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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.

This report provides an overview of the domestic tourism market for each of Idaho’s seven travel regions and serves as a companion to the state-wide report.
Methodology

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

*Caution should be used in interpreting North Central Region data in this report due to low sample size.
The results of this report are based on two time frames:

- Idaho state norms are reported for the 2015 travel year.

- To maximize statistical reliability, regional data are based on two years’ combined sample from 2014 and 2015 unless otherwise indicated.
Map

Idaho Regions

- Northern
  - Sandpoint
  - Coeur d'Alene
  - Kellogg
- North Central
  - Moscow
  - Orofino
  - Grangeville
- Central
  - McCall
  - Weiser
  - Boise
  - Nampa
  - Mountain Home
  - Salmon
  - Stanley
  - Sun Valley
  - Ketchum
- South Central
  - Twin Falls
  - American Falls
  - Blackfoot
  - Pocatello
  - Idaho Falls
- Southeastern
  - Island Park
  - Rexburg
  - Lava Hot Springs
  - Bear Lake
- Eastern
  - Victor

Southwestern
Northern Region
Main Purpose of Trip – Northern Region

Base: Total Overnight Person-Trips to the Northern Region

- Visiting friends/relatives: 45%
- Outdoors: 12%
- Casino: 9%
- Theme park: 8%
- Special event: 7%
- Touring: 4%
- Skiing/Snowboarding: 3%
- City trip: 2%
- Cruise: 1%
- Resort: 1%
- Other business trip: 5%
- Business-leisure: 3%

Marketable Trips: 47%
State Origin Of Overnight Trips — Northern Region

Base: Total Overnight Person-Trips the Northern Region

- Washington: 35
- Idaho: 27
- Montana: 9
- California: 9
- Oregon: 5
- Texas: 3
- Arizona: 2
- Colorado: 2
- Florida: 2
DMA Origin Of Overnight Trip — Northern Region

Base: Total Overnight Person-Trips the Northern Region

- Spokane, ID/WA: 35%
- Seattle-Tacoma, WA: 12%
- Boise, ID: 5%
- Portland, OR: 5%
- Missoula, MT: 5%
- Idaho Falls-Pocatello, ID: 4%
- San Francisco-Oakland-San Jose, CA: 3%
- Yakima, WA: 3%
- Helena, MT: 2%
- Butte, MT: 2%
Overnight Trip Characteristics – Northern Region
Satisfaction with Trip*
% Very Satisfied – Northern

Base: Total Overnight Person-Trips the Northern Region

*New in 2015, data is from 2015 only
Past Visitation*

*New in 2015, data is from 2015 only
Length of Trip Planning* — Northern Region

Base: Total Overnight Person-Trips the Northern Region

- More than 1 year in advance: 2%
- 6-12 months: 12%
- 3-5 months: 13%
- 2 months: 15%
- 1 month or less: 37%
- Did not plan anything in advance: 21%

*New in 2015, data is from 2015 only
Trip Planning Information Sources* — Northern

Base: Total Overnight Person-Trips the Northern Region

- Advice from relatives or friends: 18%
- A hotel or resort: 12%
- Online travel agencies: 12%
- Destination websites: 9%
- Social Media: 8%
- Airline: 5%
- Travel company websites: 3%
- Travel Agent/Company: 3%
- Visitors' bureau/govt tourism office: 3%
- Travel guide/other books: 3%

*New in 2015, data is from 2015 only
Method of Booking Trip*  
— Northern Region

Base: Total Overnight Person-Trips the Northern Region

- Hotel or resort: 14%
- Online travel agencies: 10%
- Advice from relatives or friends: 8%
- Airline/commercial carrier: 7%
- Destination websites: 5%
- Travel company websites: 4%
- 800/888 number: 4%
- Newspaper articles/ad: 3%
- Travel guide/other books: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips the Northern Region

Average Northern = 3.8 Nights

<table>
<thead>
<tr>
<th>Night Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>29</td>
</tr>
<tr>
<td>2 nights</td>
<td>23</td>
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<tr>
<td>3-4 nights</td>
<td>27</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>7</td>
</tr>
<tr>
<td>7-13 nights</td>
<td>10</td>
</tr>
<tr>
<td>14+ nights</td>
<td>5</td>
</tr>
</tbody>
</table>
Number of Nights Spent in Each Region

Base: Total Overnight Person-Trips the Northern Region

Average Northern = 3.5 Nights

<table>
<thead>
<tr>
<th>Number of Nights</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>32</td>
</tr>
<tr>
<td>2 nights</td>
<td>25</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>27</td>
</tr>
<tr>
<td>5-6 nights</td>
<td>6</td>
</tr>
<tr>
<td>7+ nights</td>
<td>10</td>
</tr>
</tbody>
</table>
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

Northern

- Adults: 2.3
- Children: 0.8
- Total = 3.1

Idaho

- Adults: 2.4
- Children: 1.0
- Total = 3.4
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips the Northern Region

- **Own car/truck**: 80%
- **Rental car**: 11%
- **Camper, R.V**: 6%
- **Motorcycle**: 2%
- **Bicycle**: 2%

Percent
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips the Northern Region

- **Plane**: 14 percent
- **Bus**: 5 percent
- **Train**: 5 percent
- **Taxi**: 3 percent
- **Online Taxi Service***: 1 percent
- **Ship/Boat**: 1 percent

*Category added in 2015, data is from 2015 only
Accommodation — Northern Region

Base: Total Overnight Person-Trips the Northern Region

- Hotel/Motel: 45%
- Friends/relatives' dwelling (not paid for): 31%
- Campground/trailer park/RV park: 12%
- Bed & Breakfast: 5%
- Own home/condo/apt/second home: 4%
- Country Inn/Lodge: 3%
- Time share: 3%
- Rented home/condo/apartment: 3%
- Rented cottage/cabin: 3%
- Boat/cruise ship: 1%

Percent
Activities and Experiences — Northern Region

Base: Total Overnight Person-Trips the Northern Region

- Shopping: 23%
- Swimming: 20%
- Hiking/Backpacking: 17%
- Camping: 14%
- Casino: 13%
- Beach: 12%
- Theme Park: 12%
- Fishing: 11%
- National/State Park: 11%
- Fine Dining: 8%
- Biking: 7%
- Boating/sailing: 7%
- Landmark/Historic Site: 5%
- Bar/Disco: 5%
- Spa: 5%
Activities and Experiences — Northern Region (Cont’d)

Base: Total Overnight Person-Trips the Northern Region

- Skiing: 5
- Brewery: 4
- Art gallery: 4
- Fair/Exhibition/Festival: 4
- Hunting: 4
- Rodeo: 4
- Theater: 4
- Mountain Climbing: 3
- Birding: 3
- Business Meeting: 3
- Golf: 3
- Watch/Participate in Kids Sports Event: 3
- Conference/Convention: 2
- Dance: 2
- Tennis: 2

Percent
Activities and Experiences — Northern Region (Cont’d)

Base: Total Overnight Person-Trips the Northern Region

- Zoo: 2
- Watch Amateur/Youth Sports: 2
- Rock/Pop Concert: 2
- Dude Ranch: 1
- Participate in Adult Sports Event: 1
- Rafting: 1
- Winery: 1
- Pro/College Sports: 1
- Glamping*: 1
- Motorcycle Touring: 1
- Participate in Amateur/Youth Sports: 1

*Category added in 2015, data is from 2015 only
Activities of Special Interest - Northern Region

Base: Total Overnight Person-Trips the Northern Region

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

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors – Northern Region
Gender — Northern Region

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Gender</th>
<th>Northern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>56</td>
<td>52</td>
</tr>
</tbody>
</table>
Age — Northern Region

Base: Total Overnight Person-Trips to Idaho

Average Age
Northern
= 42

Average Age
Idaho
= 43

18-24 years
Northern: 17%
Idaho: 17%

25-44 years
Northern: 40%
Idaho: 42%

45-64 years
Northern: 24%
Idaho: 33%

65+ years
Northern: 10%
Idaho: 17%

Percent

Northern
Idaho
Household Size – Northern Region

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Northern</th>
<th>Idaho</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>15</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>2 members</td>
<td></td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>3 members</td>
<td>15</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>4 members</td>
<td>13</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>5+ members</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Household Income — Northern Region

Base: Total Overnight Person-Trips to Idaho

- $150K+
  - Northern: 4%
  - Idaho: 4%

- $100-$149.9K
  - Northern: 9%
  - Idaho: 12%

- $75K-$99.9K
  - Northern: 12%
  - Idaho: 14%

- $50K-$74.9K
  - Northern: 22%
  - Idaho: 19%

- Less than $49.9K
  - Northern: 56%
  - Idaho: 48%
Marital Status — Northern Region

Base: Total Overnight Person-Trips to Idaho

- **Married/With partner**
  - Northern: 62%
  - Idaho: 68%

- **Never married**
  - Northern: 20%
  - Idaho: 25%

- **Divorced/Widowed/ Separated**
  - Northern: 13%
  - Idaho: 12%

Percent
Children in Household — Northern Region

Base: Total Overnight Person-Trips to Idaho

- **No children under 18**
  - Northern: 48%
  - Idaho: 52%

- **Any child between 13-17**
  - Northern: 22%
  - Idaho: 21%

- **Any child between 6-12**
  - Northern: 26%
  - Idaho: 28%

- **Any child under 6**
  - Northern: 20%
  - Idaho: 26%
Education — Northern Region

Base: Total Overnight Person-Trips to Idaho

- Post-graduate: Northern 14, Idaho 16, Total 30
- College graduate: Northern 37, Idaho 41, Total 78
- Some college: Northern 27, Idaho 27, Total 54
- High school or less: Northern 21, Idaho 15, Total 36
- Other: Northern 1, Idaho 1, Total 2

Percentages based on Total Overnight Person-Trips to Idaho.
Employment — Northern Region

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed:
  - Northern: 43
  - Idaho: 45
- Part time:
  - Northern: 10
  - Idaho: 11
- Not employed/retired/ other:
  - Northern: 47
  - Idaho: 44
Race — Northern Region

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Race</th>
<th>Percent</th>
<th>Northern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90%</td>
<td>88%</td>
<td>2%</td>
</tr>
<tr>
<td>African-American</td>
<td>3%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>9%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Hispanic Background — Northern Region

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>Northern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>96</td>
<td>92</td>
</tr>
<tr>
<td>Yes</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

Percent
North Central Region
Main Purpose of Trip – North Central Region

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

Marketable Trips 40%

Visiting friends/relatives
- Outdoors: 14%
- Special event: 9%
- Touring: 6%
- Theme park: 4%
- City trip: 2%
- Casino: 2%
- Cruise: 1%
- Skiing/Snowboarding: 1%
- Golf Trip: 1%
- Other business trip: 3%
- Business-leisure: 3%

Percent: 0-60
State Origin Of Overnight Trip — North Central

Base: Total Overnight Person-Trips to North Central Region

- Idaho: 34
- Washington: 17
- Oregon: 16
- California: 8
- Montana: 4
- Florida: 4
- Colorado: 3
- New York: 2

Percent
## DMA Origin Of Overnight Trip — North Central

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

<table>
<thead>
<tr>
<th>City</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spokane, ID/WA</td>
<td>19</td>
</tr>
<tr>
<td>Boise, ID</td>
<td>13</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>9</td>
</tr>
<tr>
<td>Seattle-Tacoma, WA</td>
<td>7发明人</td>
</tr>
<tr>
<td>Idaho Falls-Pocatello, ID</td>
<td>6发明人</td>
</tr>
<tr>
<td>Yakima, WA</td>
<td>4发明人</td>
</tr>
<tr>
<td>Eugene, OR</td>
<td>3发明人</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>3发明人</td>
</tr>
<tr>
<td>Sacramento-Stockton-Modesto, CA</td>
<td>3发明人</td>
</tr>
<tr>
<td>Salt Lake City, ID/UT</td>
<td>2发明人</td>
</tr>
<tr>
<td>New York, NY/NJ/PA/CT</td>
<td>2发明人</td>
</tr>
<tr>
<td>Jacksonville, FL/GA</td>
<td>2发明人</td>
</tr>
<tr>
<td>Billings, MT</td>
<td>2发明人</td>
</tr>
<tr>
<td>Twin Falls, ID</td>
<td>2发明人</td>
</tr>
</tbody>
</table>
Overnight Trip Characteristics – North Central Region
Satisfaction with Trip*
% Very Satisfied – North Central

Base: Total Overnight Person-Trips to North Central Region

*New in 2015, data is from 2015 only
Past Visitation*

Base: Total Overnight Person-Trips to North Central Region

Ever: 73%
Past Year: 72%

*New in 2015, data is from 2015 only
Length of Trip Planning* — North Central

Base: Total Overnight Person-Trips to North Central Region

More than 1 year in advance: 0
6-12 months: 27
3-5 months: 10
2 months: 19
1 month or less: 35
Did not plan anything in advance: 9

*New in 2015, data is from 2015 only
Trip Planning Information Sources*
— North Central

Base: Total Overnight Person-Trips to North Central Region

- Destination websites: 17%
- Advice from relatives or friends: 15%
- A hotel or resort: 15%
- Airline: 10%
- Travel company websites: 10%
- Travel Agent/Company: 9%
- Travel guide/other books: 8%
- Online travel agencies: 7%
- Social Media: 7%
- 800/888 number: 6%
- Magazine articles/ad: 6%
- Auto club/AAA: 5%
- TV program/ad: 4%
- Travel/ski show or exhibition: 4%
- Visitors' bureau/govt tourism office: 3%

*New in 2015, data is from 2015 only
Method of Booking Trip* — North Central

Base: Total Overnight Person-Trips to North Central Region

- Hotel or resort: 26%
- Advice from relatives or friends: 15%
- Airline/commercial carrier: 8%
- Visitors' bureau/gov tourism office: 8%
- Destination websites: 8%
- Travel agent/company: 7%
- Newspaper articles/ad: 6%
- Online travel agencies: 6%
- Travel company websites: 6%
- Auto club/AAA: 4%
- 800/888 number: 4%
- Travel guide/other books: 3%
- TV program/ad: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips to North Central Region

Average North Central = 4.1 Nights

- 1 night: 19
- 2 nights: 23
- 3-4 nights: 32
- 5-6 nights: 14
- 7-13 nights: 8
- 14 + nights: 5
Number of Nights Spent in Each Region

Base: Total Overnight Person-Trips to North Central Region

Average North Central = 3.6 Nights
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

North Central
- Average No. of People:
  - Adults: 2.2
  - Children: 0.7
  - Total: 2.9

Idaho
- Average No. of People:
  - Adults: 2.4
  - Children: 1.0
  - Total: 3.4
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips to North Central Region

- Own car/truck: 76%
- Rental car: 16%
- Camper, R.V: 7%
- Motorcycle: 2%
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips to North Central Region

- Plane: 19%
- Online Taxi Service*: 8%
- Taxi: 4%
- Bus: 4%
- Train: 3%

*Category added in 2015, data is from 2015 only
Accommodation — North Central

Base: Total Overnight Person-Trips to North Central Region

- Hotel/Motel: 46%
- Friends/relatives' dwelling (not paid for): 35%
- Campground/trailer park/RV park: 16%
- Bed & Breakfast: 8%
- Country Inn/Lodge: 4%
- Rented cottage/cabin: 4%
- Rented home/condo/apartment: 1%
- Own home/condo/apt/second home: 1%
- Time share: 1%
Activities and Experiences — North Central

Base: Total Overnight Person-Trips to North Central Region

Shopping: 30%
Fishing: 22%
Swimming: 20%
Camping: 17%
National/State Park: 17%
Landmark/Historic Site: 14%
Hiking/Backpacking: 13%
Bar/Disco: 12%
Casino: 12%
Fine Dining: 12%
Fair/Exhibition/Festival: 12%
Mountain Climbing: 9%
Theater: 7%
Beach: 7%
Theme Park: 6%
Activities and Experiences
— North Central (Cont’d)

Base: Total Overnight Person-Trips to North Central Region

- Winery: 6
- Watch/Participate in Kids Sports Event: 6
- Boating/sailing: 5
- Rodeo: 5
- Watch Amateur/Youth Sports: 5
- Participate in Amateur/Youth Sports: 4
- Business Meeting: 4
- Hunting: 4
- Symphony: 4
- Participate in Adult Sports Event: 4
- Glamping*: 3
- Biking: 3
- Brewery: 3
- Dance: 3
- Rafting: 3

*Category added in 2015, data is from 2015 only
Activities and Experiences — North Central (Cont’d)

Base: Total Overnight Person-Trips to North Central Region

- Spa: 3
- Zoo: 3
- Art gallery: 2
- Motorcycle Touring: 2
- Conference/Convention: 2
- Skiing: 2
- Tennis: 2
- Trade Show: 2
- Pro/College Sports: 1
- Birding: 1
- Dude Ranch: 1
- Golf: 1
- Opera: 1
- Rock/Pop Concert: 1

Percent
Activities of Special Interest - North Central

Base: Total Overnight Person-Trips to North Central Region

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

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors – North Central Region
Gender — North Central

Base: Total Overnight Person-Trips to Idaho
Age — North Central

Base: Total Overnight Person-Trips to Idaho

Average Age
North Central
\= 44

Average Age
Idaho
\= 43

<table>
<thead>
<tr>
<th>Age Group</th>
<th>North Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>25-44 years</td>
<td>35</td>
<td>42</td>
</tr>
<tr>
<td>45-64 years</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>65+ years</td>
<td>23</td>
<td>17</td>
</tr>
</tbody>
</table>

Average Age to North Central: 44
Average Age to Idaho: 43

Base: Total Overnight Person-Trips to Idaho
Household Size — North Central

Base: Total Overnight Person-Trips to Idaho

- 1 member: 15 North Central, 15 Idaho
- 2 members: 16 North Central, 17 Idaho
- 3 members: 14 North Central, 17 Idaho
- 4 members: 11 North Central, 17 Idaho
- 5+ members: 17 North Central, 17 Idaho

Percent

North Central | Idaho
--- | ---
1 member | 23 | 34
2 members | 36 | 34
3 members | 16 | 17
4 members | 14 | 17
5+ members | 11 | 17

Base: Total Overnight Person-Trips to Idaho

61
Household Income — North Central

Base: Total Overnight Person-Trips to Idaho

- **$150K+**: North Central = 7, Idaho = 4
- **$100-$149.9K**: North Central = 13, Idaho = 12
- **$75K-$99.9K**: North Central = 14, Idaho = 13
- **$50K-$74.9K**: North Central = 21, Idaho = 22
- **Less than $49.9K**: North Central = 51, Idaho = 48
Marital Status — North Central

Base: Total Overnight Person-Trips to Idaho

- **Married/With partner**: North Central (56%), Idaho (68%)
- **Never married**: North Central (31%), Idaho (20%)
- **Divorced/Widowed/Separated**: North Central (13%), Idaho (12%)

Percent
Children in Household — North Central

Base: Total Overnight Person-Trips to Idaho

- No children under 18
  - North Central: 63%
  - Idaho: 48%

- Any child between 13-17
  - North Central: 14%
  - Idaho: 21%

- Any child between 6-12
  - North Central: 24%
  - Idaho: 28%

- Any child under 6
  - North Central: 19%
  - Idaho: 26%
Education — North Central

Base: Total Overnight Person-Trips to Idaho

- Post-graduate
- College graduate
- Some college
- High school or less
- Other

<table>
<thead>
<tr>
<th>Education Level</th>
<th>North Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>College graduate</td>
<td>34</td>
<td>41</td>
</tr>
<tr>
<td>Some college</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>High school or less</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>15</td>
</tr>
</tbody>
</table>

Percent

North Central Idaho
Employment — North Central

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed
  - North Central: 36%
  - Idaho: 45%

- Part time
  - North Central: 22%
  - Idaho: 11%

- Not employed/retired/ other
  - North Central: 42%
  - Idaho: 44%
Race — North Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Race</th>
<th>North Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>84</td>
<td>88</td>
</tr>
<tr>
<td>African-American</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent
Hispanic Background — North Central

Base: Total Overnight Person-Trips to Idaho

Percent

North Central  Idaho

No

93

92

Yes

7

8

Percent

Base: Total Overnight Person-Trips to Idaho
Central Region
Main Purpose of Trip – Central Region

Base: Total Overnight Person-Trips to the Central Region

- Visiting friends/relatives: 28
- Outdoors: 29
- Touring: 10
- Skiing/Snowboarding: 6
- Special event: 6
- Resort: 5
- City trip: 4
- Cruise: 1
- Casino: 1
- Golf Trip: 1
- Theme park: 1
- Conference/Convention: 1
- Other business trip: 5
- Business-leisure: 2

Marketable Trips: 64%
State Origin Of Overnight Trip — Central

Base: Total Overnight Person-Trips to the Central Region

- Idaho: 40
- California: 11
- Washington: 7
- Florida: 5
- Utah: 5
- Oregon: 4
- Illinois: 4
- Colorado: 3
- Montana: 2
- Texas: 2
- Nevada: 2
- Virginia: 2
- Connecticut: 2
- Michigan: 2

Percent
DMA Origin Of Overnight Trip — Central

Base: Total Overnight Person-Trips to the Central Region

- Boise, ID: 29 percent
- Idaho Falls-Pocatello, ID: 7 percent
- Seattle-Tacoma, WA: 6 percent
- Los Angeles, CA: 5 percent
- Salt Lake City, ID/UT: 5 percent
- Chicago, IL: 4 percent
- Spokane, ID/WA: 4 percent
- Washington, DC: 4 percent
- Twin Falls, ID: 3 percent
- Portland, OR: 3 percent
Overnight Trip Characteristics –
Central Region
Satisfaction with Trip*
% Very Satisfied – Central

Base: Total Overnight Person-Trips to the Central Region

Overall Trip Experience: 72%
Quality of accommodations: 63%
Friendliness of people: 63%
Sightseeing and attractions: 62%
Quality of food: 50%
Value for money: 50%
Music/nightlife/entertainment: 38%

*New in 2015, data is from 2015 only
Past Visitation*

Base: Total Overnight Person-Trips to the Central Region

Past Year

Past Year

Ever

Ever

*New in 2015, data is from 2015 only
Length of Trip Planning* — Central

Base: Total Overnight Person-Trips to the Central Region

- More than 1 year in advance: 3%
- 6-12 months: 15%
- 3-5 months: 12%
- 2 months: 15%
- 1 month or less: 43%
- Did not plan anything in advance: 12%

*New in 2015, data is from 2015 only
## Trip Planning Information Sources

### — Central

*New in 2015, data is from 2015 only*

### Source by Percent

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice from relatives or friends</td>
<td>26</td>
</tr>
<tr>
<td>A hotel or resort</td>
<td>12</td>
</tr>
<tr>
<td>Airline</td>
<td>12</td>
</tr>
<tr>
<td>Online travel agencies</td>
<td>11</td>
</tr>
<tr>
<td>Destination websites</td>
<td>10</td>
</tr>
<tr>
<td>Travel company websites</td>
<td>9</td>
</tr>
<tr>
<td>Travel guide/other books</td>
<td>6</td>
</tr>
<tr>
<td>Travel Agent/Company</td>
<td>5</td>
</tr>
<tr>
<td>Auto club/AAA</td>
<td>5</td>
</tr>
<tr>
<td>Social Media</td>
<td>5</td>
</tr>
<tr>
<td>800/888 number</td>
<td>5</td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>4</td>
</tr>
<tr>
<td>Lodging sharing websites</td>
<td>4</td>
</tr>
<tr>
<td>Visitors' bureau/govt tourism office</td>
<td>4</td>
</tr>
<tr>
<td>Magazine articles/ad</td>
<td>3</td>
</tr>
<tr>
<td>Newspaper articles/ad</td>
<td>3</td>
</tr>
</tbody>
</table>

*Base: Total Overnight Person-Trips to the Central Region*
Method of Booking Trip*
— Central

Base: Total Overnight Person-Trips to the Central Region

- Hotel or resort: 15%
- Airline/commercial carrier: 14%
- Advice from relatives or friends: 12%
- Travel company websites: 10%
- Online travel agencies: 7%
- Destination websites: 6%
- Travel agent/company: 6%
- Travel guide/other books: 4%
- Lodging sharing websites: 3%
- Visitors' bureau/gov tourism office: 3%
- 800/888 number: 3%
- TV program/ad: 3%
- Radio show/ad: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Central Region

Average Central = 4.4 Nights

1 night: 10 people
2 nights: 26 people
3-4 nights: 35 people
5-6 nights: 12 people
7-13 nights: 9 people
14+ nights: 7 people

Percent
Number of Nights Spent in Each Region

Base: Total Overnight Person-Trips to the Central Region

Average Central = 4.1 Nights

1 night: 17
2 nights: 28
3-4 nights: 30
5-6 nights: 10
7+ nights: 16

Percent
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

Central
- Average No. of People: 2.6
- Adults: 2.4
- Children: 0.9
- Total = 3.5

Idaho
- Average No. of People: 2.4
- Adults: 2.4
- Children: 1.0
- Total = 3.4

Average No. of People
- Adults
- Children
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips to the Central Region

- Own car/truck: 71%
- Rental car: 17%
- Camper, R.V: 12%
- Motorcycle: 2%
- Bicycle: 2%

Percent
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips to the Central Region

- Plane: 22%
- Taxi: 8%
- Bus: 7%
- Train: 6%
- Online Taxi Service*: 5%
- Ship/Boat: 1%

*Category added in 2015, data is from 2015 only
Accommodation — Central

Base: Total Overnight Person-Trips to the Central Region

- Hotel/Motel: 44%
- Campground/trailer park/RV park: 22%
- Friends/relatives' dwelling (not paid for): 18%
- Own home/condo/apt/second home: 9%
- Country Inn/Lodge: 8%
- Rented home/condo/apartment: 7%
- Time share: 5%
- Bed & Breakfast: 4%
- Rented cottage/cabin: 3%

Percent
Activities and Experiences — Central

Base: Total Overnight Person-Trips to the Central Region

- Hiking/Backpacking: 31%
- Camping: 25%
- Shopping: 21%
- Fine Dining: 20%
- Fishing: 20%
- National/State Park: 14%
- Swimming: 14%
- Landmark/Historic Site: 12%
- Brewery: 10%
- Skiing: 9%
- Spa: 9%
- Beach: 8%
- Boating/sailing: 8%
- Business Meeting: 8%
- Biking: 7%
Activities and Experiences — Central (Cont’d)

Base: Total Overnight Person-Trips to the Central Region

Art gallery 6
Bar/Disco 6
Fair/Exhibition/Festival 6
Rafting 6
Birding 5
Golf 5
Hunting 5
Mountain Climbing 5
Symphony 4
Casino 4
Dance 4
Theater 4
Rodeo 4
Trade Show 4
Glamping* 3

*Category added in 2015, data is from 2015 only
Activities and Experiences — Central (Cont’d)

Base: Total Overnight Person-Trips to the Central Region

Motorcycle Touring: 3
Tennis: 3
Winery: 3
Watch/Participate in Kids Sports Event: 3
Zoo: 2
Conference/Convention: 2
Participate in Amateur/Youth Sports: 2
Watch Amateur/Youth Sports: 2
Participate in Adult Sports Event: 2
Theme Park: 2
Opera: 1
Rock/Pop Concert: 1
Dude Ranch: 1
Pro/College Sports: 1
Activities of Special Interest
- Central

Base: Total Overnight Person-Trips to the Central Region

- Historic places: 26%
- Cultural activities/attractions: 21%
- Family Reunion*: 17%
- Brewery tours/Beer tasting*: 15%
- Exceptional culinary experiences: 11%
- Eco-Tourism: 9%
- Wedding*: 7%
- Traveling with grandchildren: 6%
- Religious Travel*: 6%
- Medical Tourism*: 3%
- Winery tours/Wine tasting: 3%

*Category added in 2015, data is from 2015 only
Demographic Profile Of Idaho Visitors
– Central Region
Gender — Central

Base: Total Overnight Person-Trips to Idaho

Male

Female

Percent

<table>
<thead>
<tr>
<th>0</th>
<th>20</th>
<th>40</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>52</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Central | Idaho
Age — Central

Average Age
Central = 46
Idaho = 43

18-24 years
Central: 12%, Idaho: 17%

25-44 years
Central: 40%, Idaho: 42%

45-64 years
Central: 24%, Idaho: 24%

65+ years
Central: 17%, Idaho: 24%

Base: Total Overnight Person-Trips to Idaho
Household Size — Central

Base: Total Overnight Person-Trips to Idaho

- 1 member: 18% Central, 18% Idaho
- 2 members: 34% Central, 39% Idaho
- 3 members: 14% Central, 17% Idaho
- 4 members: 13% Central, 17% Idaho
- 5+ members: 16% Central, 17% Idaho
Household Income — Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Percent Central</th>
<th>Percent Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $49.9K</td>
<td>42</td>
<td>48</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>$100-$149.9K</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>$150K+</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>
Marital Status — Central

Base: Total Overnight Person-Trips to Idaho

- **Married/With partner**
  - Central: 68%
  - Idaho: 71%

- **Never married**
  - Central: 20%
  - Idaho: 19%

- **Divorced/Widowed/ Separated**
  - Central: 12%
  - Idaho: 10%
Children in Household — Central

Base: Total Overnight Person-Trips to Idaho

- No children under 18
  - Central: 58%
  - Idaho: 48%
- Any child between 13-17
  - Central: 17%
  - Idaho: 21%
- Any child between 6-12
  - Central: 20%
  - Idaho: 28%
- Any child under 6
  - Central: 24%
  - Idaho: 26%

Percent
Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**: Central 16%, Idaho 21%
- **College graduate**: Central 16%, Idaho 41%
- **Some college**: Central 16%, Idaho 27%
- **High school or less**: Central 12%, Idaho 15%
- **Other**: Central 1%, Idaho 1%
Employment — Central

Base: Total Overnight Person-Trips to Idaho

- **Full time/ self-employed**
  - Central: 50
  - Idaho: 45

- **Part time**
  - Central: 11
  - Idaho: 11

- **Not employed/retired/ other**
  - Central: 39
  - Idaho: 44

Percent

0 20 40 60
Race — Central

Base: Total Overnight Person-Trips to Idaho

- **White**: 88%
- **African-American**: 3%
- **Other**: 11%

Percent

- **Central**:
  - White: 85%
  - African-American: 4%
  - Other: 11%

- **Idaho**:
  - White: 88%
  - African-American: 3%
  - Other: 9%
Hispanic Background — Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>93%</td>
</tr>
<tr>
<td>Yes</td>
<td>7%</td>
</tr>
</tbody>
</table>

Percent:
- Central
- Idaho
Eastern Region
Main Purpose of Trip – Eastern Region

Base: Total Overnight Person-Trips to the Eastern Region

Marketable Trips: 35%

- Visiting friends/relatives: 8
- Outdoors: 14
- Special event: 4
- Touring: 2
- City trip: 2
- Resort: 1
- Cruise: 1
- Casino: 1
- Theme park: 1
- Skiing/Snowboarding: 1
- Golf Trip: 1
- Conference/Convention: 1
- Other business trip: 9
- Business-leisure: 3

Percent

0 10 20 30 40 50 60
State Origin Of Overnight Trip — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Idaho: 35
- Utah: 23
- California: 9
- Illinois: 4
- Colorado: 3
- Oregon: 3
- Arizona: 3
- Washington: 3
- Florida: 3
- Montana: 2
- Texas: 2
- Nevada: 2

Percent
DMA Origin Of Overnight Trip — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Salt Lake City, ID/UT: 22 percent
- Idaho Falls-Pocatello, ID: 21 percent
- Boise, ID: 12 percent
- Portland, OR: 3 percent
- Chicago, IL: 3 percent
- Denver, CO: 3 percent
- San Francisco-Oakland-San Jose, CA: 3 percent
- Seattle-Tacoma, WA: 2 percent
- Phoenix, AZ: 2 percent
- Los Angeles, CA: 2 percent
- Miami-Ft. Lauderdale, FL: 2 percent
Overnight Trip Characteristics by Region
Satisfaction with Trip*  
% Very Satisfied — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendliness of people</td>
<td>66</td>
</tr>
<tr>
<td>Overall Trip Experience</td>
<td>63</td>
</tr>
<tr>
<td>Quality of accommodations</td>
<td>62</td>
</tr>
<tr>
<td>Quality of food</td>
<td>51</td>
</tr>
<tr>
<td>Value for money</td>
<td>42</td>
</tr>
<tr>
<td>Sightseeing and attractions</td>
<td>42</td>
</tr>
<tr>
<td>Music/nightlife/entertainment</td>
<td>25</td>
</tr>
</tbody>
</table>

*New in 2015, data is from 2015 only
Past Visitation*

*New in 2015, data is from 2015 only

Base: Total Overnight Person-Trips to the Eastern Region

Percent

Ever
Past Year

85
77
Length of Trip Planning* — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

More than 1 year in advance: 0
6-12 months: 5
3-5 months: 13
2 months: 14
1 month or less: 53
Did not plan anything in advance: 15

Percent

*New in 2015, data is from 2015 only
Trip Planning Information Sources* — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

Advice from relatives or friends: 22%
A hotel or resort: 11%
Online travel agencies: 11%
Social Media: 11%
Travel company websites: 8%
Airline: 7%
Destination websites: 6%
Auto club/AAA: 3%
Magazine articles/ad: 3%
Lodging sharing websites: 3%
Travel guide/other books: 3%
TV program/ad: 3%

*New in 2015, data is from 2015 only
Method of Booking Trip* – Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Hotel or resort: 12%
- Online travel agencies: 10%
- Advice from relatives or friends: 10%
- Travel company websites: 8%
- Airline/commercial carrier: 5%
- 800/888 number: 4%
- Visitors' bureau/gov tourism office: 3%
- Destination websites: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Eastern Region

Average Eastern = 4.6 Nights

- 1 night: 19
- 2 nights: 26
- 3-4 nights: 30
- 5-6 nights: 7
- 7-13 nights: 12
- 14+ nights: 7

Percent
Number of Nights Spent in Each Region

Base: Total Overnight Person-Trips to the Eastern Region

<table>
<thead>
<tr>
<th>Number of Nights</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>2 nights</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>3-4 nights</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>5-6 nights</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>7+ nights</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

Average Eastern = 4.0 Nights
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

Eastern
- Average No. of People:
  - Adults: 2.0
  - Children: 1.0
Total = 3.0

Idaho
- Average No. of People:
  - Adults: 2.4
  - Children: 1.0
Total = 3.4
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips to the Eastern Region

- Own car/truck: 79%
- Rental car: 11%
- Camper, R.V: 8%
- Motorcycle: 2%

Percent
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips to the Eastern Region

- Plane: 14
- Bus: 6
- Taxi: 3
- Online Taxi Service*: 3
- Train: <1
- Ship/Boat: 1

*Category added in 2015, data is from 2015 only
Accommodation — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Friends/relatives' dwelling (not paid for) 39%
- Hotel/Motel 32%
- Campground/trailer park/RV park 13%
- Own home/condo/apartment/second home 7%
- Rented cottage/cabin 5%
- Bed & Breakfast 4%
- Country Inn/Lodge 4%
- Time share 3%
- Rented home/condo/apartment 1%
- Boat/cruise ship 1%
Activities and Experiences — Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Shopping: 31
- National/State Park: 16
- Hiking/Backpacking: 16
- Fishing: 16
- Landmark/Historic Site: 14
- Swimming: 14
- Camping: 12
- Fine Dining: 8
- Zoo: 7
- Business Meeting: 7
- Biking: 6
- Mountain Climbing: 5
- Theater: 5
- Beach: 4
- Bar/Disco: 4

Percent
Activities and Experiences — Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Casino: 4
- Hunting: 4
- Watch Amateur/Youth Sports: 4
- Art gallery: 3
- Dance: 3
- Theme Park: 3
- Watch/Participate in Kids Sports Event: 3
- Brewery: 3
- Fair/Exhibition/Festival: 3
- Participate in Adult Sports Event: 2
- Boating/sailing: 2
- Rafting: 2
- Skiing: 2
- Golf: 2
- Rodeo: 2

Percent
Activities and Experiences — Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Spa: 2
- Glamping*: 2
- Pro/College Sports: 2
- Conference/Convention: 1
- Rock/Pop Concert: 1
- Participate in Amateur/Youth Sports: 1
- Winery: 1
- Birding: 1
- Dude Ranch: 1
- Motorcycle Touring: 1
- Symphony: 1

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors – Eastern Region
**Gender — Eastern**

*Base: Total Overnight Person-Trips to Idaho*

- **Male**
  - Eastern: 48%
  - Idaho: 48%

- **Female**
  - Eastern: 52%
  - Idaho: 52%
Age — Eastern

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Eastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>25-44 years</td>
<td>26</td>
<td>42</td>
</tr>
<tr>
<td>45-64 years</td>
<td>24</td>
<td>46</td>
</tr>
<tr>
<td>65+ years</td>
<td>11</td>
<td>17</td>
</tr>
</tbody>
</table>

Average Age Eastern = 41
Average Age Idaho = 43
Household Size— Eastern

Base: Total Overnight Person-Trips to Idaho

- **1 member**: 15 (Eastern), 17 (Idaho)
- **2 members**: 13 (Eastern), 17 (Idaho)
- **3 members**: 13 (Eastern), 17 (Idaho)
- **4 members**: 13 (Eastern), 17 (Idaho)
- **5+ members**: 18 (Eastern), 17 (Idaho)

Percent
Household Income — Eastern

Base: Total Overnight Person-Trips to Idaho

- $150K+: Eastern 4, Idaho 4
- $100-$149.9K: Eastern 11, Idaho 12
- $75K-$99.9K: Eastern 17, Idaho 14
- $50K-$74.9K: Eastern 23, Idaho 22
- Less than $49.9K: Eastern 45, Idaho 48
Marital Status — Eastern

Base: Total Overnight Person-Trips to Idaho

- **Married/With partner**
  - Eastern: 68%
  - Idaho: 72%
- **Never married**
  - Eastern: 18%
  - Idaho: 20%
- **Divorced/Widowed/ Separated**
  - Eastern: 12%
  - Idaho: 10%

Percent

<table>
<thead>
<tr>
<th></th>
<th>Eastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/With partner</td>
<td>68%</td>
<td>72%</td>
</tr>
<tr>
<td>Never married</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Divorced/Widowed/ Separated</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Children in Household — Eastern

Base: Total Overnight Person-Trips to Idaho

- **No children under 18**: Eastern 48%, Idaho 43%
- **Any child between 13-17**: Eastern 21%, Idaho 21%
- **Any child between 6-12**: Eastern 25%, Idaho 28%
- **Any child under 6**: Eastern 26%, Idaho 32%

Percent
Education — Eastern

Base: Total Overnight Person-Trips to Idaho

- Post-graduate: Eastern 14, Idaho 16
- College graduate: Eastern 41, Idaho 46
- Some college: Eastern 23, Idaho 27
- High school or less: Eastern 15, Idaho 15
- Other: Eastern 2, Idaho 1

Percent
Employment — Eastern

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed
  - Eastern: 44%
  - Idaho: 45%

- Part time
  - Eastern: 8%
  - Idaho: 11%

- Not employed/retired/ other
  - Eastern: 44%
  - Idaho: 48%
Race — Eastern

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Race</th>
<th>Eastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>88</td>
<td>88</td>
</tr>
<tr>
<td>African-American</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>
Hispanic Background — Eastern

Base: Total Overnight Person-Trips to Eastern

<table>
<thead>
<tr>
<th></th>
<th>Eastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>No</td>
<td>88</td>
<td>92</td>
</tr>
</tbody>
</table>

Percent
Southeastern Region
Main Purpose of Trip – Southeastern Region

Base: Total Overnight Person-Trips to the Southeastern Region

**Marketable Trips 32%**

- Visiting friends/relatives: 15
- Outdoors: 5
- Touring: 4
- Special event: 2
- Skiing/Snowboarding: 1
- Casino: 1
- Theme park: 1
- City trip: 1
- Resort: 1
- Golf Trip: 1
- Cruise: 1
- Conference/Convention: 2
- Other business trip: 10
- Business-leisure: 6

Percent
State Origin Of Overnight Trip — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Idaho: 38
- Utah: 25
- Washington: 7
- California: 5
- Montana: 3
- Oregon: 3
- Colorado: 3
- Arizona: 2

Percent
DMA Origin Of Overnight Trip - Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Salt Lake City, ID/UT: 27%
- Idaho Falls-Pocatello, ID: 15%
- Boise, ID: 15%
- Spokane, ID/WA: 4%
- Twin Falls, ID: 4%
- Portland, OR: 3%
- Seattle-Tacoma, WA: 3%
- Denver, CO: 2%
- Los Angeles, CA: 2%
- Phoenix, AZ: 2%
- San Diego, CA: 2%
Overnight Trip Characteristics – Southeastern Region
Satisfaction with Trip*
% Very Satisfied — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

Friendliness of people — 61%
Overall Trip Experience — 60%
Quality of accommodations — 53%
Value for money — 51%
Quality of food — 48%
Sightseeing and attractions — 39%
Music/nightlife/entertainment — 29%

*New in 2015, data is from 2015 only
Past Visitation*

*New in 2015, data is from 2015 only

Base: Total Overnight Person-Trips to the Southeastern Region

- Ever: 83%
- Past Year: 77%

Percent
Length of Trip Planning* — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

More than 1 year in advance: 3%
6-12 months: 10%
3-5 months: 6%
2 months: 13%
1 month or less: 42%
Did not plan anything in advance: 26%

*New in 2015, data is from 2015 only
Trip Planning Information Sources* – Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

*New in 2015, data is from 2015 only
Method of Booking Trip* — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Online travel agencies: 13%
- Hotel or resort: 11%
- Advice from relatives or friends: 9%
- Travel agent/company: 5%
- Lodging sharing websites: 3%
- Travel company websites: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Southeastern Region

Average Southeastern = 4.2 Nights

- 1 night: 26
- 2 nights: 27
- 3-4 nights: 24
- 5-6 nights: 7
- 7-13 nights: 11
- 14+ nights: 6
Number of Nights Spent in Each Region

Base: Total Overnight Person-Trips to the Southeastern Region

Average Southeastern = 3.7 Nights

- 1 night: 29
- 2 nights: 29
- 3-4 nights: 21
- 5-6 nights: 7
- 7+ nights: 14

Percent
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

Southeastern
- Average No. of People: 2.3 Adults, 1.2 Children
- Total = 3.5

Idaho
- Average No. of People: 2.4 Adults, 1.0 Children
- Total = 3.4
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips to the Southeastern Region

- Own car/truck: 84%
- Rental car: 10%
- Camper, R.V: 7%
- Motorcycle: 3%
- Bicycle: 1%

Percent
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips to the Southeastern Region

- Plane: 12 percent
- Bus: 6 percent
- Online Taxi Service*: 3 percent
- Taxi: 2 percent
- Train: 2 percent

*Category added in 2015, data is from 2015 only
Accommodation — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Hotel/Motel: 39%
- Friends/relatives’ dwelling (not paid for): 33%
- Campground/trailer park/RV park: 12%
- Bed & Breakfast: 4%
- Country Inn/Lodge: 4%
- Rented cottage/cabin: 4%
- Rented home/condo/apartment: 3%
- Own home/condo/apt/second home: 3%
- Time share: 1%
Activities and Experiences — Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Shopping: 24%
- Swimming: 18%
- Camping: 17%
- Hiking/Backpacking: 16%
- Fishing: 15%
- Landmark/Historic Site: 14%
- National/State Park: 11%
- Fine Dining: 9%
- Biking: 7%
- Business Meeting: 7%
- Boating/sailing: 6%
- Zoo: 6%
- Beach: 5%
- Theme Park: 5%
- Bar/Disco: 5%
Activities and Experiences — Southeastern (Cont’d)

Base: Total Overnight Person-Trips to the Southeastern Region

- Casino: 5
- Hunting: 5
- Theater: 5
- Mountain Climbing: 4
- Spa: 4
- Conference/Convention: 3
- Fair/Exhibition/Festival: 3
- Brewery: 3
- Skiing: 3
- Dance: 3
- Rafting: 3
- Rodeo: 3
- Art gallery: 2
- Winery: 2
- Watch Amateur/Youth Sports: 2

Percent
Activities and Experiences — Southeastern (Cont’d)

Base: Total Overnight Person-Trips to the Southeastern Region

- Rock/Pop Concert
- Motorcycle Touring
- Pro/College Sports
- Birding
- Watch/Participate in Kids Sports Event
- Glamping*
- Golf
- Tennis
- Trade Show
- Dude Ranch
- Opera
- Symphony
- Participate in Amateur/Youth Sports
- Participate in Adult Sports Event

*Category added in 2015, data is from 2015 only
Activities of Special Interest - Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Family Reunion*: 33
- Historic places: 22
- Cultural activities/attractions: 12
- Winery tours/Wine tasting: 6
- Traveling with grandchildren: 6
- Brewery tours/Beer tasting*: 4
- Wedding*: 4
- Exceptional culinary experiences: 3
- Religious Travel*: 3
- Eco-Tourism: 3
- Medical Tourism*: 1

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors
–Southeastern Region
Gender — Southeastern

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Gender</th>
<th>Southeastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>42</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>58</td>
</tr>
</tbody>
</table>

Percent

- **Southeastern**
- **Idaho**
Age — Southeastern

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Southeastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>19%</td>
<td>47%</td>
</tr>
<tr>
<td>25-44 years</td>
<td>17%</td>
<td>42%</td>
</tr>
<tr>
<td>45-64 years</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>65+ years</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

Average Age
Southeastern = 40
Idaho = 43

Base: Total Overnight Person-Trips to Idaho
Household Size — Southeastern

Base: Total Overnight Person-Trips to Idaho

- **1 member**: Southeastern 16, Idaho 15
- **2 members**: Southeastern 24, Idaho 34
- **3 members**: Southeastern 17, Idaho 17
- **4 members**: Southeastern 22, Idaho 17
- **5+ members**: Southeastern 21, Idaho 17

Percent
Household Income — Southeastern

Base: Total Overnight Person-Trips to Idaho

- $150K+: 1 Southeastern, 4 Idaho
- $100-$149.9K: 6 Southeastern, 12 Idaho
- $75K-$99.9K: 14 Southeastern, 14 Idaho
- $50K-$74.9K: 18 Southeastern, 22 Idaho
- Less than $49.9K: 61 Southeastern, 48 Idaho

Percent

0 10 20 30 40 50 60 70

Southeastern
Idaho
Marital Status — Southeastern

Base: Total Overnight Person-Trips to Idaho

Married/With partner

Never married

Divorced/Widowed/ Separated

Percent

Southeastern	Idaho

156
Children in Household — Southeastern

Base: Total Overnight Person-Trips to Idaho

- No children under 18
  - Southeastern: 23%
  - Idaho: 48%

- Any child between 13-17
  - Southeastern: 21%
  - Idaho: 30%

- Any child between 6-12
  - Southeastern: 26%
  - Idaho: 28%

- Any child under 6
  - Southeastern: 32%
  - Idaho: 30%
Education — Southeastern

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**
  - Southeastern: 10
  - Idaho: 16

- **College graduate**
  - Southeastern: 40
  - Idaho: 41

- **Some college**
  - Southeastern: 30
  - Idaho: 30

- **High school or less**
  - Southeastern: 18
  - Idaho: 15

- **Other**
  - Southeastern: 2
  - Idaho: 1

Percentages have been rounded to the nearest whole number.
Employment — Southeastern

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed
- Part time
- Not employed/retired/ other

Percent

Southeastern    Idaho
Race – Southeastern

Base: Total Overnight Person-Trips to Idaho

- **White**: 90% Southeastern, 88% Idaho
- **African-American**: 2% Southeastern, 3% Idaho
- **Other**: 8% Southeastern, 9% Idaho
Hispanic Background — Southeastern

Base: Total Overnight Person-Trips to Idaho

Percent

- **No**
  - Southeastern: 93%
  - Idaho: 92%

- **Yes**
  - Southeastern: 7%
  - Idaho: 8%

- **Base**: Total Overnight Person-Trips to Idaho
South Central Region
Main Purpose of Trip – South Central Region

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

Marketable Trips 26%

Visiting friends/relatives 61%
Outdoors 10%
Touring 6%
City trip 3%
Special event 3%
Cruise 1%
Casino 1%
Theme park 1%
Golf Trip 1%
Conference/Convention 3%
Other business trip 7%
Business-leisure 3%

Percent
State Origin Of Overnight Trip — South Central

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

- Idaho: 42
- Utah: 15
- California: 7
- Oregon: 6
- Washington: 6
- Nevada: 6
- Colorado: 3
- Montana: 2
- Texas: 2
- Oklahoma: 2

Percent

Percent
DMA Origin Of Overnight Trip - South Central

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

- Boise, ID: 24%
- Salt Lake City, ID/UT: 16%
- Idaho Falls-Pocatello, ID: 9%
- Portland, OR: 7%
- Spokane, ID/WA: 5%
- Twin Falls, ID: 4%
- Seattle-Tacoma, WA: 3%
- Los Angeles, CA: 3%
- Las Vegas, NV: 3%
- Denver, CO: 2%
- Fresno-Visalia, CA: 2%
- San Diego, CA: 2%
- Reno, NV: 2%
Overnight Trip Characteristics
– South Central Region
Satisfaction with Trip*
% Very Satisfied — South Central

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

Overall Trip Experience 64
Friendliness of people 53
Quality of accommodations 44
Quality of food 39
Value for money 39
Sightseeing and attractions 37
Music/nightlife/entertainment 22

*New in 2015, data is from 2015 only
Past Visitation*

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

*New in 2015, data is from 2015 only
Length of Trip Planning* — South Central

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

- More than 1 year in advance: 0%
- 6-12 months: 5%
- 3-5 months: 12%
- 2 months: 13%
- 1 month or less: 46%
- Did not plan anything in advance: 24%

*New in 2015, data is from 2015 only
Trip Planning Information Sources* — South Central

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

- Advice from relatives or friends: 17%
- A hotel or resort: 15%
- Online travel agencies: 13%
- Destination websites: 8%
- Auto club/AAA: 7%
- Travel company websites: 6%
- Airline: 5%
- Social Media: 4%
- Visitors' bureau/govt tourism office: 4%
- Travel guide/other books: 3%

*New in 2015, data is from 2015 only
Method of Booking Trip*—South Central

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

- Online travel agencies: 14 percent
- Hotel or resort: 12 percent
- Travel company websites: 6 percent
- Advice from relatives or friends: 4 percent
- Airline/commercial carrier: 3 percent
- Auto club/AAA: 3 percent
- Visitors' bureau/gov tourism office: 3 percent
- Destination websites: 3 percent
- Travel agent/company: 3 percent

*New in 2015, data is from 2015 only
Total Nights Away on Trip

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

Average South Central = 3.7 Nights

- 1 night: 25
- 2 nights: 26
- 3-4 nights: 31
- 5-6 nights: 6
- 7-13 nights: 8
- 14+ nights: 4

Percent
Number of Nights Spent in Each Region

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

Average South Central = 3.4 Nights

- 1 night: 30
- 2 nights: 26
- 3-4 nights: 28
- 5-6 nights: 5
- 7+ nights: 11
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

South Central
- Average No. of People:
  - Adults: 2.3
  - Children: 1.2
  - Total = 3.5

Idaho
- Average No. of People:
  - Adults: 2.4
  - Children: 1.0
  - Total = 3.4

Average No. of People

- Adults
- Children
Transportation — Personal Vehicles

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

- Own car/truck: 84%
- Rental car: 12%
- Camper, R.V: 4%
- Motorcycle: 2%
- Bicycle: <1%

Percent
Transportation — Commercial Vehicles

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

- Plane: 10%
- Taxi: 4%
- Bus: 4%
- Online Taxi Service*: 2%
- Train: 2%

*Category added in 2015, data is from 2015 only
Accommodation – South Central

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

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/Motel</td>
<td>44</td>
</tr>
<tr>
<td>Friends/relatives’ dwelling (not paid for)</td>
<td>41</td>
</tr>
<tr>
<td>Campground/trailer park/RV park</td>
<td>9</td>
</tr>
<tr>
<td>Bed &amp; Breakfast</td>
<td>3</td>
</tr>
<tr>
<td>Country Inn/Lodge</td>
<td>2</td>
</tr>
<tr>
<td>Rented cottage/cabin</td>
<td>2</td>
</tr>
<tr>
<td>Rented home/condo/apartment</td>
<td>1</td>
</tr>
<tr>
<td>Time share</td>
<td>0</td>
</tr>
<tr>
<td>Own home/condo/apt/second home</td>
<td>0</td>
</tr>
</tbody>
</table>
Activities and Experiences — South Central

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

- Shopping 31%
- Landmark/Historic Site 18%
- Swimming 14%
- National/State Park 13%
- Camping 13%
- Hiking/Backpacking 11%
- Fine Dining 10%
- Fishing 9%
- Casino 9%
- Bar/Disco 7%
- Fair/Exhibition/Festival 6%
- Theater 5%
- Business Meeting 5%
- Dance 5%
- Hunting 5%
Activities and Experiences — South Central (Cont’d)

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

- Brewery: 4
- Conference/Convention: 4
- Zoo: 4
- Watch/Participate in Kids Sports Event: 4
- Beach: 3
- Mountain Climbing: 3
- Skiing: 3
- Winery: 3
- Golf: 3
- Participate in Amateur/Youth Sports: 3
- Watch Amateur/Youth Sports: 3
- Glamping*: 2
- Art gallery: 2
- Rafting: 2
- Theme Park: 2
- Boating/sailing: 2

*Category added in 2015, data is from 2015 only
Activities and Experiences — South Central (Cont’d)

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

- Boating/sailing: 2
- Spa: 2
- Tennis: 2
- Biking: 1
- Motorcycle Touring: 1
- Pro/College Sports: 1
- Dude Ranch: 1
- Rodeo: 1
Activities of Special Interest - South Central

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

- Family Reunion*: 36
- Historic places: 27
- Cultural activities/attractions: 12
- Exceptional culinary experiences: 10
- Wedding*: 8
- Winery tours/Wine tasting: 4
- Religious Travel*: 3
- Brewery tours/Beer tasting*: 2
- Eco-Tourism: 2
- Traveling with grandchildren: 2
- Medical Tourism*: 0

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors – South Central Region
Gender — South Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>South Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
<td>52</td>
</tr>
</tbody>
</table>
Age — South Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Age Group</th>
<th>South Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>25-44 years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45-64 years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65+ years</td>
<td>7</td>
<td>17</td>
</tr>
</tbody>
</table>

Average Age
South Central = 43
Idaho = 43
Household Size — South Central

Base: Total Overnight Person-Trips to Idaho

- 1 member
  - South Central: 10%
  - Idaho: 15%
- 2 members
  - South Central: 15%
  - Idaho: 28%
- 3 members
  - South Central: 17%
  - Idaho: 17%
- 4 members
  - South Central: 17%
  - Idaho: 17%
- 5+ members
  - South Central: 17%
  - Idaho: 28%
Household Income — South Central

Base: Total Overnight Person-Trips to Idaho

- $150K+: 4% (South Central), 6% (Idaho)
- $100-$149.9K: 12% (South Central), 14% (Idaho)
- $75K-$99.9K: 12% (South Central), 14% (Idaho)
- $50K-$74.9K: 26% (South Central), 22% (Idaho)
- Less than $49.9K: 54% (South Central), 48% (Idaho)
Marital Status — South Central

Base: Total Overnight Person-Trips to Idaho

Married/With partner
- South Central: 73%
- Idaho: 68%

Never married
- South Central: 15%
- Idaho: 20%

Divorced/Widowed/ Separated
- South Central: 12%
- Idaho: 12%

Percent
Children in Household — South Central

Base: Total Overnight Person-Trips to Idaho

- No children under 18
  - South Central: 16%
  - Idaho: 21%

- Any child between 13-17
  - South Central: 27%
  - Idaho: 28%

- Any child between 6-12
  - South Central: 35%
  - Idaho: 35%

- Any child under 6
  - South Central: 26%
  - Idaho: 28%

Percent

South Central  Idaho
Education — South Central

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate:**
  - South Central: 15
  - Idaho: 16

- **College graduate:**
  - South Central: 43
  - Idaho: 41

- **Some college:**
  - South Central: 28
  - Idaho: 27

- **High school or less:**
  - South Central: 12
  - Idaho: 15

- **Other:**
  - South Central: 2
  - Idaho: 1

Percent
Employment — South Central

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed: South Central (47%), Idaho (45%)
- Part time: South Central (9%), Idaho (11%)
- Not employed/retired/ other: South Central (44%), Idaho (44%)
Race — South Central

Base: Total Overnight Person-Trips to Idaho

- **White**
  - South Central: 91%
  - Idaho: 88%

- **African-American**
  - South Central: 0%
  - Idaho: 3%

- **Other**
  - South Central: 9%
  - Idaho: 9%
Hispanic Background — South Central

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>South Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>90</td>
<td>92</td>
</tr>
<tr>
<td>Yes</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>
Southwestern Region
Main Purpose of Trip – Southwestern Region

Base: Total Overnight Person-Trips to the Southwestern Region

- Visiting friends/relatives: 50%
- Outdoors: 13%
- Special event: 8%
- Touring: 6%
- City trip: 2%
- Golf Trip: 1%
- Theme park: 1%
- Resort: 1%
- Casino: 1%
- Conference/Convention: 3%
- Other business trip: 10%
- Business-leisure: 4%

Marketable Trips: 33%
State Origin Of Overnight Trip — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Idaho: 46
- Utah: 9
- Washington: 9
- Oregon: 8
- California: 8
- Montana: 2
- Nevada: 2
- Florida: 2

Percent
DMA Origin Of Overnight Trip - Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Boise, ID: 28%
- Salt Lake City, ID/UT: 10%
- Idaho Falls-Pocatello, ID: 9%
- Portland, OR: 8%
- Twin Falls, ID: 6%
- Spokane, ID/WA: 6%
- Seattle-Tacoma, WA: 5%
- Los Angeles, CA: 3%
- New York, NY: 2%
- Sacramento-Stockton-Modesto, CA: 2%
- Missoula, MT: 2%
- San Francisco-Oakland-San Jose, CA: 2%
Overnight Trip Characteristics
– Southwestern Region
Satisfaction with Trip*
% Very Satisfied — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Overall Trip Experience: 61%
- Friendliness of people: 57%
- Quality of accommodations: 54%
- Quality of food: 50%
- Value for money: 47%
- Sightseeing and attractions: 43%
- Music/nightlife/entertainment: 27%

*New in 2015, data is from 2015 only
Past Visitation*

Base: Total Overnight Person-Trips to the Southwestern Region

*New in 2015, data is from 2015 only
Length of Trip Planning* — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

More than 1 year in advance: 4
6-12 months: 14
3-5 months: 15
2 months: 15
1 month or less: 40
Did not plan anything in advance: 12

*New in 2015, data is from 2015 only
Trip Planning Information Sources* — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

Advice from relatives or friends: 24%
Online travel agencies: 16%
Airline: 12%
A hotel or resort: 11%
Social Media: 9%
Destination websites: 7%
Travel company websites: 7%
Auto club/AAA: 4%
Travel Agent/Company: 3%
Lodging sharing websites: 3%
Visitors' bureau/govt tourism office: 3%

*New in 2015, data is from 2015 only
Method of Booking Trip* — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Online travel agencies: 14%
- Hotel or resort: 12%
- Airline/commercial carrier: 11%
- Advice from relatives or friends: 10%
- Travel company websites: 7%
- Travel agent/company: 4%
- Destination websites: 3%

*New in 2015, data is from 2015 only
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Southwestern Region

Average Southwestern = 4.1 Nights
Number of Nights Spent in Each Region

Average Southwestern = 3.8 Nights

Base: Total Overnight Person-Trips to the Southwestern Region

- 1 night: 23
- 2 nights: 30
- 3-4 nights: 27
- 5-6 nights: 9
- 7+ nights: 11

Percent
Size of Travel Party

Base: Total Overnight Person-Trips to Idaho

Southwestern
- Average No. of People
- Adults: 2.2
- Children: 1.0
- Total = 3.2

Idaho
- Average No. of People
- Adults: 2.4
- Children: 1.0
- Total = 3.4
Transportation — Personal Vehicles

Base: Total Overnight Person-Trips to the Southwestern Region

- Own car/truck: 76%
- Rental car: 12%
- Camper, R.V: 4%
- Bicycle: 3%
- Motorcycle: 1%

Percent
Transportation — Commercial Vehicles

Base: Total Overnight Person-Trips to the Southwestern Region

- Plane: 19%
- Taxi: 5%
- Bus: 4%
- Train: 1%
- Online Taxi Service*: <1%

*Category added in 2015, data is from 2015 only
Accommodation — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Hotel/Motel: 43%
- Friends/relatives' dwelling (not paid for): 33%
- Campground/trailer park/RV park: 9%
- Bed & Breakfast: 4%
- Rented home/condo/apartment: 4%
- Rented cottage/cabin: 3%
- Own home/condo/apt/second home: 2%
- Country Inn/Lodge: 2%
- Time share: 2%
- Boat/cruise ship: 0%
Activities and Experiences — Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Shopping: 31%
- Fine Dining: 16%
- Swimming: 13%
- Hiking/Backpacking: 12%
- National/State Park: 12%
- Camping: 11%
- Fishing: 11%
- Landmark/Historic Site: 10%
- Business Meeting: 7%
- Bar/Disco: 6%
- Brewery: 6%
- Zoo: 6%
- Fair/Exhibition/Festival: 6%
- Biking: 6%
- Theater: 5%

Percent
Activities and Experiences — Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Beach: 4
- Watch/Participate in Kids Sports Event: 4
- Watch Amateur/Youth Sports: 4
- Art gallery: 4
- Conference/Convention: 3
- Rafting: 3
- Golf: 3
- Theme Park: 3
- Boating/sailing: 3
- Casino: 2
- Mountain Climbing: 2
- Pro/College Sports: 2
- Hunting: 2
- Skiing: 2
- Dance: 2

Percent
Activities and Experiences — Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Rock/Pop Concert: 2
- Spa: 2
- Winery: 2
- Participate in Adult Sports Event: 2
- Rodeo: 1
- Trade Show: 1
- Birding: 1
- Participate in Amateur/Youth Sports: 1
- Tennis: 1
Activities of Special Interest - Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

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

*Category added in 2015, data is from 2015 only
Demographic Profile of Idaho Visitors
– Southwestern Region
Gender — Southwestern

Base: Total Overnight Person-Trips to Idaho

Percent

<table>
<thead>
<tr>
<th></th>
<th>Southwestern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>56</td>
<td>52</td>
</tr>
</tbody>
</table>
Age — Southwestern

Base: Total Overnight Person-Trips to Idaho

Average Age
Southwestern
= 44

Average Age
Idaho
= 43

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Southwestern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>25-44 years</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>45-64 years</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>65+ years</td>
<td>14%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Percent
Household Size — Southwestern

Base: Total Overnight Person-Trips to Idaho

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

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>2 members</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>3 members</td>
<td>17</td>
<td>17</td>
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<tr>
<td>4 members</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>5+ members</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>

Percent
Household Income — Southwestern

Base: Total Overnight Person-Trips to Idaho

- $150K+: Southwestern 4%, Idaho 5%
- $100-$149.9K: Southwestern 12%, Idaho 11%
- $75K-$99.9K: Southwestern 14%, Idaho 12%
- $50K-$74.9K: Southwestern 22%, Idaho 25%
- Less than $49.9K: Southwestern 47%, Idaho 48%
Marital Status — Southwestern

Base: Total Overnight Person-Trips to Idaho

- **Married/With partner**: 68% in Southwestern, 67% in Idaho
- **Never married**: 20% in Southwestern, 20% in Idaho
- **Divorced/Widowed/ Separated**: 12% in Southwestern, 13% in Idaho

Percent

0 10 20 30 40 50 60 70

Southwestern  Idaho
Children in Household – Southwestern

Base: Total Overnight Person-Trips to Idaho

- **No children under 18**
  - Southwestern: 49%
  - Idaho: 48%

- **Any child between 13-17**
  - Southwestern: 19%
  - Idaho: 21%

- **Any child between 6-12**
  - Southwestern: 24%
  - Idaho: 28%

- **Any child under 6**
  - Southwestern: 28%
  - Idaho: 26%

Percent

- **Southwestern**
- **Idaho**
Education — Southwestern

Base: Total Overnight Person-Trips to Idaho

- Post-graduate: Southwestern 16%, Idaho 16%
- College graduate: Southwestern 43%, Idaho 41%
- Some college: Southwestern 26%, Idaho 27%
- High school or less: Southwestern 13%, Idaho 15%
- Other: Southwestern 2%, Idaho 1%
Employment — Southwestern

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed: Southwestern 47%, Idaho 45%
- Part time: Southwestern 11%, Idaho 11%
- Not employed/retired/ other: Southwestern 42%, Idaho 44%

Percent

Southwestern  
Idaho
Race — Southwestern

Base: Total Overnight Person-Trips to Idaho

- **White**: 88% Southwestern, 90% Idaho
- **African-American**: 1% Southwestern, 3% Idaho
- **Other**: 9% Southwestern, 9% Idaho
Hispanic Background — Southwestern

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
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<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
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<td>92</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td>5</td>
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</table>

Percent

223