



Tourism is Critical for Montana

- ❁ Tourism generates more than \$135 million in State and local tax revenue - 8% of Montana's total tax collection.
- ❁ In Montana the tourism industry generates nearly 37,000 jobs and more than \$739 million in personal income.
- ❁ In 2003, nonresident visitors spent more than \$1.87 billion in Montana, the equivalent of \$2,000 for every Montana resident.
- ❁ More than half of Montana residents believe increases in tourism will improve their quality of life.
- ❁ 71% of Montana residents believe the overall benefits of tourism outweigh any negative impacts
- ❁ Nonresident spending in Missoula County is more than \$149 million dollars.
- ❁ Nonresident spending revenues in Missoula County generate roughly \$30 million in payroll, creating more than 2,000 jobs.
- ❁ In 2001-2002, 62% of nonresidents who visited Missoula County cited 'vacation' as their primary purpose for traveling to Montana.
- ❁ In 2001-2002, 41% of nonresidents who visited Missoula County were attracted to the area because of the mountains.

*(Sources: Missoula Convention and Visitors Bureau;
Institute for Tourism and Recreation Research)*