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.

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

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.
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