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# Repeat Visitors - Assessing Motivations for Return Visits and the Influence of Previous Visits to Montana

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Norma P. Nickerson, Carter Bermingham, and Kara Grau

8/29/2019

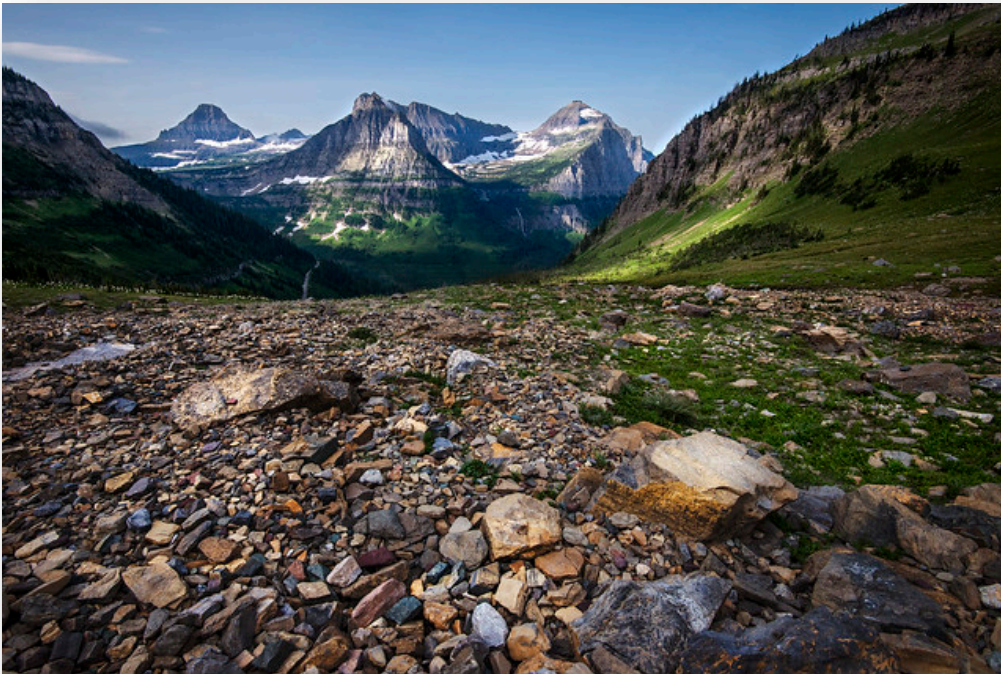


Photo Credit: The Highline Trail in Glacier National Park, May 18<sup>th</sup>, 2012 (Image taken by Tim Rains Courtesy of Glacier National Park)

## **Repeat Visitors: Assessing Motivations for Return Visits and the Influence of Previous Visits to Montana**

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Repeat visitors to Montana love the mountains and feel that Montana has unique characteristics they can't find at other destinations such as the scenery, access to public lands and waterways, and the ability to easily view wildlife. They generally have a love for the opportunities afforded them when visiting MT.

## Abstract

Repeat visitors are more than ¾ of all nonresident visitors to Montana. This report highlights the characteristics of Montana's repeat visitors attempting to understand what brings them back to Montana, where they travel, and if they might explore more parts of Montana on future trips.

### Highlights:

- Montana's repeat visitor loves mountain-type vacations over any other type of experience for a vacation.
- Repeat visitors want both the familiar and variety while visiting Montana.
- Most repeat visitors who spent time visiting or living in Montana as a child have a high degree of love for the scenery, people, and recreation opportunities. Those childhood experiences are credited for their return trips.
- Montana is unique and brings visitors back. According to repeat visitors, the scenery, access to public lands and water, and wildlife is why they come here over other destinations.

Executive Summary

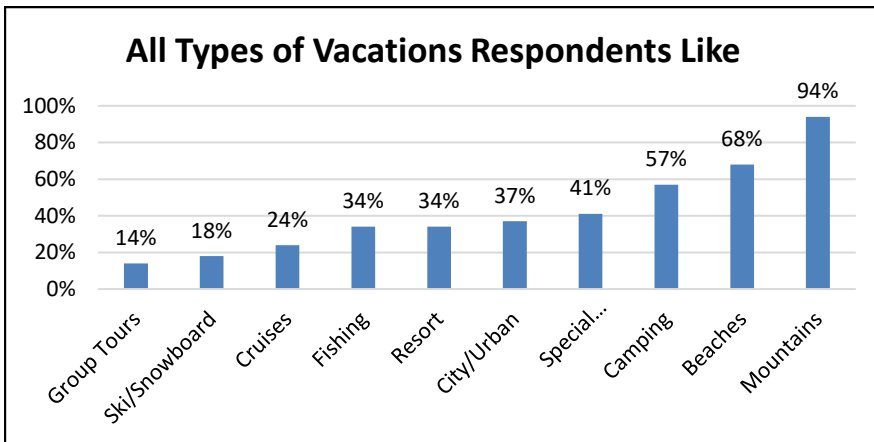
**Repeat Visitors: Assessing Motivations for Return Visits and the Influence of Previous Visits to Montana**

In the past 10 years, repeat visitors to Montana have represented between 71% and 87% of all nonresident visitors. Understanding the visitors generating this high volume of visitation in Montana was the purpose of this study. Members of ITRR’s Research Travel Panel responded to the survey with 1,196 completed responses. These repeat visitors provided information on childhood, adult, and future trip information to paint the picture of why they come, where they go, and what they do in Montana.



**Overall vacation preferences - 55% or more said they somewhat or strongly agree...**

- See new areas; experience a new place
- Participate in a variety of activities
- Mostly do outdoor recreation on vacations
- Like to try at least one new activity
- I’m flexible & spontaneous on vacation



Montana repeat visitors checked each type of vacation they enjoyed anywhere (not just Montana). Mountains and beaches were at the top.

*But the primary choice (when they could pick only one) was largely mountains at 41% followed by beaches at 16%.*

44% of respondents had been to Montana as a child (n=518). Results showed a dichotomy...

- “Childhood visits did not impact my choices as an adult” (to come visit);
- “Experiencing Montana’s natural beauty as a child made it a place that I would always wish to return to.”

The word picture to the right shows the strength of mountains, family, wanted (to return), lived here as a child, and Glacier and Yellowstone as specific sites to re-visit.



## The Top 5 Reasons Visitors Return to Montana Instead of Other Destinations

- Montana offers scenic beauty that I can't get anywhere else
- I like Montana's access to public lands
- I can see wildlife that is hard to see elsewhere
- I enjoy the people who live there
- I like Montana's access to public waterways



### Why Return to the Same Montana Places?



To visit friends or relatives  
 I LIKE Glacier  
 Stay at my vacation home  
 I LIKE Yellowstone  
 It's familiar – I know what to expect  
 It's close to home  
 Favorite fishing spots  
 It's my drive-through route

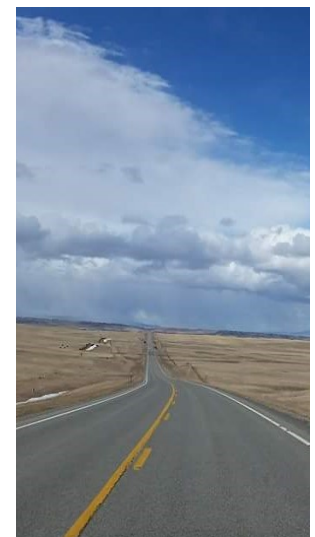
### Why go to Different Montana Places?



For the new experience/variety/different  
 It's new & lots to see  
 I like and enjoy new areas  
 I explore...look for new favorite places  
 Different routes  
 New places to do my activities  
 BIG state  
 Every place is unique

## Where in Montana have You Visited and What Regions Would You Like to Visit?

	Regions you <i>have</i> explored in past		Regions you would <i>like</i> to explore in the future	
	N	Percent	N	Percent
Glacier Country	859	73%	862	72%
Yellowstone Country	847	72%	771	65%
Southwest Montana	701	60%	665	56%
Central Montana	541	46%	517	43%
Southeast Montana	358	31%	288	24%
Indian Country Reservations	233	20%	222	19%
Missouri River Country	218	19%	247	21%



## Marketing Perspective to Montana's Repeat Visitor...

- Mountains resonate with repeat visitors, as do Glacier and Yellowstone.
- Access to waterways and public lands are key to many returnees.
- The open space, fewer people, and a freedom to explore is enticing.
- Bring back the 'Invite a friend' campaign; repeat visitors come back to visit friends & relatives.
- Aim for the nostalgia – remembering the place or activities as a child can bring back visitors.
- Many repeat visitors live near Montana; show them new things and activities to do in their familiar place to visit.
- Highlight why Montana is *THE* place to do their favorite activities...what makes it better in Montana?
- 41% of repeat visitors said that providing more information about new and different things in Montana would increase their likelihood of returning.

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## Introduction

According to the U.S. Travel Association, Leisure Travel by domestic and international travelers totaled \$761.7 billion in 2018, generating \$117.4 billion in tax revenue.<sup>1</sup> In a state like Montana that features a robust tourism industry, it's important to not only attract new visitors to the state but to retain previous visitors as well. With the litany of vacation and travel options that are now available to US residents and international guests alike, understanding what makes Montana a desired repeat location to visitors is a multi-faceted endeavor. As tourism and recreation options become more niche in their targeting, possessing a sophisticated grasp of repeat visitors' influences, motivations, and behavior could potentially have significant impacts on local policy, the implementation of marketing plans, and the economic viability of the state. Therefore, who are these repeat visitors to Montana?

## Repeat Visitor Literature Review

The topic of repeat visitors in the tourism literature has been covered in-depth for some time now. Studies dating back to the 1980s found that when compared to first time visitors, repeat visitors were more likely to be older individuals seeking relaxation and visiting friends and/or relatives on their vacation. Furthermore, researchers identified five factors that contributed to people returning to familiar destinations: reducing the risk that an unsatisfactory experience would be forthcoming, an assurance that they would find "their kind of people," an emotional childhood attachment, to experience some aspects of the destination which had been omitted on a previous occasion, and to expose others to an experience which had previously been satisfying to respondents.<sup>2</sup>

In more recent literature, researchers have aimed at gaining a better understanding of the motivations, interests, and activities of tourists. Using Paris, France as a case study, researchers argued that repeat visitors to an area are more likely to differentiate themselves from other tourists, mainly those who appear to be first time visitors. The author suggests that the process of being a repeat visitor to a specific location is a lifelong relationship, one which can be renewed and recreated through increased visitation as well as through virtual encounters. In addition, the author states that it can be observed that repeat visitors judge themselves to be superior to first time visitors, convincing themselves that they have a less superficial perception of the place itself.<sup>3</sup>

Another component the repeat visitor literature deals with is the role of satisfaction and its influence on visitors' intentions to revisit the destination. Researchers in Spain found that after a certain number of visits to wineries within their country, the intentions of tourists to revisit began to drop significantly. In comparison to each other, visitors who experienced higher satisfaction with their trip required a greater number of trips before their revisit intentions dropped to levels that were similar to visitors who reported low satisfaction with their initial trips. Age, gender, and country of residence were also

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<sup>1</sup> <https://www.ustravel.org/answersheet#anchor1>

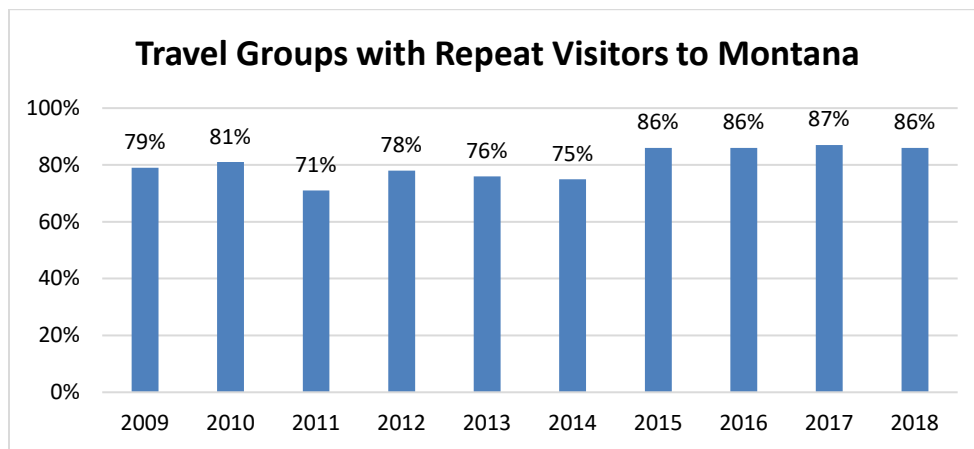
<sup>2</sup> Gitelson, R.J., & Crompton, J.L. (1984). Insights into the Repeat Vacation Phenomenon. *Annals of Tourism Research*, 11(2), p. 199-217

<sup>3</sup> Freytag, T. (2010). Deja-vu: Tourist Practices of Repeat Visitors in the City of Paris. *Social Geography*, 5(1), p. 49-58.

observed to have an effect on satisfaction.<sup>4</sup> In addition, other research efforts aimed at understanding the factors that influence repeat visits to a destination have found that overall satisfaction had the biggest influence on the decision of whether to revisit a destination.<sup>5</sup>

According to data gathered by the Institute for Tourism and Recreation Research (ITRR) over the past decade, the percentage of repeat visitors (at least one person in their travel group had visited Montana in the past) has remained relatively stable over the past 10 years with about a 10% increase in more repeat visitor groups the past four years (see Figure 1\*<sup>6</sup>). Therefore, if this trend of visitation continues it places even more emphasis on the state of Montana to acquire a sophisticated understanding of what the majority of its visitors (repeat visitors) are doing in Montana in order to better meet their needs.

Figure 1: Repeat Visitors to Montana, 2009-2018



\*Data are from provided from ITRR's Interactive Nonresident Report Data Page

## Purpose

The overall purpose of this study was to build an understanding of the primary motivators of return visitors to Montana through assessing what vacationers do while in Montana and why. A secondary purpose of the study was to determine if there were ways to get return visitors to visit new areas in the state as well as understanding what would increase the likelihood that they will visit again.

## Objectives

- To understand the typical vacation preferences that repeat visitors to Montana tend to like.
- To assess if childhood trips to Montana have an influence on current trips to Montana.
- To assess places visited, reasons for return, length of stay, and demographics.
- To assess reasons why visitors do similar or new activities on return visits.
- To assess reasons why visitors go to the same or different places on return trips.
- To further our understanding of why they haven't visited other areas of Montana.

<sup>4</sup> Park, J.Y., Bufquin, D., & Back, R.M. (2019). When Do They Become Satiated? An Examination of the Relationship among Winery Tourists' Satisfaction, Repeat Visits, and Revisit Intentions. *Journal of Destination Marketing & Management*, 11, p.231-239.

<sup>5</sup> Campo-Martinez, S., Garau-Vadell, J.B., & Martinez-Ruiz, M.P. (2010) Factors Influencing Repeat Visits to a Destination: The Influence of Group Composition. *Tourism Management*, 31(6), p.862-870.

<sup>6</sup> [http://www.tourismresearchmt.org/index.php?option=com\\_nonresidentreports&view=nonresidentreports&Itemid=115](http://www.tourismresearchmt.org/index.php?option=com_nonresidentreports&view=nonresidentreports&Itemid=115)

## Methods

This study utilized an online methodology using the experience management survey program Qualtrics to assist in the data collection process. ITRR's online travel panel utilizes registered members who have agreed to participate in various travel studies throughout the year. Panel members are visitors who were intercepted within Montana during a previous visit making this panel an ideal group for repeat visitor analysis. For the purposes of this survey, only members of the panel who were nonresidents of Montana were contacted to participate in the study. Upon completion of the survey, respondents were asked if they would like to be entered into a drawing for a \$500 Visa gift card as an added incentive offered to increase the overall response rate. Data were analyzed using the Statistical Package for the Social Sciences (SPSS), Microsoft Excel, and NVIVO Pro 11.

## Response Rate

The survey instrument was sent out to 5,853 registered members of the travel panel. Of those 5,853 members, 1 email failed to send and 420 emails bounced. In total, 1,438 surveys were started with 1,196 responses being completed and submitted via the Qualtrics online survey software.

No follow up messages or emails were sent out for more responses. Response rate is difficult to calculate as emails may not have been opened or received by the respondent. Therefore, a final comprehensive response rate is not provided, however, if all sent messages were opened, the minimum response rate level would be 22% for this study.

## Survey Design

A set of questions was developed to assess respondents' overall vacationer type. This included types of activities, types of places, and desire (or not) for new and different things or places.

The majority of the questions related to Montana visits. We asked about visits during childhood and their impact, purposes of their trips to Montana as an adult and what activities influenced those trips, and what Montana has to offer compared to other states. There were two open ended questions about visiting the same places in Montana or not and participating in new activities or not. We also asked respondents to list their top three activities and where they do those activities in Montana.

Finally, there were questions about where in Montana they have explored and where they might explore on future visits based on Montana's travel regions.

By design, the nonresident survey was long. Since participants would be completing the survey on their own time, there was not the usual burden of creating a questionnaire that must be answered in a prompt fashion, which is generally the case when surveys are conducted in-person. In addition, the survey questionnaire featured both qualitative and quantitative questions which allowed for a depth of explanation to be paired with a robust collection of precise data. Age, income, and country and/or state of residence were recorded as well. The full survey is provided in Appendix A.

## Limitations

This study was limited to nonresidents of Montana who were members of the ITRR travel panel who had previously agreed to participate in future research projects. These respondents had all been to Montana in the past.

## Results

This report is divided into five sections:

1. **Respondent Demographics:** age, residence, income, previous resident
2. **Type of Vacationer:** the overall vacationer type which respondents self-selected as their preferred types of vacations. It also includes their vacation planning horizon.
3. **Impact of Childhood Vacations in Montana:** respondents who first came to Montana as a child and how those experiences impacted their eventual return visits to Montana.
4. **Trips to Montana as an Adult:** repeat vacationers' trips as an adult including purposes of the trips, what influences them to visit Montana, and why they choose to visit Montana over other destinations. They are also asked the top three activities and where they do those activities in Montana followed by what activities they may want to do in Montana.
5. **Places and Activities on Current and Future Trips:** highlights the places they visit in Montana, the activities they do and might do, as well as where they do and might do those activities around the state. We also inquire as to why they haven't explored other areas of the state.

## Respondent Demographics

Table 1: Age of Respondents

		N	Percent
Age (Mean = 58.81)	18 - 24	6	1%
	25 - 34	40	4%
	35 - 44	91	10%
	45 - 54	133	15%
	55 - 64	285	32%
	65 - 74	286	32%
	75 or Older	60	7%

Table 2: Annual Household Income

		N	Percent
Which category best represents your annual household income in U.S. dollars?	Less than \$50,000	122	12%
	\$50,000 to \$74,999	225	23%
	\$75,000 to \$99,999	226	23%
	\$100,000 to \$149,999	231	23%
	\$150,000 to \$199,999	98	10%
	\$200,000 or more	100	10%
n =		1002	100%

Table 3: U.S. Resident vs. International

		N	Percent
Are you a U.S. Resident?	Yes	842	78%
	No	229	22%
n =		1071	100%

Respondents were from all but two U.S. states (Alabama and Rhode Island). Montanans were not included in this study since it was about nonresident visitors. Respondents from the U.S. were 78% (n=823), Canadians were 21% (n=221), and other international were 1% (n=13) of all respondents to the study. In comparison to 2018 nonresident percentages ([https://scholarworks.umn.edu/itrr\\_pubs/385/](https://scholarworks.umn.edu/itrr_pubs/385/)), U.S. visitors were 87%, Canadian 10% and overseas 3%. This would indicate that repeat visitors in this study slightly overstate the responses from Canadians. In addition, this study had slightly more Minnesota and California respondents and substantially less representation from North Dakota and Wyoming compared to the 2018 nonresident repeat visitors.

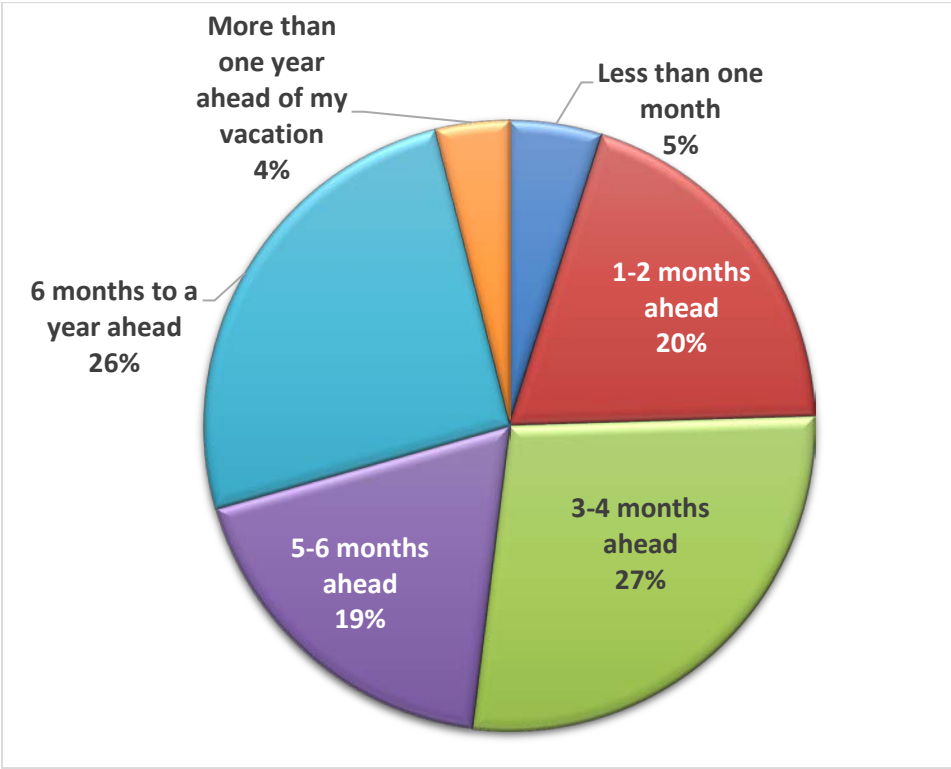
Table 4: State of Residency for U.S. Respondents

Washington	120	New York	17	New Hampshire	6
Idaho	70	Iowa	14	New Jersey	6
Minnesota	55	Tennessee	14	South Dakota	6
California	45	Nevada	13	Connecticut	4
Oregon	35	Ohio	13	Maine	4
Florida	34	Virginia	13	Massachusetts	4
Colorado	32	Wyoming	13	Mississippi	4
Utah	30	New Mexico	12	Oklahoma	4
Wisconsin	29	Kansas	9	South Carolina	4
Texas	23	Missouri	9	Delaware	3
Arizona	21	North Carolina	9	District of Columbia	3
Michigan	20	Georgia	8	Kentucky	3
North Dakota	20	Maryland	8	Hawaii	2
Pennsylvania	20	Nebraska	8	Arkansas	1
Illinois	19	Alaska	7	Louisiana	1
		Indiana	6	Vermont	1

### Type of Vacationer

Respondents were asked how far in advance they begin planning their vacations. As shown in Figure 2, over one fourth begin planning either 3-4 months ahead or 6 months to one year ahead of their vacation. Another 19% plan 5-6 months ahead of their trip. Very few plan trips less than a month ahead (5%) and only one-fifth plan 1-2 months ahead. From a marketing perspective, it is clear that anything less than a 4-month buffer for advertising will miss influencing nearly  $\frac{3}{4}$  of all potential visitors.

Figure 2: Planning Horizon for Vacationers



## Repeat Visitors | 2019

Repeat visitors to Montana identified the type of vacationer they see themselves as based on 14 different variables. Results show they are most likely to say they try to visit at least one new area when they are on vacation (mean 4.2) followed by experiencing a new place on vacation (mean 3.95). They are least likely to consider themselves as a predictable vacationer (mean 2.73) (Table 5 and Figure 3).

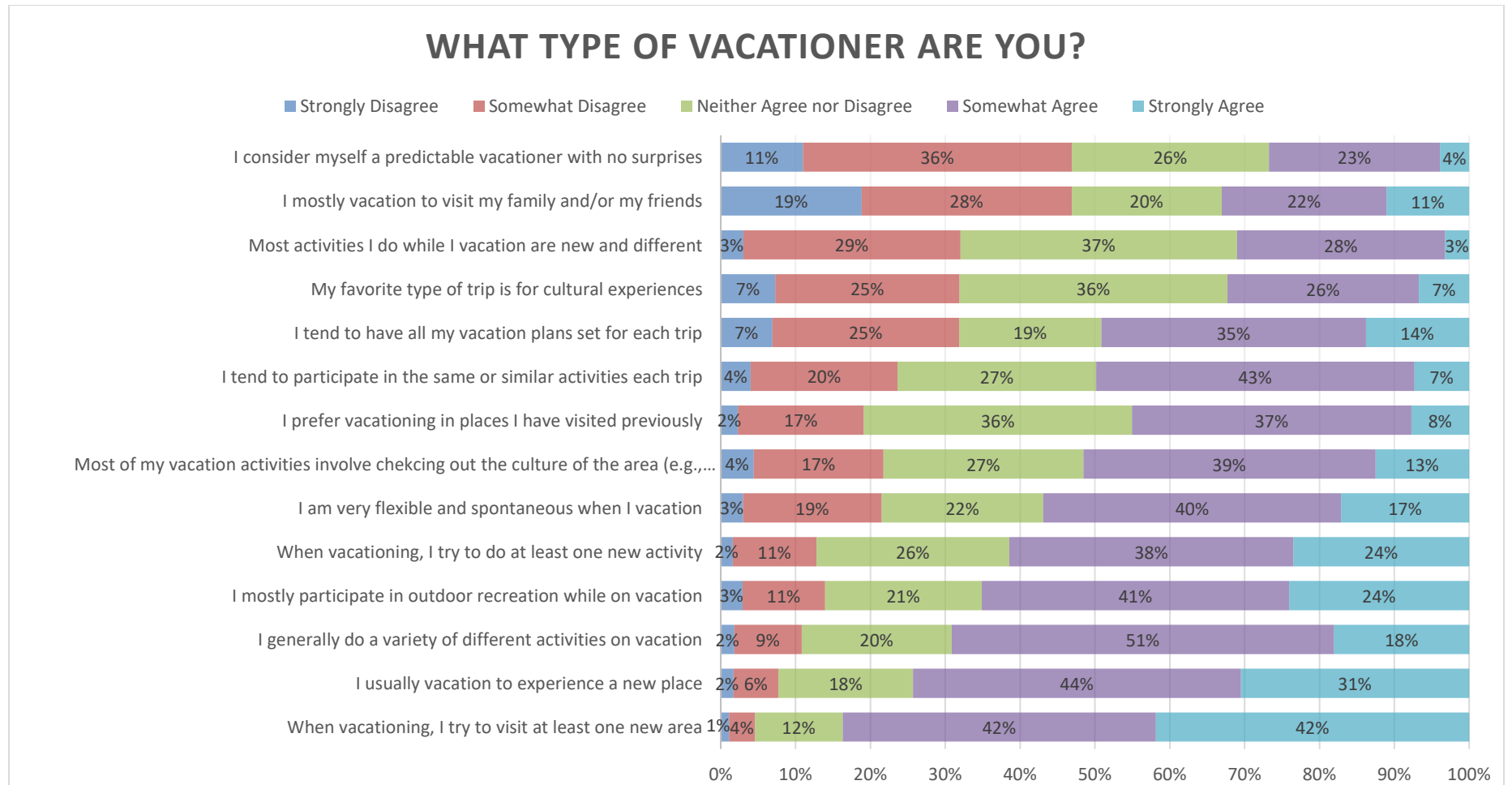
**Table 5: Type of Vacationer**

		Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree	Mean	Total Respondents
<b>What type of vacationer best describes you?</b>	<b>When vacationing, I try to visit at least one new area</b>	1%	4%	12%	42%	42%	<b>4.20</b>	n=1149
	<b>I usually vacation to experience a new place</b>	2%	6%	18%	44%	31%	<b>3.95</b>	n=1151
	<b>I generally do a variety of different activities on vacation</b>	2%	9%	20%	51%	18%	<b>3.75</b>	n=1148
	<b>I mostly participate in outdoor recreation while on vacation</b>	3%	11%	21%	41%	24%	<b>3.72</b>	n=1145
	<b>When vacationing, I try to do at least one new activity</b>	2%	11%	26%	38%	24%	<b>3.71</b>	n=1145
	<b>I am very flexible and spontaneous when I vacation</b>	3%	19%	22%	40%	17%	<b>3.49</b>	n=1147
	<b>Most of my vacation activities involve checking out the culture of the area (e.g., museums, monuments, local cuisine)</b>	4%	17%	27%	39%	13%	<b>3.38</b>	n=1143
	<b>I prefer vacationing in places I have visited previously</b>	2%	17%	36%	37%	8%	<b>3.31</b>	n=1149
	<b>I tend to participate in the same or similar activities each trip</b>	4%	20%	27%	43%	7%	<b>3.29</b>	n=1145
	<b>I tend to have all my vacation plans set for each trip</b>	7%	25%	19%	35%	14%	<b>3.24</b>	n=1148
	<b>My favorite type of trip is for cultural experiences</b>	7%	25%	36%	26%	7%	<b>3.00</b>	n=1141
	<b>Most activities I do while I vacation are new and different</b>	3%	29%	37%	28%	3%	<b>2.99</b>	n=1142
	<b>I mostly vacation to visit my family and/or my friends</b>	19%	28%	20%	22%	11%	<b>2.78</b>	n=1147
	<b>I consider myself a predictable vacationer with no surprises</b>	11%	36%	26%	23%	4%	<b>2.73</b>	n=1146

Scale: 1=Strongly disagree; 2=Somewhat agree; 3=Neither agree nor disagree; 4=Somewhat agree; 5=Strongly agree

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Figure 3: Visual Graph of Vacationer Types





Respondents were also asked what type of vacations they enjoyed. They could check all that apply (Figure 4) and then were asked what would be their main type of vacation from that list (Figure 5). As shown in Figure 4, mountains, beaches, and camping were preferred by over 50% of all respondents with as many as 94% indicating they like mountain vacations as one of their choices. The primary choice of vacation type by all survey respondents was mountains at 41% followed by beaches at 16% (Figure 5).

Figure 4: All Types of Vacations Enjoyed

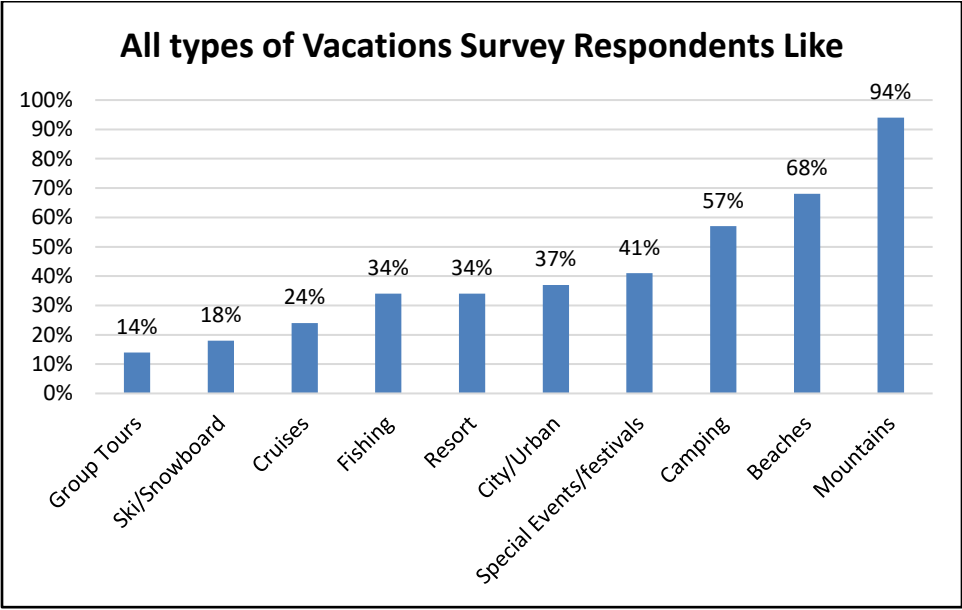
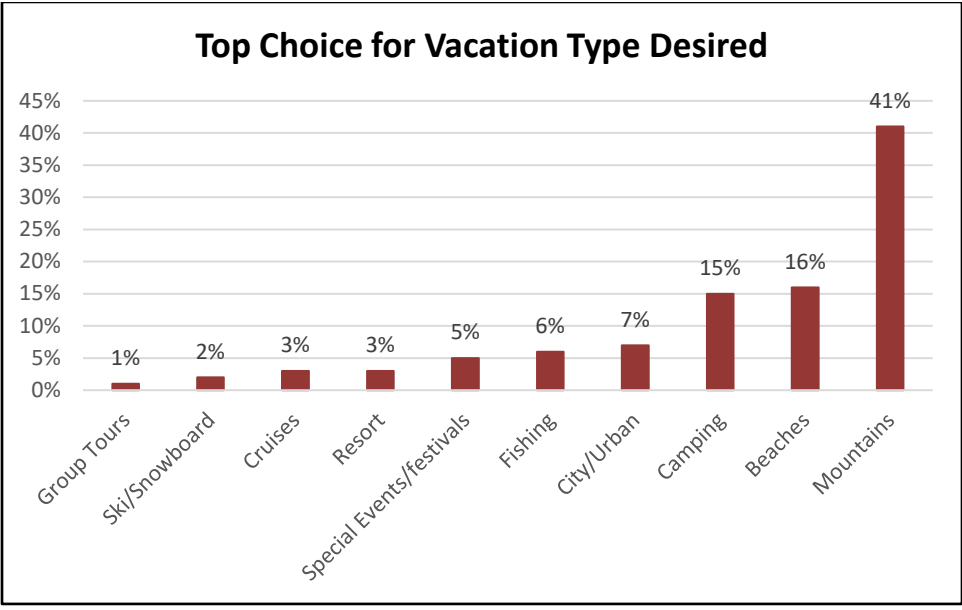


Figure 5: Primary Vacation Choice



We asked these repeat visitors when their last trip to Montana was, and learned that many had recently been here (56% visited less than 1 year ago). More than 95% had visited at least once within the last 5 years (Table 6). One percent of respondents had never visited Montana and were subsequently eliminated from further analysis since this study only wanted people who had previously visited Montana.

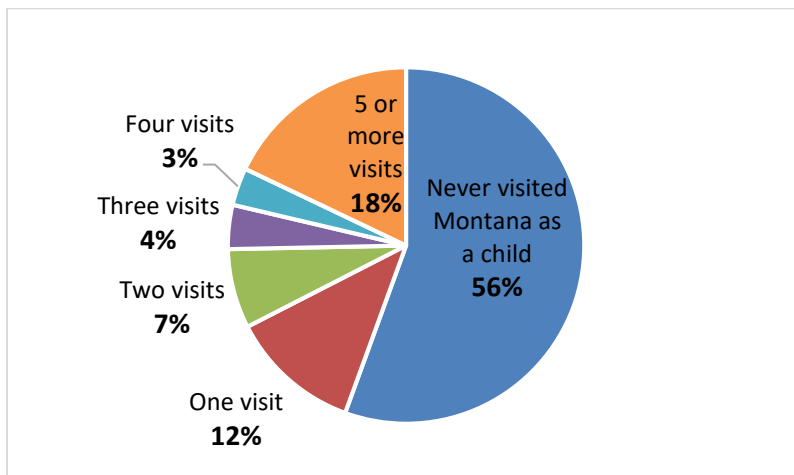
**Table 6: Most Recent Trip to Montana**

		N	Percent
<b>How many years ago was your last trip to Montana?</b>	<b>Less than 1 yr.</b>	642	56%
	<b>1 yr.</b>	140	12%
	<b>2 yrs.</b>	176	15%
	<b>3 yrs.</b>	63	6%
	<b>4 yrs.</b>	41	4%
	<b>5 yrs.</b>	30	3%
	<b>6-10 yrs.</b>	14	1%
	<b>10+ yrs. ago</b>	22	2%
	<b>Have never visited Montana</b>	16	1%
	<b>Total</b>	<b>1144</b>	<b>100%</b>

## Impact of Childhood Vacations in Montana

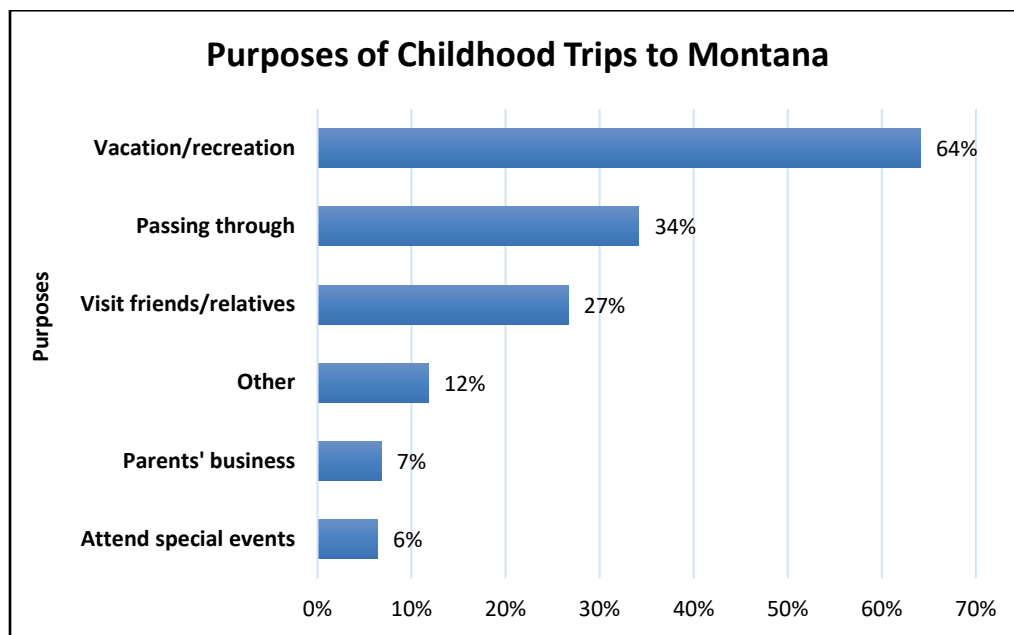
In previous studies regarding repeat visitation, researchers found that childhood visits to a particular location can produce feelings of attachment to the destination that carry on into adulthood. In order to further analyze this phenomenon within the context of repeat visitors to Montana, respondents were asked to recall their childhood visits to Montana, if any occurred at all. Overall, 56% of respondents stated that to the best of their recollection they never visited Montana in their childhood (under 18 years of age). In contrast, 18% of respondents reported they had visited Montana at least 5 times in their childhood, followed by 12% who reported they had visited Montana once (Figure 6).

**Figure 6: Number of Childhood Visits to Montana**



Of those respondents who stated they had visited Montana during their childhood (n=518), 64% said the purpose of their trip to Montana was for the purpose of vacation/recreation. Additionally, 34% of respondents stated they were just passing through, while 27% stated they were visiting friends and relatives (Figure 7).

Figure 7: Purpose of Childhood Trips to Montana



Finally, respondents were asked to elaborate on how coming to Montana in their childhood impacted their choices of where to go and what to do on their return visits as an adult. In total, 430 respondents gave an answer to the open-ended question, which produced a variety of themes within the data. The data were organized into categories using NVIVO Pro 11 software. The categories and text were then analyzed for common themes and relationships between responses. Eighty-one percent of all those who visited Montana as a child mentioned a positive impact. Only 19% said there was no impact to their adult choices for coming to Montana, mostly because they were so young, they don't remember the trip experience.

Amongst the themes and relationships between the responses, there were a wide range of replies. On one end of the spectrum, a common theme that emerged was "no impact" in relation to the impact their childhood trips had on their return visits to Montana as an adult. Some example responses in regard to this theme can be seen below.

- "Did not impact my choices as an adult"
- "It didn't really impact it. I was only 9 at the time and don't really remember the trip that well. We were mostly in Yellowstone, and at that age, landscape and outdoor activities didn't interest me [as] much as they do now"
- "No effect. I don't remember much about it as I was only about 5 years old"
- "No impact, I go to different areas of Montana to vacation as an adult"



their return visits were impacted by growing up in Montana. Some examples from within this theme (born/lived in Montana) can be seen below.

- “I lived in Montana as a child. Family still live all over Montana, so return trips are to see them and expose our children to all of the activities that Montana has to offer”
- “Showing my kids the state where I grew up, my childhood home, visiting my grandparents”
- “Hugely impacts where I go now as an adult in Montana and what [to] do there. My family is from the Whitefish area as well as right outside of Great Falls. So I usually stay in those areas and always make a point of going to Glacier. Also, nothing beats the view of the Bob Marshall Wilderness on the East Side!”
- “We lived in Big Timber when I was a grade-schooler. I went to Yellowstone 6 times. So this summer we will be attending a family get-together in Big Timber and then I’ll be taking my wife to visit Yellowstone—her first time there!”

Lastly, another major theme that ran through the data related to respondents’ affinity for the aesthetic or natural beauty of the state. Whether it was in relation to their visits in the National Parks (Yellowstone and Glacier), or their time spent in the mountains or on the rivers, respondents expressed how the beauty of the state during their childhood visits left a lasting impression on them. Examples for this theme can be seen below.

- “Experiencing Montana’s natural beauty as a child made it a place that I would always wish to return to. Visiting national parks and public lands was and is the highlight”
- “Beautiful, unspoiled land which made me want to continue to be in a place that was not a big city and did NOT share all the same things as a city”
- “I wanted my wife to experience the vastness and beauty of Montana before we were married so she could better understand what was important to me. I had a very intense spiritual experience traveling the Going-to-the-sun road as a teenager”
- “I really enjoyed the scenery and the activities and wanted to go back and explore them as I got older”

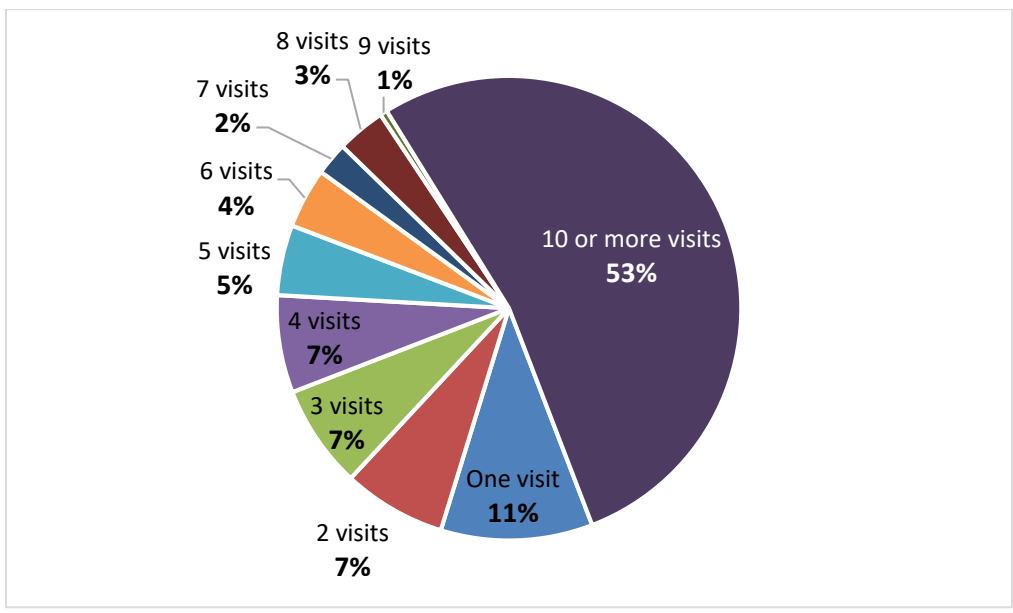


### **Trips to Montana as an Adult**

In a follow-up to the previous section, respondents were then asked questions aimed at understanding the nature of their visits to Montana as an adult (18 years of age or older). Overall, a majority of respondents (53%) had visited Montana 10+ times in their adult life. The next closest segment (11%) had

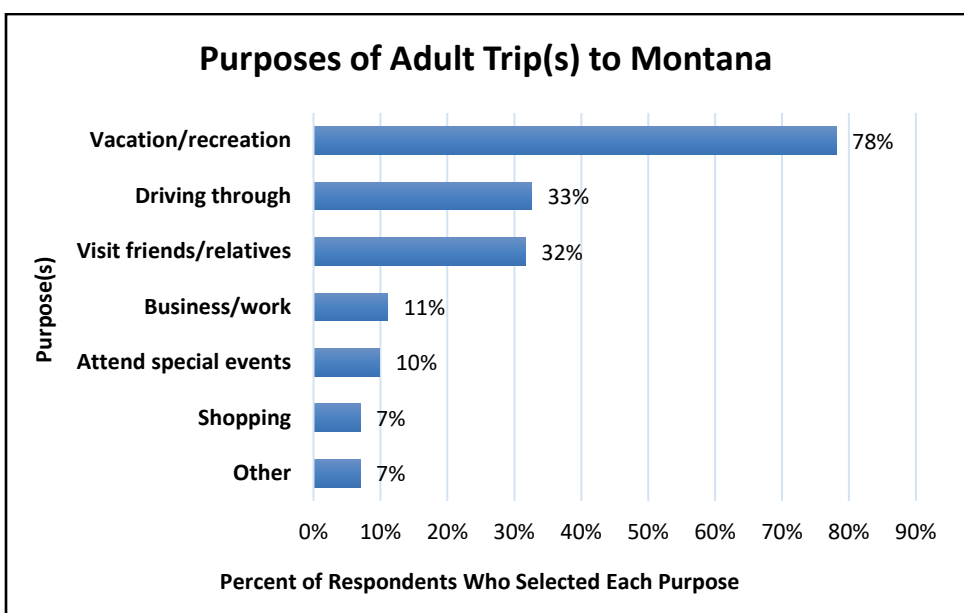
only visited once in their adult life, followed by 2, 3, and 4 visits in their adult life, all with 7%, respectively (Figure 9).

Figure 9: Number of Visits to Montana in Adulthood



Vacation/recreation was the most likely purpose for return adult trips to Montana (78%) followed by driving through (33%) and to visit friends or relatives (32%). Respondents could select as many purposes for their trip as they wished (Figure 10).

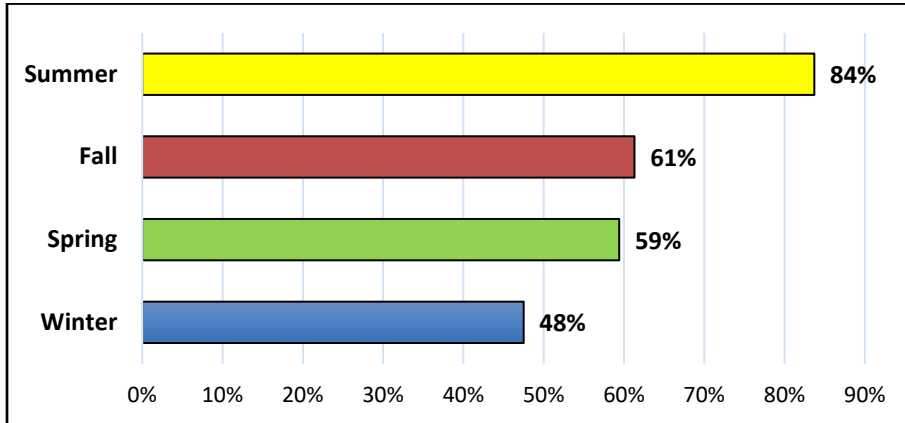
Figure 10: Purpose of Adult Trips to Montana



\*Respondents could check all that apply; percent will not add to 100

Summer season was the most frequent time of year in which respondents visited with 84% stating they had visited during the season. Winter was the least visited season, however nearly 50% of respondents had visited in the winter (Figure 11).

**Figure 11: Seasons in which Repeat Visitors have been to Montana in their Adult Years**



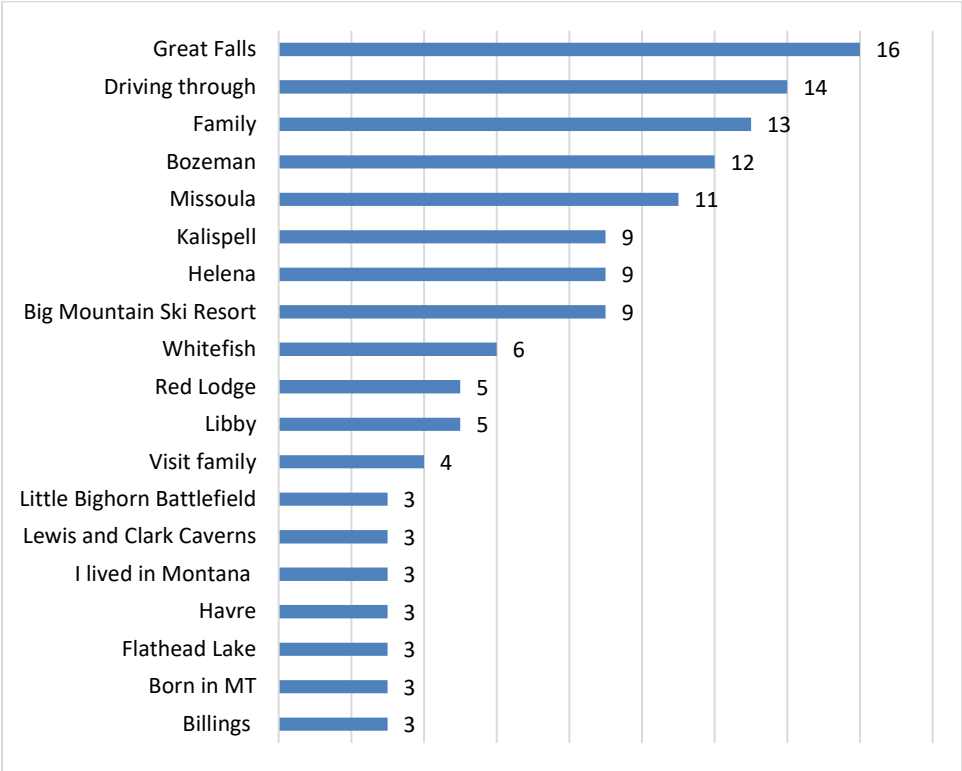
Respondents were asked whether they visited Glacier National Park, Yellowstone National Park, both, or another location on their first trip as an adult to Montana. Thirty-six percent of respondents indicated that they visited Yellowstone National Park on their first adult trip, followed by 23% indicating they visited Glacier National Park. Furthermore, 21% indicated that they had visited both, while another 20% indicated it was another location they visited on their first trip (Table 7).

**Table 7: Destination of First Adult Trip to Montana**

	N	Percent
<b>Which of the following did you visit on your first trip to Montana as an adult (18 years of age or older)?</b>	<b>Glacier National Park</b>	267 23%
	<b>Yellowstone National Park</b>	408 36%
	<b>Both Glacier and Yellowstone</b>	240 21%
	<b>Other (please describe)</b>	223 20%
	<b>Total</b>	1138 100%

Of those who stated they visited a different location besides the parks on their first adult visit, 211 useable answers were recorded. Great Falls was top of the list followed by the response of ‘just passing through,’ and ‘family’ (without stating a location) for their first visit. Figure 12 shows the top mentions for this question. There were 70 additional places mentioned beyond what is shown in Figure 11, which ranged from communities to mountains to activities.

Figure 12: Most Frequently Mentioned Destinations of First Adult Trip to Montana other than National Parks





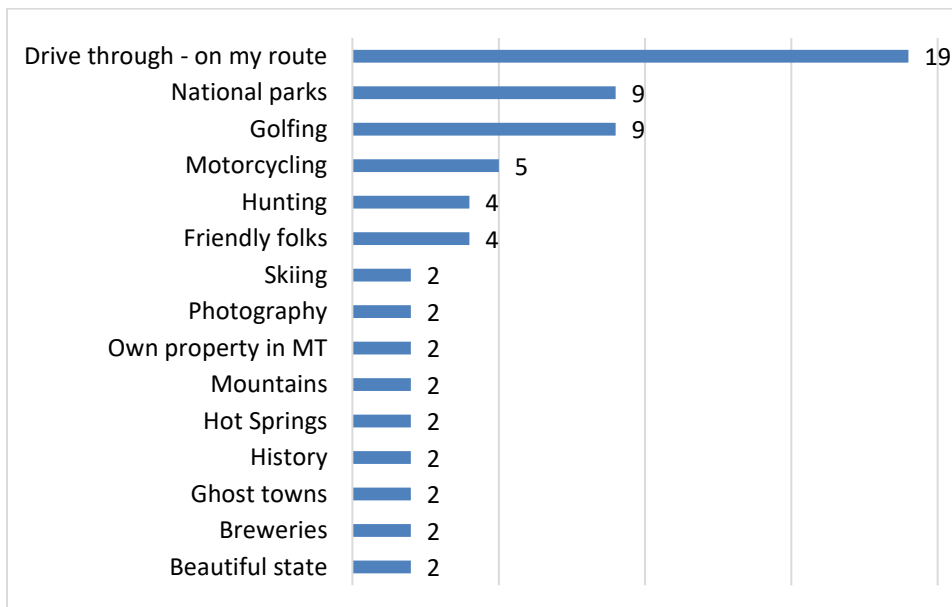
Respondents were asked “As an adult, what influences your visits to Montana” on a 5-point scale from ‘never’ to ‘always.’ Montana’s scenery topped the list with a mean of 4.25 followed by Montana’s public lands at 4.12 (Table 8). Figure 14 highlights the open-ended comments to describe ‘other’ influences. Finally, Figure 13 provides the percentages for each scale response on all variables.

**Table 8: Influences to Visit Montana**

	Mean	Total Responses
<b>Montana's scenery</b>	4.25	n=1087
<b>Montana's public lands (parks, forest, grasslands)</b>	4.12	n=1075
<b>Montana's wide-open spaces</b>	4.00	n=1059
<b>Montana's access to lakes and rivers</b>	3.88	n=1057
<b>Wildlife watching</b>	3.63	n=1043
<b>Montana's history and culture</b>	3.26	n=1034
<b>Hiking</b>	3.14	n=1029
<b>Camping</b>	2.88	n=1036
<b>Other (see graph below for more detail)</b>	2.84	n=215
<b>Friends/relatives living in Montana</b>	2.54	n=1066
<b>Special events</b>	2.33	n=994
<b>Fishing</b>	2.29	n=1006
<b>Shopping</b>	2.23	n=1010
<b>Winter sports</b>	1.94	n=997
<b>Sporting events (participate or attend)</b>	1.77	n=998
<b>Business</b>	1.55	n=1000
<b>Hunting</b>	1.52	n=982
<b>My second home in or close to Montana</b>	1.45	n=1009

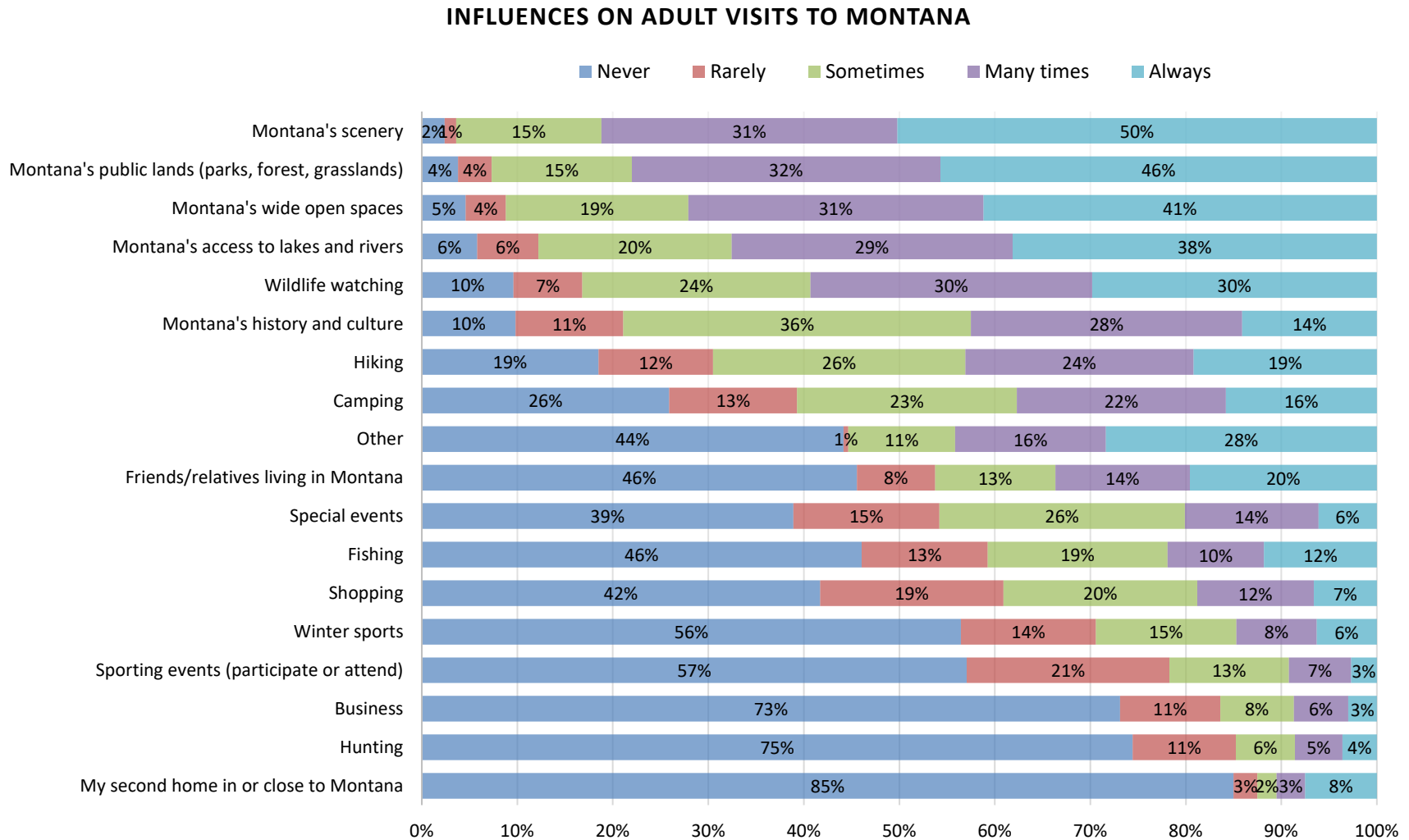
Scale: 1=never to 5=always

**Figure 13: Responses to “Other” Aspects that Influence a Visit to Montana**



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Figure 14: Influences on Adult Visits to Montana: Percent of Responses for each Scale Point per Variable



We questioned repeat visitors, first in an open comment response format, why they visit Montana compared to other destinations. This allowed for comments, “from-their-heart,” or free elicitation from the respondents to be recorded.

There were 1,064 respondents who answered the open-ended question describing why they visit Montana over other destinations. Very few were identical reasons, and many people provided multiple reasons in response to the question. The main themes that emerged were:

- Beautiful scenery
- Proximity to where respondent lives (most of these respondents also mentioned shopping, medical, outdoor recreation and mountains)
- Visiting family
- Wide open spaces
- Few people
- Driving through to get to their ultimate destination
- Friendly people
- The national parks (Glacier and Yellowstone)
- Mountains

Some of the more unique and emotional responses to the ‘why Montana over other destinations’ question shows some clear attachment to the state:

- The people are great, and my eyes never get tired of my surroundings.
- I feel a sense of calm when I'm in Montana as compared to other places I visit.
- I lived there for the better part of 12 years - love the people and the scenery - often say my soul was left there!
- My daughter is named after your Great State! When she was born, she was a quiet baby, no crying or screaming...just peaceful. That's how she got her name.
- The mountains and creeks just put a smile on my face every time.
- Montana's uniqueness as the "last best place on earth." Of course, other places have scenic beauty, but there is a singular quality that Montana has as related to its "untouchedness." This of course decreases over time, but I think Montana is the best place to experience the unspoiled beauty of America.
- Montana is my home, my place of birth. All roads lead me home.
- A chance to cleanse my soul.
- Overall a human can feel one with nature as it was meant to be [when in Montana].
- I travel to Montana for work, but I relish the opportunity to feed my soul!
- I have returned because of the fishing, and the general "vibe" of the state.
- I've been everywhere. Montana is close to heaven!

Figure 15: Words used to Describe Why Repeat Visitors Choose Montana over Other Destinations



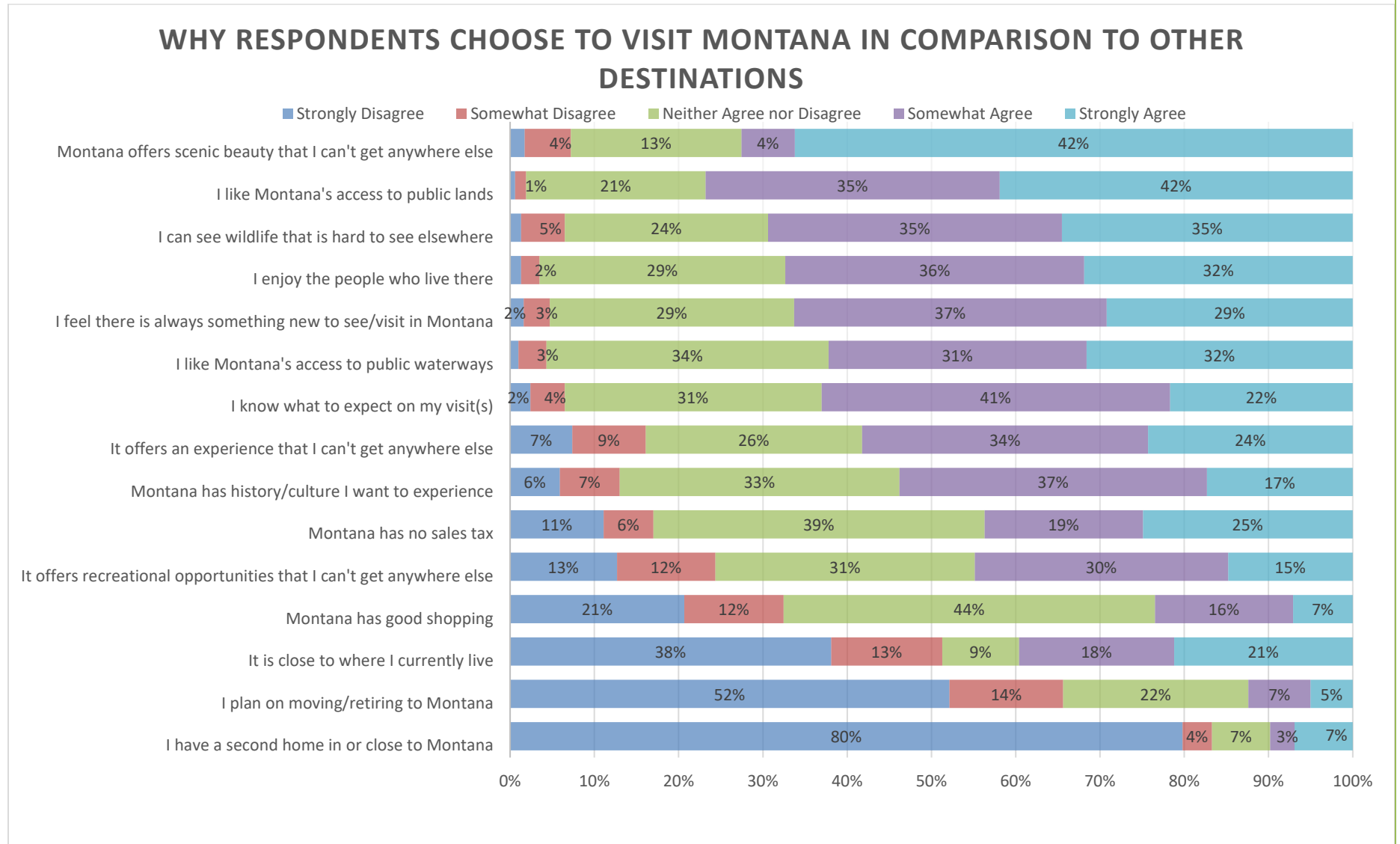
We followed their open-ended responses with a set of 15 possible reasons why we thought people chose Montana over other destinations on a 5-point agreement scale from ‘strongly disagree to strongly agree’ (Table 9 & Figure 16). Similar to their open-ended responses, scenery and public spaces were on top.

Table 9: Why Visit Montana over Other Destinations

Why do you choose to visit Montana compared to other destinations?	Mean	Total Respondents
Montana offers scenic beauty that I can't get anywhere else	4.19	n=1105
I like Montana's access to public lands	4.16	n=1094
I can see wildlife that is hard to see elsewhere	3.96	n=1089
I enjoy the people who live there	3.95	n=1104
I like Montana's access to public waterways	3.89	n=1091
I feel there is always something new to see/visit in Montana	3.89	n=1097
I know what to expect on my visit(s)	3.76	n=1093
It offers an experience that I can't get anywhere else	3.59	n=1098
Montana has history/culture I want to experience	3.52	n=1097
Montana has no sales tax	3.4	n=1089
It offers recreational opportunities that I can't get anywhere else	3.23	n=1101
Montana has good shopping	2.77	n=1088
It is close to where I currently live	2.72	n=1095
I plan on moving/retiring to Montana	1.99	n=1084
I have a second home in or close to Montana	1.53	n=1086

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Figure 16: Reasons to Visit Montana over Other Destinations



## Places & Activities on Current & Future Trips

One research question we were curious about was related to the repeat visitor's propensity for similar or different places to visit in Montana. Table 10 shows that slightly more than half of the repeat visitors prefer the same locations when visiting Montana.

**Table 10: Likelihood to Visit the Same Places in Montana**

		N	Percent
Do you generally vacation in the same places in Montana each time you visit?	Yes	612	55%
	No	495	45%
Total		1107	100%

In addition to staying in similar places, nearly three quarters of repeat visitors are likely to participate in the same activities while in Montana (Table 11).

**Table 11: Likelihood to Participate in the Same Activities in Montana**

		N	Percent
Do you generally participate in the same activities each time you visit Montana?	Yes	782	71%
	No	318	29%
Total		1100	100%

In an open-ended question, respondents told us why they generally go to the same places (Figure 17). We had 516 respondents provide 31 different reasons. The main draw for going to the same place is visiting relatives or friends who live in Montana. This is followed by their love of Glacier National Park. Owning property (second home/condo or time share) was the third highest reason for going back to the same places. One typical comment made numerous times was "I go to the same area but like to see new places in that general area."

There were 445 respondents who commented on the question of why they go to different places but only 309 of those actually provided a reason why (Figure 18). For some reason, 136 respondents just wanted to tell us where they travel while in Montana rather than why! However, the reasons for why were mostly common sense and simple. There were 20 different reasons provide with the majority being: they wanted a new experience, variety or different things to see and do; they like to do new things and exploring is fun to them. A number of people also purposely travel different routes while going through Montana, just to see what else is out there. The most succinct response was, "Why not?"

Figure 17: Reasons for Returning to the Same Places when Visiting Montana

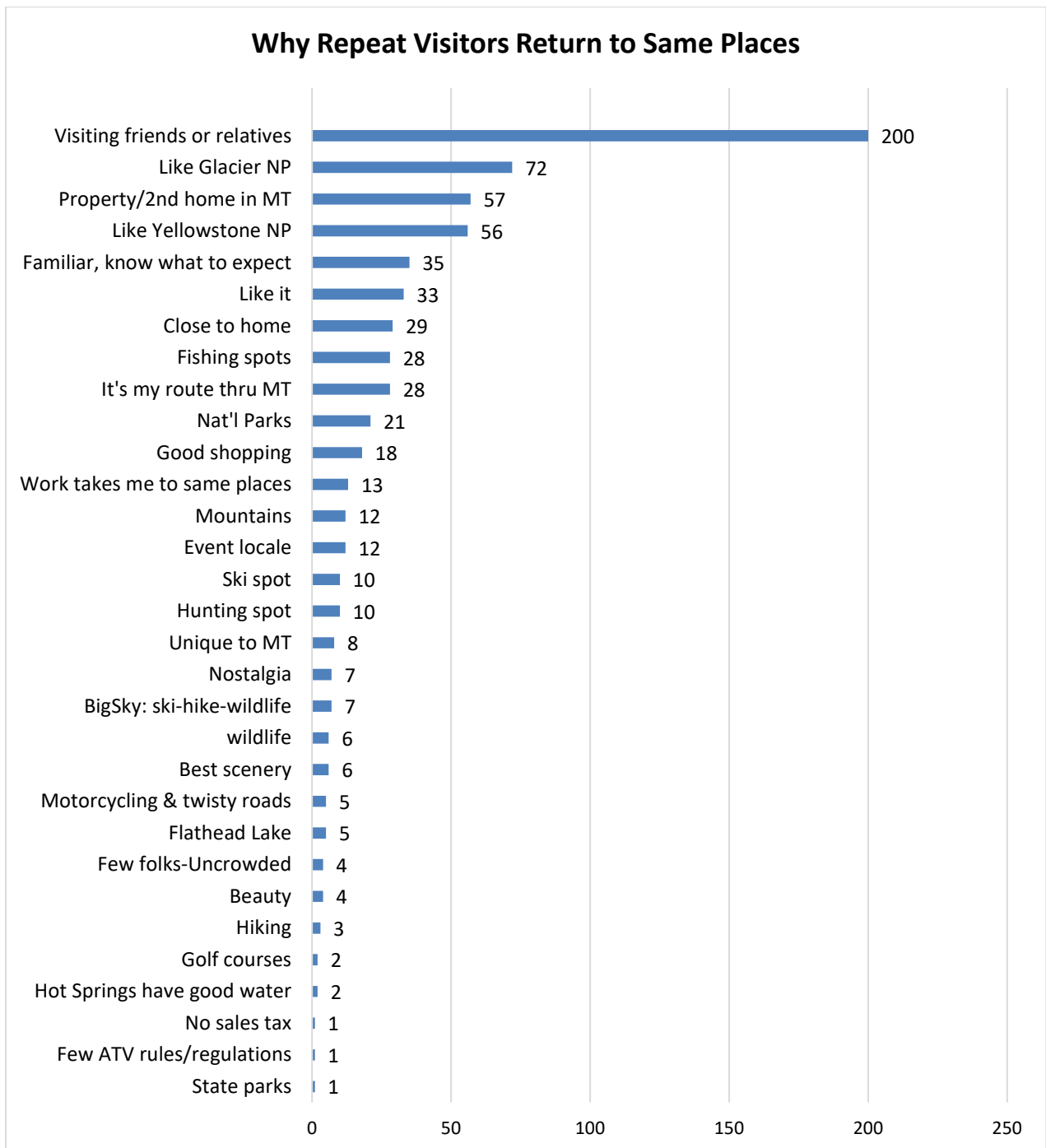
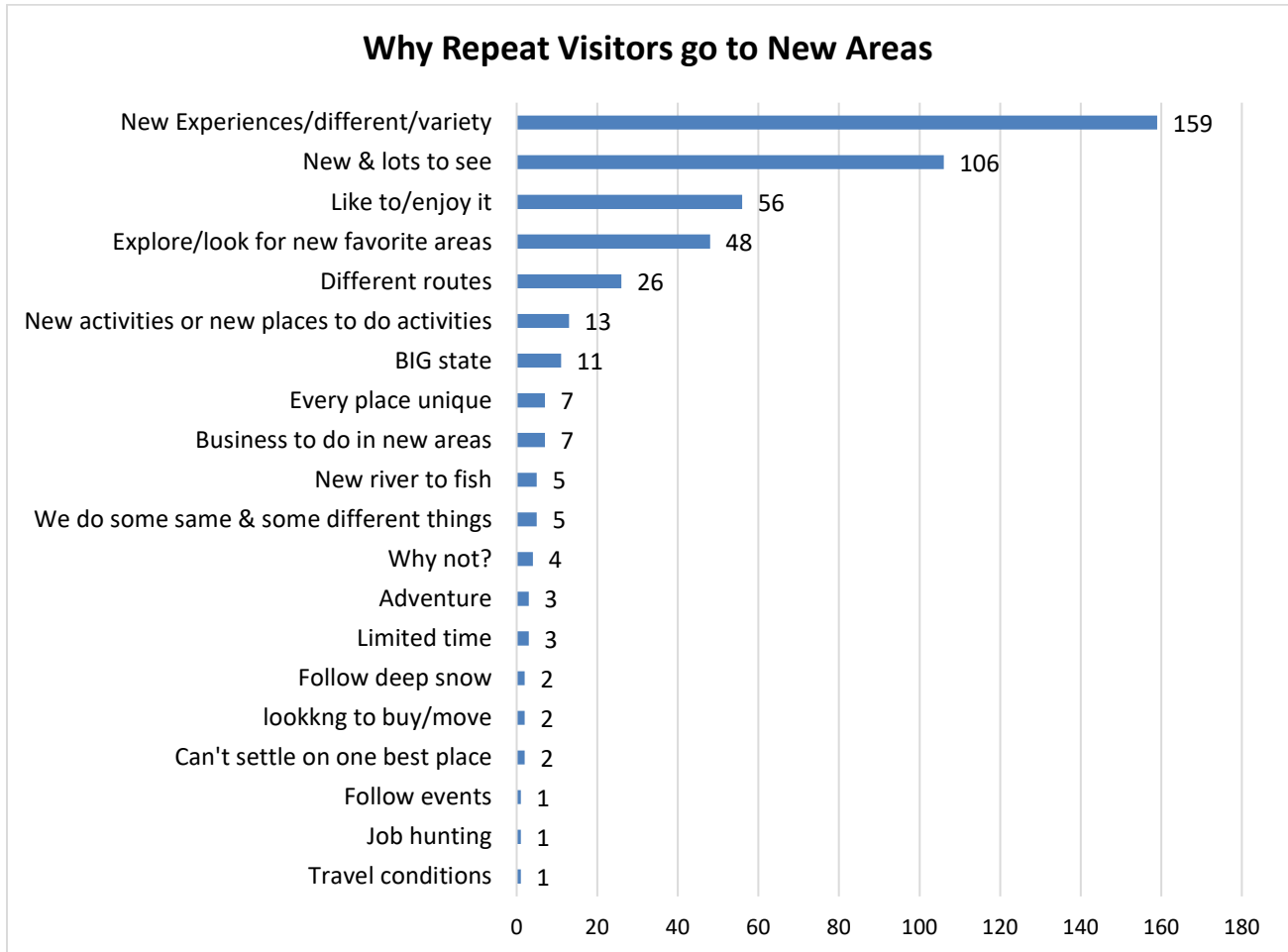


Figure 18: Why Repeat Visitors go to Different Places when Visiting Montana



As shown in Table 11, 71% of respondents said they generally do the same activities while in Montana. We asked them why they do the same activities in an open-ended response format and almost all respondents told us what activities they did, not why they do the same activity. When they did explain why, it was quite simple: they like that activity; familiarity, and finally that Montana was the best place to do that type of activity such as fishing or hunting. One respondent said it well:

“Hiking in Glacier National Park is always a highlight, no matter how many times I've returned. I've hiked some of the same hikes more than once, but there's always something new to see each time (i.e. bear grass one year, none the next). We've driven some of the same back roads more than once, but as in hiking, things change from season to season, year to year. Some years we visit museums, some years we don't. All depends on the time & opportunities we have.”

The respondents who said why they do different activities while in Montana had similar answers as shown in Figure 18 related to enjoying new things, to experience variety/different things, and that it's



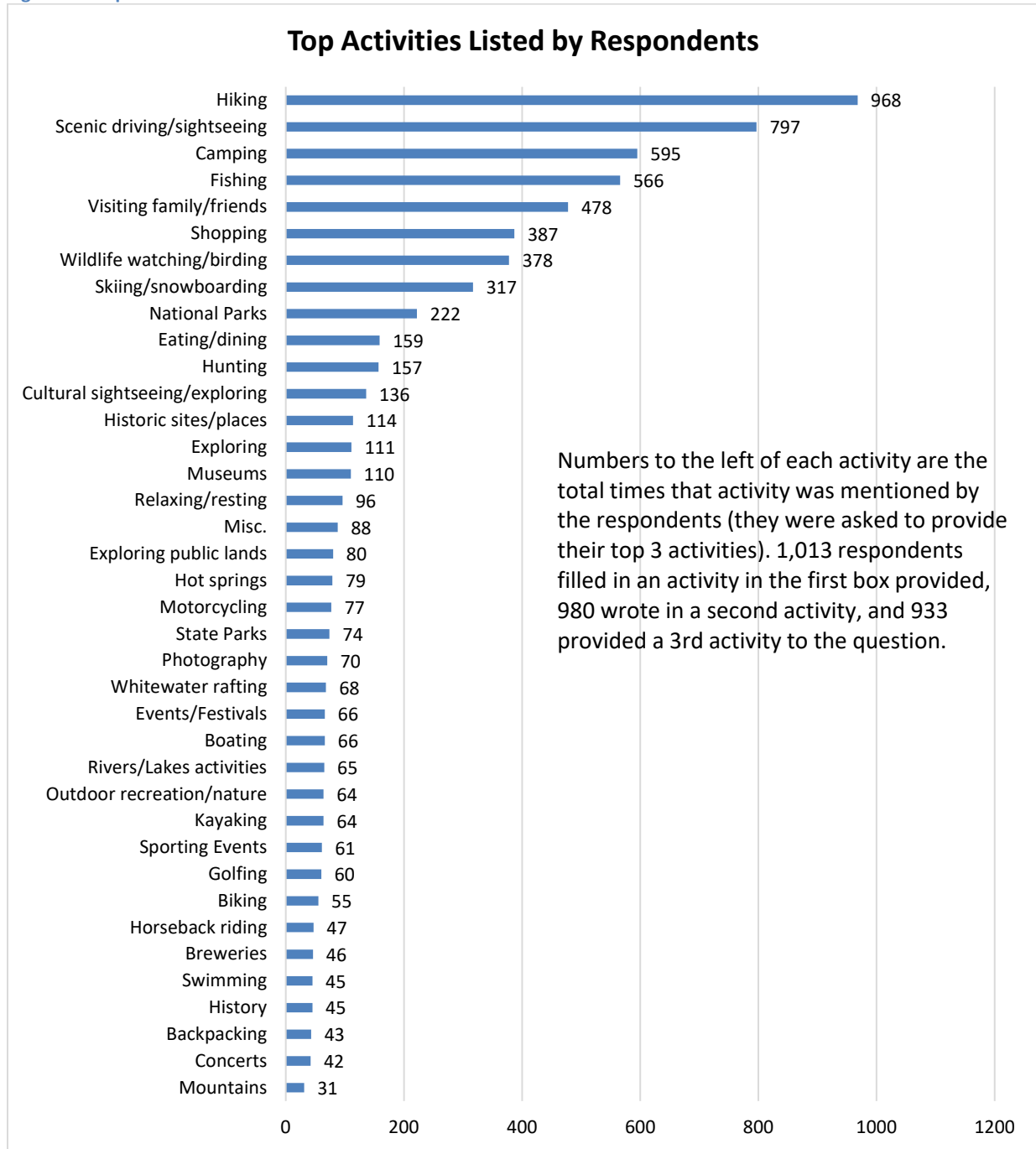
fun to do or learn something new. Many respondents also said ‘It depends on the season or where in Montana I am.’ Others mentioned, “There is too much to see and do in one visit,” (indicating that they have to do new activities because they couldn’t do it during previous visits).

## Top Current Activities

Over 1,000 respondents provided answers for both their top 3 activities to do while in Montana in addition to their top 3 favorite locations to do these activities. Figure 19 provides the full list of activities listed by respondents.

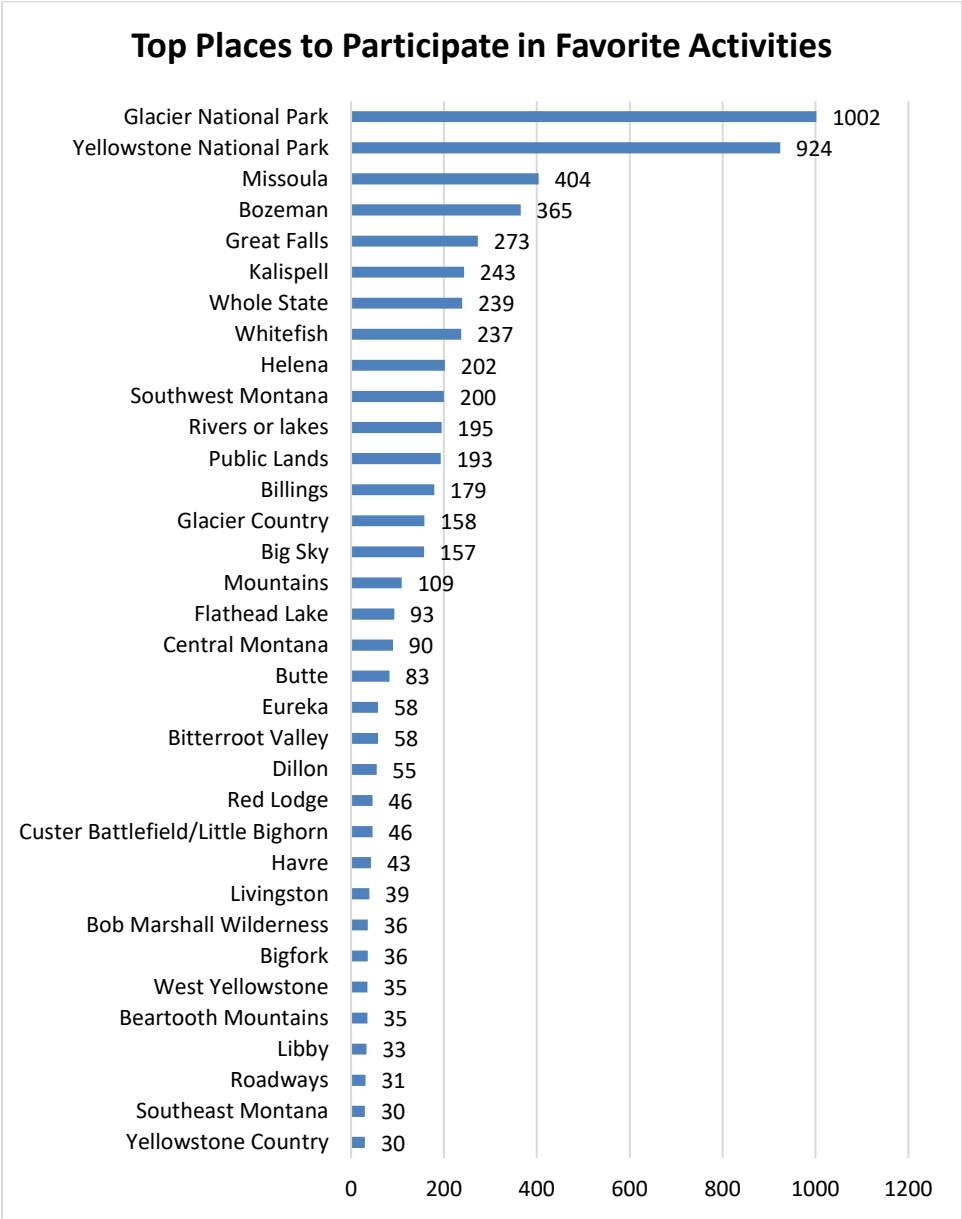


Figure 19: Top Activities While in Montana



In addition, respondents provided a list of the three places they participated in their top three activities. There were 213 different locations mentioned. While some were specific towns or rivers, many were also generic places such as Central Montana or public lands. Figure 20 shows the top 5 locations with 30 mentions or more where respondents did their favorite activities: Glacier National Park, Yellowstone National Park, Missoula, Bozeman, and Kalispell.

Figure 20: Favorite Places to do their Favorite Activities in Montana

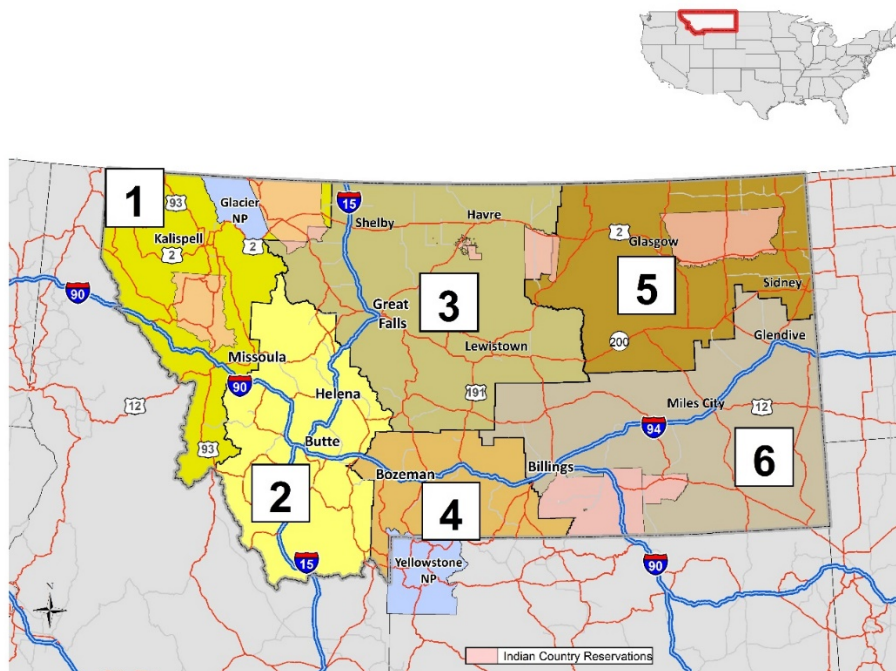


Appendix B provides the entire data set which includes locations listed by respondents, how many mentions of that location were written down, and finally the activities at that specific location.

We asked respondents to identify all the regions within the state they have spent time exploring (not just driving through). Figure 21 shows the map provided to respondents for their reference when answering the question.

Table 12 provides the breakdown of the percent of repeat visitors who have explored in each of the seven regions. Results show that nearly three-quarters of repeat visitors have spent time in both Glacier and Yellowstone regions followed by 60% who have spent time in Southwest Montana. Forty-six percent of respondents have explored Central Montana which is likely a high response due to the greater percent of Canadians in this data set compared to the full 2018 yearly percentage of Canadian visitors.

**Figure 21: Regional Map provided to Respondents**



\*1=Glacier Country; 2=SW MT; 3=Central MT; 4=Yellowstone Country; 5=Missouri River Country; 6=SE MT; Pink highlighted areas = Indian Country Reservations

**Table 12: Percent of Repeat Visitors who have Spent Time Exploring in each Region of Montana**

	N	Percent
<b>On previous visits to Montana, which regions on the above map have you spent time exploring (i.e., you engaged in some activity, not just driving through)? (Check all that apply)</b>	Glacier Country	859 73%
	Yellowstone Country	847 72%
	Southwest Montana	701 60%
	Central Montana	541 46%
	Southeast Montana	358 31%
	Indian Country Reservations	233 20%
	Missouri River Country	218 19%
Total	1175	

\*Could check all that apply

After repeat visitors told us what regions they have already explored, we asked, “Why haven’t you explored other regions?” As shown in the word cloud below, ‘time’ is the number one response.

- Mainly lack of time. Would love to be able to putter around the whole state. Maybe someday?
- No Interest
- Good question. Don't know much about them.
- Give us time. We're not done yet.
- I don't have a reason. Few mountains.

Figure 22: Words used to Describe Why Repeat Visitors have not Explored other Regions



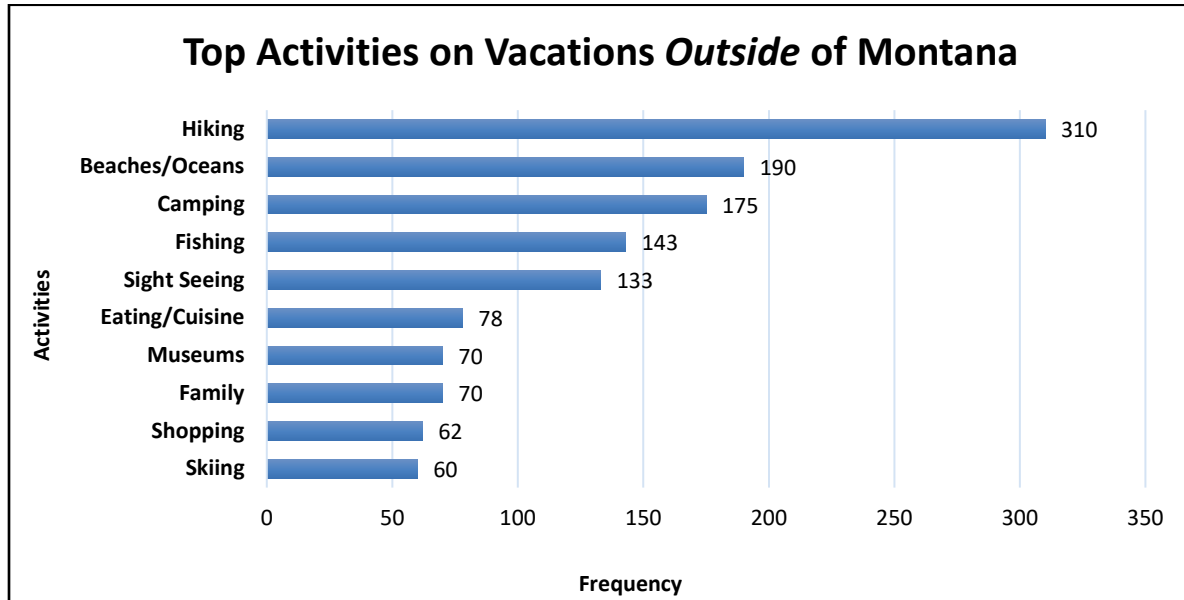
### Repeat Visitors’ Future Intentions

Respondents were asked a number of questions related to what they might do in the future mostly related to visits to Montana.

One question, however, asked them about activities they like to do on vacations outside of Montana. Respondents were asked to provide their top 3 activities in an open-ended format. Respondents

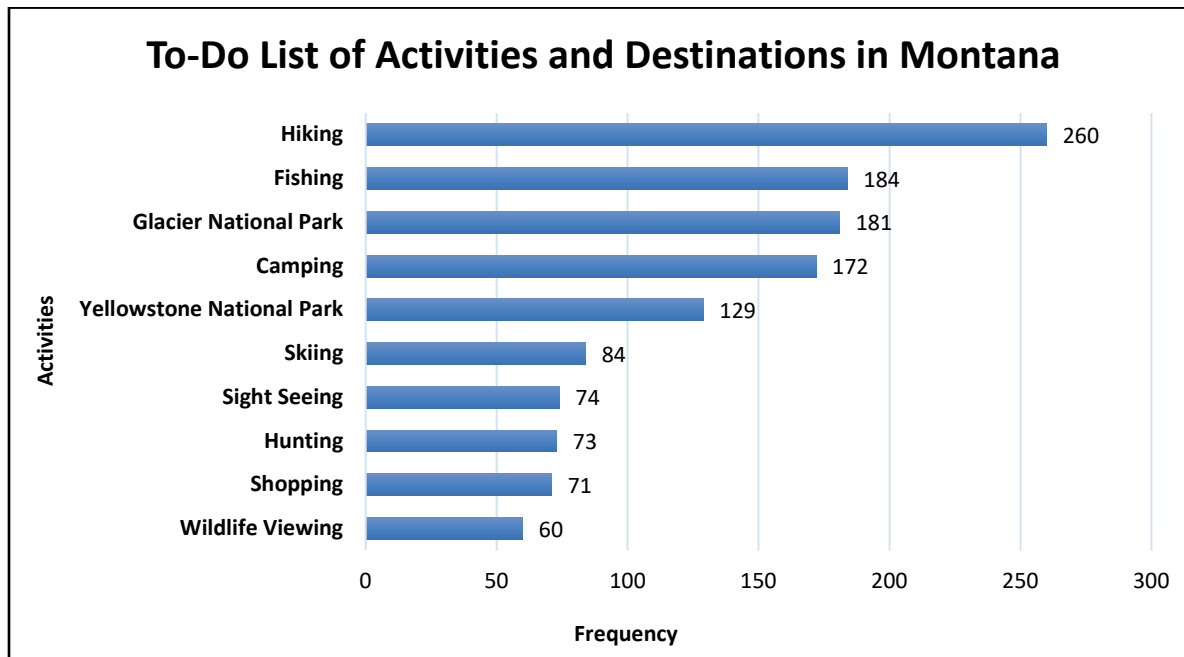
reported that hiking, visiting oceans/beaches, and camping were their top 3 activities, respectively, while on vacation *outside* of Montana (Figure 23).

Figure 23: Top Activities on Vacations Outside of Montana



Respondents were asked to provide a “To-Do List” of activities or destinations within Montana. In a similar vein to the other ‘activity’ questions, hiking, fishing, and Glacier National Park were the top 3 choices on respondents’ “To-Do Lists.” Provided below in Figure 24 are respondents’ top 10 “To-Do List” items for their return visits to Montana.

Figure 24: To-Do List Activities and Destinations in Montana



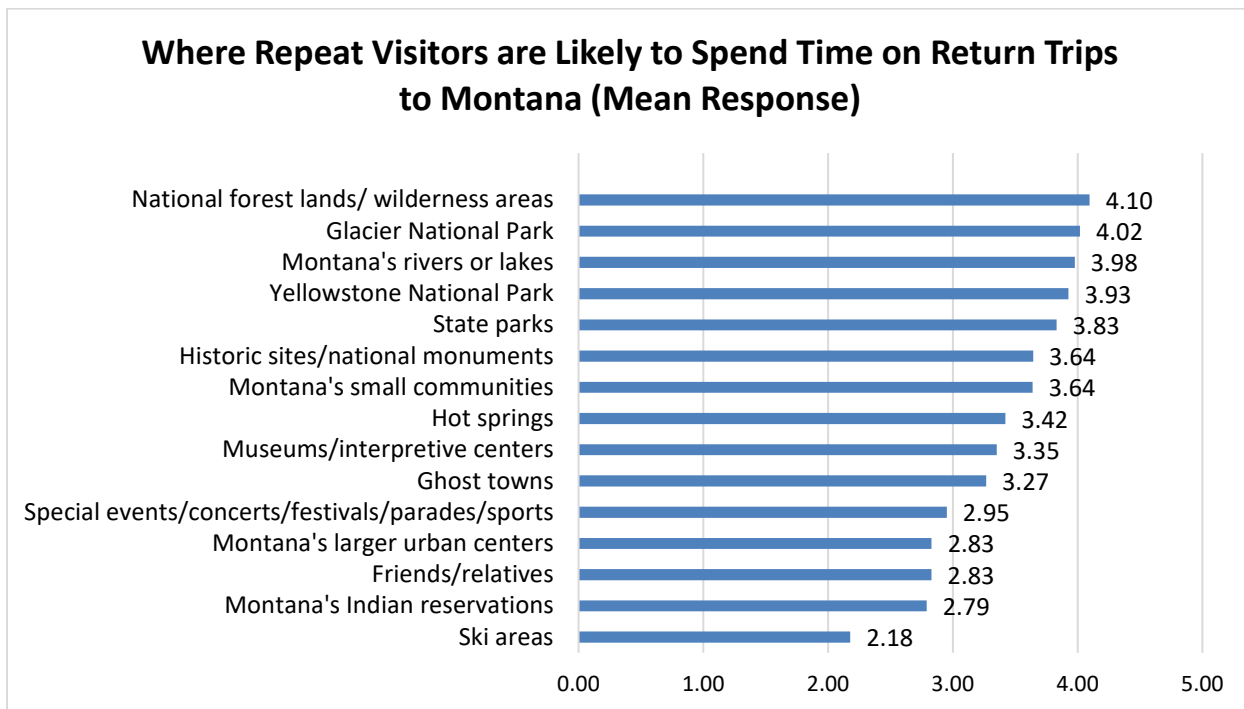
We were interested in what regions of the state repeat visitors say they will likely visit in the future. Similar to Table 12, Table 13 shows the same propensity of visitation although Missouri River Country moved slightly above Indian Country for future visits.

**Table 13: Regions Where Repeat Visitors are Likely to Visit in the Future**

		N	Percent
<b>On future visits to Montana, which regions on the above map will you likely spend time exploring? (Check all that apply)</b>	Glacier Country	862	72%
	Yellowstone Country	771	65%
	Southwest Montana	665	56%
	Central Montana	517	43%
	Southeast Montana	288	24%
	Missouri River Country	247	21%
	Indian Country Reservations	222	19%
Total		1196	

We also asked repeat visitors how likely they would be to explore or visit a list of 15 areas in Montana. On a 5-point scale with 1 equal to “not at all likely” and 5 equal to “definitely”, national forest lands/wilderness areas had the highest mean followed by Glacier National Park, Montana’s rivers or lakes and then Yellowstone National Park (Figure 25). Ski areas had the lowest mean, but that is also a very niche market and would likely not be high on a general population of return visitors to Montana.

**Figure 25: Repeat Visitor Return Trip Locations**



\*Scale: 1=not at all likely; 2=unlikely; 3=maybe; 4=likely; 5=definitely

Respondents were then asked about the length of their next visit(s) to Montana. The majority of respondents (54%) indicated that they were somewhat likely to stay longer, 17% stated they were very likely to stay longer, and 30% stated they were not at all likely to stay longer.

More in-depth answers in an open-ended format were provided by respondents. Using the Nvivo data analysis techniques, 302 responses were separated into similar themes. In regard to why respondents stated they were not at all likely to stay longer on their next visit, the most common theme that emerged was in relation to time. Whether it was their inability to get more time off from work for vacation or their feeling that they had spent an adequate amount of their vacation time in Montana already, respondents repeatedly stated that time was their biggest constraint in staying longer on their next visit to Montana. Examples of common responses are presented below.

- “I only have so many vacation days per year. Half are spent in Montana”
- “I usually stayed approximately 1.5 to 2 weeks and that would be the longest I could take off from work”
- “Limited vacation time from work. Only get 3 weeks a year and the drive to Montana takes 9 hours one way so can’t do weekends”
- “Time constraints”

Figure 26: Words used to Describe Why Repeat Visitors are Not Likely to Stay Longer on their Next Trip





Similarly to why respondents said they were not likely to stay longer, the major theme of respondents (525) who said they were somewhat likely to stay longer on their next visit was also time. However, in this context respondents were not reporting on their lack of time but rather the fact that they perceived they would have more time on their next visit. Most commonly, respondents made statements in relation to their employment status, stating that on their next visit to Montana they were likely to be retired or had previously retired, which lead respondents to answer that they were likely to stay longer on their next visit. These responses seem to be consistent with previous demographic data such as age (mean= 58.81 years old), helping to explain why the retirement response was so popular among respondents. Some examples of common responses can be found below.

- “Because I am retired and have more time”
- “Have more time when I retire”
- “Retired now and can stay away from home as long as we want or till the money runs out”
- “We are nearing retirement and will spend more time camping and exploring”

Figure 27: Words used to describe Why Repeat Visitors are Likely to Stay Longer on their Next Trip



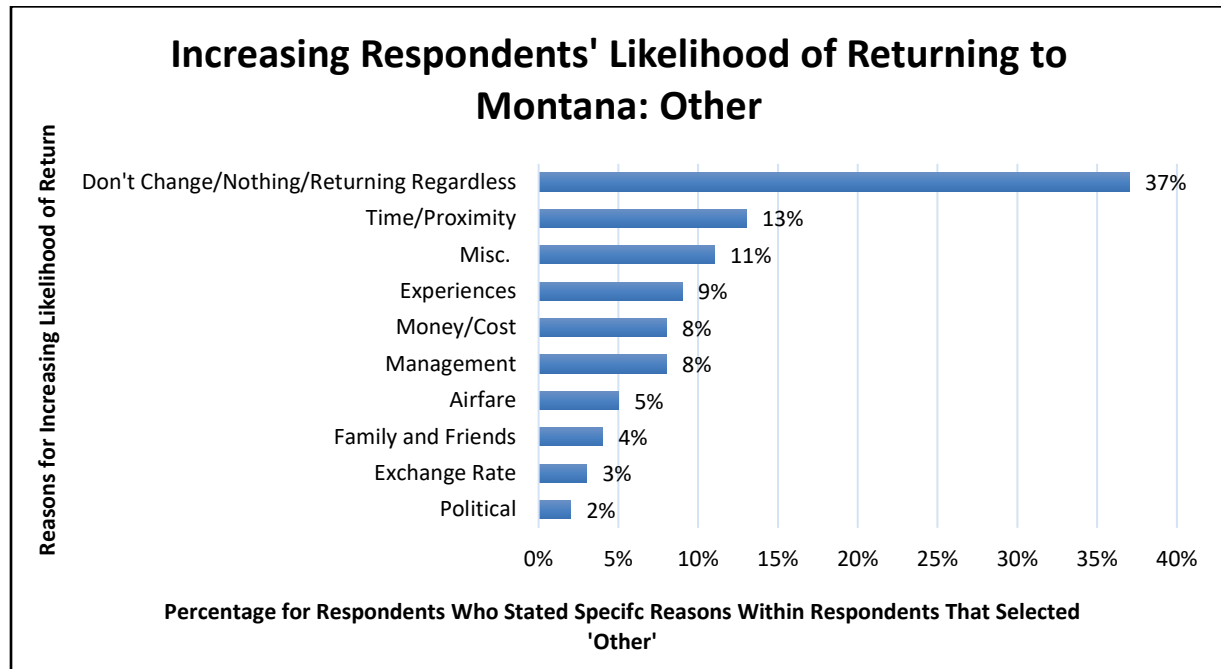
Respondents were then asked to provide information on what they thought would increase their likelihood of returning to Montana. Of the options given to respondents, providing more information for new and different things to do topped the list with 41% of respondents selecting that option. Additionally, 28% of respondents selected “more opportunities to experience cultural heritage” and “other,” respectively. The next closest option selected was “increased opportunities to experience local cuisine,” with 21% of respondents selecting that choice. Below in Table 14 is a complete breakdown of the suggestions that could increase respondents’ likelihood of returning to Montana.

**Table 14: Increasing Respondents’ Likelihood of Returning to Montana**

		N	Percent
<b>Which of the following would increase your likelihood of returning to Montana? (Check all that apply)</b>	<b>More information for new and different things to do</b>	477	41%
	<b>More opportunities to experience cultural heritage</b>	327	28%
	<b>Other (please describe)</b>	324	28%
	<b>Increased opportunities to experience local cuisine</b>	241	21%
	<b>Improved signage and travel information along roadways</b>	199	17%
	<b>Improved road conditions</b>	168	14%
	<b>A wider range of retail shopping opportunities</b>	122	10%

Of the respondents who selected “Other”, they provided a wide range of responses in regard to what would increase their likelihood of returning. In total, 321 respondents provided data on “Other” means of increasing their likelihood of returning. The most popular answer from respondents had to do with leaving Montana as it is, as 37% stated they would either visit Montana regardless of the above listed changes or that the listed changes would not impact their likelihood of returning, as they already loved Montana the way it was. The next highest response category was in reference to the time or proximity respondents faced when attempting to travel to Montana. Whether it was work getting in the way, the distance required to travel to Montana, or both, 13% of respondents stated that “time/proximity” were the main factors in increasing their likelihood of returning. As for the 11% who were grouped into the “miscellaneous” category, their responses ranged widely. Some examples would include references to weather, wildfires, or general personal issues that were perceived to have some effect on return visits. Displayed below in Figure 28 is a more detailed representation of “Other” reasons respondents were likely to return to Montana.

Figure 28: Increasing Respondents' Likelihood of Returning to Montana: Other



## Conclusions & Recommendations

Respondents for this study were repeat visitors to Montana closely representing the usual number of repeat visitors to the state each year. (A few exceptions: more Canadians in this study, fewer respondents from North Dakota and Wyoming.) We found the following:

- Almost half of these travelers (45%) plan their trips 5 months to a year ahead of time.
- As a vacationer, these repeat visitors like to experience some new places and/or activities but they still like many of their same activities. In other words, they like some of the “usual” but truly do want some added excitement in their vacations.
- Repeat visitors to Montana claim that a mountain vacation is their preferred type of vacation over all other vacation choices.

When asked about visiting Montana as a child, 430 respondents (46%) said they had indeed visited Montana as a child. Only 83 (19%) said the childhood trips did not have an impact on their choice to return to Montana. This shows that these childhood experiences can be a good predictor of future return trips by visitors to Montana. Some of these return visitors had spent a portion of their childhood in Montana, and since relatives still live in Montana, that draws them to the state.

Montana repeat vacationers have come to Montana *a lot* as an adult with 53% indicating they have been to Montana 10 or more times.

- Only 20% of repeat visitor did not go to either Glacier or Yellowstone on their first visit to Montana showing, once again, the importance and the impact that Glacier and Yellowstone have on our visitors.

- More repeat visitors are influenced to come to Montana because of our scenery, public lands, wide-open spaces, access to lakes and rivers, wildlife, history and culture, and hiking than other influences.
- Repeat visitors are coming to Montana over other places because our scenic beauty is better than anywhere else, they like Montana's access to public land and waterways compared to other places, our wildlife is easier to view, and they enjoy the people in Montana over other places.
- If repeat visitors tend to go to the same places when they visit it's because of friends or relatives in the state, they prefer to see Glacier or Yellowstone, they own a second home in Montana, or they like the familiar because they know what to expect from it. For some, visiting the same place is because it is close to home. Fifty-five percent of Montana's repeat visitors fit in this category.
- Forty-five percent of repeat visitors do not visit the same places in Montana because they like new and different experiences, there is so much to see in Montana and they want to see it all, they get enjoyment out of seeing new places, and some are looking for a new favorite area.
- The top six activities to do in Montana were hiking, scenic driving/sightseeing, camping, fishing, visiting friends and relatives, and shopping. The top six locations to do favorite activities while in Montana are Glacier National Park, Yellowstone National Park, Missoula, Bozeman, Great Falls and Kalispell.
- More repeat visitors in this study have spent time exploring Glacier Country, Yellowstone Country, and Southwest Montana over the other three regions (60% to 73% of respondents). Time was the major reason for not exploring other regions.
- The top "to-do" list of activities/destinations in Montana include hiking, fishing, Glacier National Park, camping, and Yellowstone National Park. The regions they will likely explore in the future lean to the same three regions (Glacier, Yellowstone, and Southwest Montana).
- Their reasons for not staying longer on their next trip was time. The reasons they were more likely to stay longer on their next trip was also time! The difference is those who work have a limited number of vacation days, so they basically don't have the time to stay longer. Others mentioned that they are about to retire and then they will have more time to stay longer.

### Recommendations for Marketing based on this data

Repeat visitor connect to the following:

- Mountains resonate with repeat visitors; as do Glacier and Yellowstone.
- Access to waterways and public lands are key to many returnees.
- The open space, fewer people, and a freedom to explore is enticing.

Ideas for marketing and advertising to repeat visitors include:

- Bring back the 'Invite a friend' campaign; repeat visitors come back to visit friends & relatives.
- Aim for the nostalgia – remembering the place or activities as a child can bring back visitors.
- Many repeat visitors live near to Montana; show them new things and activities to do in their familiar place to visit.
- Highlight why Montana is *THE* place to do their favorite activities...what makes it better in Montana?
- 41% of repeat visitors said that by providing more information about new and different things in Montana, it would increase their likelihood of returning.

**Appendix A: Nonresident Repeat Visitor Survey instrument**

## Travel Motivations

We are interested in what motivates you to travel, where you travel, and what you do while traveling.

What type of vacationer best describes you:

	Agreement scale				
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I usually vacation to experience a new place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer vacationing in places I have visited previously	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to have all my vacation plans set for each trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very flexible and spontaneous when I vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to participate in the same or similar activities each trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most activities I do while I vacation are new and different	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When vacationing, I try to do at least one new activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
When vacationing, I try to visit at least one new area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mostly vacation to visit my family and/or my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My favorite type of trip is for cultural experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally do a variety of different activities on vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a predictable vacationer with no surprises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Agreement scale				
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I mostly participate in outdoor recreation while on vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my vacation activities involve checking out the culture of the area (e.g., museums, monuments, local cuisine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What type of vacations do you enjoy? (Check all that apply)

- Beaches
- Mountains
- City/urban
- Cruises
- Ski/snowboard
- Fishing
- Camping
- Resort
- Group tours
- Special events/festivals

Of your choices on types of vacations, what would be your main type? (Check only one)

- Beaches
- Mountains
- City/urban
- Cruises
- Ski/snowboard
- Fishing
- Camping
- Resort
- Group tours
- Special events/festivals

How far in advance do you begin planning your vacations?

- Less than one month
- 1-2 months ahead
- 3-4 months ahead
- 5-6 months ahead
- 6 months to a year ahead
- More than one year ahead of my vacation

## Trips to Montana

**Now we'd like to know about time spent in Montana.**

Have you ever lived in Montana for more than a month?

- Yes
- No

When was your most recent 'living in Montana' experience?

- Within the past 5 years
- 5-10 years ago
- Longer than 10 years ago

To the best of your recollection, how many times did you visit Montana in your childhood (under 18 years old)?

What were the purposes of your childhood trip(s) to Montana? (Check all that apply)

- Visit friends/relatives
- Vacation/recreation
- Passing through



- Parents' business
- Attend special events
- Other

How did coming to Montana in your childhood impact your choices of **where to go** and **what to do** on your return trips to Montana as an adult?

Which of the following did you visit on your **first trip** to Montana as an adult (18 years of age or older)?

- Glacier National Park
- Yellowstone National Park
- Both Glacier and Yellowstone
- Other (please describe)

What are/were the purposes of your adult (18 years of age or older) trips to Montana?  
(Check all that apply)

- Visit friends/relatives
- Vacation/recreation
- Driving through

- Business/work
- Attend special events
- Shopping
- Other

How many years ago was your last trip to Montana?

How many times have you visited Montana in your adult life (18 yrs. or older)?

What seasons have you visited/vacationed in Montana? (Check all that apply)

- Winter
- Spring
- Summer
- Fall

Do you usually fly or drive into Montana on your vacations?

- Fly
- Drive

Will you return to Montana?

- Yes
- Maybe
- No

If you are not likely to return, why not? (Check all that apply)

- It was a 'bucket list' place to visit so I don't intend to return
- I have seen all that I want to see in Montana

- My friends/relatives no longer live there
- I no longer travel due to age, health, or finances
- It's too far away
- It's too difficult to get around the state
- It's too expensive
- I have other places I would rather visit
- I don't like being in grizzly bear country
- I'm not aware of other things to do in Montana
- I had a negative experience during a previous visit. Please explain

When will you visit Montana again? (If no trips yet planned, please provide your best guess)

- Within a year
- Within 2 years
- 3-5 years from now
- More than 5 years from now

### Influences of trips to MT

As an adult, how often do the following influence your visit(s) to Montana?

	Scale of Influences				
	Never	Rarely	Sometimes	Many times	Always
Friends/relatives living in Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My second home in or close to Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Rarely	Sometimes	Many times	Always
Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Scale of Influences

	Never	Rarely	Sometimes	Many times	Always
Wildlife watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting events (participate or attend)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's wide open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's public lands (parks, forest, grasslands)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's access to lakes and rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other. Please specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As an adult, how often did the following influence your visit(s) to Montana?

	Never	Rarely	Sometimes	Many times	Always
Friends/relatives living in Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My second home in or close to Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Rarely	Sometimes	Many times	Always
Camping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting events (participate or attend)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's wide open spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's public lands (parks, forest, grasslands)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's access to lakes and rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Scale of Influences

	Never	Rarely	Sometimes	Many times	Always
Other. Please specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you choose to visit Montana compared to other destinations?

Now, please rate your level of agreement with why you choose to visit Montana in comparison to other destinations:

	Scale of Agreement				
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Montana offers scenic beauty that I can't get anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the people who live there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like Montana's access to public lands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like Montana's access to public waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana has no sales tax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can see wildlife that is hard to see elsewhere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel there is always something new to see/visit in Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know what to expect on my visit(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It is close to where I currently live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan on moving/retiring to Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a second home in or close to Montana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Scale of Agreement

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It offers recreational opportunities that I can't get anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It offers an experience that I can't get anywhere else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana has history/culture I want to experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana has good shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Places and Activities**

Do you generally vacation in the same places in Montana each time you visit?

- Yes  
 No

Please explain your answer (tell us why).

Do you generally participate in the same activities each time you visit Montana?

- Yes

No

Please explain your answer (tell us why).

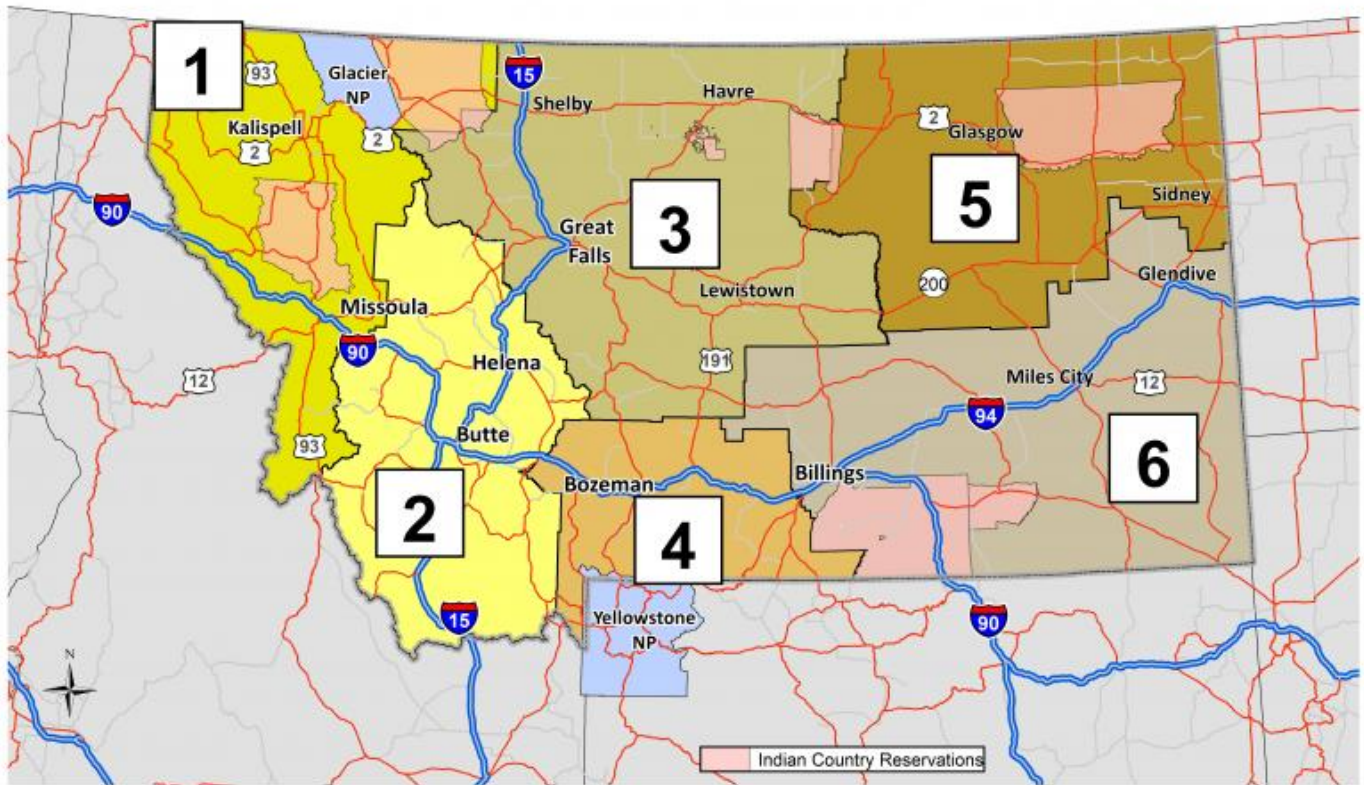
How likely are you to spend time exploring/visiting the following on your return trip(s) to Montana?

	Scale of Likelihood				
	Not at all likely	Unlikely	Maybe	Likely	Definitely
Glacier National Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yellowstone National Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museums/interpretive centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National forest lands/ wilderness areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hot springs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ghost towns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Not at all likely	Unlikely	Maybe	Likely	Definitely
Ski areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scale of Likelihood

	Not at all likely	Unlikely	Maybe	Likely	Definitely
Montana's Indian reservations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic sites/national monuments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's larger urban centers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's small communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Montana's rivers or lakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events/concerts/festivals/parades /sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Regions

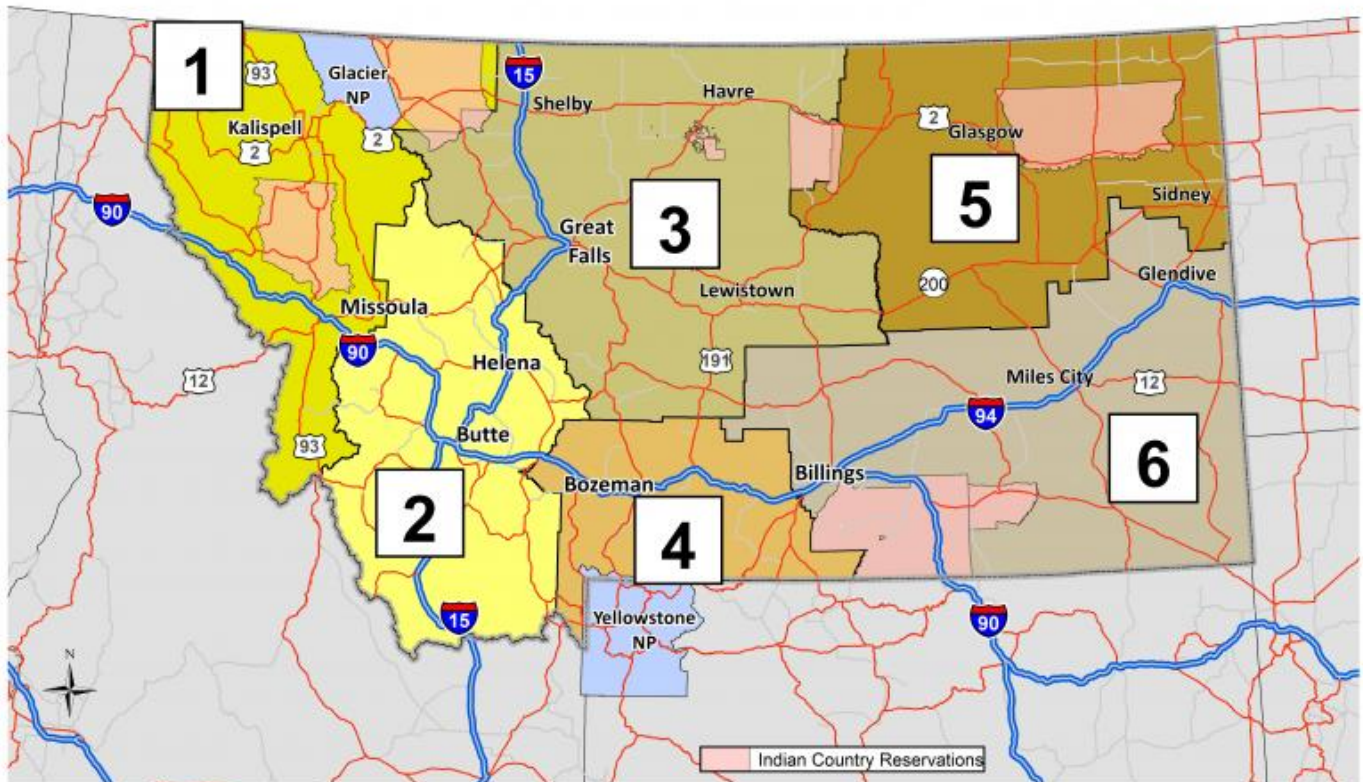


On previous visits to Montana, which regions on the above map have you spent time exploring (i.e., you engaged in some activity, not just driving through)? (Check all that apply)



- 1. Glacier Country
- 2. Southwest Montana
- 3. Central Montana
- 4. Yellowstone Country
- 5. Missouri River Country
- 6. Southeast Montana
- Any Indian Country Reservation (Pink highlighted areas on map)

Why haven't you explored the other regions?



On future trips to Montana, which regions on the above map will you likely spend time exploring? (Check all that apply)

- 1. Glacier Country
- 2. Southwest Montana
- 3. Central Montana
- 4. Yellowstone Country
- 5. Missouri River Country
- 6. Southeast Montana
- Any Indian Country Reservations (Pink highlighted areas on map)

Please identify your top three favorite activities to do **in Montana** and where you do that activity.

### Top three activities in Montana

1.
2.
3.

### Favorite location of these top three activities

1.
2.
3.

### Please list the top three things/activities on your Montana "to-do" list.

1.
2.
3.

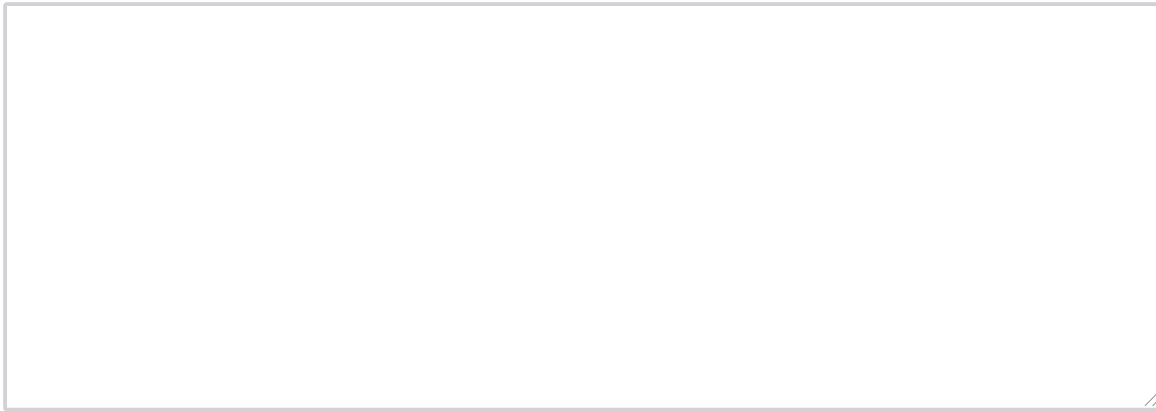
### What are the top three activities you like to do on vacations **outside** of Montana?

1.
2.
3.

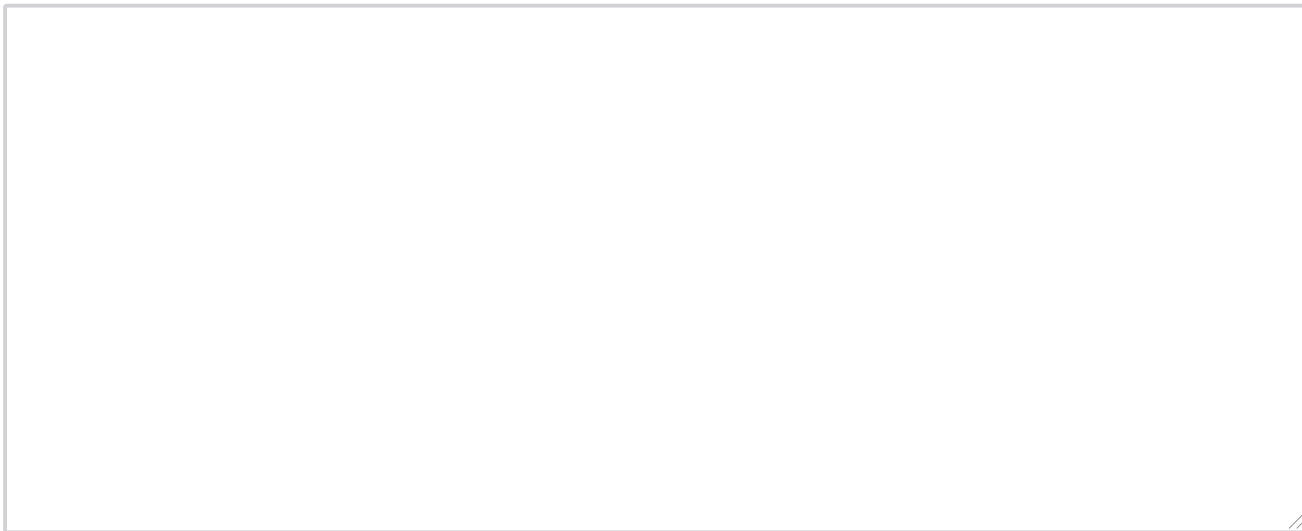
### On your next visit to Montana, how likely are you to stay longer than on previous visits?

- Not at all likely
- Somewhat likely
- Very likely

### Why are you not at all likely to stay longer?



Why are you somewhat likely to stay longer?



Which of the following do you think would increase your likelihood of returning to Montana?  
(Check all that apply)

- A wider range of retail shopping opportunities
- More information for new and different things to do
- Increased opportunities to experience local cuisine
- More opportunities to experience cultural heritage
- Improved road conditions
- Improved signage and travel information along roadways
- Other (please describe)

## Demographics

What is your age:

What best describes your annual household income in US dollars

- Less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$150,000
- \$150,000 to less than \$200,000
- \$200,000 or greater

Are you a U.S. Resident?

- Yes
- No

Select current state of residence

Please enter Country of residence

What is your zip code or postal code?

Please provide any additional comments.

Would you like to be entered into a drawing for a \$500 Visa gift card?

Yes

No

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## Appendix B: Locations where Visitors did their Favorite Activities

### Broad locations where activities occurred and mentioned by respondents

Activities in Glacier Country	# of mentions	Activities in Southwest Montana Region	# of mentions	Activities in Central Montana Region	# of mentions
Camping	26	Hiking	31	Hiking	13
Hiking	21	Camping	25	Fishing	12
Fishing	14	Fishing	25	Visiting family/friends	12
Scenic driving/sightseeing	13	Scenic driving/sightseeing	18	Hunting	11
Wildlife watching/birding	9	Hunting	13	Camping	8
Motorcycling	7	Wildlife watching/birding	13	Cultural sightseeing/exploring	5
Cultural sightseeing/exploring	6	Motorcycling	9	Scenic driving/sightseeing	4
Shopping	6	Shopping	7	Wildlife watching/birding	4
Visiting family/friends	6	Visiting family/friends	5	Sporting Events	3
Hunting	5	Historic sites/places	4	Mountain biking	2
Whitewater rafting	4	Skiing/snowboarding	4	Museums	2
Antiquing	3	ATVing	3	Shopping	2
Golfing	3	Cultural sightseeing/exploring	3	Whitewater rafting	2
Kayaking	3	Exploring public lands	3	Breweries	1
Exploring	3	Kayaking	3	Canoeing	1
County Fairs	2	Mountain biking	3	Exploring public lands	1
Eating/dining	2	Museums	3	Golfing	1
Exploring public lands	2	Photography	3	Rivers/Lakes activities	1
Historic sites/places	2	Whitewater rafting	3	Historic sites/places	1
Horseback riding	2	Exploring	3	Horseback riding	1
State Parks	2	County Fairs	2	Motorcycling	1
Photography	2	Ghost towns	2	Photography	1
Skiing/snowboarding	2	History	2	Exploring	1
ATVing	1	Relaxing/resting	2		
Biking	1	Biking	1		
Canoeing	1	Concerts	1		
Concerts	1	Eating/dining	1		
Events/Festivals	1	Events/Festivals	1		
Ghost towns	1	Horseback riding	1		
Rivers/Lakes activities	1	Indian Reservation/Native American	1		
History	1	Misc.	1		
Misc.	1	National Parks	1		
National Parks	1	Rock hounding	1		
Relaxing/resting	1	Snowmobiling	1		
Snowmobiling	1	Sporting Events	1		
Sporting Events	1				
<b>TOTAL</b>	<b>158</b>	<b>TOTAL</b>	<b>200</b>	<b>TOTAL</b>	<b>90</b>

# Repeat Visitors | 2019

Activities in Yellowstone Country	# of mentions	Activities in Missouri River Country	# of mentions	Activities in Southeast Montana	# of mentions
Fishing	6	Fishing	4	Hunting	8
Hunting	5	Camping	3	Fishing	3
Scenic driving/sightseeing	4	Hunting	3	Camping	2
Camping	3	Hiking	2	Museums	2
Hiking	3	State Parks	2	National Parks	2
Photography	2	Canoeing	1	State Parks	2
Relaxing/resting	2	Cultural sightseeing/exploring	1	Casinos	1
Wildlife watching/birding	2	Events/Festivals	1	Cultural sightseeing/exploring	1
Exploring public lands	1	Horseback riding	1	Events/Festivals	1
Visiting family/friends	1	Misc.	1	Exploring public lands	1
Exploring	1	National Parks*	1	Hiking	1
		Skiing/snowboarding	1	Historic sites/places	1
				Misc.	1
				Mountains	1
				Scenic driving/sightseeing	1
				Skiing/snowboarding	1
				Wildlife watching/birding	1
<b>TOTAL</b>	<b>30</b>	<b>TOTAL</b>	<b>21</b>	<b>TOTAL</b>	<b>30</b>

\*Respondents may have been confusing C.H. Russell Wildlife Refuge for a national park



# Repeat Visitors | 2019

Activities in Indian Country	# of mentions	Activities in Mountains	# of mentions	Activities on Roadways	# of mentions
Scenic driving/sightseeing	4	Camping	16	Scenic driving/sightseeing	10
Camping	3	Hiking	16	Visiting family/friends	4
Cultural sightseeing/exploring	3	Scenic driving/sightseeing	16	Wildlife watching/birding	4
Wildlife watching/birding	3	Fishing	10	Camping	3
Fishing	2	Skiing/snowboarding	8	Mountains	2
Hiking	2	Motorcycling	6	State Parks	2
Historic sites/places	2	Wildlife watching/birding	5	Cultural sightseeing/exploring	1
Indian Reservation/Native American	2	Backpacking	4	Eating/dining	1
Museums	1	Hunting	4	Fishing	1
Exploring	1	Visiting family/friends	4	Ghost towns	1
		Exploring	4	Hiking	1
		Hot springs	3	Historic sites/places	1
		Photography	3	History	1
		Historic sites/places	2	Horseback riding	1
		State Parks	2	Hot springs	1
		Shopping	2	Misc.	1
		Swimming	2	Motorcycling	1
		Boating	1	Museums	1
		Eating/dining	1	Relaxing/resting	1
		Exploring public lands	1	Shopping	1
		23	1	Exploring	1
		Golfing	1		
		Mountain biking	1		
		Museums	1		
		Relaxing/resting	1		
		Sporting Events	1		
		Whitewater rafting	1		
		XC skiing	1		
<b>TOTAL</b>	<b>23</b>	<b>TOTAL</b>	<b>118</b>	<b>TOTAL</b>	<b>40</b>

# Repeat Visitors | 2019

Activities Respondent said the Whole State	# of mentions	Activities on Rivers or lakes	# of mentions	Activities in State or National Parks	# of mentions
Scenic driving/sightseeing	60	Fishing	58	Hiking	39
Hiking	50	Hiking	26	Scenic driving/sightseeing	27
Camping	32	Scenic driving/sightseeing	22	Camping	26
Fishing	19	Camping	13	Fishing	16
Visiting family/friends	16	Visiting family/friends	10	Wildlife watching/birding	11
Hunting	12	Hunting	9	Visiting family/friends	7
Biking	10	Skiing/snowboarding	7	Misc.	6
Historic sites/places	9	National Parks	6	Hunting	5
Outdoor recreation/nature	9	Wildlife watching/birding	5	National Parks	5
Shopping	9	Historic sites/places	4	Biking	4
Cultural sightseeing/exploring	8	Hot springs	4	Cultural sightseeing/exploring	4
Sporting Events	8	Kayaking	4	Historic sites/places	4
Exploring	7	Whitewater rafting	4	Kayaking	4
History	6	Exploring	4	Shopping	4
Misc.	6	Cultural sightseeing/exploring	3	Events/Festivals	3
National Parks	6	Eating/dining	3	Museums	3
Wildlife watching/birding	6	Misc.	3	Skiing/snowboarding	3
Eating/dining	5	Shopping	3	Exploring	3
Museums	5	Rivers/Lakes activities	2	Exploring public lands	2
Photography	5	State Parks	2	History	2
Breweries	4	Photography	2	Horseback riding	2
Events/Festivals	4	Floating	2	Hot springs	2
Hot springs	4	Canoeing	1	Motorcycling	2
State Parks	4	Art museums	1	Outdoor recreation/nature	2
Swimming	4	23	1	Eating/dining	1
Ghost towns, Golfing, Horseback riding, Motorcycling Relaxing/resting, skiing/snowboarding	3 each	Golfing	1	Golfing	1
		History	1	Rivers/Lakes activities	1
		Motorcycling	1	Indian Reservation/Native American	1
Antiquing, ATVing, Backpacking, Exploring public lands, Kayaking, mountains, rock hounding	2 each	Outdoor recreation/nature	1	State Parks	1
		Relaxing/resting	1	Swimming	1
				Birding	1
Boating, Casinos, Concerts, Indian Reservation/Native American	1 each				
<b>TOTAL</b>	<b>344</b>	<b>TOTAL</b>	<b>204</b>	<b>TOTAL</b>	<b>193</b>

## Specific Locations where activities occurred and mentioned by respondents

Activities in Yellowstone National Park	# of mentions	Activities in Glacier National Park	# of mentions	Activities in Missoula	# of mentions
Hiking	214	Hiking	310	Visiting family/friends	52
Scenic driving/sightseeing	156	Scenic driving/sightseeing	169	Hiking	49
Wildlife watching/birding	115	Camping	143	Scenic driving/sightseeing	39
Camping	103	Wildlife watching/birding	85	Camping	34
Fishing	62	Fishing	55	Fishing	23
National Parks	46	National Parks	55	Shopping	21
Visiting family/friends	37	Visiting family/friends	51	Eating/dining	14
Skiing/snowboarding	35	Skiing/snowboarding	45	Cultural sightseeing/exploring	12
Photography	30	Shopping	31	National Parks	12
Shopping	23	Misc.	30	Concerts	11
Cultural sightseeing/exploring	16	Photography	26	Exploring public lands	9
State Parks	16	Cultural sightseeing/exploring	22	Sporting Events	9
Eating/dining	14	Exploring	21	Misc., museums, ski/snowboard, birding	7 each
Outdoor recreation/nature	14	State Parks	20	Hunting, rest/relax, Whitewater raft, explore	6 each
Historic sites/places	13	Eating/dining	17	Backpacking, breweries, events/festival, historic sites, state parks	4 each
Hot springs	13	Kayaking	17	Antiquing	3
Museums	13	Exploring public lands	16	Golfing	3
Biking	11	Museums	15	Motorcycling	3
Misc.	11	Biking	14	Outdoor recreation/nature	3
History	10	Historic sites/places	14	Swimming	3
Horseback riding	10	Outdoor recreation/nature	14	Target shooting	3
Hunting	10	Whitewater rafting	14	Floating	3
Motorcycling	8	Rivers/Lakes activities	13	Boating	2
Relaxing/resting	8	History	12	Farmers Markets	2
Exploring public lands	7	Motorcycling	11	Film Festivals	2
Mountains	7	Boating	10		
Exploring	7	Horseback riding	9	Indian Res./Native American	2
Whitewater rafting	6	Backpacking, Golfing, Hot springs, Mountains, Swimming	8 each	Kayaking	2
Backpacking	5	Indian Reservation/Native American	7	Mountain biking	2
Events/Festivals	5	Events/Festivals, Rest/relax	6 each	XC skiing	2

# Repeat Visitors | 2019

<i>Continued from above</i>	<b>Yellowstone National Park</b>		<b>Glacier National Park</b>		<b>Missoula</b>
Boating, Rivers/Lakes activities, Indian Reservation/Native American, Kayaking, Swimming	4 each	Breweries	5	Biking, Canoeing, Casinos, Dog mushing, Ghost towns, River/lake activities, History, Hot springs, Photography, Trail running	1 each
Snowmobiling	3	Hunting, Rock hounding, XC skiing	4 each	Trail running	1
Casinos, Ghost towns, Sporting events, birding	2 each	Snowmobiling Floating	3 each		
ATVing, Art museums, Golfing, Hang gliding, Mt. biking, Mt. climbing, Rock hounding, Rodeo, Target Shooting, Trail running, XC skiing, Floating	1 each	Casinos, Art museums, Birding	2 each		
		Canoeing, Concerts, Ghost towns, Hang gliding, Mt. biking, Mt. climbing, Rodeo, Trail running	1 each		
<b>TOTAL</b>	1028	<b>TOTAL</b>	1335	<b>TOTAL</b>	404

# Repeat Visitors | 2019

Activities in Great Falls	# of mentions	Activities in Kalispell	# of mentions	Activities in Whitefish	# of mentions
Shopping	39	Shopping	49	Hiking	42
Scenic driving/sightseeing	36	Hiking	35	Skiing/snowboarding	41
Hiking	28	Scenic driving/sightseeing	33	Shopping	25
Visiting family/friends	24	Camping	30	Scenic driving/sightseeing	20
Camping	22	Visiting family/friends	16	Camping	18
Museums	12	Eating/dining	11	Visiting family/friends	11
Fishing	9	Golfing	10	Golfing	10
Skiing/snowboarding	9	Fishing	8	Boating	9
Eating/dining	8	Boating	7	Rivers/Lakes activities	9
National Parks	7	Rivers/Lakes activities	7	Eating/dining	7
Relaxing/resting	7	National Parks	7	Whitewater rafting	6
Golfing	6	Skiing/snowboarding	7	Fishing	5
Boating	5	Relaxing/resting	6	Mountain biking	5
Cultural sightseeing/exploring	5	Wildlife watching/birding	6	Relaxing/resting	5
Historic sites/places	5	Cultural sightseeing/exploring	5	Swimming	5
State Parks	5	Casinos	3	Biking	4
Events/Festivals	4	Concerts	3	Concerts	4
Motorcycling	4	Events/Festivals	3	Hunting	4
Wildlife watching/birding	4	Exploring public lands	3	Breweries	3
Rivers/Lakes activities	3	Misc.	3	Cultural sightseeing/exploring	3
Misc.	3	Museums	3	Exploring public lands	3
Sporting Events	3	Swimming	3	Kayaking	3
Exploring	3	Breweries	2	Motorcycling	3
Biking	2	Horseback riding	2	Museums	3
Casinos	2	XC skiing	2	National Parks	3
Concerts	2	Exploring	2	Outdoor recreation/nature	3
Exploring public lands	2	Antiquing	1	Exploring	3
Hunting	2	Biking	1	Misc.	2
Mountains	2	Hot springs	1	Wildlife watching/birding	2
Art museums, drag racing, Ghost towns, History, Hot springs, Indian Reservation/ Native American, Photography, Rodeo, Target shooting, XC skiing,	1 each	Kayaking, Motorcycling, Mountains, Outdoor recreation, State parks, Photography, Rodeo, Target shooting, Whitewater rafting, Birding,	1 each	Antiquing, historic sites/places, floating	1
<b>TOTAL</b>	<b>273</b>	<b>TOTAL</b>	<b>279</b>	<b>TOTAL</b>	<b>264</b>

# Repeat Visitors | 2019

<b>Bozeman</b>	<b># of mentions</b>	<b>Helena</b>	<b># of mentions</b>	<b>Billings</b>	<b># of mentions</b>
Hiking	66	Visiting family/friends	28	Shopping	22
Scenic driving/sightseeing	31	Hiking	21	Visiting family/friends	21
Visiting family/friends	29	Scenic driving/sightseeing	21	Hiking	17
Shopping	27	Shopping	19	Scenic driving/sightseeing	15
Eating/dining	22	Fishing	17	Eating/dining	11
Camping	18	Camping	14	Camping	9
Fishing	17	Eating/dining	9	Sporting Events	7
Skiing/snowboarding	15	Misc.	7	Breweries	6
National Parks	14	National Parks	5	Fishing	6
Wildlife watching/birding	13	Historic sites/places	4	Historic sites/places	5
Relaxing/resting	12	Museums	4	Cultural sightsee/exploring	4
Hot springs	9	Relaxing/resting	4	Events/Festivals	4
Museums	9	Concerts	3	National Parks	4
State Parks	8	Hunting	3	Relaxing/resting	4
Cultural sightsee/exploring	7	Outdoor recreation/nature	3	Exploring public lands	3
Events/Festivals	7	Sporting Events	3	History	3
Misc.	5	Breweries	2	Hunting	3
Breweries	4	Cultural sightseeing/exploring	2	Misc.	3
Whitewater rafting	4	Exploring public lands	2	Museums	3
Exploring	4	History	2	Outdoor recreation/nature	3
Biking	3	Mountains	2	Antiquing	2
Exploring public lands	3	Rodeo	2	Horseback riding	2
Hunting	3	Skiing/snowboarding	2	Motorcycling	2
Kayaking	3	Wildlife watching/birding	2	State Parks	2
Sporting Events	3	Exploring	2	Skiing/snowboarding	2
Birding	3			Wildlife watching/birding	2
Concerts, Ghost towns, Horseback riding, Mt. biking, Mountains, Photography	2 each	Antiquing, ATVing, Backpacking, Biking, Casinos, Events/festivals, Farmers markets, Ghost towns, Golfing, River/lake activities, Horseback riding, Hot air ballooning, Hot springs, State parks, Photography, XC skiing, Birding	1 each	Exploring	2
Antiquing, ATVing, Boating, Canoeing, Film Festival, River/lake activities, Historic sites/places, history, Indian Reservation/Native American, Motorcycling, Outdoor Recreation, Snowmobiling, Target Shooting, XC skiing	1 each			ATVing, Casinos, Drag racing, Ghost towns, Golfing, Hang gliding, Hot air ballooning, Hot springs, Rodeo, Snowmobiling, Swimming, Whitewater rafting	1 each
<b>TOTAL</b>	<b>365</b>	<b>TOTAL</b>	<b>202</b>	<b>TOTAL</b>	<b>179</b>

# Repeat Visitors | 2019

<b>Big Sky</b>	<b># of mentions</b>	<b>Flathead Lake</b>	<b># of mentions</b>	<b>Butte</b>	<b># of mentions</b>
Skiing/snowboarding	42	Hiking	24	Scenic driving/sightseeing	11
Hiking	37	Camping	10	Visiting family/friends	11
Fishing	11	Scenic driving/sightseeing	10	Hiking	9
Scenic driving/sightseeing	9	Boating	9	Shopping	8
Wildlife watching/birding	9	Fishing	8	Camping	5
Exploring	8	Visiting family/friends	6	Events/Festivals	4
Camping	5	Skiing/snowboarding	4	Exploring public lands	4
National Parks	5	Cultural sightseeing/exploring	3	National Parks	3
Visiting family/friends	5	Rivers/Lakes activities	3	Sporting Events	3
Golfing	4	State Parks	3	Concerts	2
Hot springs	3	Sporting Events	3	Eating/dining	2
State Parks	3	Eating/dining, Golfing, Hunting, Misc., National Parks, Shopping, Swimming	2 each	Historic sites/places, Indian Reservation/Native American, Misc., Mountains, Ski/snowboard	2 each
Eating/dining, Horseback riding	2 each	Backpacking, Biking, Breweries, Concerts, Event/festival, Explore public lands, Kayaking, Motorcycling, Museums, Outdoor Recreation, Whitewater rafting, Wildlife watching/birding, XC skiing, Exploring	1 each	ATVing, Fishing, Ghost towns, History, Hot springs, Motorcycling, Museums, State parks, relax/rest, Whitewater rafting, Wildlife watching/birding	1 each
Concerts, Explore public lands, River/lake activities, Historic sites/places, Hunting, Kayaking, Mt. biking, Relax/rest, Shopping, Snowmobiling, Sporting event, Whitewater rafting	1 each				
<b>TOTAL</b>	<b>157</b>	<b>TOTAL</b>	<b>111</b>	<b>TOTAL</b>	<b>83</b>

# Repeat Visitors | 2019

<b>Bitterroot Valley</b>	<b># of mentions</b>	<b>Dillon</b>	<b># of mentions</b>	<b>Little Bighorn Battlefield</b>	<b># of mentions</b>
Hiking	17	Visiting family/friends	12	Hiking	8
Scenic driving/sightseeing	10	Camping	7	Historic sites/places	8
Fishing	6	Fishing	7	Wildlife watching/birding	5
Camping	4	Scenic driving/sightseeing	5	History	4
National Parks	4	Hiking	4	National Parks	4
Skiing/snowboarding	4	Shopping	4	Scenic driving/sightseeing	4
Visiting family/friends	4	Cultural sightsee/explore	3	Camping	3
Breweries	3	Sporting Events	2	Indian Reservation/Native American	2
Events/Festivals	3	Breweries	1	Museums	2
Hot springs	2	Casinos	1	Cultural sightsee/explore	1
Photography	2	Ghost towns	1	Rivers/Lakes activities	1
Wildlife watching/birding	2	Historic sites/places	1	Motorcycling	1
Kayaking	1	Hunting	1	Relaxing/resting	1
Outdoor recreation/nature	1	Misc.	1	Shopping	1
State Parks	1	Relaxing/resting	1	Visiting family/friends	1
Relaxing/resting	1	Swimming	1		
Shopping	1	Target shooting	1		
Birding	1	Wildlife watching/birding	1		
		Exploring	1		
<b>TOTAL</b>	<b>67</b>	<b>TOTAL</b>	<b>55</b>	<b>TOTAL</b>	<b>46</b>



# Repeat Visitors | 2019

<b>Red Lodge</b>	<b># of mentions</b>	<b>Beartooth Mountains</b>	<b># of mentions</b>	<b>Bigfork</b>	<b># of mentions</b>
Scenic driving/sightseeing	11	Hiking	8	Hiking	7
Hiking	10	Scenic driving/sightseeing	5	Golfing	4
Wildlife watching/birding	5	Historic sites/places	3	Skiing/snowboarding	4
Motorcycling	4	Wildlife watching/birding	3	Boating	3
Skiing/snowboarding	4	Camping	2	Shopping	3
Museums	3	Motorcycling	2	Events/Festivals	2
Rodeo	3	Backpacking	1	Fishing	2
Visiting family/friends	3	Cultural sightseeing/exploring	1	Visiting family/friends	2
Camping	2	Exploring public lands	1	Exploring	2
Fishing	2	Fishing	1	Biking	1
Shopping	2	Kayaking	1	Camping	1
Cultural sightseeing/exploring	1	Outdoor recreation/nature	1	Rivers/Lakes activities	1
History	1	Relaxing/resting	1	Horseback riding	1
Outdoor recreation/nature	1	Skiing/snowboarding	1	Outdoor recreation	1
Relaxing/resting	1	Visiting family/friends	1	Wildlife watching/birding	1
Snowmobiling	1	Whitewater rafting	1	Floating	1
Whitewater rafting	1	XC skiing	1		
		Exploring	1		
<b>TOTAL</b>	<b>55</b>	<b>TOTAL</b>	<b>35</b>	<b>TOTAL</b>	<b>36</b>

# Repeat Visitors | 2019

West Yellowstone	# of mentions	Havre	# of mentions	Eureka	# of mentions
Scenic driving/sightseeing	4	Shopping	7	Shopping	7
Shopping	4	Visiting family/friends	6	Camping	5
Snowmobiling	4	Hunting	5	Golfing	5
Camping	3	Scenic driving/sightseeing	5	Relaxing/resting	5
Hiking	3	Fishing	4	Visiting family/friends	4
National Parks	3	Camping	3	Boating	3
Skiing/snowboarding	3	Eating/dining	2	County Fairs	3
Fishing	2	Antiquing	1	Eating/dining	3
Backpacking	1	Casinos	1	Hiking	3
Dog mushing	1	Concerts	1	Scenic driving/sightseeing	3
Events/Festivals	1	Events/Festivals	1	Casinos	2
Historic sites/places	1	Hiking	1	Events/Festivals	2
Hunting	1	Misc.	1	Rivers/Lakes activities	2
Kayaking	1	Museums	1	Horseback riding	2
Misc.	1	National Parks	1	Skiing/snowboarding	2
Wildlife watching/birding	1	Relaxing/resting	1	Antiquing	1
XC skiing	1	Rodeo	1	Exploring public lands	1
		Skiing/snowboarding	1	Fishing	1
				Outdoor recreation/nature	1
				Swimming	1
				Exploring	1
TOTAL	35	TOTAL	43	TOTAL	58

# Repeat Visitors | 2019

<b>Libby</b>	<b># of mentions</b>	<b>Madison River</b>	<b># of mentions</b>	<b>Livingston</b>	<b># of mentions</b>	<b>Bob Marshall Wilderness</b>	<b># of mentions</b>
Fishing	6	Fishing	10	Hiking	8	Hiking	7
Shopping	4	Hiking	5	Fishing	6	Backpacking	5
Camping	3	Scenic drive/ sightsee	5	Scenic drive/ sightsee	4	Camping	5
Casinos	3	Camping	4	Hot springs	3	Fishing	3
Hiking	3	Photography	2	Rodeo	3	Ski/snowboard	3
National Parks	2	Whitewater rafting	2	VFR	2	Biking	2
VFR	2	Wildlife watching	2	Biking	1	Hot springs	2
Exploring	2	Cultural sightsee/ explore	1	Breweries	1	Misc.	2
Breweries	1	Horseback riding	1	Eating/dining	1	Horseback riding	1
Events/ Festivals	1	Hunting	1	Explore public lands	1	MT. biking	1
Golfing	1	Shopping	1	Rivers/Lakes activities	1	Museums	1
Rivers/Lakes activities	1	Ski/ snowboard	1	Misc.	1	Swimming	1
State Parks	1	VFR	1	Photography	1	VFR	1
Scenic drive /sightsee	1			Relax/rest	1	Whitewater rafting	1
Swimming	1			Shopping	1	Floating	1
				Swimming	1		
				Water Skiing	1		
				Whitewater rafting	1		
				Birding	1		
<b>TOTAL</b>	<b>33</b>	<b>TOTAL</b>	<b>36</b>	<b>TOTAL</b>	<b>39</b>	<b>TOTAL</b>	<b>36</b>

Location	Total Mentions	Activities
Beaverhead county	3	Camping, hiking, hunting
Bannack	6	Camping, ghost towns, hiking, historic sites/places, national parks
Dell	3	Camping, hiking, misc.
Lima	3	Camping, hiking, misc.
Monida	3	Camping, fishing, scenic driving/sightseeing
Wise River	3	Boating, fishing, camping
Clark Canyon Reservoir	6	Ghost towns, fishing, historic sites/places, hunting, sporting events, VFR
Big Hole Battlefield	6	Cultural sightseeing/exploring, historic sites/places, national parks, scenic driving/sightseeing
Chief Joseph Highway	3	Camping, hiking, XC skiing
Big Hole	18	Fishing, Camping, eating/dining, exploring public lands, hiking, motorcycling, scenic driving/sightseeing
Crow Reservation	12	Camping, rivers/lake activities, history, hiking, Indian Reservation/native American, mountains, photography, scenic driving/sightseeing, shopping,
Garryowen	3	Photography, shopping, wildlife watching
Bighorn Lake	3	Boating, fishing, VFR
Broadwater County	6	Fishing, scenic driving/sightseeing, sporting event, VFR
Carbon County	8	Fishing, hiking, scenic driving/sightseeing, VFR
Bear Creek	3	Hiking, relax/rest, scenic driving/sightseeing
East Rosebud Lake	3	Camping, fishing, hiking
Beartooth Highway	9	Biking, camping, hiking, national parks, photography, scenic driving/sightseeing
Medicine Rocks	3	Hiking, historic sites/places, VFR
Belt	6	Fishing, hiking, hunting, VFR
Showdown	13	Camping, fishing, hiking hunting, rest/relax, shopping, ski/snowboard
Choteau County	3	hiking, horseback riding, ski/snowboard
Fort Benton	3	Camping, target shooting, VFR
Loma	3	Camping, scenic driving/sightseeing, VFR
Miles city	12	ATVing, camping, fishing, hiking, historic sites/places, horseback riding, state parks, scenic driving/sightseeing, VFR, wildlife watching/birding
Glendive	15	Camping, eating/dining, hiking, historic sites/places, hunting, museums, state parks, outdoor recreation/nature, relax/rest, scenic driving/sightseeing
Makoshika State Park	9	Camping, fishing, hiking, misc, state parks, rock hounding, scenic driving/sightseeing
Anaconda	11	Ghost towns, hot springs, misc., outdoor recreation/nature, shopping, VFR, wildlife watching/birding, exploring
Fallon County	1	VFR
Baker	3	Hiking, hunting, ski/snowboard
Fergus County	3	Hiking, horseback riding, ski/snowboard
Grass Range	2	Fishing, hiking
Lewistown	24	Antiquing, boating, drag racing, eating/dining, fishing, hiking, history, horseback riding, hunting, national parks, shopping, ski/snowboard, VFR, wildlife watching/ birding,
Flathead County	6	Eating/dining, exploring public lands, hiking, shopping,
Columbia Falls	13	Breweries, eating/dining, golfing, river/lake activities, hiking, historic sites/places, kayaking, mt. biking, state parks, scenic driving/sightseeing, shopping, VFR
Essex	6	Camping, hiking, historic sites/places, misc., museums, photography

Location	Total Mentions	Activities
Hungry Horse	6	Backpacking, camping, cultural sightseeing/exploring, fishing, mountains, state parks
Lakeside	3	River/lake activities, museums, national parks
Marion	3	Boating, shopping, VFR
West Glacier	6	Hiking, photography, scenic driving/sightseeing, swimming, wildlife watching
Ashley Lake	3	Fishing, swimming, waterskiing
Big Mountain	12	Fishing, hiking, kayaking, mt. biking, museums, ski/snowboard, water skiing, wildlife watching/birding
Bitterroot Lake	3	Events/festivals, fishing, golfing,
Jewell Basin	6	Boating, golfing, hiking, mt biking, ski/snowboard, waterskiing
Whitefish Lake	15	Boating, camping, cultural sightseeing/exploring fishing, hiking, kayaking, mt. biking, outdoor recreation/nature, ski/snowboard, swimming, VFR
Quartz Lake	6	Boating, camping, fishing, photography, relax/rest
Avalanche Creek	6	Camping, hiking, scenic driving/sightseeing,
Echo Lake	3	Mt. biking, ski/snowboard, water skiing
Belgrade	3	Antiquing, breweries, history
Gallatin Gateway	6	Fishing, scenic driving/sightseeing, shopping, VFR, wildlife watching/birding
Three Forks	6	Camping, eating/dining, hunting, rodeo, scenic driving/sightseeing, VFR
Lava Lake	3	Camping, scenic driving/sightseeing, VFR
Hyalite	3	Camping, scenic driving/sightseeing, VFR
Gallatin River	21	Camping, fishing, hiking, scenic driving/sightseeing, shopping, ski/snowboard, VFR, wildlife watching/birding, exploring
Cliff Point	6	Camping, canoeing, hiking, whitewater rafting
Hebgen Lake/Dam	3	scenic driving/sightseeing, shopping, wildlife watching/birding
Bridger Bowl	6	Biking, camping, fishing, hiking, ski/snowboard
Glacier County	18	Camping, cultural sightseeing/exploring, eating/dining, golfing, hiking, mt. biking, shopping, ski/snowboard, exploring
Blackfoot River	15	Camping, fishing, hiking, history, relax/rest, scenic driving/sightseeing, ski/snowboard, whitewater rafting, floating
Cut Bank	3	Fishing, hiking, VFR
East Glacier	9	Backpacking, eating/dining, hiking, scenic driving/sightseeing, wildlife watching/birding
St. Mary	3	Eating/dining, hiking, ski/snowboard
Blackfeet Reservation	9	Camping, fishing, hiking, history sites/places, scenic driving/sightseeing, VFR, watching wildlife/birding
Many Glacier	6	Eating/dining, river/lake activities, hiking, scenic driving/sightseeing
Two Medicine	3	Fishing, hiking, kayaking
Drummond	2	Fishing, hunting
Phillipsburg	26	Atvng, camping, exploring public lands, fishing, hiking, hot springs, misc., national parks, scenic driving/sightseeing, shopping, sporting event, VFR, wildlife watching/birding, exploring
Yellowtail River	6	Boating, fishing, VFR
Skalkaho Pass	3	Hiking, ski/snowboard, wildlife watching/birding
Georgetown Lake	9	Backpacking, camping, exploring public lands, hiking, scenic driving/sightseeing, swimming, VFR
Discovery	6	Fishing, hiking, ski/snowboard, floating
Fresno Reservoir	3	Cultural sightseeing/exploring, hiking, exploring
Montana city	3	Historic sites/places, parks

Location	Total Mentions	Activities
Whitehall	15	Eat/dine, hiking, hunting, relax/rest, rodeo, scenic driving/sightseeing, shopping, VFR
Lewis & Clark Caverns	3	Hiking, museums, shopping
Boulder River	3	Camping, exploring
Utica	3	Fishing, hiking, exploring
Sapphire village	3	Cultural sightseeing/exploring, shopping, VFR
Moiese	18	Camping, hiking, hot springs, hunting, museums, national parks, photography, relax/rest, scenic driving/sightseeing, ski/snowboard, target shoot, watch wildlife/birding, floating
Polson	15	Camping, concerts, eat/dine, events/festivals, fishing, river/lake activities, hiking, state park, shopping, VFR
Ronan	3	Hiking, scenic driving/sightseeing, VFR
Swan Lake	18	Boating, camping, fishing, hiking, scenic driving/sightseeing, shopping, ski/snowboard, VFR, watch wildlife/birding
Lake Mary Ronan	2	Fishing, scenic driving/sightseeing
Swan Valley	9	Backpacking, camping, hiking, hunting, scenic driving/sightseeing, VFR
Lewis & Clark County	3	scenic driving/sightseeing
August	3	Backpacking, fishing, hiking
Canyon Creek	3	Hiking, ski/snowboard
Craig	8	Eat/dine, fishing, hiking, museums, scenic driving/sightseeing, VFR
East Helena	3	Fishing, shopping, VFR
Lincoln	15	Camping, dog mushing, horseback riding, hunting, national parks, scenic driving/sightseeing, ski/snowboard, VFR
Gates of the Mountains	11	Camping, exploring public lands, fishing, river/lake activities, hiking, ski/snowboard, wildlife watching/birding, exploring
Hauser Lake	3	Concerts, farmers markets, fishing,
Canyon Ferry	6	Explore public lands, river/lake activities, scenic driving/sightseeing, VFR, explore
Liberty County	3	Cultural sightseeing/exploring, exploring public lands, fishing, river/lake activities, scenic driving/sightseeing, VFR, exploring
Lincoln County	25	ATVing, boating, camping, cultural sightseeing/exploring, fishing, golfing, hiking, hunting, misc, exploring
Fortine	2	scenic driving/sightseeing, VFR
Rexford	12	Boating, camping, fishing, scenic driving/sightseeing, VFR
Troy	12	Breweries, camping, casinos, fishing, ghost towns, river/lake activities, hiking, national parks, state parks, scenic driving/sightseeing, exploring
Yaak	3	Backpacking, biking, camping
Kootenai National Forest	6	Camping, misc., hiking, scenic driving/sightseeing, exploring
Lake Koocanusa	23	Boating, camping, hiking, horseback riding, motorcycling, mt. biking, shopping, ski/snowboard, swimming, VFR
Kootenai Falls	3	River/lake activities, hiking, scenic driving/sightseeing
Ennis	21	Camping, fishing, hiking, historic sites/places, relax/rest, scenic driving/sightseeing, shopping, snowmobiling, VFR, watching wildlife/birding
Norris	2	Fishing, hot springs
Sheridan	12	Camping, fishing hiking, photography, ski/snowboard, wildlife watch/birding
Twin Bridges	9	Breweries, camping, cultural sightseeing/exploring, fishing, hiking, watch wildlife/birding
Virginia City	15	Fishing, ghost towns, misc, rodeo, scenic driving/sightseeing, swimming

Location	Total Mentions	Activities
White Sulphur Springs	9	Biking, camping, hiking historic sites/places, horseback riding, hot springs, motorcycling, museums
Smith River	3	Hiking, ski/snowboard, whitewater rafting
Mineral County	3	Camping, hiking, hunting
Haugan	3	Scenic driving/sightseeing, shopping
St. Regis	6	ATVing, camping, fishing, photography
Superior	11	Camping, eating/dining, hunting, scenic driving/sightseeing, shopping, snowmobiling
Lookout Pass	3	Misc., ski/snowboard
Missoula County	3	Camping, hiking, hunting
Bonner	3	Concerts, hot springs, kayaking
Condon	3	Event/festival, hiking, kayaking
Frenchtown	3	Camping, VFR, birding
Greenough	1	Fishing
Lolo	10	ATVing, camping, fishing, hiking, kayaking, motorcycling, shopping, VFR
Seeley Lake	18	Camping, concerts, events/festivals, fishing, hiking, kayaking, ski/snowboard, VFR, watching wildlife/birding
Salmon Lake	3	Eat/dine, scenic driving/sightseeing
Lolo Pass	3	Camping, motorcycling, scenic driving/sightseeing
Rock Creek	6	Camping, fishing, hiking, history, rest/relax
Roundup	3	Breweries, fishing, watching wildlife/birding
Park County	3	Fishing, hiking, national parks
Chico Hot Springs	15	Antiquing, eat/dine, river/lake activities, hiking, horseback riding, hot springs, national parks, shopping, VFR
Emigrant	3	ATVing, exploring public lands, wildlife watching/birding
Gardiner	3	Shopping, VFR, wildlife watching/birding
Paradise Valley	21	ATVing, exploring public lands, fishing, hiking, hot springs, hunting, museums, photography, scenic driving/sightseeing, ski/snowboard, VFR, floating, exploring
Gallatin National Forest	4	Camping, fishing, hiking, watching wildlife/birding
Crazy Mountains	3	Hiking, mt. climbing, ski/snowboard
Philips County	3	Fishing, hunting, VFR
Landusky	3	Fishing, hiking, hunting
Malta	3	Fishing, hunting, watching wildlife/birding
Pondera County	3	ATVing, hunting, scenic driving/sightseeing
Conrad	3	Camping, national parks, VFR
Dupuyer	3	Camping, VFR, national parks
Marias Pass	3	Hot springs, scenic driving/sightseeing, shopping
Deer Lodge	20	Camping, cultural sightseeing/exploring, fishing, ghost towns, historic sites/places, hunting, museums, national parks, outdoor recreation/nature, scenic driving/sightseeing, shopping, VFR, watch wildlife/birding, exploring
Garrison	3	Camping, fishing, wildlife watching/birding
Ovando	6	Camping, hunting, VFR
Terry	9	Fishing, hunting, misc., VFR
Darby	6	Camping, fishing, hiking, historic sites/places, scenic driving/sightseeing
Hamilton	21	Breweries, concerts, eat/dine, fishing, golfing, hiking, hunting, scenic driving/sightseeing, VFR

Location	Total Mentions	Activities
Stevensville	12	ATVing, canoeing, events/festivals, fishing, hiking, historic sites/places, kayaking, scenic driving/sightseeing, shopping, VFR, birding
Lost trail Hot Springs	3	Fishing, hiking, ski/snowboard
Bitterroot Valley	3	Fishing, golfing, scenic driving/sightseeing
Sumatra	6	Camping, cultural sightseeing/exploring, fishing, hiking, hunting, scenic driving/sightseeing
Ft. Belknap	9	Camping, fishing, hunting
Heron	2	Sporting event, VFR
Hot Springs	18	River/lake activities, hiking, hot springs, kayaking scenic driving/sightseeing, ski/snowboard, sporting event
Noxon	3	Fishing, relax/rest, scenic driving/sightseeing
Bison Range	3	Fishing, shopping, wildlife watching/birding
Clark Fork River	23	Biking, camping, county fair, exploring public lands, fishing, hiking, museums, scenic driving/sightseeing, whitewater rafting
Silver Bow County	3	Ghost towns, hot springs, wildlife watching/birding
Melrose	3	Fishing, hiking, hunting
Fairmont	12	Backpacking, exploring public lands, fishing, hot springs, museums, national parks, sporting event, swimming
Absarokee	3	Backpacking, fishing, hiking
Columbus	3	Rodeo, shopping, VFR
Rapelje	2	State parks, VFR
Big Timber	9	Camping, fishing, hiking, ski/snowboard, VFR, wildlife watching/birding
Teton County	3	Backpacking, fishing, misc.
Choteau	6	Fishing, hunting, rodeo, sporting event, VFR
Shelby	8	Golfing, misc., scenic driving/sightseeing, shopping, VFR
Treasure County	2	Hiking, scenic driving/sightseeing
Bighorn	3	Camping, hiking, national parks
Valley County	3	Fishing, hunting, VFR
Fort Peck	15	Cultural sightseeing/exploring, fishing, hiking, hunting, scenic driving/sightseeing, ski/snowboard, VFR
Glasgow	6	Breweries, cultural sightseeing/exploring, hiking, state parks, VFR
Harlowton	3	Camping, golfing, hiking
Pompey's Pillar	6	Cultural sightseeing/exploring, hiking, historic sites/places, museums, VFR