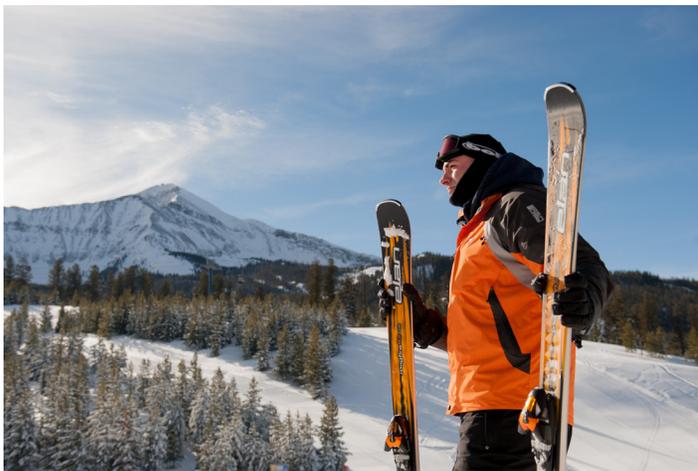


2014 ECONOMIC IMPACT

Tourism is one of Montana's leading industries. Non-resident visitors add money to the state's economy, supporting jobs and reducing state and local taxes for Montana residents. The Montana Office of Tourism markets Montana to maximize non-resident spending. From 2010–14, visitation increased 4.9% while spending increased 59.4%.

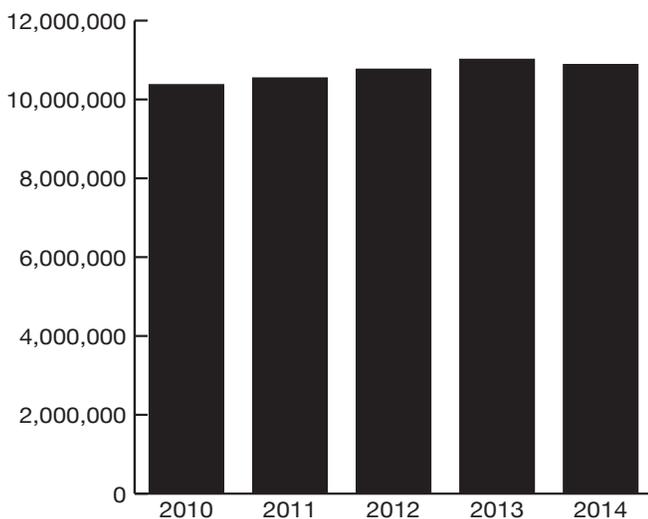
ECONOMIC IMPACT PROFILE (VS. 2013)

Non-resident Visitation: 10.9 Million (-1.2%)
Non-resident Spending: \$3.9 Billion (+7.6%)
Jobs Supported: 53,280 (+10.4%)
Salaries: \$1.3 Billion (+3.2%)
State & Local Taxes: \$217.6 Million (-7.8%)

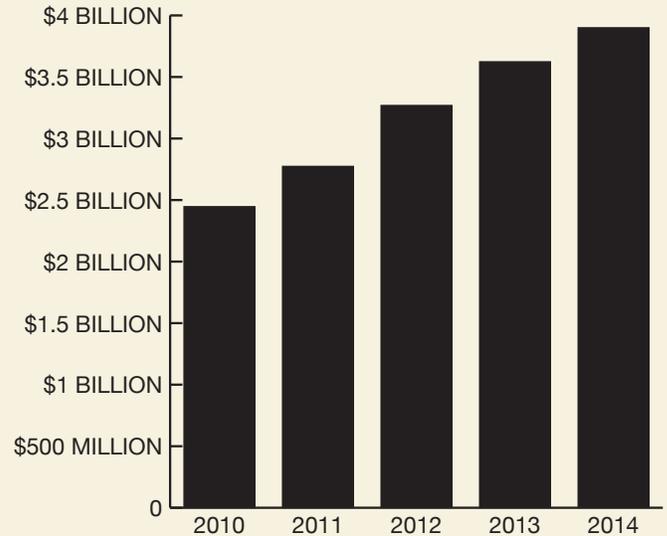


Without non-resident tax revenue, each Montana household would pay an estimated \$537 additional state/local taxes. (Total state and local tax revenue/total occupied housing units.)

NON-RESIDENT VISITATION, 2010–14



NON-RESIDENT SPENDING, 2010–14



2014 Spending by Category

Gasoline, Diesel	\$1,239,440,000
Restaurant, Bar	\$710,450,000
Retail Sales	\$598,720,000
Hotel, Motel	\$388,790,000
Groceries, Snacks	\$352,270,000
Outfitter, Guide	\$243,640,000
Auto Rental	\$96,830,000
Licenses, Entrance Fees	\$79,080,000
Rental Cabin, Condo	\$62,600,000
Auto Repair	\$41,830,000
Misc. Services	\$30,160,000
Campground, RV Park	\$24,770,000
Gambling	\$18,490,000
Transportation Fares	\$7,280,000
Farmers Market	\$6,090,000
Total	\$3,900,440,000

MONTANA PROMOTION FUNDING

Tourism and film promotion is funded through the 4% Lodging Facility Use Tax, commonly known as the “Bed Tax.” Enacted by the 1987 legislature, the Bed Tax is collected from guests of hotels, motels, bed and breakfasts, guest ranches, resorts, and campgrounds. These funds are divided according to the chart below.

No additional funds come from Montana’s General Fund. In fact, tourism helps to support the General Fund due to the additional 3% Lodging Facility Sales Tax added to the original 4% in 2003.

