

ITRR summary of accomplishments: September 2015 – August 2016

Publications

- PDF [Assessing Going-to-the-Sun Road Travelers' Attitudes, Knowledge, and Perceptions of Bicycling](#), Brian Battaglia and Norma P. Nickerson
- PDF [2015 Nonresident Visitation, Expenditures & Economic Impact Estimates: Estimates by full year, quarters, trip purposes, and international visitors](#). Kara Grau
- PDF [A Comparison of Vacationer Spending Segments](#), Kara Grau and Norma P. Nickerson
- PDF [The Importance of Traveler Spending on Locally Produced Goods and Services](#), Kara Grau and Norma P. Nickerson
- PDF [Understanding Park Support: Philanthropy and Other Support for Yellowstone National Park](#), Geoffrey G. Havens and Norma P. Nickerson
- PDF [Building Constituency at Yellowstone National Park: Predicting Visitor Support Now and Into the Future](#), Jacob Daniel Jorgenson and Norma P. Nickerson
- PDF [Using DMAs as a Marketing Tool: 2015 Nonresident Visitor Data](#), Jacob Daniel Jorgenson and Norma P. Nickerson
- PDF [The Montana Expression 2016: Vacation Planning](#), Norma P. Nickerson
- PDF [What We Know about Crowding and Visitor Experiences](#), Norma P. Nickerson
- PDF [Comparing Bicyclists, Non-Bicyclists, and Bus Drivers in Glacier National Park](#), Norma P. Nickerson and Brian Battaglia
- PDF [Economic Contributions of the Yellowstone River to Park County, Montana](#), Jeremy L. Sage
- PDF [Assessing Character of Place to Guide Geotourism - A Case Study of Two Montana Communities](#), Evan Tipton, Norma P. Nickerson, and Jennifer Thomsen
- PDF [Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State](#), Kara Grau and Brian Battaglia
- PDF [Revisiting Market Segments based on "What Attracted Visitors to Montana"](#), Norma P. Nickerson and Jake Jorgenson
- PDF [Assessing Character of Place of Guide Geotourism – A case study of two Montana Communities.](#)

Survey Kits

- PDF [Montana Cowboy Poetry Gathering and Western Music Rendezvous 2015](#), Megan Schultz
- [Montana Dragon Boat Festival 2015](#), Megan Schultz
- PDF [Montana Folk Festival 2015](#), Megan Schultz
- PDF [The Event at Rebecca Farm 2015](#), Megan Schultz
- PDF [2016 Spartan Race Survey Kit Visitor Study](#), Megan Tanner Schultz
- PDF [Big Sky Documentary Film Festival 2016](#), Megan Tanner Schultz
- PDF [Montana Winter Fair - 2016](#), Megan Tanner Schultz

Thesis/dissertations

AUTOBIOGRAPHICAL MEMORY OF NATURE-BASED TOURISTS: FORMATION OF PLACE ATTACHMENT AND INFLUENCES ON VISITOR BEHAVIOR

Author: Jacob D. Jorgenson

EXPLORING PARK SUPPORT: A STUDY OF PHILANTHROPY AND OTHER SUPPORT FOR YELLOWSTONE NATIONAL PARK

Author: Geoffrey Havens

Publication: [Theses, Dissertations, Professional Papers](#) [Download](#)

Bicycle Mobility in Glacier National Park: Assessing Going-to-the-Sun Road Travelers' Attitudes, Knowledge, and Perceptions of Bicycling

Author: Brian G. Battaglia

Publication: [Theses, Dissertations, Professional Papers](#) [Download](#)

Journal Articles:

Nickerson, N.P., Jorgenson, J., and Boley, B.B. (2016). Are sustainable tourists a higher spending market? *Tourism Management*, 54, 170-177.

Berry, M.S., Nickerson, N.P., and Metcalf, E. C. (2016). Using spatial, economic, and ecological opinion data to inform gray wolf conservation, *Wildlife Society Bulletin*; DOI 10.1002/wsb.687.

In the News:

- [Montana's Newest State Park Signals Shift from Extraction to Recreation-Based Economy](#)
- [Yellowstone businesses suffering after officials close popular fishing river](#)
- [Area businesses losing clients, money over Yellowstone River closure](#)
- [Chamber looks ahead at tourist economics](#)
- [Montana Made: Research confirms link between local products, economic development](#)
- [Montana tourists play a big role in state economy](#)
- [Montana Tourism Numbers Final - ITRR Reports 'Numbers Tell a Compelling Story'](#)
- [Under the M: Study shows tourists spent nearly \\$3.7B](#)
- [Study tracks visitor spending patterns](#)
- [New Study Reveals That Families Spent the Most When Visiting Montana](#)
- [Polson revisiting resort tax issue](#)
- [Biggest Swish Basketball Tournament yet starts today in Helena](#)
- [From the Editor: As Asian tourism soars, the mystery of broken toilet seats has been solved](#)
- [4 Montana state parks will help efforts to cater to bicycling tourists](#)
- [Canadian "Loonie" depreciation bittersweet for Montana](#)
- [Basketball bucks:Tourney boosts local economy](#)
- [Mountain bike trailblazer hits the trail](#)
- [Economists express optimism about Montana's economy](#)
- [Tourism Study Reveals Most Commonly Purchased "Made in Montana" Products](#)
- [Survey: Most tourism businesses saw more customers in 2015](#)
- [Falling loonie keeping many Canadians north of the border](#)
- [More tourists visited Montana in 2015, but spent less](#)
- [Record number of tourists visited Montana, but they spent less](#)
- [11.7 Million Visited Montana, Spent \\$3.6 Billion in 2015](#)
- [Montana Tourism Numbers Up, Spending Down](#)
- [Montana's Nonresident Visitor Numbers Up in 2015; Total Spending Down](#)

- \$4.4 million isn't just horsing around
- Event at Rebecca Farm provides economic boost to the Flathead
- Northern Exposure: The trickle-down effects of Canada's economic downturn and the rise of domestic visitation
- Montana tourism continues to get even stronger
- Bicycling tourists are older, wealthier, and in demand
- Dragon boats row in nearly \$1 million
- 2015 Dragon Boat race brings nearly \$1-million to Flathead Valley
- Cities, States Recognizing Bicycling's Big Economic Potential
- Elk hunting changes worry people in Gardiner
- Wildfire, smoke can't stop Glacier's march toward visitation record
- "Tourism and Trends in MT," On- hour guest live on the "Voices of MT Radio" July 11, 2016

Presentations:

Norma Nickerson

Nickerson, N. "Making Tourism Research Relevant for the Future: A conceptual Framework for Dissemination and Implementation," Presented at the international conference of the Travel and Tourism Research Association, Vail; CO, June 22, 2016.

Nickerson, N. "Success in defining your Research Program," Facilitator and Moderator for the Academic Roundtable at international conference of the Travel and Tourism Research Association, Vail, CO; June 21, 2016.

Nickerson, N. & Havens, G. "Exploring Park Support: A study of Philanthropy and other Support for Yellowstone National Park, Presented to YNP management level employees and superintendent, Mammoth Hot Springs, WY; May 18, 2016.

Nickerson, N., and Battaglia, B. "Visitors to Glacier National Park: bicyclists and non-bicyclists characteristics, attitudes, and knowledge, presented to Glacier National Park management, staff, and the public; West Glacier, MT, January 20, 2016.

Nickerson, N. "A Decade of Data and Decisions: Using Spending Data as Viable Market Segments," Video presentation to the Texas chapter of TTRA; January 19, 2016.

Nickerson, N. "Travel, Tourism and Recreation: Millennials Shake up Travel Paradigm," Presented at the BBER Outlook seminars in Helena, Great Falls, Missoula, Billings, Bozeman, Butte, Kalispell, Lewistown, and Havre, January-March 2016.

Nickerson, N. "Montana tourism trends and outlook," presented to the Governor's conference on Tourism and Recreation, Kalispell MT, April 11, 2016.

Nickerson, N. "MT residents and bicycling & bicyclists and non-bicyclists in Glacier," Presented to the Bike Walk MT annual conference, Missoula, MT, April 28, 2016.

Nickerson, N. "Understanding Nonresident spending patterns: Locally produced goods & services and higher spending visitors, presentation to the MT Tourism Advisory Council, Butte, MT, June 6, 2016.

Nickerson, N. "Economic Impacts: How and Why of Counting the Dollars," Keynote presentation at the National Bicycle Tourism Conference, San Diego, CA; November 6, 2015.

Nickerson, N. "Panel on bicycle tourism", presentation at the National Bicycle Tourism Conference, San Diego, CA; November 4, 2015.

Nickerson, N. "Montana women in conservation," presented for graduate student colloquium, Missoula, MT; November 19, 2015

Nickerson N. "The role of Fish and Wildlife in Montana's Tourism Economy," Presented to the FWP –Finding Common Ground meeting, Bozeman, MT; October 20, 2016.

Nickerson, N. "2015 Economic and other Trends in Travel and Tourism," presented at the Town Hall Meeting, White Sulphur Springs, MT; October 5, 2015.

Nickerson, N. "Bicycle Tourism," panel presentation at the Town Hall Meeting, White Sulphur Springs, MT; October 5, 2015.

Kara Grau

Grau, K. "Significance of Visitor Spending on Locally Produced Goods & Services," Presented at the international conference of the Travel and Tourism Research Association, Vail, CO, June 15, 2016.

Grau, K. "A Look at Tourism in Flathead County," Presented at the Kalispell Chamber of Commerce meeting, Kalispell, MT, May 17, 2016.

Grau, K. "Traveler Spending on Locally Produced Goods and Services," Presented at the Governor's Conference on Tourism and Recreation, Kalispell, MT, May 11, 2016.

Graduate students: Jake Jorgenson; Brian Battaglia; Geoffrey Havens

Jorgenson, J., and Nickerson, N. (June, 2016). Attachment to Tourism Destinations: The role of Memory and Place Attachment. International Travel and Tourism Research Association. Vail, CO.

Jorgenson, J., and Nickerson, N. (February, 2016). Memory and the Visitor Experience: Integrating Psychology into Tourism Research. Greater Western Travel and Tourism Association. Scottsdale, AZ.

Jorgenson, J. & Nickerson, N. (2016). Building a Constituency for the Future: Yellowstone National Park and Visitor Support. Presented to YNP management and park superintendent. Mammoth Hot Springs, WY. May 18, 2016.

Jorgenson, J. & Nickerson, N. (2016). Sustainable Tourists in Montana: Are sustainable tourists a higher spending market? Presented at the Montana Governor's Conference on Tourism and Recreation. Kalispell, MT. April 12th, 2016.

Battaglia, B., and Nickerson, N. (January 2016). Bicycle mobility in Glacier National Park: Assessing Going-to-the-Sun Road travelers' attitudes, knowledge, and perceptions of bicycling, presented to Glacier National Park management, staff, and the public; West Glacier, MT, January 20, 2016.

Megan Schultz

Schultz, M. "Locals as Tourists: Uncovering the When, Where, and Why of In-state Travel in Montana." Presented at the Greater Western Chapter of the Travel and Tourism Research Association, Scottsdale, AZ, February 12, 2016.

Ongoing Projects

Survey kits: Dragon Boat (Kalispell), The event at Rebecca Farms Equestrian (Kalispell)

Projects:

- Nonresident visitor survey – ongoing data collection, data entry and cleaning, upload to ITRR interactive website
- Resident Travel in MT – development of methods and survey. start data collection January 2, 2017
- Visitor Characteristics and economic analysis of NE Montana - on going data collection and analysis
- Montana's Key niche activities for visitation and spending – on going data collection and data entry
- Outlook survey

Outside projects ongoing

- Park County Travel Council (WY) visitor survey
- Analyzing Economic and Social Opportunities and Challenges related to Bison Conservation in Northeast Montana

Grant proposals

- American Camping Association, submitted 7/22/16. (not funded)
- Leigh and String Lakes Visitor Use Study at Grand Teton National Park, submitted 9/18/16