



Longwoods  
**Travel** USA®

# Travel USA® 2008 Visitor Report

Idaho

April, 2008



# National Travel Trends

# National Travel Volume/Trends



	<b>2007</b>	<b>2008</b>	<b>% Change</b>
	(Millions)	(Millions)	
<b>Total Overnight Trips</b>	1,446	1,426	<b>-1.4%</b>
Total Overnight Leisure	1,208	1,211	+0.2%
Total Overnight Business	181	159	<b>-12.6%</b>
Total Overnight Business/Leisure	57	57	+0.5%
<b>Total Adult Day Trips</b>	1,525	1,498	<b>-1.8%</b>

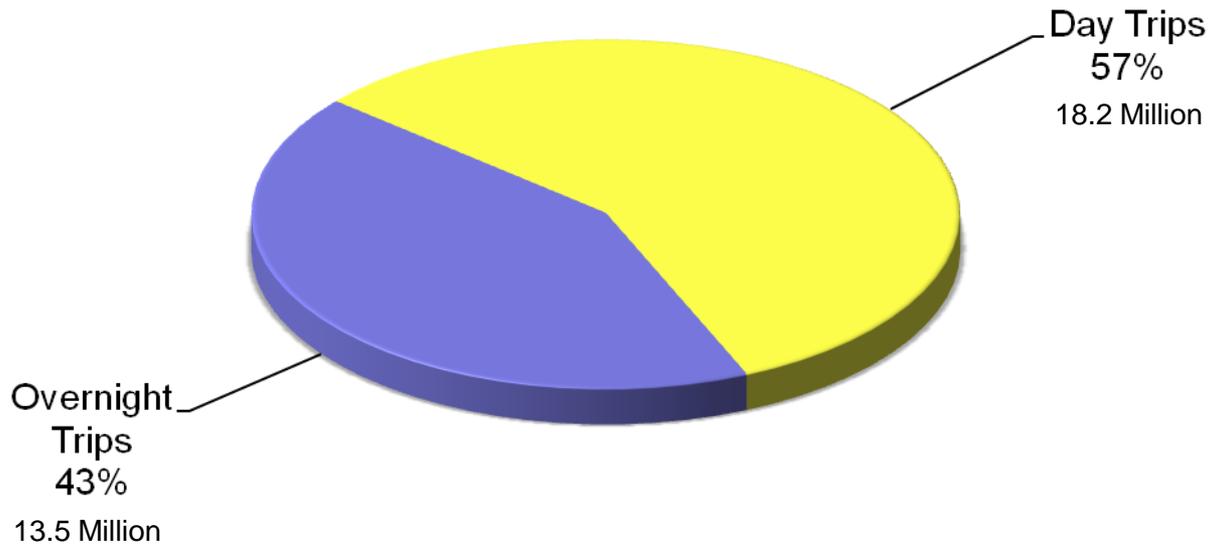


# Travel Market Size & Structure

# Total Size of Idaho's Travel Market



**Total Person-Trips\* = 31.7 Million**

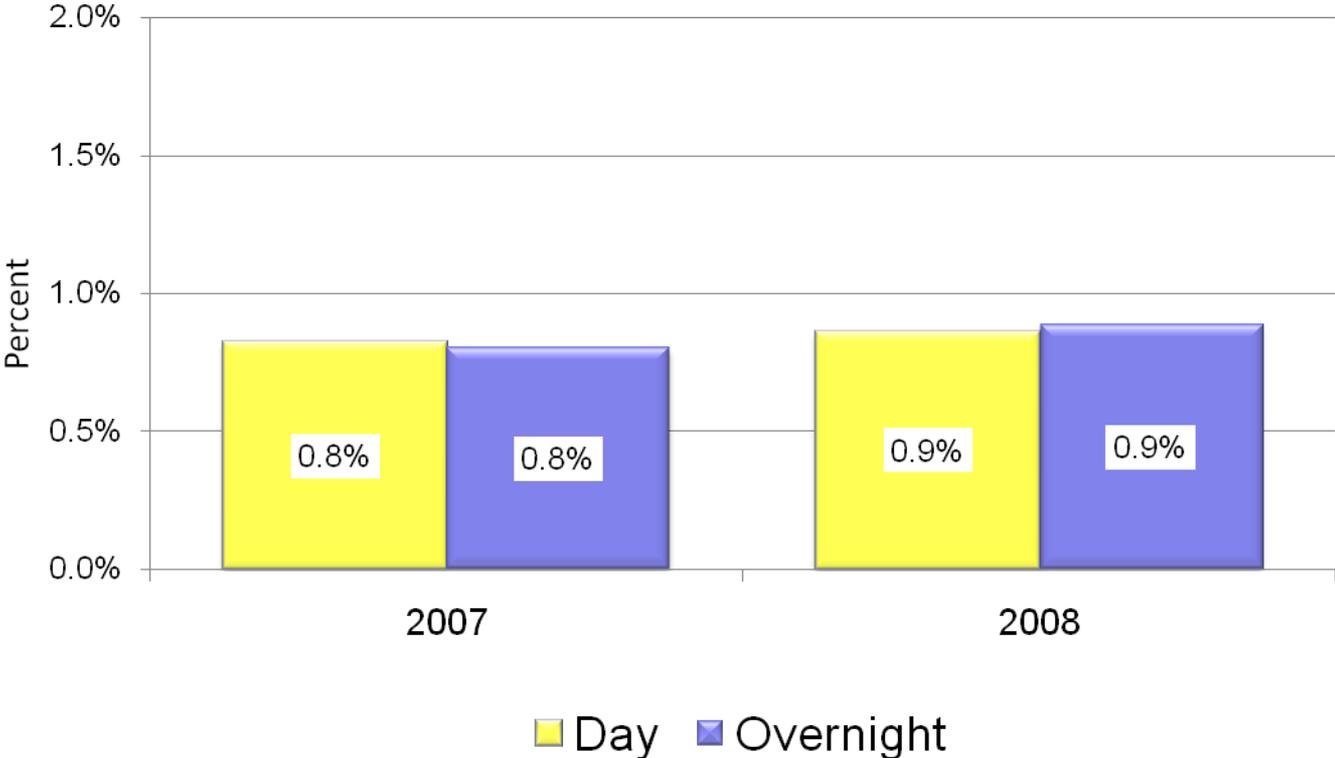


\*Total volume includes both adults and children

# Idaho's Share of Adult Domestic Trips



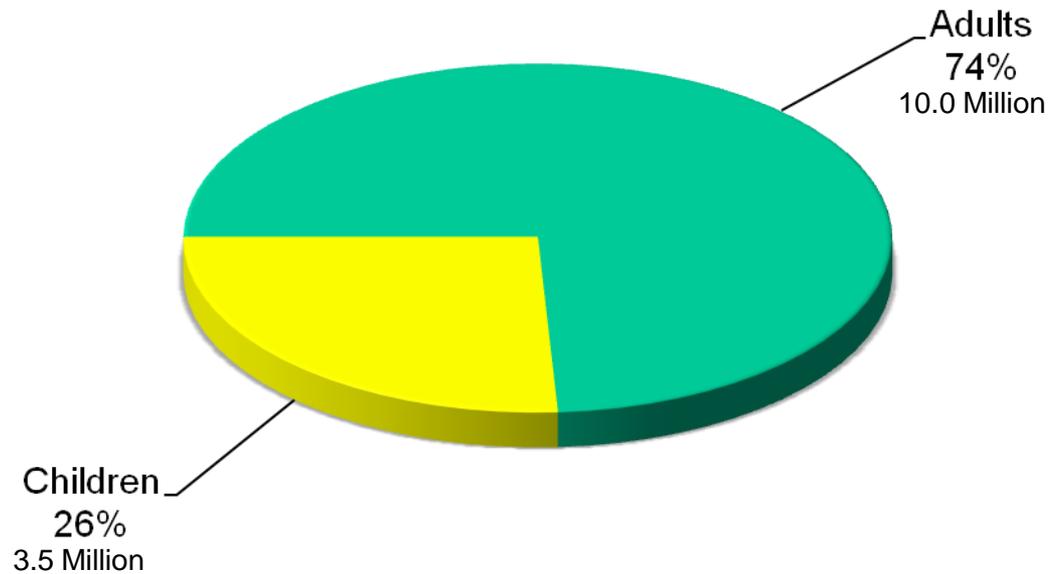
Base: Adult Person-Trips



# Size of Idaho's Overnight Travel Market — Adults vs. Children



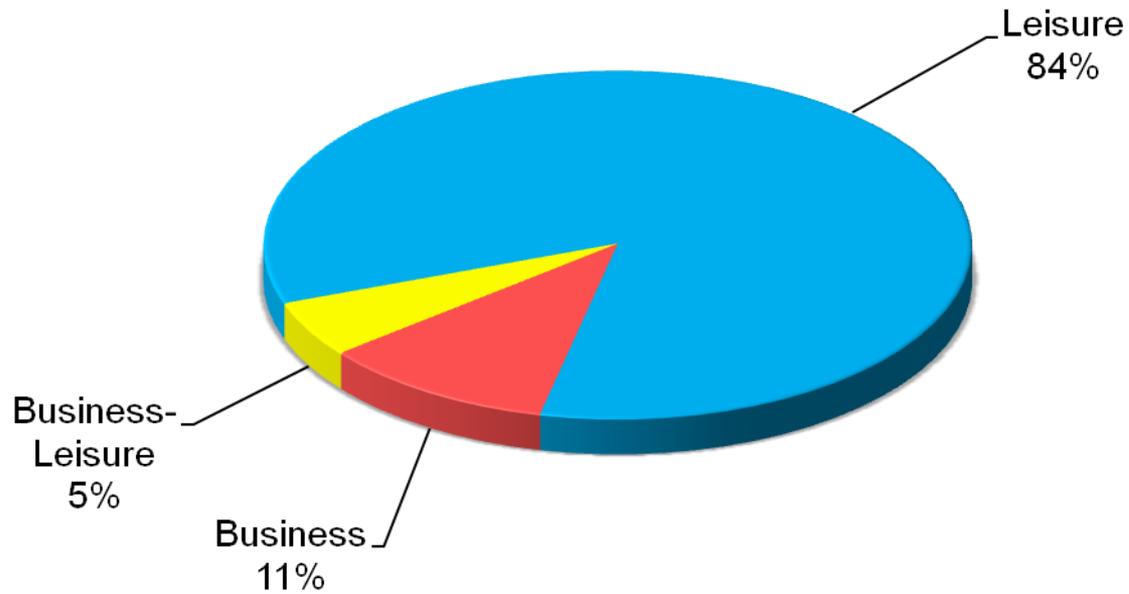
**Total ON Person-Trips = 13.5 Million**



# Idaho's Overnight Travel Market — by Trip Purpose



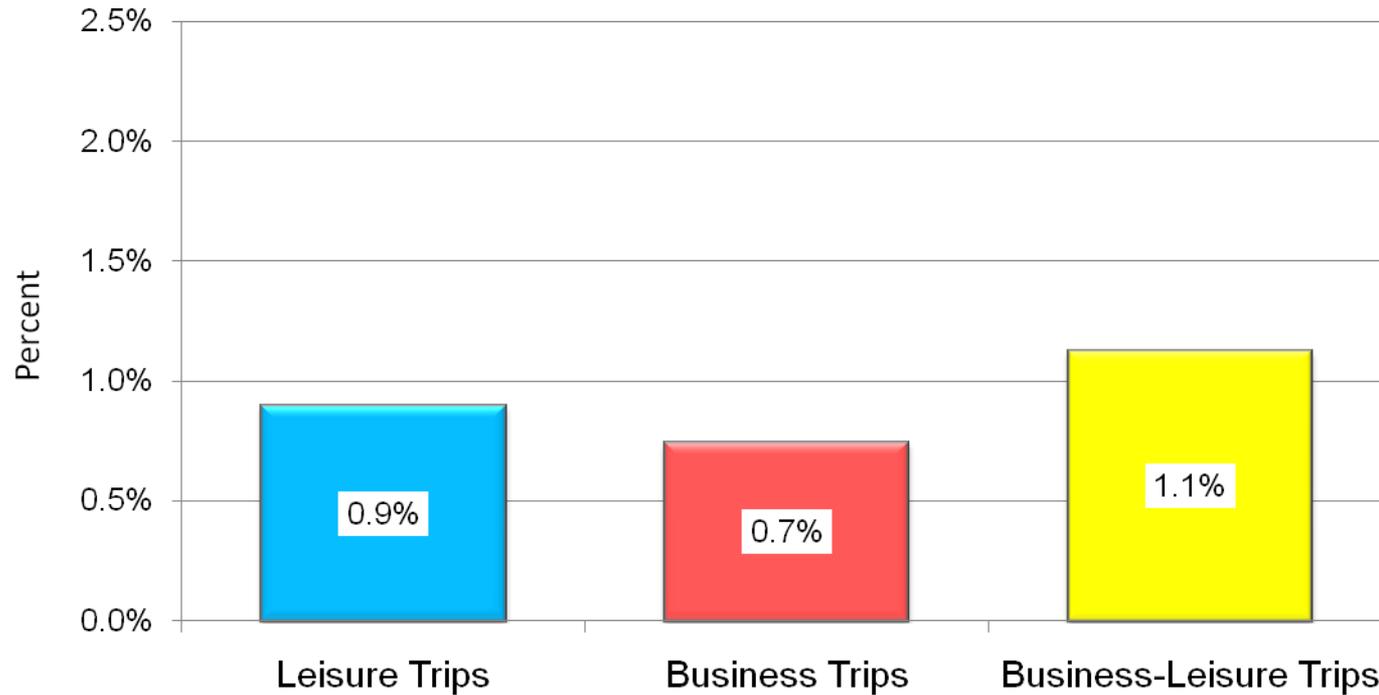
Base: Adult Overnight Person-Trips to Idaho



# Idaho's Share of Domestic Overnight Trips — by Trip Purpose



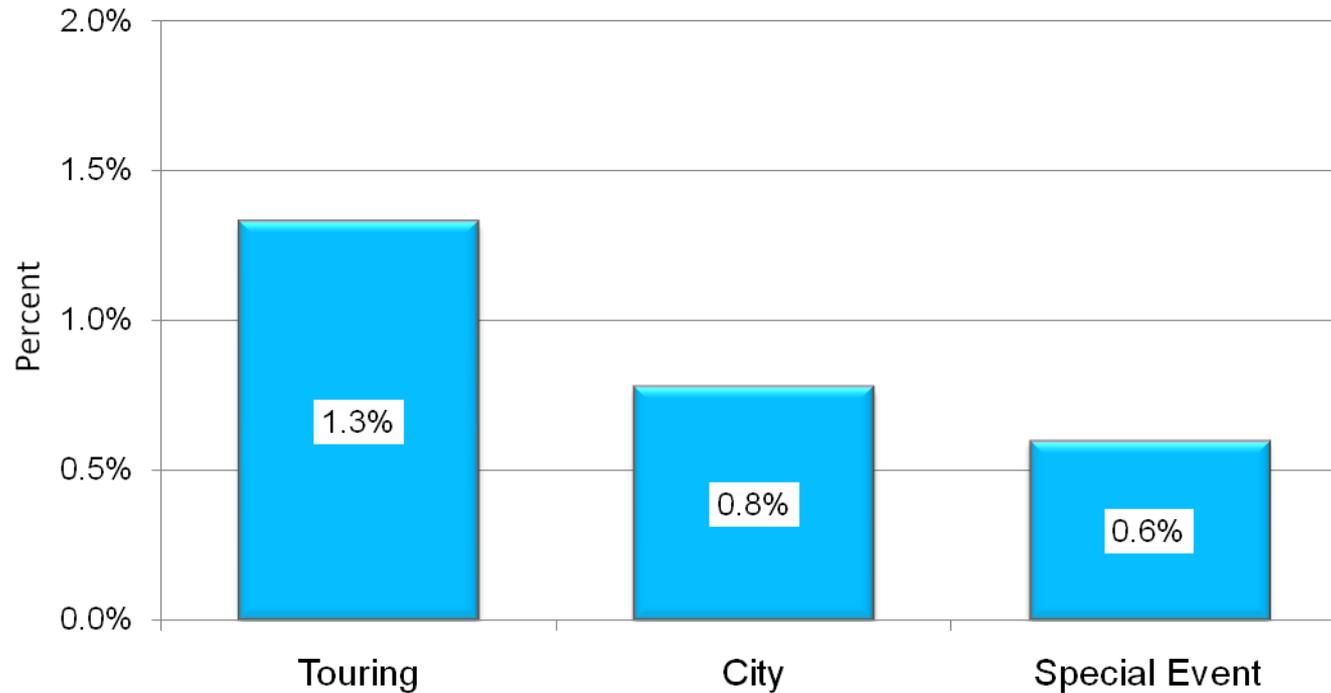
Base: Adult Overnight Person-Trips



# Idaho's Share of Domestic Overnight Trips — by Key Leisure Segment



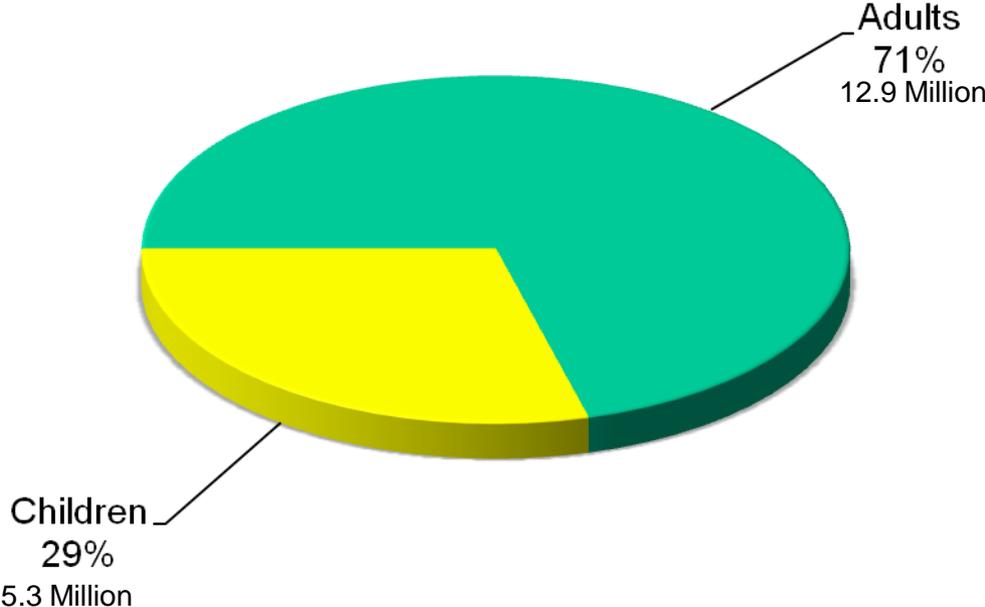
Base: Adult Overnight Person-Trips



# Size of Idaho's Day Travel Market – Adults vs. Children



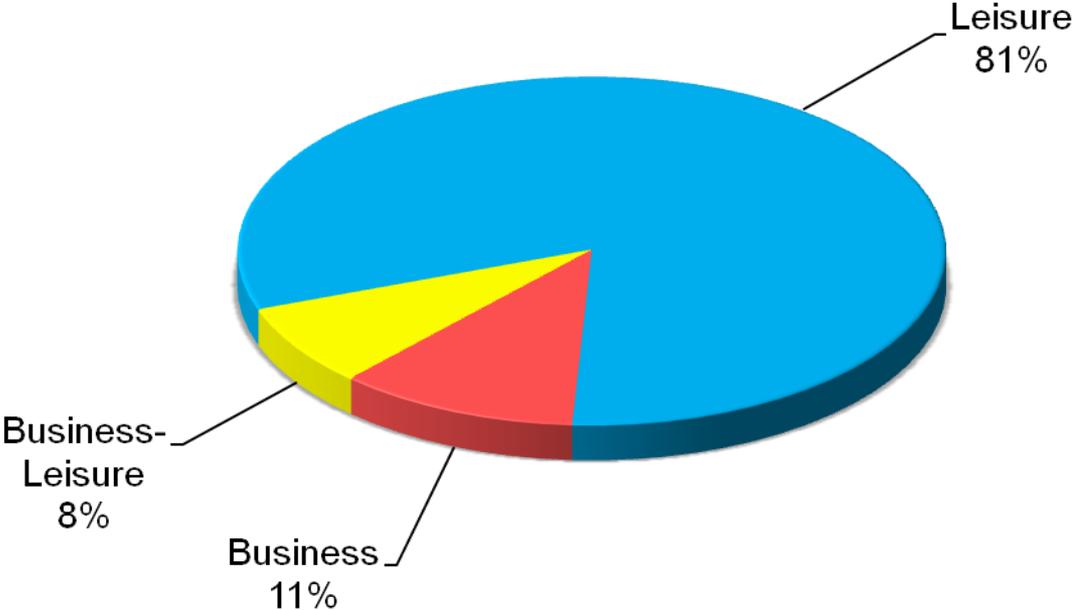
**Total Day Person-Trips = 18.2 Million**



# Idaho's Day Travel Market – by Trip Purpose



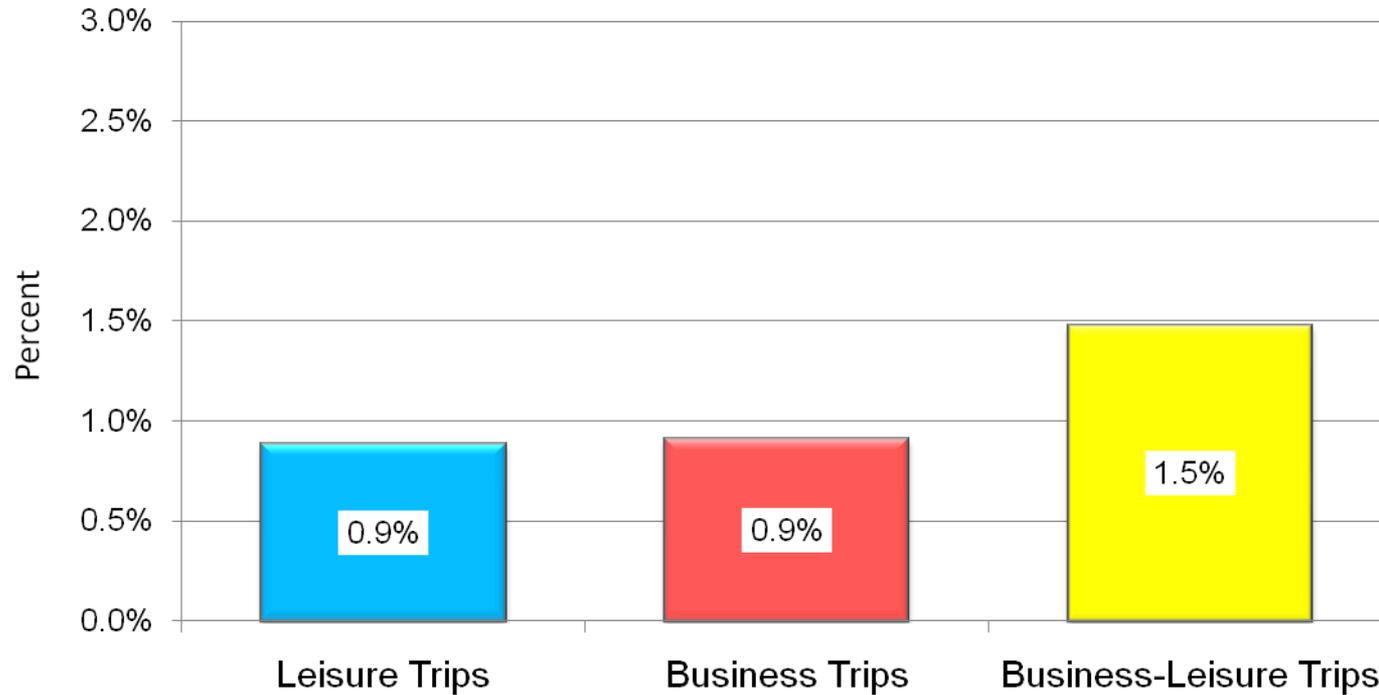
Base: Adult Day Person-Trips to Idaho



# Idaho's Share of Domestic Day Trips — by Trip Purpose



Base: Adult Day Person-Trips





# Overnight Trip Detail

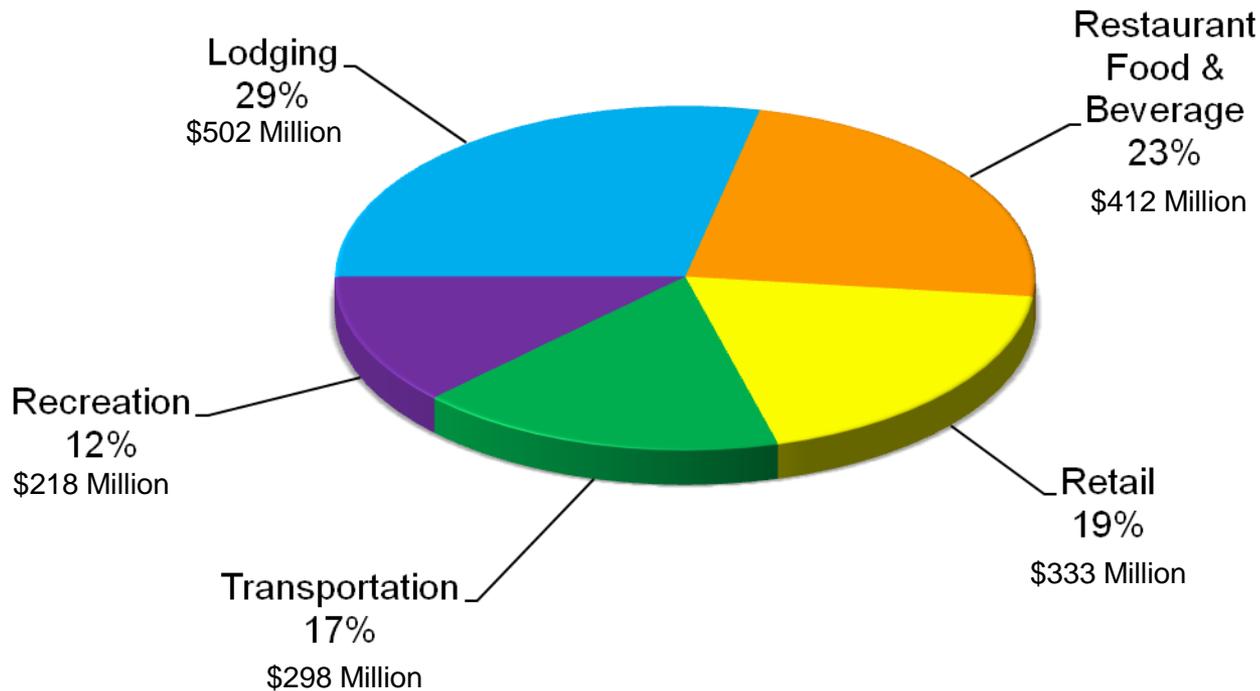


# Overnight Expenditures

# Total Overnight Spending – by Sector



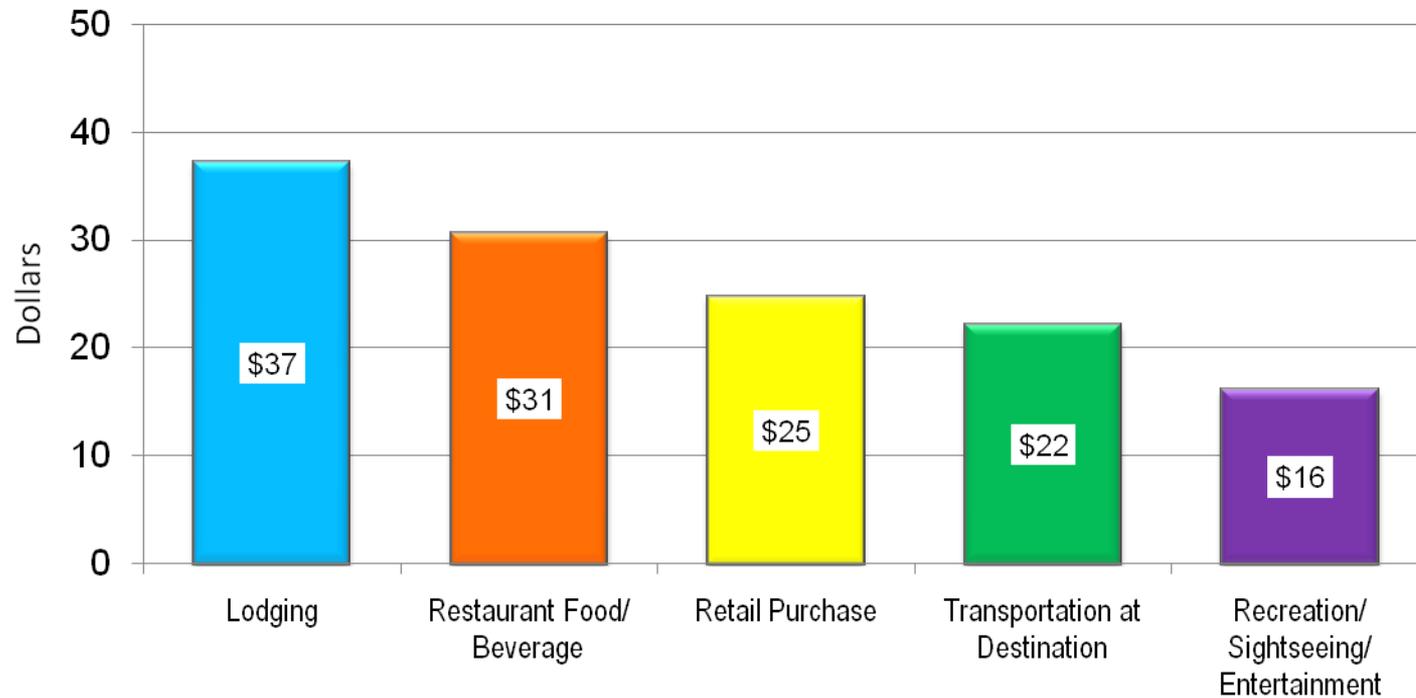
**Total Spending = \$1.8 Billion**



# Average Per Person Expenditures on Overnight Trips — By Sector



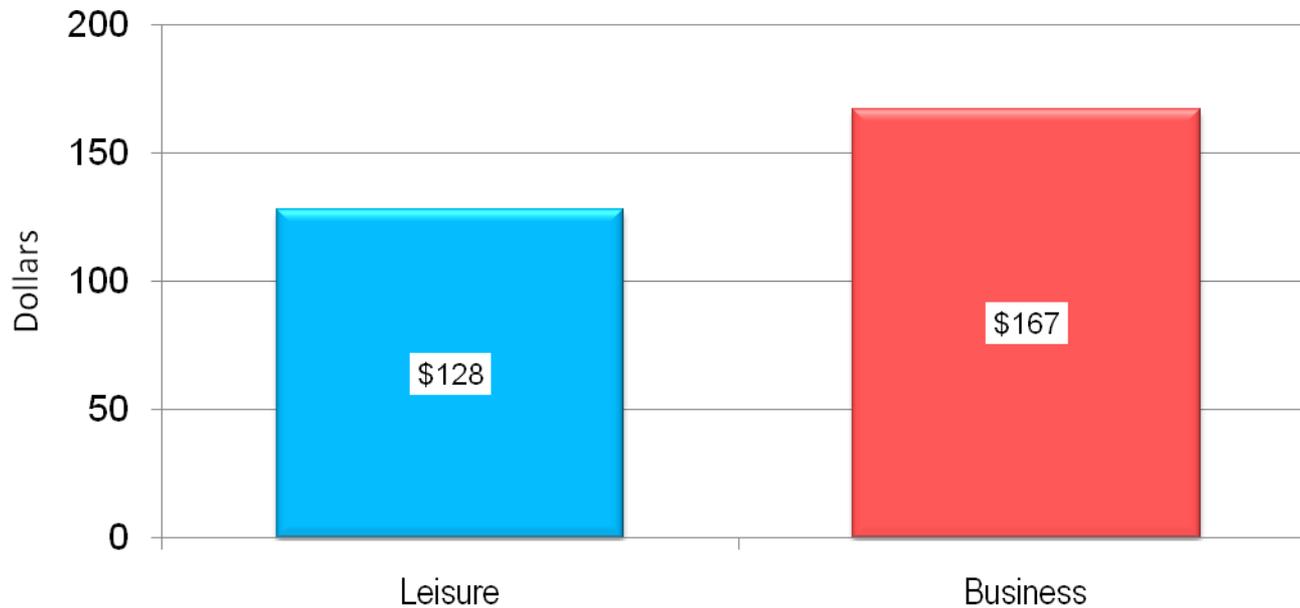
Base: Total Overnight Person-Trips to Idaho



# Average Per Person Expenditures on Overnight – by Trip Purpose



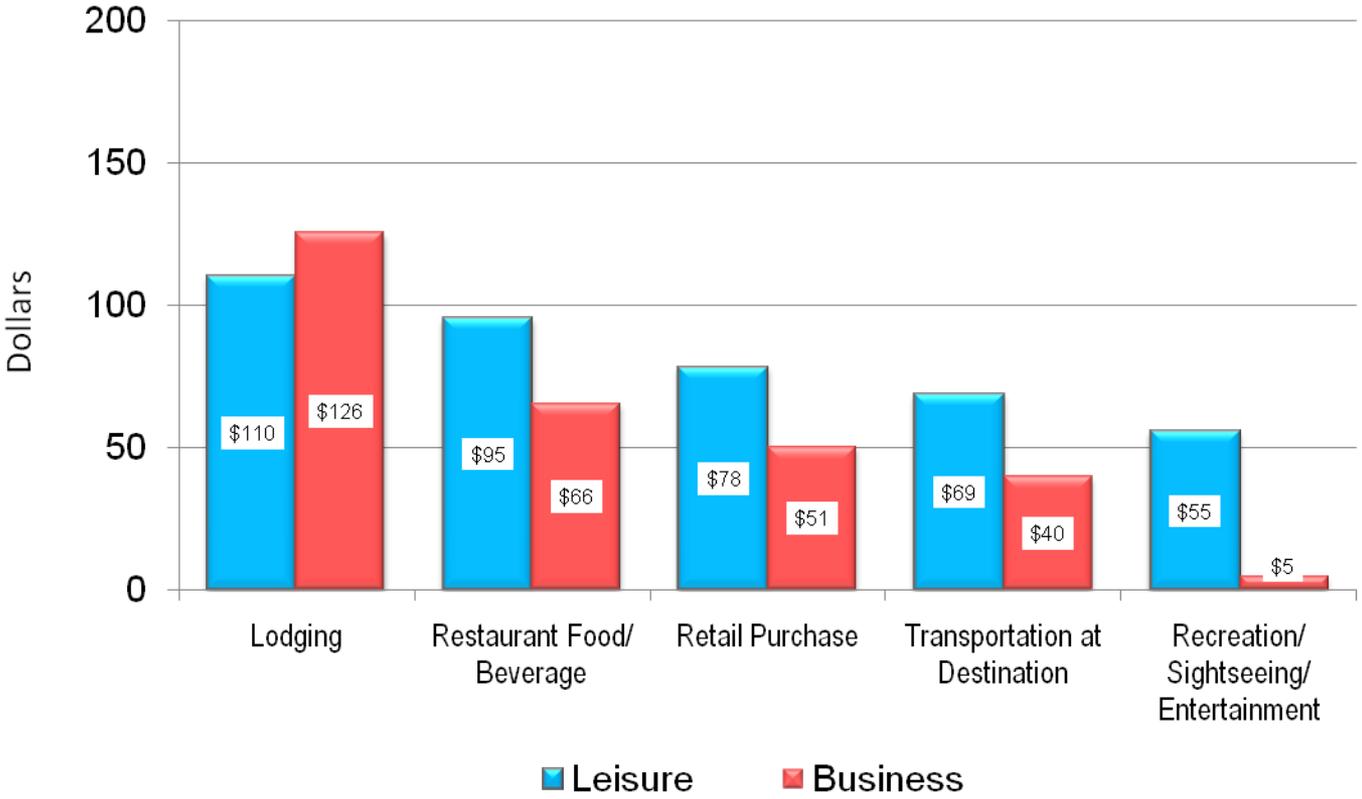
Base: Adult Overnight Person-Trips to Idaho



# Average Per Party Expenditures on Overnight Trips – Leisure vs. Business



Base: Adult Overnight Person-Trips to Idaho



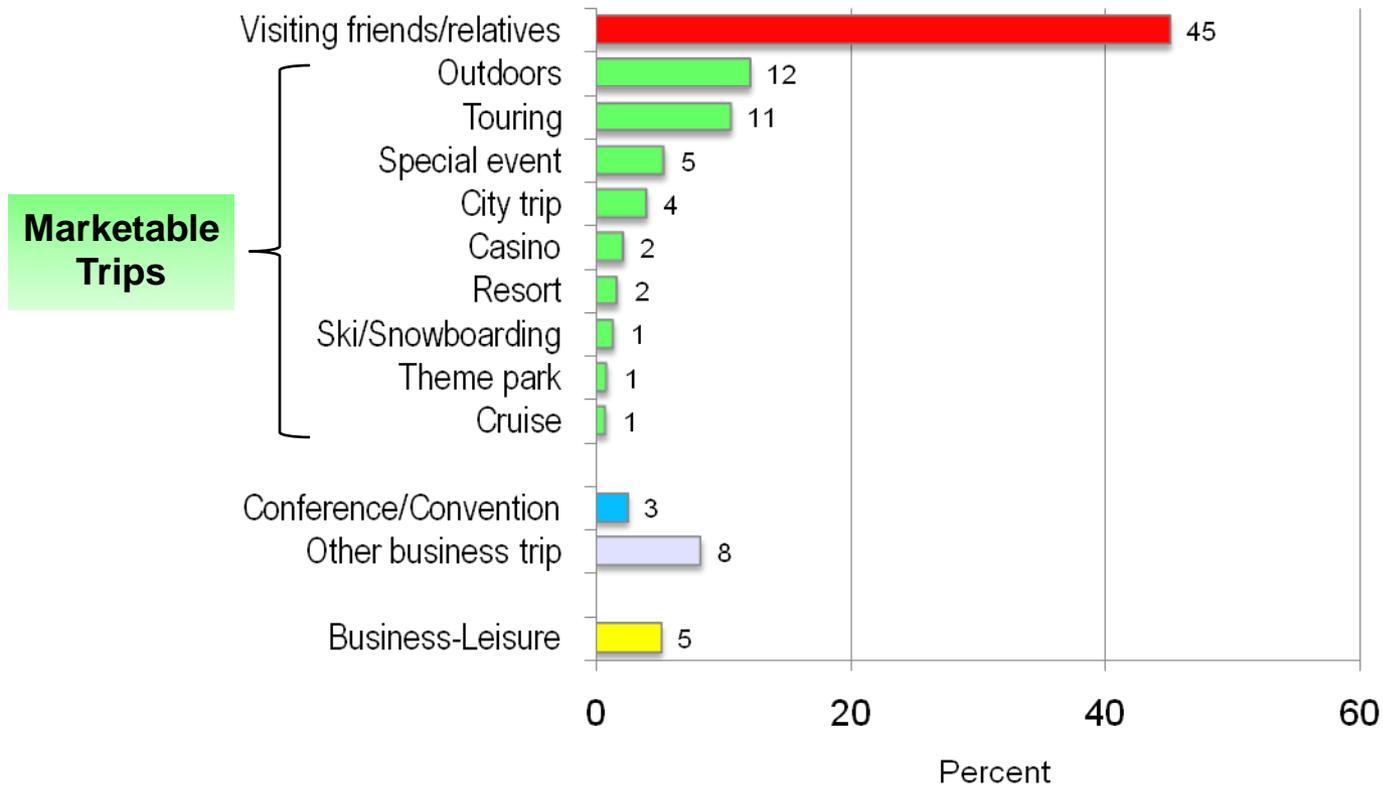


# Overnight Trip Characteristics

# Main Purpose of Trip



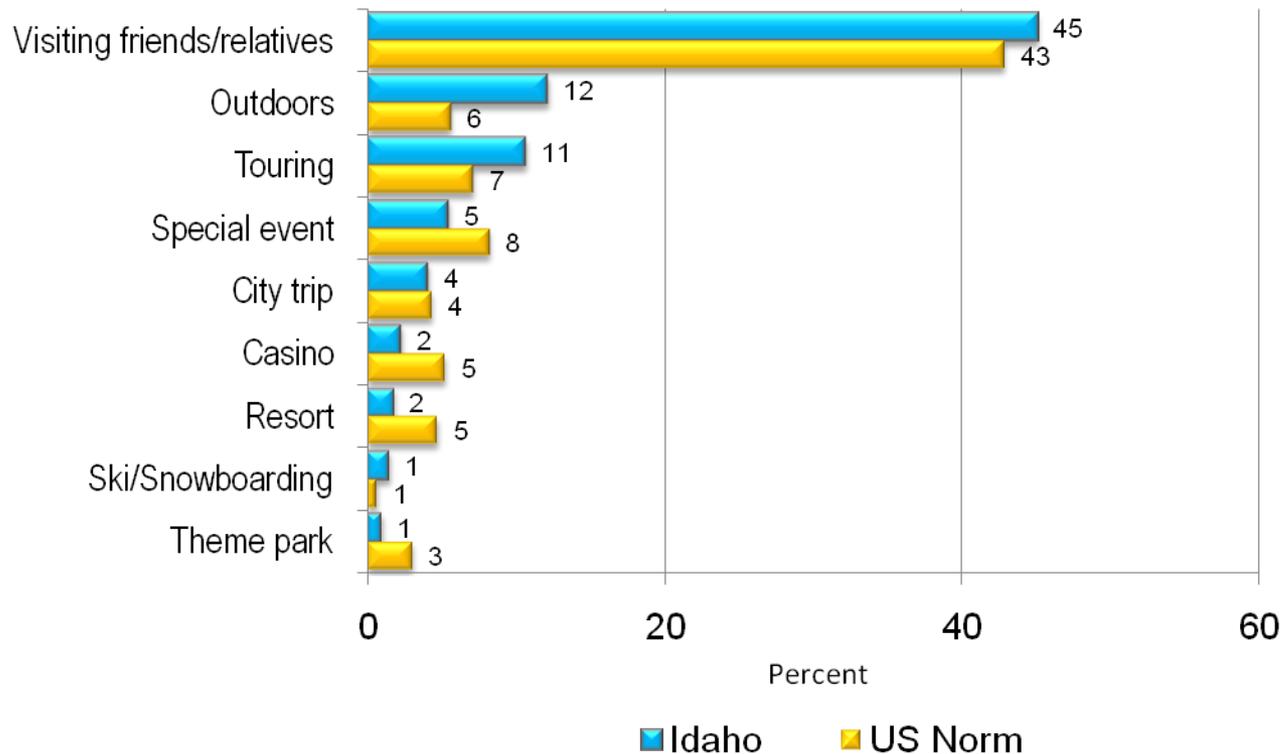
Base: Adult Overnight Person-Trips to Idaho



# Main Purpose of Leisure Trip — Idaho vs. National Norm



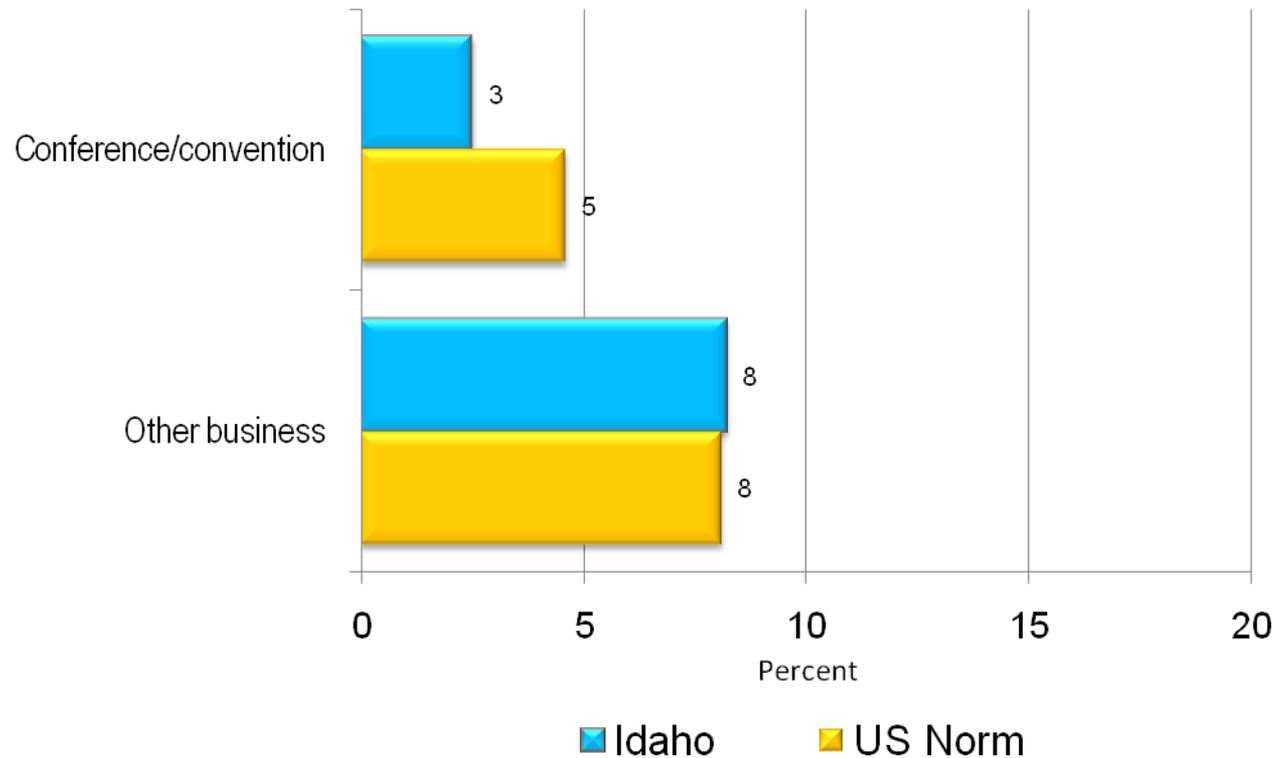
Base: Adult Overnight Person-Trips



# Main Purpose of Business Trip — Idaho vs. National Norm



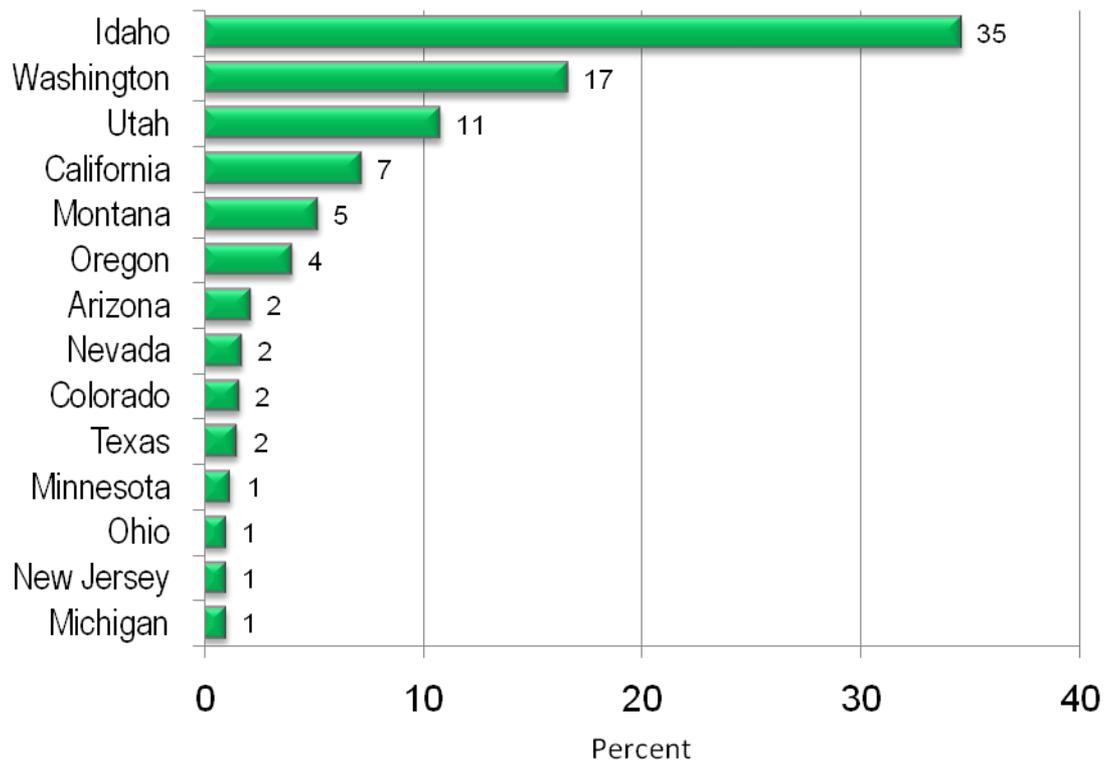
Base: Adult Overnight Person-Trips



# State Origin Of Trip



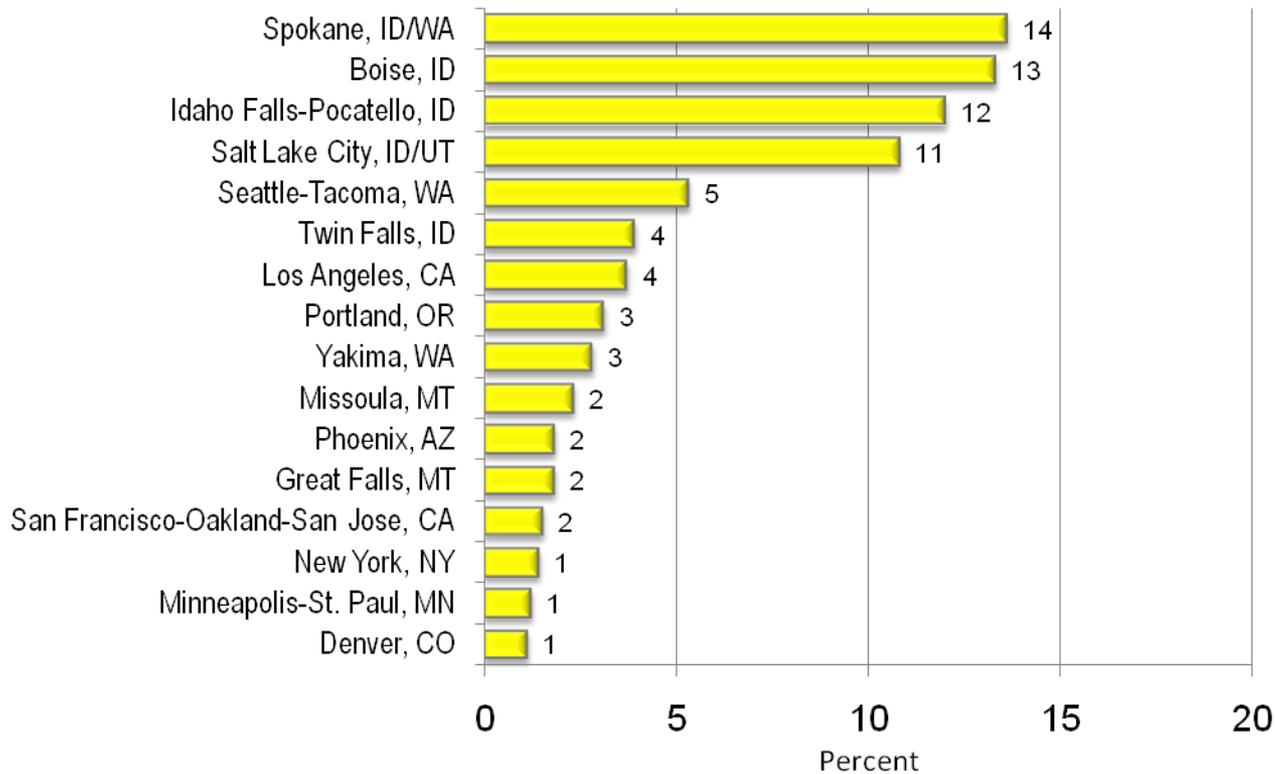
Base: Adult Overnight Person-Trips to Idaho



# DMA Origin Of Trip



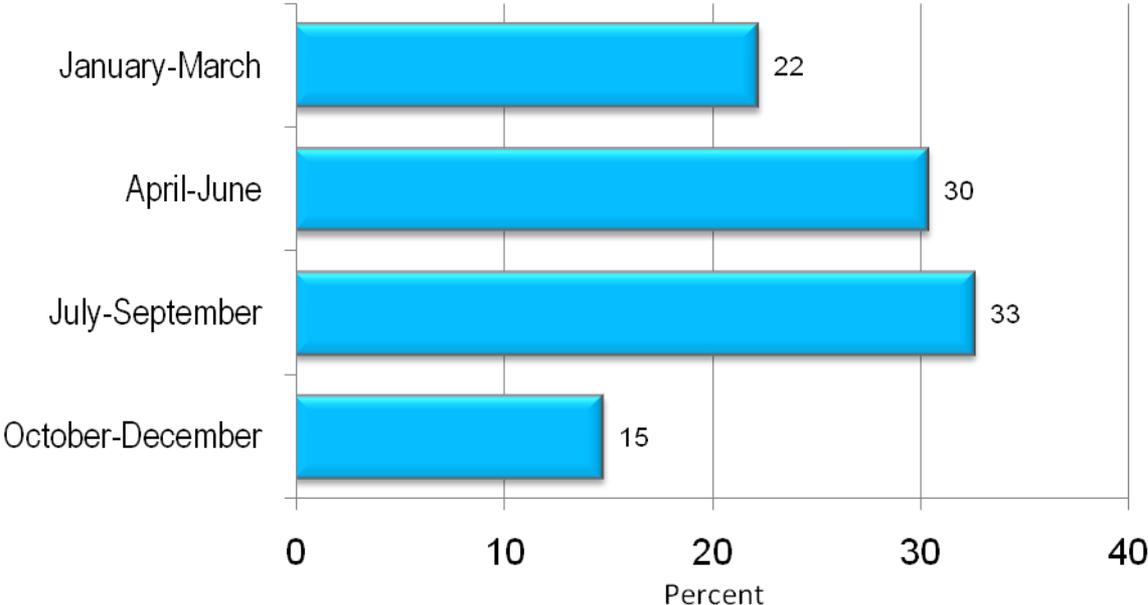
Base: Adult Overnight Person-Trips to Idaho



# Season of Trip



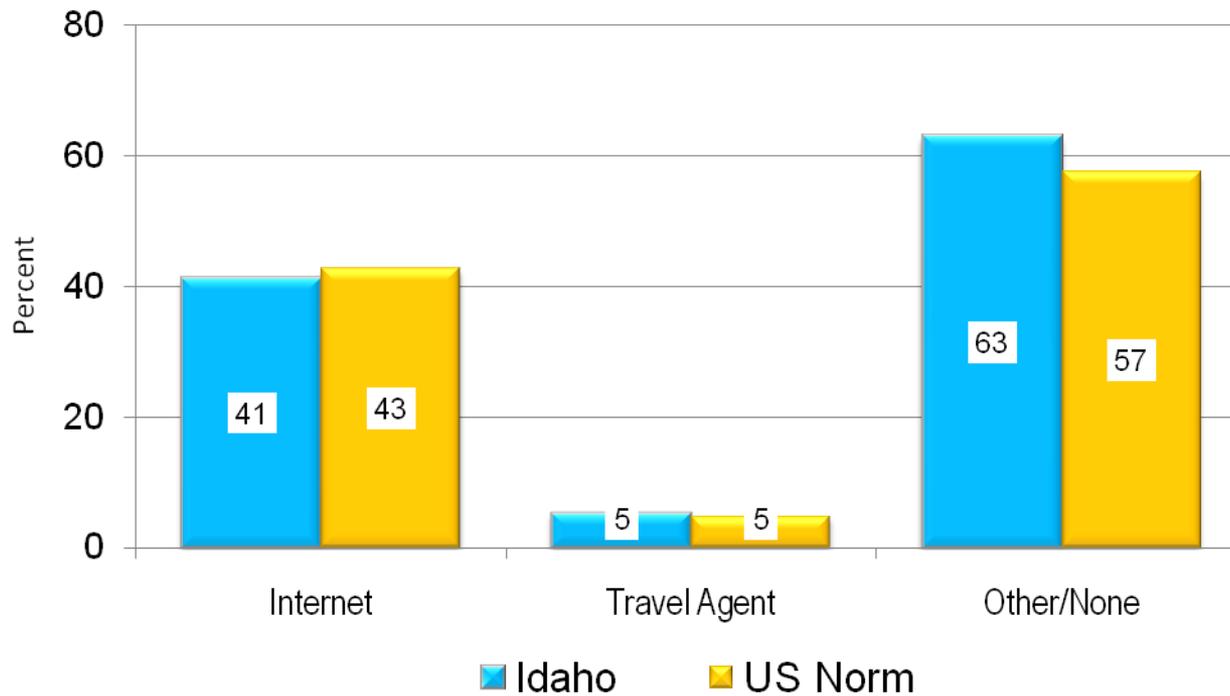
Base: Adult Overnight Person-Trips to Idaho



# Method of Planning Trip



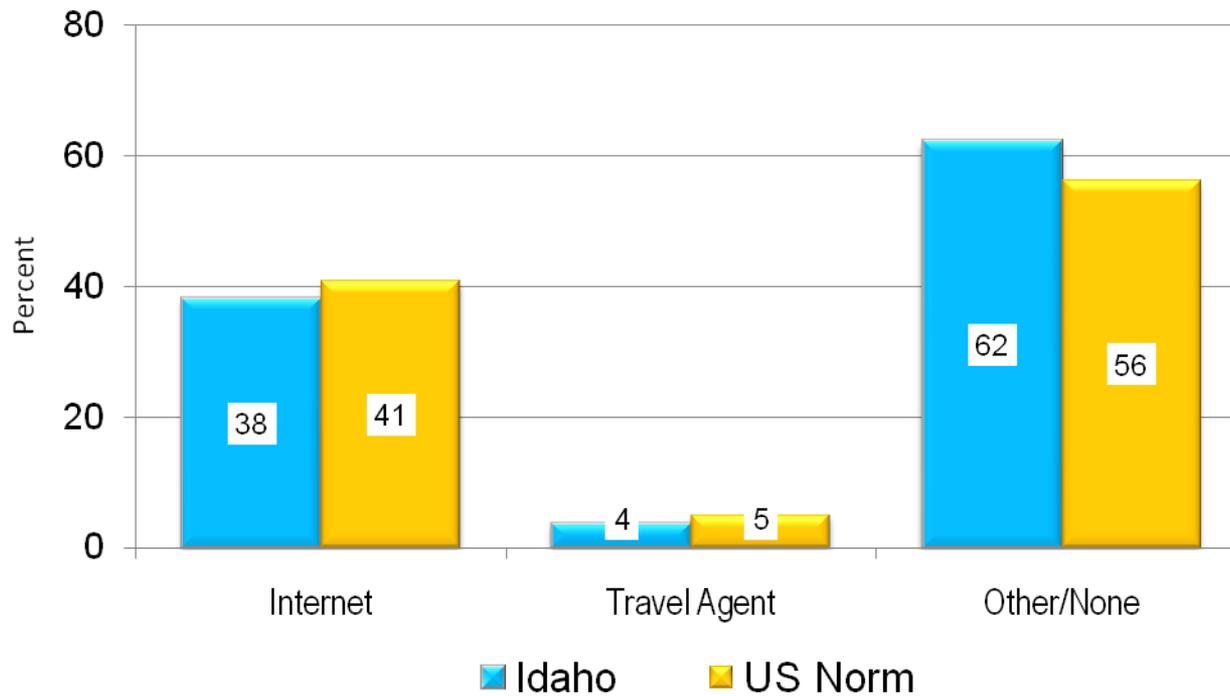
Base: Adult Overnight Person-Trips



# Method of Booking Trip



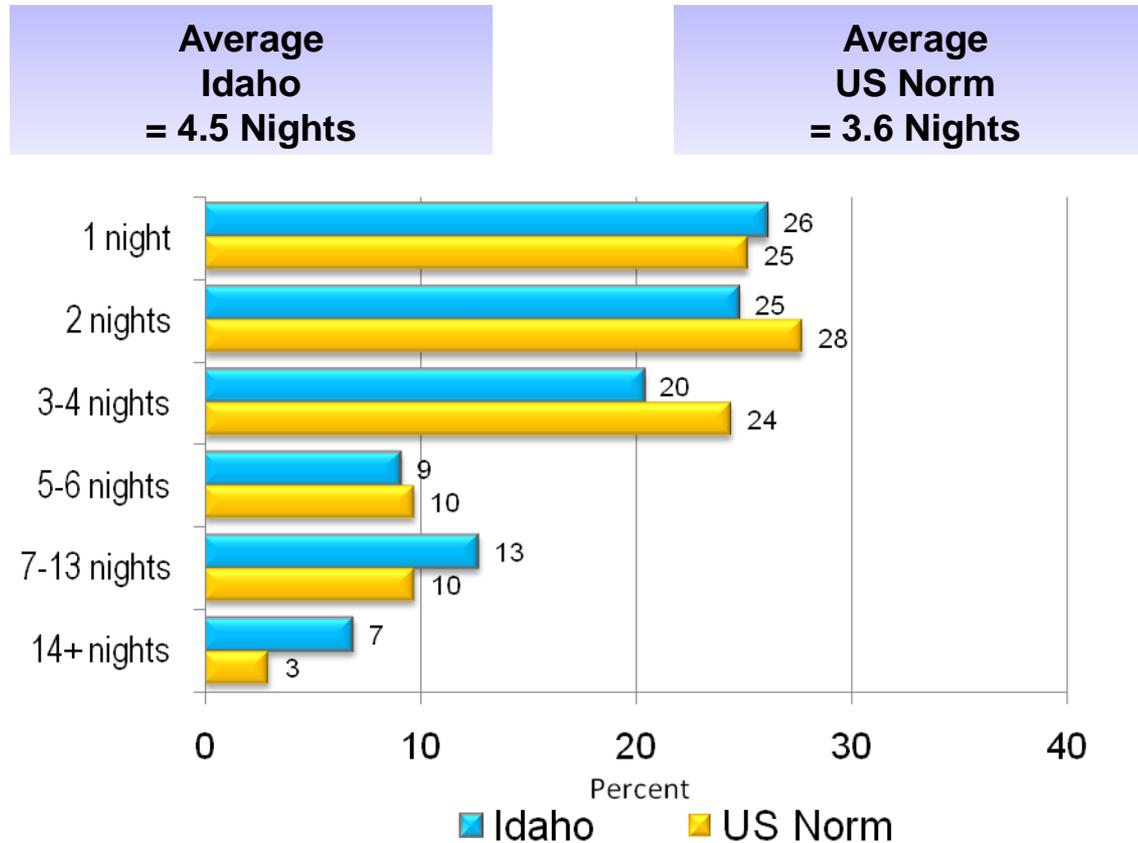
Base: Adult Overnight Person-Trips



# Total Nights Away on Trip



Base: Adult Overnight Person-Trips

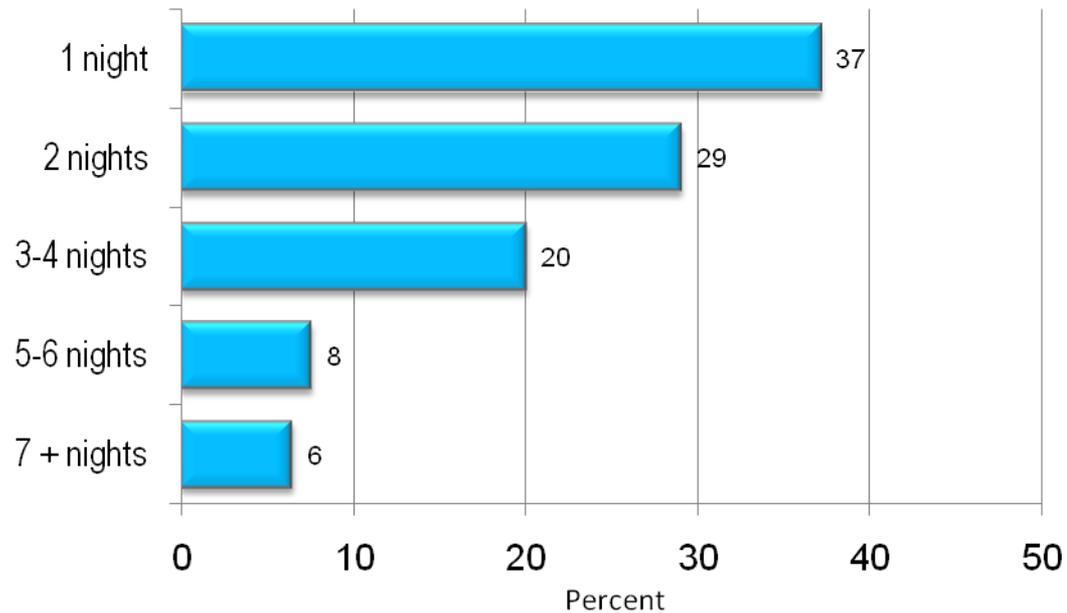


# Number of Nights Spent in Idaho



Base: Adult Overnight Person-Trips with 1+ Nights Spent In Idaho

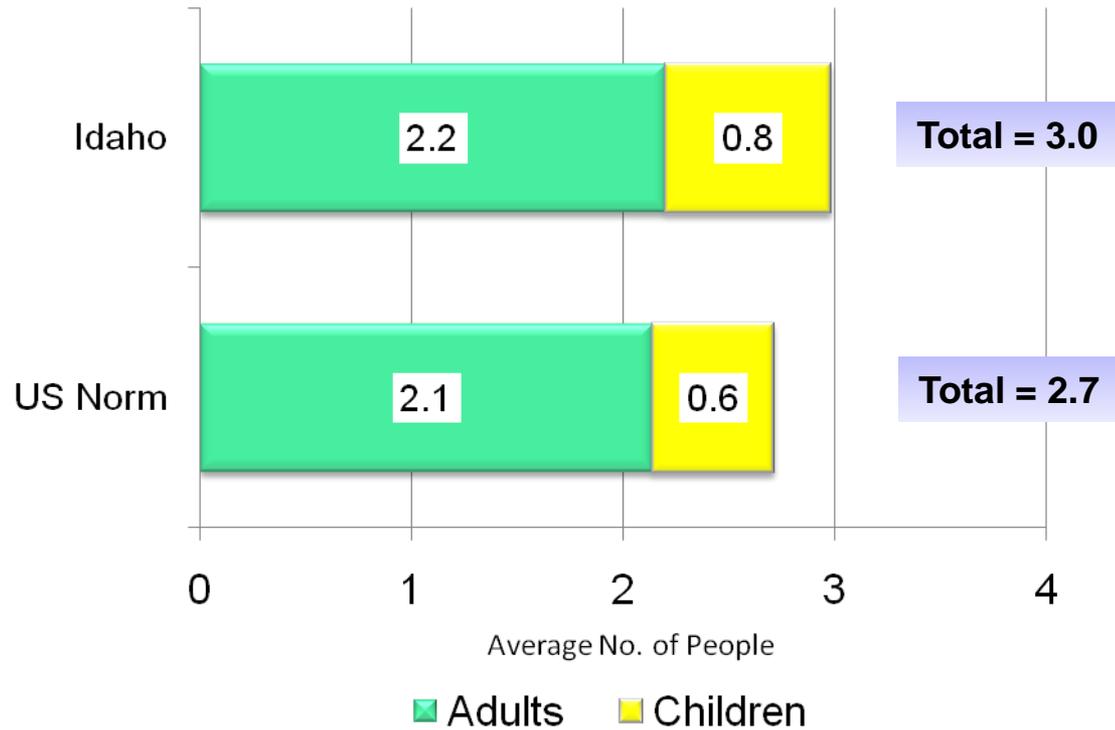
**Average Nights Spent in Idaho = 2.7**



# Size of Travel Party



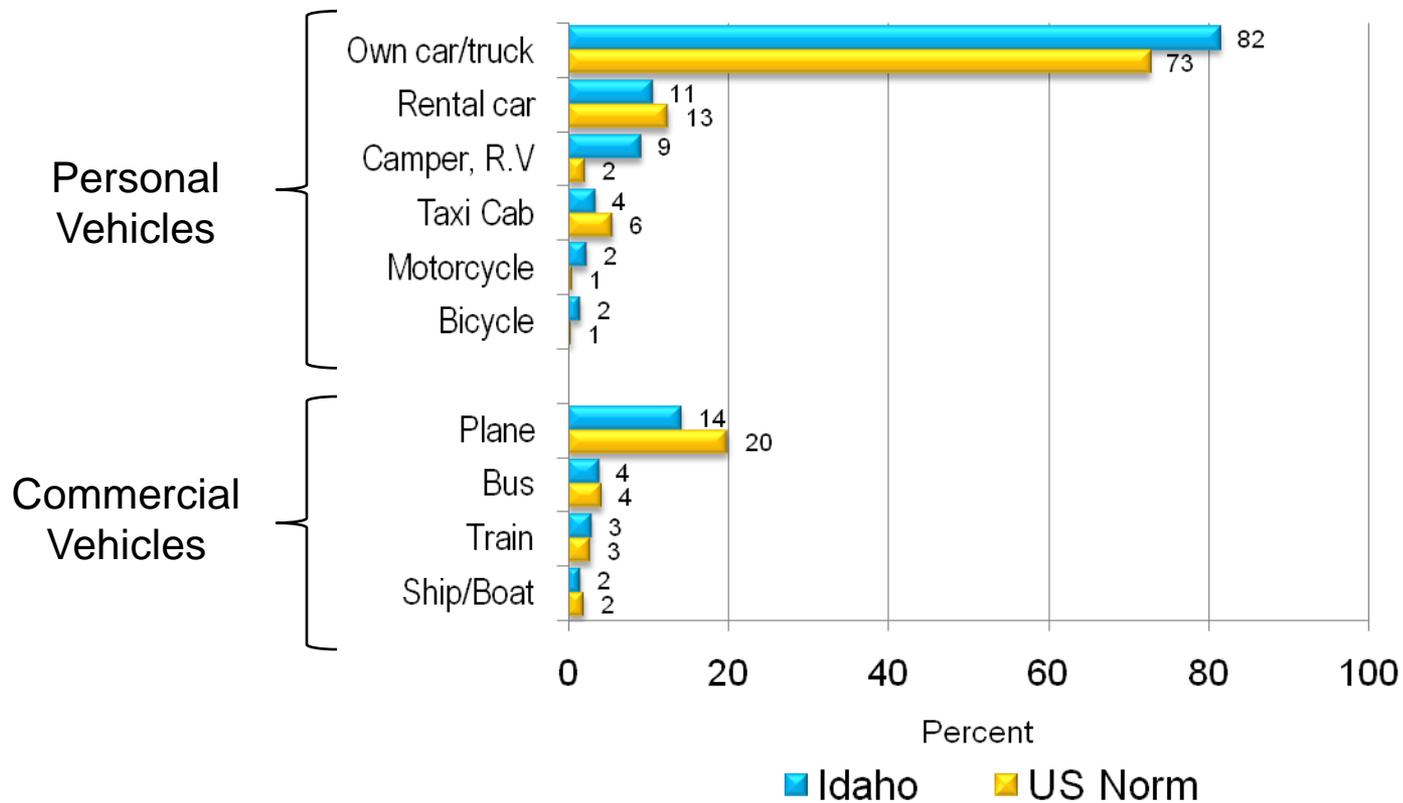
Base: Adult Overnight Person-Trips



# Transportation



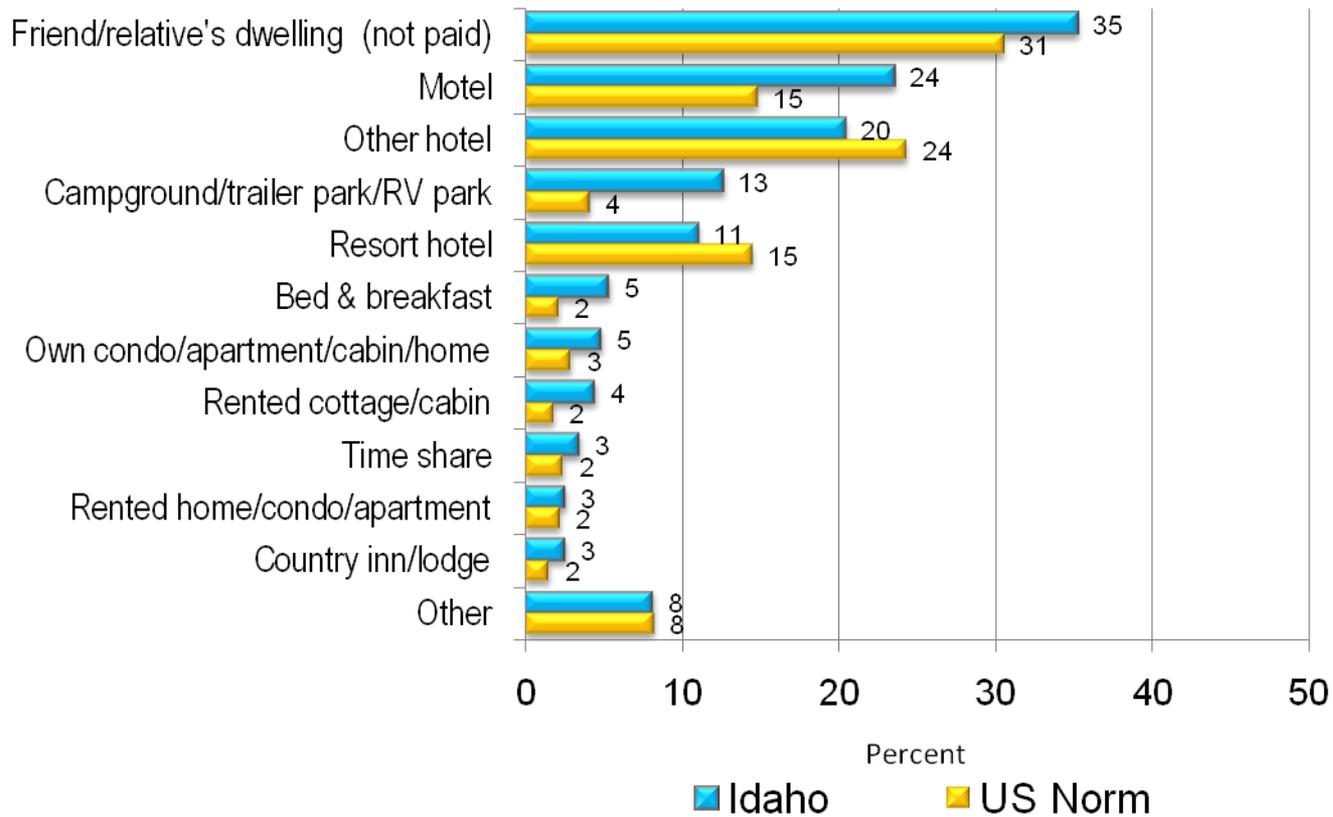
Base: Adult Overnight Person-Trips



# Accommodation



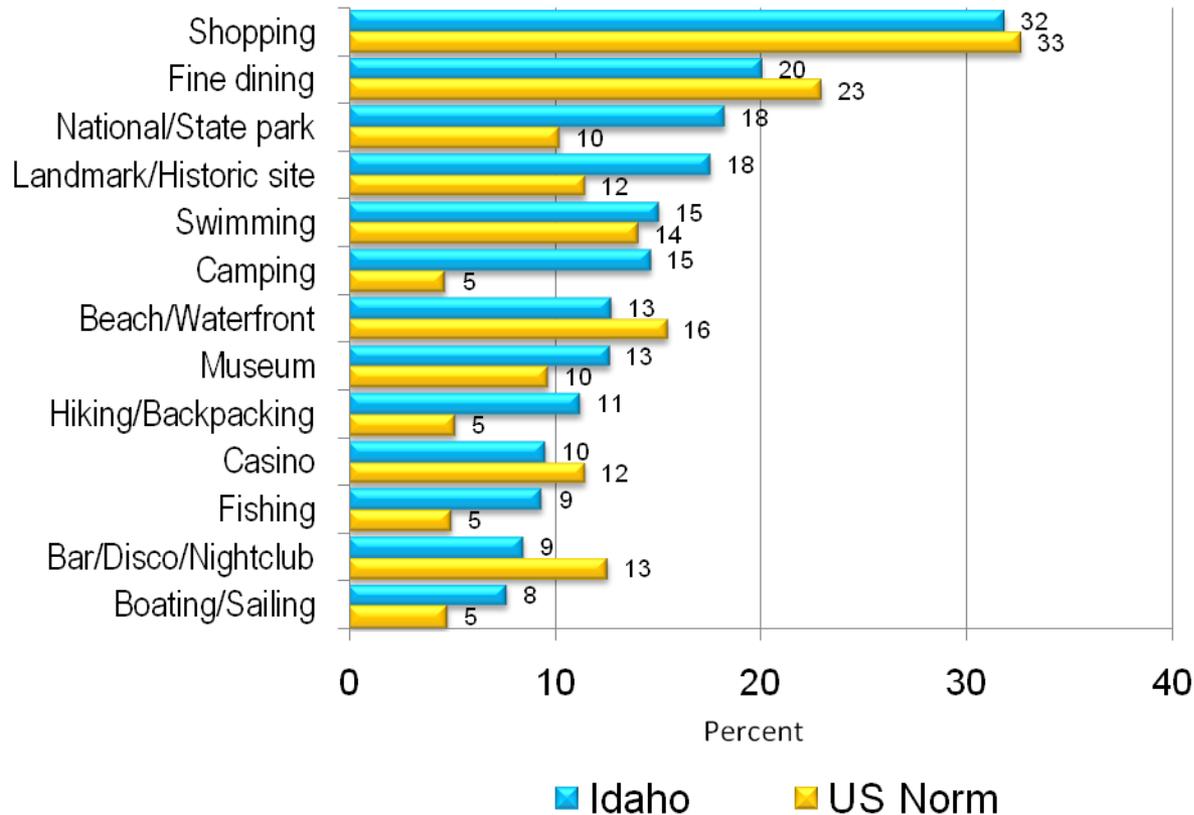
Base: Adult Overnight Person-Trips



# Activities and Experiences



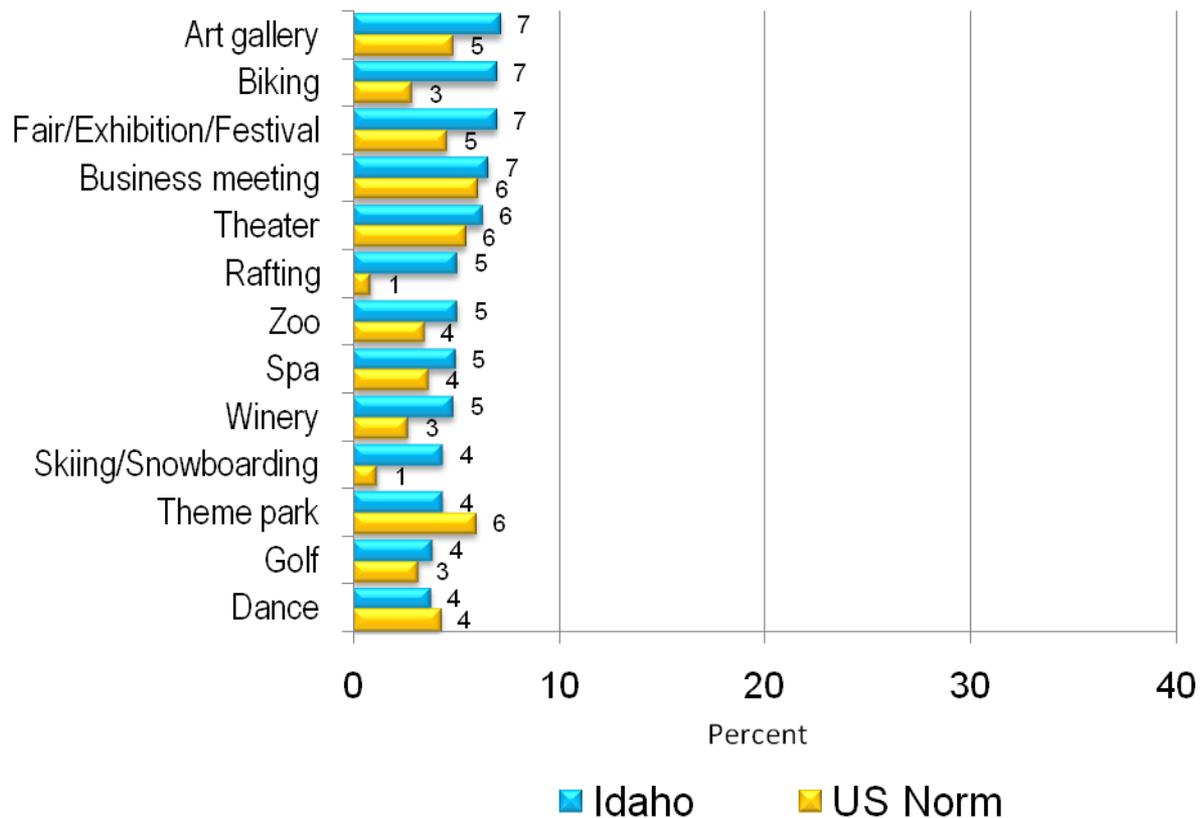
Base: Adult Overnight Person-Trips



# Activities and Experiences (Cont'd)



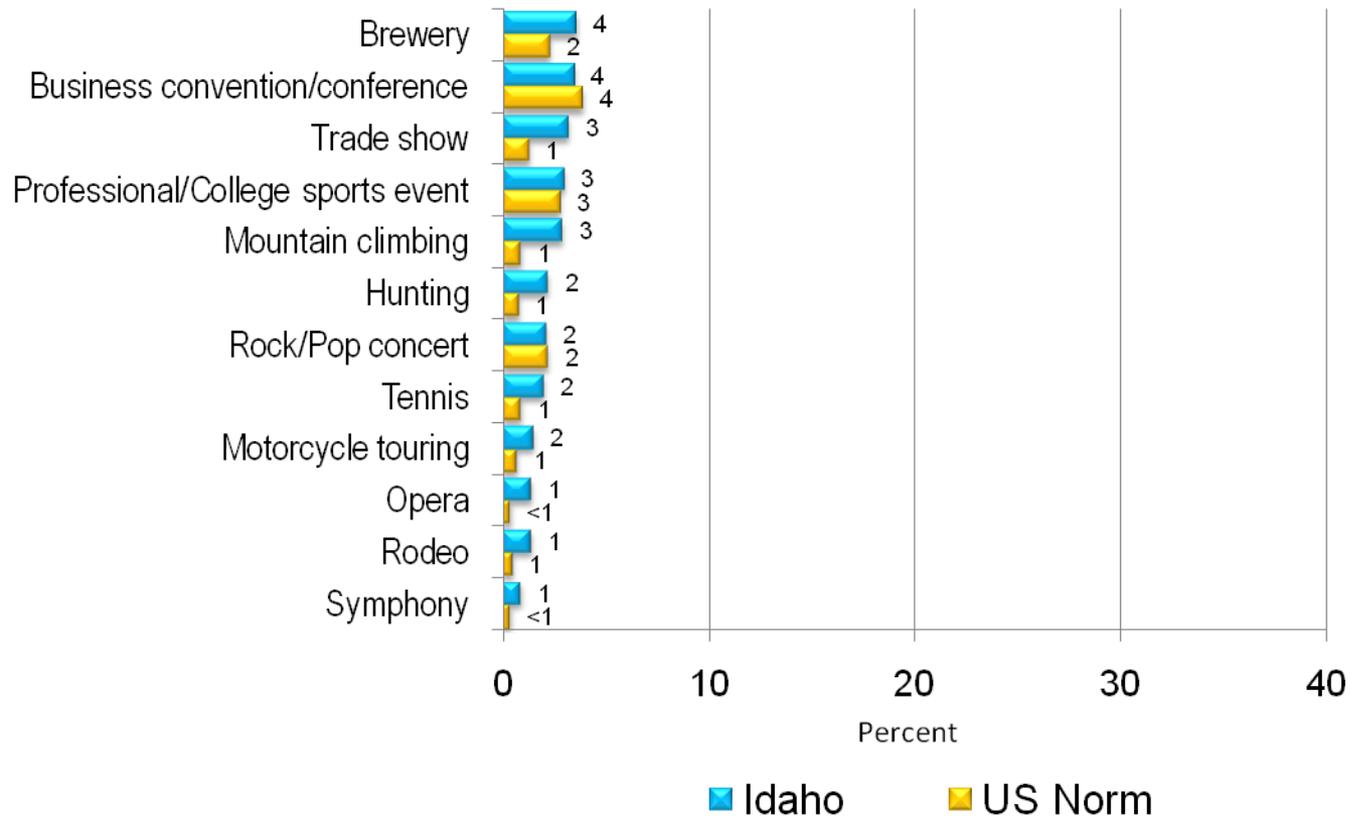
Base: Adult Overnight Person-Trips



# Activities and Experiences (Cont'd)



Base: Adult Overnight Person-Trips





# Day Trip Detail

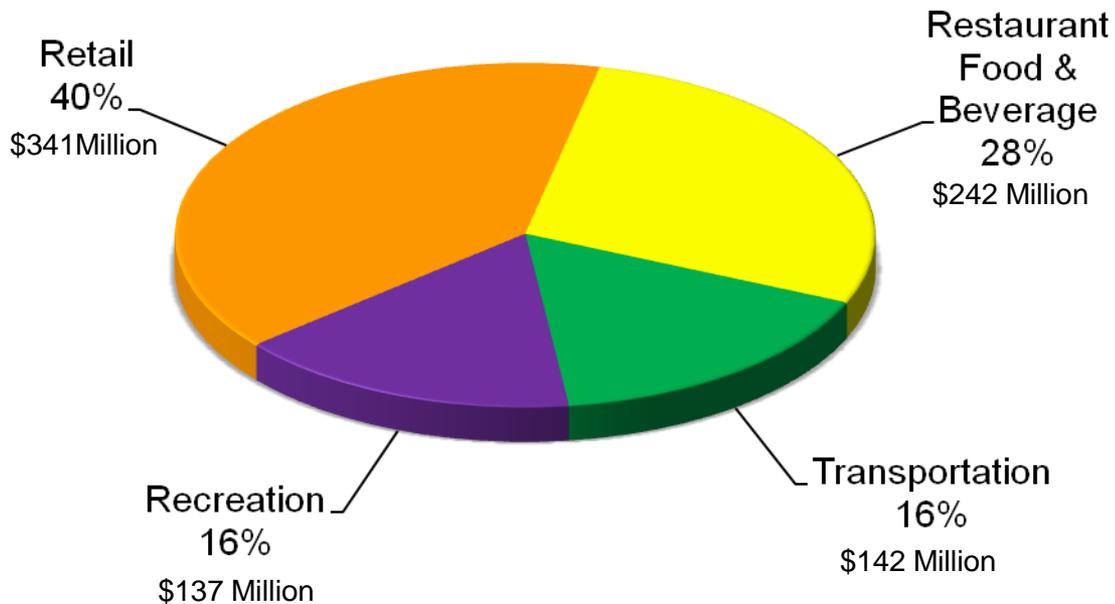


# Day Trip Expenditures

# Total Day Travel Spending – by Sector



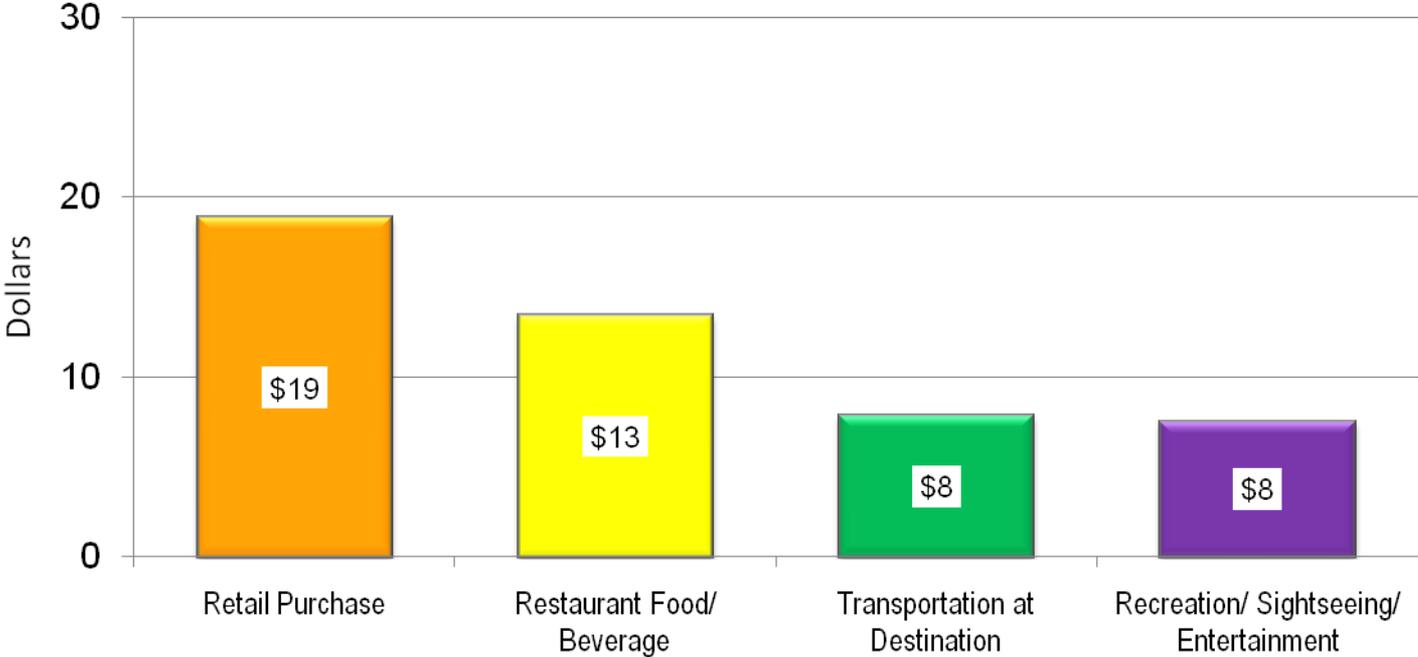
**Total Spending = \$0.9 Billion**



# Average Per Person Expenditures on Day Trips — By Sector



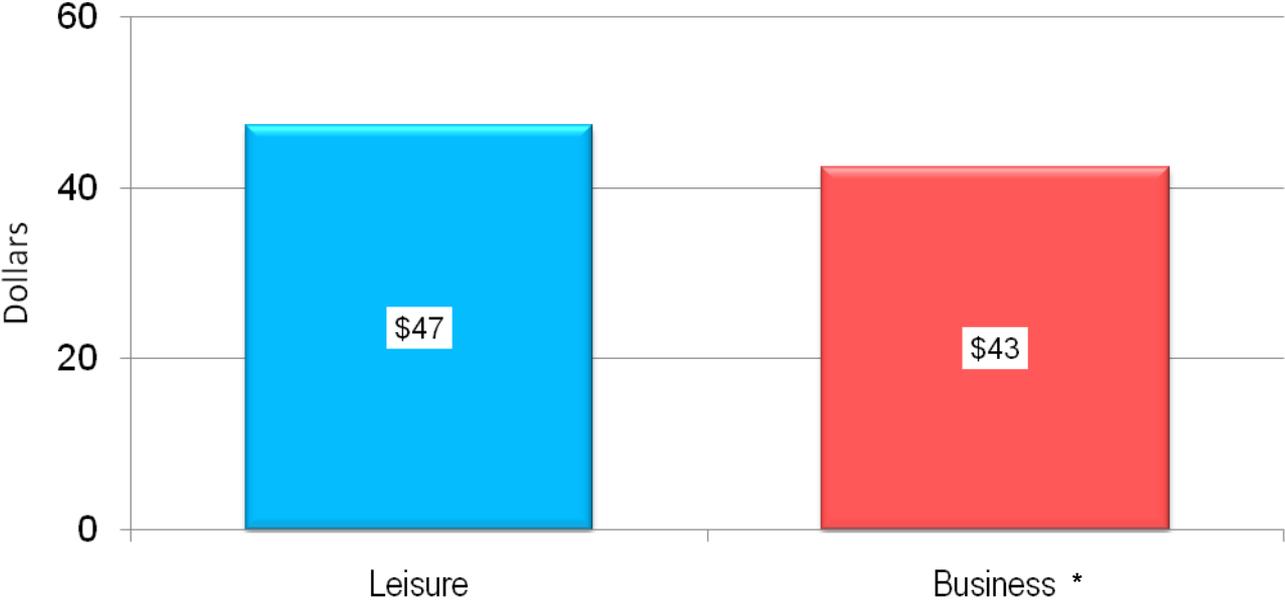
Base: Adult Day Person-Trips to Idaho



# Average Per Person Expenditures on Day Trips – by Trip Purpose



Base: Adult Day Person-Trips to Idaho

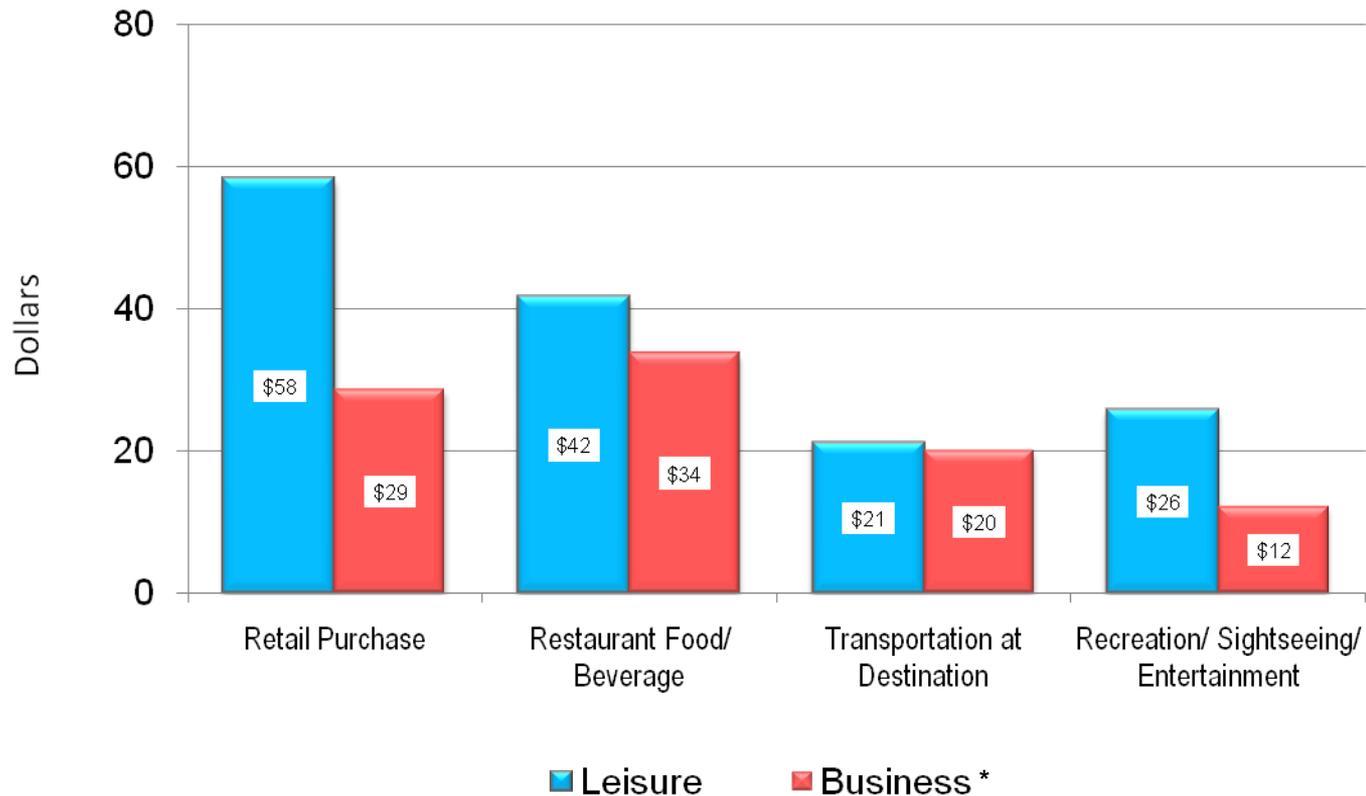


\* Caution – Low base size for Business Travelers

# Average Per Party Expenditures on Day Trips — Leisure vs. Business



Base: Adult Day Person-Trips to Idaho



\* Caution – Low base size for Business Travelers



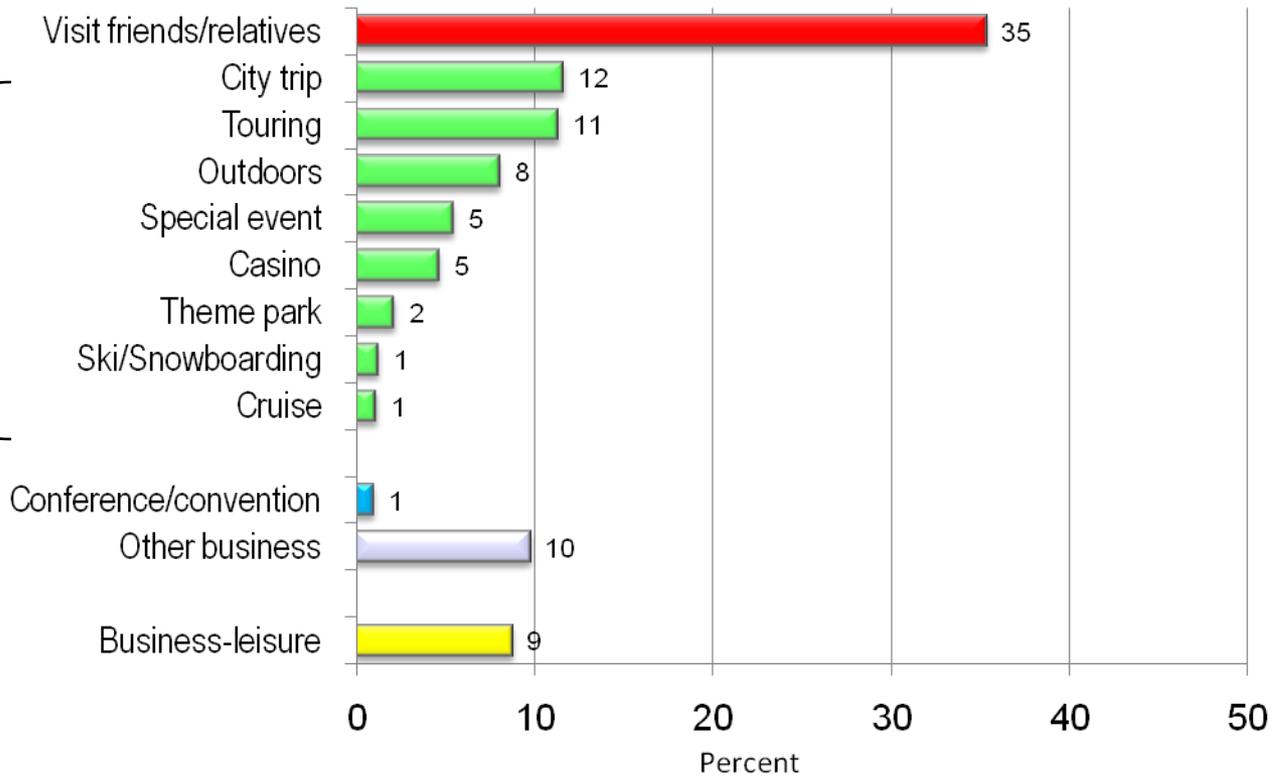
# Day Trip Characteristics

# Main Purpose of Trip



Base: Adult Day Person-Trips to Idaho

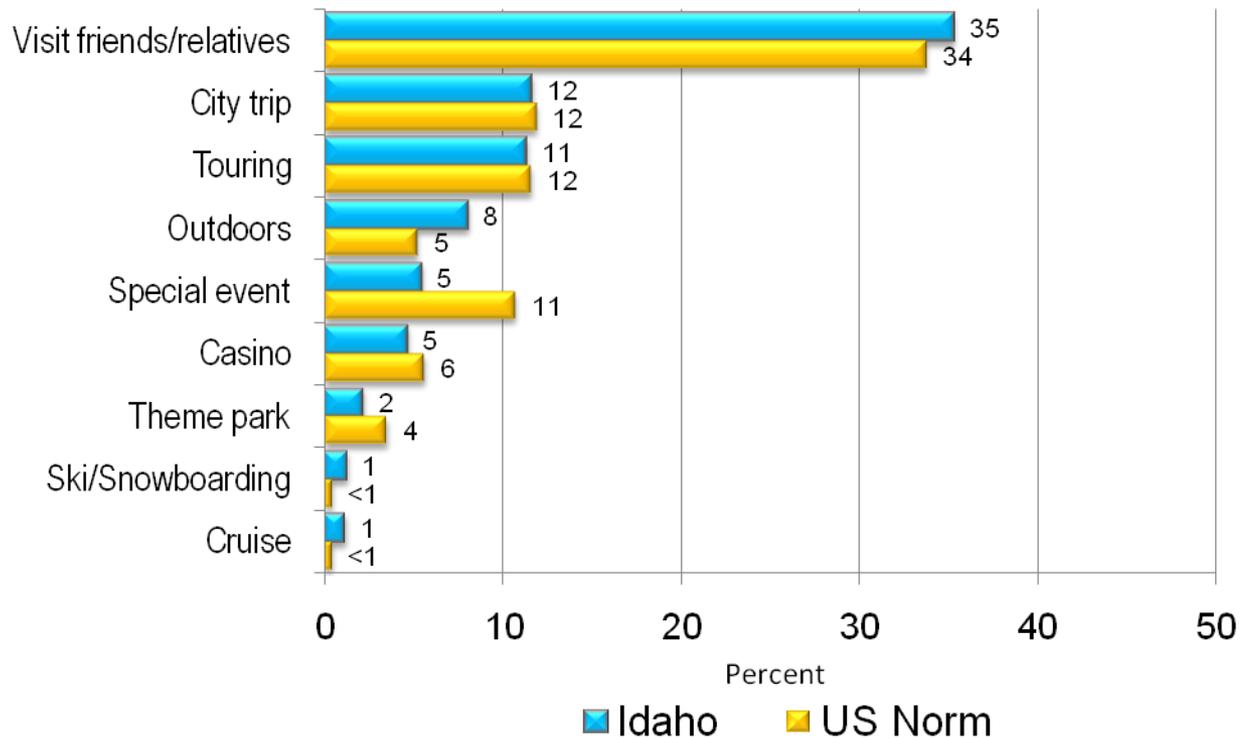
**Marketable  
Trips**



# Main Purpose of Leisure Trip — Idaho vs. National Norm



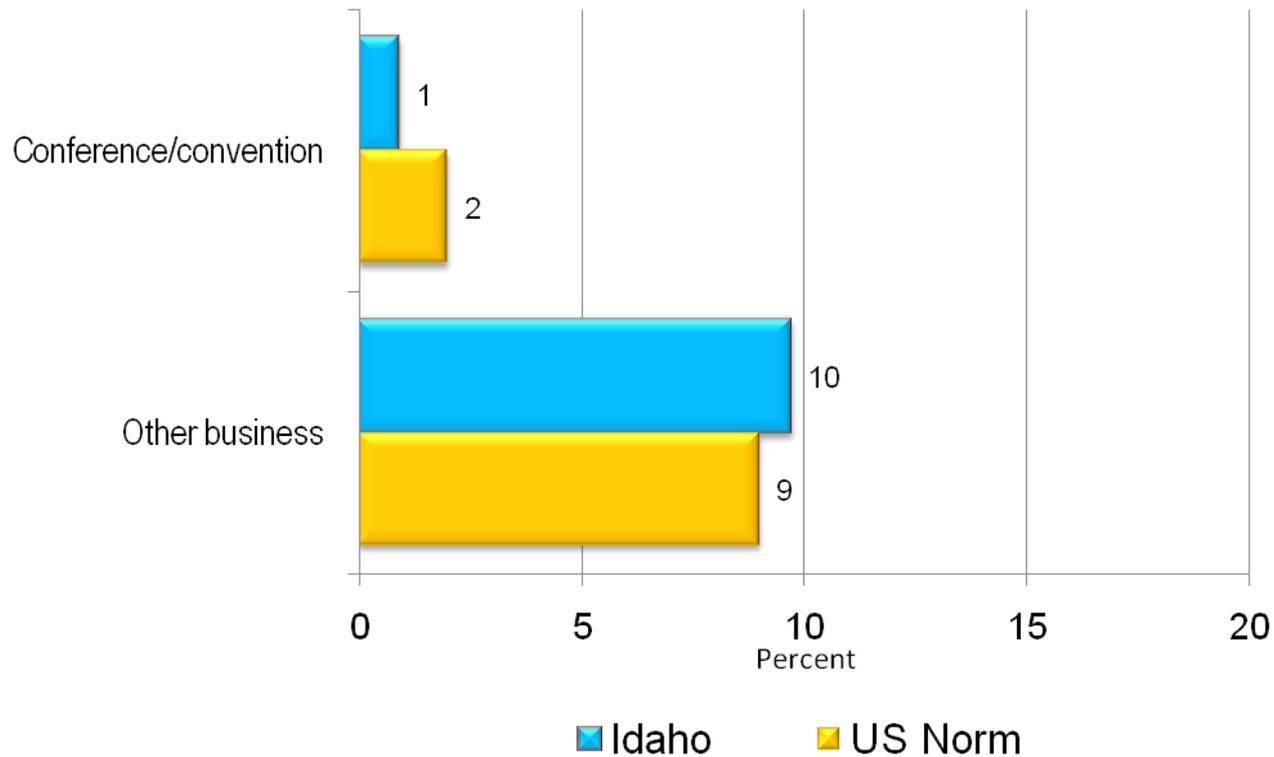
Base: Adult Day Person-Trips



# Main Purpose of Business Trip — Idaho vs. National Norm



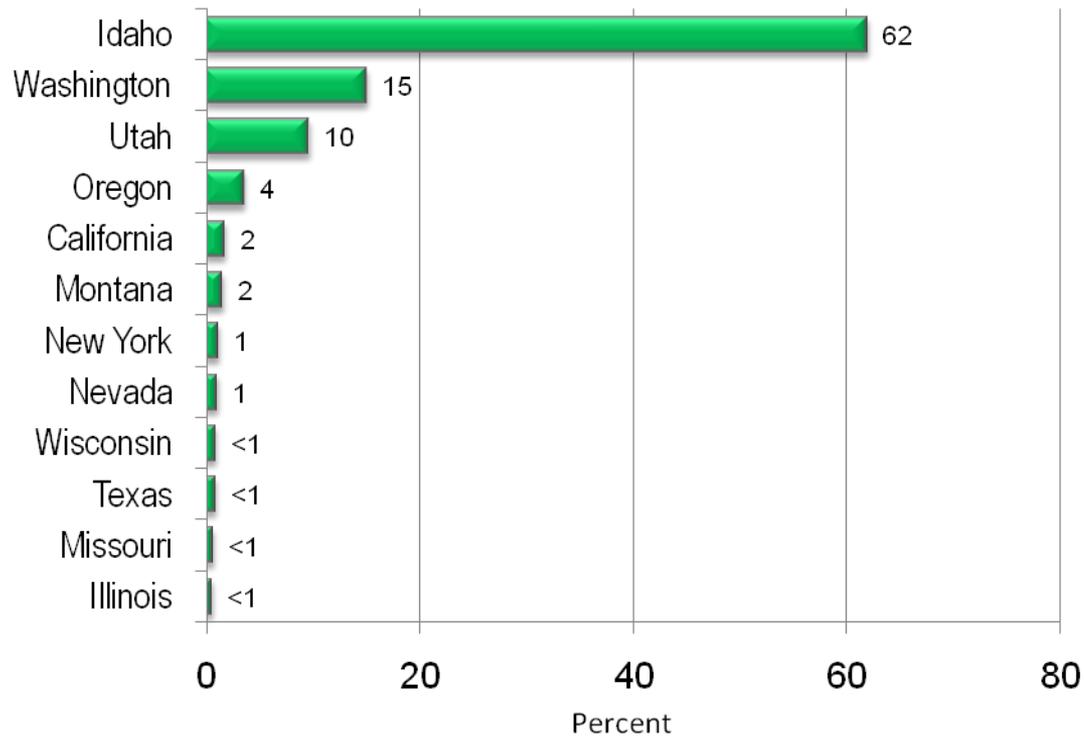
Base: Adult Day Person-Trips



# State Origin Of Trip



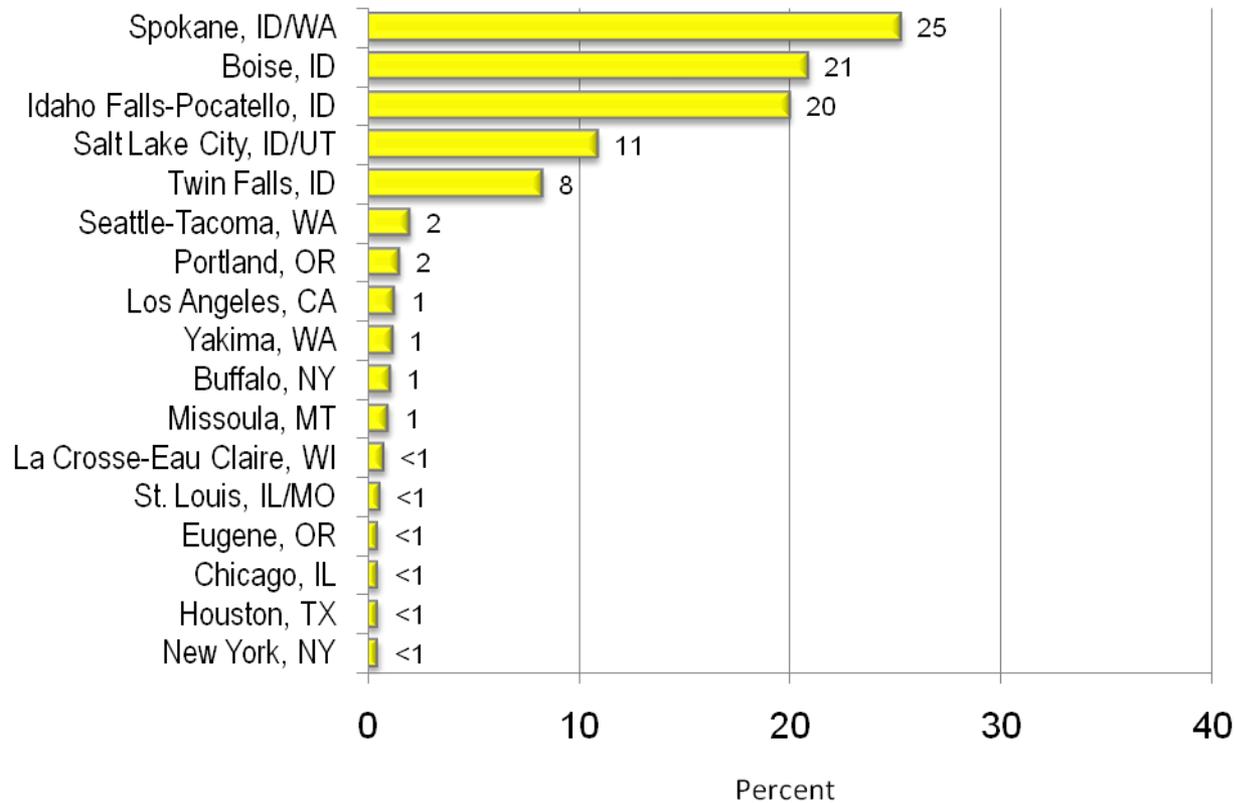
Base: Adult Day Person-Trips to Idaho



# DMA Origin Of Trip



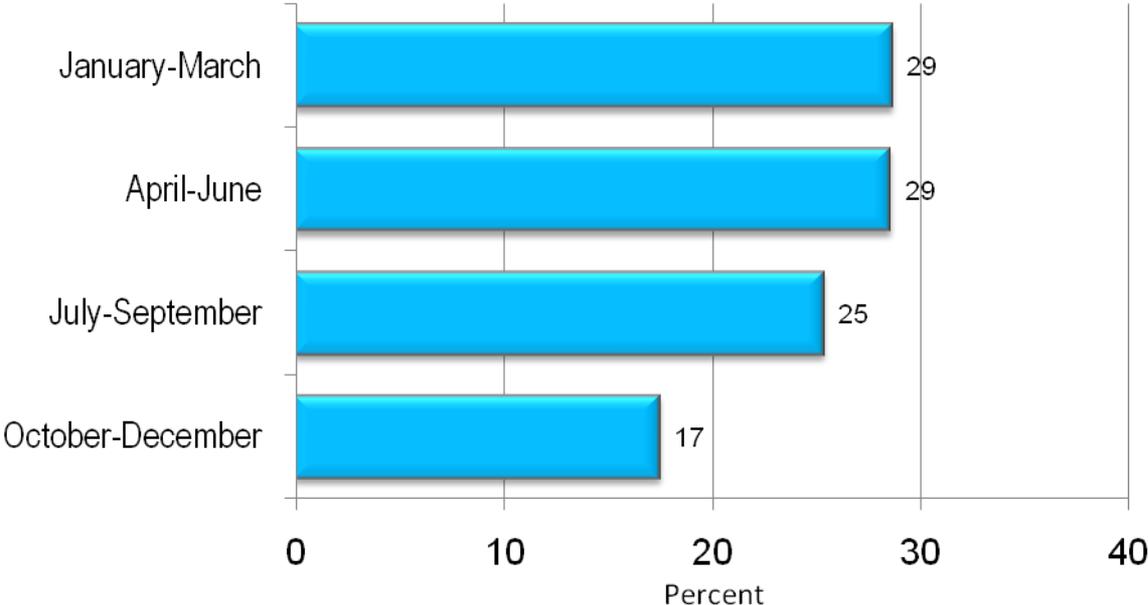
Base: Adult Day Person-Trips to Idaho



# Season of Trip



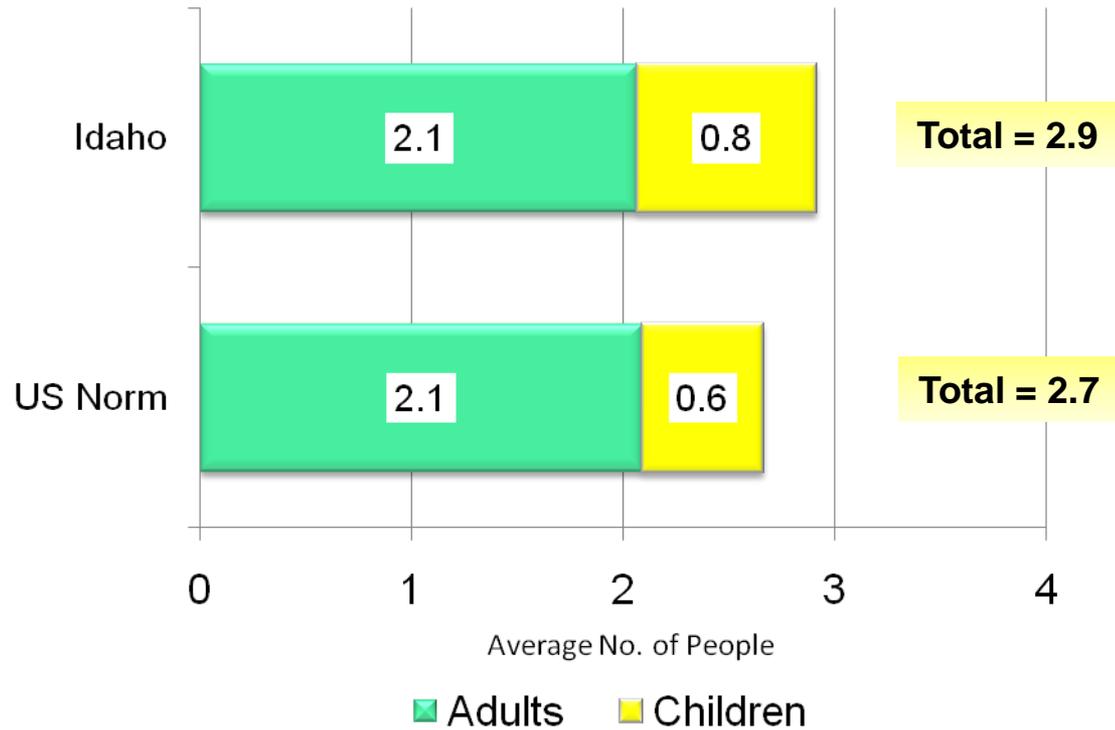
Base: Adult Day Person-Trips to Idaho



# Size of Travel Party



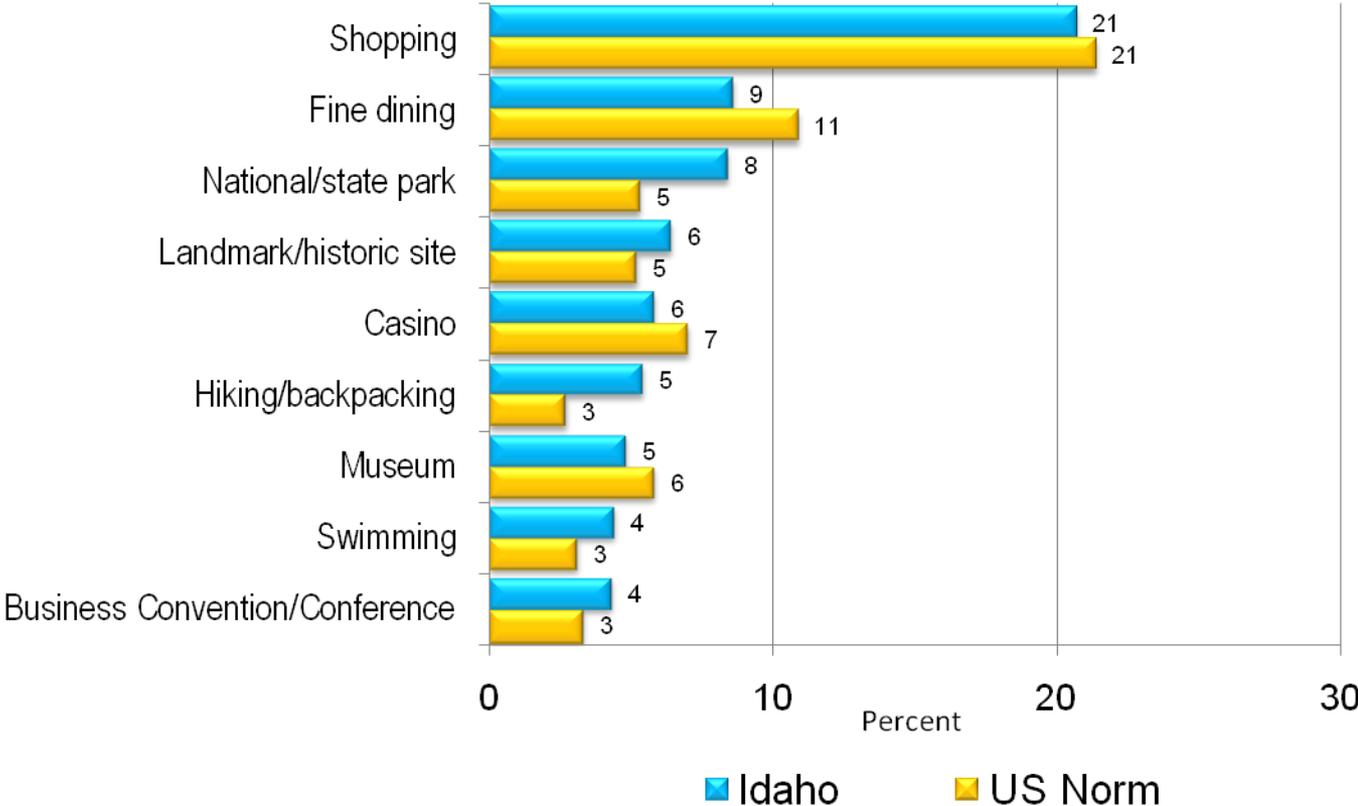
Base: Adult Day Person-Trips



# Activities and Experiences



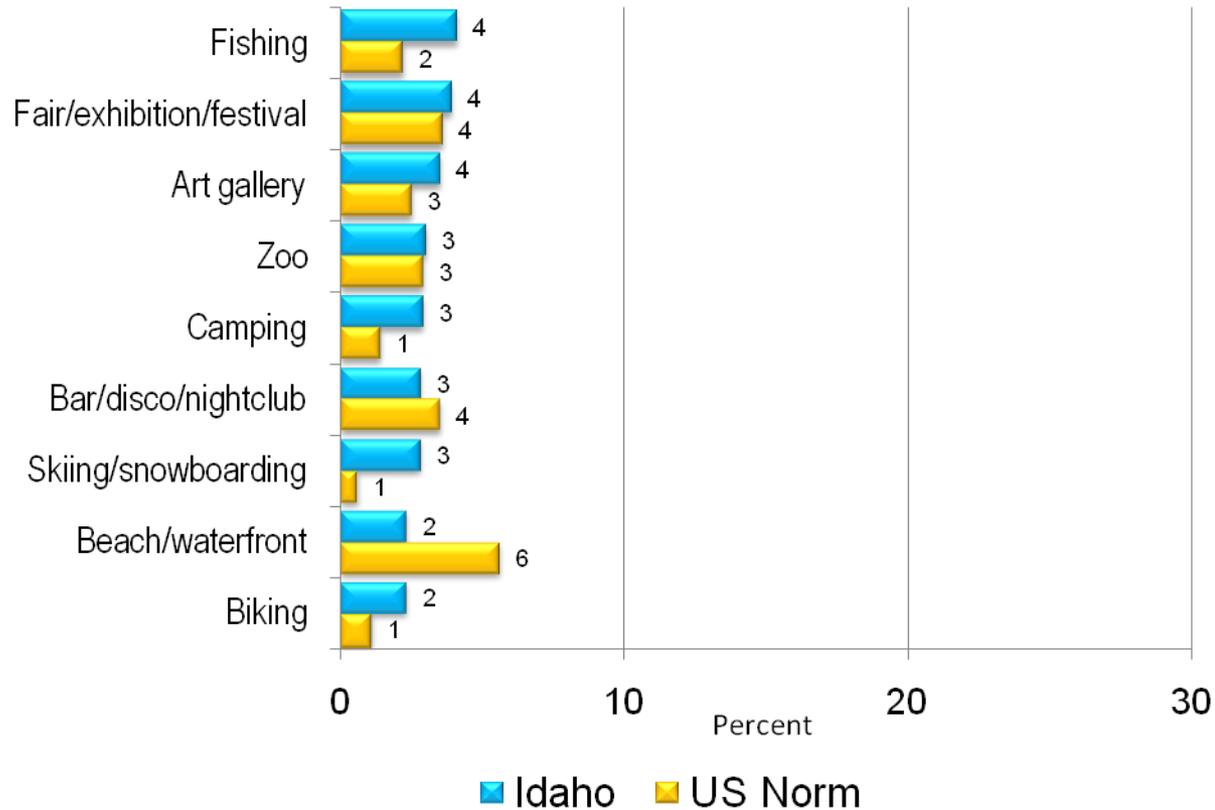
Base: Adult Day Person-Trips



# Activities and Experiences (Cont'd)



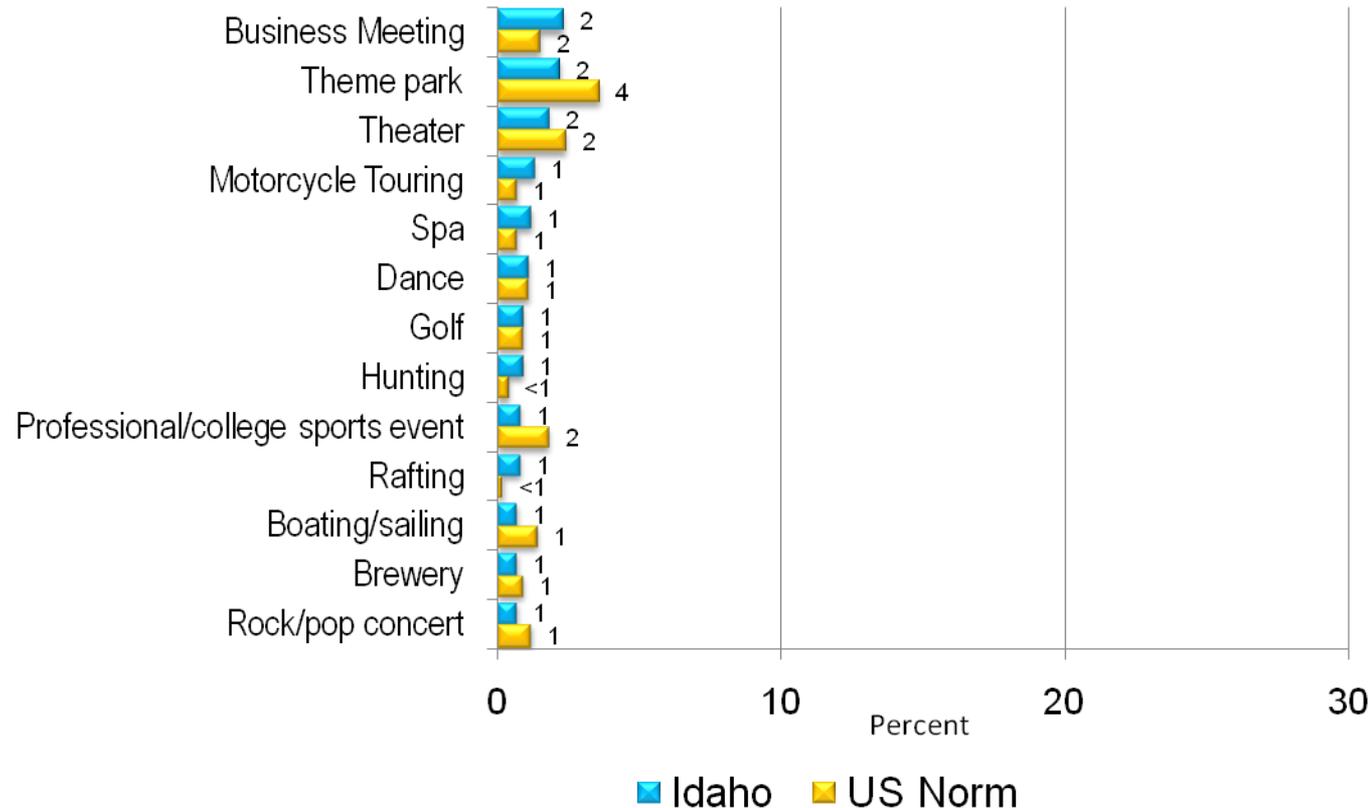
Base: Adult Day Person-Trips



# Activities and Experiences (Cont'd)



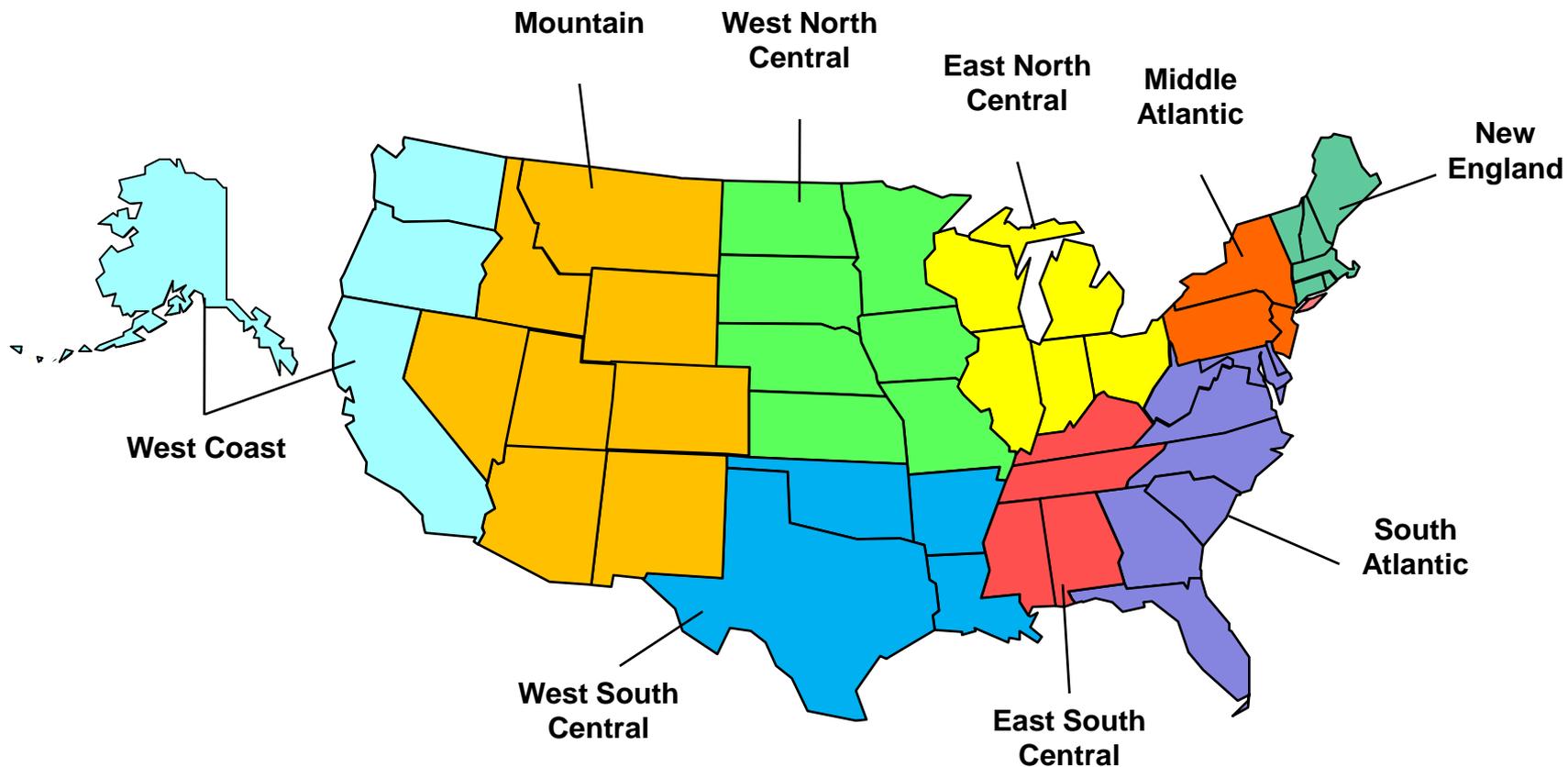
Base: Adult Day Person-Trips





# Demographic Profile of Visitors to Idaho

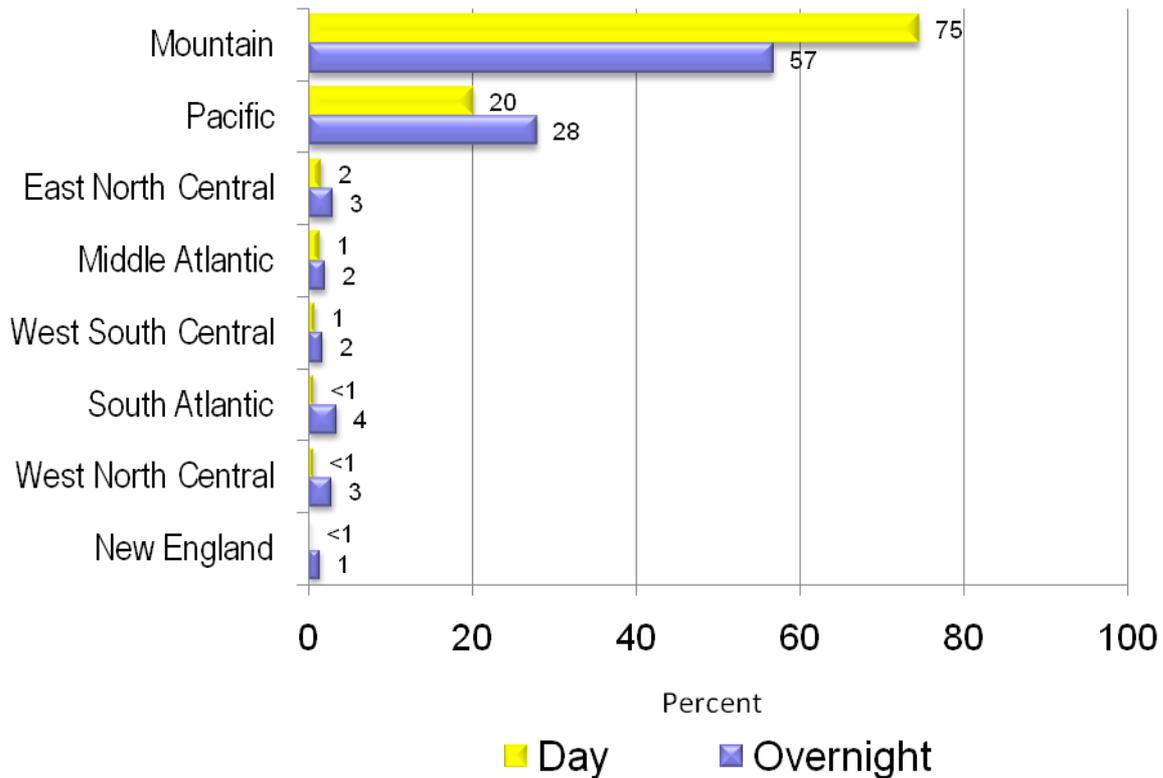
# Geographic Regions



# Region of Residence



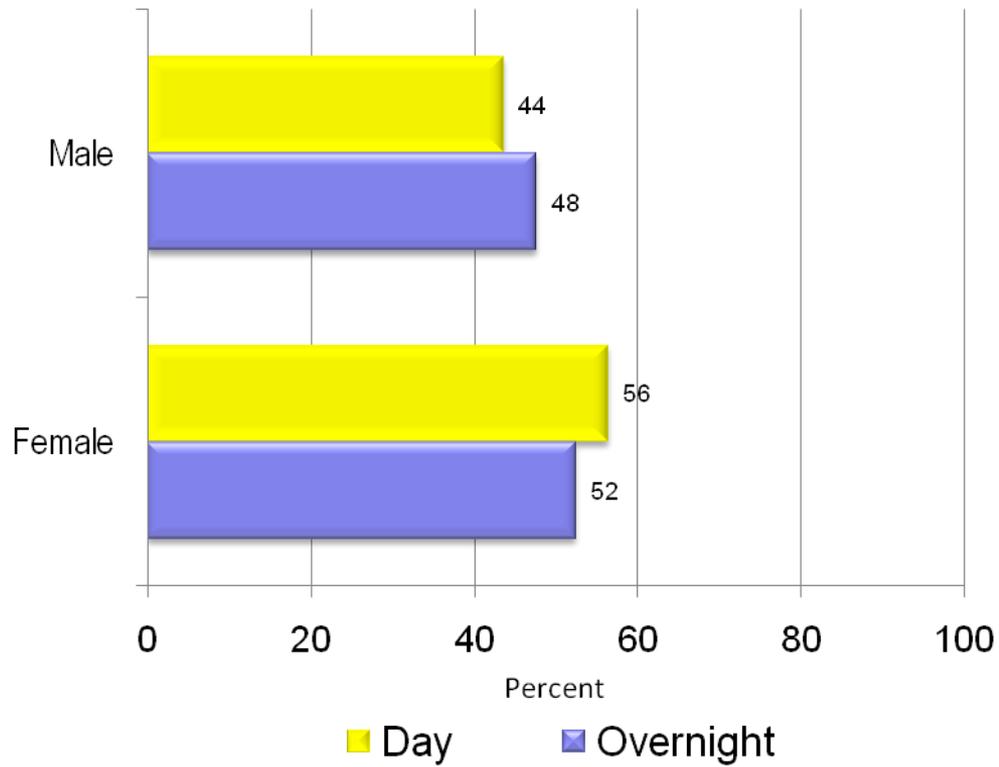
Base: Total Adult Person-Trips to Idaho



# Gender



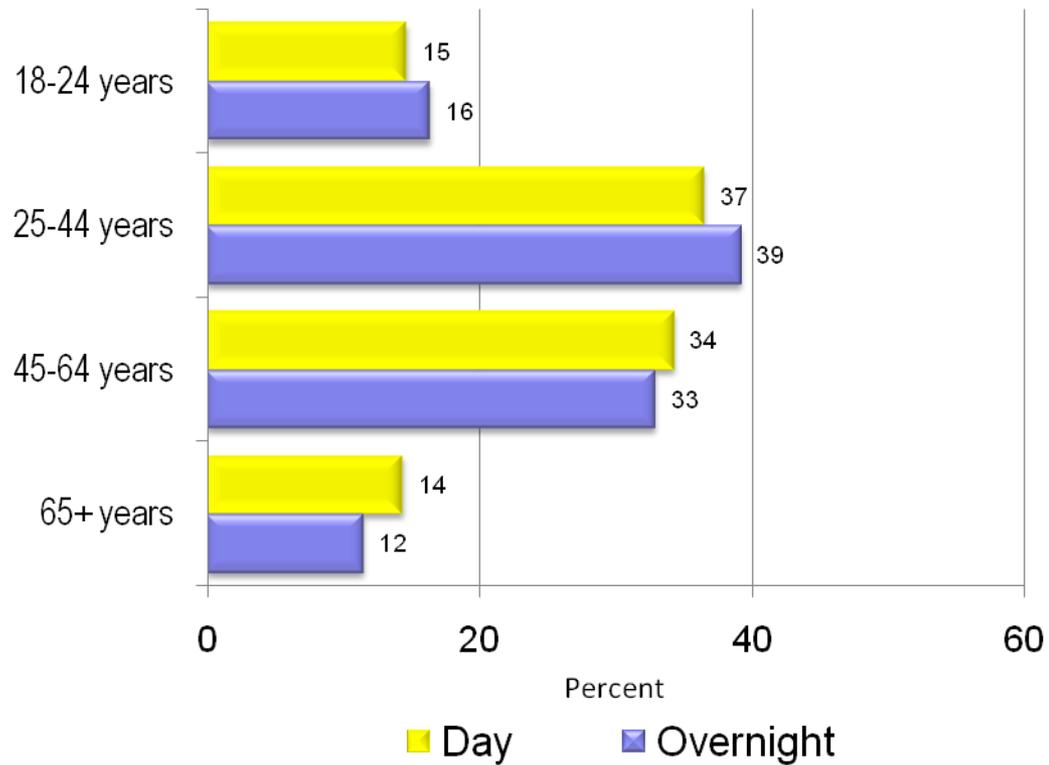
Base: Total Adult Person-Trips to Idaho



# Age



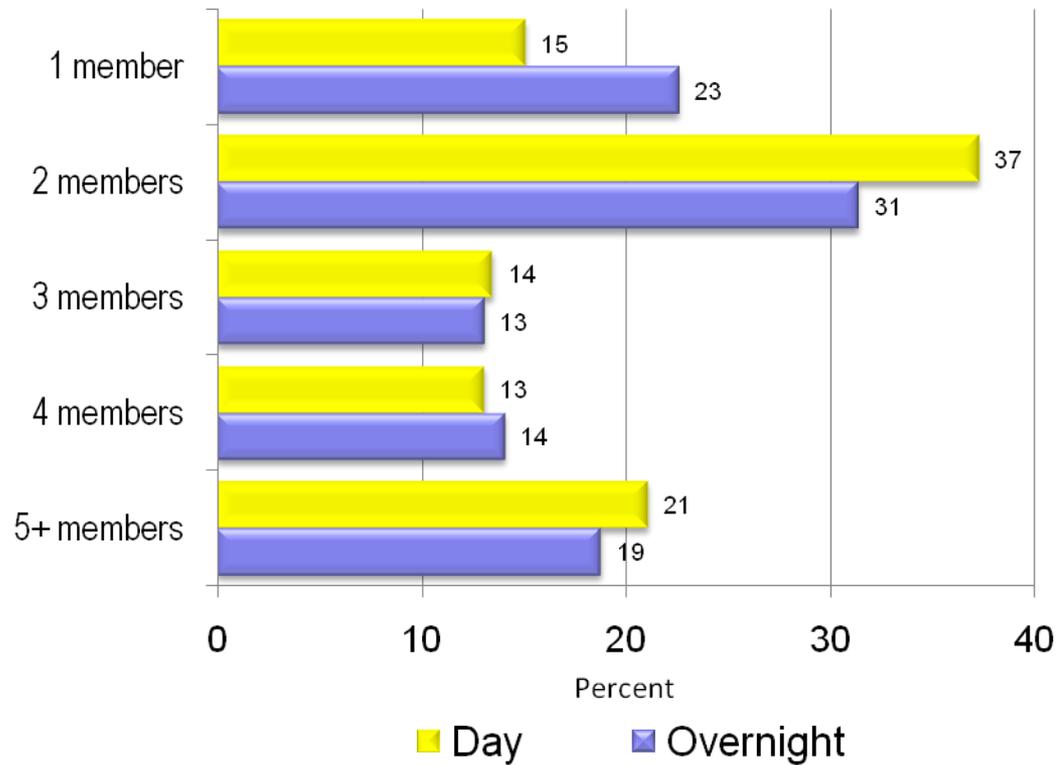
Base: Total Adult Person-Trips to Idaho



# Household Size



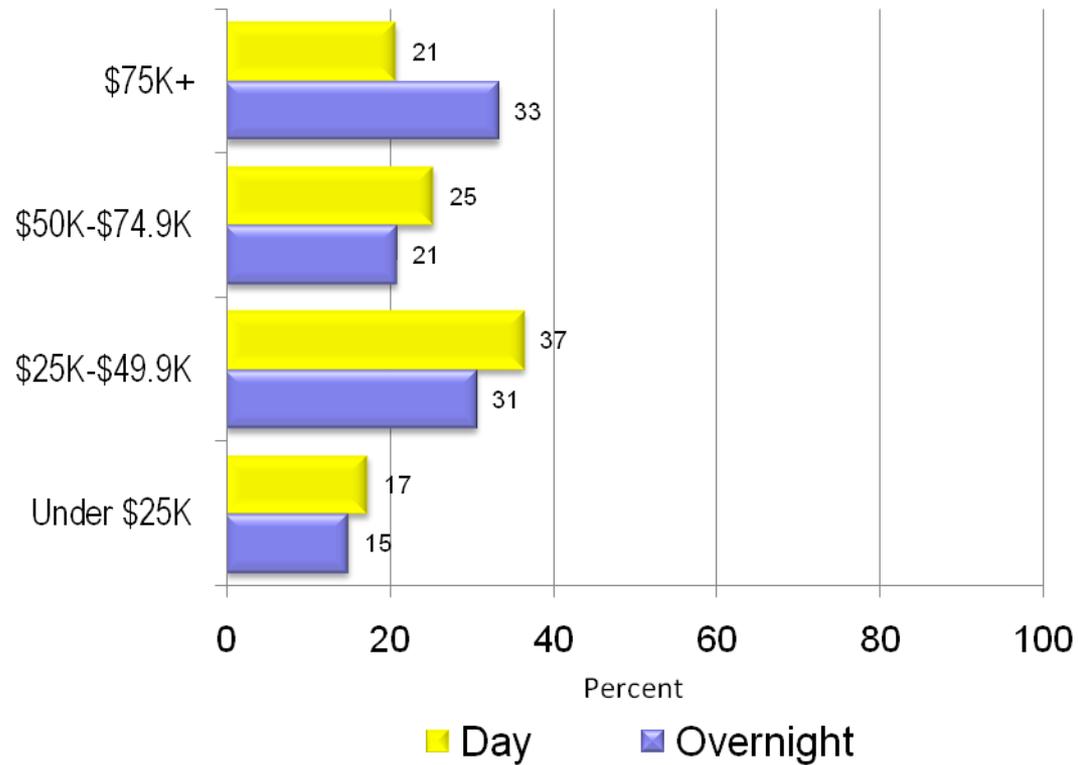
Base: Total Adult Person-Trips to Idaho



# Income



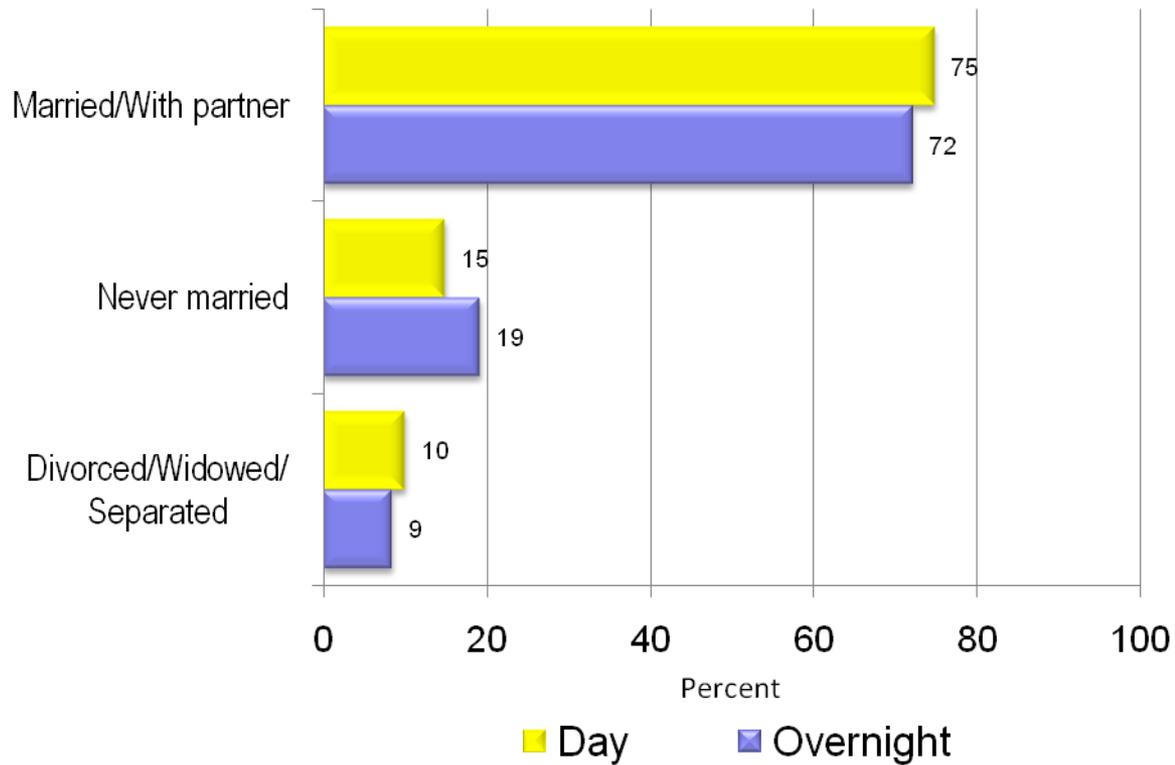
Base: Total Adult Person-Trips to Idaho



# Marital Status



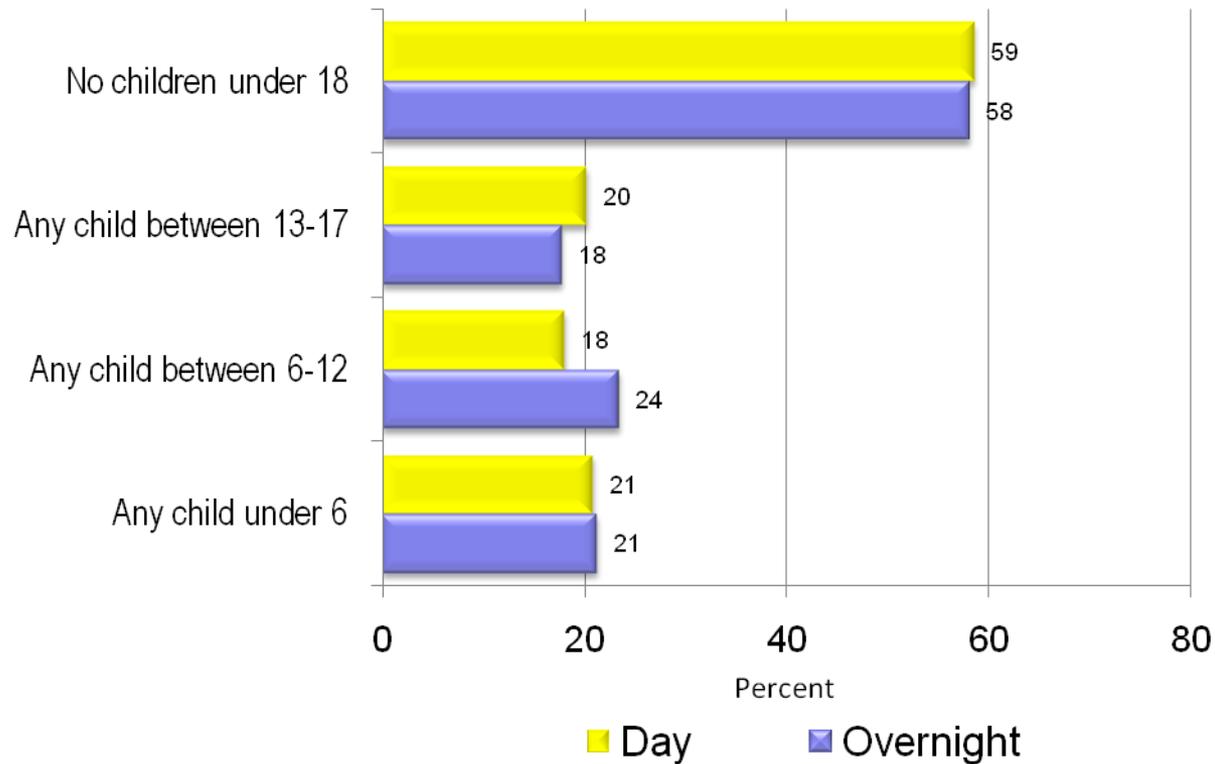
Base: Total Adult Person-Trips to Idaho



# Children in Household



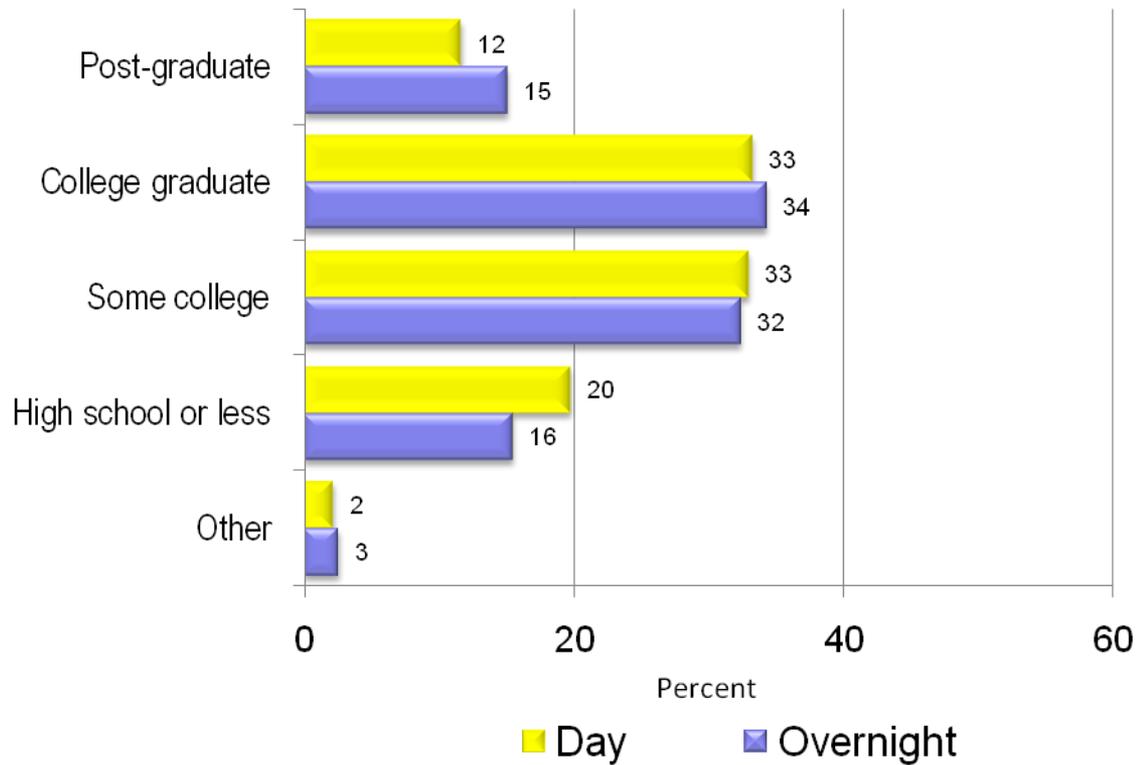
Base: Total Adult Person-Trips to Idaho



# Education



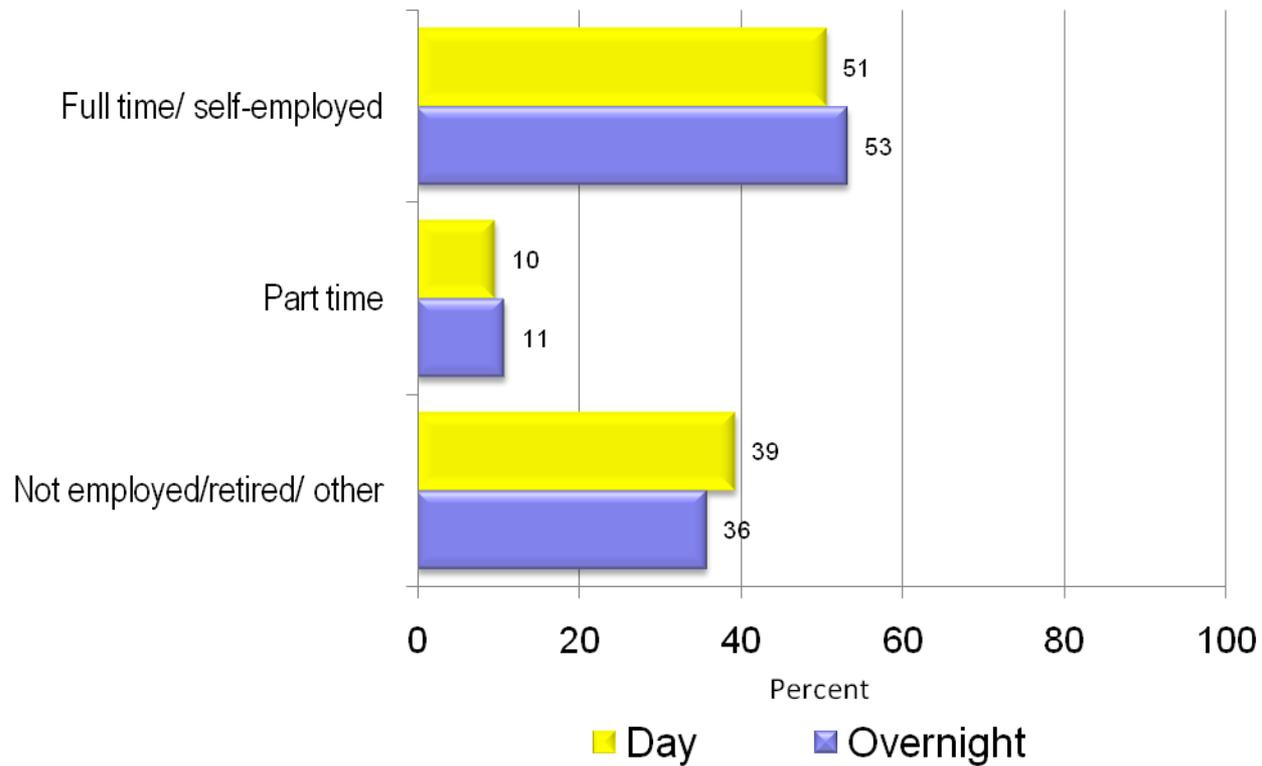
Base: Total Adult Person-Trips to Idaho



# Employment



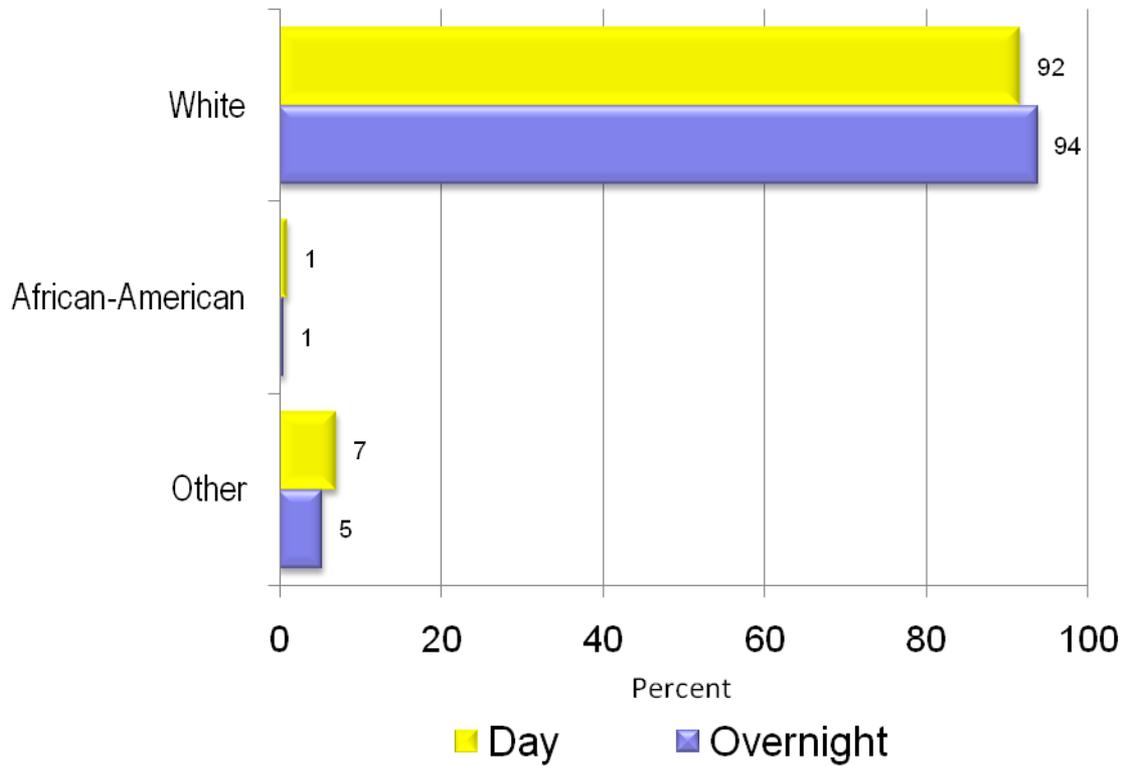
Base: Total Adult Person-Trips to Idaho



# Race



Base: Total Adult Person-Trips to Idaho



# Hispanic Background



Base: Total Adult Person-Trips to Idaho

