

ITRR 2024 Purposed Research Projects/Ideas

Annual On-going Research

Quarterly Nonresident Travel and Recreation Analysis	on-site & mailback; 10 surveyors intercept nonres and residents
2022 Economic Impacts and 2023 Outlook	data from nonres study and online data from tourism businesses
Tourism and Recreation Monitoring	primary data for State Parks & secondary data for trends
Data mining of ITRR Data sets	Use ITRR data for further analysis not available on interactive site
Emerging Issues	
Survey Kits	
Data Visualization & Research Collaboration	
Quarterly Resident Survey	on-site; 10 surveyors intercept residents about current events/issues

FY 2024 Research Projects/Ideas (20 submitted)

1	Agritourism – supply side	This type of research can broadly identify agritourism activities by asking the question: “What activities are you engaging in to generate non-production related income?” This question will allow for supply-side respondents to give answers that fall outside of their own definition of agritourism which can sometimes be a limiting factor for agritourism research.
2	The Beartooth Highway: 2012-2013 Economic Impacts, Use, and Destination Image	New updated information is needed
3	The impacts of the 2022 flood on Gardiner, Silver Gate, and Cooke City.	The flood has severely impacted the economy and fabric of these communities. The impact will likely last a few years, until the road between Gardiner and Mammoth is re-aligned.
4	Post Yellowstone River Flooding Economic Impact/Resident & Visitor Sentiment at Gateway Communities	It is important to evaluate the resident recovery and visitor perception of the YNP Gateway Communities in Montana, specifically Gardiner and Cooke City, regarding recovery and travel related to the June 2022 flooding events.
5	Economic Impacts of New Winter Access to Yellowstone National Park through the Northeast Entrance of Cooke City Montana	Historically, the North Entrance gateway community of Gardiner, MT has been the only year-round access into Yellowstone National Park as visitors can travel through the North Entrance Gate and on to Cooke City, MT the Northeast Entrance of YNP, however once individuals reach Cooke City they are unable to travel further because of an 8.5 miles section of road "the plug" that is not plowed. While plowing "the plug" has always been a hot button topic, this year plowing "the plug" seems to be an actual possibility. If "the plug" is plowed the impact this could have on many of the local economies in the Yellowstone Country Tourism Region is completely unknown, being that (in my life time) it has never been plowed. It would be crucial to have data on the economic impacts plowing “the plug” has on local economies so that moving forward there is concrete data on the plowing’s economic effects in relation to travel and recreation.
6	Flood Impacts to the tourism economy in affected areas/regions	To help determine the actual negative impact to visitation and tourism businesses caused by the flooding catastrophe.
7	The Economic Impact Meetings and Conventions Provide Montana	Business travel has a wide array of meaning. Some think it's an individual come to do contract work or to do a presentation. But most is retreats, board meetings, leadership meetings, trainings, regional conferences, educational conferences etc.
8	Local short-term rental impacts on local housing value and availability.	To understand if/how the short term rental market impacts local housing
9	Impacts of short-term rentals on Montana's economy and long-term workforce housing	One of the top challenges our communities face right now is workforce housing shortages and affordability. During the 16 communities meetings we (Glacier Country Tourism) held last fall, short-term housing was the primary reason. I doubt anyone denies that is indeed a factor, but how much of a factor is the real question.
10	Astrotourism / stargazing product niche deep dive	Understand a niche tourism activity

11 Visitors to the Crown of the Continent

The Crown of the Continent Geotourism Council is a partnership between local, tribal, state, and provincial entities working together in the region that includes and surrounds Waterton-Glacier International Peace Park in southwestern Alberta, southeastern British Columbia, and northwestern Montana. Since the late 2000's, the Council has printed and distributed over 1 million Geotourism MapGuides across Montana and two provinces. The last study on visitors to the Crown of the Continent was undertaken by ITRR well over ten years ago. The Council would like to have an updated study to answer the following questions.

FY 2023 Projects

Economic, Social, and Infrastructure Impact Tool	Mobile Data
Trail & Facility Use	Missoula P&R and Montana State Parks/FW
Economic and Infrastructure Impacts of events	Missoula P&R, Dino Shindig
Economic Impact of Museums	Dino Shindig
Dispersed Winter Activities	Winter Recreation = Survey Kit Development
Paleontology Impacts	Dino Shindig

Non Lodging Tax Project

NPS - Socioeconomic Modeling (SEM 2021 - 2024)	On-site & mailback; four surveyors intercept visitors on site. (Gudalupe Mtns NP, Grand Teton NP, Isle Royale NP).
NPS - Wildland Fire (Qualitative)	Interviews with subject matter experts as follow-up to previous study.
NPS - Education Study	Qual and quantitative;
NPS - Interagency Park Pass	
NPS - Zion National Park Visitor Survey	On-site & mailback; five surveyors intercept visitors on site.

Emerging Issue Research

Yellowstone TV Show Travel Influence	Working with BBR and will be a 2 month study with panel
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