



Voices of Montana Tourism serves as a united voice for Montana's tourism stakeholders. Since its creation in 2011, Voices has led the effort with education and outreach to communicate the immense value a sustainably-grown tourism industry provides for all Montanans.

# Tourism is a leading industry in Montana!

In 2017, **12.5 million** visitors: spent **\$3.4 Billion**,

- supported **53,380 jobs** statewide - **\$1.35 billion** in salaries,
- generated **\$205 million** in state & local taxes and
- lowered taxes on each Montana household by over **\$480.00**

\* Data is based on report published March 2018 by ITRR

