

MONTANA DEPARTMENT OF COMMERCE

MONTANA

OFFICE OF TOURISM

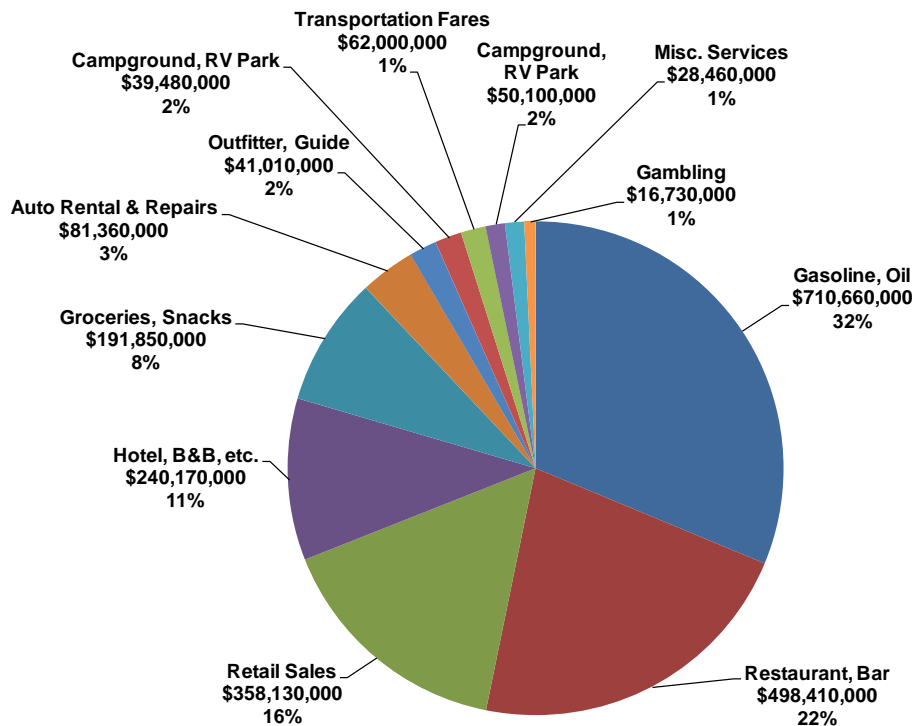
MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism is Important Business

- Tourism is one of Montana's leading industries.
- **10 million visitors** traveled to Montana in 2009 which means **10 new customers per Montana resident for Main Street businesses.**
- These visitors **spent \$2.3 billion** in 2009 which is new money for Montana's economy.

2009 Visitor Expenditures

(\$2 BILLION IN NEW MONEY)



Tourism is Big Business

- Visitor spending **generated \$153 million in state and local tax revenue** in 2009.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.5 ppl) would have to pay **\$392 in additional local and state taxes.** (*total tax revenue / total households*)

Tourism is Our Business

- Tourism and recreation businesses **support 25,500 Montana jobs.**
- Visitor spending **provided \$569 million in worker salaries.**
- Some of our **Partners** in the **Tourism Industry** include:
 - Hotels, motels, bed & breakfasts and dude ranches
 - Restaurants and bars
 - Outfitters and guides
 - Ski resorts and private travel attractions
 - Museums and cultural facilities
 - Private and public campgrounds
 - Farmers and ranchers
 - Gas station and convenience store owners
 - Transportation companies
 - Retail shops
 - State and federal agencies
- **Montana's 2008-2012 Tourism & Recreation Strategic Plan** incorporates input received from Montana citizens, businesses and organization representatives (including private, public, tribal, nonprofit), totaling over **1,200+ Montanans.**

Tourism is a Competitive Business

- Montana needs to gain market share in tourism marketing and advertising.
- Montana's travel promotion budget is **30% lower** than the national state average.
- Every bed tax dollar invested in promoting Montana yielded **\$3.50 in state and local taxes.** Out of this \$3.50, **\$2.12 is returned** directly to the **state's general fund.**
- In a 2009 Brand Awareness Study, it was found that once Montana advertised in a market, awareness of Montana as a travel destination **rose 5 to 10 fold.** Of those who had seen the advertising, they were **3 times more likely to plan travel** to Montana than those that had not seen the advertising.
- Additional funding to enhance tourism marketing efforts would result in increased visitor spending which in turn increases income, property and corporate tax collections.

Figures compiled using data included in ITRR's *2009 Montana Nonresident Economic Impacts & Expenditures*; *Montana Tourism & Recreation Strategic Plan 2008-2012*; U.S. Travel Association's *2009-10 Survey of U.S. State and Territory Tourism Office Budgets*; *Montana Census and Economic Information Center and Susan Ockert, Economist, Montana Department of Commerce*; and *Leisure Trends Group MTOT Brand Awareness Study 2009.*

Updated August 2010

<http://travelmontana.mt.gov>

