

Travel will power our economic recovery. Why travel matters to

MONTANA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$5.3 Billion	\$1.1 Billion	34,428	3
2020	▼ -26%	▼ -20%	▼ -23%	▼ 5
2021	▲ 8% Above 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **MONTANA**. In 2019:

- Domestic and international travelers spent **\$5.3 billion** while visiting.
- For every **\$1 million** spent in Montana by domestic and international travelers, **6.5 jobs were created**.
- Travel spending directly supported **34,428 jobs**, making the travel industry the state's **3rd largest workforce**, representing **8.9%** of our state's total private sector employment.
- Travel spending generated **\$446 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **MONTANA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 26% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 8% above 2019 levels in 2021**.
- **Travel employment fell by 23% in 2020** and travel's share of total private industry employment fell from **8.9% to 7.1%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

