcyclists Who Have Taken Multi-day Trips**



Resident motorcyclists who take multi-day motorcycle trips in Montana were asked the types of accommodations they use while on those trips. As shown in Figure 18, residents are more likely to stay overnight in hotels/motels, both chain type (61%) and ‘ma & pa’ local motels (56%), followed by public campground camping at 52 percent of Montana motorcyclists.

**Figure 18: Types of Accommodations Used on Multi-day Trips in Montana by Residents**



Resident motorcyclists were asked to rate three motivators for choosing their travel route in Montana. Those motivators were ‘a designated scenic byway/highway,’ ‘the quickest route to their destination,’ and ‘routes with good curves.’ Each respondent rated their top choice as a 1, second choice a 2 and third

choice a 3. As shown in Table 4, a designated scenic highway was the top choice by 72 percent of Montana motorcyclists. The low mean of 1.35 indicates it received more ‘1’ votes than the other two choices. The quickest route to the destination was the least likely motivator for motorcyclists.

**Table 4: Resident Motorcyclists Rating for Route Choice**

Route choice motivators	1 <sup>st</sup> rating	2 <sup>nd</sup> rating	3 <sup>rd</sup> rating	Mean
Designated scenic highway	72%	22%	7%	1.35
Routes with good curves	17%	58%	25%	2.08
The quickest route to my destination	11%	20%	69%	2.57

## Conclusions & Recommendations

In this study, we reviewed literature on motorcycle travelers and found only a few studies providing background and characteristics of motorcyclists. Motorcycle tourism has not been on the radar much in the literature. The few studies found, however, are excellent contributions to understanding motorcyclists and the results of our Montana study confirm the attributes, motivations, and travel behavior found elsewhere.

Our study confirms previous work that motorcyclists are different than the typical drive tourist in three distinct ways. First, motorcyclists believe that both the destination and the journey itself are important, however the journey is paramount.<sup>9</sup> The ‘ride’ is the goal. The destination is secondary. From a marketing perspective, it is important to highlight the route, the curves, the scenery and the road conditions. Once they are at their overnight stop, it’s important for motorcyclists to have all the conveniences of home nearby. In other words, they want the ability to wash the bike, to know that the bike is safe (lighted parking or even secured within a fence), and to have good quality local food close enough so they don’t have to get on their bike again just to eat. Walkable distance to the restaurant and bar is their evening choice.

Second, motorcyclists are different than the typical drive tourist in that they are more likely to be adventure seekers. Simply by riding a motorcycle, they are taking risks in their personal safety. They are more in-tune to the moment as they travel. In fact, a 2018 study, found that motorcycle tourists are motivated by their desire for personal escape, experiencing the flow state while riding, and therefore seeking and finding change in their methodical routines.<sup>10</sup> This helps explain why mountains and open space/uncrowded areas are highly sought out by nonresident motorcyclists to Montana. The highways provide the thrill as they lean into the curves while the open, uncrowded areas allow the motorcyclists to be ‘in that moment’ with a decreased fear of an accident.

<sup>9</sup> Sykes, D. and Kelly, K.G. (2016). Motorcycle drive tourism leading to rural tourism opportunities. *Tourism Economics*, 22(3) 543-557.

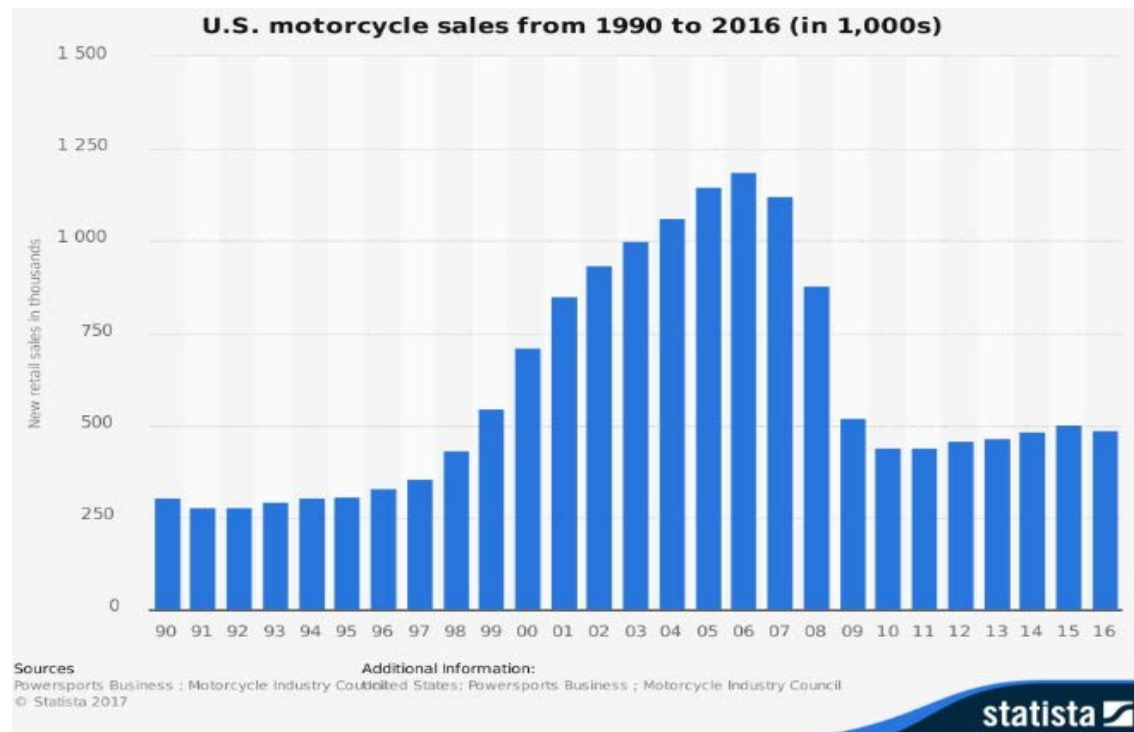
<sup>10</sup> Frash, R.E., Blöse, J.E., Smith, W.W. and Scherhag, K. (2018). A multidisciplinary marketing profile of motorcycle tourists: explorers escaping routine to find flow on scenic routes. *Tourism Recreation Research*, 43(4), 432-444.

Finally, motorcyclists are different from the typical drive tourist in their desire to escape the usual, “riders tend to depart from a McDonaldized life and frequent local “mom and pop” type restaurants.” Experiences seem to be a primary objective in life. “Avoiding a homogenized fast food dining experience is one way to enhance one’s life experiences while traveling.”<sup>11</sup> Our study mostly confirmed these tendencies of motorcyclists. In open ended comments, many people said they wanted good local food places to eat.

One reason for this study in Montana was to assist marketers in determining if motorcycle tourism and spending promotional dollars on this niche market is a smart marketing choice. Rural areas of Montana will be especially interested in the findings as this market could be a boon for their area. Motorcyclists tend to visit rural areas for the scenery and less crowded conditions. The economic potential for motorcycle tourism for rural regions is quite high.<sup>12</sup> Analyzing the trends in motorcycling will assist decision makers in whether or not to pursue this market. Sales of motorcycles are shown in Figure 19.

Despite sales plummeting from 2007 through 2010, motorcycle sales are on the rise again (Figure 19). The aging of the baby boomers threatens a decrease in ridership, but there are indications of riding growth in female riders and young people looking for adventure.<sup>13</sup>

**Figure 19: Annual Trends in U.S. motorcycle Sales**



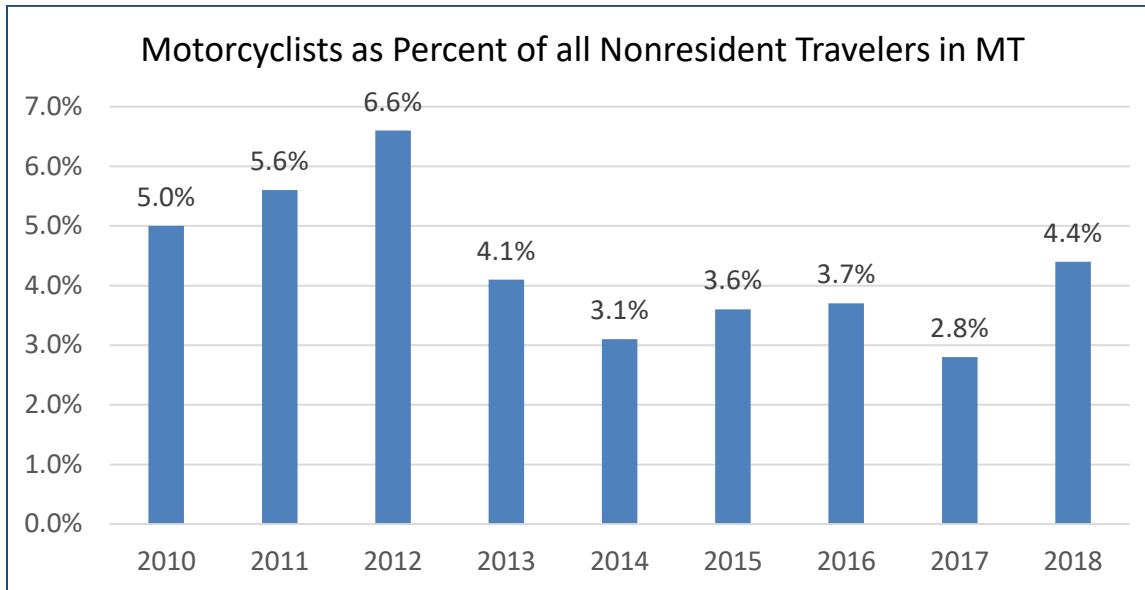
<sup>11</sup> Austin, D., 2009, ‘Ritual and boundary distinction in a recreational community: A case study of motorcycle rallies and riders’, *Qualitative Sociology Review* 5(2), 70–93.

<sup>12</sup> Cater, C.I. (2017). Tourism on two wheels: Patterns of motorcycle leisure in Wales. *Tourism Management*, 61, 180-189.

<sup>13</sup> <https://ultimatemotorcycling.com/2018/02/12/motorcycle-sales-patterns-explained-sky-not-falling/>

Similar to the sales trends shown in Figure 19, Montana has also experienced a decrease in the percent of nonresidents arriving to the state on a motorcycle (Figure 20). After increases through 2012, it dropped and has leveled off at around 3-4% of all nonresidents for the past five years. This seems to be indicating stability in ridership in Montana.

**Figure 20: Annual Motorcycle Travel in Montana: Percent of all Nonresident Travel to the State**



The biggest takeaway for luring this market and keeping them happy, from a marketing perspective, is to provide rider maps both online and in paper format. The online version should be updated regularly for road construction alerts and road closures. Similar to the geotourism maps developed for the Crown of the Continent and the Yellowstone region, these maps need to show the local draw in food, beverages, and historic sites to visit. The maps need to highlight the highway curves and scenery. The rural towns and residents will need to be welcoming to these groups of riders. Finally the maps should outline various routes with signature places recommended to stop at, rest, and spend money.

However, one of the barriers to a rider map is simply that routes cross over from communities to regions, to other states. In the case of Montana, routes even cross international boundaries. In the Sykes & Kelly study they suggest that “Rural tourism operators in a region need a team approach because the real competition is the alternative destination region, not the operator down the road.”<sup>14</sup>

This suggests that collaboration and cooperative advertising across lines with many marketing groups is the best way to be successful in promoting motorcycle tourism. Motorcycle tourism doesn’t stop at arbitrary boundaries, instead it flows through many regions. A regional marketing concept of businesses along these winding routes who are empowered to ignore geographic limits can help revitalize rural economies and send motorcyclists to communities within and beyond their usual boundaries.

<sup>14</sup> Sykes, D. and Kelly, K.G. (2016). Motorcycle drive tourism leading to rural tourism opportunities. *Tourism Economics*, 22(3) 543-557.

## Appendix A: Nonresident Motorcycle Survey instrument

### NONRESIDENT Motorcycle Survey INSERT

- 1) Why did you take this motorcycle trip in Montana? (Check all that apply)
1. For the scenic driving
  2. To ride with others
  3. To visit friends or relatives in Montana
  4. Just passing through Montana
  5. For a special event in Montana (please specify location and event) \_\_\_\_\_
  6. For a special event outside of Montana (please specify location of event) \_\_\_\_\_
  7. Business trip in Montana
  8. Other (please specify) \_\_\_\_\_

2) What was the one **MAIN** reason for your ride in Montana? (based on your response above; X only one)

1      2      3      4      5      6      7      8

3) On this current trip, how many other motorcycles (not people) are traveling with you? \_\_\_\_

4) How many multi-day motorcycle trips have you taken in the past 3 years? \_\_\_\_\_

5) What is the average number of nights away from home that you are gone when on a multi-day motorcycle trip? \_\_\_\_

6) What type of lodging do you use when on multi-day motorcycle trips?

	<u>Never</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Most of the time</u>	<u>Always</u>
Private campgrounds	1	2	3	4	5
Public campgrounds (e.g. national parks, forests)	1	2	3	4	5
National chain Hotel/motel	1	2	3	4	5
Local "Ma & Pa" hotel/motel	1	2	3	4	5
Bed & Breakfast	1	2	3	4	5
Rental home or room	1	2	3	4	5
Home of friend/relative	1	2	3	4	5

7) Would you be willing to travel alternative routes if provided the necessary information?  
 Yes      No      I don't know

8) On multi-day vacation/recreation motorcycle trips, what best describes how you choose the route you use?

	Strongly disagree			Strongly agree	
The quickest route to get to my destination	1	2	3	4	5
A route with the least amount of traffic	1	2	3	4	5
A route designated as a scenic byway/highway	1	2	3	4	5
A scenic route	1	2	3	4	5
A route with good curves	1	2	3	4	5
Routes with the least amount of road construction	1	2	3	4	5
Availability of rest areas	1	2	3	4	5
Availability of historic signage along the way	1	2	3	4	5
Camping availability	1	2	3	4	5
Hotel/motels availability	1	2	3	4	5
Restaurant availability	1	2	3	4	5
A route my fellow cyclists recommend	1	2	3	4	5
Distance between gas stations	1	2	3	4	5
Rider route map with towns, restaurants, distances	1	2	3	4	5

9) What is important to you when taking a multi-day motorcycle trip?

	Not at all important			Very important	
Lack of debris on shoulders/road	1	2	3	4	5
Amount of vehicle traffic	1	2	3	4	5
Quality of pavement/road conditions	1	2	3	4	5
Courtesy of other vehicle drivers	1	2	3	4	5
Availability of rest areas	1	2	3	4	5
Laundry services	1	2	3	4	5
Cell phone coverage	1	2	3	4	5
Availability of motorcycle stores	1	2	3	4	5
Availability of motorcycle repair services	1	2	3	4	5
Camping areas with showers	1	2	3	4	5
Camping areas with electricity	1	2	3	4	5
Motels with lit/secure parking	1	2	3	4	5
Motels with motorcycle washing area	1	2	3	4	5
Rider friendly towns	1	2	3	4	5
Rider friendly businesses	1	2	3	4	5
Farmer's markets	1	2	3	4	5
Local breweries	1	2	3	4	5
Local distilleries	1	2	3	4	5
Wineries	1	2	3	4	5
Night life	1	2	3	4	5
Cultural events	1	2	3	4	5
Roadside historical sites	1	2	3	4	5
Native American events	1	2	3	4	5
Native American historical/cultural information	1	2	3	4	5



- 10) What recommendations do you have to enhance the travel experience for motorcyclists visiting Montana?
  
- 11) What should a hotel/motel provide to best cater to your needs as a motorcycle traveler?
  
- 12) What should a camping area have to best cater to your needs as a motorcycle traveler?
  
- 13) Are you looking for any specific amenities or services in food, beverage, retail, entertainment experiences?
  
- 14) What type of information would you like to receive about a Montana trip that would help you to plan a return visit?
  
- 15) Please provide any additional comments below

## Appendix B: Resident Motorcycle Survey

1. Have you ridden a motorcycle in the past 3 years? Yes No (if no, skip to #5 )
  
2. How many multi-day motorcycle trips WITHIN MONTANA have you taken in the last 3 years?  
\_\_\_\_\_ (if zero, the surveyor should skip to Q4)
  
3. Which of the following types of lodging do you use **while in Montana** on multi-day motorcycle trips? (check all that apply)
  - Private campgrounds
  - Public land camping (e.g. national parks, forests)
  - National chain Hotel/motel
  - Local "Ma & Pa" hotel/motel
  - Bed & Breakfast
  - Rental home or room
  - Home of friend/relative
  
4. Of these three attributes, which is most important, second, and third when choosing your motorcycle route in Montana? *rating*
  - a. Designated scenic byway/highway \_\_\_\_\_
  - b. The quickest route to my destination \_\_\_\_\_
  - c. Routes with good curves \_\_\_\_\_
  
5. In which Montana County do you reside? \_\_\_\_\_ (drop down box of all counties)
  
6. May I ask your age?
  
7. Gender
  
8. Site Code
  
9. Date

## Appendix C: Open ended question responses

<b>What recommendations do you have to enhance the travel experience for motorcyclists visiting Montana?</b>
A recognition of the motorcycle community by providing specific parking and accommodations.
All good.
At the places that have buffalo herds on roads or nearby- to have park rangers there to have people get moving and not blocking roads or to help the buffalo off the roads.
Availability of info on road conditions in the state (i.e. construction).
Availability of rout suggestions.
Be prepared for changing weather conditions. Plan ahead for fuel stops and do not deviate, especially when using alternative routes. Stay off the interstates for the best scenic riding experience (Glacier National Park and much of Western Montana is fantastic. The interstates, however, do offer the best opportunity to make time.
Be prepared for weather/ temperature changes as traveling to higher altitude.
Be prepared with a back up plan in case weather comes into play.
Better signage on hwys and in some towns. Slower speed limits especially on busy roads.
Can't really think of any; there are plenty of scenic backroads with light to moderate traffic. Road surfaces are pretty good for the most part and speed limits are at a reasonable rate. Generally speaking life on the bike is pretty simple and laid back, just like the state of Montana!
Can't think of any.
Check wildfire situation before planning rout.
Discounted rates on overnight stays.
Don't drink and drive.
Double check before pulling out or changing lanes I had to rethink of motorcycles. Hit me on Yellowstone hwy outside of Cody.
Enjoy the ride. Don't be in a hurry to get through the state.
Ensure that roads and signage are well maintained.
Everything has been good for the last 30 years or so.
Got to go to Glacier Park.
Have the historical sites along road ways available elsewhere for when you do not have time to stop at them all.
Have traveled multiple states and I don't see Montana lacking in anything the other states do other than North Washington had detailed rider maps for bicycles and motorcycles by area. We found those helpful.
I love Montana, friendly people good roads nice scenery
I stopped at the entrance visitors center Wibaux. The man was very helpful and friendly. But there was no "Motorcycle Rides in Montana" booklet. Other states have such booklets highlighting the main riding routes. That would be very helpful.
I think it is a great place not sure what you could do.
I think Montana does a reasonable job help motorcyclists.
If you like music, bring your own media, radio station reception spotty. Always carry water/ drinks and snacks.
Keep a flexible itinerary, choose out of the way routs from time to time.

# Motorcycle Touring in Montana | 2019

Keep track of the location and size of wildfires
Less traffic (but understand did all riding in National Park)
Make construction areas- gravel- dirt roads shorter. Most we encountered were 6-11 miles long. Other states have much shorter areas ripped up!
Make sure Google & Garmin get updates on road condition, road closures, etc.
Make sure the weather co-operates...lol! I can't think of anything off hand except that I find it a pain in the butt to not be able to obtain fuel with my credit card without getting off the bike and prepaying inside. This is not a Montana issue, but throughout the USA as I am from Canada and don't have a zip code. Too bad the gas pumps couldn't accommodate postal codes as well as our two countries are so much the same and so connected I am surprised this hasn't been done yet.
Maps showing suggested MC routes.
Maps with good curvy, scenic, low volume traffic, and availability of fuel. Condition of road surface, much like bicycle maps available.
Montana has it. The scenery & quality of the roads are the reason I travel through the state
Montana is wonderful!!!
more clear road signs and millage indicators
More frequent signage.
more major hotel chains in the long stretches of highway through Indian reservation area
More road signage alerting drivers for road safety.
More shaded style rest stop on state routes.
More side road parks & turn outs, less casinos.
Motel rates in Glacier are expensive.
Motorcycle routes well publicized
n/a
No complaints. Enjoyed the trip!
No recommendations
None
None, my trip was great!
None!- Love riding in Montana.
None.
None. Had a great trip.
Notify riders of construction/road conditions
Pave the historic site pull offs where practicable.
Pay attention to areas where there is road construction.
Recommend motorcycle riding or loops thru the state or thru the state would be great.
Recommended riding rout.
Road construction being a necessary evil, hwy 89 south of St. Mary may have been the worst I've ever been on! More care needs to be taken to minimize "loose gravel"!
Road repairs too many rough spots.
Roads specifically around East Glacier & up to Waterton have terrible sections. US 49! Nice cycling road, poor care though.
Scenic route motorcycle maps.

Secured parking,
Signage at hotel/motel biker friendly
Signage for fuel- i.e. Next services "x" miles if long distance between.
Smooth roads.
Stay away from Winter, Glacier NP is fantastic.
Things were great.
To visit Glaciers.
Warnings of road work. Chip and tar is dangerous and hard on the bikes
We had a good trip, wouldn't change anything.
We had a great experience!
We travel 400-500 miles per day- \$158 to \$228 for a motel/ hotel room for 12-15 hours set seems a gouge price.
We usually use public camping then go to a private for laundry and 2 showers.
When repairing roads, repair one lane at a time to leave on paved lane open.

<b>What should a hotel/motel provide to best cater to your needs as a motorcycle traveler?</b>
-Clean rooms with reliable hot+ cold water -air conditioning -bike wash-up or clean rags
-ground floor close to a door to carry belongings in and out. -security for bikes -washing stations -early breakfast to get a good start (most do)
A washing area for the bike would be nice.
A water hose is great, but a bucket with old towels to wash off bikes is nice.
A/C + good Wi-Fi.
All good.
Always have 'wipe down' rags available. Provide motorcycle specific safe parking areas.
Bike washing area, covered parking.
breakfast, Wi-Fi, comfort, quiet
cheaper fares
Clean bikes
Clean comfortable room. Security
Clean rags to wash windshields and visors.
Clean rags+ motorcycle wash off opportunity.
Clean room good air & safe parking.
Clean, quiet rooms. Having a restaurant attached or within walking distance is helpful. After a long day riding, we often don't want to get back on the bikes to go out to dinner, especially if we are going to have a couple of beers.
Cleaning cloths would keep people from using towels.
Cleaning supplies.
Continental breakfast. Cycle parking section.
Covered area or video surveillance on parking area

# Motorcycle Touring in Montana | 2019

Covered motorcycle only parking
Covered motorcycle parking.
Designated motorcycle parking and wash areas. Provide rags and old towels at wash stations.
Don't have loose gravel in or on their asphalt parking lots.
Full service bar, restaurant.
good hot showers, fridges and microwaves
Good lighted parking, breakfast (continental).
Good parking,
Good parking.
Have restaurant close (walking distance) clean rooms+ comfy beds.
Hwys been fine.
I think comfortable beds, hot breakfast and good air conditioning.
I think they do fine.
I've been at some motels that offer rags to clean the bikes (so we don't use towels). Others have designated motorcycle parking near the front office where they can be observed by front staff all night, or at least give the impression they are being observed. Included early breakfast is always a bonus as well.
It is nice when they give you used rags to wipe down your bike. Many times hotels have used rags from laundry they no longer need.
It would be nice if the motels had a place to wash the bikes. Also have a good list of the near by local establishments for beer, food, and dancing.
Just comfort. One lodge gave us old towels to wipe down bikes. Very nice.
Laundry, restaurant nearby, bike wash station is nice, too.
Laundry, wash station- (hose, bucket, rags).
lighted parking area or area that is safe for motorcycles. A washing station is nice. All this has to be is a bucket of rags and access to water. Most motels will provide a rag if you ask at the front desk. One place had a bucket of water and a bucket of rags.
Local information for entertainment focused to the professional motorcycle rider.
Low rates.
Monitored secure parking area.
Most provide my needs.
Motel 8
Motorcycle friendly.
Motorcycle parking
Motorcycle parking near the lobby on a well-lit area with cameras.
Motorcycle wash station.
n/a
N/a
Never stayed yet at Hotel/ Motel.
None
Offer rags / area to lightly clean bike.
Old towel to wipe down your bike, bike wash area.

Old towels for cleaning windshield.
Parking area in close proximity to the entrance for good security. " " on concrete vs. blacktop.
Parking near room, charger room for 3+ adults (separate beds) Rags for cleaning/ maintenance.
Parking. Covered parking.
Paved, level parking lots. Covered parking is a bonus but not a priority. Clean comfortable room with affordable rates as we usually roll in later in the day and leave fairly early so don't require much in the way of special needs
Place up front so motorcycles could be watched in case of theft. Water hose to wash bike after.
Protection of motorcycle during the night.
Rags for cleaning motorcycle.
Rags for cleaning- parking close to front desk or right outside room.
rags for motorcycles, motorcycle blocks for kick stands, decent parking lot with good lighting, bottled cold water at check in and restaurant recommendations
Safe grounds and parking area along with the hotel accommodations.
Safe parking and laundry.
Safe parking. Soft clean rags to wash windshields & visors.
Safety for the bikes.
Secure and well-lit areas that are monitored with CCTV.
Secure covered parking.
Secure motorcycle parking. Motels with doors directly to the parking lot from the room
Secure parking
Secure Parking Wash Bay Site
Secure parking, old rags- cleaning.
Secure parking.
Secure Parking.
Secure/ lighted parking.
Several motels offer under canopy parking. They also offer cleaning supplies
Shelter+ rags to clean windshields+ wipe off morning moisture.
Solid parking surface.
some sort of bucket and old cleaning rags are very handy and appreciated
Special rates for motorcycle clubs like HOG
Specific choice of room location in the building if at all possible.
Used wash rags for bike cleaning- some hotel/motels cut up old towels for bike rider use.
Washing facility.
Water and a towel to wipe bugs from front of bike.
We camp.
We travel via motor home and do local day & overnight trips on motorcycle.
Well-lit parking area
Well-lit parking lot.

Well-lit parking areas. Motorcycle specific parking (possibly covered) is fantastic. Printed materials for local sites, eateries, etc., which the chain hotels already provide.

<b>What should a camping area have to best cater to your needs as a motorcycle traveler?</b>
-designated tent area -clean restrooms
??
Allow multiple tents on a site
Bike wash area.
Boxes for storage, cement pad.
camp grounds were all great
Clean facilities+ shower. Shade for tents.
Clean lots- clean grassy spots for tents. Clean showers.
Clean rest rooms+ showers. Shade for tent.
Don't camp.
Don't use.
Easy access.
Electrical hook up is nice to re-charge cell phone, tablet, and brew cup of joe or hot chai for the morning.
Even parking surface.
Flat ground for tents.
Good area to unload bike.
Good parking and showers.
Good road to camp sites and well taken care of wash rooms.
Grassy tent area & restroom nearby.
Gravel roads are very difficult to ride on safely with a touring motorcycle. When we camped in a campground with gravel roads we did not go back out until we left in the morning. If the roads were paved or had hard pack gravel, we may have eaten dinner in town or visited other local areas after getting our camping areas situated.
Hot showers, campground with trees, water
I don't camp.
I think they do fine.
most anything will do i think
Motorcycle specific sites might be good, but may not make sense in the long term. Most camping areas already provide everything needed for the traveler looking to keep it simple.
n/a
N/A
N/a motorcycle just used as rig to get around park
N/A. I don't camp.
N/A. I no longer camp out on trips. Use motels pretty much exclusively now.



n/a. Less gravel. Firm surface.
n/a
n/a
NA
None
Off-traffic area parking, shade, showers.
Parking friendly spots for motorcycles.
Paved or hard packed roadway surfaces. Showers. Tent sites
Restrooms, showers, and food. Good drainage when it rains.
Room for 2 bikes in camp site.
Safe grounds and clean facilities along with the camp accommodations.
Shade and level spaces. Easy in and out of sites and properties.
Shower & electric.
Shower & laundry is nice, but access to water for dish-washing, etc. is a must.
Shower & restrooms.
Showers
Showers, place to eat.
showers, seclusion
Showers, tables and bar-b-ques
Smooth access roads. Hard, flat parking surface to avoid tip-overs.
Some place to shower.
State parks
Tent spaces with good parking away from RV's & camp trailers. Water. Showers would be heaven.
Tenting sites.
Toilets and showers.
Tree shading and fire pits.
Water, wood.
we do not use camp grounds since I am a hotel employee
We don't carry much food so a store or restaurant close by helps or information on a store before arriving at campground. We have road bikes so good roads into campground is important such as paves or hard packed gravel. Turning around with a heavy bike on gravel is not fun.
Well packed roadways, level clean sites. No loose gravel!

<b>Are you looking for any specific amenities or services in food, beverage, retail, or entertainment experiences?</b>
-a restaurant within walking distance of the motel/ hotel
-more local "food trucks"
A place to check for best places to eat in area.
Can't think of any at this time.
Casual dining close by.
Close walking distance food.
Covered areas to stop when weather is unfriendly.
Craft beer wineries music
Food, drink same building.
Free breakfast.
Friendly and home cook meals
Good beer. Balanced diet. Nut fried.
Good quality offerings with a focus on local flair.
Good steak dinner, good glass of wine.
Healthy food service. Good entertainment is nice. Local plays, theatre, music . . .
Home cooking
Home style cooking, cool green resting areas.
I often look for a place where hotel is near restaurants.
I try to eat healthy foods, but I also like to try local, fresh dishes.
Just electrical hookups- for charging phones, etc.
Just good food, good local beer.
Local "flavor" to menus. Historical facts & stories on the menus.
Local dining suggestions- walking distance, access to laundry.
Local motorcycle events.
Local restaurants with authentic food.
Love artisan and farmers markets on hwys and close to camp/ RV grounds. Some walking distance restaurants and night life would enhance experiences.
Microbreweries and restaurants serving local fresh food.
Mom & Pop restaurants
more restaurants that serve gluten free food
n/a
NA
no
No
NO
No that seems to be good.
No, just looking for new and exciting places.
no.
No.

None
not me personally there are lots of good restaurants
Not really, variety is always a welcome thing
Not really.
Nothing specific.
Nothing specific. Good quality food.
Open- flexible.
quality, fresh
Quick reasonably priced food that meaning fresh food veggies+ fruit.
Restaurant, entertainment within walking distance of hotel.
small pub with good food and entertainment
Something near our motel within walking distance.
Tours of scenic area with tour companies or historical areas.
updated information on restaurants that are open
Walking distance to hotel. Park once and can enjoy and adult beverage.
We enjoy whatever the towns or places have to offer.
We look for mom/pop motels with restaurants nearby.
yes, like to go to a local bar with good clod beer, food and music near the motel (in walking distance)

**What type of information would you like to receive about a Montana trip that would help you to plan a return visit?**

Local music festivals -bed+ breakfast (B&B) directory
-point of interest along the rout -information on road conditions/ closures for the Beartooth & Glacier NP
A list of current road constructions projects, rider friendly roads, restaurants, gas stations and hours of operation. Points of interest.
Any information NE of Great Falls+ SE of Billings.
Any motorcycle camping specific recommendations reviews from other travelers.
Any special events, location of road construction, and information on wild fires with road closures.
Anything really.
Best motorcycle highways.
Best rated and reviewed secondary and scenic roads to travel via motorcycle.
Campgrounds
Camping, OHV Opportunities
Cannot think of anything at this time.. This was not our first trip to Montana
Dates of local cultural events
Dedicated website
Event going on.
Everything is online.
Harley-D frequently have motorcycle routes maps for the area.
I do all my own research! Pretty good at it, too!

# Motorcycle Touring in Montana | 2019

I have accumulated quite a bit of Montana specific information over the years; travel atlas's specific maps, motorcycle specific travel toots etc.
I have traveled a lot in Montana so need very little
I like tour books that talk about sites to see.
I'll travel to Montana more often since I have family living there now. May end purchasing a home there in the future.
I'm good.
Information on motorcycle roads with description of scenery, highways (types of curves), and amenities along the route.
Information on scenic and curvy roads with restaurant and gas station information included.
Interesting local events, motorcycle routes,
List of Motels.....with doors directly into the rooms from the parking lots
local weather and road conditions
Maps, events.
Maps.
More about state parks and Indian events.
Motorcycle events, i.e. concerts, rallies, motorcycle gatherings- e.s. "Testy Fest" Lincoln, MT.
Motorcycle friendly roads, fun back roads with interesting stops. Motorcycle travel is much more about the trip than the destination.
Motorcycle rout maps- online.
Motorcycle route maps that get you off Interstates with lodging information, stores etc.
Motorcycle scenic routes.
Motorcycle touring maps.
n/a
New motorcycle routes on secondary highways.
New to biking.
No sure.
Non-needed. I have a deep well of information handy in my family that lives throughout the state.
none
None
None- Ride in Montana most years.
None.
Places to see a lot of little town+ historical things to see that are not posted.
Plan on being back to Glacier park again.
Planned road construction.
Road conditions-
Road construction info.
Road construction information.
Road construction/ closures! Park conditions.
Road repair information.
Rout info- suggested tours, road conditions, alternate low-traffic routs, unpaved road routs.
Rout/ road info & attractions.

# Motorcycle Touring in Montana | 2019

Scenic motorcycle roads, or local motorcycle attractions.
Scenic routes.
Skiing info for a winter trip.
Someday I would like my wife and I to explore the Missouri River Recreation area. Every time we drive past that and see boats floating along the river it just looks like a real neat experience. Someday??
Specified planned routs for best viewing of scenery. Include mileage & expected travel time. Show both day trips, 3-4 days & week long.
Suggested routs & maps with construction notice.
Suggested scenic routes.
Thank you for providing this survey and considering the motorcycle rider as part of your survey.
The most scenic routes.
The rider booklet mentioned above. Distances between key locations/towns is helpful (though that is available through online map sites).
Updates avail on road conditions (i.e. progress/ status of cleaning and opening "Going-to-the-Sun" highway.
Weather and road conditions
When roads like "To the Sun" or Beartooth is open (Red Lodge).
Where road construction is. Most scenic.
Win this survey.

<b>Please provide any additional comments below.</b>
-I travel to and through Montana every summer from Alberta.
-Thank you- lovely state- friendly people. Would come again.
All is well.
Beautiful state. Will come back again and travel more areas that we didn't get to. Need to do better with recycling program.
Enjoyed the area. Unfortunately we experienced bad weather & cut our trip short due to wind, snow, rain, sleet, etc. 6/10 & 6/11/18.
Go to Waterton in Alberta too.
Great state.
Great state= long ride thru state.
Had a very nice stay at Ft. Peck campground. Thank you!
Hope you can read my scrawl!
I always enjoy Montana
I enjoyed my visit very much. Looking a return trip next summer.
I find Montana a warm and welcoming state. Overall travel over the pass 25+ years excellent.
I love riding in Montana. The best state to ride in!
I love traveling through all of Montana.
I've travelled into Montana frequently since the days of my childhood and have always loved it. Continued frequent visits will be coming in the future.
In places, signs marked the mountain range. I enjoyed that.
Less casinos, ruins the appearance of your state.
Looking forward to returning

# Motorcycle Touring in Montana | 2019

Love Montana
Loved the natural beauty of your state. Will most likely return in motor coach.
loved the scenery and friendly people
Maps and informational brochures can cater to bicycles as well as motorcycles.
Montana is good but Canada has done it right. Well maintained roads is #1.
Montana is very beautiful a lot to see here.
More signage to car drivers, etc. to watch for motorcycles and more info on driver's license procedures.
n/a
None
None.
Really, it's hard to improve on what is already there. Montana is the last best place!
Thank you! Montana is a great state!
Thanks for allowing me to participate
Thanks for asking.
The Crow Agency road through the state park was terrible and scary. The rest was GREAT! Visited the visitor's center in Great Falls and got a new scenic route for panned to Little Big Horn.
The fee for National Parks being \$30 a bike has caused us to find alternate rides. A car or van full is 35 and a single bike is 30. Just getting too expensive for a one day stay.
The trip through Montana was easy with no problems.
This is actually my third trip so have done more than indicated in this one trip.
Very pleasant surveyor in Billings.
We always have a great ride in Montana.
We come to MT 2-3 times each summer to ride. I also lead a group of 25-30 bikes each Memorial day.
We like the atmosphere of Montana as a whole, whether in a vehicle or on a motorcycle. There are a lot of small local style restaurants which is a welcome change from the larger food chain types
We love coming to Montana. People are friendly, beautiful country.
We love GNP/ Montana!
We love Montana!
We loved traveling Montana. First trip there- from AZ. We'll be back.
We truly enjoy Montana there is always something to see.
Would have liked to see more but lots of smoke which limited our vacation in Montana.
Yellowstone overcrowding has to be addressed somehow, sometime. Sooner than later. Really detracts from an otherwise spectacular experience.
You have a very beautiful (and very large!) state. I plan to be back in about 7 weeks for a short visit.

## Appendix D: Motorcycle Types

*Common Street-Legal Motorcycle Types: Downloaded from:*

[https://www.bts.gov/archive/publications/special\\_reports\\_and\\_issue\\_briefs/special\\_report/2009\\_05\\_14/box\\_a](https://www.bts.gov/archive/publications/special_reports_and_issue_briefs/special_report/2009_05_14/box_a)

The range and variety of motorcycle models continues to grow as manufacturers identify and address new market niches. Although some machines blur the distinctions, in general, street legal machines fit into the following categories:

- **Cruiser**-emphasis on appearance, style, and sound with less emphasis on performance. Long profile with low saddle height, often customized. (650-1800cc; 700-1300lb)
- **Dual-purpose**-designed for both on- and off-road use. Typically lightweight, tall, and narrow with single-cylinder engines, long suspension travel, and tires suitable for on- and off-highway use.
- **Moped**-very low-power (50cc), low-speed (30mph) bicycle-like design meant for cheap urban transportation. Unsuitable for high-speed roadways.
- **Motorized bicycle**-bicycle with an electric or gasoline motor attached. Can be powered either by pedaling or by the attached motor. Unsuitable for high-speed roadways.
- **Reverse trike**-configured with two front wheels and one rear wheel, some advanced models lean into curves and handle much like conventional motorcycles. Medium to large engines and heavier than conventional motorcycles with similar size engines. Known by a variety of names, such as tadpole and backward trike.
- **Scooter**-primarily designed for use and low and medium speeds on urban streets. Relatively small in size with small-diameter wheels, their step-through design and general appearance differs significantly from full size motorcycles. Most are not legal on high-speed or controlled access roadways. Small to medium size engines (50-650cc).
- **Sport**-emphasis on handling, acceleration, speed, braking, and cornering. Styled and built in manner of road-racing motorcycles. Forward leaning riding position. (650-1100cc; 290-350lb)
- **Sport-touring**-combine some of the comfort and amenities of touring bikes with the responsive handling of sport bikes. (1100-1800cc; 450-650lb)
- **Supersport**-built on a racing platform, but modified for sale to consumers. Light to medium weight with a high horsepower-to-weight ratio and capable of extreme acceleration and speed. (650-1100cc; 290-350lb)
- **Touring**-designed for comfort, large motorcycles with luggage and wind protection and amenities such as stereo, 2-way communication, cruise control, heating, etc. Heavy with moderate power. (1600-1800cc; 800-950lb)
- **Traditional**-designed as practical transportation, few styling frills or amenities. Once universal, they have declined in popularity as more specialized types were introduced. (125-1800cc; 200-1200lb)
- **Trike**-created by either grafting the front of a motorcycle to the back of an automobile or adding an automobile type axle to the rear of the motorcycle. Although usually licensed as motorcycles, they do not handle or steer like motorcycles.