

THE MONTANA TRAVEL INDUSTRY 2021 DATA

VISITOR NUMBERS ARE HOLDING STEADY AND VISITOR SPENDING HAS INCREASED



12.5 MILLION VISITORS SPENT \$5.15 BILLION

WHEN are visitors coming to Montana?



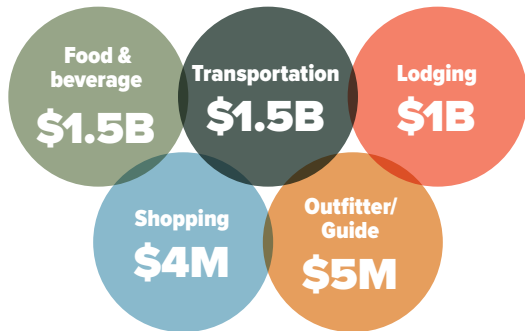
HOW LONG are visitors staying?

Visitors to Montana spend AN AVERAGE OF 5 NIGHTS



HOW MUCH are visitors spending?

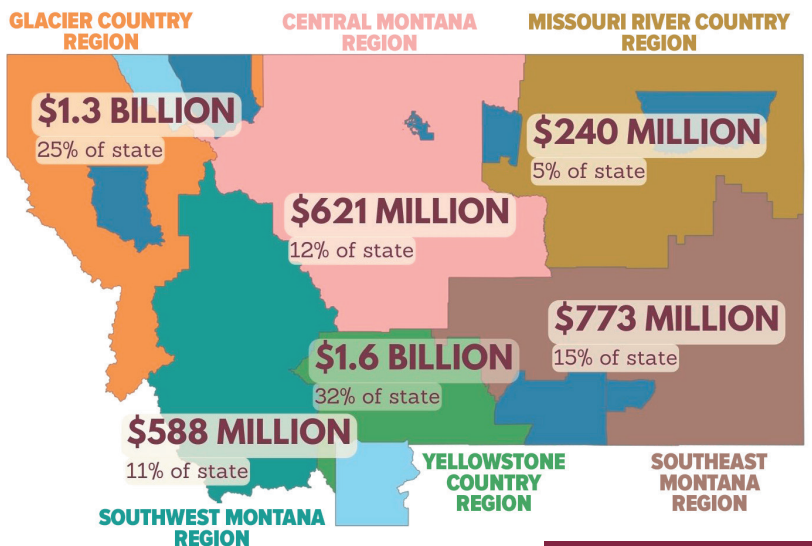
VISITORS SPEND \$177/DAY



Visitor Spending

47,810 Jobs Supported	1-IN-9 MONTANA WORKERS is supported by out-of-state travel	\$1.3B Employee Compensation (Direct)
\$388M State & Local Taxes		\$4.4B Industry Output (Direct)
TOURISM REDUCES THE AVERAGE TAX BURDEN on every Montana household BY OVER \$866		

Regional Travel Spending



MORE INFO ->>

WHY are visitors coming to Montana?

40% of travelers to Montana indicated **VACATION | RECREATION | PLEASURE** as their main purpose for their visit



79% OF RESPONDENTS HAD VISITED MONTANA BEFORE

Over 60% of repeat visitors had previously visited Montana **MORE THAN 5X AS AN ADULT**

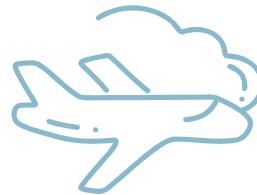
Montana's outdoor recreation economy **GREW NEARLY 30%**



Montana's state parks recorded **MORE THAN 3.4 MILLION VISITORS**



Nonresident travel supports expanded air service



Air travel has increased **12%** over the past five years

Montana's four busiest airports combined offer **66 DIRECT FLIGHTS TO U.S. CITIES**



Supporting Entrepreneurs



Institute for Tourism & Recreation Research



ITRR was established in 1987 to conduct objective research in tourism and recreation for the state of Montana and is housed in the W.A. Franke College of Forestry and Conservation at The University of Montana-Missoula. ITRR disseminates valid, reliable, and objective research designed to assist 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 35 years of providing leadership, direction, and information to assist the tourism and recreation industries. www.itrr.umt.edu