

# MONTANA TOURISM & RECREATION INDUSTRY FAST FACTS

## Big Sky Value

Senate Local Govt. Comm.  
 Exhibit No. 7  
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- Tourism is one of Montana's leading and fastest growing industries.
- Almost 9.67 million visitors spent \$1.87 billion in 2003 new money for Montana's economy.

- **\$1.4 billion of that total spending went to retail items** like food, gas, clothes, gifts, sporting goods and other products: that \$0.75 of every visitor dollar being spent in local shops.

- **Visitors ate over 110,000,000 meals** in Montana in 2001 (\$469 million worth of Montana beef, wheat, and other food and beverage products).

- Tourism and recreation businesses supported **37,000 Montana jobs**.

- Visitor spending provided **\$597 million in worker salaries**.

- **Without tourism and recreation, Montanans could not maintain the state's current level of airline service.** (One half of all commercial airline passengers flying in and out of Montana are visitors.)

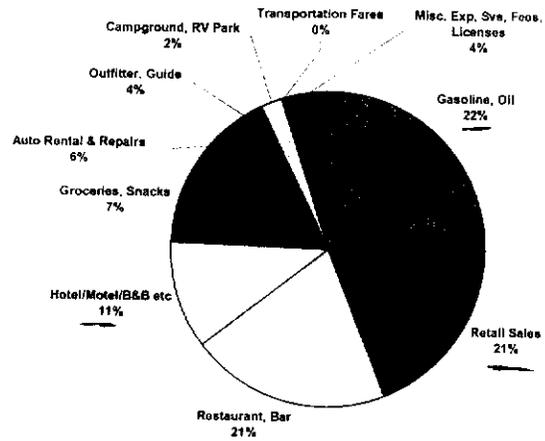
- Non-resident travel expenditures generated over **\$135 million in state and local tax revenue in 2003**.

- **Montana's tourism promotion and development efforts, statewide, are financed by the 4% lodging facility use tax.** (State promotion and development efforts have not used General Fund dollars since 1987.)

- Montana's "**Return-on-Investment**" from lodging tax funded activities is **\$185 in visitor spending for every \$1 spent** on state, regional and local promotion and development.

- The **Montana Tourism and Recreation Strategic Plan 2003-2007 is the statewide blueprint** to ensure that tourism remains a positive contributor to Montana's economic and social well-being.

\$1.87 Billion in 2003 Nonresident Travel Expenditures



Figures compiled using data included in the *Montana Tourism & Recreation Strategic Plan 2003-2007*, the ITRR, *2003 Montana Nonresident Economic Impacts & Expenditures*



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