



Travel USA Visitor Profile



2021

Idaho Visitation Report Table of Contents

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Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Idaho's domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Idaho, the following sample was achieved in 2021:



Overnight Base Size

1,623



Day Base Size

776

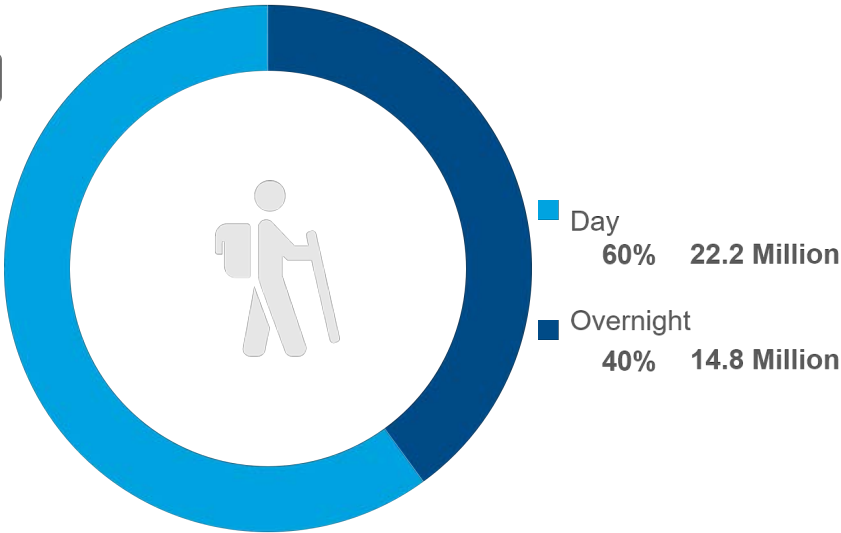
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Idaho 2021 Domestic Travel Market

Total Person-Trips

37.0 Million

+4.5% vs. 2019

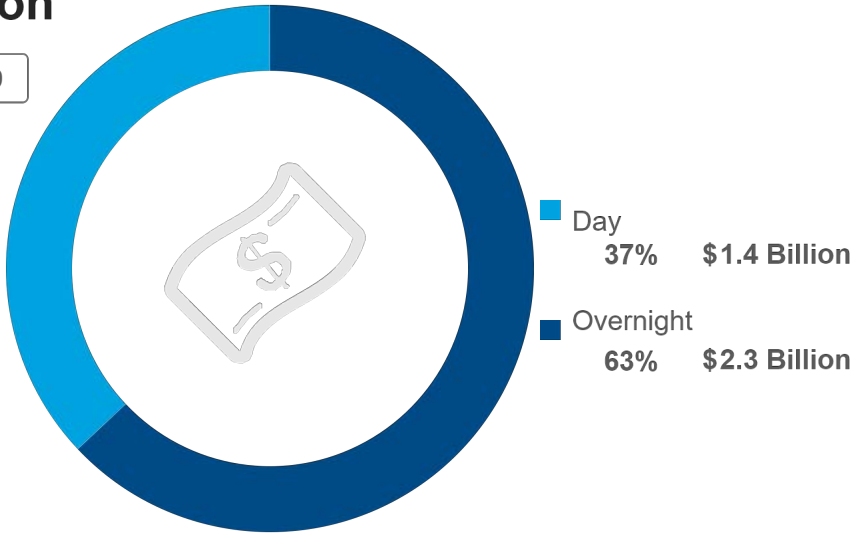


Total Expenditures for Idaho 2021 Domestic Travel Market

Total Spending

\$ 3.7 Billion

+9.5% vs. 2019





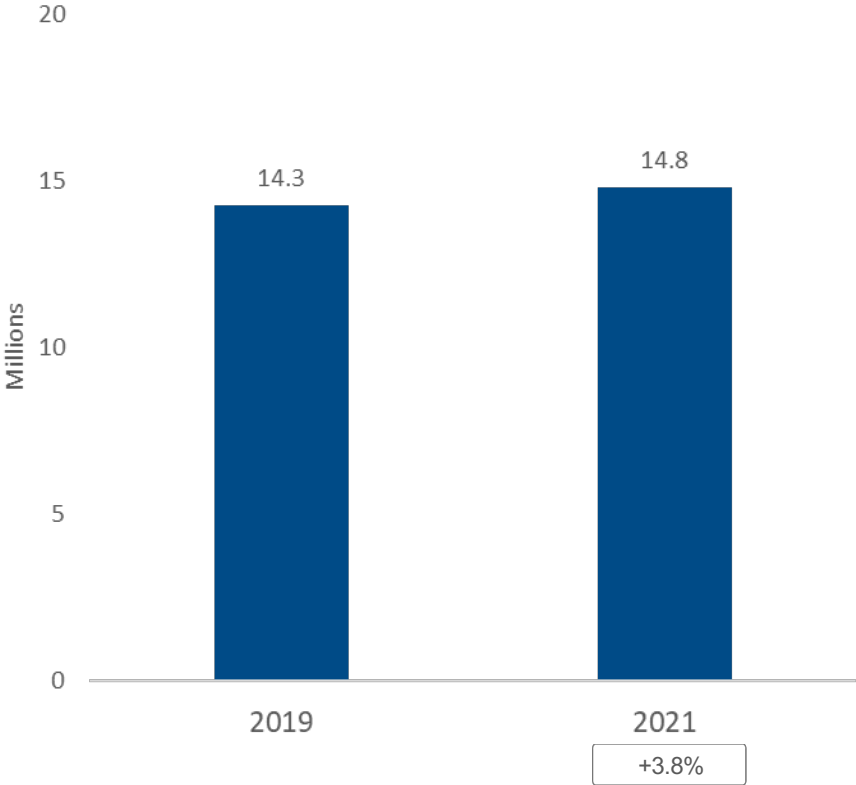
Travel USA Visitor Profile

Overnight Visitation



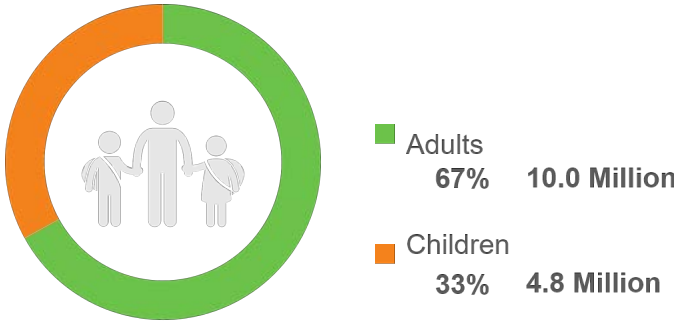
2021

Overnight Trips to Idaho



Size of Idaho Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
14.8 Million



Past Visitation to Idaho

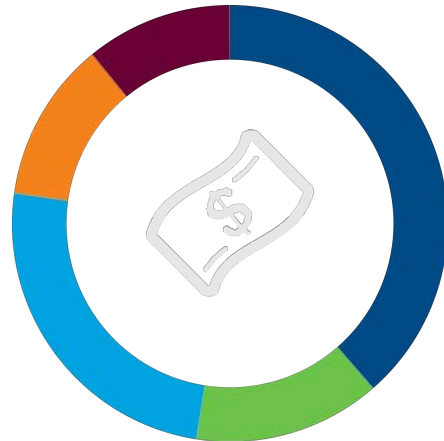
84% of overnight travelers to Idaho are repeat visitors

65% of overnight travelers to Idaho had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 2.348 Billion

+11.2% vs. 2019



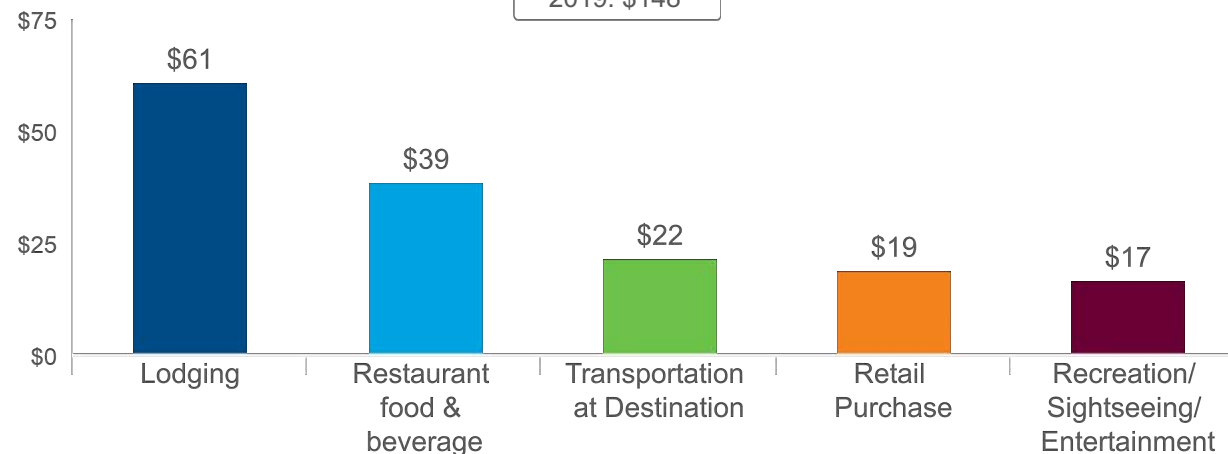
Lodging	39%	\$906 Million
Transportation at Destination	14%	\$329 Million
Restaurant Food & Beverage	25%	\$581 Million
Retail Purchase	12%	\$283 Million
Recreation/Entertainment	11%	\$249 Million

vs. 2019
+19.4%
+8.6%
+4.0%
+10.9%
+6.1%

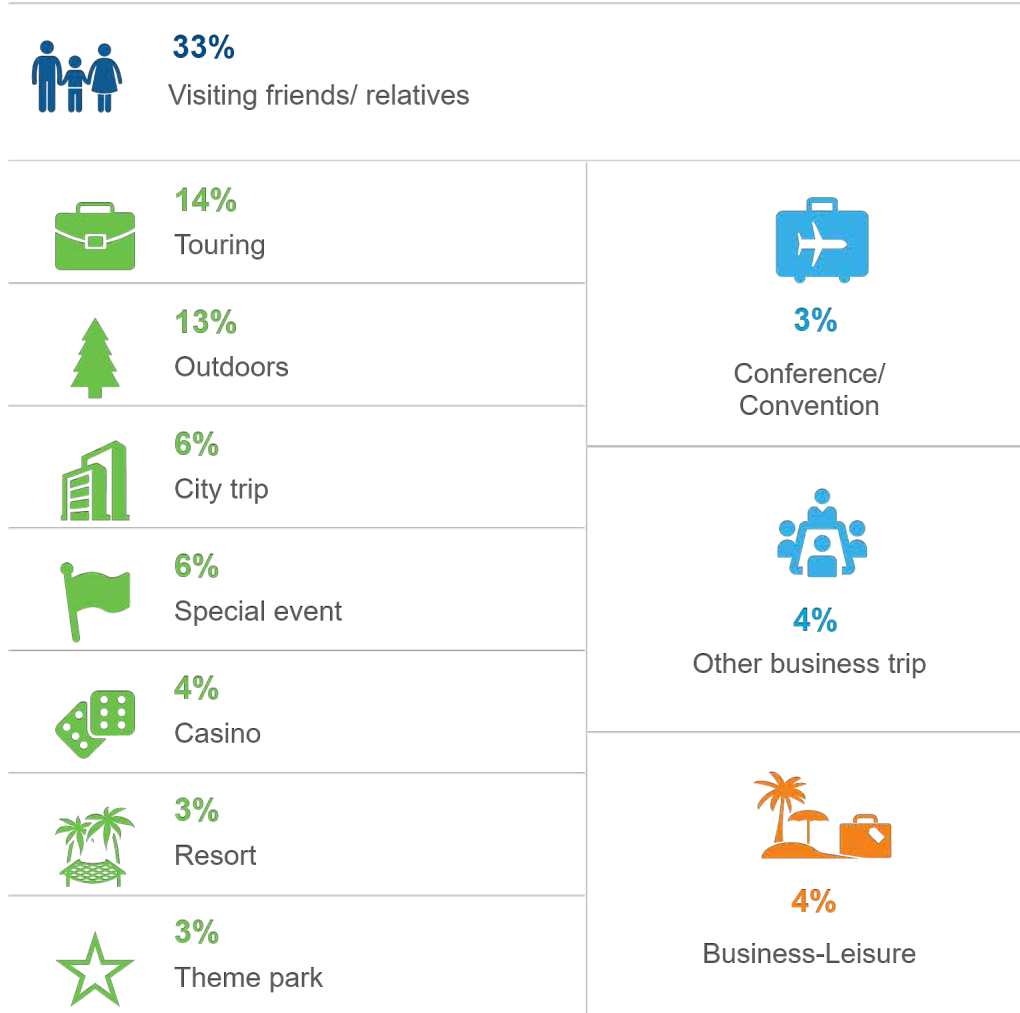
Average Per Person Expenditures on Domestic Overnight Trips - by Sector

Average Per Person: \$ 158

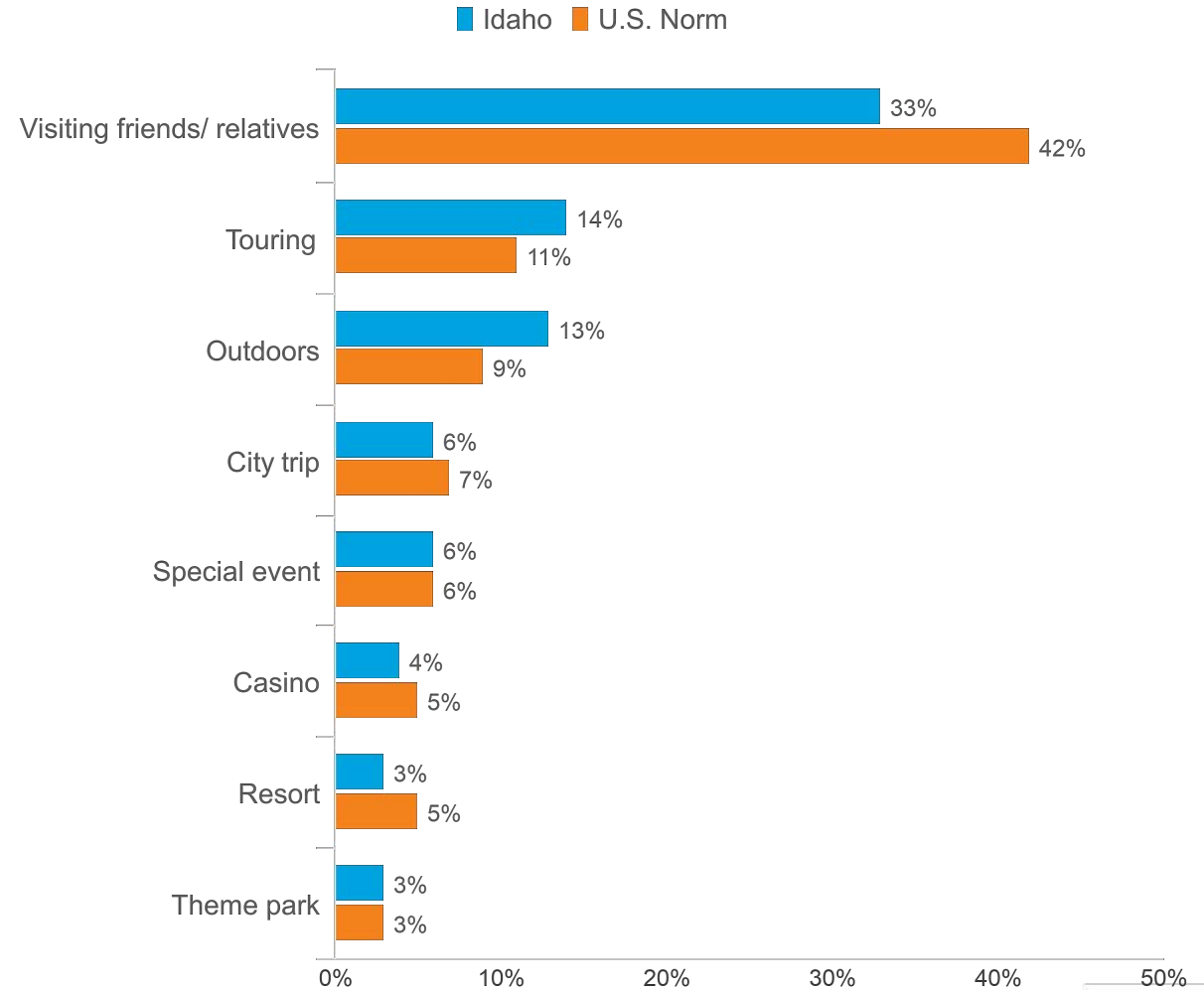
2019: \$148



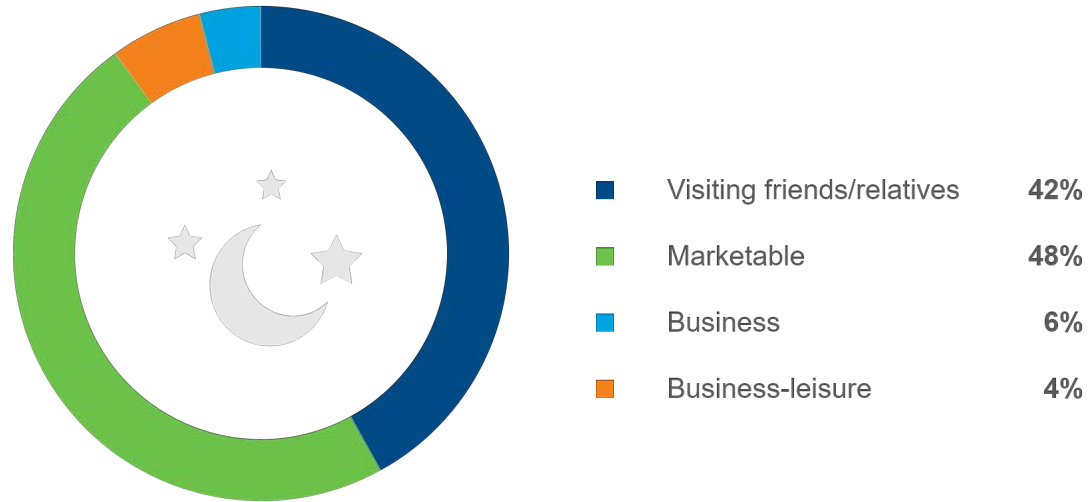
Main Purpose of Trip



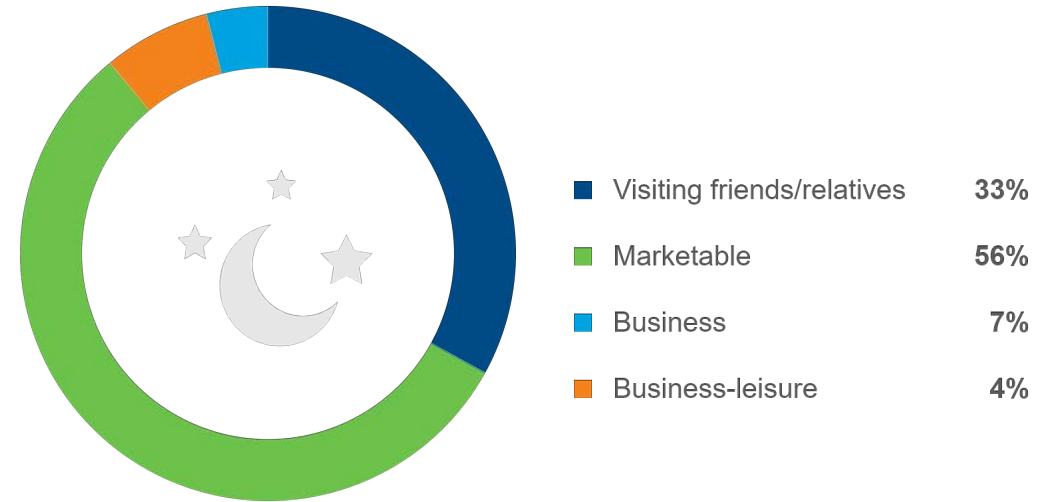
Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



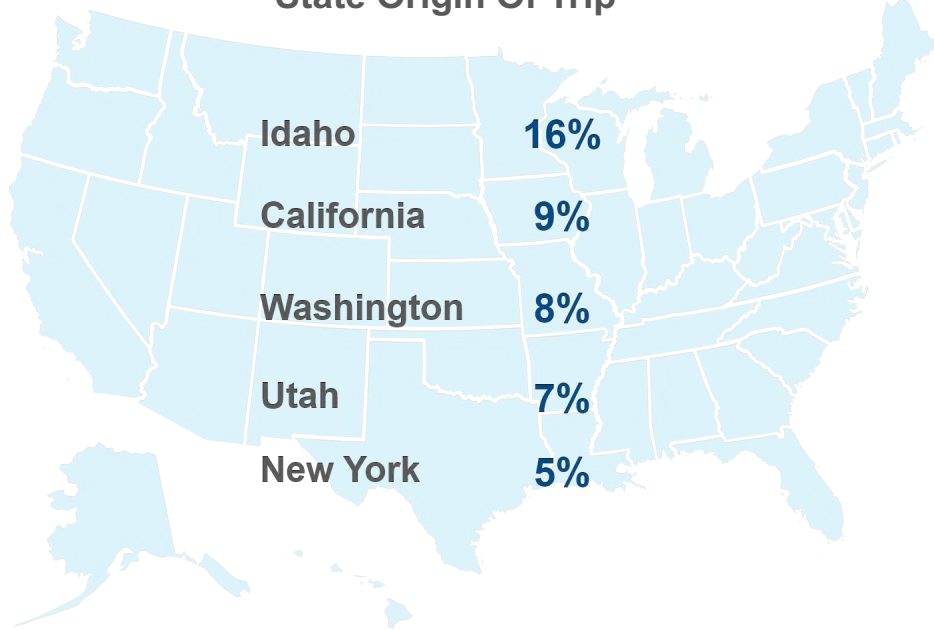
2021 Idaho Overnight Trips



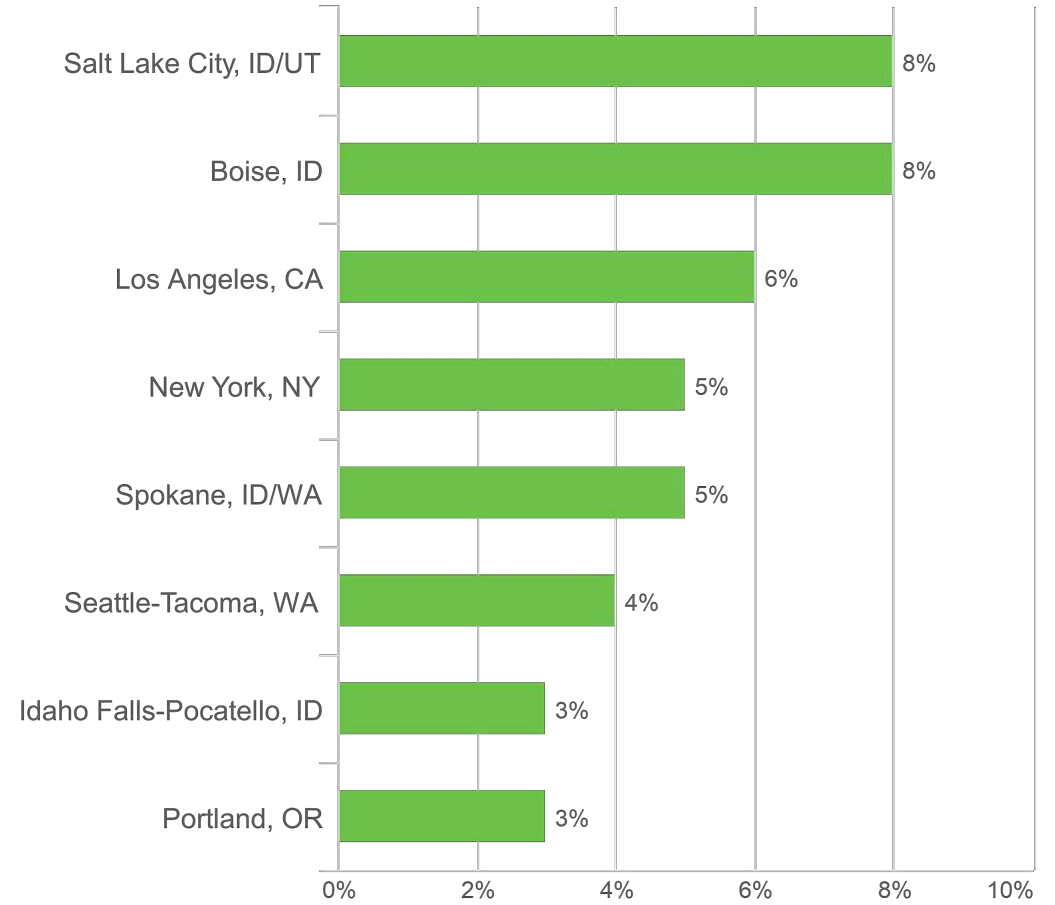
Idaho's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

State Origin Of Trip



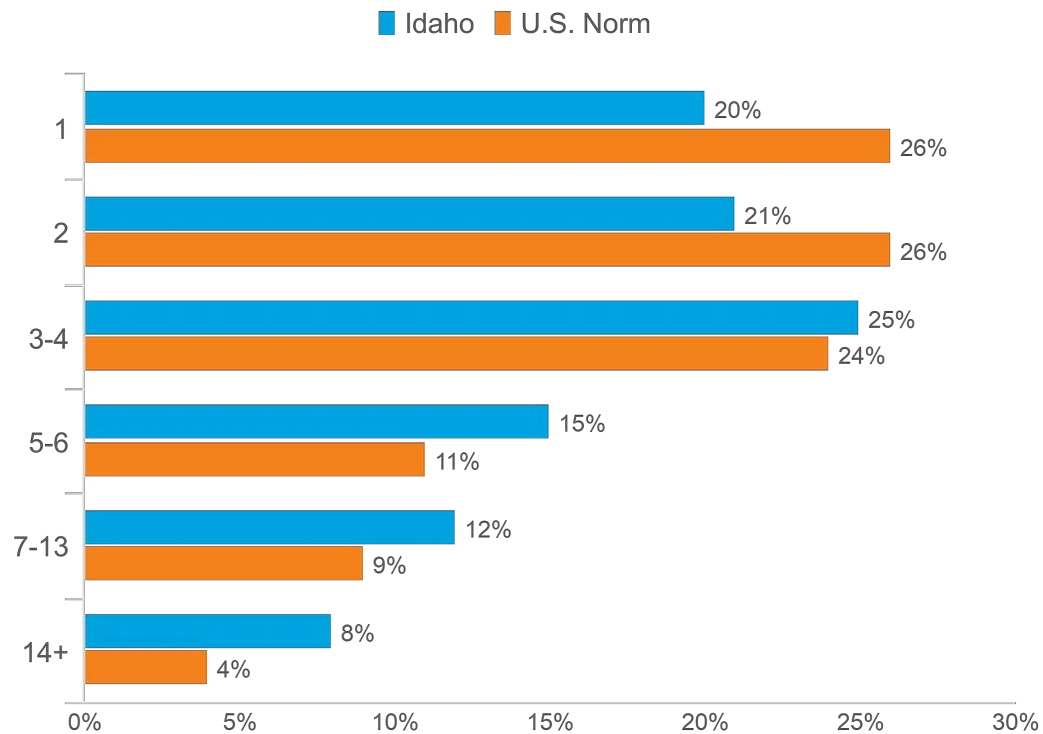
DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips



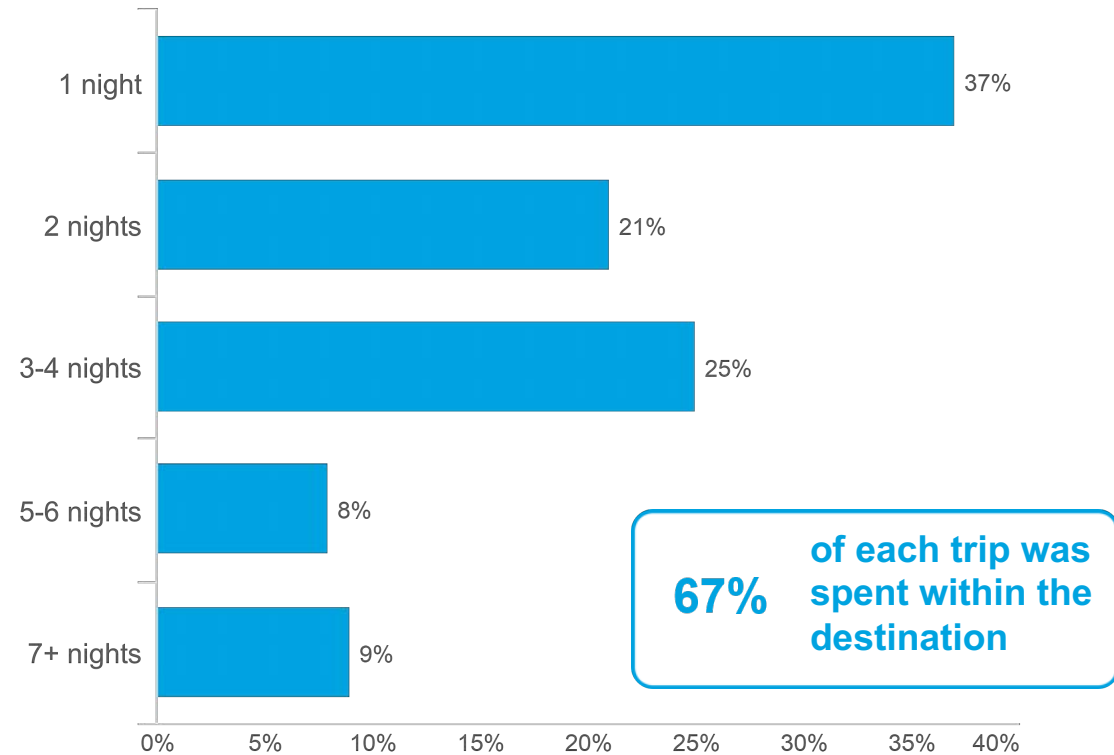
Total Nights Away on Trip



Idaho
5.0
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Idaho



67% of each trip was spent within the destination

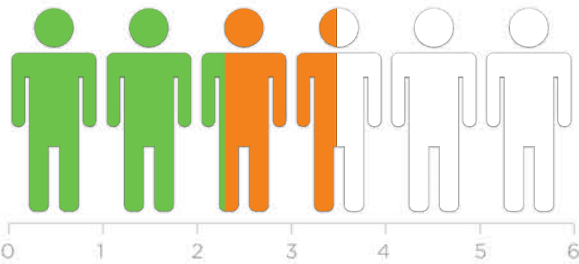
Average number of nights
3.4

2019 Average Nights
3.6

Size of Travel Party

■ Adults ■ Children

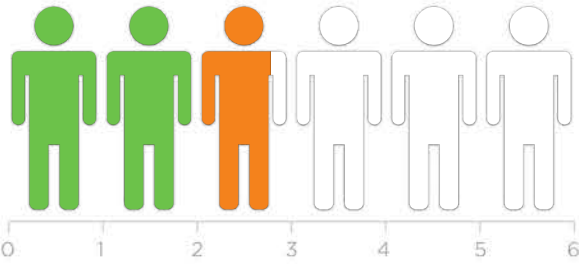
Idaho



Total
3.6

Average number of people

U.S. Norm

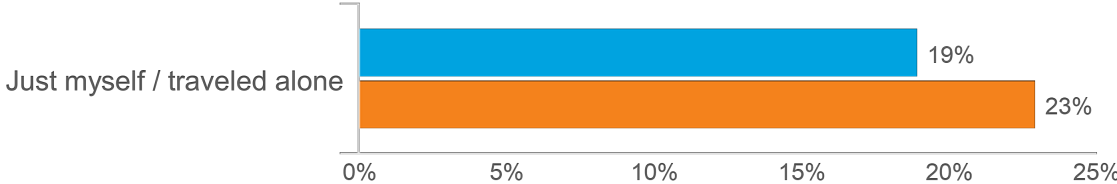


Total
2.9

Average number of people

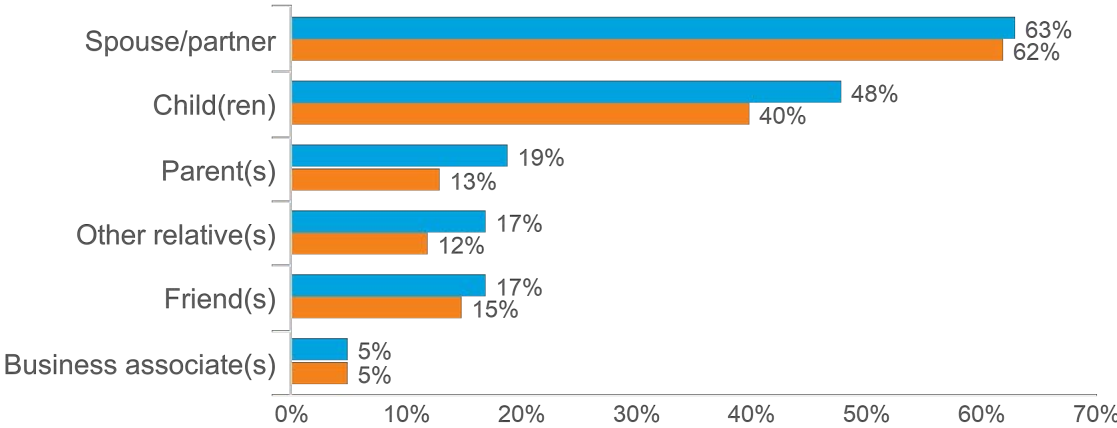
Percent Who Traveled Alone

■ Idaho ■ U.S. Norm



Composition of Immediate Travel Party

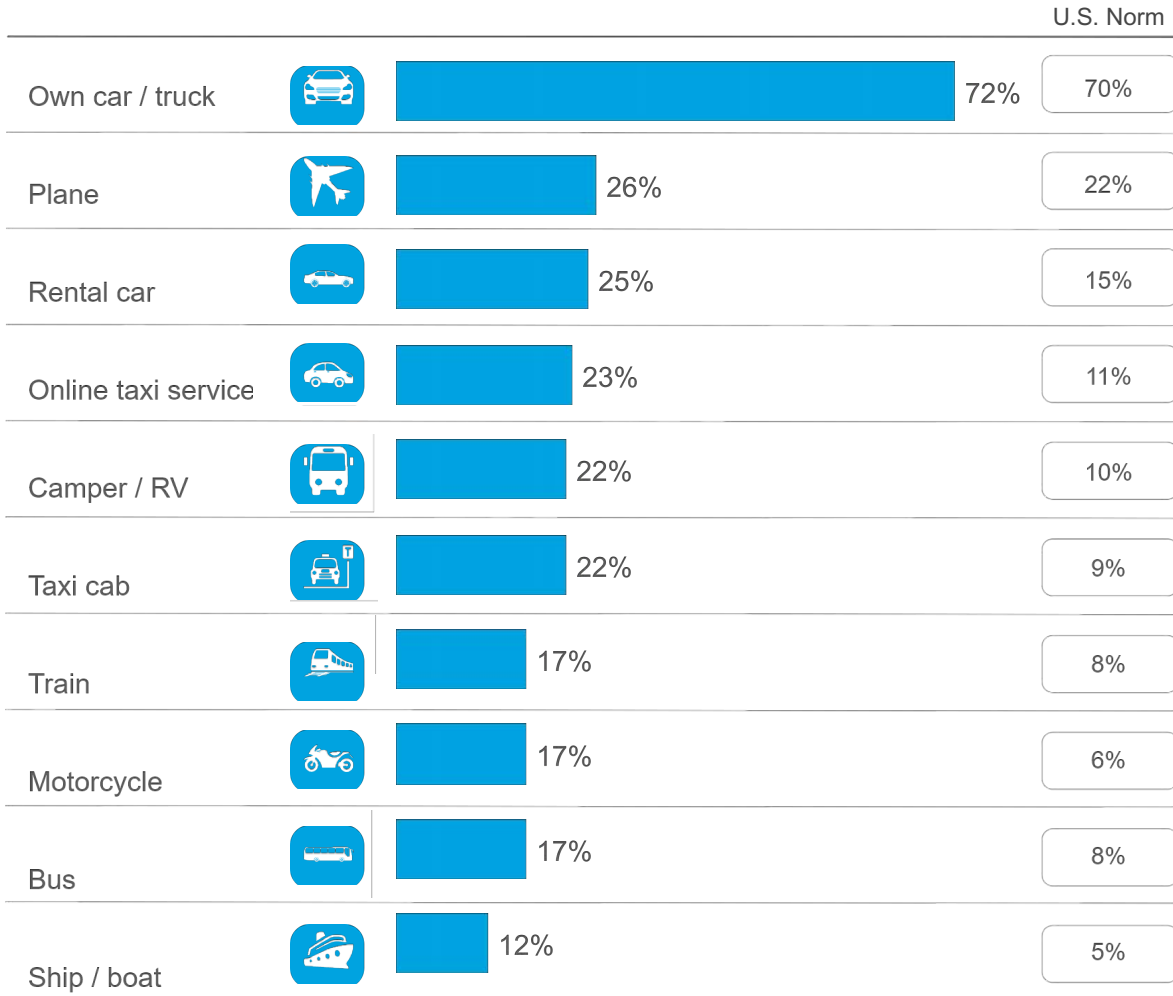
■ Idaho ■ U.S. Norm



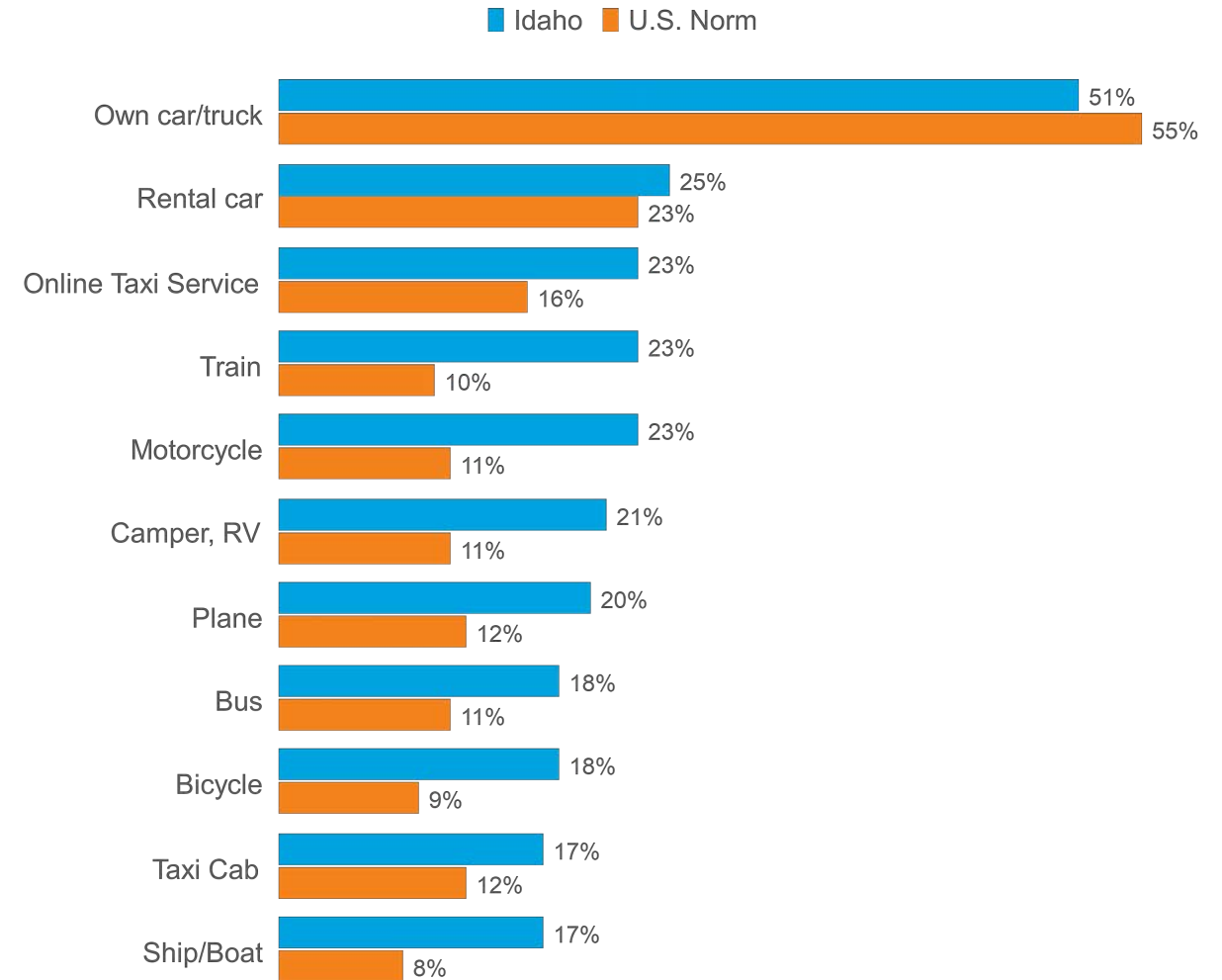
Idaho's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

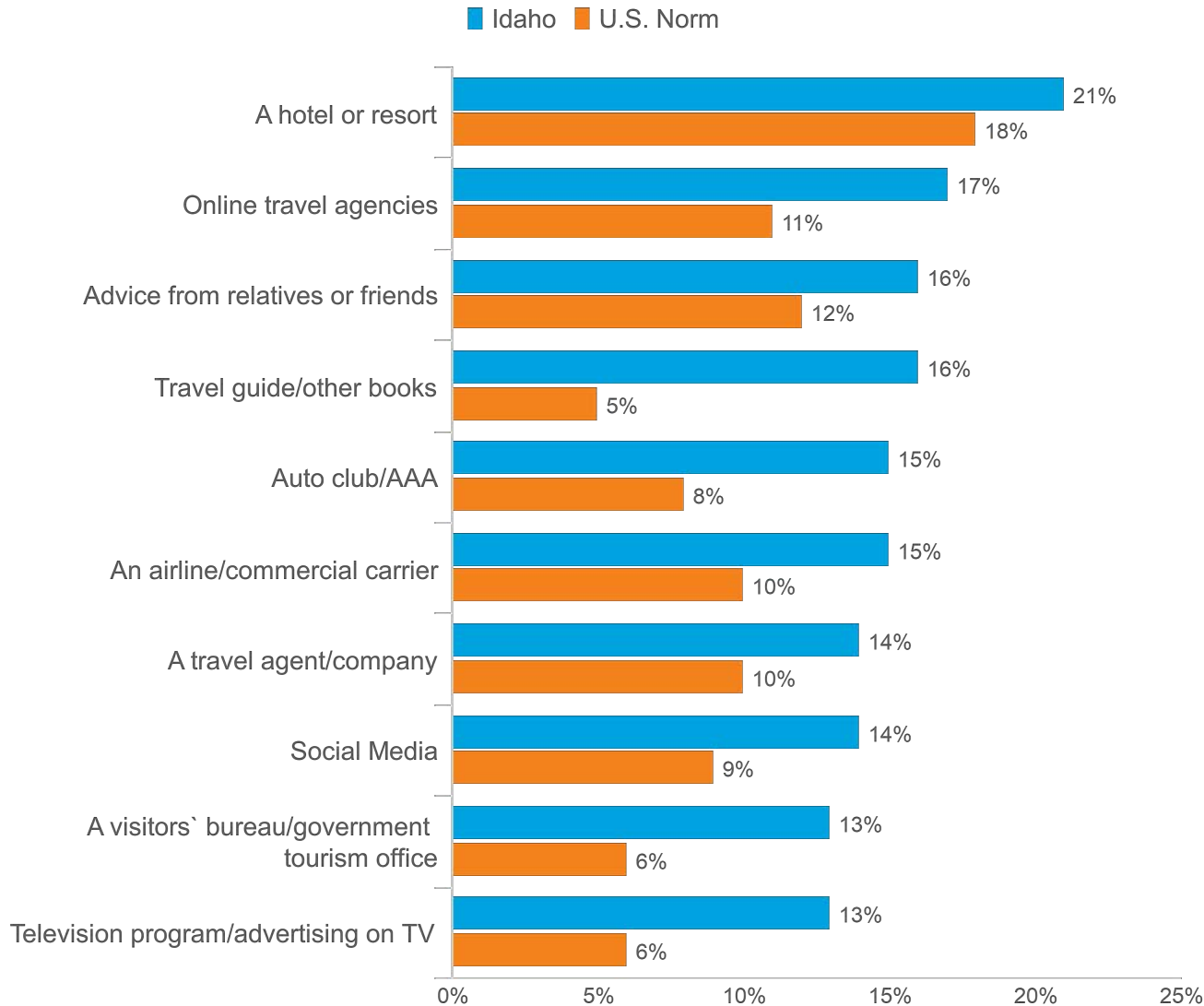
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



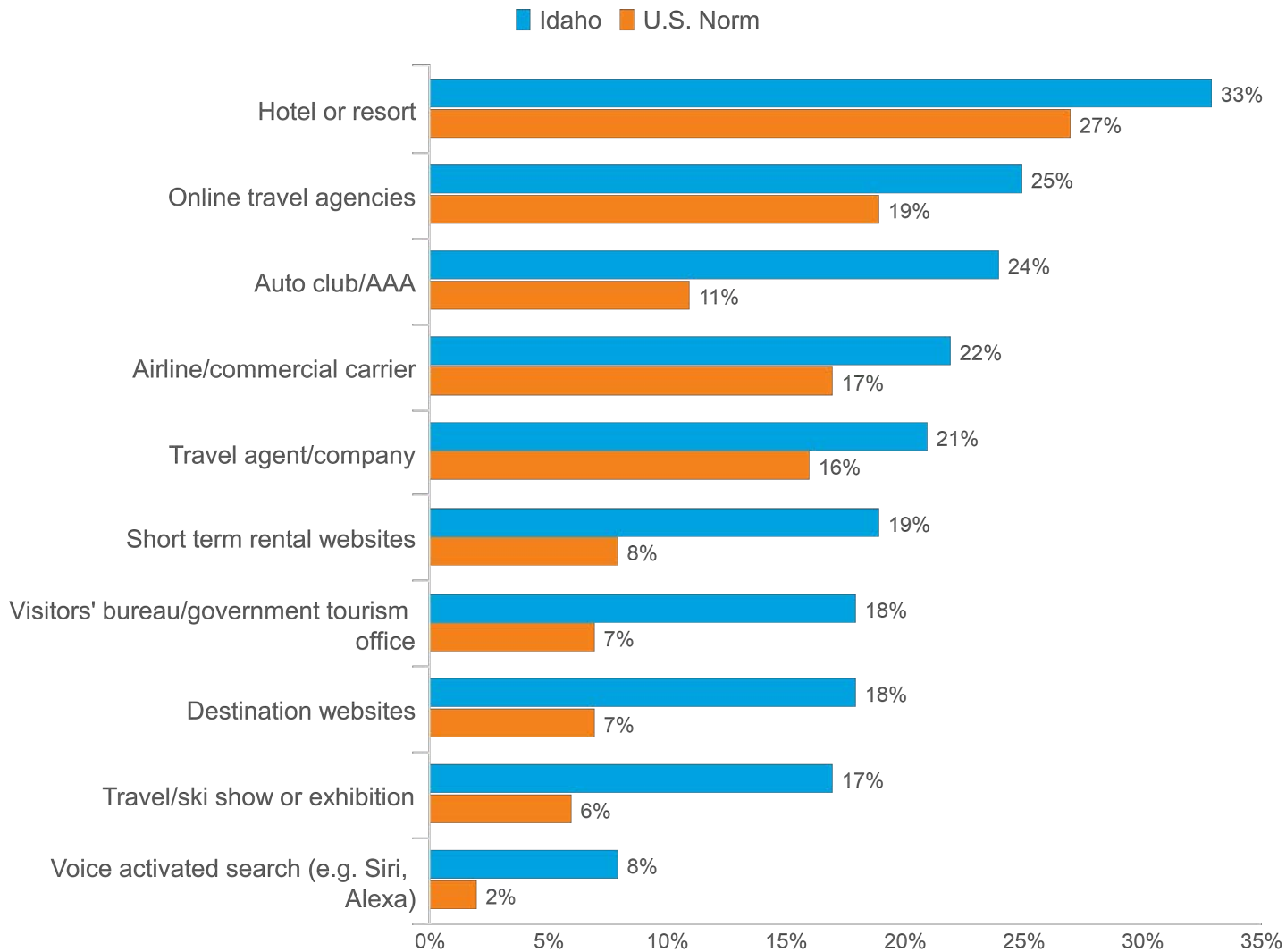
Length of Trip Planning

	Idaho	U.S. Norm
1 month or less	21%	30%
2 months	16%	15%
3-5 months	24%	18%
6-12 months	20%	14%
More than 1 year in advance	8%	6%
Did not plan anything in advance	12%	17%








Idaho's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

		Idaho	U.S. Norm
	Hotel	40%	38%
	Motel	23%	13%
	Bed & breakfast	20%	8%
	Campground / RV park	19%	6%
	Home of friends / relatives	18%	19%
	Country inn / lodge	15%	5%
	Rented cottage / cabin	14%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 18%

Activities and Experiences (Top 10)







	Idaho	U.S. Norm
Attending celebration	24%	13%
Sightseeing	23%	16%
Shopping	21%	22%
Landmark/historic site	18%	11%
Business meeting	17%	8%
Business convention/conference	17%	8%
Convention for personal interest	17%	6%
Attended/participated in an amateur sports event	16%	6%
Museum	15%	10%
Hiking/backpacking	15%	7%

Shopping Types on Trip

	Idaho	U.S. Norm
 Convenience/grocery shopping	57%	42%
 Outlet/mall shopping	47%	47%
 Souvenir shopping	46%	39%
 Big box stores (Walmart, Costco)	44%	33%
 Boutique shopping	39%	28%
 Antiquing	28%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Idaho	U.S. Norm
 Unique/local food	39%	40%
 Street food/food trucks	28%	21%
 Picnicking	26%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	21%
 Fine/upscale dining	25%	22%
 Gastropubs	20%	10%



66%

of overnight travelers were very satisfied with their overall trip experience



Safety/security

54%



Friendliness of people

53%



Cleanliness

53%



Sightseeing/attractions

50%



Quality of food

50%



Quality of accommodations

49%



Value for money

43%



Music/nightlife/entertainment

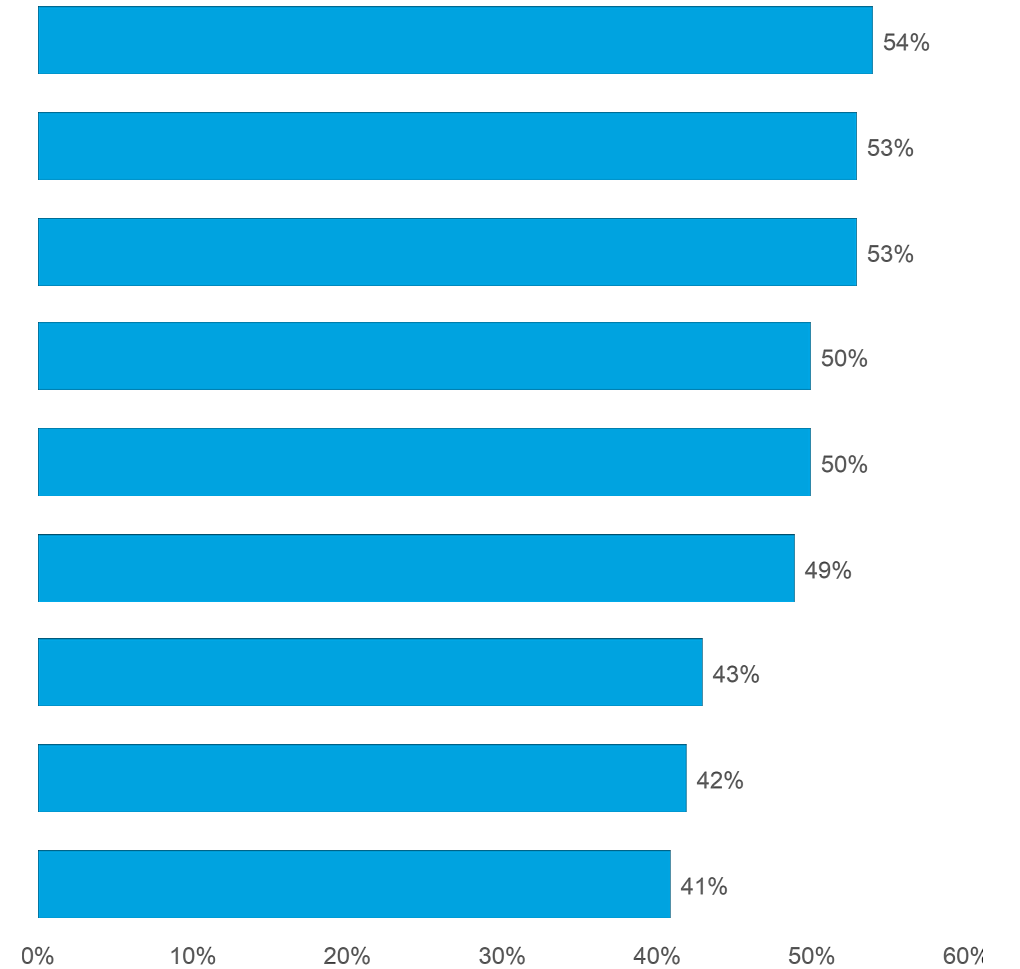
42%



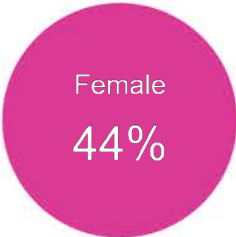
Public transportation

41%

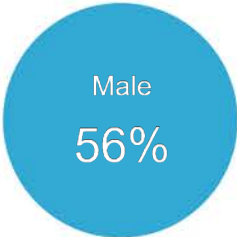
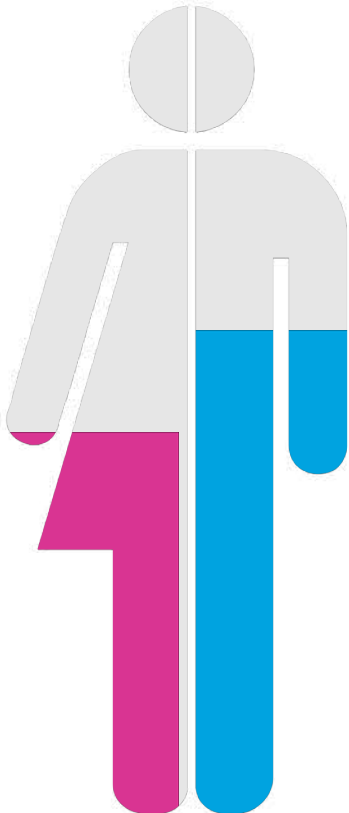
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

Idaho



Average Age
40.6

U.S. Norm



Average Age
43.7

Marital Status

Idaho U.S. Norm



Married / with partner



Single / never married



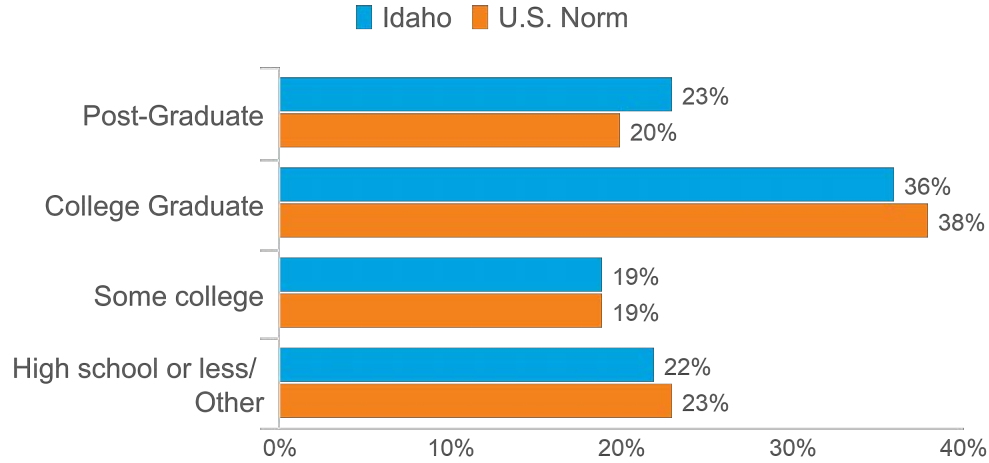
Divorced / widowed / separated



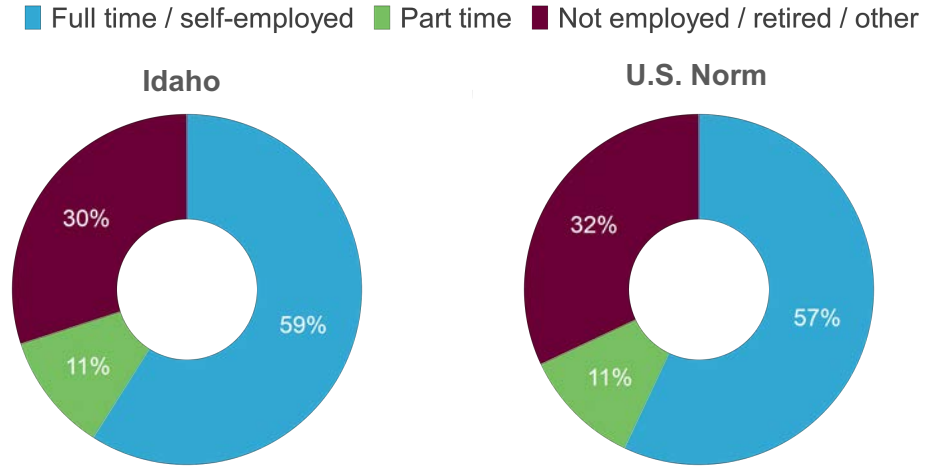
Demographic Profile of Overnight Idaho Visitors

Base: 2021 Overnight Person-Trips

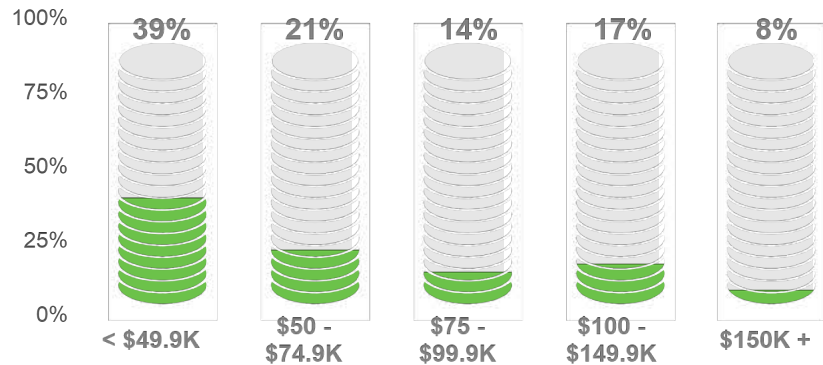
Education



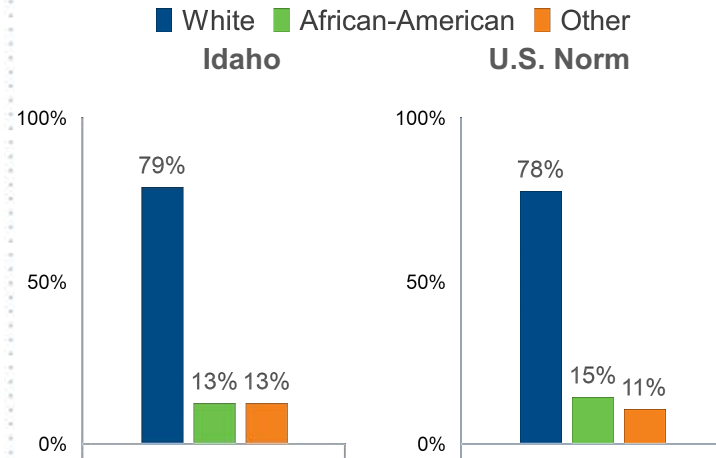
Employment



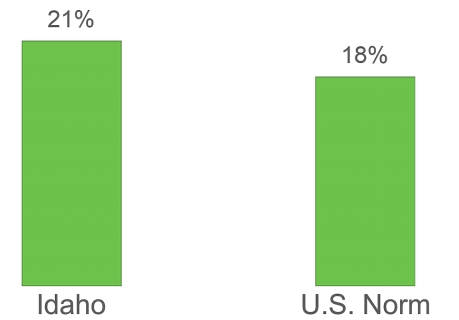
Household Income



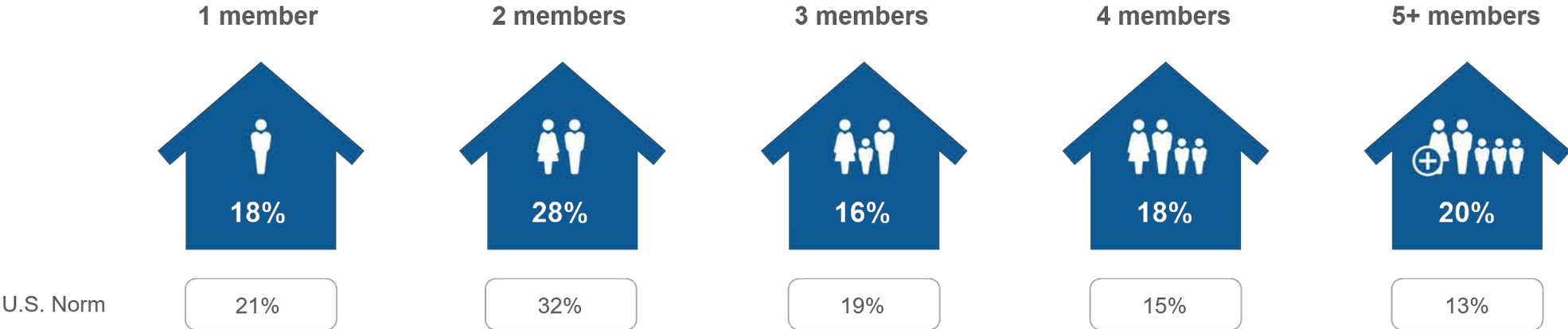
Race



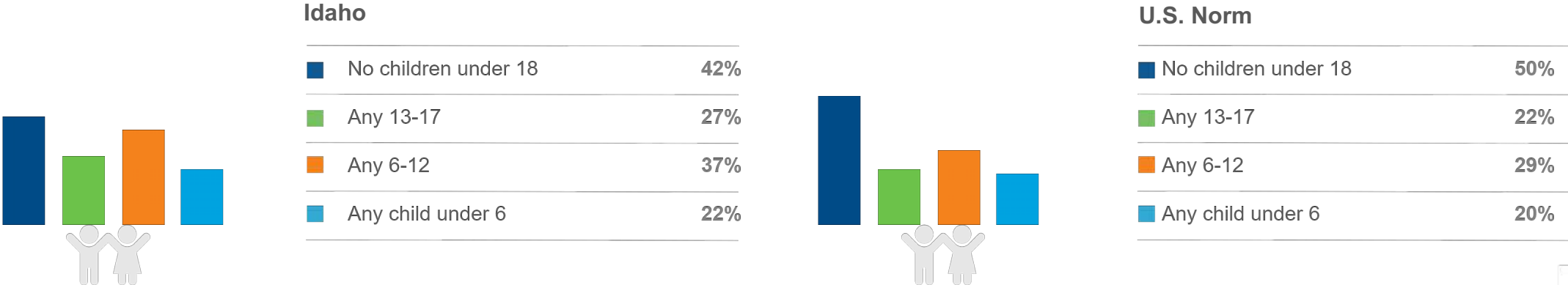
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation

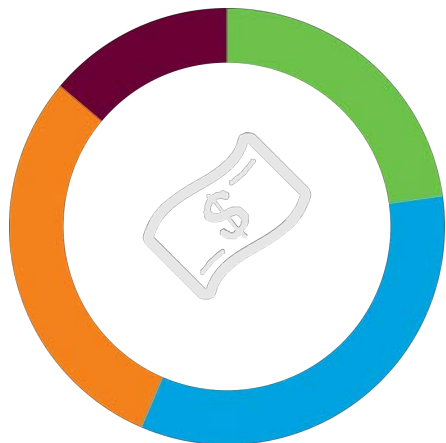


2021

Domestic Day Expenditures - by Sector

Total Spending
\$ 1.383 Billion

+6.6% vs. 2019



Transportation at Destination	23%	\$321 Million
Restaurant Food & Beverage	34%	\$465 Million
Retail Purchase	30%	\$410 Million
Recreation/Entertainment	14%	\$187 Million

vs. 2019

+20.1%

+4.8%

-0.6%

+7.5%












Average Per Person Expenditures on Domestic Day Trips - by Sector

Average Per Person: \$ 62

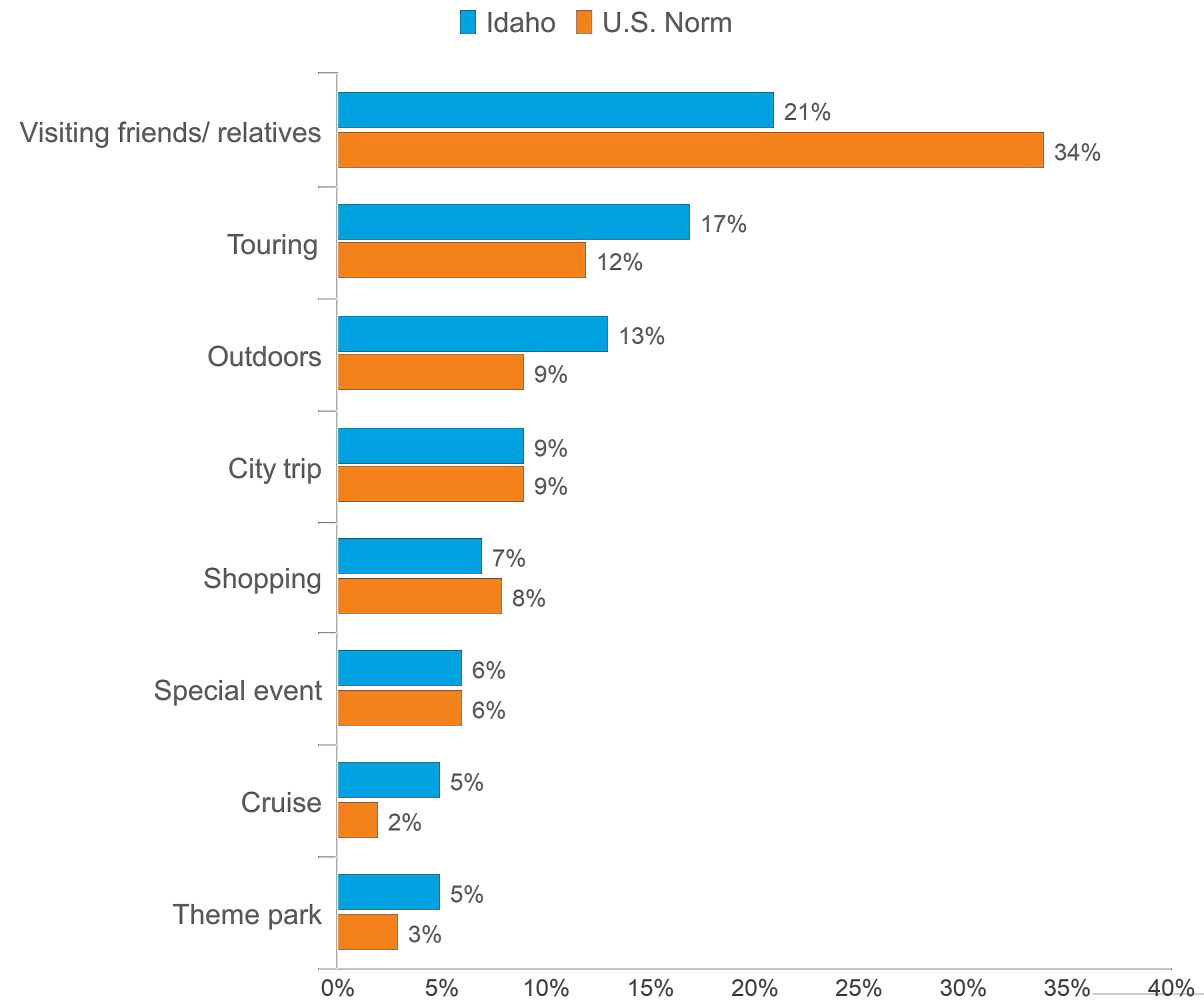
2019: \$61



Main Purpose of Trip

 21% Visiting friends/ relatives	
 17% Touring	 1% Conference/ Convention
 13% Outdoors	
 9% City trip	 4% Other business trip
 7% Shopping	
 6% Special event	
 5% Cruise	 4% Business-Leisure
 5% Theme park	

Main Purpose of Leisure Trip

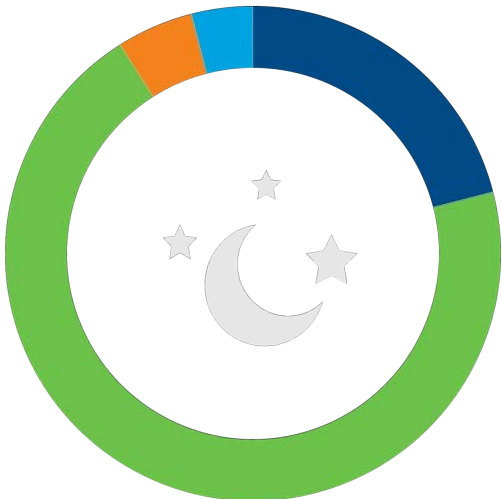


2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

2021 Idaho Day Trips

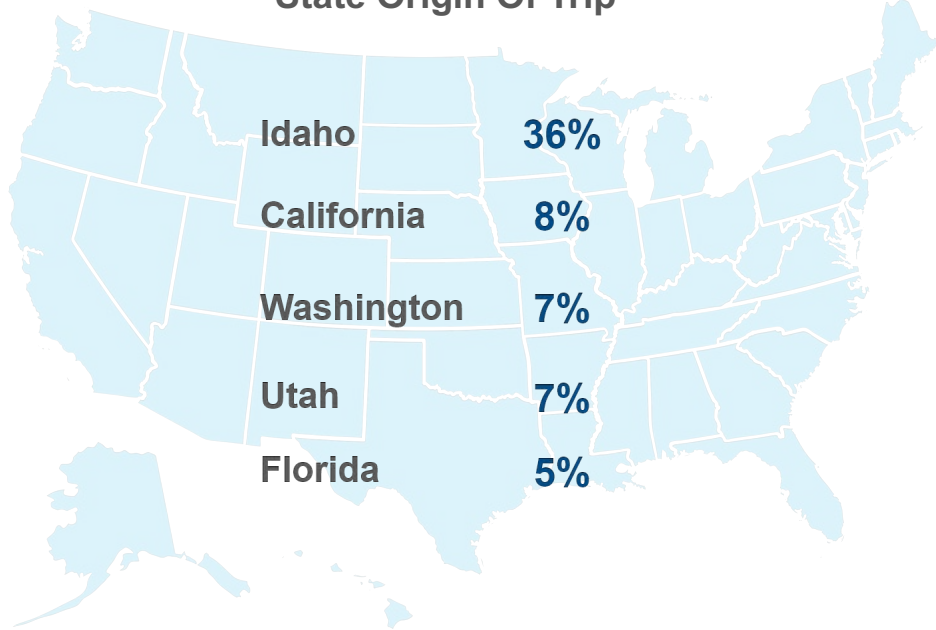


■ Visiting friends/relatives	21%
■ Marketable	70%
■ Business	5%
■ Business-leisure	4%

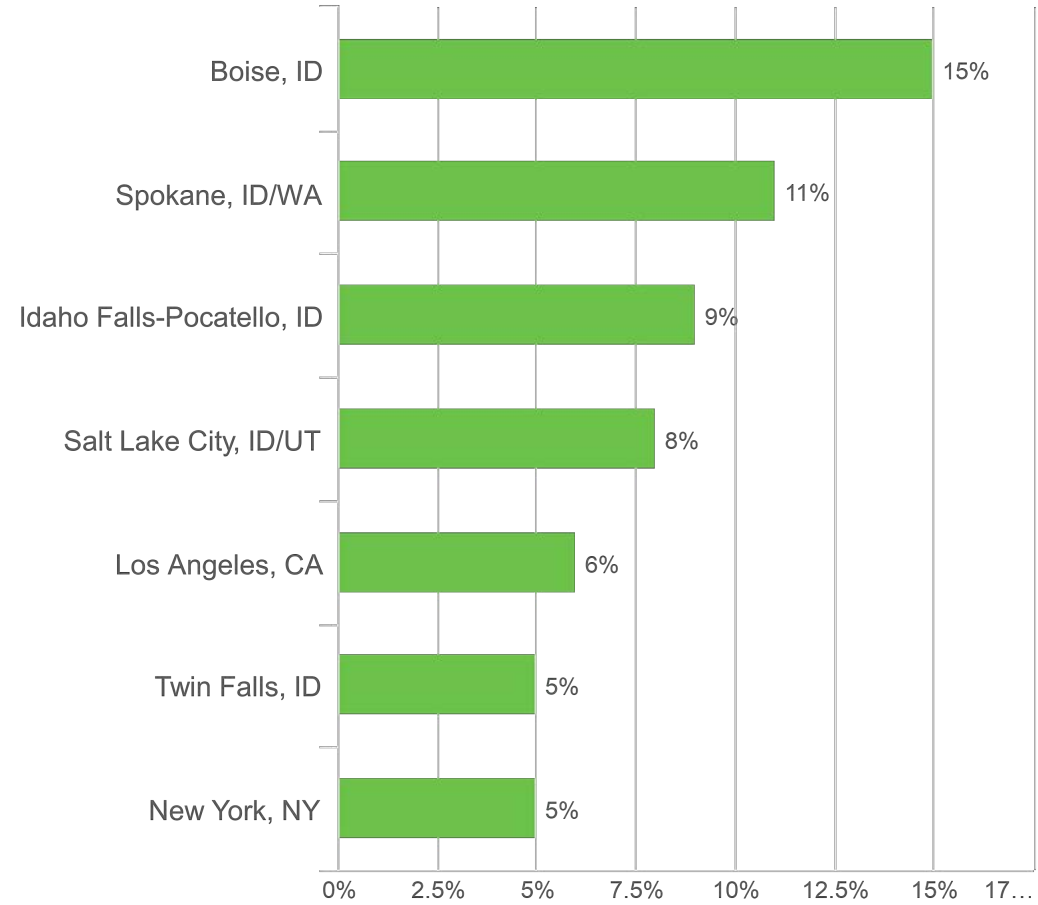
Idaho's Day Trip Characteristics

Base: 2021 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



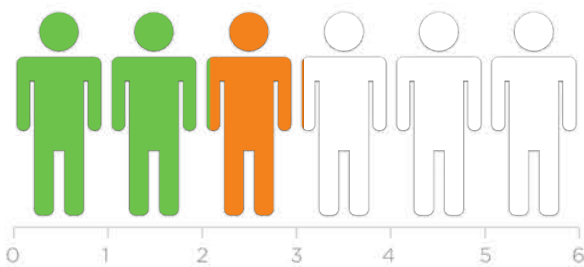
Season of Trip Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

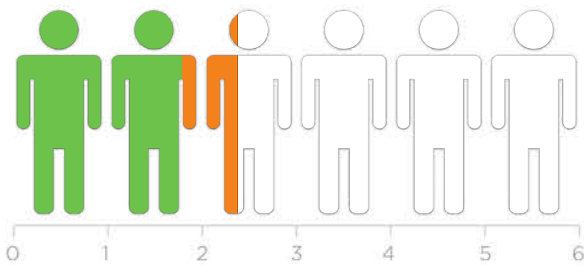
Idaho



Average number of people

Total
3.2

U.S. Norm

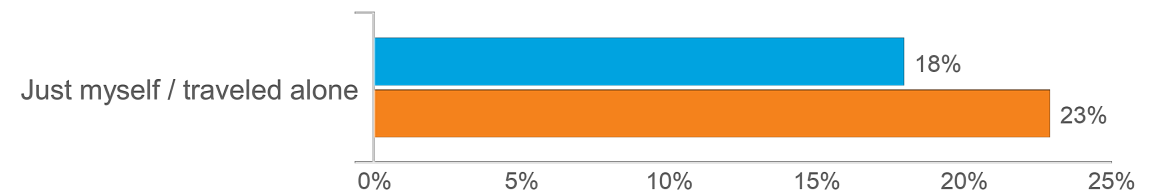


Average number of people

Total
2.6

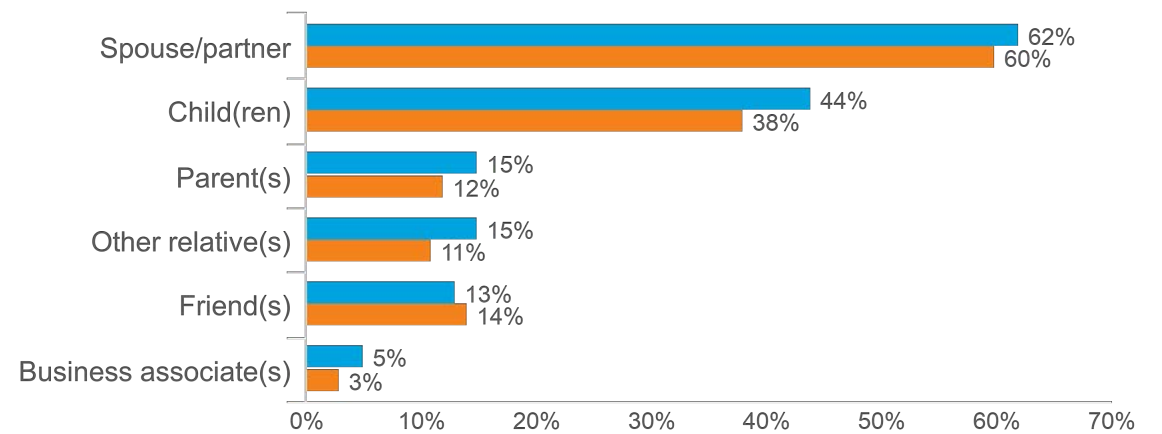
Percent Who Traveled Alone

■ Idaho ■ U.S. Norm



Composition of Immediate Travel Party

■ Idaho ■ U.S. Norm



Activity Groupings

Outdoor Activities



59%

U.S. Norm: **36%**

Entertainment Activities



58%

U.S. Norm: **48%**

Cultural Activities



34%

U.S. Norm: **22%**

Sporting Activities



29%

U.S. Norm: **17%**

Business Activities



25%

U.S. Norm: **14%**

Activities and Experiences (Top 10)







	Idaho	U.S. Norm
 Shopping	17%	19%
 Sightseeing	17%	11%
 Attending celebration	15%	10%
 Landmark/historic site	15%	8%
 Nature tours/wildlife viewing/birding	12%	5%
 Local parks/playgrounds	12%	6%
 Hiking/backpacking	12%	5%
 Civil Rights/African-American heritage sights/experiences	12%	4%
 National/state park	11%	5%
 Attended/participated in a sports event for kids	11%	4%

Shopping Types on Trip

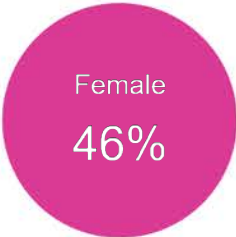
	Idaho	U.S. Norm
 Outlet/mall shopping	48%	46%
 Convenience/grocery shopping	45%	26%
 Big box stores (Walmart, Costco)	43%	28%
 Boutique shopping	31%	22%
 Antiquing	28%	13%
 Souvenir shopping	26%	24%

Base: 2021 Day Person-Trips that included Shopping

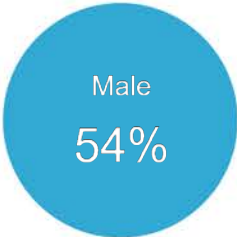
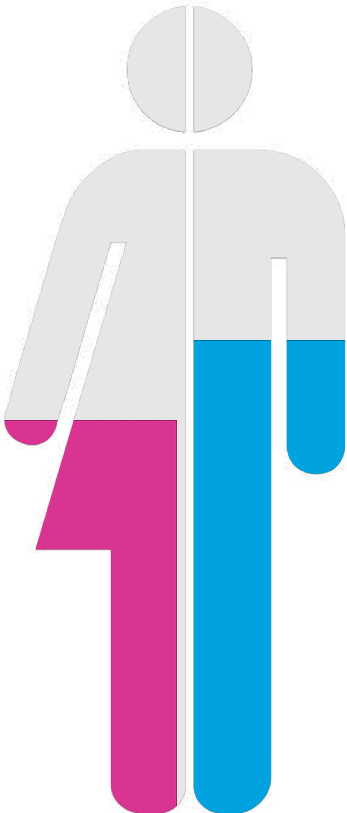
Dining Types on Trip

	Idaho	U.S. Norm
 Unique/local food	39%	34%
 Picnicking	26%	14%
 Street food/food trucks	22%	17%
 Food delivery service (UberEATS, DoorDash, etc.)	20%	15%
 Fine/upscale dining	19%	15%
 Gastropubs	12%	7%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

18-24 25-34 35-44 45-54 55-64 65+

Idaho



Average Age
42.8

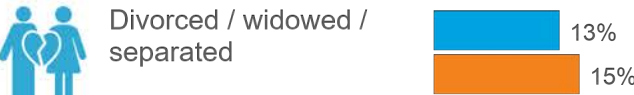
U.S. Norm



Average Age
45.3

Marital Status

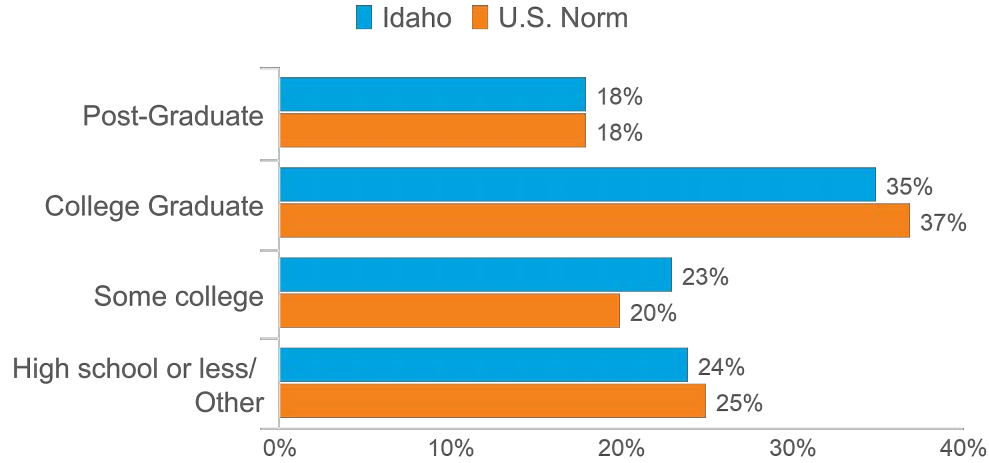
Idaho U.S. Norm



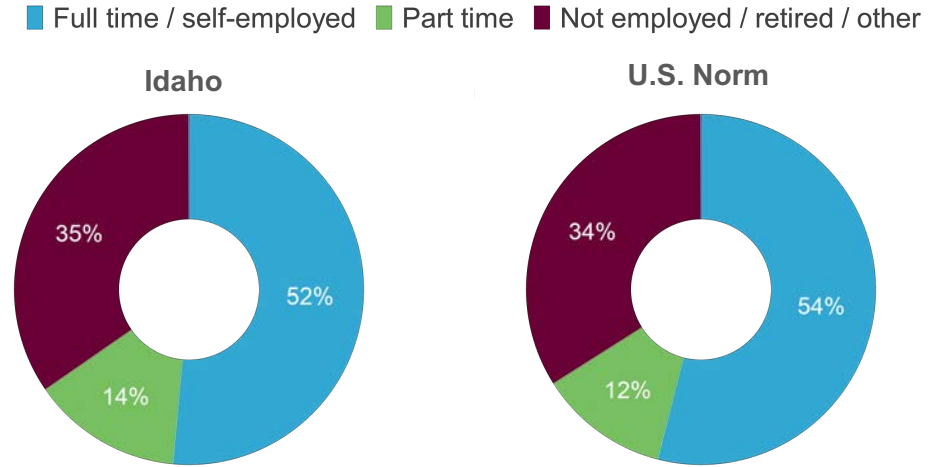
Demographic Profile of Day Idaho Visitors

Base: 2021 Day Person-Trips

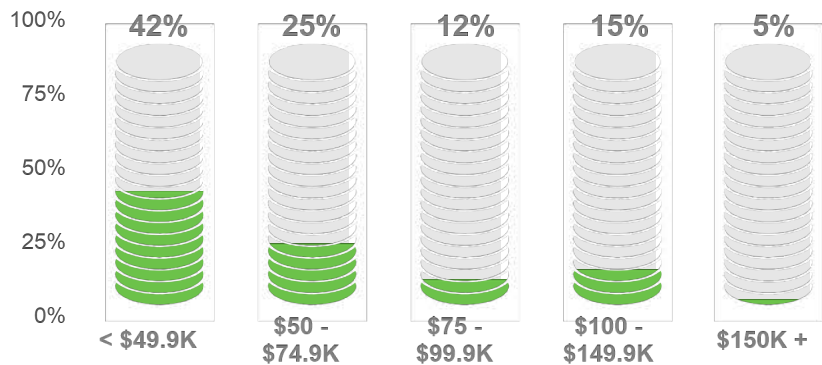
Education



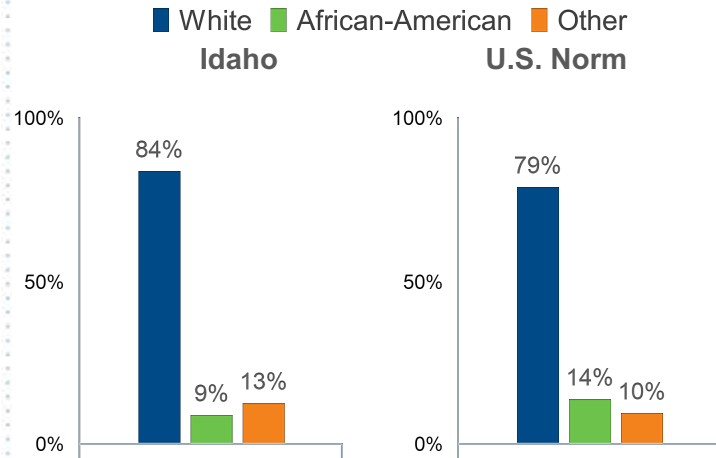
Employment



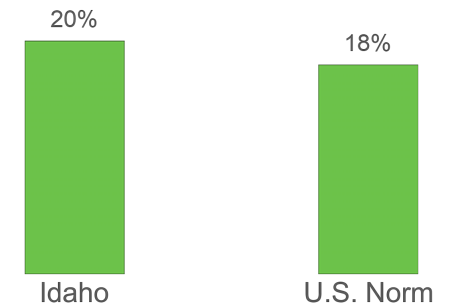
Household Income



Race

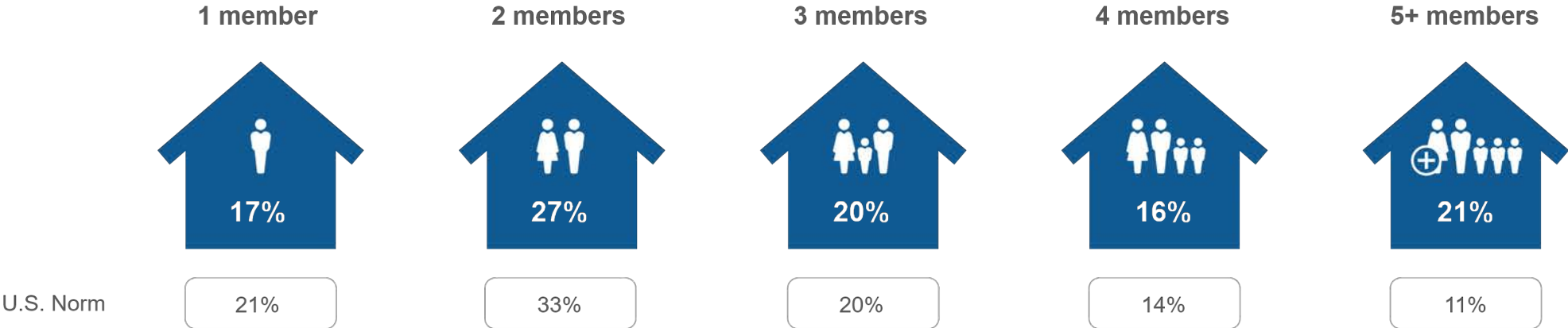


Hispanic Background

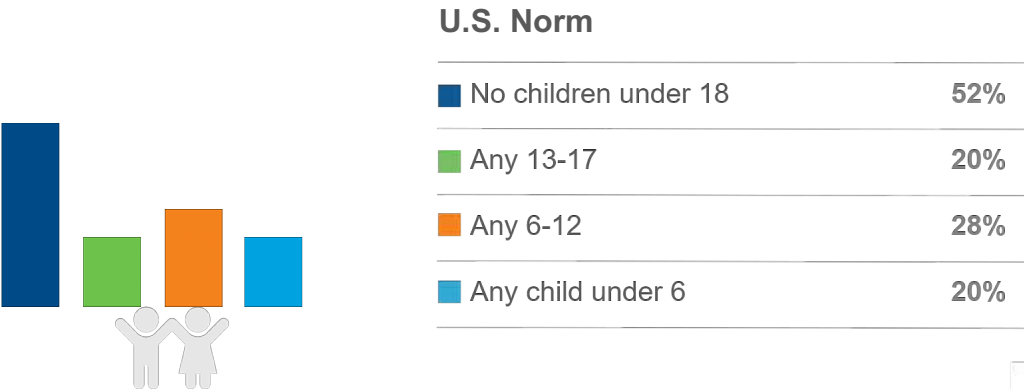
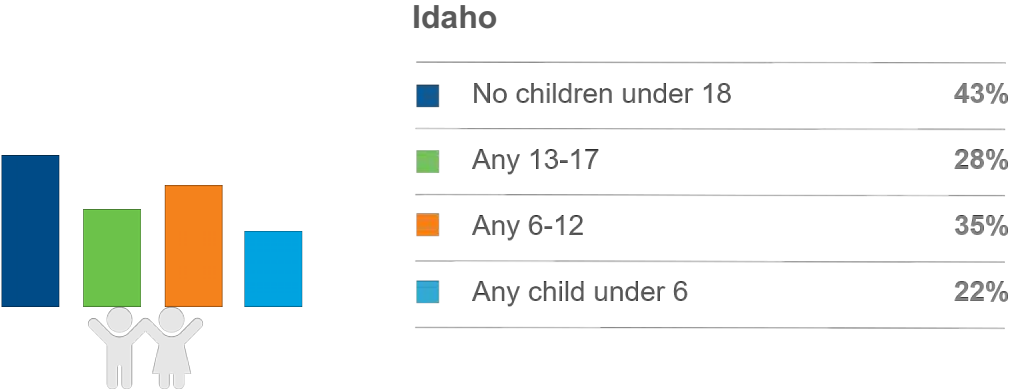


U.S. Norm 42% 21% 15% 16% 6%

Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Visitor Volumes



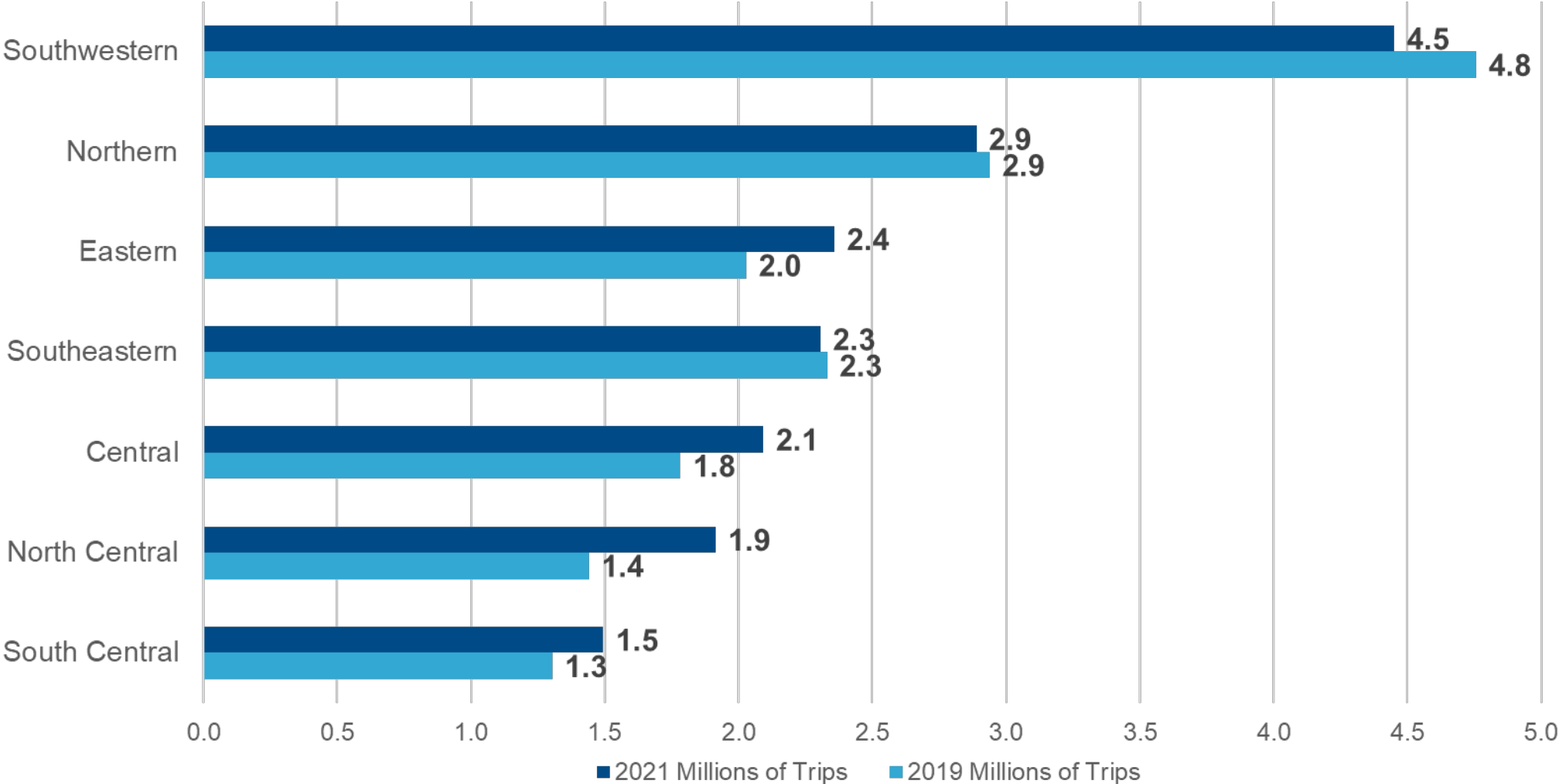
2021

Idaho Regions Map



Overnight Visitor Volume by Region*

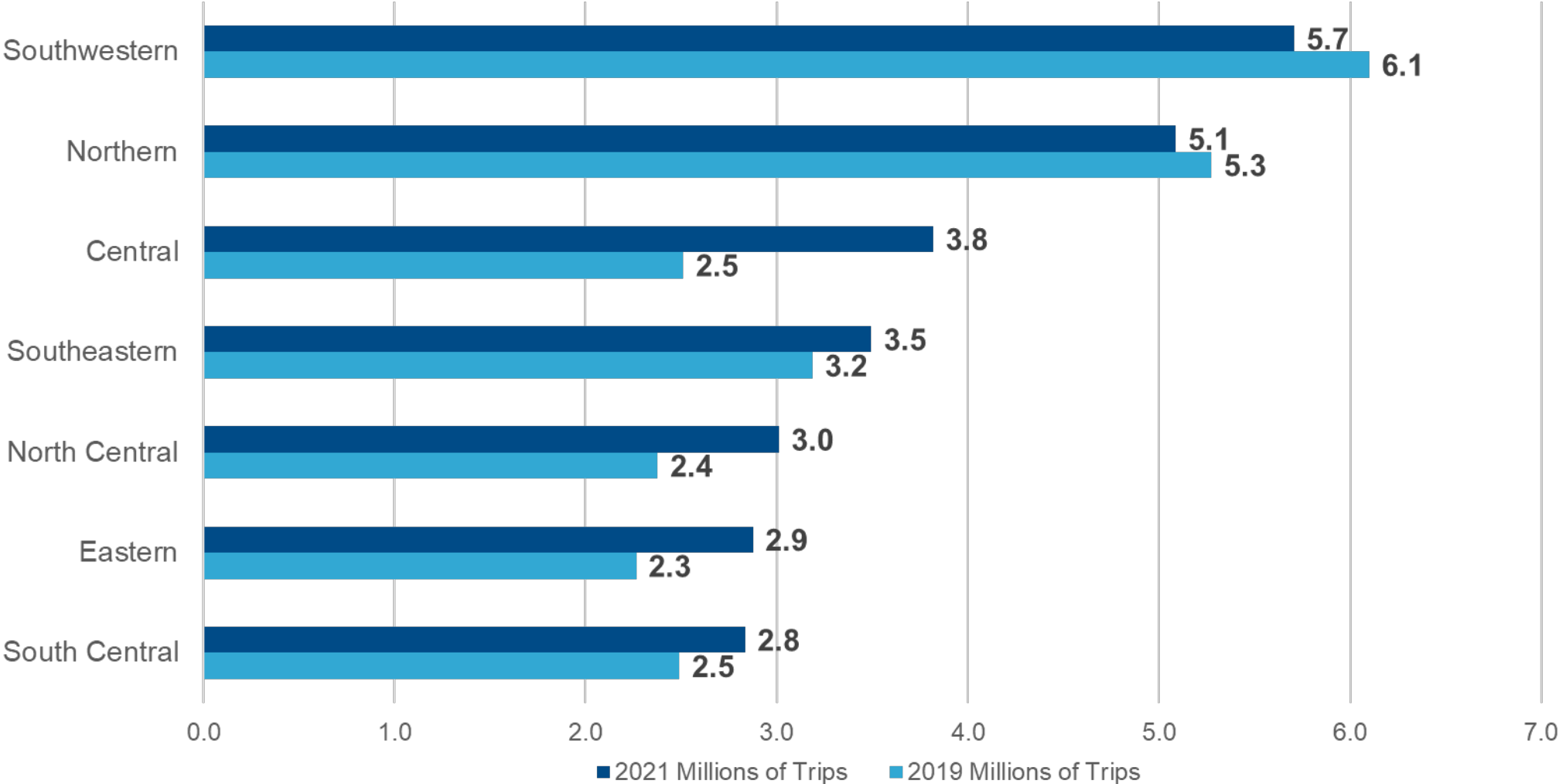
Base: Overnight Person-Trips to Idaho



*Adds to more than total state visitor volume because people may visit more than one region during their trip

Day Visitor Volume by Region*

Base: Day Person-Trips to Idaho



*Adds to more than total state visitor volume because people may visit more than one region during their trip



Travel USA Visitor Profile

Overnight Visitation: Northern Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Northern, the following sample was achieved in 2020/2021:



Overnight Base Size

396

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

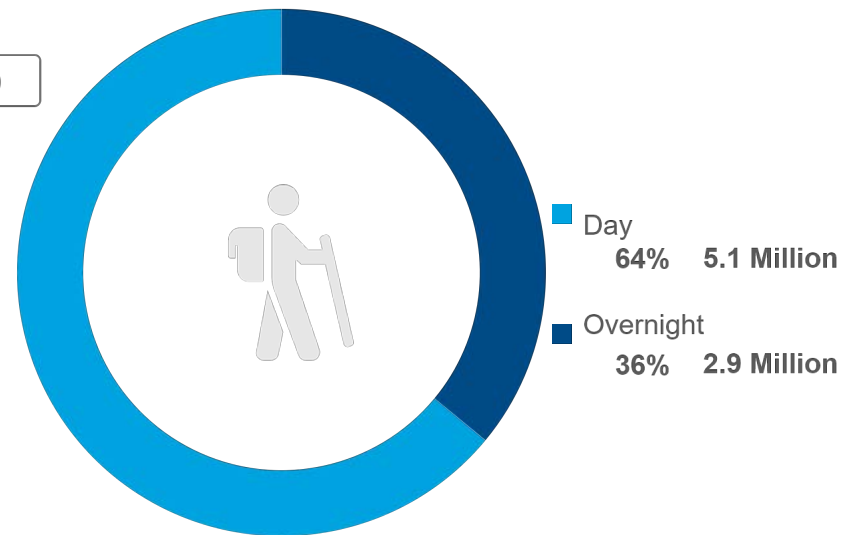
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Northern 2021 Domestic Travel Market

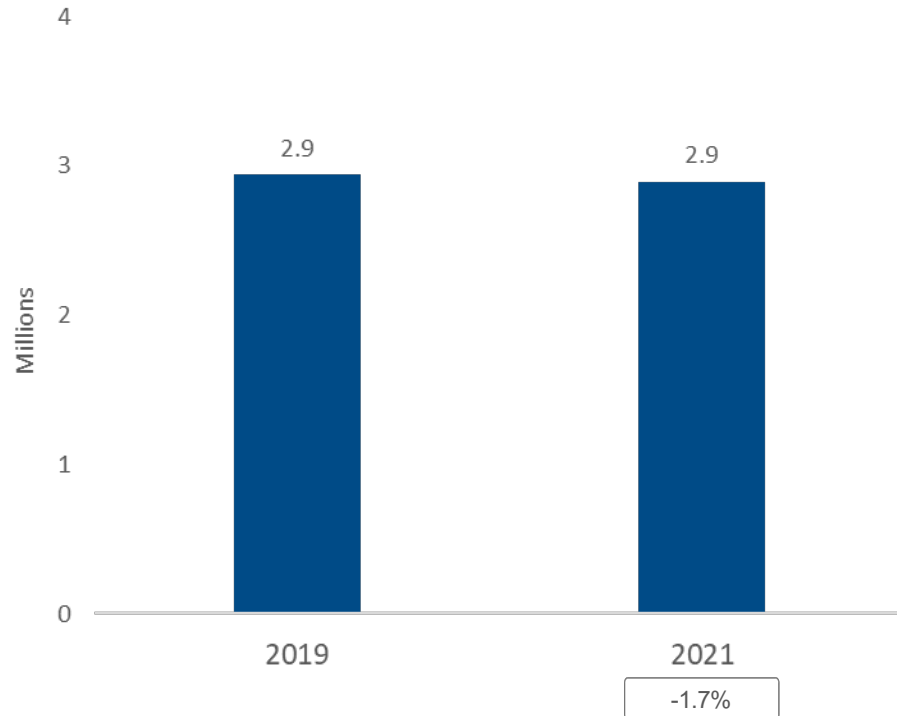
Total Person-Trips

8.0 Million

-2.9% vs. 2019



Overnight Trips to Northern












Past Visitation to Northern

Base: 2020/2021 Overnight Person-Trips

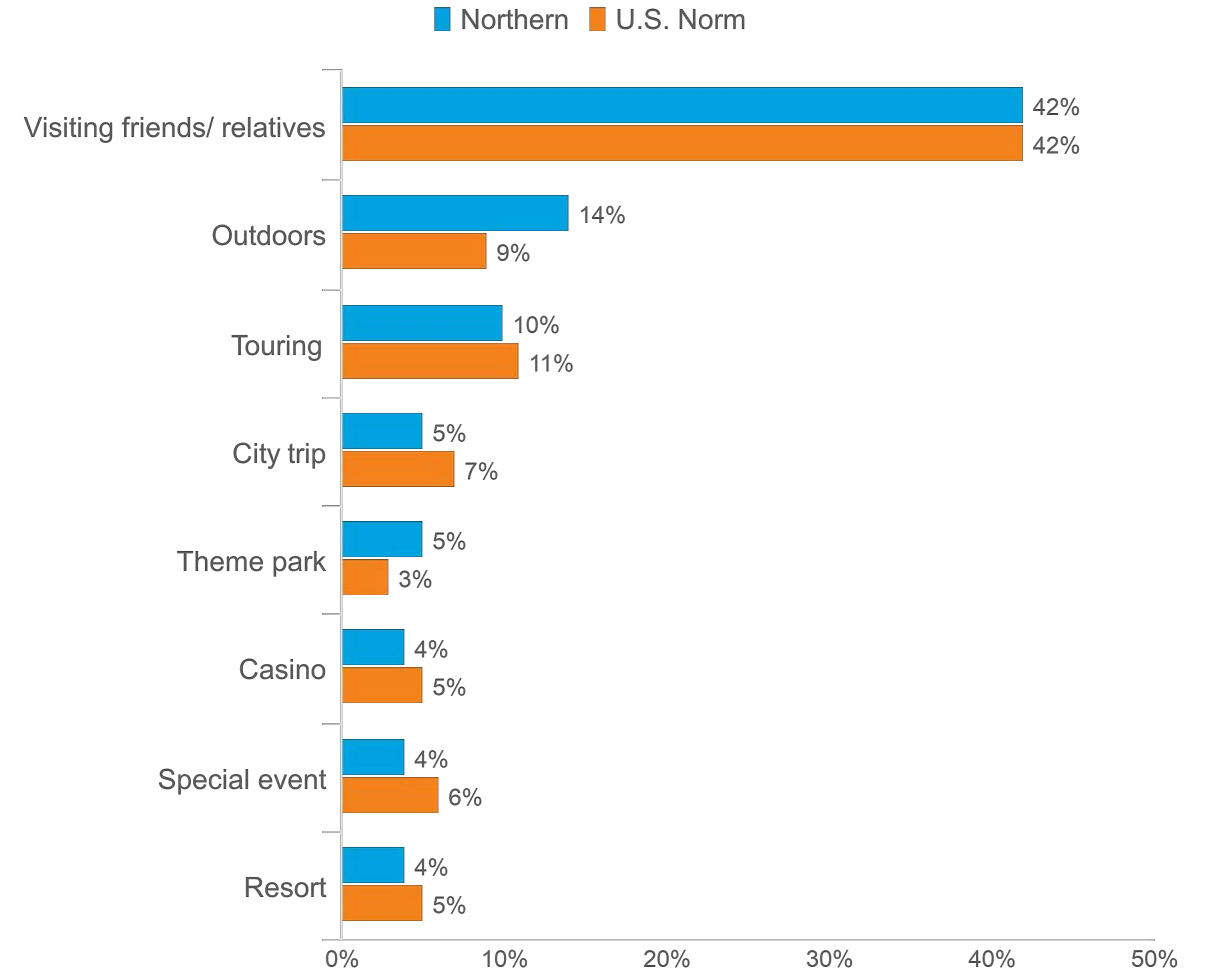
75% of overnight travelers to Northern are repeat visitors

58% of overnight travelers to Northern had visited before in the past 12 months

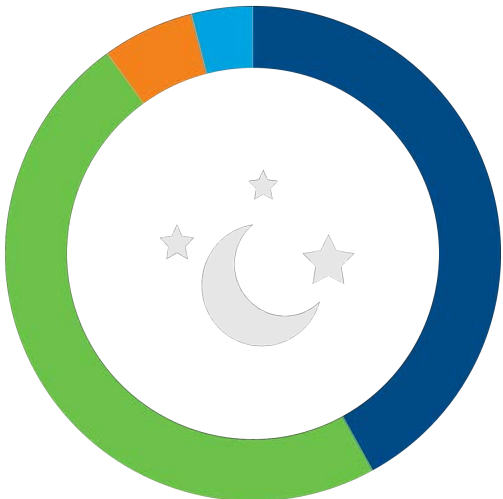
Main Purpose of Trip

 42% Visiting friends/ relatives	
 14% Outdoors	 1% Conference/ Convention
 10% Touring	
 5% City trip	
 5% Theme park	 6% Other business trip
 4% Casino	
 4% Special event	 3% Business-Leisure
 4% Resort	

Main Purpose of Leisure Trip

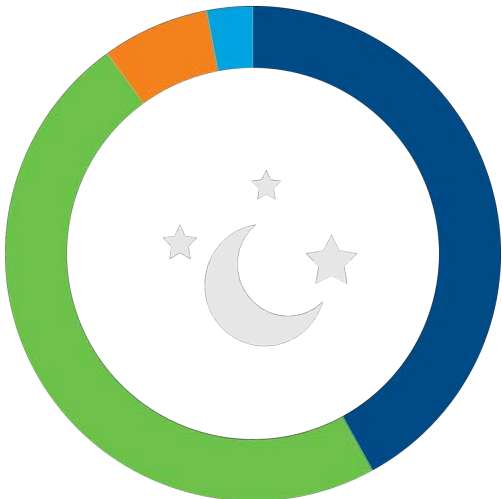


2021 U.S. Overnight Trips



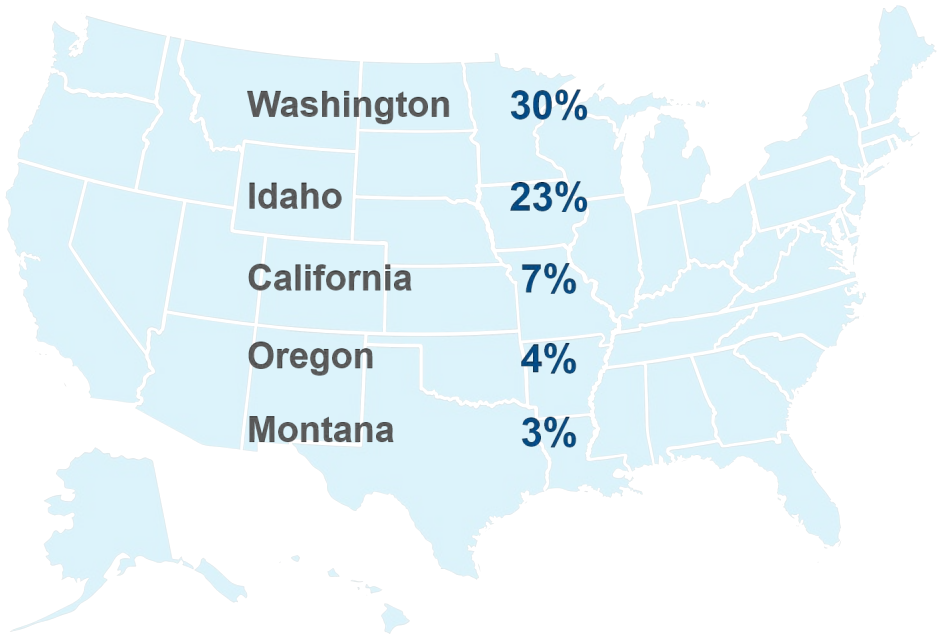
■	Visiting friends/relatives	42%
■	Marketable	48%
■	Business	6%
■	Business-leisure	4%

Northern Overnight Trips

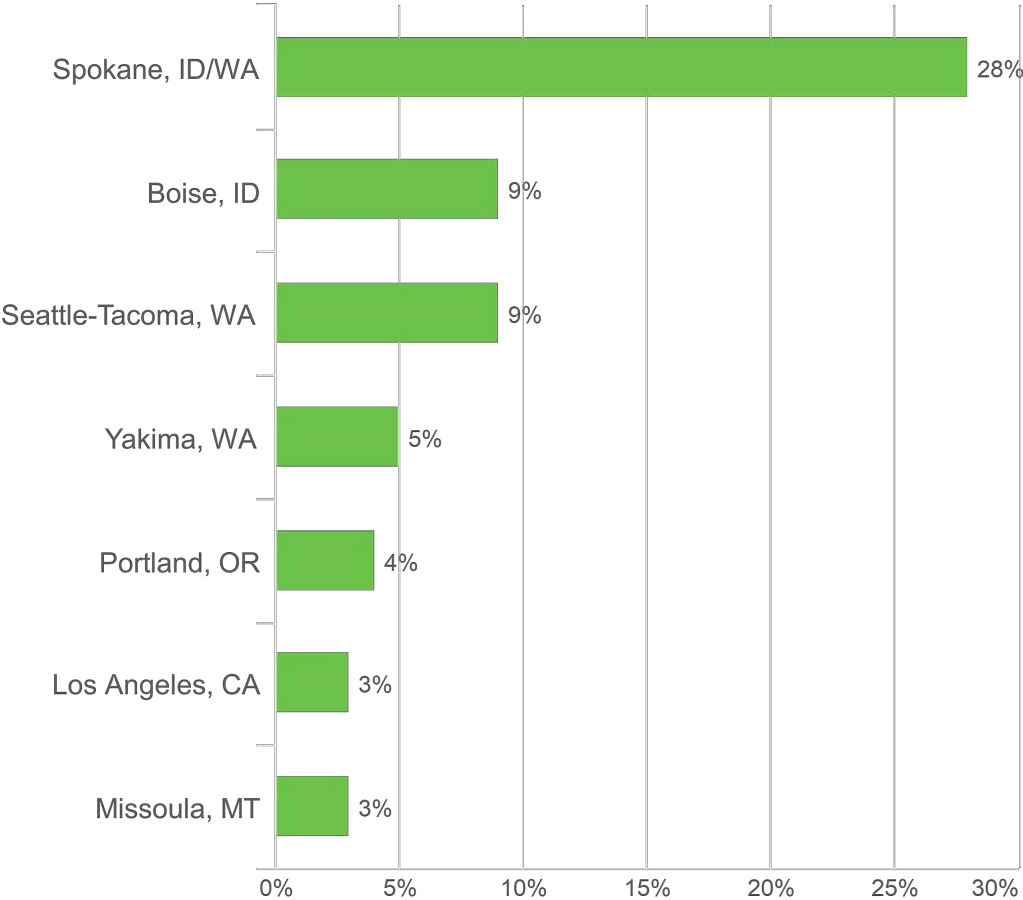


■	Visiting friends/relatives	42%
■	Marketable	48%
■	Business	7%
■	Business-leisure	3%

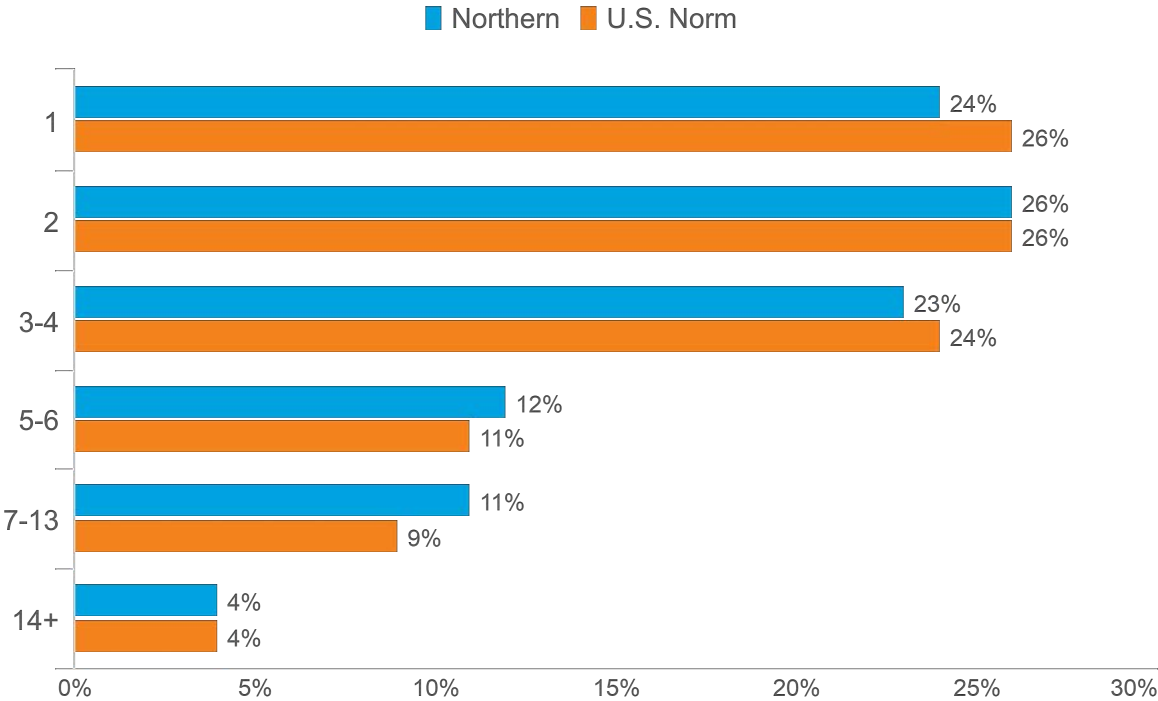
State Origin Of Trip



DMA Origin Of Trip



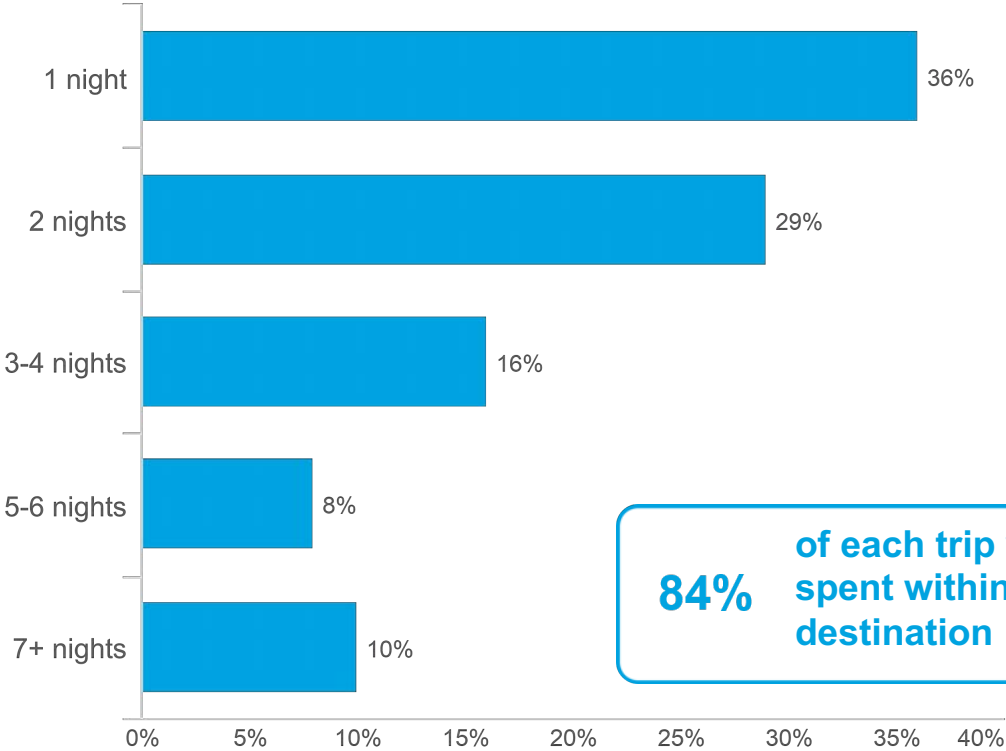
Total Nights Away on Trip



Northern
3.8
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Northern



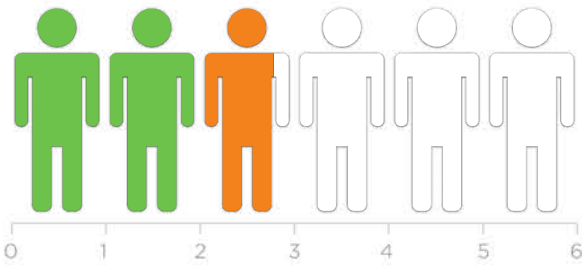
84% of each trip was spent within the destination

Average number of nights
3.2

Size of Travel Party

■ Adults ■ Children

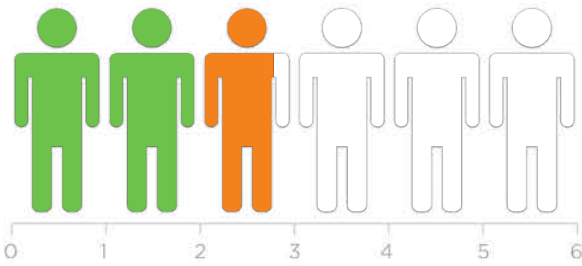
Northern



Average number of people

Total
2.9

U.S. Norm

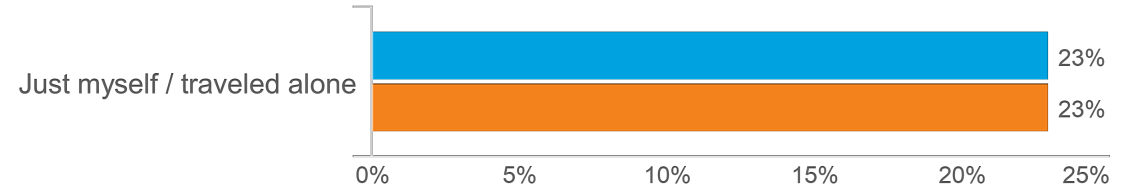


Average number of people

Total
2.9

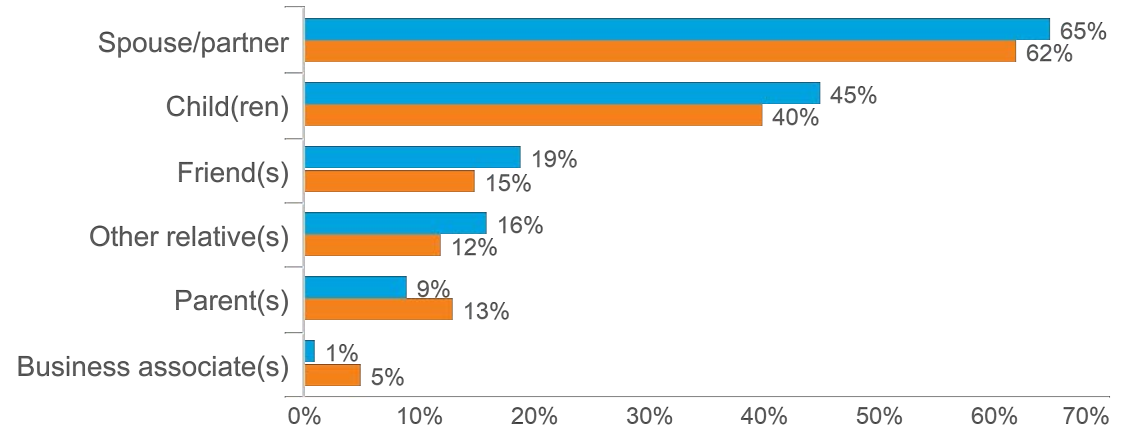
Percent Who Traveled Alone

■ Northern ■ U.S. Norm



Composition of Immediate Travel Party

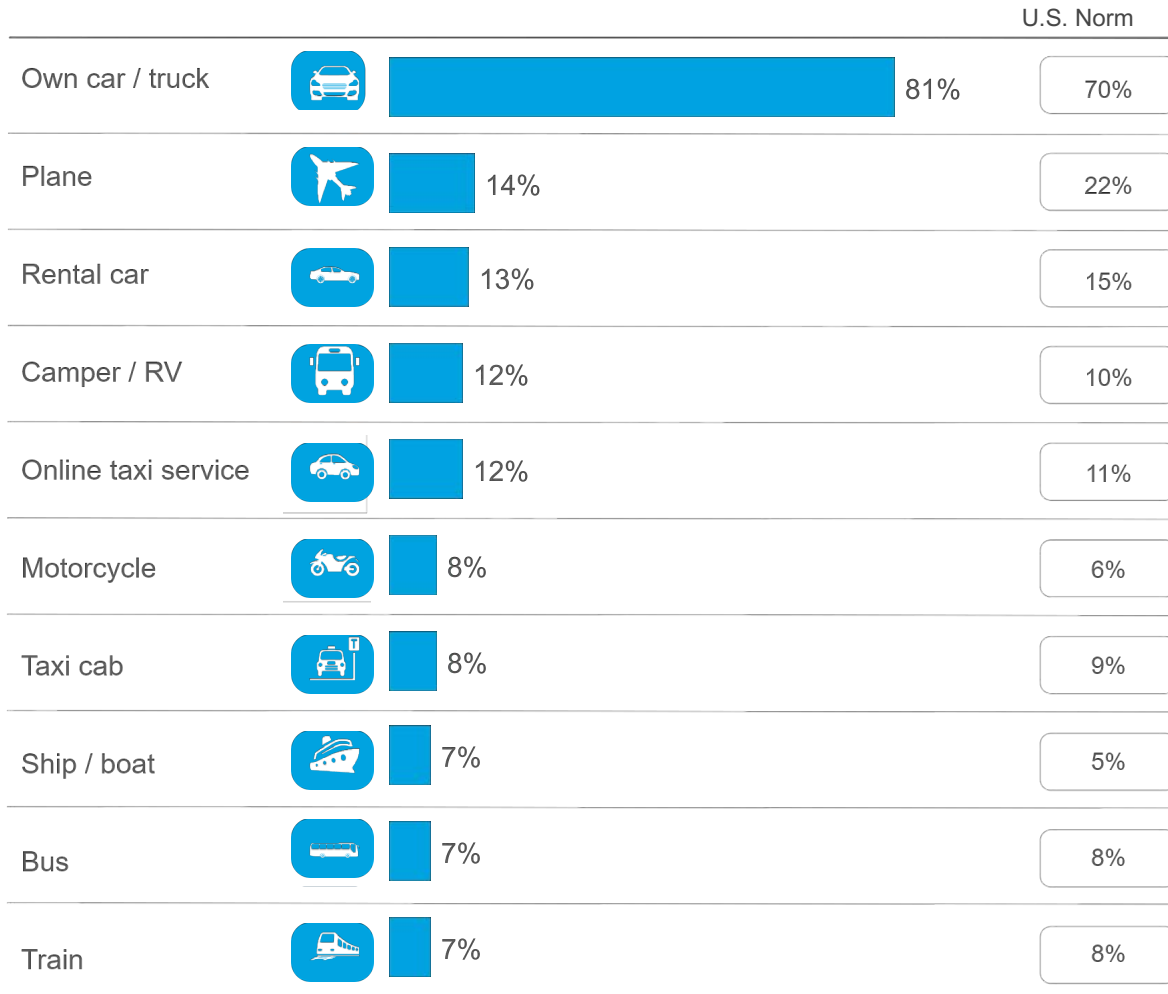
■ Northern ■ U.S. Norm



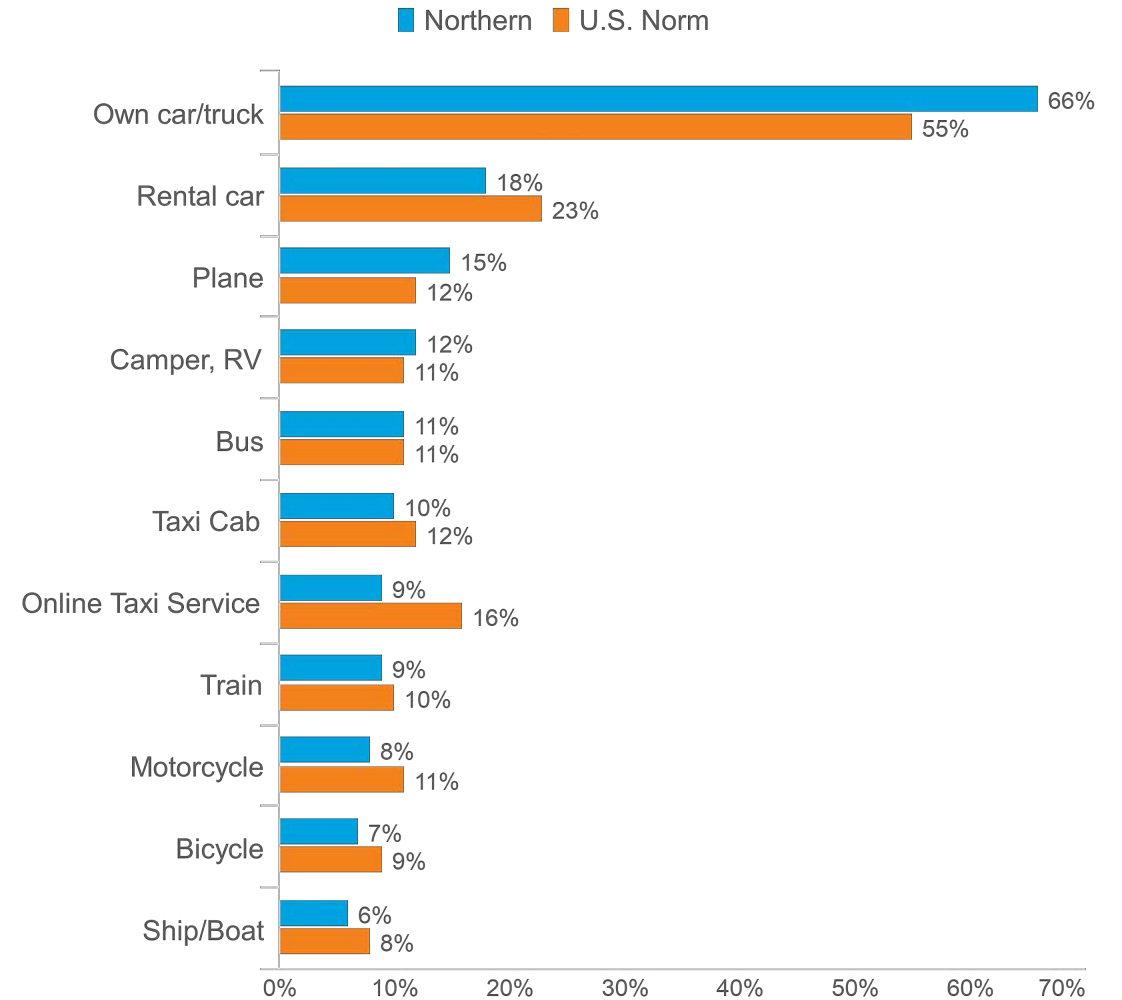
Northern's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

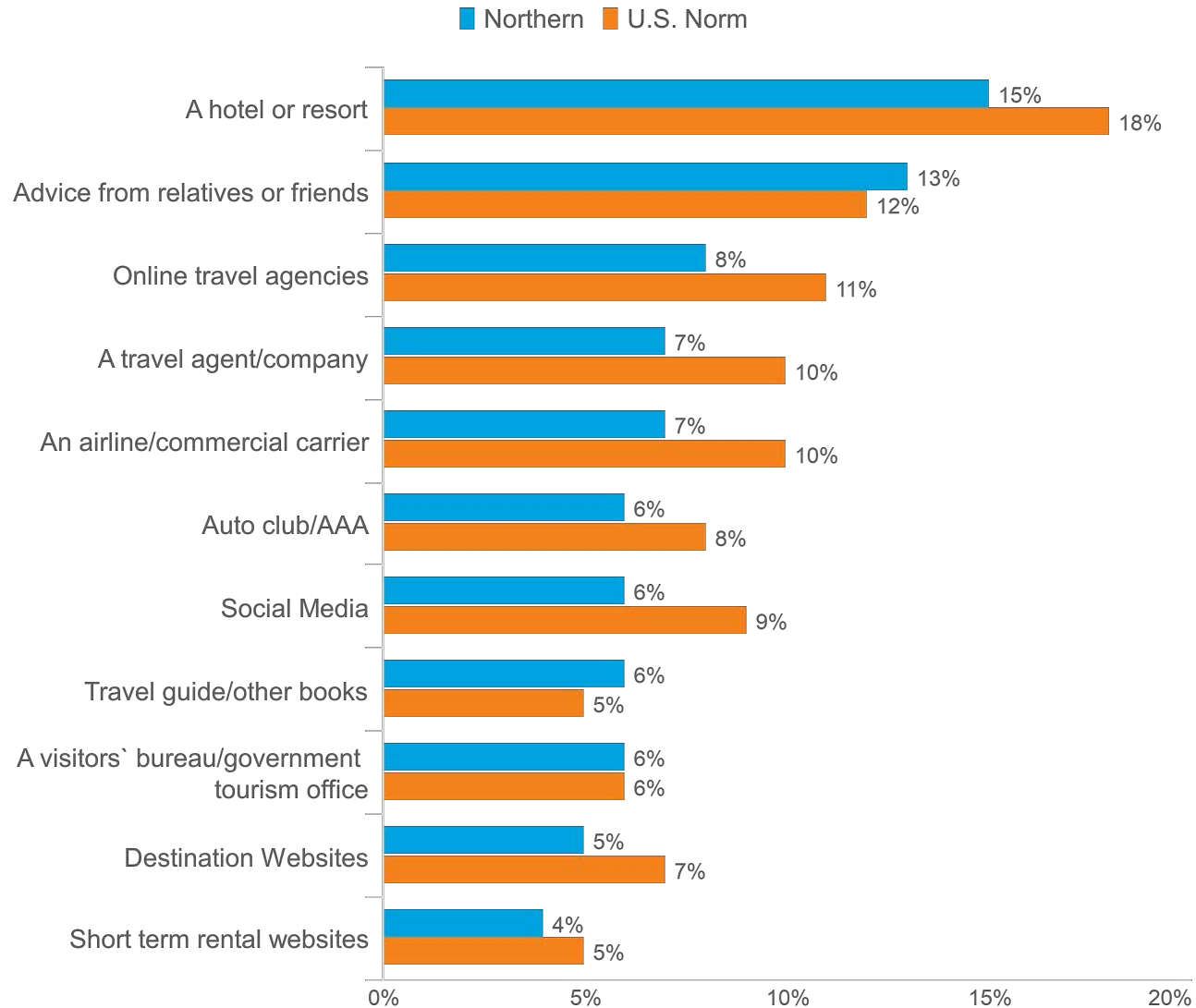
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

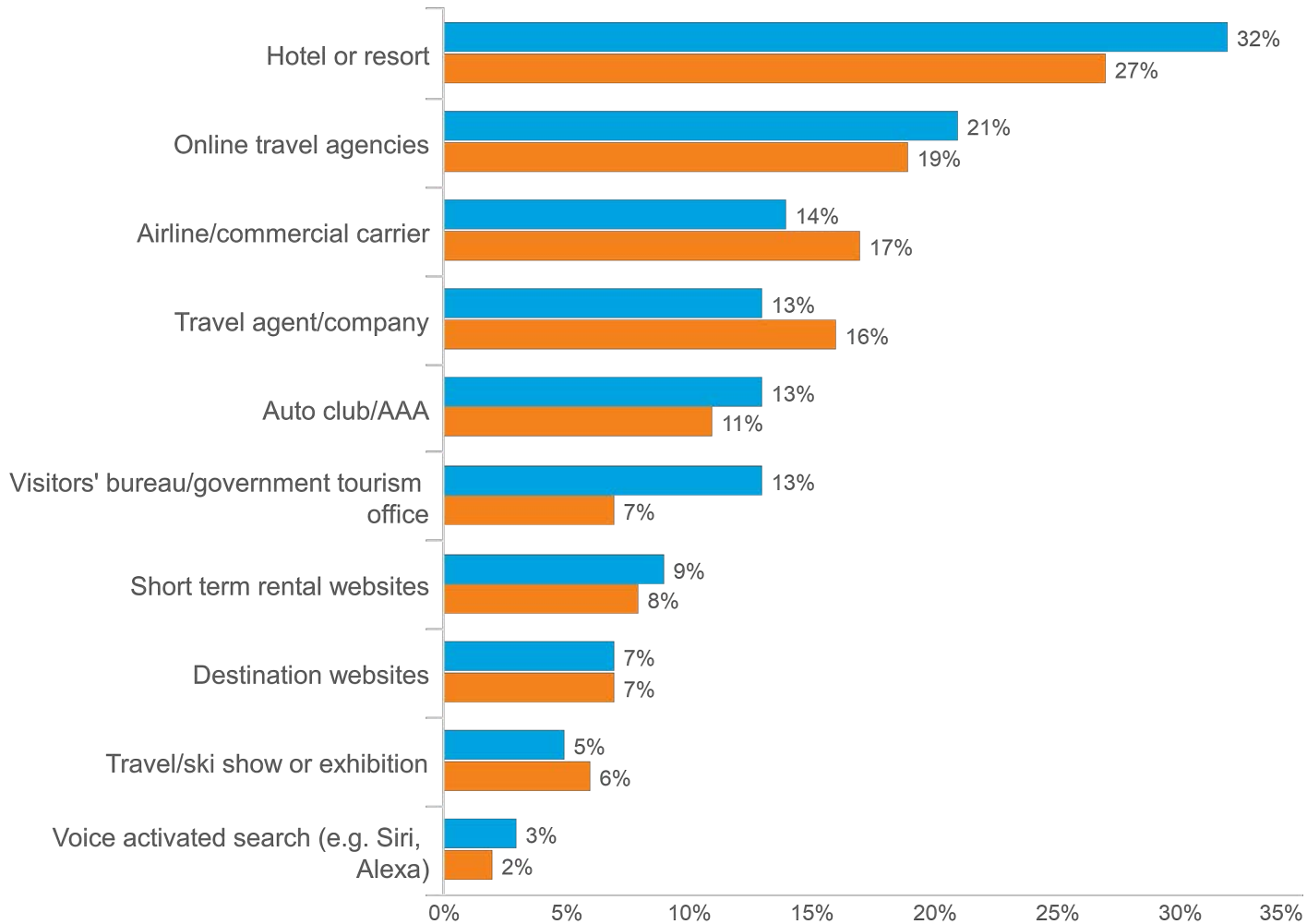
	Northern	U.S. Norm
Did not plan anything in advance	19%	17%
More than 1 year in advance	8%	6%
6-12 months	12%	14%
3-5 months	13%	18%
2 months	13%	15%
1 month or less	35%	30%

Northern's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Northern ■ U.S. Norm



Accommodations

	Northern	U.S. Norm
 Hotel	29%	38%
 Home of friends / relatives	20%	19%
 Motel	18%	13%
 Resort hotel	11%	12%
 Campground / RV park	10%	6%
 Bed & breakfast	9%	8%
 Own condo / apartment / cabin / second home	6%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Northern	U.S. Norm
Attending celebration	19%	13%
Sightseeing	19%	16%
Shopping	18%	22%
Hiking/backpacking	14%	7%
Camping	14%	6%
Swimming	12%	12%
Casino	12%	10%
Landmark/historic site	10%	11%
Bar/nightclub	10%	11%
Business meeting	10%	8%

Shopping Types on Trip

	Northern	U.S. Norm
 Big box stores (Walmart, Costco)	57%	33%
 Convenience/grocery shopping	55%	42%
 Souvenir shopping	37%	39%
 Outlet/mall shopping	30%	47%
 Boutique shopping	29%	28%
 Antiquing	24%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

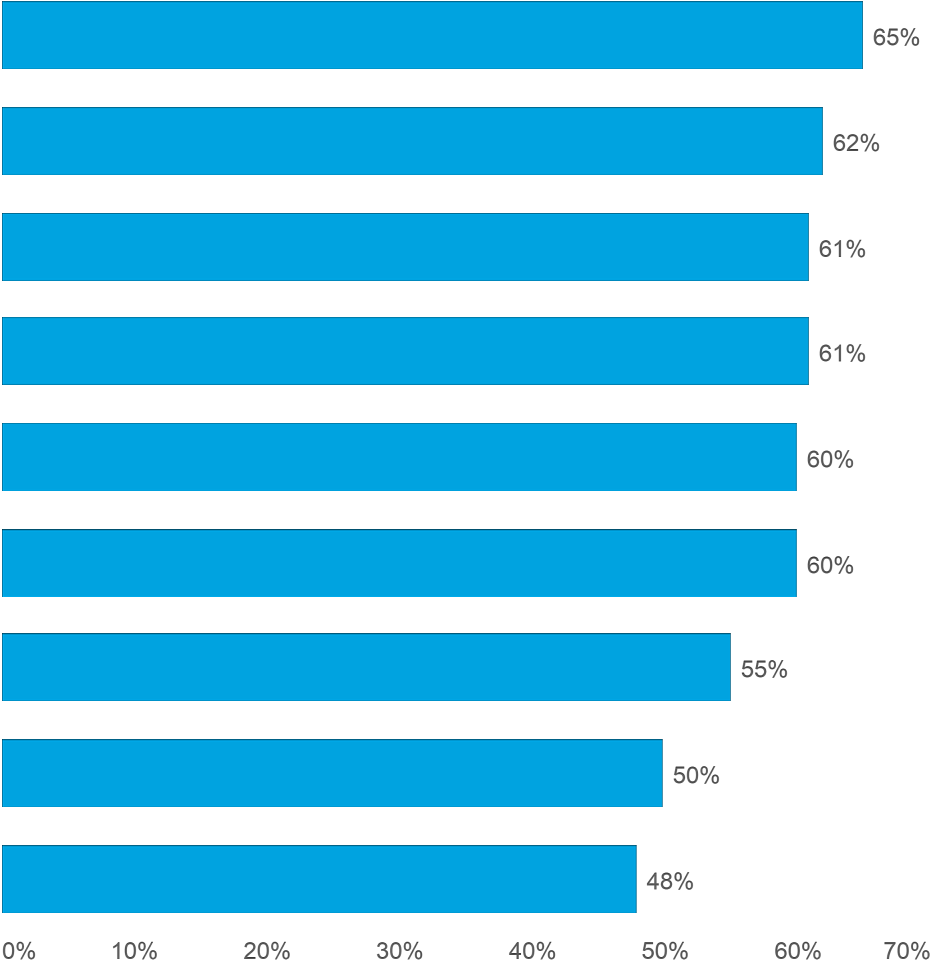
	Northern	U.S. Norm
 Unique/local food	41%	40%
 Picnicking	21%	14%
 Street food/food trucks	18%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	15%	21%
 Fine/upscale dining	15%	22%
 Gastropubs	11%	10%



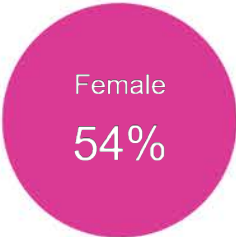
72%
of overnight travelers were
very satisfied with their overall
trip experience

-  Safety/security
-  Quality of accommodations
-  Friendliness of people
-  Sightseeing/attractions
-  Quality of food
-  Cleanliness
-  Public transportation
-  Value for money
-  Music/nightlife/entertainment

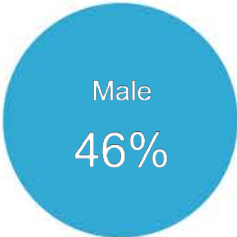
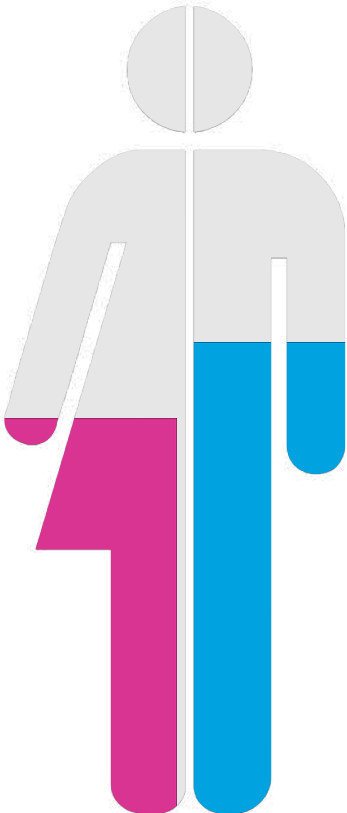
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

Northern



Average Age
41.9

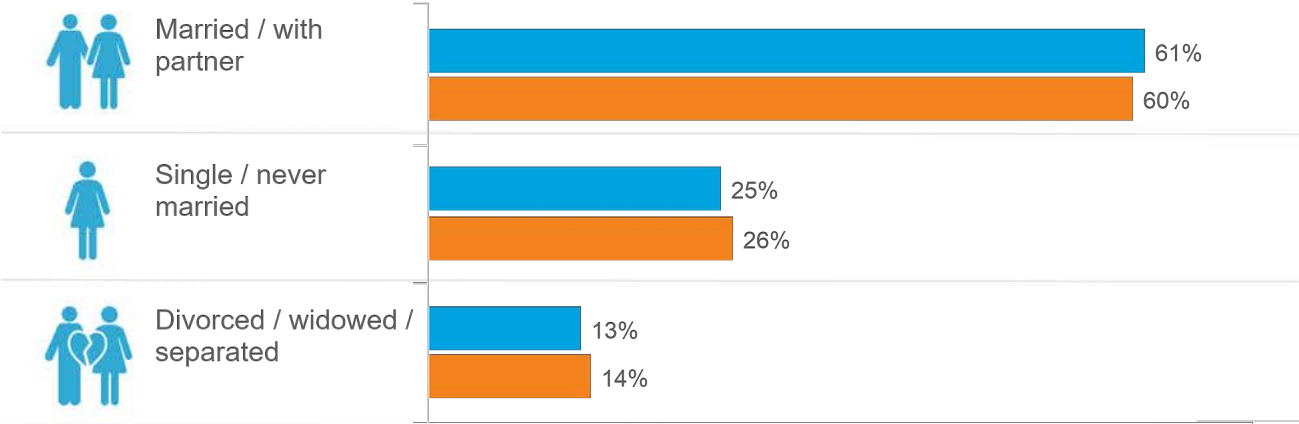
U.S. Norm



Average Age
43.7

Marital Status

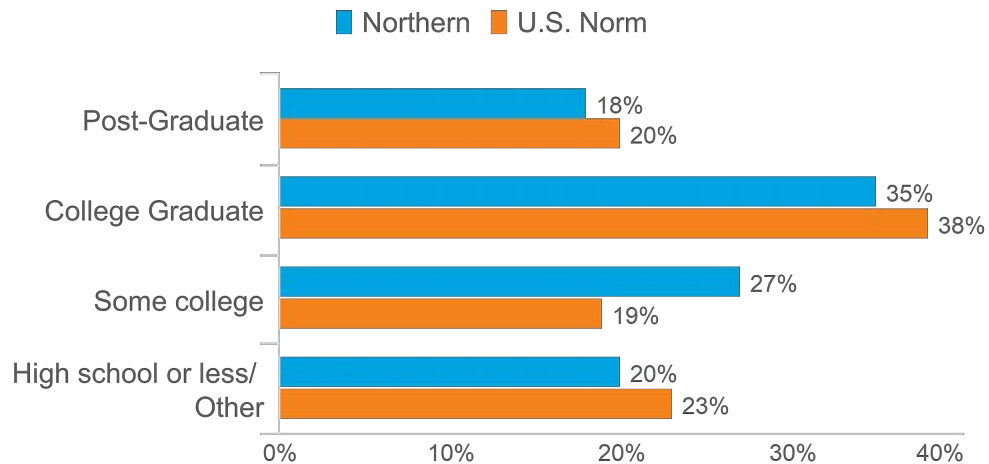
Northern U.S. Norm



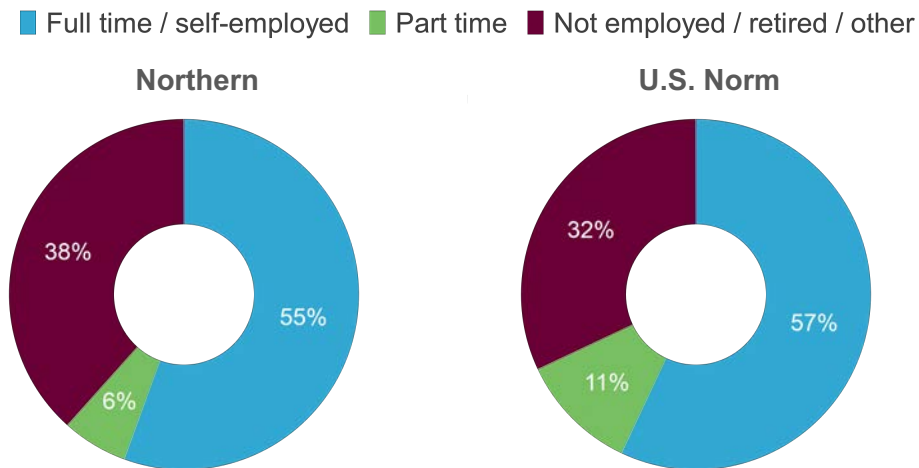
Demographic Profile of Overnight Northern Visitors

Base: 2020/2021 Overnight Person-Trips

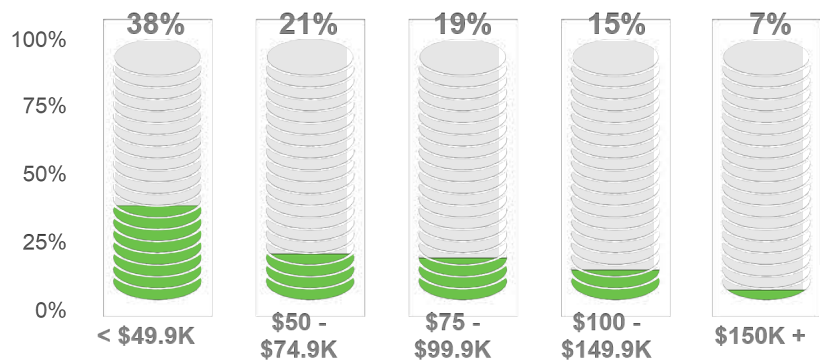
Education



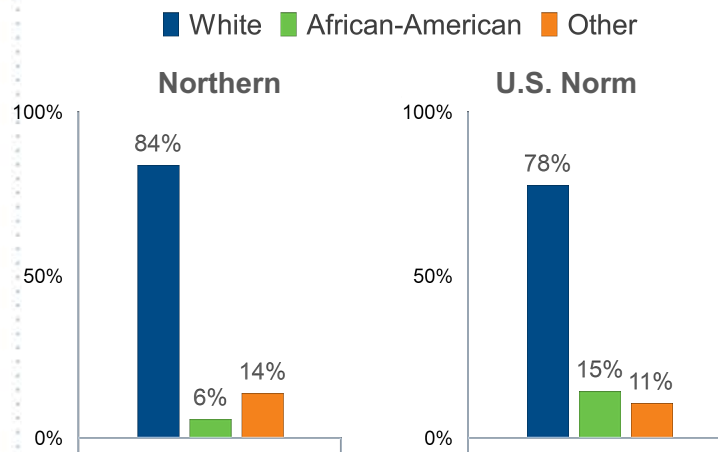
Employment



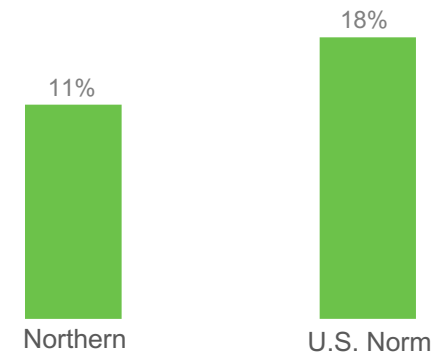
Household Income



Race

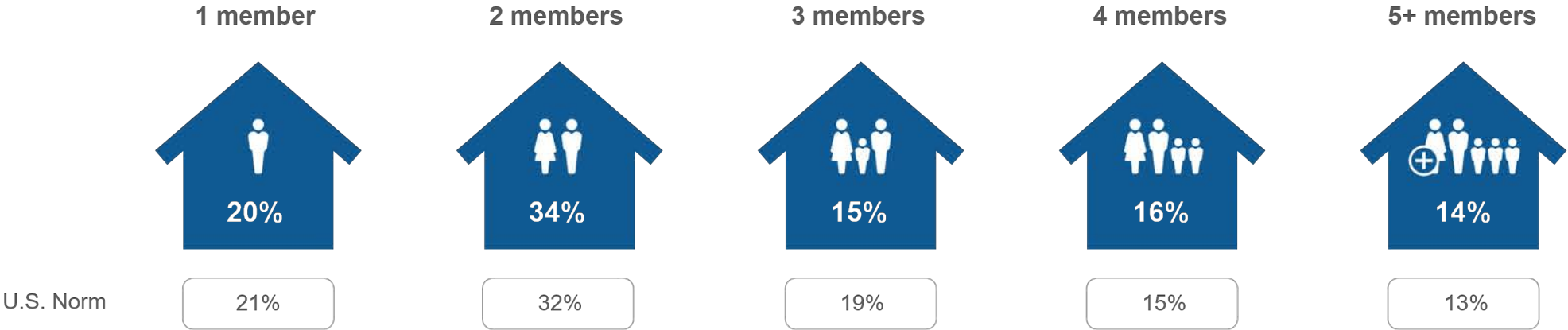


Hispanic Background

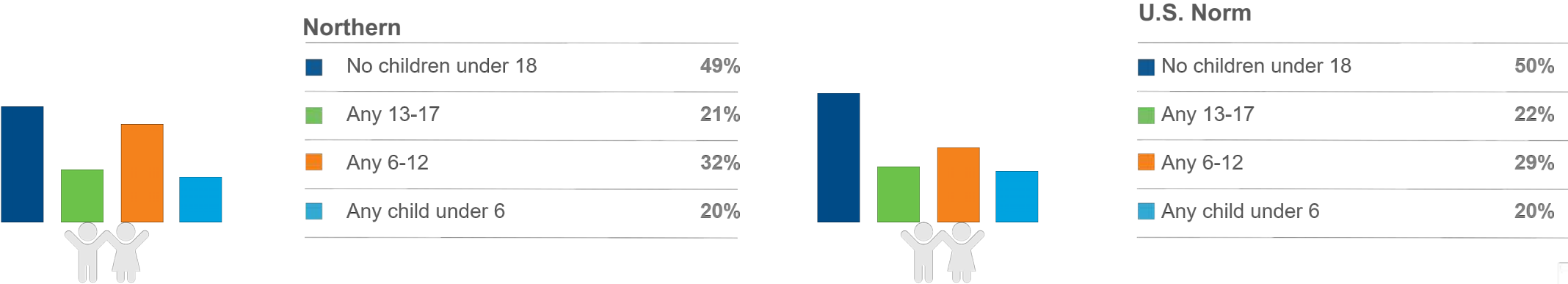


Question updated in 2020

Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: North Central Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For North Central, the following sample was achieved in 2020/2021:



Overnight Base Size

268

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

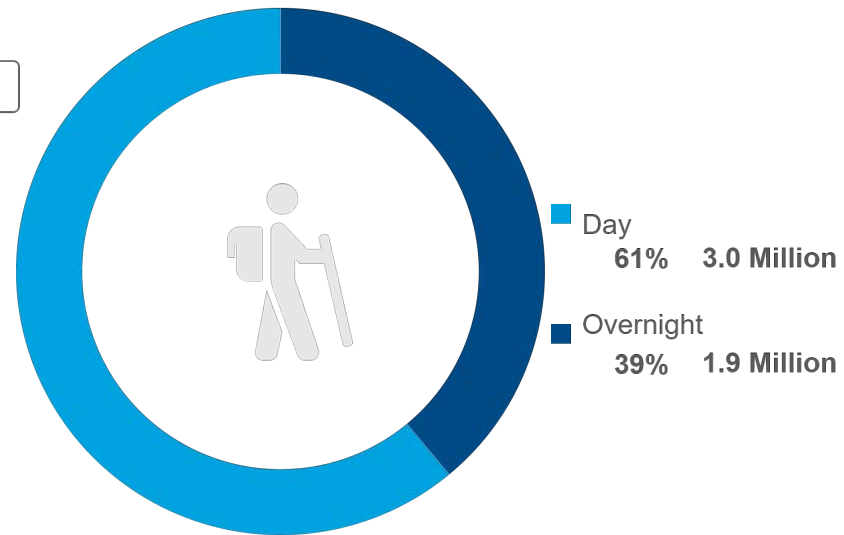
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of North Central 2021 Domestic Travel Market

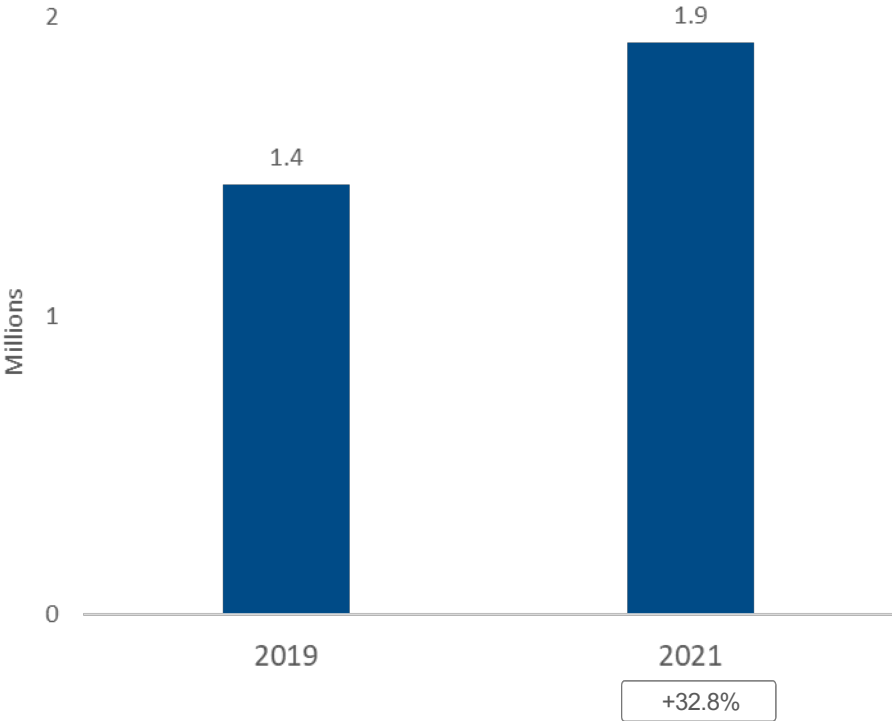
Total Person-Trips

4.9 Million

+29.0% vs. 2019



Overnight Trips to North Central












Past Visitation to North Central

Base: 2020/2021 Overnight Person-Trips

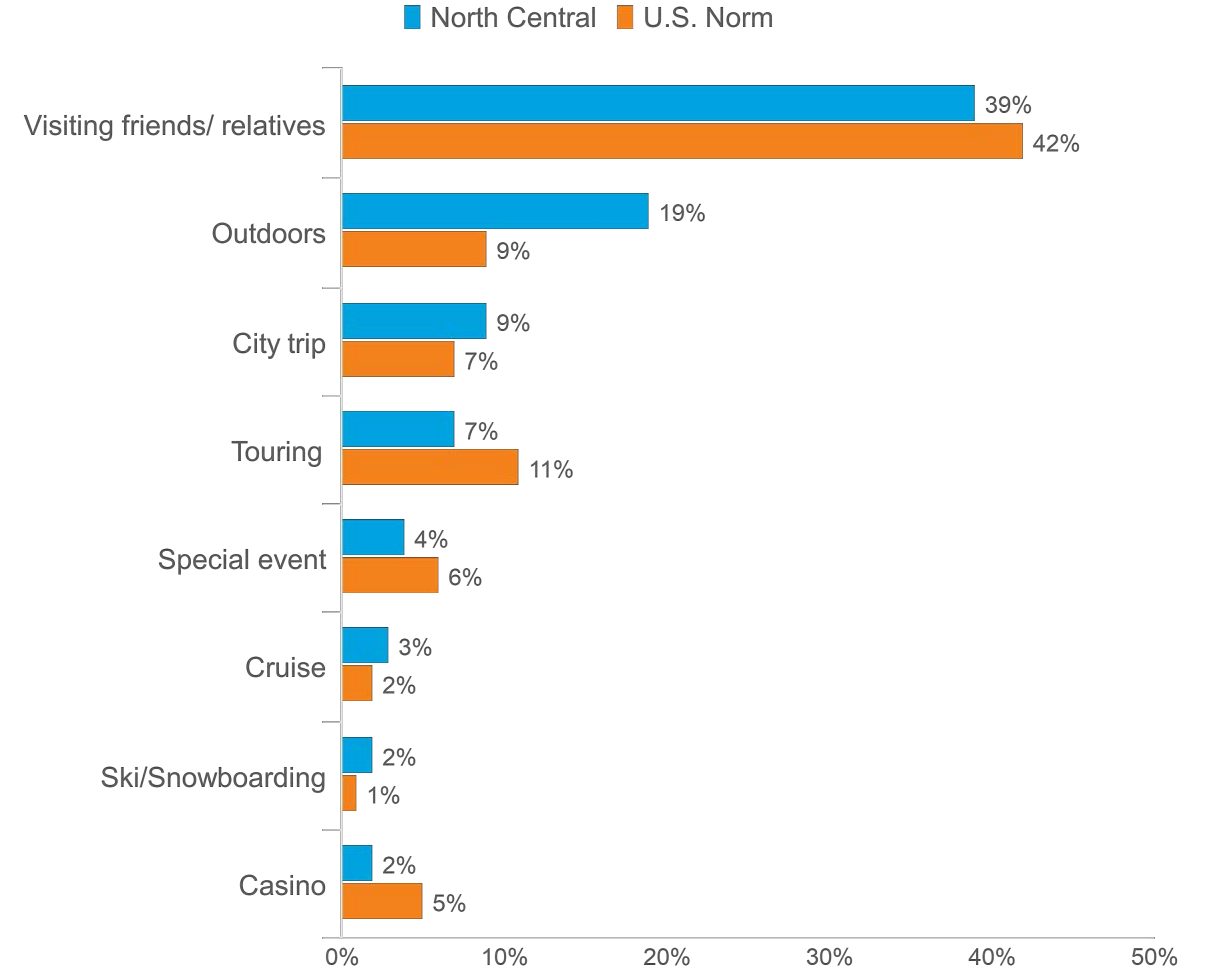
81% of overnight travelers to North Central are repeat visitors

61% of overnight travelers to North Central had visited before in the past 12 months

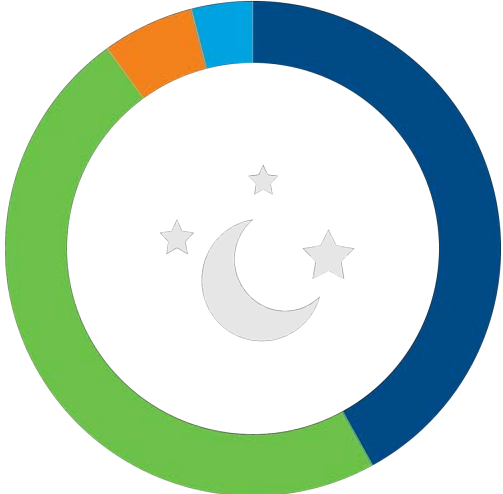
Main Purpose of Trip

 39% Visiting friends/ relatives	
 19% Outdoors	 2% Conference/ Convention
 9% City trip	
 7% Touring	 4% Other business trip
 4% Special event	
 3% Cruise	
 2% Ski/Snowboarding	 4% Business-Leisure
 2% Casino	

Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



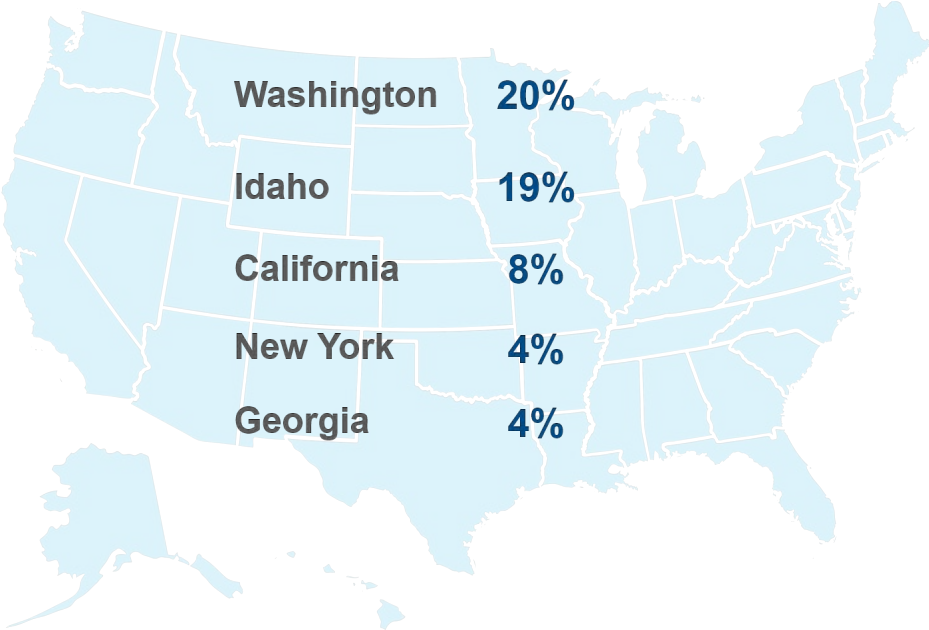
■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

North Central Overnight Trips

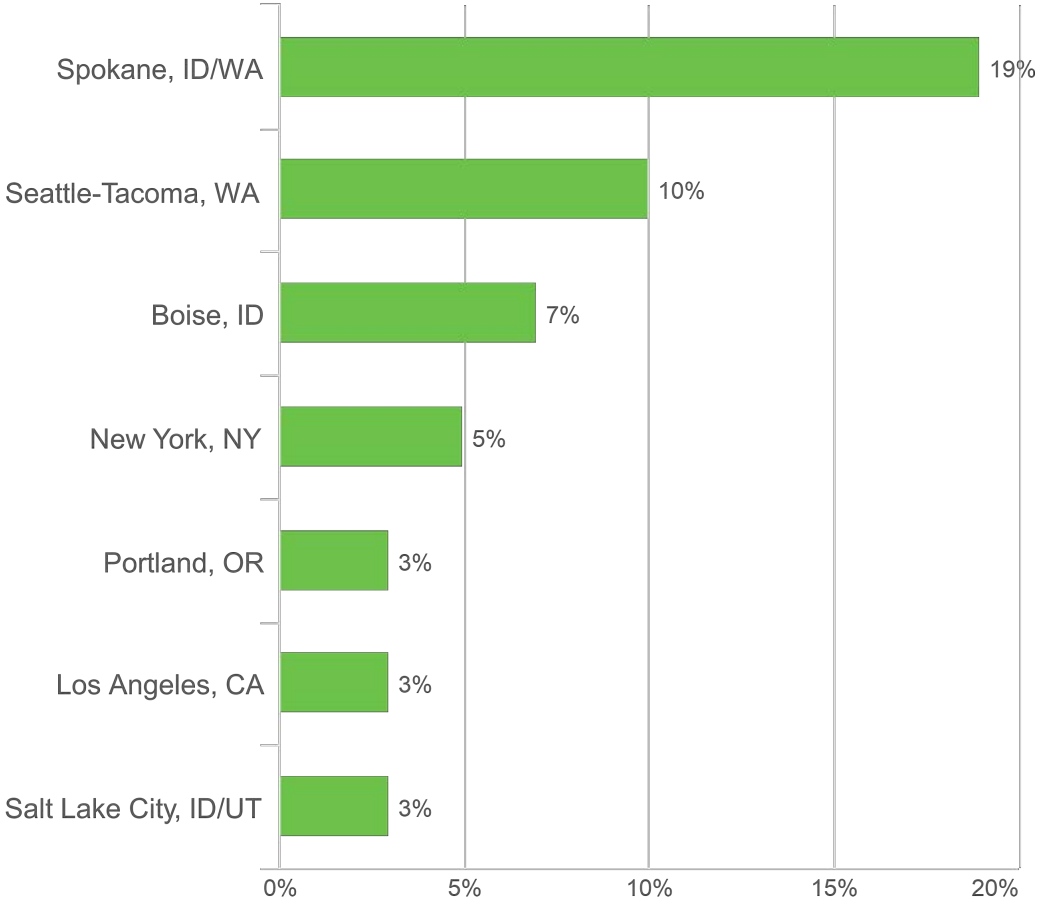


■ Visiting friends/relatives	39%
■ Marketable	50%
■ Business	7%
■ Business-leisure	4%

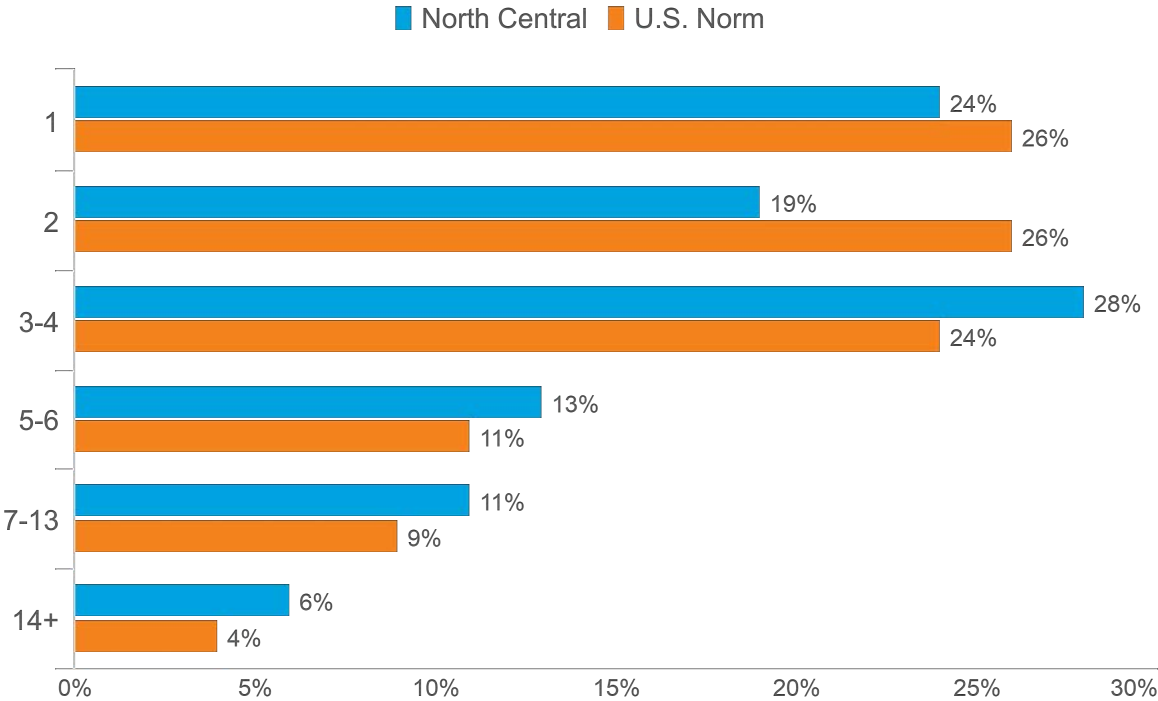
State Origin Of Trip



DMA Origin Of Trip



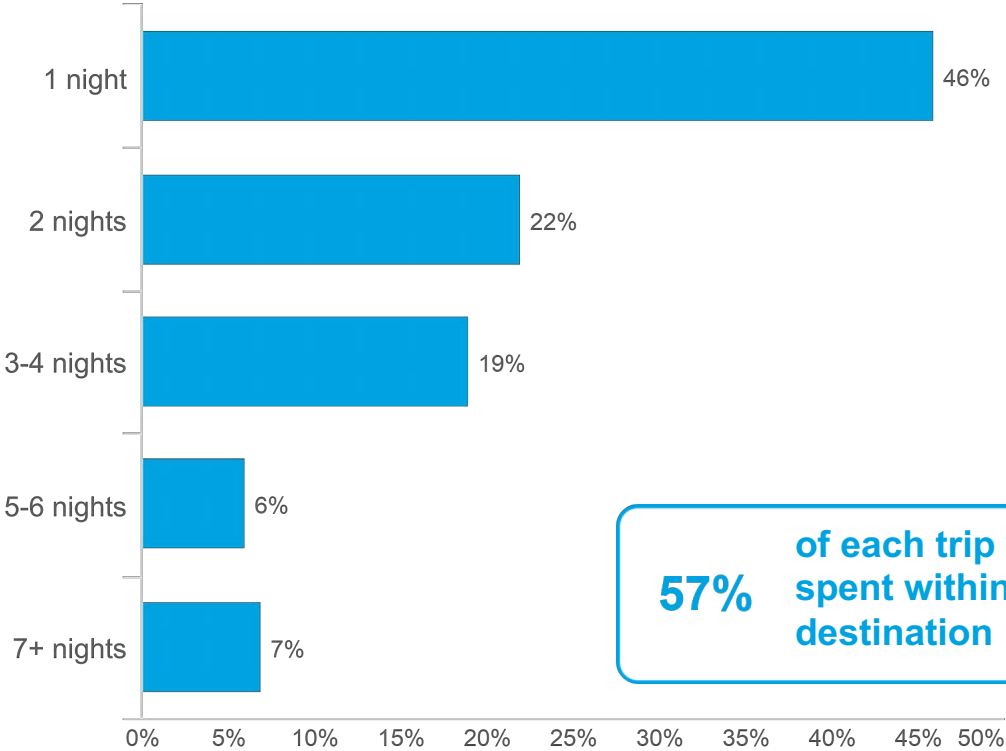
Total Nights Away on Trip



North Central
4.4
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in North Central



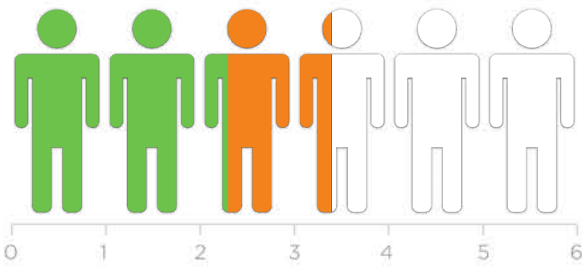
57% of each trip was spent within the destination

Average number of nights
2.5

Size of Travel Party

■ Adults ■ Children

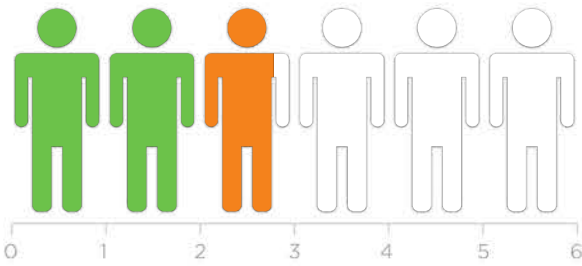
North Central



Total
3.4

Average number of people

U.S. Norm

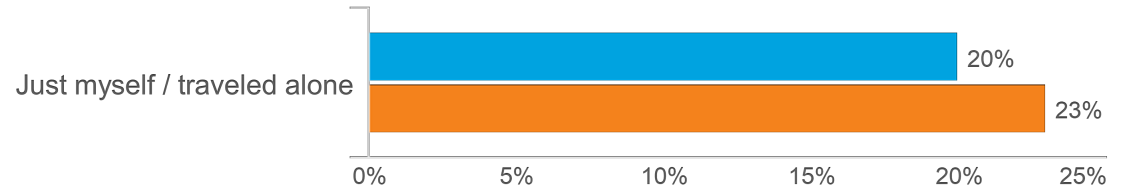


Total
2.9

Average number of people

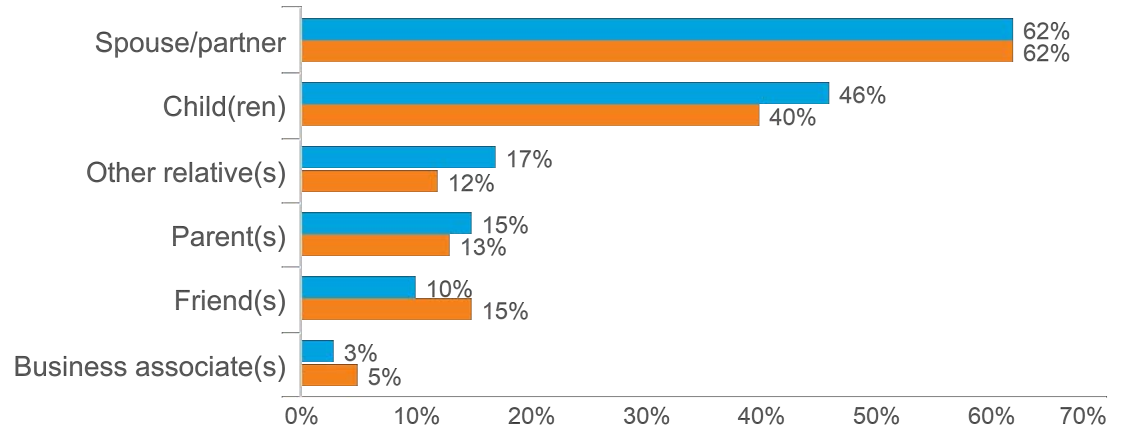
Percent Who Traveled Alone

■ North Central ■ U.S. Norm



Composition of Immediate Travel Party

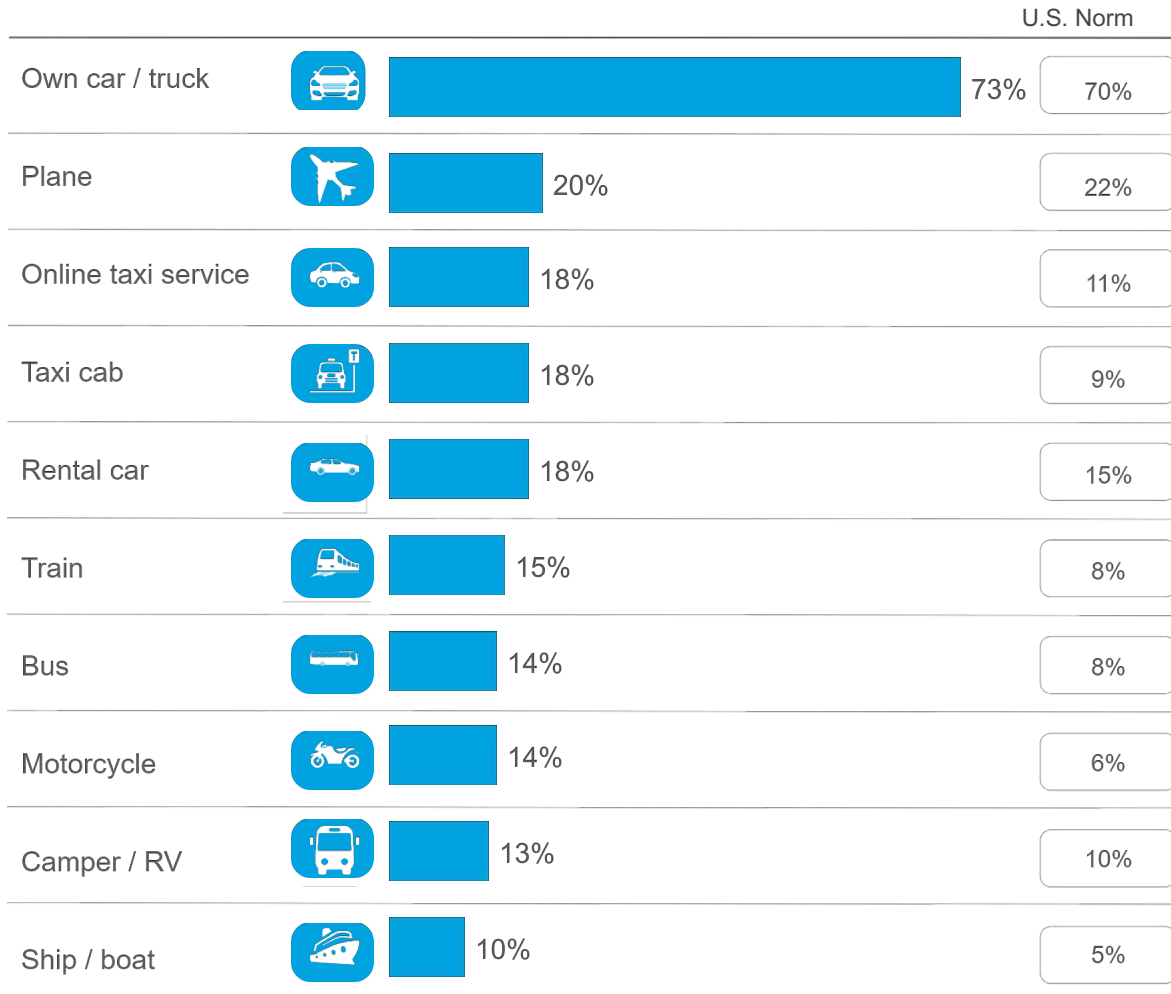
■ North Central ■ U.S. Norm



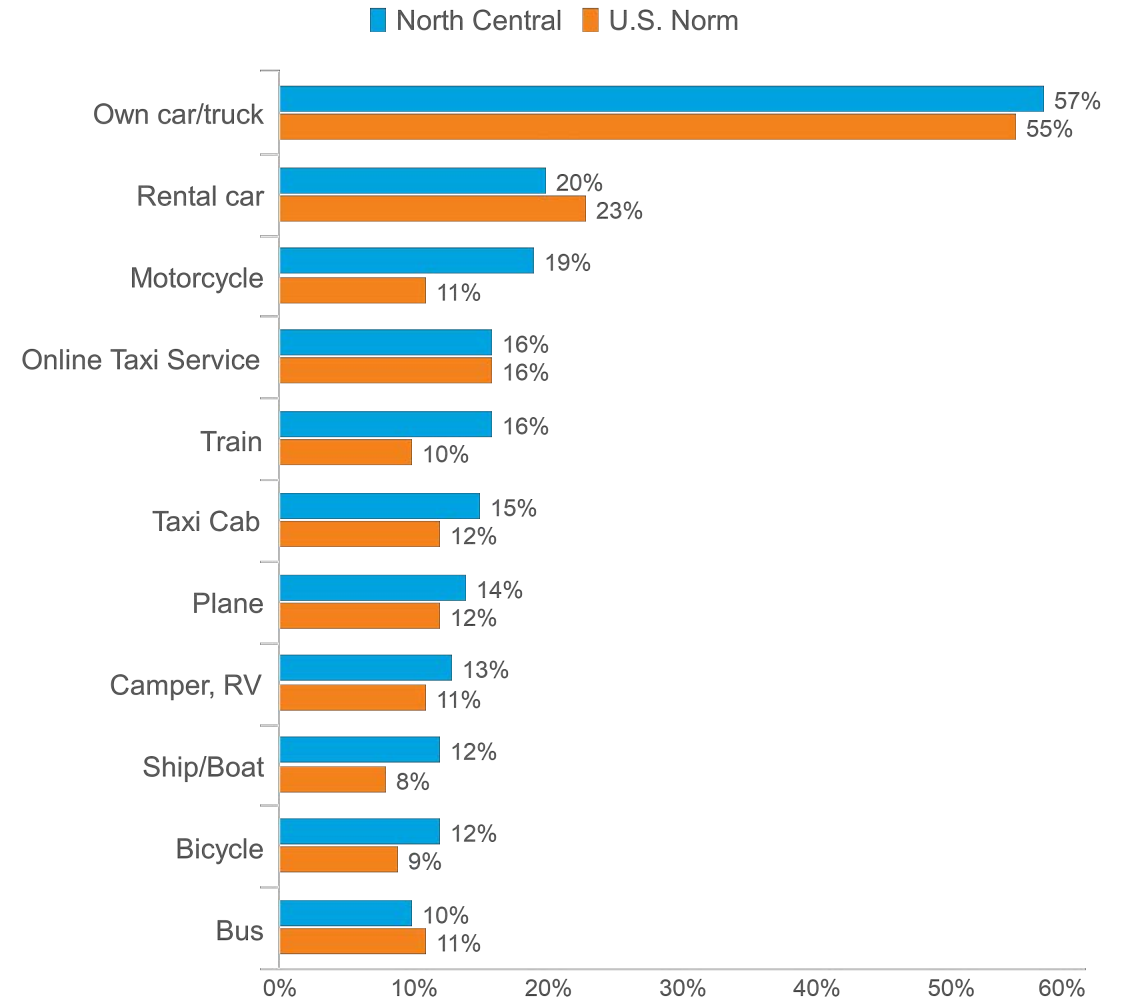
North Central's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

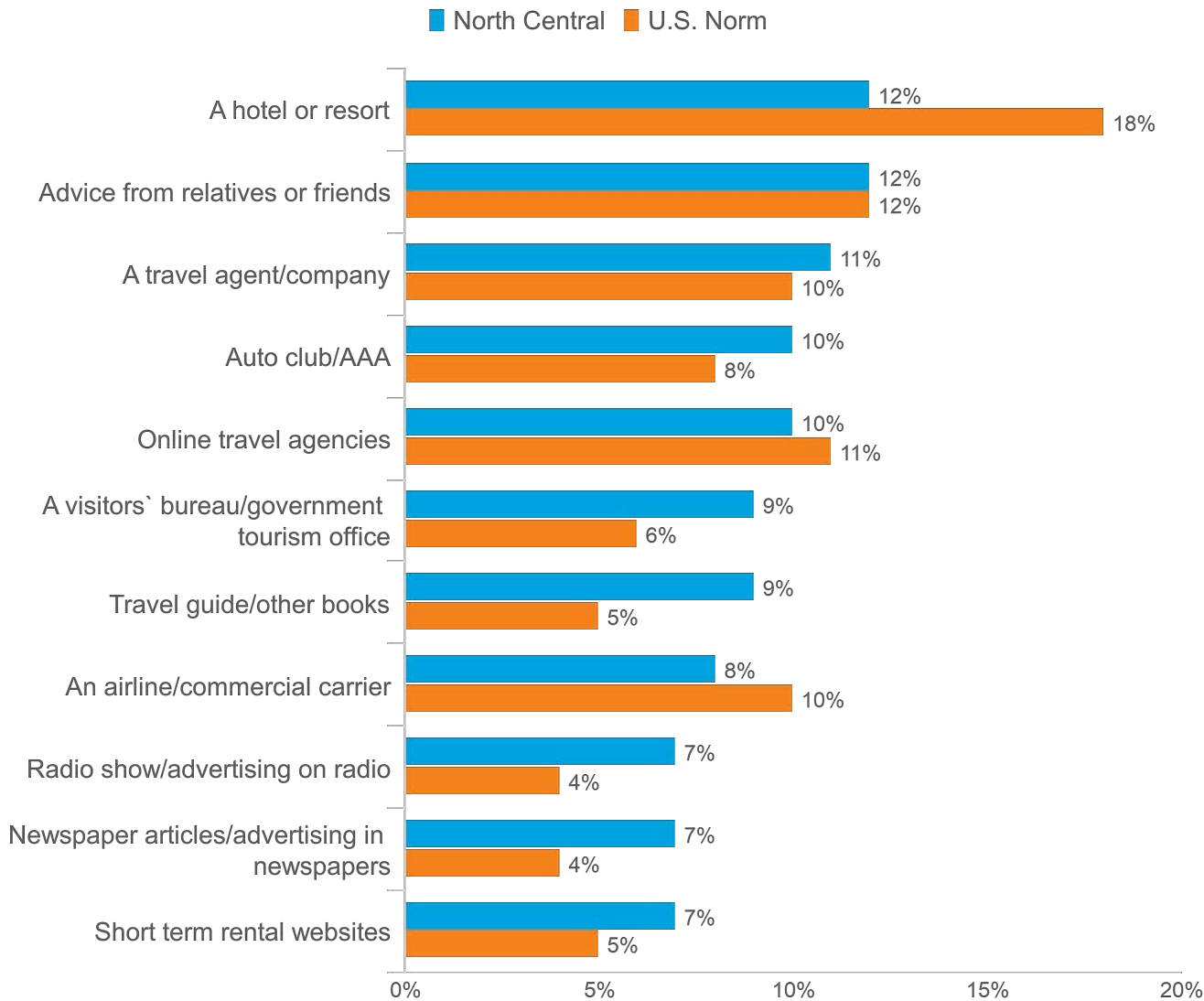
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

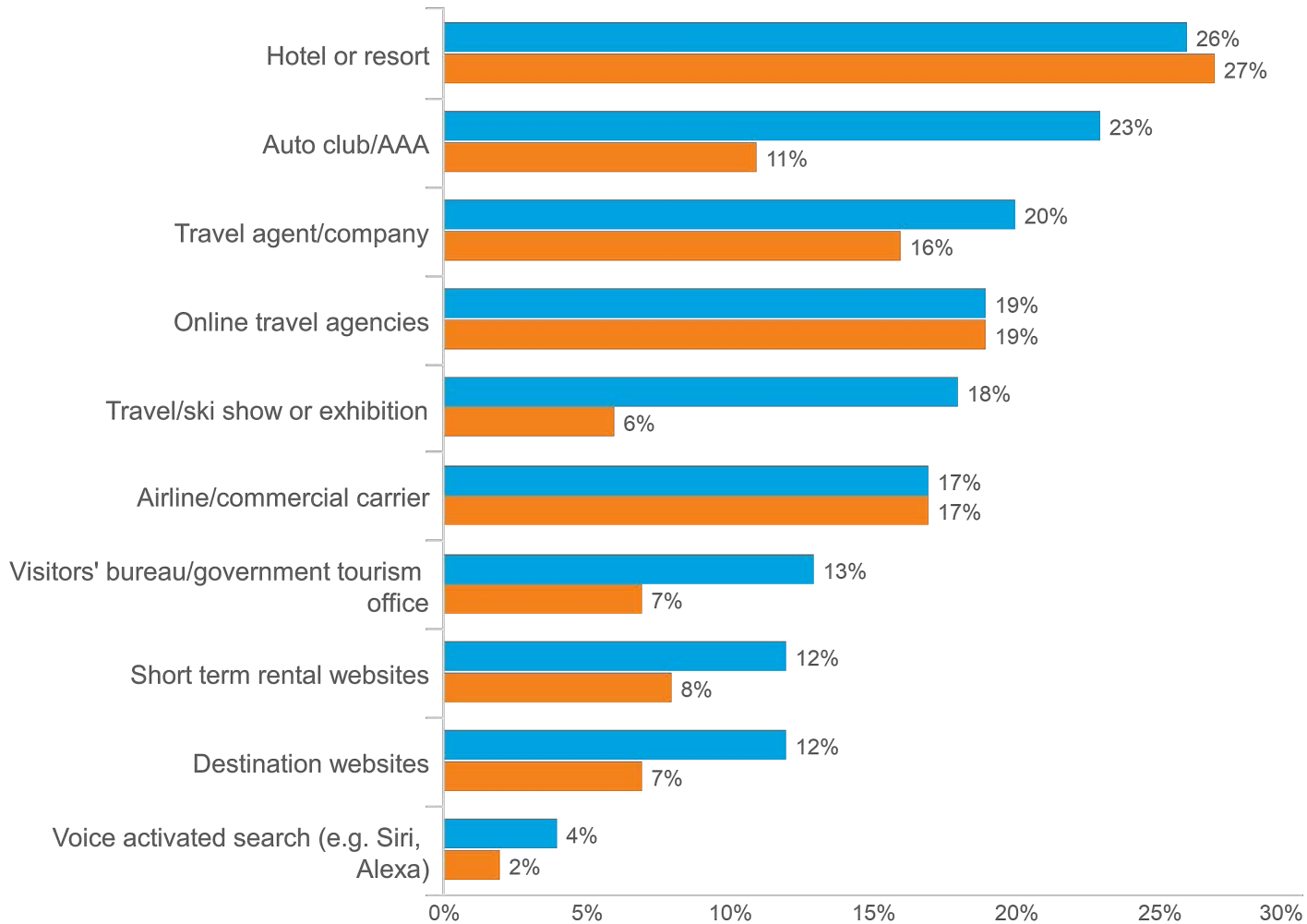
	North Central	U.S. Norm
Did not plan anything in advance	11%	17%
More than 1 year in advance	5%	6%
6-12 months	16%	14%
3-5 months	23%	18%
2 months	19%	15%
1 month or less	27%	30%

North Central's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ North Central ■ U.S. Norm



Accommodations

		North Central	U.S. Norm
	Hotel	38%	38%
	Motel	21%	13%
	Campground / RV park	14%	6%
	Bed & breakfast	13%	8%
	Home of friends / relatives	13%	19%
	Country inn / lodge	11%	5%
	Own condo / apartment / cabin / second home	9%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	North Central	U.S. Norm
Attending celebration	18%	13%
Shopping	18%	22%
Hiking/backpacking	15%	7%
Business meeting	14%	8%
Attended/participated in an amateur sports event	14%	6%
Bar/nightclub	13%	11%
Sightseeing	13%	16%
Camping	12%	6%
Landmark/historic site	12%	11%
Visited American Indian Community	11%	5%

Shopping Types on Trip

	North Central	U.S. Norm
 Convenience/grocery shopping	51%	42%
 Big box stores (Walmart, Costco)	50%	33%
 Outlet/mall shopping	39%	47%
 Antiquing	29%	13%
 Souvenir shopping	23%	39%
 Boutique shopping	23%	28%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	North Central	U.S. Norm
 Unique/local food	34%	40%
 Picnicking	30%	14%
 Street food/food trucks	27%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	23%	21%
 Fine/upscale dining	21%	22%
 Gastropubs	16%	10%



58%

of overnight travelers were very satisfied with their overall trip experience



Friendliness of people

62%



Safety/security

52%



Cleanliness

50%



Value for money

48%



Quality of food

48%



Quality of accommodations

47%



Sightseeing/attractions

47%



Music/nightlife/entertainment

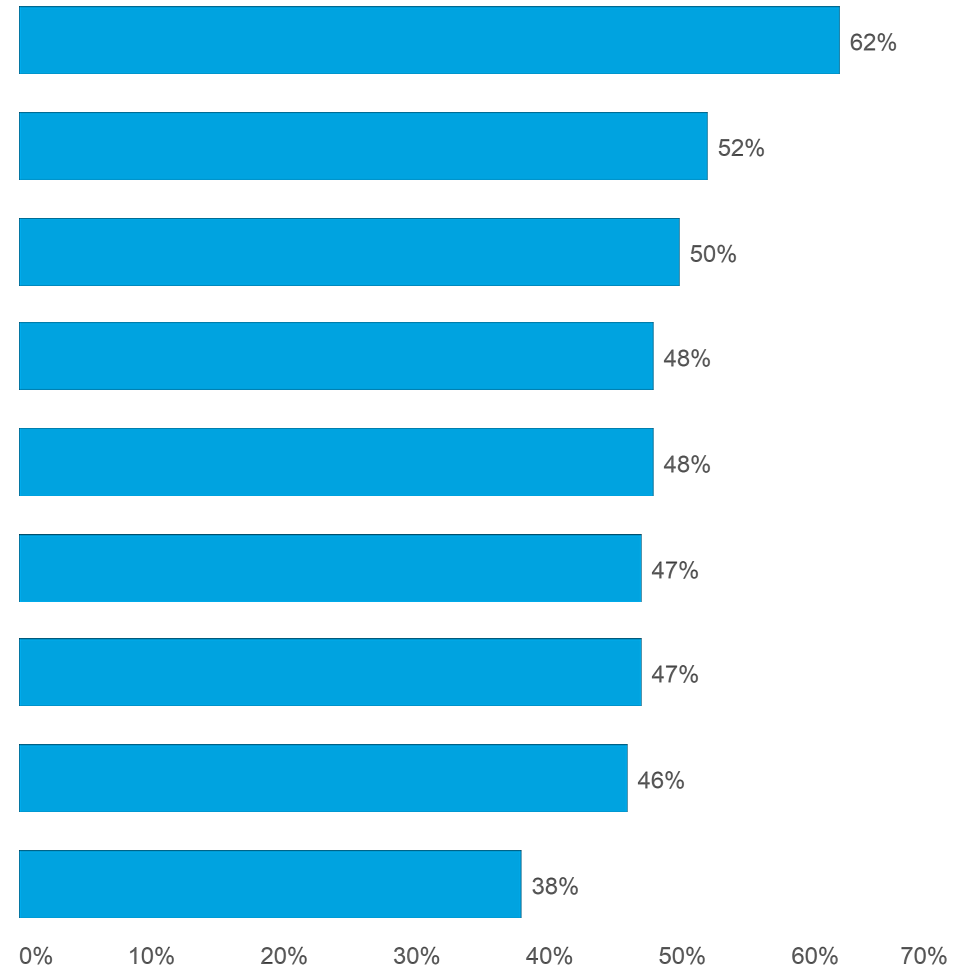
46%



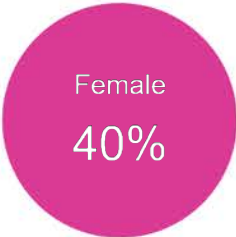
Public transportation

38%

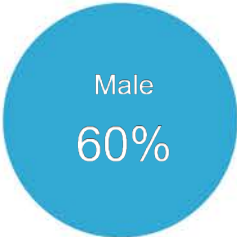
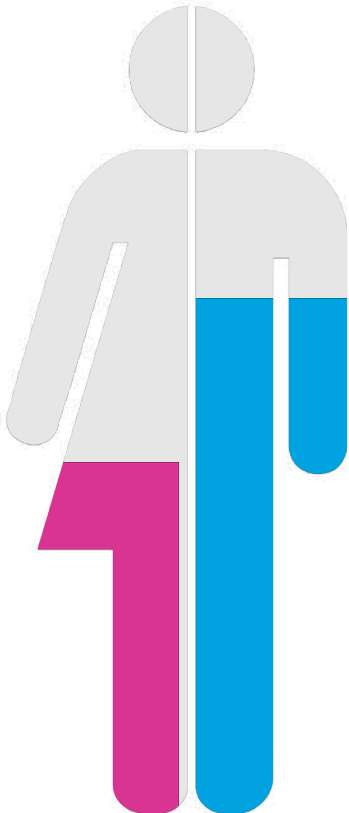
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

North Central



Average Age
39.6

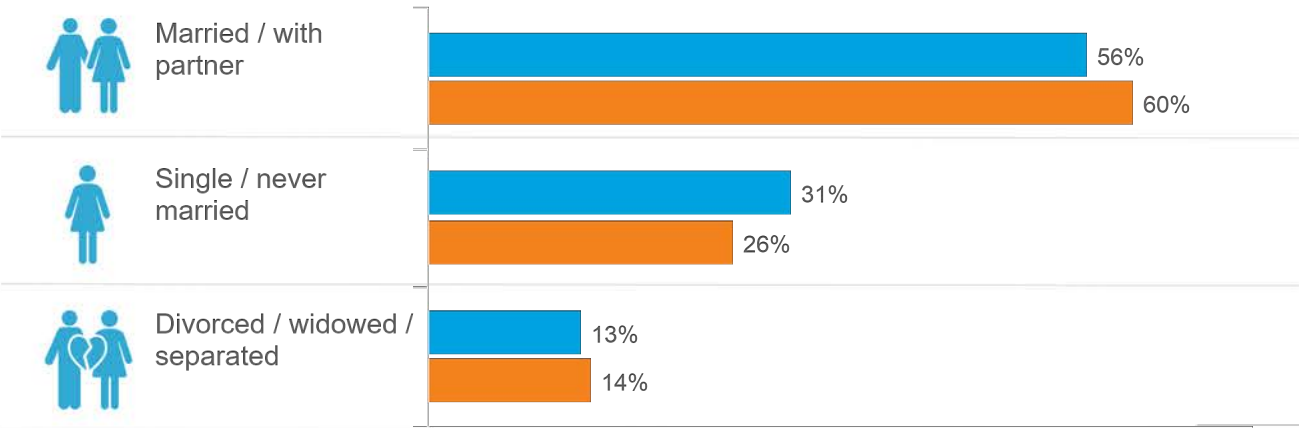
U.S. Norm



Average Age
43.7

Marital Status

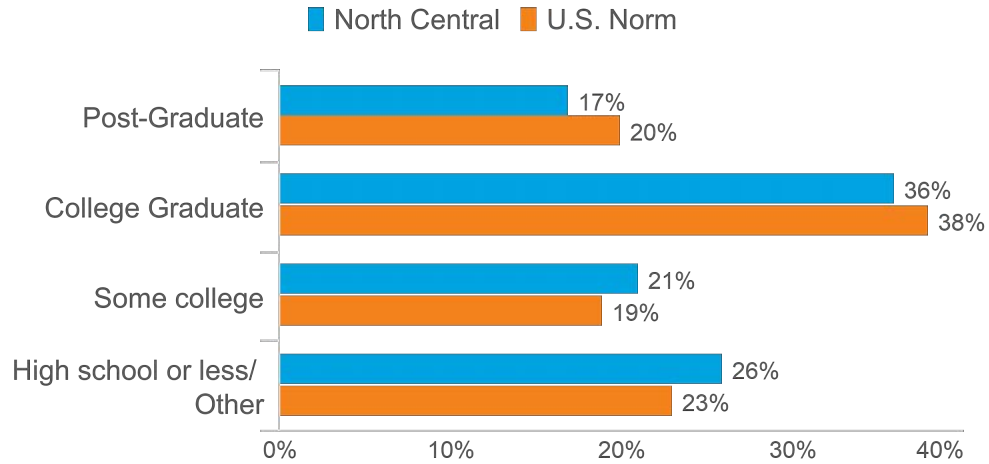
North Central U.S. Norm



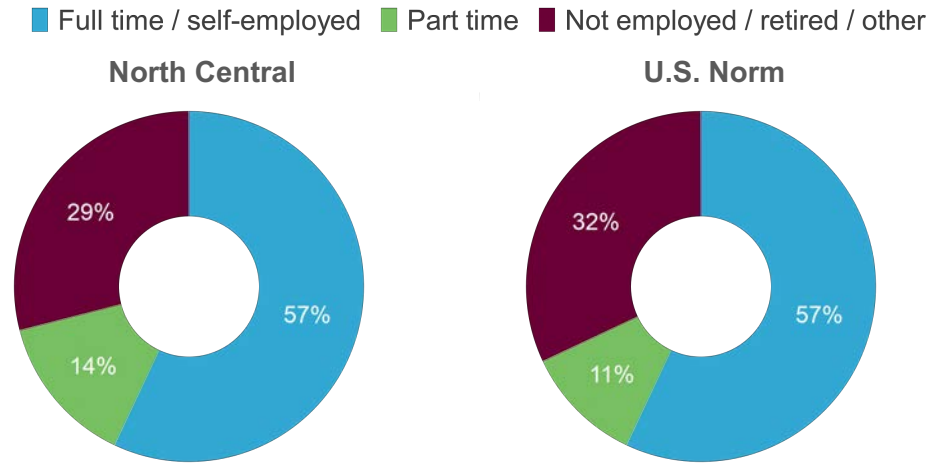
Demographic Profile of Overnight North Central Visitors

Base: 2020/2021 Overnight Person-Trips

Education



Employment

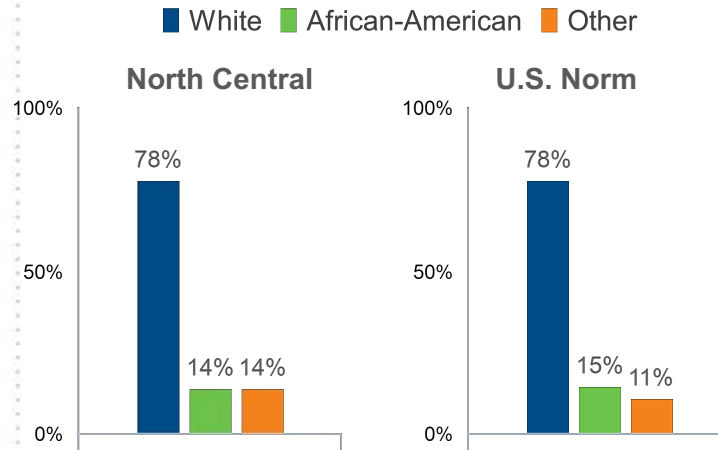


Household Income



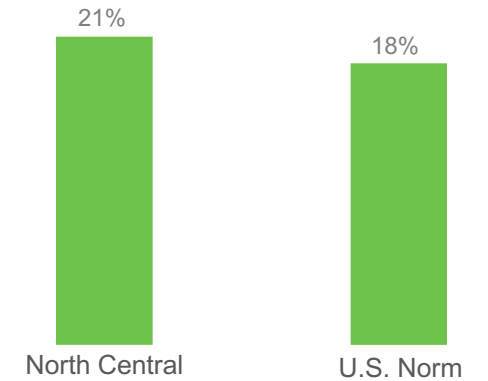
U.S. Norm: 41%, 20%, 15%, 17%, 8%

Race

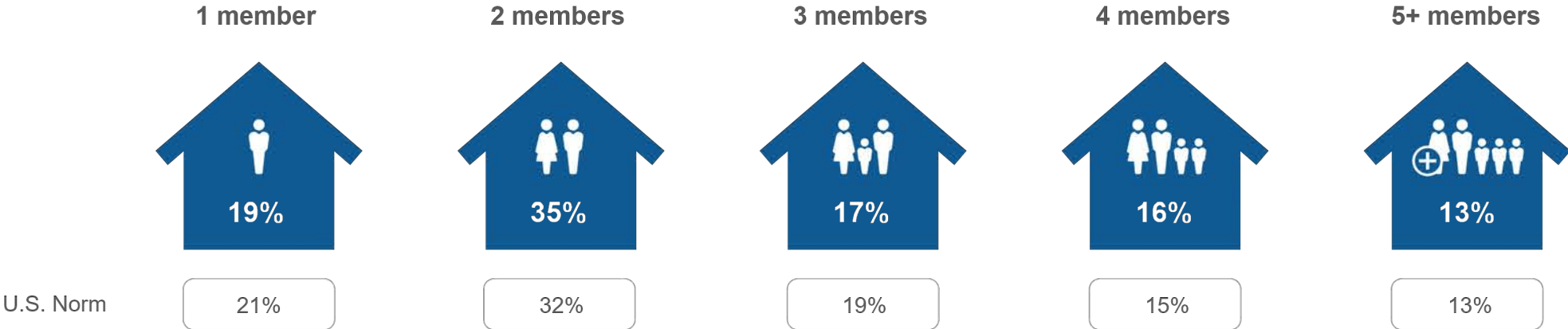


Question updated in 2020

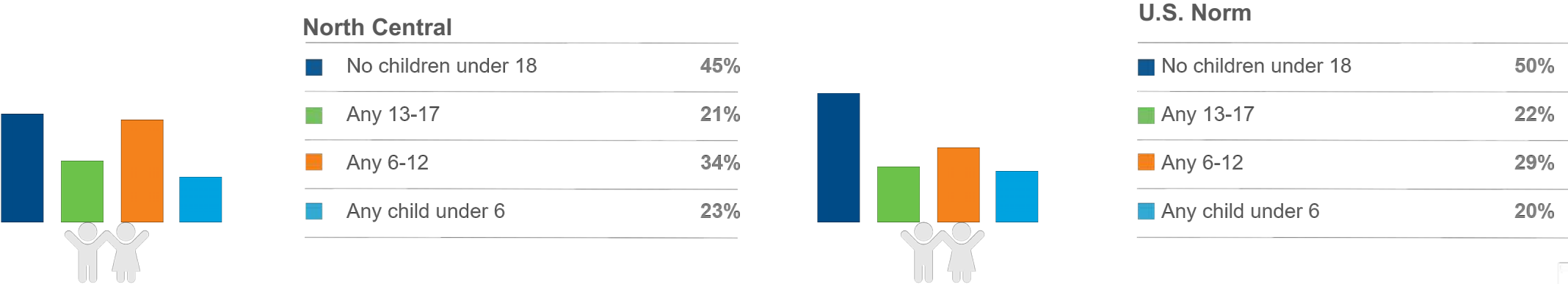
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: Central Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Central, the following sample was achieved in 2020/2021:



Overnight Base Size

341

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

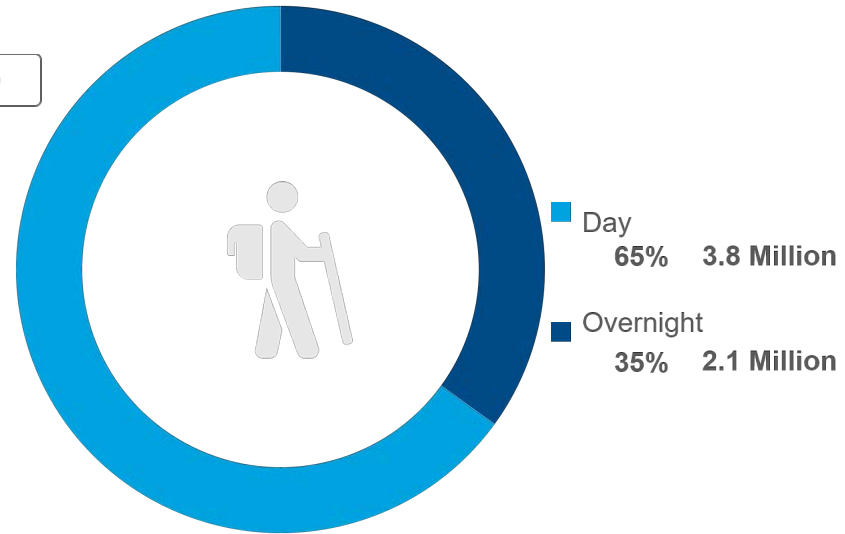
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Central 2021 Domestic Travel Market

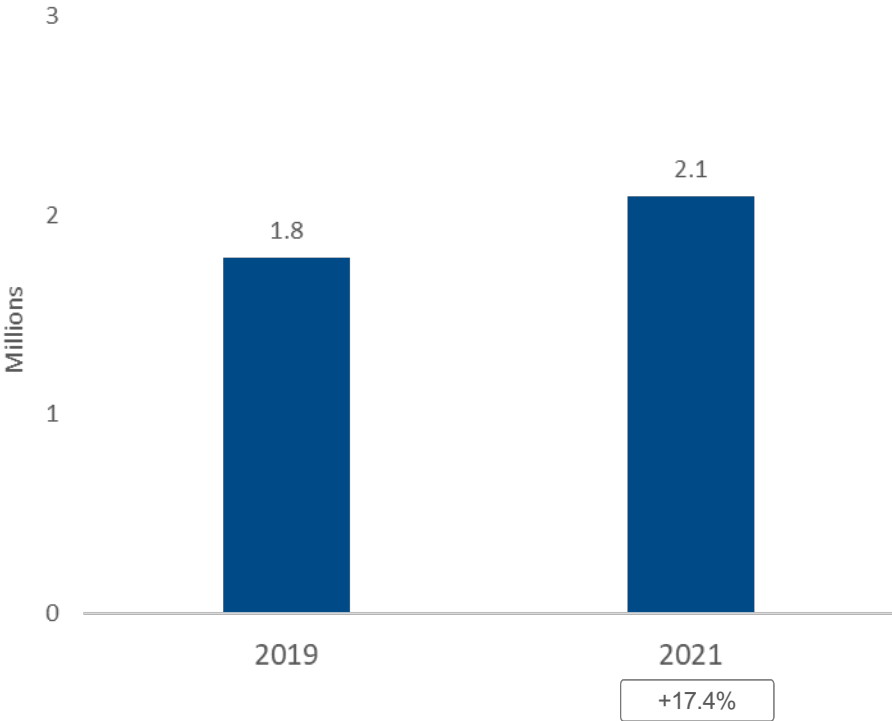
Total Person-Trips

5.9 Million

+37.7% vs. 2019



Overnight Trips to Central














Past Visitation to Central

Base: 2020/2021 Overnight Person-Trips

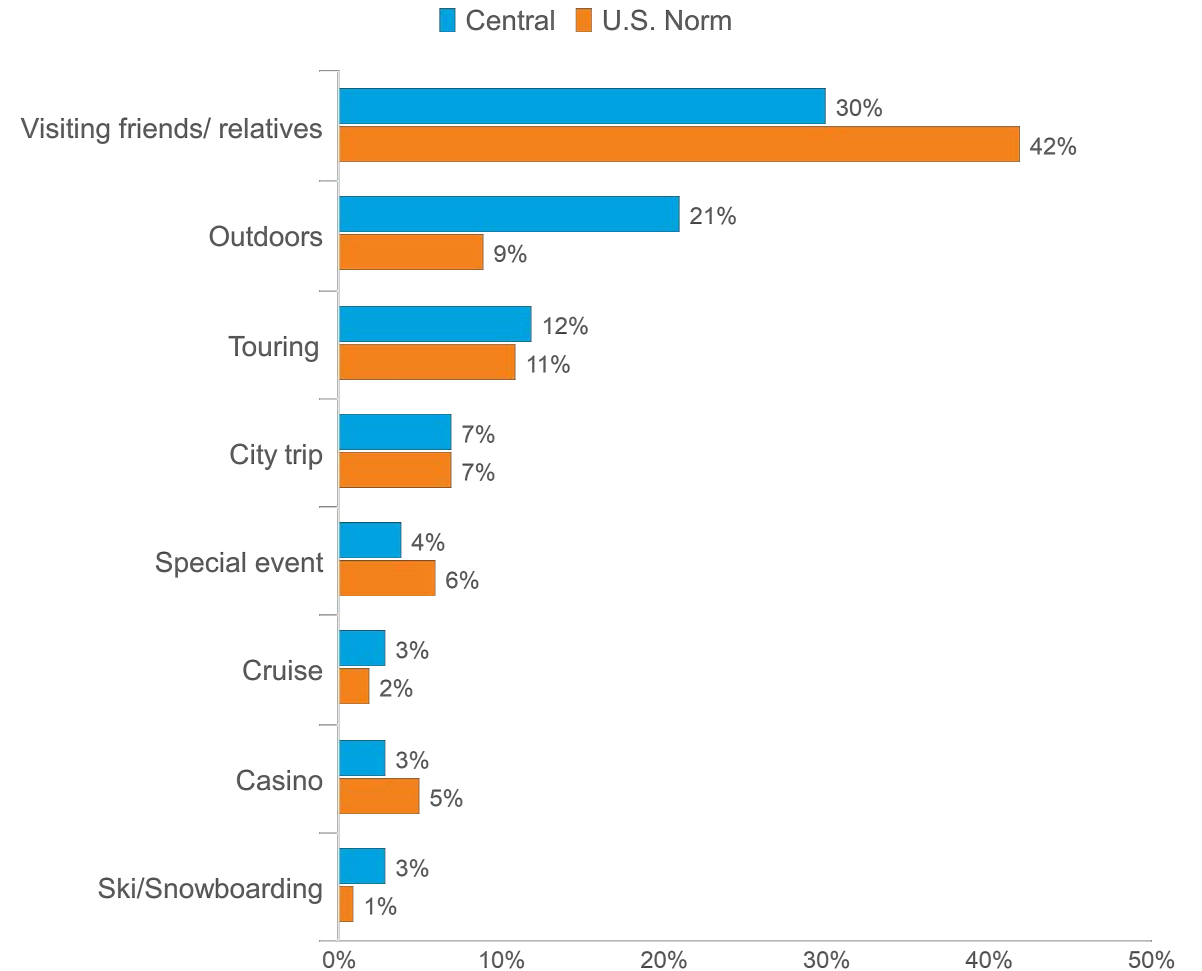
68% of overnight travelers to Central are repeat visitors

46% of overnight travelers to Central had visited before in the past 12 months

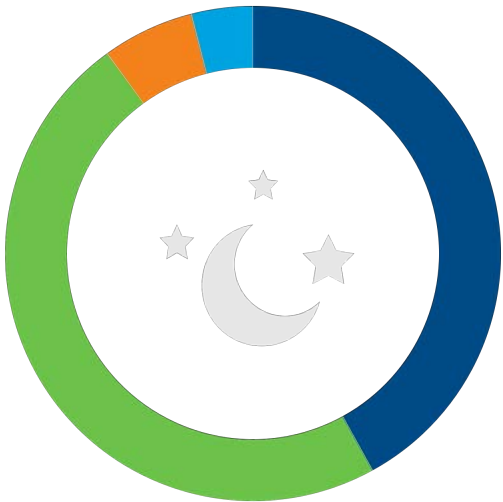
Main Purpose of Trip

 30% Visiting friends/ relatives	
 21% Outdoors	 3% Conference/ Convention
 12% Touring	
 7% City trip	 3% Other business trip
 4% Special event	
 3% Cruise	
 3% Casino	 4% Business-Leisure
 3% Ski/Snowboarding	

Main Purpose of Leisure Trip

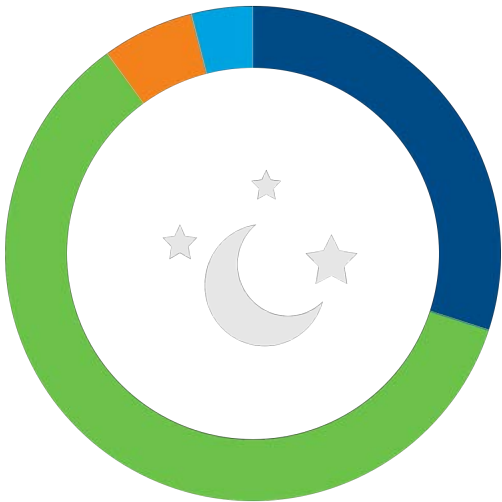


2021 U.S. Overnight Trips



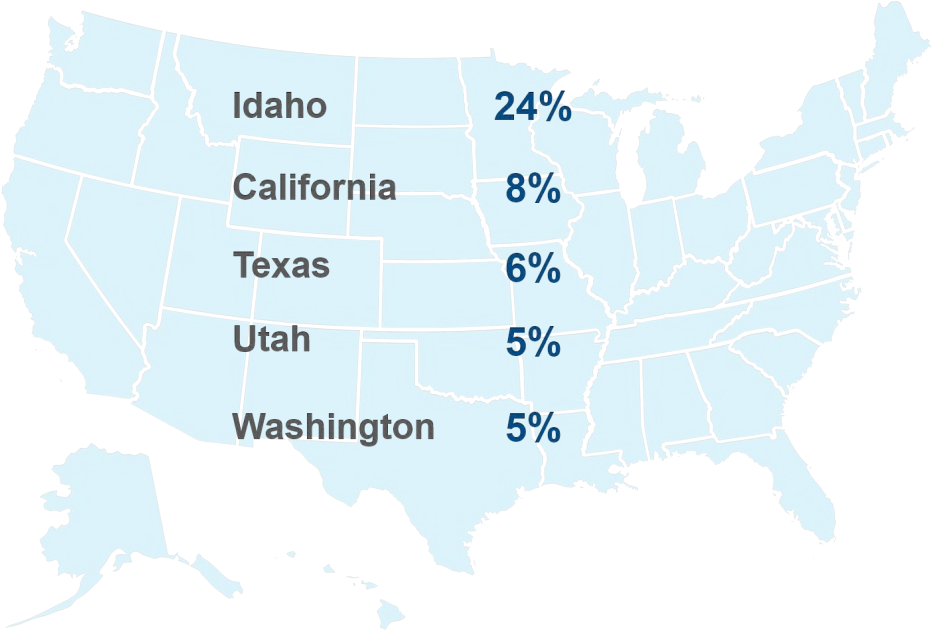
■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

Central Overnight Trips

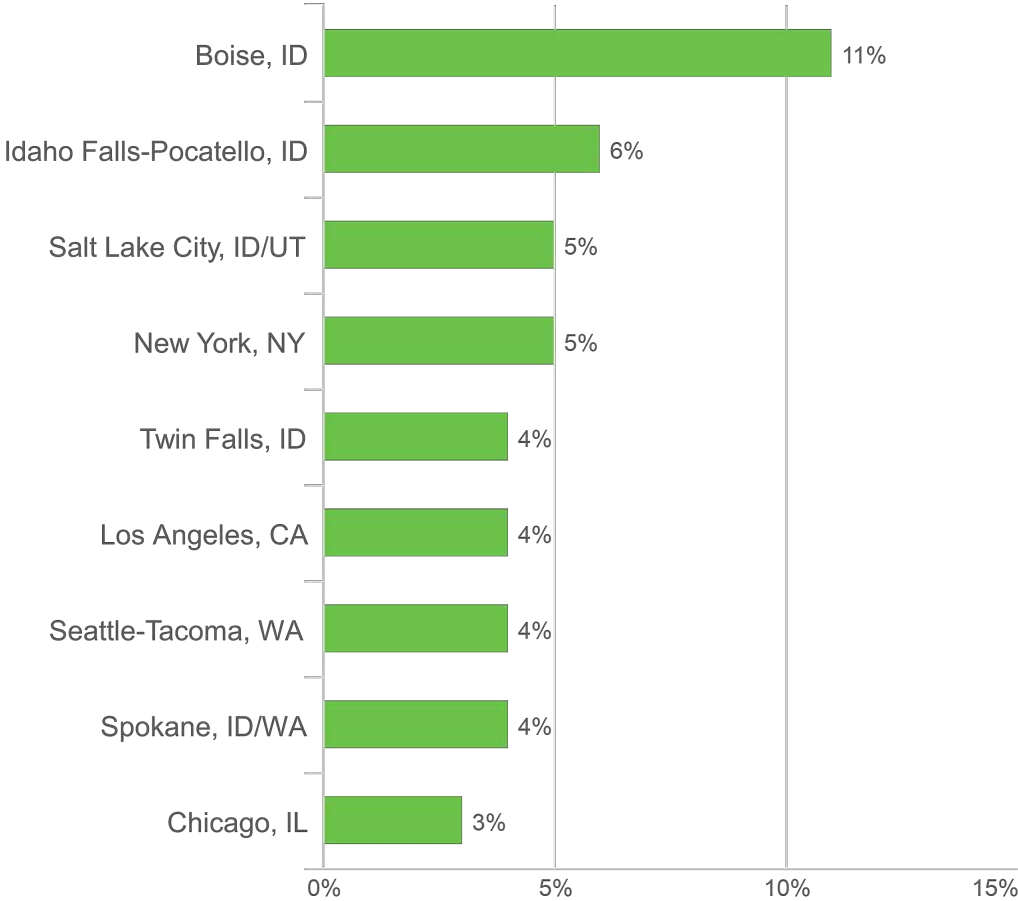


■ Visiting friends/relatives	30%
■ Marketable	60%
■ Business	6%
■ Business-leisure	4%

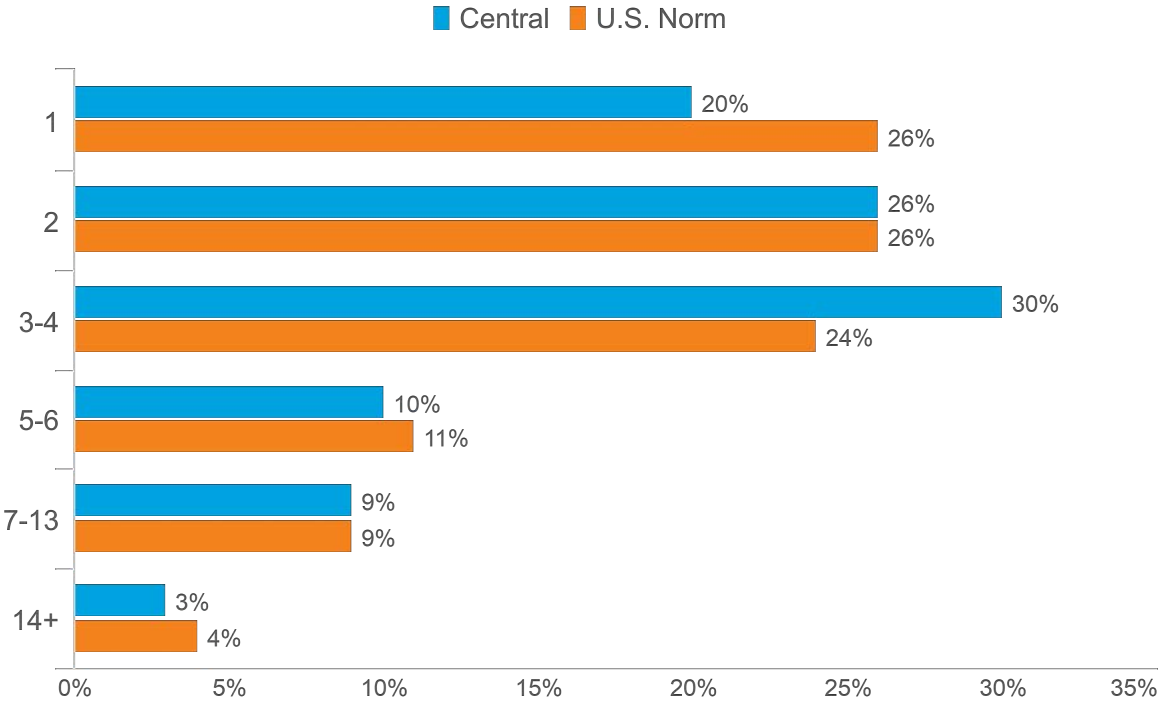
State Origin Of Trip



DMA Origin Of Trip



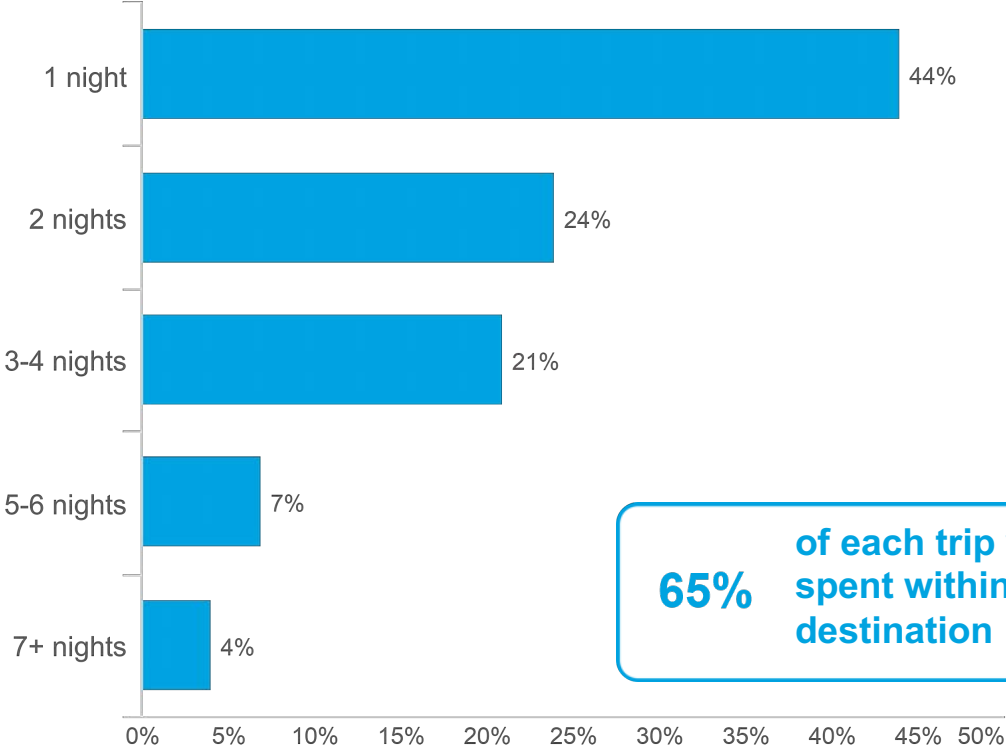
Total Nights Away on Trip



Central
3.9
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Central



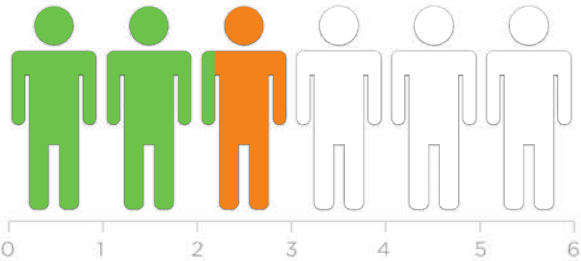
65% of each trip was spent within the destination

Average number of nights
2.6

Size of Travel Party

■ Adults ■ Children

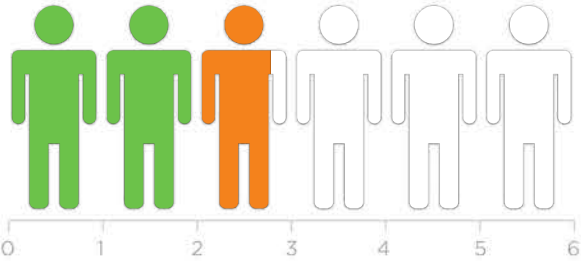
Central



Total
3.1

Average number of people

U.S. Norm

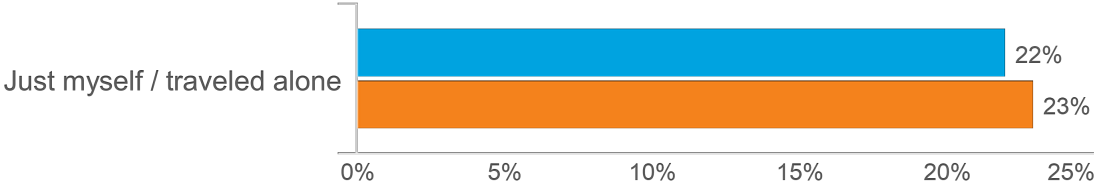


Total
2.9

Average number of people

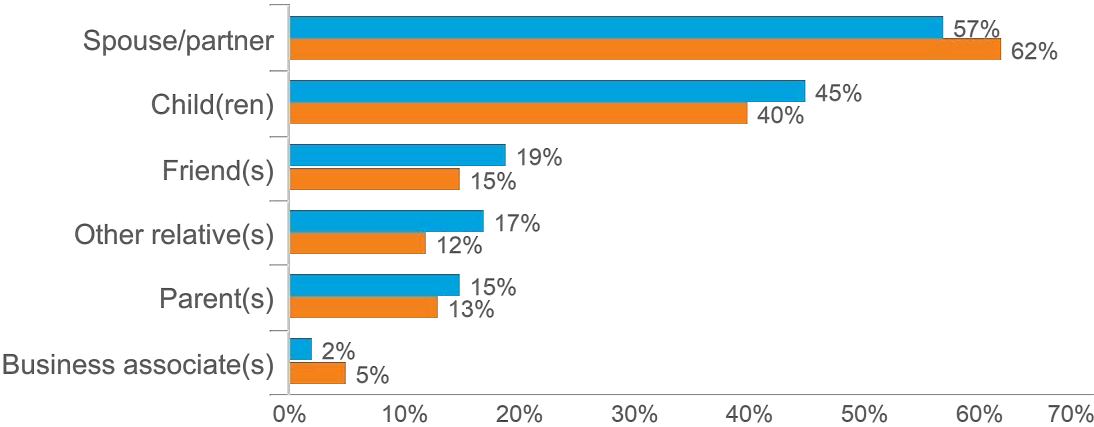
Percent Who Traveled Alone

■ Central ■ U.S. Norm



Composition of Immediate Travel Party

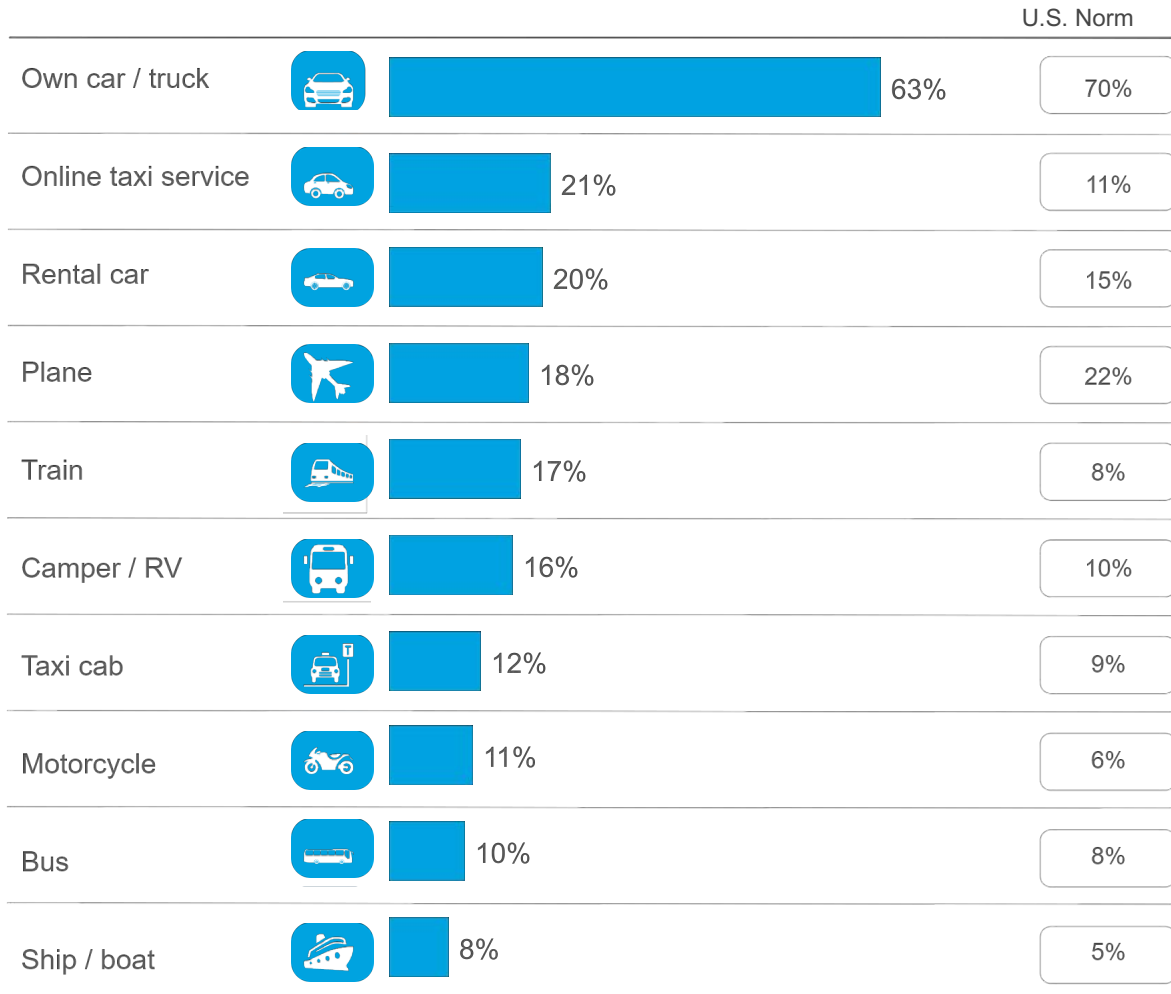
■ Central ■ U.S. Norm



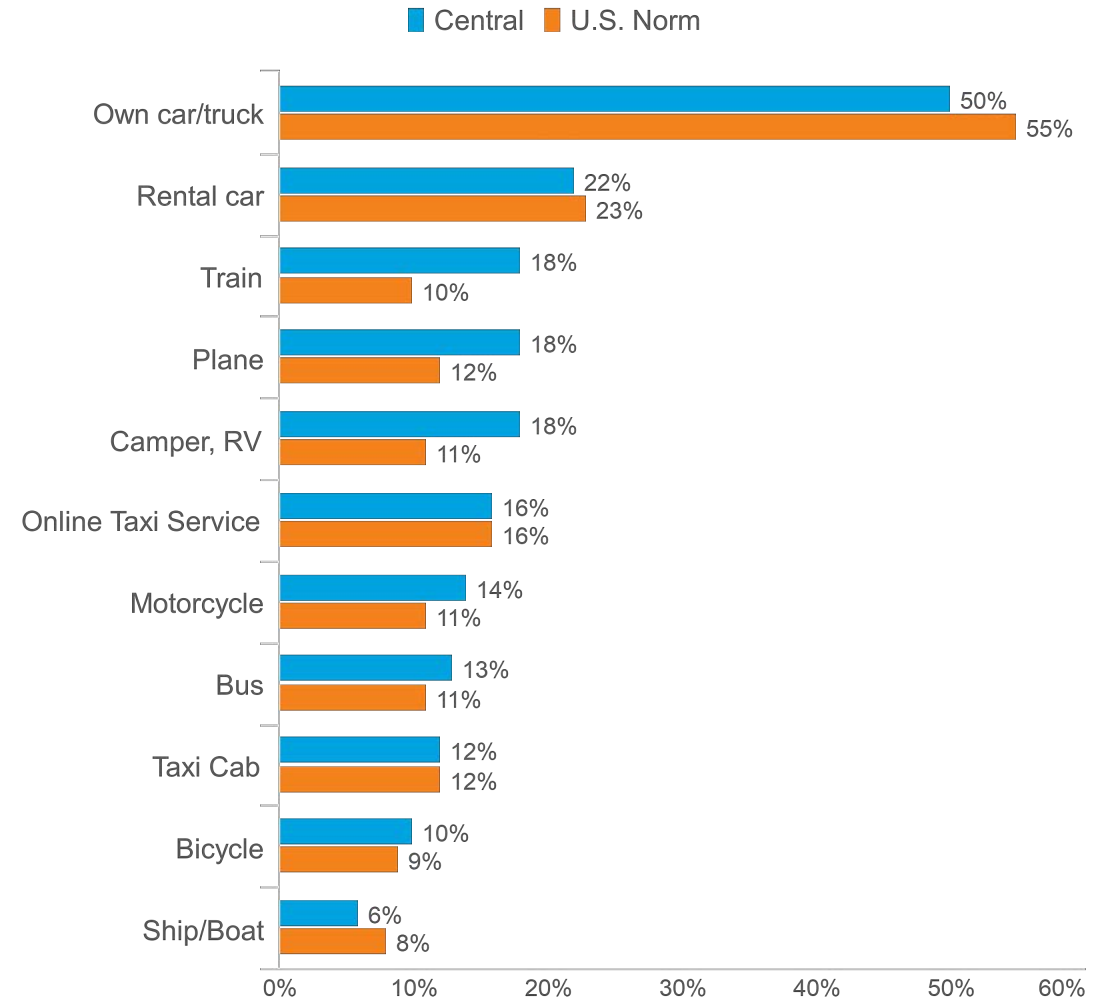
Central's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

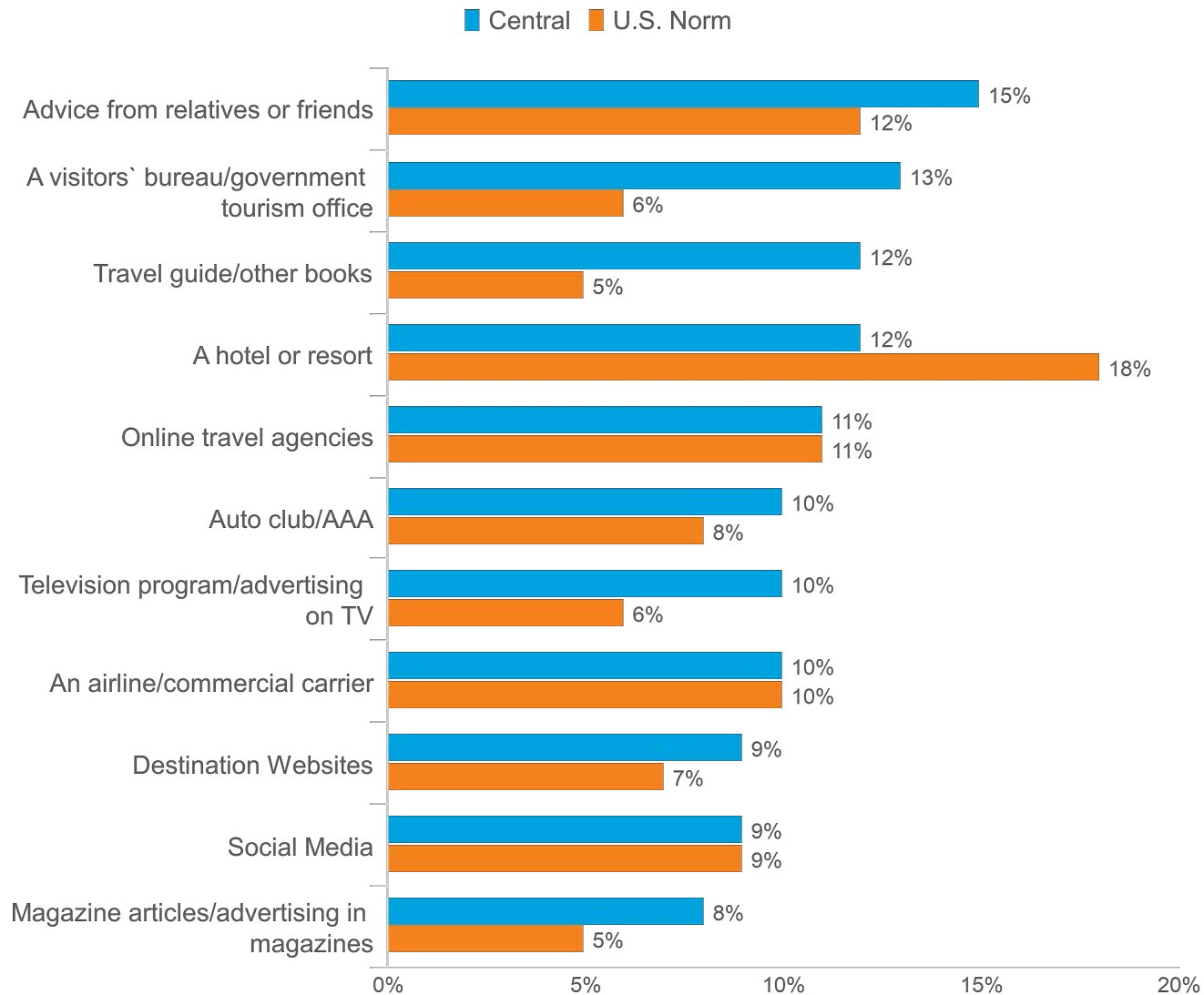
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

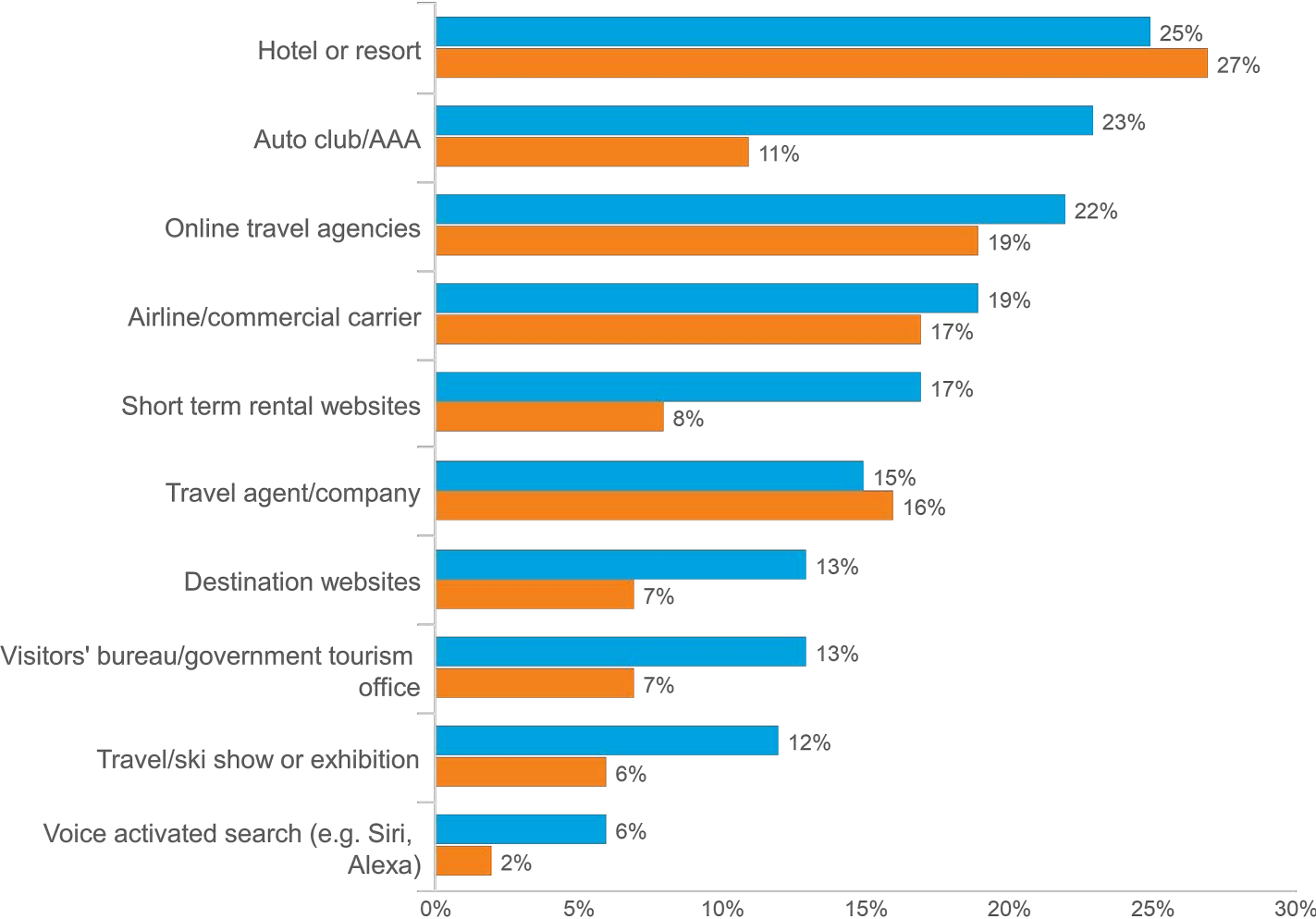
	Central	U.S. Norm
Did not plan anything in advance	11%	17%
More than 1 year in advance	6%	6%
6-12 months	15%	14%
3-5 months	19%	18%
2 months	22%	15%
1 month or less	28%	30%

Central's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Central ■ U.S. Norm



Accommodations

	Central	U.S. Norm
 Hotel	31%	38%
 Home of friends / relatives	18%	19%
 Campground / RV park	16%	6%
 Motel	16%	13%
 Bed & breakfast	15%	8%
 Rented home / condo / apartment	11%	6%
 Country inn / lodge	9%	5%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 18%

Activities and Experiences (Top 10)







	Central	U.S. Norm
Shopping	21%	22%
Hiking/backpacking	20%	7%
Sightseeing	19%	16%
Business convention/conference	16%	8%
Attending celebration	16%	13%
Attended/participated in an amateur sports event	14%	6%
Landmark/historic site	14%	11%
Fishing	14%	7%
Business meeting	12%	8%
Camping	12%	6%

Shopping Types on Trip

		Central	U.S. Norm
	Convenience/grocery shopping	60%	42%
	Souvenir shopping	47%	39%
	Outlet/mall shopping	37%	47%
	Big box stores (Walmart, Costco)	34%	33%
	Boutique shopping	32%	28%
	Antiquing	10%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

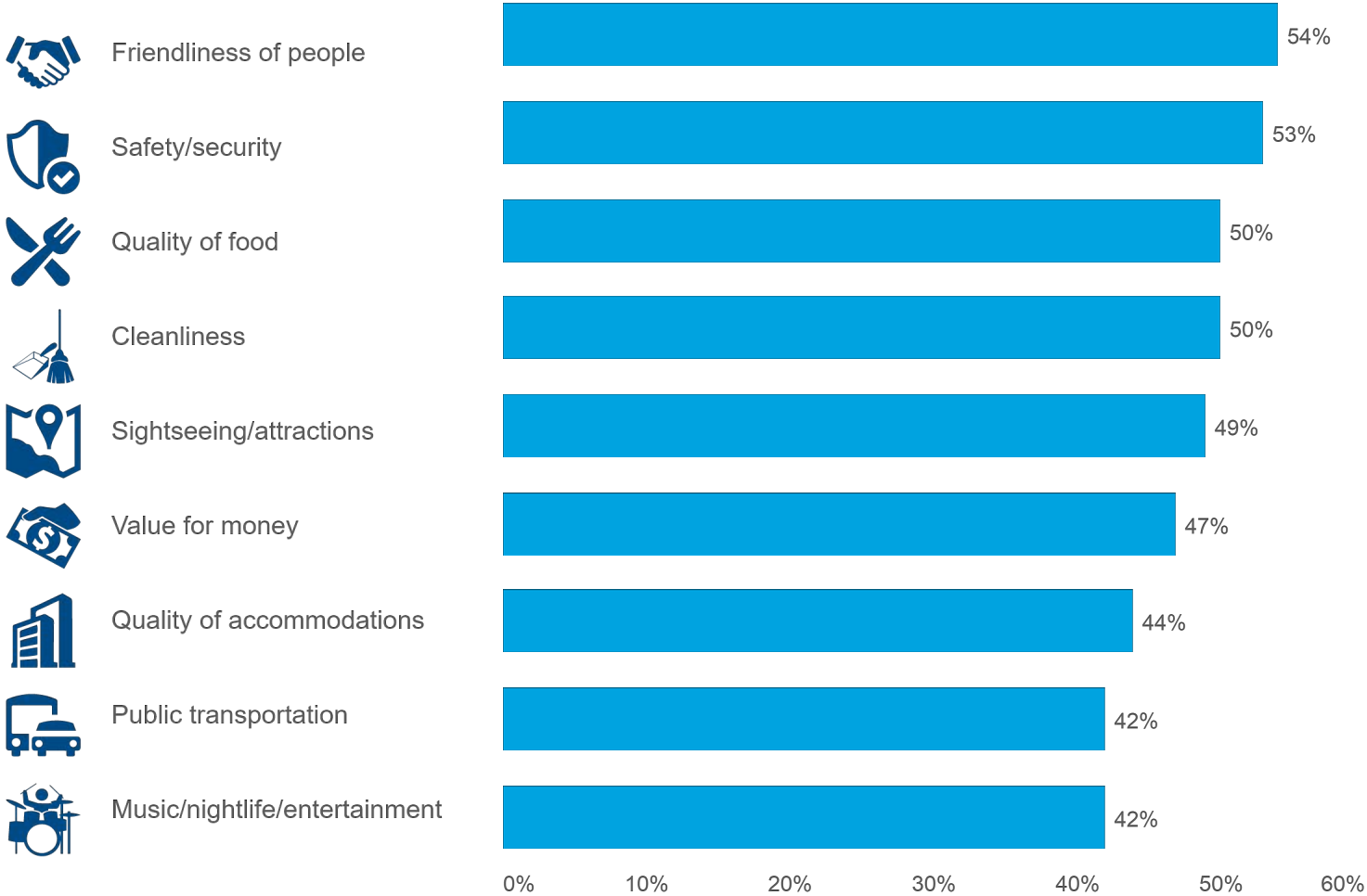
Dining Types on Trip

		Central	U.S. Norm
	Unique/local food	40%	40%
	Picnicking	25%	14%
	Street food/food trucks	24%	21%
	Food delivery service (UberEATS, DoorDash, etc.)	22%	21%
	Fine/upscale dining	19%	22%
	Gastropubs	17%	10%



60%
of overnight travelers were
very satisfied with their overall
trip experience

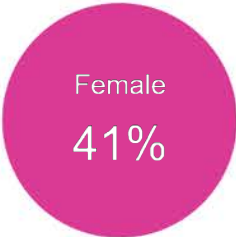
% Very Satisfied with Trip



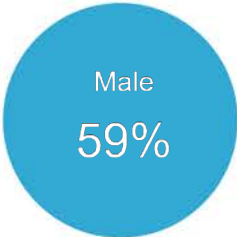
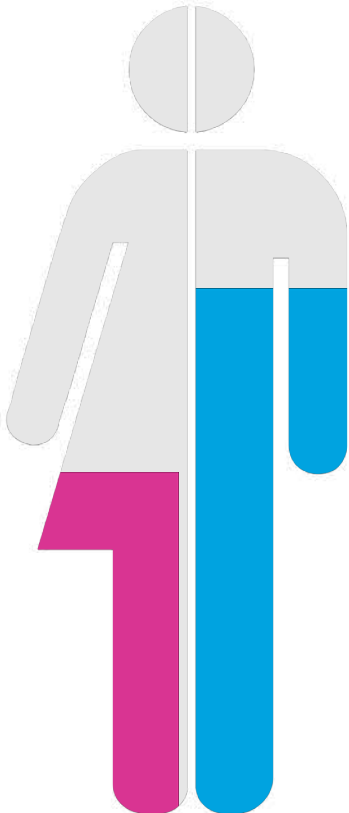
Question updated in 2020



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

Central



Average Age
36.7

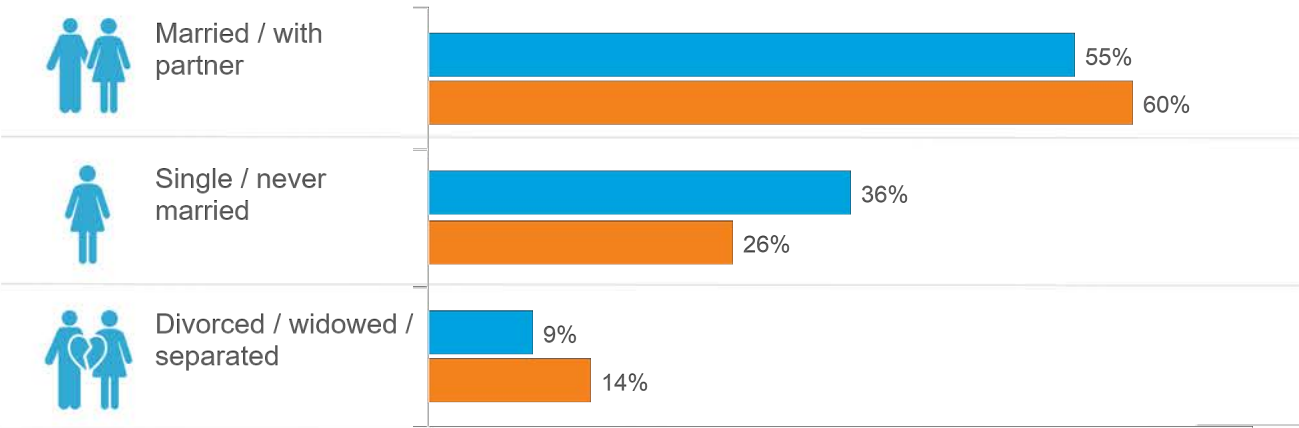
U.S. Norm



Average Age
43.7

Marital Status

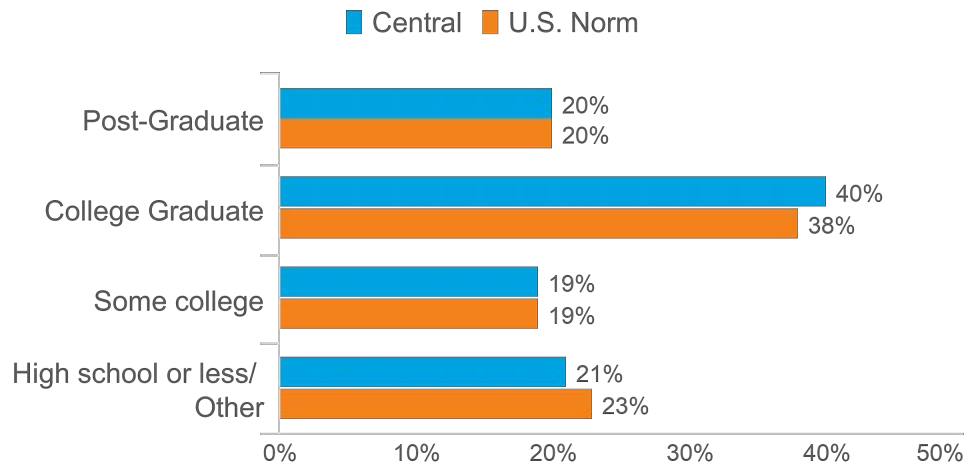
Central U.S. Norm



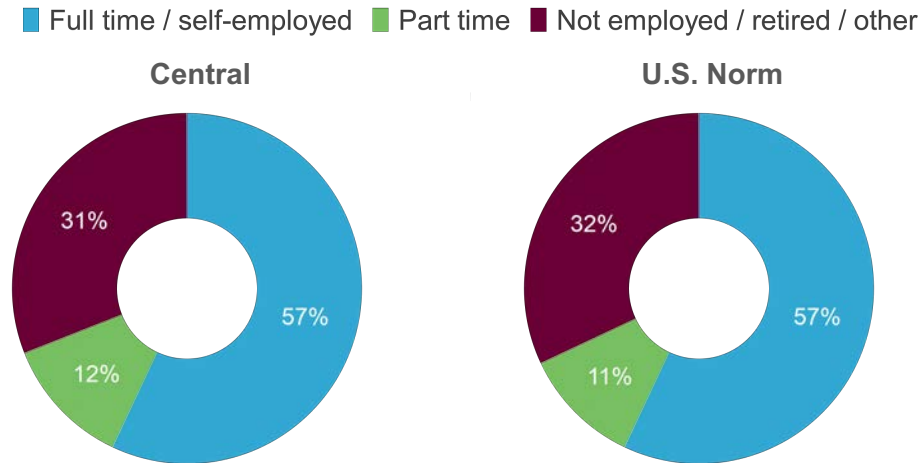
Demographic Profile of Overnight Central Visitors

Base: 2020/2021 Overnight Person-Trips

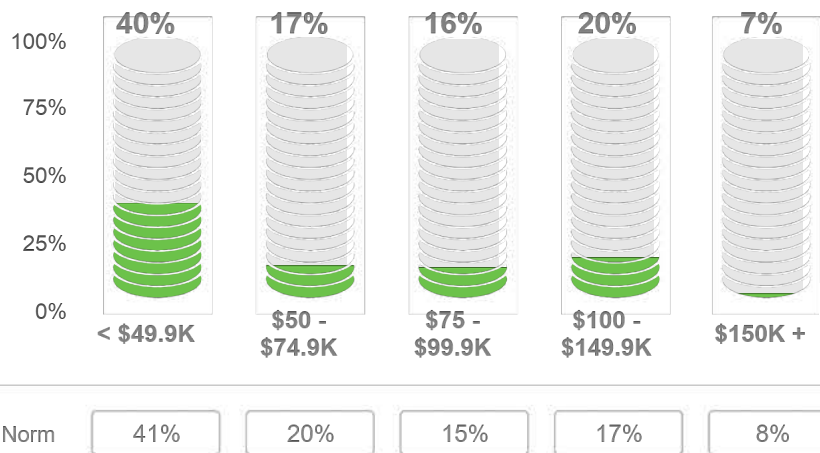
Education



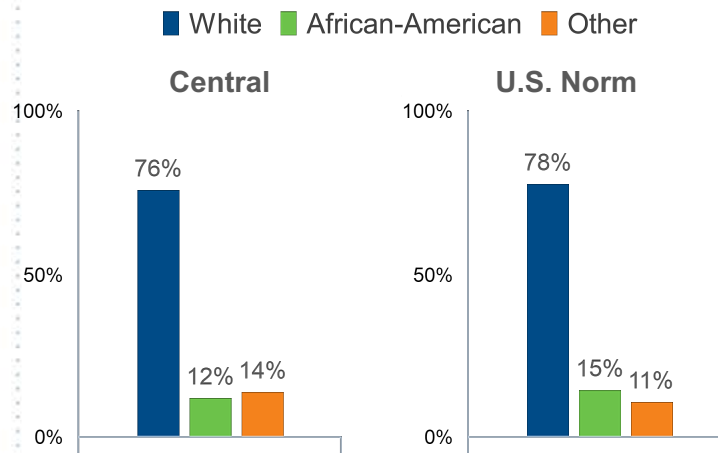
Employment



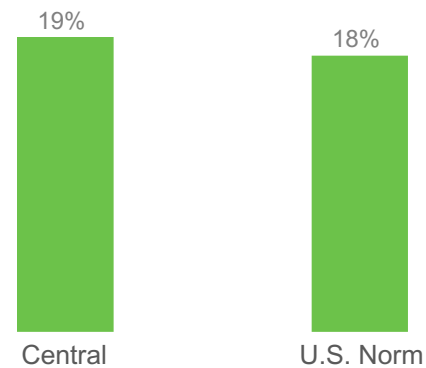
Household Income



Race

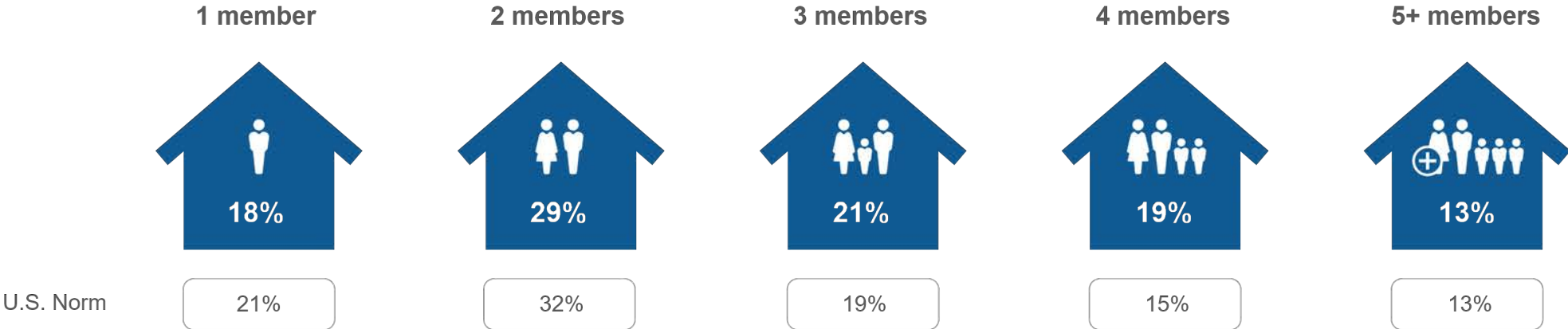


Hispanic Background

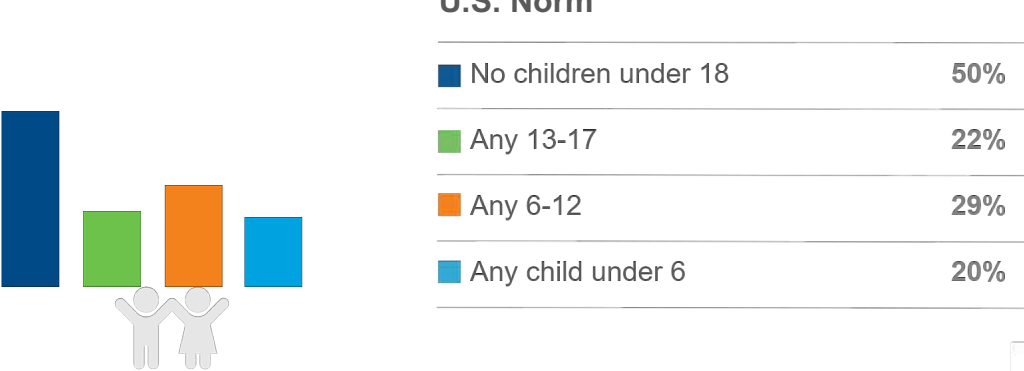
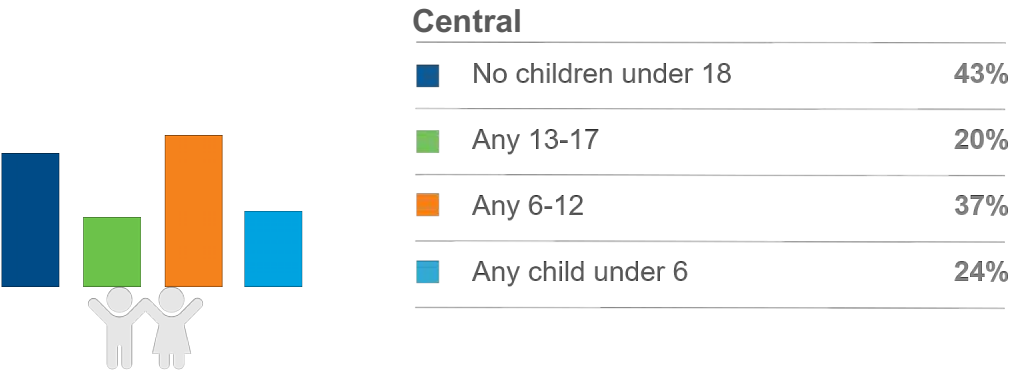


Question updated in 2020

Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: Eastern Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Eastern, the following sample was achieved in 2020/2021:



Overnight Base Size

310

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

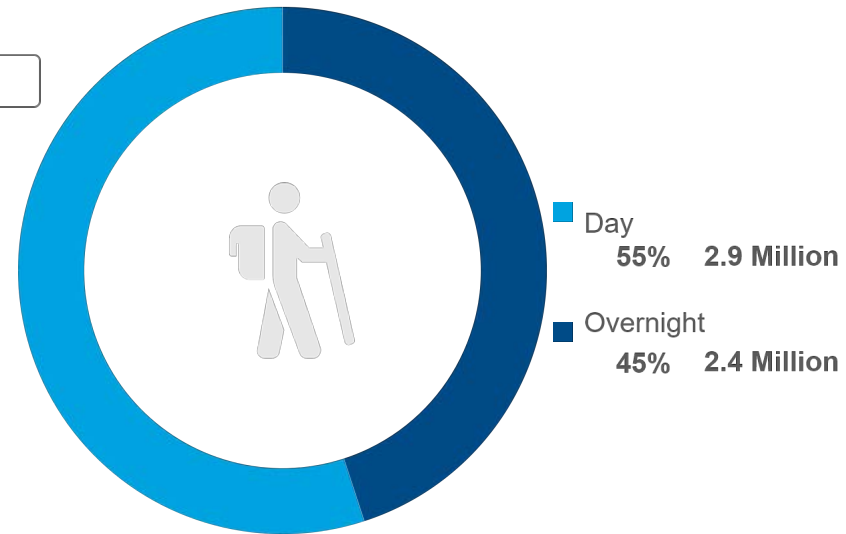
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Eastern 2021 Domestic Travel Market

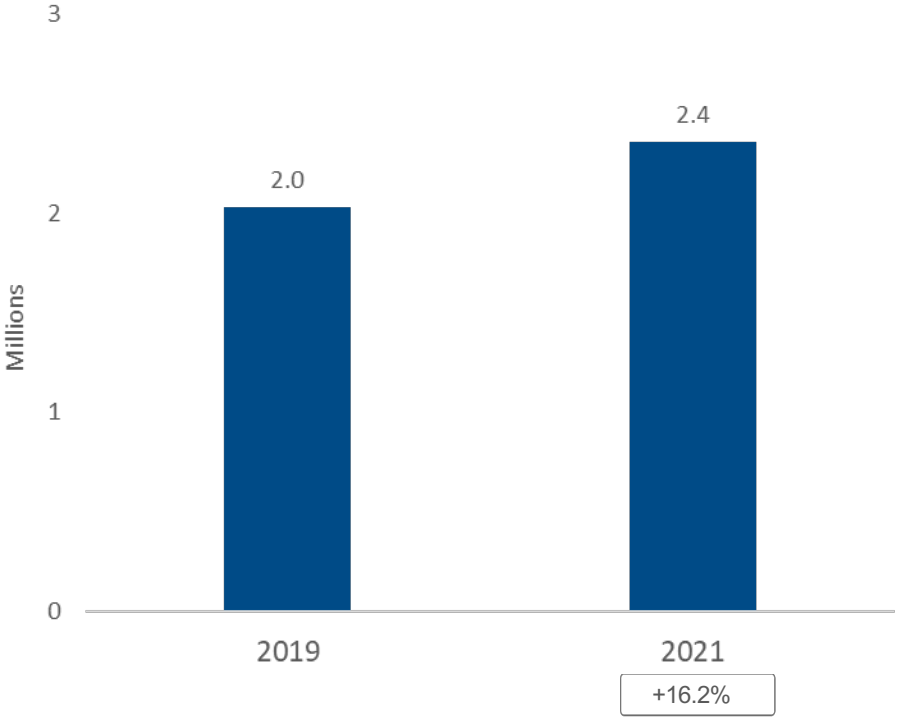
Total Person-Trips

5.2 Million

+21.9 vs. 2019



Overnight Trips to Eastern














Past Visitation to Eastern

Base: 2020/2021 Overnight Person-Trips

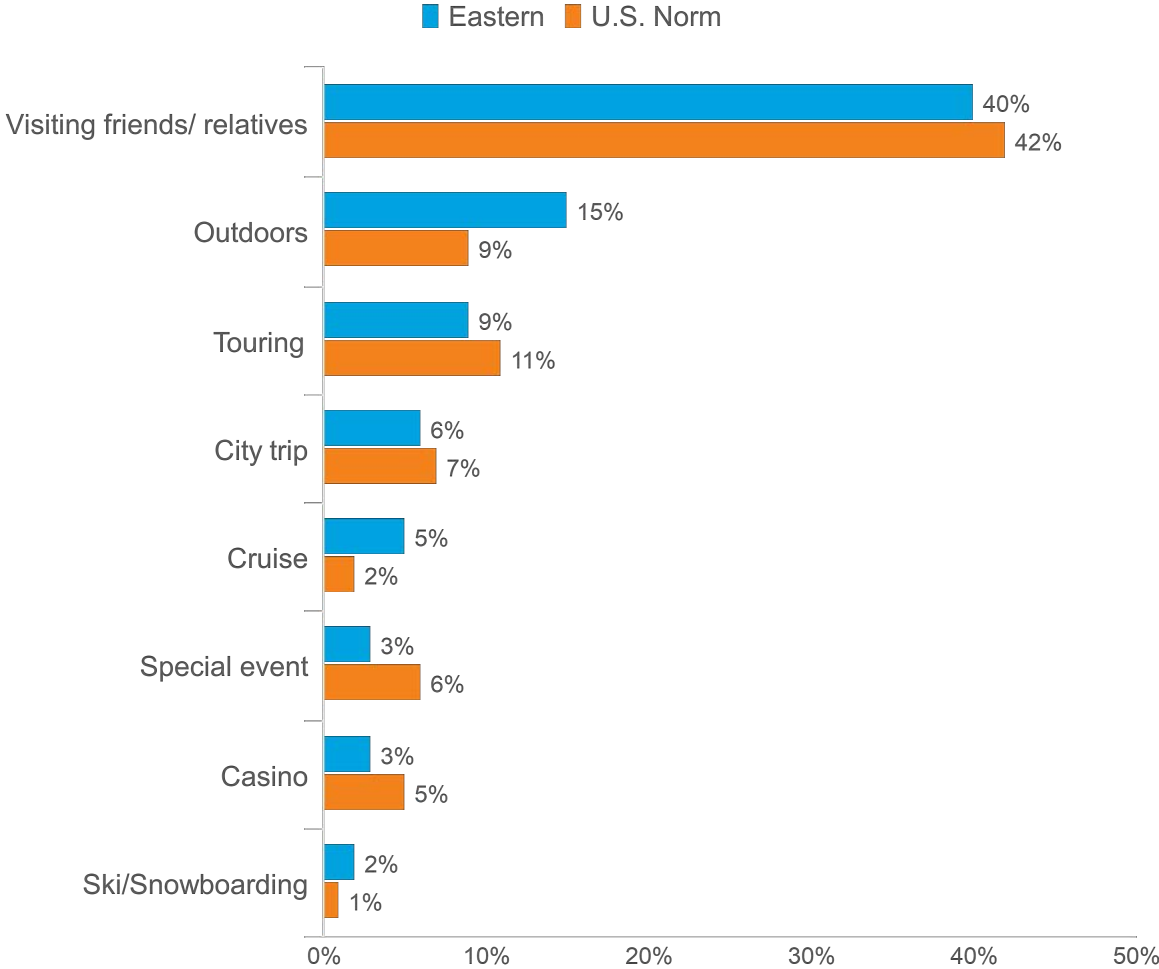
73% of overnight travelers to Eastern are repeat visitors

57% of overnight travelers to Eastern had visited before in the past 12 months

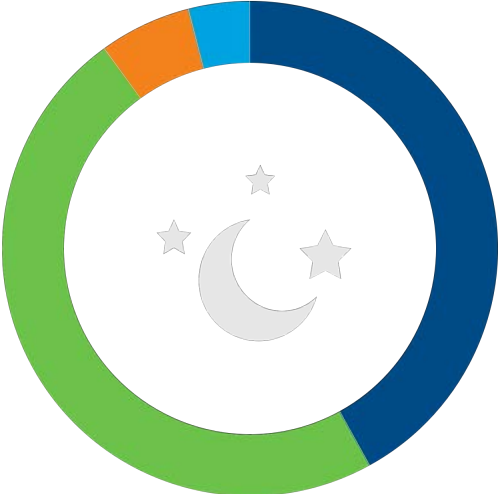
Main Purpose of Trip

 40% Visiting friends/ relatives	
 15% Outdoors	 4% Conference/ Convention
 9% Touring	
 6% City trip	 5% Other business trip
 5% Cruise	
 3% Special event	
 3% Casino	 4% Business-Leisure
 2% Ski/Snowboarding	

Main Purpose of Leisure Trip

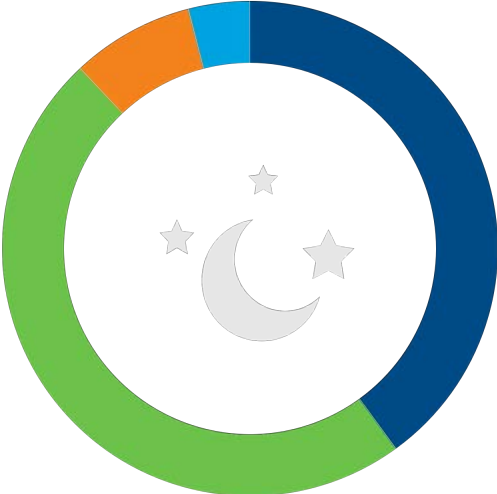


2021 U.S. Overnight Trips



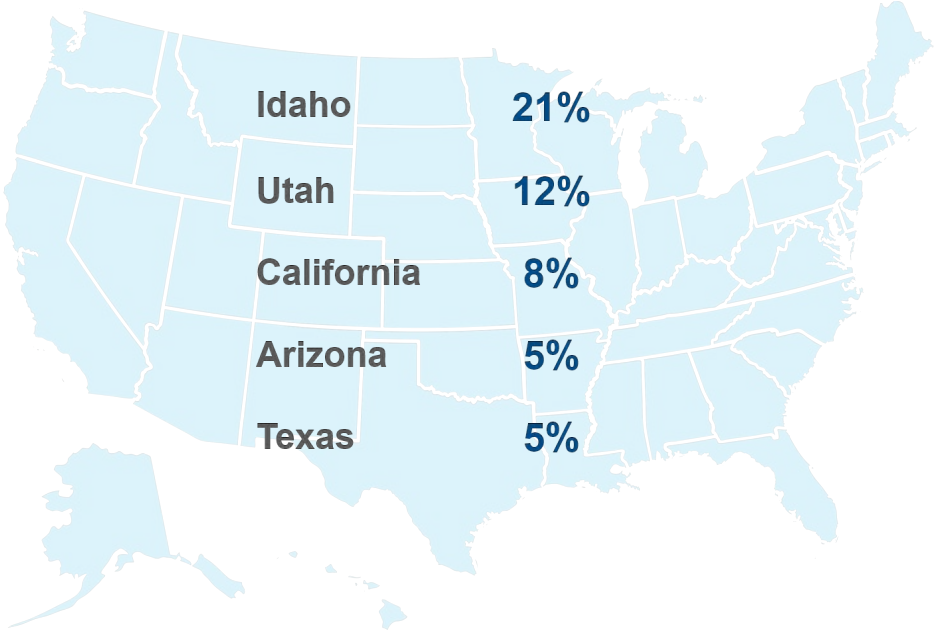
■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

Eastern Overnight Trips

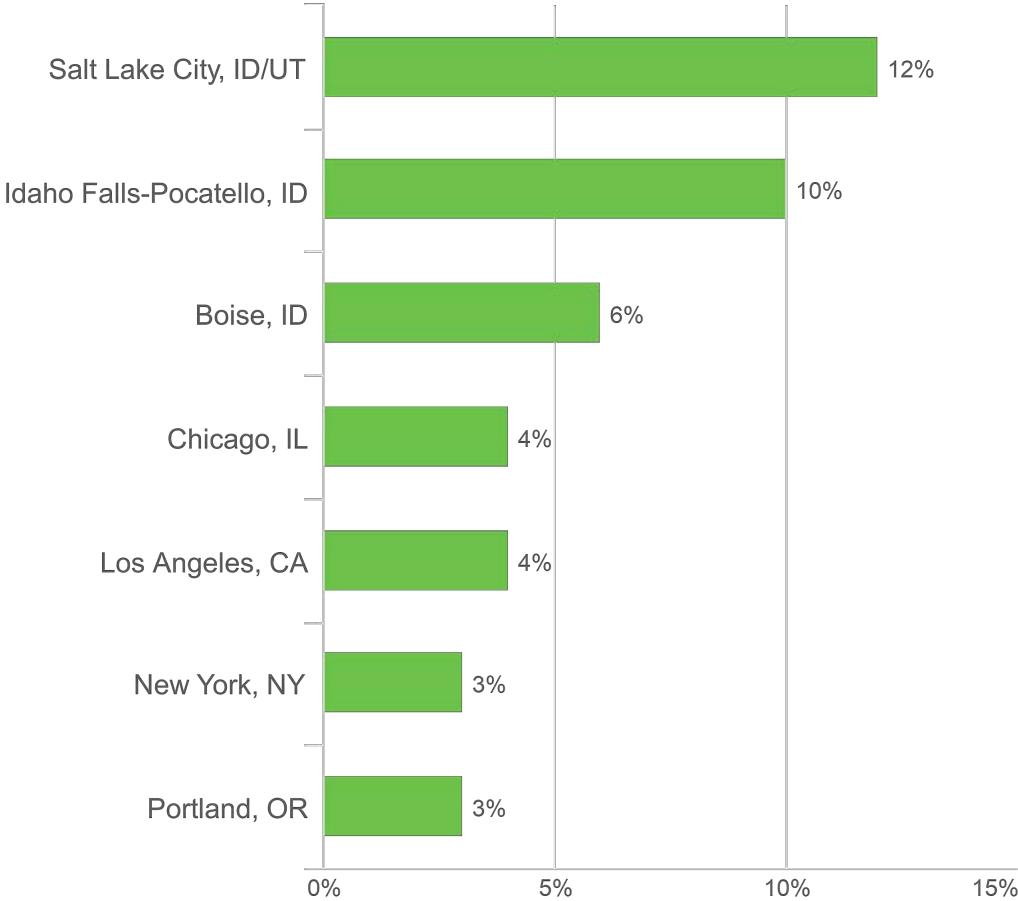


■ Visiting friends/relatives	40%
■ Marketable	48%
■ Business	8%
■ Business-leisure	4%

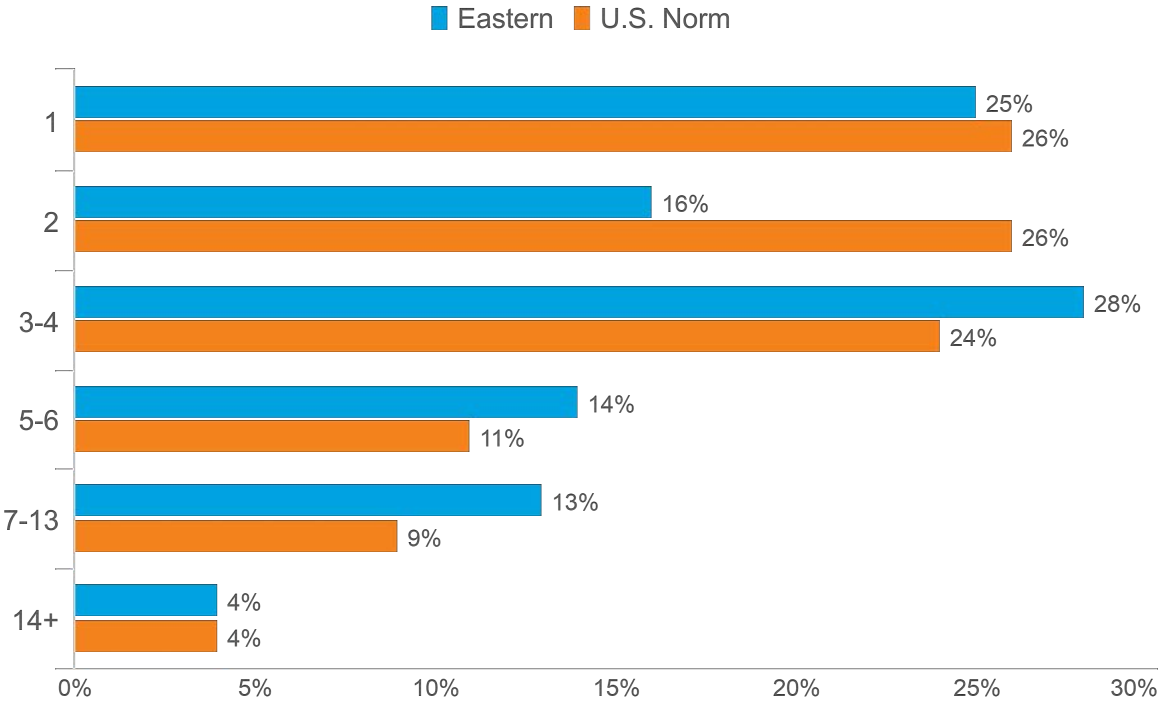
State Origin Of Trip



DMA Origin Of Trip



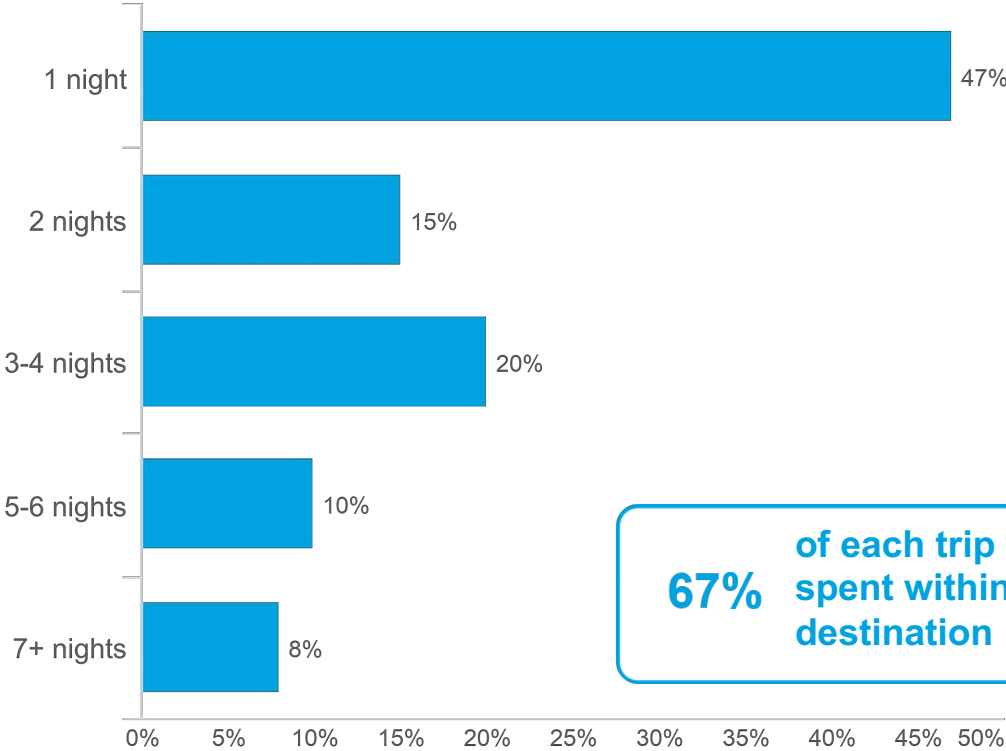
Total Nights Away on Trip



Eastern
4.1
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Eastern



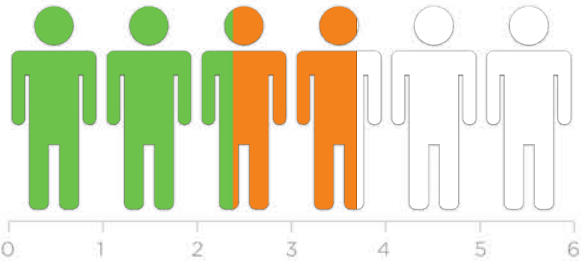
67% of each trip was spent within the destination

Average number of nights
2.7

Size of Travel Party

■ Adults ■ Children

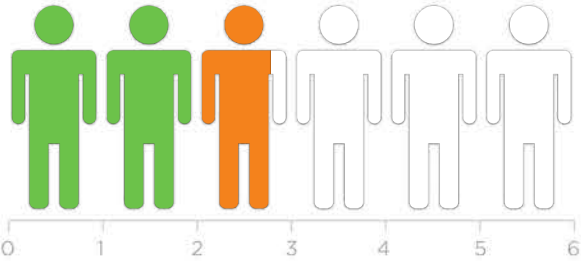
Eastern



Average number of people

Total
3.8

U.S. Norm

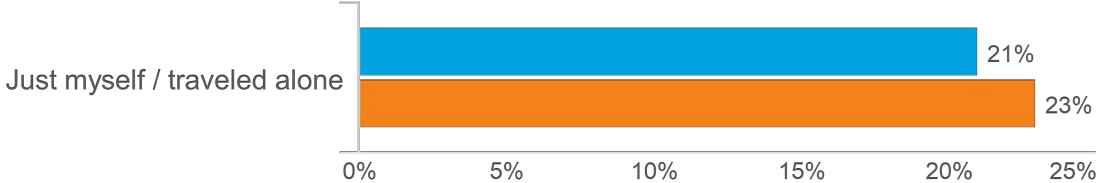


Average number of people

Total
2.9

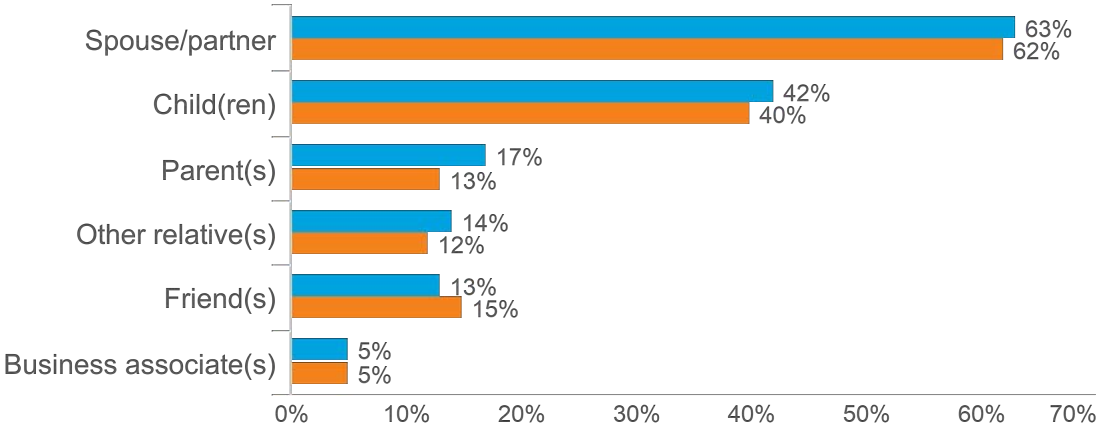
Percent Who Traveled Alone

■ Eastern ■ U.S. Norm



Composition of Immediate Travel Party

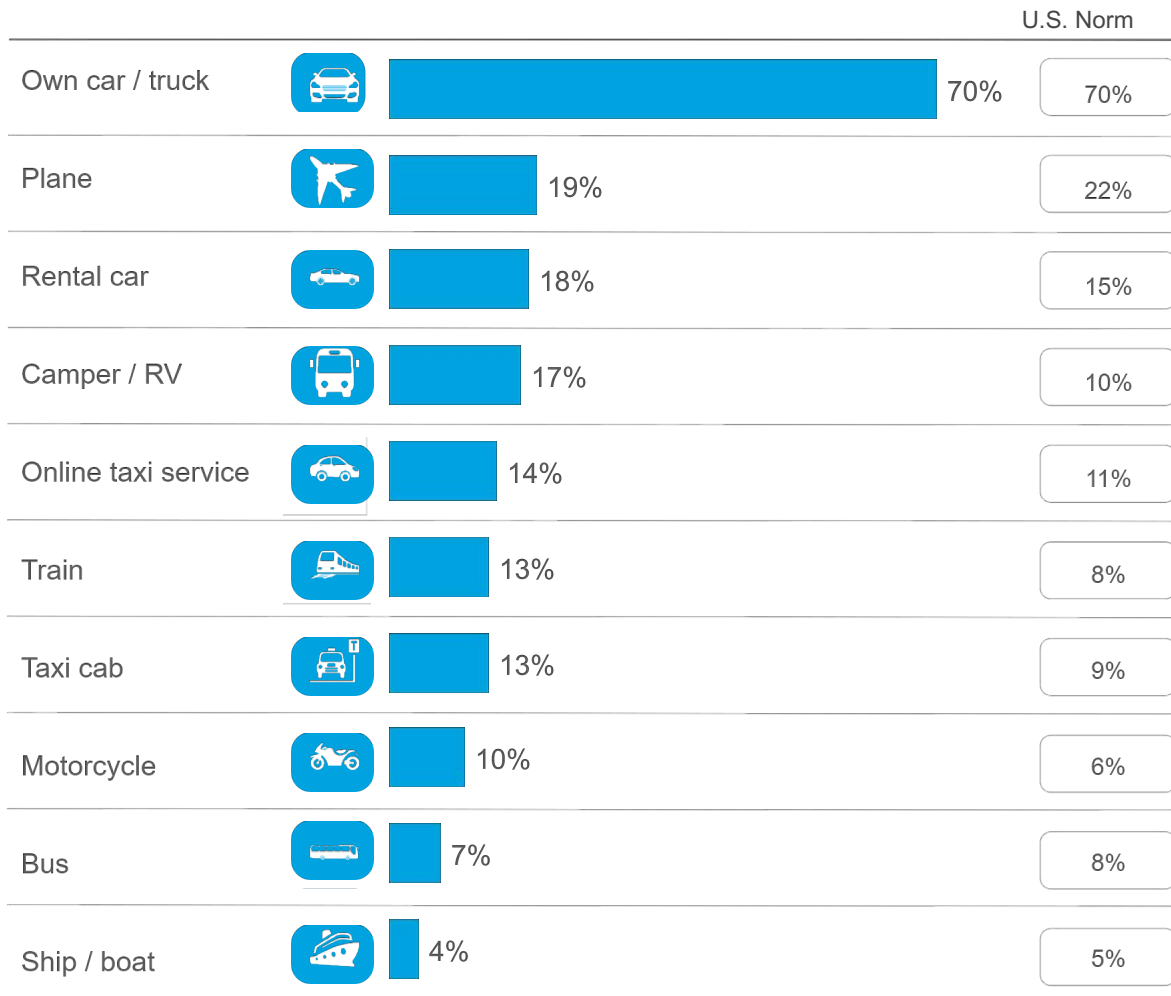
■ Eastern ■ U.S. Norm



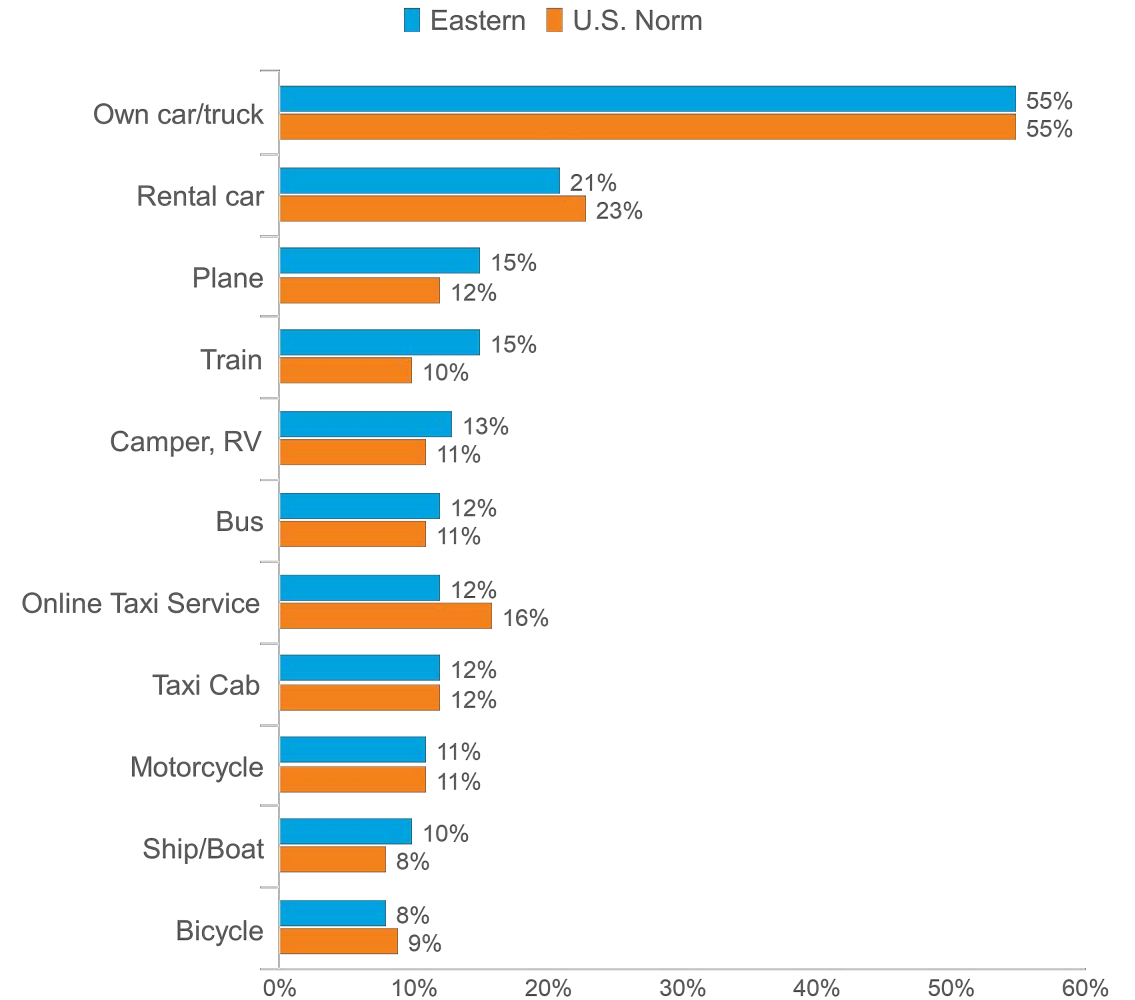
Eastern's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

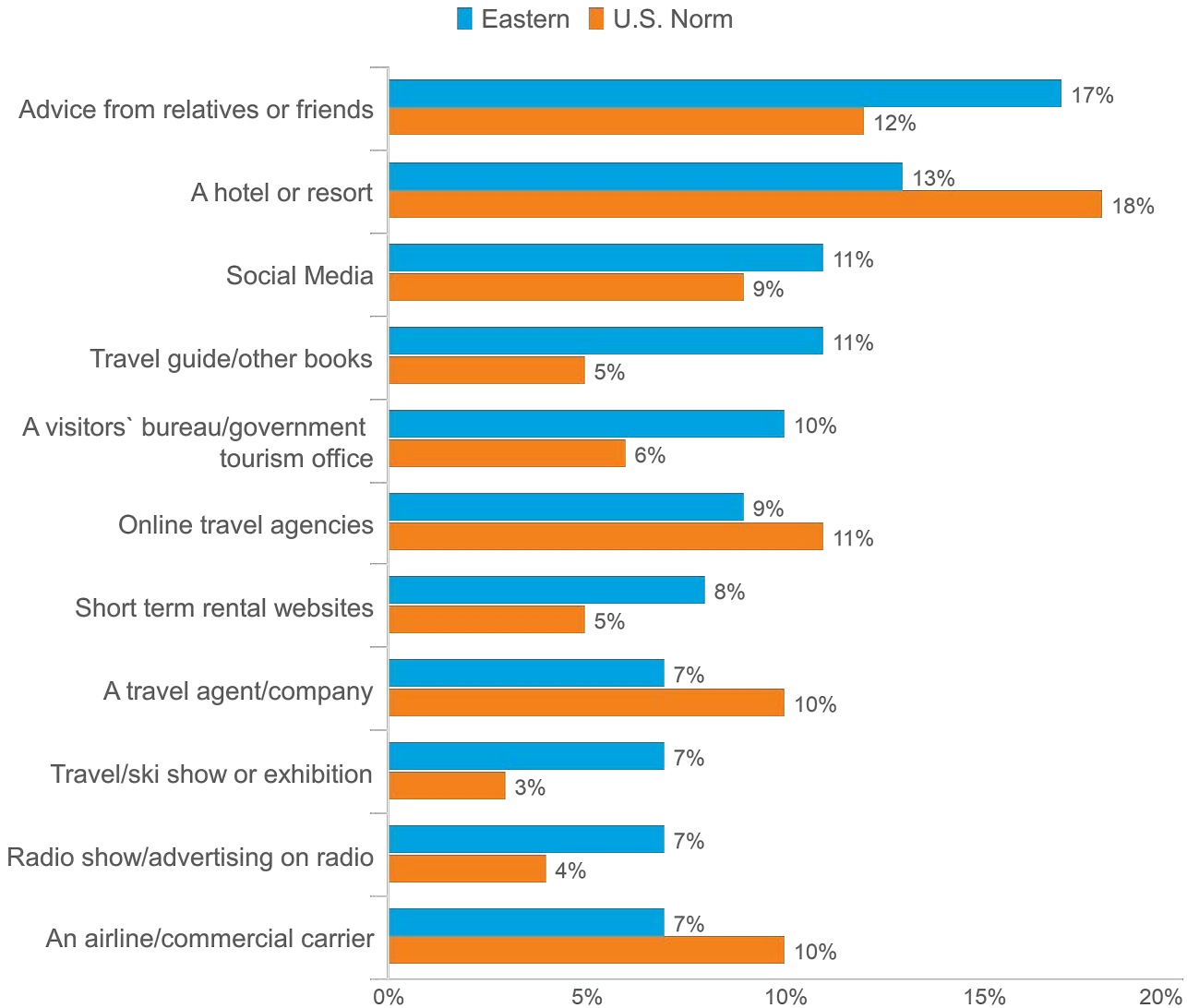
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

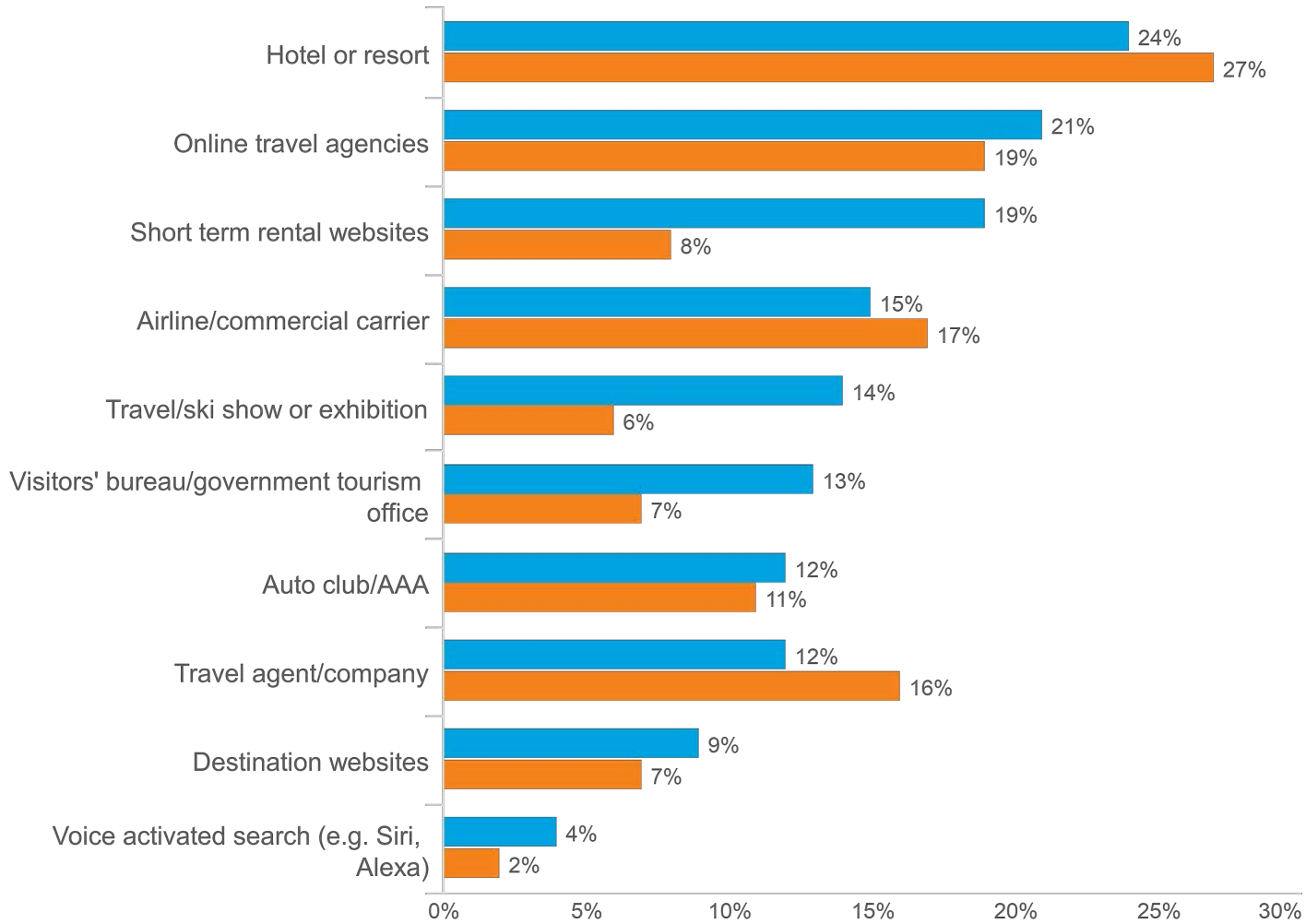
	Eastern	U.S. Norm
Did not plan anything in advance	14%	17%
More than 1 year in advance	9%	6%
6-12 months	9%	14%
3-5 months	23%	18%
2 months	17%	15%
1 month or less	28%	30%

Eastern's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Eastern ■ U.S. Norm



Accommodations

	Eastern	U.S. Norm
 Hotel	32%	38%
 Home of friends / relatives	19%	19%
 Campground / RV park	14%	6%
 Rented cottage / cabin	14%	4%
 Motel	13%	13%
 Country inn / lodge	11%	5%
 Own condo / apartment / cabin / second home	10%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Eastern	U.S. Norm
Sightseeing	22%	16%
Shopping	20%	22%
Attending celebration	20%	13%
National/state park	16%	7%
Landmark/historic site	16%	11%
Hiking/backpacking	16%	7%
Local parks/playgrounds	15%	9%
Nature tours/wildlife viewing/birding	13%	7%
Visited American Indian Community	12%	5%
Swimming	11%	12%

Shopping Types on Trip

		Eastern	U.S. Norm
	Convenience/grocery shopping	59%	42%
	Big box stores (Walmart, Costco)	49%	33%
	Outlet/mall shopping	44%	47%
	Souvenir shopping	30%	39%
	Boutique shopping	19%	28%
	Antiquing	7%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Eastern	U.S. Norm
	Unique/local food	33%	40%
	Picnicking	26%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	19%	21%
	Street food/food trucks	18%	21%
	Fine/upscale dining	18%	22%
	Gastropubs	16%	10%



64%
of overnight travelers were
very satisfied with their overall
trip experience



Safety/security



57%



Sightseeing/attractions



57%



Quality of accommodations



54%



Friendliness of people



53%



Cleanliness



51%



Value for money



49%



Quality of food



49%



Public transportation



42%



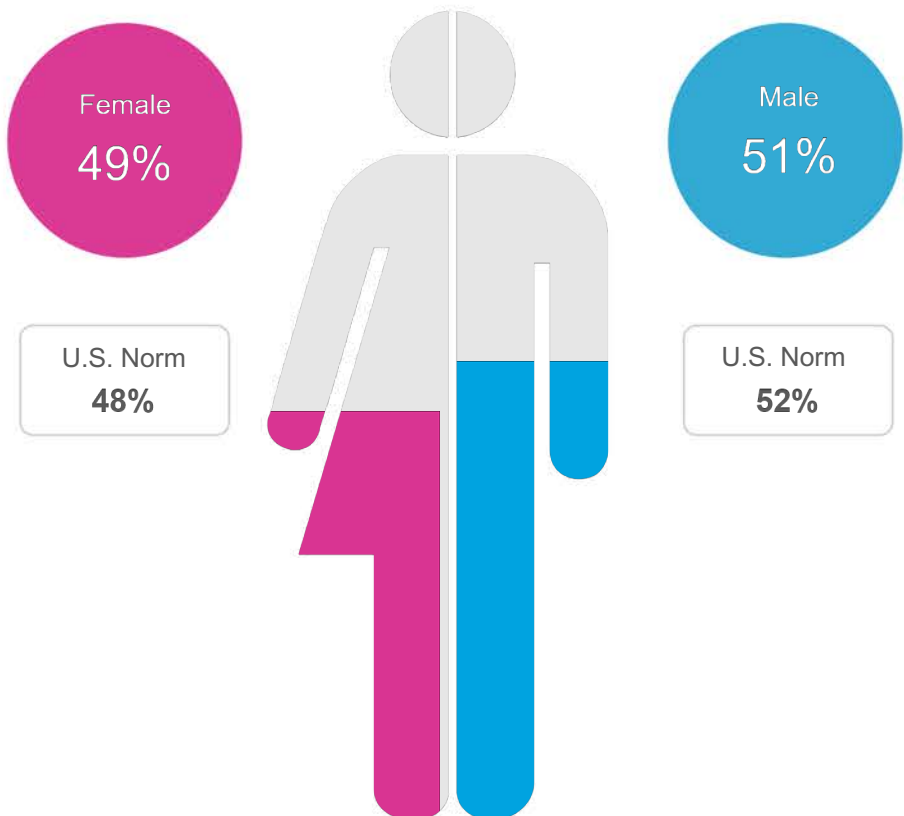
Music/nightlife/entertainment



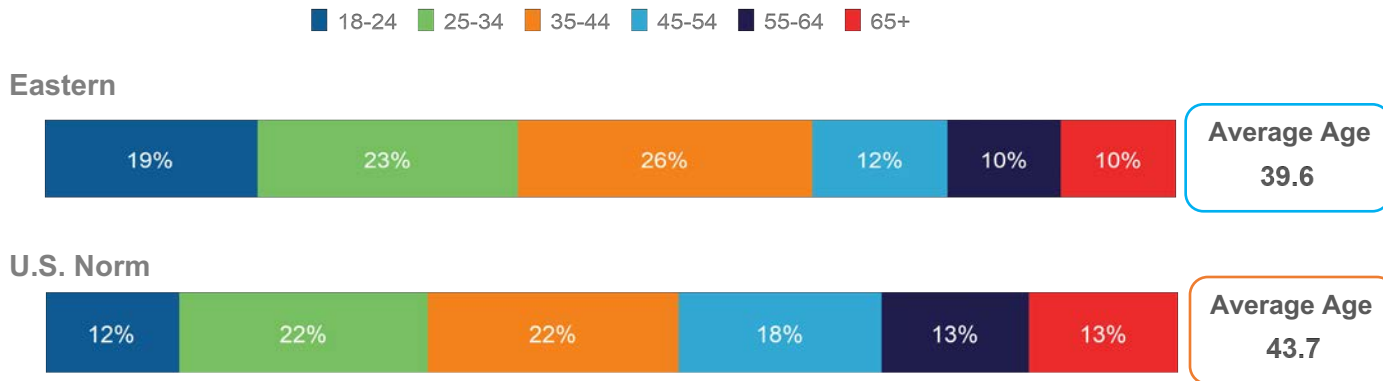
33%

0% 10% 20% 30% 40% 50% 60%

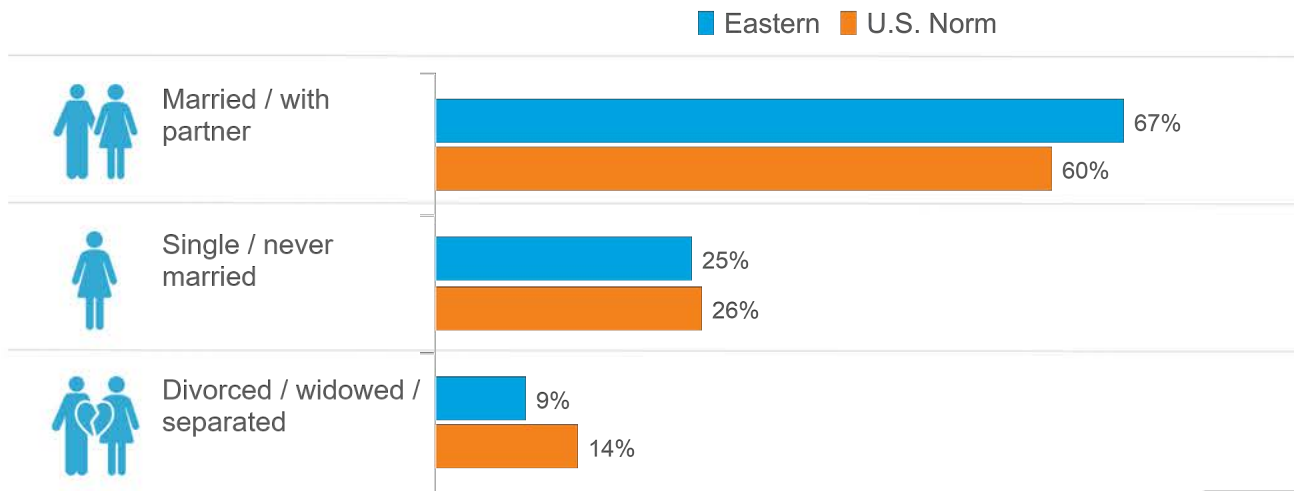
Gender



Age



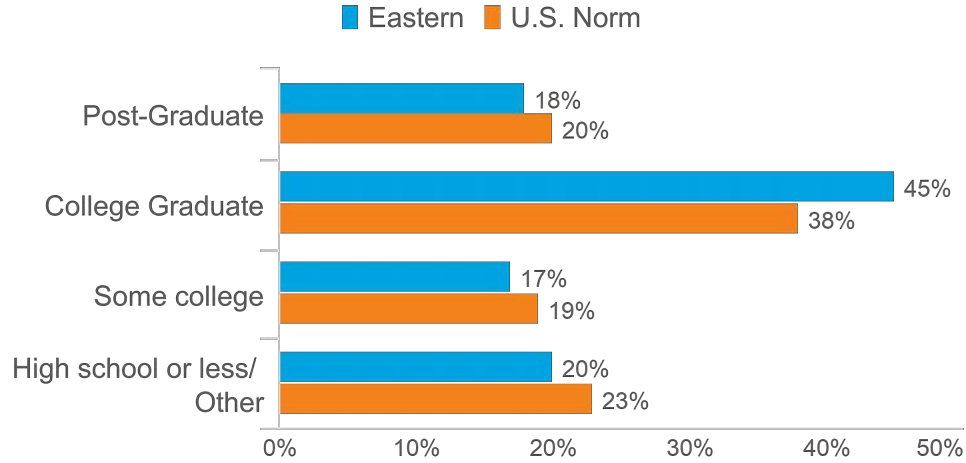
Marital Status



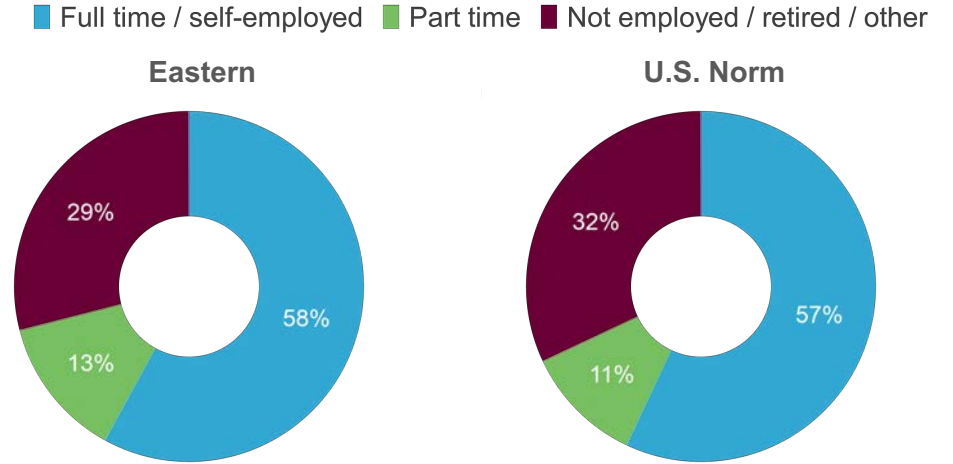
Demographic Profile of Overnight Eastern Visitors

Base: 2020/2021 Overnight Person-Trips

Education



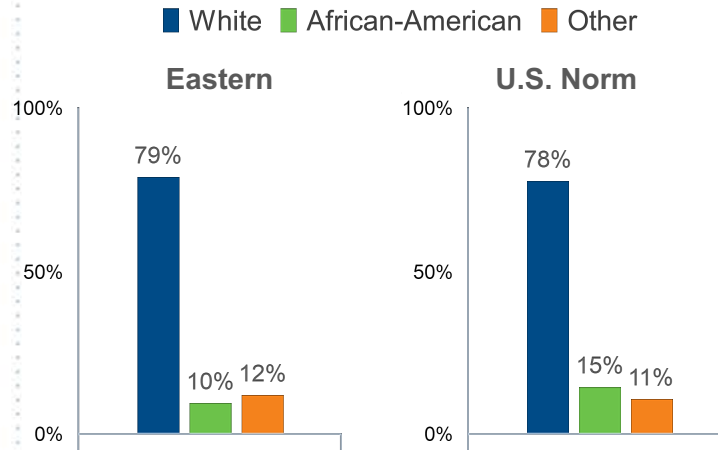
Employment



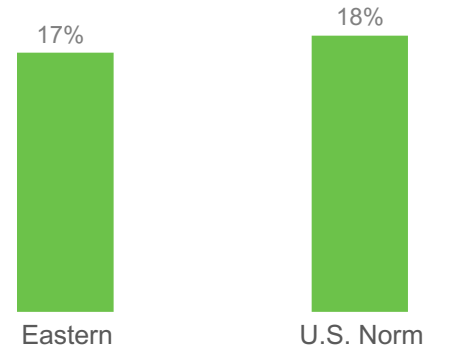
Household Income



Race



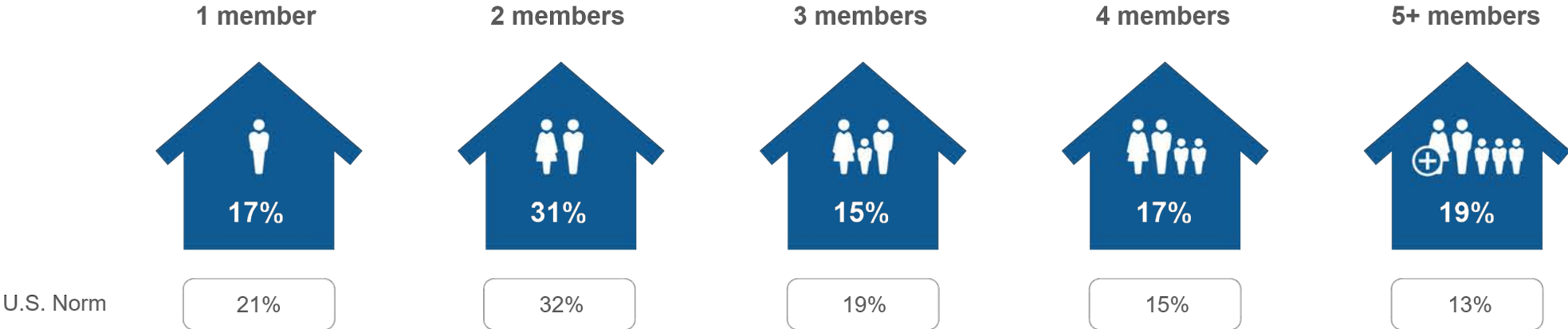
Hispanic Background



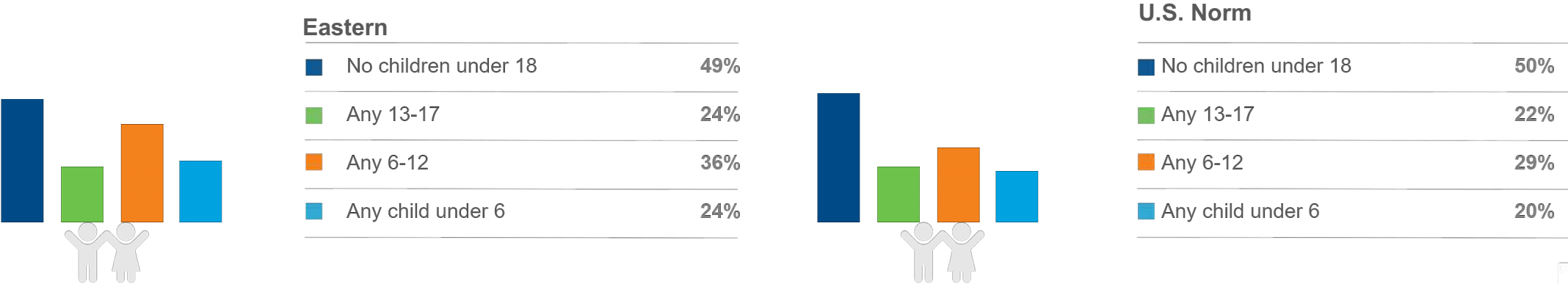
U.S. Norm 41% 20% 15% 17% 8%

Question updated in 2020

Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: Southeastern Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Southeastern, the following sample was achieved in 2020/2021:



Overnight Base Size

293

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

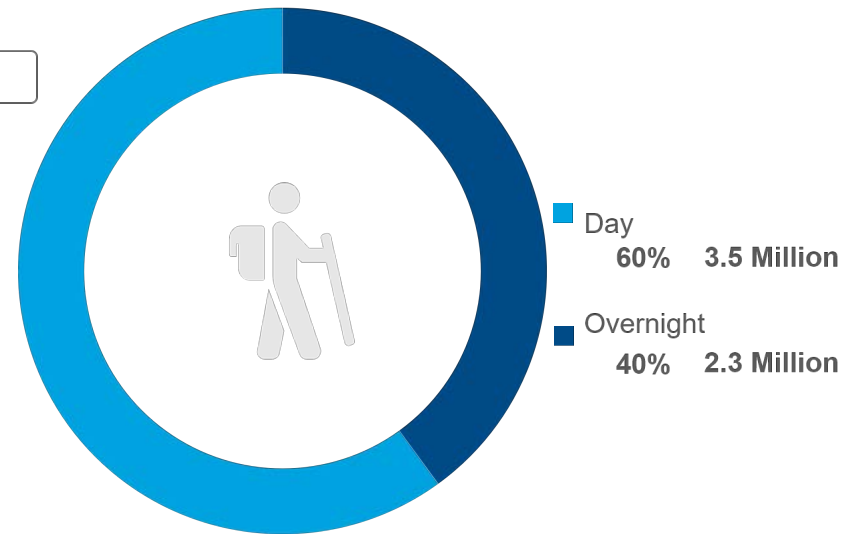
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Southeastern 2021 Domestic Travel Market

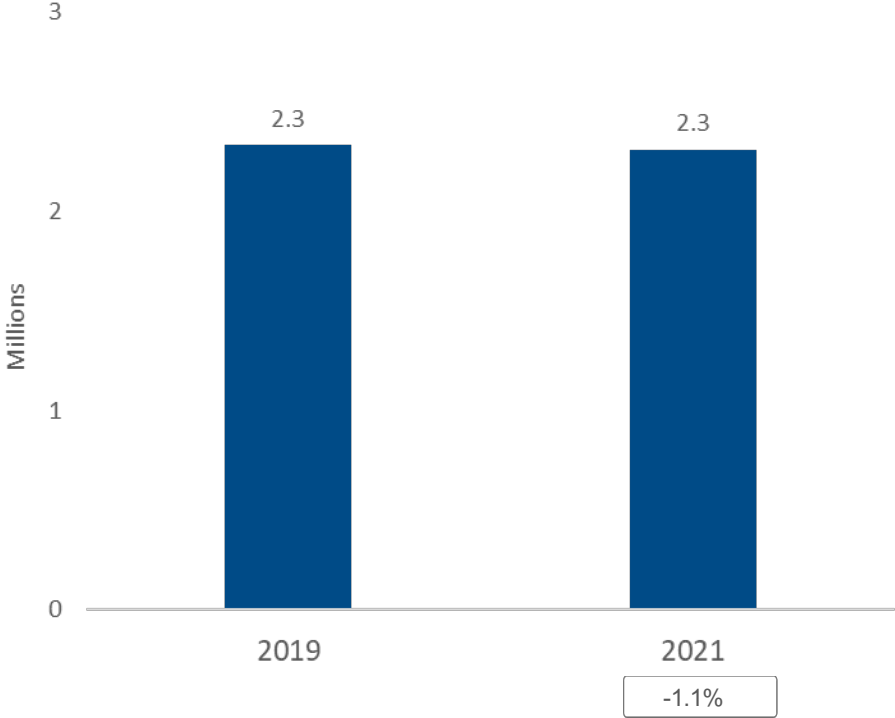
Total Person-Trips

5.8 Million

+5.1% vs. 2019



Overnight Trips to Southeastern









Past Visitation to Southeastern

Base: 2020/2021 Overnight Person-Trips

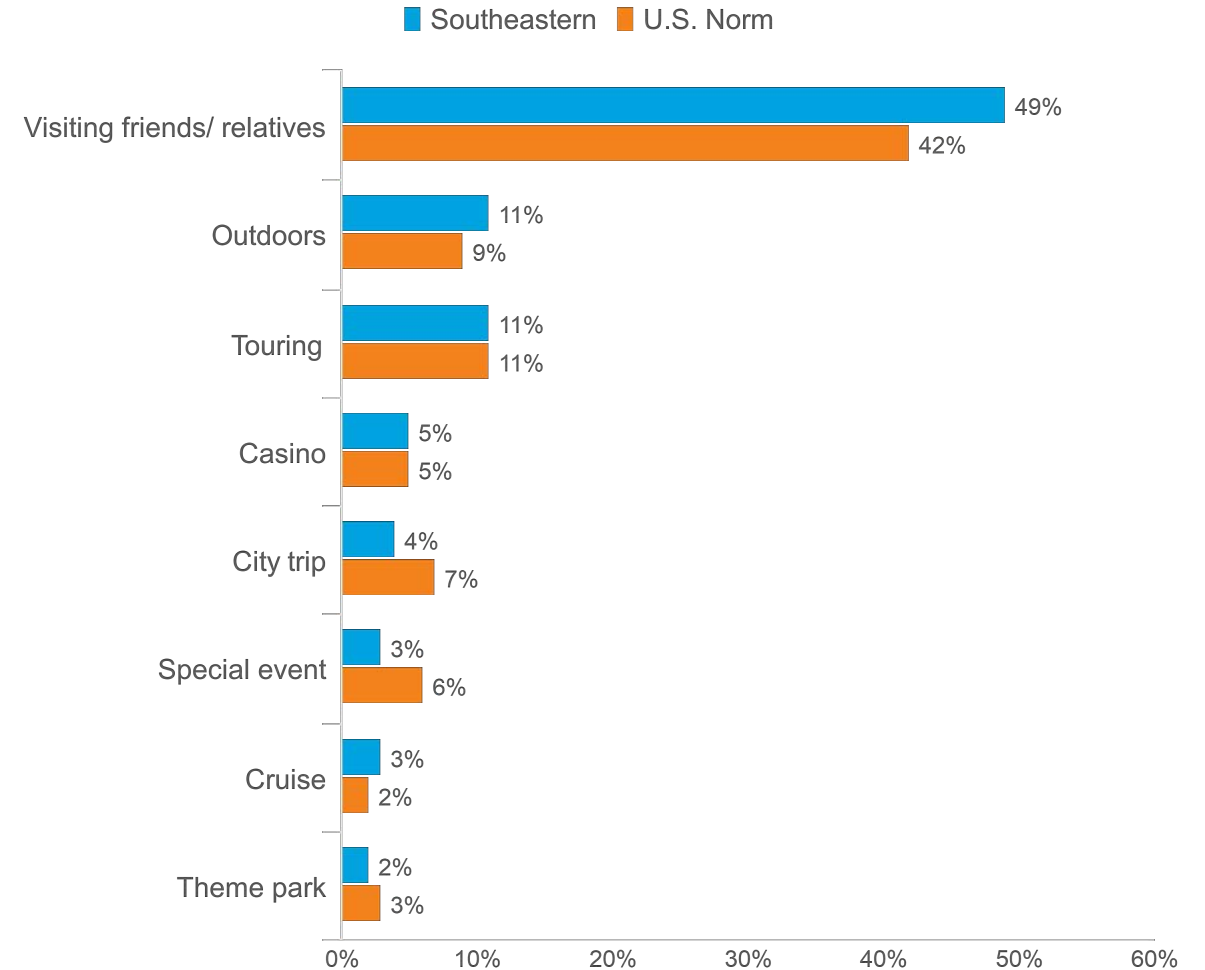
75% of overnight travelers to Southeastern are repeat visitors

54% of overnight travelers to Southeastern had visited before in the past 12 months

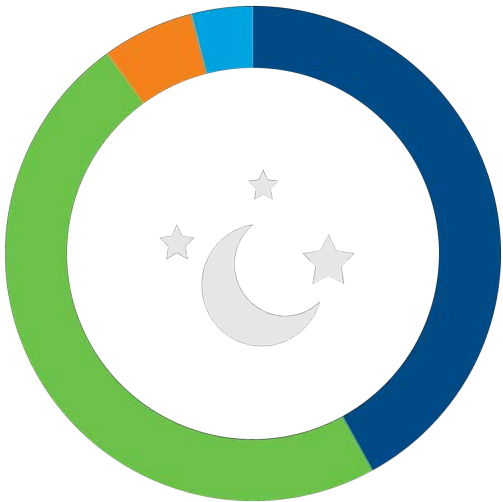
Main Purpose of Trip

 49% Visiting friends/ relatives	
 11% Outdoors	 3% Conference/ Convention
 11% Touring	
 5% Casino	 5% Other business trip
 4% City trip	
 3% Special event	
 3% Cruise	 3% Business-Leisure
 2% Theme park	

Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



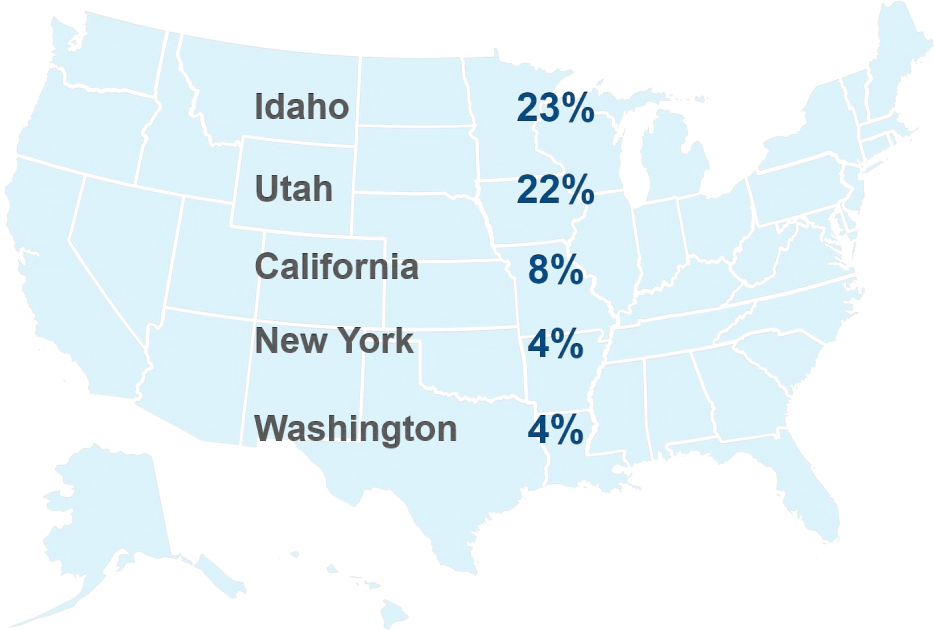
■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

Southeastern Overnight Trips

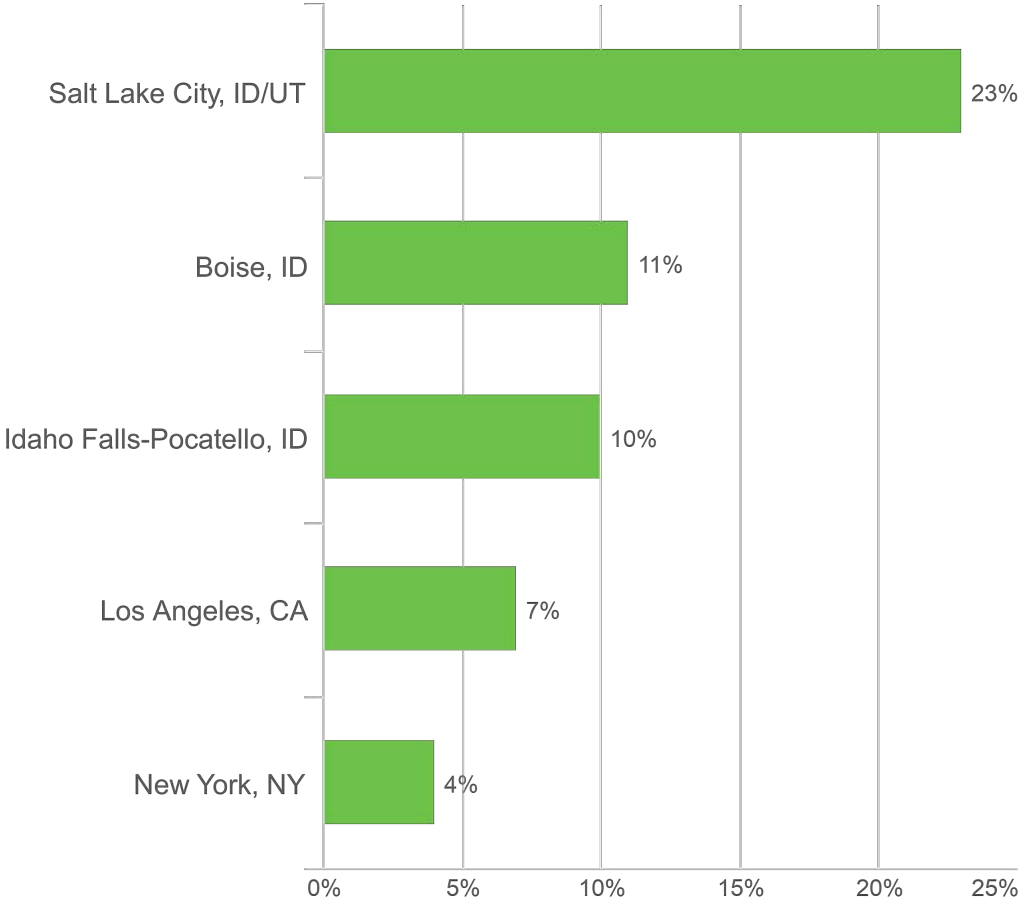


■ Visiting friends/relatives	49%
■ Marketable	41%
■ Business	7%
■ Business-leisure	3%

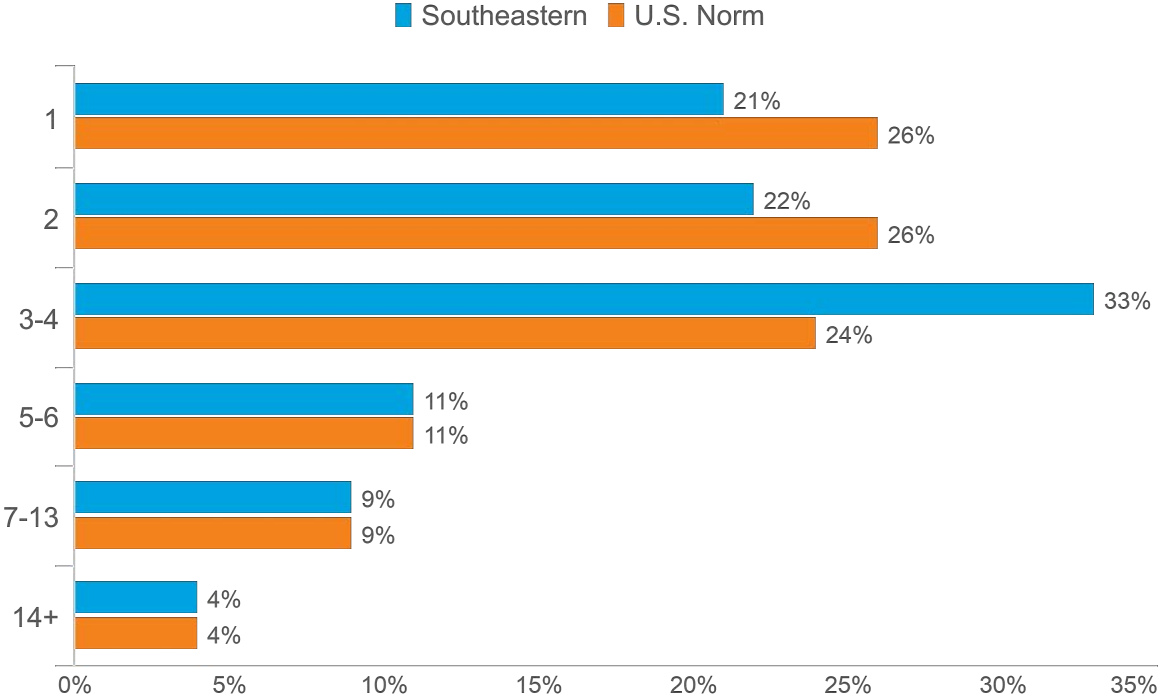
State Origin Of Trip



DMA Origin Of Trip



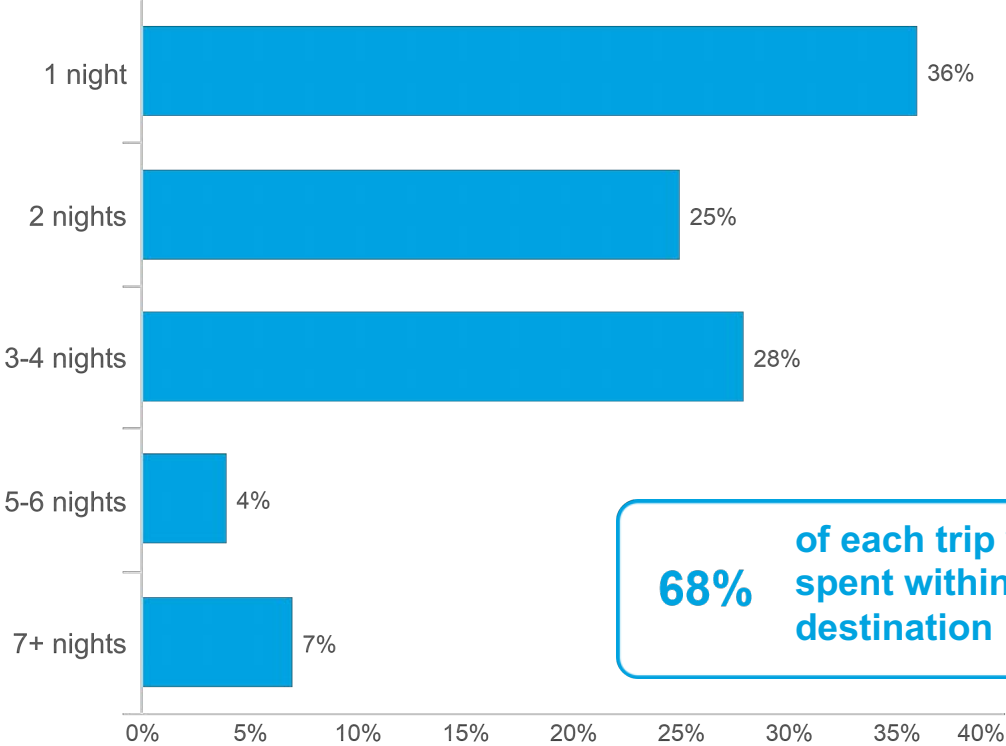
Total Nights Away on Trip



Southeastern
4.0
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Southeastern



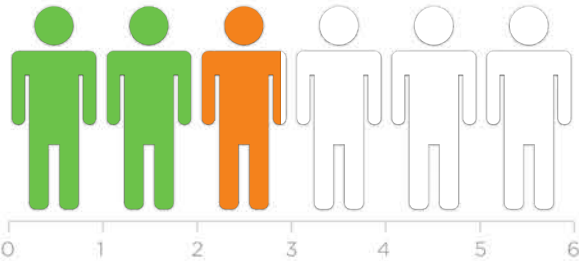
68% of each trip was spent within the destination

Average number of nights
2.7

Size of Travel Party

■ Adults ■ Children

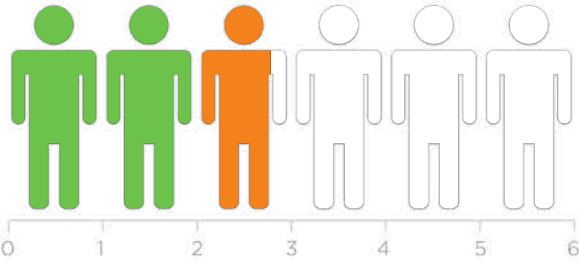
Southeastern



Total
3.0

Average number of people

U.S. Norm

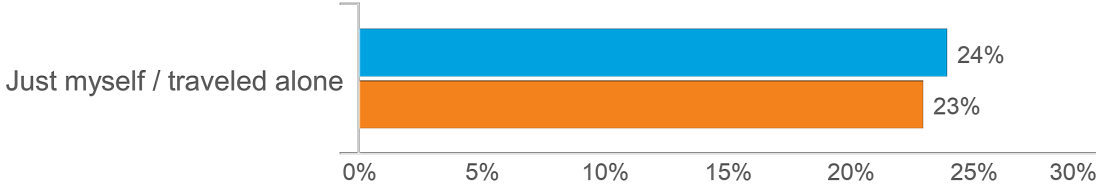


Total
2.9

Average number of people

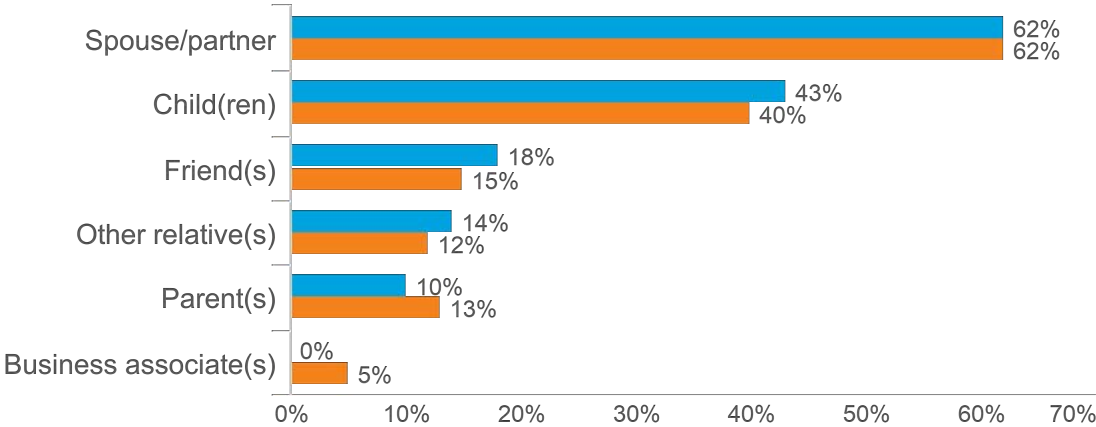
Percent Who Traveled Alone

■ Southeastern ■ U.S. Norm



Composition of Immediate Travel Party

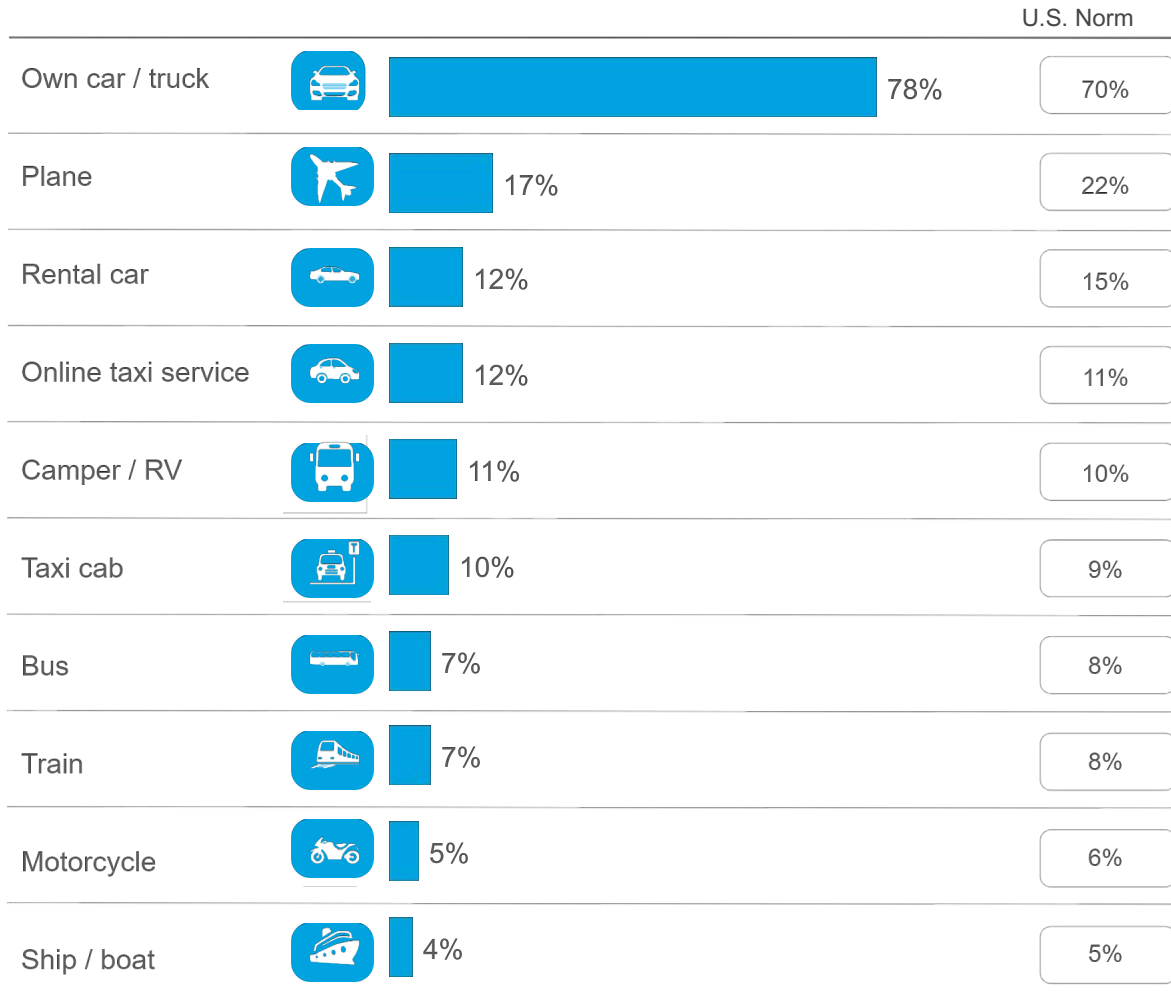
■ Southeastern ■ U.S. Norm



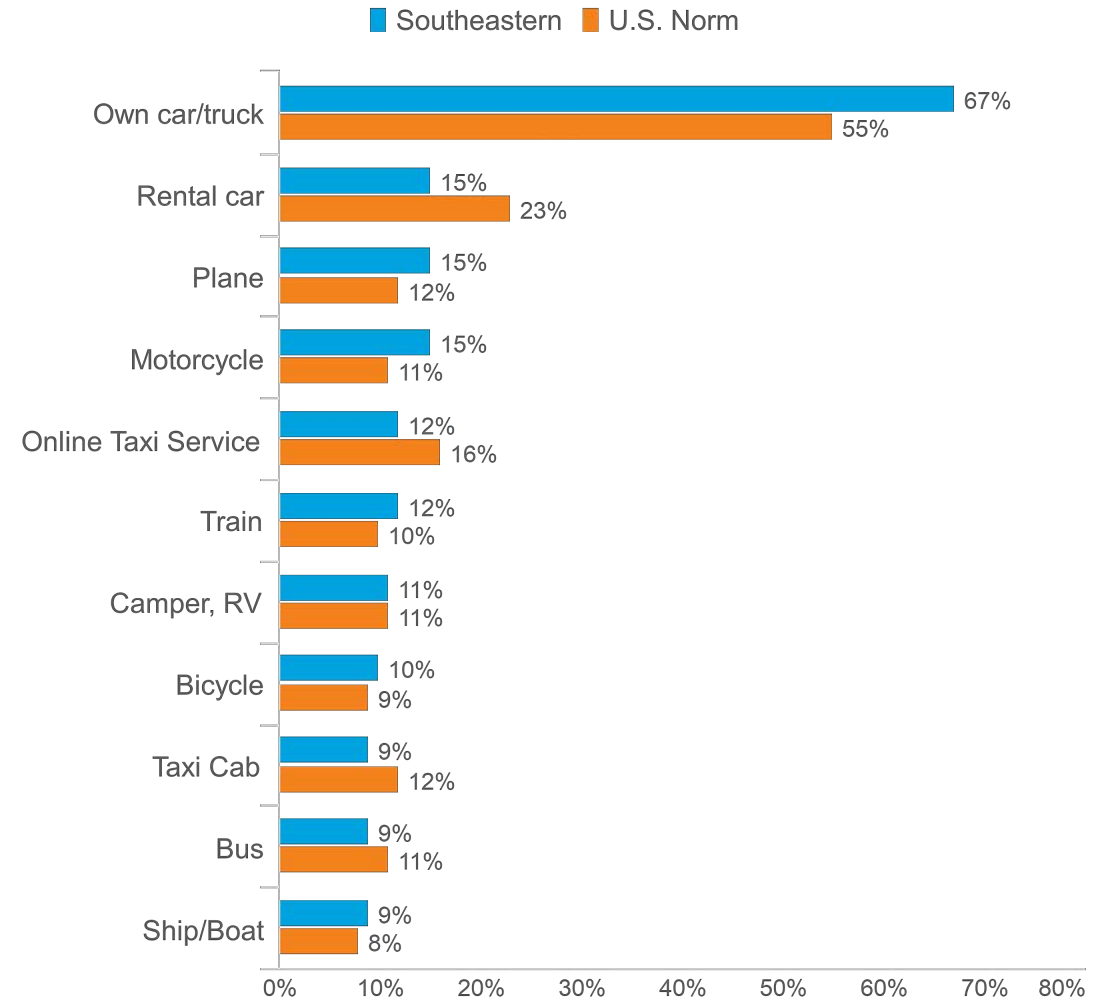
Southeastern's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

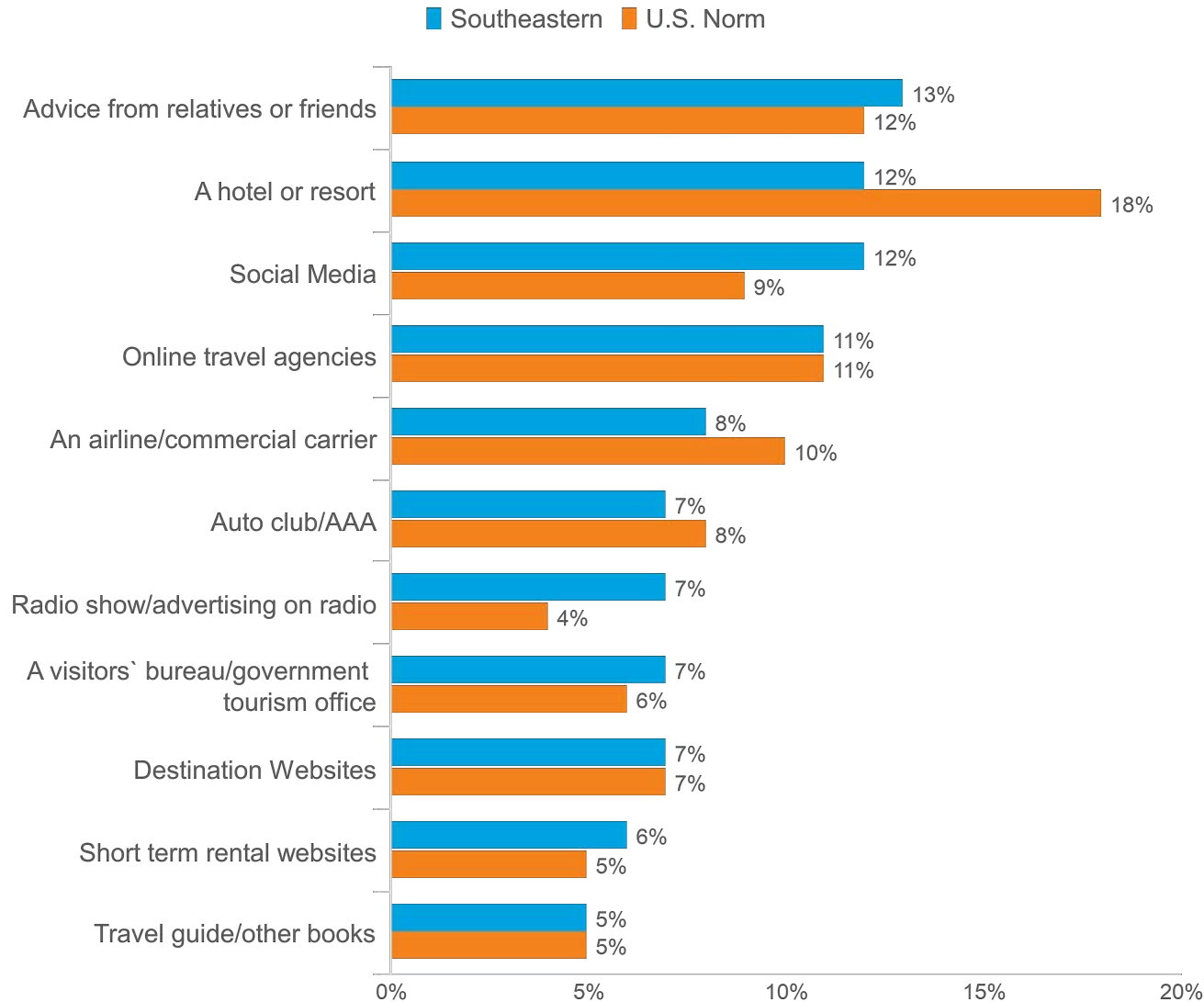
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

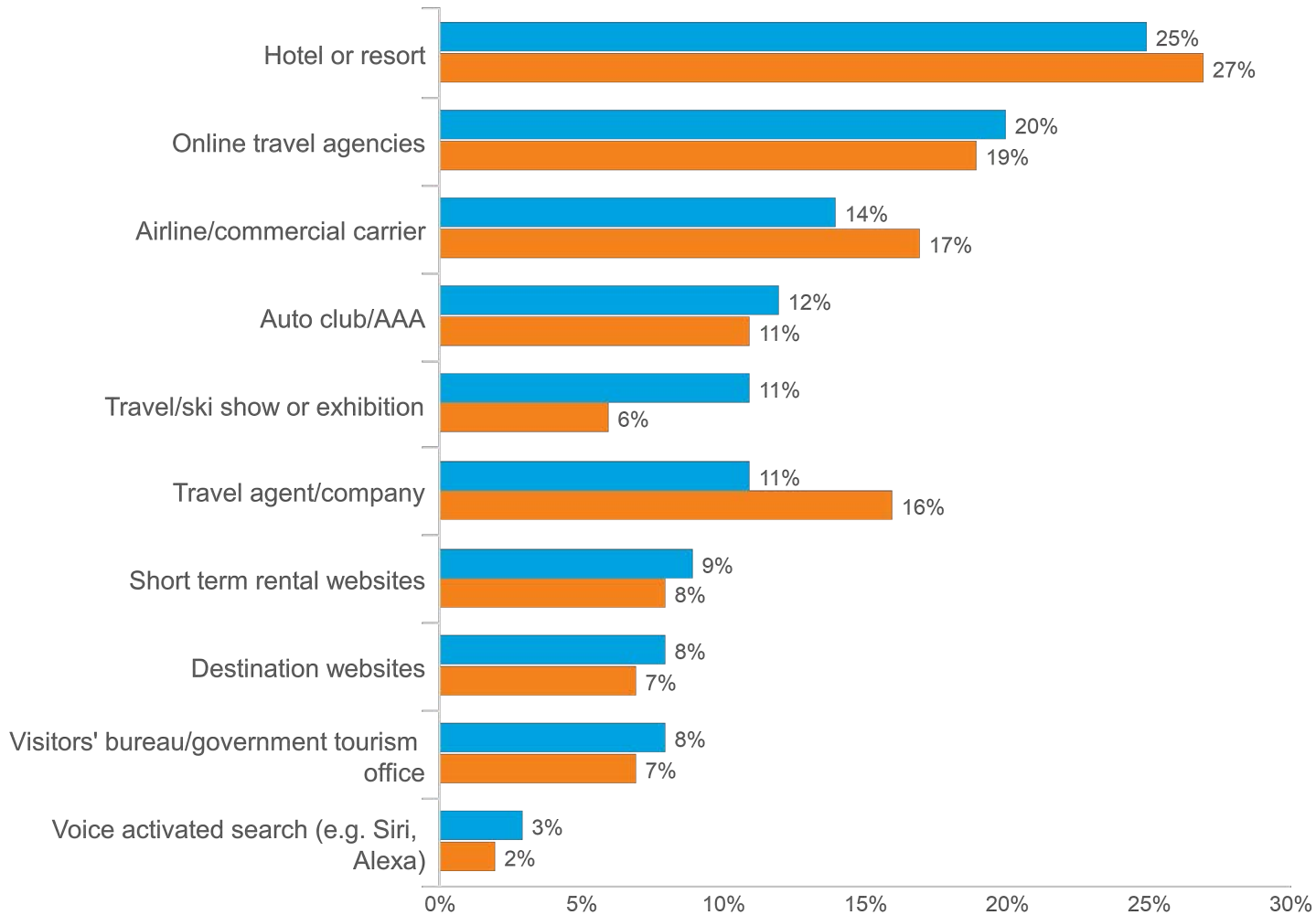
	Southeastern	U.S. Norm
Did not plan anything in advance	19%	17%
More than 1 year in advance	3%	6%
6-12 months	9%	14%
3-5 months	19%	18%
2 months	13%	15%
1 month or less	38%	30%

Southeastern's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Southeastern ■ U.S. Norm



Accommodations

		Southeastern	U.S. Norm
	Hotel	29%	38%
	Home of friends / relatives	28%	19%
	Motel	15%	13%
	Campground / RV park	13%	6%
	Own condo / apartment / cabin / second home	9%	4%
	Bed & breakfast	7%	8%
	Country inn / lodge	6%	5%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Southeastern	U.S. Norm
Shopping	20%	22%
Landmark/historic site	19%	11%
Sightseeing	18%	16%
Hiking/backpacking	15%	7%
Attending celebration	15%	13%
Fishing	12%	7%
Swimming	11%	12%
Camping	11%	6%
National/state park	11%	7%
Business convention/conference	10%	8%

Shopping Types on Trip

		Southeastern	U.S. Norm
	Convenience/grocery shopping	52%	42%
	Big box stores (Walmart, Costco)	39%	33%
	Souvenir shopping	38%	39%
	Outlet/mall shopping	37%	47%
	Boutique shopping	22%	28%
	Antiquing	10%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Southeastern	U.S. Norm
	Unique/local food	36%	40%
	Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
	Picnicking	19%	14%
	Street food/food trucks	19%	21%
	Fine/upscale dining	18%	22%
	Gastropubs	10%	10%



58%

of overnight travelers were very satisfied with their overall trip experience



Friendliness of people

63%



Safety/security

62%



Quality of accommodations

53%



Value for money

51%



Cleanliness

51%



Quality of food

45%



Sightseeing/attractions

45%



Public transportation

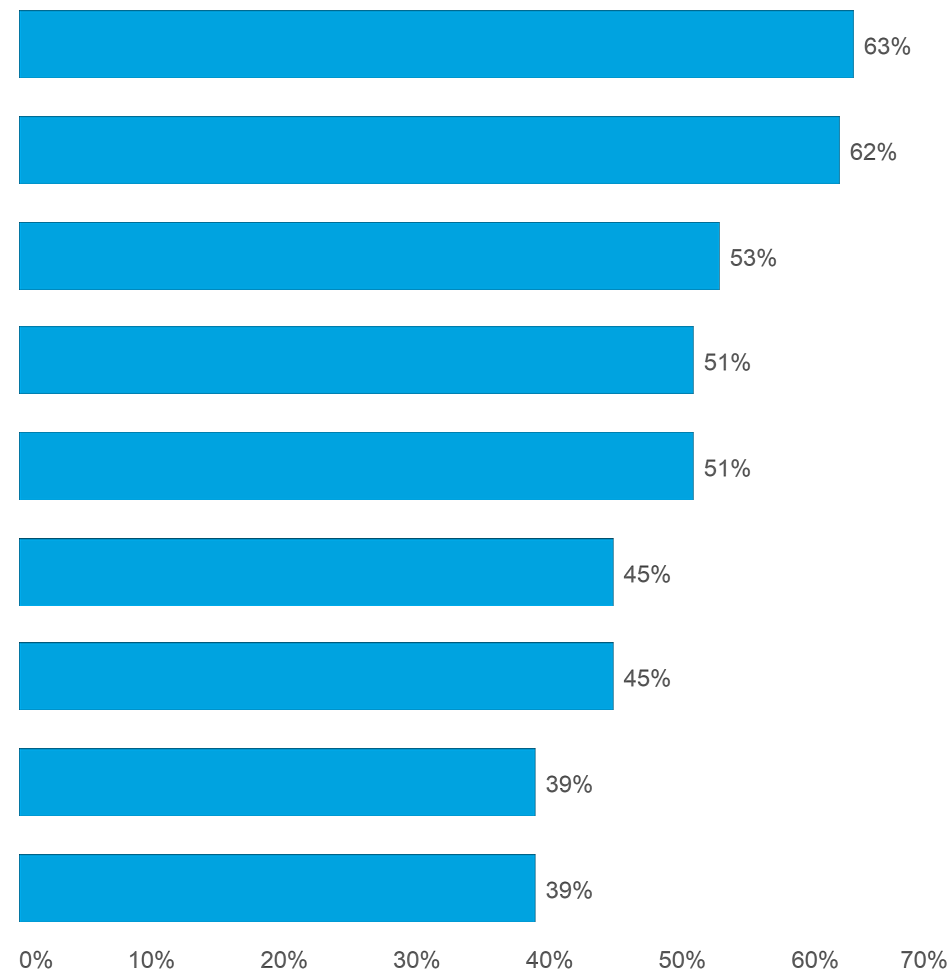
39%



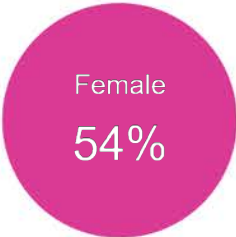
Music/nightlife/entertainment

39%

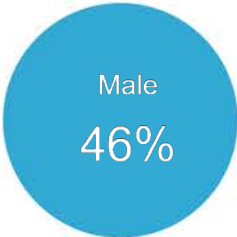
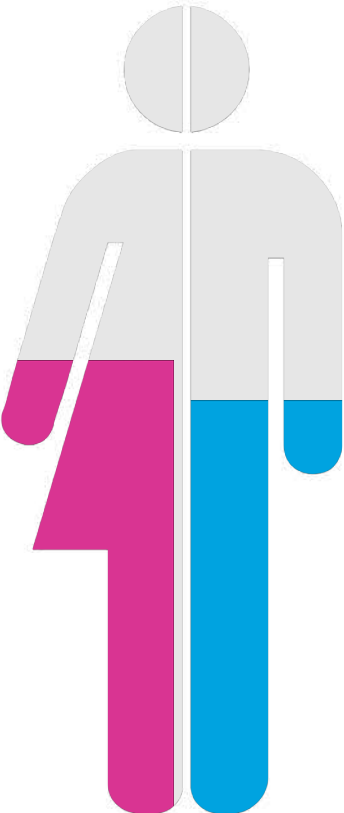
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

Southeastern



Average Age
42.1

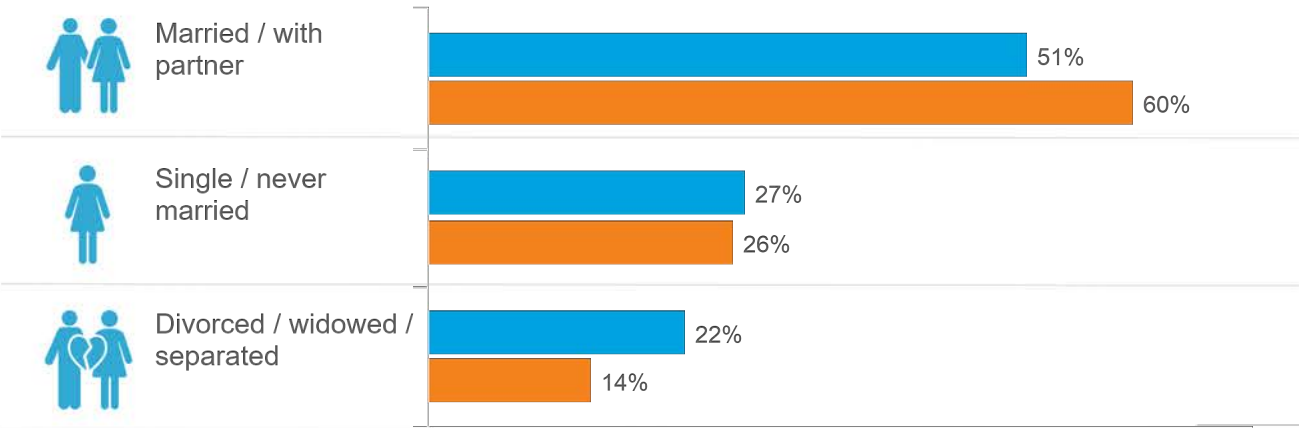
U.S. Norm



Average Age
43.7

Marital Status

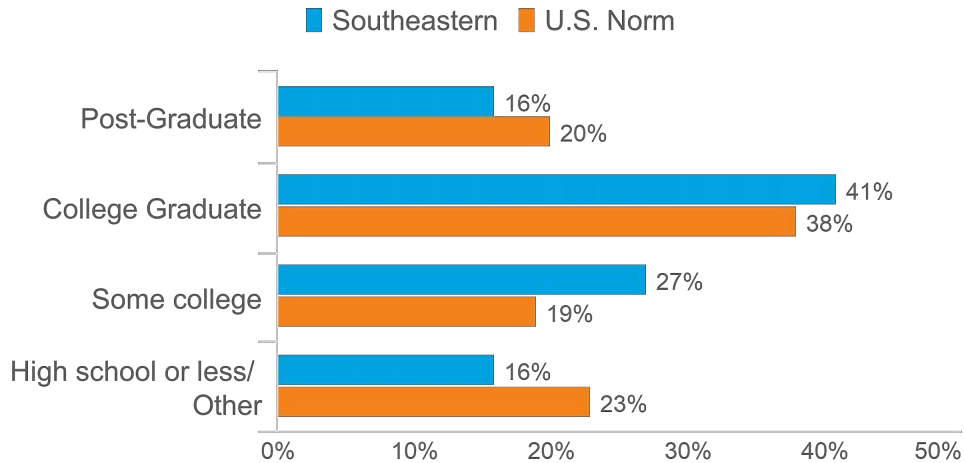
Southeastern U.S. Norm



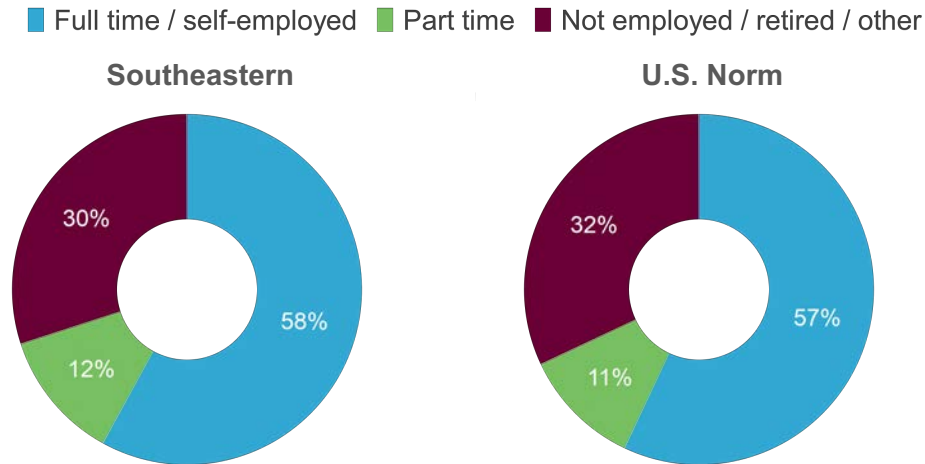
Demographic Profile of Overnight Southeastern Visitors

Base: 2020/2021 Overnight Person-Trips

Education



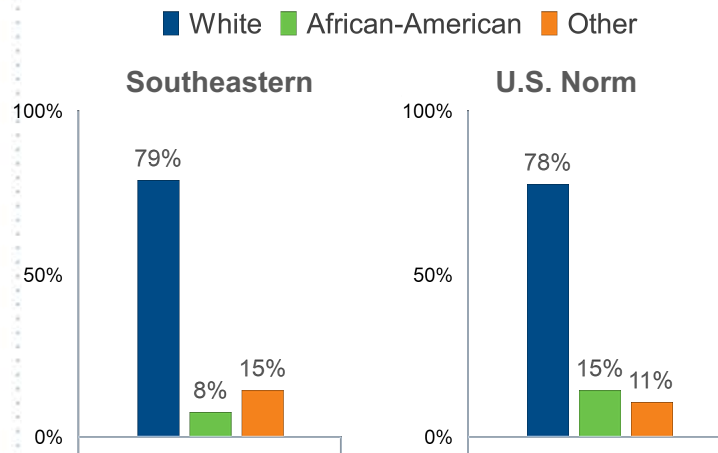
Employment



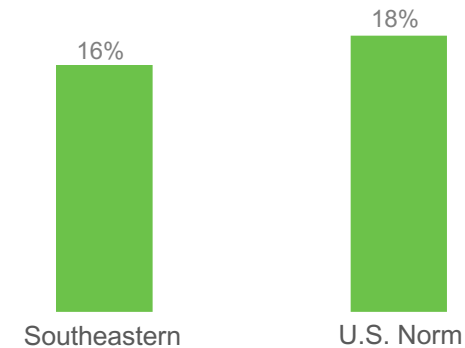
Household Income



Race

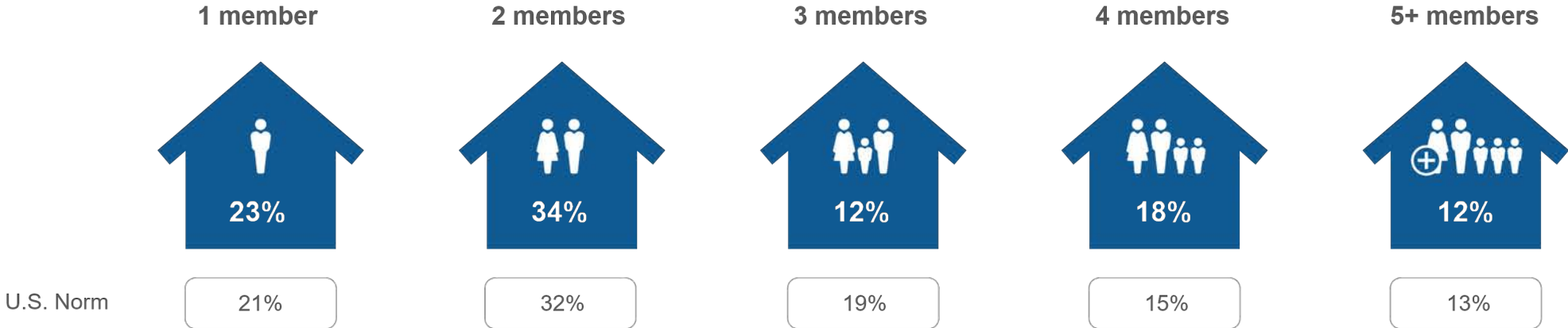


Hispanic Background

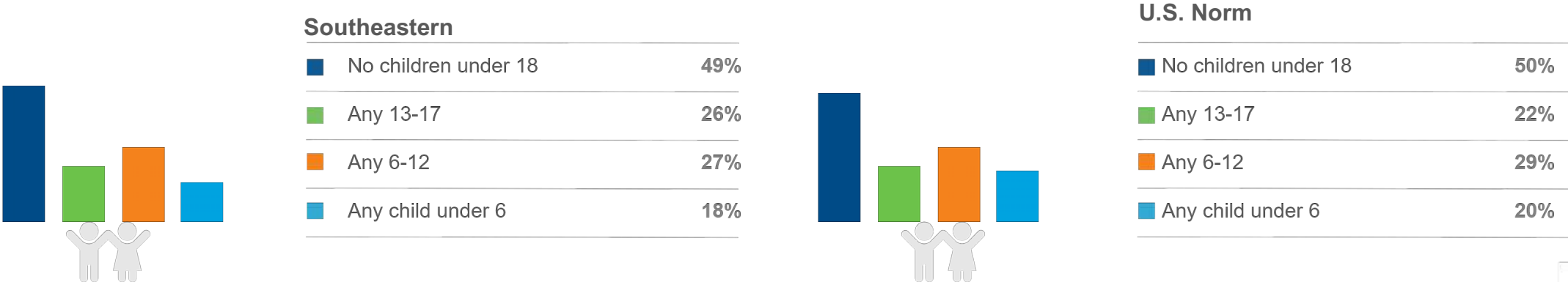


Question updated in 2020

Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: South Central Region



Introduction

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- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
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Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For South Central, the following sample was achieved in 2020/2021:



Overnight Base Size

271

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

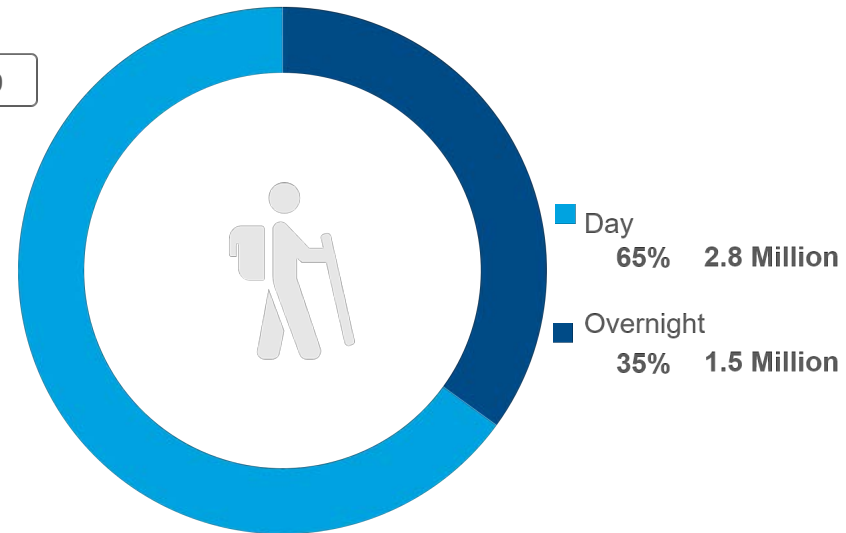
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of South Central 2021 Domestic Travel Market

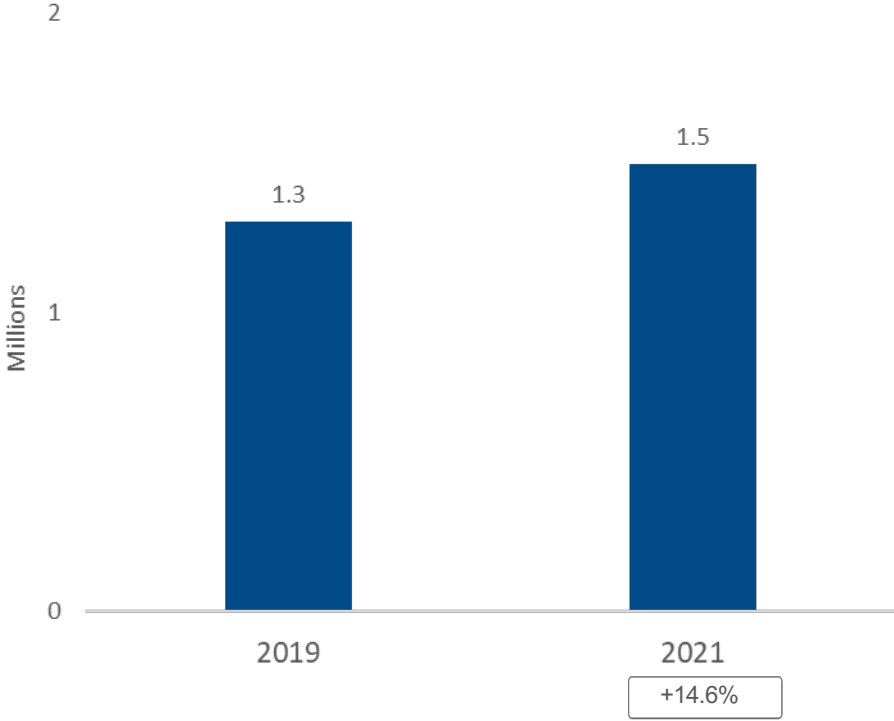
Total Person-Trips

4.3 Million

+14.1% vs. 2019



Overnight Trips to South Central



Past Visitation to South Central

Base: 2020/2021 Overnight Person-Trips








78% of overnight travelers to South Central are repeat visitors

63% of overnight travelers to South Central had visited before in the past 12 months

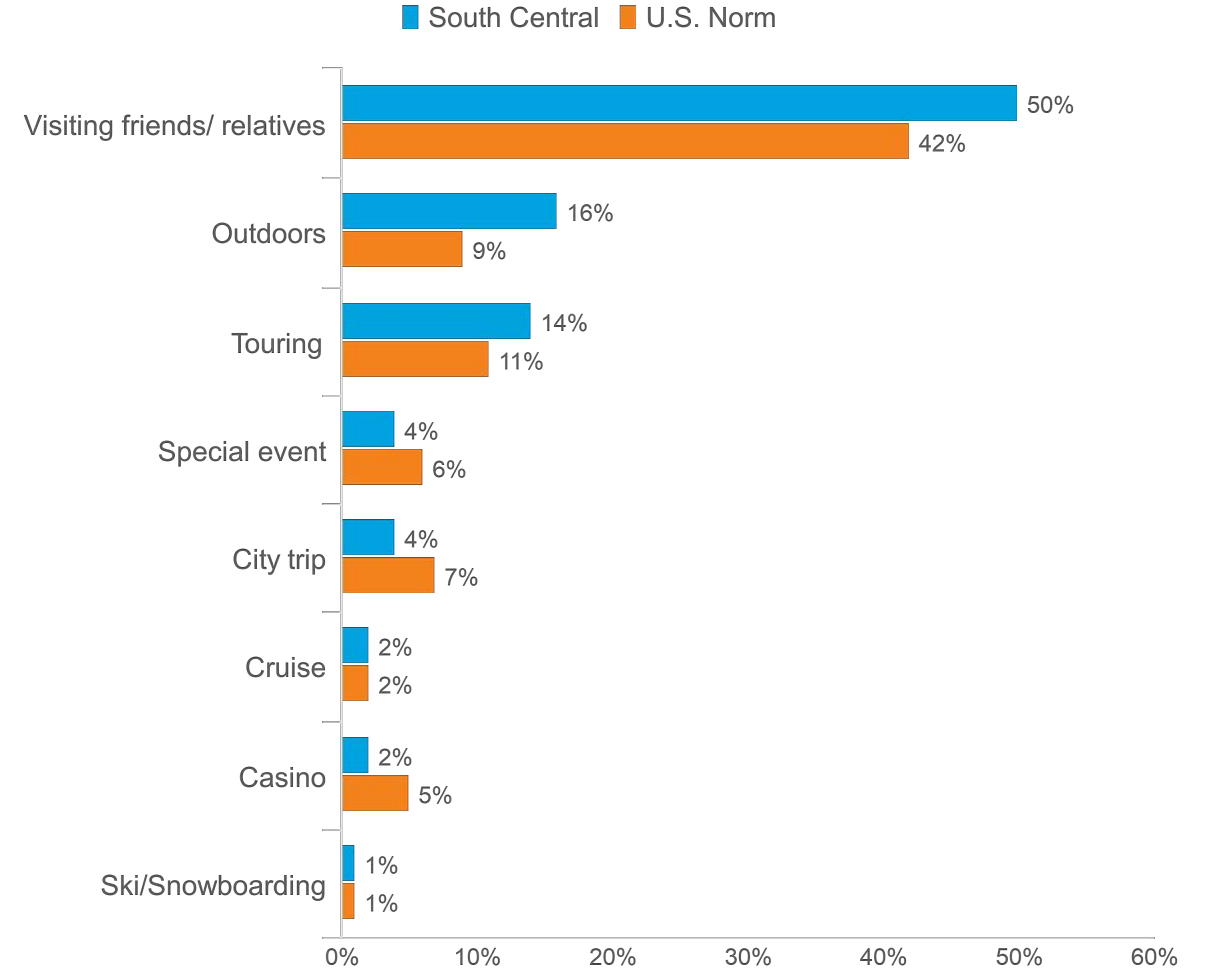
South Central's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

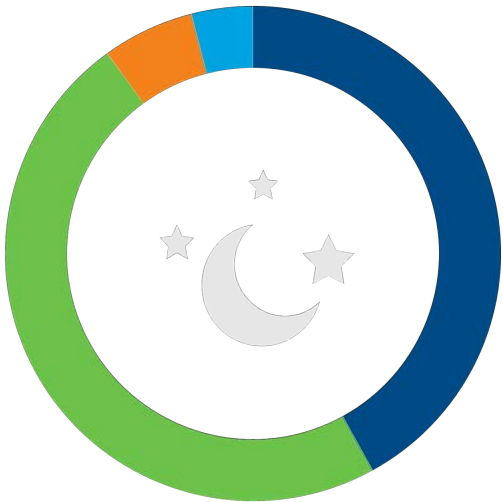
Main Purpose of Trip

 50% Visiting friends/ relatives	
 16% Outdoors	
 14% Touring	 0% Conference/ Convention
 4% Special event	
 4% City trip	 3% Other business trip
 2% Cruise	
 2% Casino	 4% Business-Leisure
 1% Ski/Snowboarding	

Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



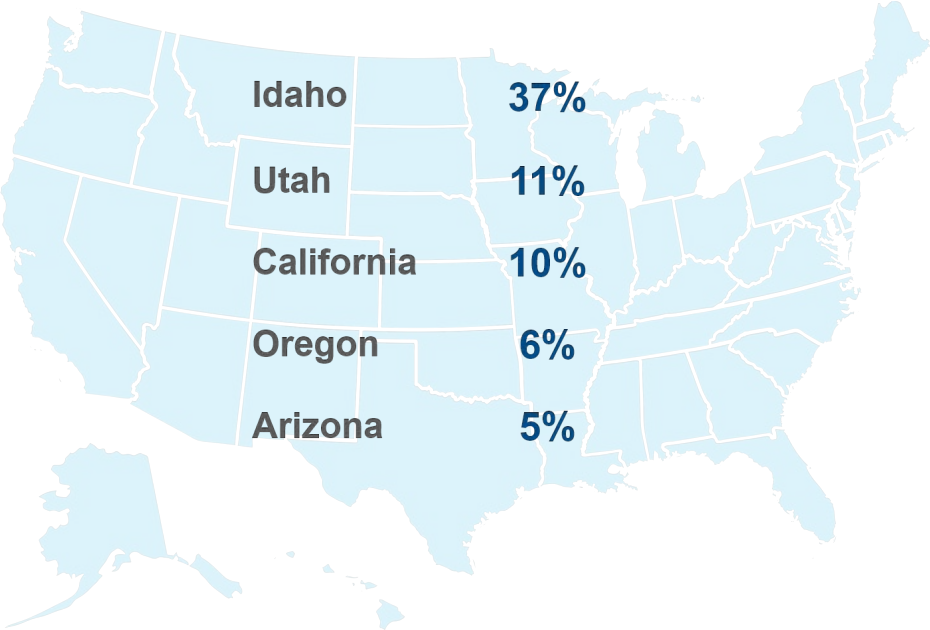
■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

South Central Overnight Trips

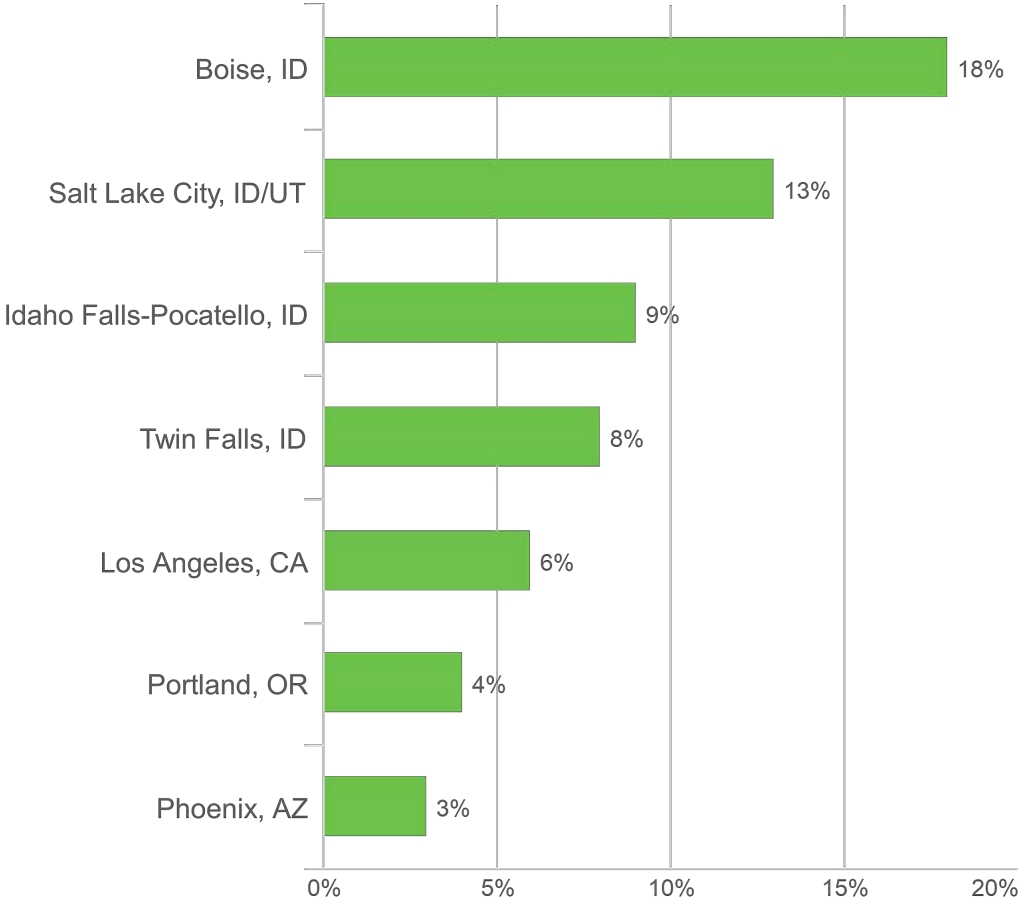


■ Visiting friends/relatives	50%
■ Marketable	43%
■ Business	3%
■ Business-leisure	4%

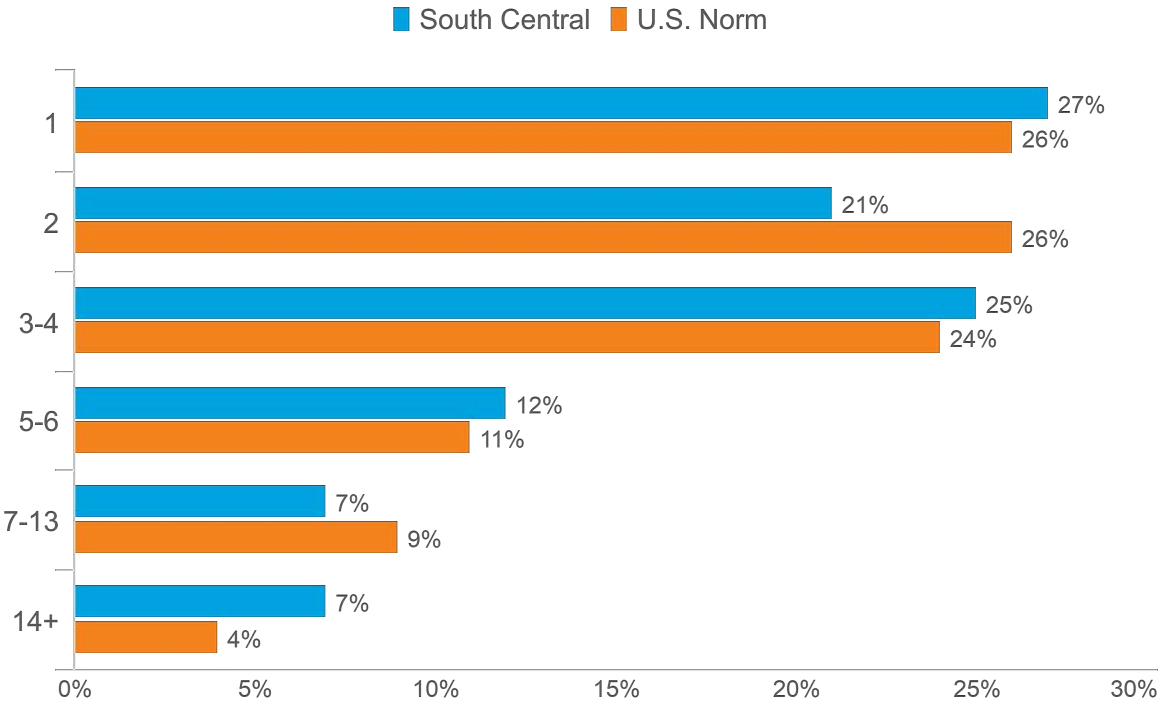
State Origin Of Trip



DMA Origin Of Trip



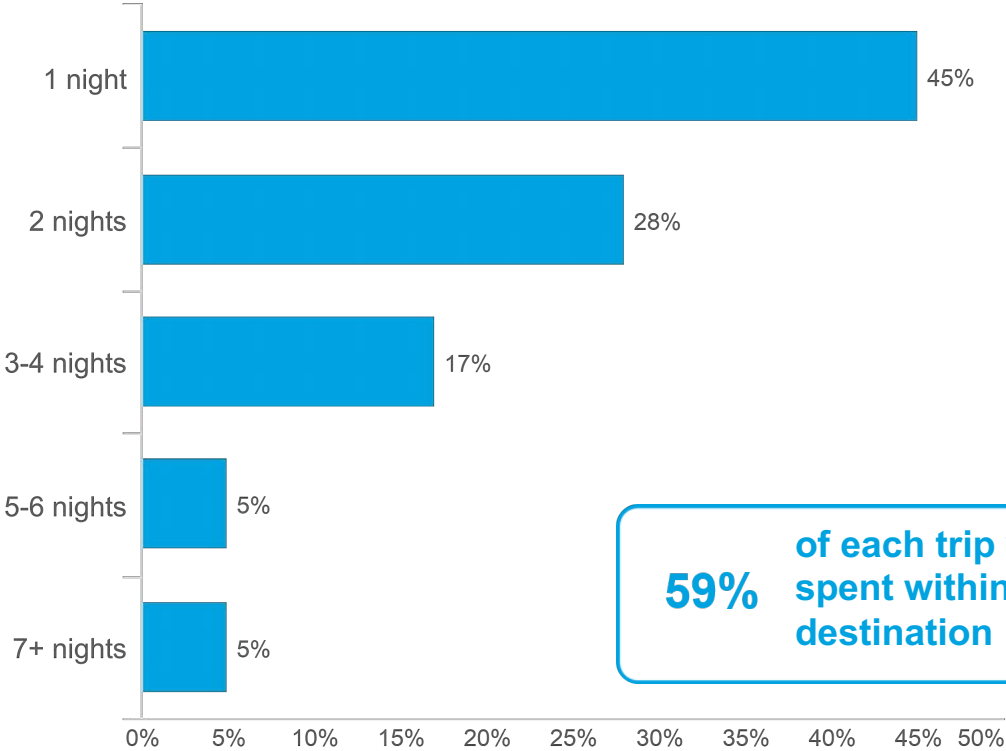
Total Nights Away on Trip



South Central
4.1
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in South Central



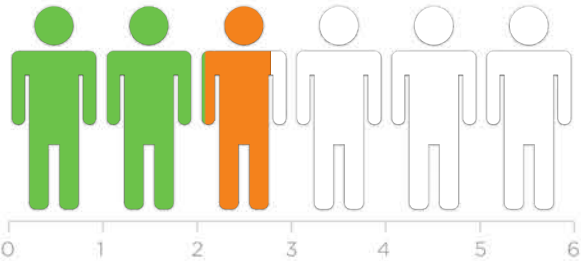
59% of each trip was spent within the destination

Average number of nights
2.4

Size of Travel Party

■ Adults ■ Children

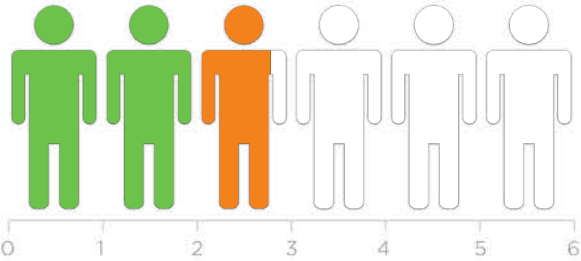
South Central



Total
3.0

Average number of people

U.S. Norm

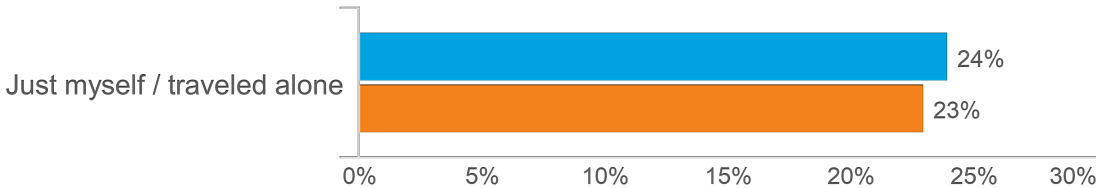


Total
2.9

Average number of people

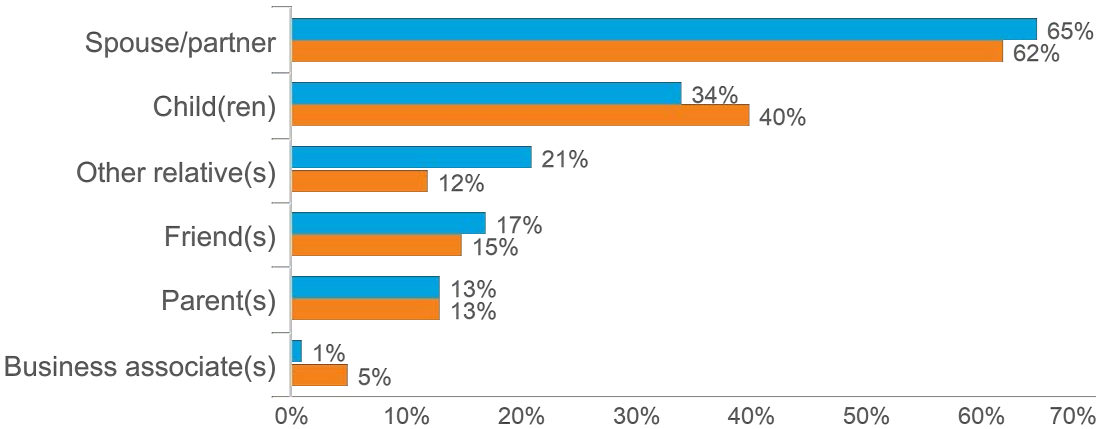
Percent Who Traveled Alone

■ South Central ■ U.S. Norm



Composition of Immediate Travel Party

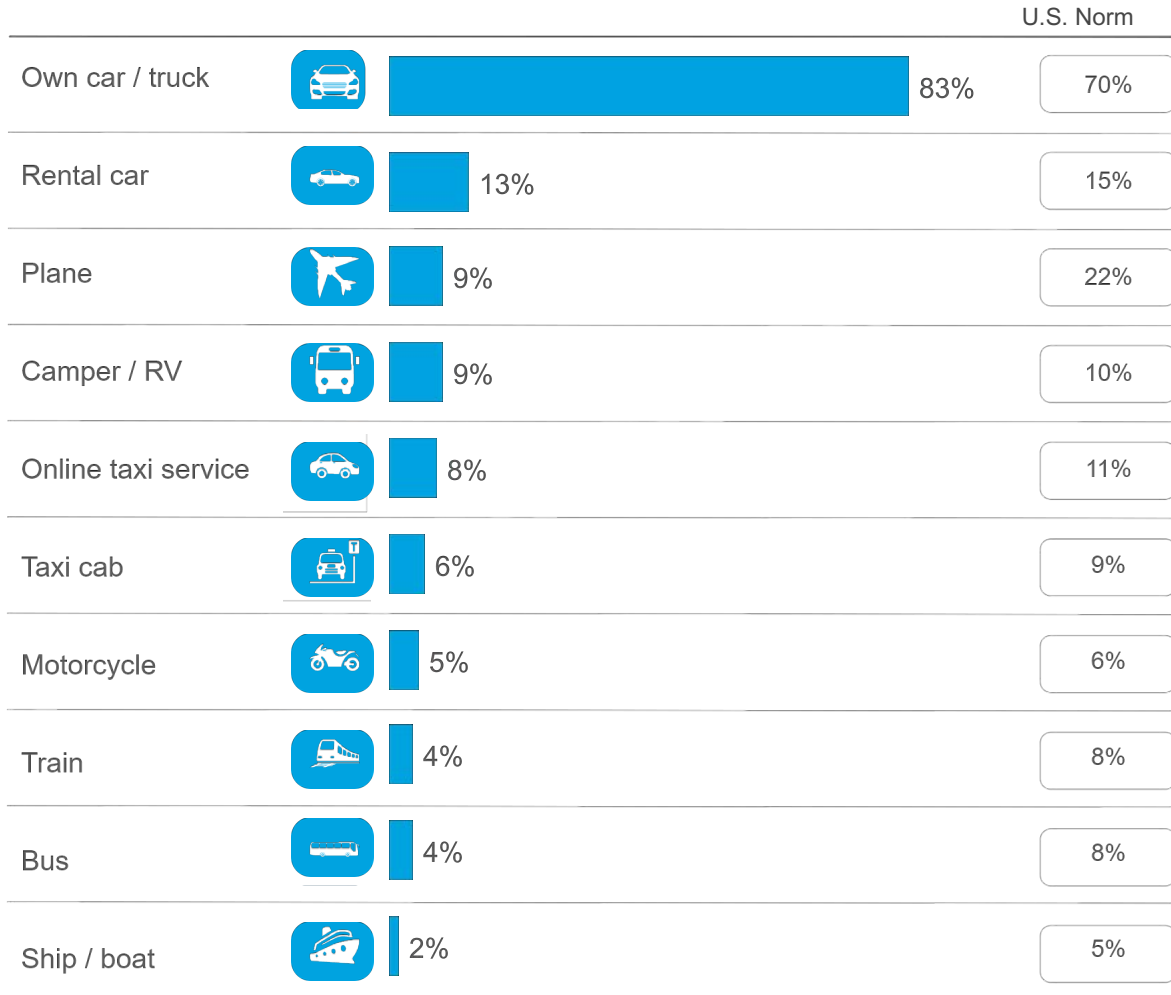
■ South Central ■ U.S. Norm



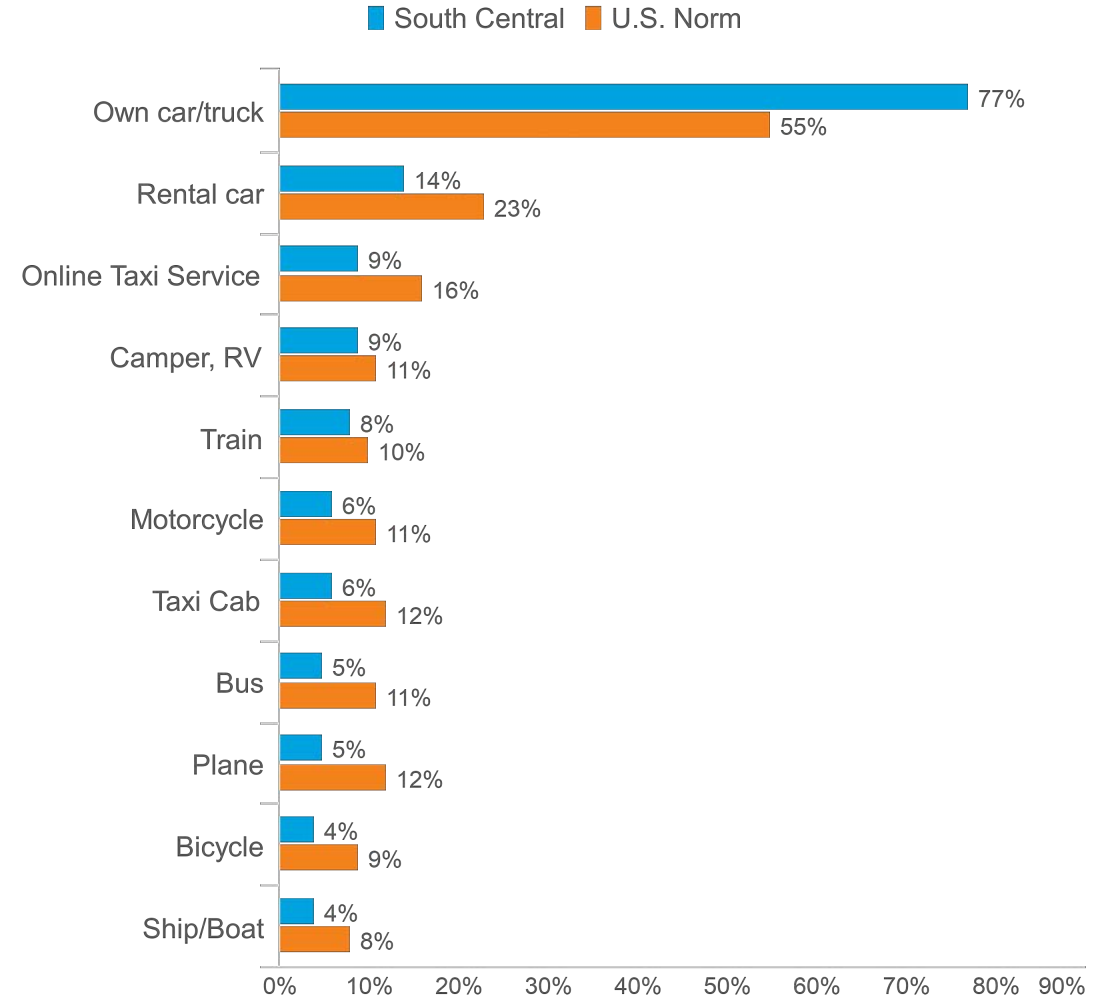
South Central's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

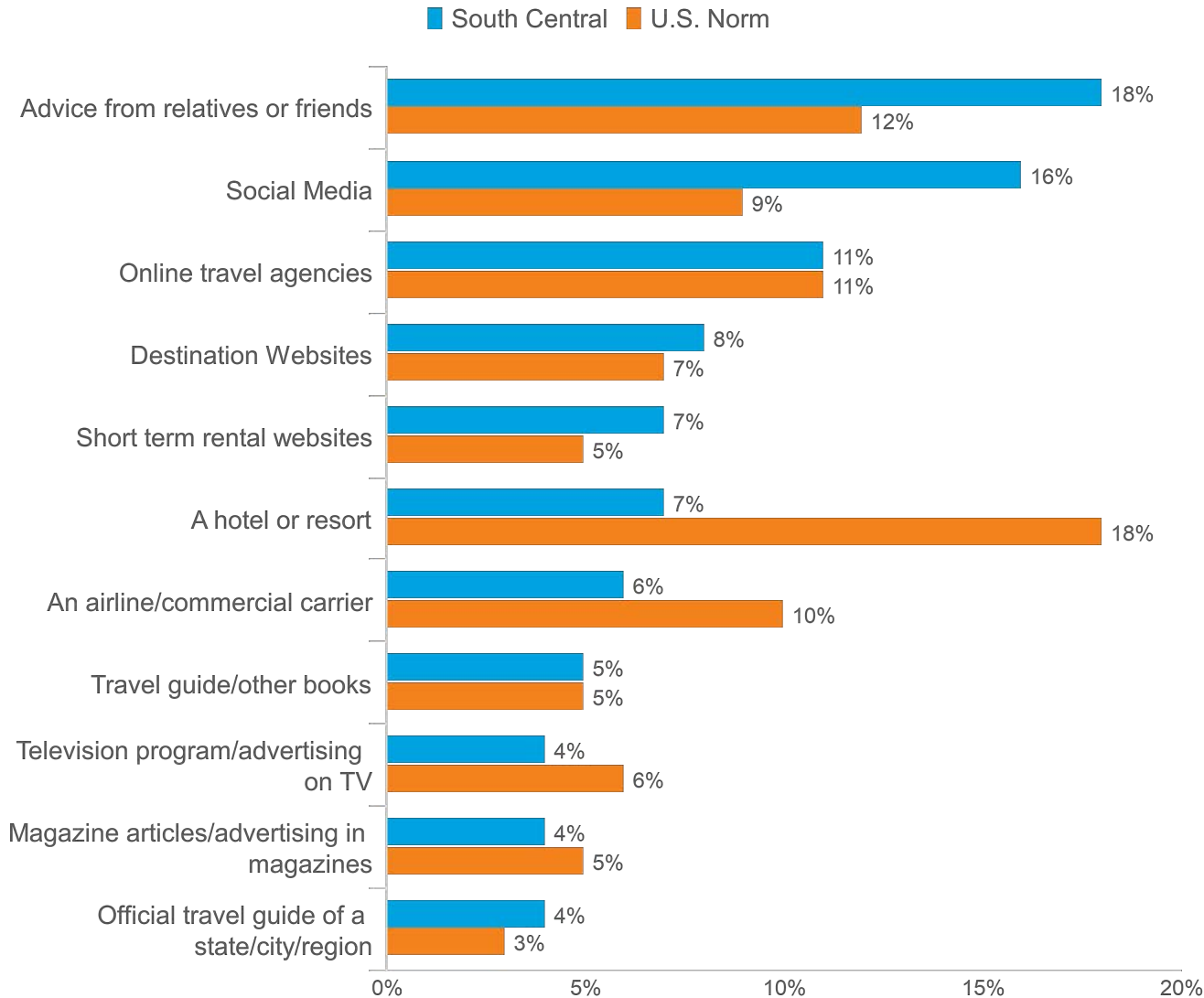
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

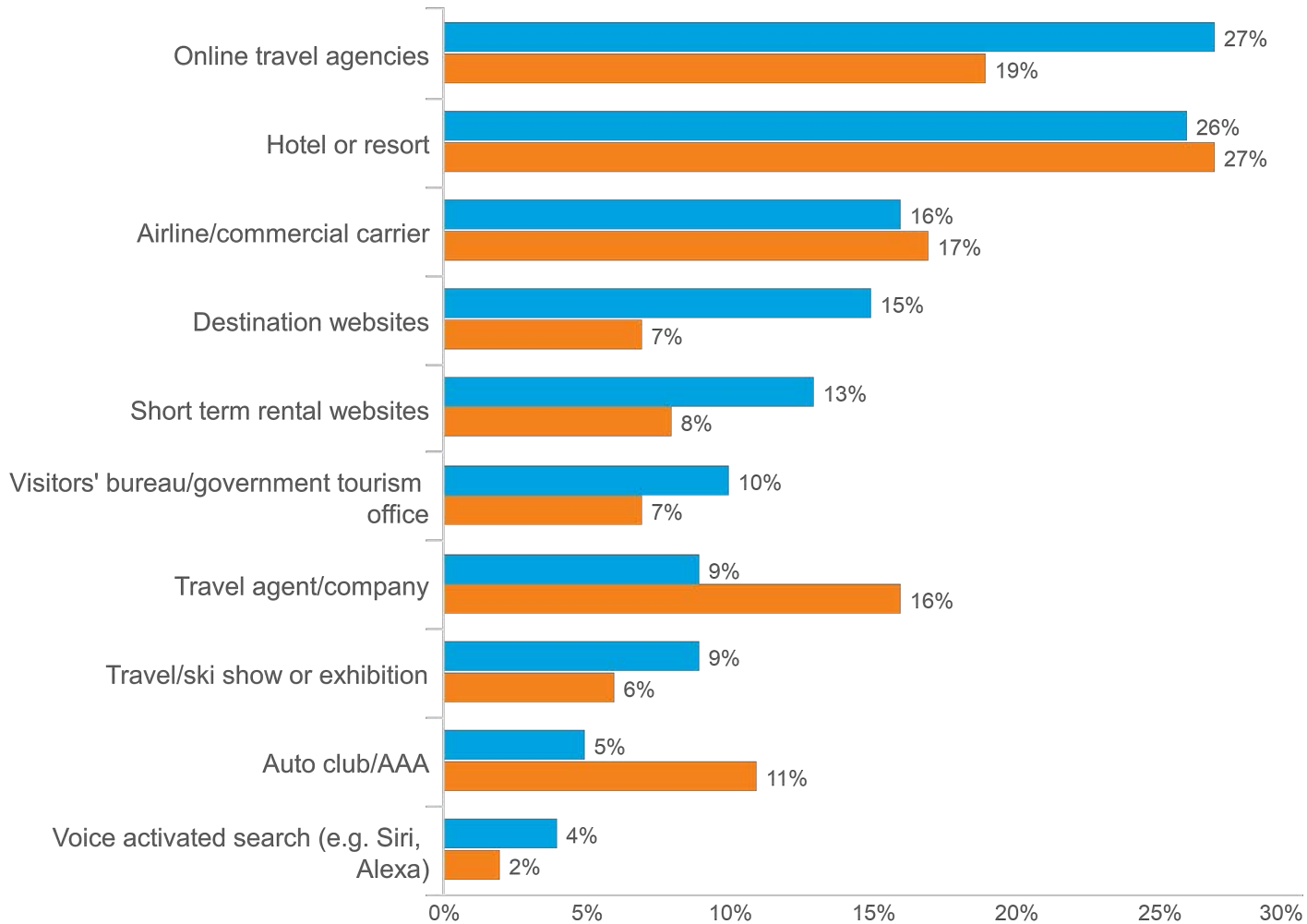
	South Central	U.S. Norm
Did not plan anything in advance	27%	17%
More than 1 year in advance	4%	6%
6-12 months	7%	14%
3-5 months	15%	18%
2 months	12%	15%
1 month or less	35%	30%

South Central's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ South Central ■ U.S. Norm



Accommodations

	South Central	U.S. Norm
 Home of friends / relatives	35%	19%
 Hotel	32%	38%
 Campground / RV park	17%	6%
 Motel	10%	13%
 Bed & breakfast	7%	8%
 Rented home / condo / apartment	6%	6%
 Own condo / apartment / cabin / second home	6%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities







U.S. Norm: 18%

Activities and Experiences (Top 10)







	South Central	U.S. Norm
Sightseeing	25%	16%
Landmark/historic site	23%	11%
Shopping	21%	22%
Attending celebration	21%	13%
Hiking/backpacking	19%	7%
National/state park	17%	7%
Camping	15%	6%
Nature tours/wildlife viewing/birding	15%	7%
Local parks/playgrounds	15%	9%
Swimming	13%	12%

Shopping Types on Trip

		South Central	U.S. Norm
	Convenience/grocery shopping	62%	42%
	Outlet/mall shopping	54%	47%
	Big box stores (Walmart, Costco)	52%	33%
	Souvenir shopping	44%	39%
	Boutique shopping	25%	28%
	Antiquing	15%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

		South Central	U.S. Norm
	Unique/local food	42%	40%
	Picnicking	24%	14%
	Street food/food trucks	21%	21%
	Food delivery service (UberEATS, DoorDash, etc.)	20%	21%
	Fine/upscale dining	13%	22%
	Gastropubs	8%	10%



63%

of overnight travelers were very satisfied with their overall trip experience



Friendliness of people

62%



Safety/security

61%



Sightseeing/attractions

57%



Cleanliness

54%



Quality of accommodations

53%



Quality of food

47%



Value for money

46%



Music/nightlife/entertainment

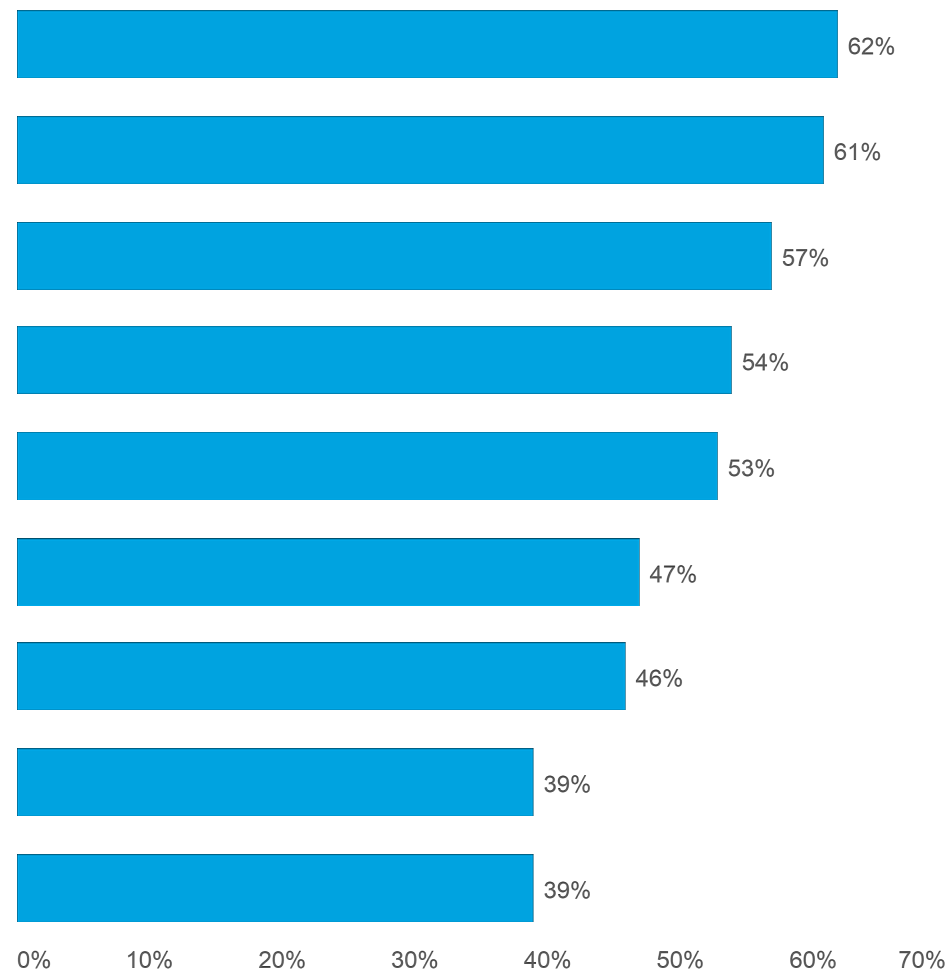
39%



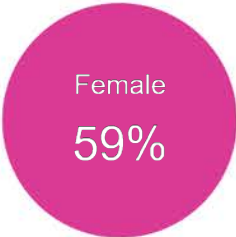
Public transportation

39%

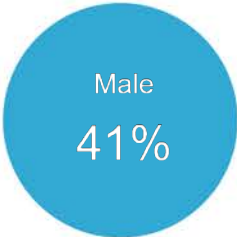
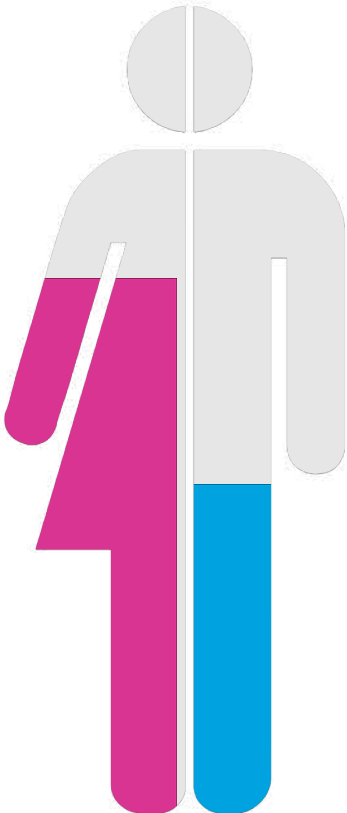
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

South Central



Average Age
44.4

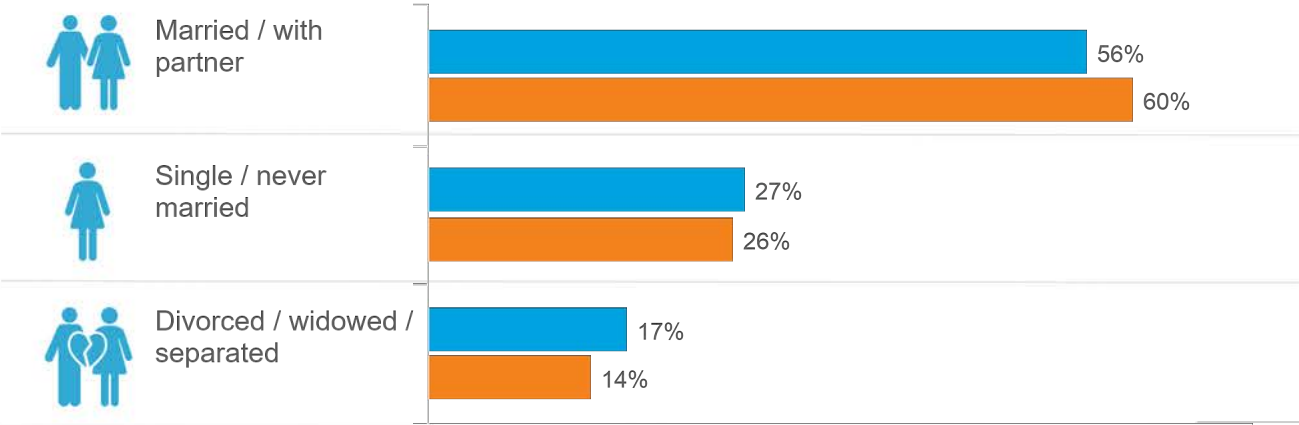
U.S. Norm



Average Age
43.7

Marital Status

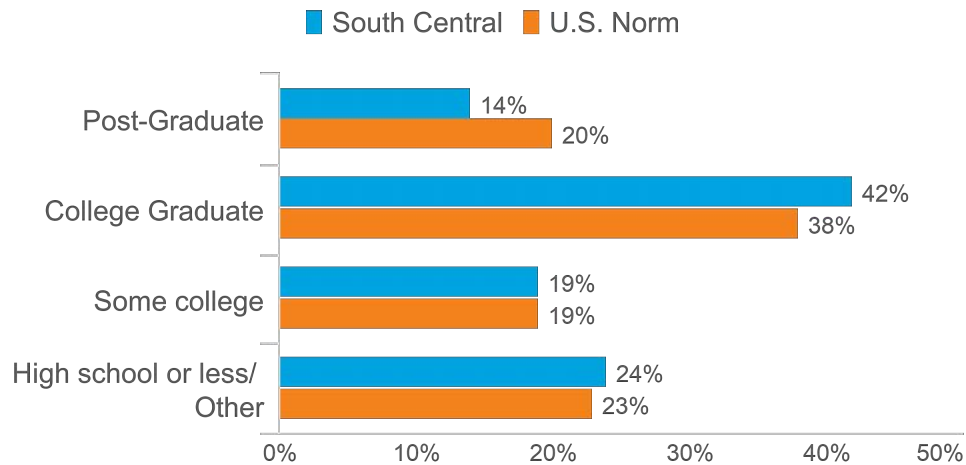
South Central U.S. Norm



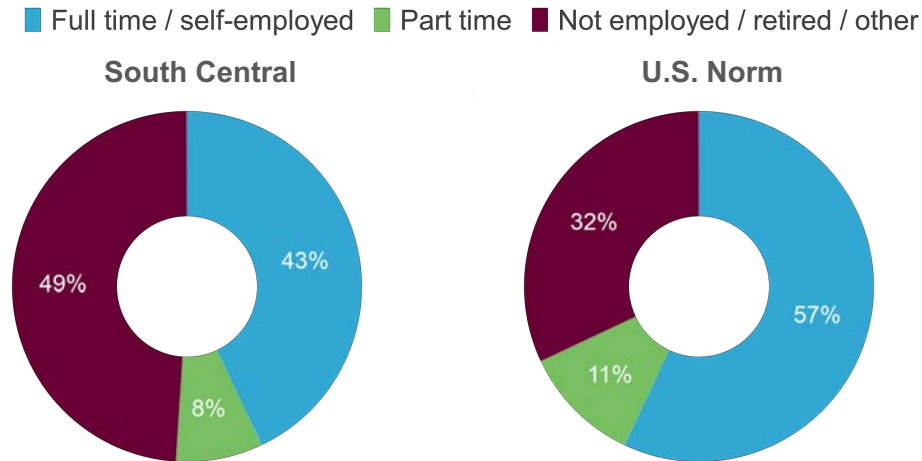
Demographic Profile of Overnight South Central Visitors

Base: 2020/2021 Overnight Person-Trips

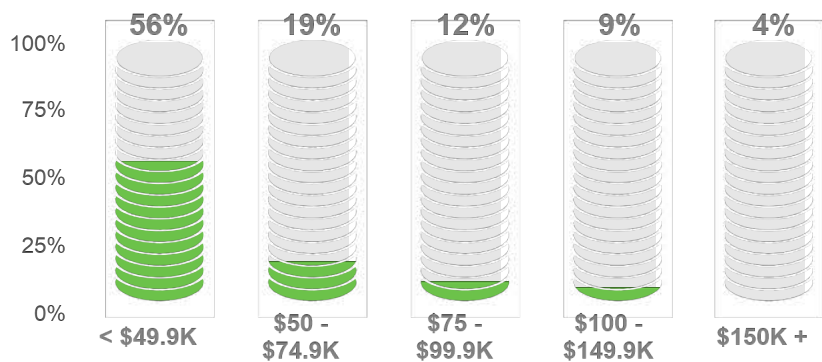
Education



Employment

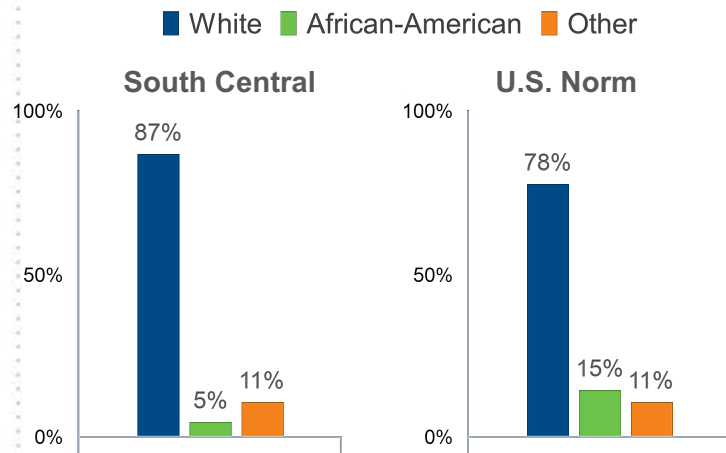


Household Income



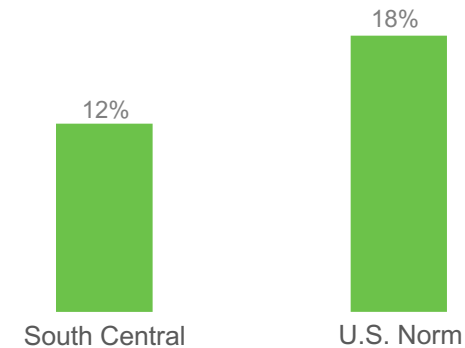
U.S. Norm: 41% | 20% | 15% | 17% | 8%

Race

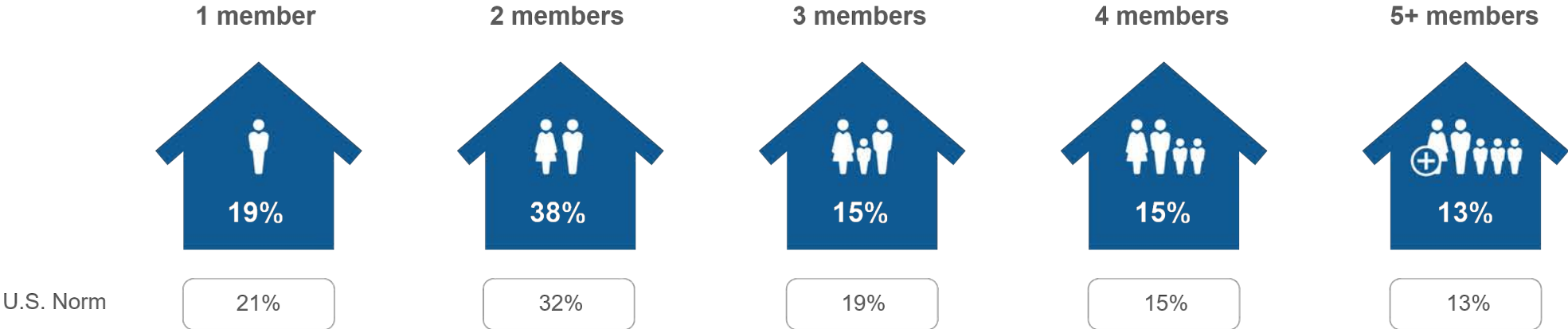


Question updated in 2020

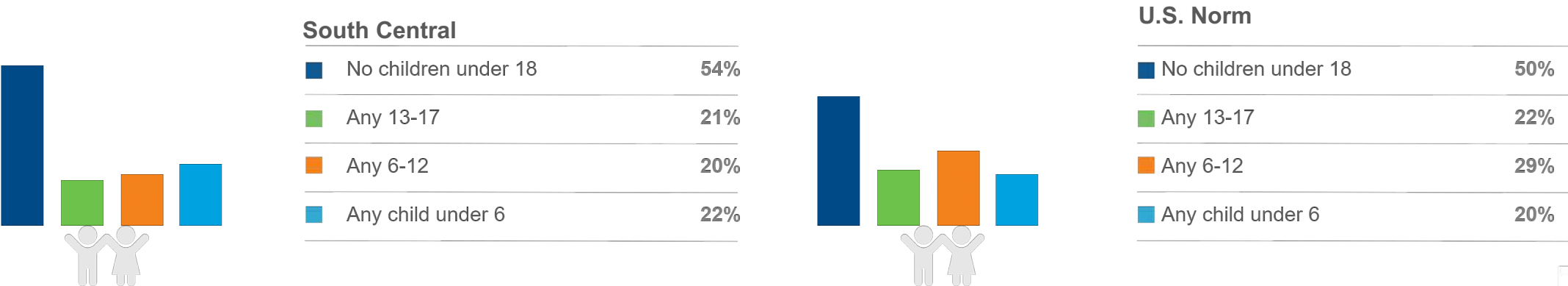
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Overnight Visitation: Southwestern Region



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Southwestern, the following sample was achieved in 2020/2021:



Overnight Base Size

577

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

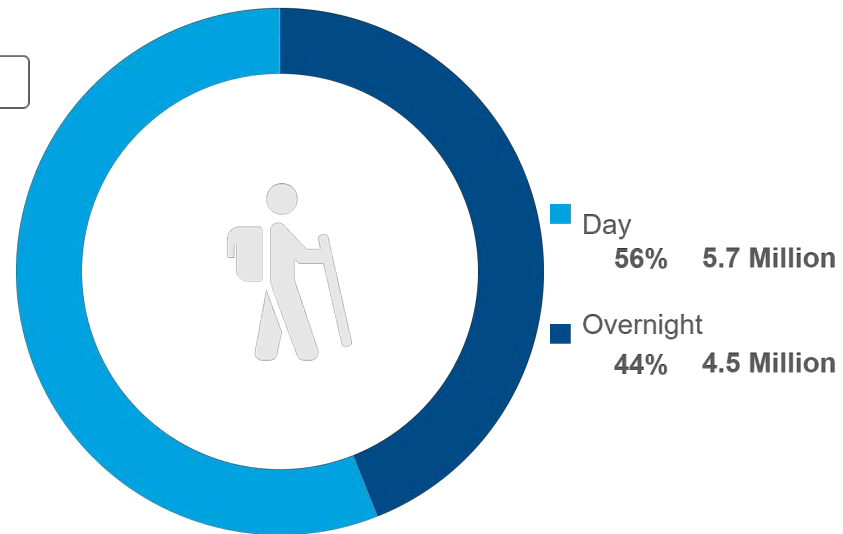
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Southwestern 2021 Domestic Travel Market

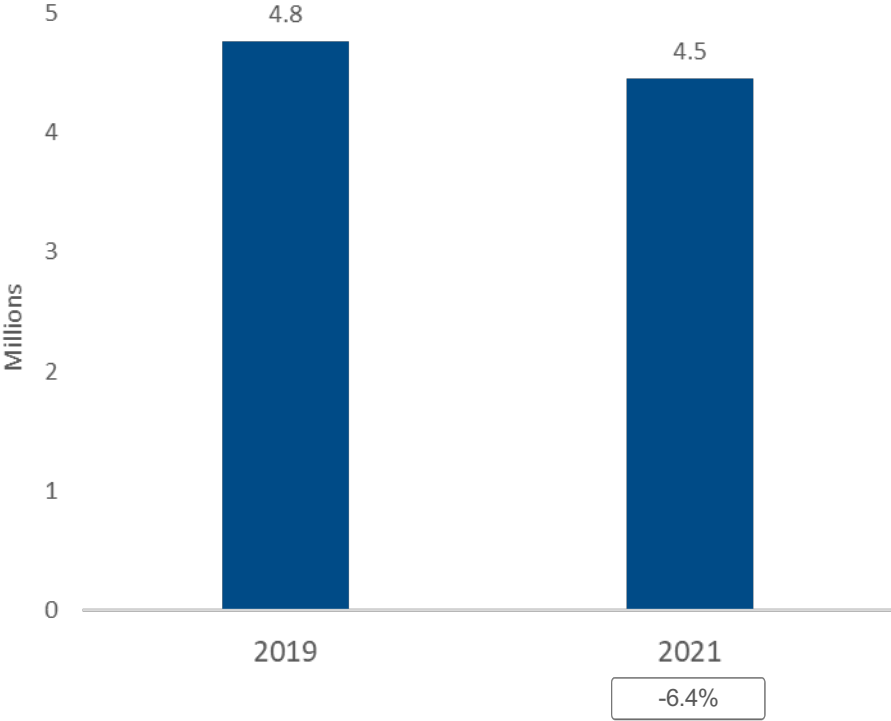
Total Person-Trips

10.2 Million

-6.4% vs. 2019



Overnight Trips to Southwestern














Past Visitation to Southwestern

Base: 2020/2021 Overnight Person-Trips

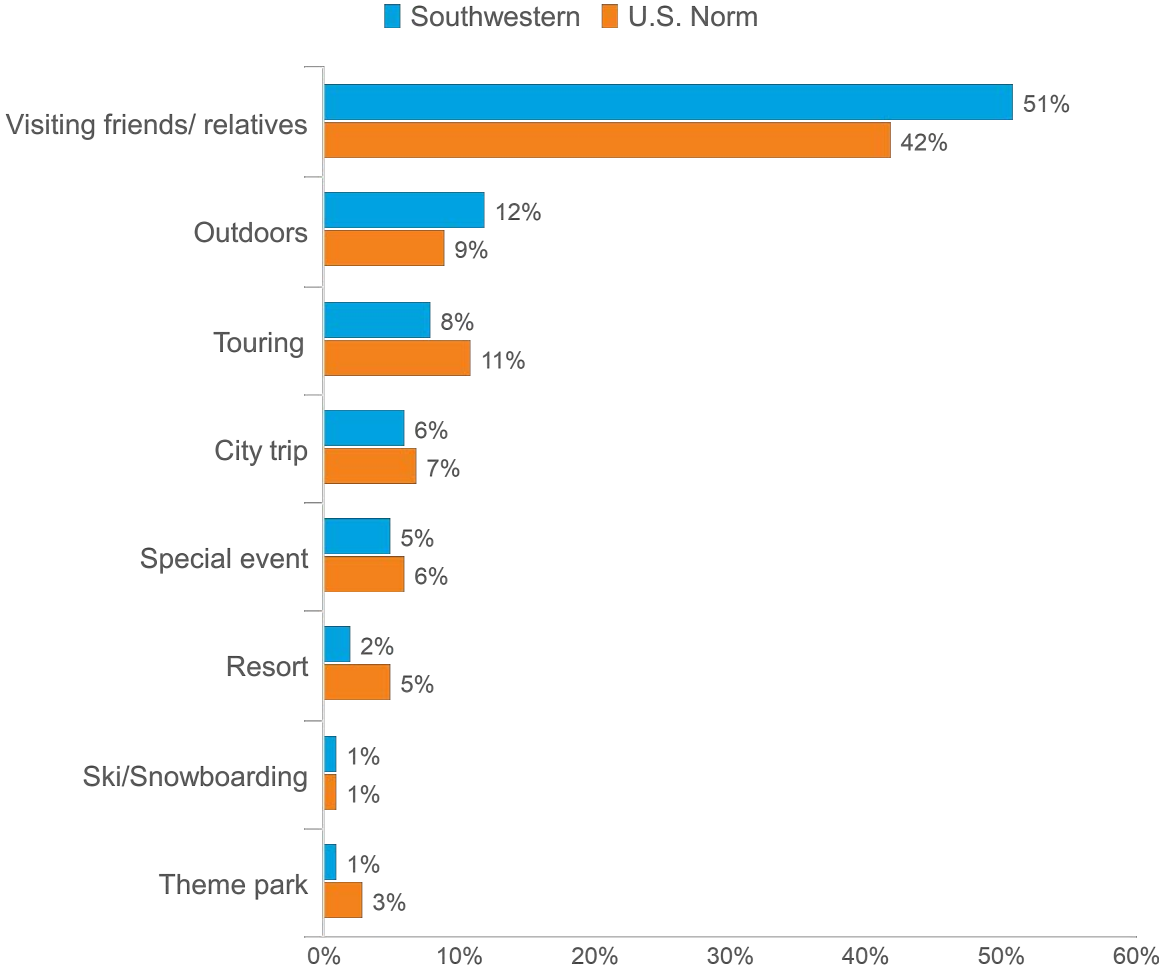
83% of overnight travelers to Southwestern are repeat visitors

61% of overnight travelers to Southwestern had visited before in the past 12 months

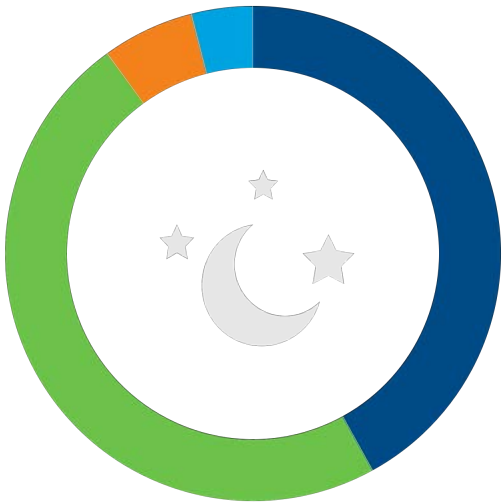
Main Purpose of Trip

 <p>51% Visiting friends/ relatives</p>	
 <p>12% Outdoors</p>	 <p>1% Conference/ Convention</p>
 <p>8% Touring</p>	
 <p>6% City trip</p>	 <p>7% Other business trip</p>
 <p>5% Special event</p>	
 <p>2% Resort</p>	
 <p>1% Ski/Snowboarding</p>	 <p>4% Business-Leisure</p>
 <p>1% Theme park</p>	

Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



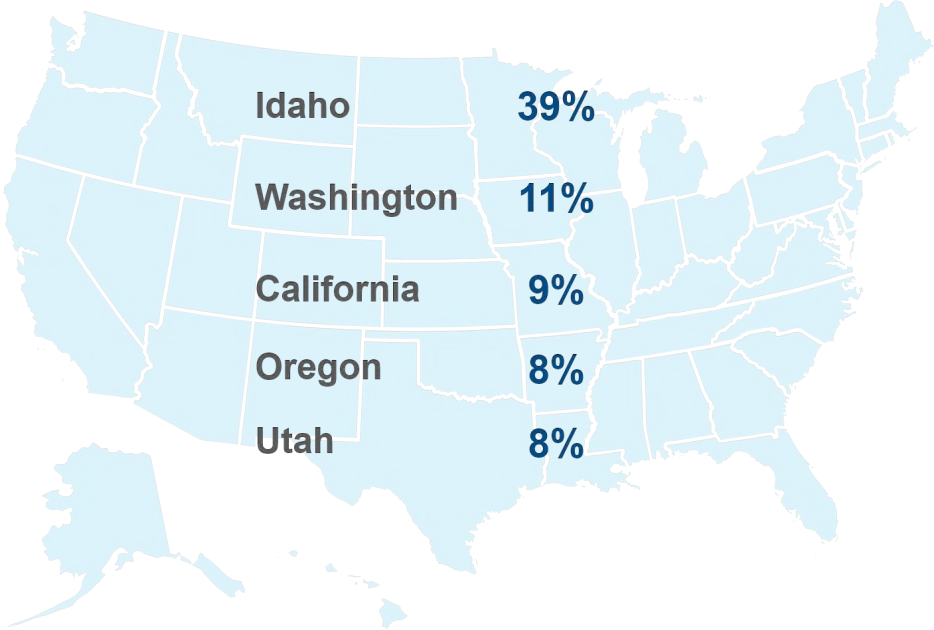
■	Visiting friends/relatives	42%
■	Marketable	48%
■	Business	6%
■	Business-leisure	4%

Southwestern Overnight Trips

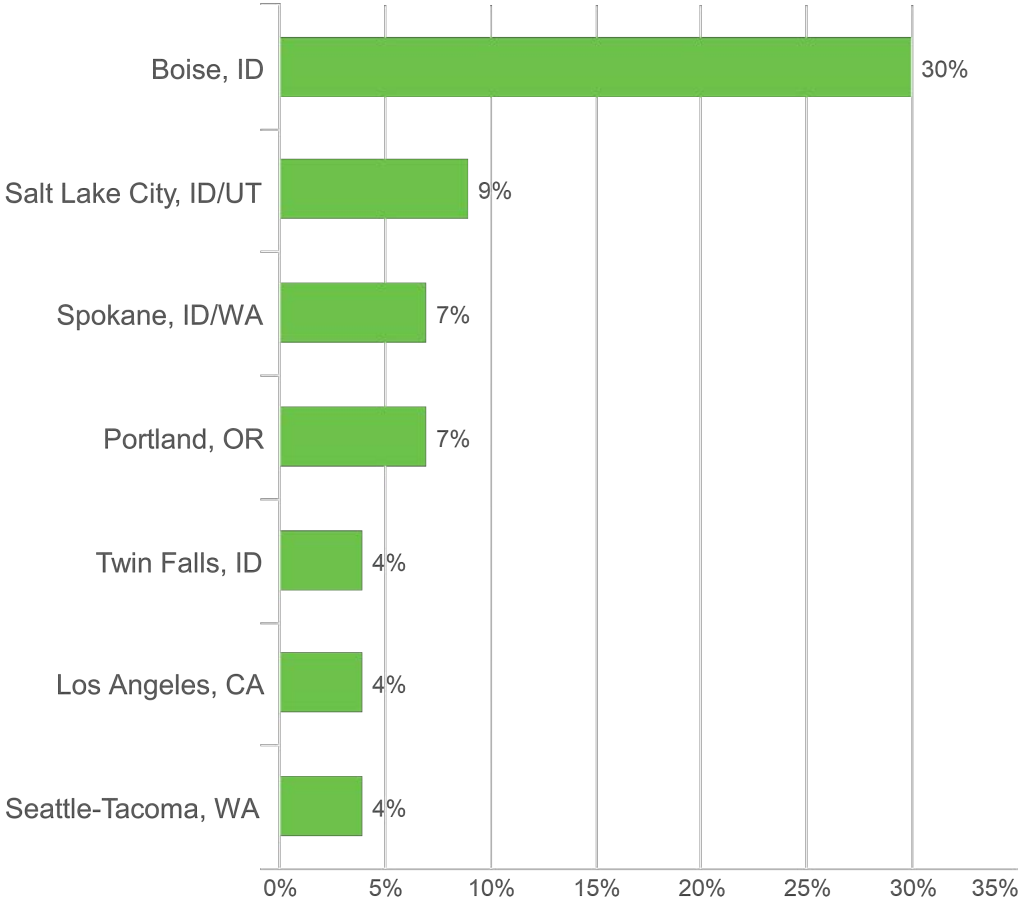


■	Visiting friends/relatives	51%
■	Marketable	36%
■	Business	8%
■	Business-leisure	4%

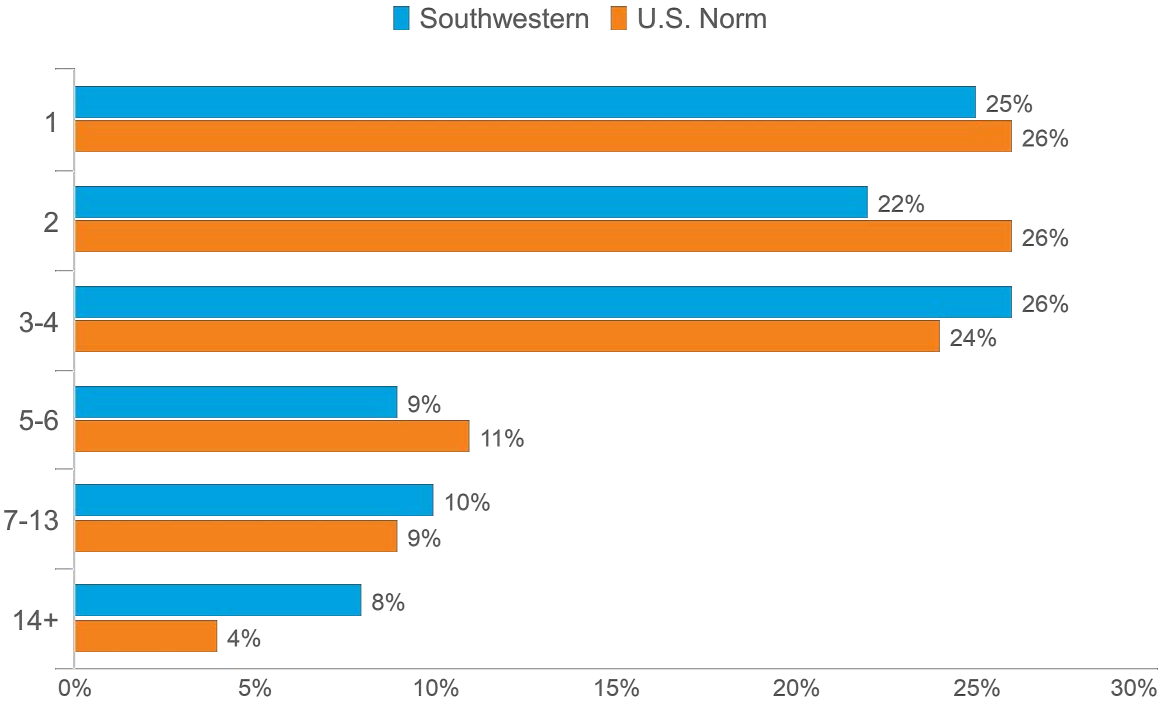
State Origin Of Trip



DMA Origin Of Trip



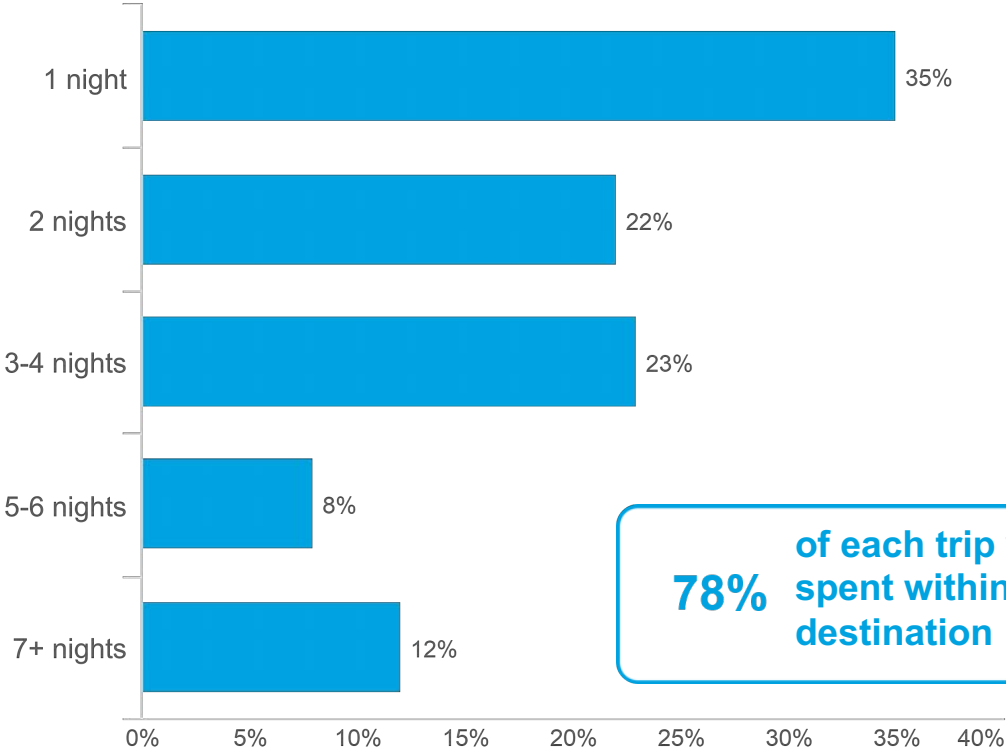
Total Nights Away on Trip



Southwestern
4.6
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Southwestern



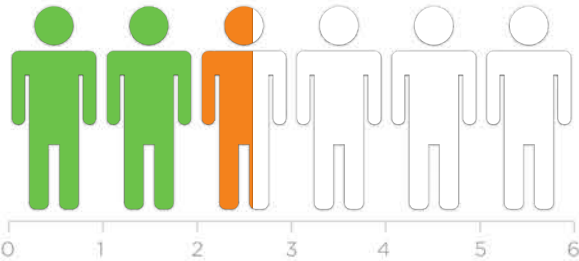
78% of each trip was spent within the destination

Average number of nights
3.6

Size of Travel Party

■ Adults ■ Children

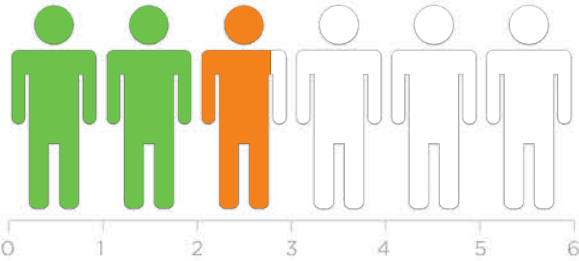
Southwestern



Total
2.7

Average number of people

U.S. Norm

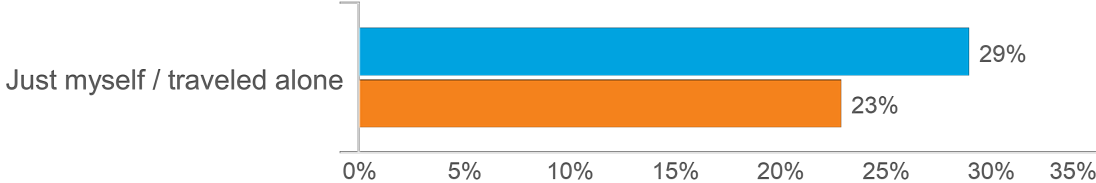


Total
2.9

Average number of people

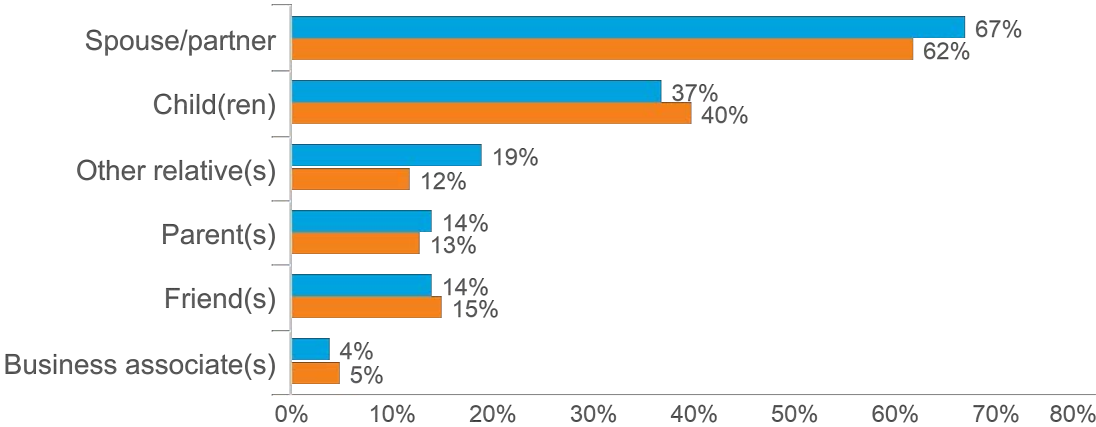
Percent Who Traveled Alone

■ Southwestern ■ U.S. Norm



Composition of Immediate Travel Party

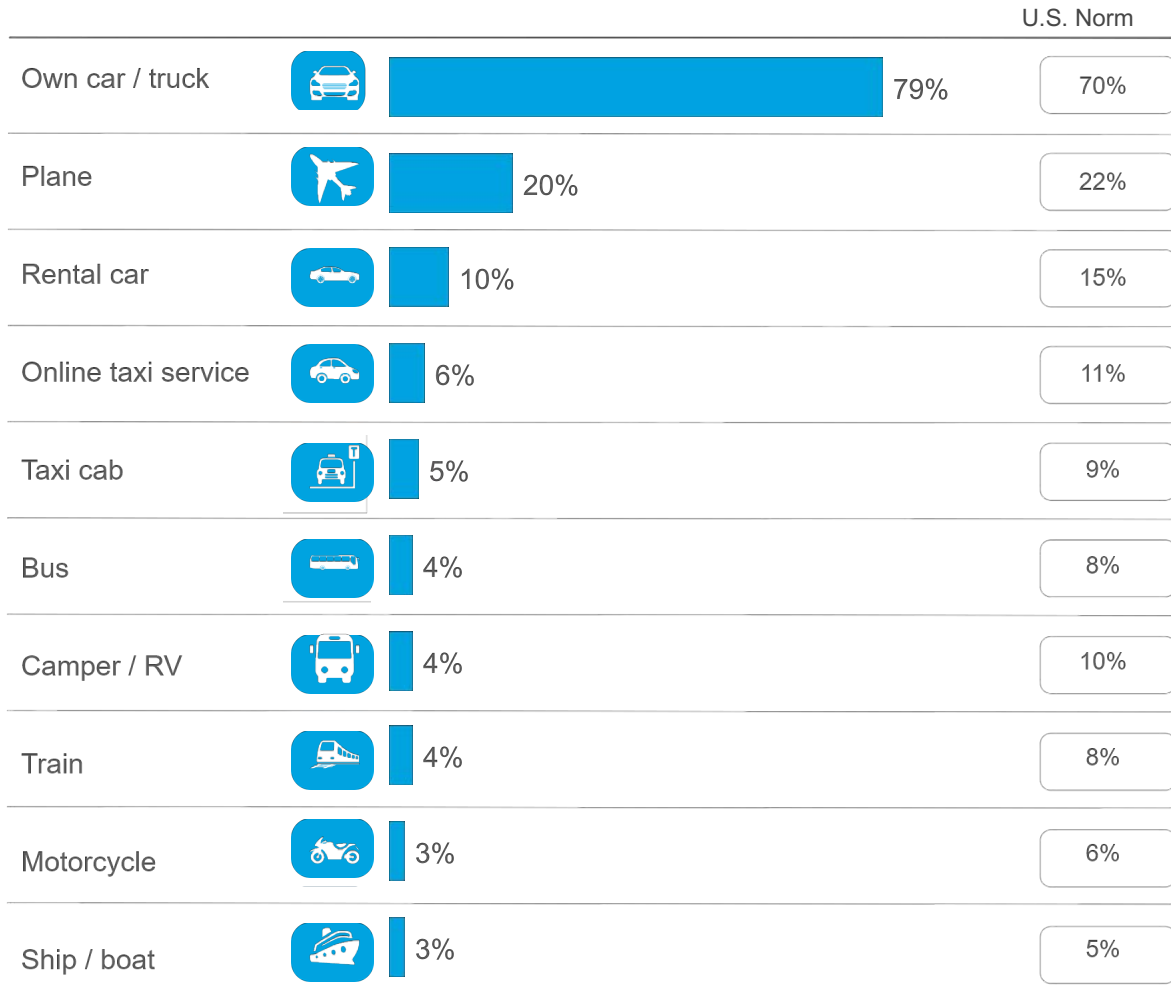
■ Southwestern ■ U.S. Norm



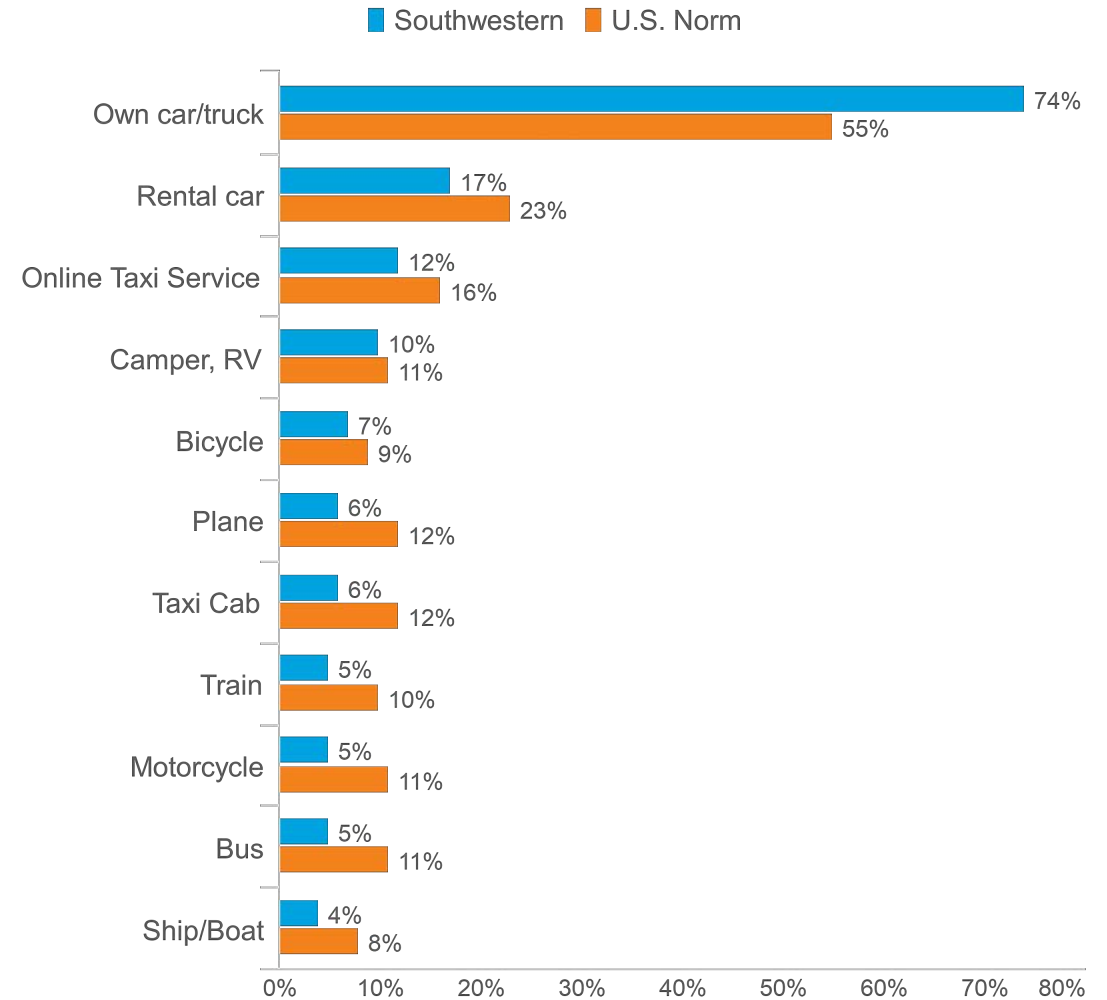
Southwestern's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

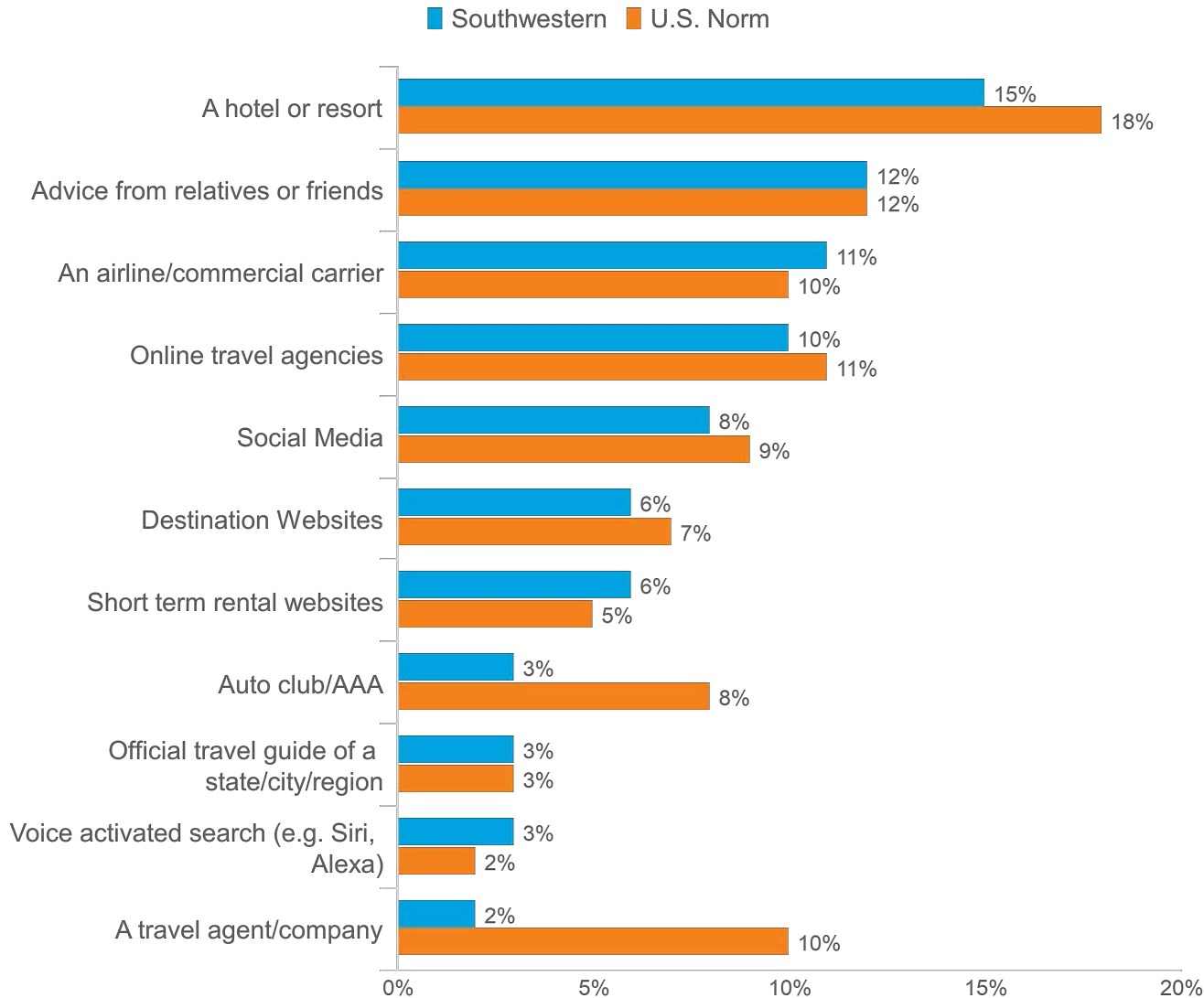
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

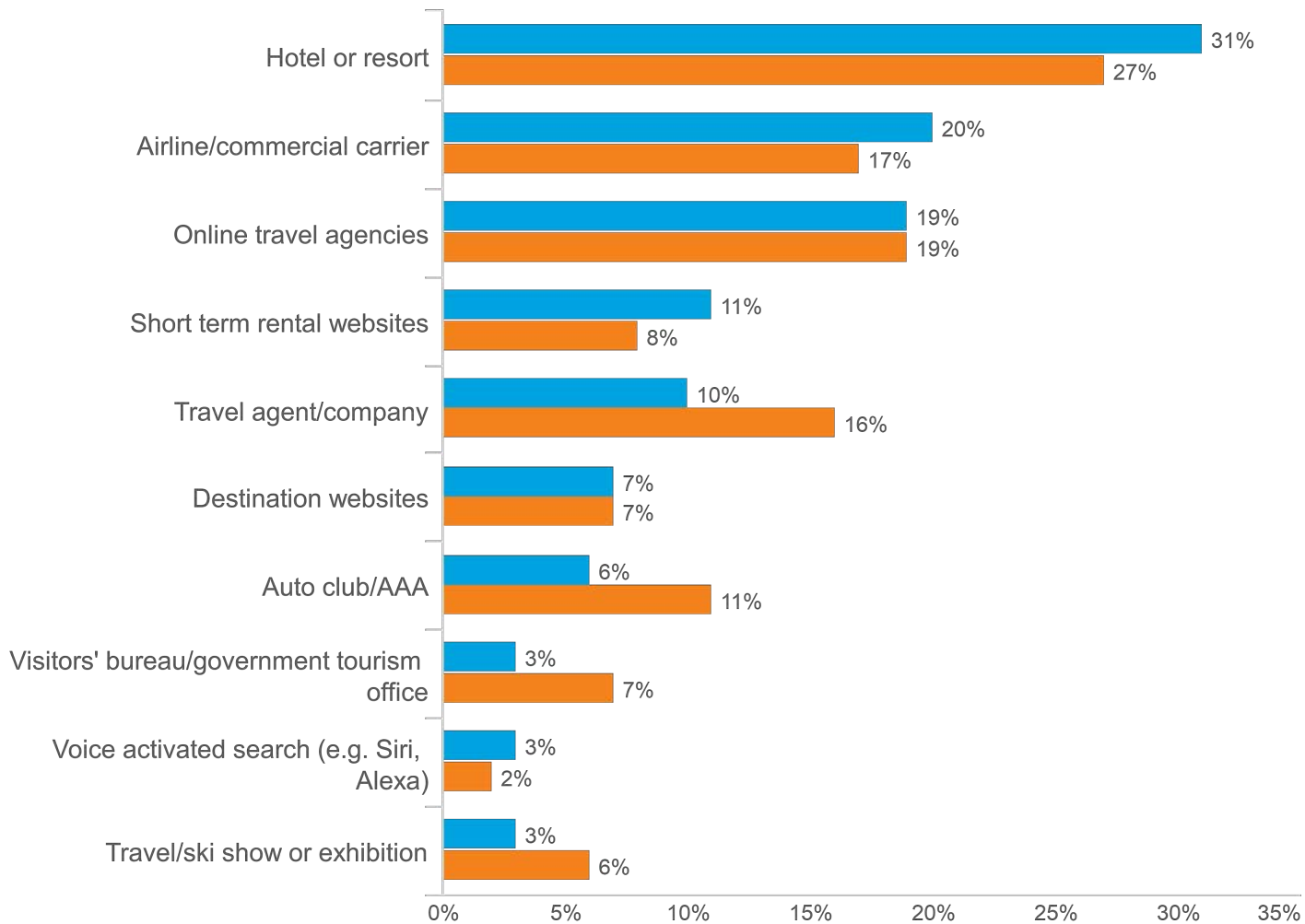
	Southwestern	U.S. Norm
Did not plan anything in advance	21%	17%
More than 1 year in advance	4%	6%
6-12 months	10%	14%
3-5 months	13%	18%
2 months	16%	15%
1 month or less	36%	30%

Southwestern's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Southwestern ■ U.S. Norm



Accommodations

		Southwestern	U.S. Norm
	Hotel	32%	38%
	Home of friends / relatives	30%	19%
	Motel	11%	13%
	Campground / RV park	7%	6%
	Own condo / apartment / cabin / second home	5%	4%
	Rented home / condo / apartment	5%	6%
	Bed & breakfast	4%	8%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Southwestern	U.S. Norm
Shopping	26%	22%
Sightseeing	19%	16%
Attending celebration	18%	13%
Hiking/backpacking	15%	7%
Swimming	12%	12%
Landmark/historic site	11%	11%
Local parks/playgrounds	11%	9%
National/state park	11%	7%
Fishing	10%	7%
Nature tours/wildlife viewing/birding	9%	7%

Shopping Types on Trip

		Southwestern	U.S. Norm
	Convenience/grocery shopping	58%	42%
	Outlet/mall shopping	50%	47%
	Big box stores (Walmart, Costco)	41%	33%
	Souvenir shopping	32%	39%
	Boutique shopping	22%	28%
	Antiquing	6%	13%

Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Southwestern	U.S. Norm
	Unique/local food	39%	40%
	Picnicking	19%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	17%	21%
	Street food/food trucks	15%	21%
	Fine/upscale dining	14%	22%
	Gastropubs	6%	10%



72%
of overnight travelers were
very satisfied with their overall
trip experience



Safety/security

69%



Cleanliness

64%



Friendliness of people

62%



Quality of accommodations

60%



Sightseeing/attractions

60%



Quality of food

60%



Value for money

47%



Music/nightlife/entertainment

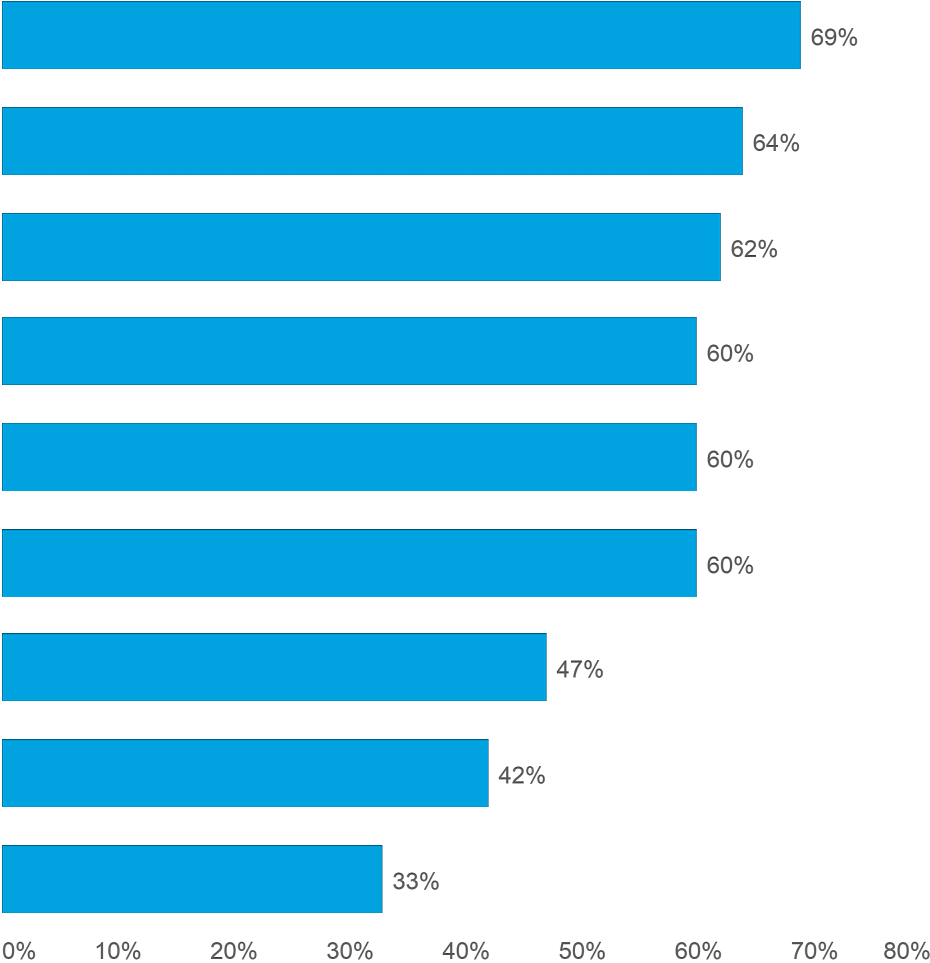
42%



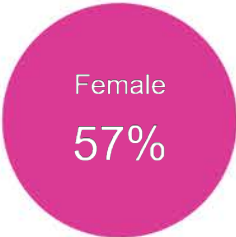
Public transportation

33%

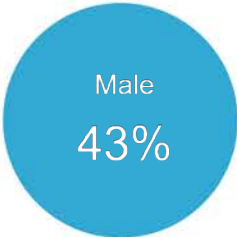
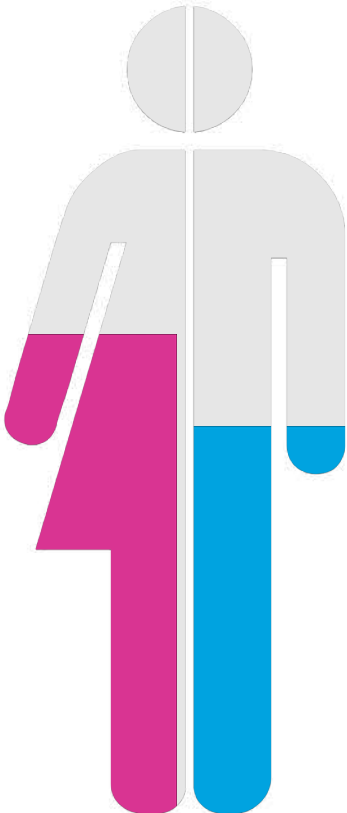
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

18-24 25-34 35-44 45-54 55-64 65+

Southwestern



Average Age
46.7

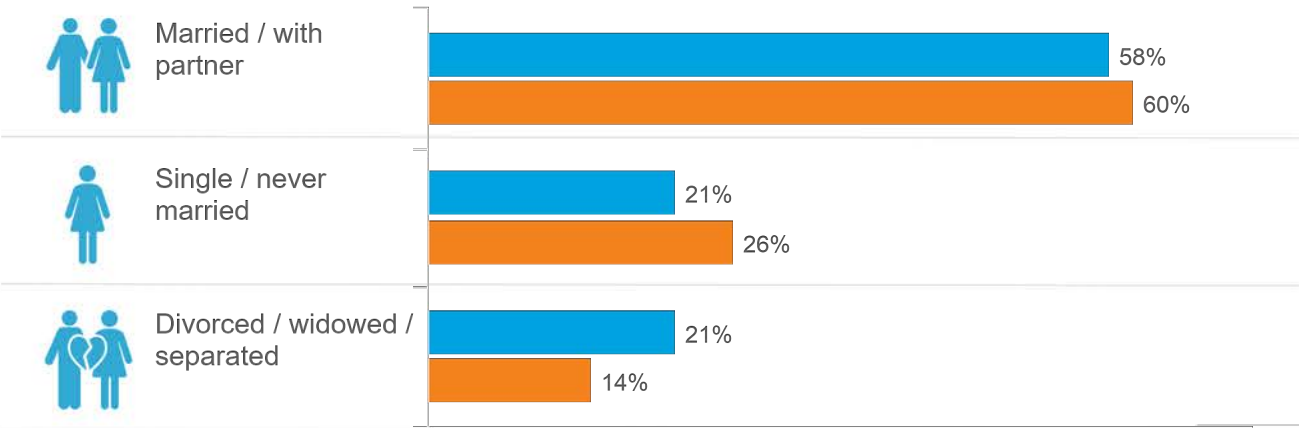
U.S. Norm



Average Age
43.7

Marital Status

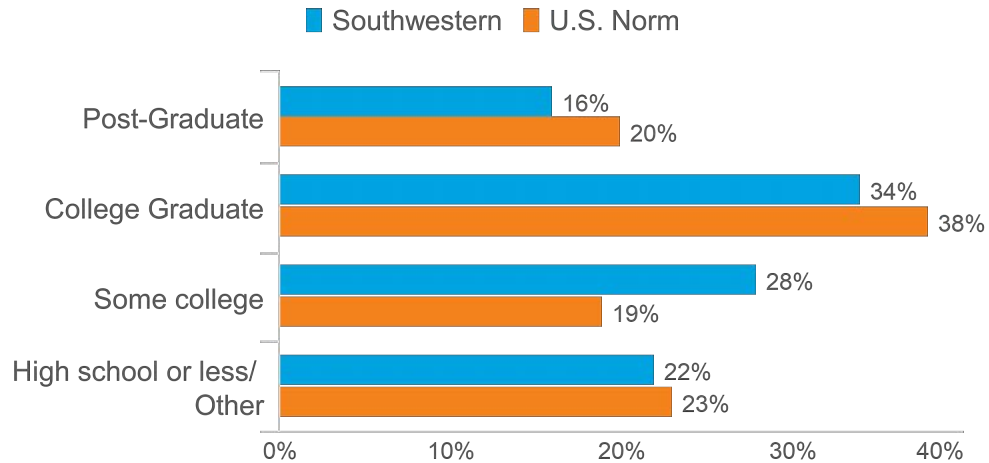
Southwestern U.S. Norm



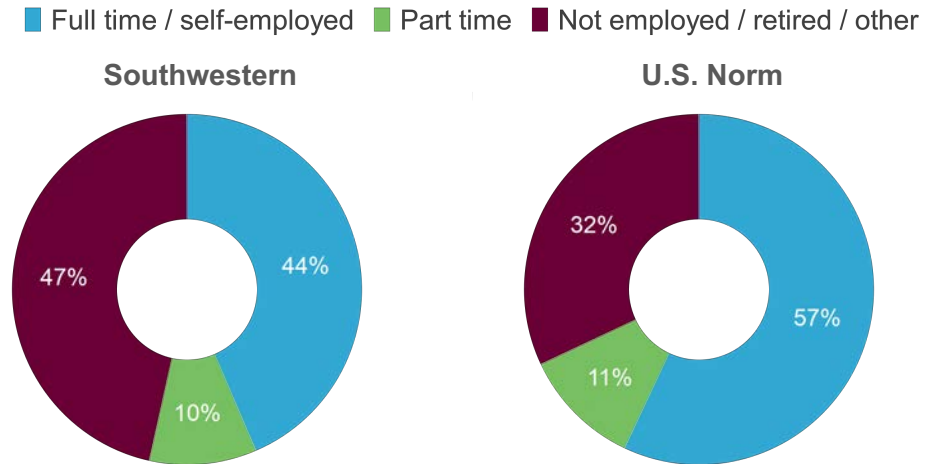
Demographic Profile of Overnight Southwestern Visitors

Base: 2020/2021 Overnight Person-Trips

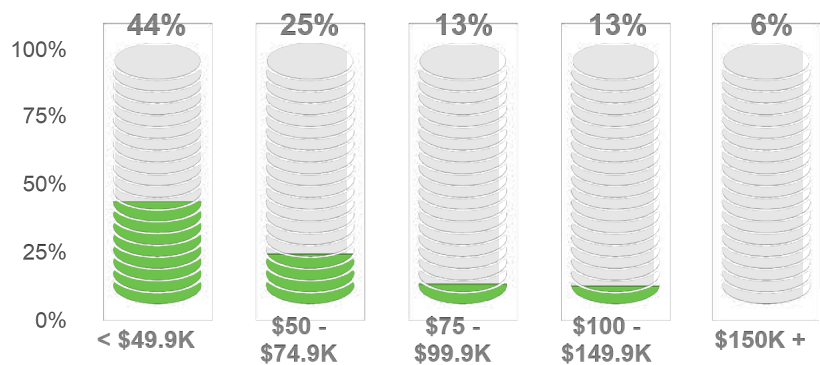
Education



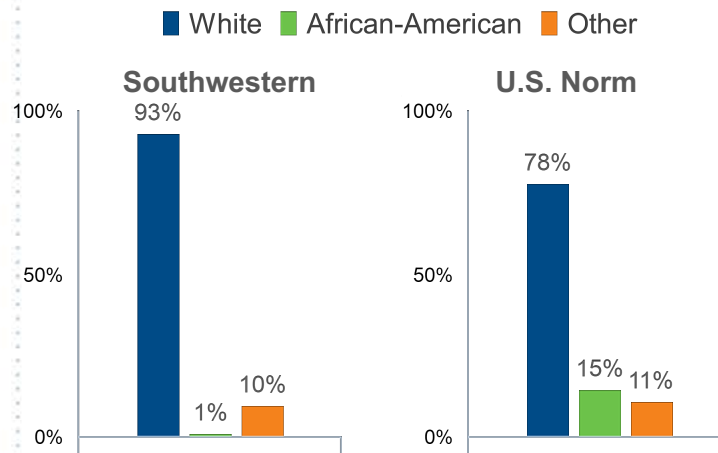
Employment



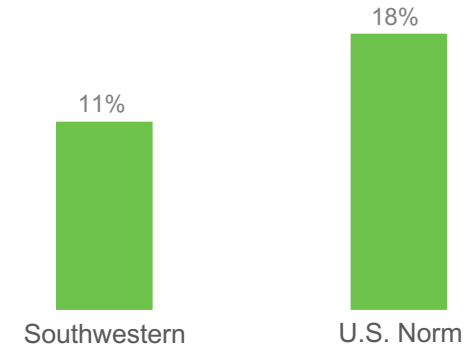
Household Income



Race

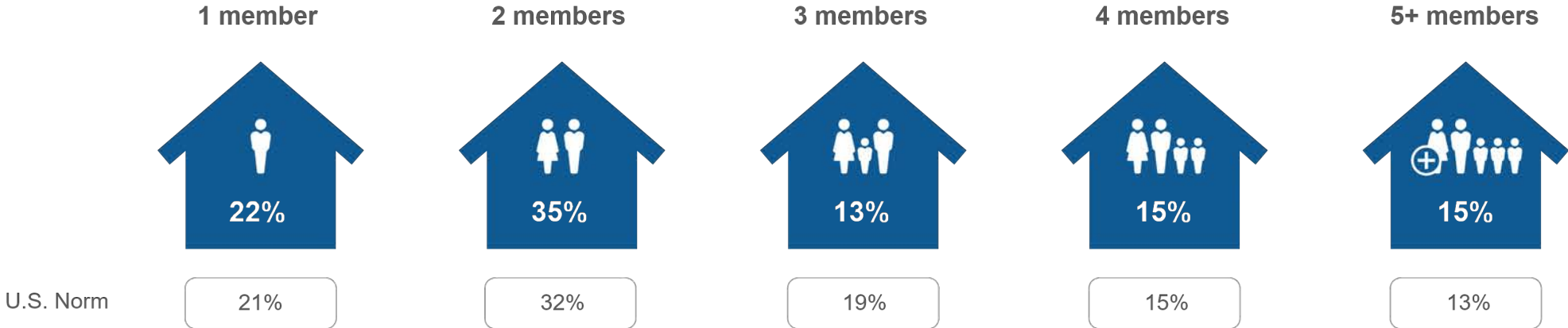


Hispanic Background

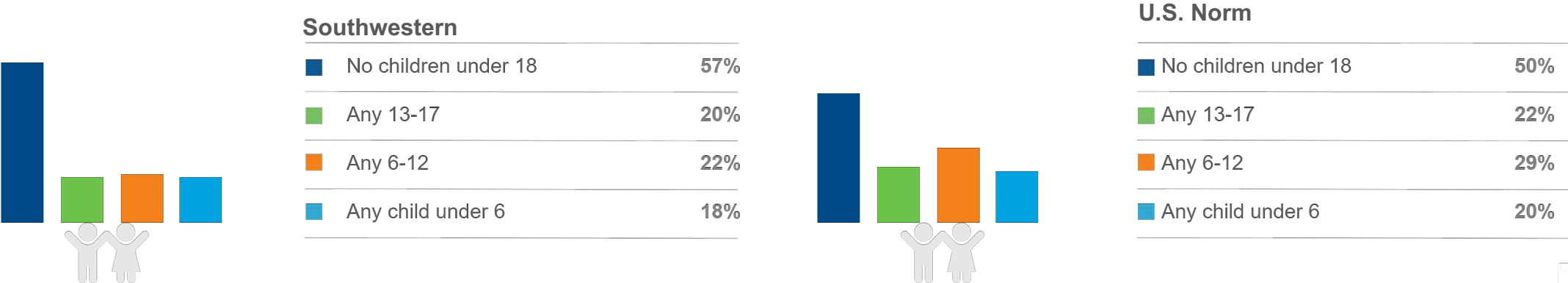


Question updated in 2020

Household Size



Children in Household



C  M P A S S

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