

MONTANA

OFFICE OF TOURISM

MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

Tourism Means Business

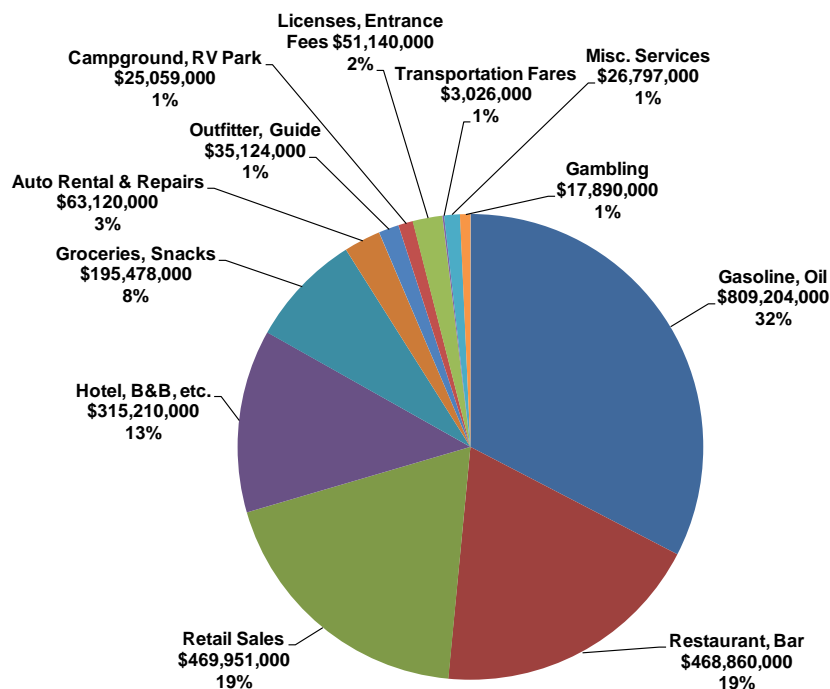
- Tourism is one of Montana's leading industries and primary revenue drivers.
- 10.5 million visitors traveled to Montana in 2010 which means 11 new customers per Montana resident for Main Street businesses.

Tourism Means "New" Money

- Visitors to Montana in 2010 spent \$2.5 billion which is new money for Montana's economy.
- Visitor spending generated \$180 million in state and local tax revenue in 2010.
- Every dollar spent on advertising, yields \$104 in visitor spending in Montana.
- For every bed tax dollar invested in advertising, \$4.53 is returned directly to the state's general fund.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.5 ppl) would have to pay \$480 in additional local and state taxes. (total tax revenue / total households)

2010 Visitor Expenditures

(\$2.5 BILLION IN NEW MONEY)



Tourism Means Jobs

- Tourism and recreation businesses **support 28,110 Montana jobs.**
- Visitor spending **provided \$785 million in worker salaries.**
 - On average, **every dollar spent** by nonresident travelers in Montana **generates 30 cents (\$.30) in wage and salary income** for Montana residents. This is 13% higher than the national average.
- Some of our **Partners** in the **Tourism Industry** include:
 - Hotels, motels, bed & breakfasts and dude ranches
 - Restaurants and bars
 - Outfitters and guides
 - Ski areas 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 Means Competition

- Montana needs to gain market share in tourism marketing and advertising.
- Montana's travel promotion budget is **30% lower** than the national state average.
- In a 2010 Conversion Study, it was found that once Montana advertised in a market, top of mind awareness of Montana as a travel destination **rose 36%**. 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.
- Funding for tourism marketing results in increased visitor spending which in turn increases income, property and corporate tax collections.

Figures compiled using data included in ITRR's *2010 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 Conversion Study 2010*.

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<http://montanaturismnews.org>

<http://travelmontana.mt.gov>

