Idaho
2015 Visitor Report
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Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

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

This report provides an overview for Idaho’s domestic tourism business in 2015 and does not include any international tourism analysis, including Canada.
Methodology

- Each quarter, a random cross-section of online sample is sent an e-mail invitation to participate in the survey. A reminder is e-mailed several days later to non-responders.

- For the 2015 travel year, this yielded:
  - 337,164 trips for analysis nationally:
    - 237,555 overnight trips
    - 99,609 day trips

- For Idaho, the following sample was achieved in 2015:
  - 2,157 trips:
    - 1,449 overnight trips
    - 708 day trips

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

- In 2015, Idaho had 33 million person trips, an increase of 7.6% over 2013. 40% were overnight trips and 60% were day trips.

- The overnight trips generated $1.7 billion in spending, an increase of 18.5% over 2013.

- When asked about the main purpose of their overnight trip, 45% responded that they were visiting friends and relatives, while 41% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip types were outdoors, touring through the region, and coming for a special event such as fair, festival or sports event.

- The average number of nights spent in Idaho on a marketable trip was 3 nights and the average travel party size was 4 persons.
Travelers on overnight marketable trips to Idaho were much more likely to use a Camper/RV as a transportation mode than the national average.

Travelers on overnight marketable trips to Idaho were most likely to engage social media by posting photos online, reading travel reviews, and viewing photos online.

The top five states of origin for overnight marketable trips were Idaho, Washington, California, Utah and Oregon. The top five DMA sources of overnight marketable trip were Boise, Salt Lake City, Idaho Falls-Pocatello, Seattle-Tacoma and Spokane.

The top five activities engaged in by travelers on marketable overnight trips to Idaho were Hiking/Backpacking, Shopping, visiting a Landmark/Historic Site, visiting a National/State Park and Camping.
72% of overnight marketable visitors to Idaho said they were “very satisfied” with their overall trip experience. 65% said they were “very satisfied” with the friendliness of people while only 34% said they were “very satisfied” with the Music/Nightlife/Entertainment.

81% of marketable visitors had visited Idaho before, and 70% said they had visited in the past year.

45% of overnight marketable trips were planned 2 months or less before the trip, and 11% did not plan anything in advance.

“Advice from relatives and friends” was the most frequently cited source of planning information at 25%, while “Hotel or Resort” was the top ranked method of booking at 22%.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2011-2015

Base: Total Overnight Person-Trips

2011: 1,413
2012: 1,451
2013: 1,480
2014: 1,532
2015: 1,568

2011-2015 Growth: 2.4%
Structure of the U.S. Travel Market – 2015 Overnight Trips

Base: Total Overnight Person-Trips

- Visiting Friends/Relatives: 44%
- Marketable: 43%
- Business-Leisure: 3%
- Business: 10%
U.S. Market Trends for Overnight Trips — 2015 vs. 2014

Base: Total Overnight Person-Trips

- All Overnight Trips
- Visiting Friends/Relatives: +3% (+3)
- Marketable Trips: +1% (+1)
- Business-Leisure Trips: +4% (+4)
- Business Trips: +2% (+2)
Size & Structure of Idaho’s Travel Market
Total Size of the Idaho Travel Market in 2015

Total Person-Trips = 33 Million

+7.6% vs. 2013

Day Trips
60%
19.9 Million

Overnight Trips
40%
13.1 Million
Size of Idaho’s Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 13.1 Million

- Adults: 70% (9.2 Million)
- Children: 30% (3.9 Million)
Idaho’s Overnight Travel Market — by Trip Purpose

Adult Overnight Person-Trips = 9.2 Million

Leisure 86%

Business-Leisure 5%

Business 9%
Size of Idaho’s Day Travel Market — Adults vs. Children

Total Day Person-Trips = 19.9 Million

- Adults: 72% (14.3 Million)
- Children: 28% (5.6 Million)
Idaho’s Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 14.3 Million

- Leisure 89%
- Business-Leisure 3%
- Business 8%
Overnight Trip Detail
Overnight Expenditures
Total Overnight Spending — by Sector

Total Spending = $1.7 Billion

+18.5% vs. 2013

Lodging 37%
$618 Million

Restaurant Food & Beverage 24%
$401 Million

Retail 14%
$234 Million

Transportation 14%
$229 Million

Recreation 11%
$185 Million
Average Per Person Expenditures on Overnight Trips – By Sector

- Lodging: $47
- Restaurant Food & Beverage: $31
- Retail Purchases: $18
- Transportation at Destination: $17
- Recreation/ Sightseeing/ Entertainment: $14
Average Per Person Expenditures on Overnight — by Trip Purpose

* Low Business Base:
Average Per Party Expenditures on Overnight Trips — By Sector

- Lodging: $152
- Restaurant Food & Beverage: $99
- Retail Purchases: $57
- Transportation at Destination: $56
- Recreation/Sightseeing/Entertainment: $46
Overnight Trip Characteristics
Main Purpose of Trip

Base: Total Overnight Person-Trips

- Visiting friends/relatives: 45%
- Outdoors: 12%
- Touring: 9%
- Special event: 5%
- City trip: 3%
- Casino: 3%
- Resort: 2%
- Skiing/Snowboarding: 2%
- Theme park: 2%
- Golf Trip: 2%
- Cruise: 1%
- Other business trip: 7%
- Conference/Convention: 3%
- Business-leisure: 4%

Marketable Trips: 41%
Main Purpose of Leisure Trip — Idaho vs. National Norm

Base: Total Overnight Person-Trips

Visiting friends/relatives
Outdoors
Touring
Special event
City trip
Casino
Resort
Skiing/Snowboarding
Theme park
Golf Trip
Cruise

Percent

Idaho
US Norm
Main Purpose of Leisure Trip — 2015 vs. 2013

Base: Total Overnight Person-Trips

- Visiting friends/relatives: 42% (2015) vs. 45% (2013)
- Outdoors: 12% (2015) vs. 12% (2013)
- Touring: 9% (2015) vs. 10% (2013)
- Special event: 6% (2015) vs. 5% (2013)
- City trip: 3% (2015) vs. 3% (2013)
- Casino: 5% (2015) vs. 3% (2013)
- Resort: 2% (2015) vs. 3% (2013)
- Ski/Snowboarding: 2% (2015) vs. 2% (2013)
- Theme park: 5% (2015) vs. 2% (2013)
- Golf Trip: 1% (2015) vs. 2% (2013)
- Cruise: 1% (2015) vs. 1% (2013)
Main Purpose of Business Trip — Idaho vs. National Norm

Base: Total Overnight Person-Trips

Other business trip

- Idaho: 7%
- US Norm: 6%

Conference/Convention

- Idaho: 3%
- US Norm: 4%

Percent

0 2 4 6 8 10
Main Purpose of Business Trip — 2015 vs. 2013

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2015</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other business trip</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Conference/Convention</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>
State Origin Of Trip

Base: Total Overnight Person-Trips

- Idaho: 28% (2015) vs. 28% (2013)
- Utah: 13% (2015) vs. 10% (2013)
- Oregon: 9% (2015) vs. 7% (2013)
- California: 7% (2015) vs. 8% (2013)
- Montana: 2% (2015) vs. 3% (2013)
- Florida: 3% (2015) vs. 2% (2013)
- Texas: 4% (2015) vs. 2% (2013)
- Illinois: 2% (2015) vs. 1% (2013)
- New York: 2% (2015) vs. 2% (2013)
DMA Origin Of Trip

Base: Total Overnight Person-Trips

Salt Lake City, ID/UT: 14% (2015), 10% (2013)
Boise, ID: 14% (2015), 10% (2013)
Idaho Falls - Pocatello, ID: 8% (2015), 5% (2013)
Spokane, ID/WA: 7% (2015), 5% (2013)
Portland, OR: 6% (2015), 4% (2013)
Seattle-Tacoma, WA: 6% (2015), 4% (2013)
Twin Falls, ID: 3% (2015), 2% (2013)
Los Angeles, CA: 2% (2015), 2% (2013)
Denver, CO: 2% (2015), 2% (2013)
Missoula, MT: 2% (2015), 2% (2013)
Season of Trip

Base: Total Overnight Person-Trips

- January-March: 19%
- April-June: 26%
- July-September: 34%
- October-December: 21%

Percent
Satisfaction with Trip
% Very Satisfied

Base: Total Overnight Person-Trips

Overall trip experience
Friendliness of people
Quality of accommodations
Sightseeing and attractions
Quality of food
Value for money
Music/nightlife/entertainment

Percent
0 20 40 60 80 100

Idaho  U.S. Norm
Past Visitation

Base: Total Overnight Person-Trips

Percent

Ever

Past Year

Idaho

U.S. Norm

Past Year
### Length of Trip Planning

**Base: Total Overnight Person-Trips**

<table>
<thead>
<tr>
<th>Length</th>
<th>Idaho</th>
<th>US Norm</th>
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</thead>
<tbody>
<tr>
<td>More than 1 year in advance</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6-12 months</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>3-5 months</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>2 months</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>1 month or less</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Did not plan anything in advance</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>
Trip Planning Information Sources

Advice from relatives or friends
Online travel agencies
Hotel or resort
Destination websites
Social Media
Airline
Travel company websites
Travel guide/other books
Auto club/AAA

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Source</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice from relatives or friends</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Online travel agencies</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Hotel or resort</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Destination websites</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Social Media</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Airline</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Travel company websites</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Travel guide/other books</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Auto club/AAA</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>

Percent
Trip Planning Information Sources (Cont’d)

Base: Total Overnight Person-Trips

Visitors' bureau/govt tourism office
Travel Agent/Company
Lodging sharing websites
Magazine articles/ad
800/888 number
Newspaper articles/ad
TV program/ad
Radio show/ad
Travel/ski show or exhibition

Percent

Idaho
US Norm
Method of Booking Trip

Base: Total Overnight Person-Trips

- Hotel or resort
- Online travel agencies
- Airline/commercial carrier
- Advice from relatives or friends
- Travel company websites
- 800/888 number
- Travel agent/company
- Destination websites
- Auto club/AAA

Percent

- Idaho
- US Norm
Method of Booking Trip (Cont’d)

Base: Total Overnight Person-Trips

Visitors' bureau/gov tourism office
TV program/ad
Newspaper articles/ad
Travel guide/other books
Lodging sharing websites
Radio show/ad
Travel/ski show or exhibition
Magazine articles/ad

Percent

Idaho
US Norm
Devices Used for Trip Planning

Base: Total Overnight Person-Trips

- Laptop: 43% (Idaho), 45% (U.S. Norm)
- Home (desktop) computer: 42% (Idaho), 41% (U.S. Norm)
- Smartphone: 30% (Idaho), 27% (U.S. Norm)
- Tablet: 18% (Idaho), 17% (U.S. Norm)
- None of these: 17% (Idaho), 16% (U.S. Norm)

Percent

Idaho U.S. Norm
Devices Used During Trip

Base: Total Overnight Person-Trips

- **Smartphone**: 66% in Idaho, 65% U.S. Norm
- **Laptop**: 36% in Idaho, 33% U.S. Norm
- **Tablet**: 29% in Idaho, 28% U.S. Norm
- **None of these**: 20% in Idaho, 22% U.S. Norm

Percent

- **Idaho**
- **U.S. Norm**
Total Nights Away on Trip

Base: Total Overnight Person-Trips

**Average**
- Idaho = 5 Nights
- US Norm = 4 Nights

<table>
<thead>
<tr>
<th></th>
<th>Idaho</th>
<th>US Norm</th>
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<tbody>
<tr>
<td>1 night</td>
<td>17</td>
<td>21</td>
</tr>
<tr>
<td>2 nights</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>7-13 nights</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>14 + nights</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>

Percent
Number of Nights Spent in Idaho

Base: Total Overnight Person-Trips with 1+ nights spent in Idaho

Average Nights Spent in Idaho = 3.3

- 1 night: 23
- 2 nights: 29
- 3-4 nights: 30
- 5-6 nights: 8
- 7+ nights: 10

Percent
Number of Nights Spent in Idaho

Average Nights Spent in Idaho
2013 = 4.2  2015 = 3.3

Base: Total Overnight Person-Trips with 1+ nights spent in Idaho

1 night
2 nights
3-4 nights
5-6 nights
7+ nights

Percent

2015  2013

0  10  20  30  40
Size of Travel Party

Base: Total Overnight Person-Trips

Idaho

- Adults: 2.4
- Children: 1.0

Total = 3.4

US Norm

- Adults: 2.3
- Children: 0.6

Total = 2.9

Average No. of People

- Adults
- Children
Transportation

Base: Total Overnight Person-Trips

Percent

- Own car/truck: Idaho - 74%, US Norm - 65%
- Plane: Idaho - 26%, US Norm - 20%
- Rental car: Idaho - 19%, US Norm - 17%
- Camper, R.V: Idaho - 9%, US Norm - 2%
- Traditional Taxi: Idaho - 9%, US Norm - 6%
- Bus: Idaho - 6%, US Norm - 6%
- Train: Idaho - 5%, US Norm - 5%
- Online Taxi Svc: Idaho - 5%, US Norm - 5%
- Motorcycle: Idaho - 3%, US Norm - 1%
- Ship/Boat: Idaho - 3%, US Norm - 2%
- Bicycle: Idaho - 1%, US Norm - 1%

Graph showing transportation modes with Idaho and US Norm percentages.
Accommodation

Base: Total Overnight Person-Trips

- Hotel/Motel
- Friends/relatives’ dwelling (not paid for)
- Campground/trailer park/RV park
- Bed & Breakfast
- Country Inn/Lodge
- Rented cottage/cabin
- Own home/condo/apt/second home
- Time Share
- Rented home/condo/apartment
- Boat/cruise ship
- Other

Percent

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/Motel</td>
<td>47</td>
<td>54</td>
</tr>
<tr>
<td>Friend/relatives’ dwelling</td>
<td>13</td>
<td>28</td>
</tr>
<tr>
<td>Campground/trailer park</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Bed &amp; Breakfast</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Country Inn/Lodge</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Rented cottage/cabin</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Own home/condo/apt/second home</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Time Share</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Rented home/condo/apartment</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Boat/cruise ship</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
Activities and Experiences

Base: Total Overnight Person-Trips

- Shopping
- Hiking/Backpacking
- Landmark/Historic Site
- National/State Park
- Swimming
- Fine Dining
- Fishing
- Camping
- Museum
- Beach
- Bar/Disco
- Brewery
- Casino
- Business Meeting
- Art Gallery

Percent

Idaho
US Norm
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Theater: Idaho 6%, US Norm 7%
- Zoo: Idaho 6%, US Norm 6%
- Boating/Sailing: Idaho 6%, US Norm 6%
- Theme Park: Idaho 6%, US Norm 8%
- Fair/Exhibition/Festival: Idaho 5%, US Norm 5%
- Biking: Idaho 5%, US Norm 5%
- Conference/Convention: Idaho 4%, US Norm 4%
- Mountain Climbing: Idaho 2%, US Norm 5%
- Winery: Idaho 4%, US Norm 5%
- Spa: Idaho 5%, US Norm 5%
- Dance: Idaho 5%, US Norm 5%
- Skiing: Idaho 1%, US Norm 5%
- Golf: Idaho 4%, US Norm 4%
- Watch/Participate in Kids Sports Event: Idaho 2%, US Norm 4%
- Watch Amateur/Youth Sports: Idaho 4%, US Norm 4%

Percent
Activities and Experiences (Cont’d)

Base: Total Overnight Person-Trips

- Rock/Pop Concert
- Birding
- Hunting
- Participate in Adult Sports Event
- Rafting
- Tennis
- Rodeo
- Pro/College Sports
- Symphony
- Motorcycle Touring
- Participate in Amateur/Youth Sports
- Glamping
- Dude Ranch
- Trade Show
- Opera

Percent

0 10 20 30 40

Idaho
US Norm
Activities of Special Interest

Base: Total Overnight Person-Trips

- Family Reunion: Idaho 31%, US Norm 22%
- Historic places: Idaho 21%, US Norm 22%
- Cultural activities/attractions: Idaho 17%, US Norm 16%
- Brewery Tours/Beer Tasting: Idaho 11%, US Norm 8%
- Exceptional culinary experiences: Idaho 7%, US Norm 8%
- Wedding: Idaho 5%, US Norm 7%
- Traveling with grandchildren: Idaho 5%, US Norm 7%
- Eco-Tourism: Idaho 6%, US Norm 5%
- Winery tours/Wine tasting: Idaho 6%, US Norm 5%
- Religious Travel: Idaho 4%, US Norm 3%
- Medical Tourism: Idaho 3%, US Norm 2%
Online Social Media Use by Travelers

Base: Total Overnight Person-Trips

- Used any social media for travel
- Posted travel photos/video online
- Read travel reviews
- Looked at travel photos/video online
- Accessed travel news/events/deals/promotions
- Read a travel blog
- Got travel advice
- Connected with others interested in travel

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>38</td>
<td>34</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Got travel advice</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers (Cont’d)

Base: Total Overnight Person-Trips

- Used any social media for travel
- Contributed travel reviews
- Gave travel advice
- "Followed" a destination/attraction
- Tweeted about a trip
- Blogged about a trip
- Subscribed to a travel e-newsletter

Percent

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<thead>
<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>Used any social media for travel</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>&quot;Followed&quot; a destination/attraction</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>
Organization Membership

Base: Total Overnight Person-Trips

AAA

AARP

National Motor Club

Better World Club

Percent

Idaho  U.S. Norm

AAA

AARP

National Motor Club

Better World Club

56
Demographic Profile of Overnight Visitors to Idaho
Gender

Base: Total Overnight Person-Trips

Male
Female

Percent

Idaho
US Norm
Age

Base: Total Overnight Person-Trips

ID Average = 43

US Average = 45

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>45-64</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td>65 or older</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

Percent

[Bar chart showing percentage distribution of age groups for Idaho and US Norm]
Household Size

Base: Total Overnight Person-Trips

- **1 member**: Idaho: 15%, US Norm: 20%
- **2 members**: Idaho: 34%, US Norm: 36%
- **3 members**: Idaho: 17%, US Norm: 18%
- **4 members**: Idaho: 17%, US Norm: 15%
- **5+ members**: Idaho: 17%, US Norm: 11%
Household Income

Base: Total Overnight Person-Trips

- **$150K+**: 4% (Idaho), 6% (US Norm)
- **$100-$149.9K**: 12% (Idaho), 15% (US Norm)
- **$75K-$99.9K**: 14% (Idaho), 16% (US Norm)
- **$50K-$74.9K**: 22% (Idaho), 22% (US Norm)
- **Under $49.9K**: 48% (Idaho), 41% (US Norm)
Marital Status

Base: Total Overnight Person-Trips

- **Married/ with partner**: Idaho = 68%, US Norm = 62%
- **Single/Never Married**: Idaho = 20%, US Norm = 24%
- **Separated/Divorced/Widowed**: Idaho = 12%, US Norm = 14%

Percent

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/ with partner</td>
<td>68%</td>
<td>62%</td>
</tr>
<tr>
<td>Single/Never Married</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Separated/Divorced/Widowed</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Children in Household

Base: Total Overnight Person-Trips

- No Children Under 18: Idaho 48%, US Norm 56%
- Any child between 13-17: Idaho 21%, US Norm 20%
- Any child between 6-12: Idaho 28%, US Norm 22%
- Any child under 6: Idaho 26%, US Norm 18%
Education

Base: Total Overnight Person-Trips

- Post-graduate: Idaho 16%, US Norm 22%
- College graduate: Idaho 41%, US Norm 40%
- Some college: Idaho 27%, US Norm 23%
- High school or less: Idaho 15%, US Norm 14%
- Other: Idaho 1%, US Norm 1%

Percent

Idaho  US Norm
Employment

Base: Total Overnight Person-Trips

- **Full-time/Self-employed**:
  - Idaho: 45%
  - US Norm: 51%

- **Part-time**:
  - Idaho: 11%
  - US Norm: 10%

- **Not employed/Retired/Student/Other**:
  - Idaho: 44%
  - US Norm: 39%

Percent

- **Idaho**
- **US Norm**
Race

Base: Total Overnight Person-Trips

- **White:**
  - Idaho: 88%
  - US Norm: 82%

- **African-American:**
  - Idaho: 3%
  - US Norm: 8%

- **Other:**
  - Idaho: 9%
  - US Norm: 10%
Hispanic Background

Base: Total Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>92</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent

- Idaho: 8%
- US Norm: 9%

Base: Total Overnight Person-Trips
Overnight Marketable Leisure Trip Detail
Overnight Marketable Leisure Trip Characteristics
Main Purpose of Overnight Leisure Trip — Idaho vs. National Norm

Base: Total Overnight Marketable Person-Trips

- Outdoors: Idaho 29%, US Norm 13%
- Touring: Idaho 21%, US Norm 13%
- Special event: Idaho 17%, US Norm 13%
- City trip: Idaho 13%, US Norm 7%
- Casino: Idaho 10%, US Norm 6%
- Resort: Idaho 12%, US Norm 6%
- Ski/Snowboarding: Idaho 6%, US Norm 2%
- Theme park: Idaho 5%, US Norm 2%
- Golf Trip: Idaho 4%, US Norm 2%
- Cruise: Idaho 5%, US Norm 2%
State Origin Of Trip

Base: Total Overnight Marketable Person-Trips

- Idaho: 28
- Washington: 13
- California: 8
- Utah: 8
- Oregon: 5
- Montana: 4
- Florida: 3
- Texas: 3
- New York: 2
- Illinois: 2

Percent
Base: Total Overnight Marketable Person-Trips

DMA Origin Of Trip

- Boise, ID: 17%
- Salt Lake City, ID/UT: 9%
- Idaho Falls - Pocatello, ID: 7%
- Seattle-Tacoma, WA: 7%
- Spokane, ID/WA: 6%
- Portland, OR: 5%
- Los Angeles, CA: 4%
- New York, NY: 2%
- Missoula, MT: 2%
- San Francisco-Oakland-San Jose, CA: 2%
- Sacramento-Stockton-Modesto, CA: 2%
Satisfaction with Idaho Trip
% Very Satisfied

Base: Total Overnight Marketable Person-Trips

Overall trip experience
Friendliness of people
Sightseeing and attractions
Quality of accommodations
Quality of food
Value for money
Music/nightlife/entertainment

Percent

Idaho
U.S. Norm

0 20 40 60 80 100
Past Visitation to Idaho

Base: Total Overnight Marketable Person-Trips

- Ever: 81%
- Past Year: 70%

Percent
Length of Trip Planning

Base: Total Overnight Marketable Person-Trips

<table>
<thead>
<tr>
<th>Duration</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 1 year in advance</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6-12 months</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>3-5 months</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>2 months</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>1 month or less</td>
<td>31</td>
<td>30</td>
</tr>
<tr>
<td>Did not plan anything in advance</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>
Trip Planning Information Sources

Base: Total Overnight Marketable Person-Trips

- Advice from relatives or friends: 25%
- Hotel or resort: 22%
- Destination websites: 19%
- Online travel agencies: 18%
- Travel guide/other books: 18%
- Auto club/AAA: 12%
- Travel company websites: 12%
- Airline/commercial carrier: 11%
- Visitors' bureau/gov tourism office: 11%
- Magazine articles/ad: 5%

Idaho compared to U.S. Norm.
Trip Planning Information Sources (Cont’d)

Base: Total Overnight Marketable Person-Trips

Social Media
800/888 number
Newspaper articles/ad
Travel Agent/Company
Lodging sharing websites
TV program/ad
Radio show/ad
Travel/ski show or exhibition
None of these

<table>
<thead>
<tr>
<th>Source</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>800/888 number</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Newspaper articles/ad</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Travel Agent/Company</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Lodging sharing websites</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>TV program/ad</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Radio show/ad</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>None of these</td>
<td>28</td>
<td>24</td>
</tr>
</tbody>
</table>
Method of Booking

Base: Total Overnight Marketable Person-Trips

- Hotel or resort: Idaho 22%, U.S. Norm 25%
- Online travel agencies: Idaho 16%, U.S. Norm 18%
- Advice from relatives or friends: Idaho 12%, U.S. Norm 11%
- Travel company websites: Idaho 11%, U.S. Norm 10%
- Airline/commercial carrier: Idaho 11%, U.S. Norm 10%
- 800/888 number: Idaho 11%, U.S. Norm 6%
- Destination websites: Idaho 10%, U.S. Norm 6%
- Visitors' bureau/gov tourism office: Idaho 7%, U.S. Norm 2%
- TV program/ad: Idaho 7%, U.S. Norm 2%
Method of Booking (Cont’d)

Base: Total Overnight Marketable Person-Trips

- Newspaper articles/ad
- Travel Agent/Company
- Travel/ski show or exhibition
- Travel guide/other books
- Auto club/AAA
- Radio show/ad
- Magazine articles/ad
- Lodging sharing websites
- None of these

Percent

Idaho
U.S. Norm

Legend:

0 10 20 30 40

79
Devices Used for Trip Planning

Base: Total Overnight Marketable Person-Trips

- Desktop/Home computer
- Laptop
- Smartphone
- Tablet

Idaho vs U.S. Norm

- Desktop/Home computer: 52% (Idaho), 46% (U.S. Norm)
- Laptop: 43% (Idaho), 49% (U.S. Norm)
- Smartphone: 31% (Idaho), 27% (U.S. Norm)
- Tablet: 20% (Idaho), 17% (U.S. Norm)

Percent
Devices Used During Trip

Base: Total Overnight Marketable Person-Trips

- Smartphone: 60% (Idaho), 66% (U.S. Norm)
- Laptop: 34% (Idaho), 29% (U.S. Norm)
- Tablet: 28% (Idaho), 28% (U.S. Norm)

Percent

Idaho U.S. Norm
Total Nights Away on Trip

Base: Total Overnight Marketable Person-Trips

Average
Idaho
= 5.2 Nights

Average
US Norm
= 3.9 Nights

<table>
<thead>
<tr>
<th>Nights</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>2 nights</td>
<td>23</td>
<td>26</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>7-13 nights</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>14+ nights</td>
<td>3</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent
Number of Nights Spent in Idaho

Base: Total Overnight Marketable Person-Trips

Average Nights Spent in Idaho = 3

- 1 night: 23
- 2 nights: 33
- 3-4 nights: 31
- 5-6 nights: 7
- 7+ nights: 6

Percent
Size of Travel Party

Base: Total Overnight Marketable Person-Trips

Idaho
- Adults: 2.7
- Children: 1.3
Total = 4

US Norm
- Adults: 2.5
- Children: 0.8
Total = 3.3

Average No. of People
- Green: Adults
- Yellow: Children
Transportation

Base: Total Overnight Marketable Person-Trips

<table>
<thead>
<tr>
<th>Mode</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own car/truck</td>
<td>73</td>
<td>65</td>
</tr>
<tr>
<td>Plane</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Rental car</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Camper, R.V</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>Train</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Bus</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Traditional Taxi</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Online Taxi</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Ship/Boat</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Bicycle</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>
Accommodation

Base: Total Overnight Marketable Person-Trips

- Hotel/Motel: 51% (Idaho), 65% (US Norm)
- Campground/trailer park/RV park: 15% (Idaho), 24% (US Norm)
- Bed & Breakfast: 12% (Idaho), 13% (US Norm)
- Friends/relatives' dwelling (not paid for): 10% (Idaho), 8% (US Norm)
- Country Inn/Lodge: 8% (Idaho), 4% (US Norm)
- Rented cottage/cabin: 10% (Idaho), 8% (US Norm)
- Own home/condo/apt/second home: 3% (Idaho), 10% (US Norm)
- Time Share: 10% (Idaho), 6% (US Norm)
- Rented home/condo/apartment: 6% (Idaho), 8% (US Norm)
- Boat/cruise ship: 5% (Idaho), 4% (US Norm)
- Other: 3% (Idaho), 4% (US Norm)
Activities and Experiences

Base: Total Overnight Marketable Person-Trips

- Hiking/Backpacking: 28% in Idaho, 37% US Norm
- Shopping: 27% in Idaho, 37% US Norm
- Landmark/Historic Site: 24% in Idaho, 22% US Norm
- National/State Park: 22% in Idaho, 19% US Norm
- Camping: 21% in Idaho, 19% US Norm
- Swimming: 23% in Idaho, 19% US Norm
- Fishing: 19% in Idaho, 19% US Norm
- Museum: 18% in Idaho, 14% US Norm
- Fine Dining: 25% in Idaho, 17% US Norm
- Beach/Waterfront: 22% in Idaho, 15% US Norm
- Casino: 16% in Idaho, 12% US Norm
- Art Gallery: 16% in Idaho, 11% US Norm
- Bar/Disco: 12% in Idaho, 11% US Norm
- Brewery: 12% in Idaho, 10% US Norm
- Theme Park: 12% in Idaho, 10% US Norm

Idaho vs US Norm for various activities and experiences.
Activities and Experiences (Cont’d)

Base: Total Overnight Marketable Person-Trips

Boating/Sailing
Biking
Skiing
Mountain Climbing
Spa
Zoo
Birding
Winery
Golf
Participated in adults sports event
Theater
Rock/Pop Concert
Tennis
Dance
Fair/Exhibition/Festival

Percent

Idaho
US Norm
Activities and Experiences (Cont’d)

Base: Total Overnight Marketable Person-Trips

- Attended/participated in kids sports
- Hunting
- Rafting
- Conference/Convention
- Rodeo
- Symphony
- Participant in amateur/youth sports
- Watch amateur/youth sports
- Business Meeting
- Pro/College Sports
- Dude Ranch
- Glamping
- Motorcycle Touring
- Trade Show
- Opera

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended/participated in kids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hunting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rafting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference/Convention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rodeo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symphony</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant in amateur/youth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Watch amateur/youth sports</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pro/College Sports</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dude Ranch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glamping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorcycle Touring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opera</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Activities of Special Interest

Base: Total Overnight Marketable Person-Trips

- Historic places: 29% (Idaho), 29% (US Norm)
- Cultural activities/attractions: 22% (Idaho), 24% (US Norm)
- Family Reunion: 16% (Idaho), 16% (US Norm)
- Brewery Tours/Beer Tasting: 13% (Idaho), 13% (US Norm)
- Exceptional culinary experiences: 14% (Idaho), 14% (US Norm)
- Traveling with grandchildren: 11% (Idaho), 11% (US Norm)
- Eco-Tourism: 10% (Idaho), 10% (US Norm)
- Wedding: 8% (Idaho), 8% (US Norm)
- Winery tours/Wine tasting: 7% (Idaho), 7% (US Norm)
- Religious Travel: 5% (Idaho), 5% (US Norm)
- Medical Tourism: 4% (Idaho), 4% (US Norm)
Online Social Media Use by Travelers

Base: Total Overnight Marketable Person-Trips

- Used any social media for travel
  - Idaho: 74%
  - US Norm: 73%

- Posted travel photos/video online
  - Idaho: 38%
  - US Norm: 35%

- Read travel reviews
  - Idaho: 32%
  - US Norm: 33%

- Looked at travel photos/video online
  - Idaho: 29%
  - US Norm: 24%

- Accessed travel news/events/deals/promotions
  - Idaho: 22%
  - US Norm: 20%

- Got travel advice
  - Idaho: 17%
  - US Norm: 13%

- Read a travel blog
  - Idaho: 15%
  - US Norm: 14%

- Contributed travel reviews
  - Idaho: 13%
  - US Norm: 14%
Online Social Media Use by Travelers (Cont’d)

Base: Total Overnight Marketable Person-Trips

- Used any social media for travel
- Gave travel advice
- Connected with others interested in travel
- "Followed" a destination/attraction
- Blogged about a trip
- Tweeted about a trip
- Subscribed to a travel e-newsletter

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>74</td>
<td>73</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>&quot;Followed&quot; a destination/attraction</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
Organization Membership

Base: Total Overnight Marketable Person-Trips

AAA

AARP

Better World Club

National Motor Club

Percent

Idaho

U.S. Norm

AAA

AARP

Better World Club

National Motor Club

0 10 20 30 40 50

37

23

21

10

5

3

9

10

20

30

40

50

44

37
Demographic Profile of Overnight Leisure Marketable Visitors
Gender

Base: Total Overnight Marketable Person-Trips

Male
- Idaho: 51%
- U.S. Norm: 49%

Female
- Idaho: 49%
- U.S. Norm: 51%
Base: Total Overnight Marketable Person-Trips

**Age**

**ID Average = 44**  
**US Average = 45**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>25-44</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>45-64</td>
<td>24</td>
<td>29</td>
</tr>
<tr>
<td>65 or older</td>
<td>19</td>
<td>17</td>
</tr>
</tbody>
</table>

**Base: Total Overnight Marketable Person-Trips**

**Percent**

- Idaho
- U.S. Norm
Marital Status

Base: Total Overnight Marketable Person-Trips

Married/with partner
- Idaho: 69%
- U.S. Norm: 65%

Single/never married
- Idaho: 21%
- U.S. Norm: 23%

Divorced/widowed/separated
- Idaho: 10%
- U.S. Norm: 13%
Children in Household

Base: Total Overnight Marketable Person-Trips

- No children under 18: 49% (Idaho), 53% (U.S. Norm)
- Any child between 13-17: 21% (Idaho), 22% (U.S. Norm)
- Any child between 6-12: 31% (Idaho), 25% (U.S. Norm)
- Any child under 6: 44% (Idaho), 24% (U.S. Norm)
Base: Total Overnight Marketable Person-Trips

- **Post-graduate**
  - Idaho: 18%
  - U.S. Norm: 21%

- **College graduate**
  - Idaho: 38%
  - U.S. Norm: 41%

- **Some college**
  - Idaho: 24%
  - U.S. Norm: 23%

- **High school or less**
  - Idaho: 14%
  - U.S. Norm: 19%

- **Other**
  - Idaho: 1%
  - U.S. Norm: 1%

**Percent**
- Idaho
- U.S. Norm

100
Employment

Base: Total Overnight Marketable Person-Trips

- Full time/ self-employed: 42% in Idaho, 54% U.S. Norm
- Part time: 14% in Idaho, 10% U.S. Norm
- Not employed/retired/ other: 44% in Idaho, 42% U.S. Norm

Percent
Household Income

Base: Total Overnight Marketable Person-Trips

- **$150K+**
  - Idaho: 4%
  - U.S. Norm: 6%

- **$100-$149.9K**
  - Idaho: 13%
  - U.S. Norm: 16%

- **$75-$99.9K**
  - Idaho: 16%
  - U.S. Norm: 17%

- **$50-$74.9K**
  - Idaho: 17%
  - U.S. Norm: 23%

- **$<49.9K**
  - Idaho: 38%
  - U.S. Norm: 50%
Race

Base: Total Overnight Marketable Person-Trips

- **White**
  - Idaho: 81%
  - U.S. Norm: 83%
- **African-American**
  - Idaho: 6%
  - U.S. Norm: 7%
- **Other**
  - Idaho: 13%
  - U.S. Norm: 10%
Hispanic Background

Base: Total Overnight Marketable Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>89</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent

- Idaho
- U.S. Norm
Day Trip Detail
Day Trip Expenditures
Total Day Trip Spending — by Sector

Total Spending = $1.1 Billion

+8.7% vs. 2013

Restaurant Food & Beverage
30%
$327 Million

Retail
29%
$323 Million

Transportation
25%
$269 Million

Recreation
16%
$171 Million
Average Per Person Expenditures on Day Trips — By Sector

- Restaurant Food & Beverage: $16
- Retail Purchases: $16
- Transportation at Destination: $13
- Recreation/ Sightseeing/ Entertainment: $9
Average Per Person Expenditures on Day Trip — by Trip Purpose

* Low Business Base
Average Per Party Expenditures on Day Trips — By Sector

- Restaurant Food & Beverage: $47
- Retail Purchases: $47
- Transportation at Destination: $39
- Recreation/ Sightseeing/ Entertainment: $25
Day Trip Characteristics
Main Purpose of Trip

Marketable Trips 61%

- Visiting friends/relatives: 29
- Outdoors: 19
- Touring: 13
- Shopping: 10
- City trip: 6
- Special event: 5
- Theme Park: 3
- Casino: 3
- Skiing/Snowboarding: 1
- Golf: 1
- Cruise: 1
- Resort: 1
- Other business trip: 6
- Conference/convention: 1
- Business-leisure: 2

Base: Total Day Person-Trips
Main Purpose of Day Leisure Trip — Idaho vs. National Norm

Base: Total Day Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>29</td>
<td>37</td>
</tr>
<tr>
<td>Outdoors</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>Touring</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Shopping</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>City trip</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Special event</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Theme park</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Casino</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Ski/Snowboarding</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Golf Trip</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Cruise</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Resort</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Main Purpose of Day Leisure Trip to Idaho — 2015 vs. 2013

Base: Total Day Person-Trips

- Visiting friends/relatives: 29% (2015), 32% (2013)
- Outdoors: 19% (2015), 14% (2013)
- Touring: 19% (2015), 13% (2013)
- Shopping: 13% (2015), 13% (2013)
- City trip: 6% (2015), 6% (2013)
- Special event: 5% (2015), 4% (2013)
- Theme park: 3% (2015), 3% (2013)
- Casino: 3% (2015), 5% (2013)
- Ski/Snowboarding: 1% (2015), 1% (2013)
- Golf trip: 2% (2015), 2% (2013)
- Cruise: 1% (2015), 1% (2013)
- Resort: 1% (2015), 2% (2013)
Main Purpose of Day Business Trip — Idaho vs. National Norm

Base: Total Day Person-Trips

- Other business trip
  - Idaho: 1
  - US Norm: 6

- Conference/Convention
  - Idaho: 2
  - US Norm: 6

Percent

- Idaho
- US Norm
Main Purpose of Business Trip — 2015 vs. 2013

Base: Total Day Person-Trips

- Other business trip
  - 2015: 6
  - 2013: 6

- Conference/Convention
  - 2015: 1
  - 2013: 1
State Origin Of Trip

Base: Total Day Person-Trips

- Idaho: 50%
- Washington: 15%
- Utah: 13%
- Oregon: 3%
- Montana: 3%
- California: 3%
- Wyoming: 2%

Percent
DMA Origin Of Trip

Base: Total Day Person-Trips

- Boise, ID: 27%
- Spokane, ID/WA: 17%
- Salt Lake City, ID/UT: 14%
- Idaho Falls-Pocatello, ID: 12%
- Twin Falls, ID: 6%
- Seattle-Tacoma, WA: 4%
Season of Trip

Base: Total Day Person-Trips

- January-March: 22%
- April-June: 24%
- July-September: 30%
- October-December: 24%
Size of Travel Party

Base: Total Day Person-Trips

Idaho

- Adults: 2.2
- Children: 0.9
- Total: 3.1

US Norm

- Adults: 2.1
- Children: 0.7
- Total: 2.8

Average No. of People

- Adults
- Children
Activities and Experiences

Base: Total Day Person-Trips

- Shopping (Idaho: 13, US Norm: 29)
- Hiking/Backpacking (Idaho: 6, US Norm: 12)
- Fishing (Idaho: 7, US Norm: 12)
- National/State Park (Idaho: 7, US Norm: 12)
- Swimming (Idaho: 7, US Norm: 12)
- Landmark/Historic Site (Idaho: 9, US Norm: 9)
- Fine Dining (Idaho: 8, US Norm: 12)
- Museum (Idaho: 8, US Norm: 12)
- Business Meeting (Idaho: 8, US Norm: 12)
- Fair/Exhibition/Festival (Idaho: 5, US Norm: 5)
- Beach (Idaho: 4, US Norm: 4)
- Boating/Sailing (Idaho: 4, US Norm: 4)
- Casino (Idaho: 4, US Norm: 4)
- Skiing (Idaho: 1, US Norm: 7)
Activities and Experiences (Cont’d)

Base: Total Day Person-Trips

- Zoo: Idaho 4, US Norm 5
- Brewery: Idaho 3, US Norm 4
- Biking: Idaho 2, US Norm 3
- Theme Park: Idaho 3, US Norm 6
- Spa: Idaho 2, US Norm 3
- Mountain Climbing: Idaho 1, US Norm 3
- Rock/Pop Concert: Idaho 2, US Norm 3
- Golf: Idaho 2, US Norm 2
- Theater: Idaho 2, US Norm 4
- Rafting: Idaho 1, US Norm 2
- Winery: Idaho 2, US Norm 3
- Bar/Disco: Idaho 2, US Norm 4
- Hunting: Idaho 1, US Norm 2
- Rodeo: Idaho 1, US Norm 2
- Birding: Idaho 2, US Norm 2
Activities and Experiences (Cont’d)

Base: Total Day Person-Trips

- Conference/Convention: 2
- Trade Show: 2
- Attended/Participated in kids' sports event: 2
- Glamping: 1
- Art Gallery: 3
- Pro/College Sports: 1
- Dance: 2
- Participated in an adult sports event: 1
- Tennis: 1
- Watched amateur/youth sports event: 1
- Participant in amateur/youth sports event: 1
- Dude Ranch: 0
- Motorcycle Touring: 1
- Symphony: 1

Graph showing comparison between Idaho and US Norm for various activities and experiences.
Activities of Special Interest

Base: Total Day Person-Trips

- Historic places
- Cultural activities/attractions
- Family Reunion
- Exceptional culinary experiences
- Eco-Tourism
- Winery tours/Wine tasting
- Brewery tours/Beer tasting
- Traveling with grandchildren
- Wedding
- Religious Travel
- Medical Tourism

Percent

- Idaho
- US Norm

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
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<tbody>
<tr>
<td>Historic places</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>Cultural activities/attractions</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Family Reunion</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Exceptional culinary experiences</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Eco-Tourism</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Winery tours/Wine tasting</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Brewery tours/Beer tasting</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Traveling with grandchildren</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Wedding</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Religious Travel</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Medical Tourism</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Social Media Use by Travelers

Base: Total Day Person-Trips

- Used any social media for travel
- Posted travel photos/video online
- Looked at travel photos/video online
- Read travel reviews online
- Accessed travel deals/news/promotions
- Read a travel blog
- Connected to others interested in travel
- Got travel advice via social networking

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Read travel reviews online</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td>Accessed travel deals/news/promotions</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Connected to others interested in travel</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Got travel advice via social networking</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>
Social Media Use by Travelers (Cont’d)

Base: Total Day Person-Trips

Used any social media for travel

"Followed" a destination/attraction
Gave travel advice via social networking
Tweeted about a trip
Contributed travel reviews online
Blogged about a trip
Subscribed to a travel e-newsletter

Percent

Idaho
US Norm
Organization Membership

Base: Total Day Person-Trips

- **AAA**
  - Idaho: 15
  - U.S. Norm: 27
  - Total: 42

- **AARP**
  - Idaho: 15
  - U.S. Norm: 23
  - Total: 38

- **National Motor Club**
  - Idaho: 2
  - U.S. Norm: 5
  - Total: 7

- **Better World Club**
  - Idaho: 1
  - U.S. Norm: 3
  - Total: 4

**Percent**

- **Idaho**
- **U.S. Norm**
Demographic Profile of Day Visitors to Idaho
Gender

Base: Total Day Person-Trips

Male
- Idaho: 46%
- U.S. Norm: 46%

Female
- Idaho: 54%
- U.S. Norm: 54%
Age

Base: Total Day Person-Trips

Average ID = 41
Average U.S. = 44

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13</td>
<td>43</td>
</tr>
<tr>
<td>25-44</td>
<td>40</td>
<td>40</td>
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<tr>
<td>45-64</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>65 or older</td>
<td>14</td>
<td>10</td>
</tr>
</tbody>
</table>

Percent

Idaho  U.S. Norm
Household Size

Base: Total Day Person-Trips

- 1 member
- 2 members
- 3 members
- 4 members
- 5+ members

Percent

- Idaho
- U.S. Norm
Household Income

Base: Total Day Person-Trips

- $150K+: 2% (Idaho), 4% (U.S. Norm)
- $100-$149.9K: 7% (Idaho), 12% (U.S. Norm)
- $75K-$99.9K: 12% (Idaho), 14% (U.S. Norm)
- $50K-$74.9K: 22% (Idaho), 22% (U.S. Norm)
- Under $49.9K: 48% (Idaho), 57% (U.S. Norm)
Marital Status

Base: Total Day Person-Trips

- Married/ with partner: 65% (Idaho), 61% (U.S. Norm)
- Single/Never Married: 22% (Idaho), 25% (U.S. Norm)
- Separated/Divorced/Widowed: 13% (Idaho), 15% (U.S. Norm)

Percent

- Idaho
- U.S. Norm
Education

Base: Total Day Person-Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>College graduate</td>
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<td>25</td>
</tr>
<tr>
<td>Some college</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>High school or less</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent

Idaho
U.S. Norm
Employment

Base: Total Day Person-Trips

- Full-time/Self-employed:
  - Idaho: 11%
  - U.S. Norm: 10%

- Part-time:
  - Idaho: 44%
  - U.S. Norm: 49%

- Not employed/Retired/Student/Other:
  - Idaho: 45%
  - U.S. Norm: 41%
Race

Base: Total Day Person-Trips

- White
  - Idaho: 3
  - U.S. Norm: 8
  - Percent: 89
- African-American
  - Idaho: 8
  - U.S. Norm: 8
  - Percent: 82
- Other
  - Idaho: 10
  - U.S. Norm: 8
  - Percent: 8

Percent

- Idaho
- U.S. Norm
Hispanic Background

Base: Total Day Person-Trips

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>91</td>
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</tbody>
</table>

Percent

- Idaho
- U.S. Norm
Appendix A: Key Terms Defined
Key Terms Defined

- **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.

- **A Person-Trip** is one trip taken by one visitor.
  - *Person-trips are the key unit of measure for this report.*
Trip-Type Segments

**Total Trips = Leisure + Business + Business-Leisure**

- **Leisure Trips:** includes all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips:** includes
  - Conference/convention
  - Other business trip

- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

**Marketable Trips:** Includes all leisure trips, with the exception of visits to friends/relatives

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