



2015 Regional Visitor Report for Idaho

July 2016

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Introduction



- ⦿ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ⦿ In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- ⦿ This report provides an overview of the domestic tourism market for each of Idaho's seven travel regions and serves as a companion to the state-wide report.

Methodology



- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.
- Respondents who visited Idaho were asked to identify which regions they spent time in with the aid of a visual map.
- For the 2014 and 2015 travel years, the following overnight trip sample was achieved:
 - Northern region: 369
 - North Central region: 158*
 - Central region: 228
 - Eastern region: 333
 - Southeastern region: 364
 - South Central region: 238
 - Southwestern region: 722

Analytical Note



- The results of this report are based on two time frames:
 - Idaho state norms are reported for the 2015 travel year.
 - To maximize statistical reliability, regional data are based on two years' combined sample from 2014 and 2015 unless otherwise indicated.

Map



Idaho Regions



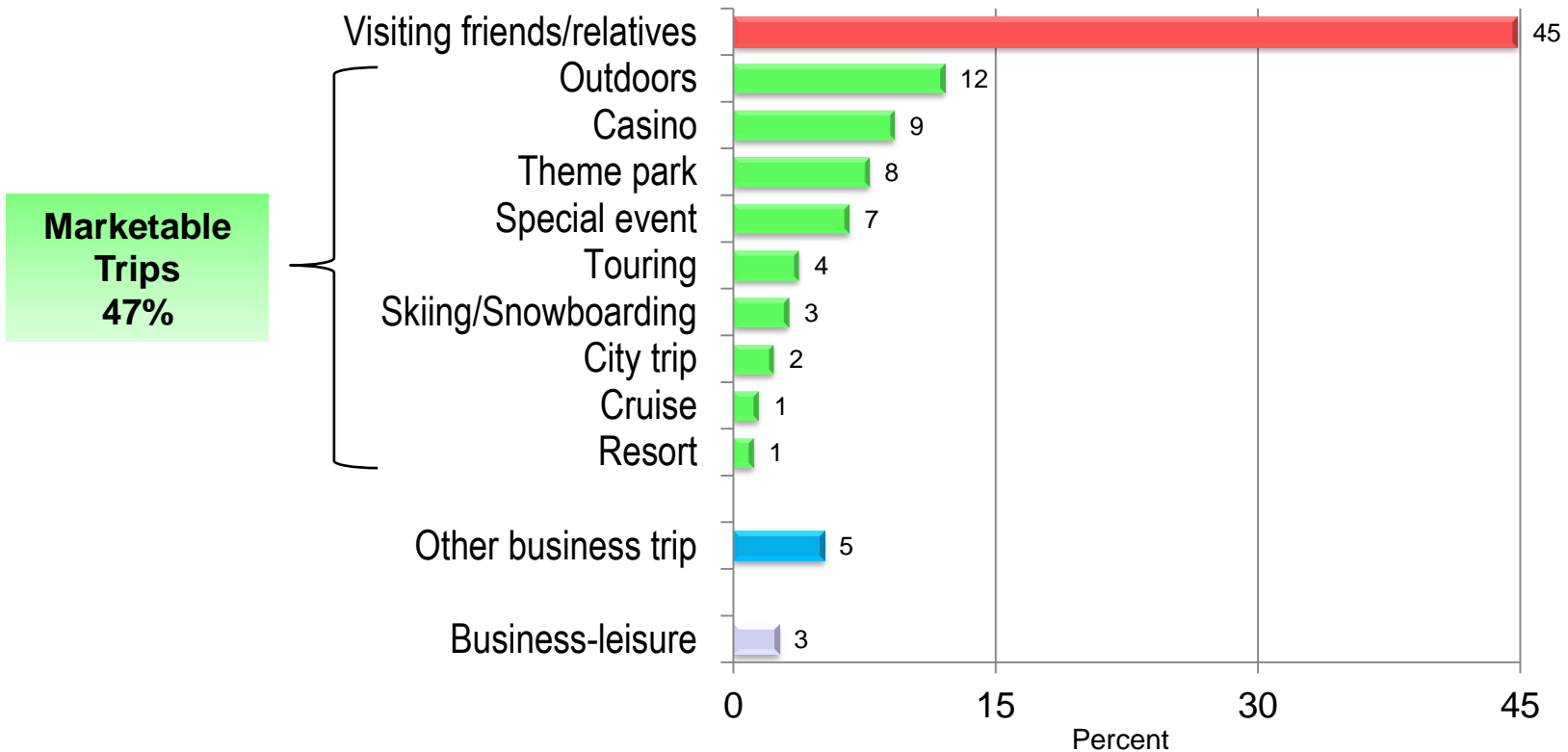


Northern Region

Main Purpose of Trip – Northern Region



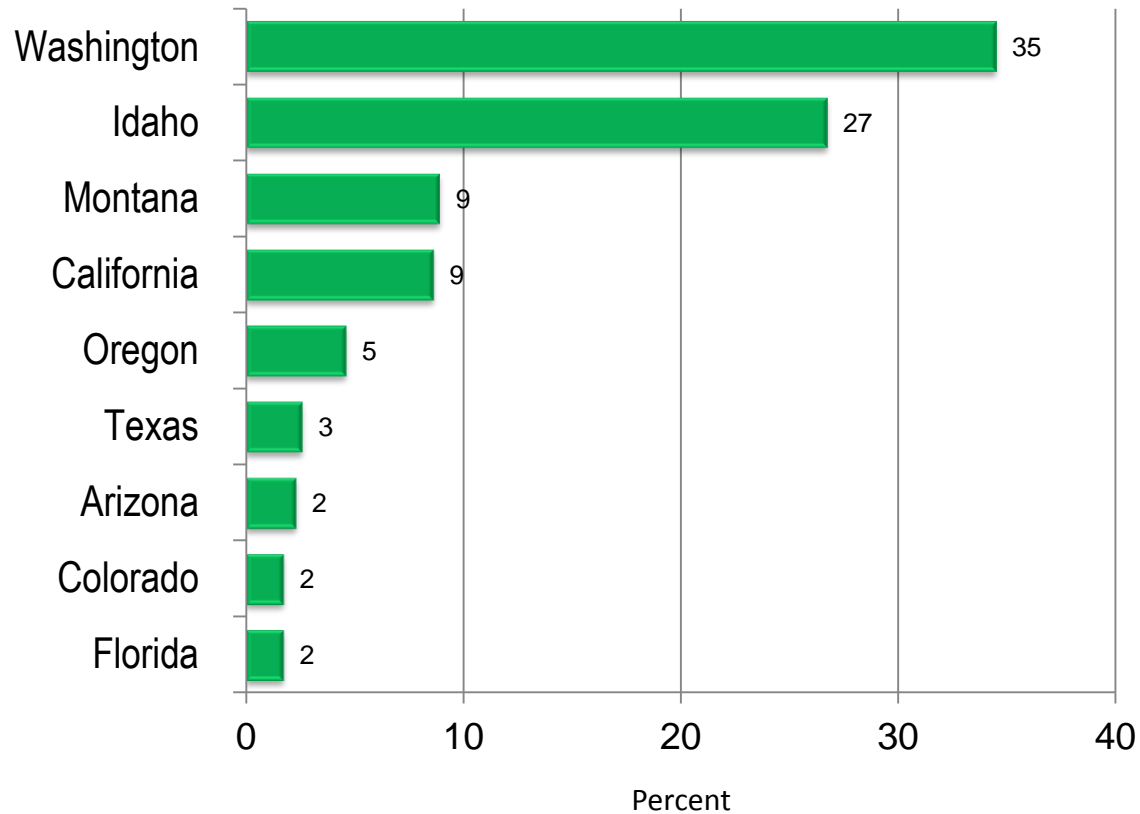
Base: Total Overnight Person-Trips to the Northern Region



State Origin Of Overnight Trips – Northern Region



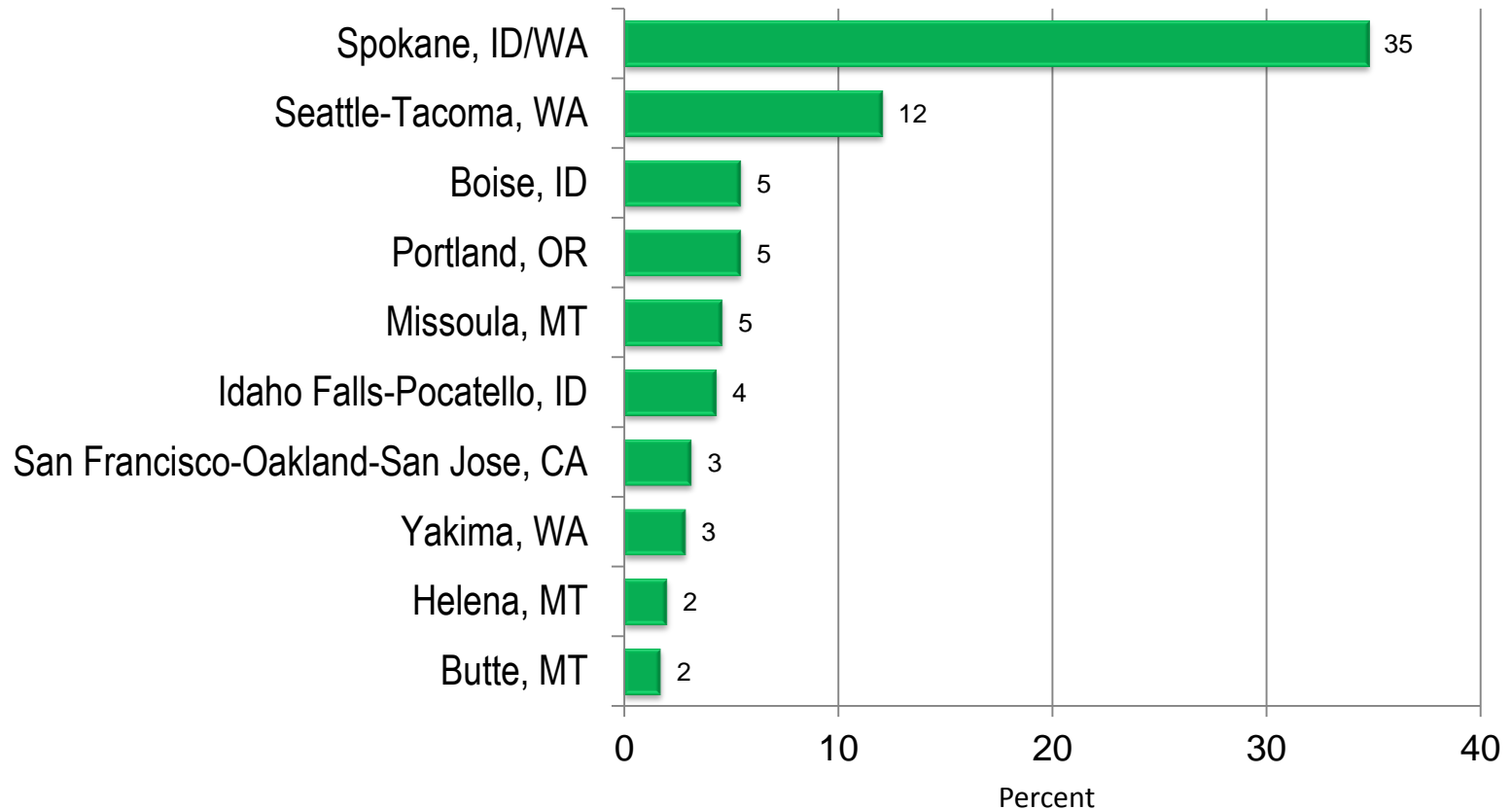
Base: Total Overnight Person-Trips the Northern Region



DMA Origin Of Overnight Trip – Northern Region



Base: Total Overnight Person-Trips the Northern Region





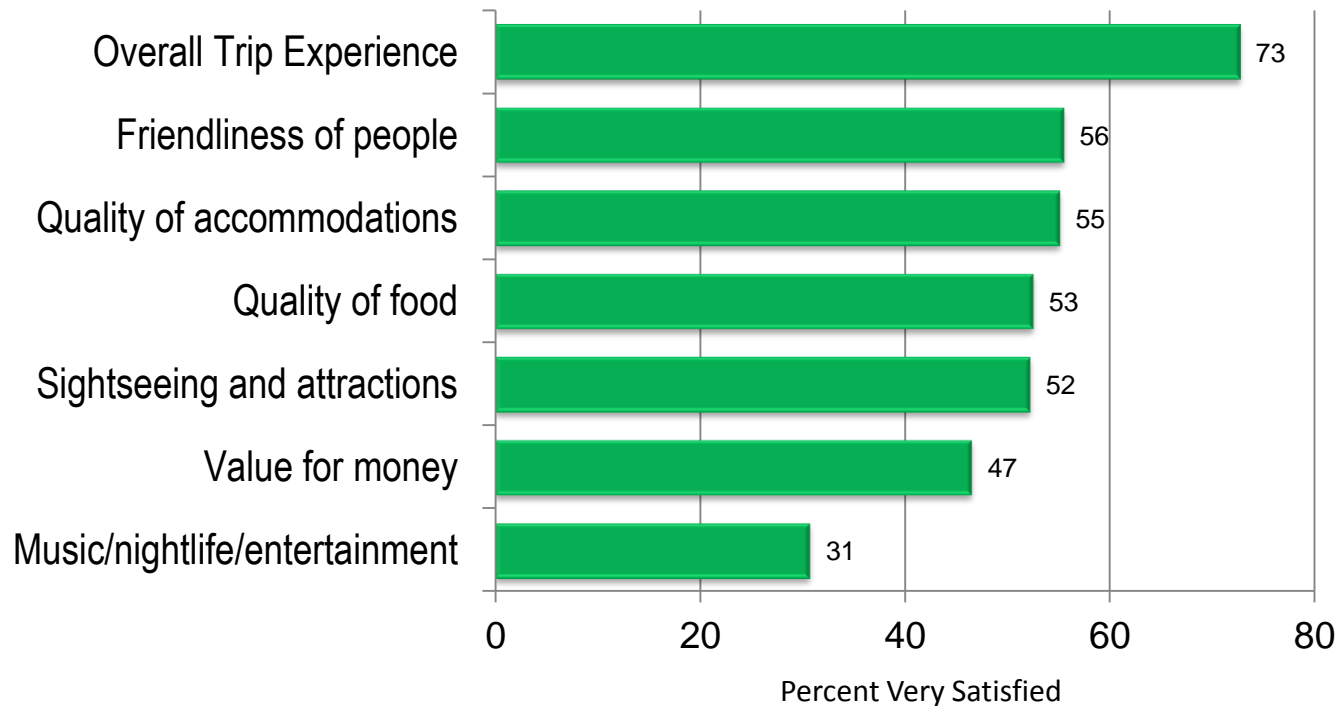
Overnight Trip Characteristics – Northern Region

Satisfaction with Trip*

% Very Satisfied – Northern



Base: Total Overnight Person-Trips the Northern Region

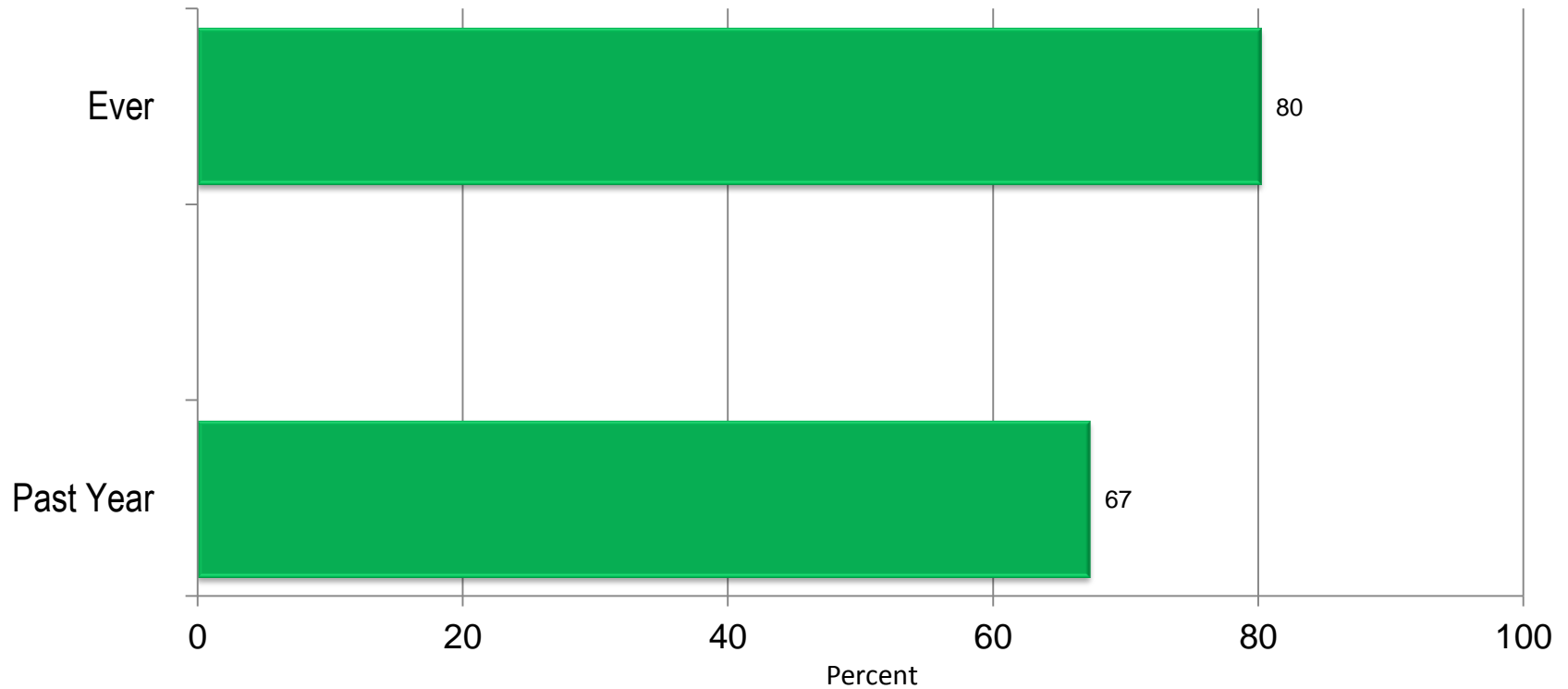


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips the Northern Region

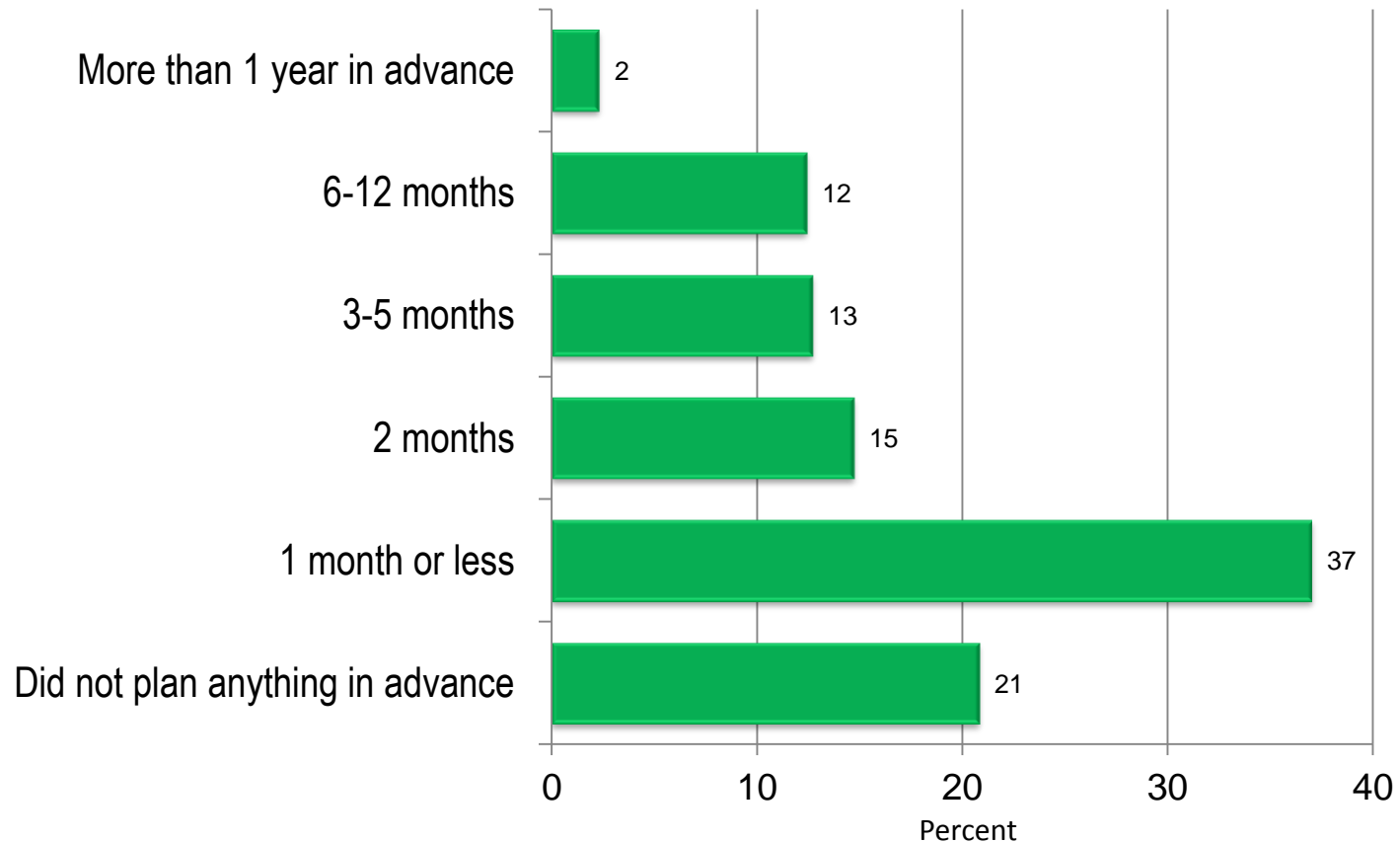


*New in 2015, data is from 2015 only

Length of Trip Planning* — Northern Region



Base: Total Overnight Person-Trips the Northern Region

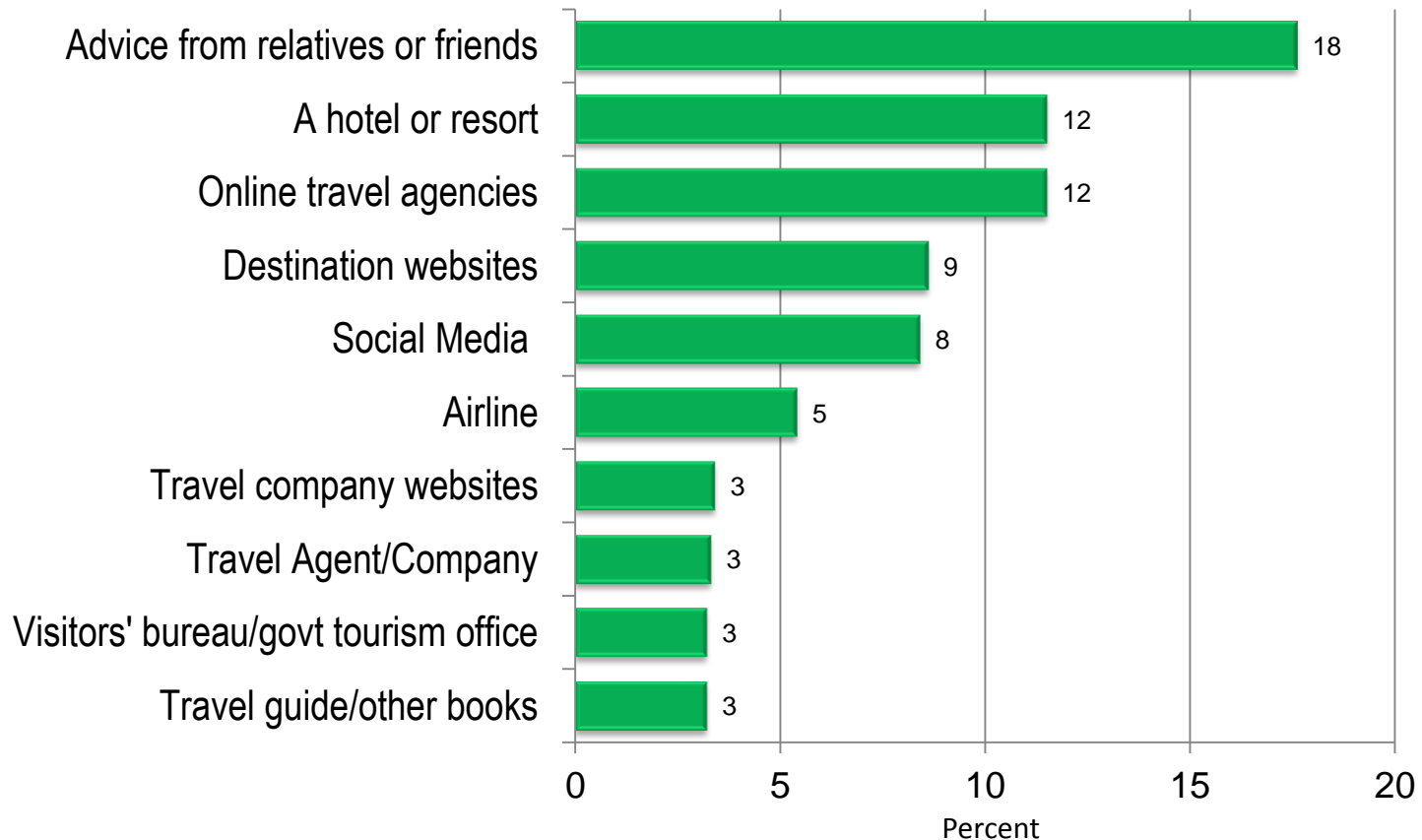


*New in 2015, data is from 2015 only

Trip Planning Information Sources* — Northern



Base: Total Overnight Person-Trips the Northern Region

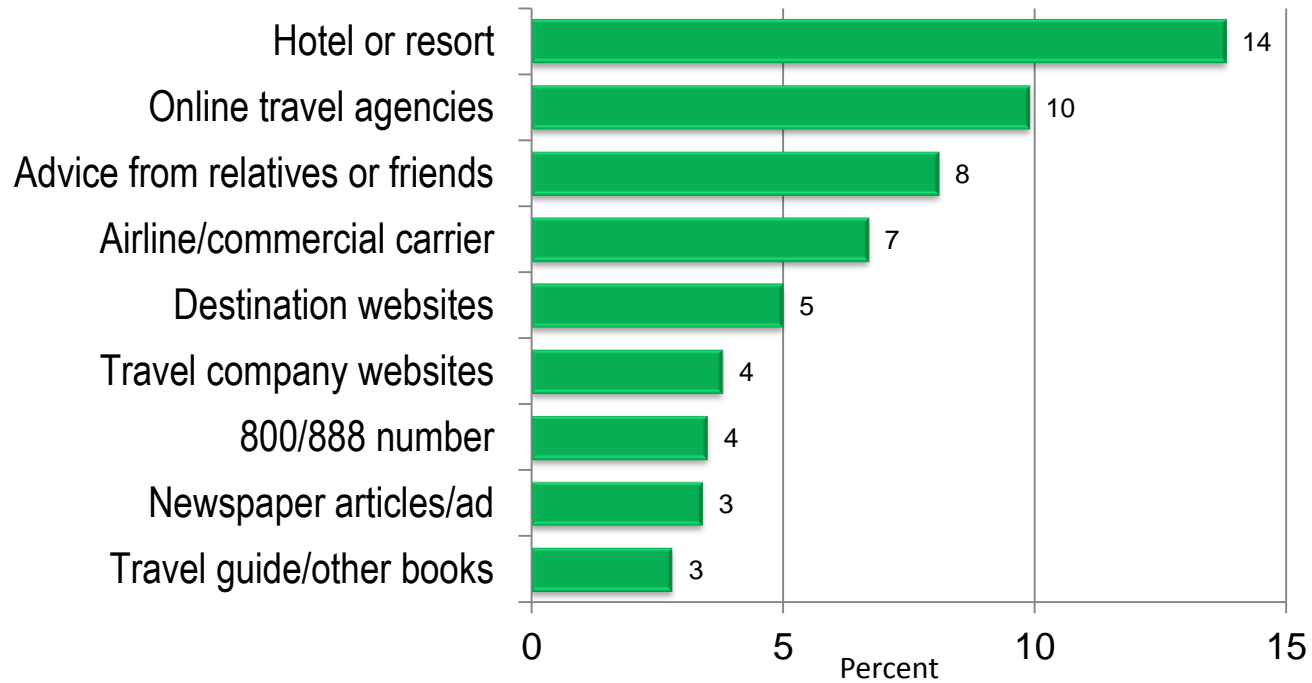


*New in 2015, data is from 2015 only

Method of Booking Trip* — Northern Region



Base: Total Overnight Person-Trips the Northern Region

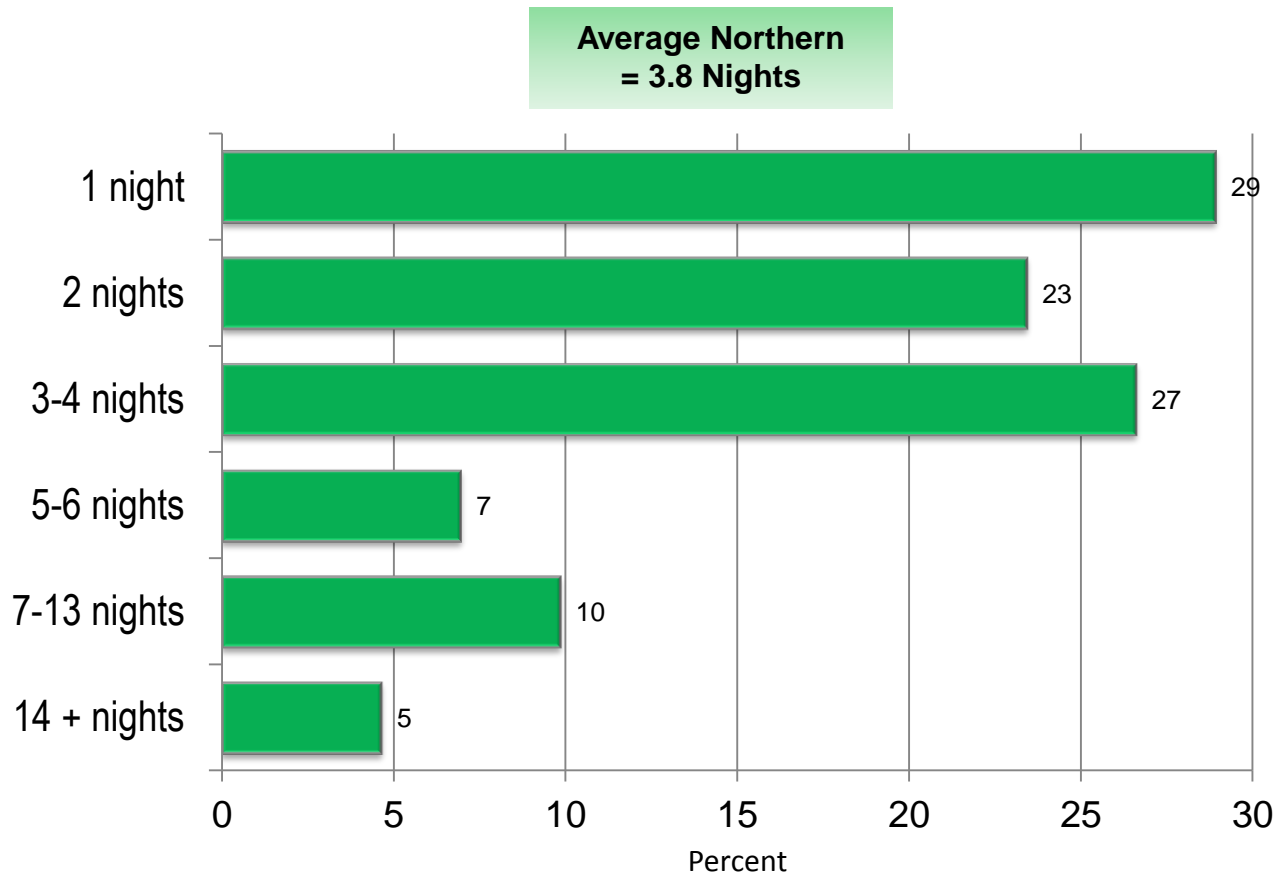


*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips the Northern Region

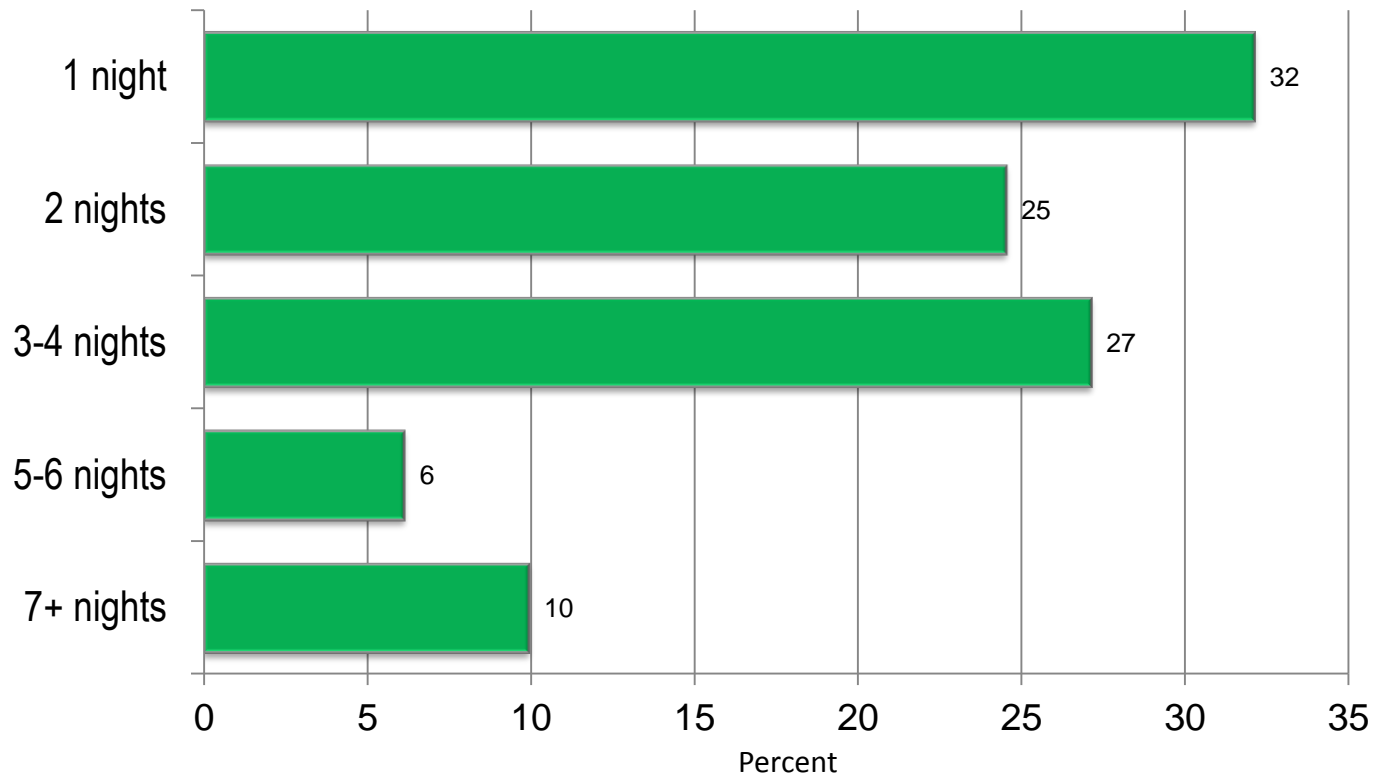


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips the Northern Region

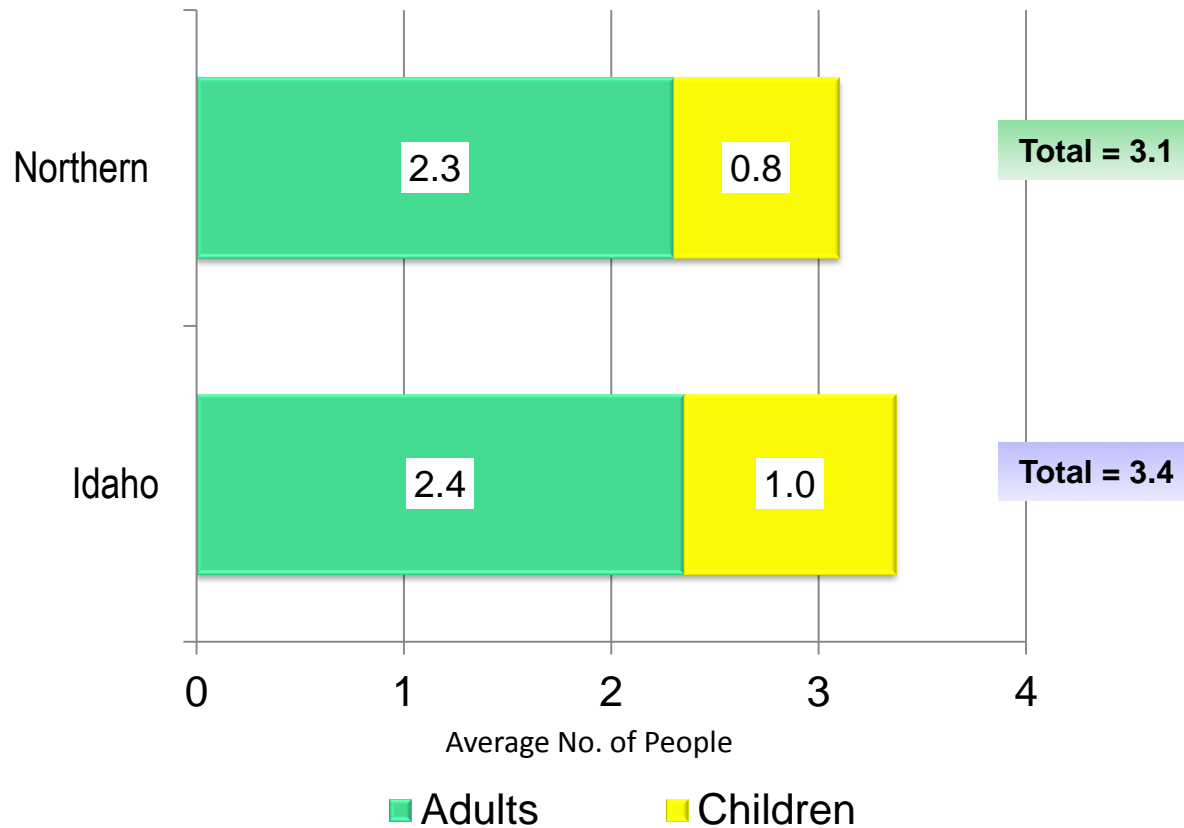
Average Northern
= 3.5 Nights



Size of Travel Party



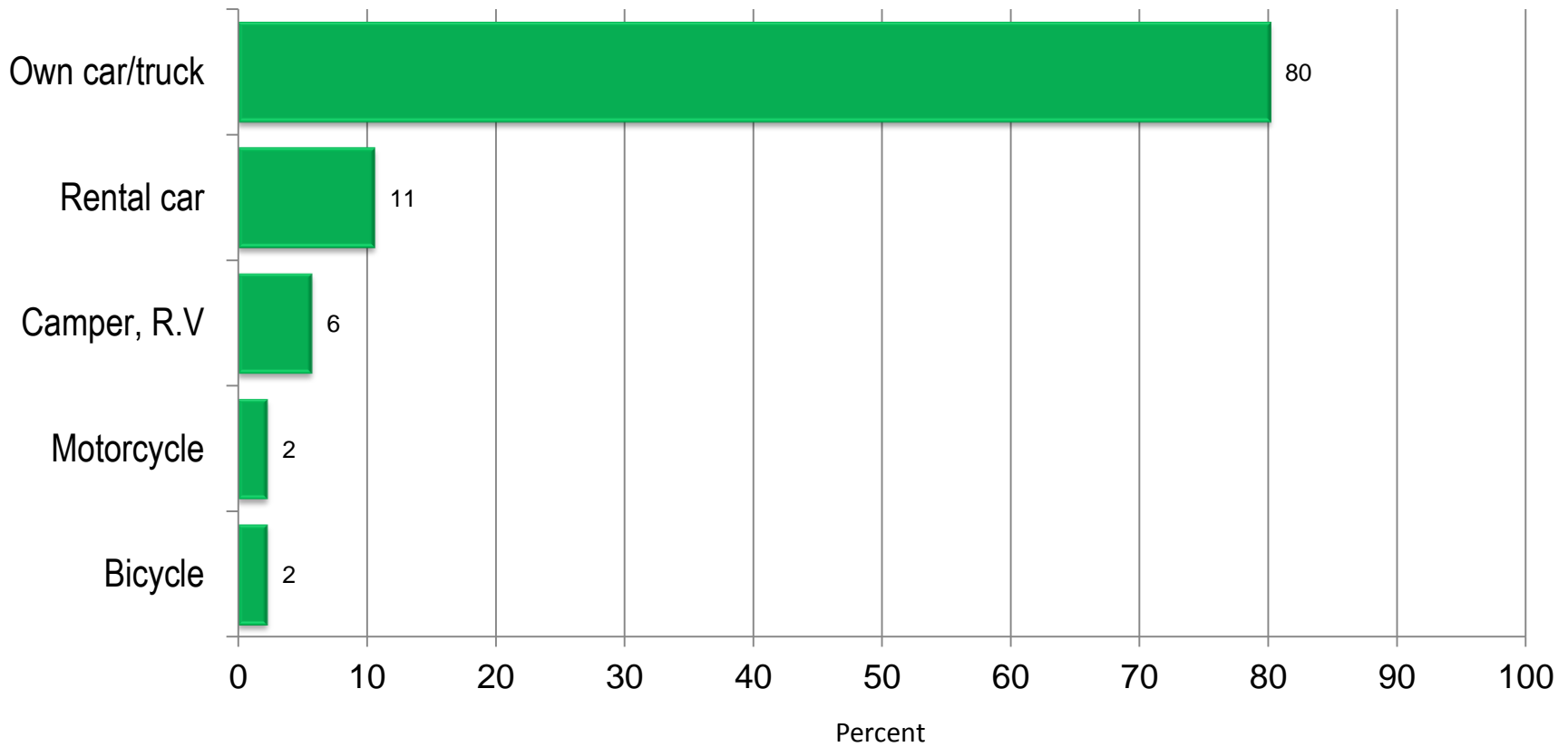
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



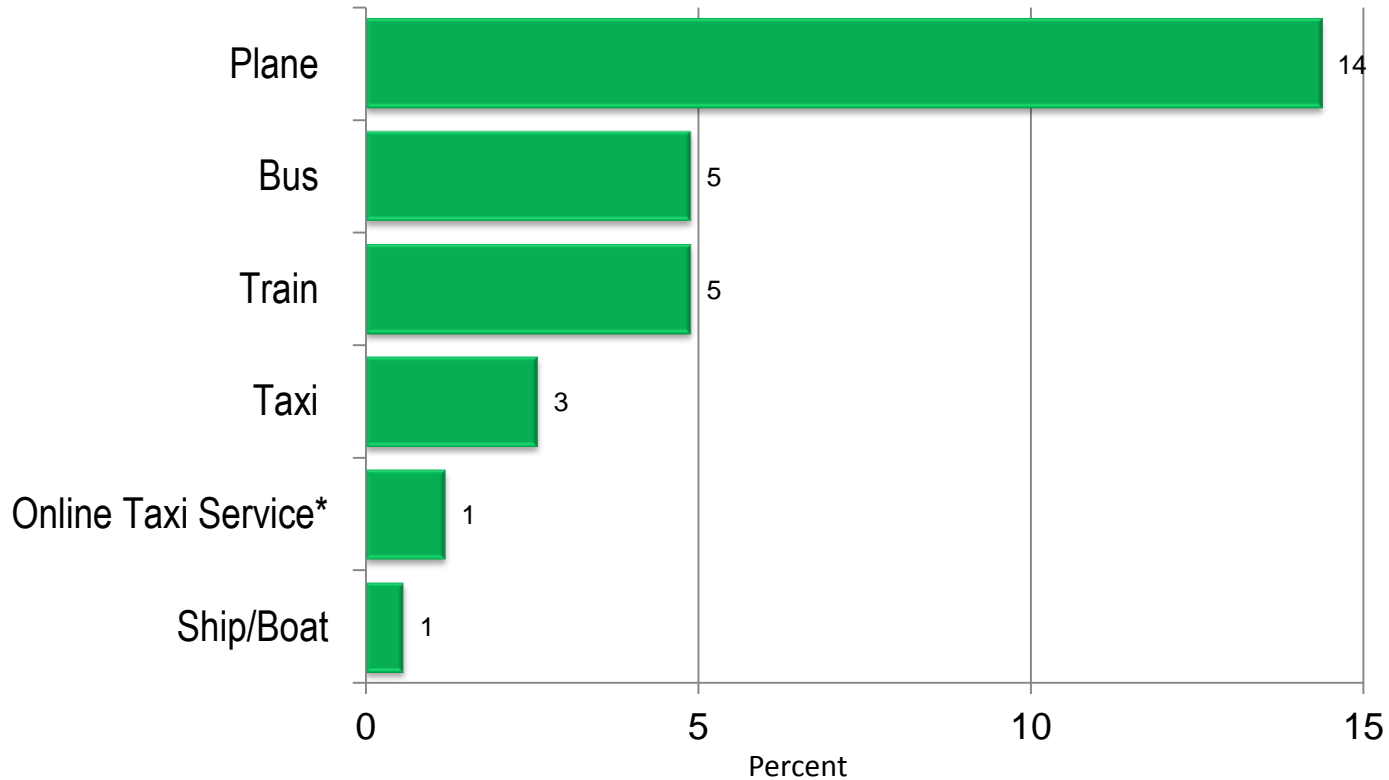
Base: Total Overnight Person-Trips the Northern Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips the Northern Region

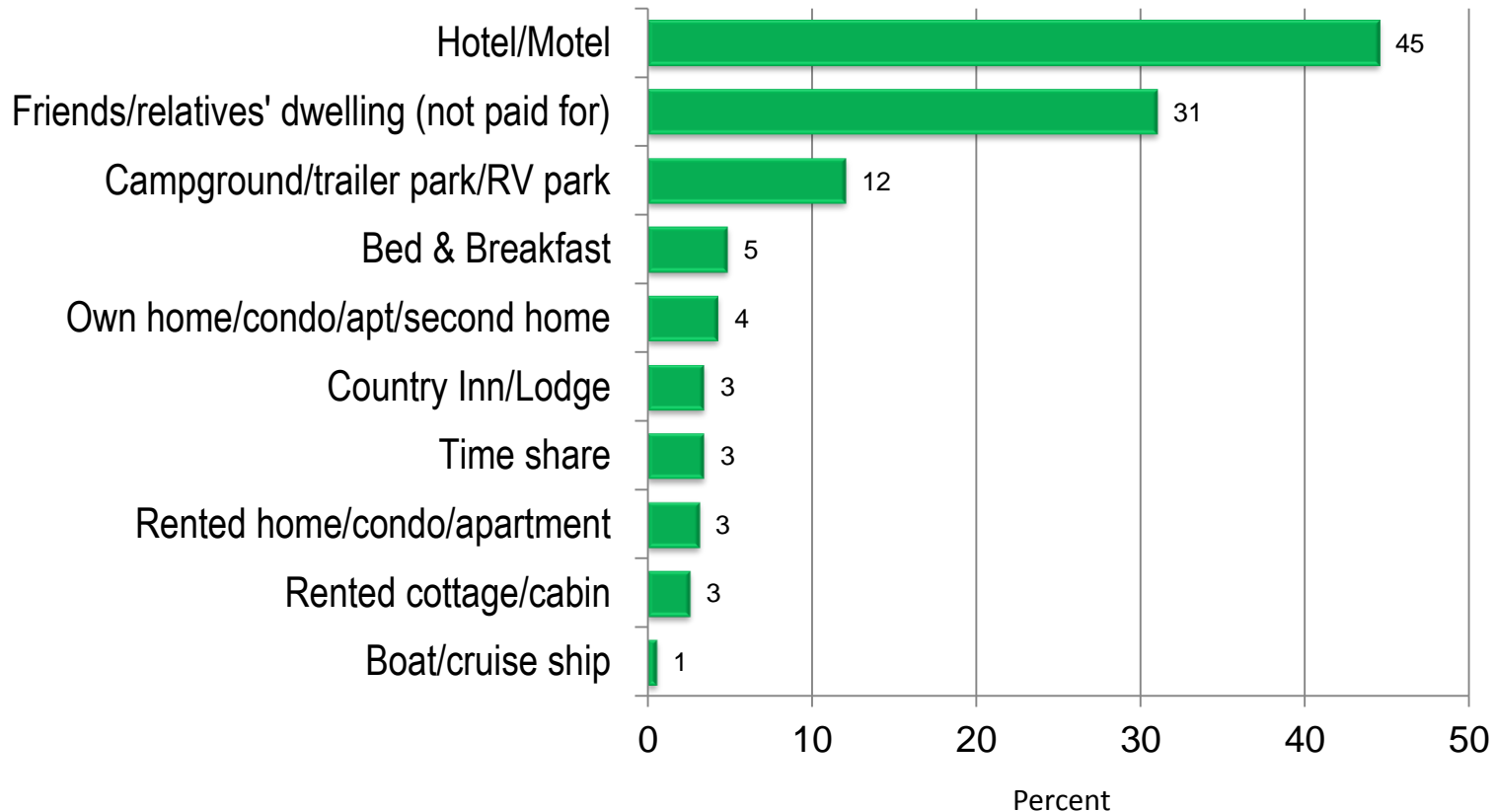


*Category added in 2015, data is from 2015 only

Accommodation – Northern Region



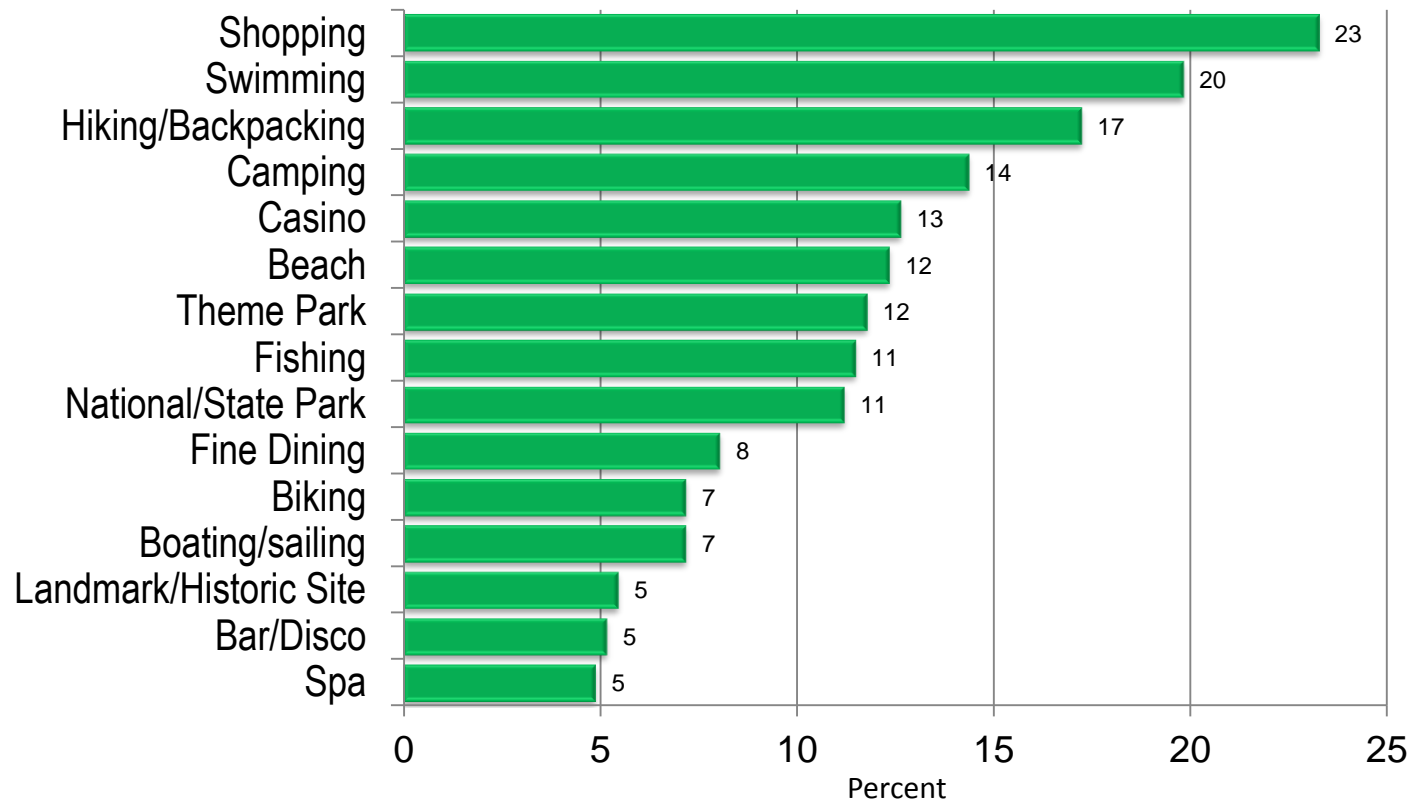
Base: Total Overnight Person-Trips the Northern Region



Activities and Experiences – Northern Region



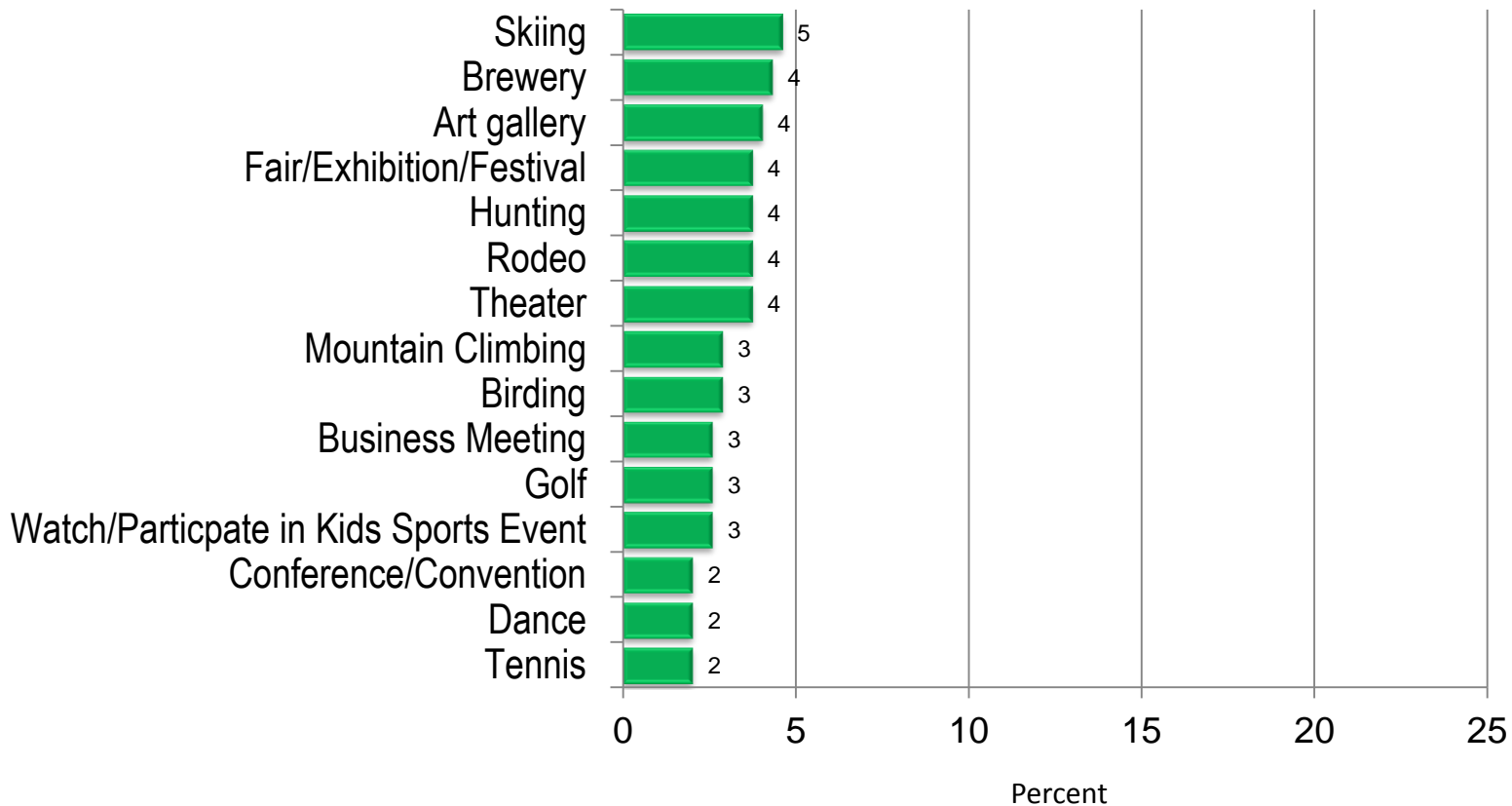
Base: Total Overnight Person-Trips the Northern Region



Activities and Experiences — Northern Region (Cont'd)



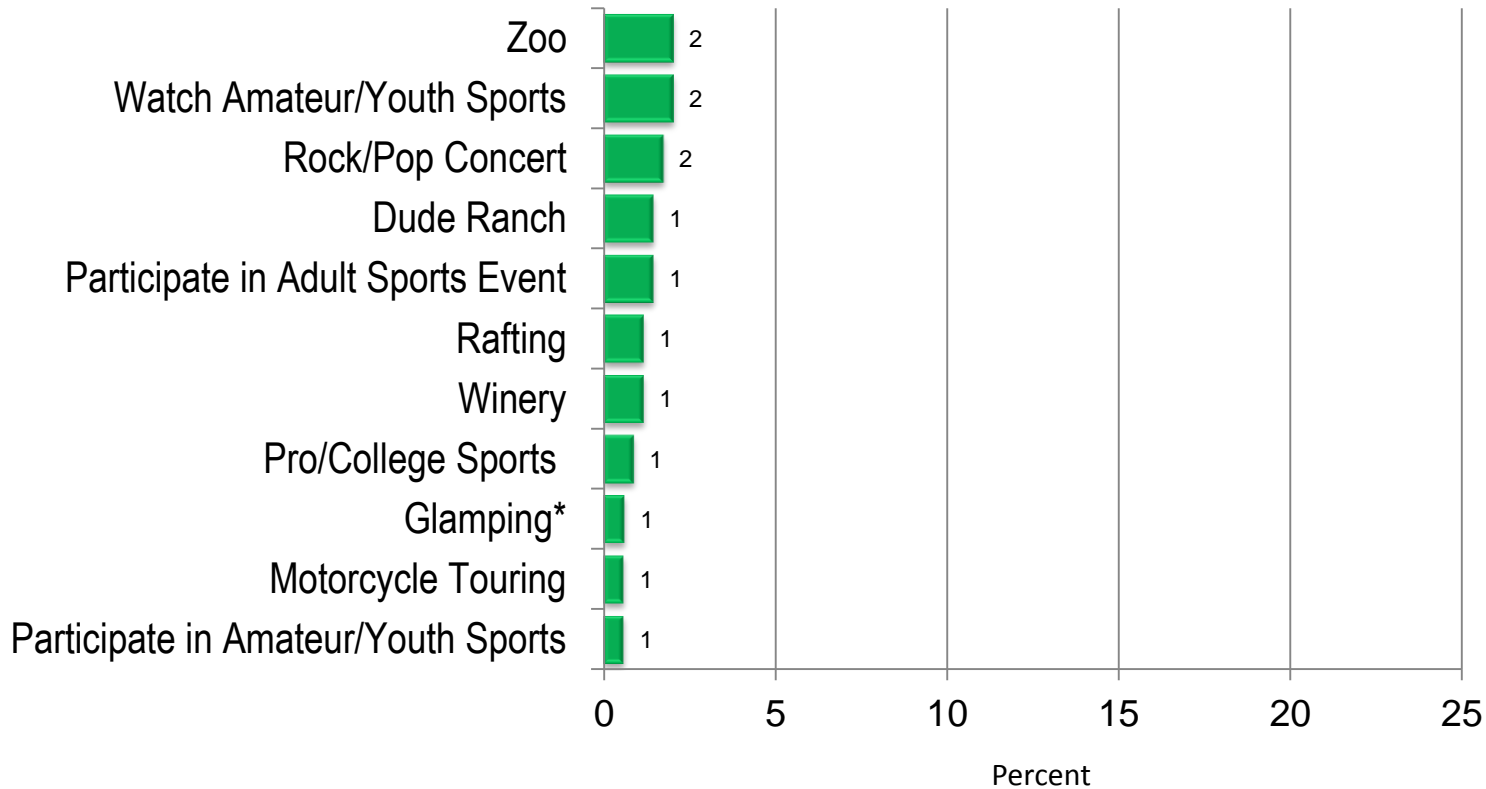
Base: Total Overnight Person-Trips the Northern Region



Activities and Experiences — Northern Region (Cont'd)



Base: Total Overnight Person-Trips the Northern Region

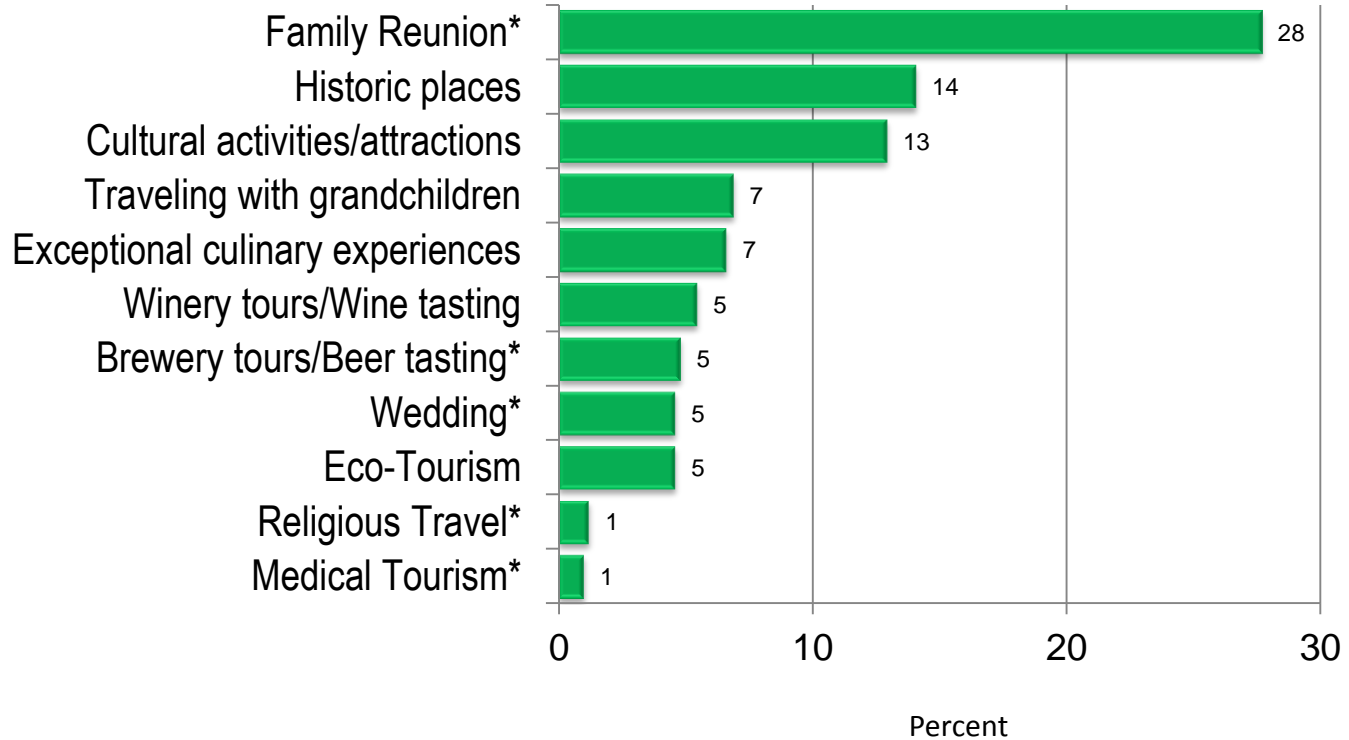


*Category added in 2015, data is from 2015 only

Activities of Special Interest - Northern Region



Base: Total Overnight Person-Trips the Northern Region



*Category added in 2015, data is from 2015 only

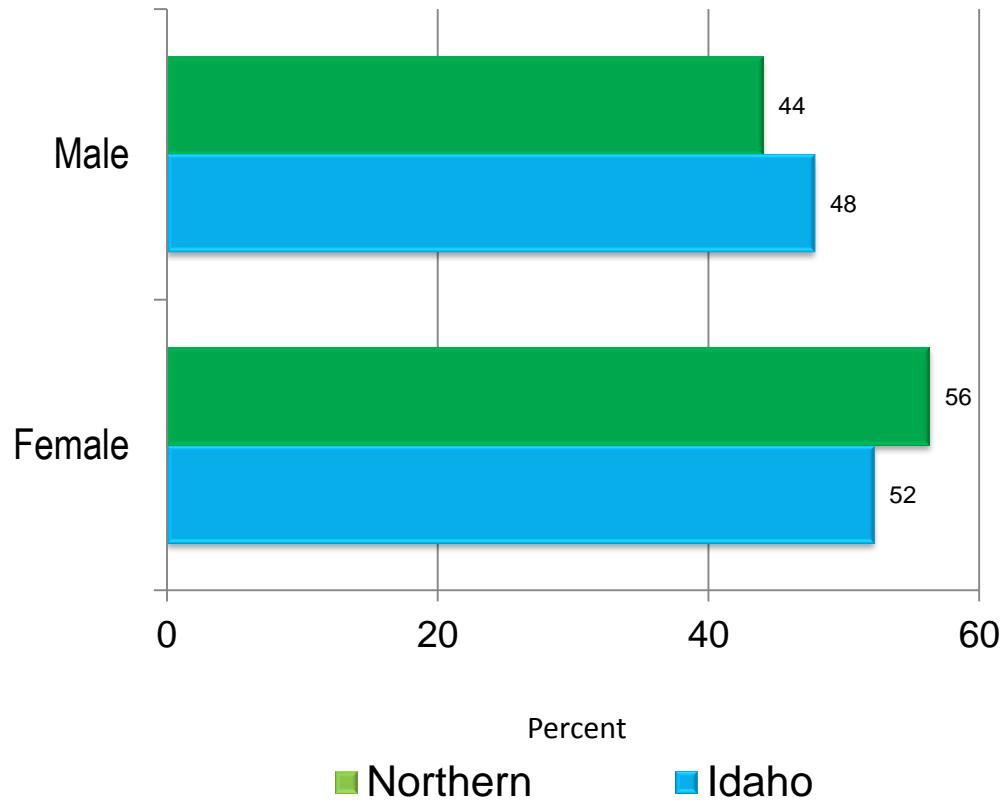


Demographic Profile of Idaho Visitors – Northern Region

Gender – Northern Region



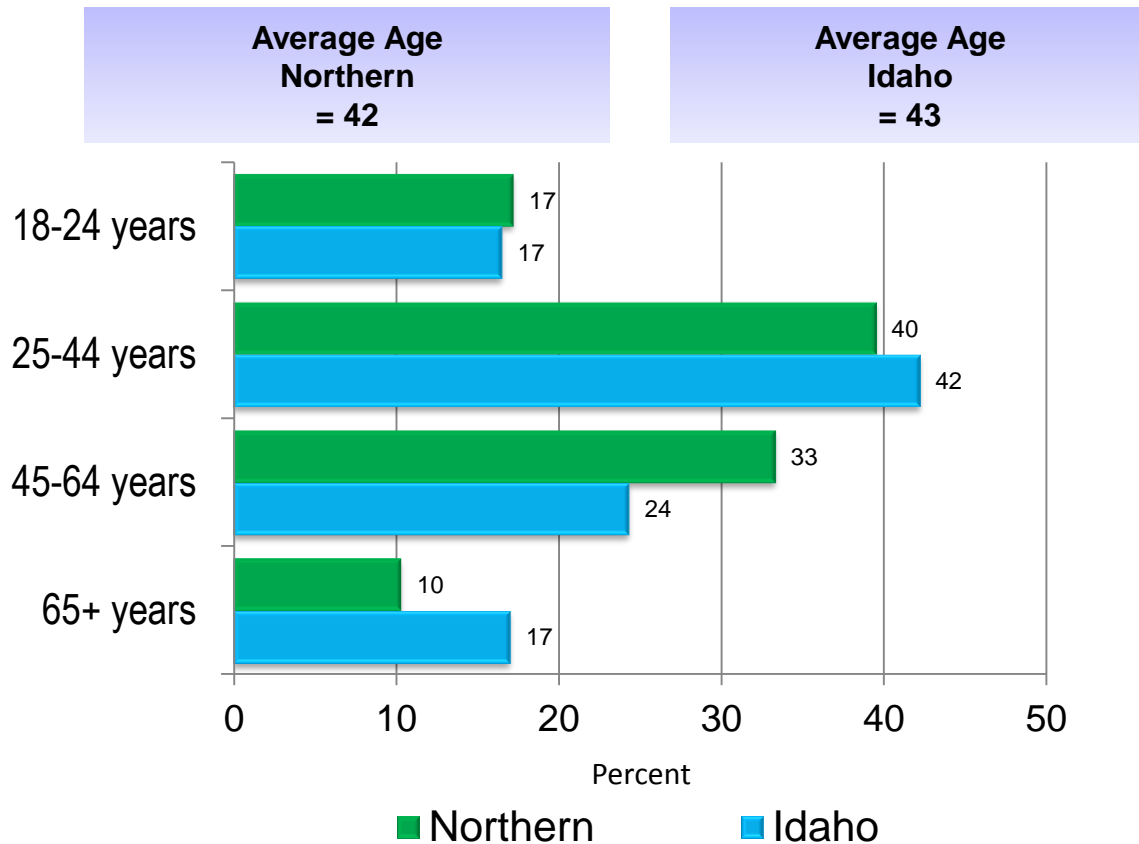
Base: Total Overnight Person-Trips to Idaho



Age – Northern Region



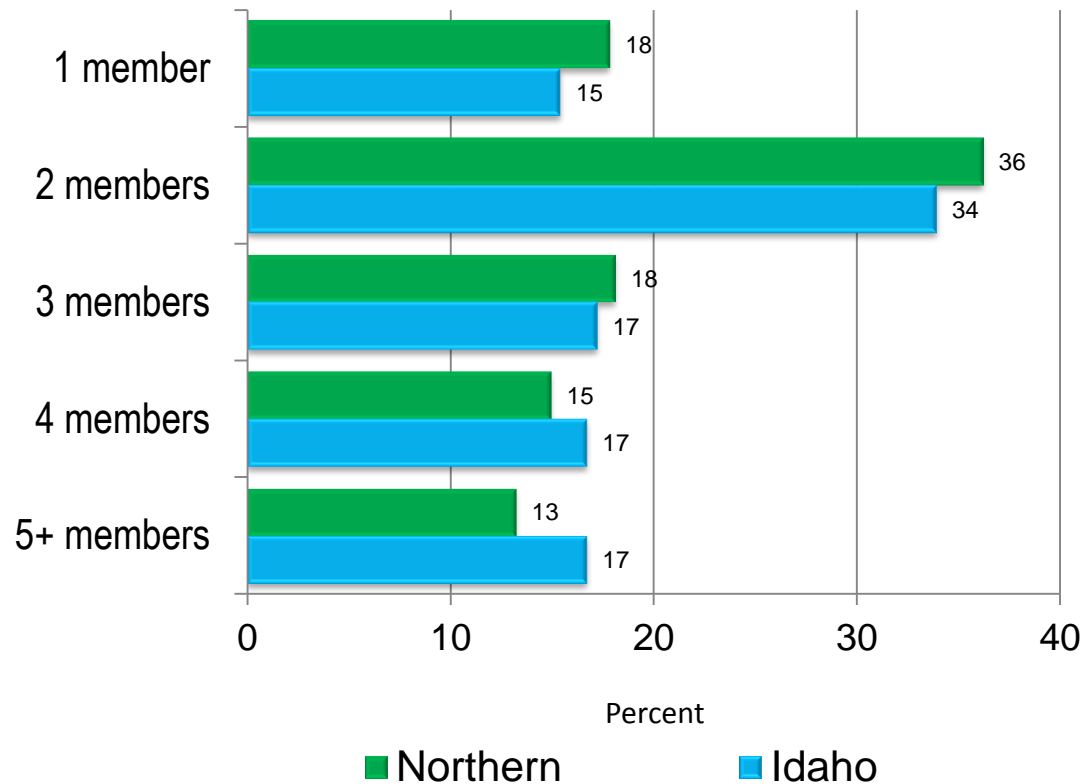
Base: Total Overnight Person-Trips to Idaho



Household Size — Northern Region



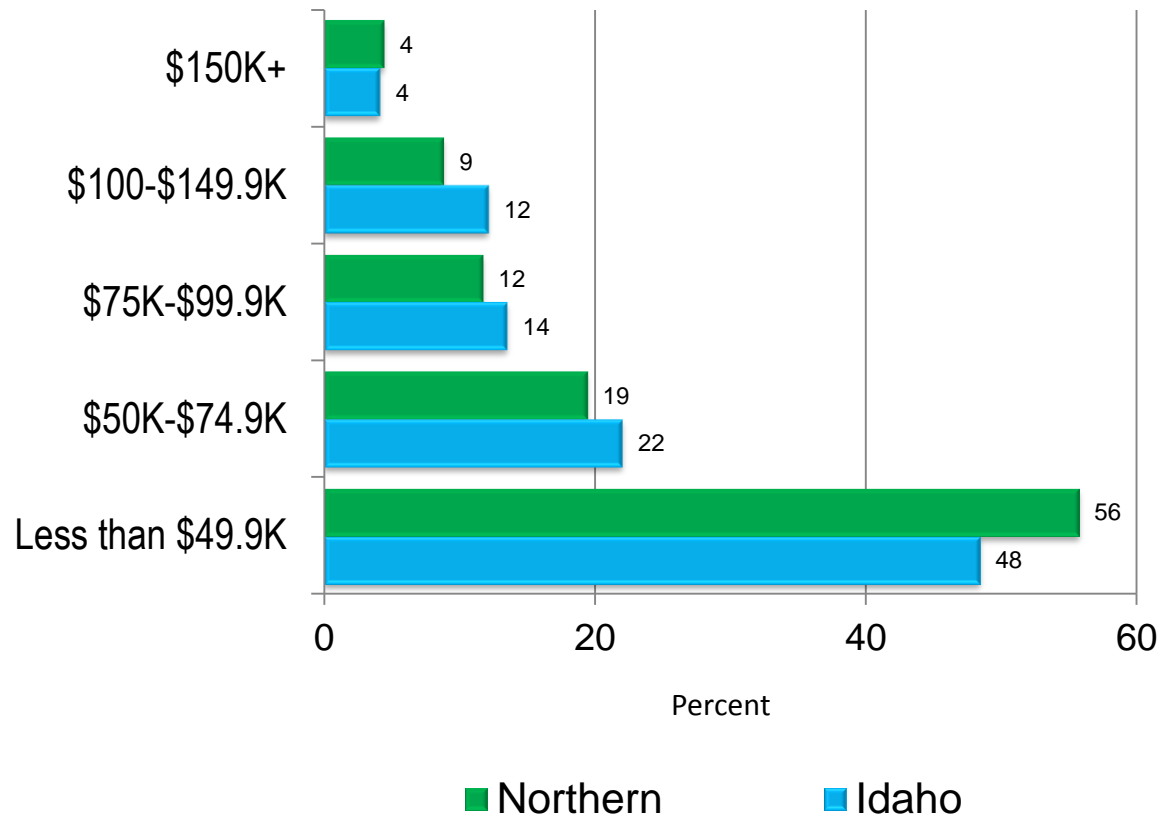
Base: Total Overnight Person-Trips to Idaho



Household Income – Northern Region



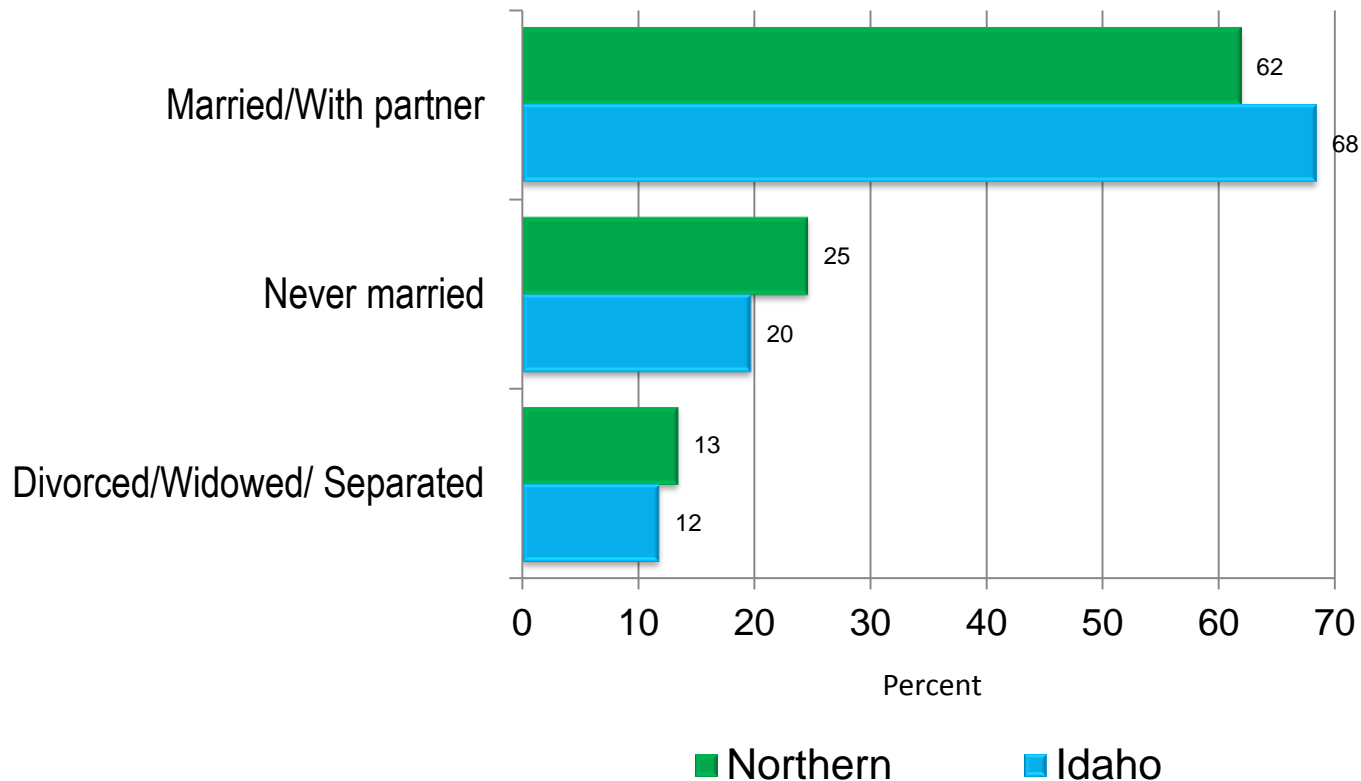
Base: Total Overnight Person-Trips to Idaho



Marital Status – Northern Region



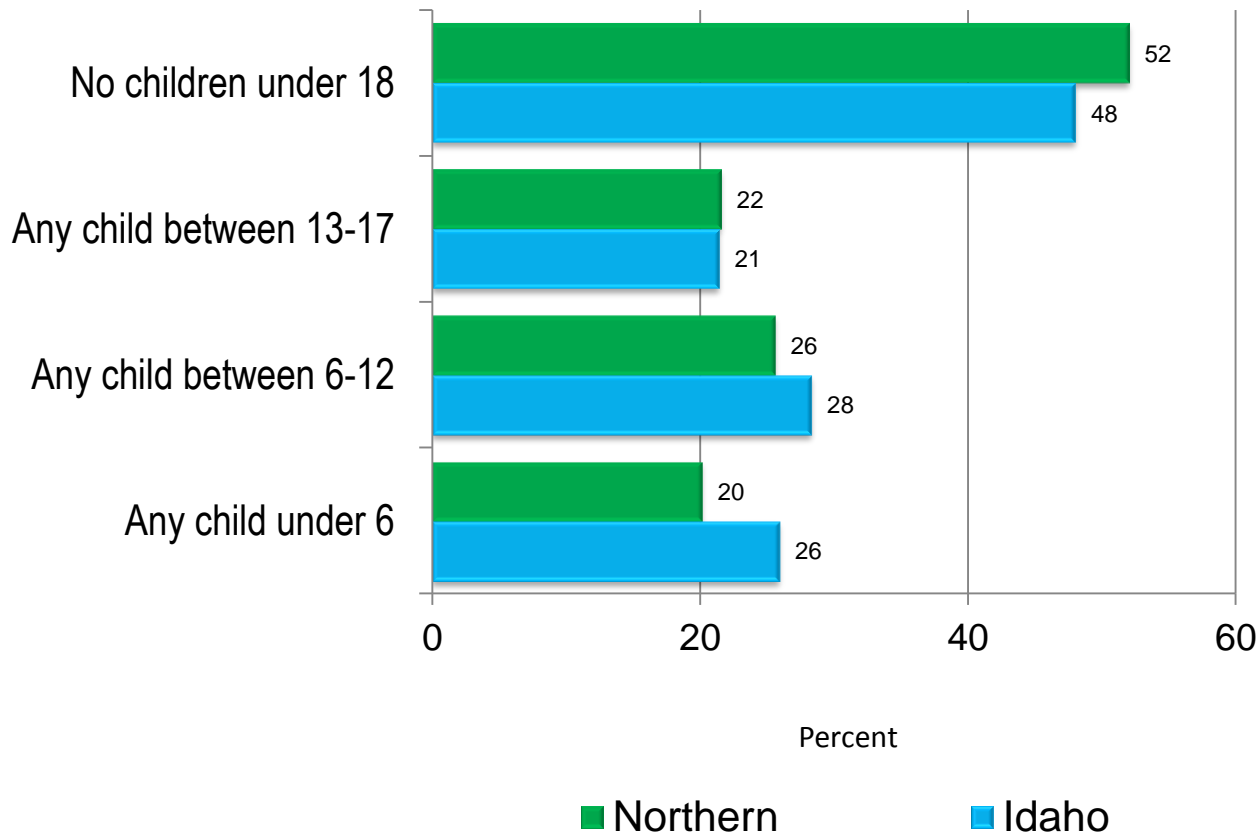
Base: Total Overnight Person-Trips to Idaho



Children in Household — Northern Region



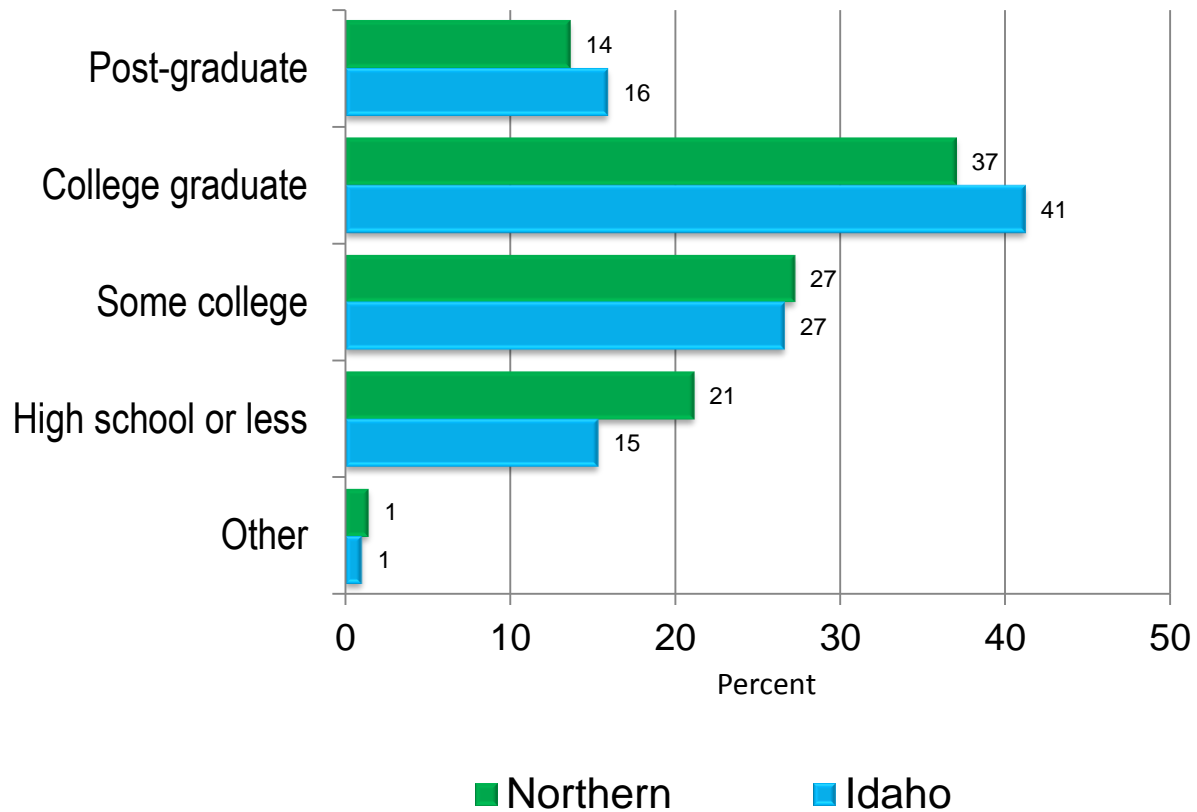
Base: Total Overnight Person-Trips to Idaho



Education – Northern Region



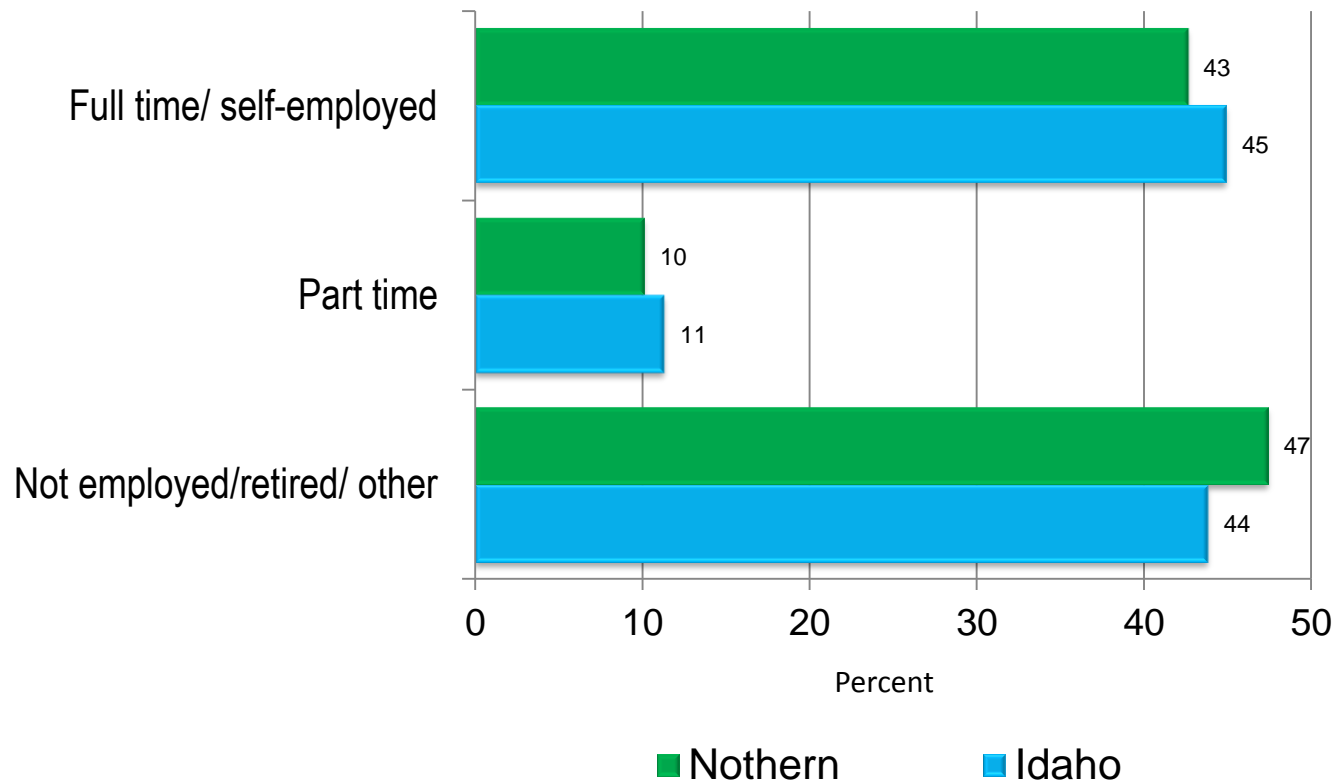
Base: Total Overnight Person-Trips to Idaho



Employment – Northern Region



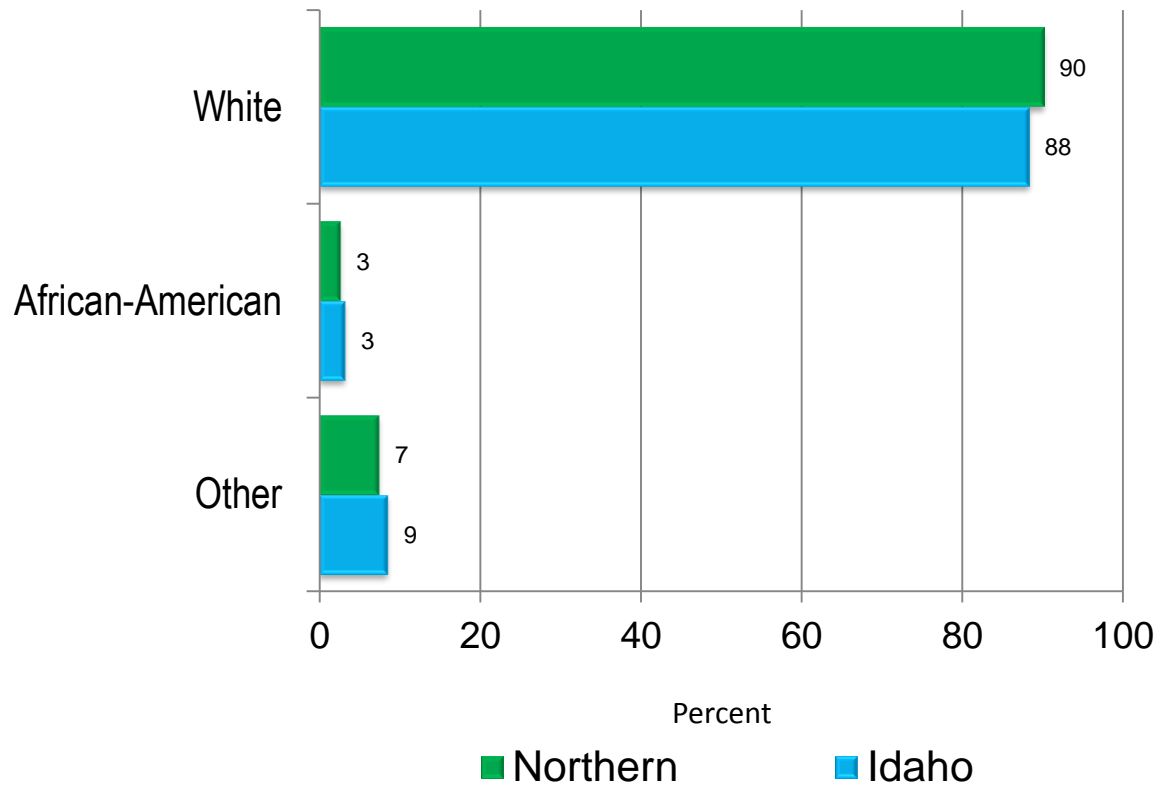
Base: Total Overnight Person-Trips to Idaho



Race – Northern Region



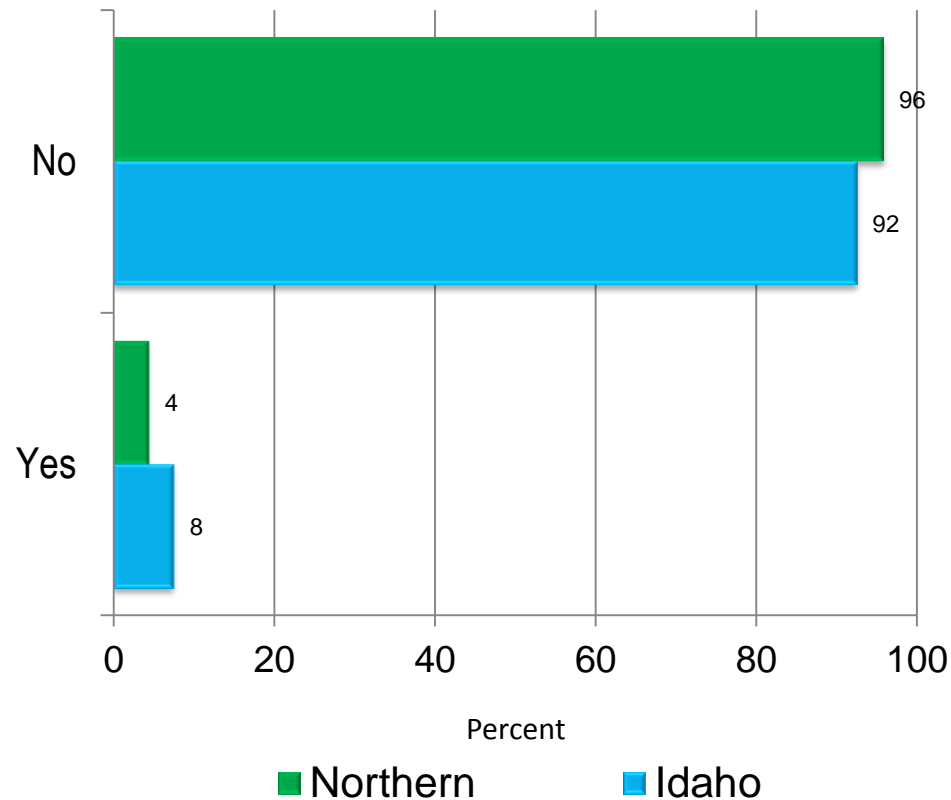
Base: Total Overnight Person-Trips to Idaho



Hispanic Background — Northern Region



Base: Total Overnight Person-Trips to Idaho



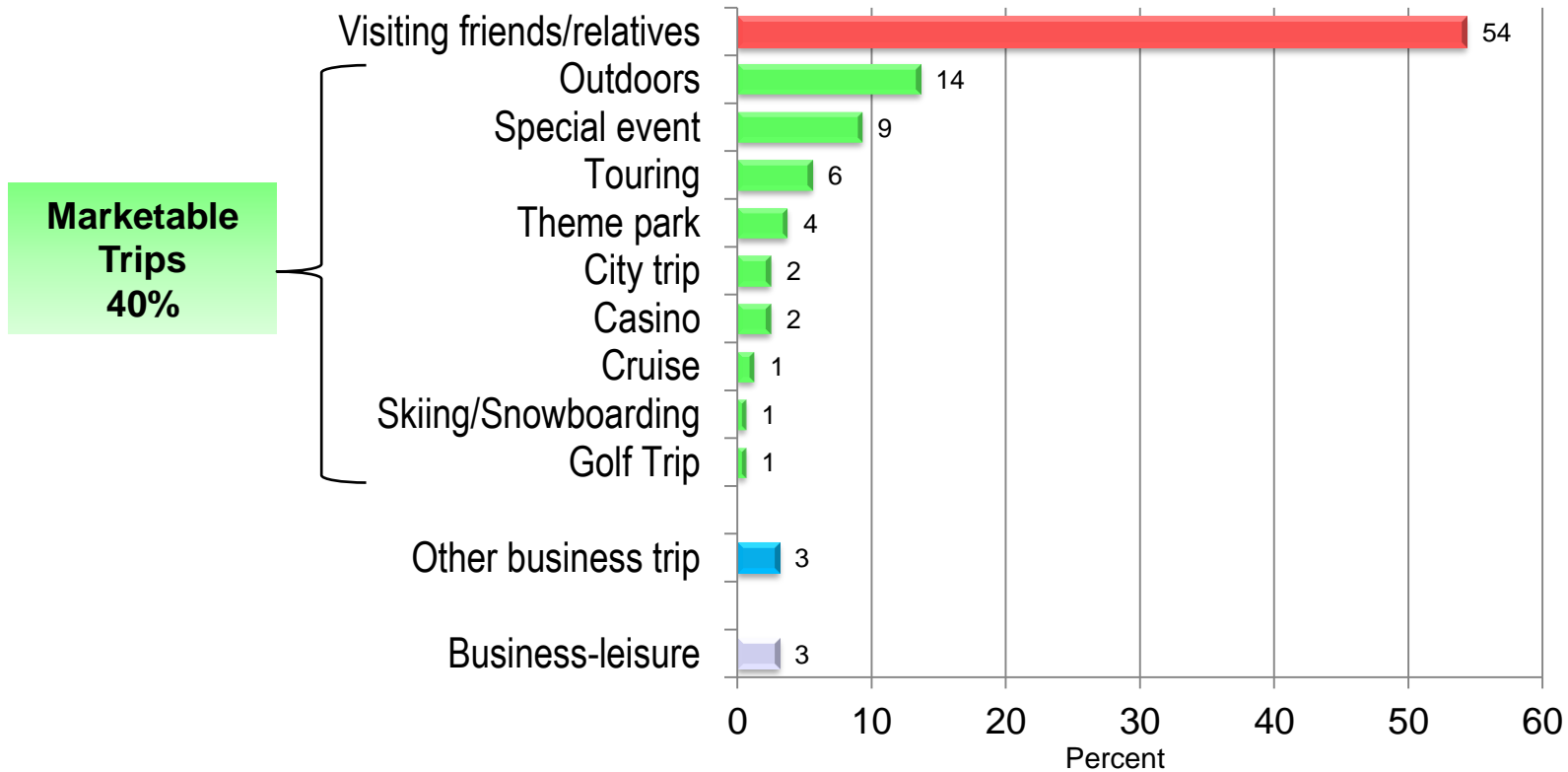


North Central Region

Main Purpose of Trip – North Central Region



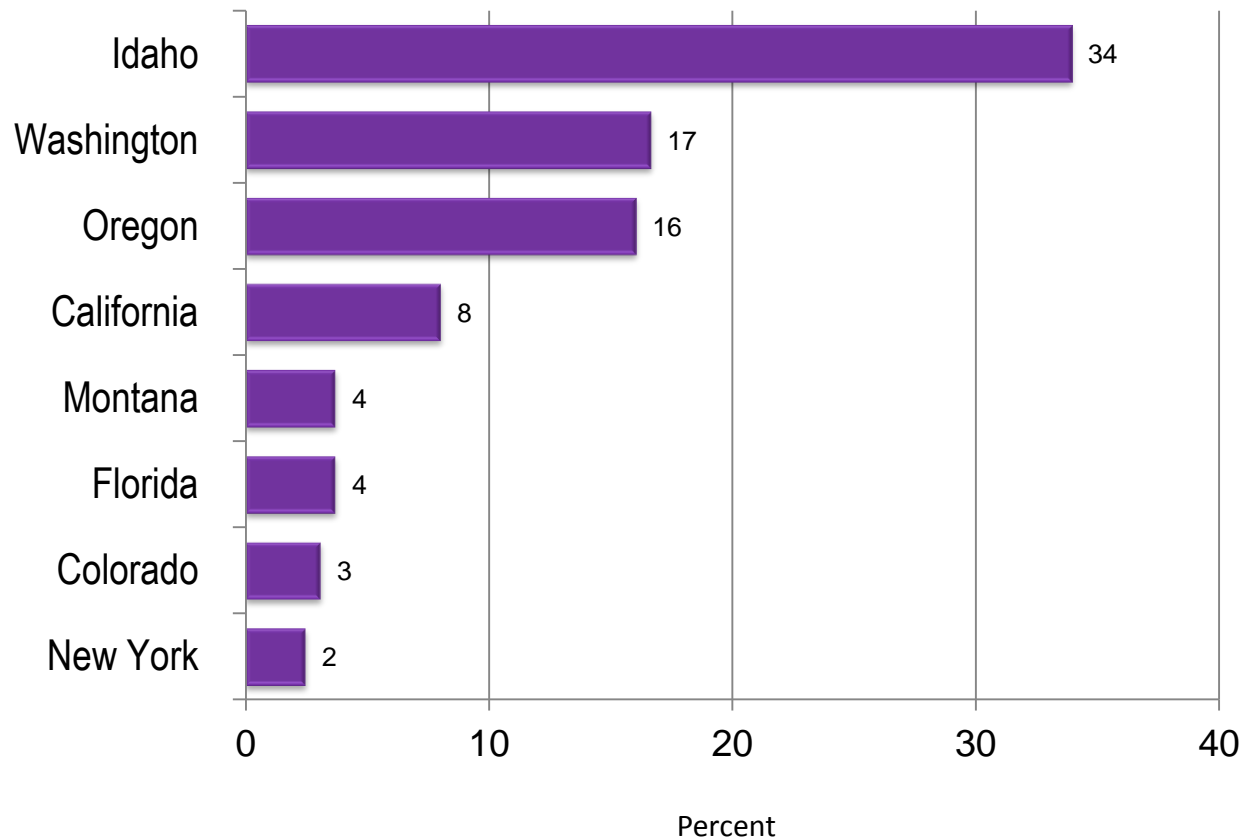
Base: Total Overnight Person-Trips to the North Central Region



State Origin Of Overnight Trip — North Central



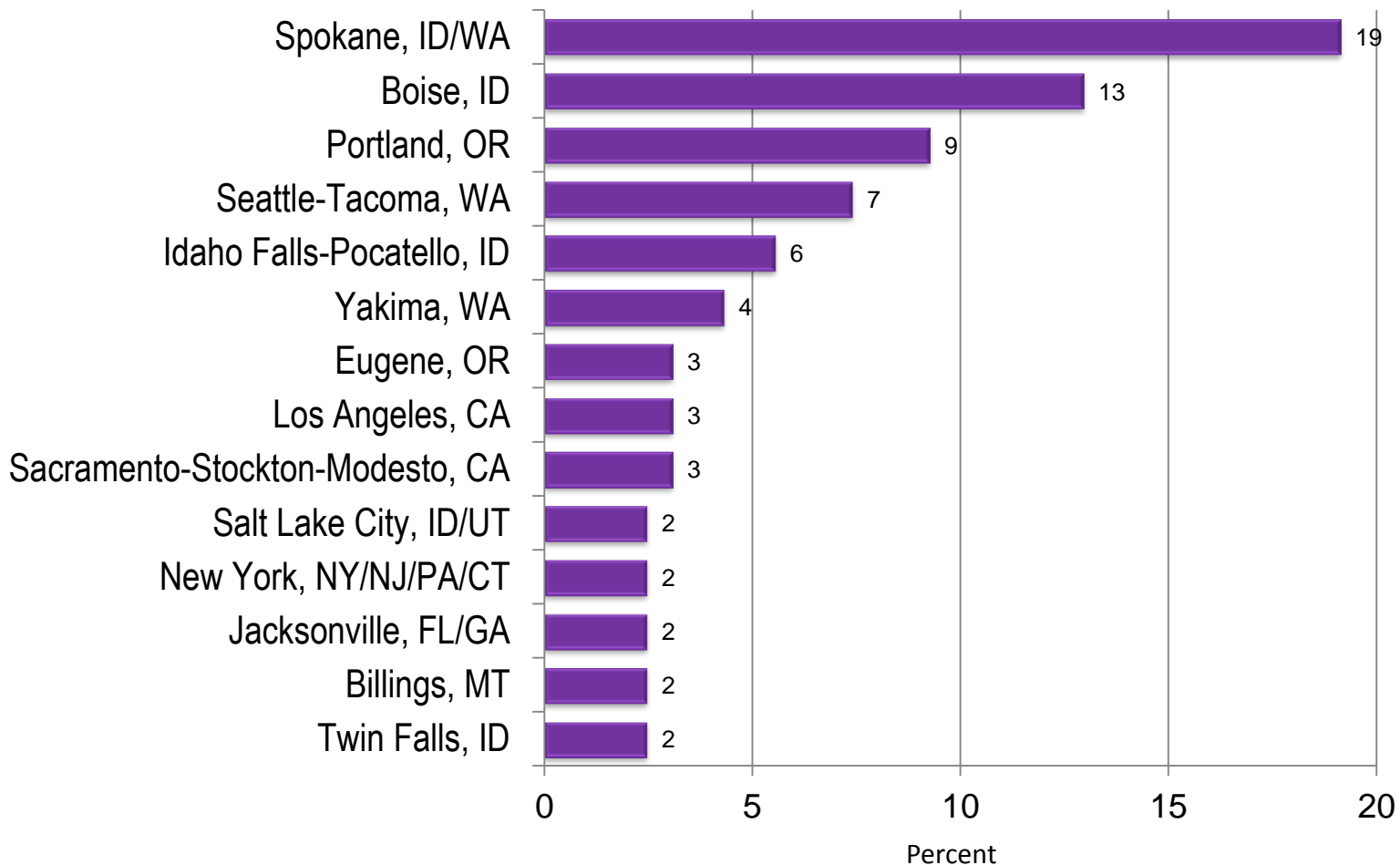
Base: Total Overnight Person-Trips to North Central Region



DMA Origin Of Overnight Trip – North Central



Base: Total Overnight Person-Trips to North Central Region





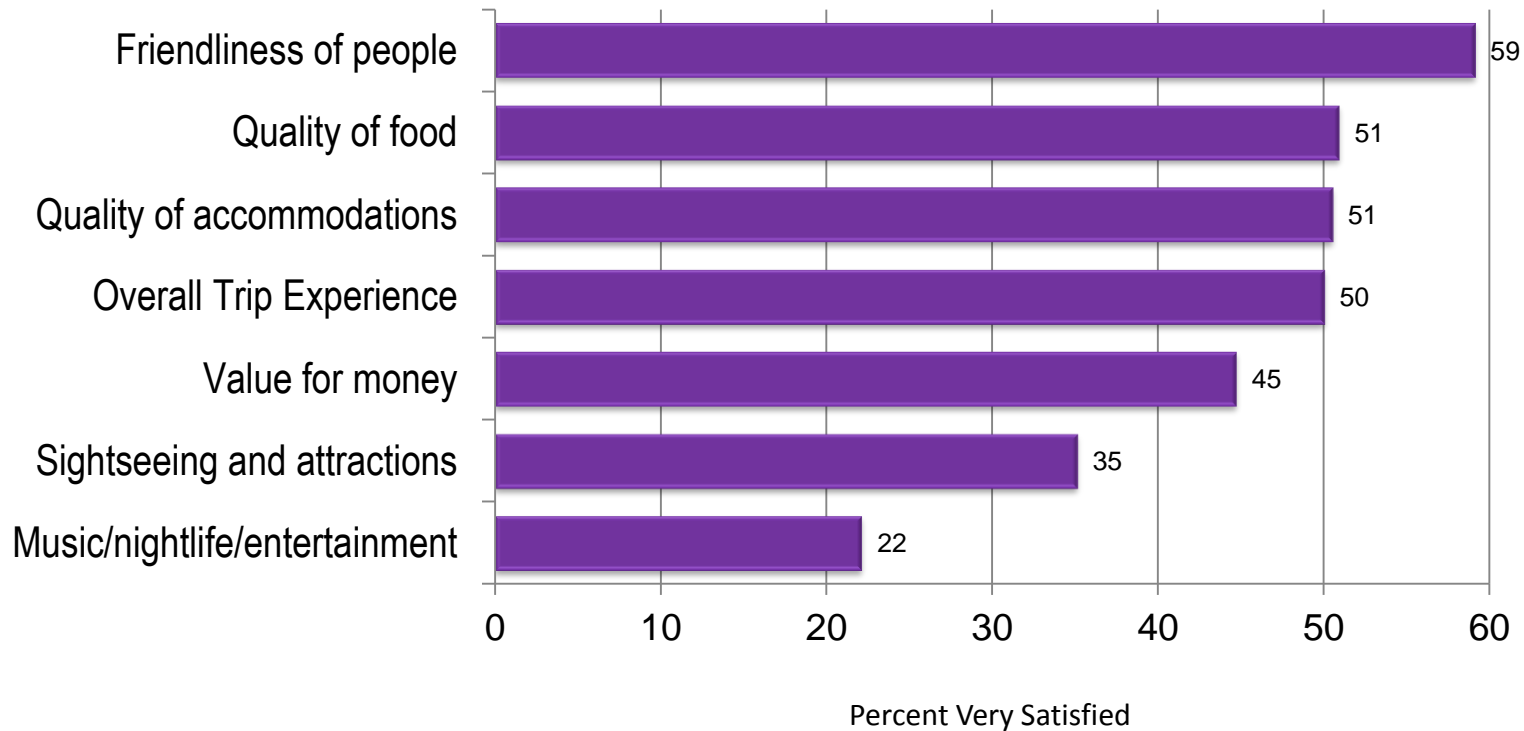
Overnight Trip Characteristics – North Central Region

Satisfaction with Trip*

% Very Satisfied – North Central



Base: Total Overnight Person-Trips to North Central Region

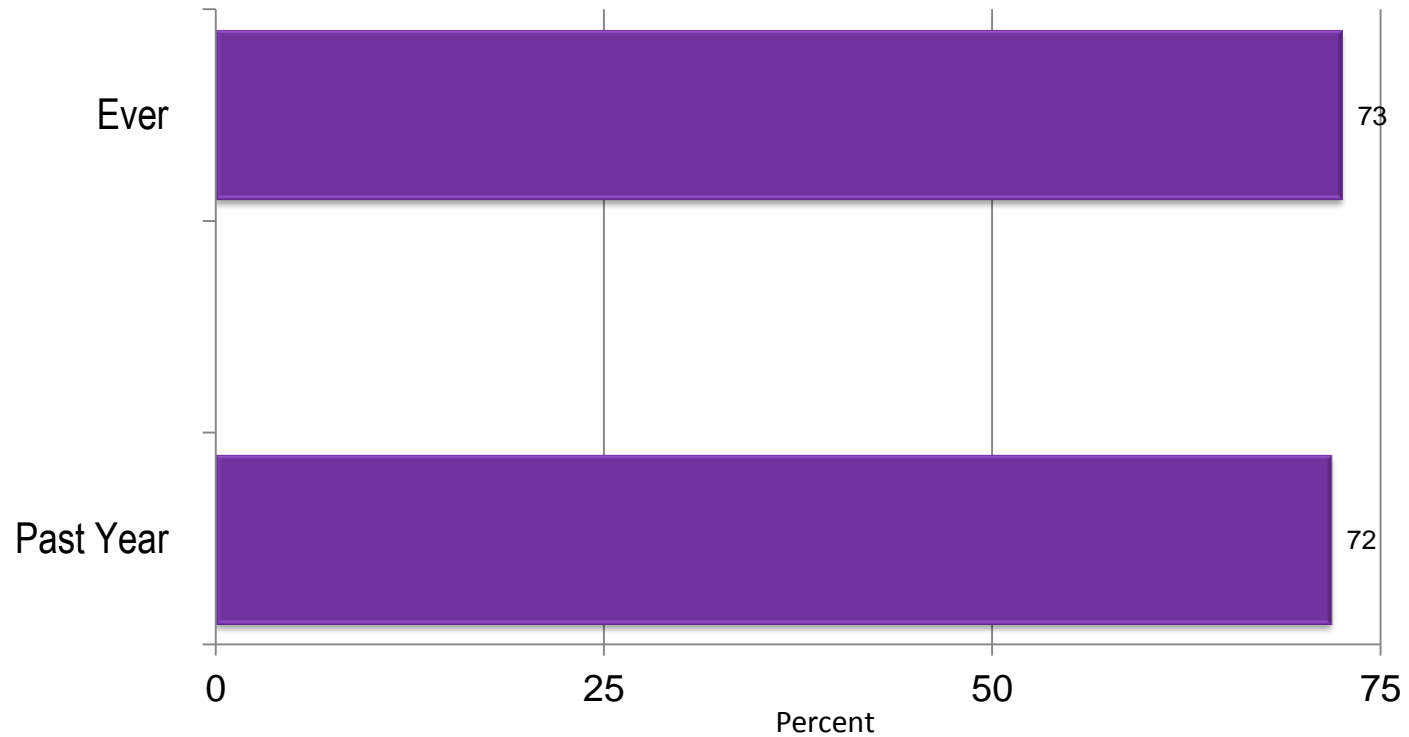


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to North Central Region

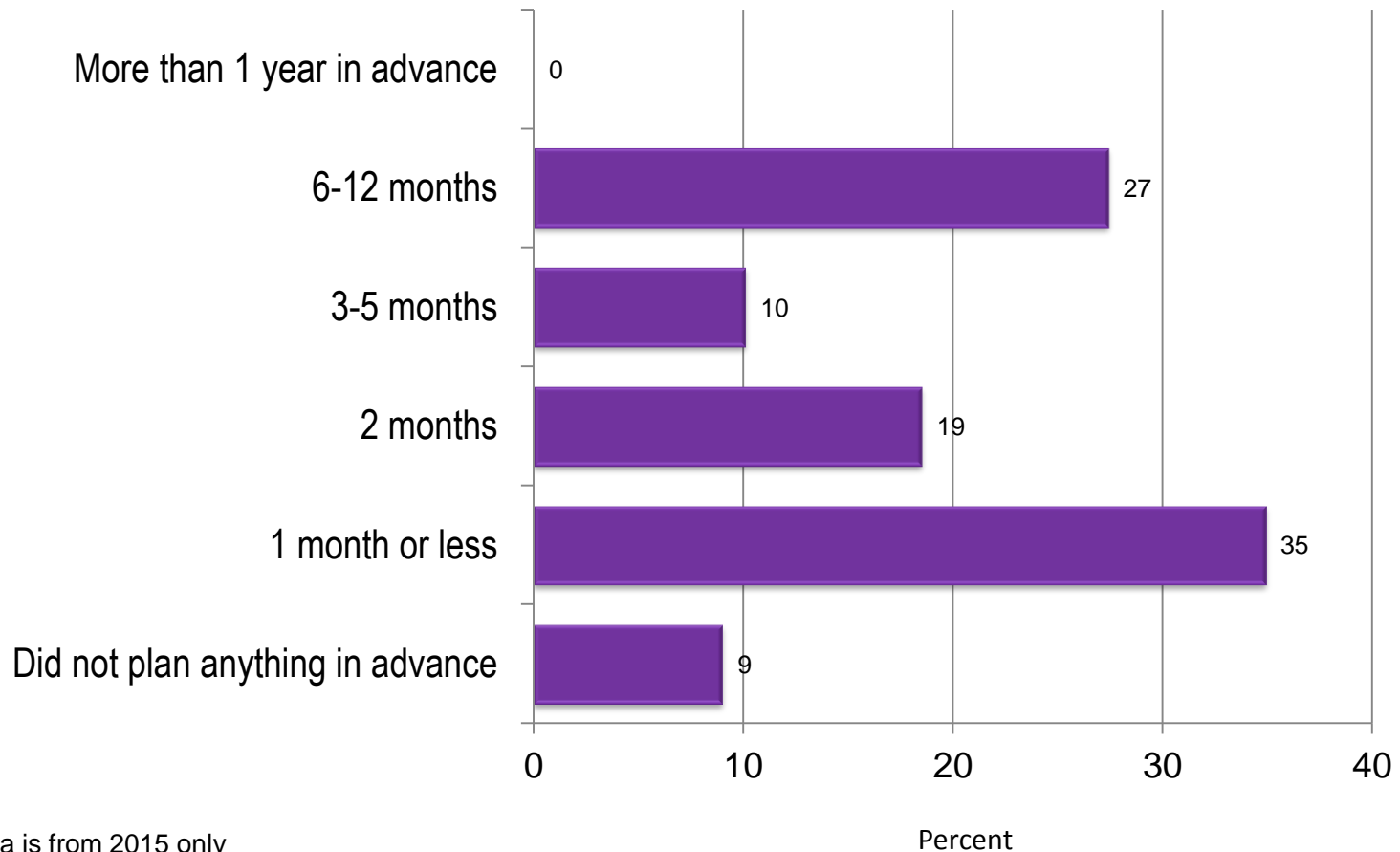


*New in 2015, data is from 2015 only

Length of Trip Planning* — North Central



Base: Total Overnight Person-Trips to North Central Region

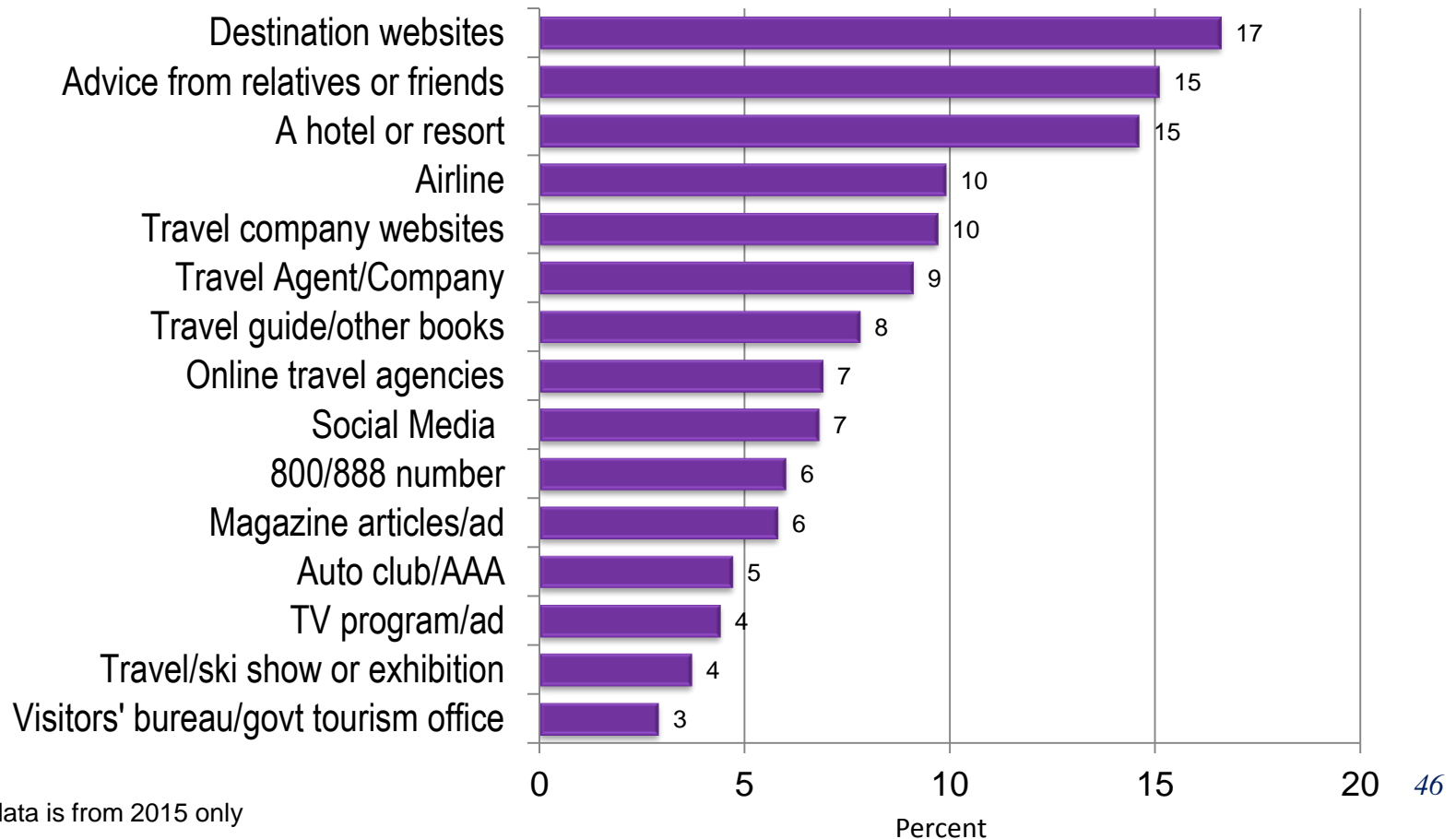


*New in 2015, data is from 2015 only

Trip Planning Information Sources* — North Central



Base: Total Overnight Person-Trips to North Central Region

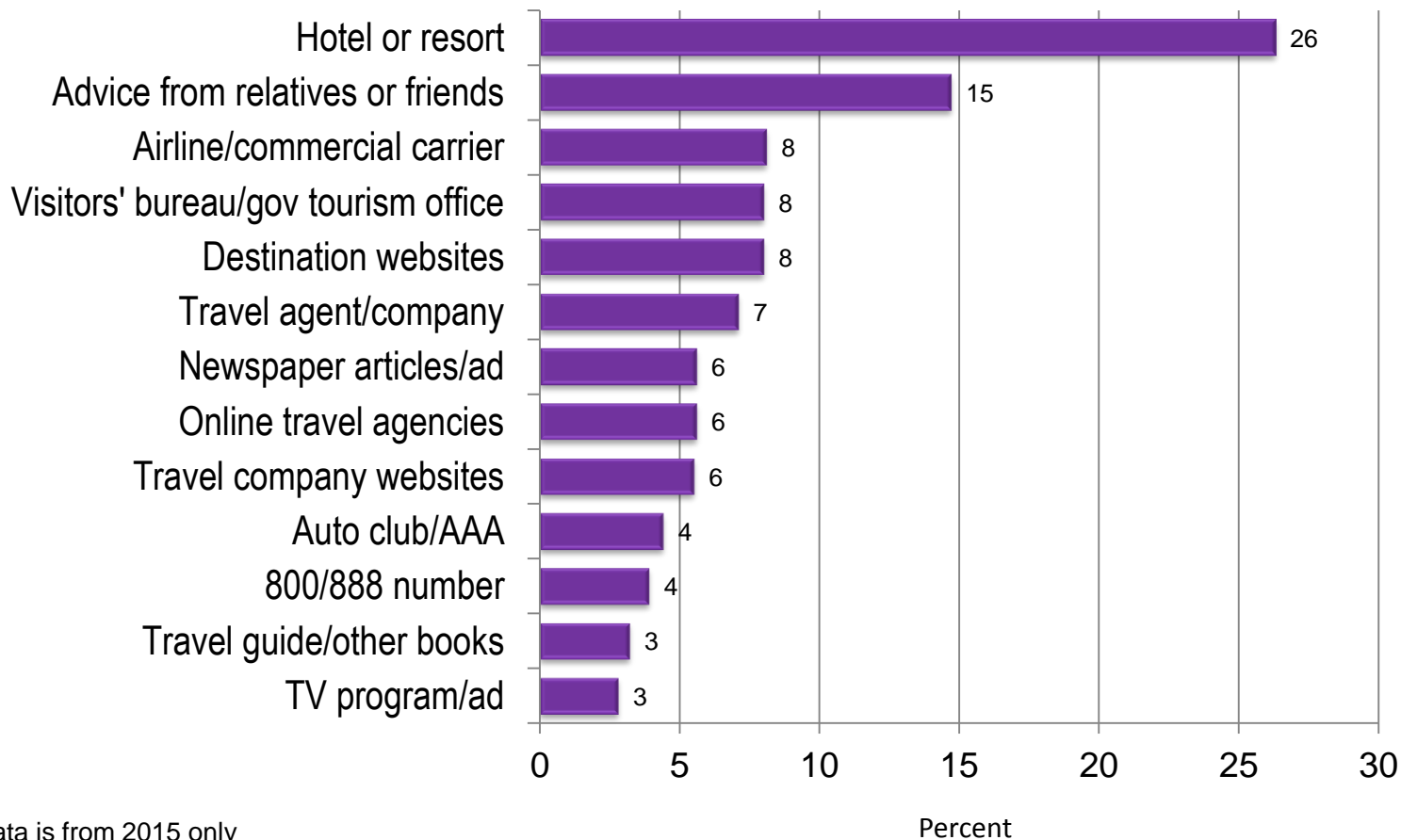


*New in 2015, data is from 2015 only

Method of Booking Trip* — North Central



Base: Total Overnight Person-Trips to North Central Region



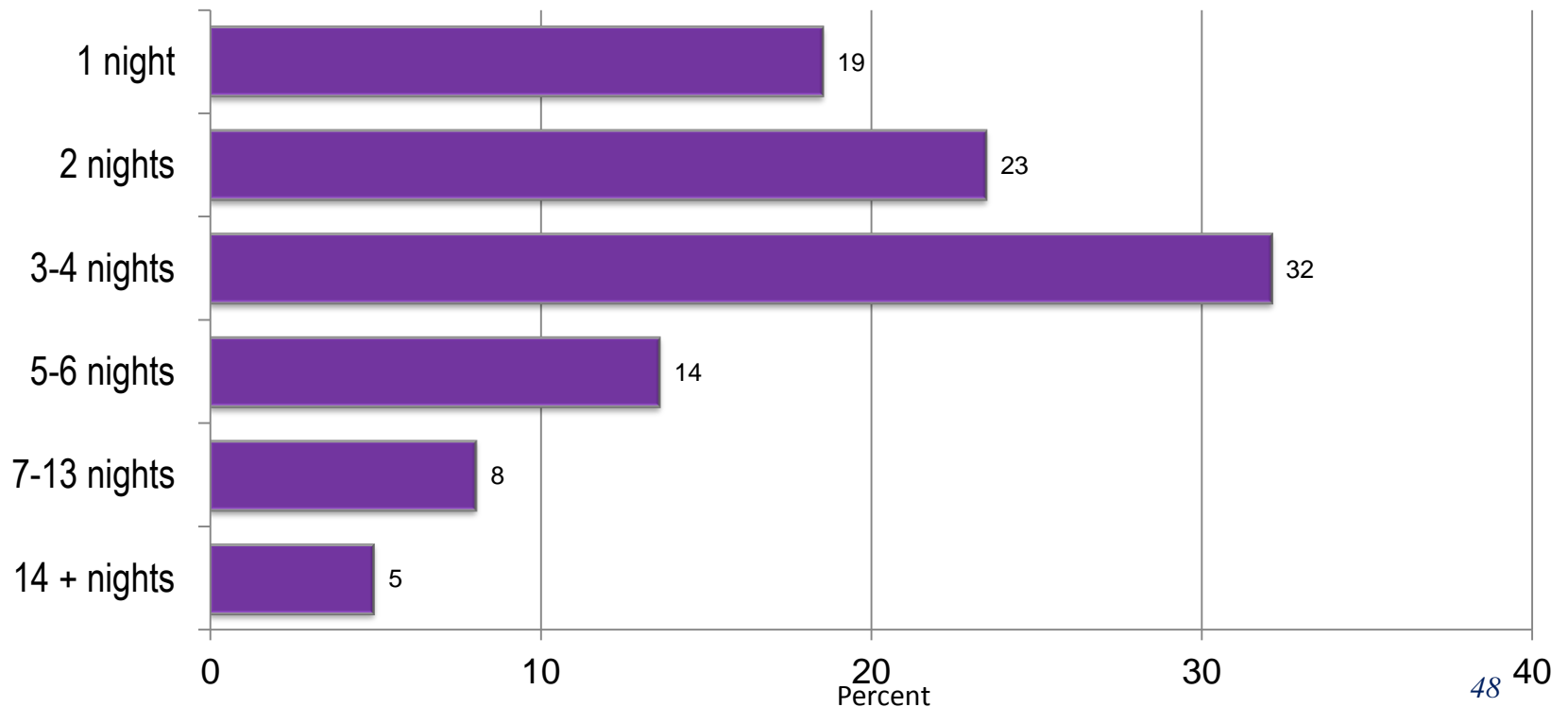
*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to North Central Region

Average North Central
= 4.1 Nights

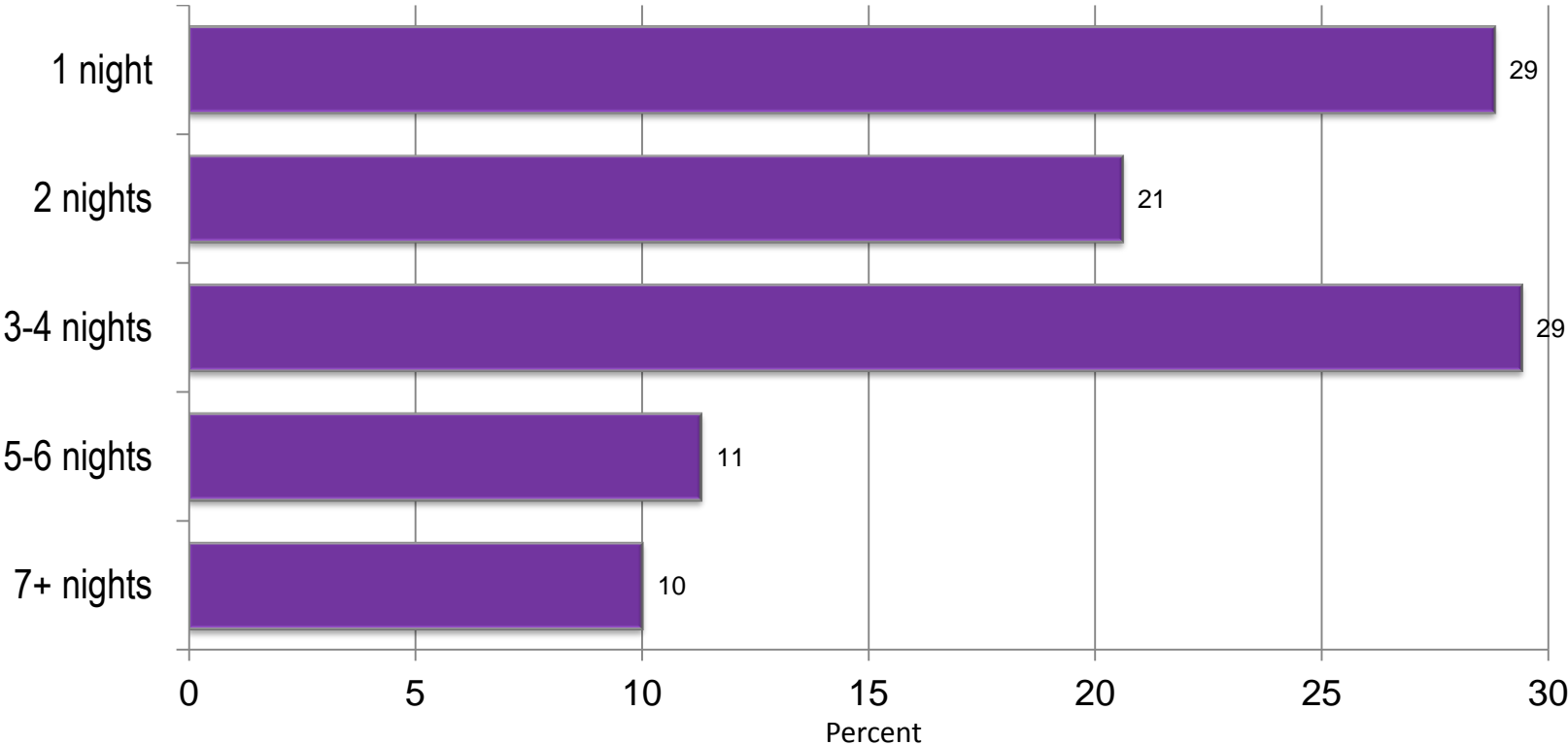


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to North Central Region

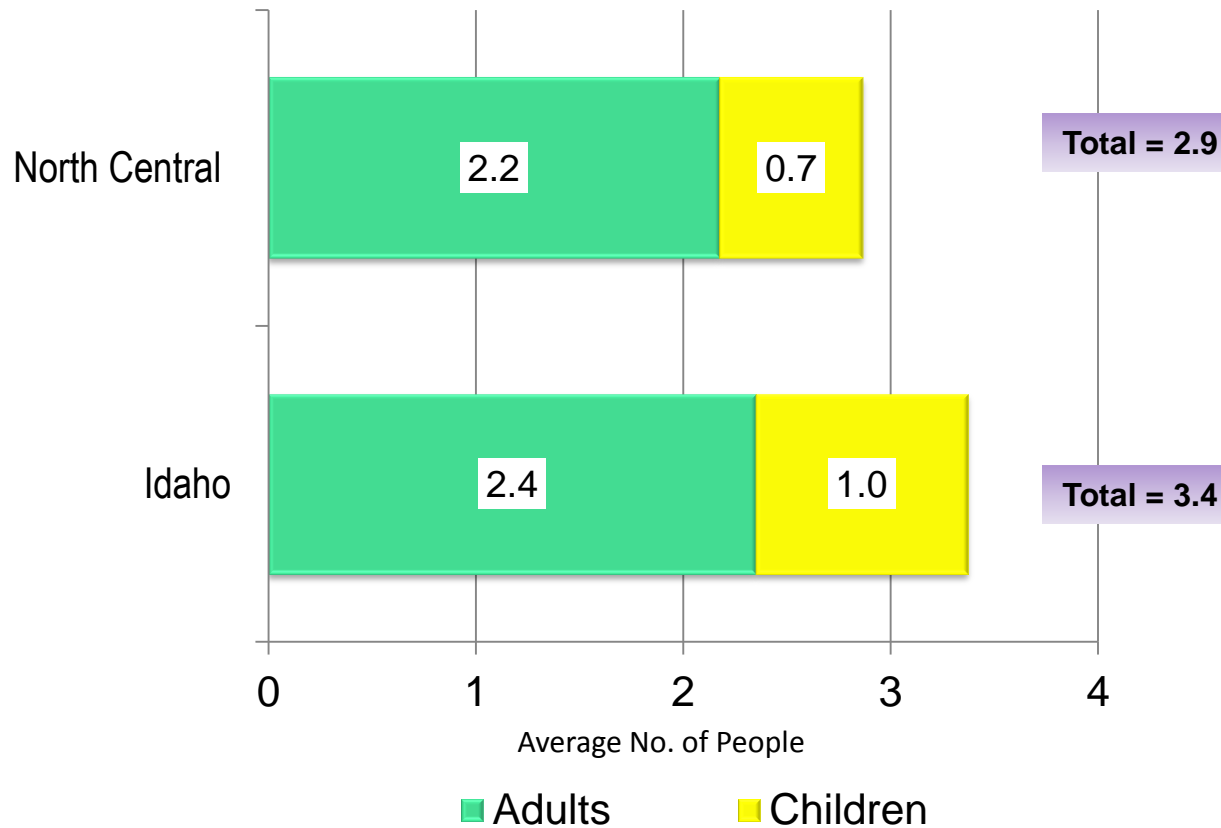
Average North Central
= 3.6 Nights



Size of Travel Party



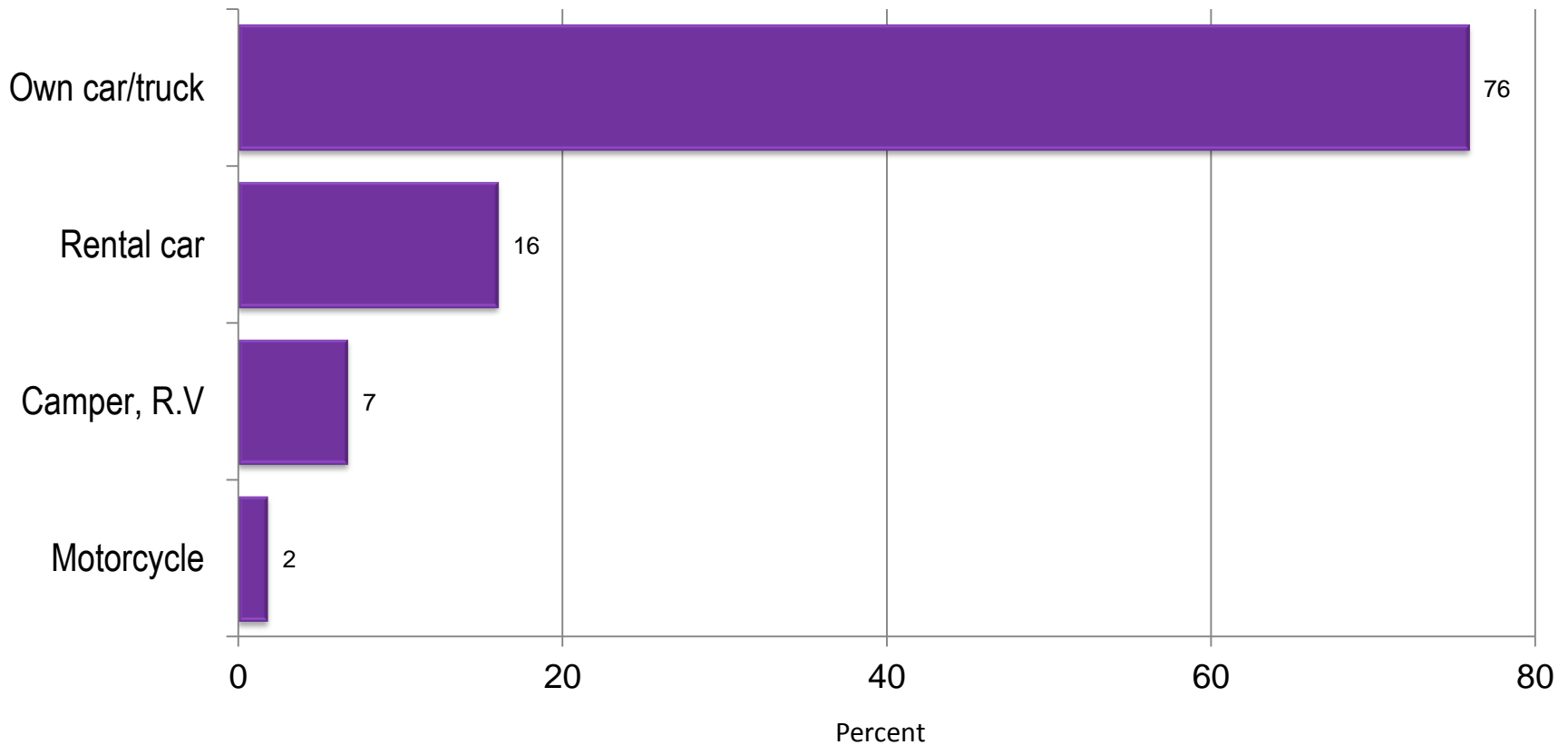
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



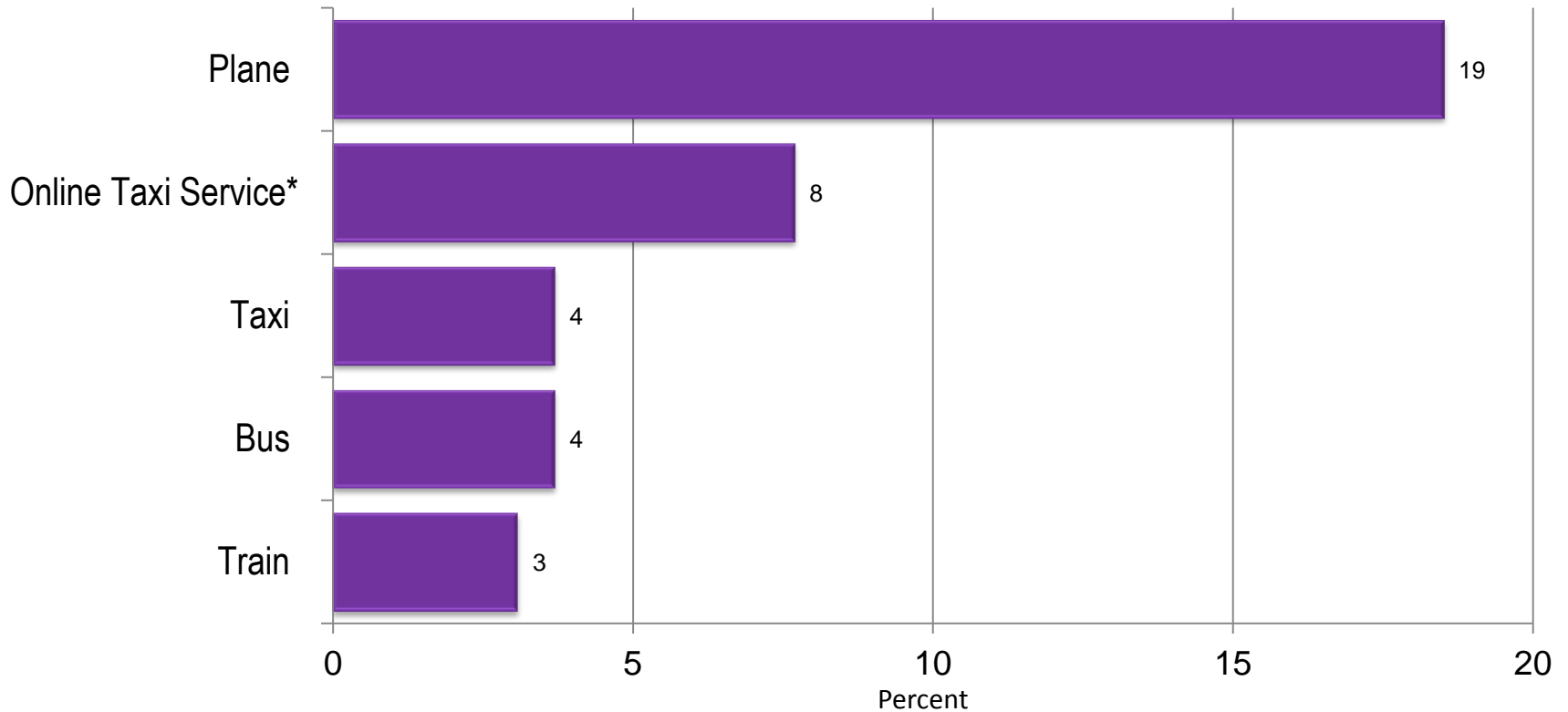
Base: Total Overnight Person-Trips to North Central Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to North Central Region

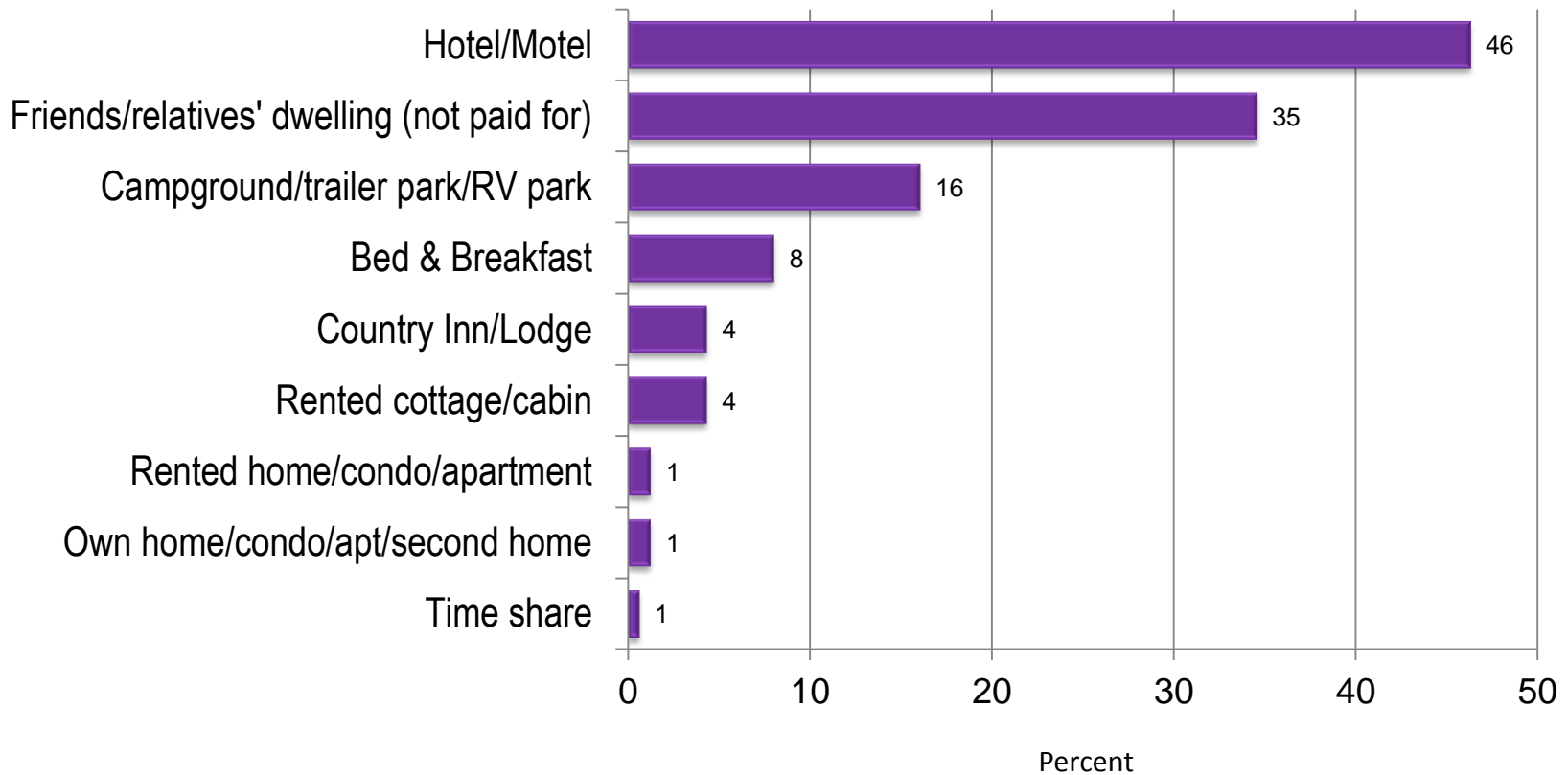


*Category added in 2015, data is from 2015 only

Accommodation – North Central



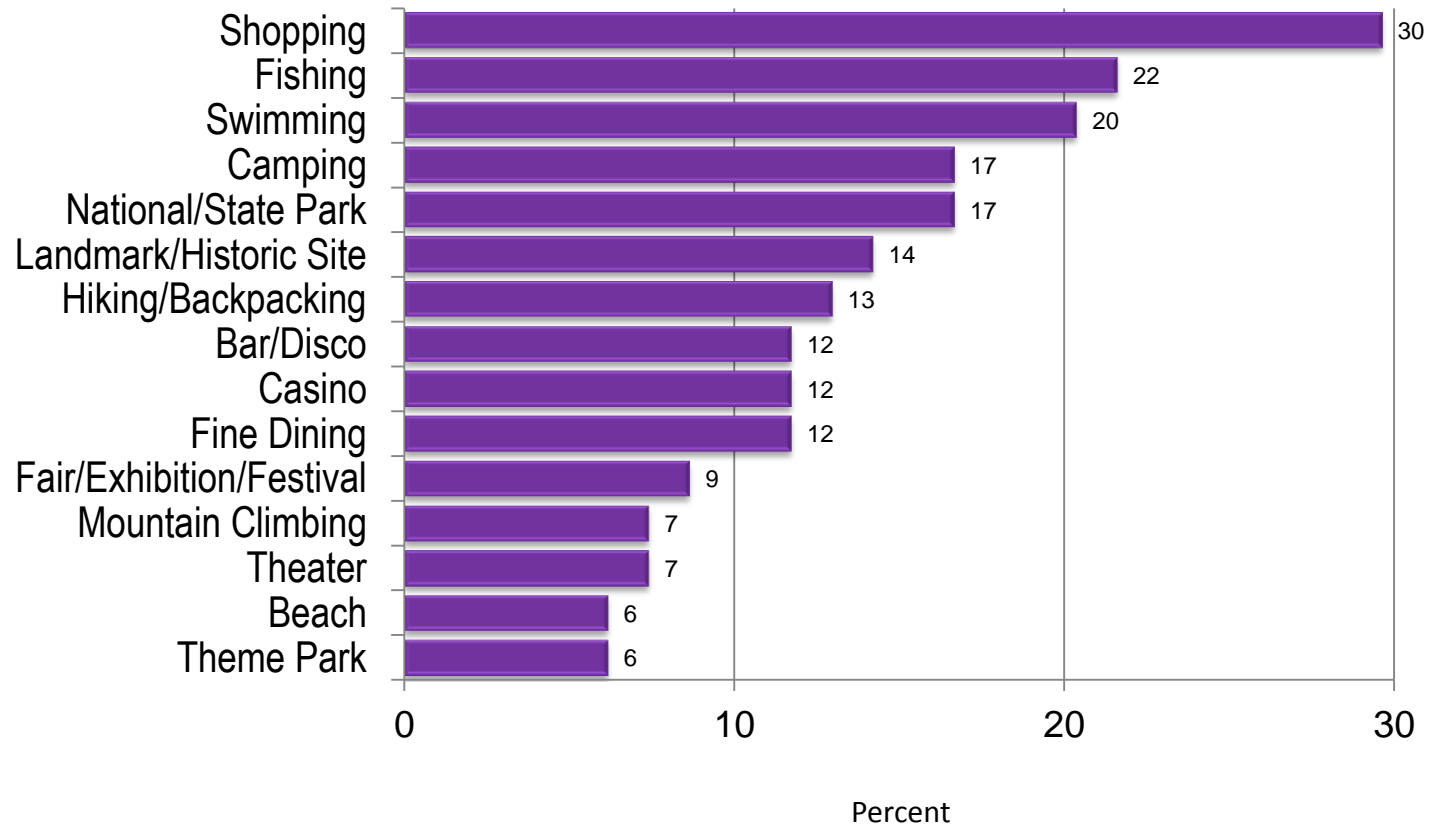
Base: Total Overnight Person-Trips to North Central Region



Activities and Experiences – North Central



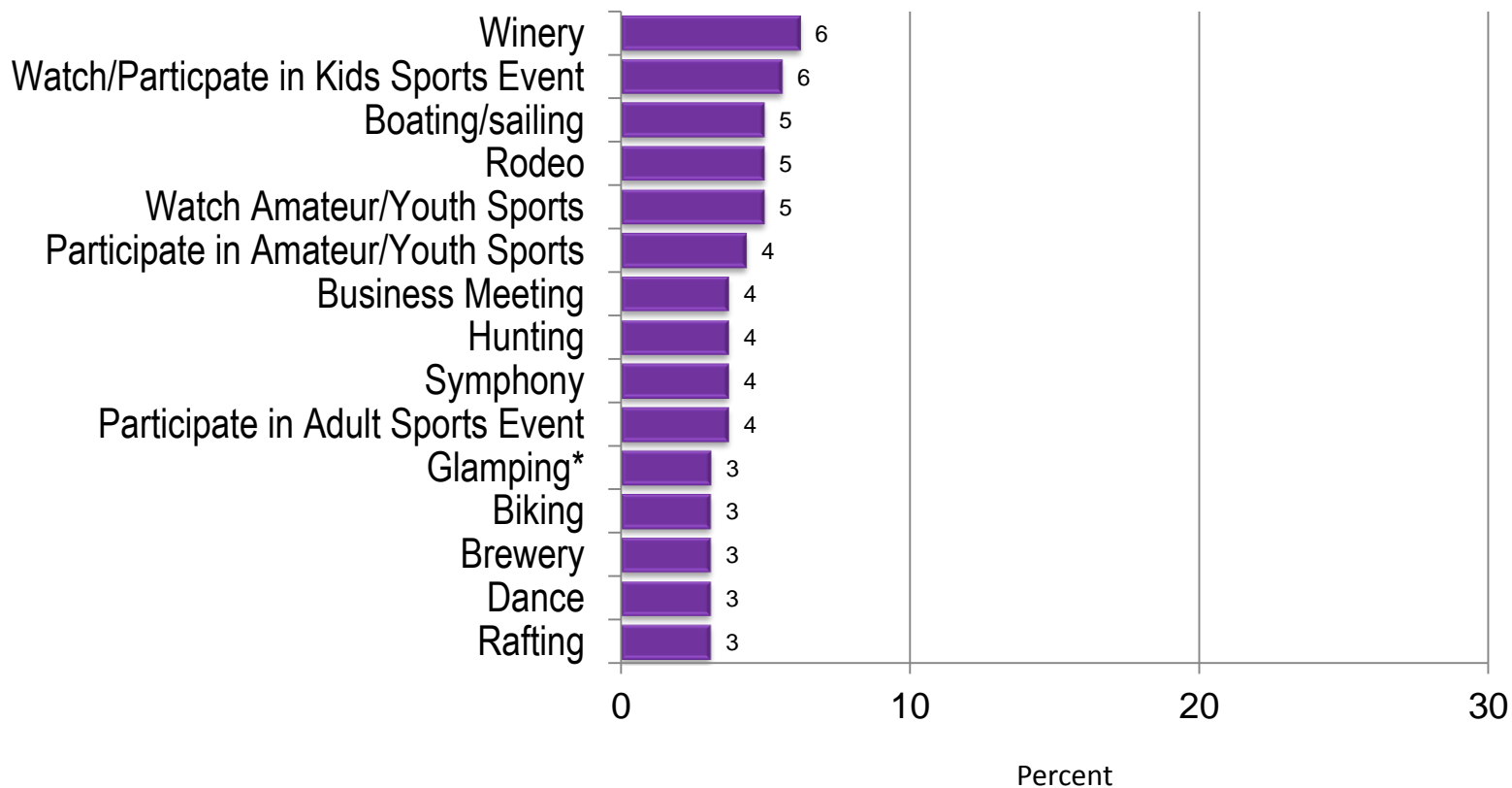
Base: Total Overnight Person-Trips to North Central Region



Activities and Experiences – North Central (Cont'd)



Base: Total Overnight Person-Trips to North Central Region

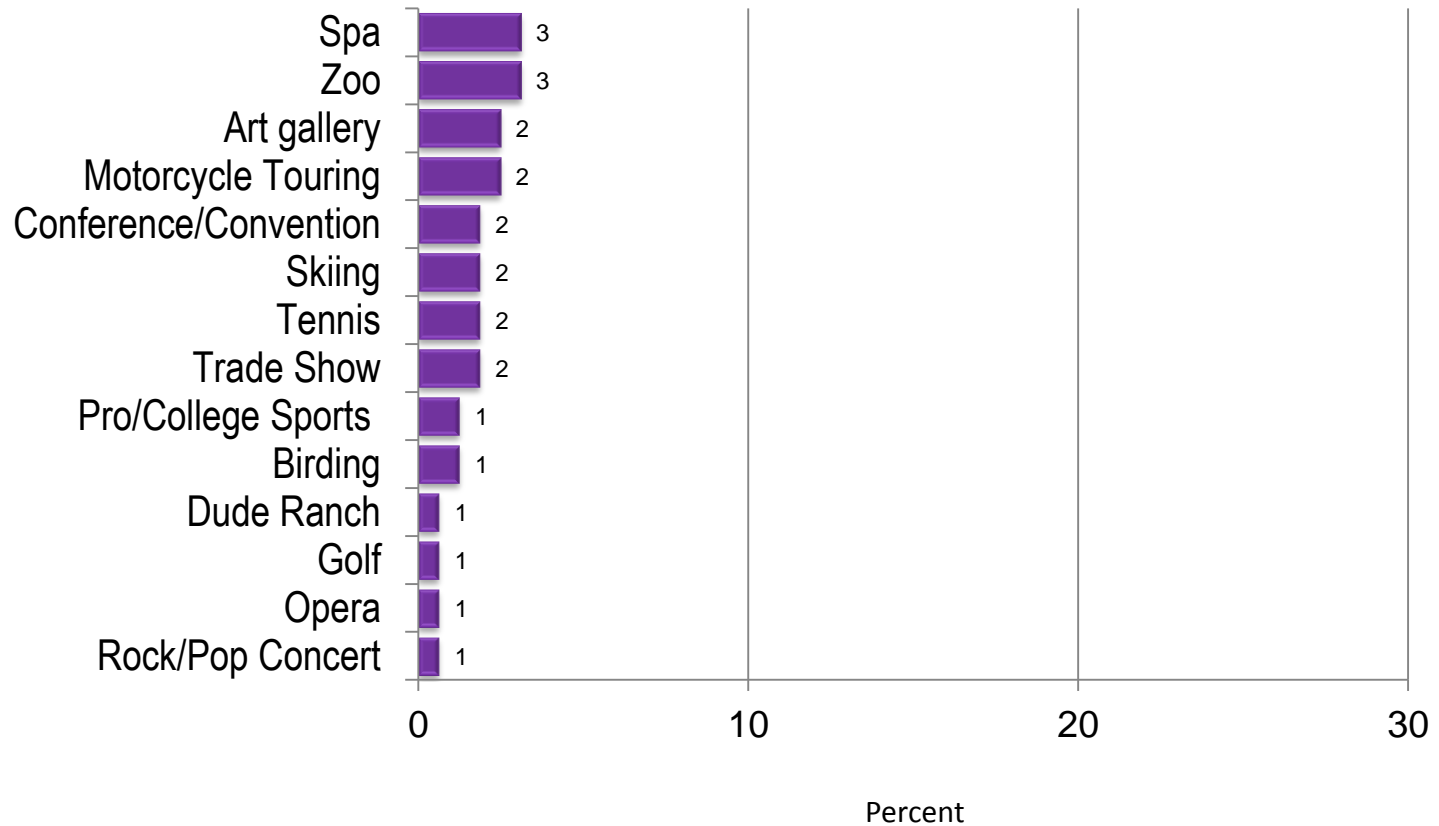


*Category added in 2015, data is from 2015 only

Activities and Experiences — North Central (Cont'd)



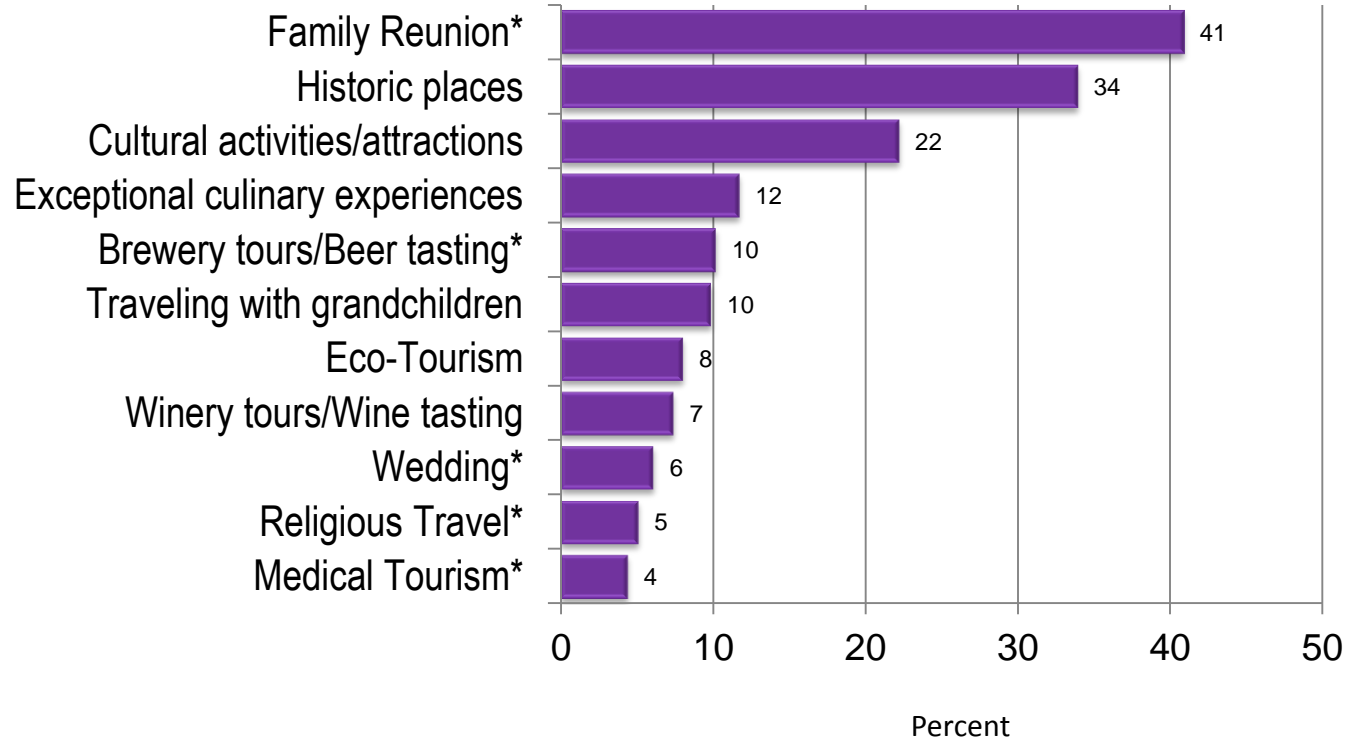
Base: Total Overnight Person-Trips to North Central Region



Activities of Special Interest - North Central



Base: Total Overnight Person-Trips to North Central Region



*Category added in 2015, data is from 2015 only

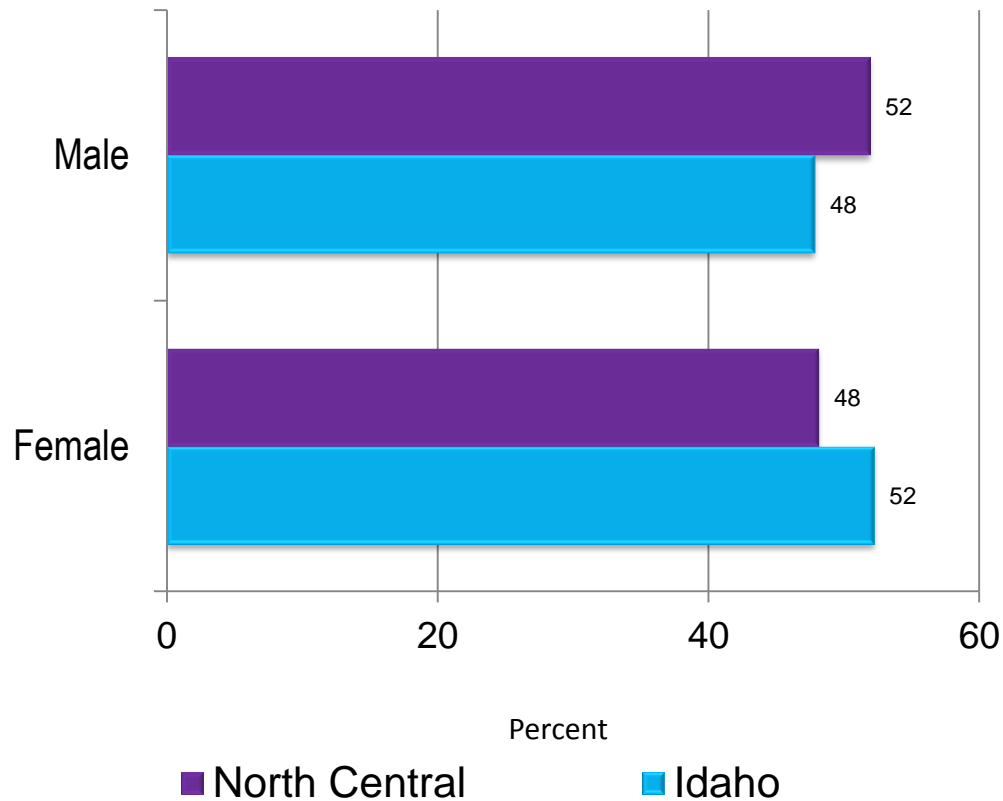


Demographic Profile of Idaho Visitors – North Central Region

Gender – North Central



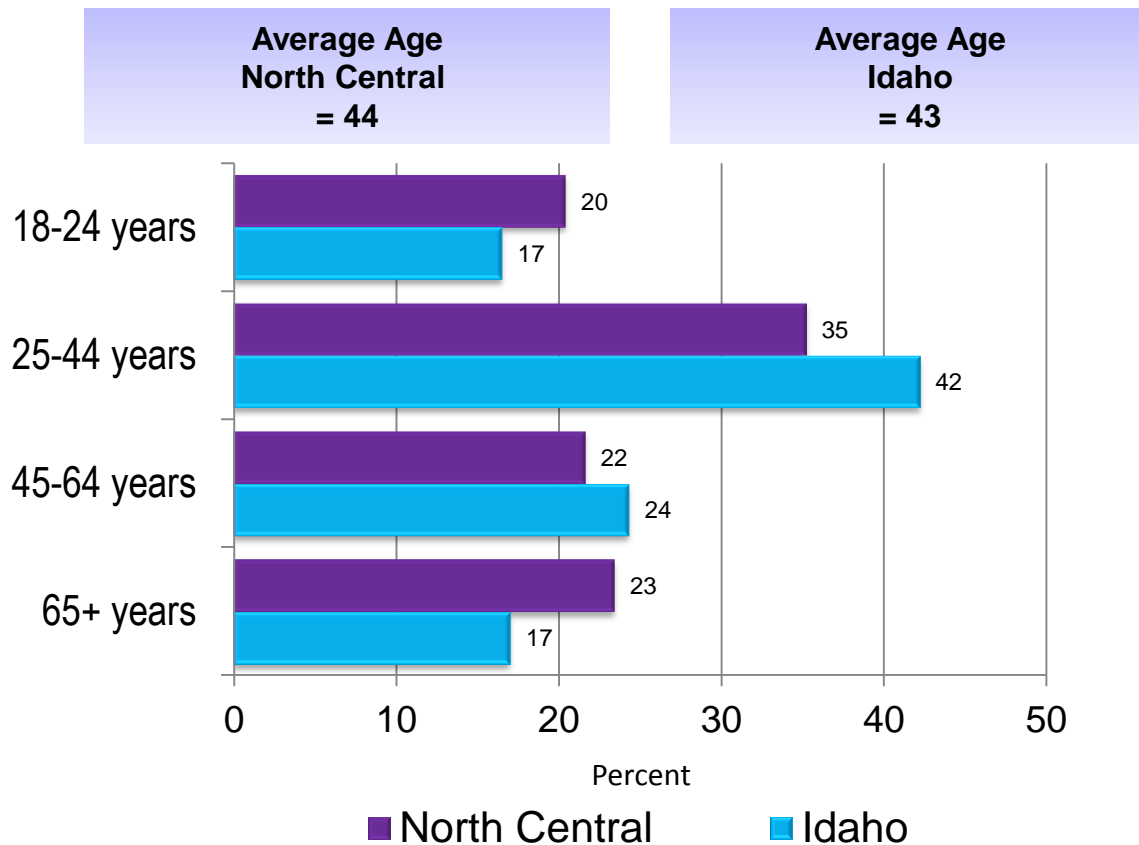
Base: Total Overnight Person-Trips to Idaho



Age – North Central



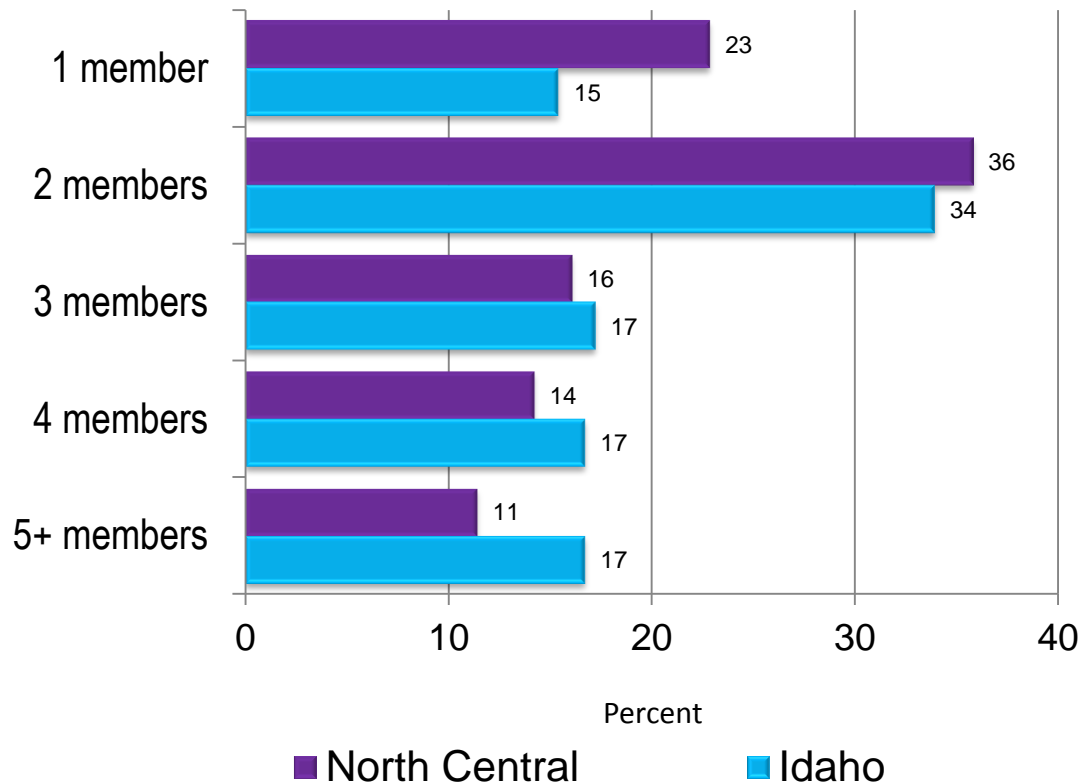
Base: Total Overnight Person-Trips to Idaho



Household Size – North Central



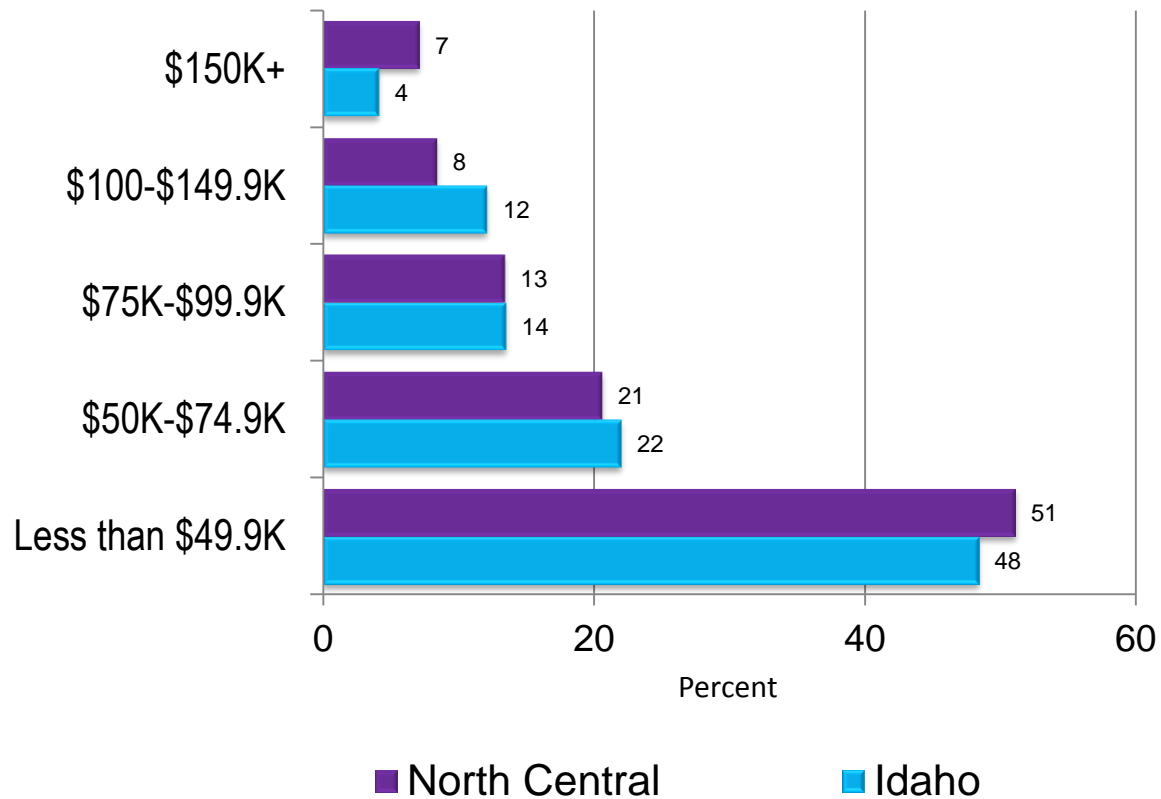
Base: Total Overnight Person-Trips to Idaho



Household Income – North Central



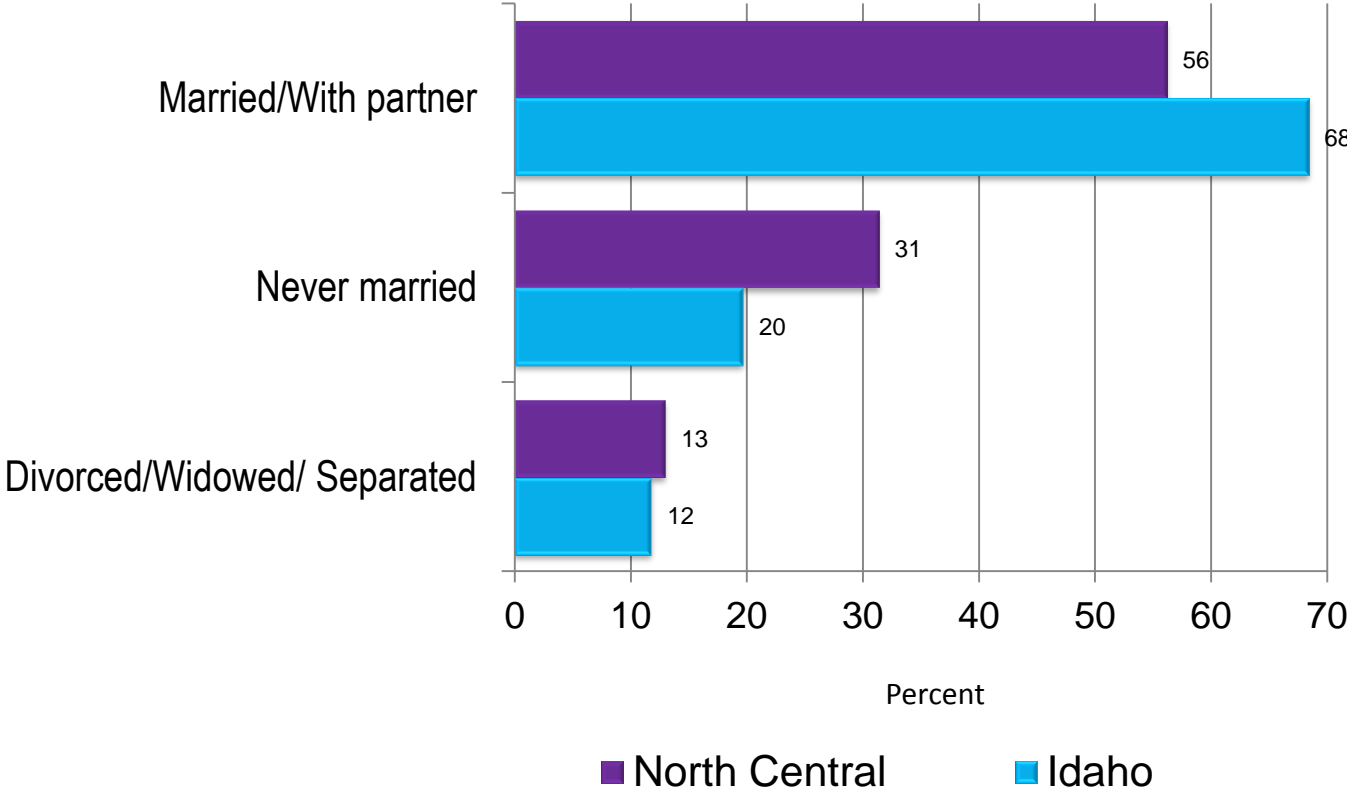
Base: Total Overnight Person-Trips to Idaho



Marital Status – North Central



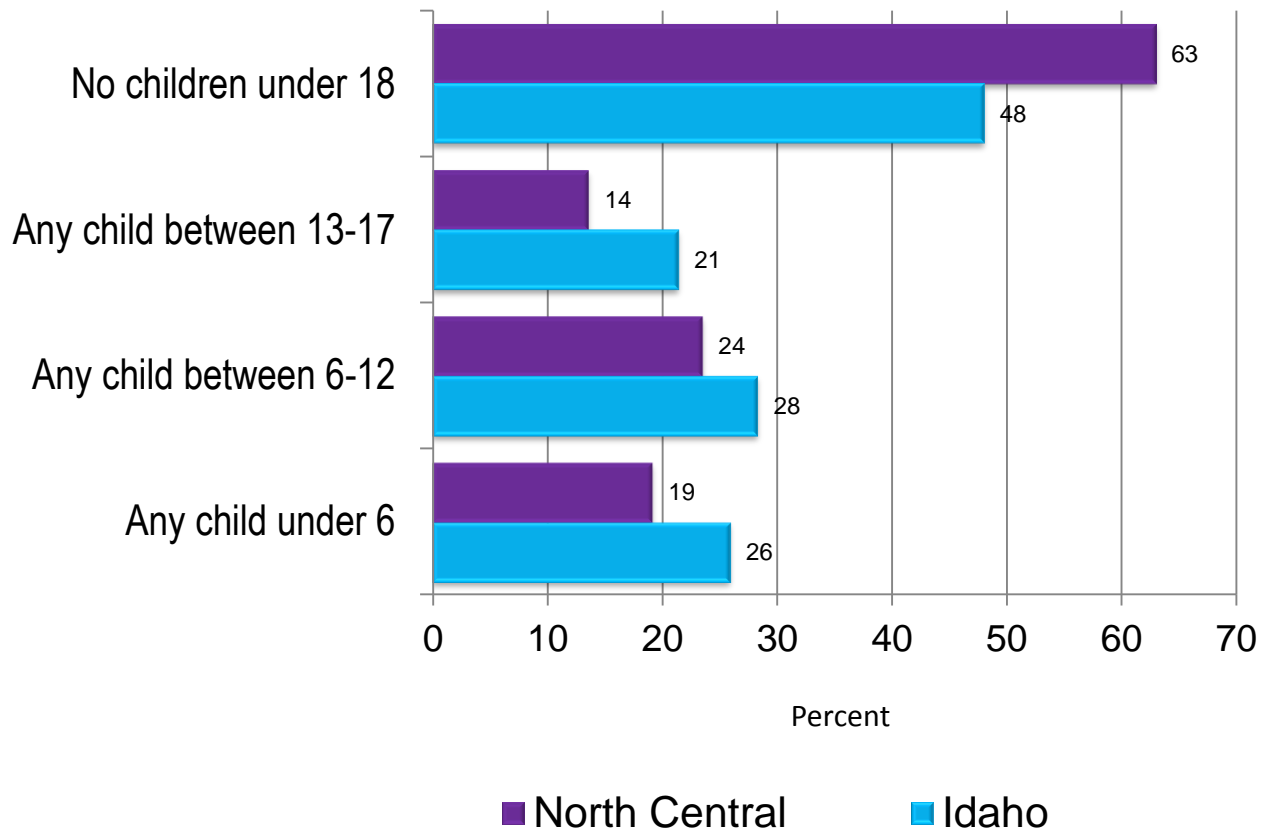
Base: Total Overnight Person-Trips to Idaho



Children in Household — North Central



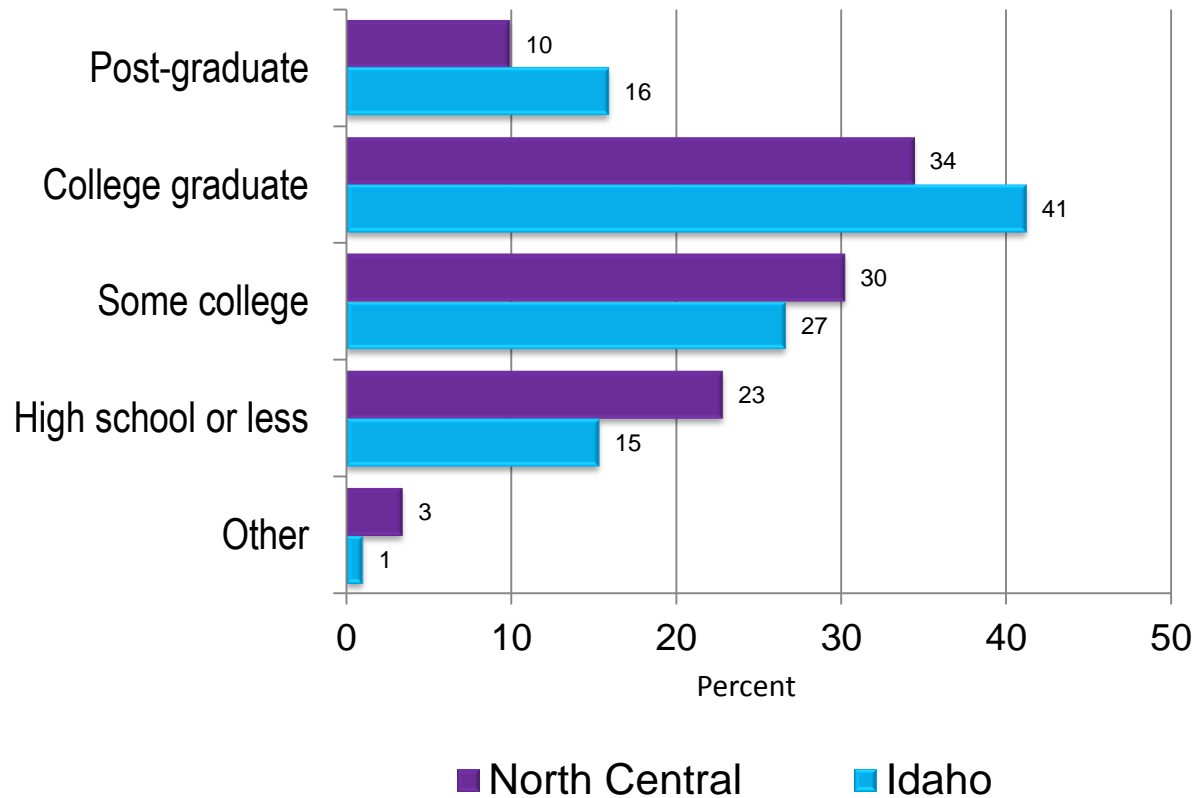
Base: Total Overnight Person-Trips to Idaho



Education – North Central



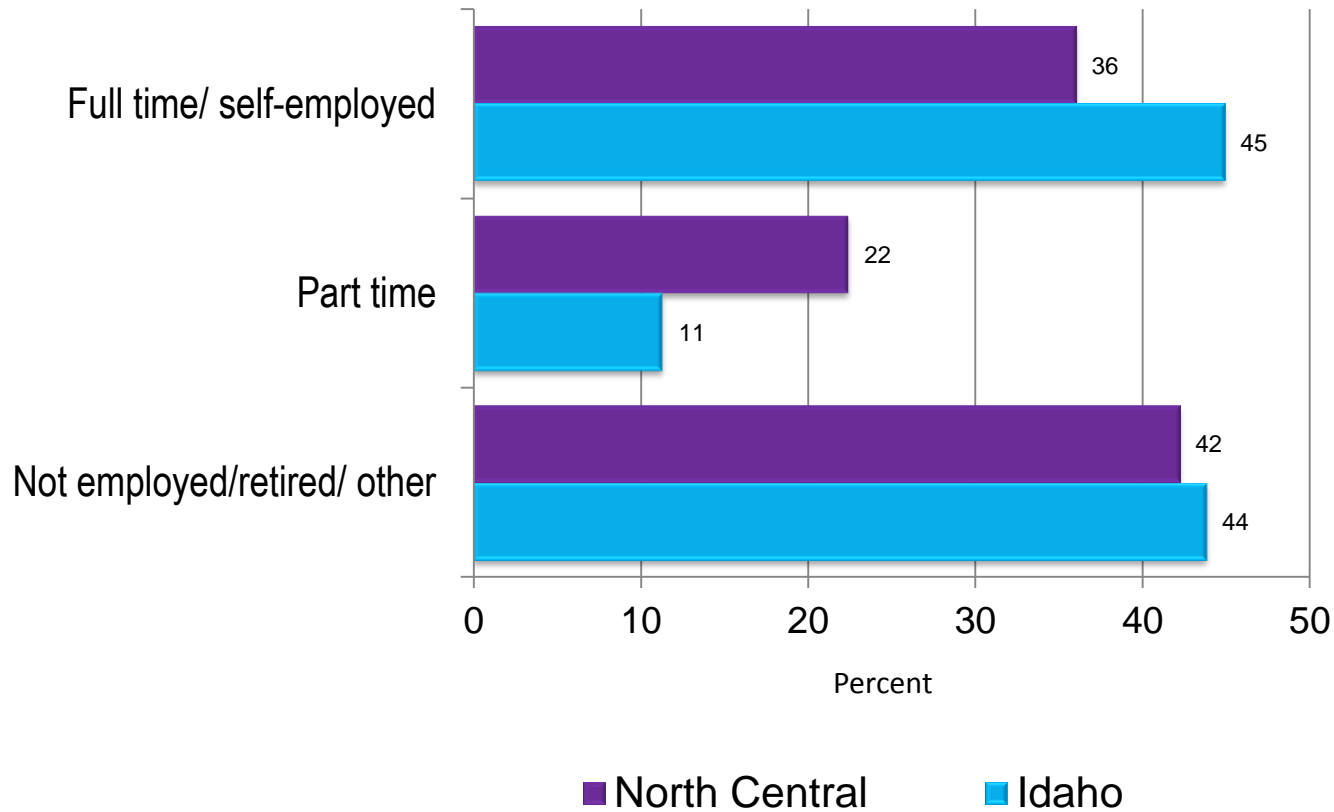
Base: Total Overnight Person-Trips to Idaho



Employment – North Central



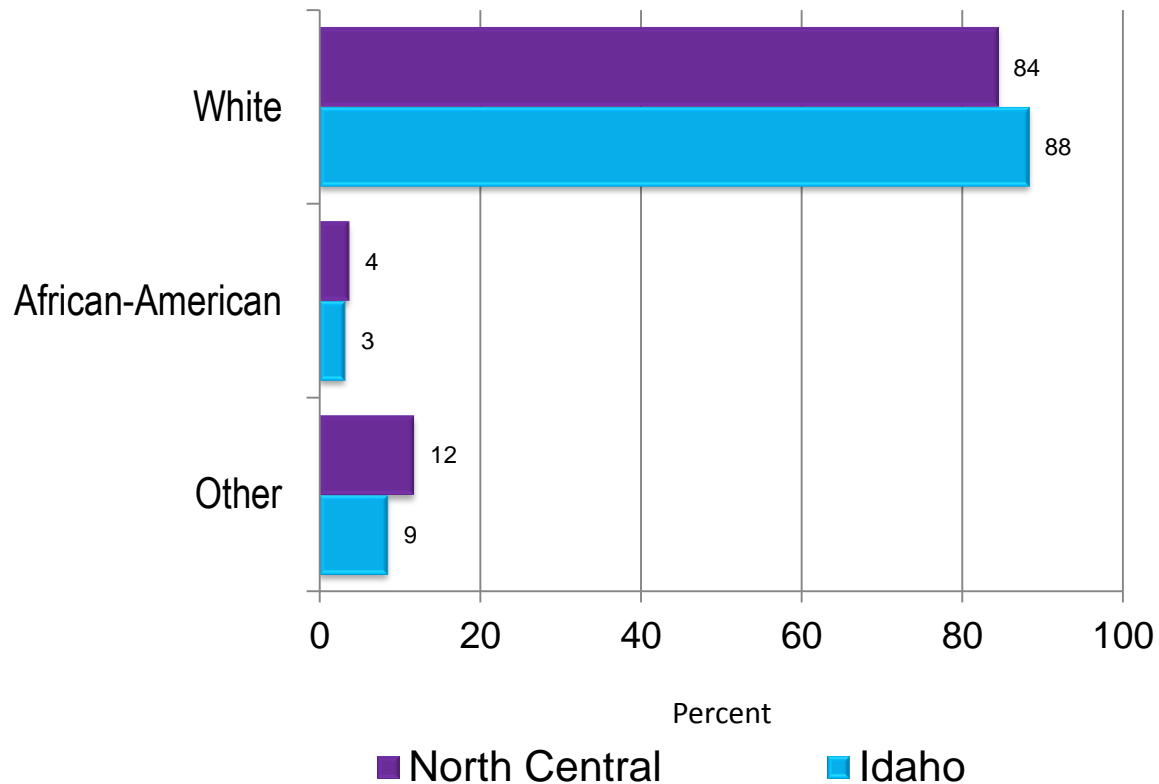
Base: Total Overnight Person-Trips to Idaho



Race – North Central



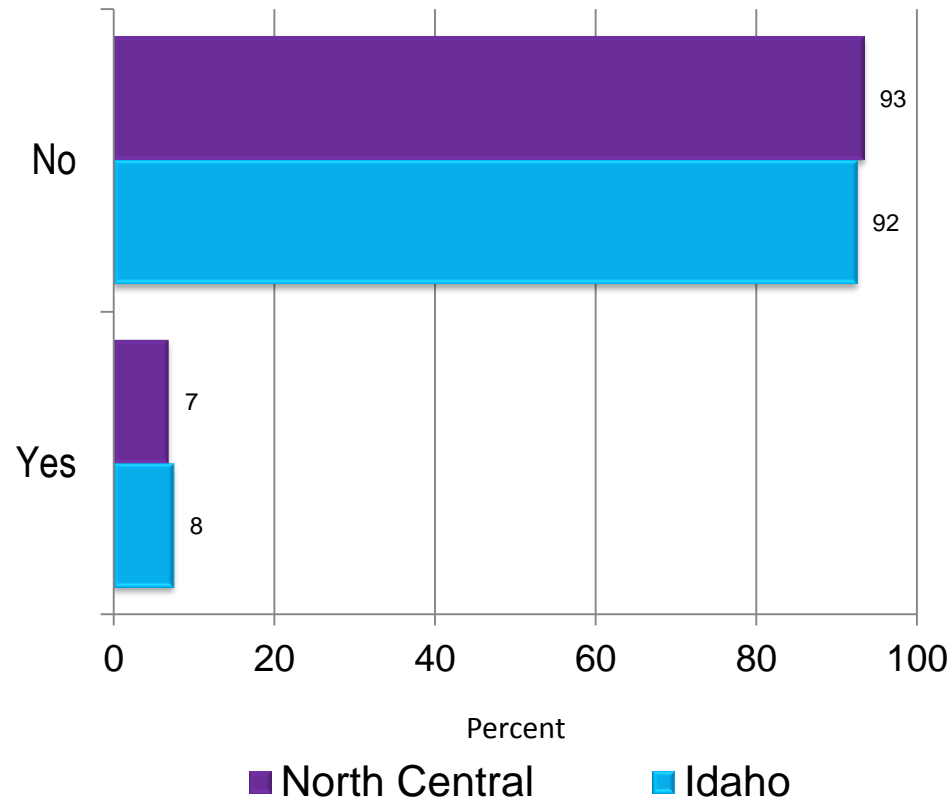
Base: Total Overnight Person-Trips to Idaho



Hispanic Background — North Central



Base: Total Overnight Person-Trips to Idaho



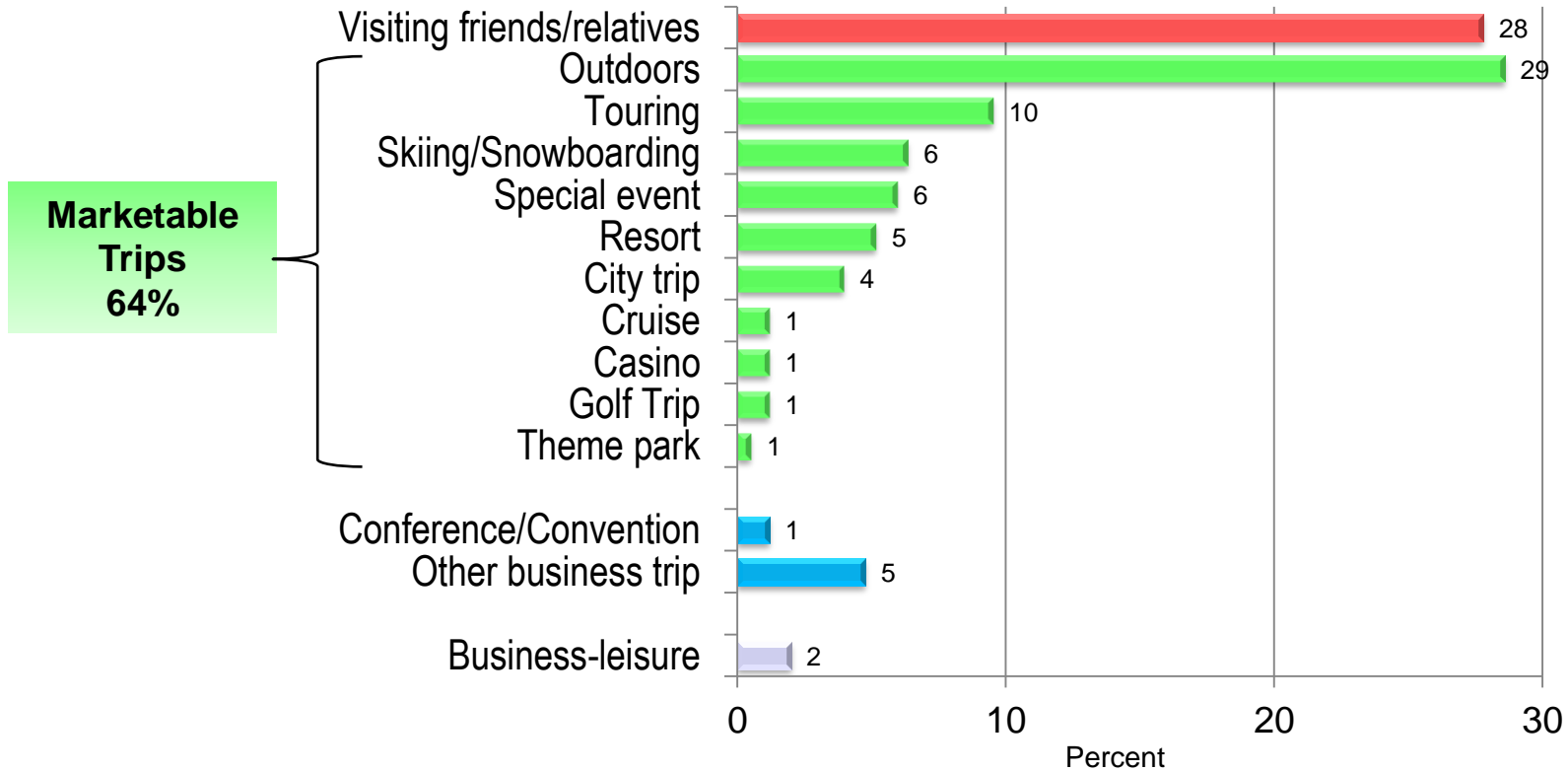


Central Region

Main Purpose of Trip – Central Region



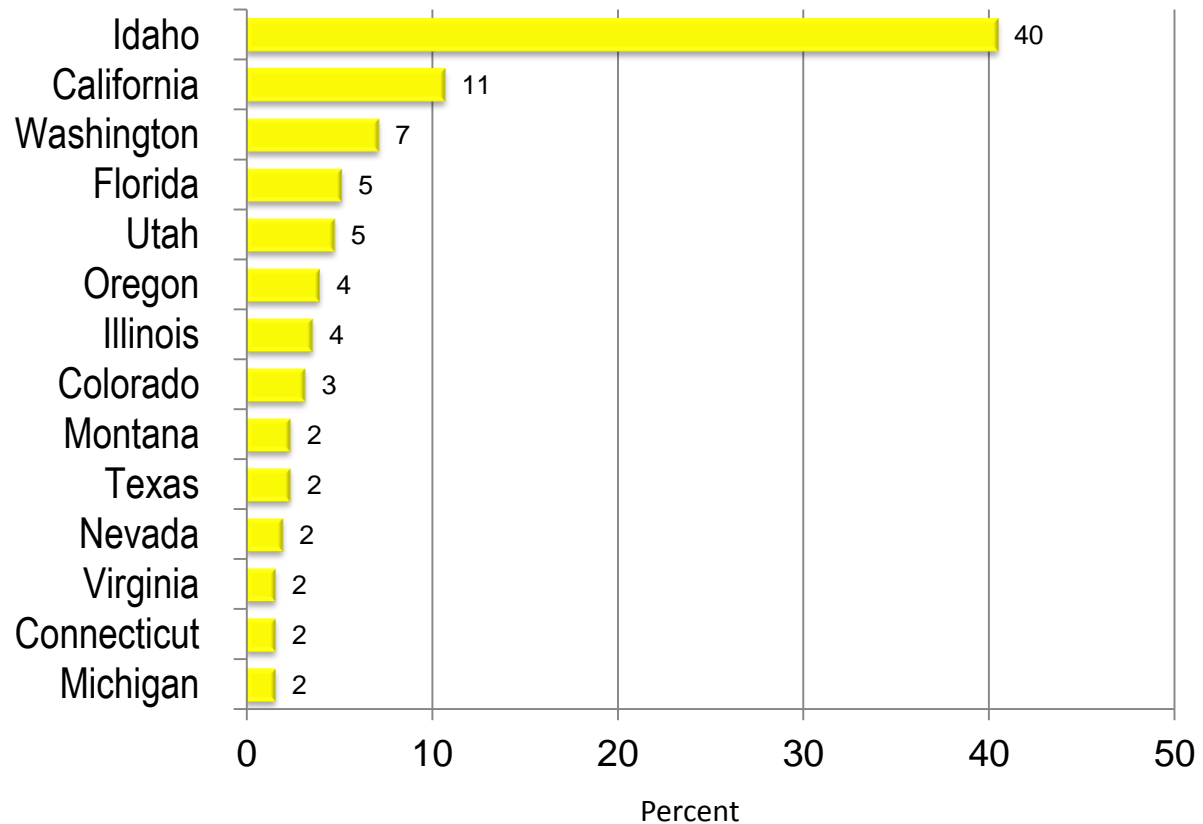
Base: Total Overnight Person-Trips to the Central Region



State Origin Of Overnight Trip – Central



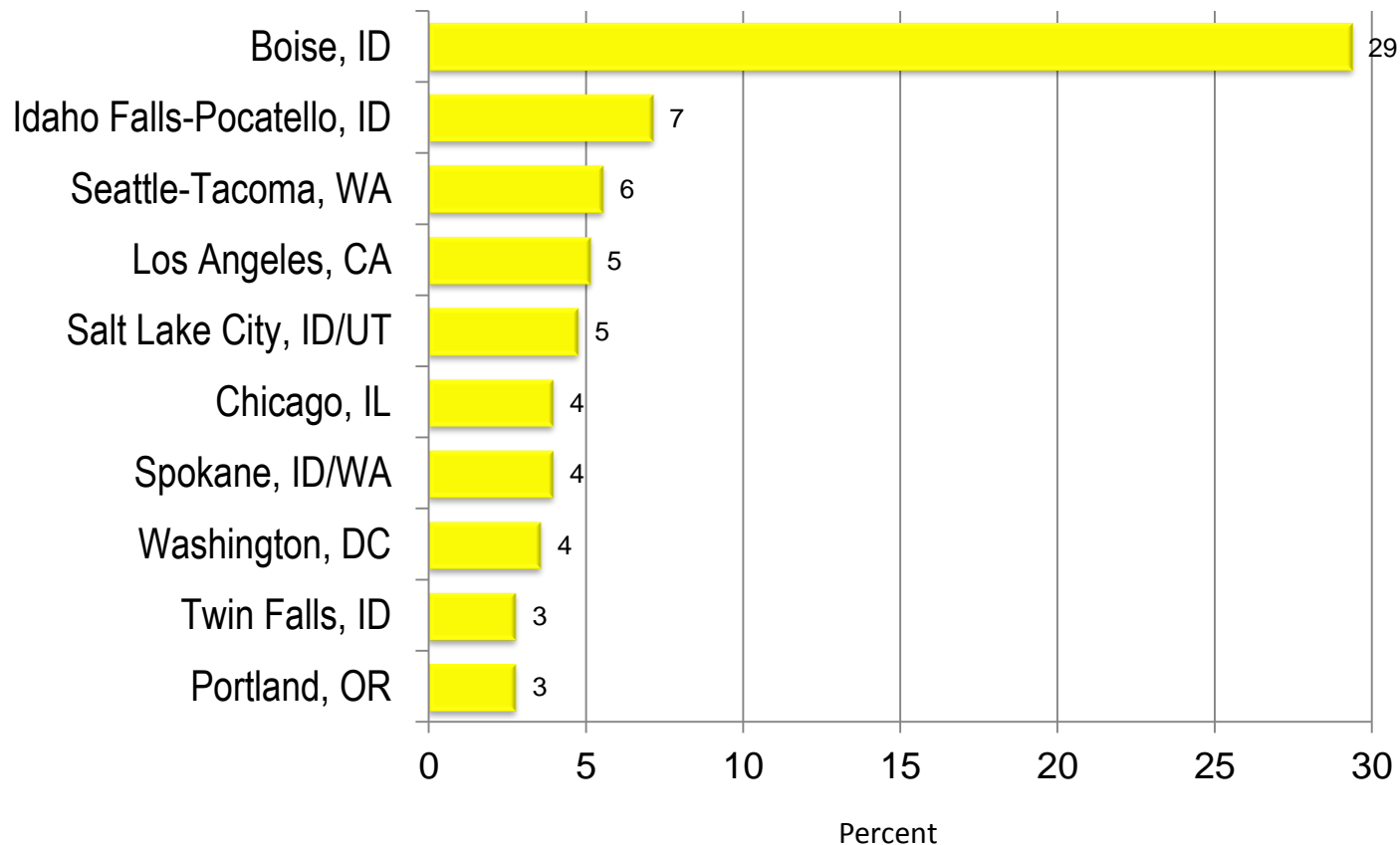
Base: Total Overnight Person-Trips to the Central Region



DMA Origin Of Overnight Trip — Central



Base: Total Overnight Person-Trips to the Central Region





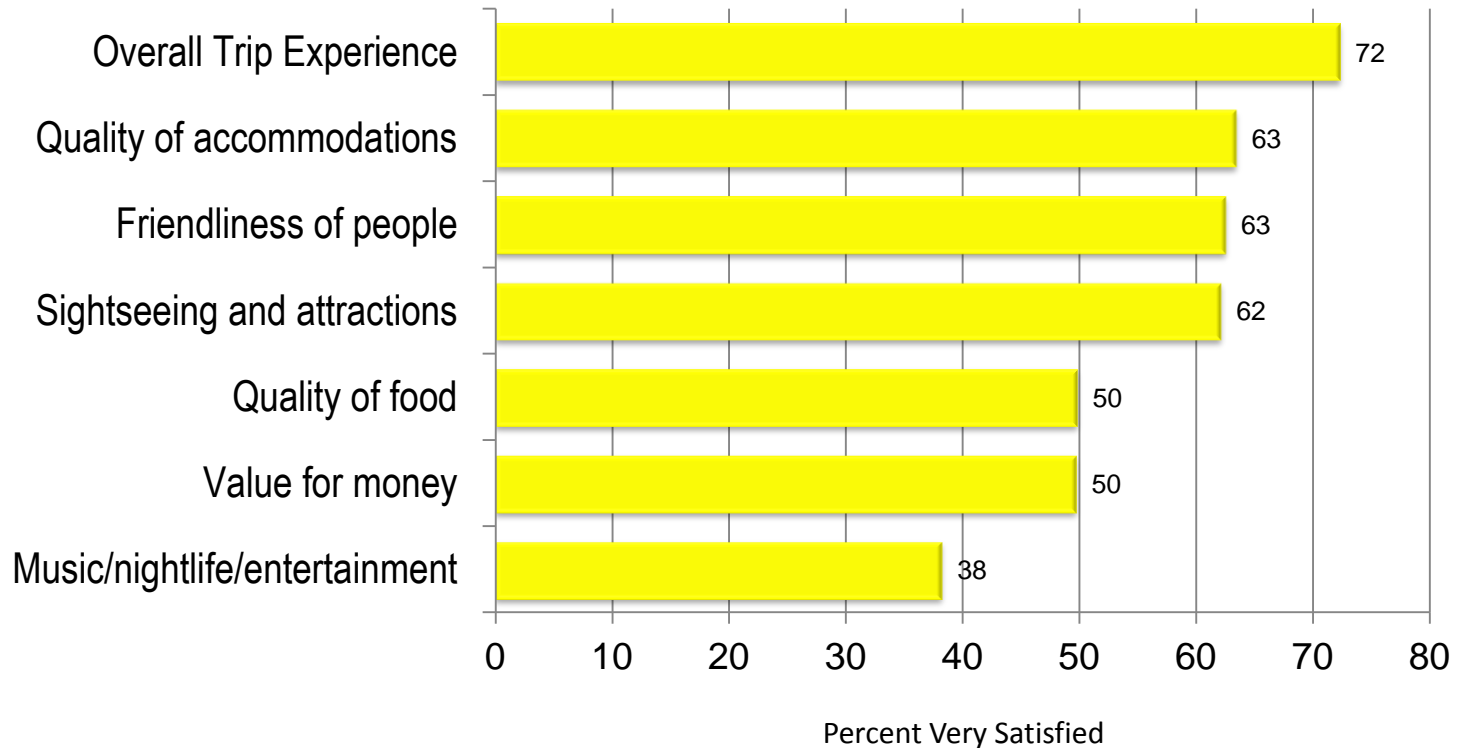
Overnight Trip Characteristics – Central Region

Satisfaction with Trip*

% Very Satisfied – Central



Base: Total Overnight Person-Trips to the Central Region

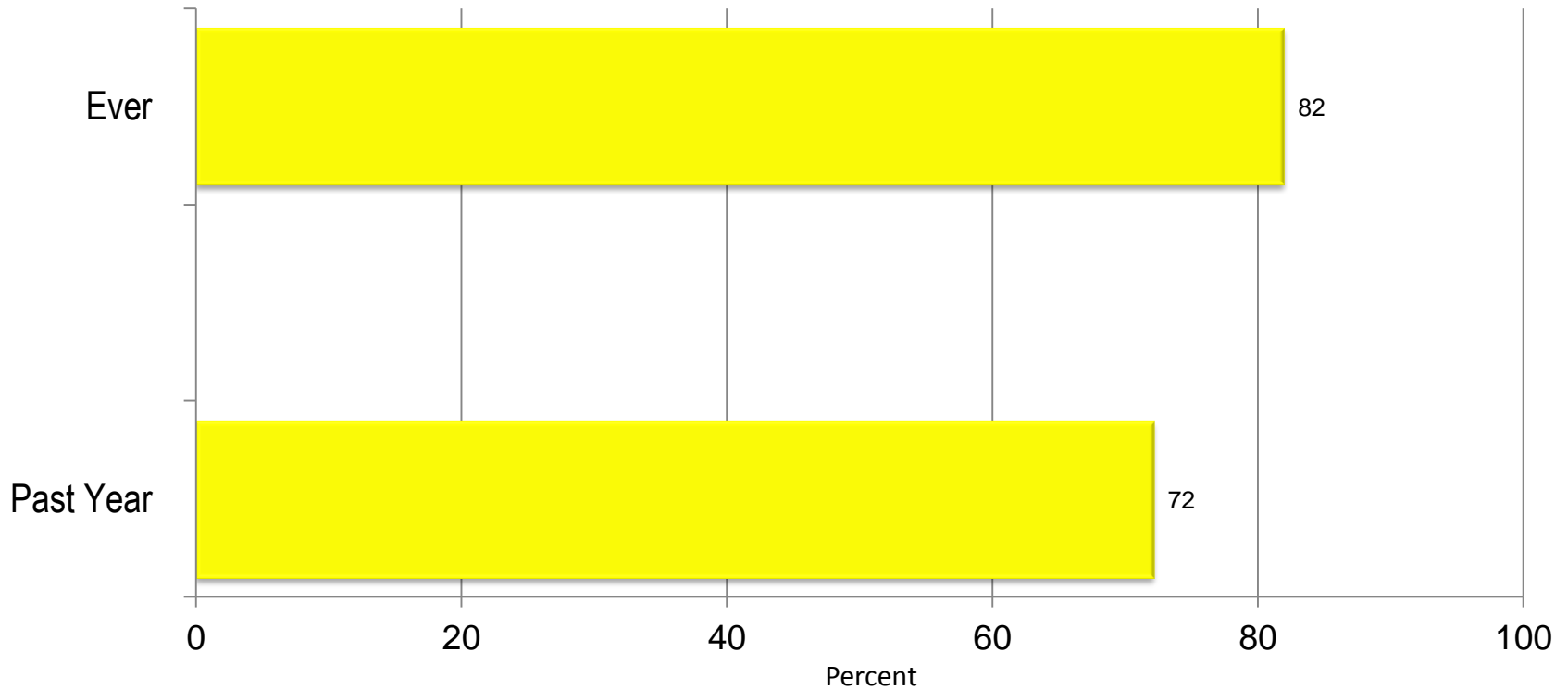


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to the Central Region

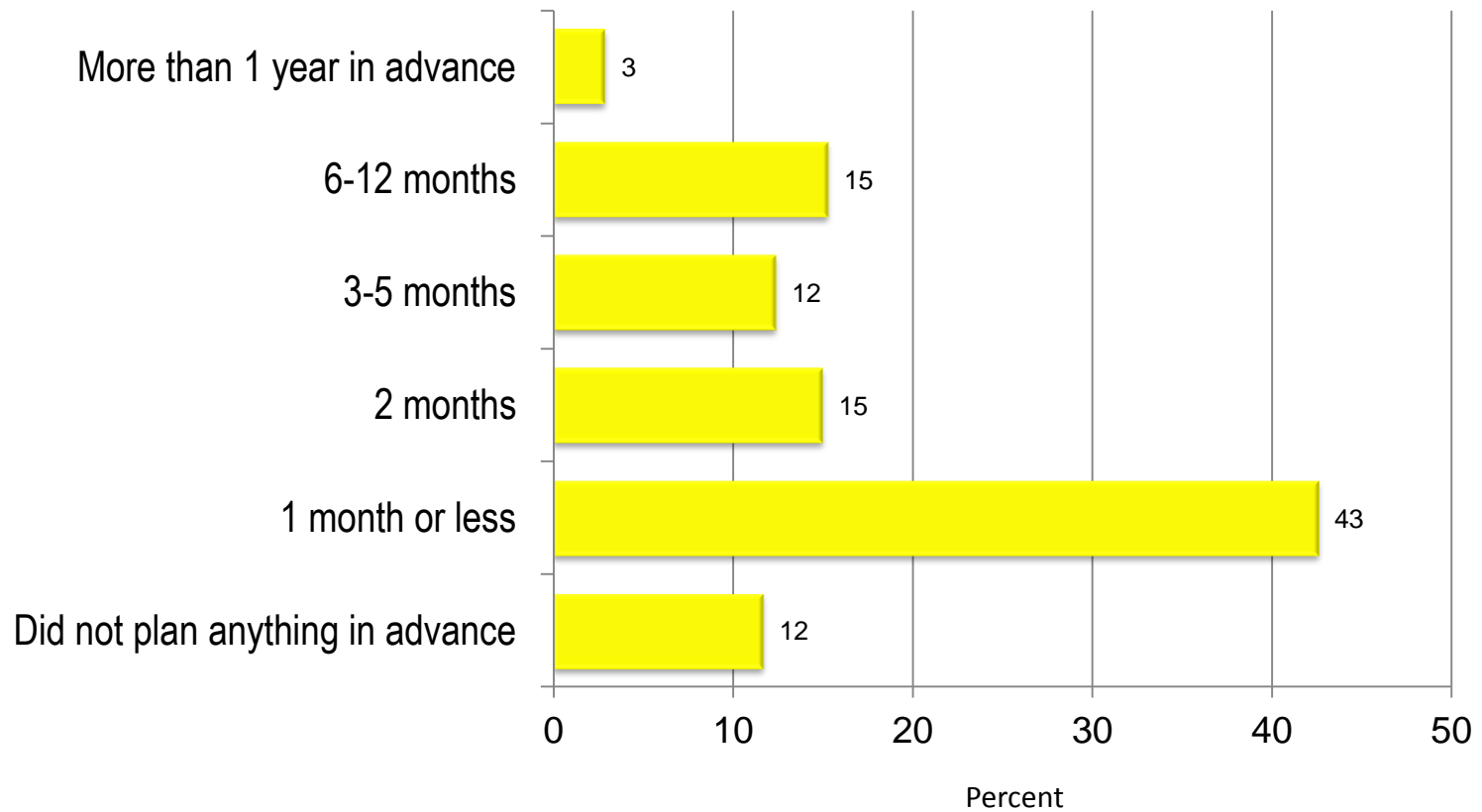


*New in 2015, data is from 2015 only

Length of Trip Planning* – Central



Base: Total Overnight Person-Trips to the Central Region

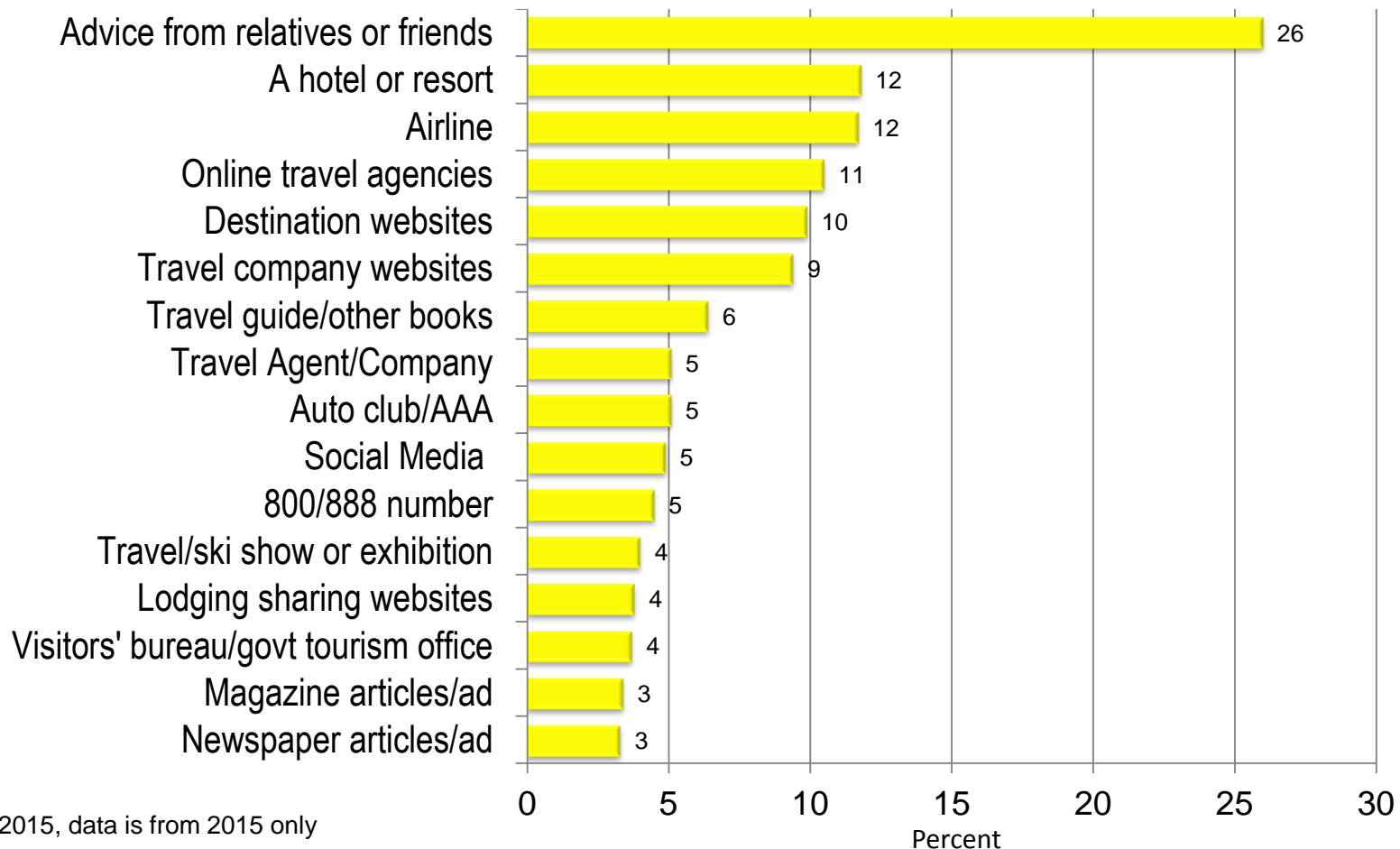


*New in 2015, data is from 2015 only

Trip Planning Information Sources* – Central



Base: Total Overnight Person-Trips to the Central Region

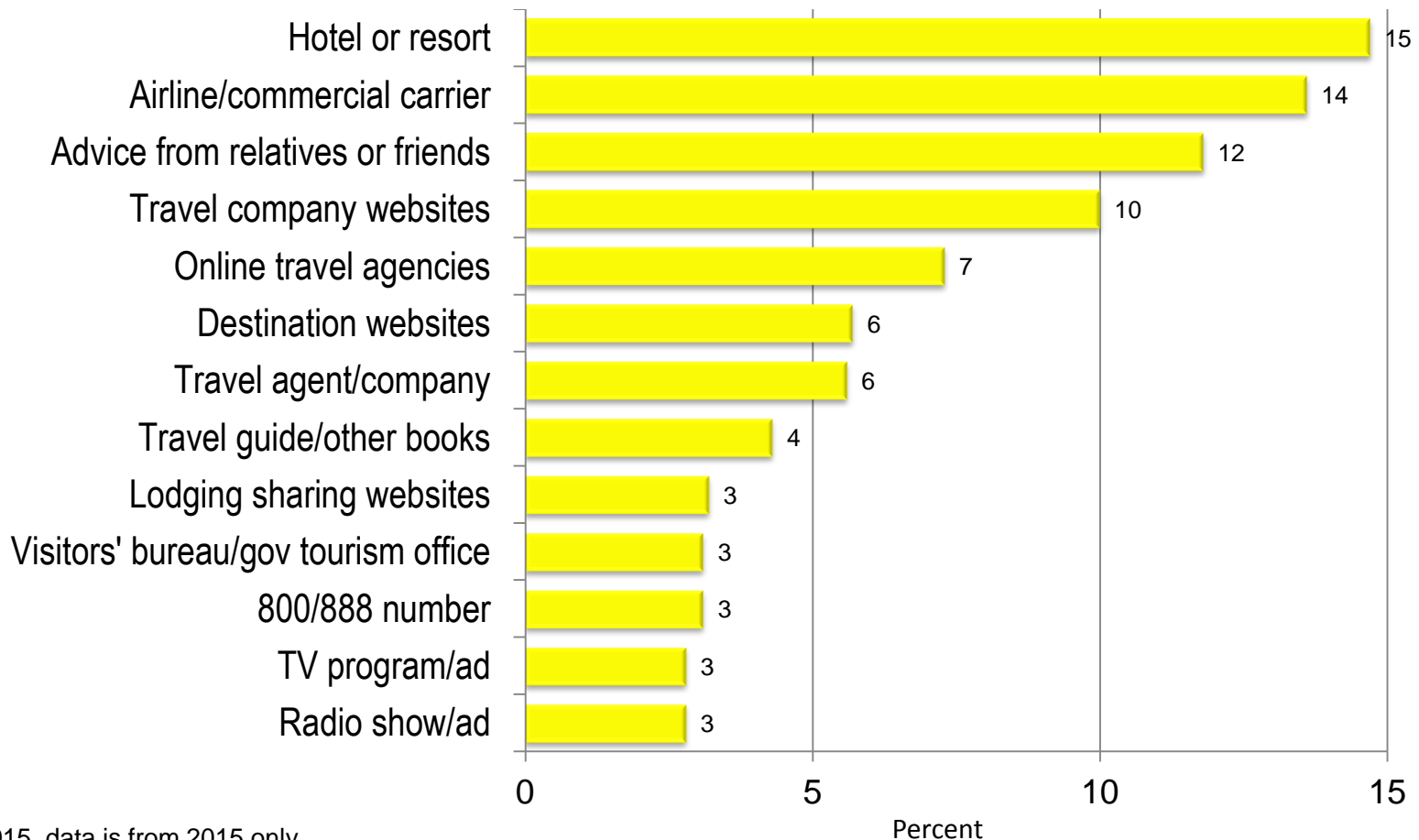


*New in 2015, data is from 2015 only

Method of Booking Trip* – Central



Base: Total Overnight Person-Trips to the Central Region

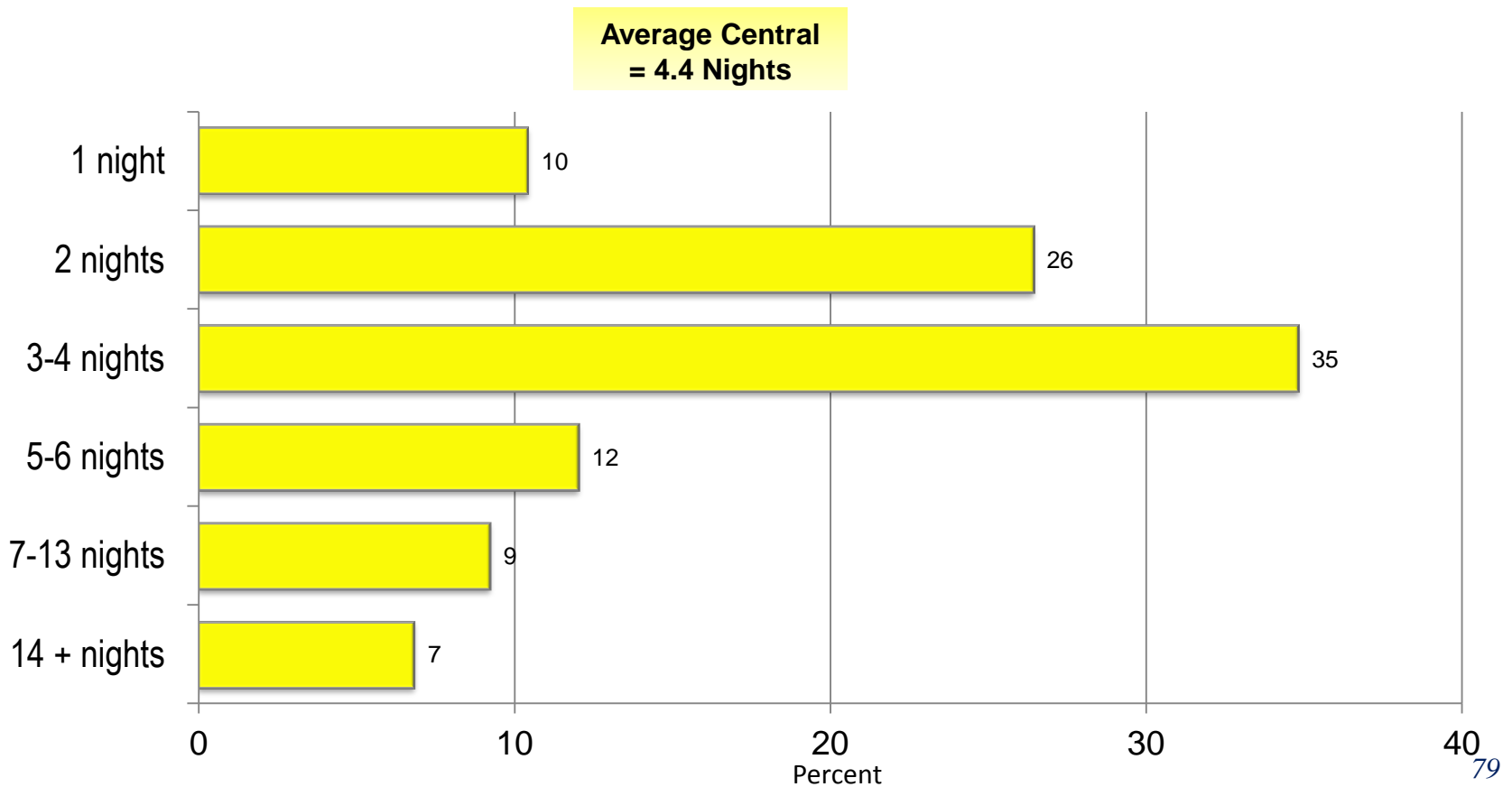


*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to the Central Region

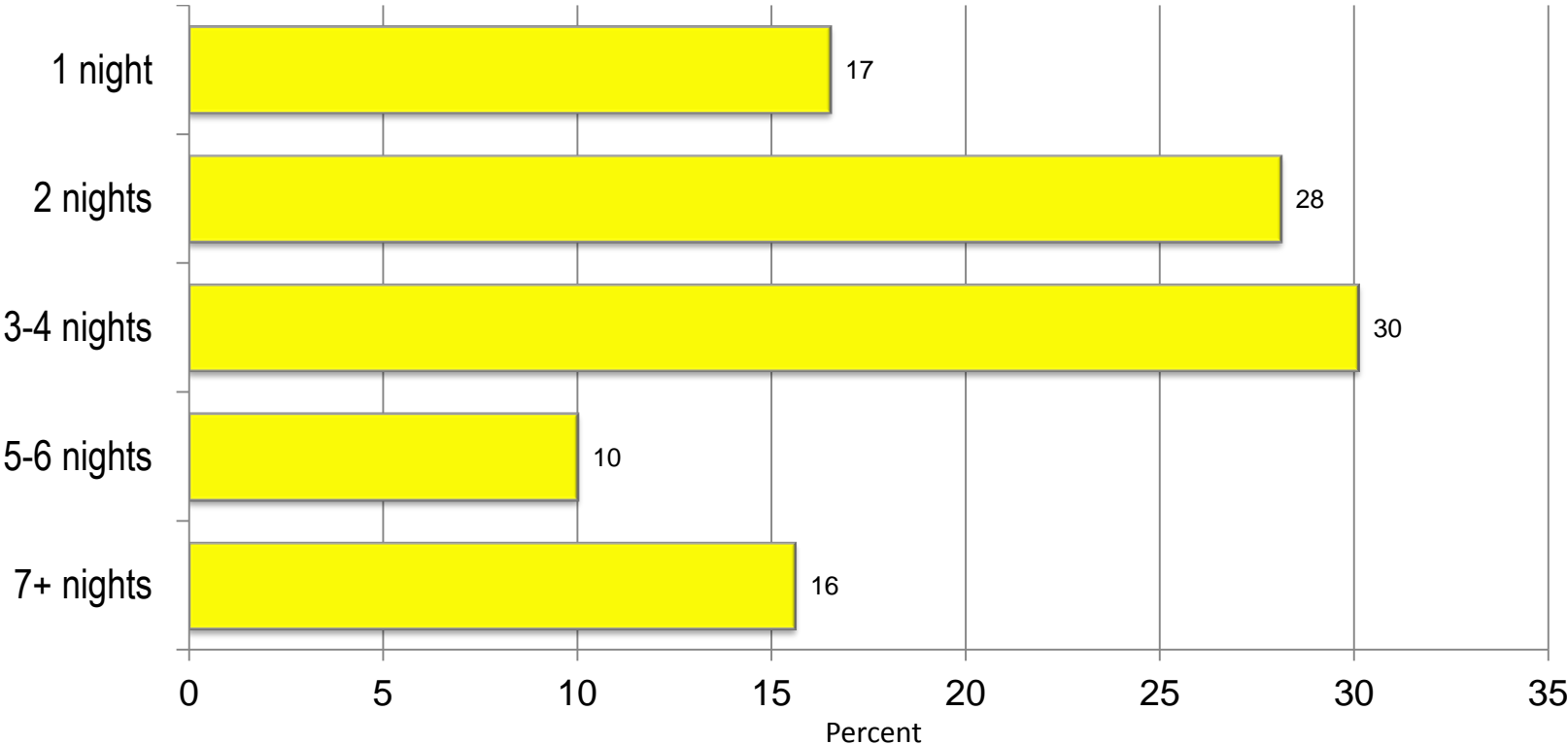


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to the Central Region

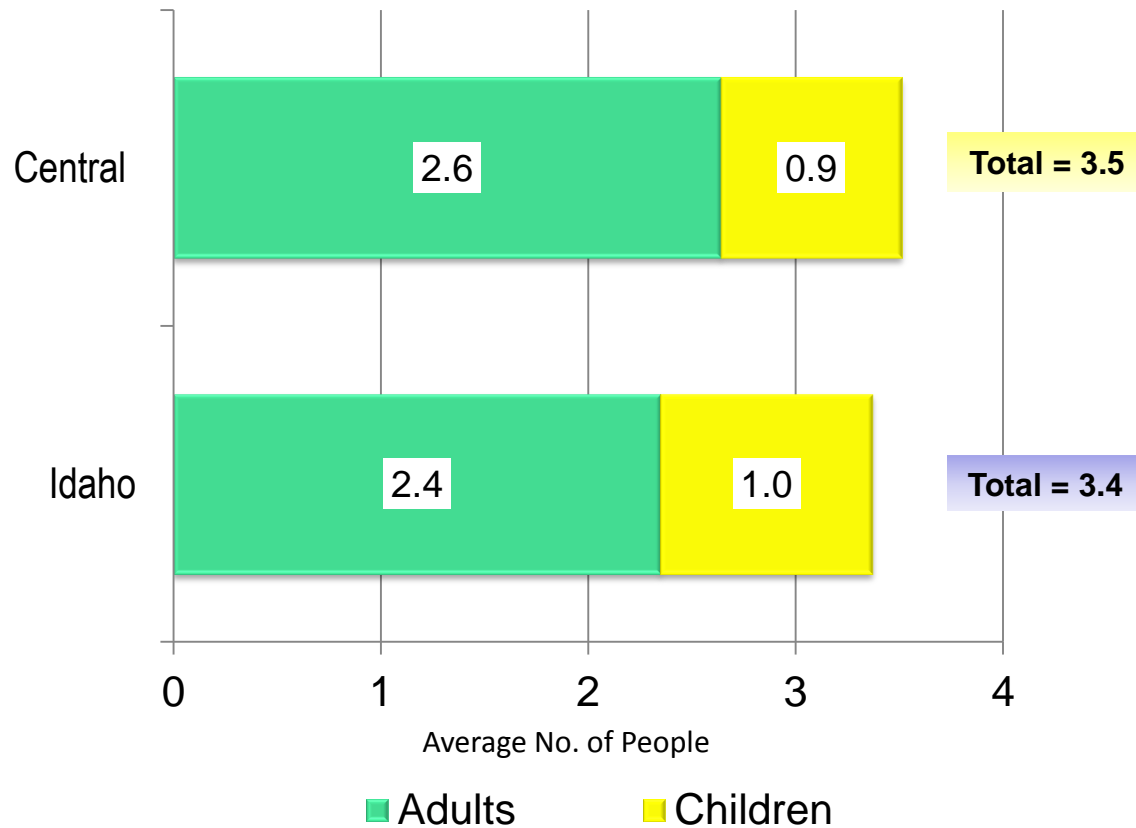
Average Central
= 4.1 Nights



Size of Travel Party



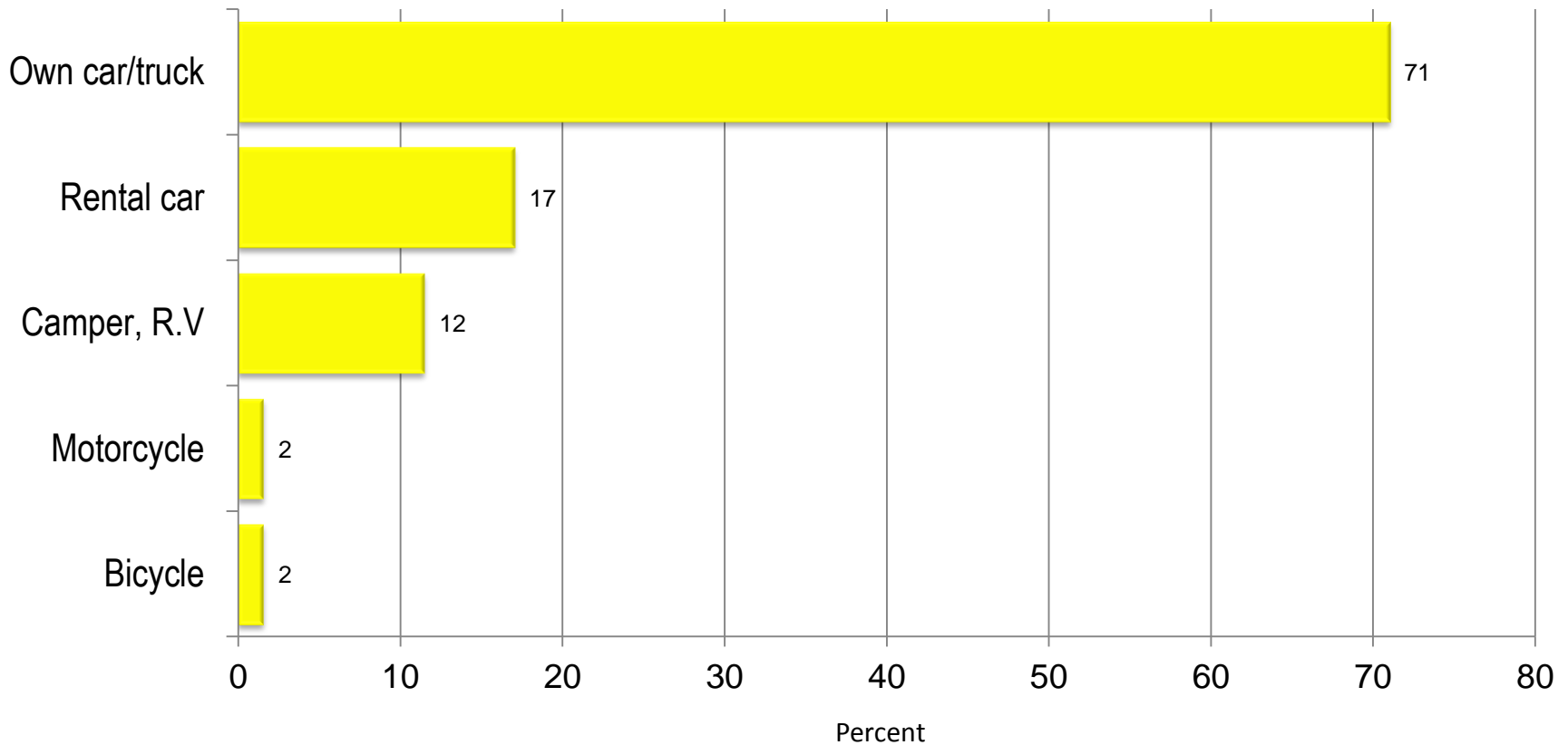
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



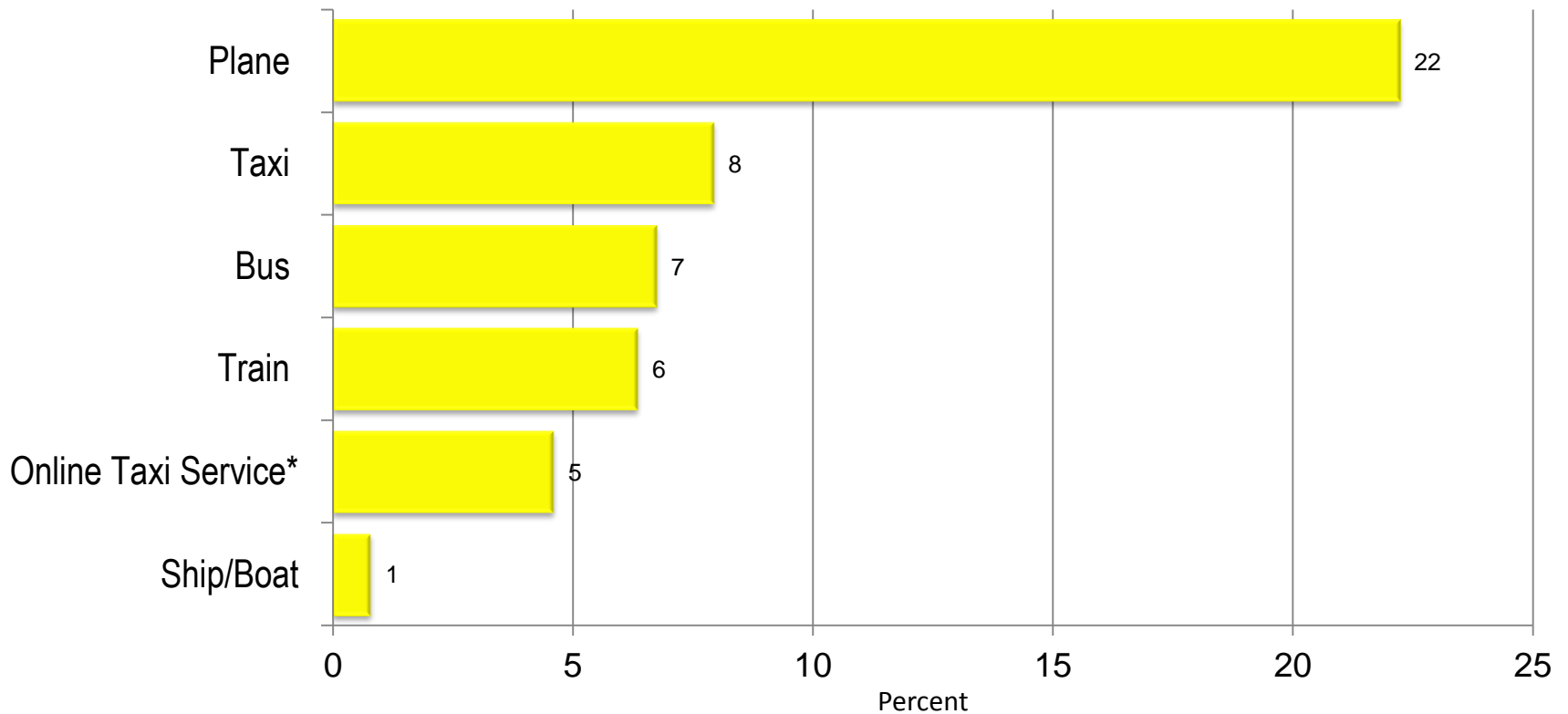
Base: Total Overnight Person-Trips to the Central Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to the Central Region

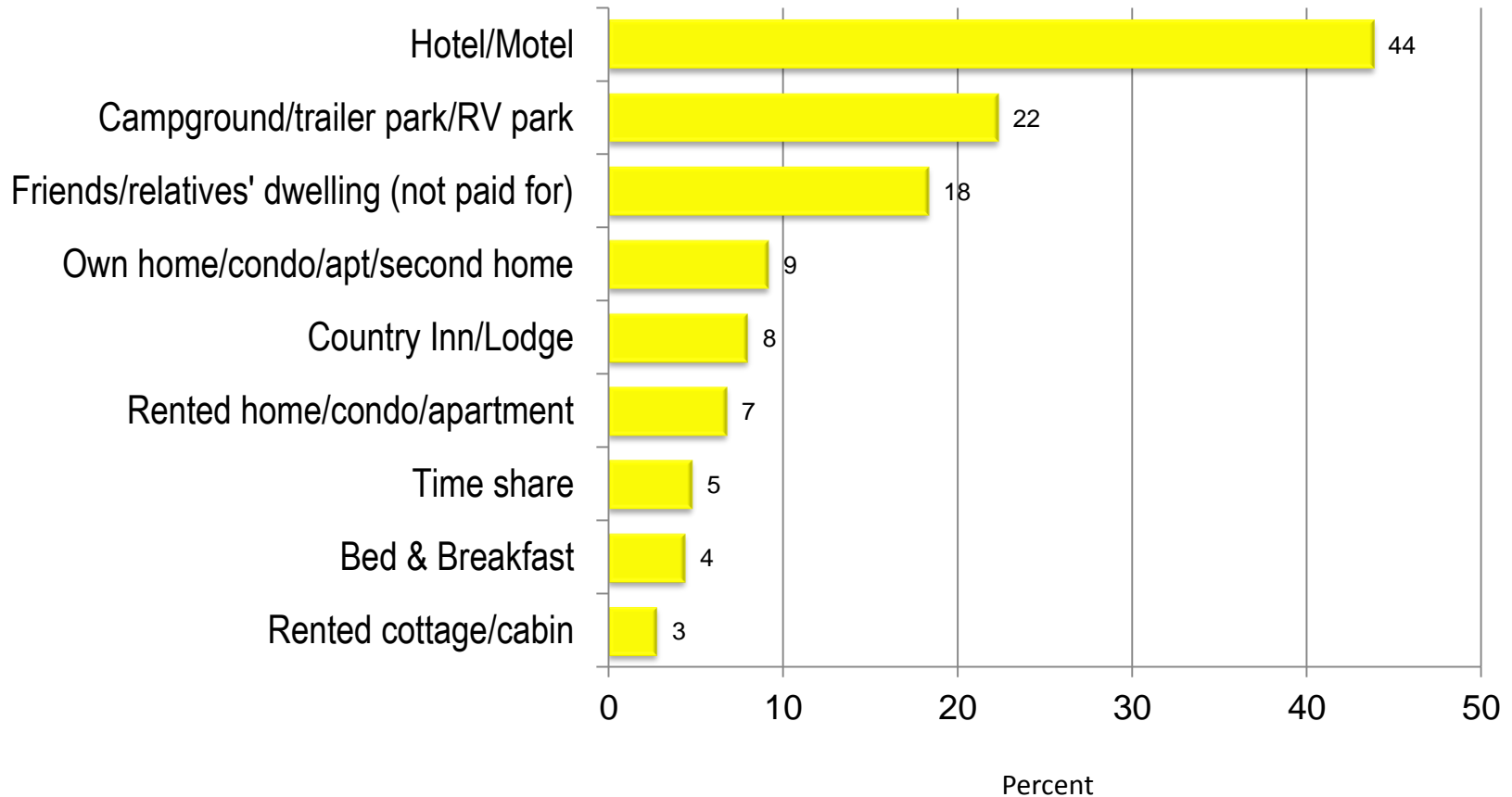


*Category added in 2015, data is from 2015 only

Accommodation – Central



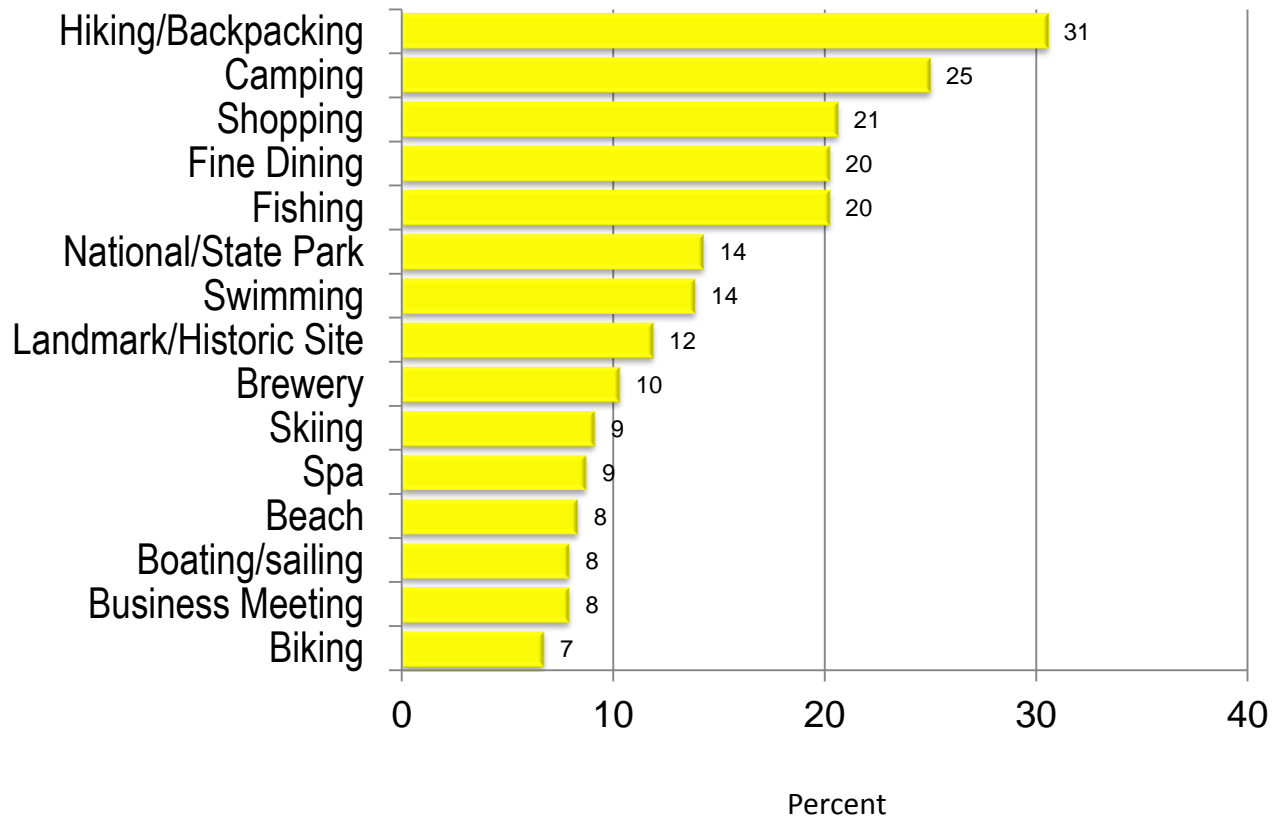
Base: Total Overnight Person-Trips to the Central Region



Activities and Experiences — Central



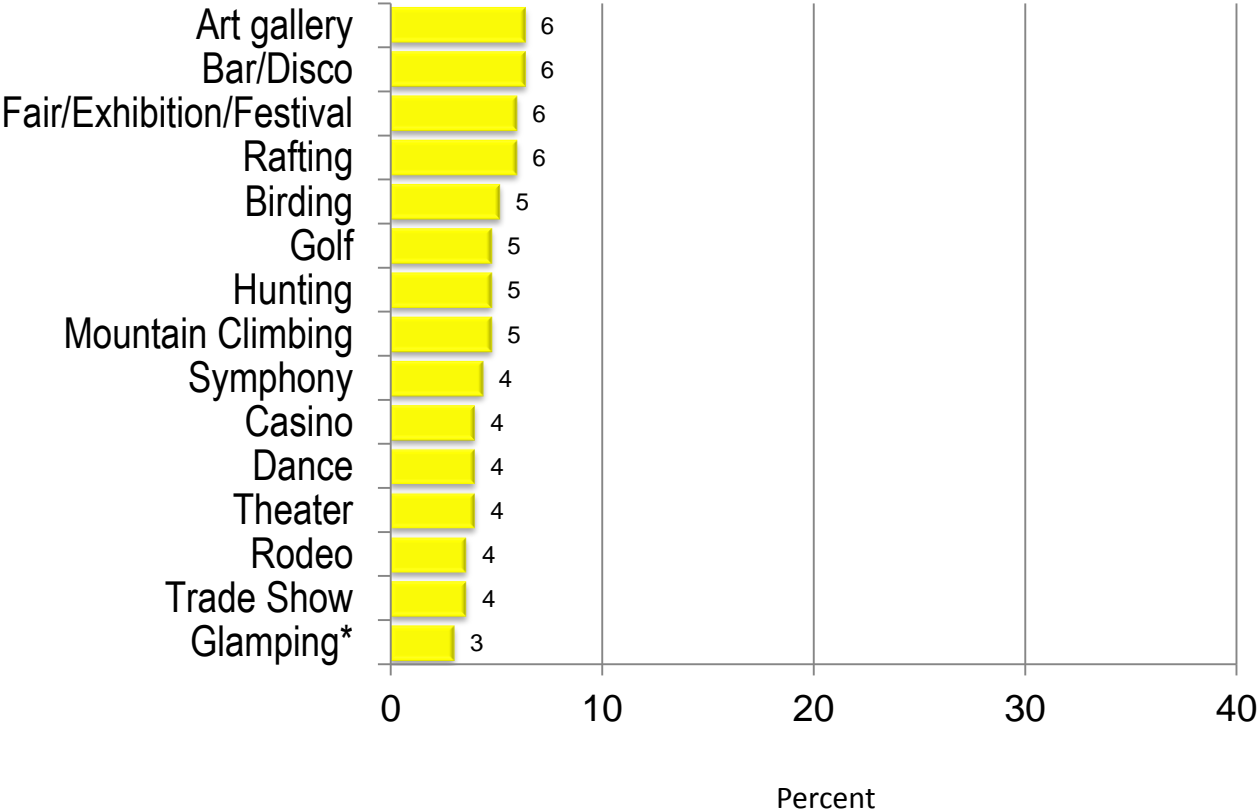
Base: Total Overnight Person-Trips to the Central Region



Activities and Experiences — Central (Cont'd)



Base: Total Overnight Person-Trips to the Central Region

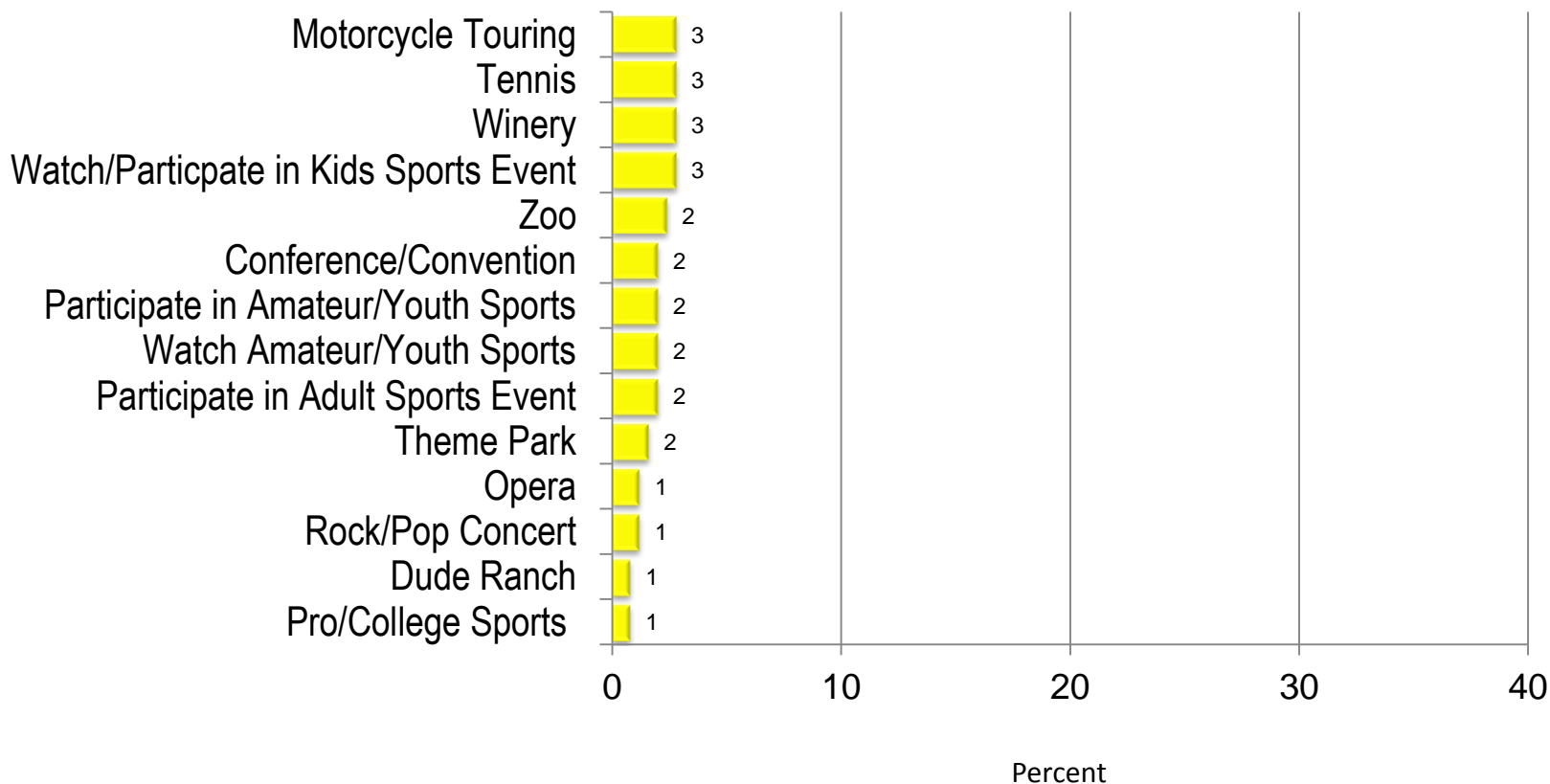


*Category added in 2015, data is from 2015 only

Activities and Experiences — Central (Cont'd)



Base: Total Overnight Person-Trips to the Central Region



Activities of Special Interest - Central



Base: Total Overnight Person-Trips to the Central Region



*Category added in 2015, data is from 2015 only



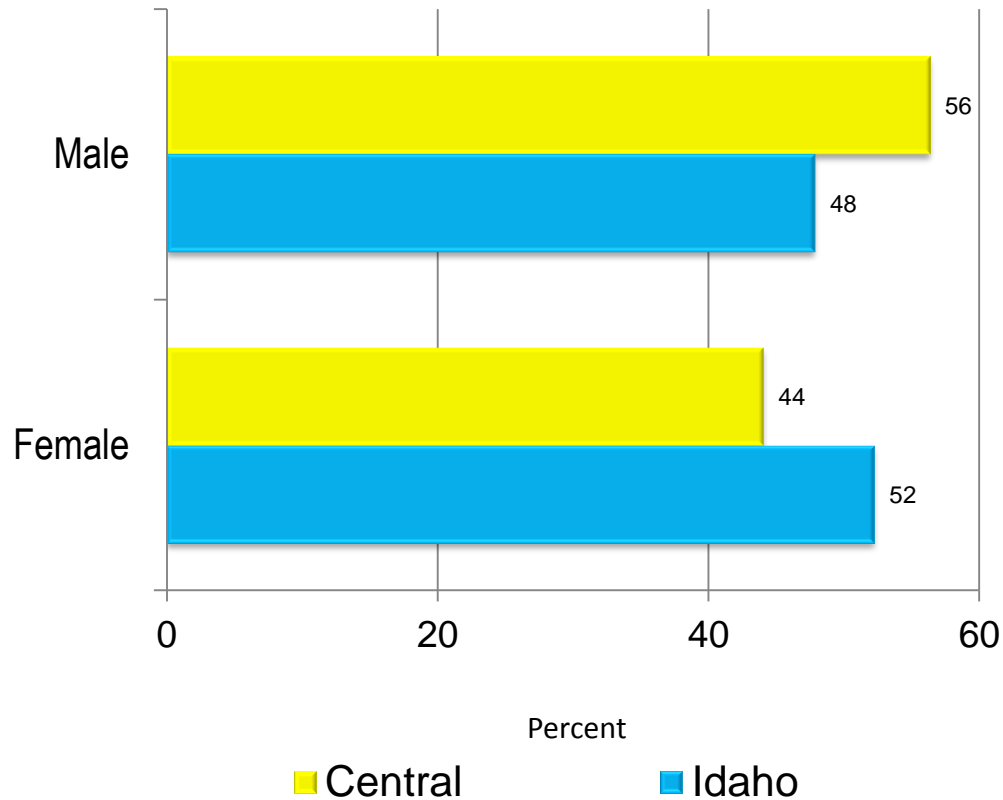
Demographic Profile Of Idaho Visitors

- Central Region

Gender – Central



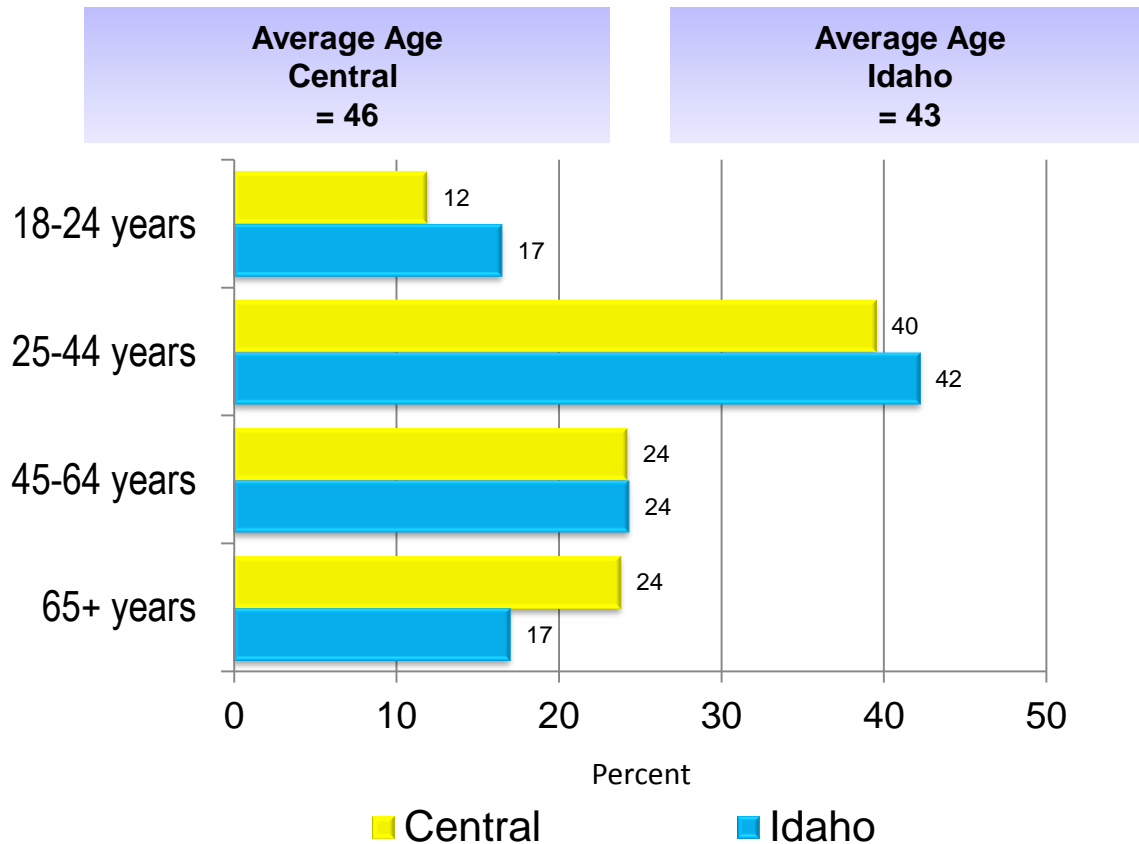
Base: Total Overnight Person-Trips to Idaho



Age – Central



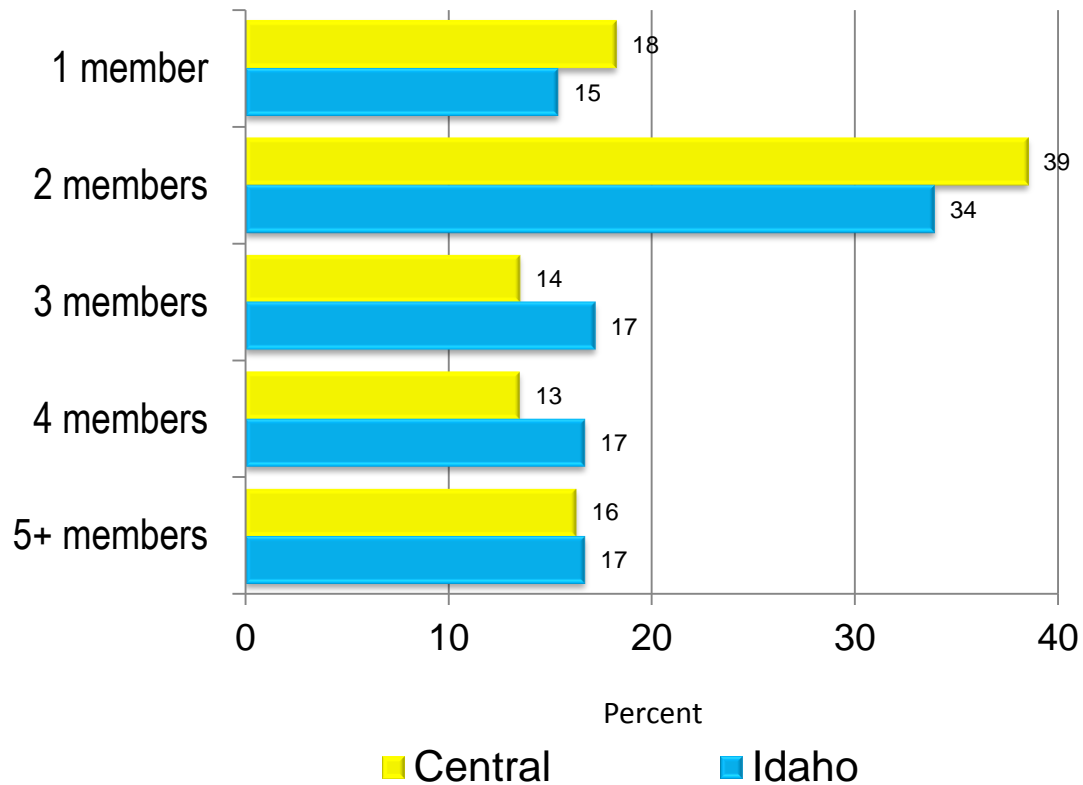
Base: Total Overnight Person-Trips to Idaho



Household Size — Central



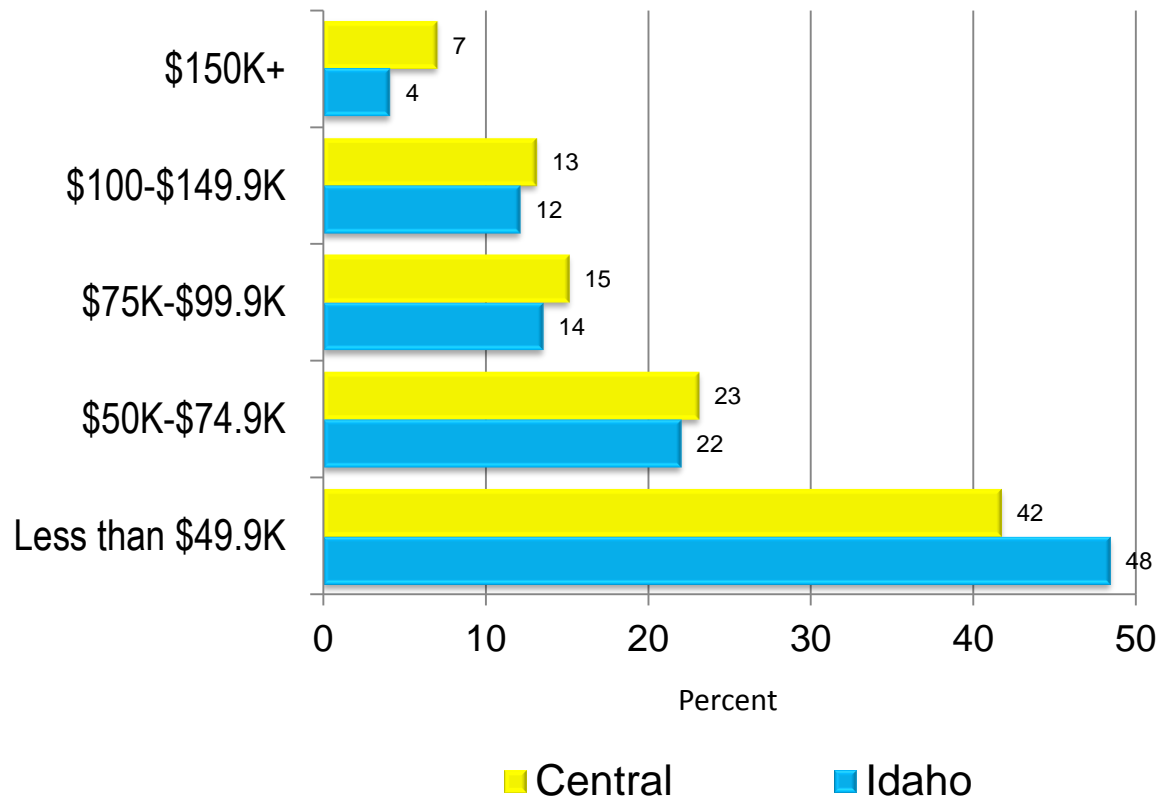
Base: Total Overnight Person-Trips to Idaho



Household Income – Central



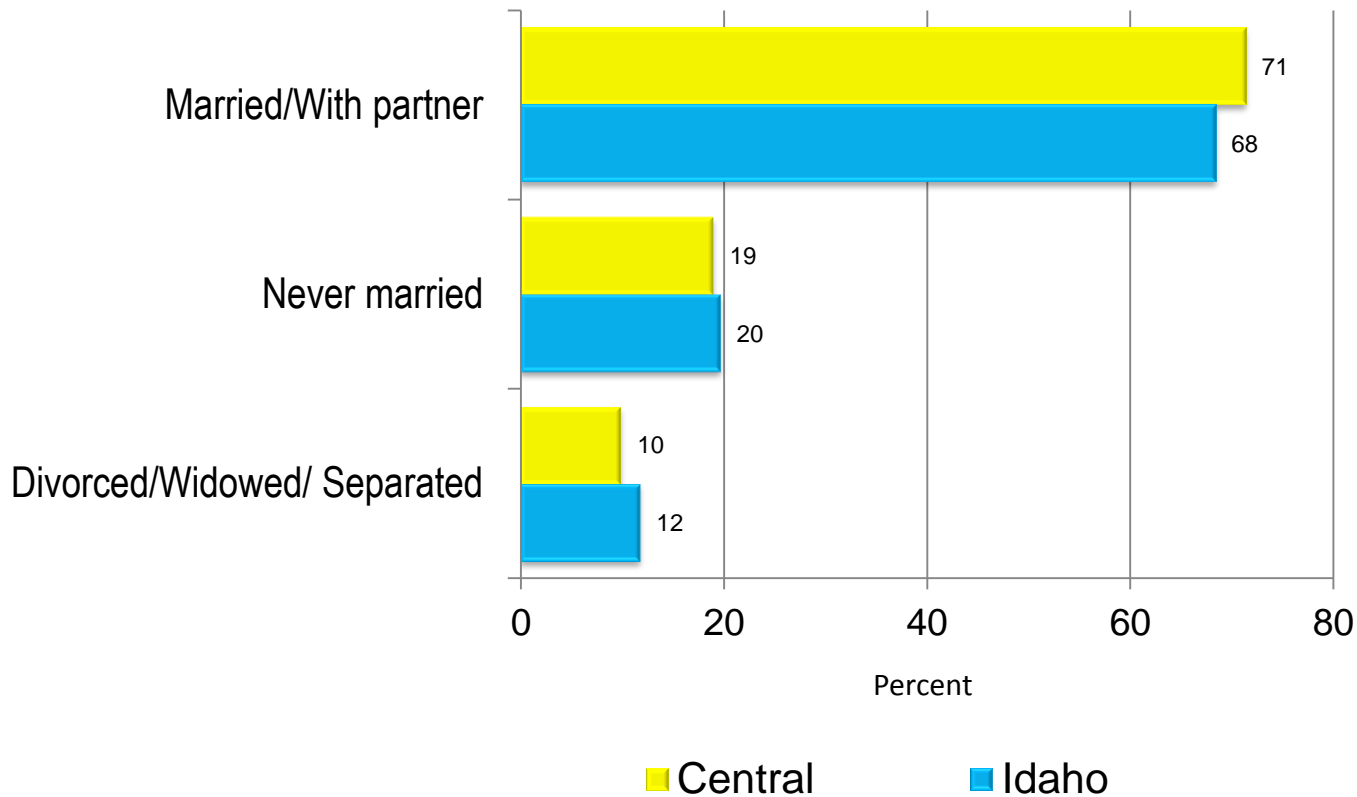
Base: Total Overnight Person-Trips to Idaho



Marital Status – Central



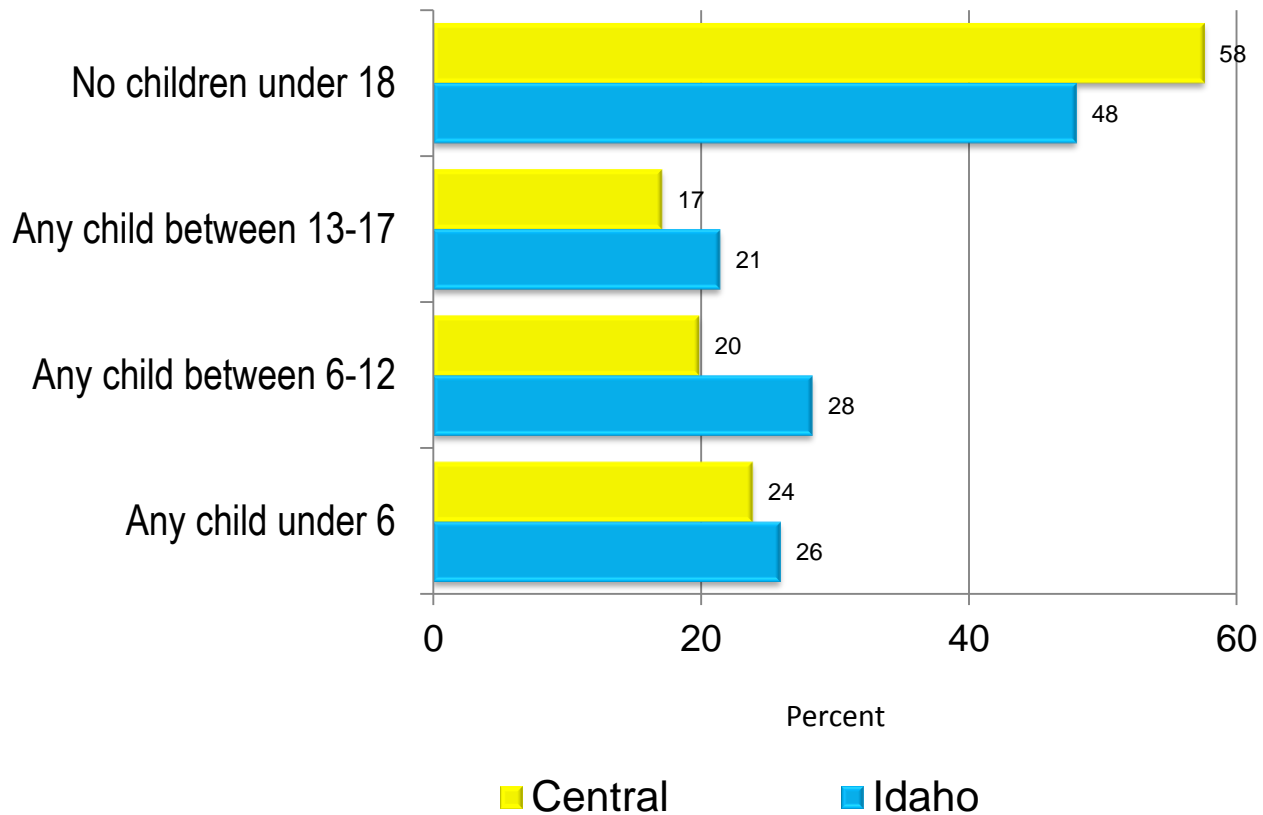
Base: Total Overnight Person-Trips to Idaho



Children in Household – Central



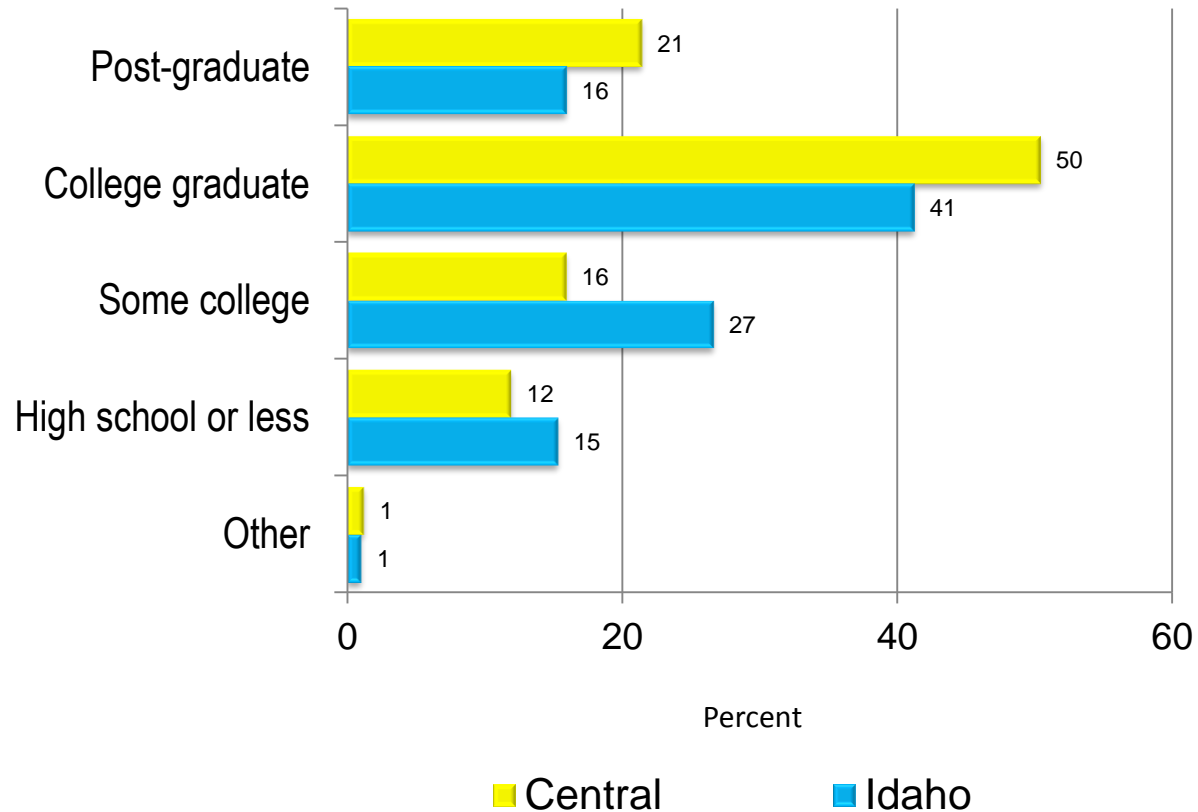
Base: Total Overnight Person-Trips to Idaho



Education – Central



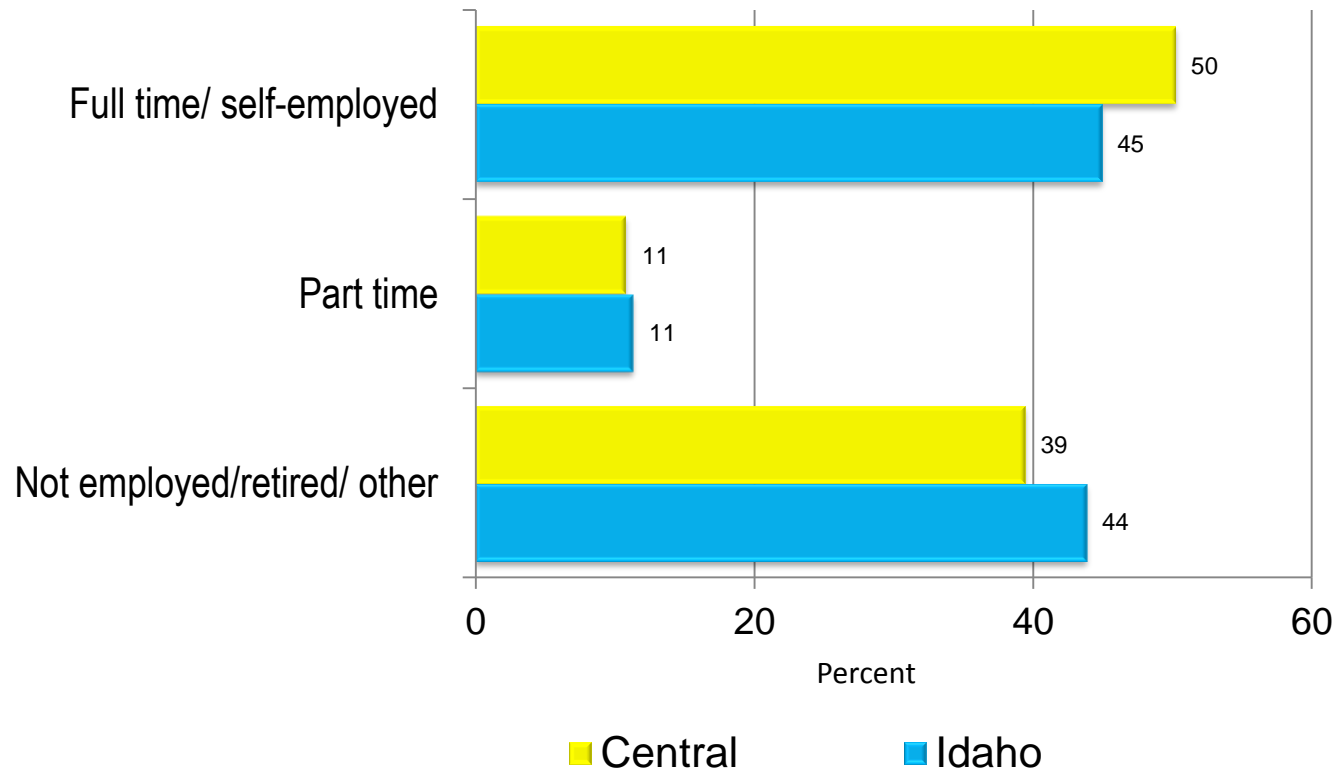
Base: Total Overnight Person-Trips to Idaho



Employment – Central



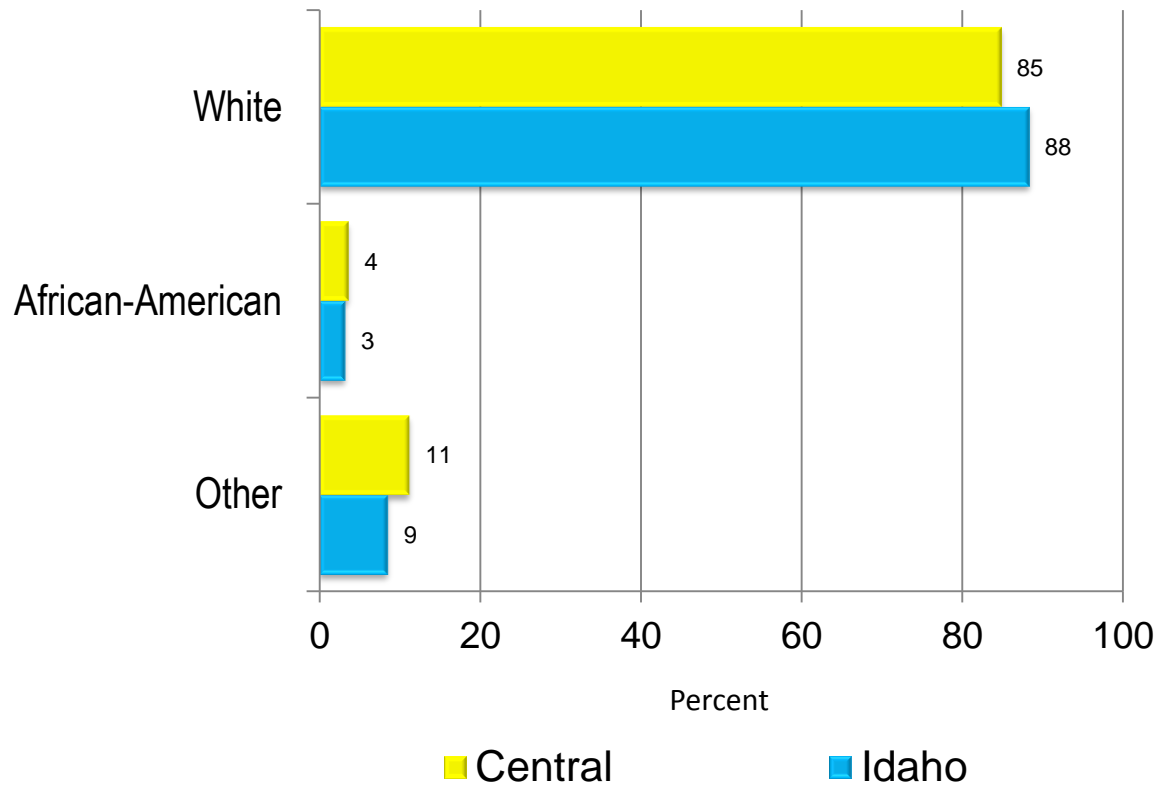
Base: Total Overnight Person-Trips to Idaho



Race – Central



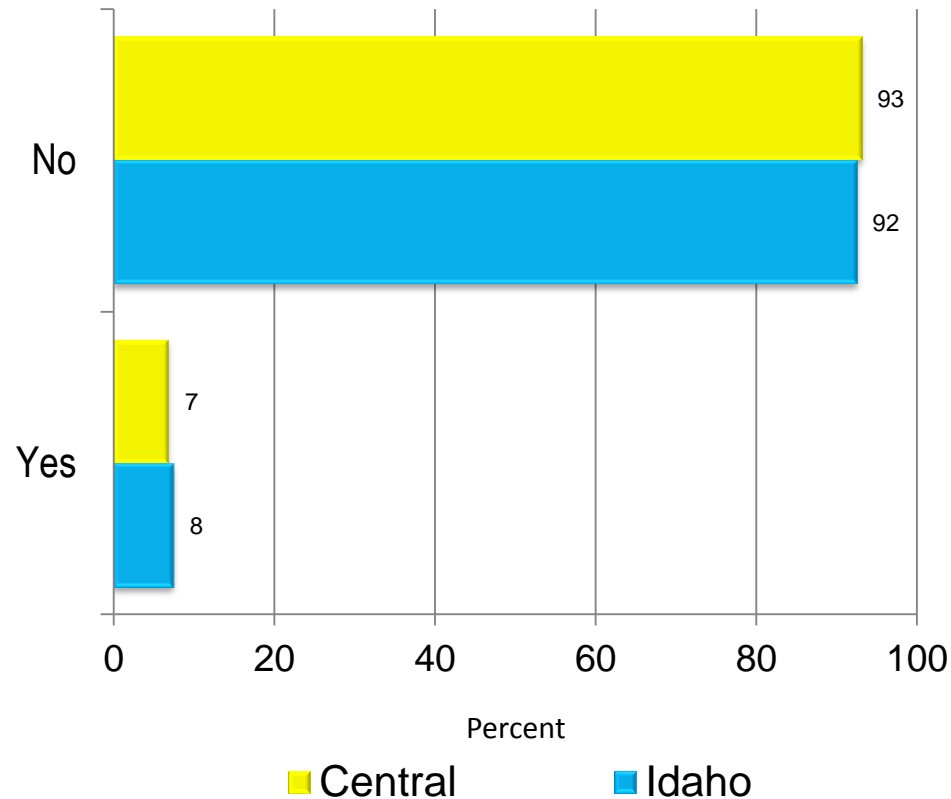
Base: Total Overnight Person-Trips to Idaho



Hispanic Background – Central



Base: Total Overnight Person-Trips to Idaho



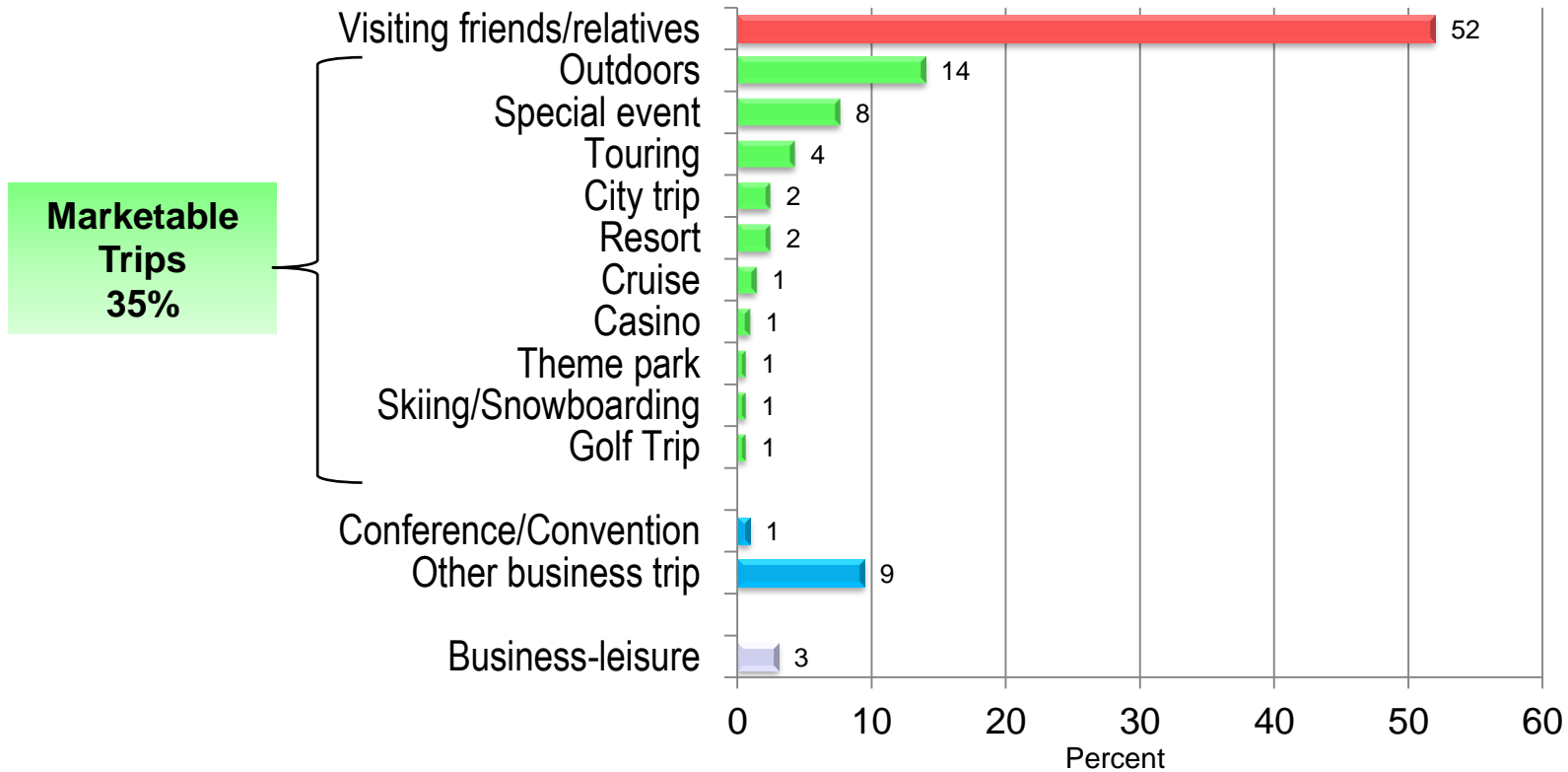


Eastern Region

Main Purpose of Trip – Eastern Region



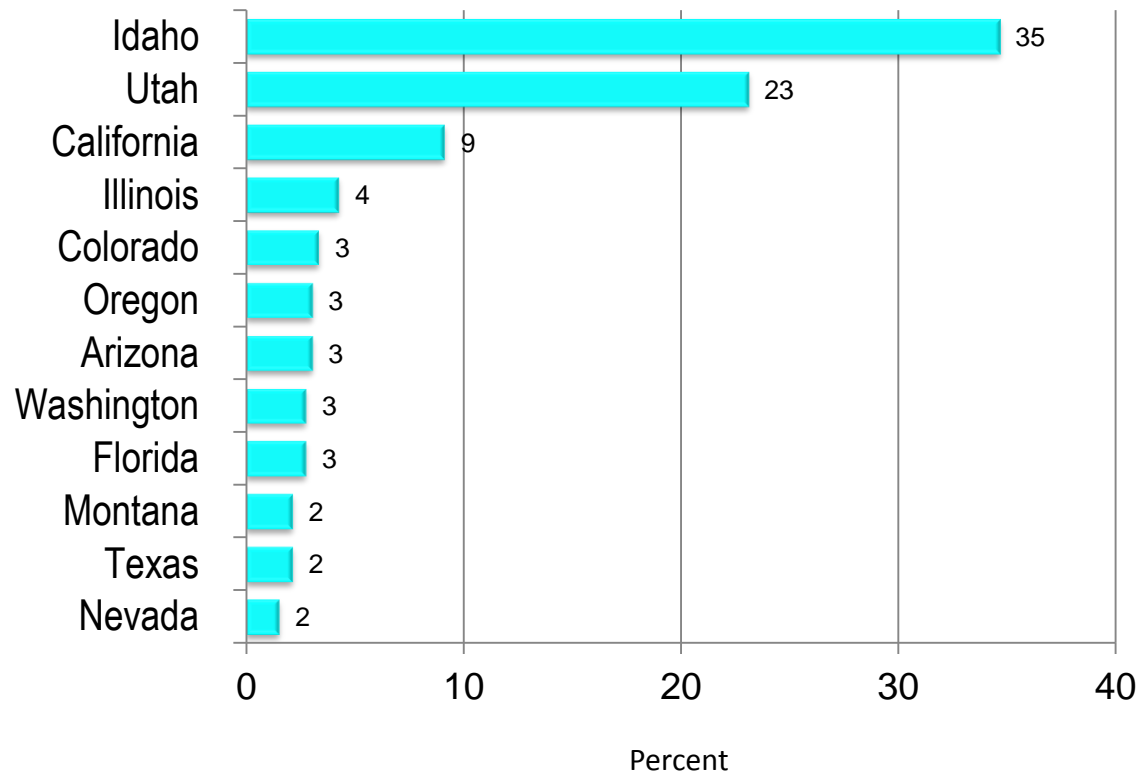
Base: Total Overnight Person-Trips to the Eastern Region



State Origin Of Overnight Trip — Eastern



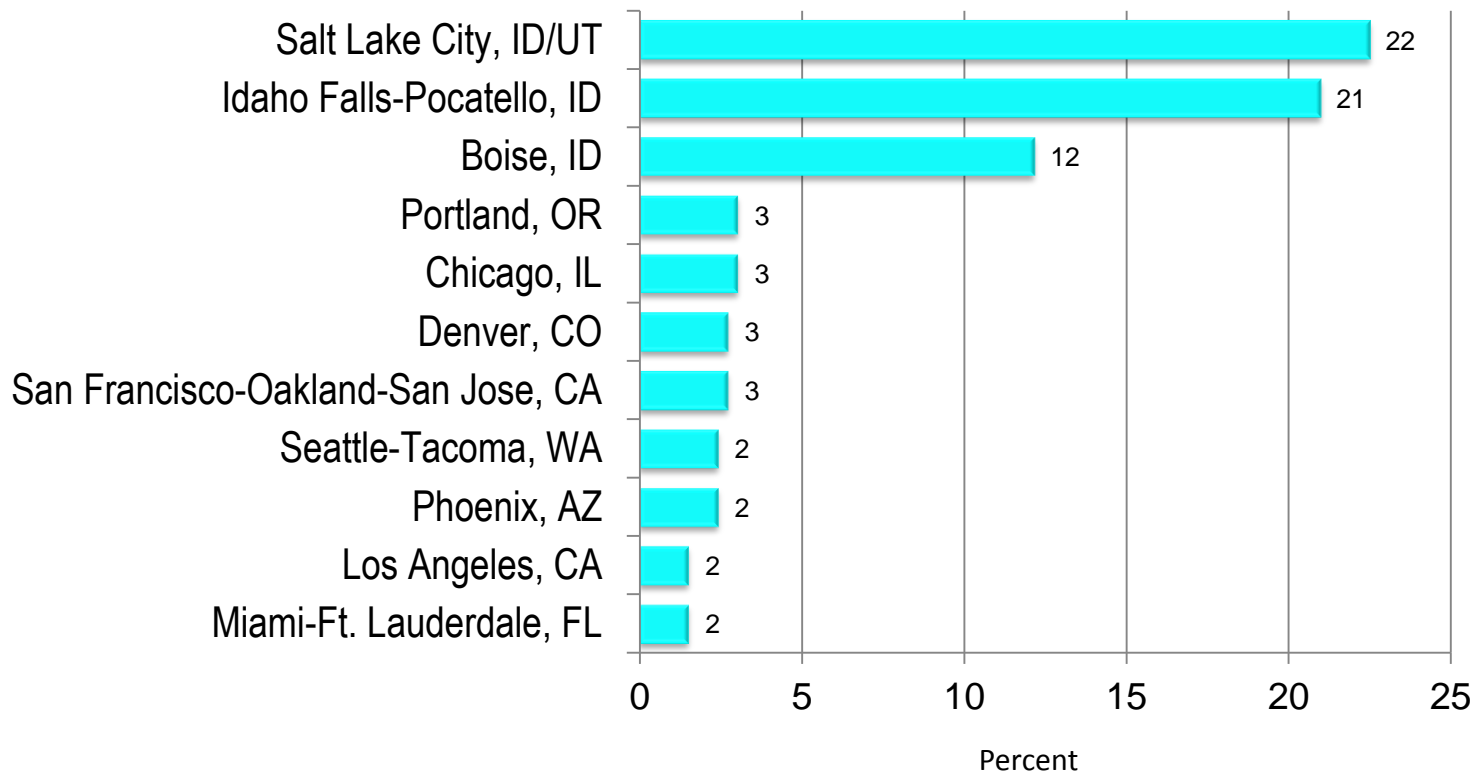
Base: Total Overnight Person-Trips to the Eastern Region



DMA Origin Of Overnight Trip — Eastern



Base: Total Overnight Person-Trips to the Eastern Region





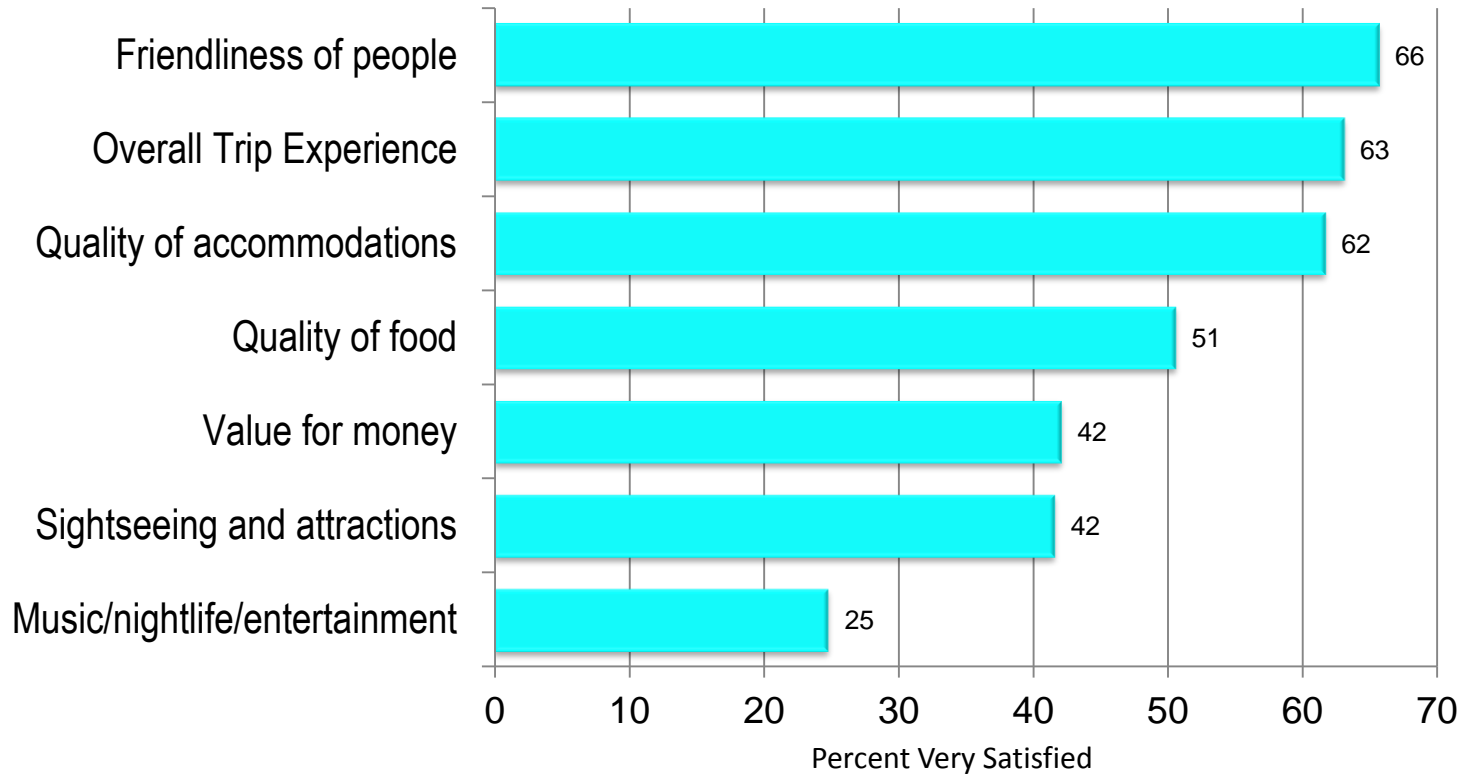
Overnight Trip Characteristics by Region

Satisfaction with Trip*

% Very Satisfied – Eastern



Base: Total Overnight Person-Trips to the Eastern Region

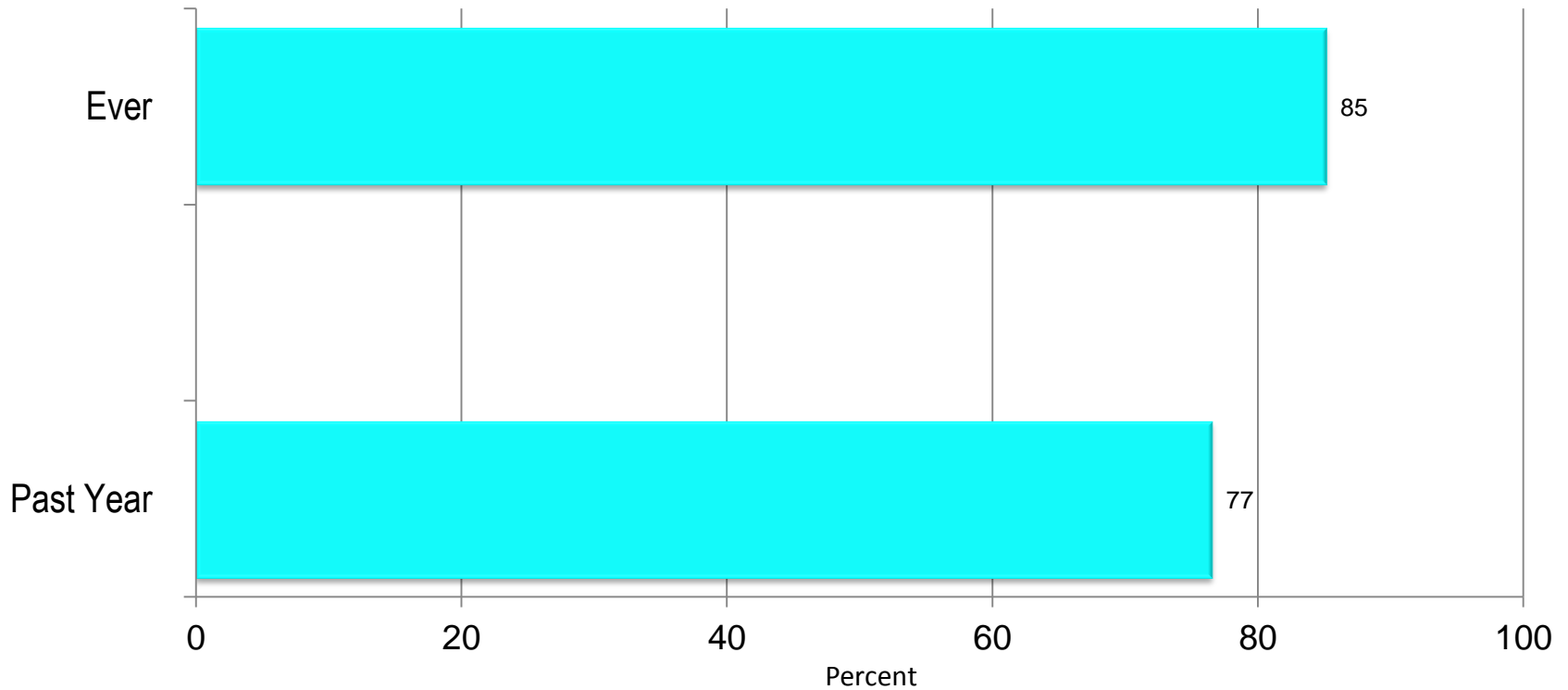


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to the Eastern Region

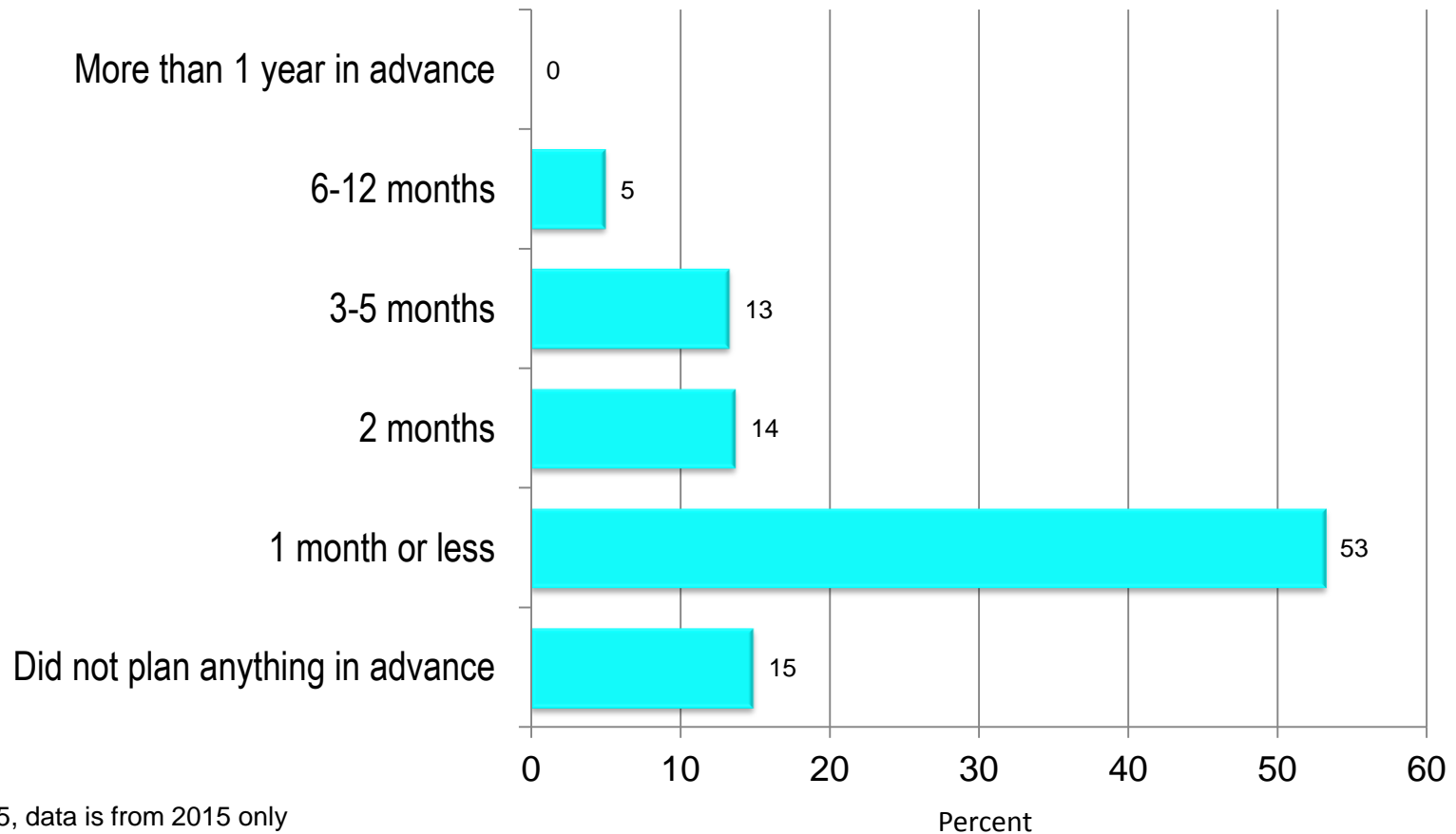


*New in 2015, data is from 2015 only

Length of Trip Planning* — Eastern



Base: Total Overnight Person-Trips to the Eastern Region

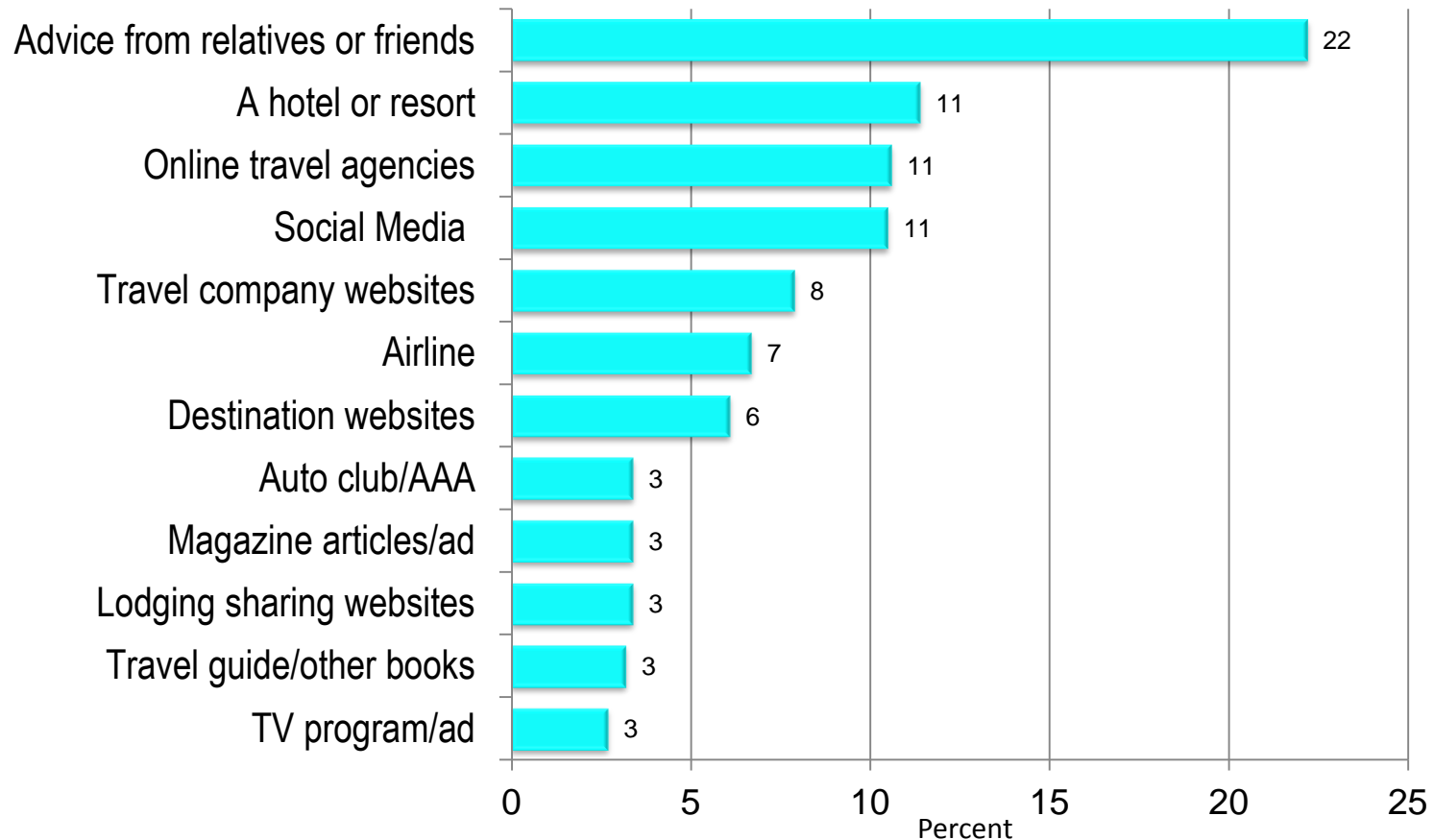


*New in 2015, data is from 2015 only

Trip Planning Information Sources* — Eastern



Base: Total Overnight Person-Trips to the Eastern Region

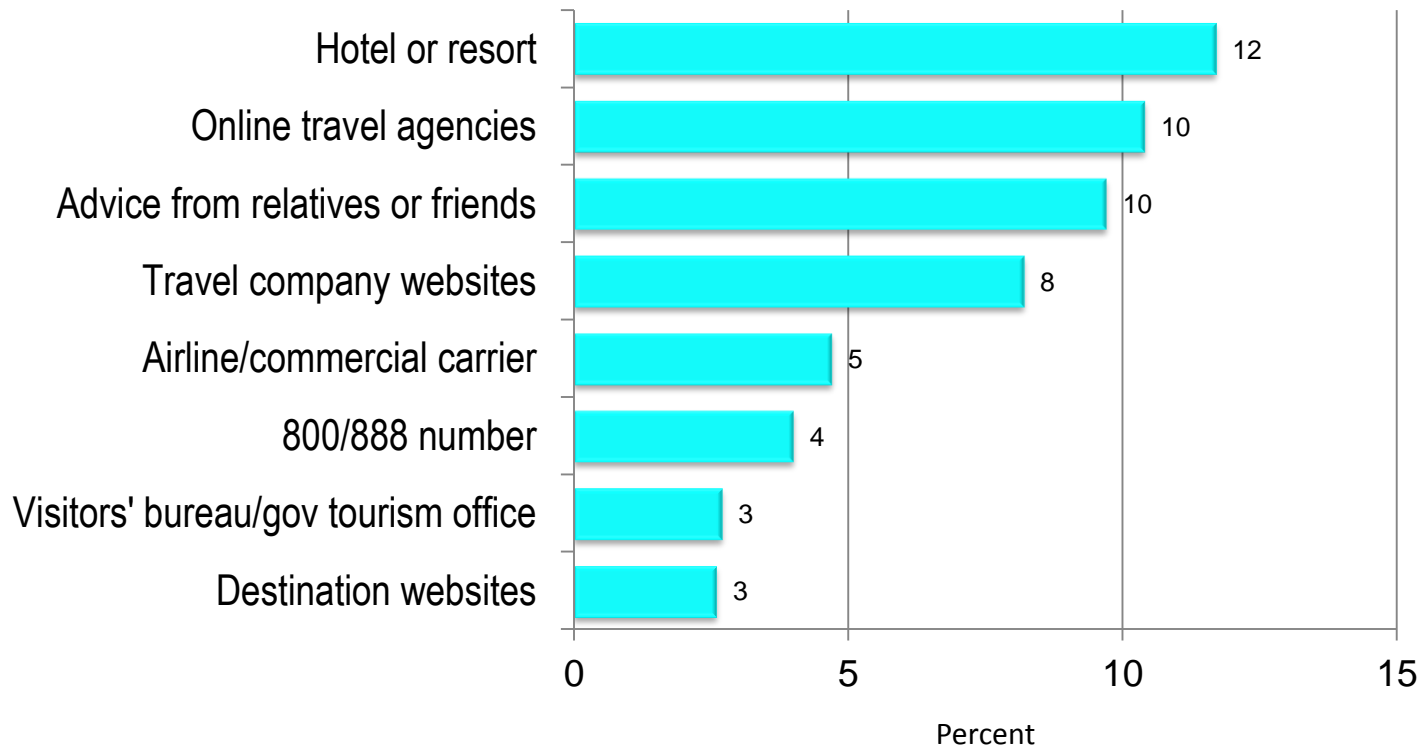


*New in 2015, data is from 2015 only

Method of Booking Trip* – Eastern



Base: Total Overnight Person-Trips to the Eastern Region

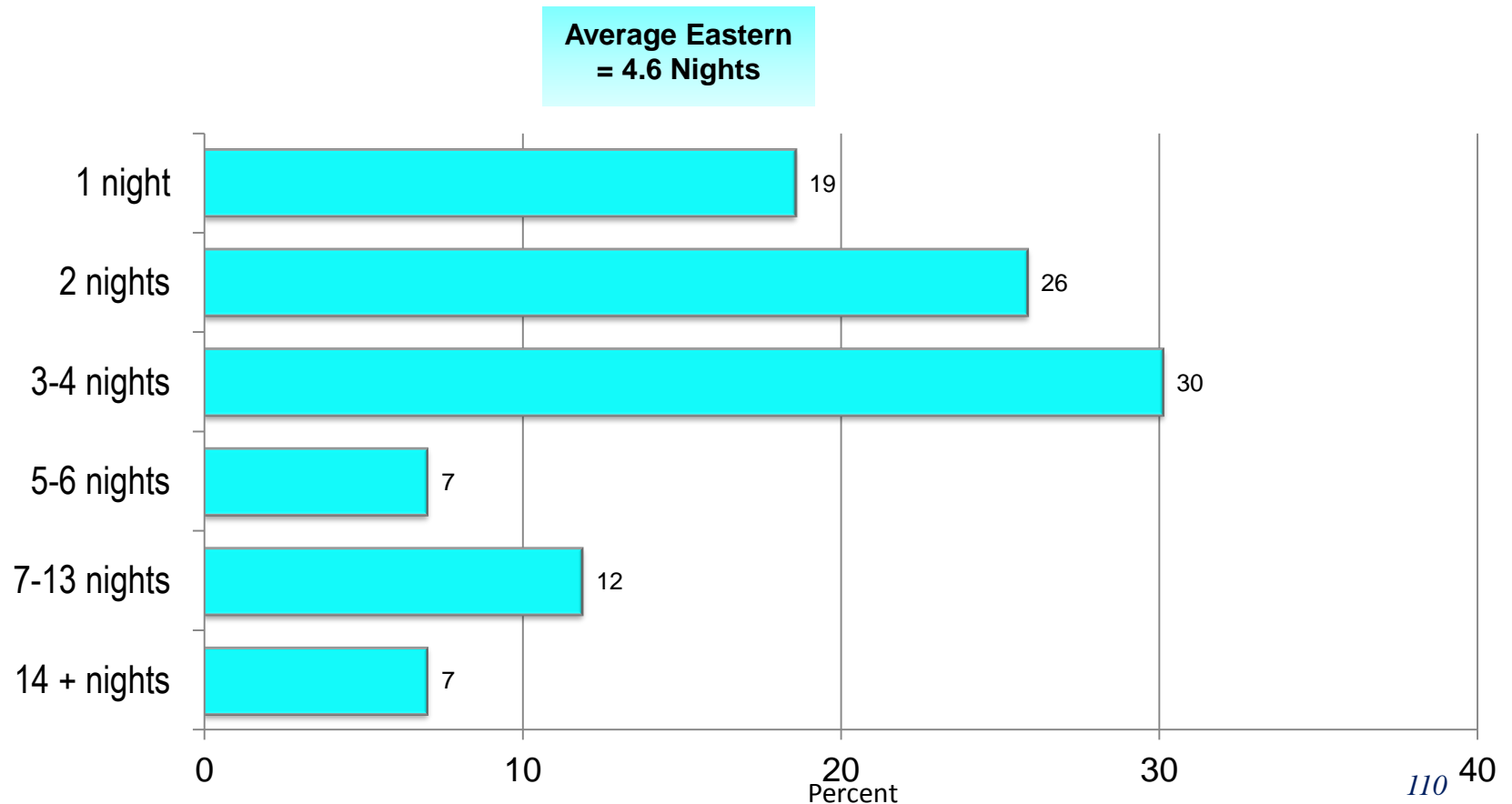


*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to the Eastern Region

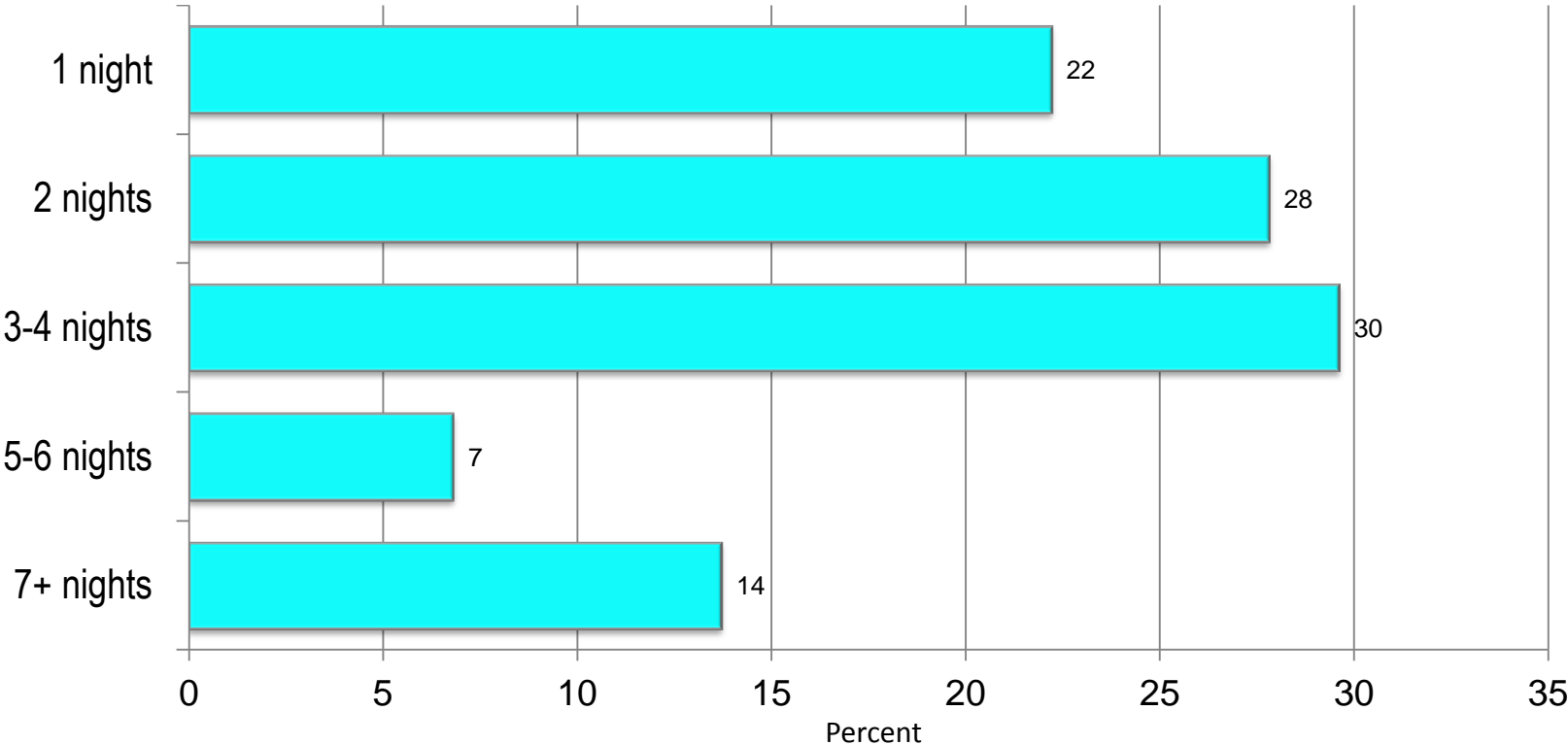


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to the Eastern Region

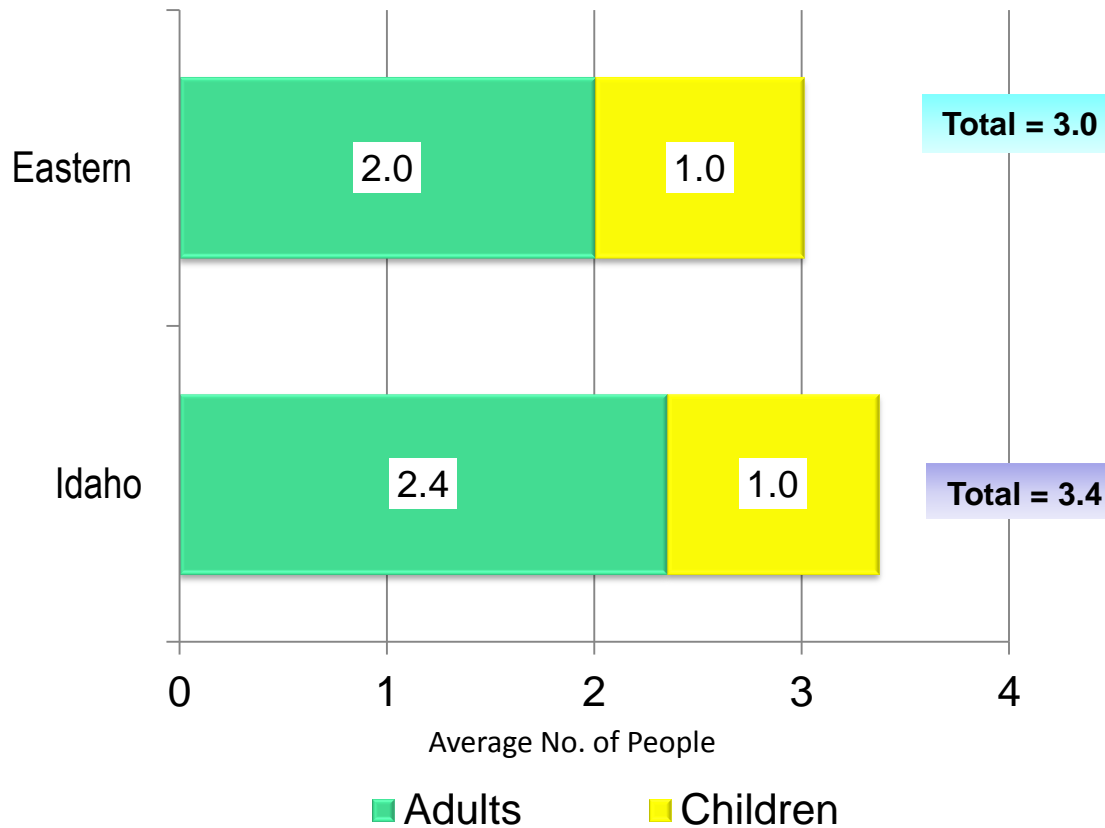
Average Eastern
= 4.0 Nights



Size of Travel Party



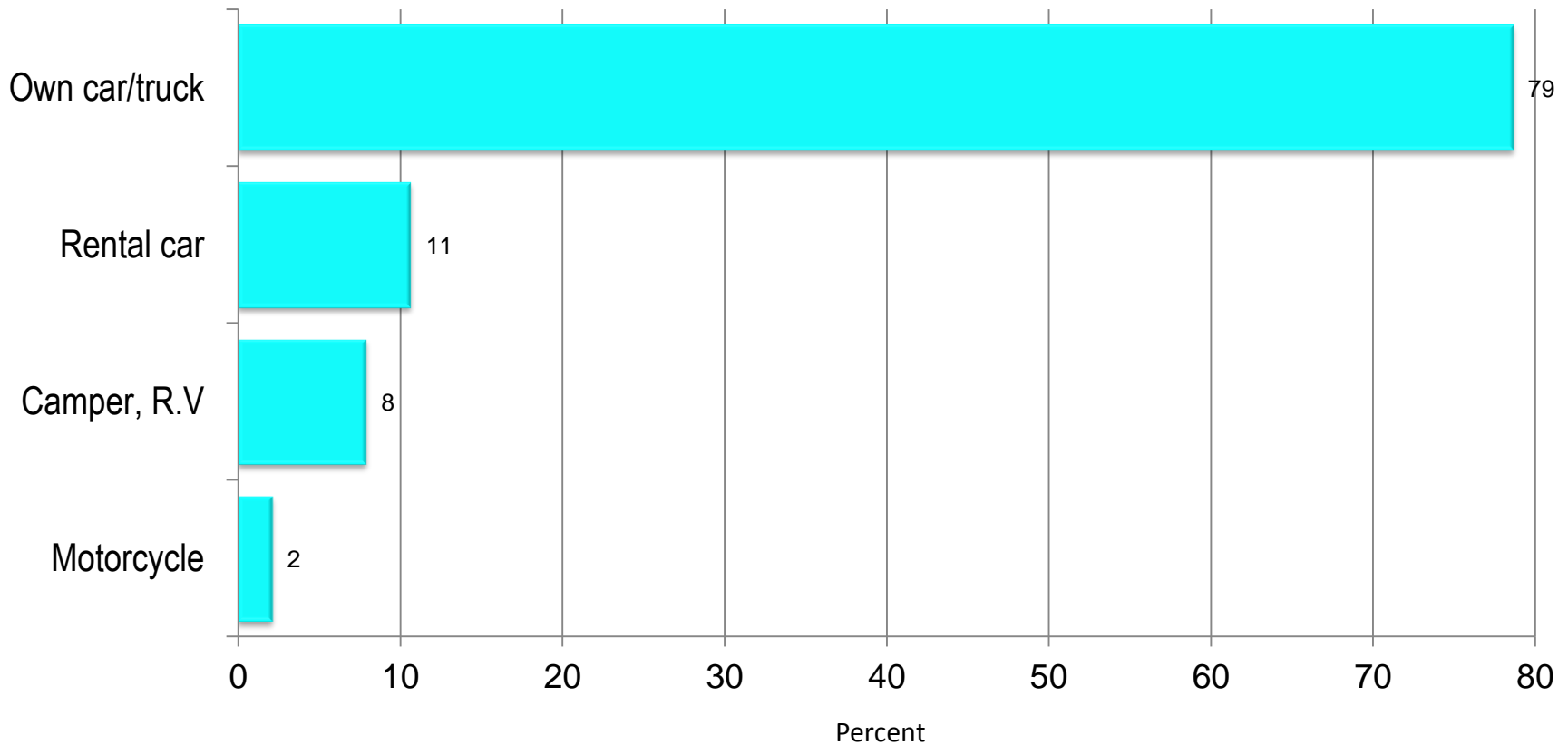
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



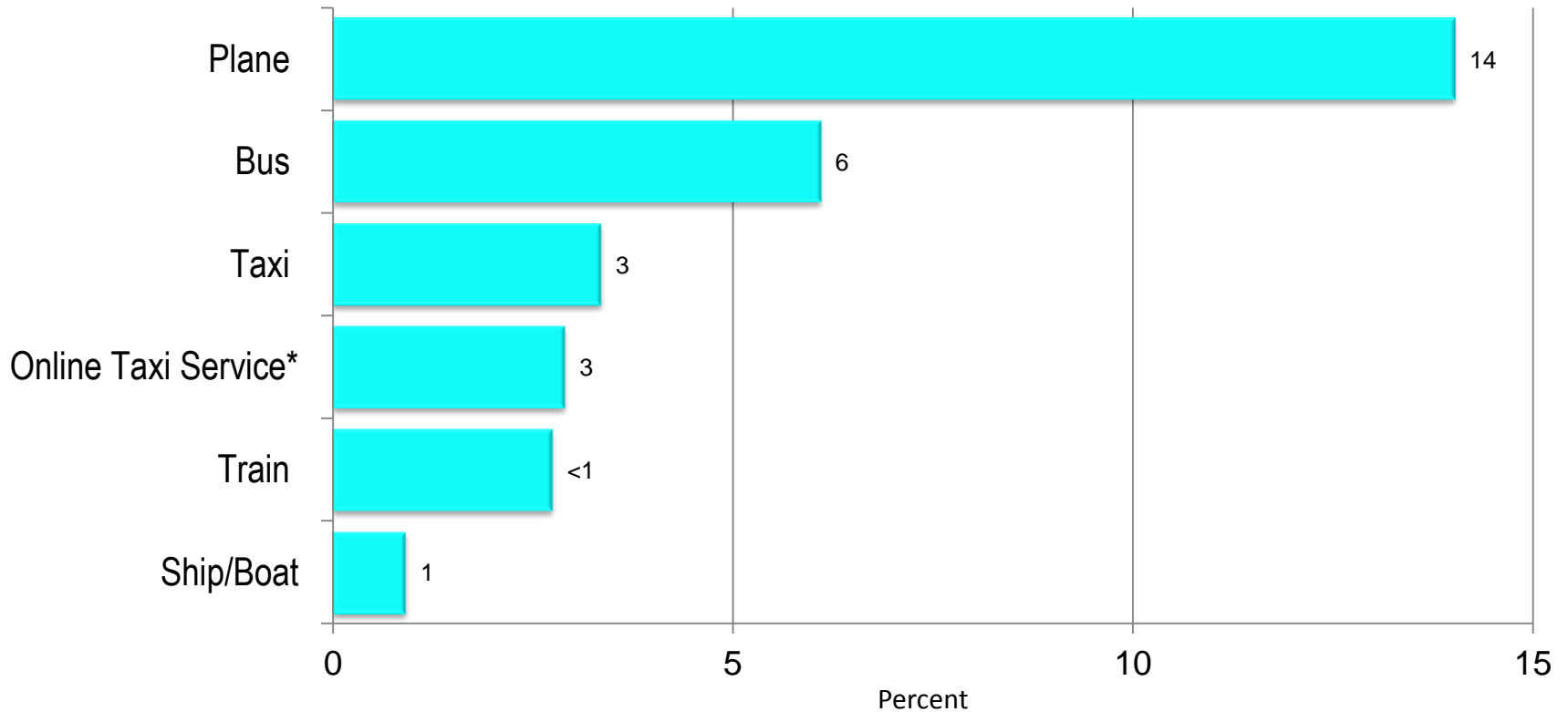
Base: Total Overnight Person-Trips to the Eastern Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to the Eastern Region

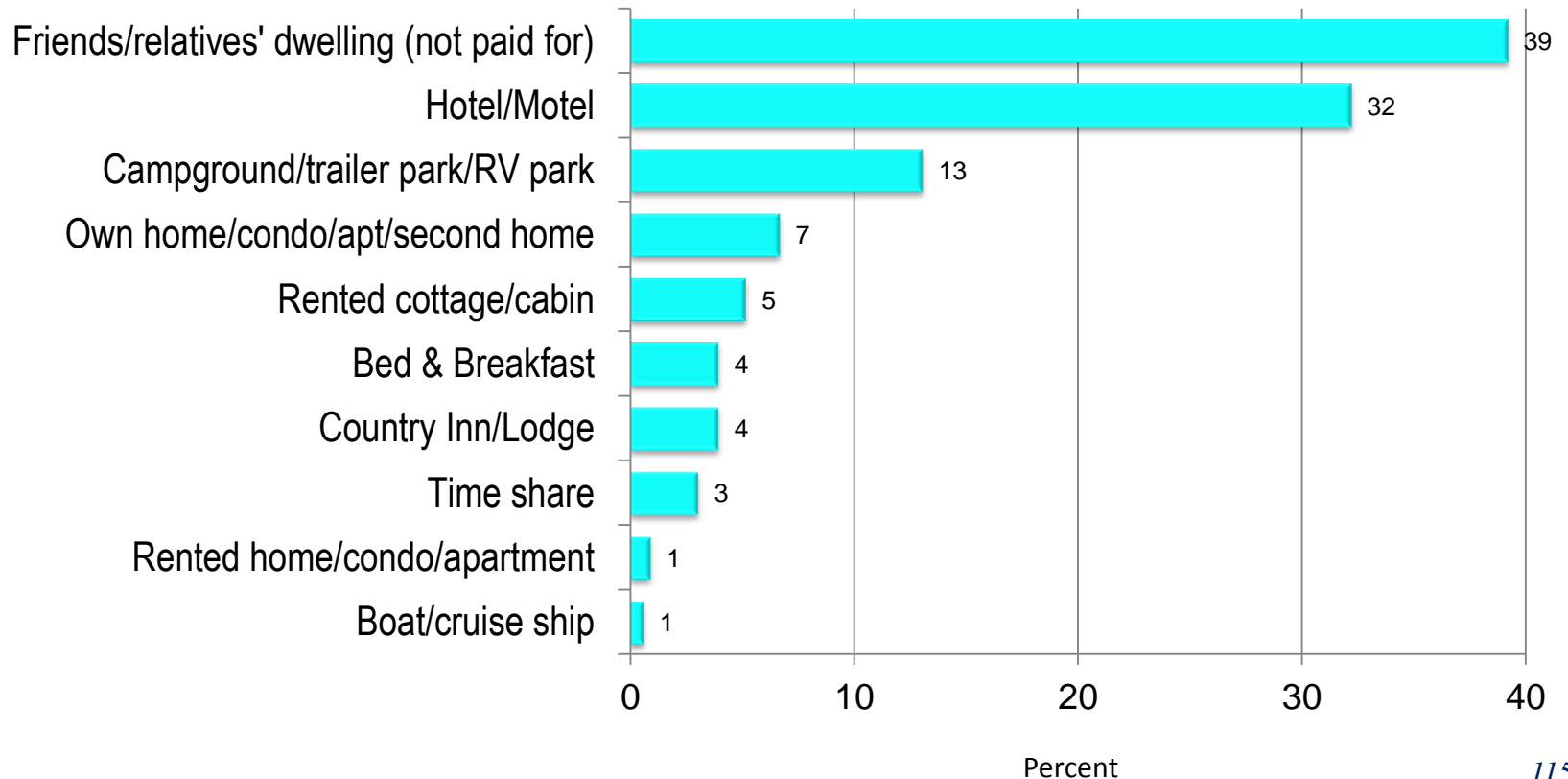


*Category added in 2015, data is from 2015 only

Accommodation – Eastern



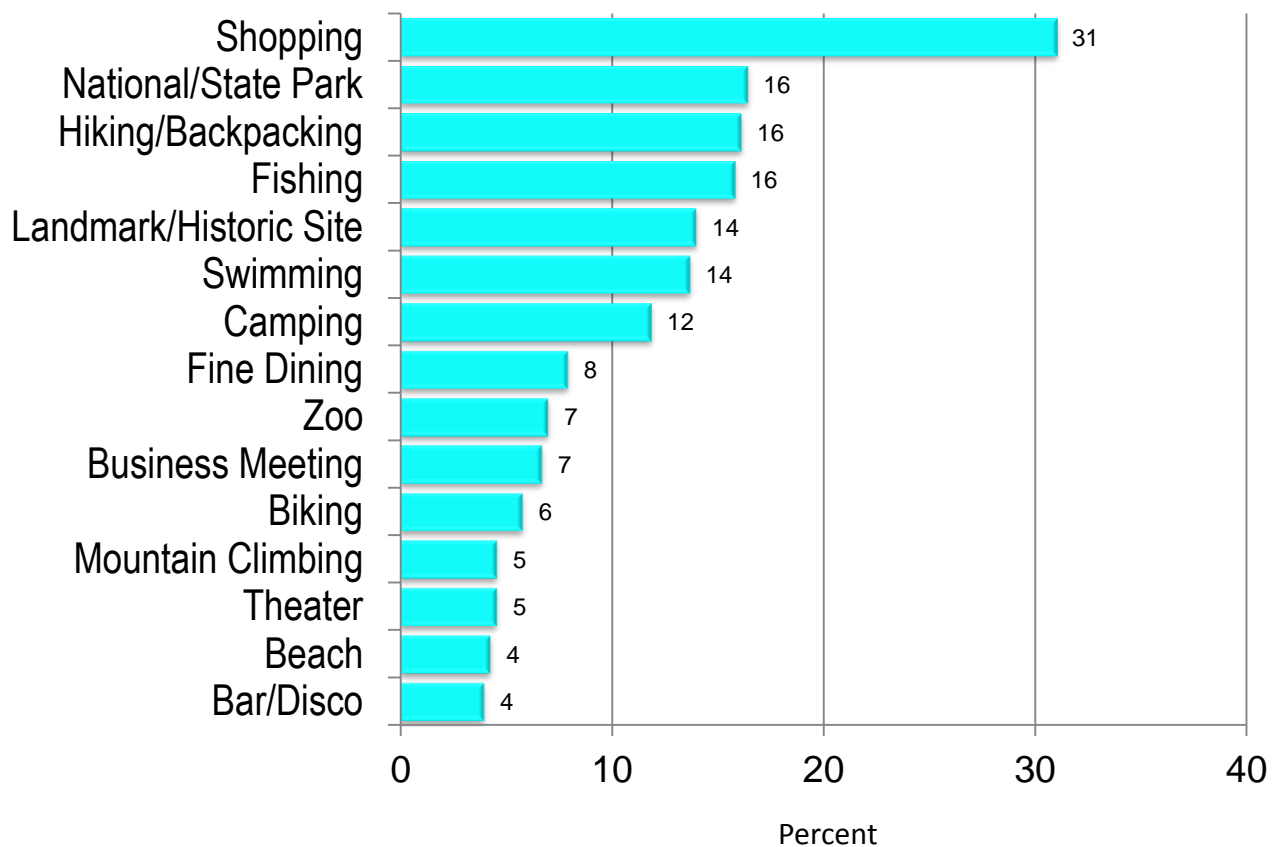
Base: Total Overnight Person-Trips to the Eastern Region



Activities and Experiences — Eastern



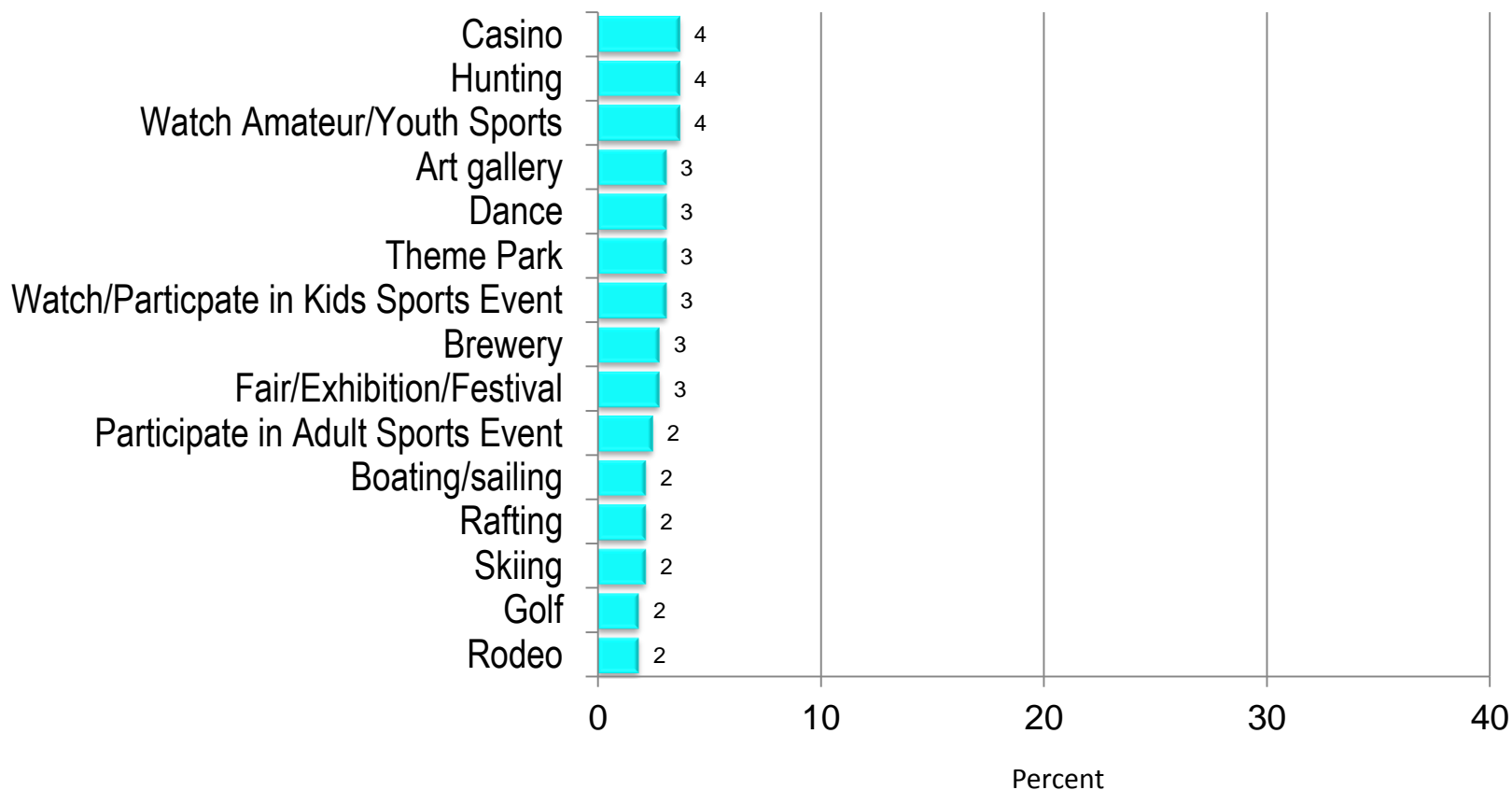
Base: Total Overnight Person-Trips to the Eastern Region



Activities and Experiences — Eastern (Cont'd)



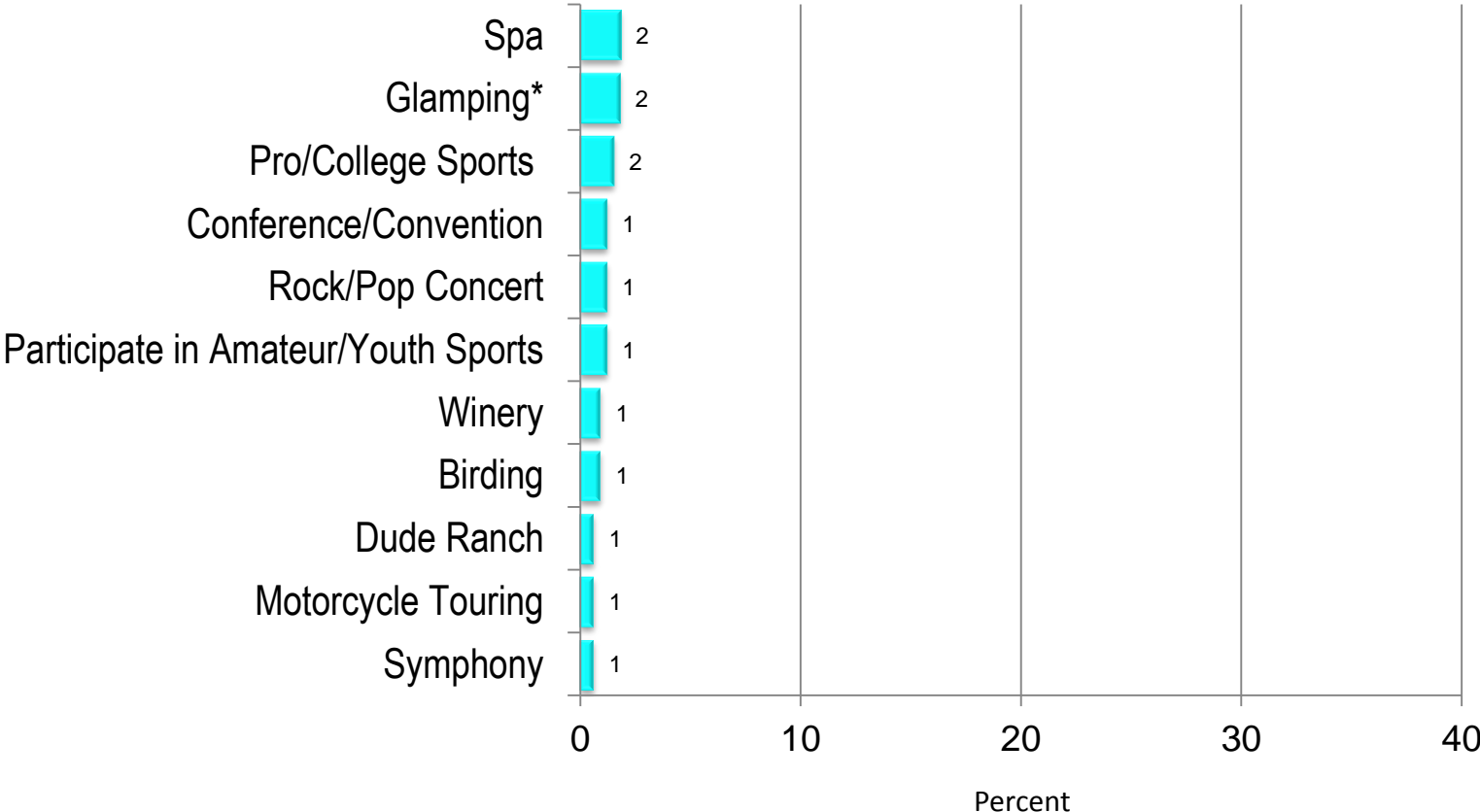
Base: Total Overnight Person-Trips to the Eastern Region



Activities and Experiences — Eastern (Cont'd)



Base: Total Overnight Person-Trips to the Eastern Region

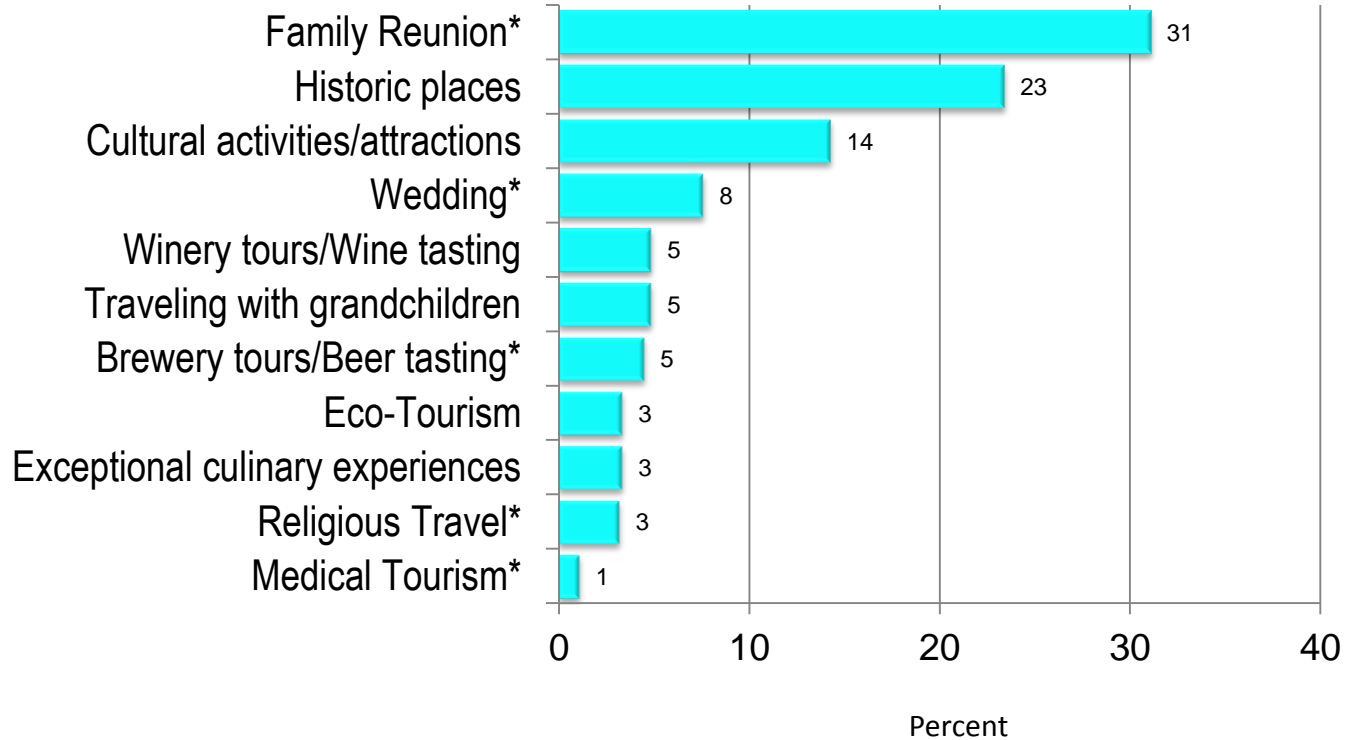


*Category added in 2015, data is from 2015 only

Activities of Special Interest - Eastern



Base: Total Overnight Person-Trips to the Eastern Region



*Category added in 2015, data is from 2015 only

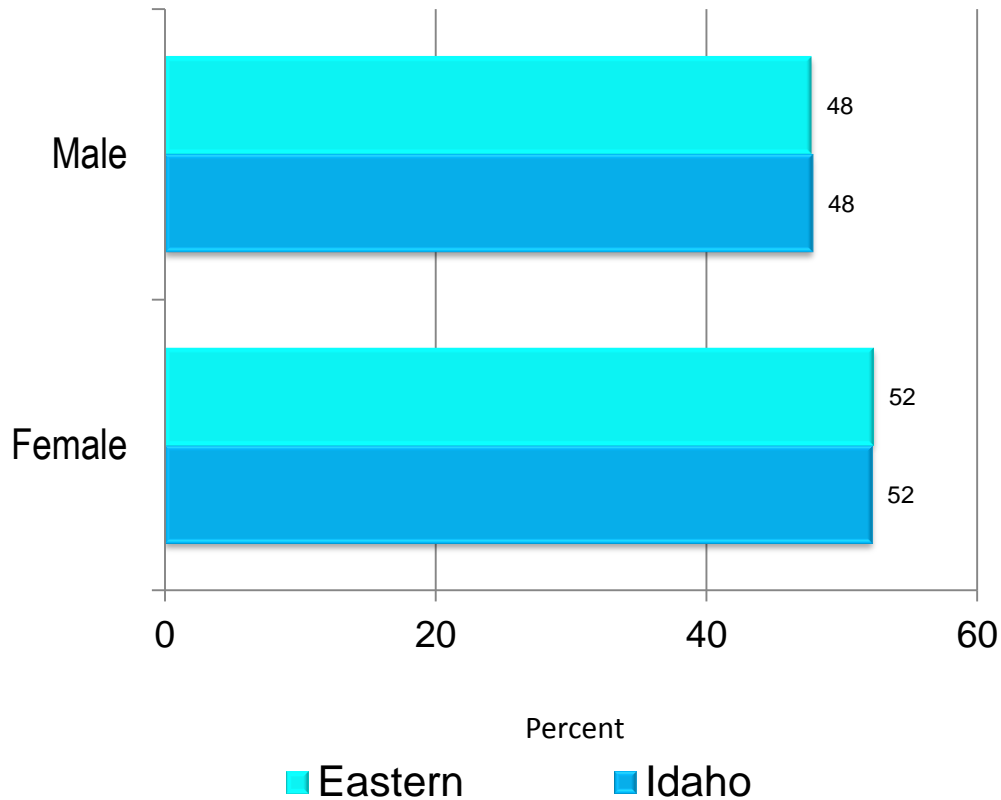


Demographic Profile of Idaho Visitors – Eastern Region

Gender — Eastern



Base: Total Overnight Person-Trips to Idaho



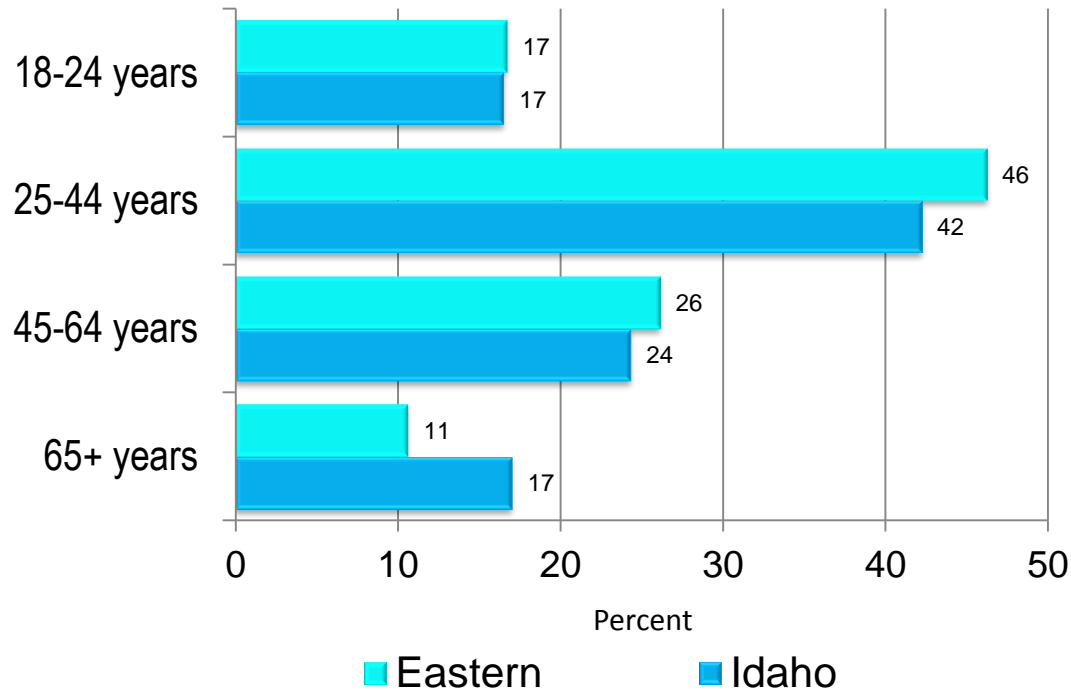
Age — Eastern



Base: Total Overnight Person-Trips to Idaho

Average Age
Eastern
= 41

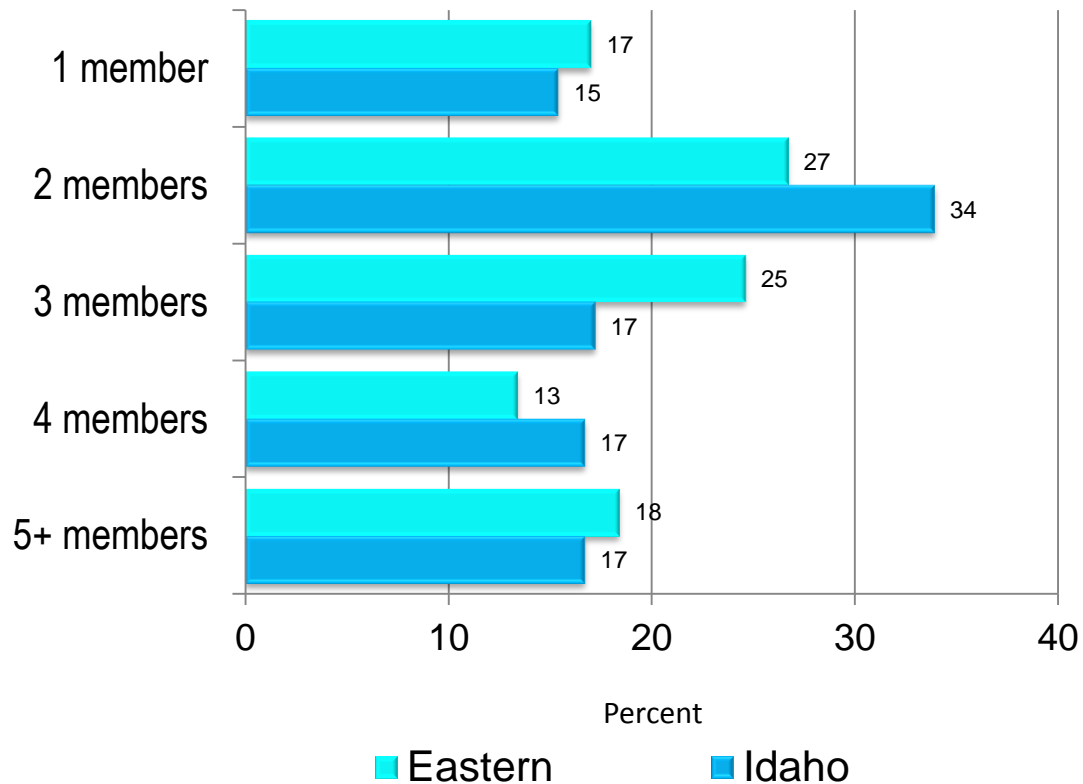
Average Age
Idaho
= 43



Household Size— Eastern



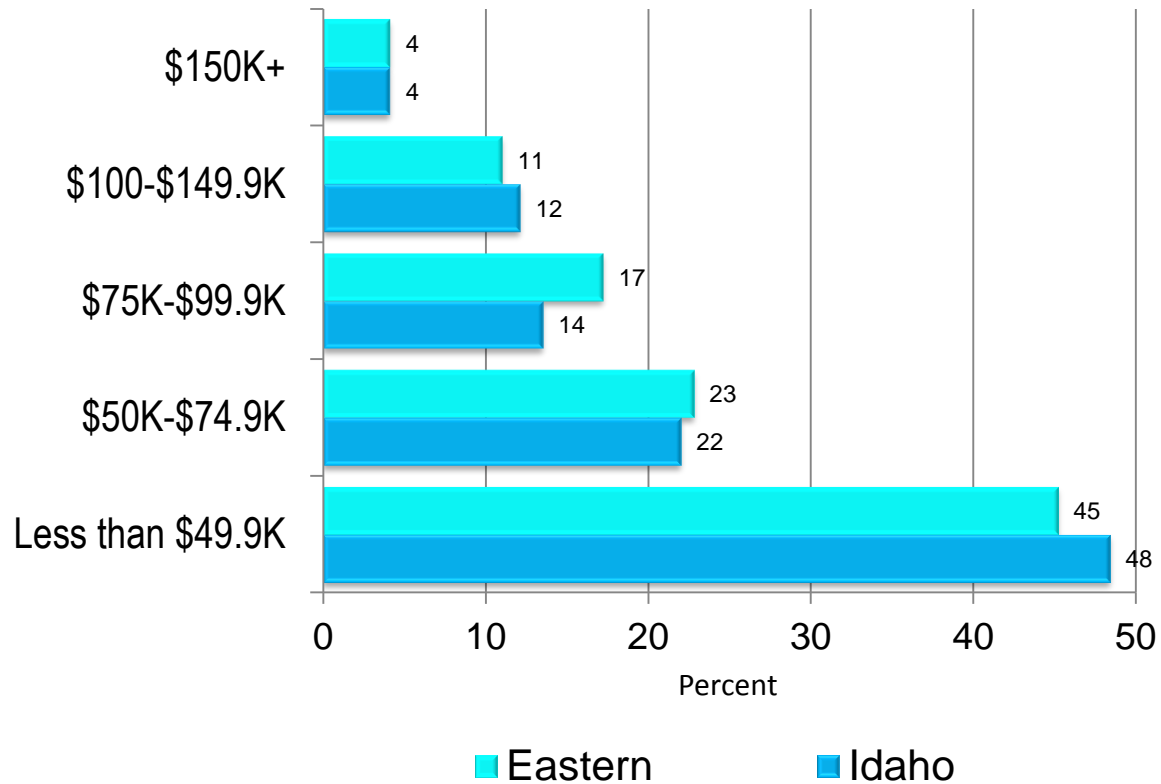
Base: Total Overnight Person-Trips to Idaho



Household Income – Eastern



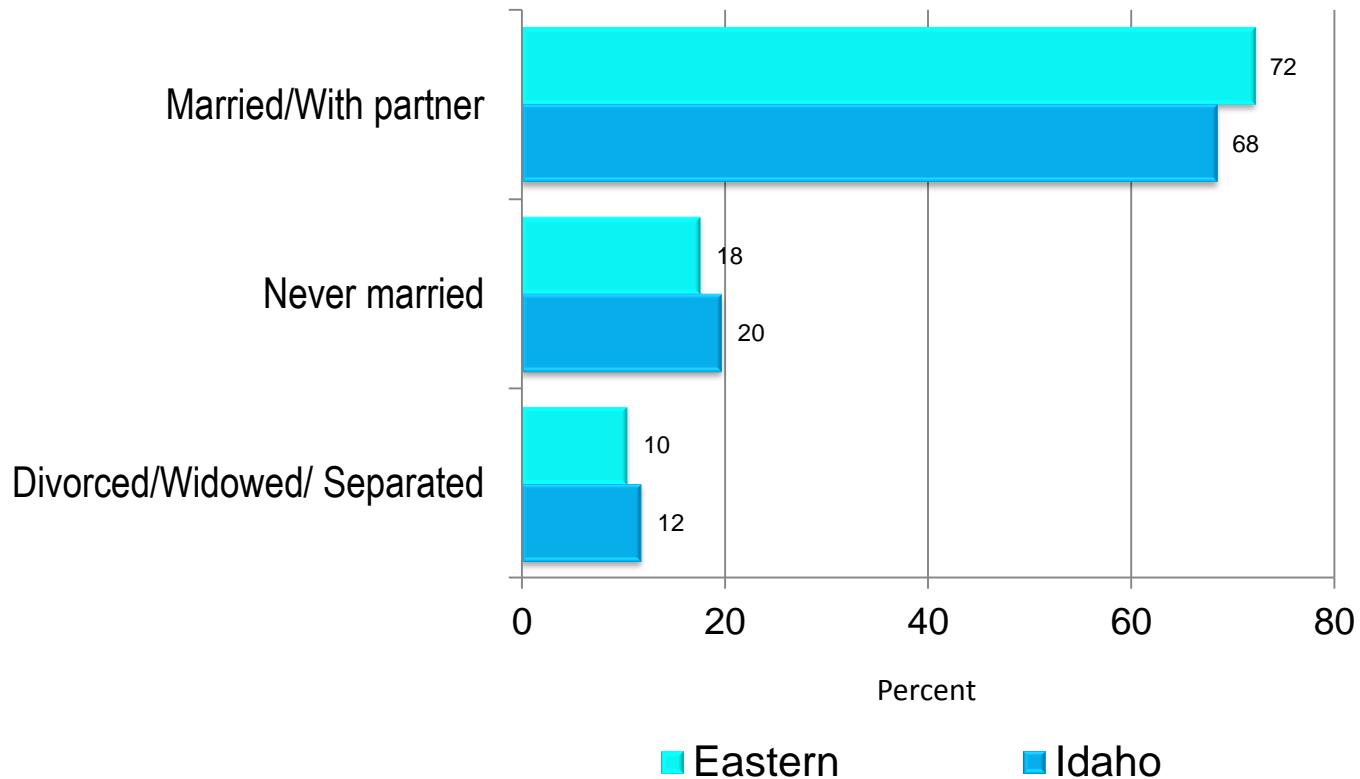
Base: Total Overnight Person-Trips to Idaho



Marital Status – Eastern



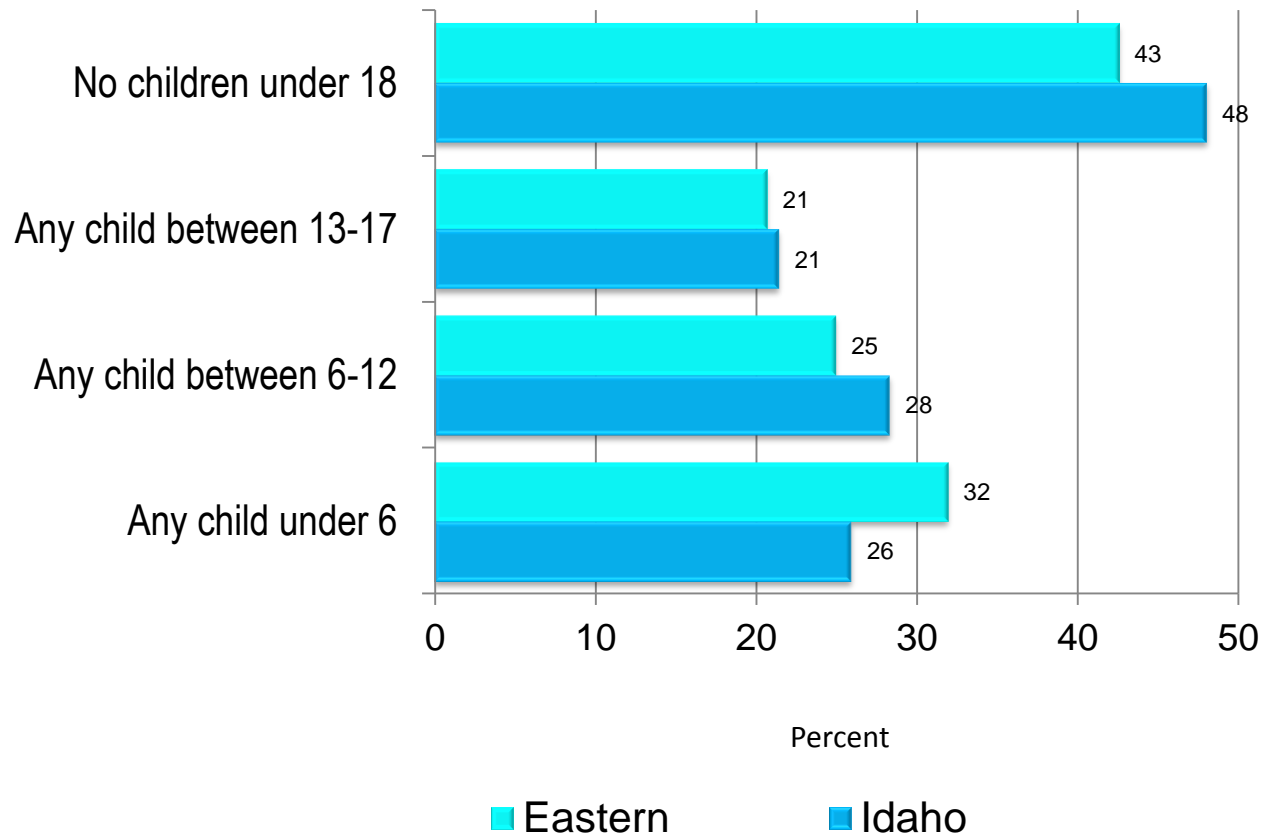
Base: Total Overnight Person-Trips to Idaho



Children in Household – Eastern



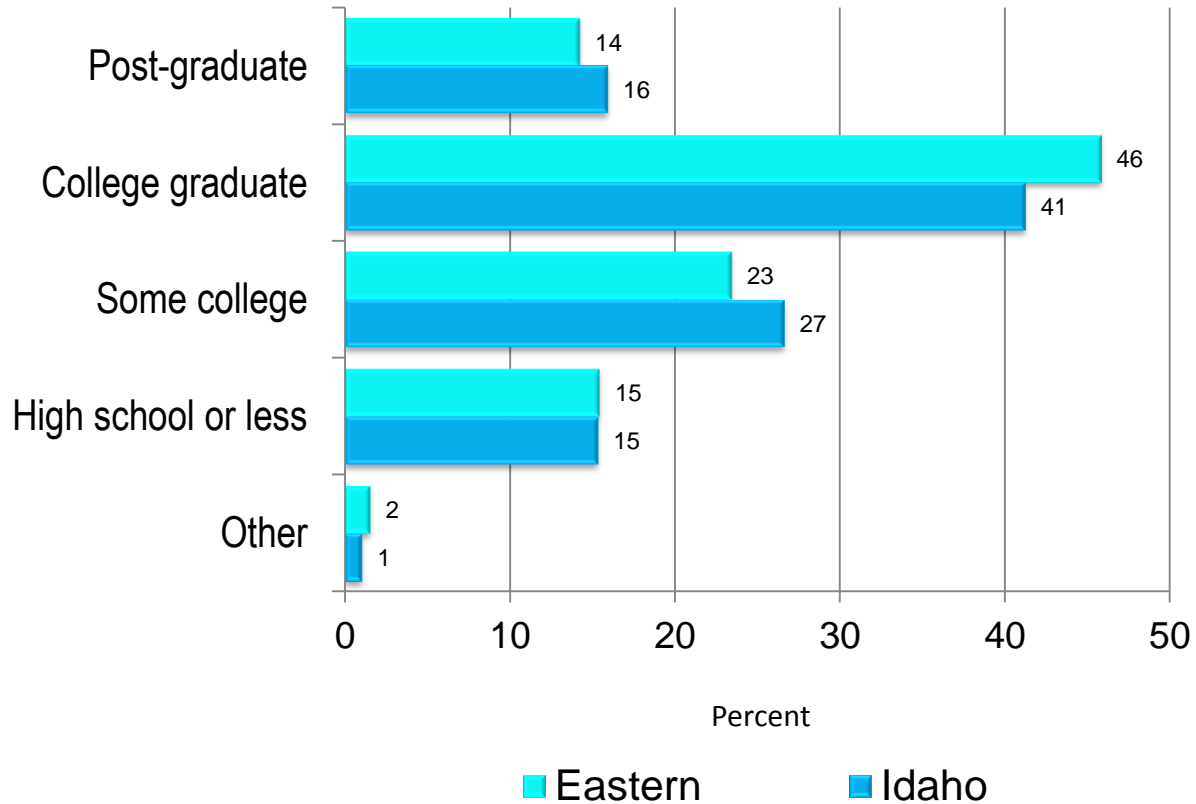
Base: Total Overnight Person-Trips to Idaho



Education – Eastern



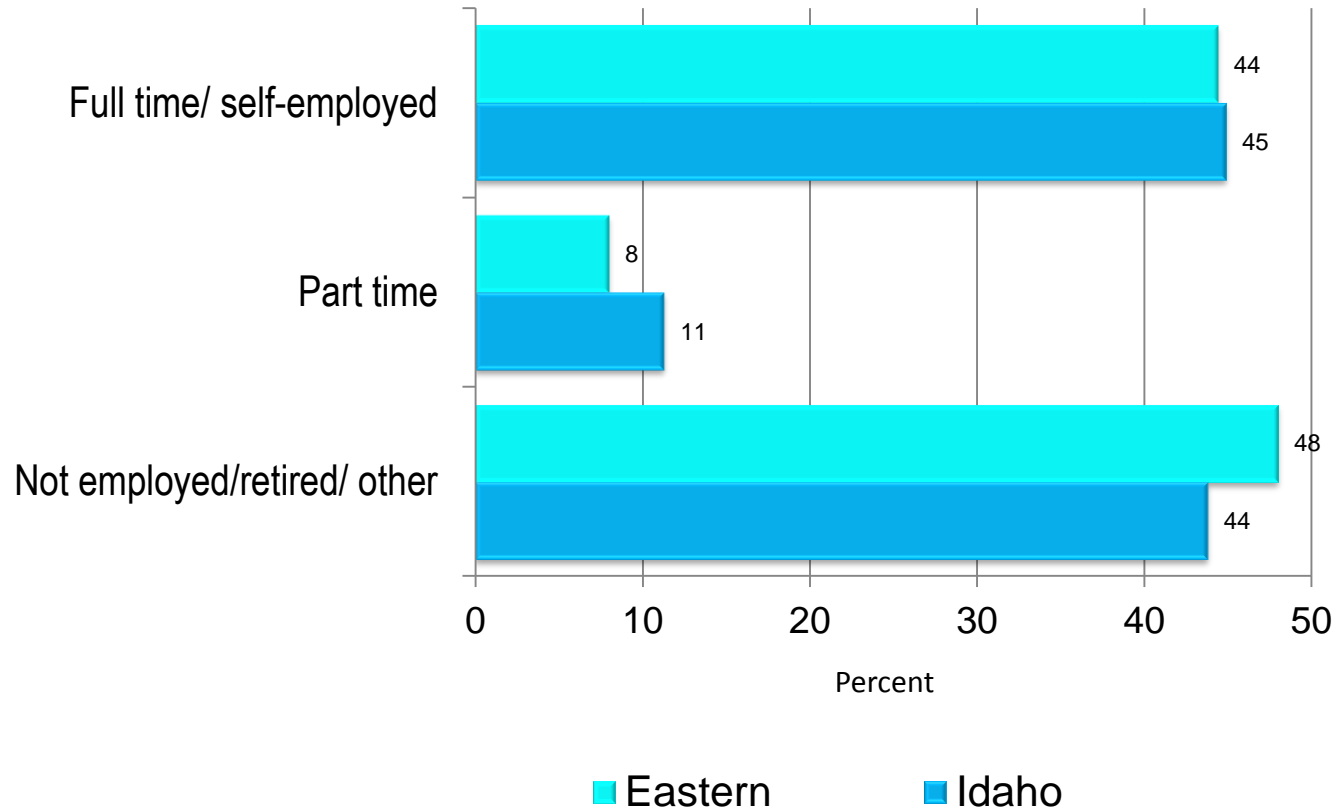
Base: Total Overnight Person-Trips to Idaho



Employment – Eastern



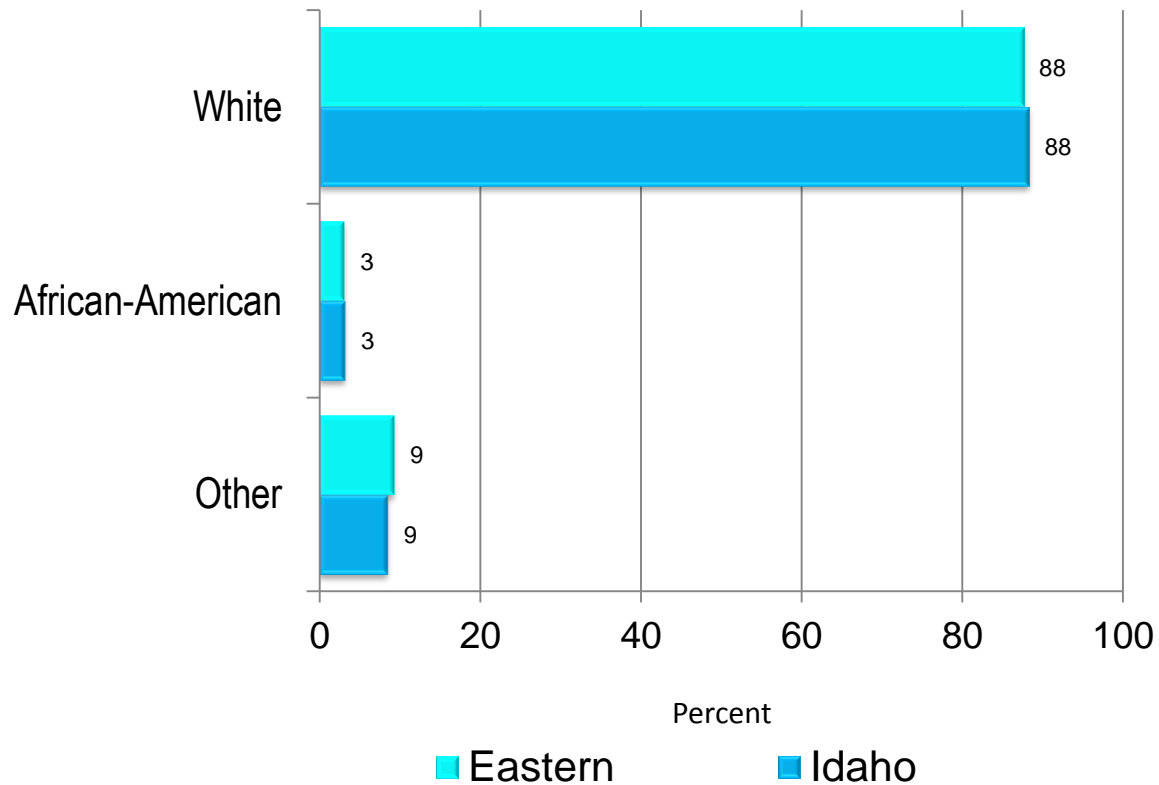
Base: Total Overnight Person-Trips to Idaho



Race — Eastern



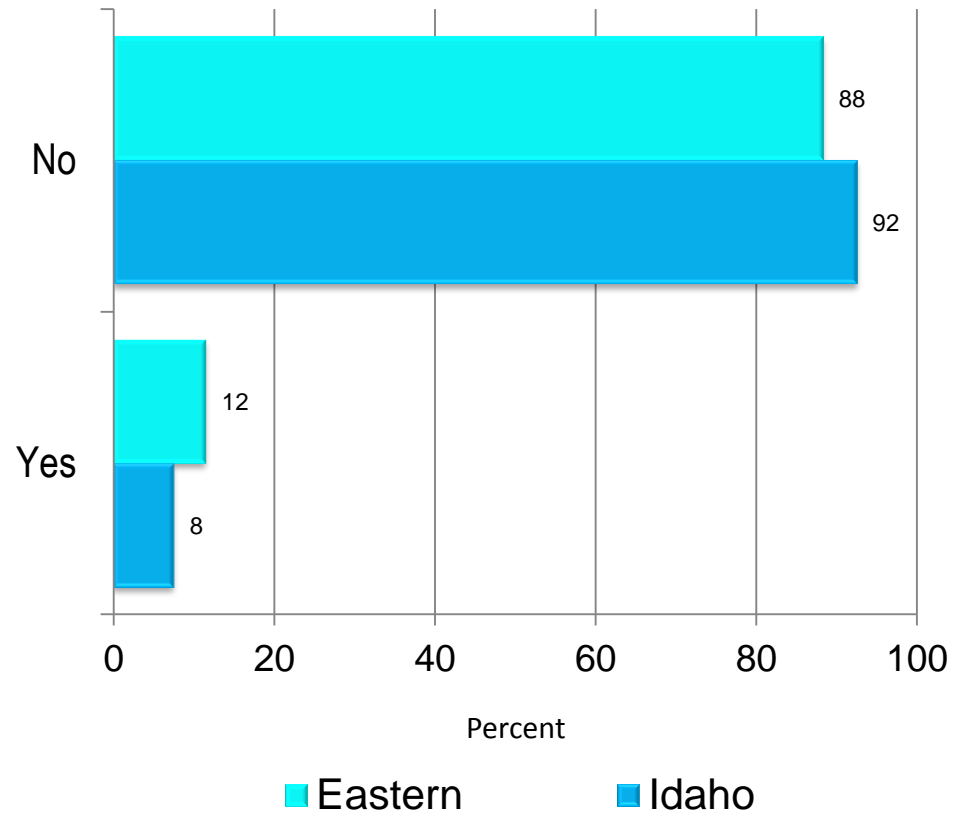
Base: Total Overnight Person-Trips to Idaho



Hispanic Background – Eastern



Base: Total Overnight Person-Trips to Eastern



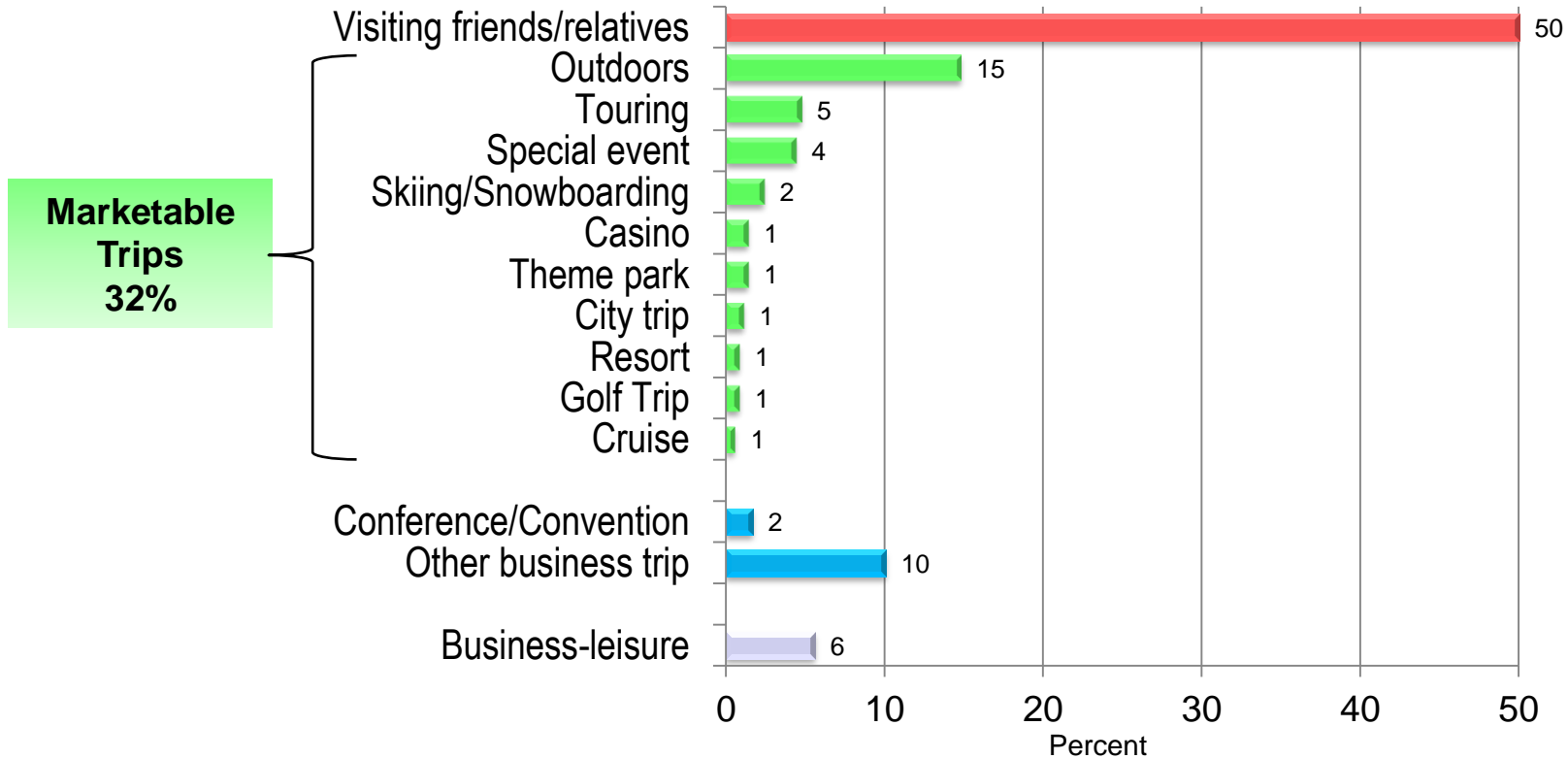


Southeastern Region

Main Purpose of Trip – Southeastern Region



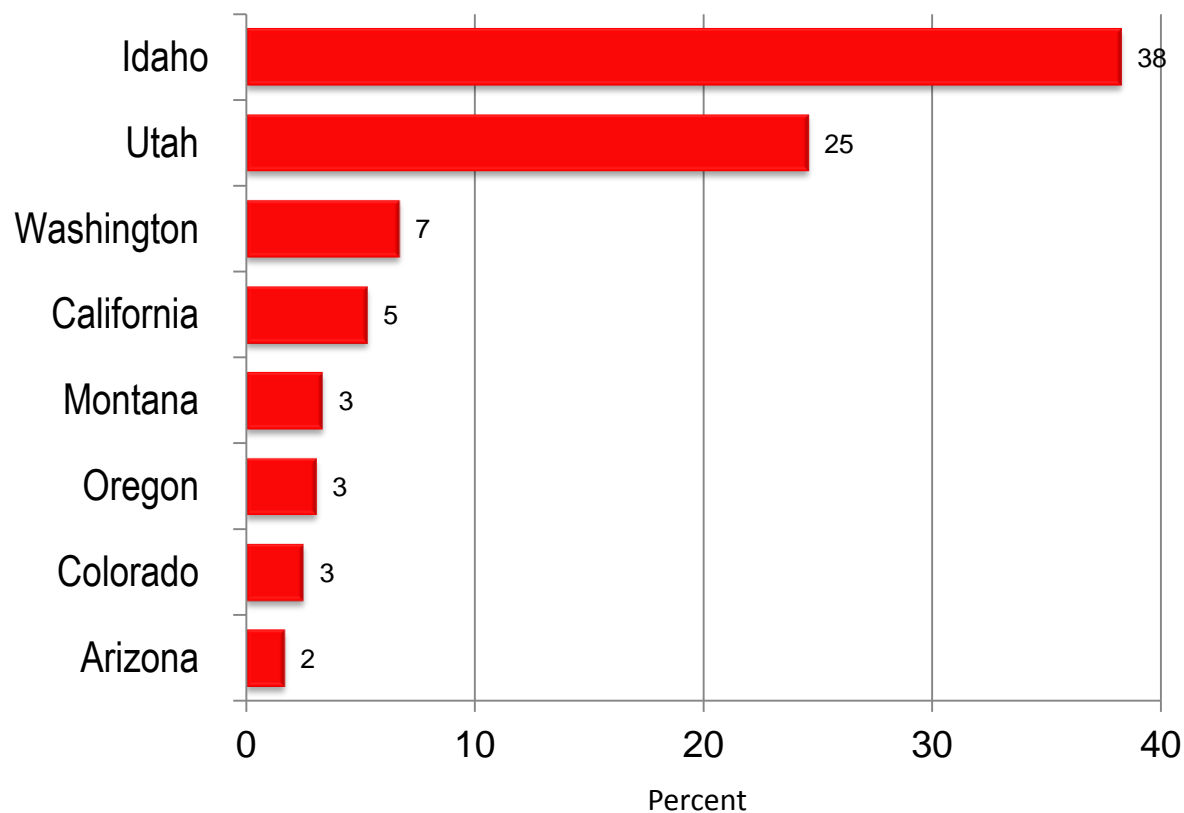
Base: Total Overnight Person-Trips to the Southeastern Region



State Origin Of Overnight Trip – Southeastern



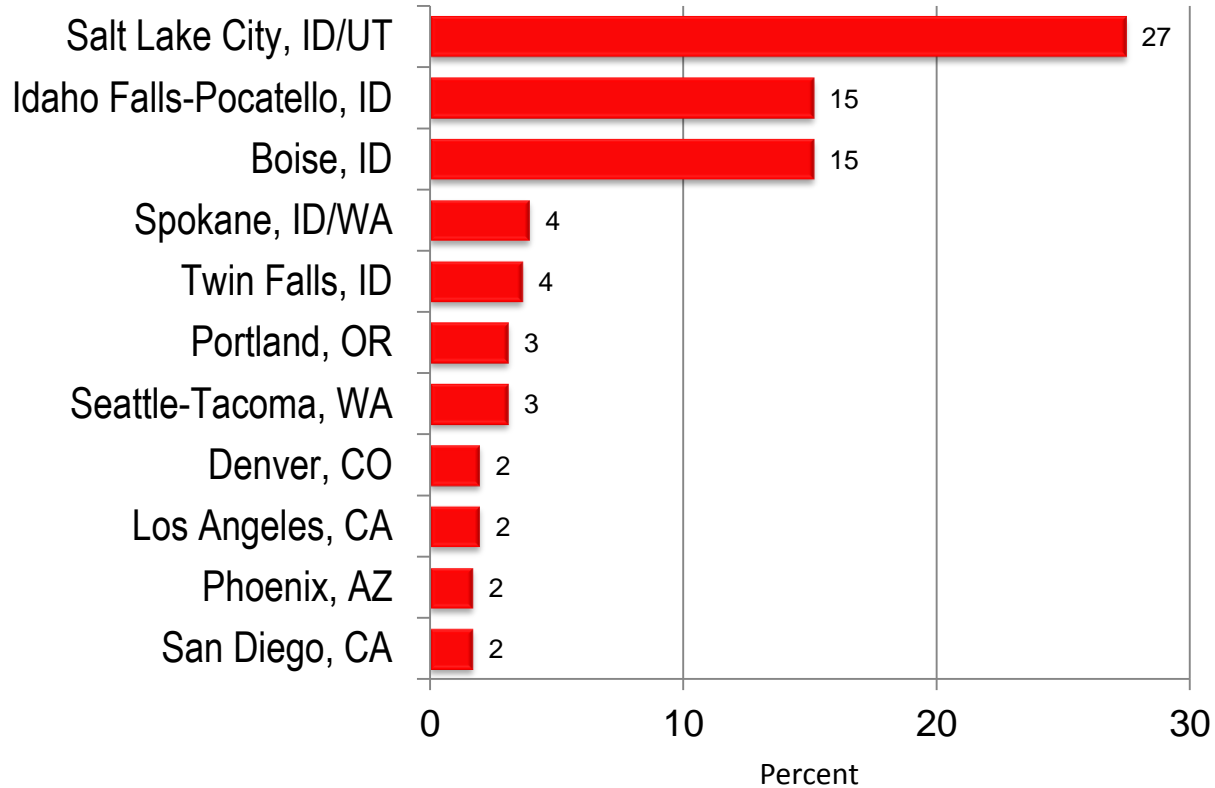
Base: Total Overnight Person-Trips to the Southeastern Region



DMA Origin Of Overnight Trip - Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region





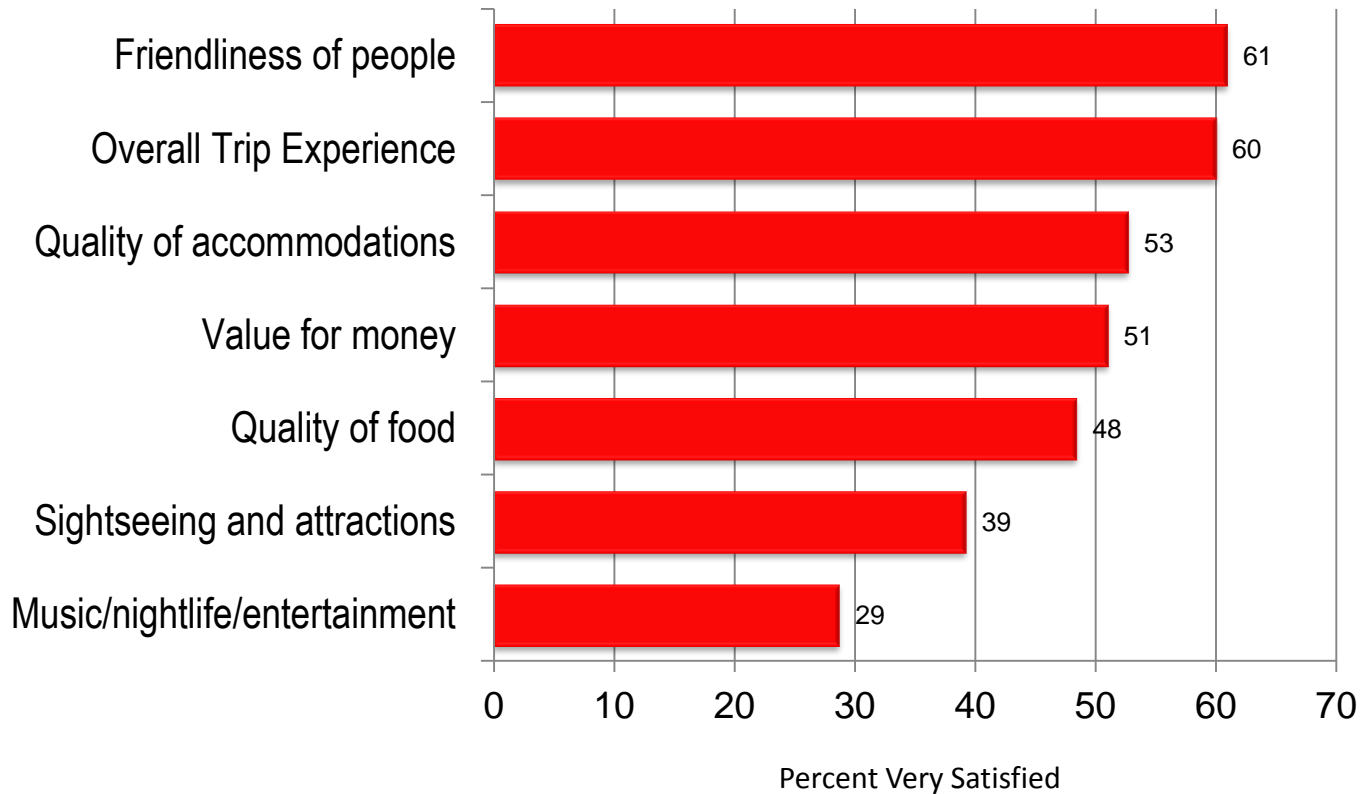
Overnight Trip Characteristics – Southeastern Region

Satisfaction with Trip*

% Very Satisfied – Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region

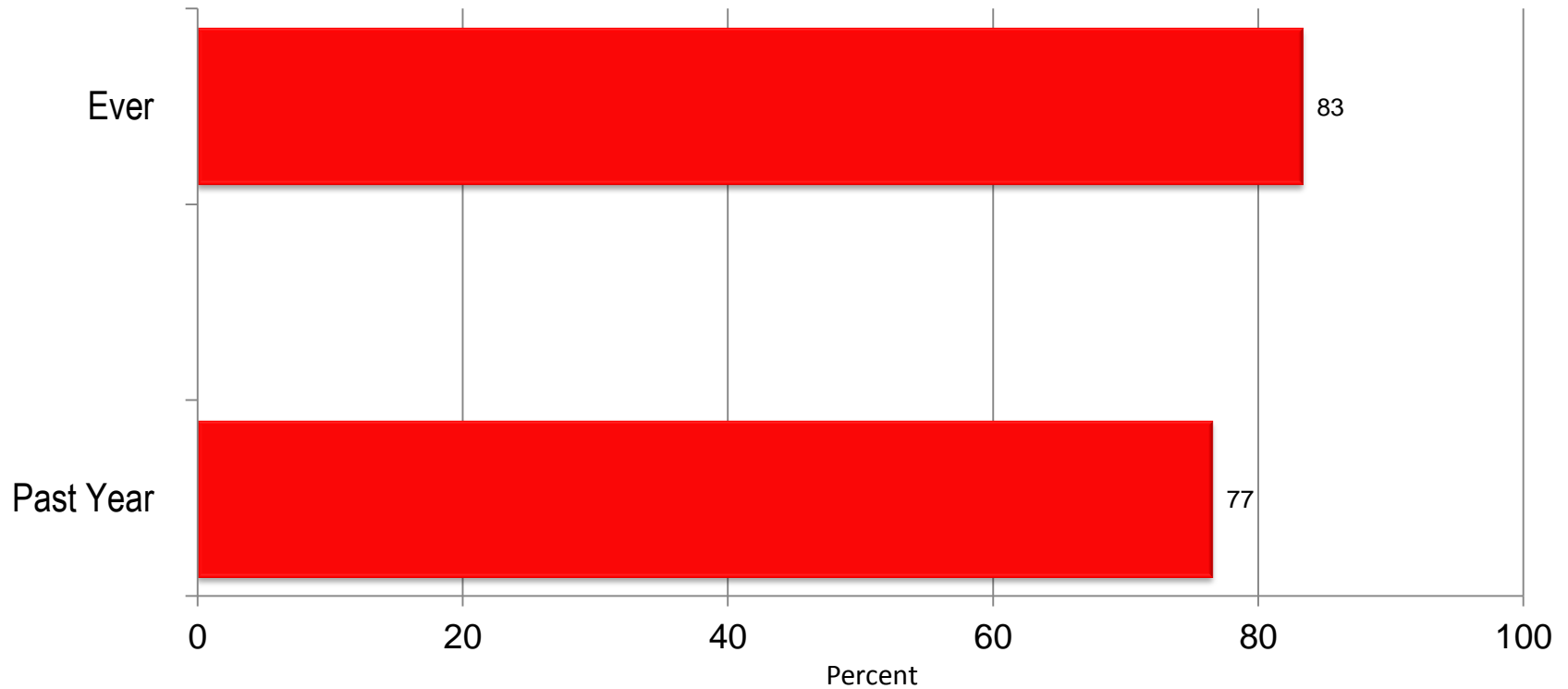


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to the Southeastern Region

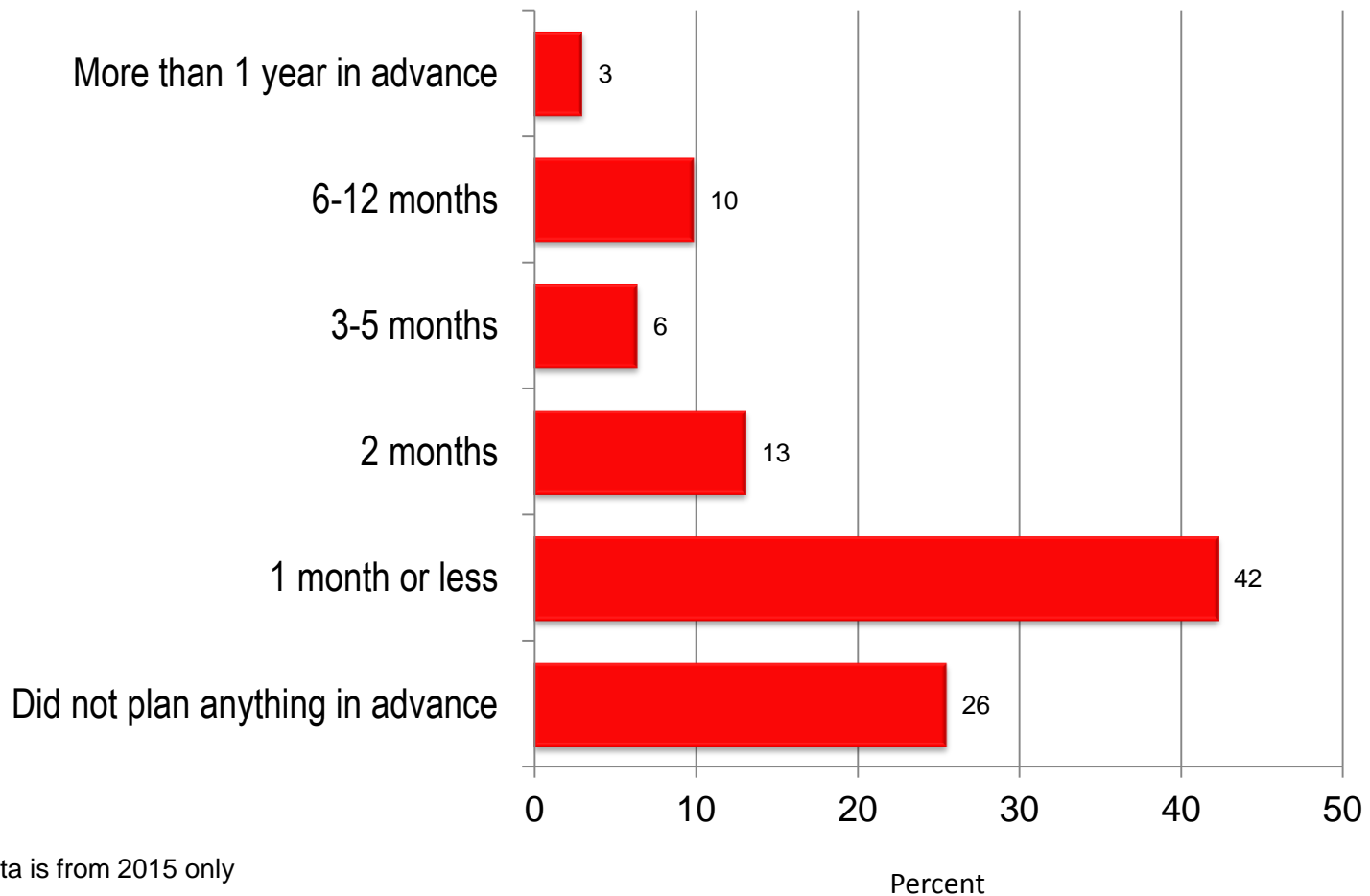


*New in 2015, data is from 2015 only

Length of Trip Planning* — Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region

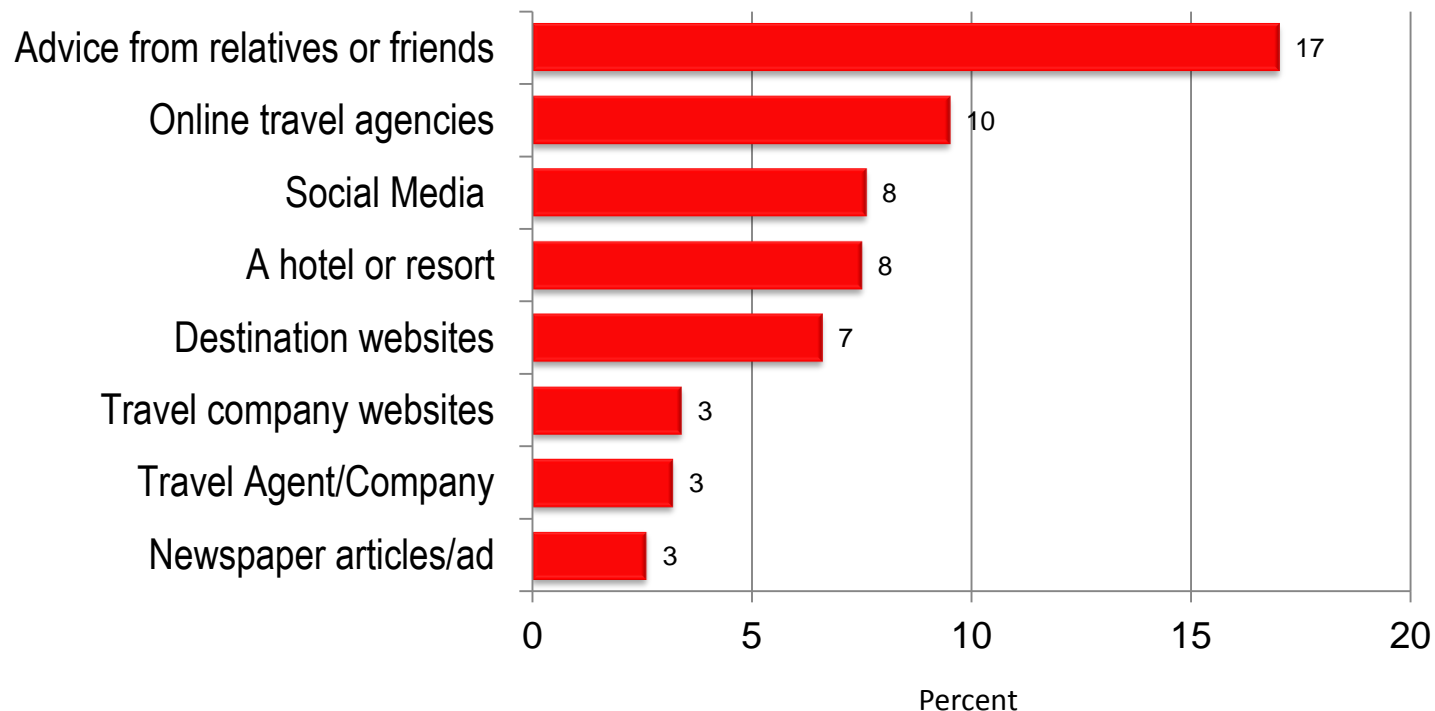


*New in 2015, data is from 2015 only

Trip Planning Information Sources* — Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region

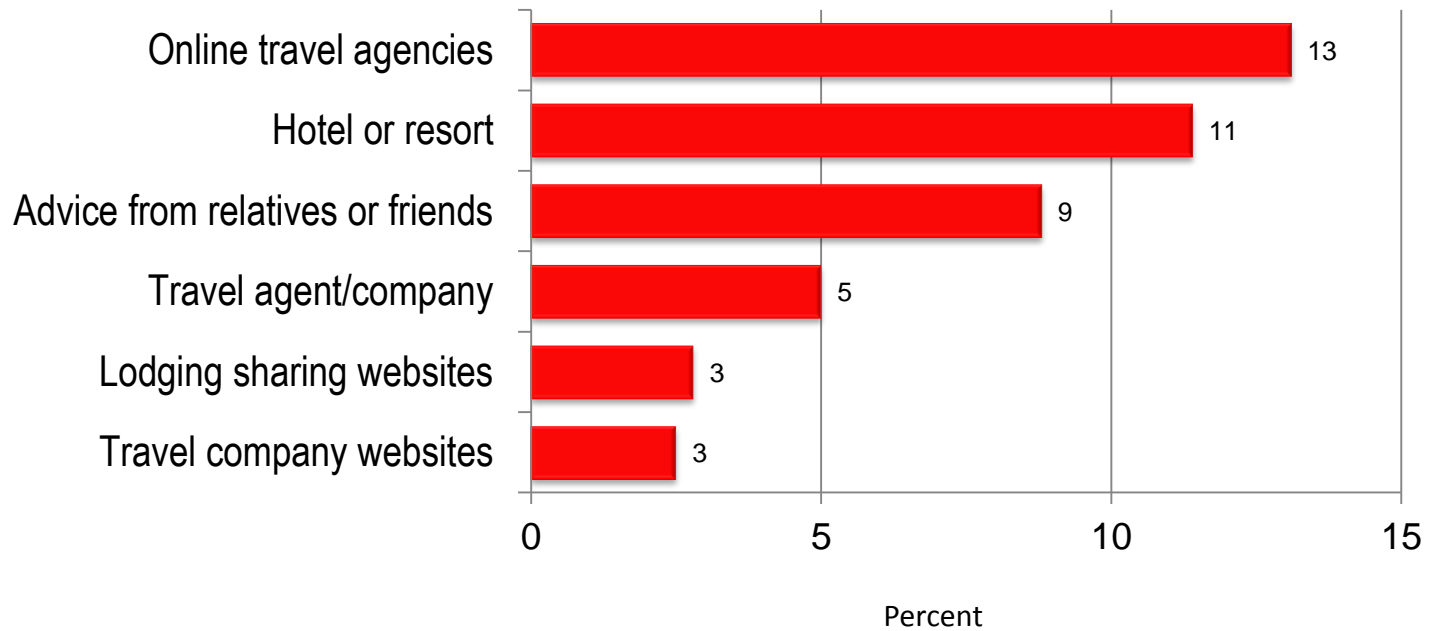


*New in 2015, data is from 2015 only

Method of Booking Trip* — Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region



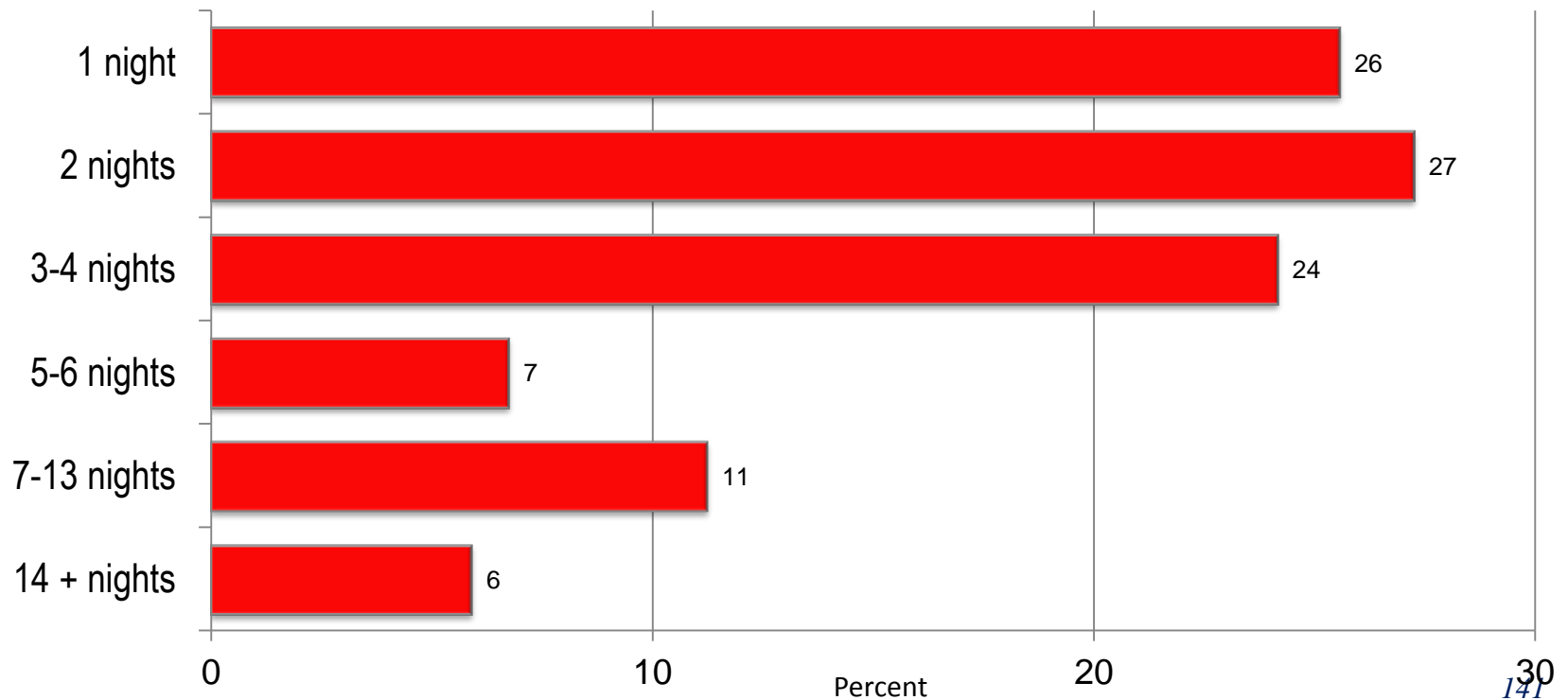
*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to the Southeastern Region

Average Southeastern
= 4.2 Nights

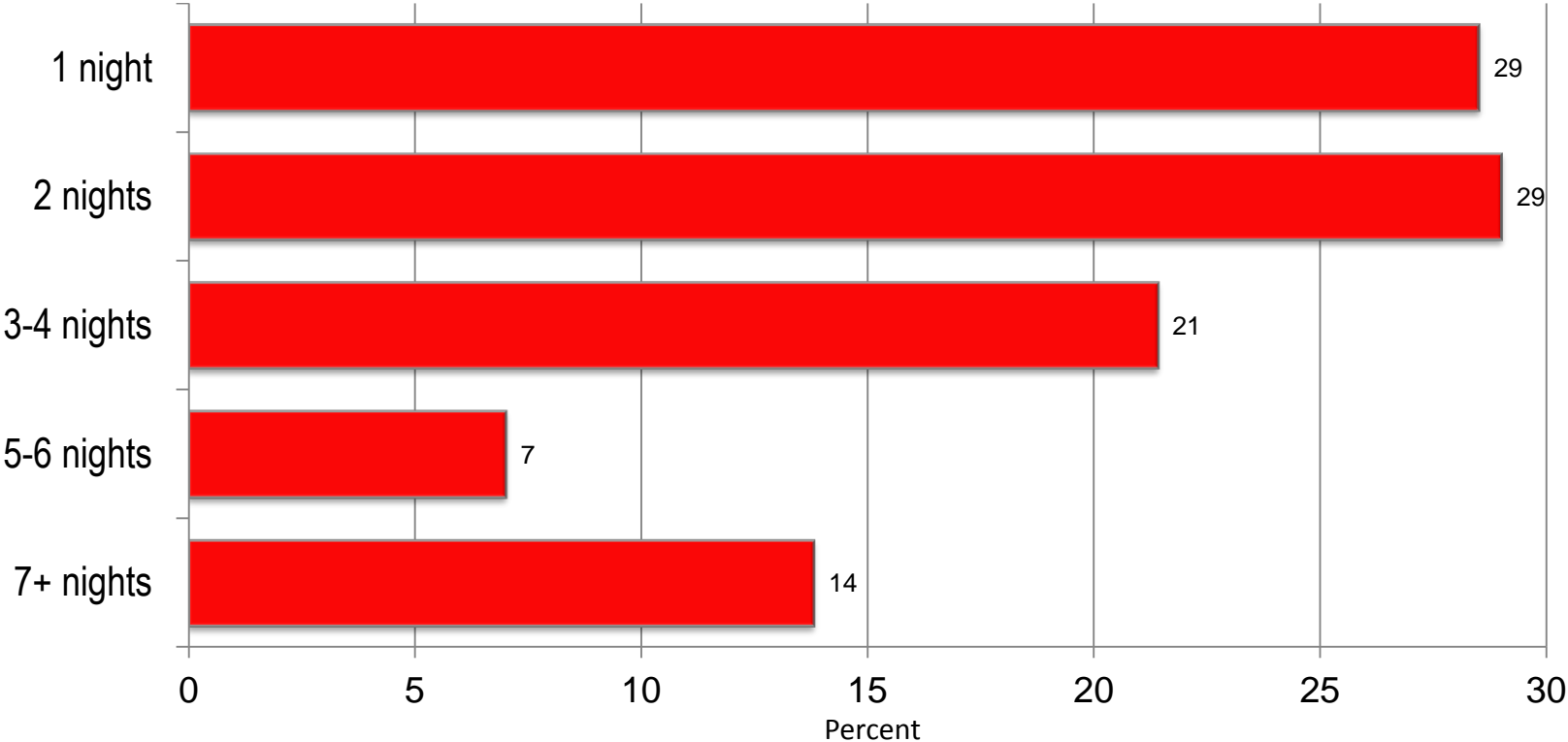


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to the Southeastern Region

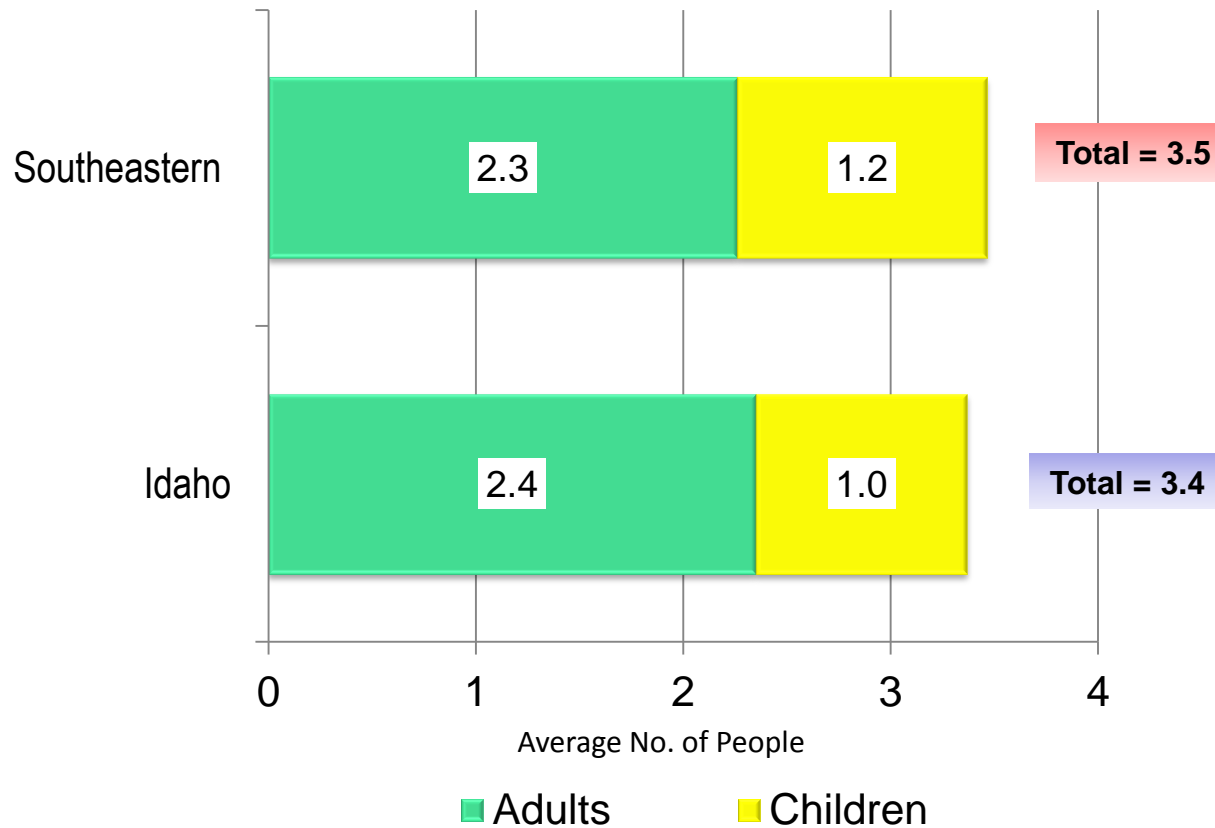
Average Southeastern
= 3.7 Nights



Size of Travel Party



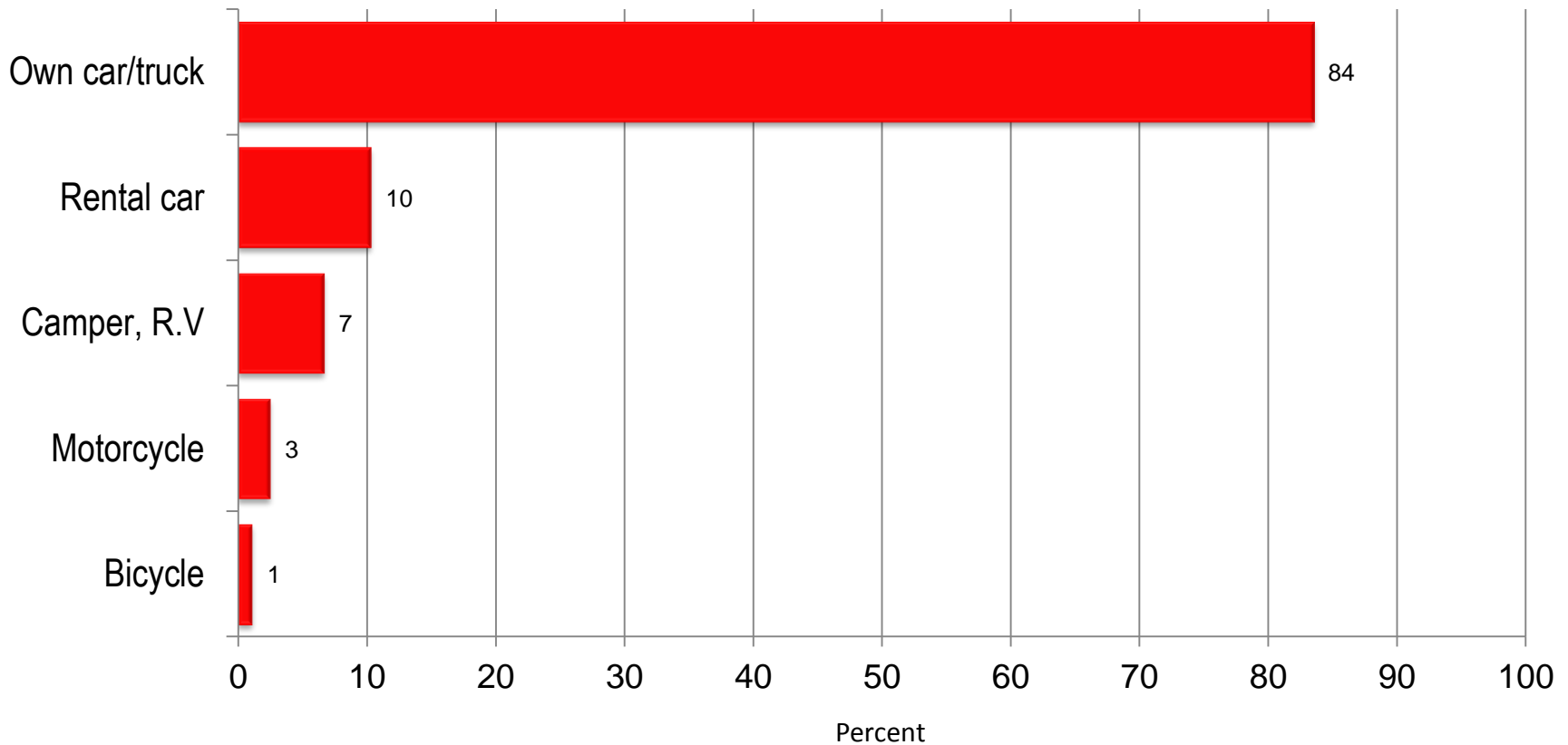
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



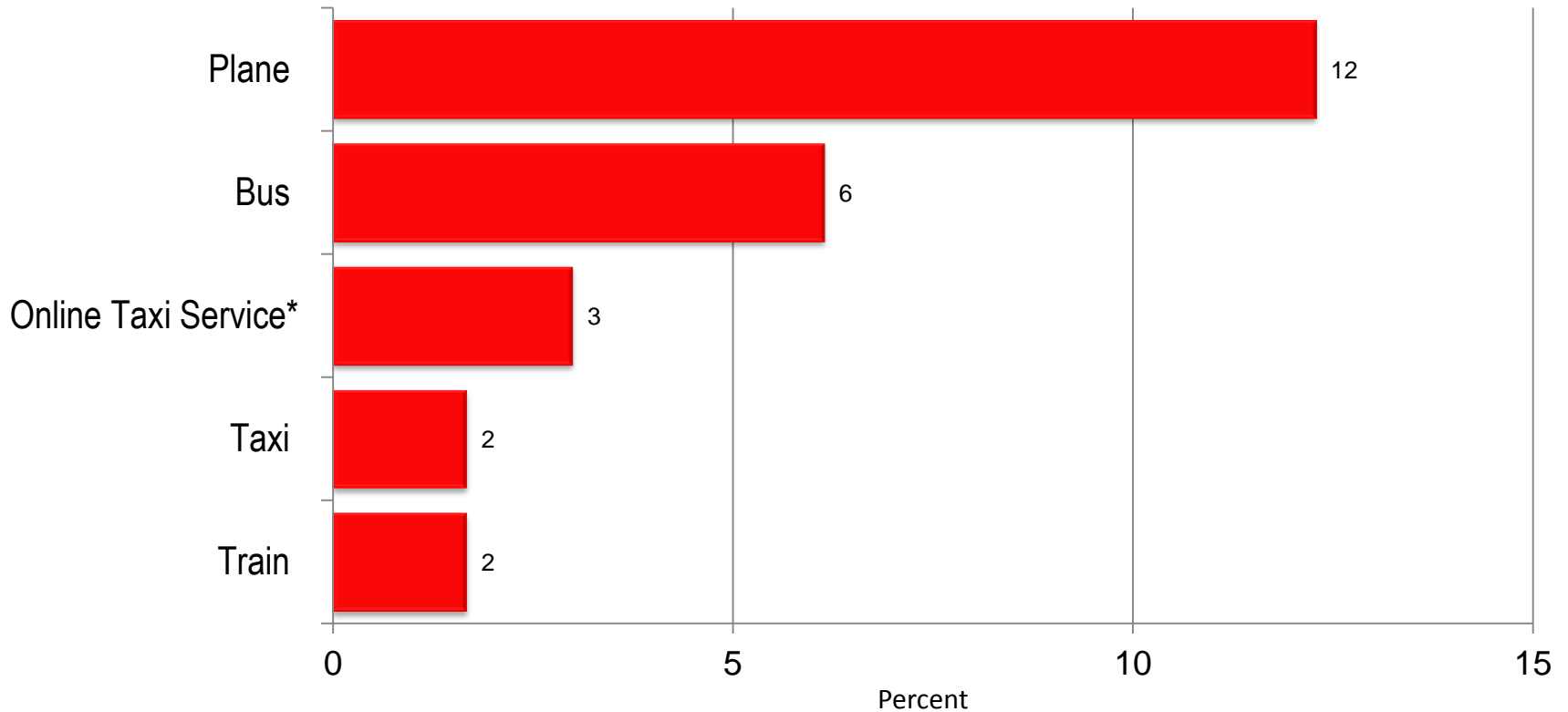
Base: Total Overnight Person-Trips to the Southeastern Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to the Southeastern Region

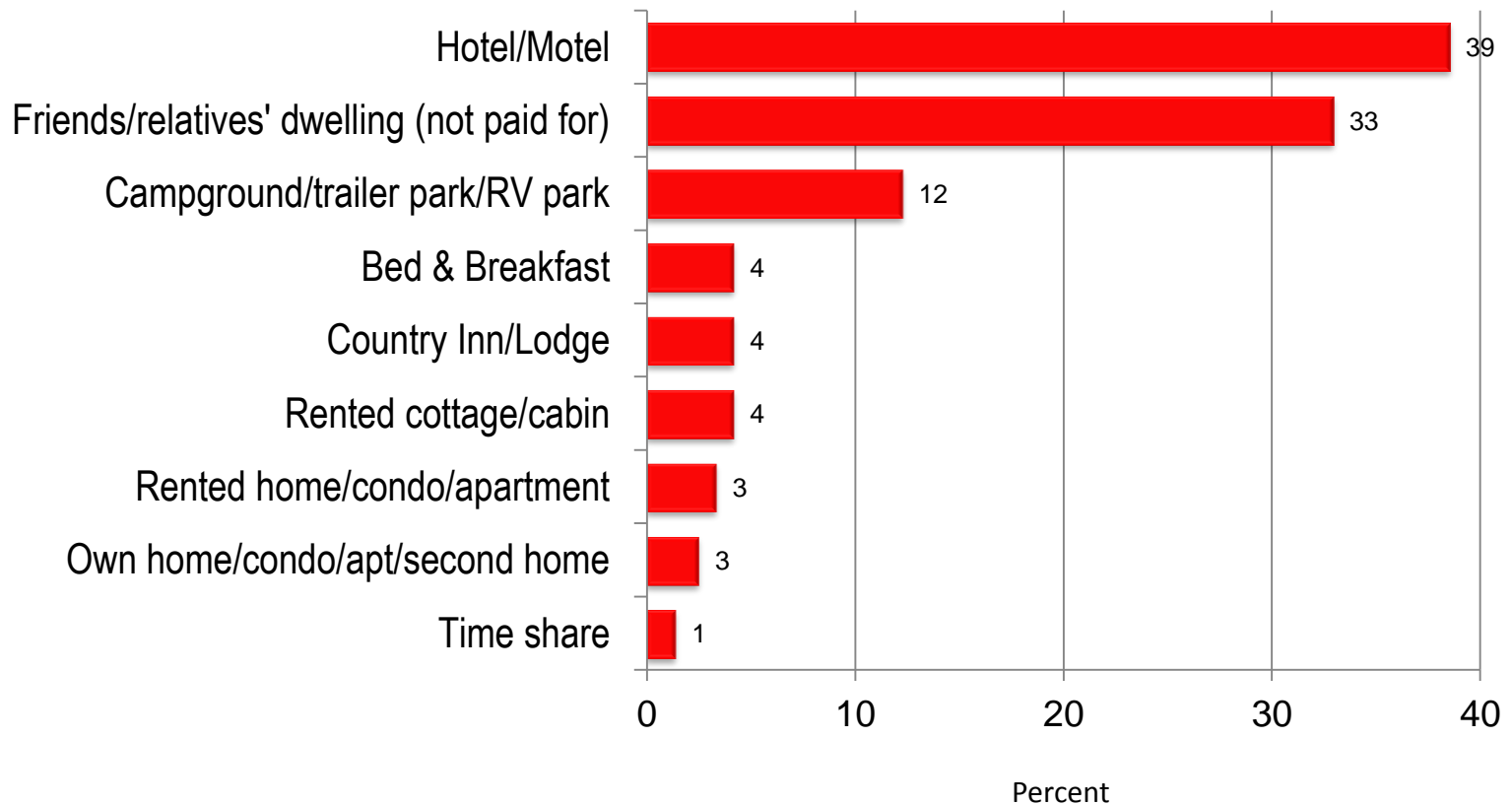


*Category added in 2015, data is from 2015 only

Accommodation – Southeastern



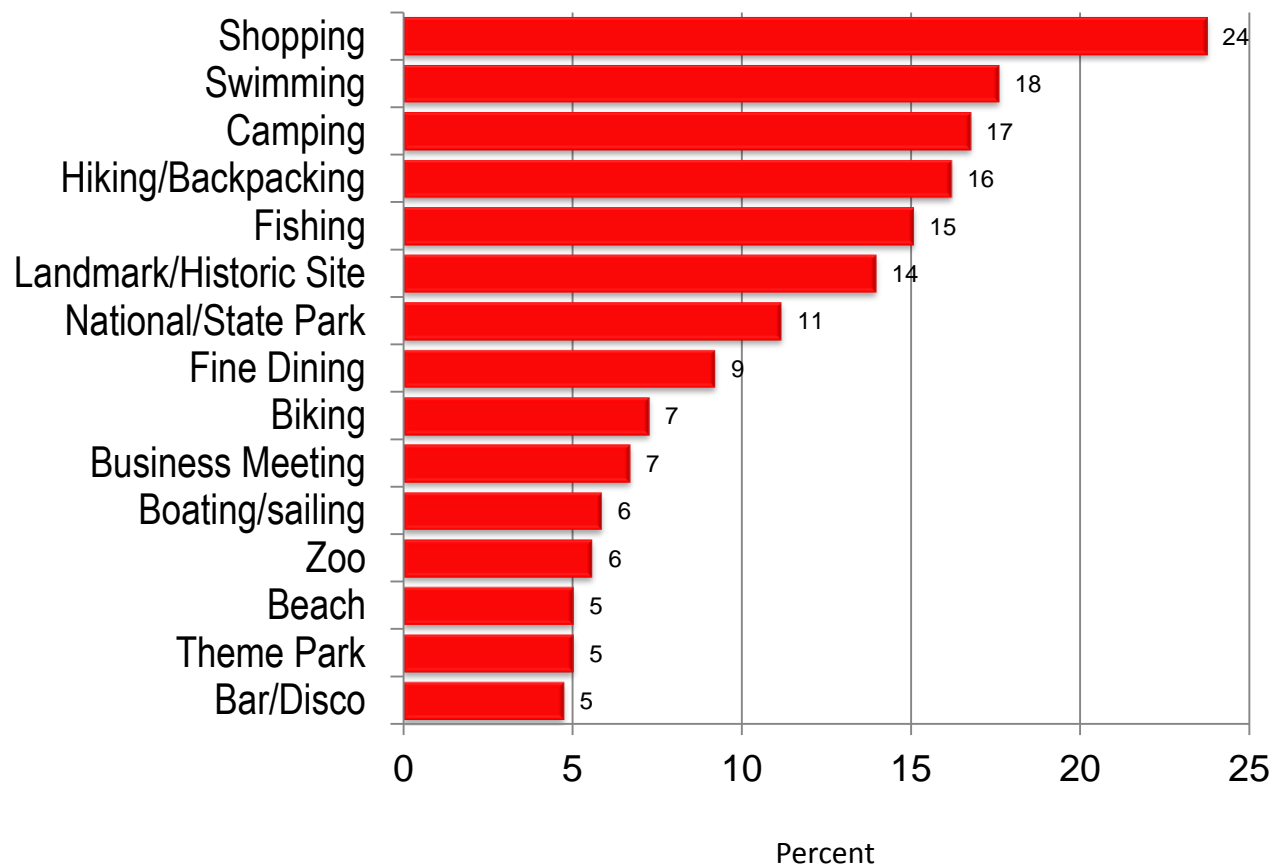
Base: Total Overnight Person-Trips to the Southeastern Region



Activities and Experiences — Southeastern



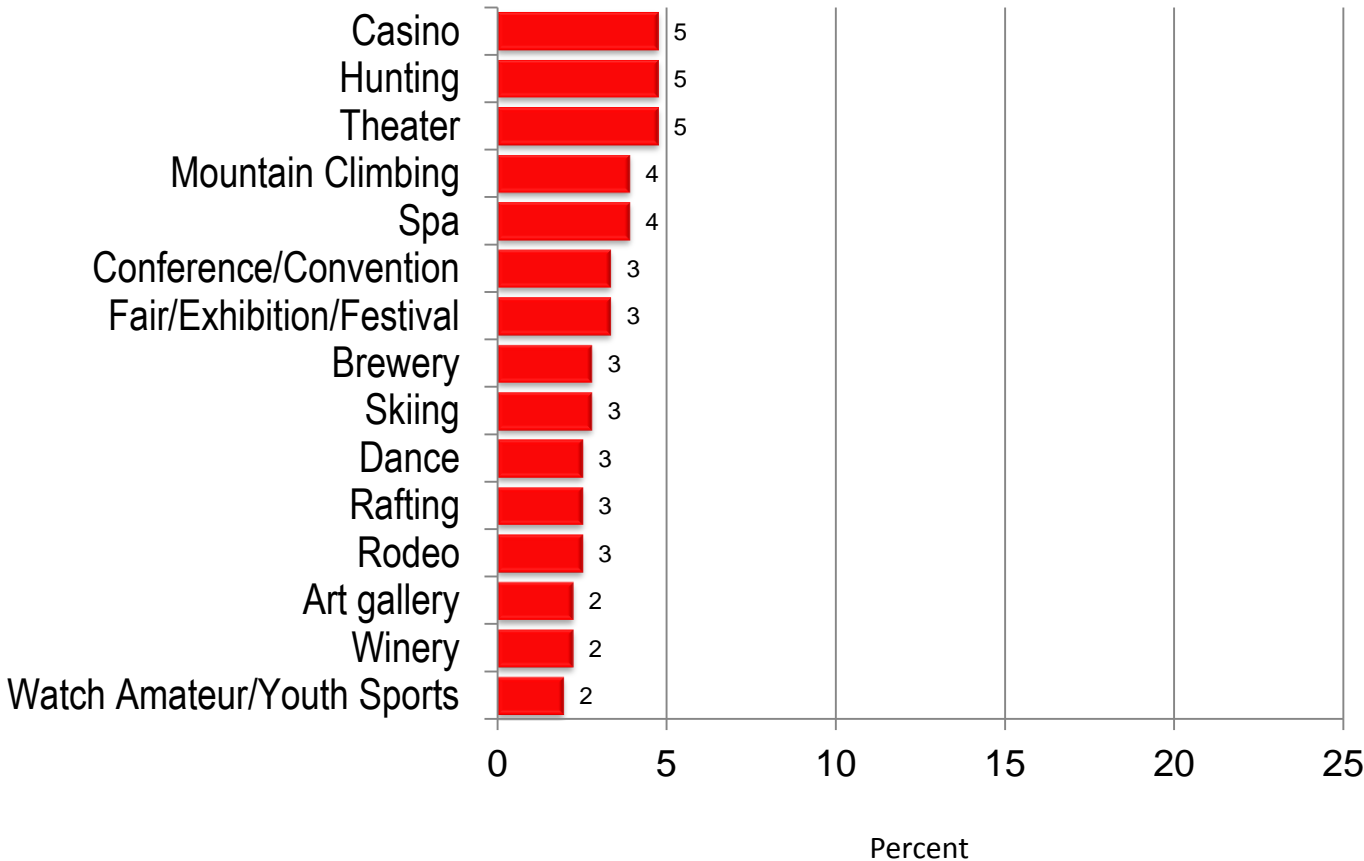
Base: Total Overnight Person-Trips to the Southeastern Region



Activities and Experiences – Southeastern (Cont'd)



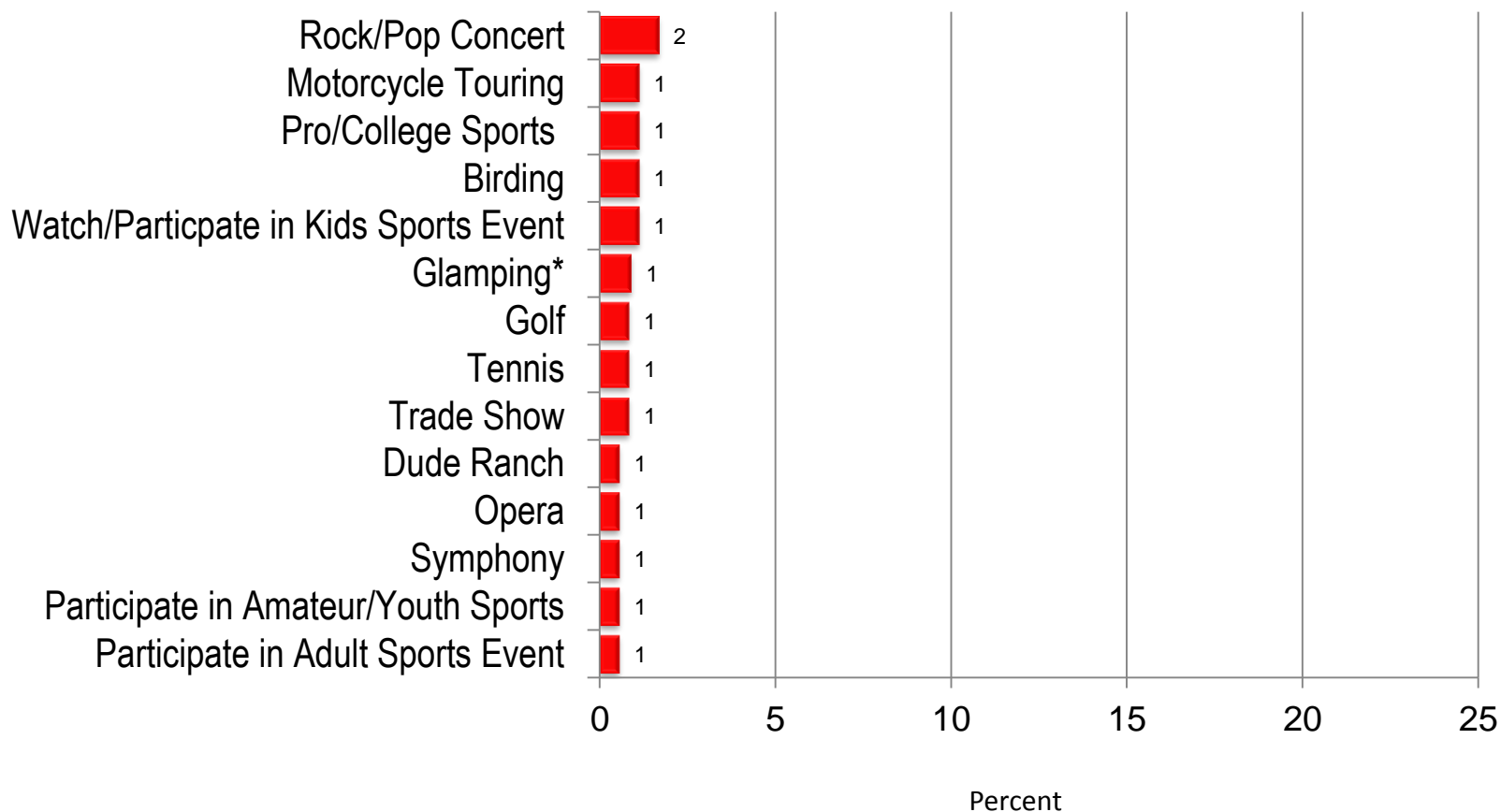
Base: Total Overnight Person-Trips to the Southeastern Region



Activities and Experiences – Southeastern (Cont'd)



Base: Total Overnight Person-Trips to the Southeastern Region

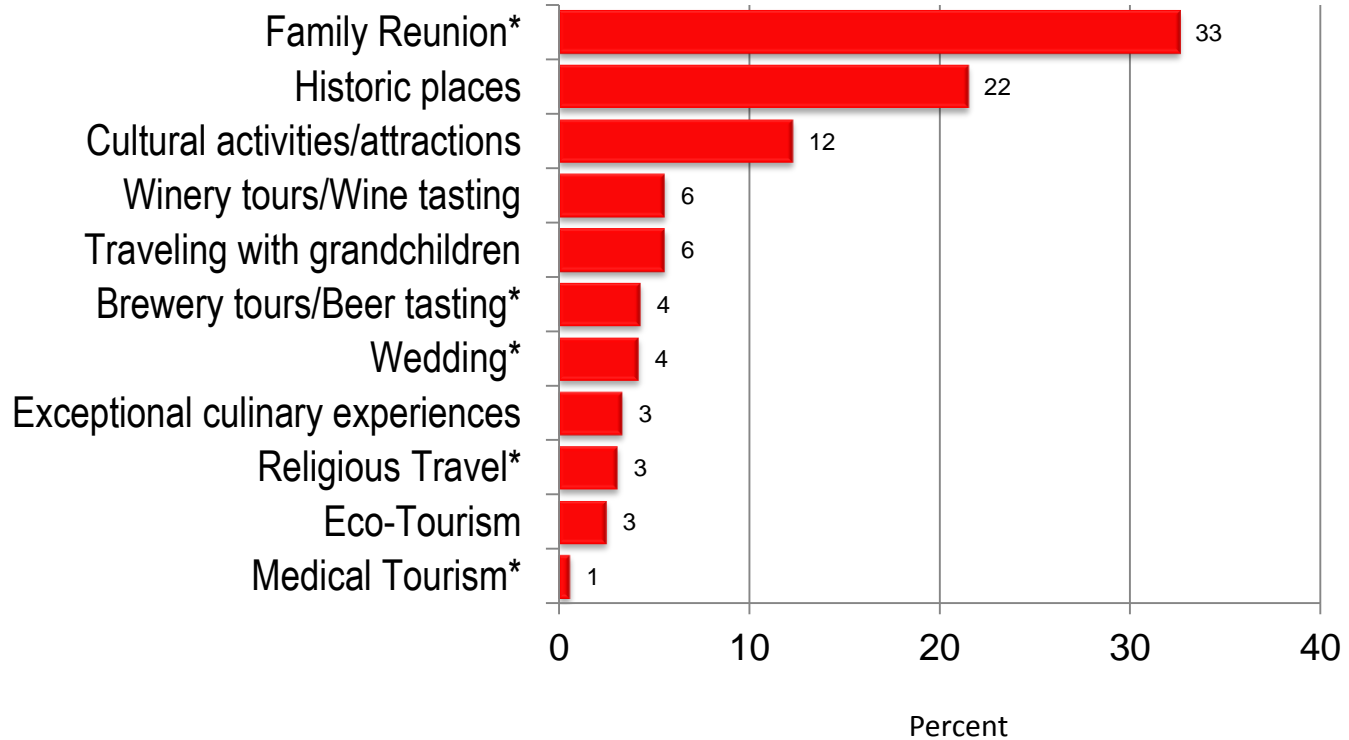


*Category added in 2015, data is from 2015 only

Activities of Special Interest - Southeastern



Base: Total Overnight Person-Trips to the Southeastern Region





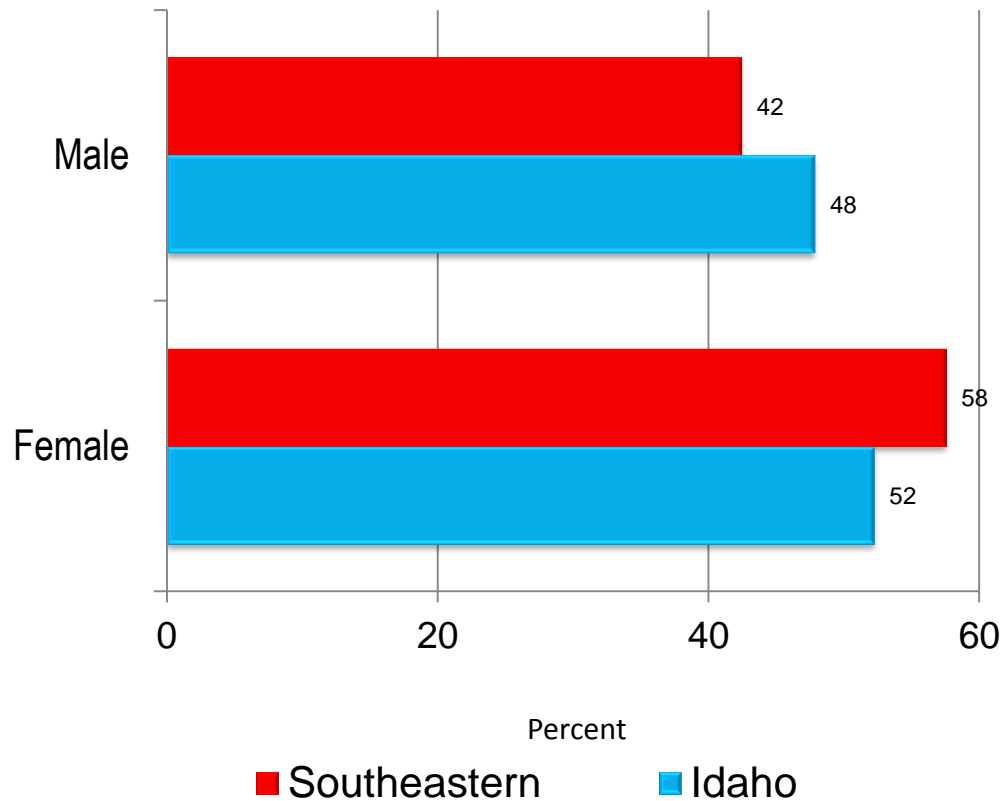
Demographic Profile of Idaho Visitors

–Southeastern Region

Gender – Southeastern



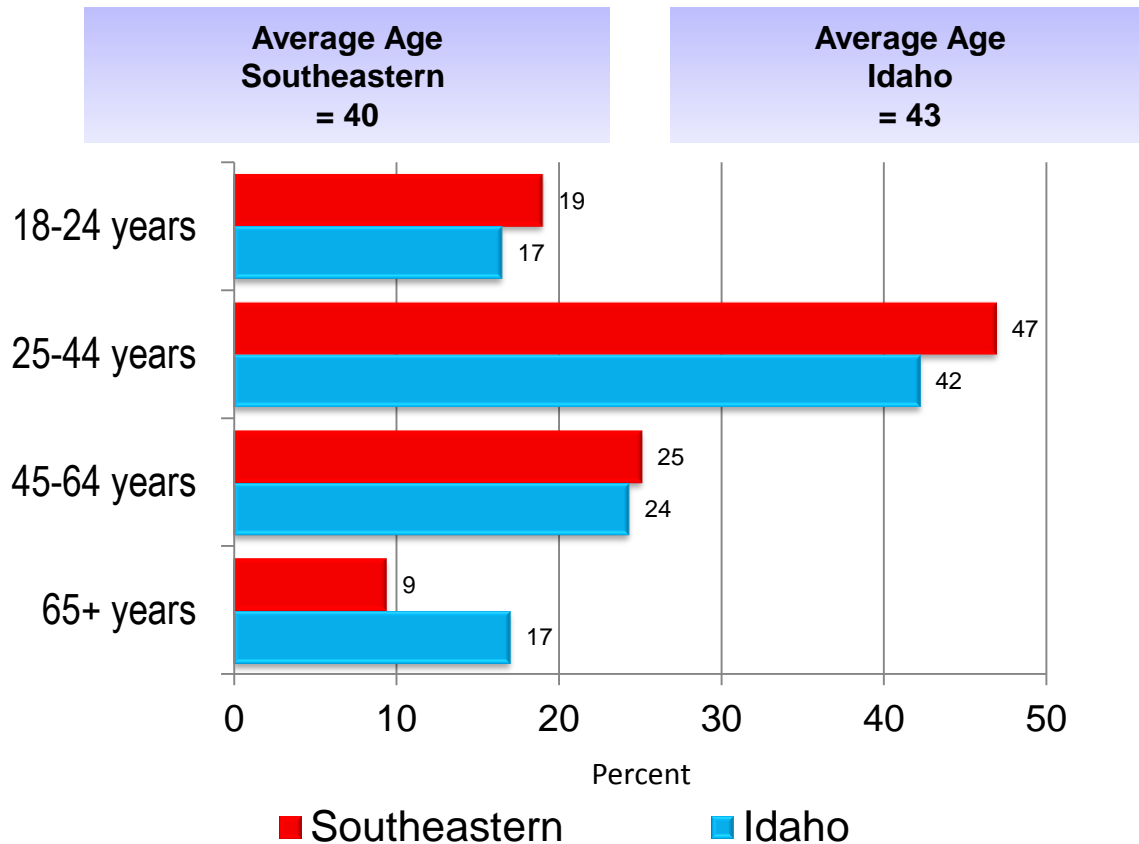
Base: Total Overnight Person-Trips to Idaho



Age – Southeastern



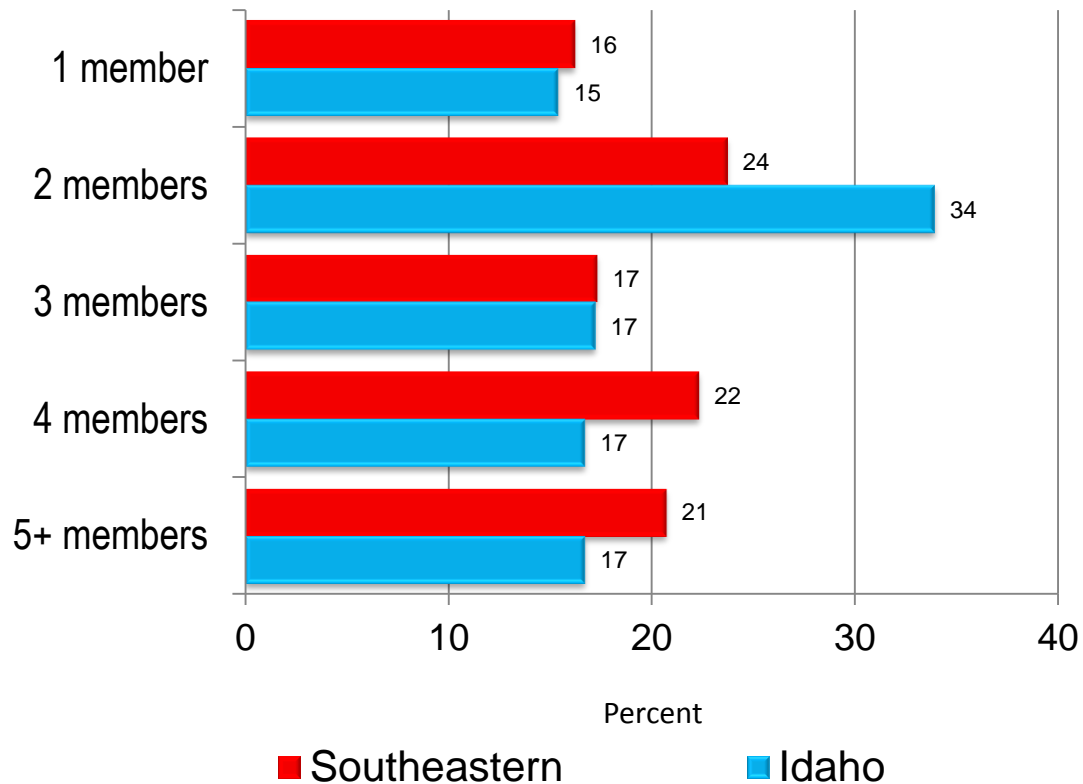
Base: Total Overnight Person-Trips to Idaho



Household Size – Southeastern



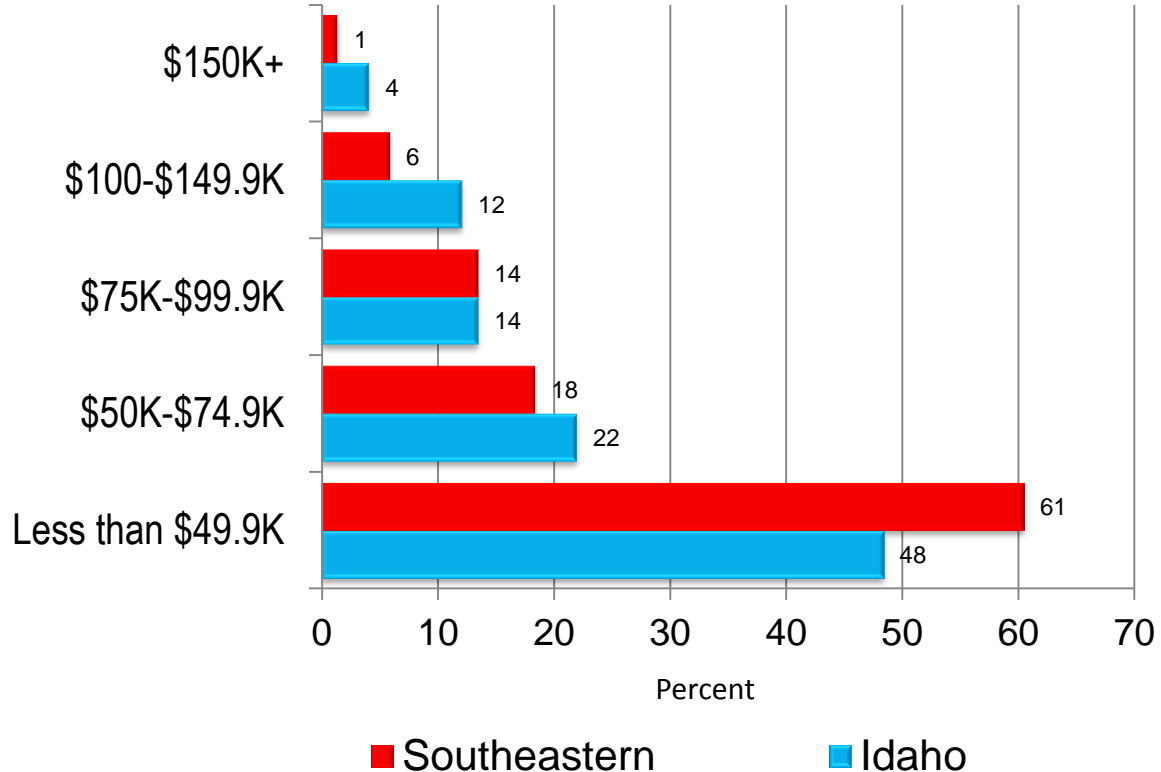
Base: Total Overnight Person-Trips to Idaho



Household Income – Southeastern



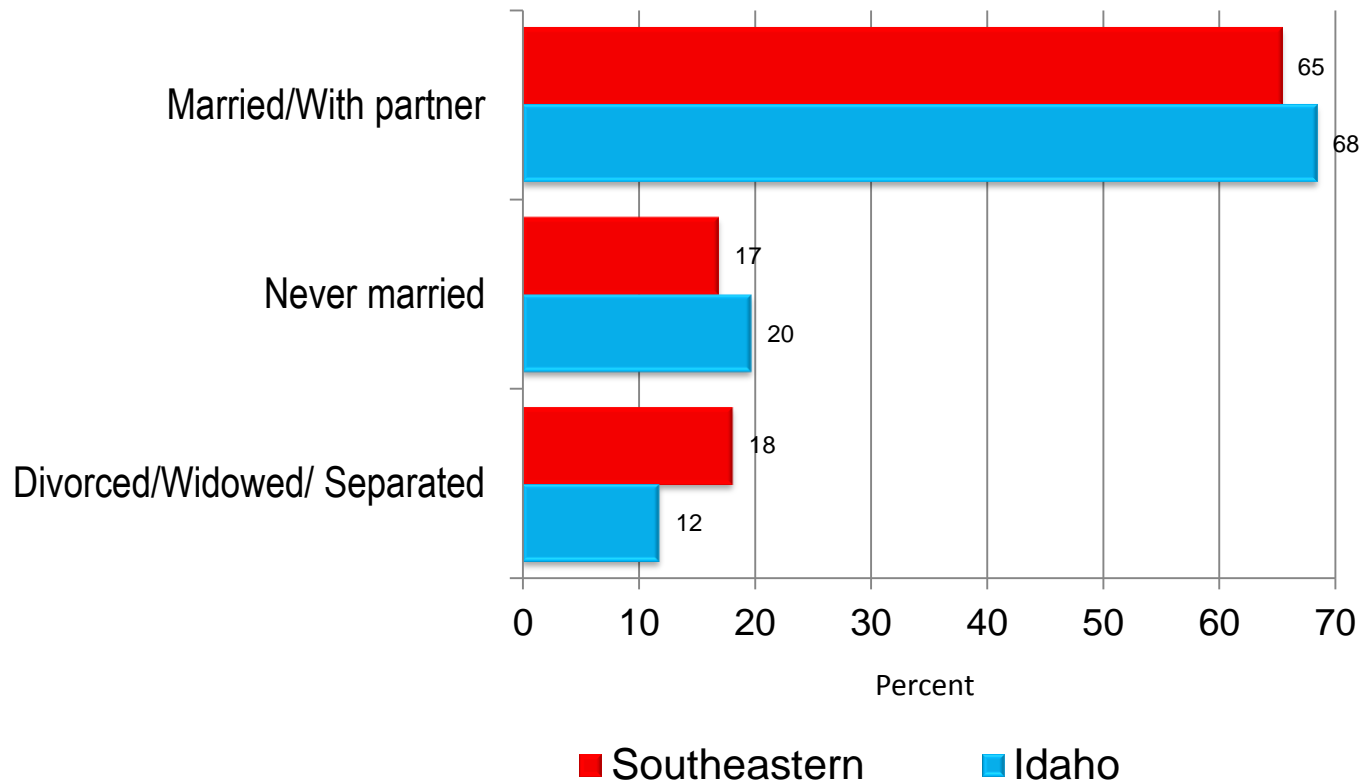
Base: Total Overnight Person-Trips to Idaho



Marital Status – Southeastern



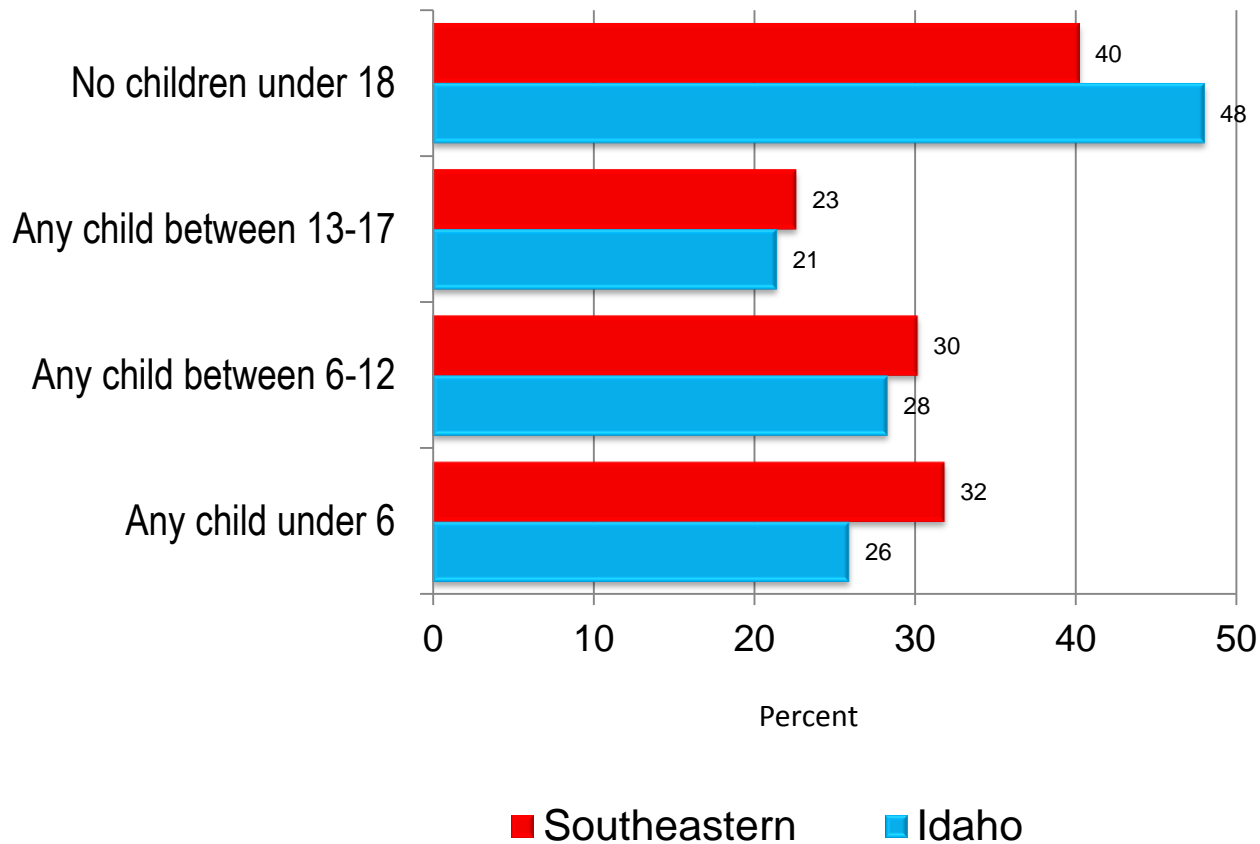
Base: Total Overnight Person-Trips to Idaho



Children in Household – Southeastern



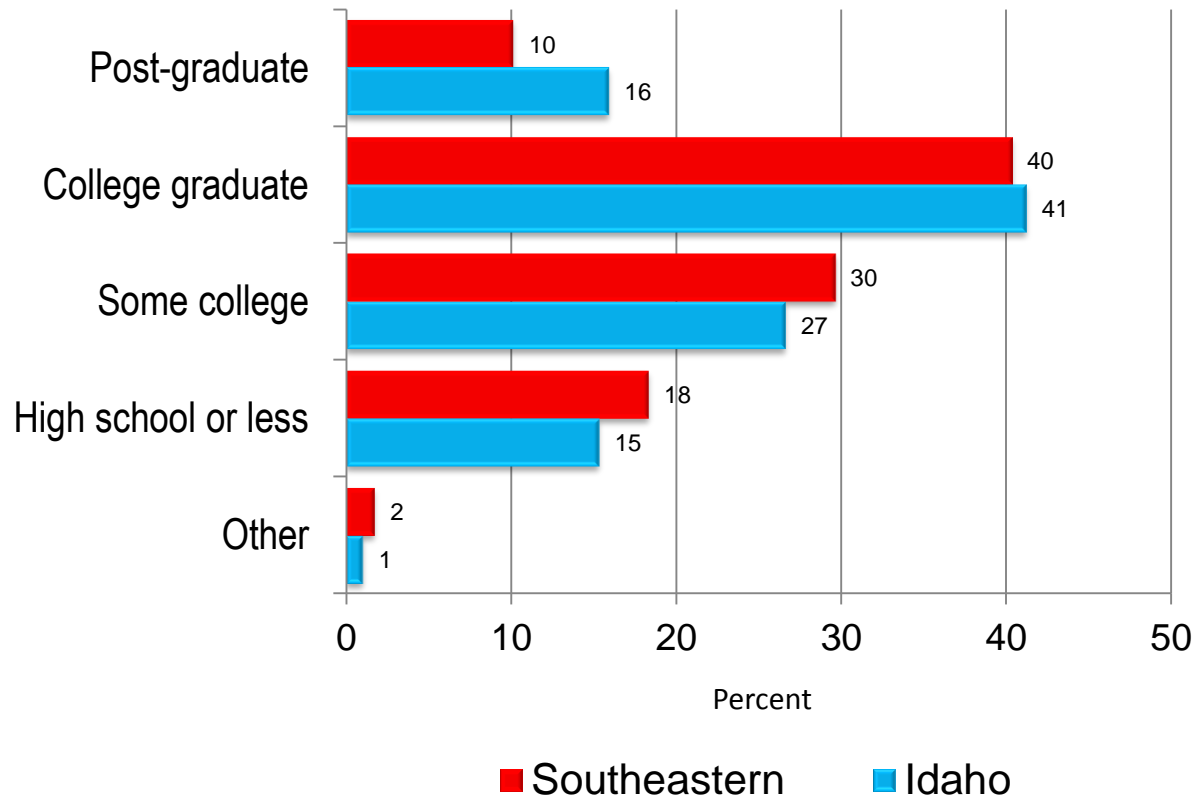
Base: Total Overnight Person-Trips to Idaho



Education – Southeastern



Base: Total Overnight Person-Trips to Idaho



Employment – Southeastern



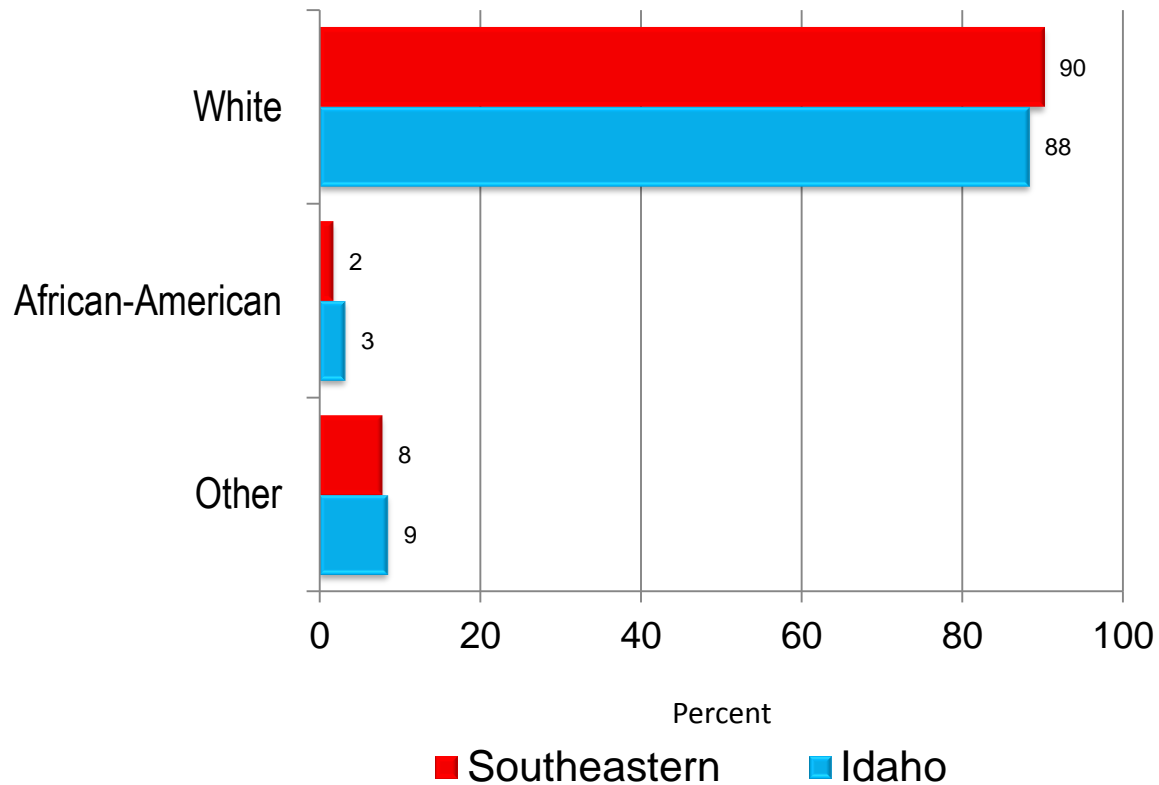
Base: Total Overnight Person-Trips to Idaho



Race – Southeastern



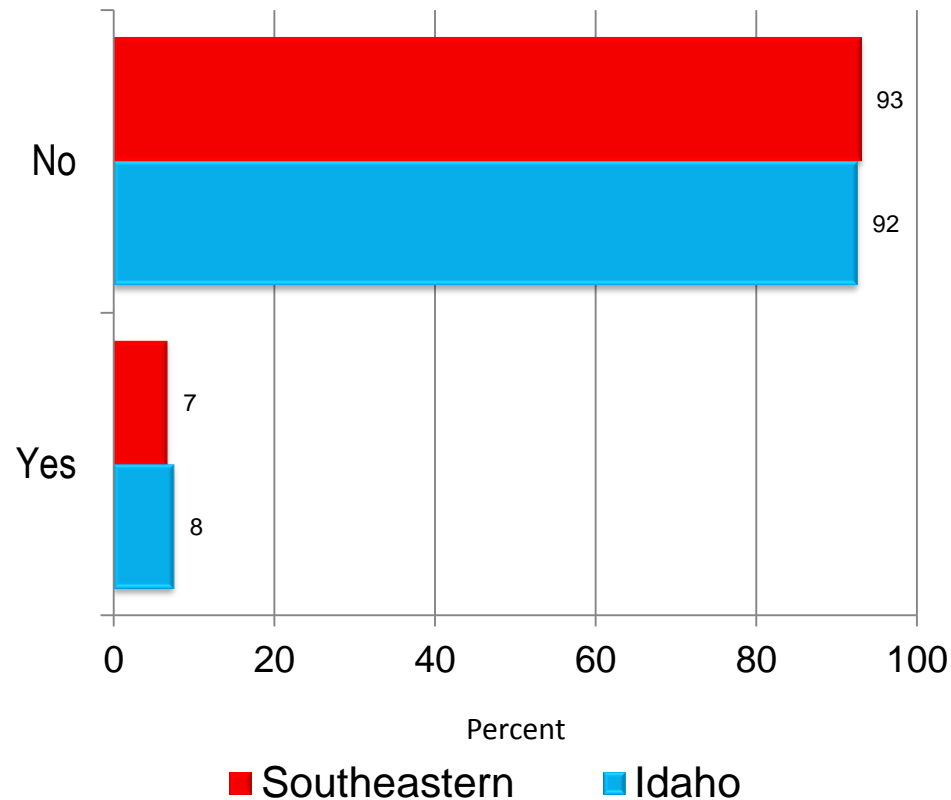
Base: Total Overnight Person-Trips to Idaho



Hispanic Background – Southeastern



Base: Total Overnight Person-Trips to Idaho



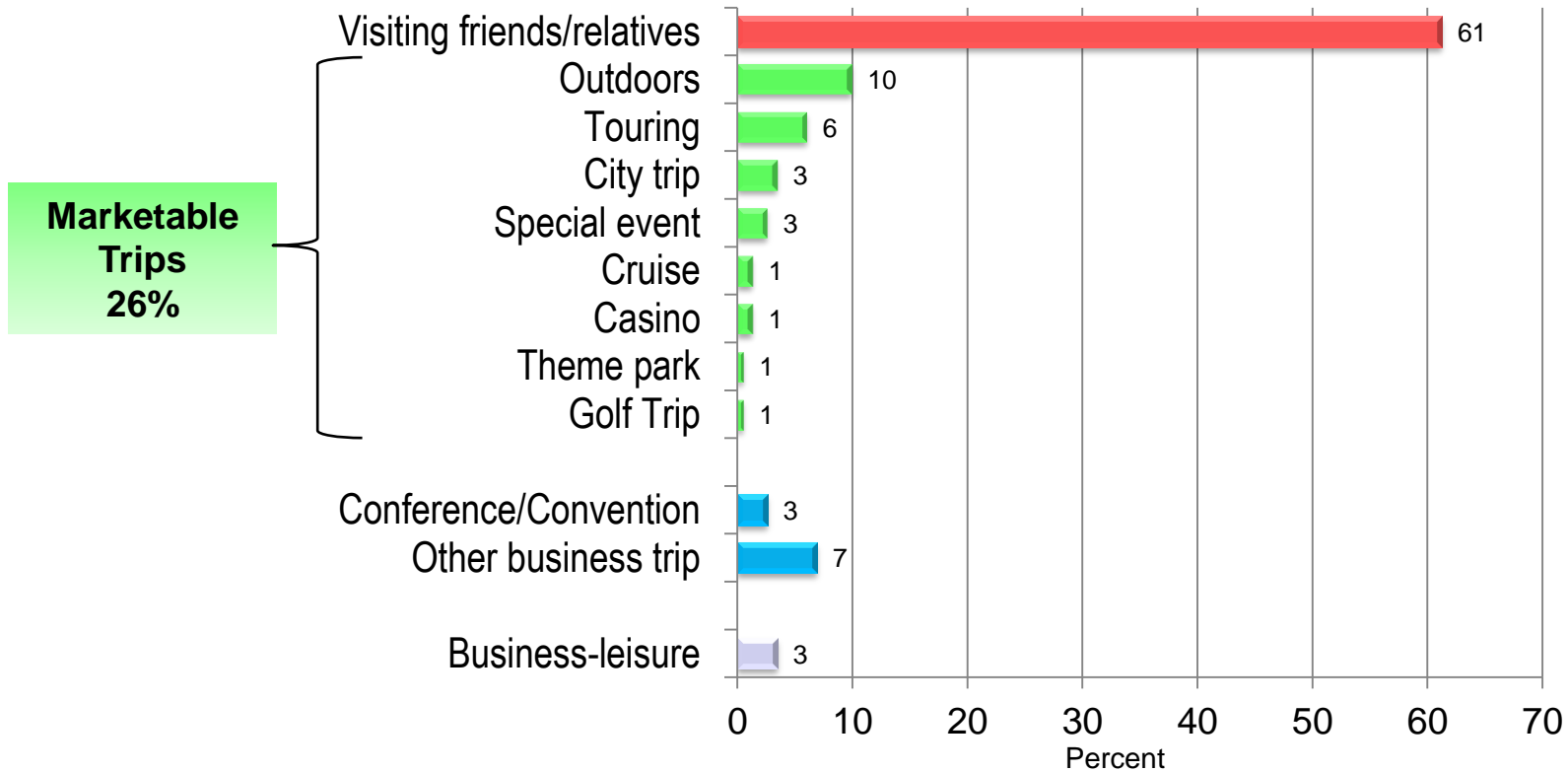


South Central Region

Main Purpose of Trip – South Central Region



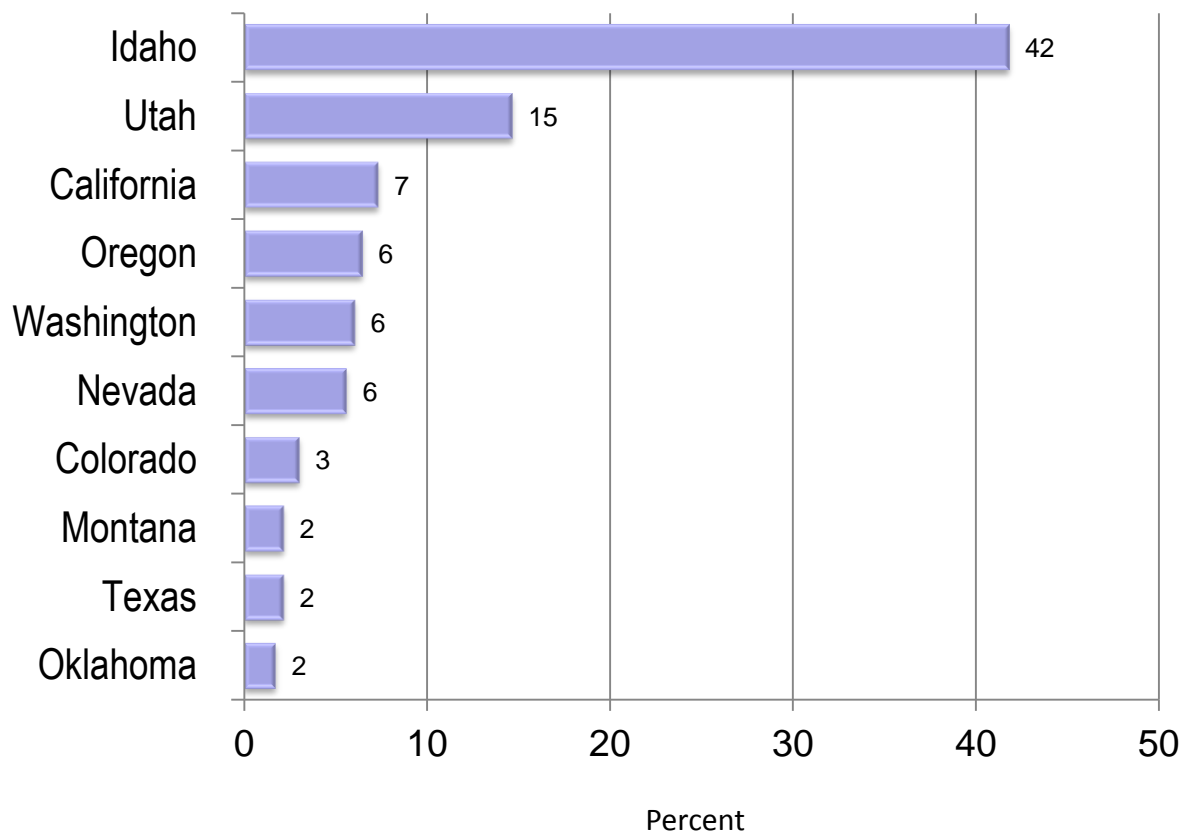
Base: Total Overnight Person-Trips to the South Central Region



State Origin Of Overnight Trip – South Central



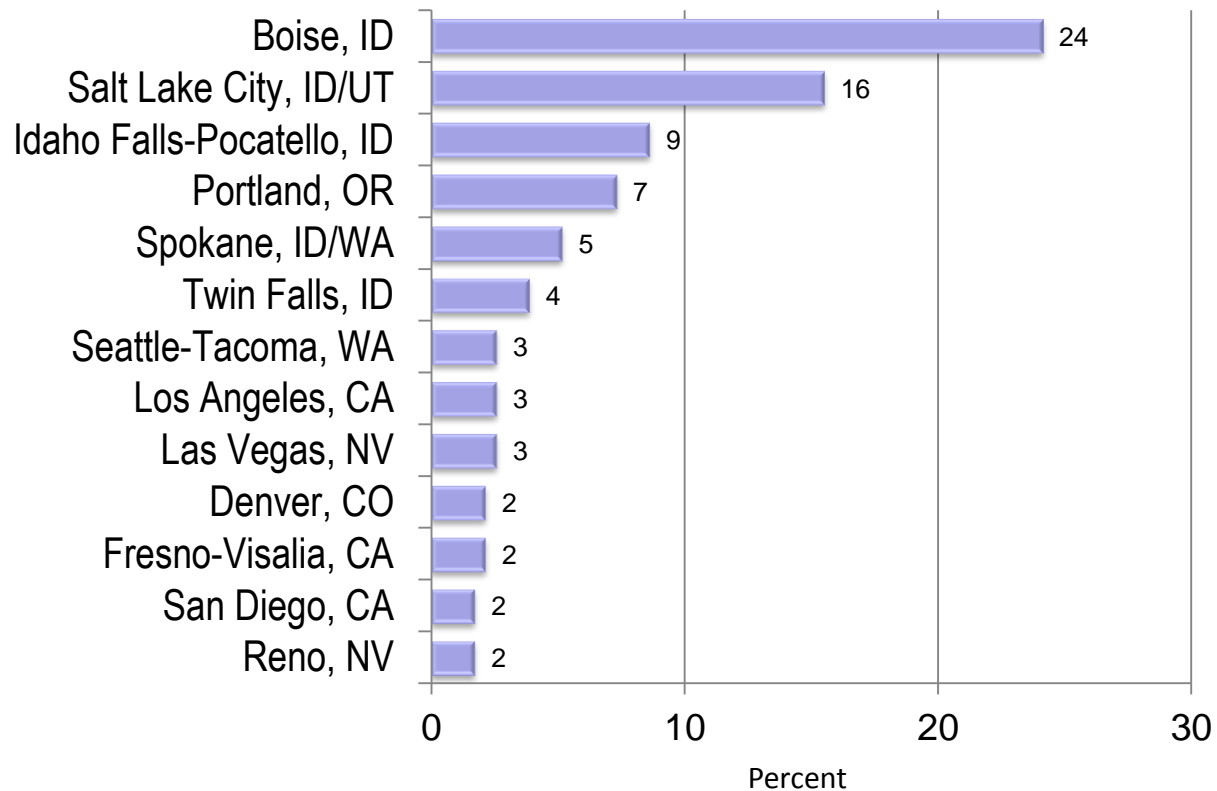
Base: Total Overnight Person-Trips to the South Central Region



DMA Origin Of Overnight Trip - South Central



Base: Total Overnight Person-Trips to the South Central Region





Overnight Trip Characteristics

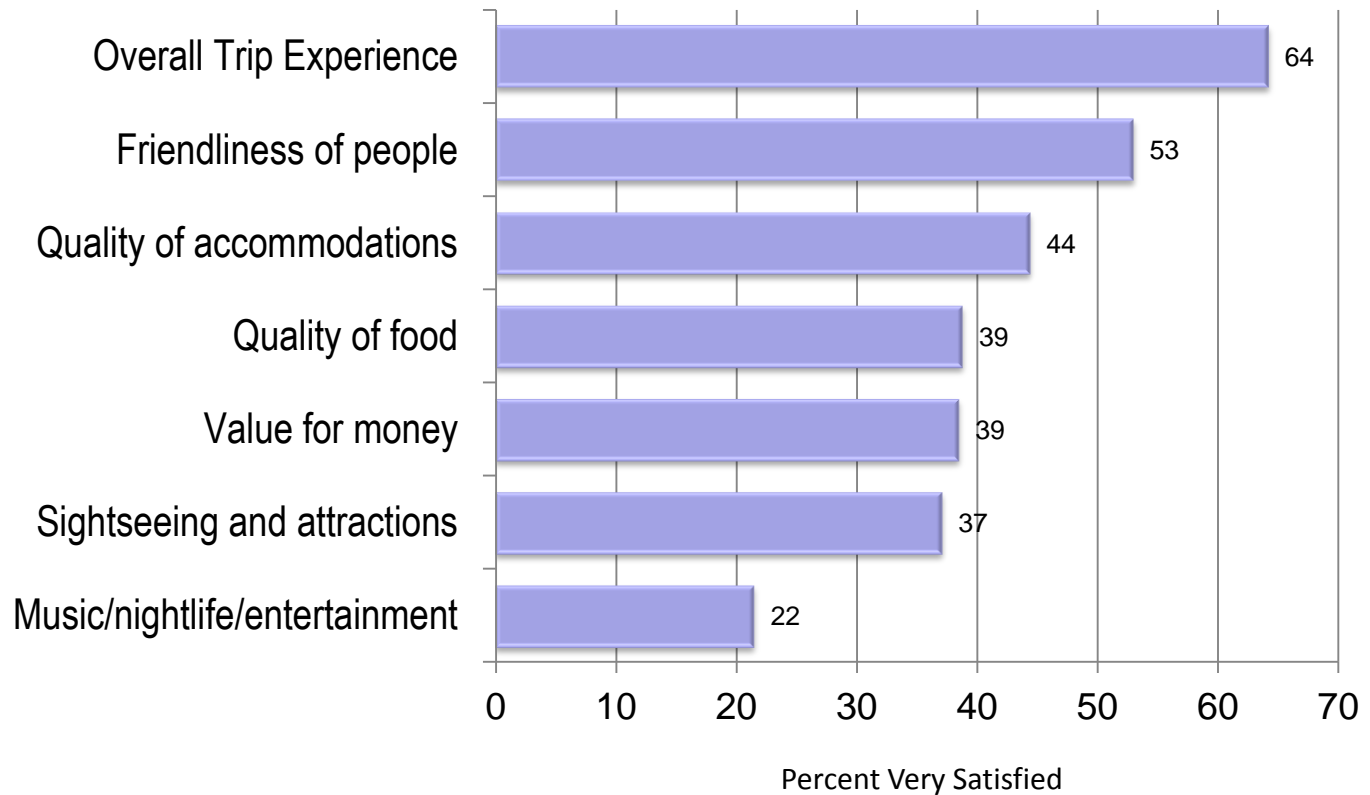
- South Central Region

Satisfaction with Trip*

% Very Satisfied – South Central



Base: Total Overnight Person-Trips to the South Central Region

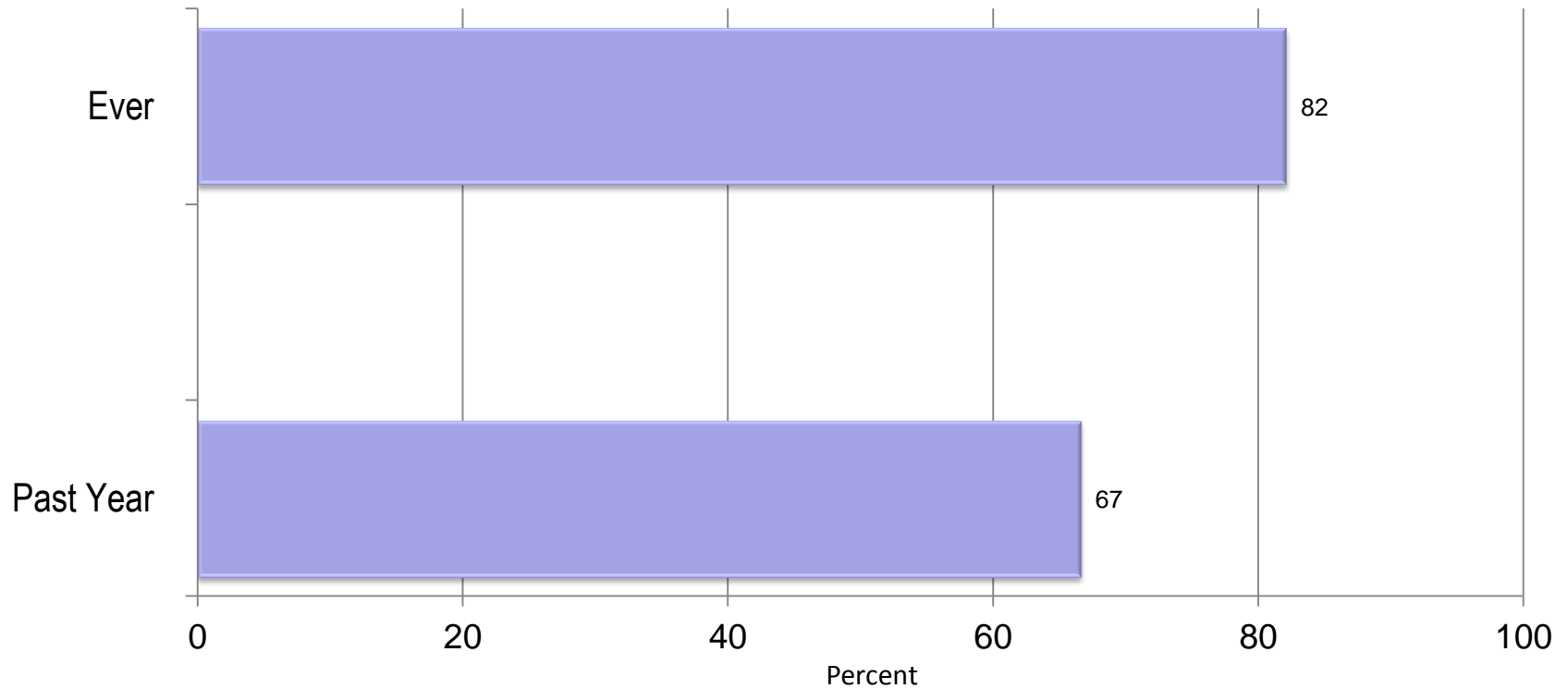


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to the South Central Region

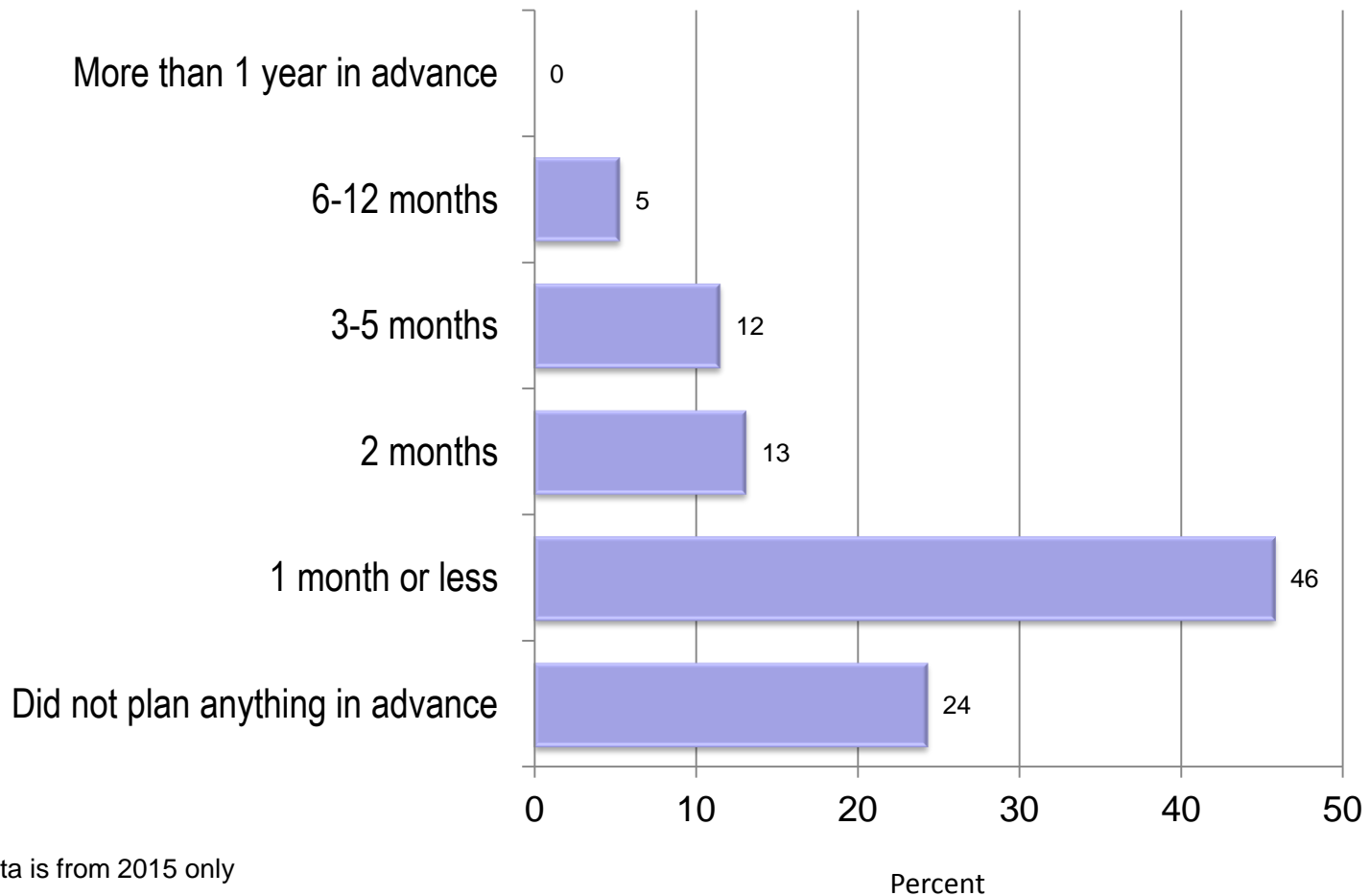


*New in 2015, data is from 2015 only

Length of Trip Planning* — South Central



Base: Total Overnight Person-Trips to the South Central Region

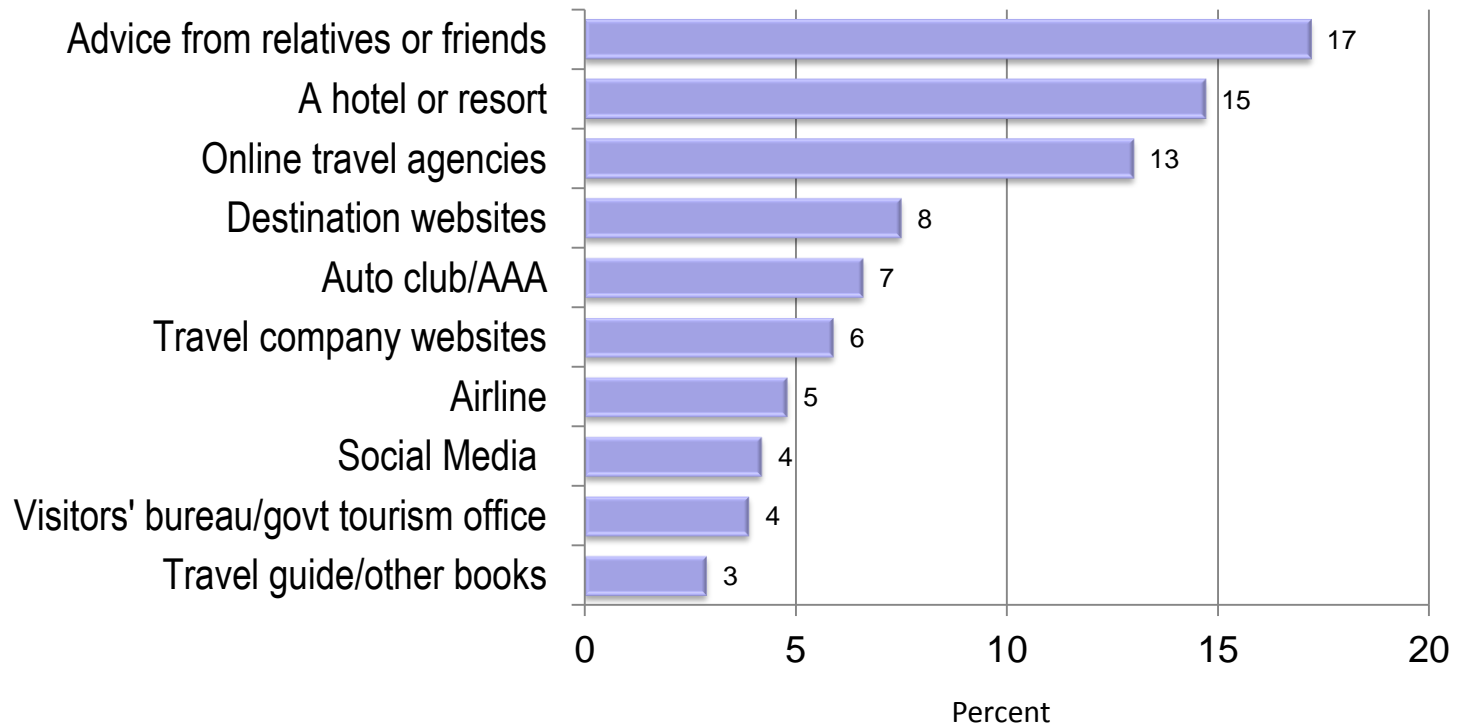


*New in 2015, data is from 2015 only

Trip Planning Information Sources* – South Central



Base: Total Overnight Person-Trips to the South Central Region

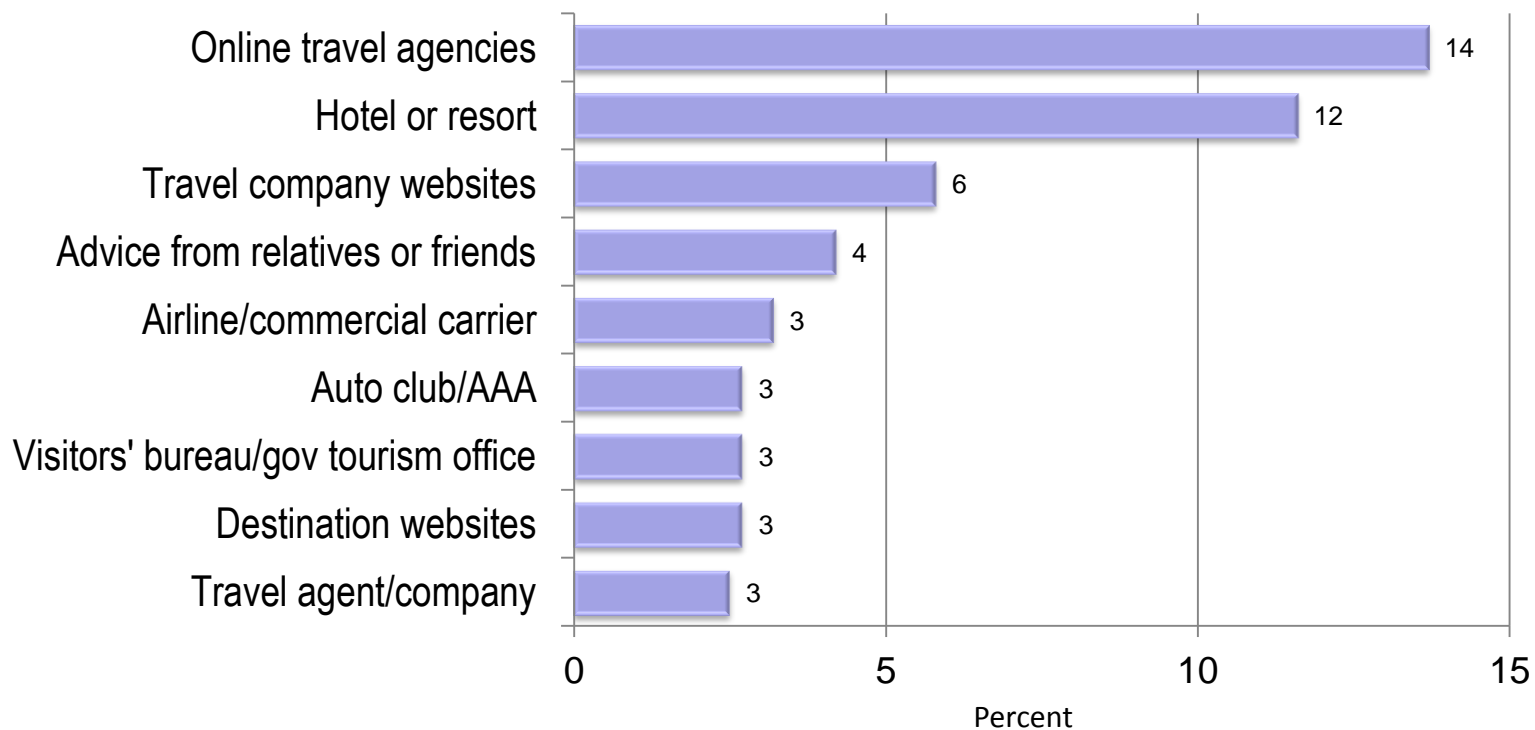


*New in 2015, data is from 2015 only

Method of Booking Trip* – South Central



Base: Total Overnight Person-Trips to the South Central Region



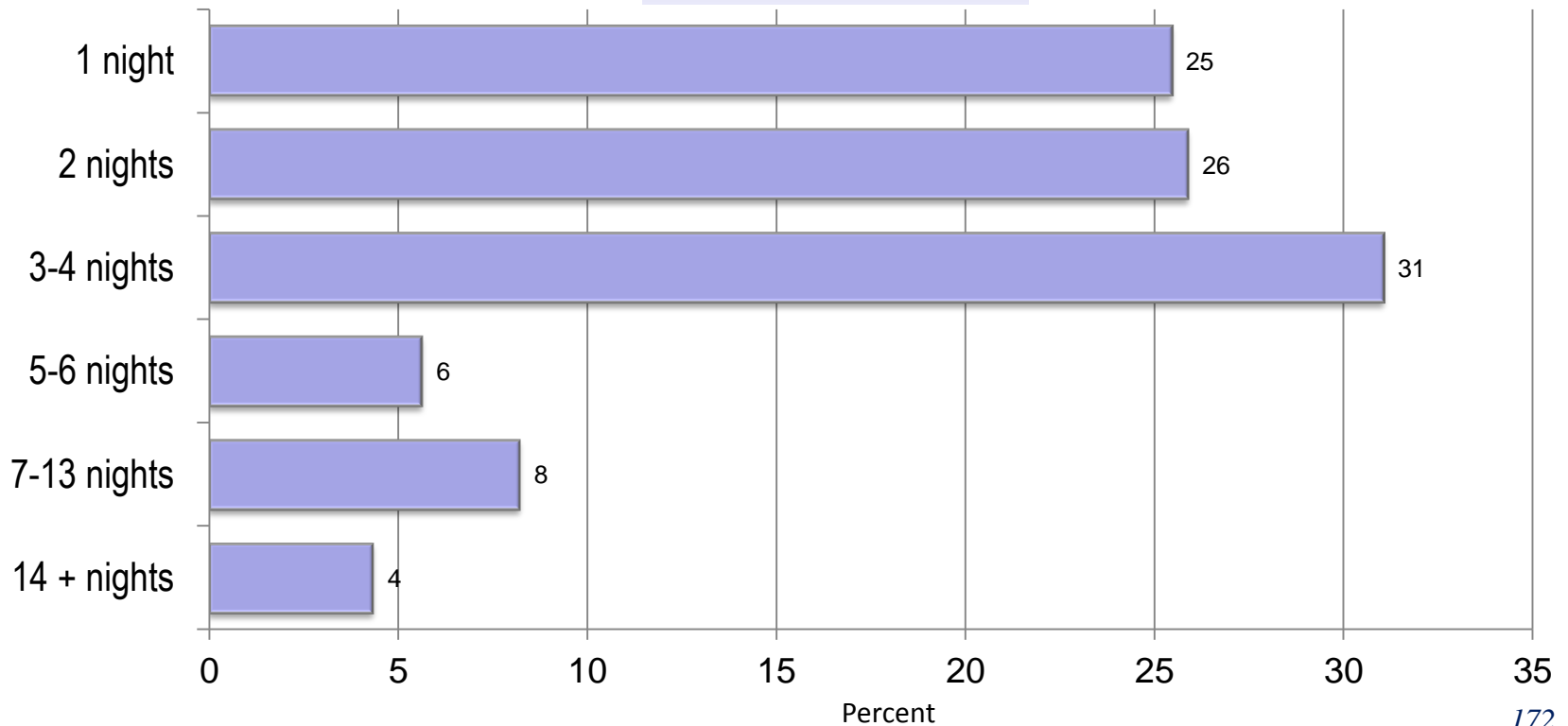
*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to the South Central Region

Average South Central
= 3.7 Nights

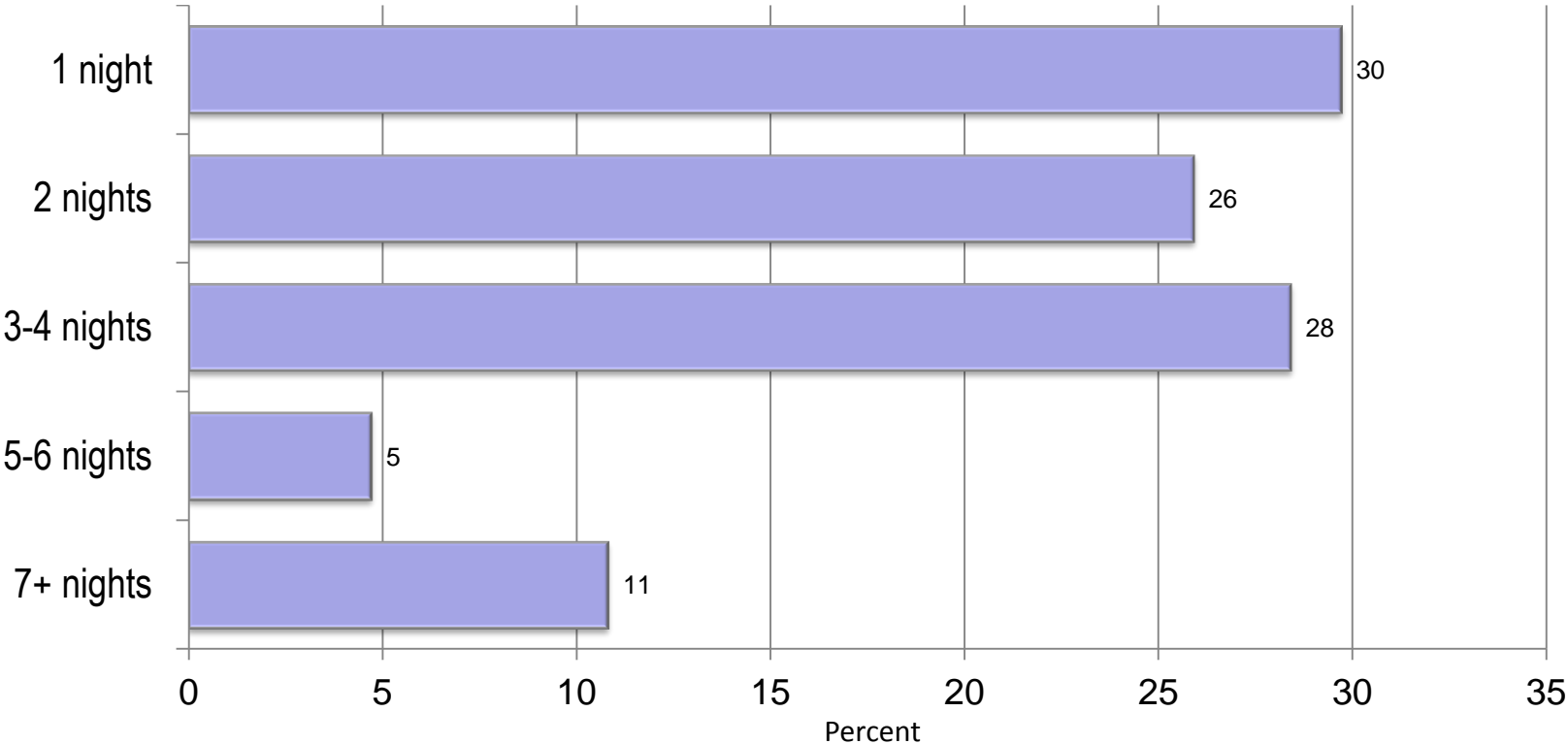


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to the South Central Region

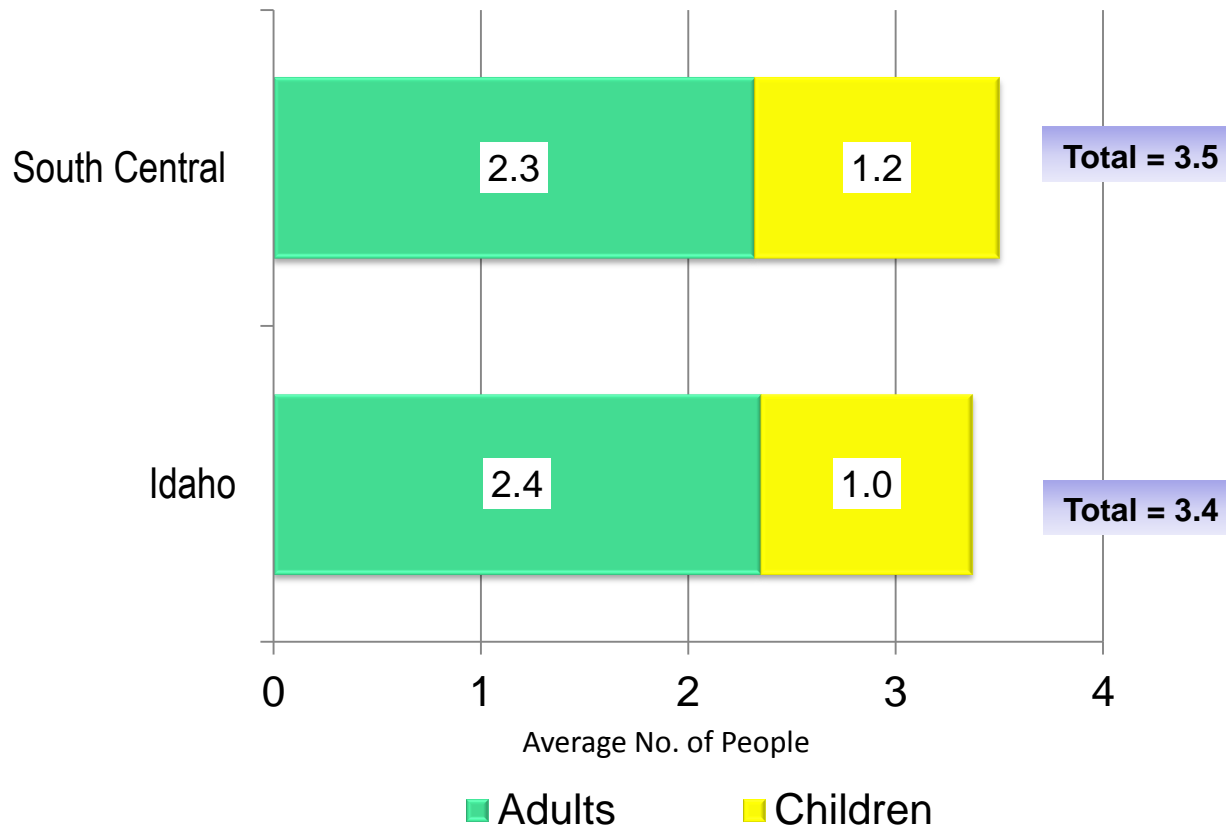
Average South Central
= 3.4 Nights



Size of Travel Party



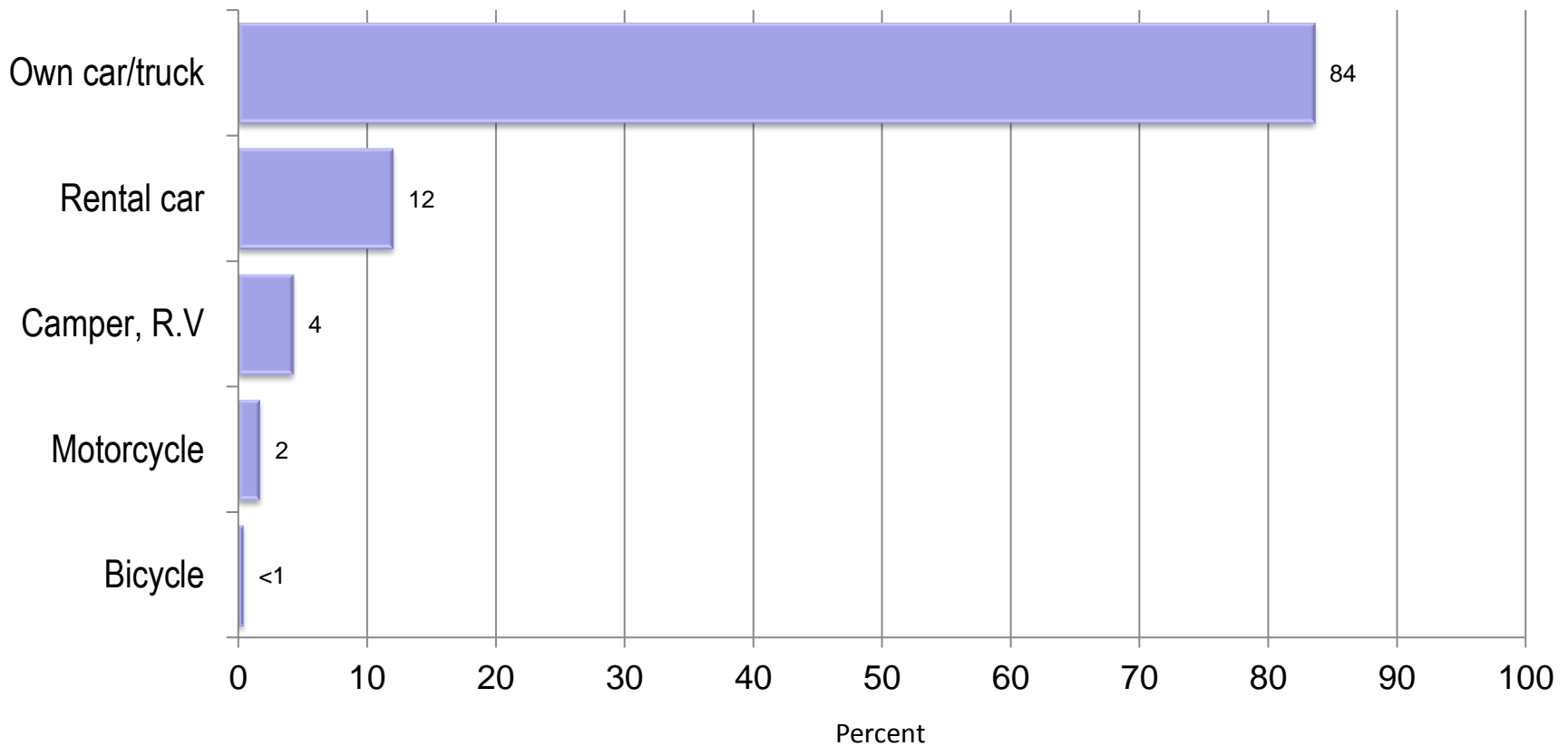
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



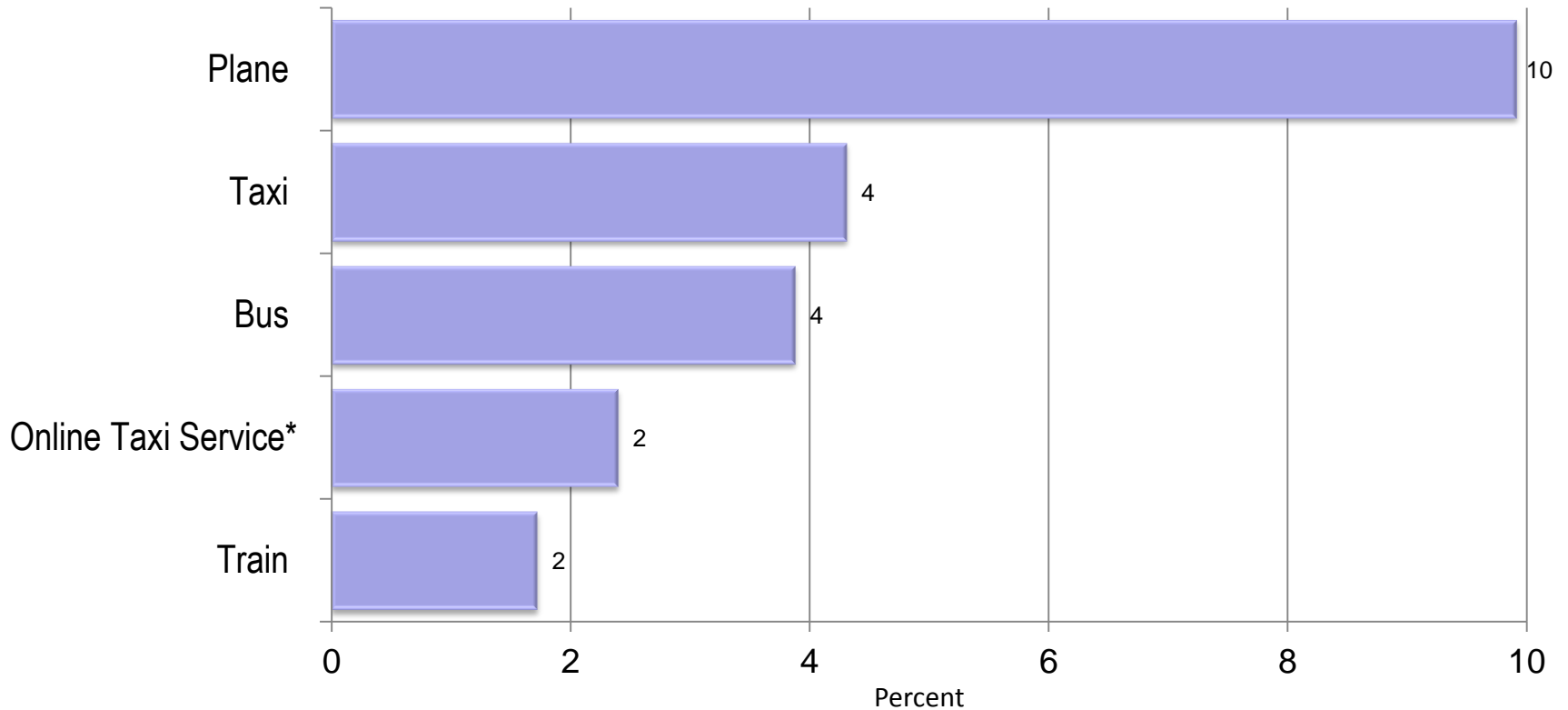
Base: Total Overnight Person-Trips to the South Central Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to the South Central Region

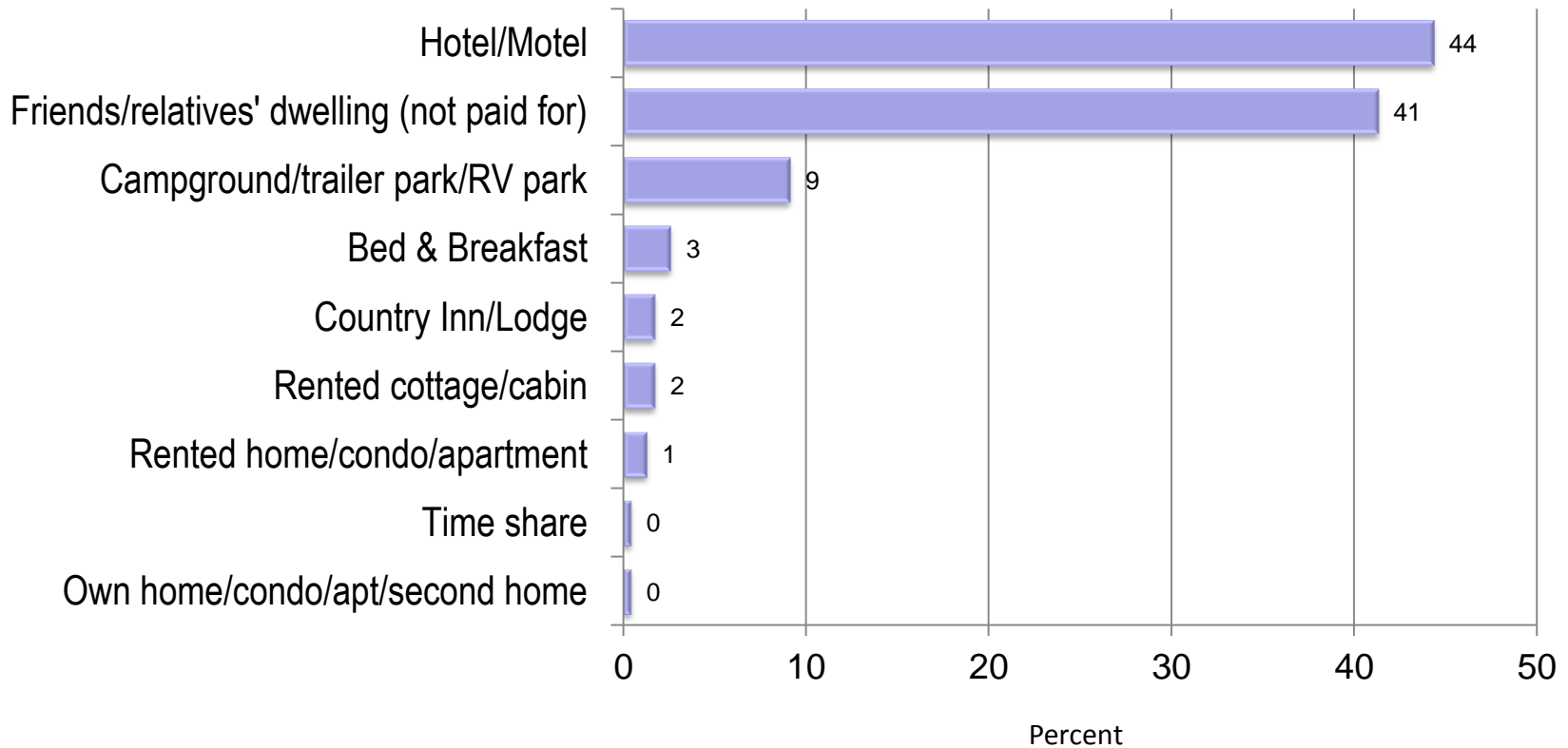


*Category added in 2015, data is from 2015 only

Accommodation – South Central



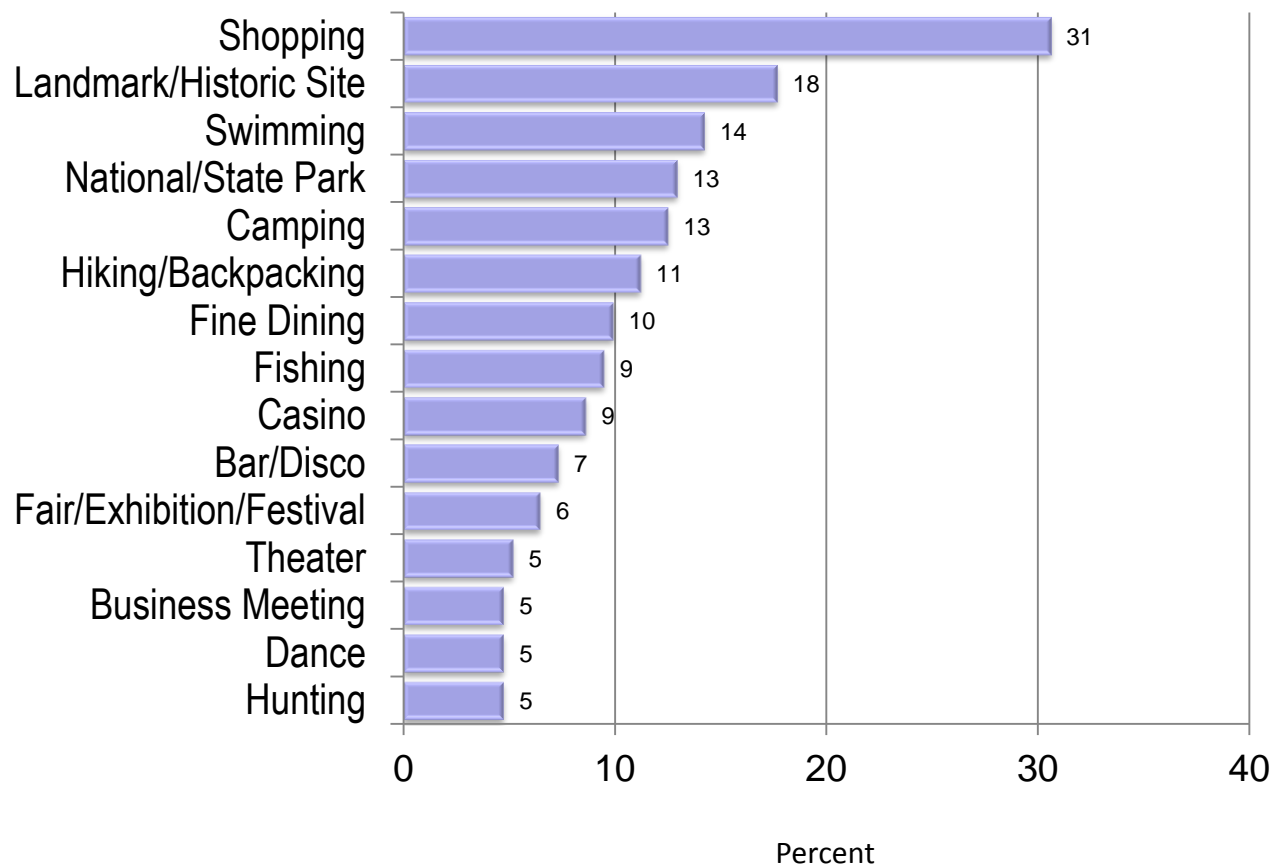
Base: Total Overnight Person-Trips to the South Central Region



Activities and Experiences — South Central



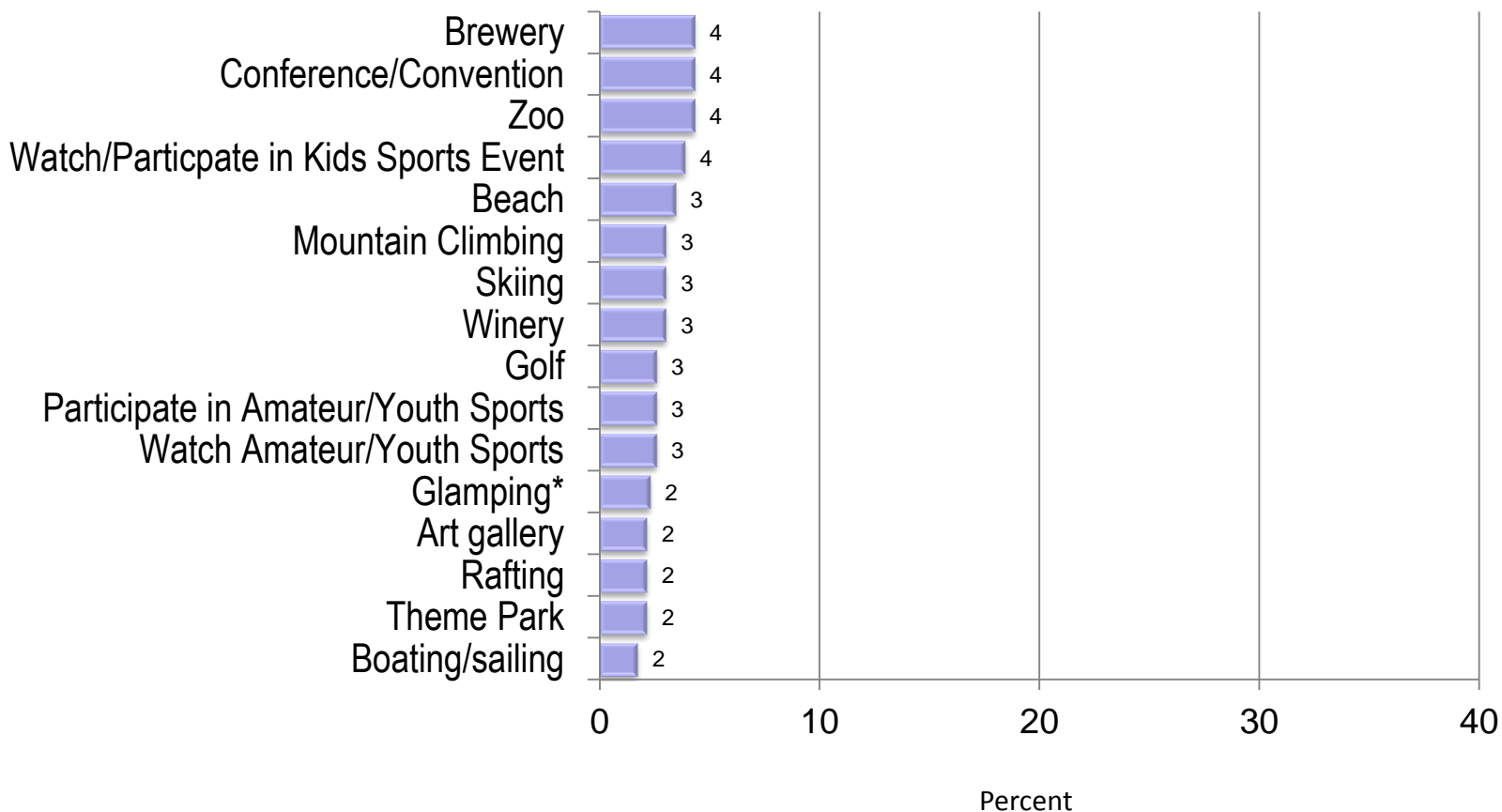
Base: Total Overnight Person-Trips to the South Central Region



Activities and Experiences – South Central (Cont'd)



Base: Total Overnight Person-Trips to the South Central Region

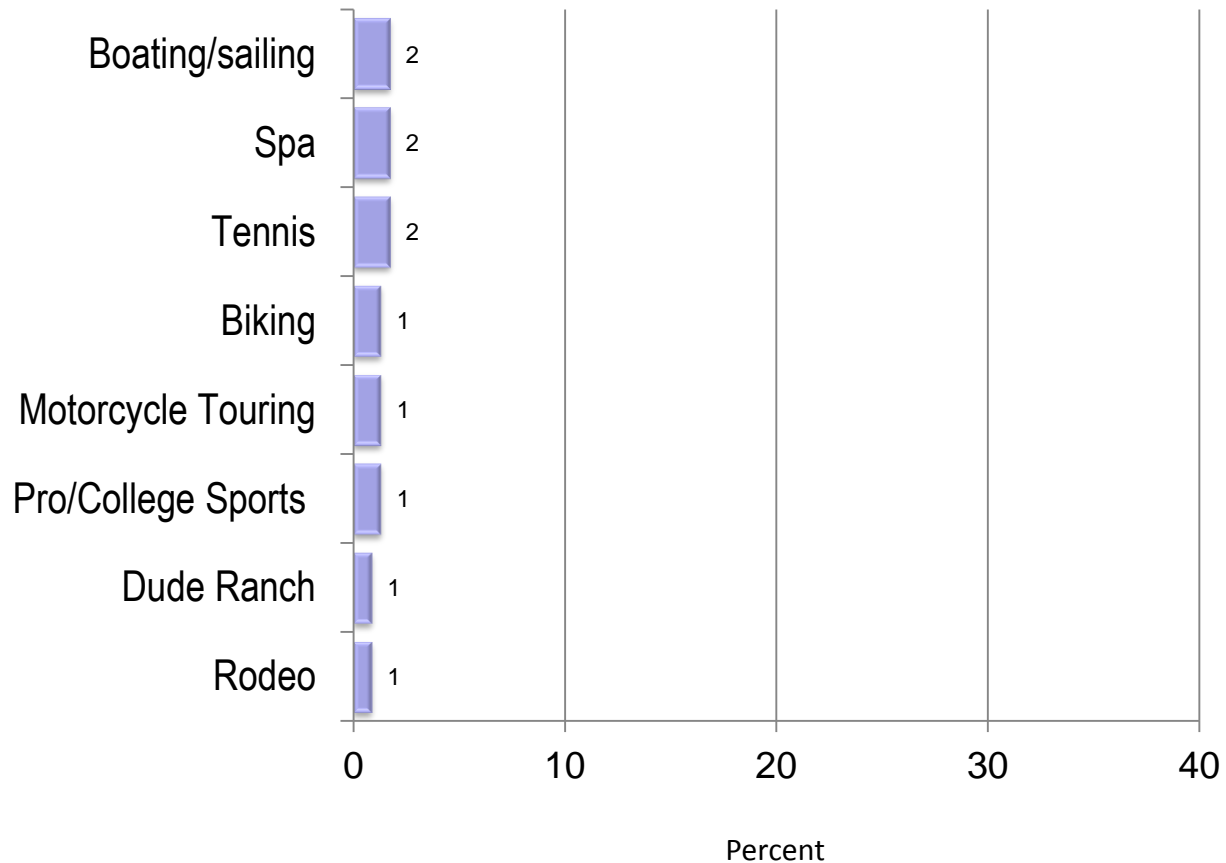


*Category added in 2015, data is from 2015 only

Activities and Experiences – South Central (Cont'd)



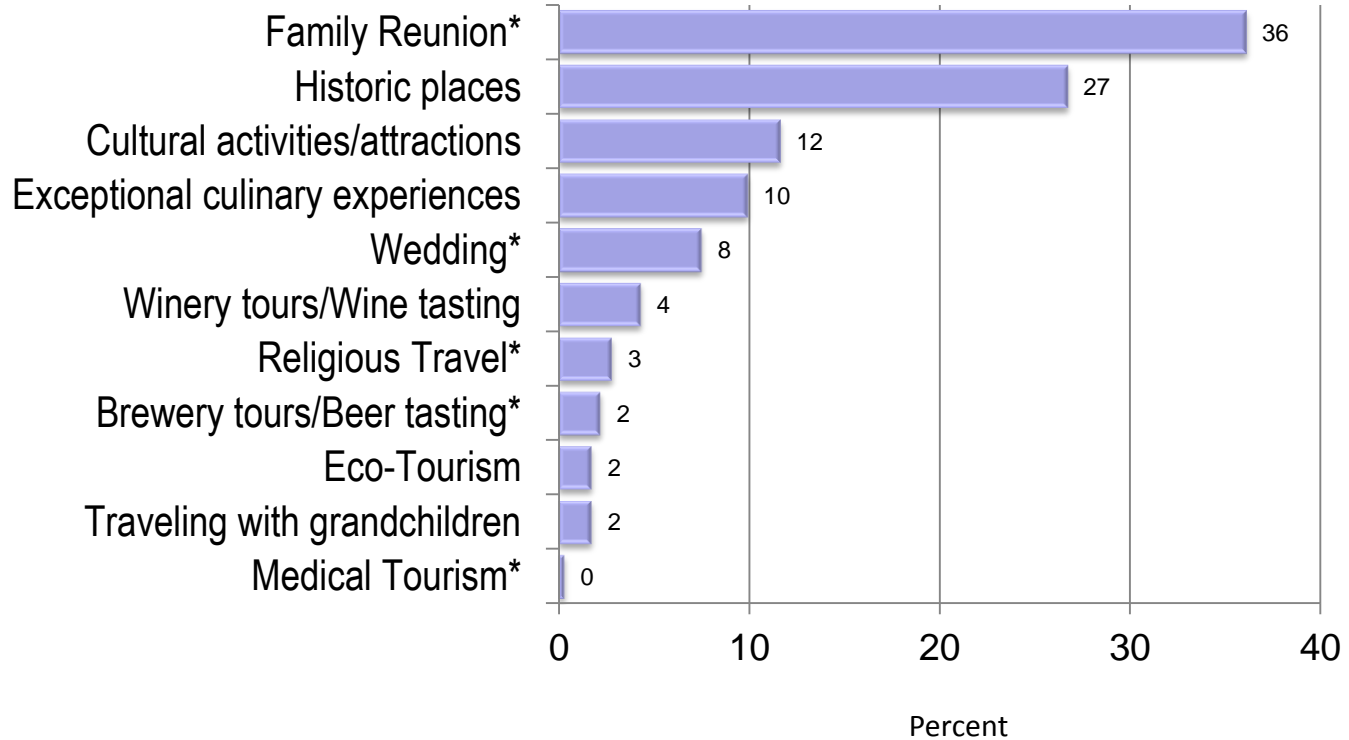
Base: Total Overnight Person-Trips to the South Central Region



Activities of Special Interest - South Central



Base: Total Overnight Person-Trips to the South Central Region



*Category added in 2015, data is from 2015 only

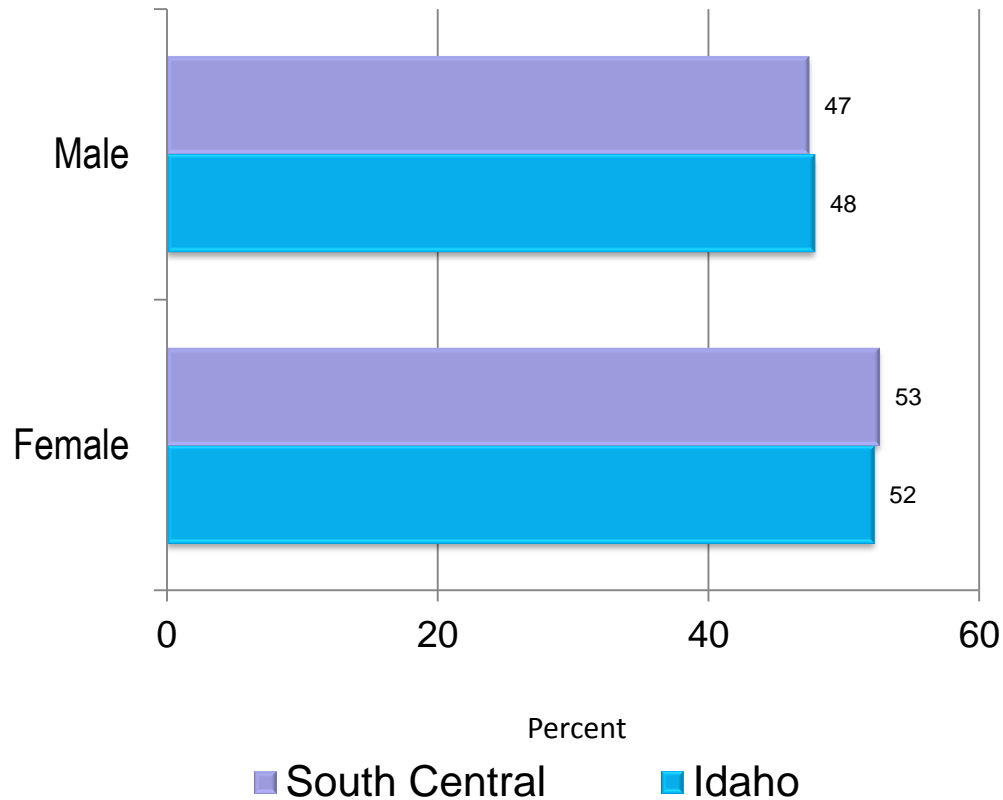


Demographic Profile of Idaho Visitors – South Central Region

Gender – South Central



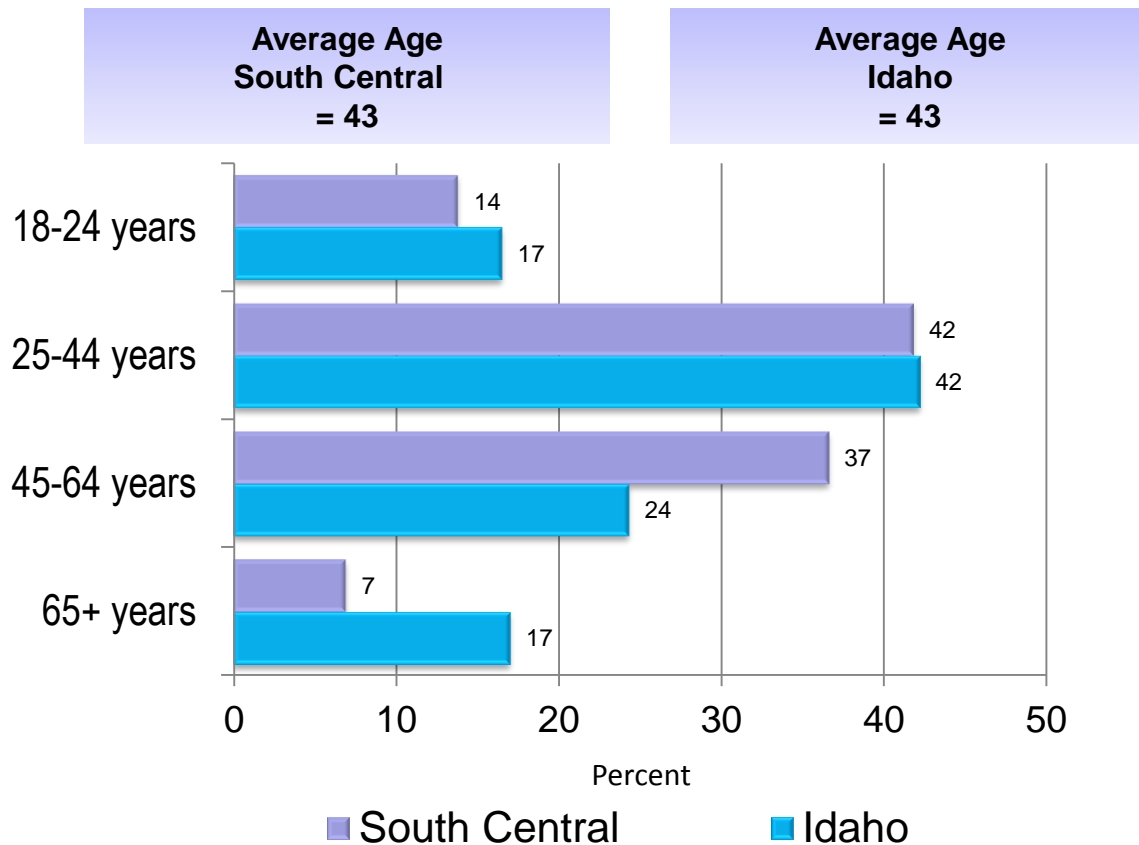
Base: Total Overnight Person-Trips to Idaho



Age – South Central



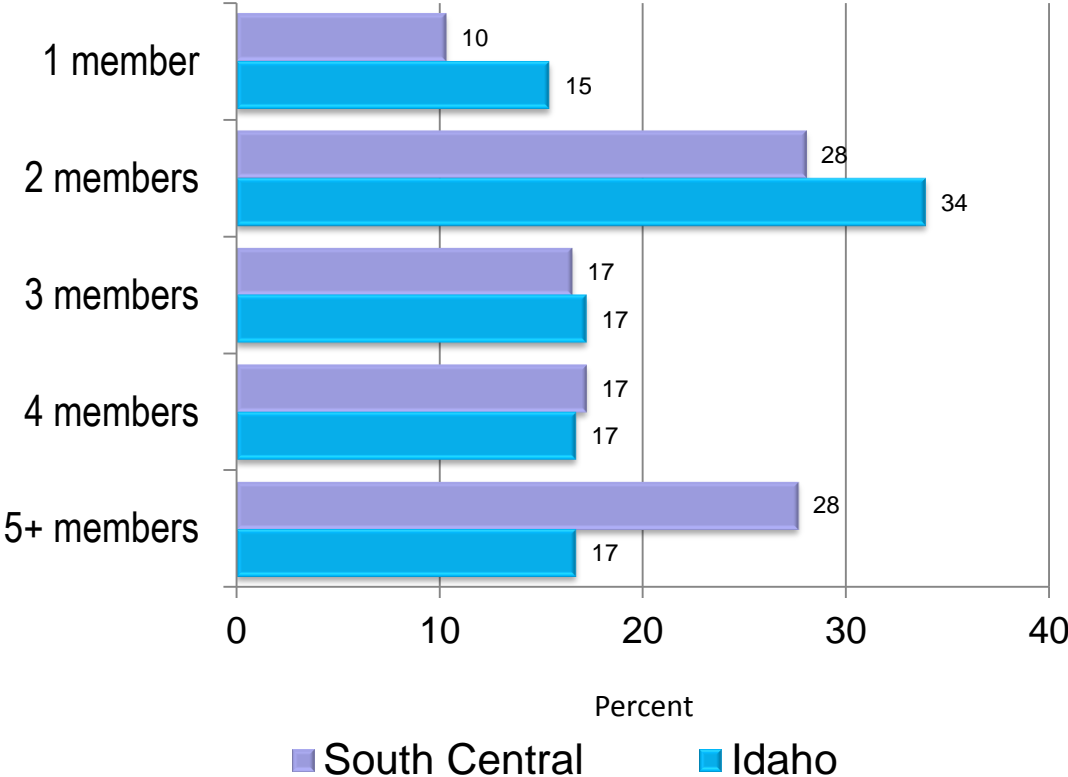
Base: Total Overnight Person-Trips to Idaho



Household Size – South Central



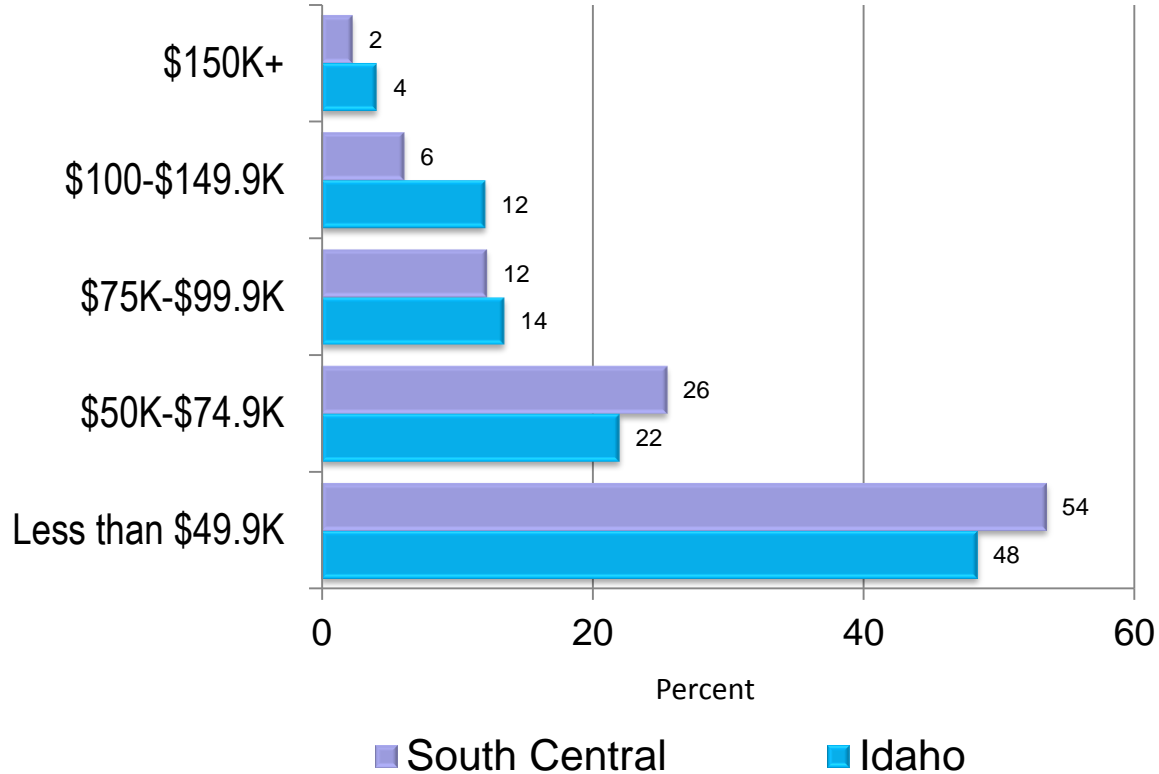
Base: Total Overnight Person-Trips to Idaho



Household Income – South Central



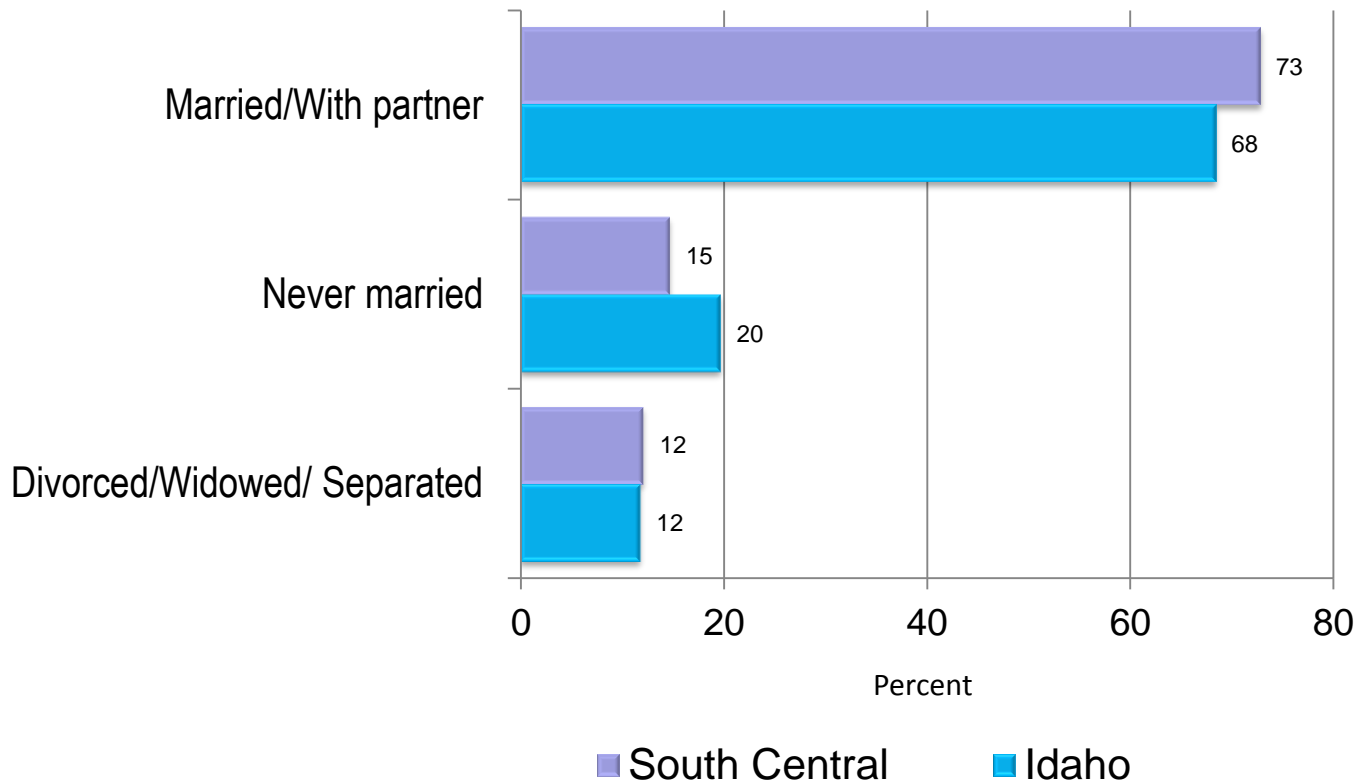
Base: Total Overnight Person-Trips to Idaho



Marital Status – South Central



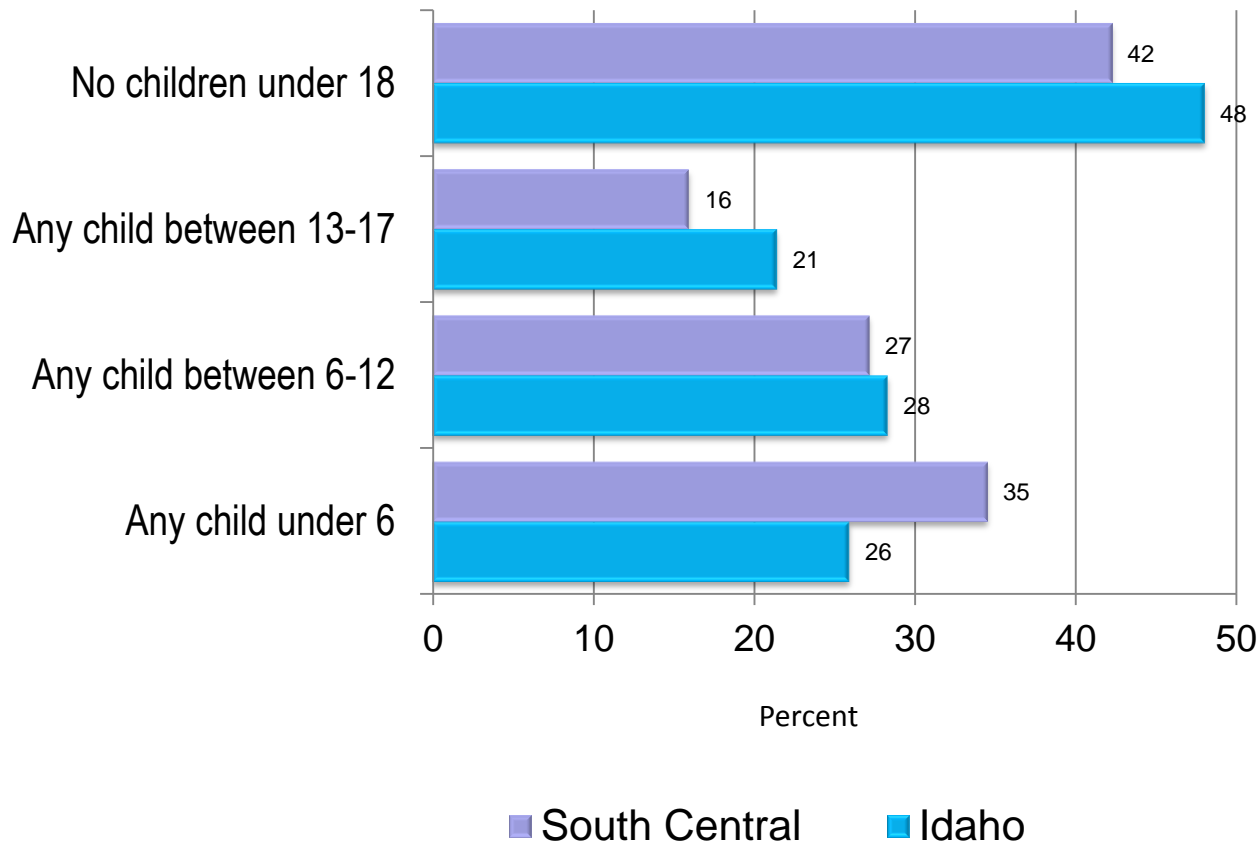
Base: Total Overnight Person-Trips to Idaho



Children in Household – South Central



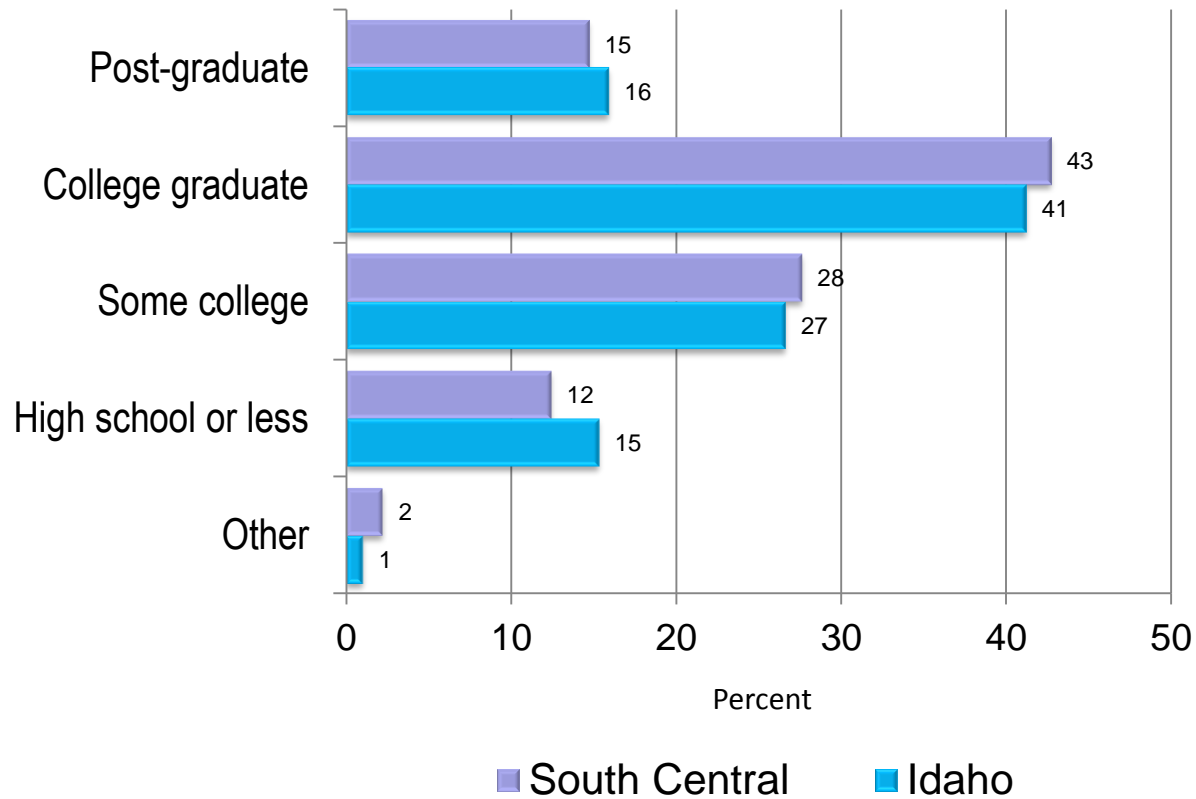
Base: Total Overnight Person-Trips to Idaho



Education – South Central



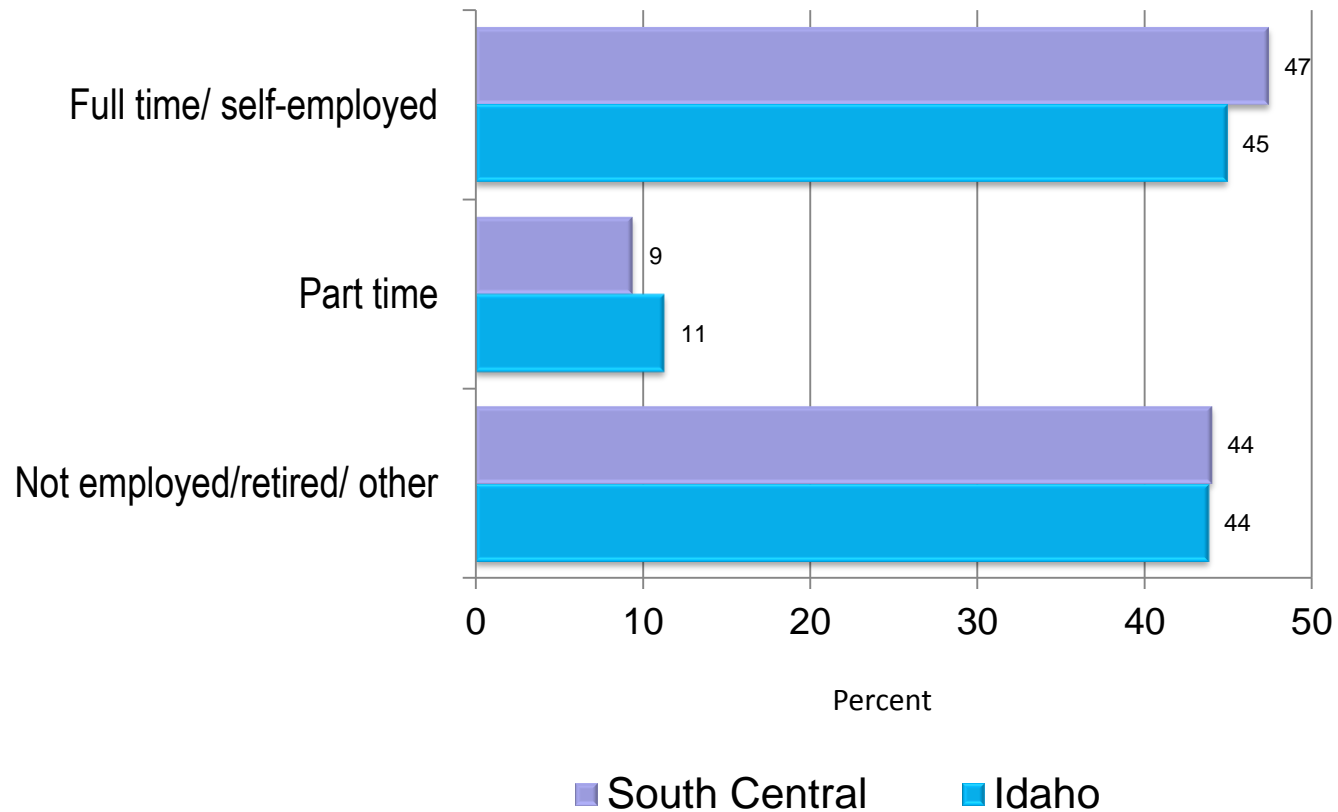
Base: Total Overnight Person-Trips to Idaho



Employment – South Central



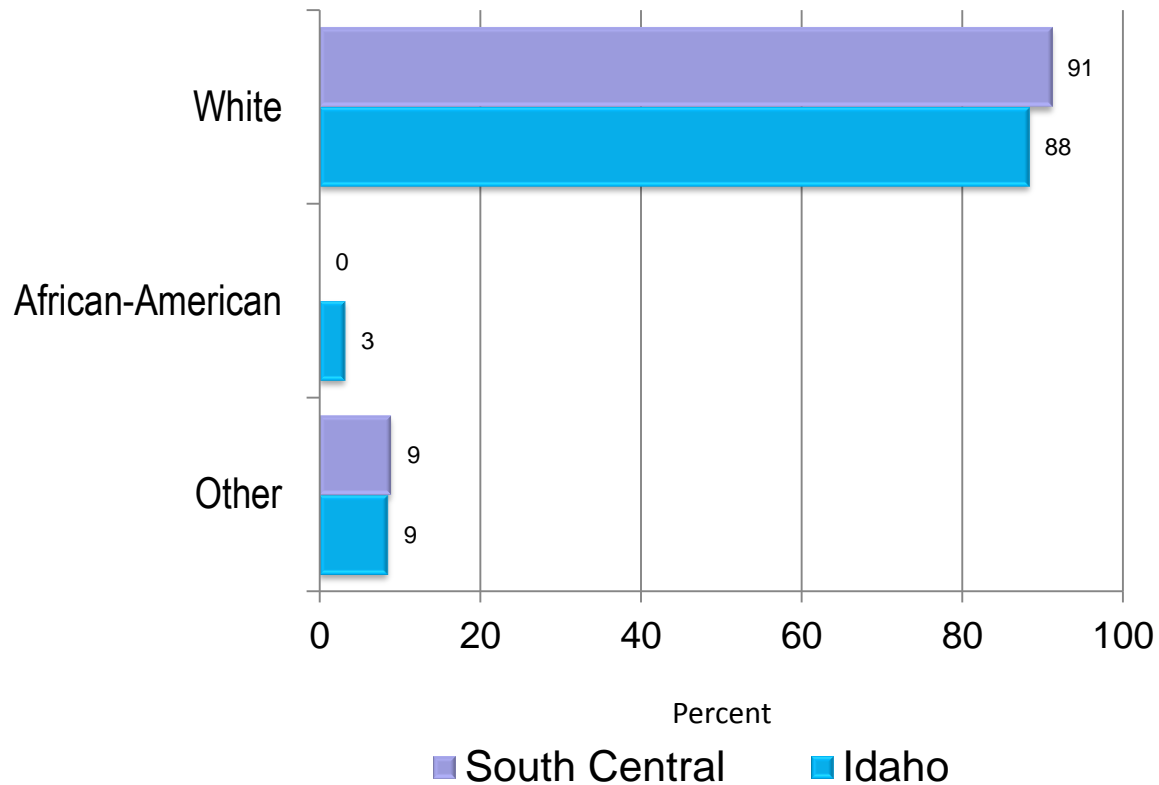
Base: Total Overnight Person-Trips to Idaho



Race – South Central



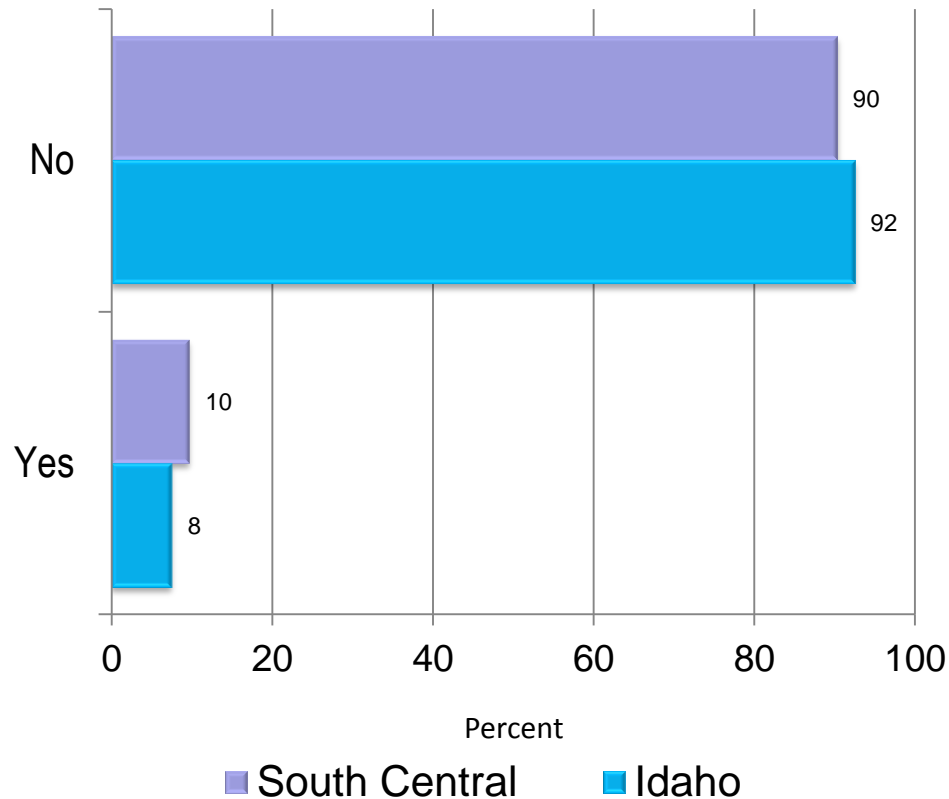
Base: Total Overnight Person-Trips to Idaho



Hispanic Background – South Central



Base: Total Overnight Person-Trips to Idaho



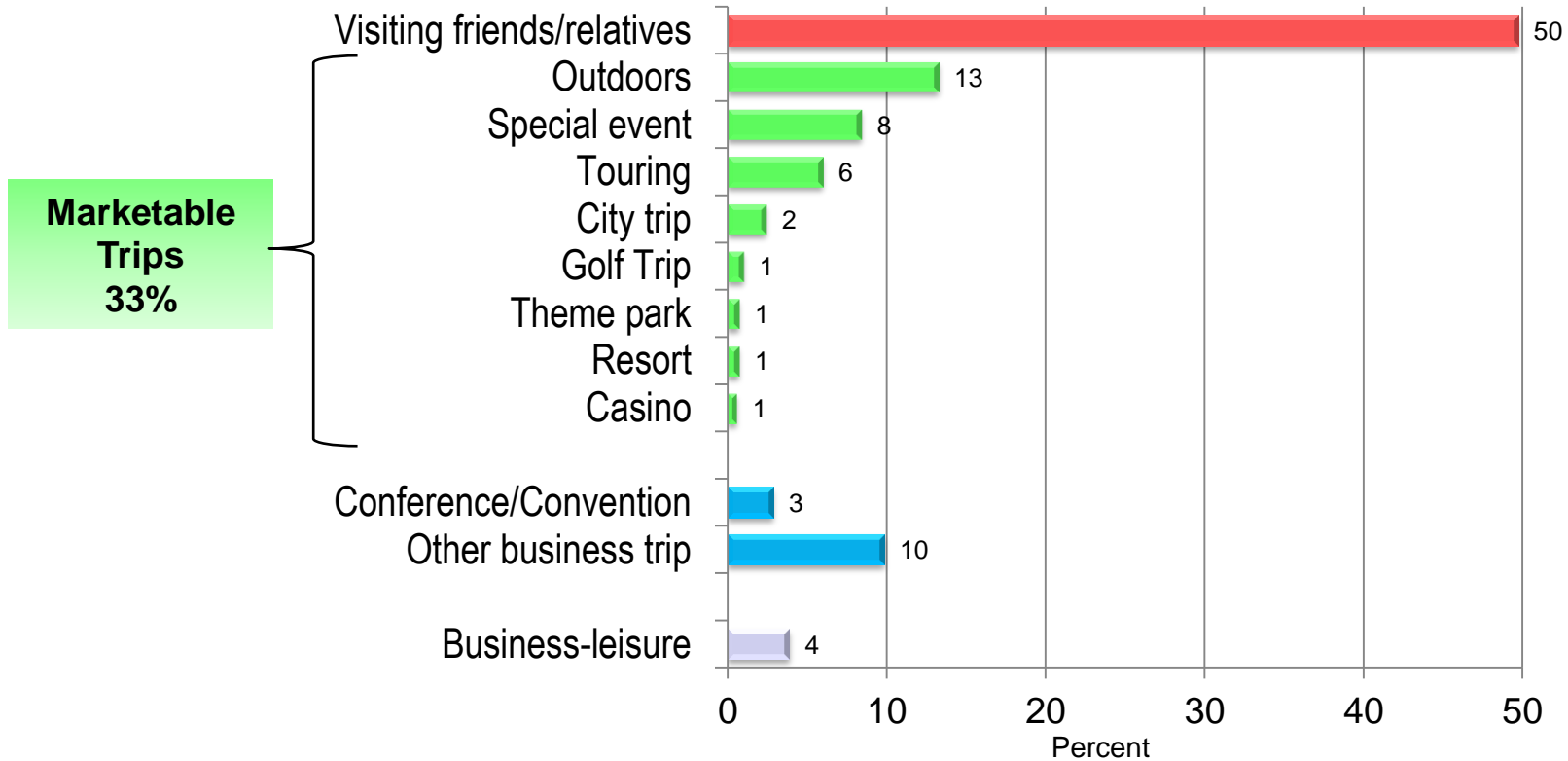


Southwestern Region

Main Purpose of Trip – Southwestern Region



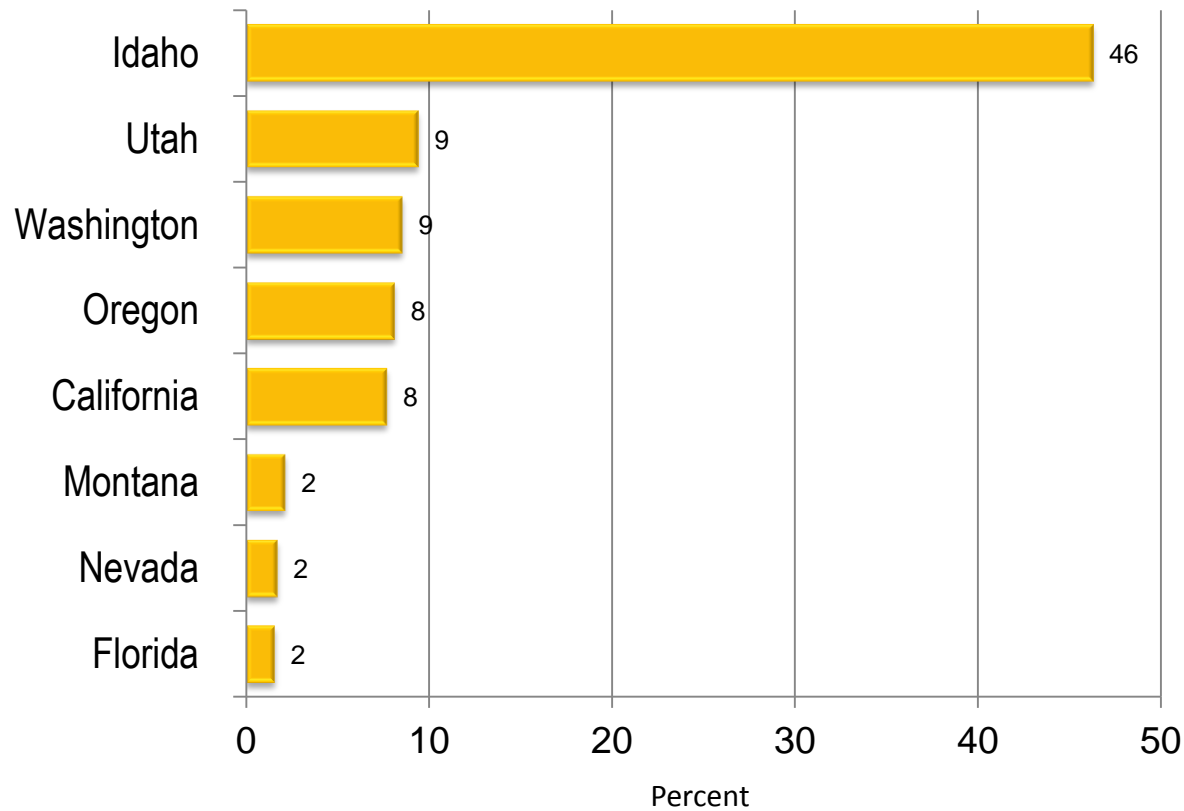
Base: Total Overnight Person-Trips to the Southwestern Region



State Origin Of Overnight Trip – Southwestern



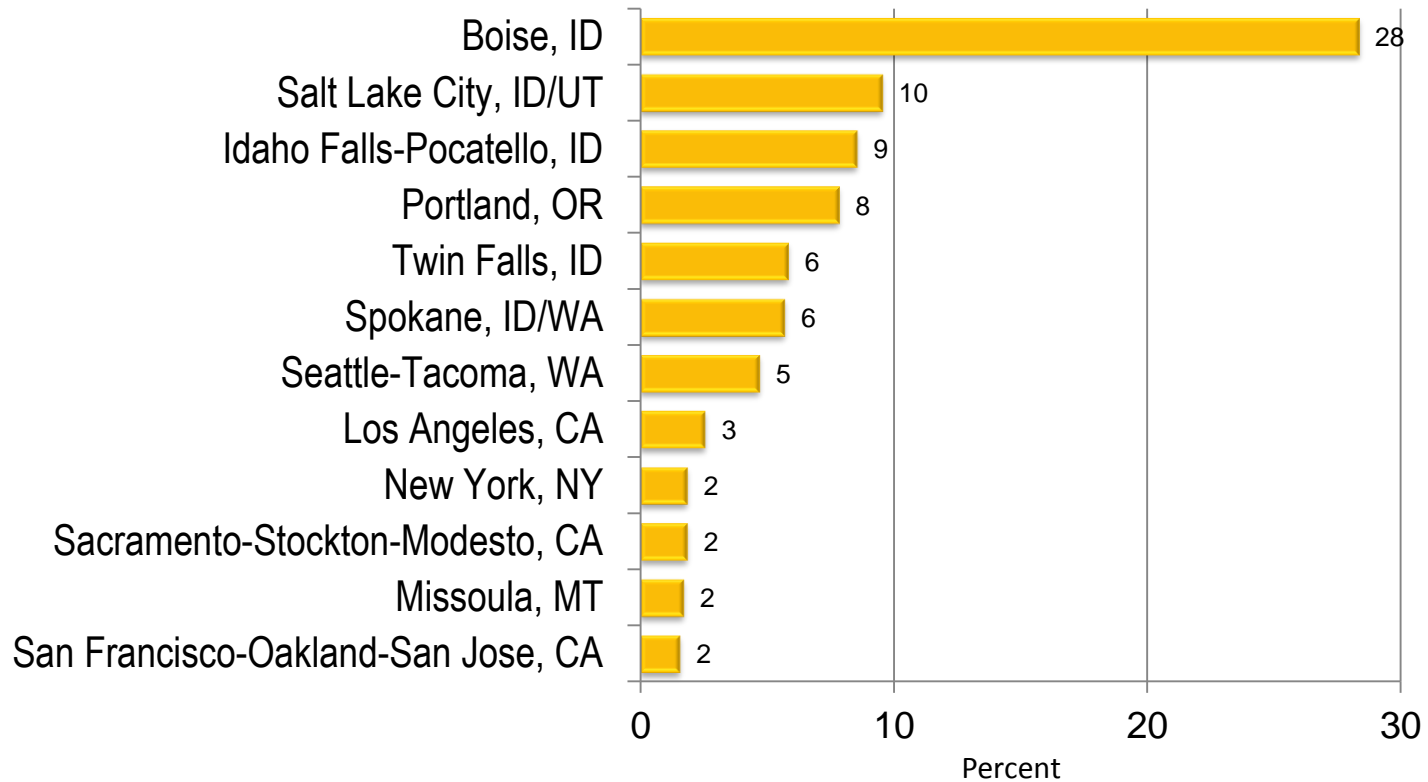
Base: Total Overnight Person-Trips to the Southwestern Region



DMA Origin Of Overnight Trip - Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region





Overnight Trip Characteristics

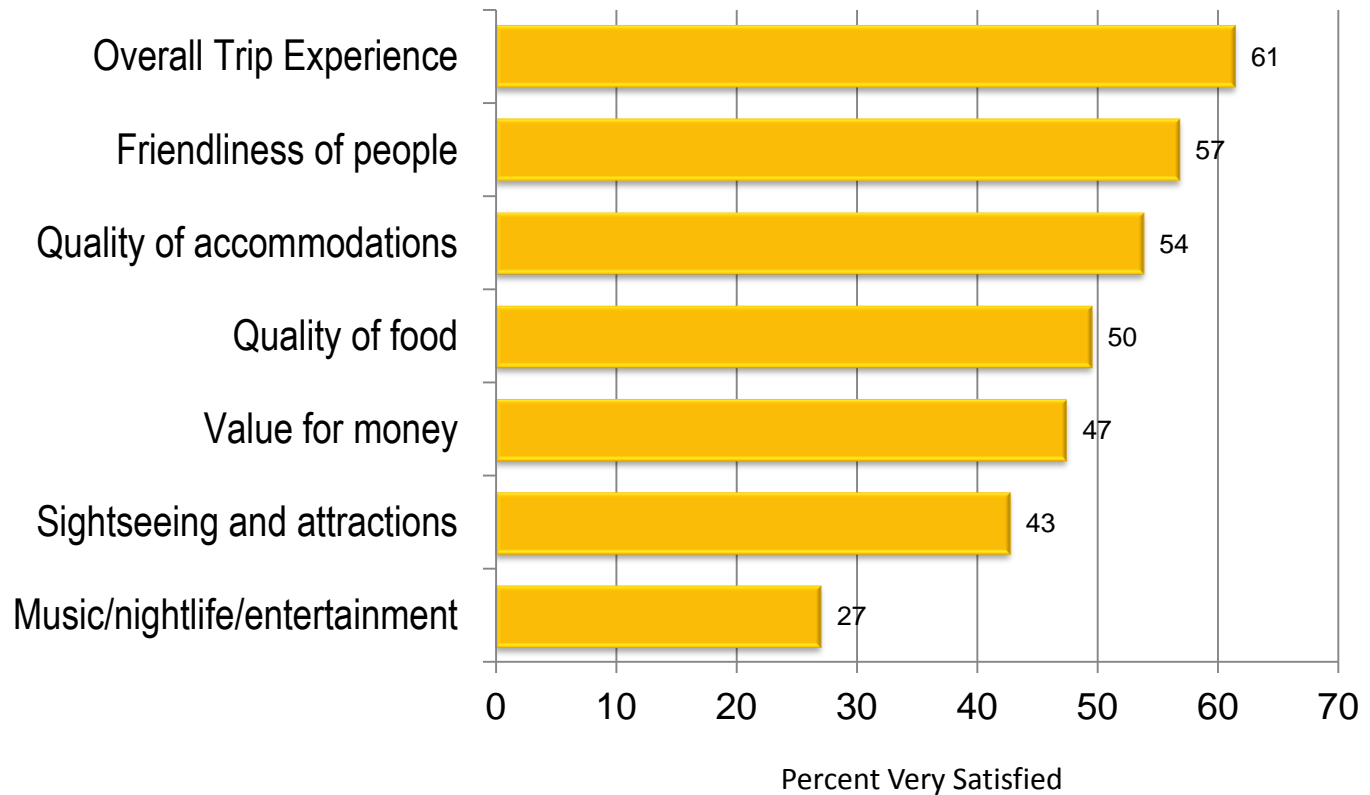
- Southwestern Region

Satisfaction with Trip*

% Very Satisfied – Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region

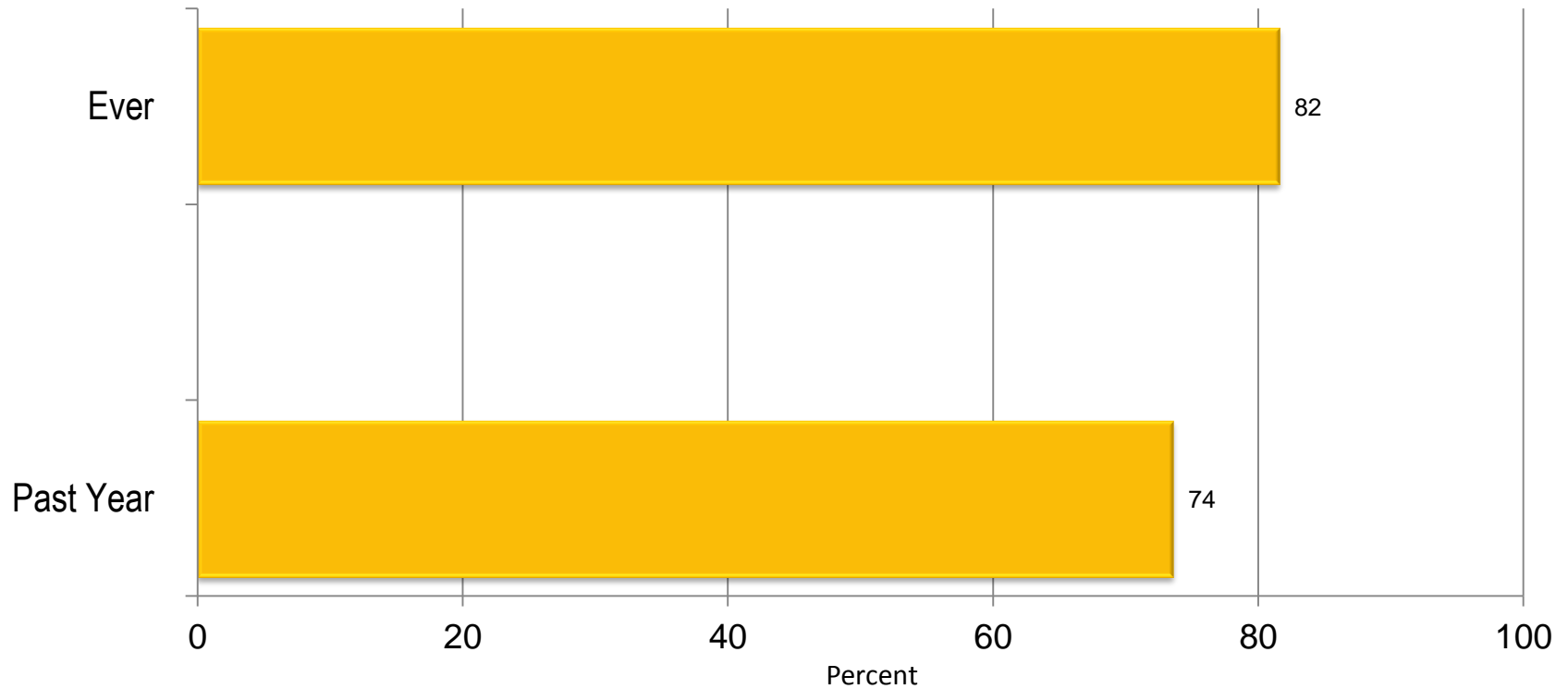


*New in 2015, data is from 2015 only

Past Visitation*



Base: Total Overnight Person-Trips to the Southwestern Region

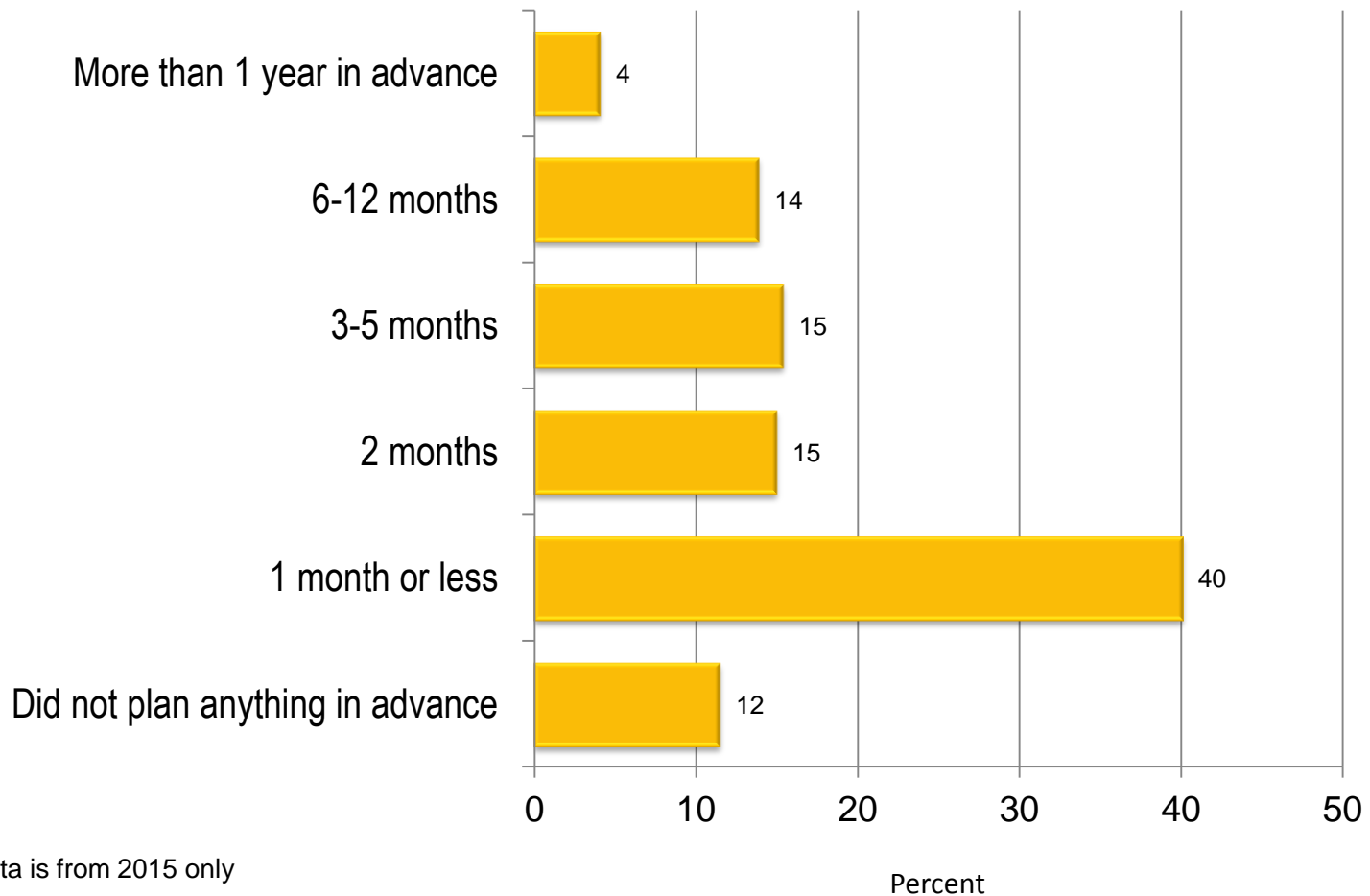


*New in 2015, data is from 2015 only

Length of Trip Planning* — Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region

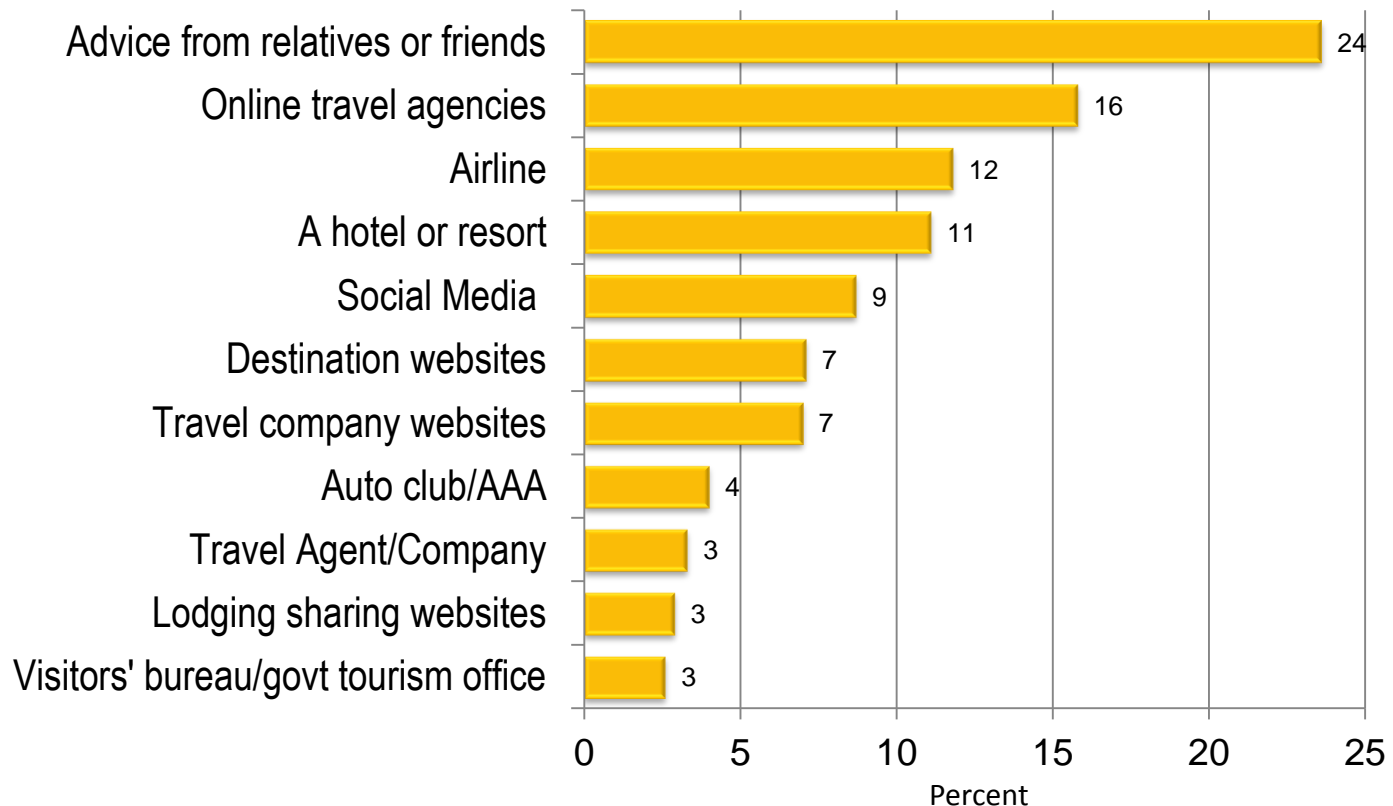


*New in 2015, data is from 2015 only

Trip Planning Information Sources* — Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region

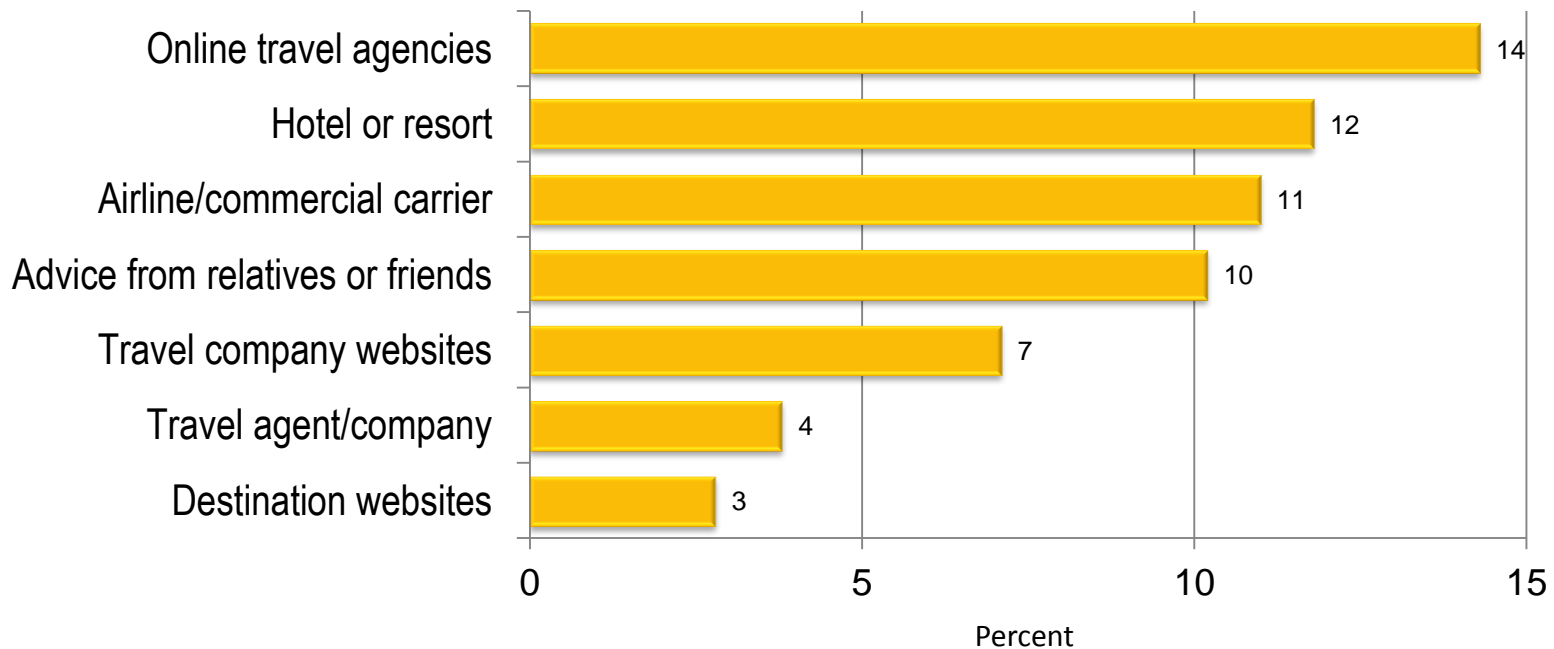


*New in 2015, data is from 2015 only

Method of Booking Trip* – Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region



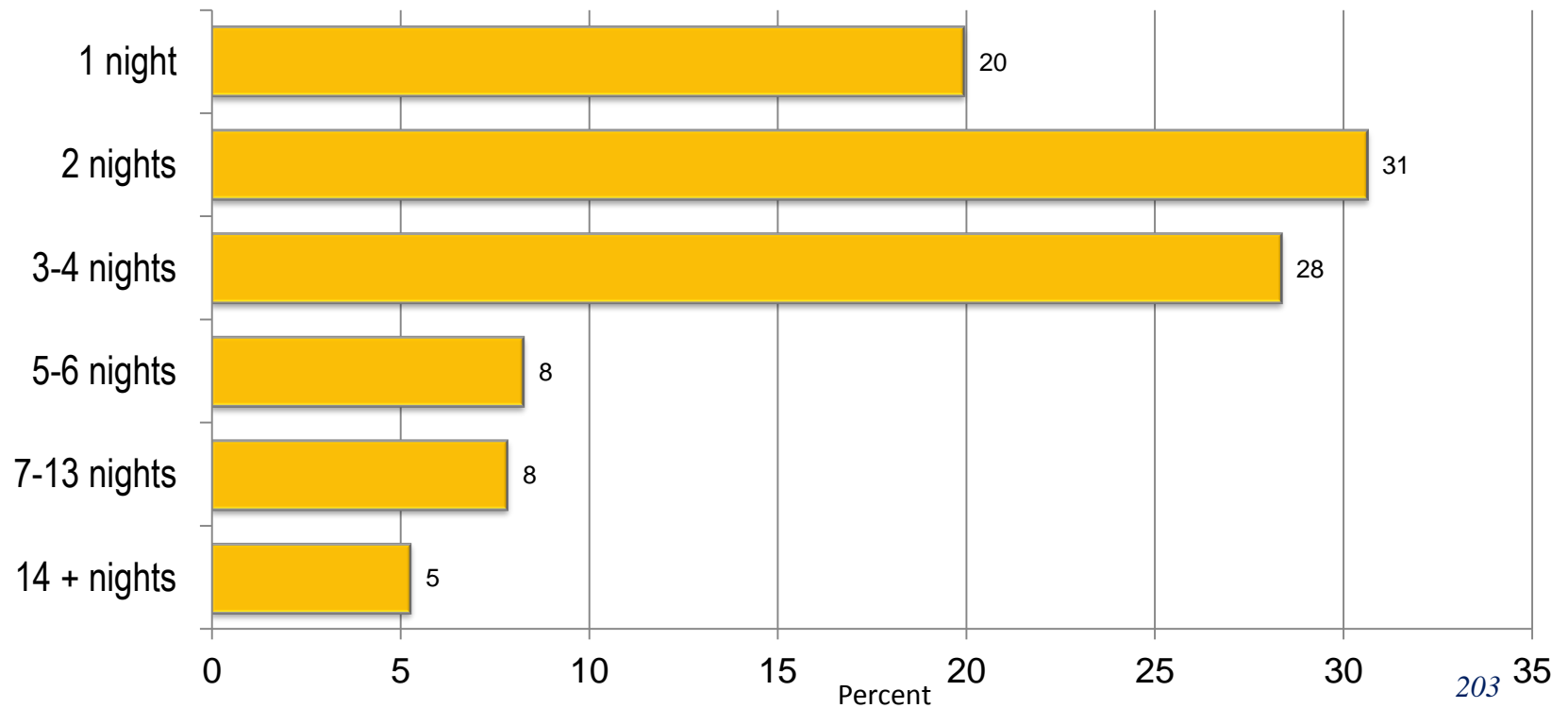
*New in 2015, data is from 2015 only

Total Nights Away on Trip



Base: Total Overnight Person-Trips to the Southwestern Region

Average Southwestern
= 4.1 Nights

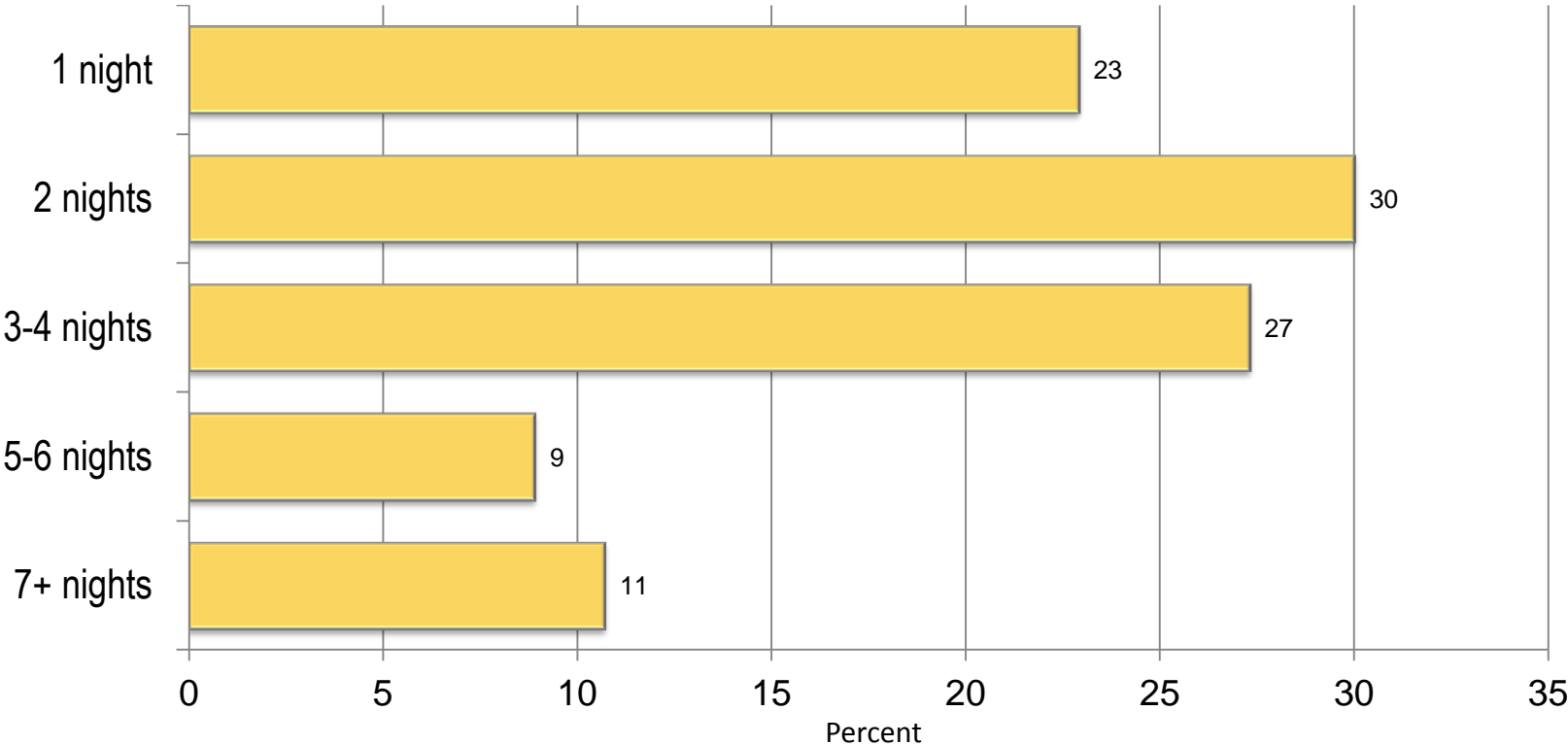


Number of Nights Spent in Each Region



Base: Total Overnight Person-Trips to the Southwestern Region

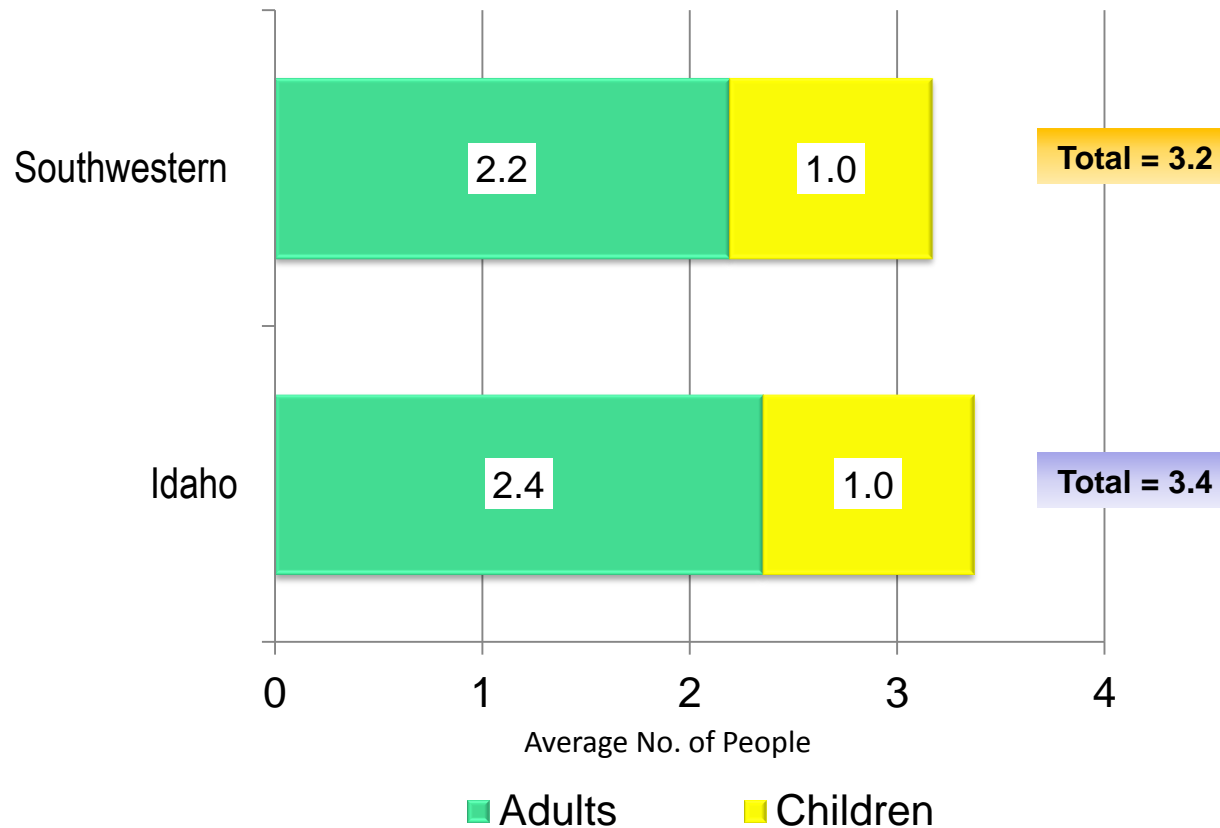
Average Southwestern
= 3.8 Nights



Size of Travel Party



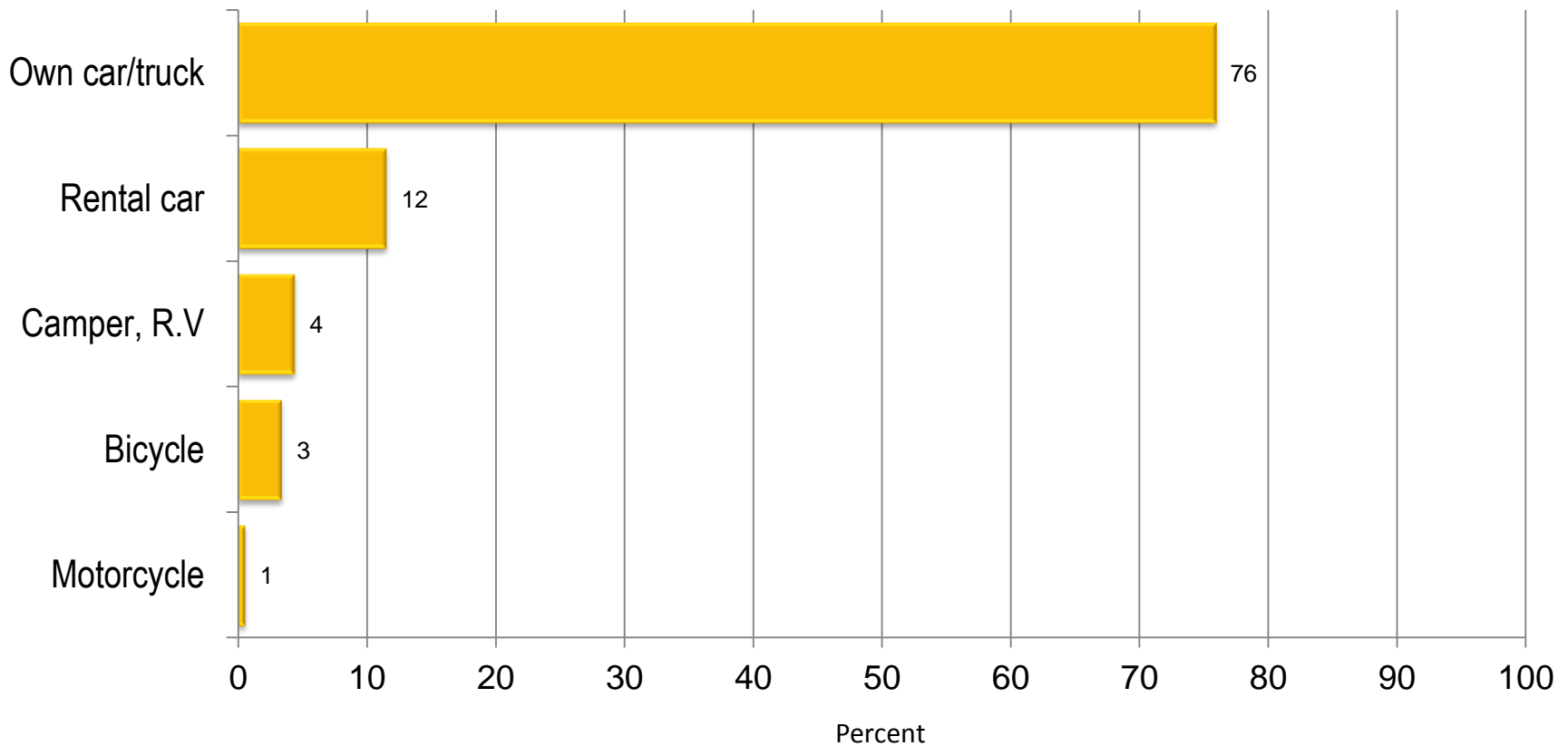
Base: Total Overnight Person-Trips to Idaho



Transportation – Personal Vehicles



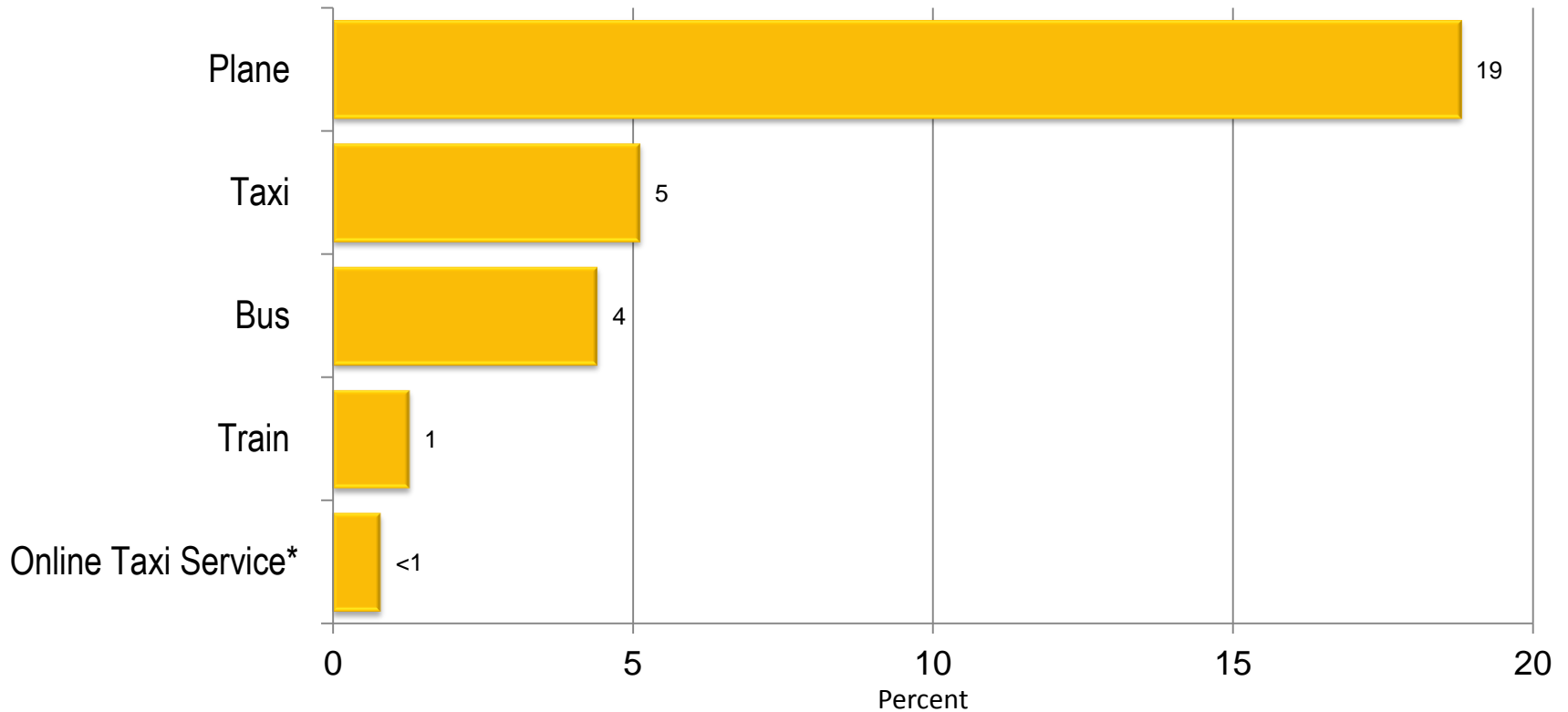
Base: Total Overnight Person-Trips to the Southwestern Region



Transportation – Commercial Vehicles



Base: Total Overnight Person-Trips to the Southwestern Region

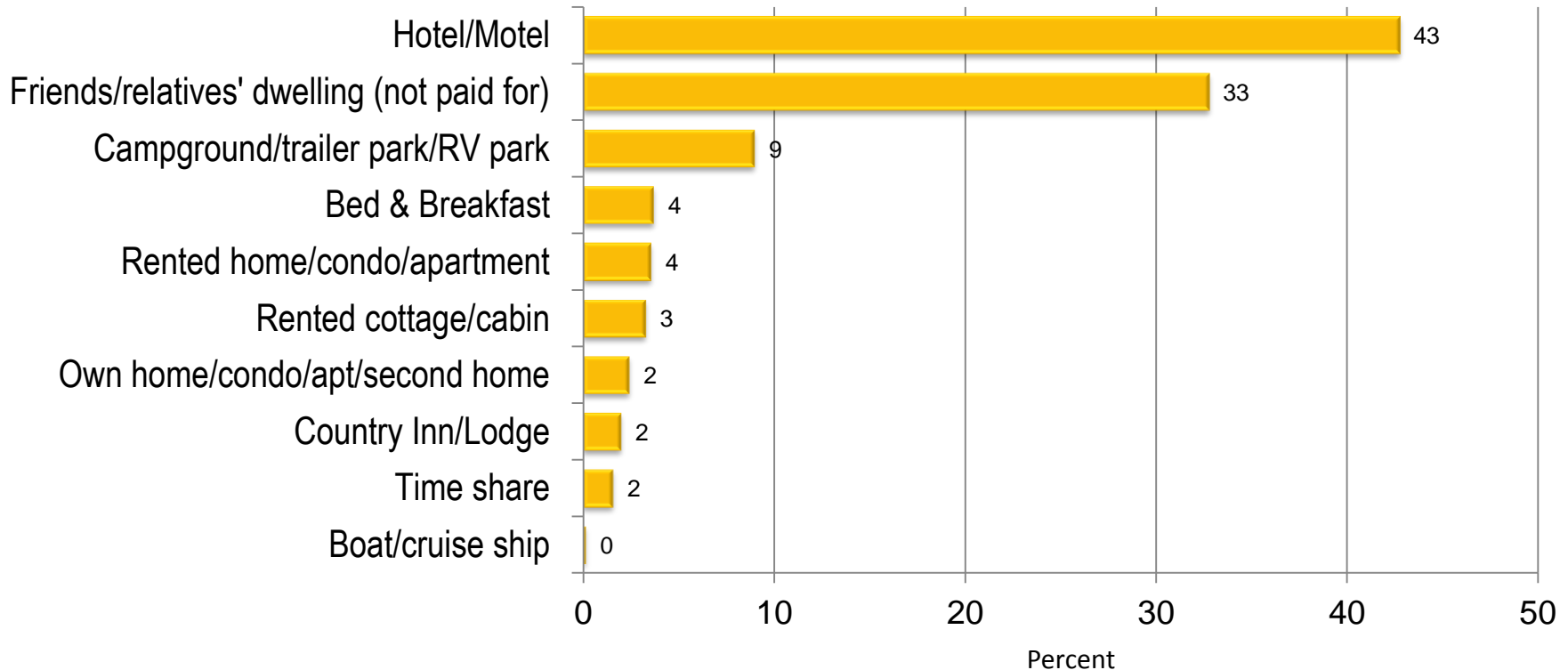


*Category added in 2015, data is from 2015 only

Accommodation – Southwestern



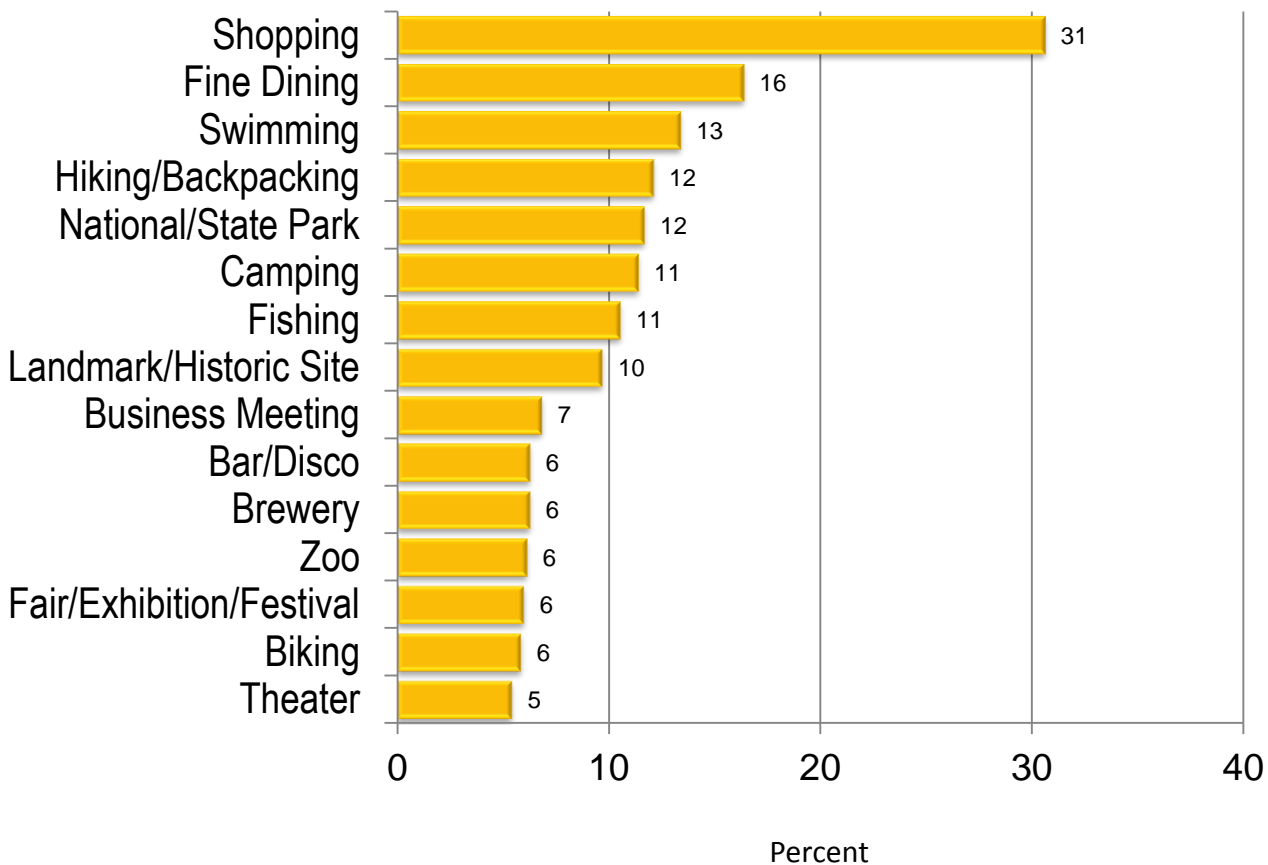
Base: Total Overnight Person-Trips to the Southwestern Region



Activities and Experiences — Southwestern



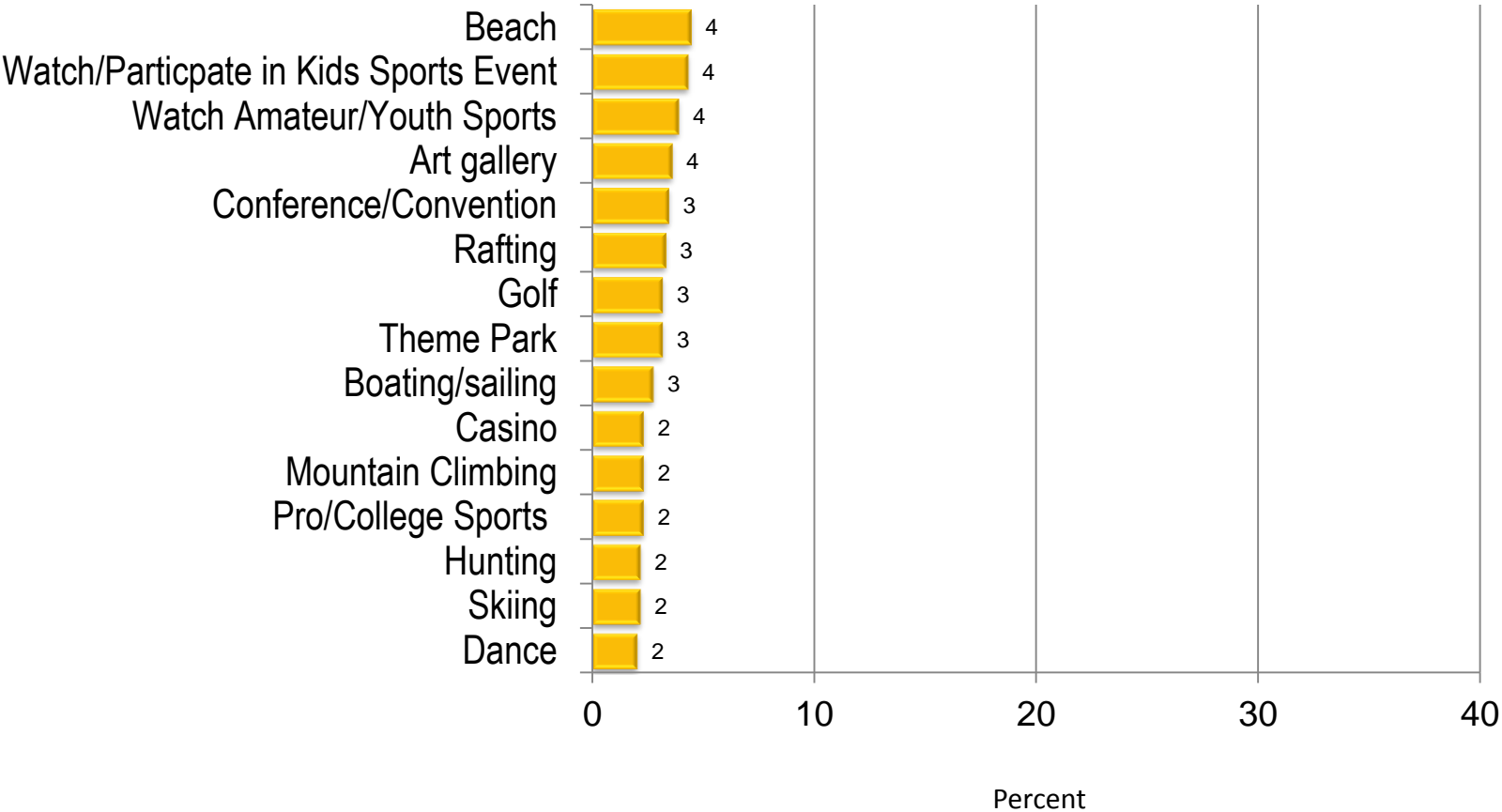
Base: Total Overnight Person-Trips to the Southwestern Region



Activities and Experiences – Southwestern (Cont'd)



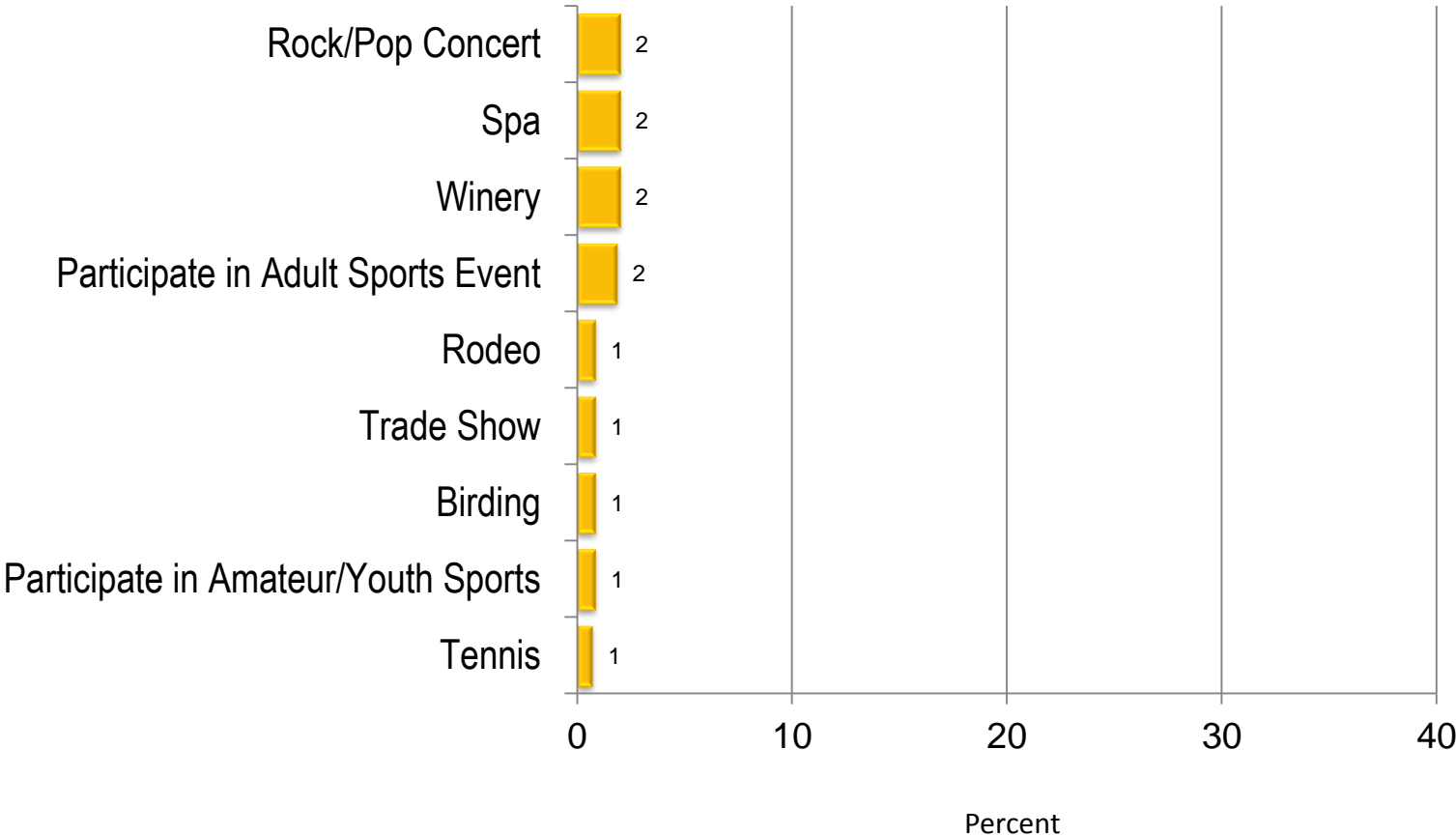
Base: Total Overnight Person-Trips to the Southwestern Region



Activities and Experiences – Southwestern (Cont'd)



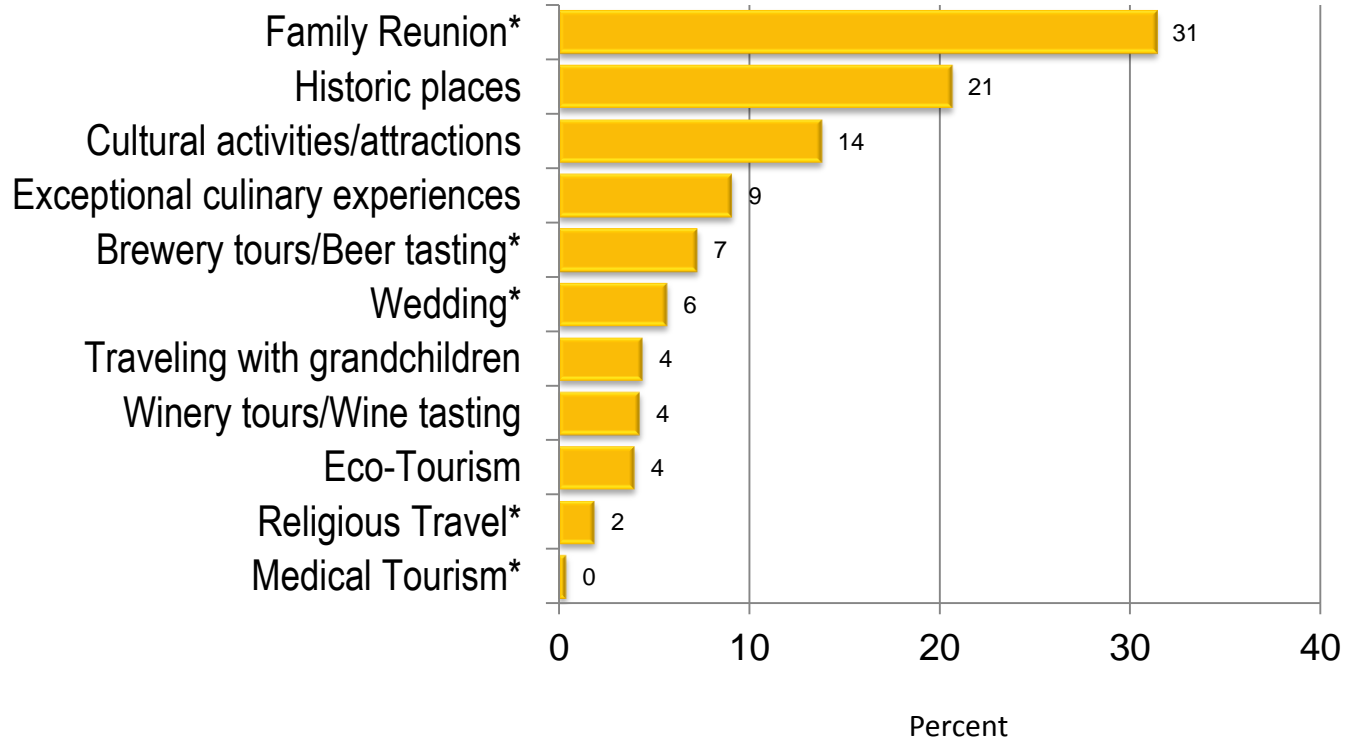
Base: Total Overnight Person-Trips to the Southwestern Region



Activities of Special Interest - Southwestern



Base: Total Overnight Person-Trips to the Southwestern Region





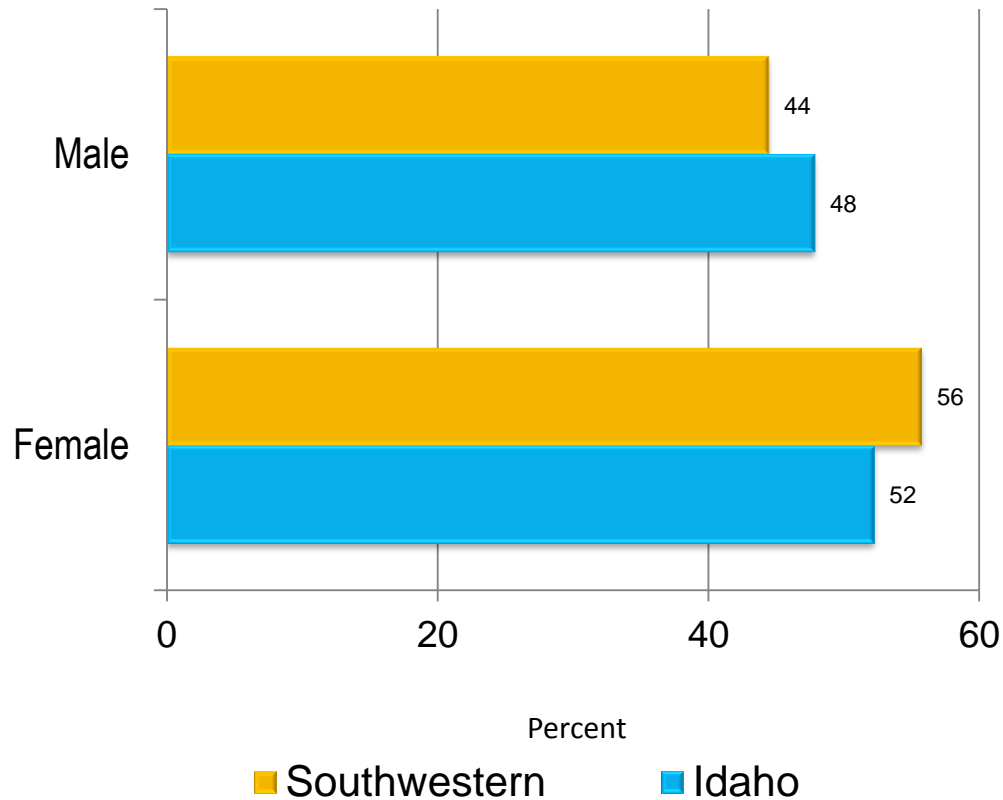
Demographic Profile of Idaho Visitors

– Southwestern Region

Gender – Southwestern



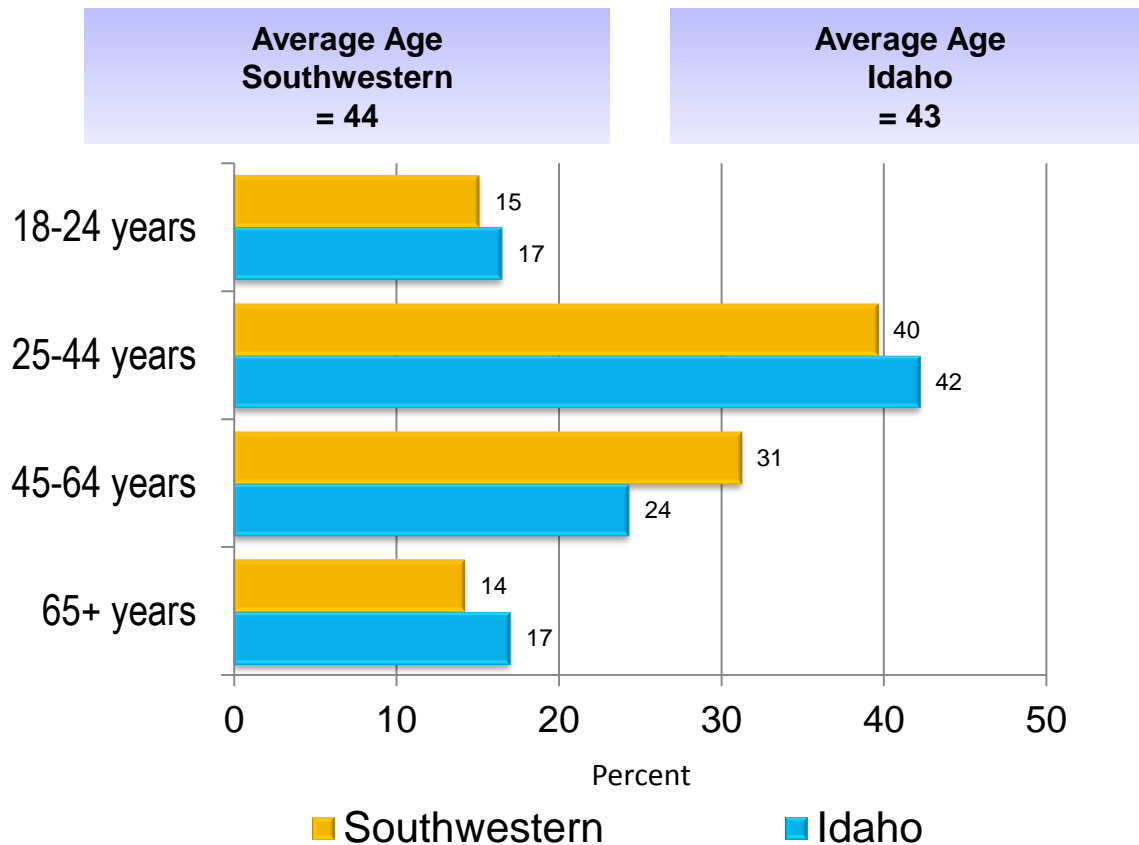
Base: Total Overnight Person-Trips to Idaho



Age – Southwestern



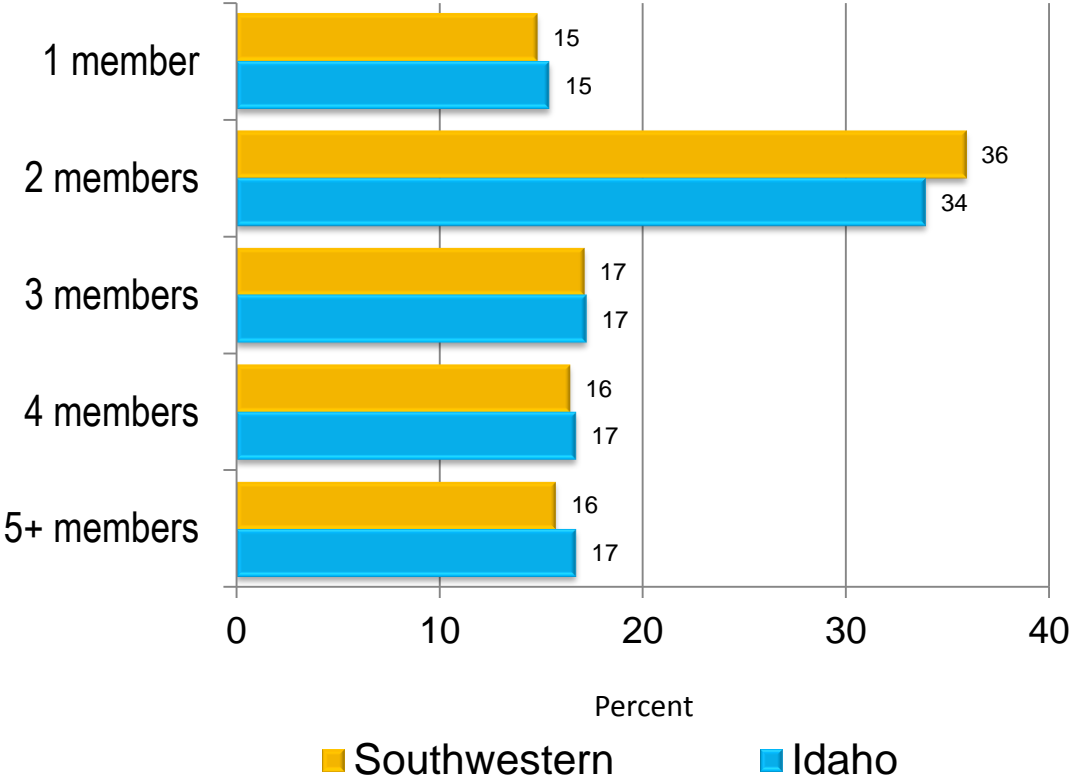
Base: Total Overnight Person-Trips to Idaho



Household Size – Southwestern



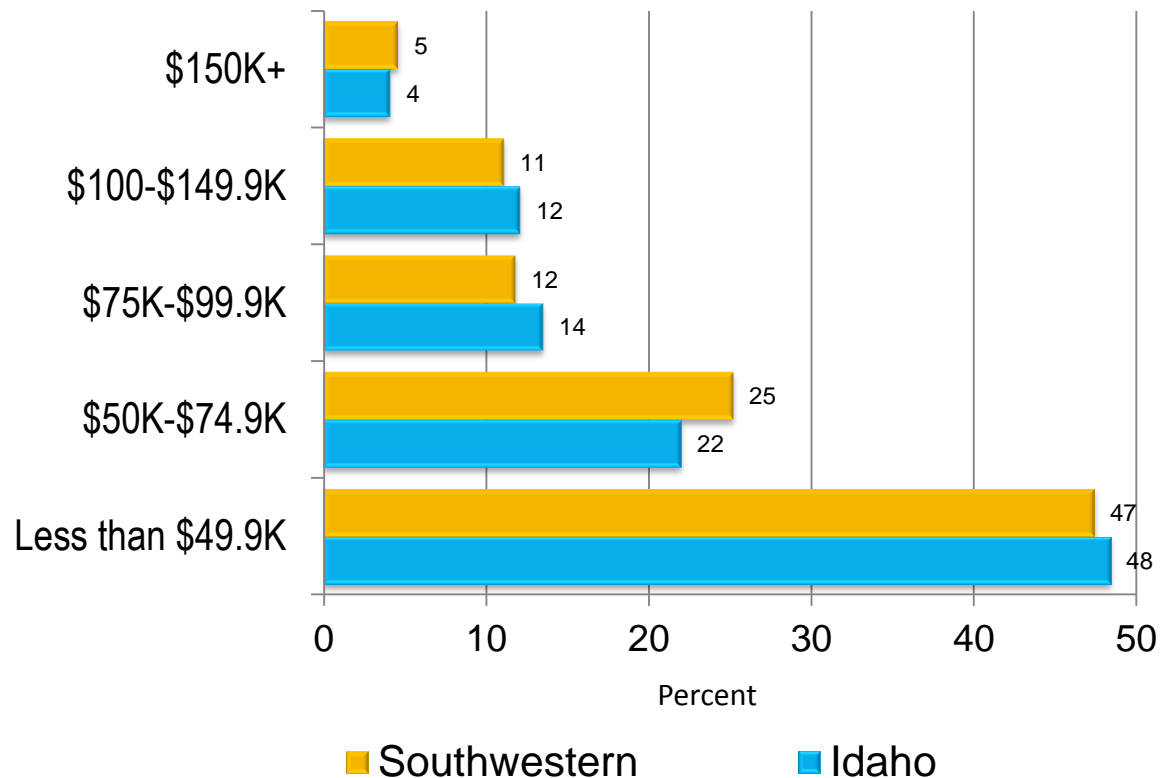
Base: Total Overnight Person-Trips to Idaho



Household Income – Southwestern



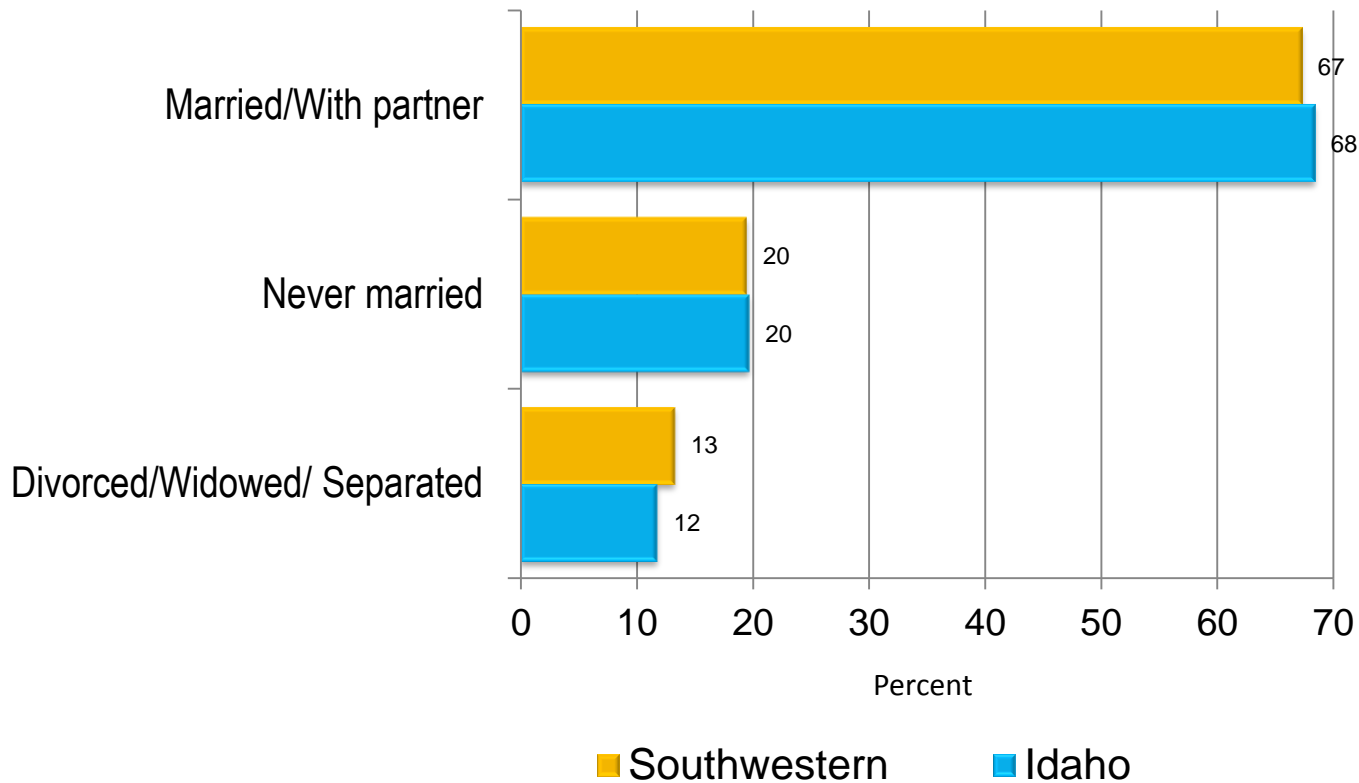
Base: Total Overnight Person-Trips to Idaho



Marital Status – Southwestern



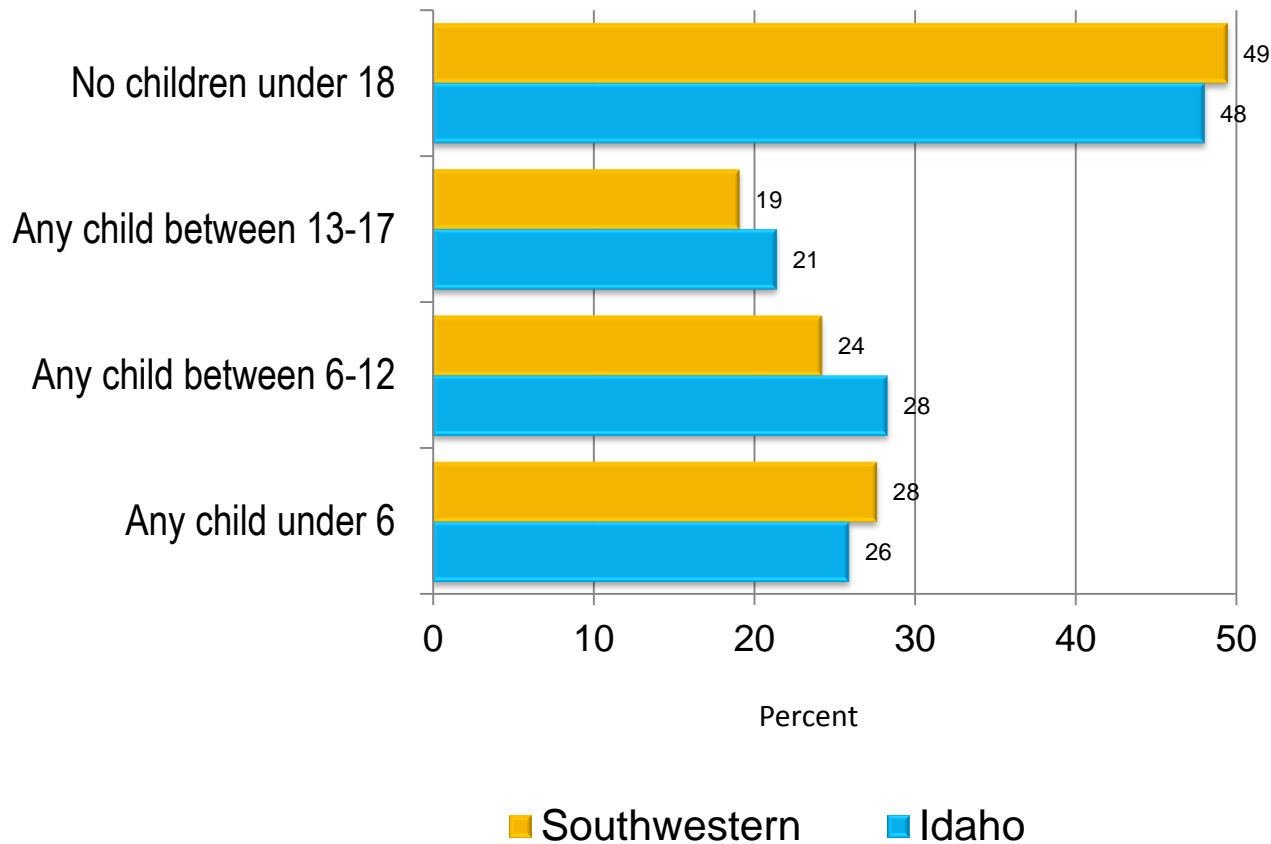
Base: Total Overnight Person-Trips to Idaho



Children in Household – Southwestern



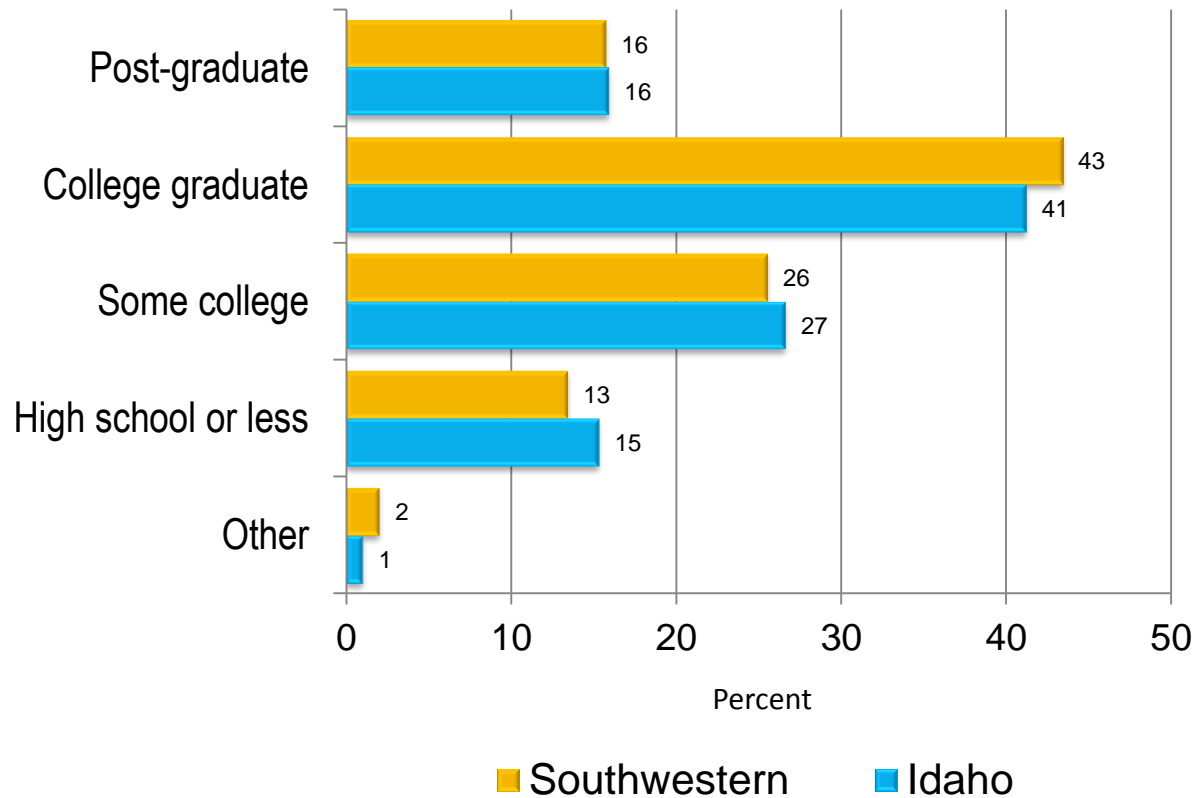
Base: Total Overnight Person-Trips to Idaho



Education — Southwestern



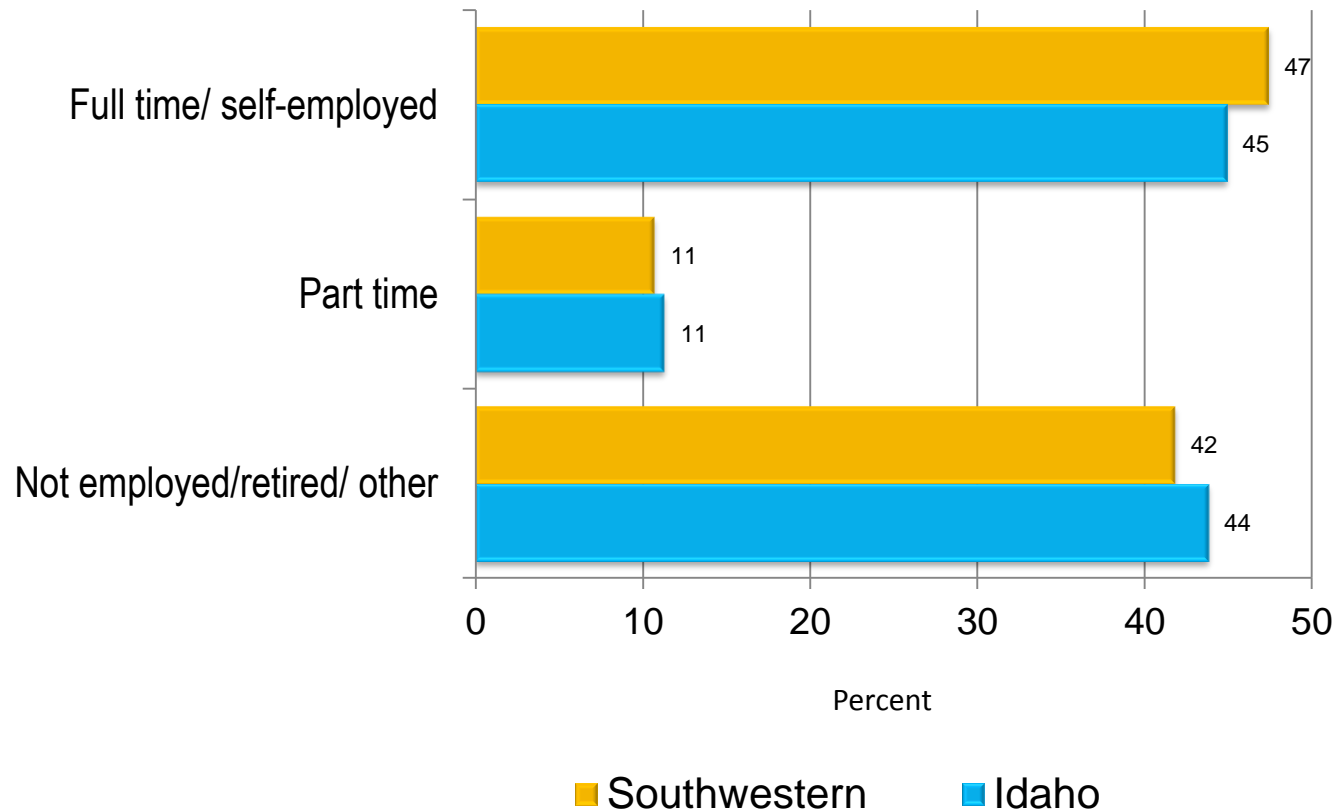
Base: Total Overnight Person-Trips to Idaho



Employment – Southwestern



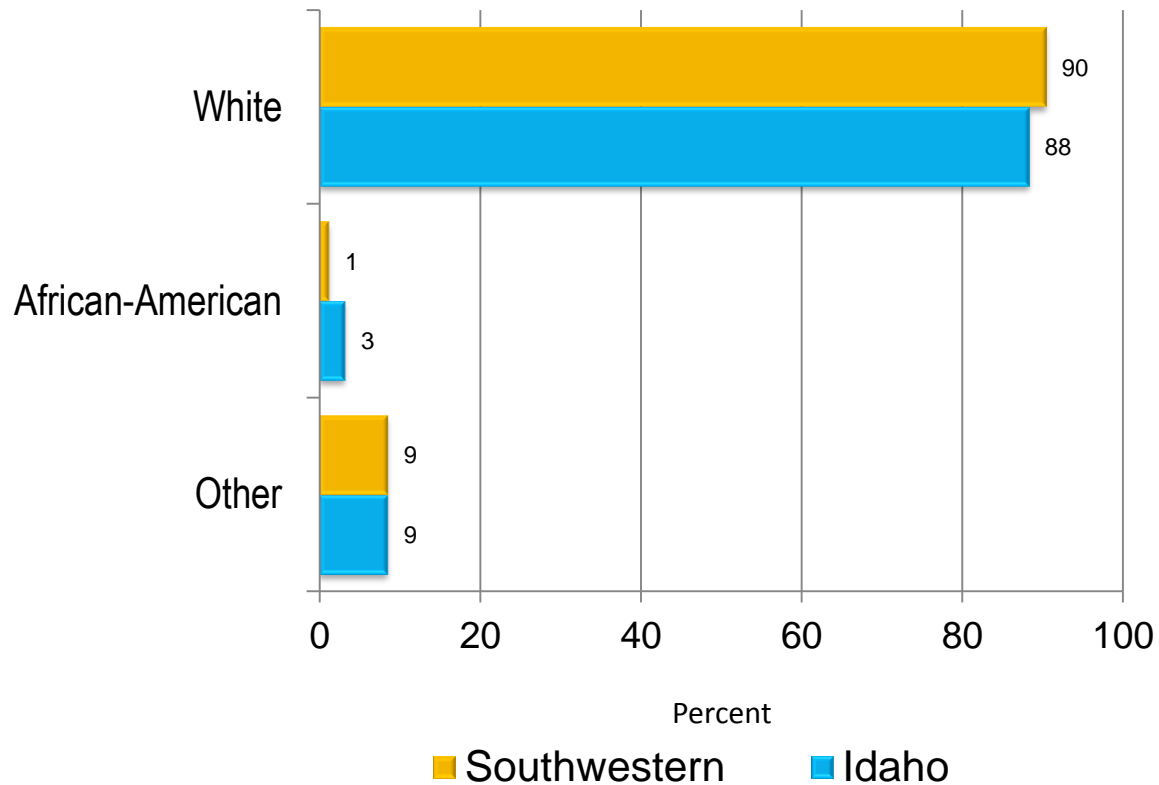
Base: Total Overnight Person-Trips to Idaho



Race – Southwestern



Base: Total Overnight Person-Trips to Idaho



Hispanic Background – Southwestern



Base: Total Overnight Person-Trips to Idaho

