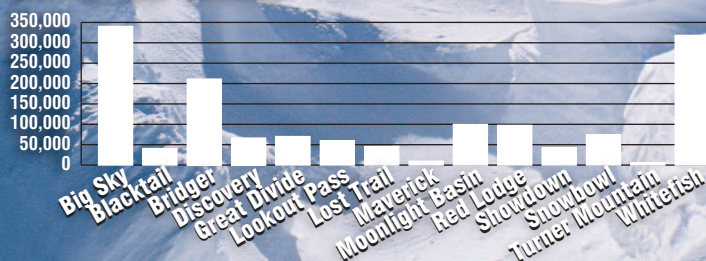


Nonresident travelers to Montana, first quarter (January-March) 2011

Ski area visits



Top states for tourists to Montana

Idaho	14%
Wyoming	12%
Washington	12%
Alberta, Canada	10%
North Dakota	10%
Utah	4%
Minnesota	4%
Colorado	3%
California	3%
British Columbia, Canada	2%
Arizona	2%
South Dakota	2%
Texas	2%

Visitor characteristics

73%	62%	53%	33%	12%
Groups with all repeat visitors	Visited Yellowstone National Park	Nights spent in hotel/ motel	Attracted to Montana for skiing/ snowboarding	Entered through Superior