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INSTITUTE FOR TOURISM

The Beartooth Highway: 2012 Summer Use and Image

[Jake Jorgenson, *The University of Montana-Missoula*](#)

[Norma P. Nickerson, *The University of Montana-Missoula*](#)

[Kara Grau, *The University of Montana-Missoula*](#)

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Abstract

The Beartooth Highway is a 68-mile travel corridor that reaches high elevation with sweeping vistas of snow-covered ridges, high peaks, and trails. A 54-mile segment of the road is designated as the Beartooth Highway, one of only 31 All-American Roads highlighted as the most scenic in the States. No visitor research had been conducted on the Beartooth Highway. The overall purpose of this report was to investigate traveler characteristics and

Beartooth highway including demographics, residency, activity patterns in the region with the gateway communities of Red L and Cody, WY.

Comments

Research Report 2013-2

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