



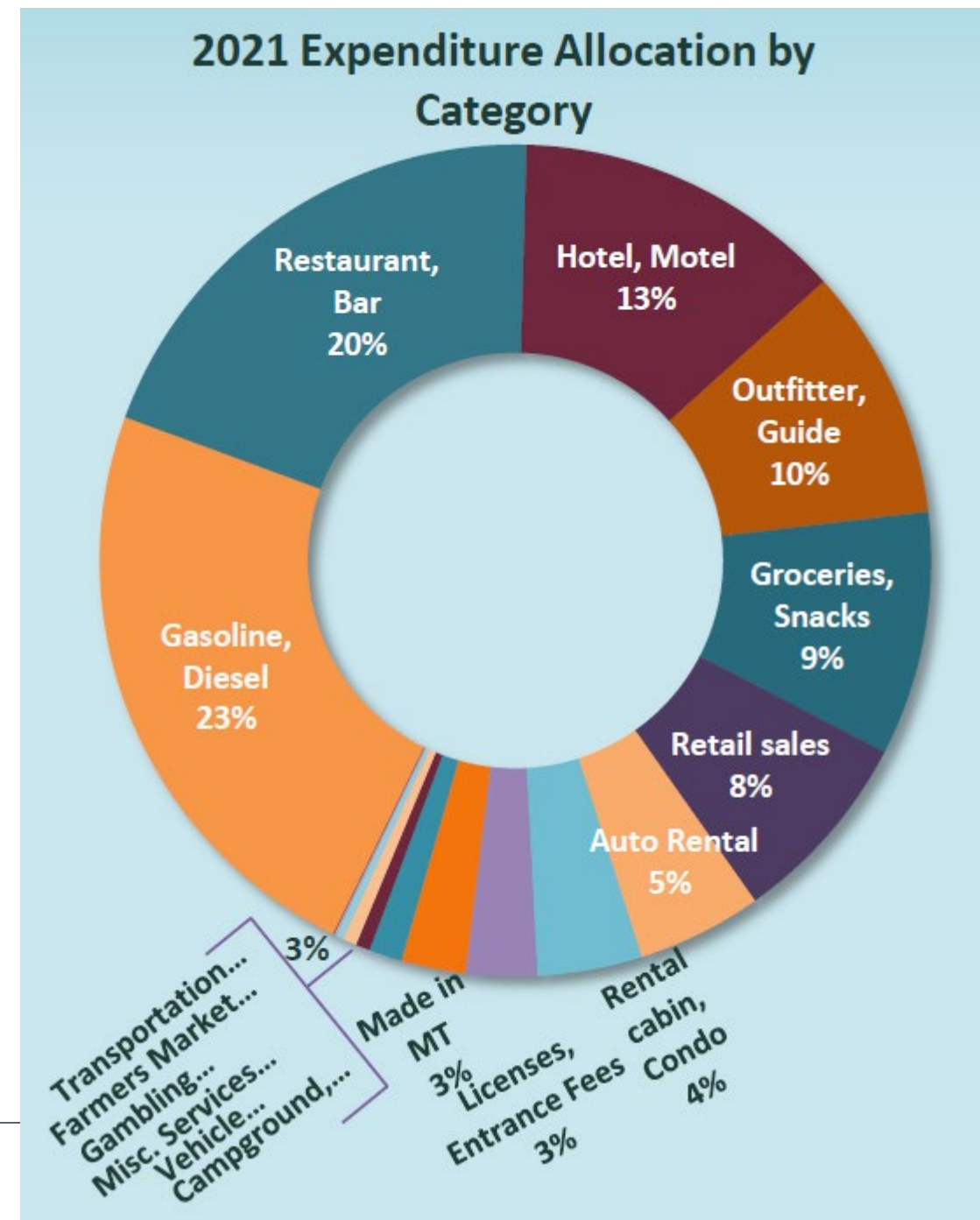
Montana Invasive Species Council

Role of invasive species management in protecting culture and livelihoods as well as ecosystems.

The Power of Travel

- **12.3 million nonresident visitors** contributed **\$5.1 billion** to Montana's economy.
- Tourism supports **68,000 jobs**.
- Tourism contributes **\$388 million in state and local taxes**.

Institute for Tourism & Recreation Research at the University of Montana.



The Power of Travel

What do they come here for? *To Experience the Outdoors*

Scenic driving

Day hiking

Wildlife watching

Fishing

Birding

Rafting + other water activities

What are they most attracted to? *Recreational Amenities*

National Parks

Open space

Skiing/snowboarding

Lake/rivers

Mountains/forests

Hunting

Institute for Tourism & Recreation Research at the University of Montana.

The Power of Travel

- 12.3 million visitors
- Spent an average of 5.2 nights in Montana
- Top 5 states of residency: WA, ND, ID, WY, CA
- Average group size: 2.3 persons

Satisfaction with aspects of Montana:

Very satisfied (50%+) Amount of open space

Feeling of being welcomed

Wildlife viewing opportunities

Somewhat to very satisfied: Stewardship of the land – 32% / 41%

Access to public lands – 33% / 35%

**82% plan to
return
within two
years**

Discover Kalispell

Sales and promotion strategy based on strengthening the local economy while preserving the community's values and assets.



Discover Kalispell

Promotion/Education

Targeted marketing to support local businesses that rely on tourism.

Visitor management.

Recreate and travel responsibly guidelines.

Stewardship/Development

Grant program.

Volunteer and promote voluntourism.

Community asset projects.

Community Partner

Coordinated comms plans with land manager partners.

Support of partner priorities.

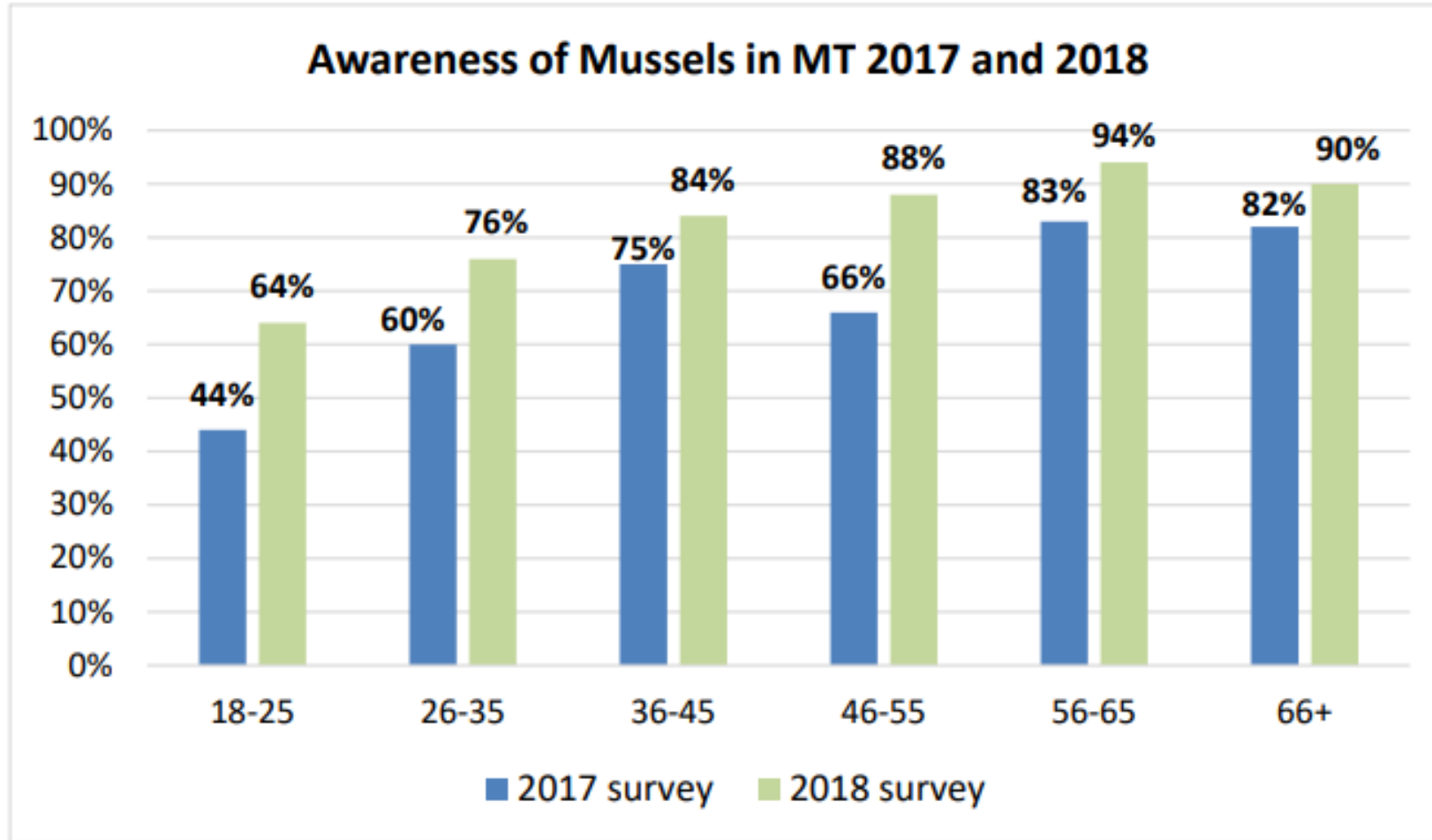


Importance of Water Recreation

72% of Montanan's participate in water recreation.

Institute for Tourism & Recreation Research at the University of Montana – 2018 Aquatic Invasive Species and Water Recreation Study.

ITRR – AIS and Water Recreation Study, 2018



About a quarter who participate in water recreation are not aware that non-motorized crafts must stop at inspection stations.



Diane Medler
diane@discoverkalispell.com
406-758-2808
<http://discoverkalispell.com>