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Montana Trends: Travel and Recreation

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MONTANA TRENDS...TRAVEL AND RECREATION

By Norma P. Nickerson, Megan Schultz, and Kara Grau

May 2019

Montana Resident: 2019 Memorial Day and 4th of July

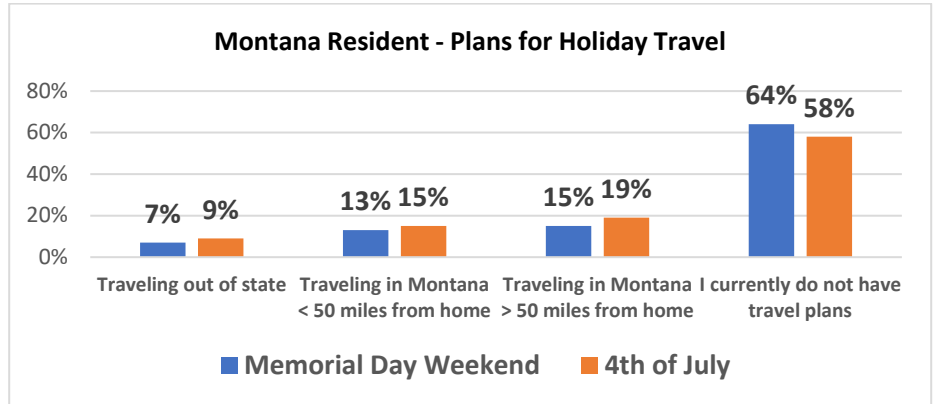
SUMMARY

3,542 Montana residents 18 and older representing every county and weighted to the population of the state were intercepted at gas stations from April 1 – May 15th. Surveyors asked questions related to their travel and recreation plans for the two upcoming holidays: Memorial Day weekend and 4th of July holiday.

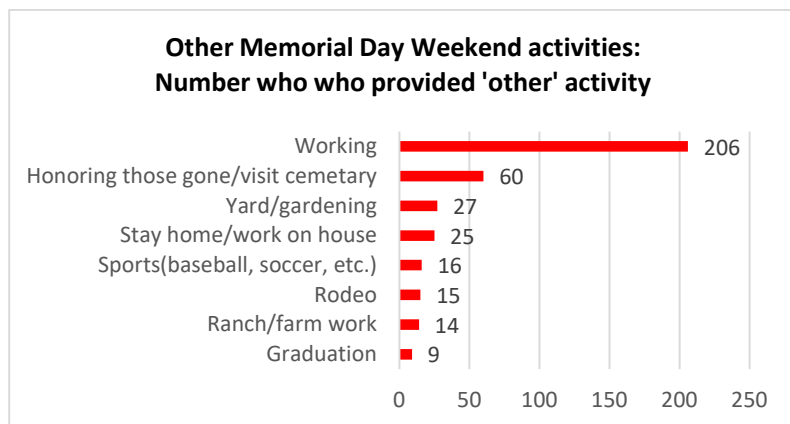
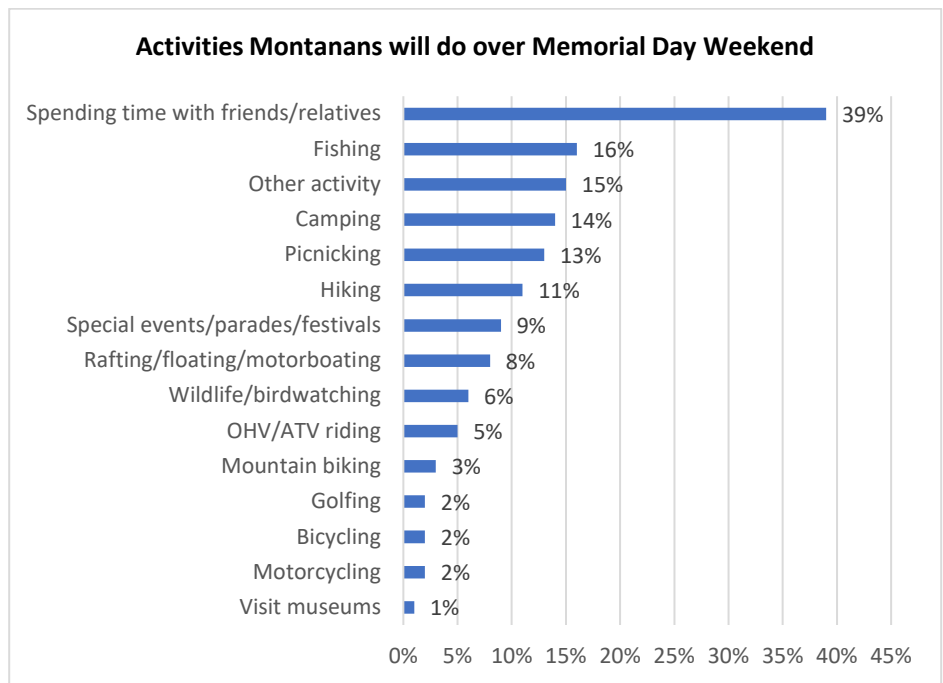
Memorial Day Weekend

Over Memorial Day weekend, 58,000 adult Montanans will travel out of state, 108,000 will travel within 50 miles of home, while 125,000 will travel more than 50 miles but stay in Montana. Most Montanans (532,000), however, do not have travel plans for Memorial Day weekend.

Whether traveling or not, nearly 40% of Montanans plan to spend the holiday with friends/relatives. Fishing was the next highest activity (16%) followed by 15% of Montanans who indicated 'other' activities. Many Montana adults will be working during this time while others will be honoring those who passed away – including members of the military.



Memorial Day Activities



4th of July Holiday

Over the 4th of July, nearly 75,000 adult Montanans will travel out of state, 125,000 will travel within 50 miles of home, while 158,000 will travel more than 50 miles but stay in Montana. Most Montanans (482,000), however, do not currently have travel plans for the 4th.

Nearly half of Montanans plan to spend the 4th with family/friends and one out of four will celebrate by attending special events such as parades and festivals, followed by 22% who will be picnicking, 19% fishing, and 19% camping.

'Other' activities not listed on the survey were mentioned by respondents. Many Montanans said they had to work on the 4th of July and some indicated spending time at the lake doing water activities.

Respondent Demographics

Age:
Respondents' ages ranged from 18 to 90. Ages were fairly equally represented across categories.

Respondents by region:
Glacier Country: 1,167 (33%)
SE MT Region: 714 (20%)
SW MT Region: 512 (15%)
Central MT: 509 (14%)
Yellowstone Reg.: 481 (14%)
Missouri River: 157 (4%)

