

MONTANA

OFFICE OF TOURISM

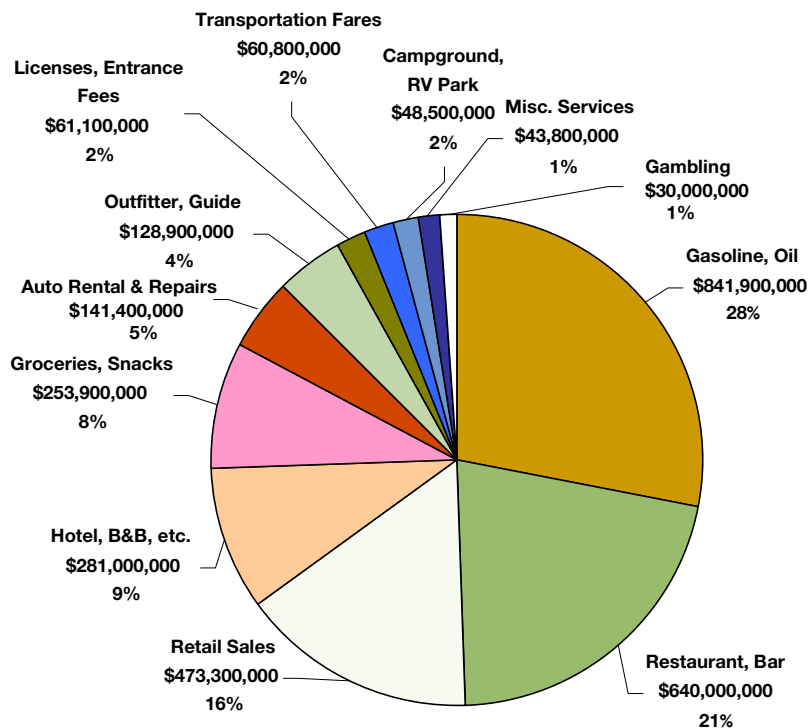
MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism is Important Business

- Tourism is one of Montana's leading and fastest growing industries.
- **10 million visitors** traveled to Montana in 2008 which means **10 new customers per Montana resident for Main Street businesses.**
- These visitors **spent \$3 billion** in 2008 which is new money for Montana's economy.

2008 Visitor Expenditures

(\$3 BILLION IN NEW MONEY)



Tourism is Big Business

- Visitor spending **generated \$228 million in state and local tax revenue** in 2008.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.5 ppl) would have to pay **\$589 in additional local and state taxes.** (*total tax revenue / total households*)

Tourism is Our Business

- Tourism and recreation businesses **support 42,200 Montana jobs.**
- Visitor spending **provided \$897 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 **26% 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 *The Economic Review of the Travel Industry in Montana – 2008 Biennial Edition*, ITRR's *2008 Montana Nonresident Economic Impacts & Expenditures*, *Montana Tourism & Recreation Strategic Plan 2008-2012*; *Montana Census and Economic Information Center* and Susan Ockert, *Economist, Montana Department of Commerce*; and *Leisure Trends Group MTOT Brand Awareness Study 2009.*

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<http://travelmontana.mt.gov>

