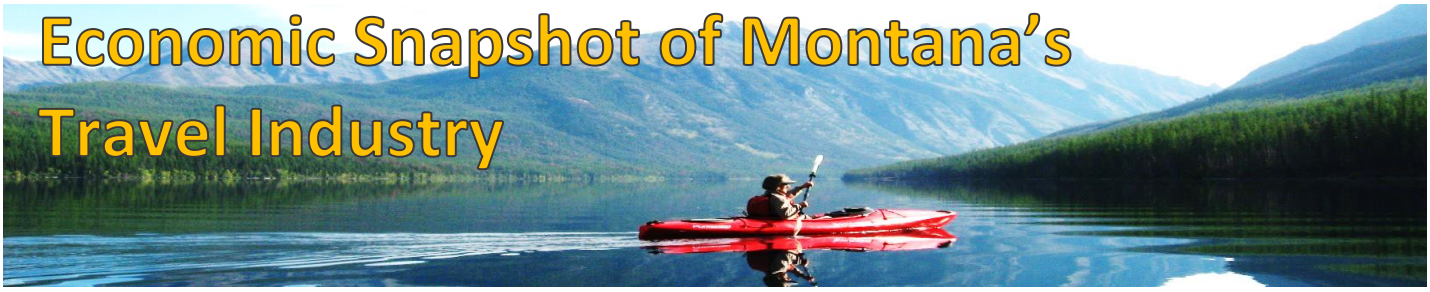
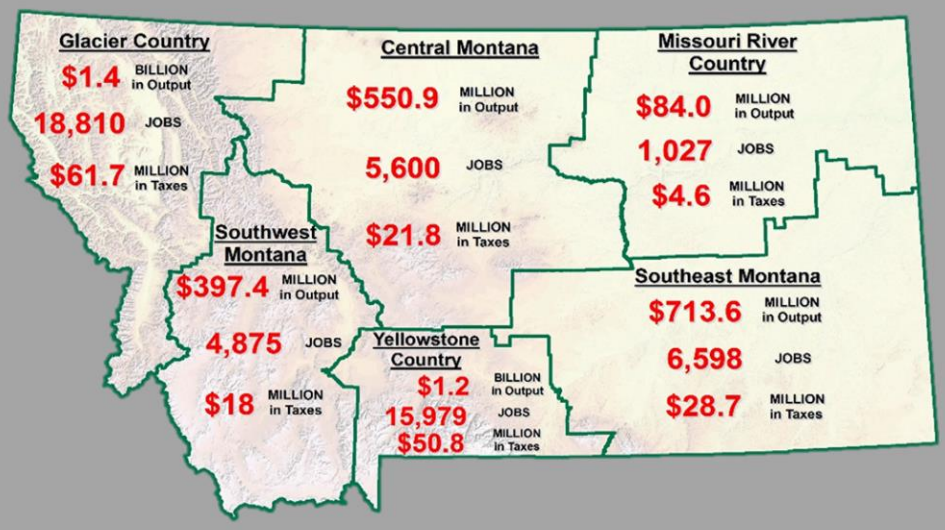
INSTITUTE FOR
TOURISM & RECREATION RESEARCH

Economic Snapshot of Montana's Travel Industry



Travel and Recreation by visitors to Montana is a vital contributor to the state's economy. Averaged across 2014 and 2015, nonresident visitors annually spent **$3.8 billion**, supporting **54,865 jobs** across many sectors.



Output is the value of goods and services produced. All values include direct, indirect and induced impacts.

In **2016***, **5.4 million** groups comprised of **12.3 million** visitors spent an average of $146.91 per day, over 4.42 nights

Generating:

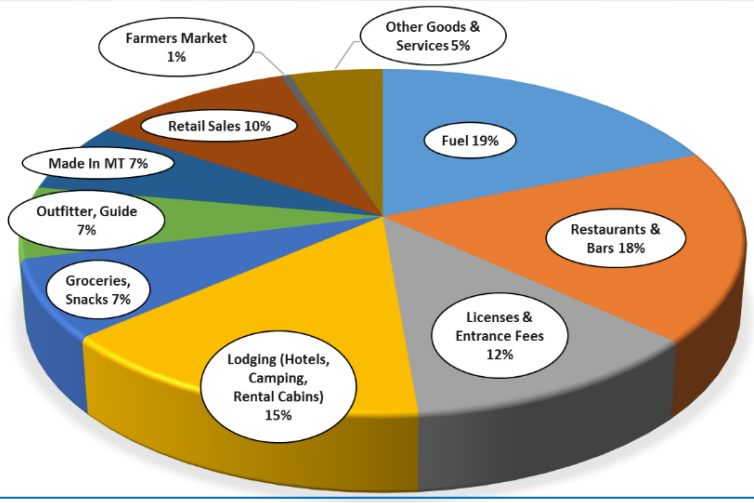
52,630 Jobs

$4.8 Billion in Outputs

$193.8 Million in State & Local Taxes

*Preliminary numbers

Visitors spend their vacation dollars across the economy



Tourism and Recreation is a composite industry; it draws from and contributes to sectors across Montana's Economy. Visitor spending is responsible for:

8% of all jobs in Montana

15% of all Service jobs

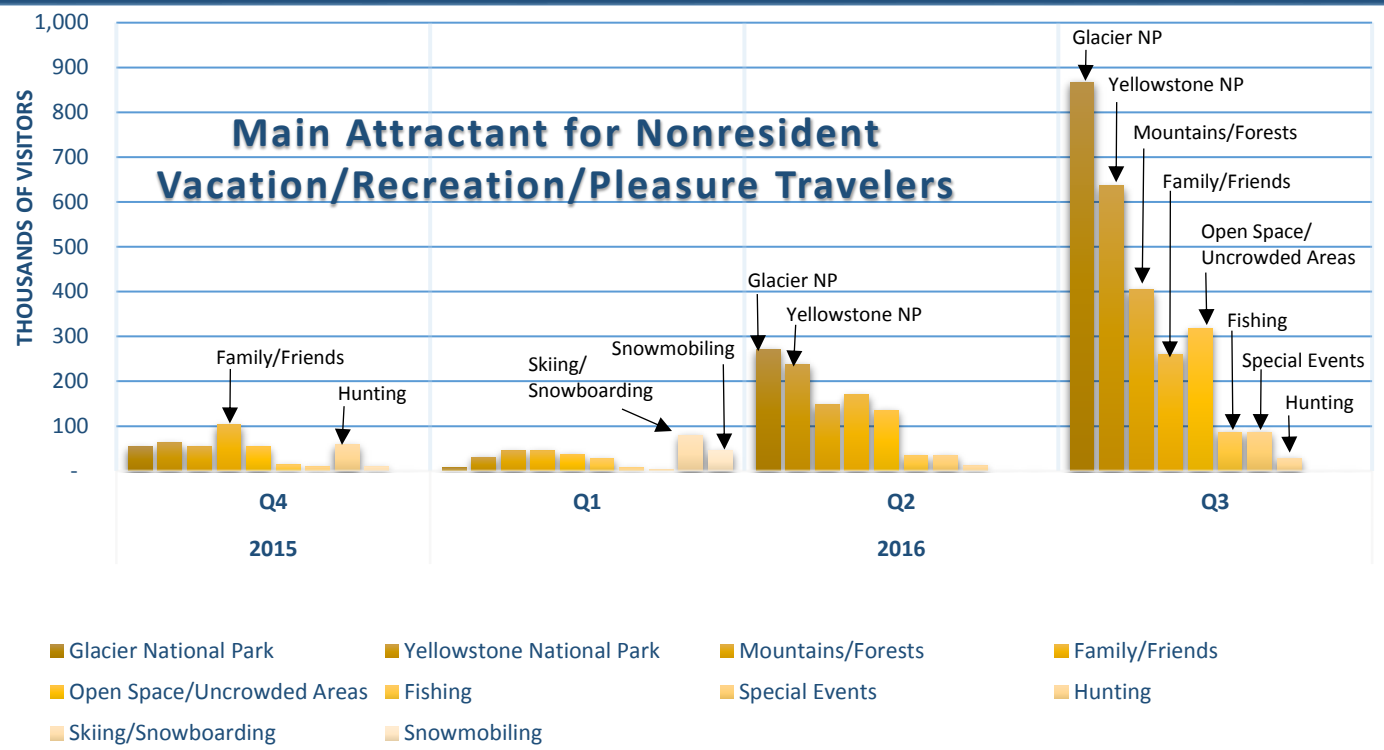
8.2% of all Retail Jobs

The Institute for Tourism & Recreation Research conducts research for Montana's tourism and recreation industry. Our mission is to provide information that will help the industry make informed decisions about planning, promotion and management.

ITRR | University of Montana | www.itrr.umt.edu | 406-243-5686 | itrr@umontana.edu

INSTITUTE FOR
TOURISM & RECREATION RESEARCH

OUTDOOR RECREATION DRIVES VISITORS TO MONTANA'S AMENITY RICH ENVIRONMENTS.



Nationwide participation in Outdoor Recreation is expected to increase across many activities in the coming decades.

Projected change in days of participation, 2008-2030:

- Developed Site Use **+26.6%**
- Birding **+32.5%**
- Hiking **+33.5%**
- Motorized Snow Use **+12.1%**
- Hunting **+6.4%**
- Fishing **+21.1%**
- Developed Skiing **+39.5%**
- Undeveloped Skiing **+28.6%**
- Floating **+22.1%**

If anticipated climatic conditions in 2030 are accounted for, they induce small-to-negligible reductions in most outdoor recreation across the country; however, it demonstrates the potential to substantially reduce or slow the growth of several activities:

Projected change in days of participation, 2008-2030:

- Motorized Snow use **-27%**
- Undeveloped Skiing **-7%**
- Floating **+13%**

Source:
National Center for Natural Resources Economic Research 2014

Top Outdoor Recreation Activities Reported by Visitors to Montana

Day Hiking, **39%**
Nature Photography, **38%**
Wildlife Watching, **36%**
Fishing/Fly Fishing, **12%**
Birding, **7%**
River Rafting/Floating, **6%**
Bicycling, **5%**
Skiing/Snowboarding, **4%**
Horseback Riding, **4%**

ITRR | University of Montana | www.itrr.umt.edu | 406-243-5686 | itrr@umontana.edu