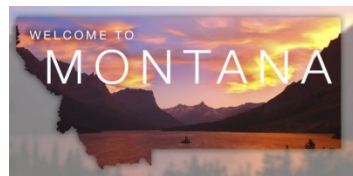


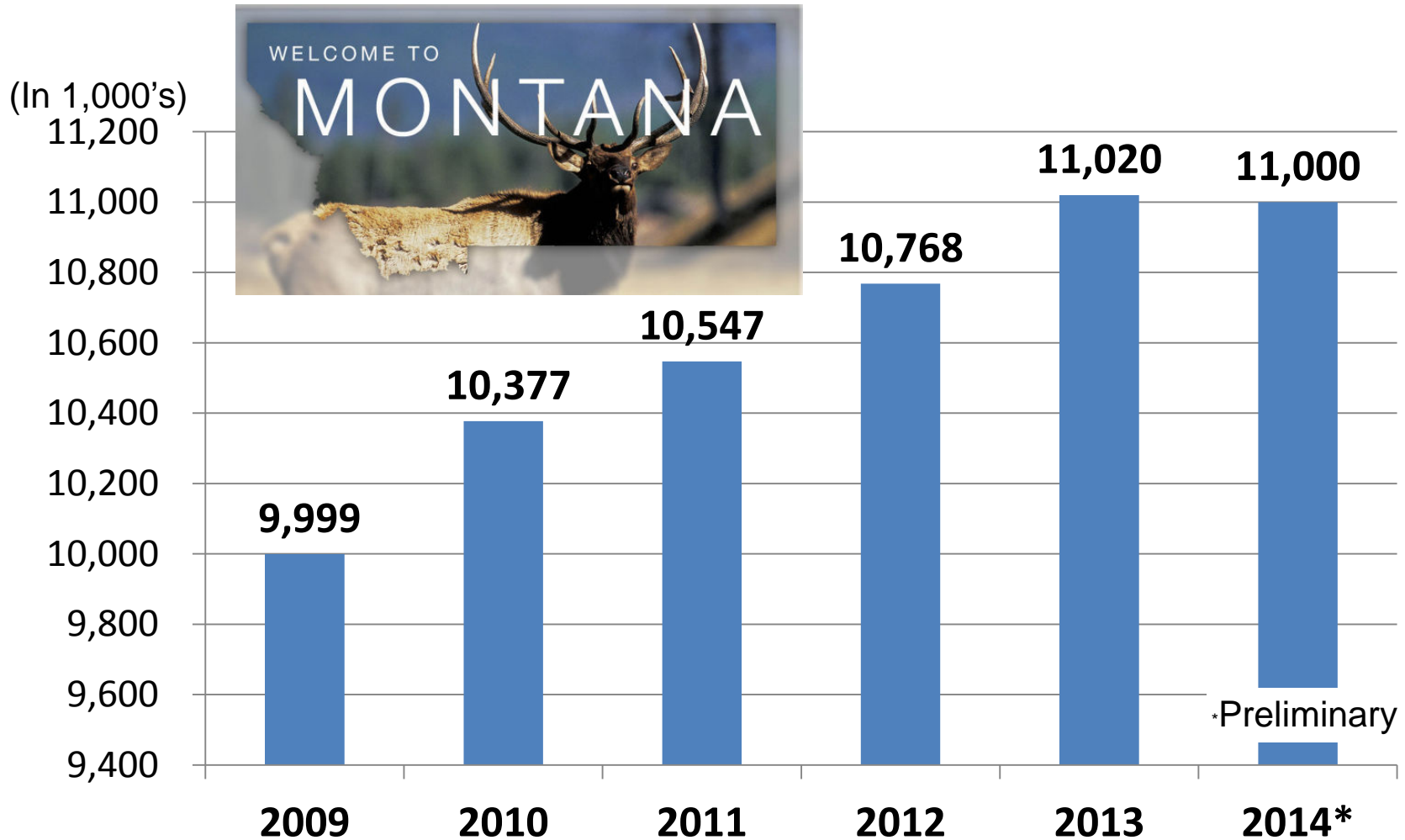
# Tourism and Recreation Trends and Outlook

**Norma Nickerson & Megan Schultz**  
**Institute for Tourism and Recreation Research**  
**College of Forestry and Conservation**  
**University of Montana**

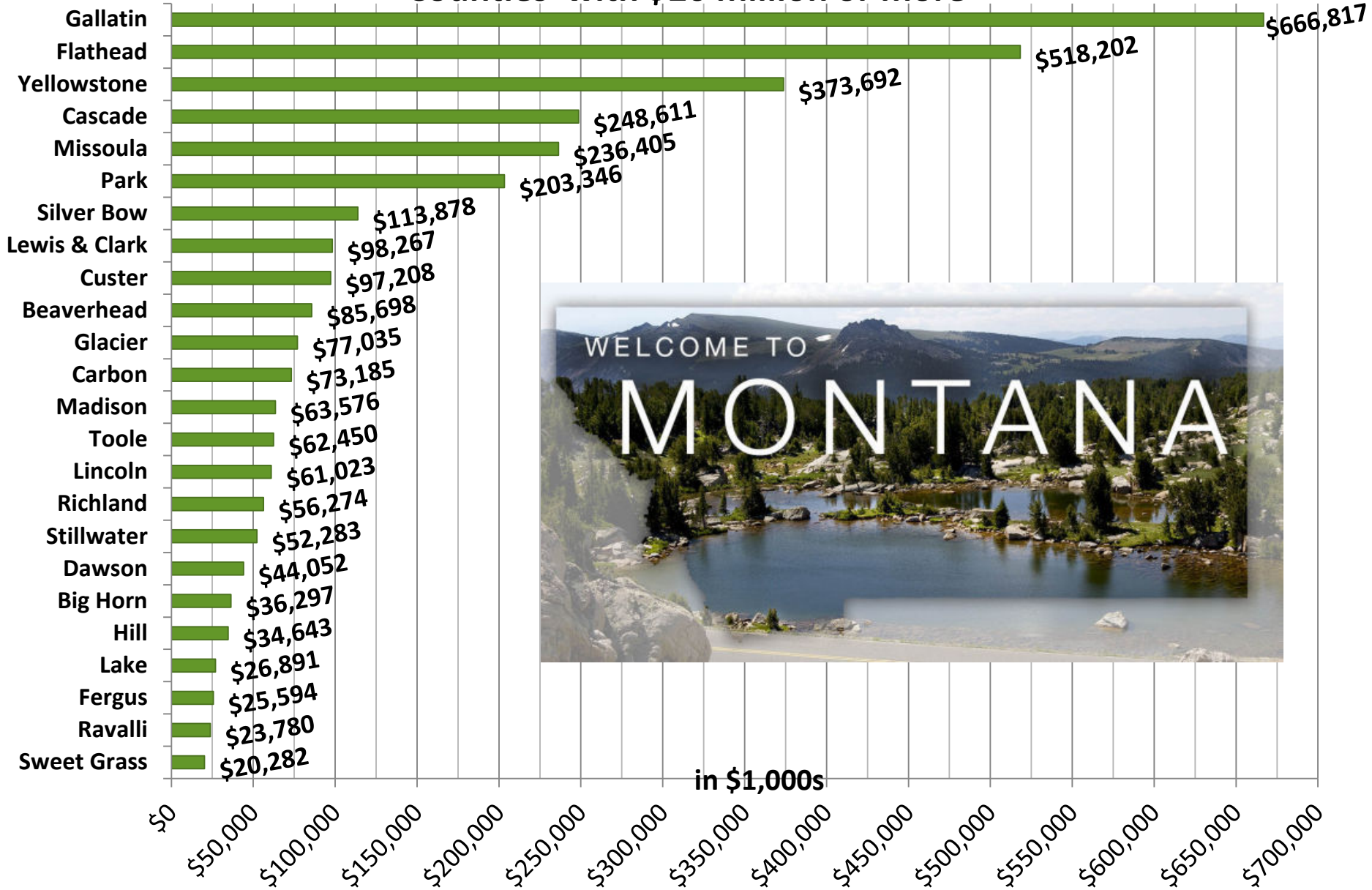
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**TOURISM & RECREATION RESEARCH**  
UNIVERSITY OF MONTANA



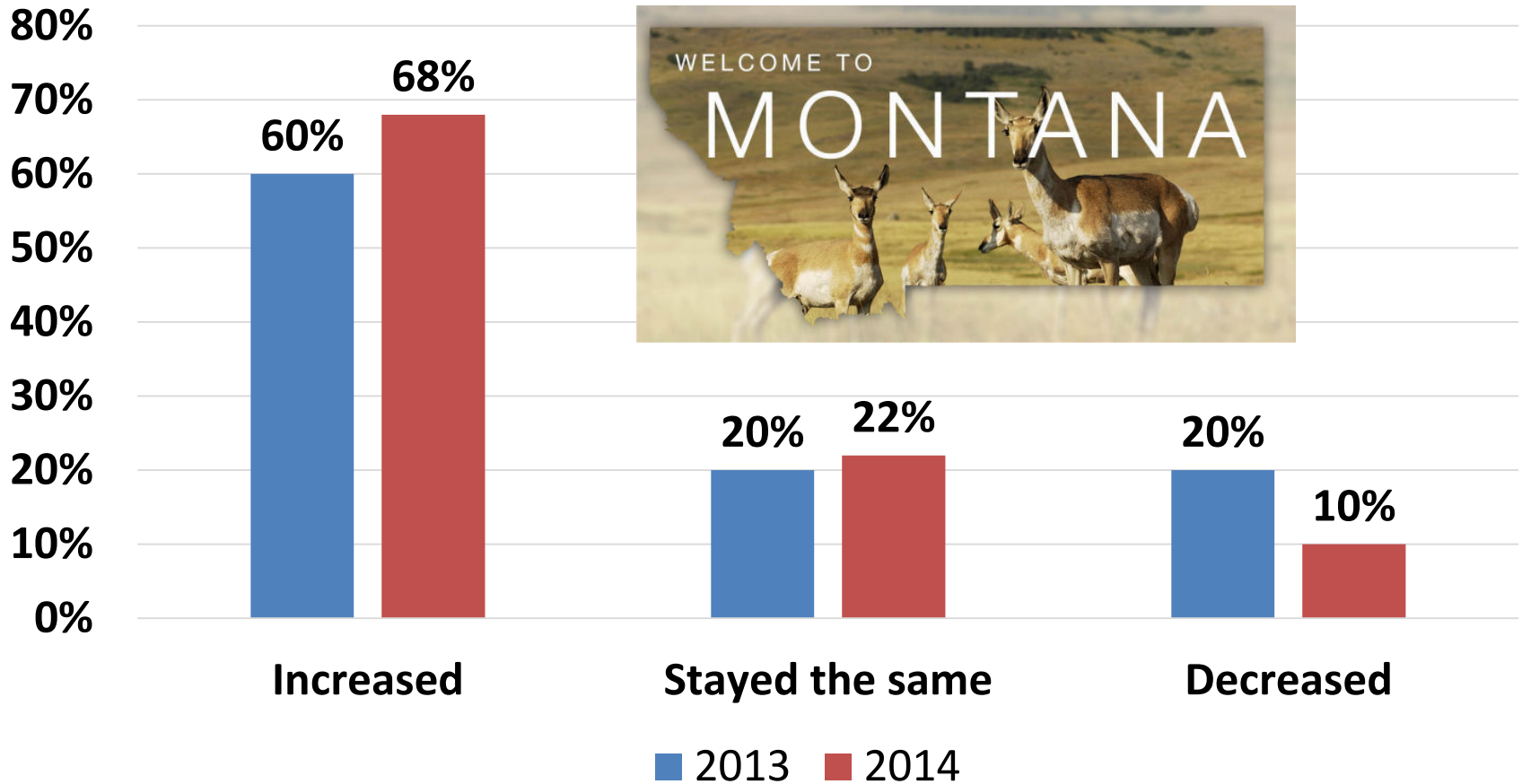
# Nonresident Visitation to MT



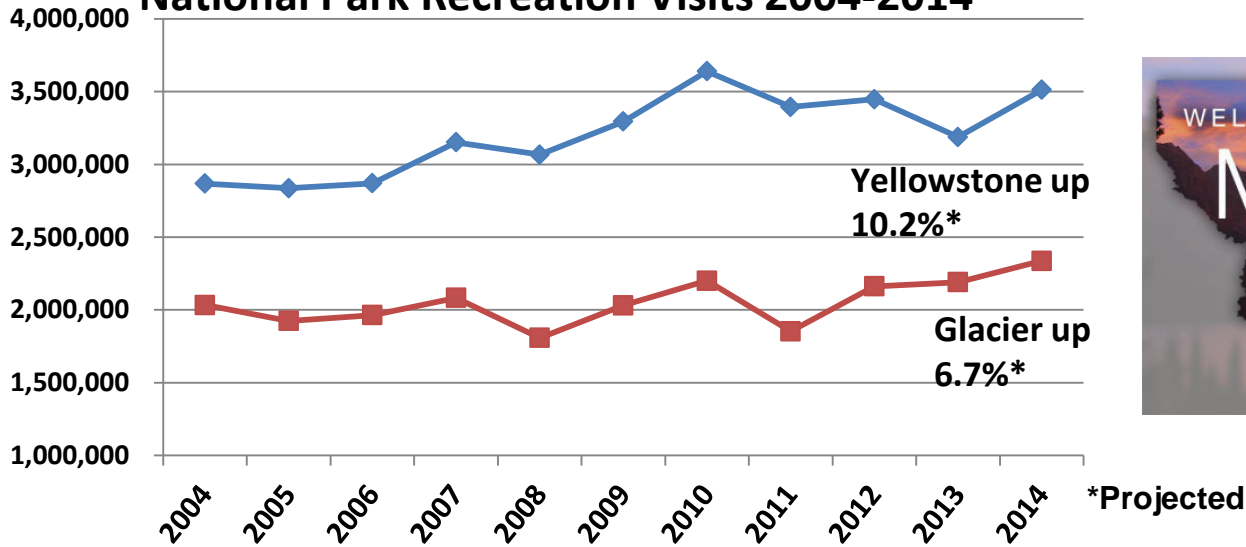
# 2012-2013 Estimate of Nonresident Traveler Spending per County: Counties with \$20 million or more



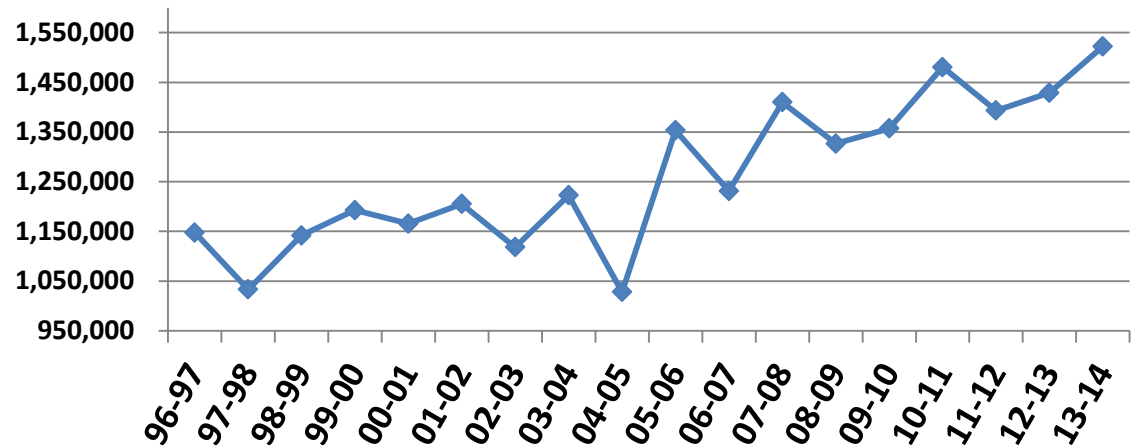
# Tourism Business Owners: Customer % change 2013-2014



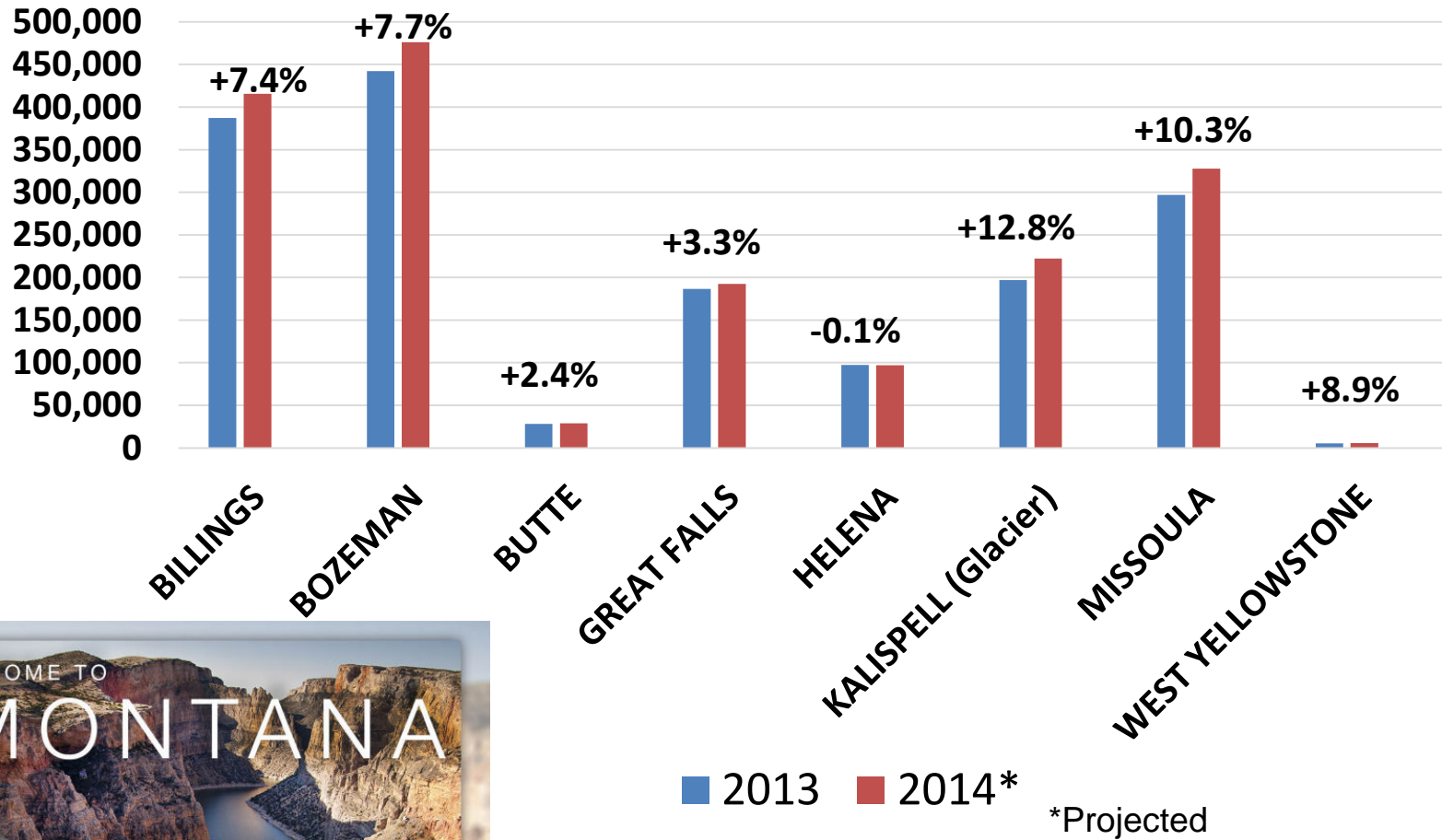
## National Park Recreation Visits 2004-2014



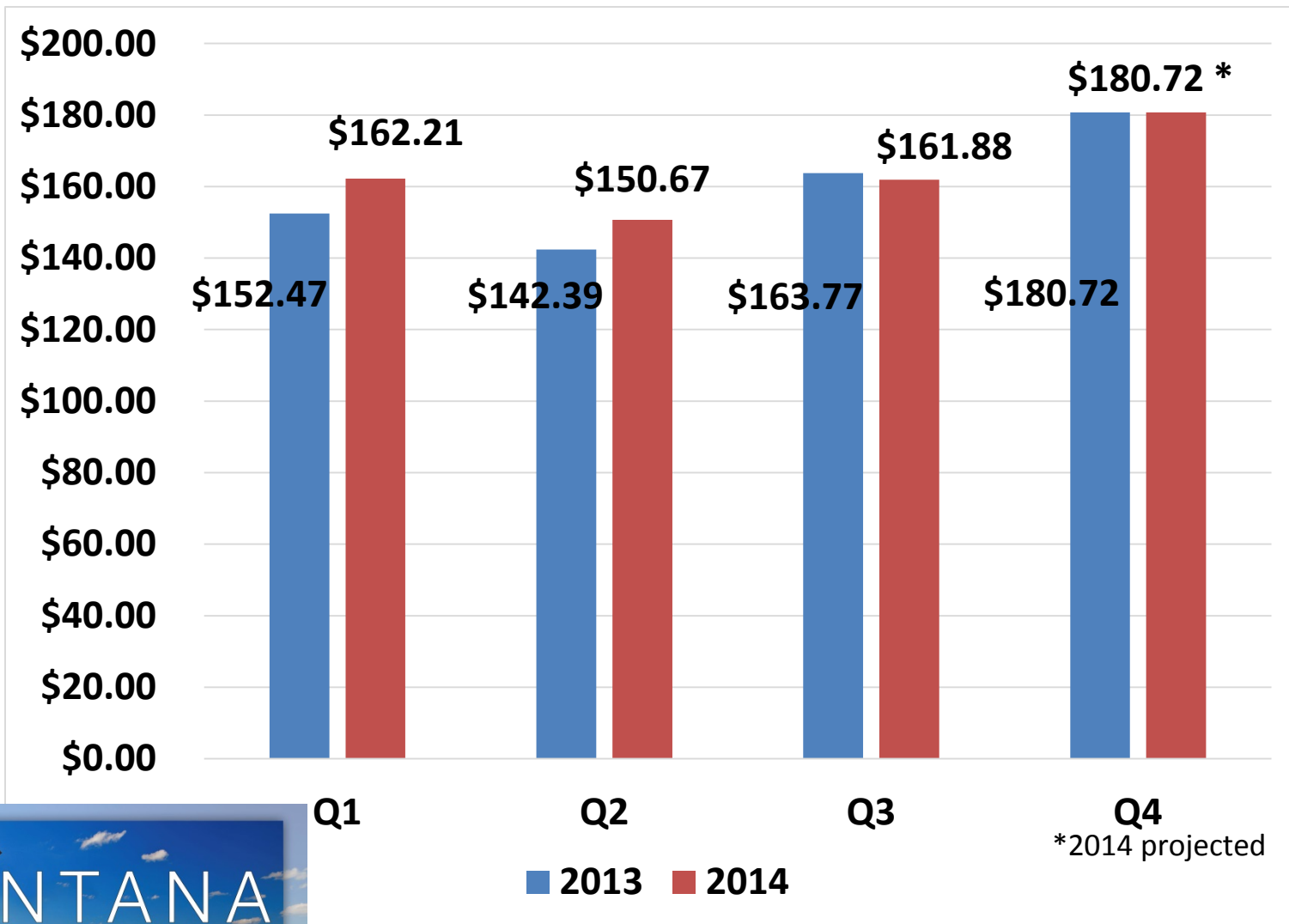
## Montana Ski Area Visits 1996-2014



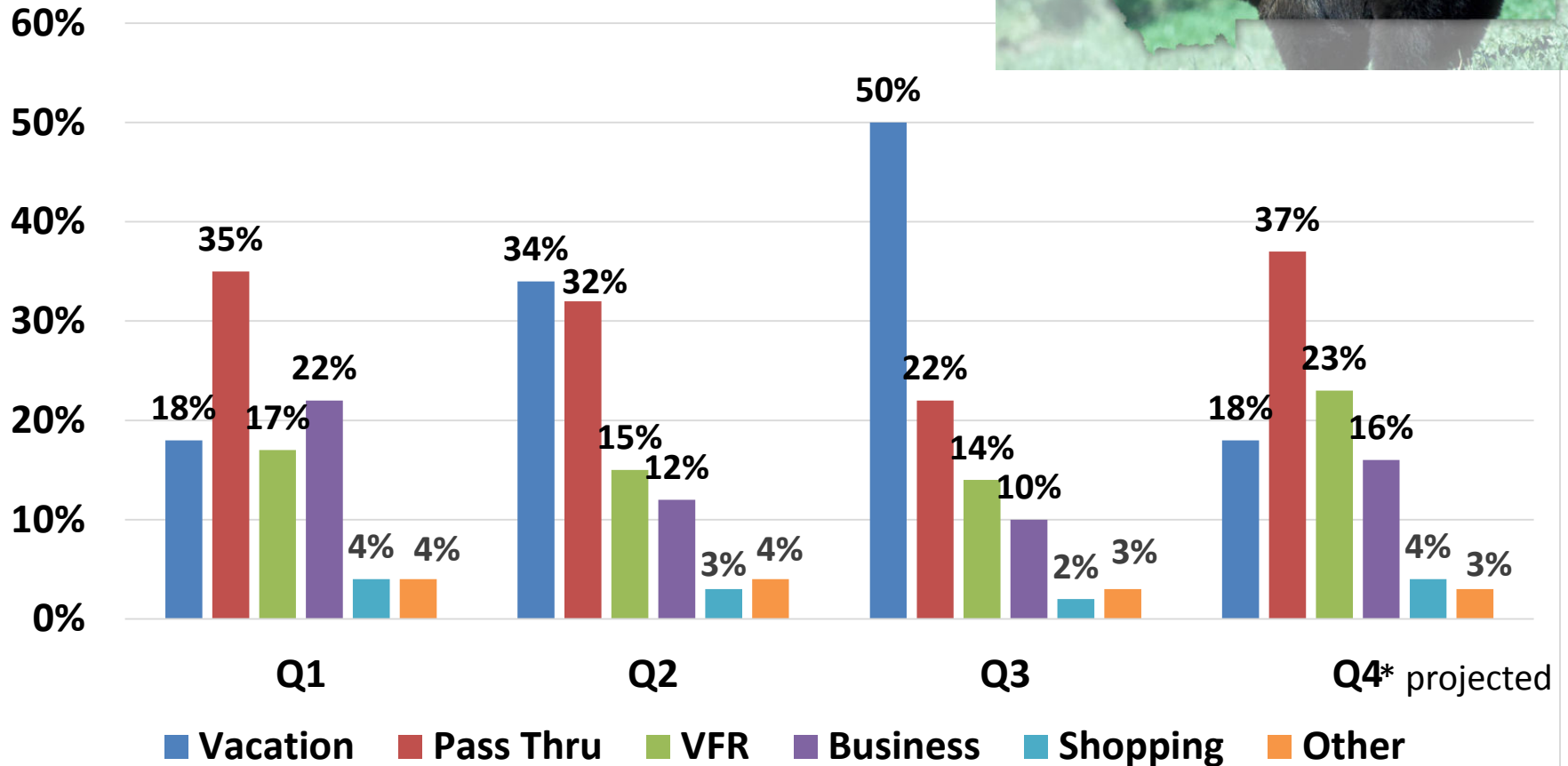
# Airport Deboardings Change by City: 2013-14\*



# Quarterly Nonresident Spending

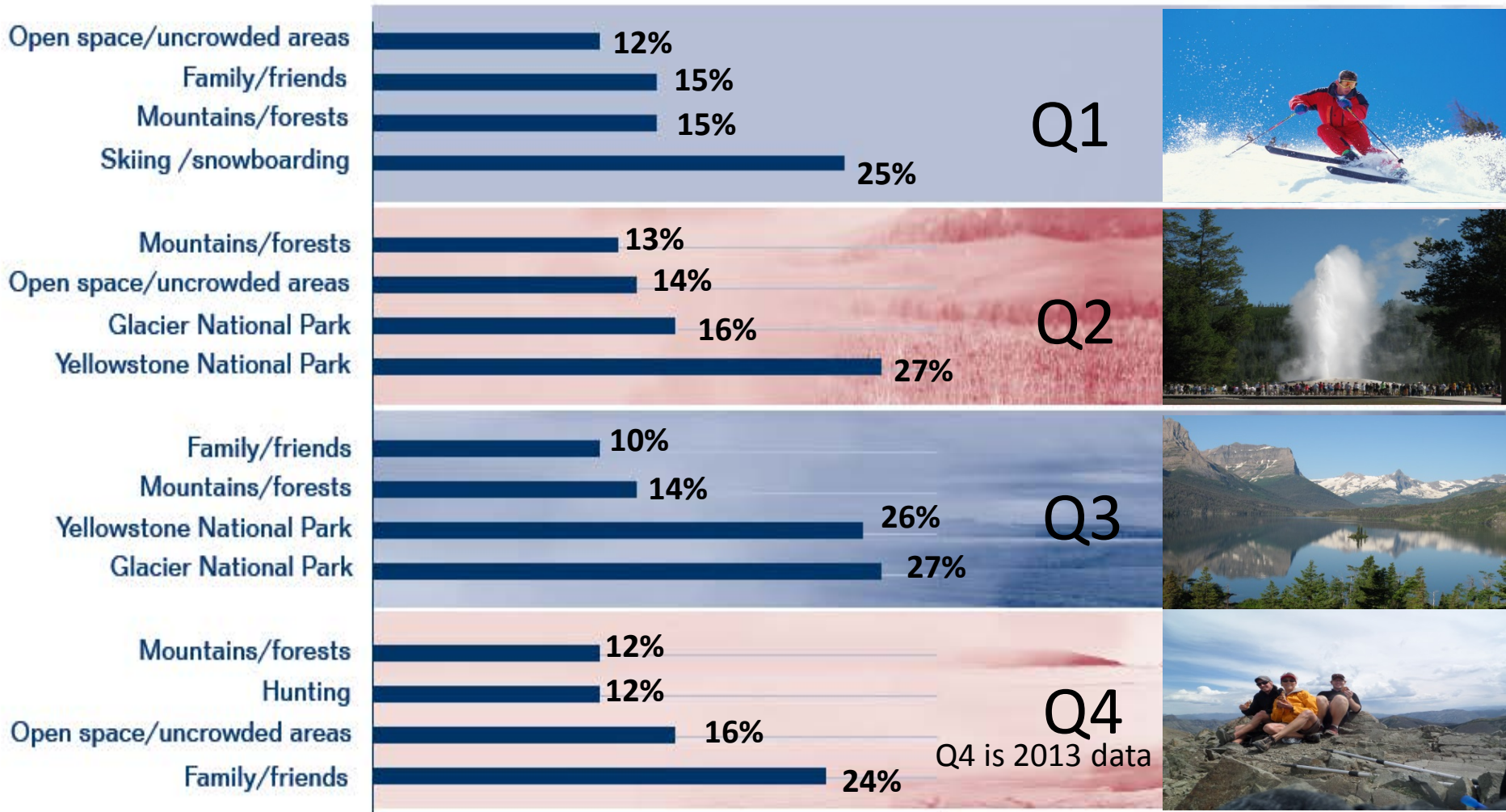


# Primary Purpose of Visit by Quarter 2014\*





# Top 4 Primary Attractions by Quarter, 2014



# Promising Outlook for 2015 because...

- Household spending (up)
- Unemployment (down)
- Household debt (down)
- US dollar (stronger)
- Intention to travel (up)



# Montana 2015 Outlook

- Expect nonresident visitation to be up 2%
- Expect nonresident spending to be up 2%-5%
- Economic impact to MT should be greater than \$5 billion.



# Thank you!

For more local data and information go to:  
[www.itrr.umt.edu](http://www.itrr.umt.edu)



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