

Executive Summary

Motorcycle Touring in Montana: A Market Analysis

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

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

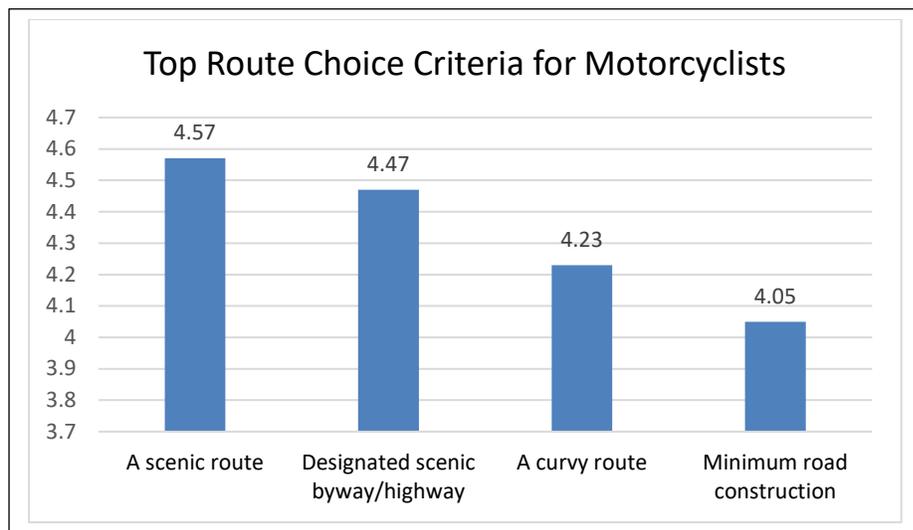
Motorcyclists represented 4.4% of all nonresident visitors during quarters 2 and 3 in 2018, which was 393,800 individuals or 222,500 groups (1.77 average group size).

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



By the numbers – U.S. data on motorcyclists

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



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

By the numbers – Montana resident motorcyclists

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



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

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

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

To access the full report go to: https://scholarworks.umt.edu/itrr_pubs/384

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