

ITRR summary of accomplishments: October 2016 - September 2017

Interesting ITRR usage numbers

- In the past 5 years our research report downloads from the UM ScholarWorks have been the 6th highest in the University. Collectively researchers and individuals have downloaded a total of 23,573 times at 1,855 different institutions/organization in 146 countries. Downloads represented: 58% education; 27% commercial; 11% government; 2% organizations.
- ITRR homepage has ~3,400 views/year (GoogleAnalytics) with many of those using our Interactive Data website for business planning, land use planning, marketing, policy, and community planning.
- ITRR tourismresearchMT.org interactive data site (connected to the ITRR website), receives on average 74,400 hits/year (Joomla content management system).
- There have been 8,855 downloads of the ITRR nonresident interactive data in the past 5 years (Joomla content management system).

Publications

2016 Nonresident Visitation, Expenditures & Economic Impact Estimates, Kara Grau

Age Defining Life Stage Traveling: Montana Nonresident Travel Groups, Kara Grau and Norma P. Nickerson

The Montana Expression 2017: Invasive Species and Water Recreation, Norma P. Nickerson and Megan Schultz

Analyzing Economic and Social Opportunities and Challenges Related to Bison Conservation in Northeast Montana, Jeremy L. Sage

Visitor Characteristics and Economic Analysis of Northeast Montana, Jeremy L. Sage

2015 Economic Contribution of Nonresident Travel Spending in Montana Travel Regions and Counties, Kara Grau

An Assessment of the Resort Tax: Collections and Usage in Montana Communities, Kara Grau

Park County, WY Visitor Profile: 2016 to 2005 Comparison, Norma P. Nickerson

Montana Dragon Boat Festival 2016, Megan Schultz

The Event at Rebecca Farms - 2016, Megan Schultz

Journal Articles:

Berry, M.S., Nickerson, N.P., and Odum, A.L. (2017). Delay discounting as an index of sustainable behavior: Devaluation of future air quality and implications for public health, *International Journal of Environmental Research and Public Health*, 14(9), 997; doi.org/10.3390/ijerph14090997.

Nickerson, N. P. (2017). Montana's crowded parks: Record visitation is taking its toll, *Montana Business Quarterly*, 55(1), 10-15.

Nickerson, N.P. and Grau, K. (2016). Traveler Spending: visitors are keeping dollars local, *Montana Business Quarterly*, 54(3), 18-22.

In the News:

- [Tourist numbers on the rise in Park County](#)
- [Tourism group conducting Helena recreation survey](#)
- [Montana as Tourist Magnet](#)
- [Innovation can help state reduce wildlife-vehicle wrecks](#)
- [Whitefish Debuts Proposal for Tourism Master Plan](#)
- [Tourism groups ask users, visitors to share thoughts on Helena trails](#)

- [The Next 10 Years](#)
- [Yellowstone tourist behavior reached new heights in 2016](#)
- [Montana Sees Rise in Tourists, But They're Getting Thriftier](#)
- [Report: More tourists visited Montana last year but spent less money](#)
- [Report: Young people not informed of the dire threat posed by aquatic invasive species](#)
- [Study: Not All Montanans Aware of Invasive Mussels](#)
- [Maintaining the status quo on the Yellowstone: Businesses respond to last year's closure](#)
- [Tourism spending boosts Montana's economy](#)
- [Montana Tourism Spending Down, Despite Higher Visitor Numbers](#)
- [Millions Spending Billions - Nonresident Visitors to Montana in 2016](#)
- [New West Roundup for April 20, 2017](#)
- [Arrests, car crashes and long bathroom lines: Montana's National Parks getting crowded](#)
- [New Report Highlights Overcrowding Woes in Yellowstone](#)
- [Alliance touts Great Falls as tourist destination](#)
- [Outfitting and dude ranch big business in Montana](#)
- [The Camping Crunch](#)
- [In brief: Action shooters recruiting members](#)
- [Report: Montana's outdoors brought economic boost in 2016](#)
- [Global warming will soften Montana's harsh weather, scientists say](#)
- [Montana Winter Fair - 72 years strong and growing](#)
- [Yellowstone visitor survey yields overall positive results](#)
- [Summer 2016 Boomed with Tourists, Development](#)
- [Who will pay for future growth?](#)
- [Yellowstone River reopens after parasite kills many fish](#)
- [UM study: Yellowstone River closure cost up to \\$524,000](#)
- [Montana's Newest State Park Signals Shift from Extraction to Recreation-Based Economy](#)

Presentations:

Grau, K. *Nonresident Activities*, Governor's Conference on Tourism, Helena, MT, March 13th, 2017.

Nickerson, N.P., "Park County Wyoming Visitor study results," Presented to the Park County, WY travel council, Cody, WY; September 13, 2016.

Nickerson, N.P., "A look at ITRR findings," Presentation to the Tourism Advisory Council Fall meeting, October 4, 2016, Gardiner, MT.

Nickerson, N. "Is the Sky the limit? Geotourism in a changing climate," Moderator and presenter at the 7th Annual Roundtable on the Crown of the Continent Conference; Fernie, British Columbia, October 13-14, 2016.

Nickerson, N. "Tourism and Recreation: A Big Force in MT." Presentation to MT legislators, Helena, MT; January 2017.

Nickerson, N. "Tourism and Recreation: A Big Force in MT." Presented at the BBER Outlook seminars in Helena, Great Falls, Missoula, Billings, Bozeman, Butte, and Kalispell; January-March 2016.

Nickerson, N. "The Outdoors is our business and our Lives," Presented to the Butte Burroughs Club, Butte, MT; March 2017.

Nickerson, N.P. "Managing the challenges of Mother Nature," Moderator and presenter at the Montana Governor's Conference on Tourism, March 13, 2017, Helena, MT.

Nickerson, N.P. "Montana Tourism Outlook 2017", Presented to the MT Governor's Conference on Tourism, March 13 & 14, 2017, Helena, MT.

Nickerson, N. "Resident's Knowledge about Invasive Species Events in MT," Presented to the Yellowstone River Symposium, April 27, 2017, Livingston, MT.

Nickerson, N.P. "The Impact of Tourism in Southwest Montana," Presented to the Deer Lodge Rotary Club, July 26, 2017, Deer Lodge, MT.

Nickerson, N.P., and Havens, G. "You are that other Species! Understanding Park Support," presented at the 13th Biennial Scientific Conference on the Greater Yellowstone Ecosystem, (refereed), October 4, 2016, Jackson Lake Lodge, WY.

Nickerson, N.P., "National Park Visitor 'Explosion' in the West: The case of Yellowstone," Presented at the Greater Western Travel and Tourism Research Association conference, Reno, NV, April 7, 2017.

Nickerson, N., Battaglia, B. and Sage, J. *Bicycling Glacier National Park's Going-to-the-Sun Road: Acceptability of Strategies to Address Capacity Limitations and Increase Safety*. 2nd Transportation Review Board Conference on Transportation Needs of National Parks and Public Lands, Washington D.C. September 12th, 2017

Sage, J.L. *Recreation Driven Economic and Social Opportunities and Challenges Related to Bison Conservation in Northeast Montana*. GWTTRA, Reno, NV, April 7th, 2017.

Sage, J.L. *Visitor Characteristics and Economic Analysis of Northeast Montana*. Governor's Conference on Tourism, Helena, MT, March 13th, 2017.

Sage, J.L. *Economic Analysis of the Impacts of the Yellowstone River Closure*. Yellowstone River Symposium, Livingston, MT, April 27th, 2017.

Sage, J.L. *Economic Impact of the Yellowstone River Closure*. GWTTRA, Reno, NV, April 7th, 2017.

Sage, J.L. *What Mother Nature Provides, She Can Also Take Away: An Economic Analysis of the Yellowstone River Closure*. Livingston, Montana community update on the status and impact of the river closure. Sponsored by the Livingston Chamber of Commerce, Livingston, MT, March 2017.

Sage, J.L. *Analyzing the Recreation Driven Economic and Social Opportunities and Challenges Related to Bison Conservation in Northeast Montana*. Pacific Northwest Regional Economics Conference, Bend OR, May 24th, 2017.

Sage, J. *Yellowstone National Park Regional Economic and Transportation Analysis*. 2nd Transportation Review Board Conference on Transportation Needs of National Parks and Public Lands, Washington D.C. September 13th, 2017.

Schultz, M. *Residents view on Invasive Species events in Montana*, Meeting of the climate group, Missoula, MT, April 2017.

Ongoing Projects

Resident Travel in Montana

Montana Tourism Forecasting and Trends

Montana's Outfitter and Guide Industry: Businesses and Clients

Impact and Characteristics of Mountain Biking: Helena Case Study

2017 Economic Impacts and 2018 Outlook

Data mining

Survey kits

Grant proposals

Sage, J.L., Nickerson, N.P, Freimund, W., Metcalf, E.C., Colman, B.P. *GRTE Visitor Use Study*. Grand Teton National Park, CESU. Duration: 3 years. Amount Requested: \$400,000. Status: Not funded.

Sage, J.L., Nickerson, N.P, Freimund, W., Metcalf, E.C., Colman, B.P. *Theodore Roosevelt National Park Visitor Experience and Resource Protection Plan*. Theodore Roosevelt National Park, CESU. Duration: 1.5 years. Amount Requested: \$200,000. Status: Not funded.