

MONTANA DEPARTMENT OF COMMERCE

# MONTANA

OFFICE OF TOURISM

## MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

### Tourism Means Business

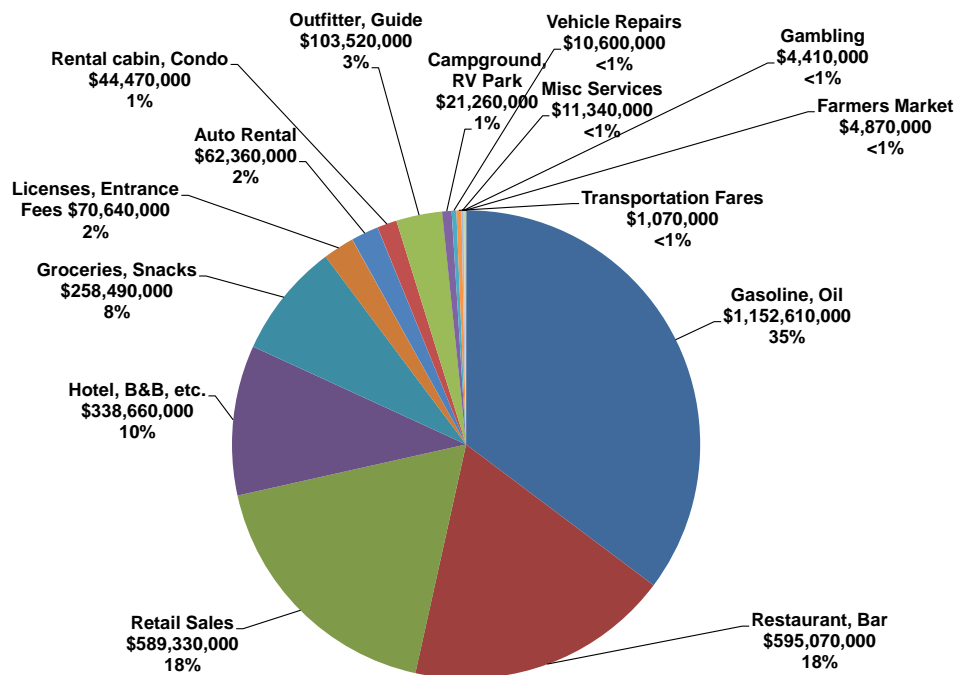
- Tourism is one of Montana's leading industries and primary revenue drivers.
- **10.8 million visitors** traveled to Montana in 2012 which means **11 new customers per Montana resident for Main Street businesses.**

### Tourism Means "New" Money

- Visitors to Montana in 2012 **spent \$3.3 billion** which is new money for Montana's economy.
- Visitor spending **generated \$305 million in state and local tax revenue** in 2012.
- **Every dollar spent** on advertising, yields **\$157 in visitor spending** in Montana.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.36 ppl) would have to pay **\$757 in additional local and state taxes.** *(total tax revenue / total households)*

## 2012 Visitor Expenditures

(\$3.3 BILLION IN NEW MONEY)



## Tourism Means Jobs

- Tourism and recreation businesses **support 42,900 Montana jobs.**
  - One in every 15 Montana workers is supported by out-of-state travel.
- Visitor spending **provided \$1.2 billion in worker salaries.**
  - On average, **every dollar spent** by nonresident travelers in Montana **generates 38 cents (\$.38) in wage and salary income** for Montana residents. This is 57% 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 maintain a stable funding source in order to grow market share in tourism marketing and advertising.
- In ongoing Brand Awareness Studies, it is found that once Montana advertises in a market, awareness of Montana notably grows. In addition, those that have seen Montana's advertising are **significantly more likely to plan travel** to Montana than those who are unaware of the advertising.
- Funding for tourism marketing results in increased visitor spending which in turn increases income, property and corporate tax collections.

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Figures compiled using data included in ITRR's *2012 Montana Nonresident Economic Impacts & Expenditures*; ITRR's *The Economic Review of the Travel Industry in Montana, 2012 Biennial Edition*; *Montana Tourism & Recreation Strategic Plan 2008-2012*; and *Leisure Trends Group MTOT Brand Awareness & Conversion Studies 2010-2012*.

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<http://montanaturismnews.org>

<http://travelmontana.mt.gov>

