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The Montana Travel Industry - 2023 Summary

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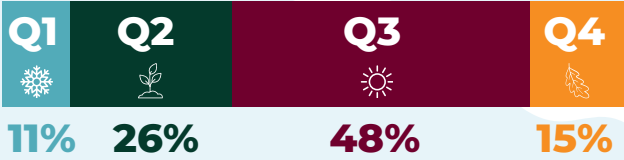
2023 THE MONTANA TRAVEL INDUSTRY

 **12.5 MILLION VISITORS SPENT \$5.45 BILLION** 

SPENDING CATEGORIES



WHEN ARE TRAVELERS COMING TO MONTANA



 **\$930** Average tax burden reduced on every Montana household by tourism

\$414M
STATE AND LOCAL TAXES

48,340
JOBS SUPPORTED

 **5** NIGHTS SPENT ON AVERAGE

\$1.5B
EMPLOYEE COMPENSATION (DIRECT)


1-IN-12
MONTANA WORKERS

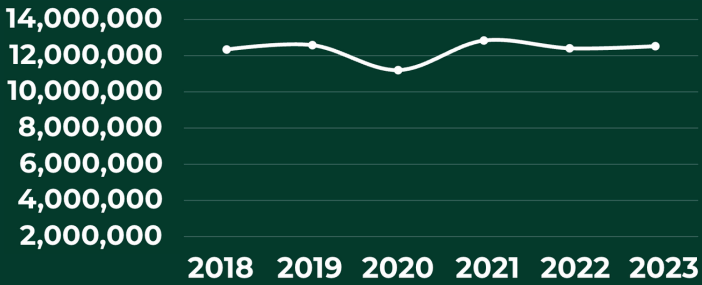
AVERAGE TRAVEL PARTY SIZE **2.3** 

\$4.8B
INDUSTRY OUTPUT (DIRECT)





SUPPORTED BY
OUT-OF-STATE TRAVEL

69% Montana residents agree that the overall benefits of tourism outweigh the negative impacts

NUMBER OF VISITORS TO MONTANA



TOP ACTIVITIES

-  SCENIC DRIVING (42%)
-  DAY HIKING (34%)
-  WILDLIFE WATCHING (28%)
-  NATURE PHOTOGRAPHY (26%)



The Institute for Tourism & Recreation Research (ITRR) conducts travel and recreation research in Montana, primarily focusing on the nonresident travel survey conducted throughout the state. ITRR's mission is to provide leadership, direction, and information to assist the tourism and recreation industries in making informed decisions about planning, marketing, policy, and management. www.itrr.umt.edu



2023

THE MONTANA TRAVEL INDUSTRY

OUTDOOR RECREATION IS A \$1.1 TRILLION ECONOMIC POWERHOUSE, FUELING 5 MILLION JOBS NATIONWIDE

Source: Outdoor Industry Association, 2023

96% OF MONTANA RESIDENTS AGREE THAT OUTDOOR RECREATION IS IMPORTANT TO THEIR QUALITY OF LIFE



Montana's outdoor recreation economy

GREW 14%

from 2021-22



Source: Bureau of Economic Analysis, 2023



Outdoor recreation makes up **4.3%** of the state GDP making Montana #3 in the U.S. for GDP



2.8 million airport visitors in 2023, a **9.7%** increase from 2022

Five ITRR survey kits were used in 2023 in Whitefish, Kalispell, Butte, Gardiner, and Livingston

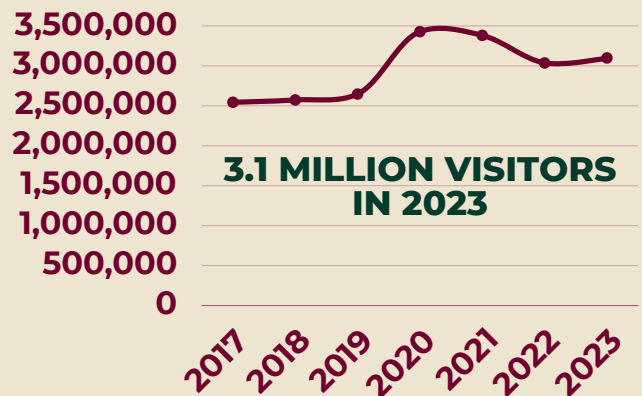


MONTANA NATIONAL PARK SYSTEM VISITATION

- YELLOWSTONE NP – 4.5 MILLION
- GLACIER NP – 2.93 MILLION
- LITTLE BIGHORN BATTLEFIELD NM – 227,000
- BIGHORN CANYON NRA – 218,000
- BIG HOLE NB – 55,000
- GRANT-KOHR'S RANCH NHS – 27,000



MONTANA STATE PARK VISITATION



In 2023, ITRR surveyed close to 10,000 nonresidents and nearly 18,000 residents. This extensive research initiative aims to deliver in-depth quarterly analyses that shed light on the economic impact, travel patterns, and recreational trends within the state.



Established in 1987, ITRR, based at the W.A. Franke College of Forestry and Conservation at The University of Montana-Missoula, conducts and disseminates valid, reliable, and objective research designed to assist Montana public agencies, businesses, and non-profit firms who provide visitor services or manage parks, recreation areas, and other facilities used by visitors. We are proud to celebrate 37 years of providing leadership, direction, and information to assist the tourism and recreation industries. www.itrr.umt.edu

