

TOURISTS SPEND \$25,551,200 IN STATE DURING THE YEAR, HIGHWAY COMMISSION FINDS

Montana, with its vastly improved highway system, "cashed in" on the tourist industry this year and the 1,295,600 tourists motoring through the state spent the astounding sum of \$25,551,200 during the year, the tourist traffic survey conducted by the Montana highway commission has revealed. It was announced yesterday by D. A. McKinnon, chief engineer.

With Montana people having an investment of more than \$66,000,000 in highways, the total amount spent by tourists traveling through the state this year is more than one-third the total highway investment, State Highway Engineer McKinnon said.

Sought Data

The tourist traffic industry survey, one of the most valuable enterprises ever conducted by a highway commission in the state, was launched this year as a method of determining ways and means to increase tourist travel to Montana and to advertise the state to the rest of the world. The highway department is now working out

data on the amount of gasoline taxes paid by tourists during the year. It is also compiling information as to what channels of business and industry the \$25,551,200 spent by tourists this year most benefited, the highway engineer said.

During the year the survey disclosed that 110,000 foreign cars entered and visited in Montana. An accurate check was made at tourist stations maintained at each state line connection and each out-of-state tourist was stopped and the survey explained. From the accurate check at the tourist stations and from 10,000 written tourist replies, the averages and percentages were obtained, Chief Engineer McKinnon said.

Facts Surprising

The survey disclosed that each tourist car traveling through the state this year carried an average of 3.16 passengers, bringing the total number of tourists to 1,295,600. Each tourist spent on an average of a trifle less than \$20
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Tourist Growth Astounds

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Sun, Oct 18, 2020