



Idaho 2017 Regional Visitor Research



Table of Contents

Introduction.....	3
Methodology.....	4
Analytical Note.....	5
Map.....	6
Northern Region.....	7
North Central Region	40
Central Region	74
Eastern Region	108
Southeastern Region	142
South Central Region	176
Southwestern Region.....	210

Introduction

- ✓ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ✓ In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- ✓ It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- ✓ 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, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA®** survey:
 - Selected to be representative of the U.S. adult population
- Respondents who visited Idaho were asked to identify which regions they spent time in with the aid of a visual map.
- For the 2016 and 2017 travel years, the following samples were achieved:
 - Northern Region: 330
 - North Central Region: 164*
 - Central Region: 195*
 - Eastern Region: 302
 - Southeastern Region: 304
 - South Central Region: 195*
 - Southwestern Region: 733

*Caution should be used in interpreting these data in this report due to low sample size

Analytical Note

- The results of this report are based on two time frames:
 - Idaho state norms are reported for the 2017 travel year
 - To maximize statistical reliability, regional data are based on two years' combined sample from 2016 and 2017 unless otherwise indicated

Map

Idaho Regions





Northern Region

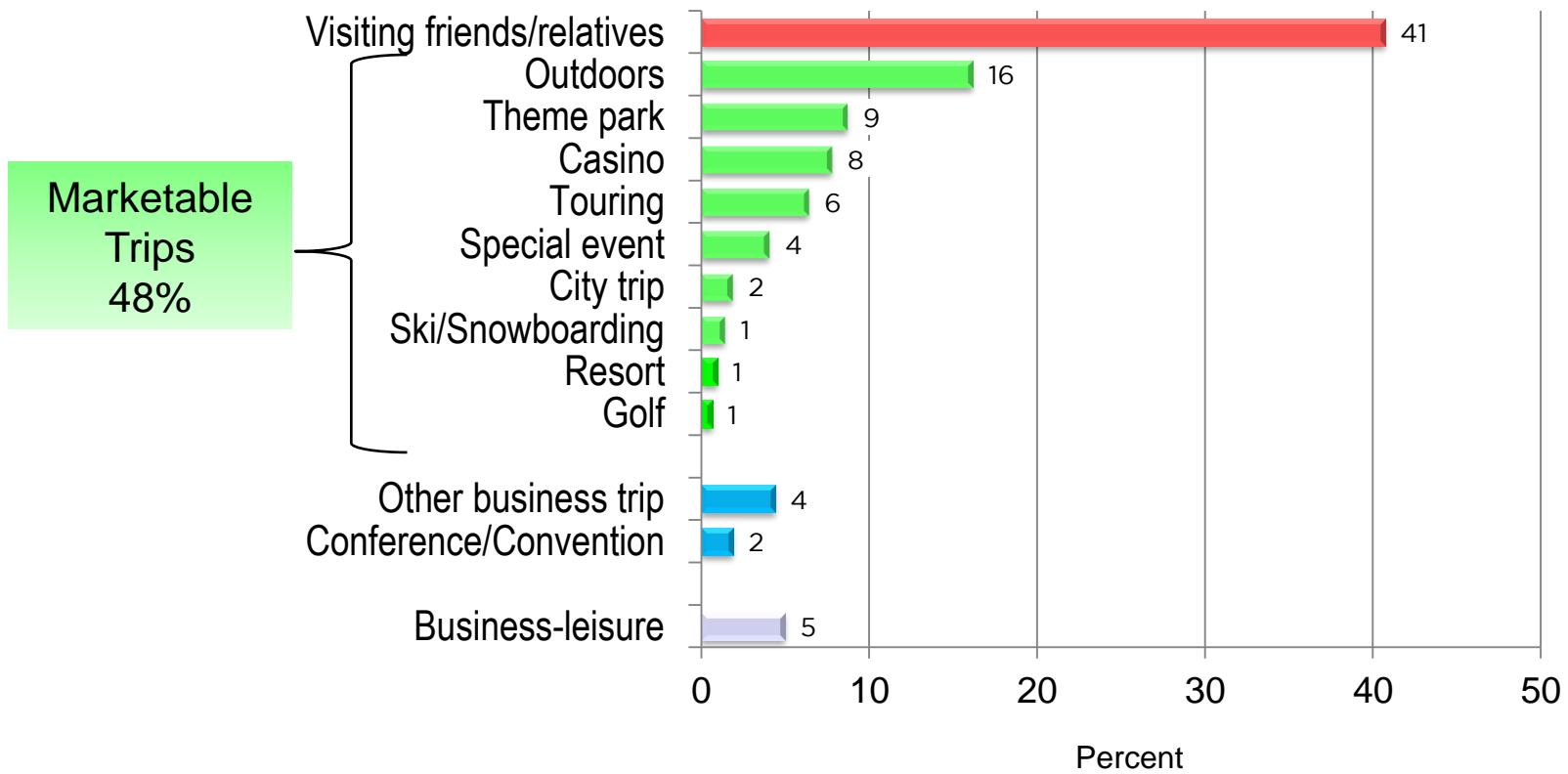


Northern Region Key Findings

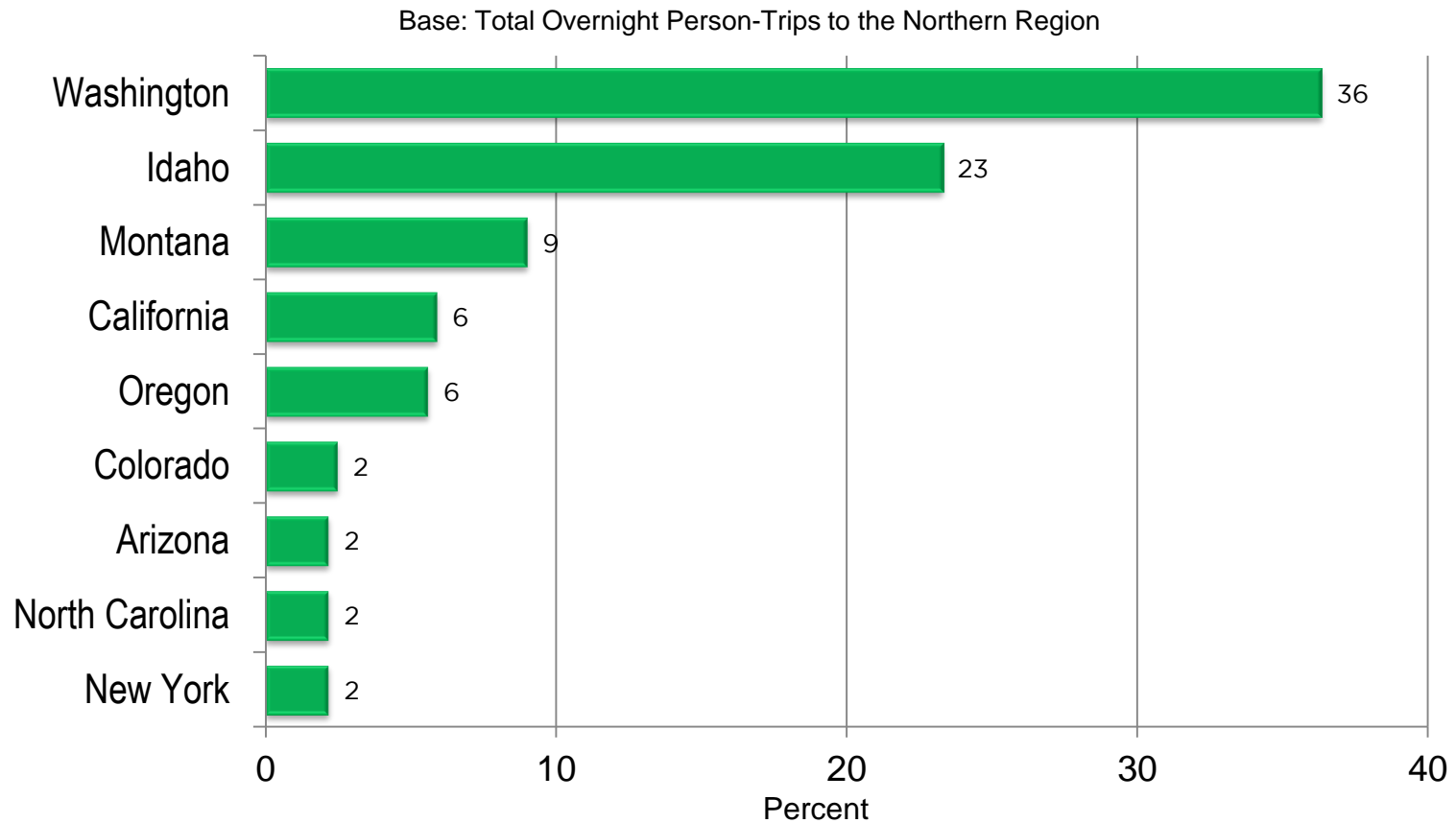
- When asked about the main purpose of their overnight trip, 48% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip type to the Northern region was an outdoor trip.
- The top three states of origin for visitors on overnight trips to the Northern region are Washington, Idaho and Montana. The top DMAs of origin are Spokane, Seattle and Portland.
- A very high 80% of overnight visitors to the Northern region say they are very satisfied with their trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 4.1 nights long, while 3.6 of those nights are actually spent in the region – the longest stay of any Idaho region.
- The top activities on a trip to the region – other than shopping – are swimming, hiking/backpacking and visiting a state/national park.
- The average age of overnight visitors to the region is 43.6, slightly younger than the state average of 44.9.

Main Purpose of Trip

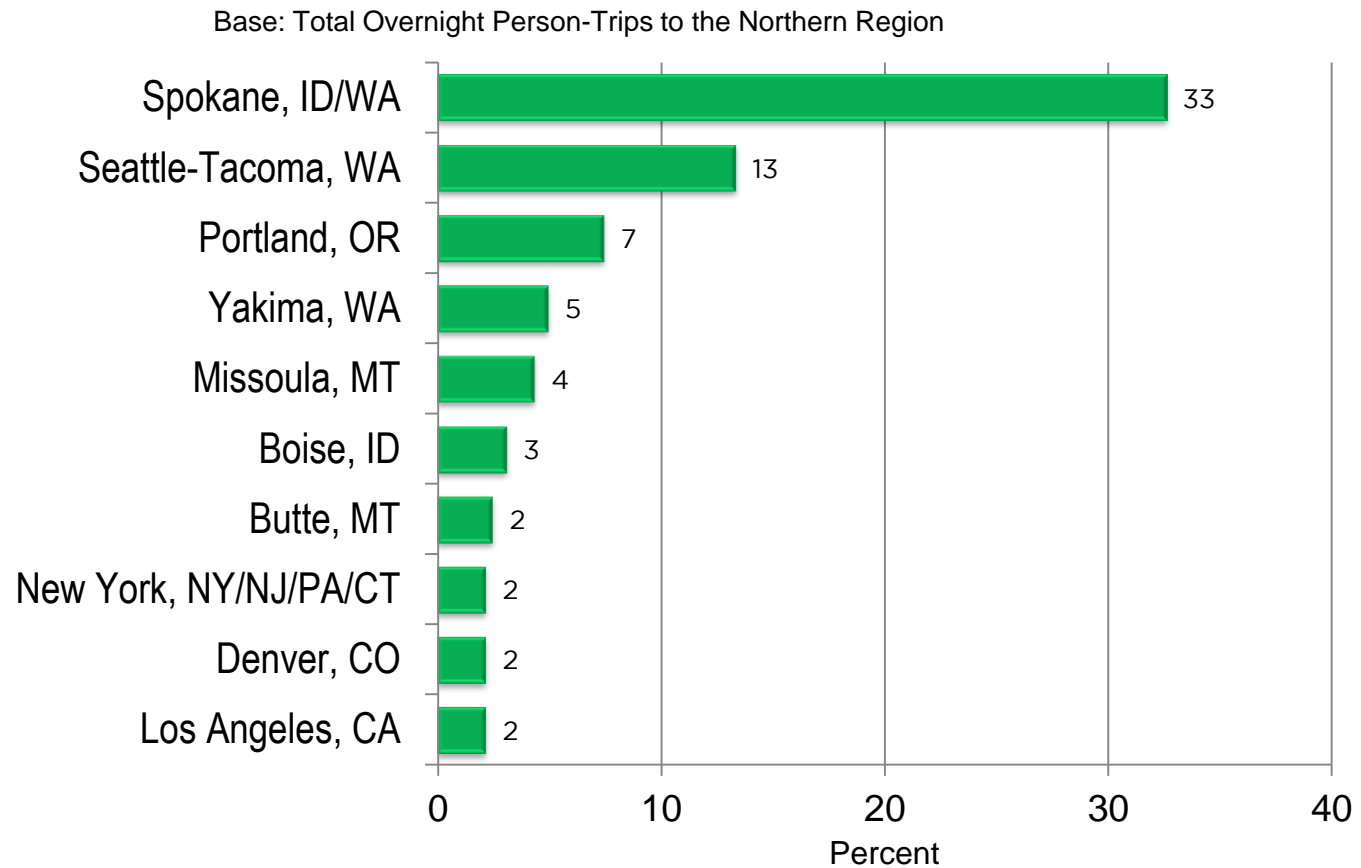
Base: Total Overnight Person-Trips to the Northern Region



State Origin Of Trip



DMA Origin Of Trip

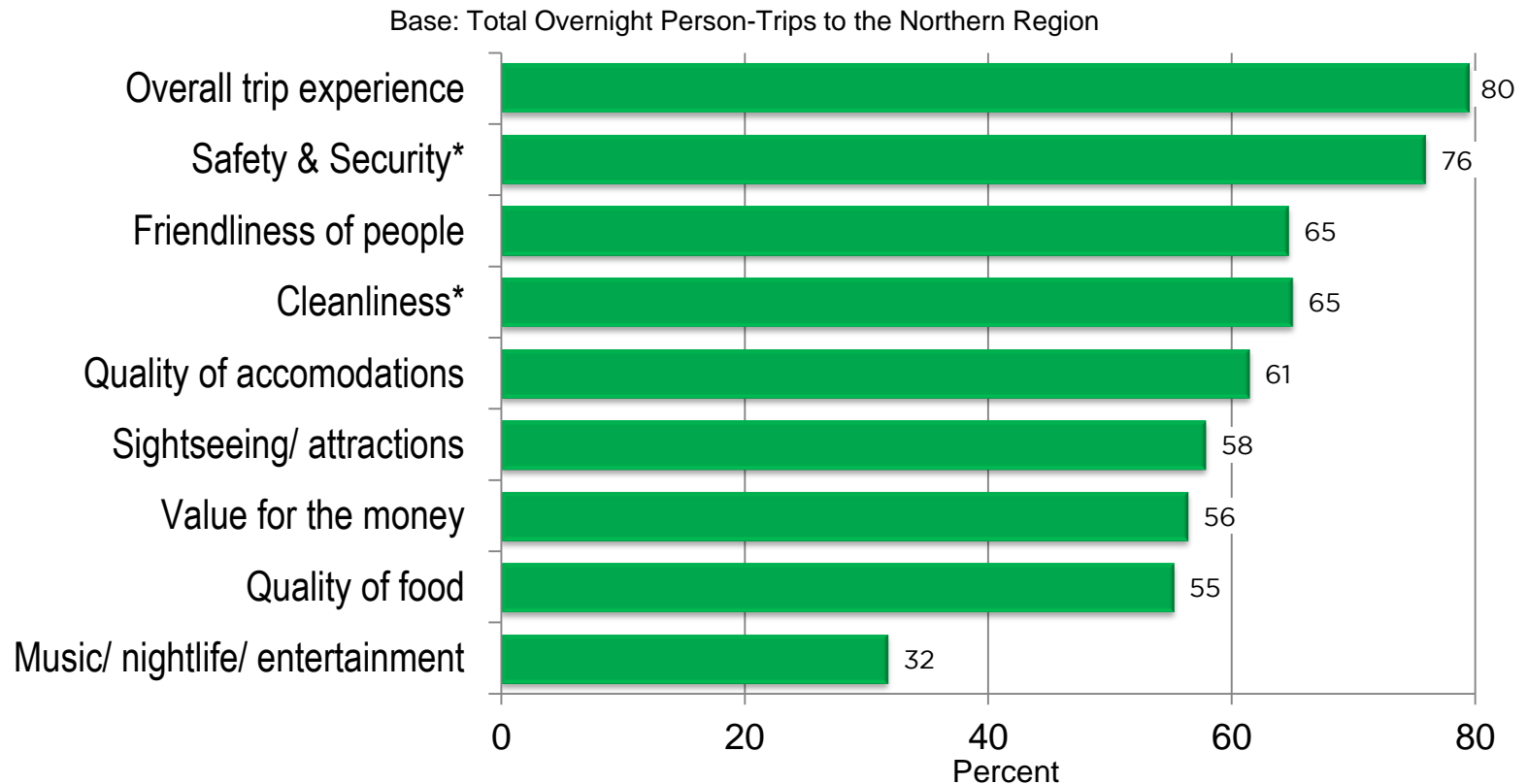




Overnight Trip Characteristics— Northern Region



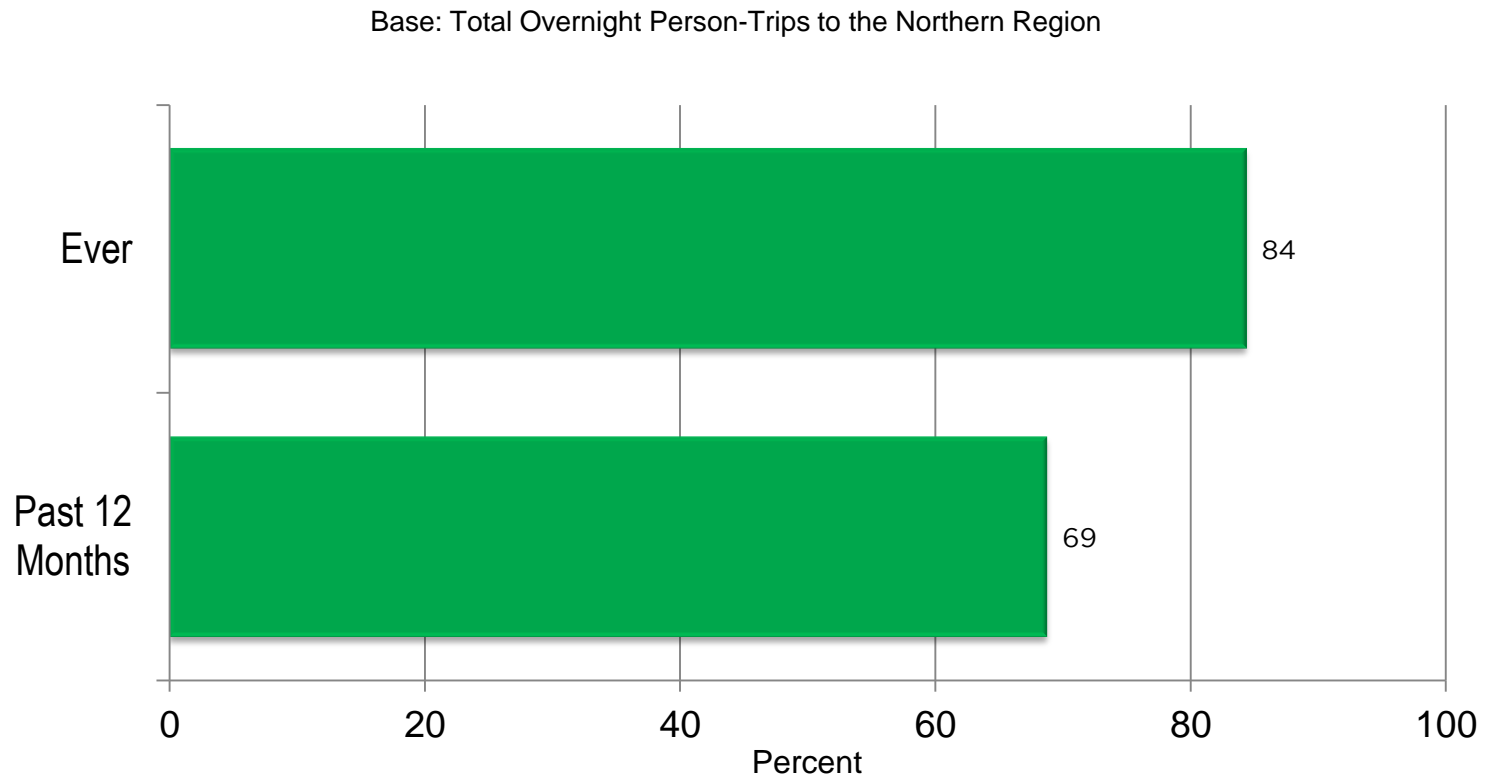
% Very Satisfied with Trip**



*Categories added in 2017; data reflects 2017 results only

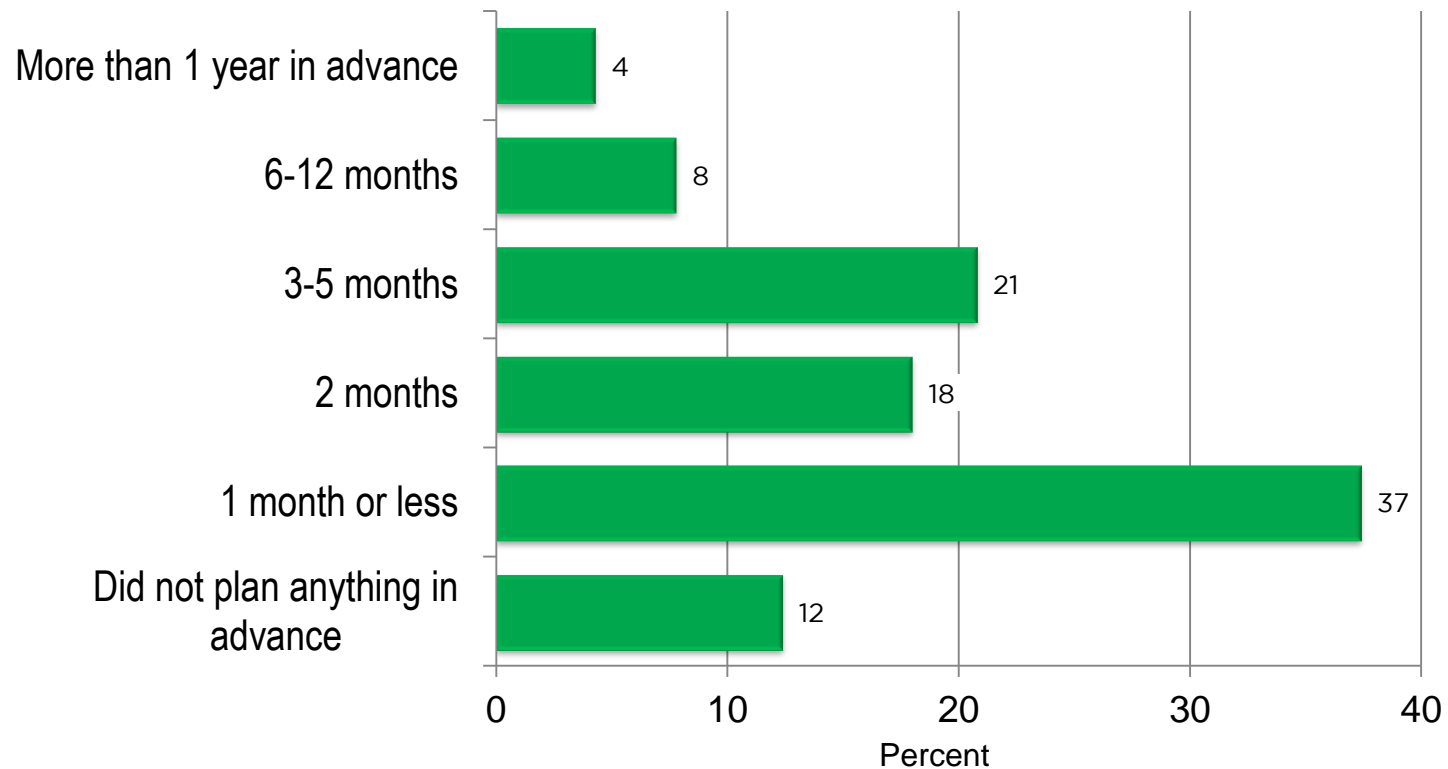
** Those who ranked their Northern region experience a 5 on a 5-point scale

Past Visitation to the Northern Region

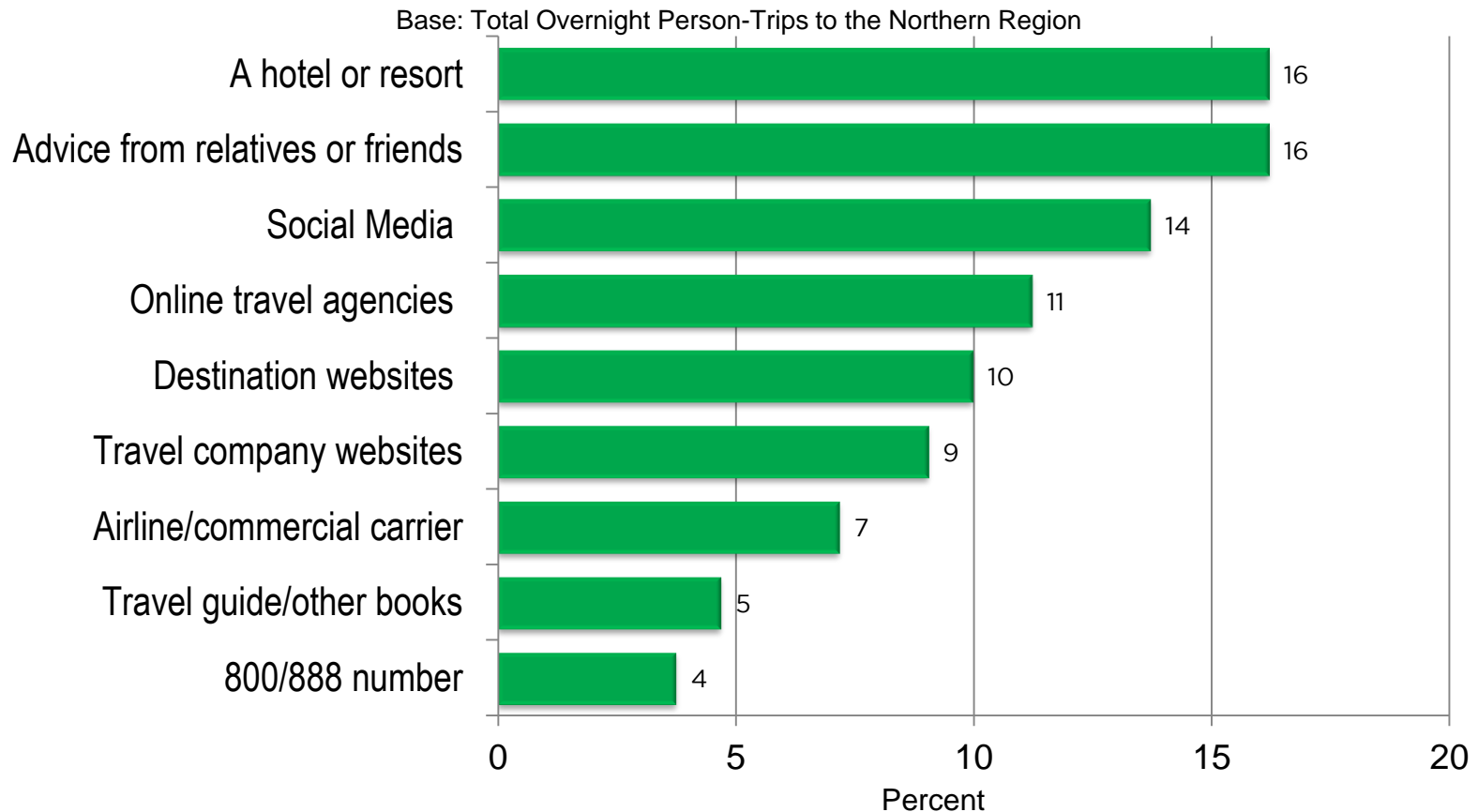


Length of Trip Planning-Northern

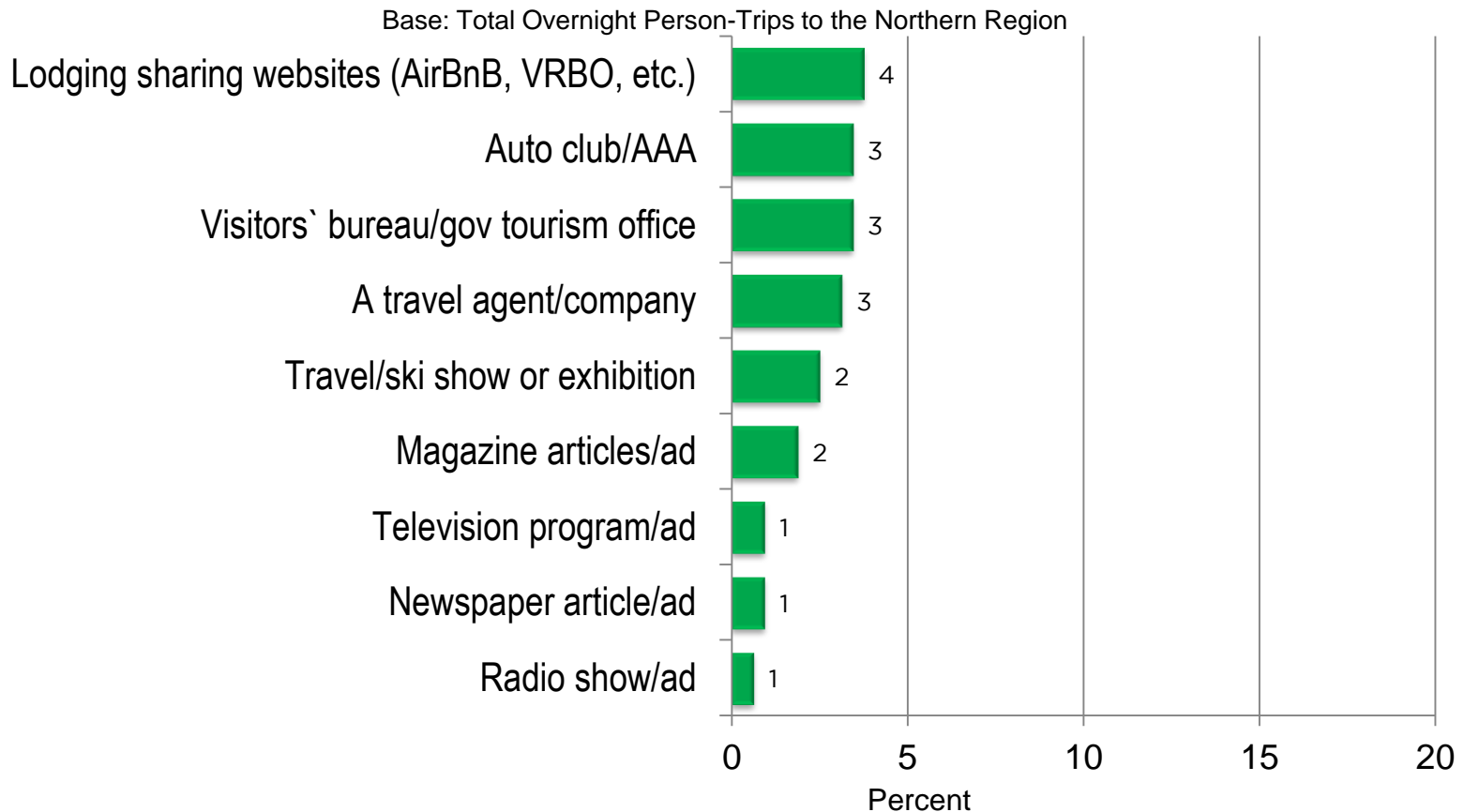
Base: Total Overnight Person-Trips to the Northern Region



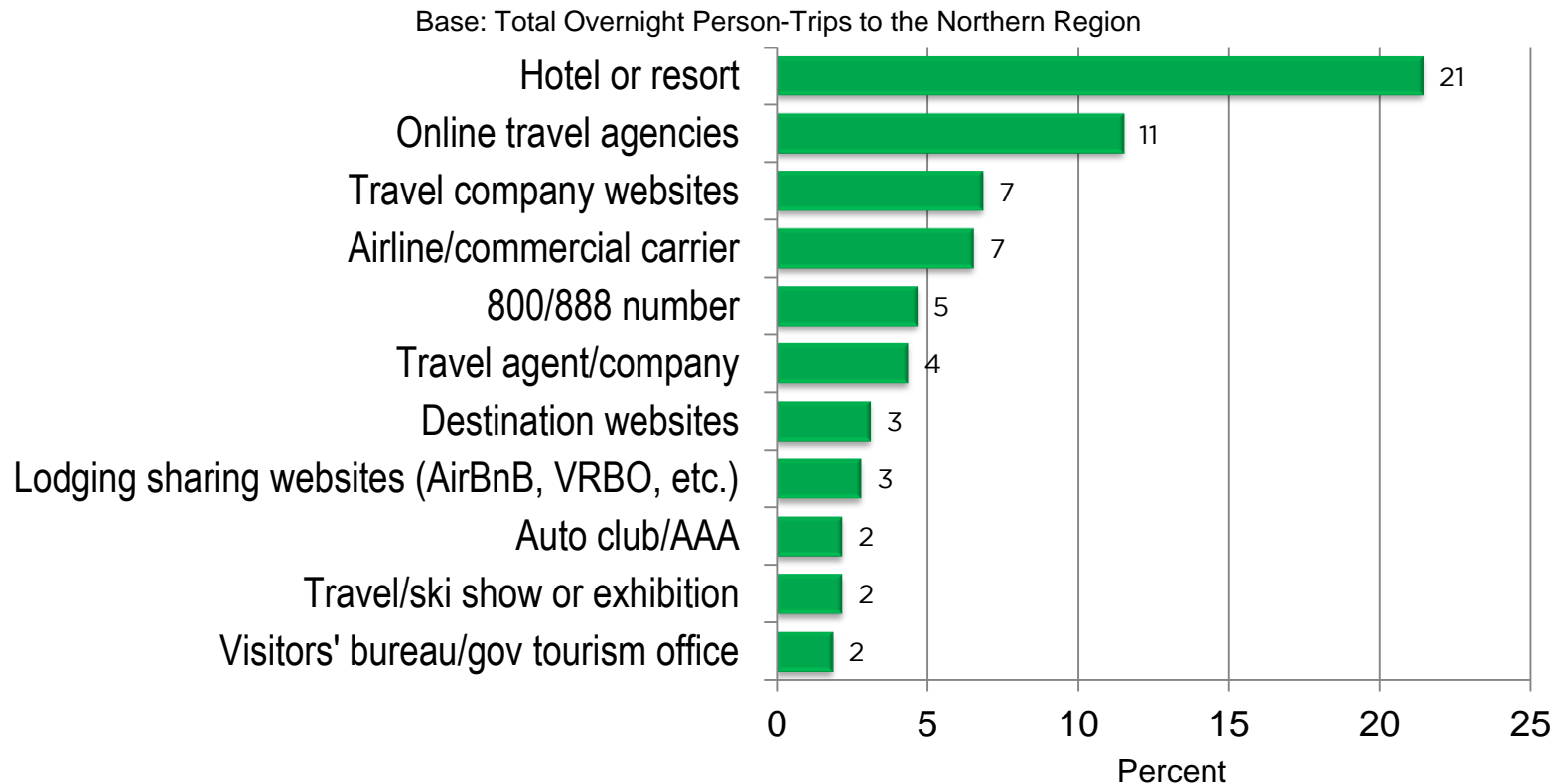
Trip Planning Information Sources- Northern



Trip Planning Information Sources- Northern (Cont'd)

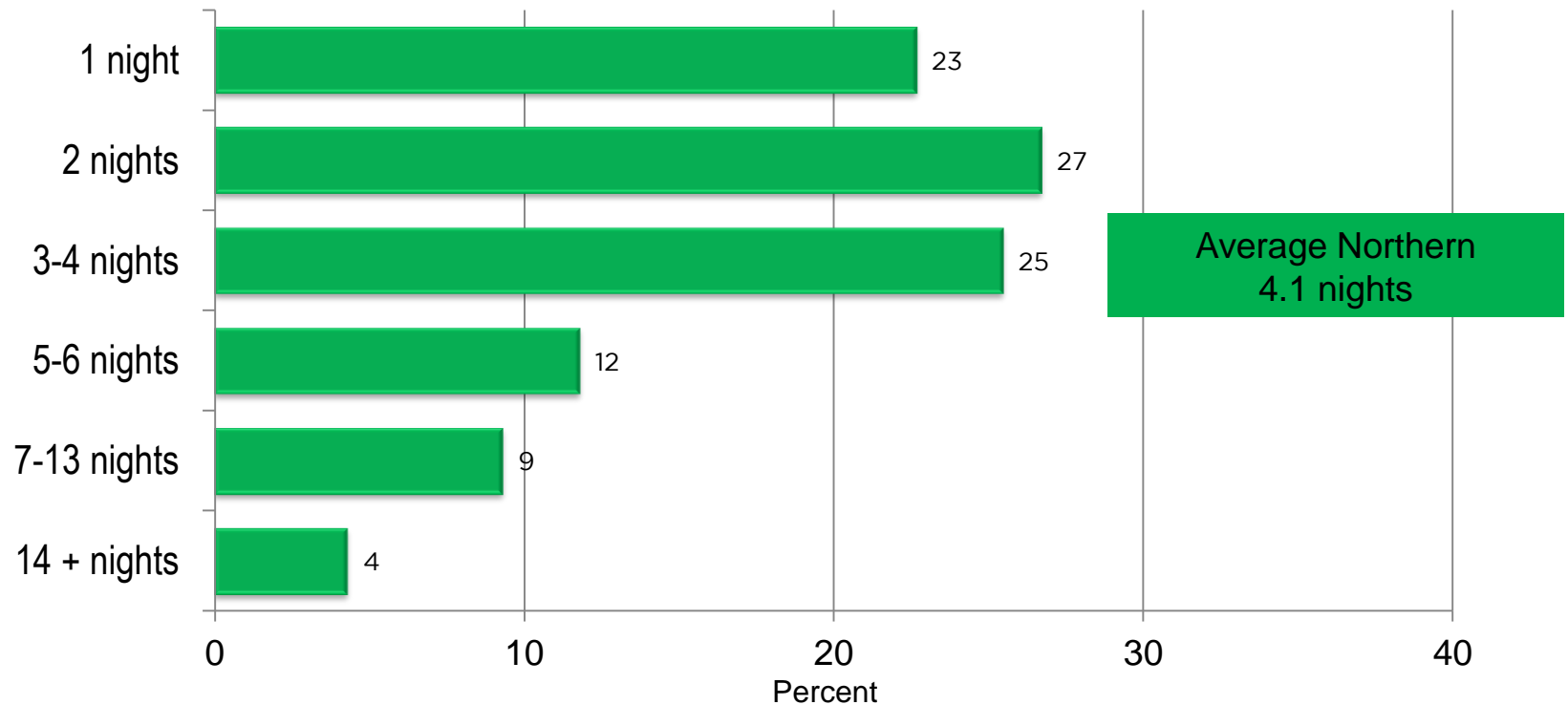


Method of Booking-Northern

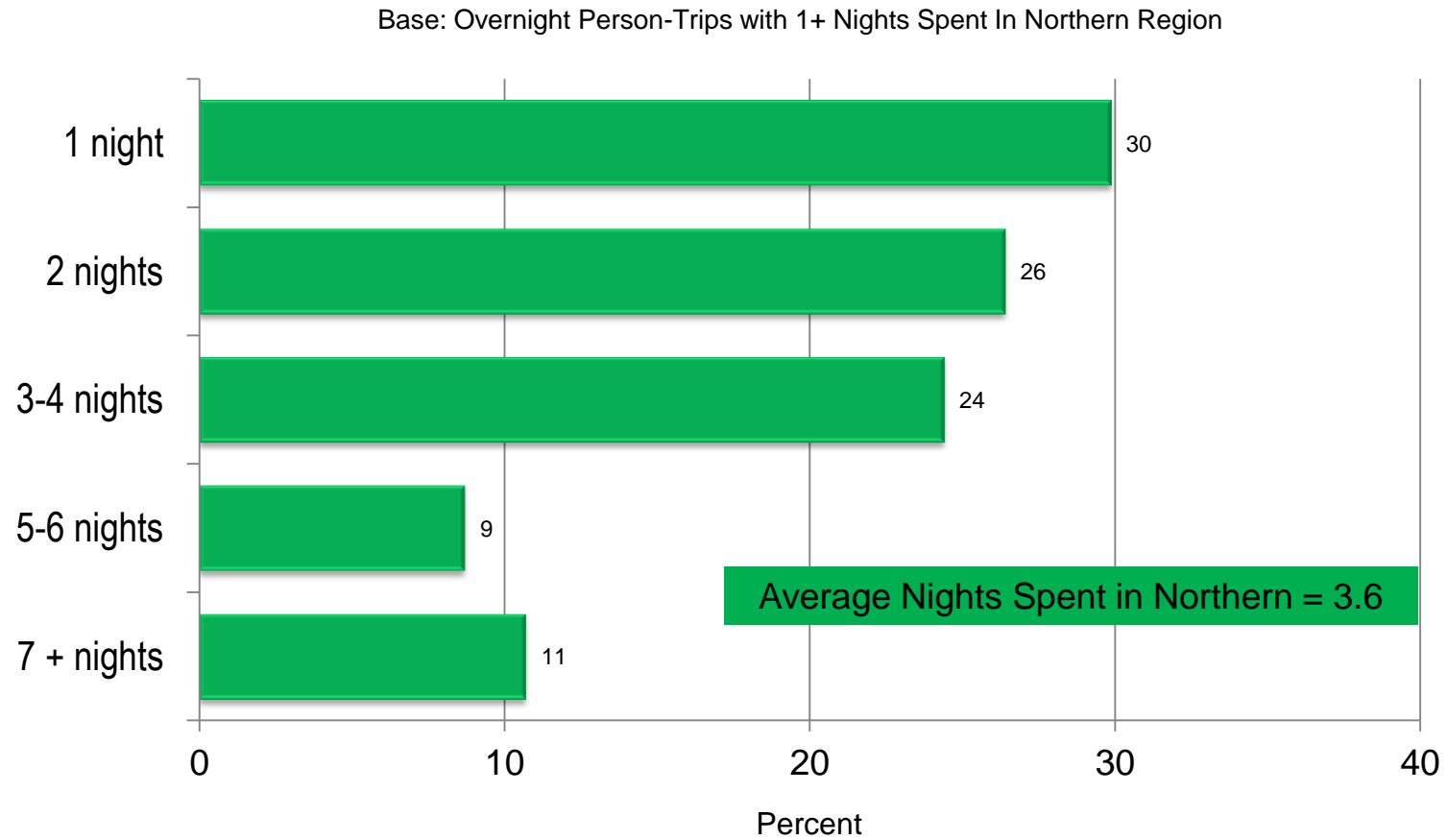


Total Nights Away on Trip

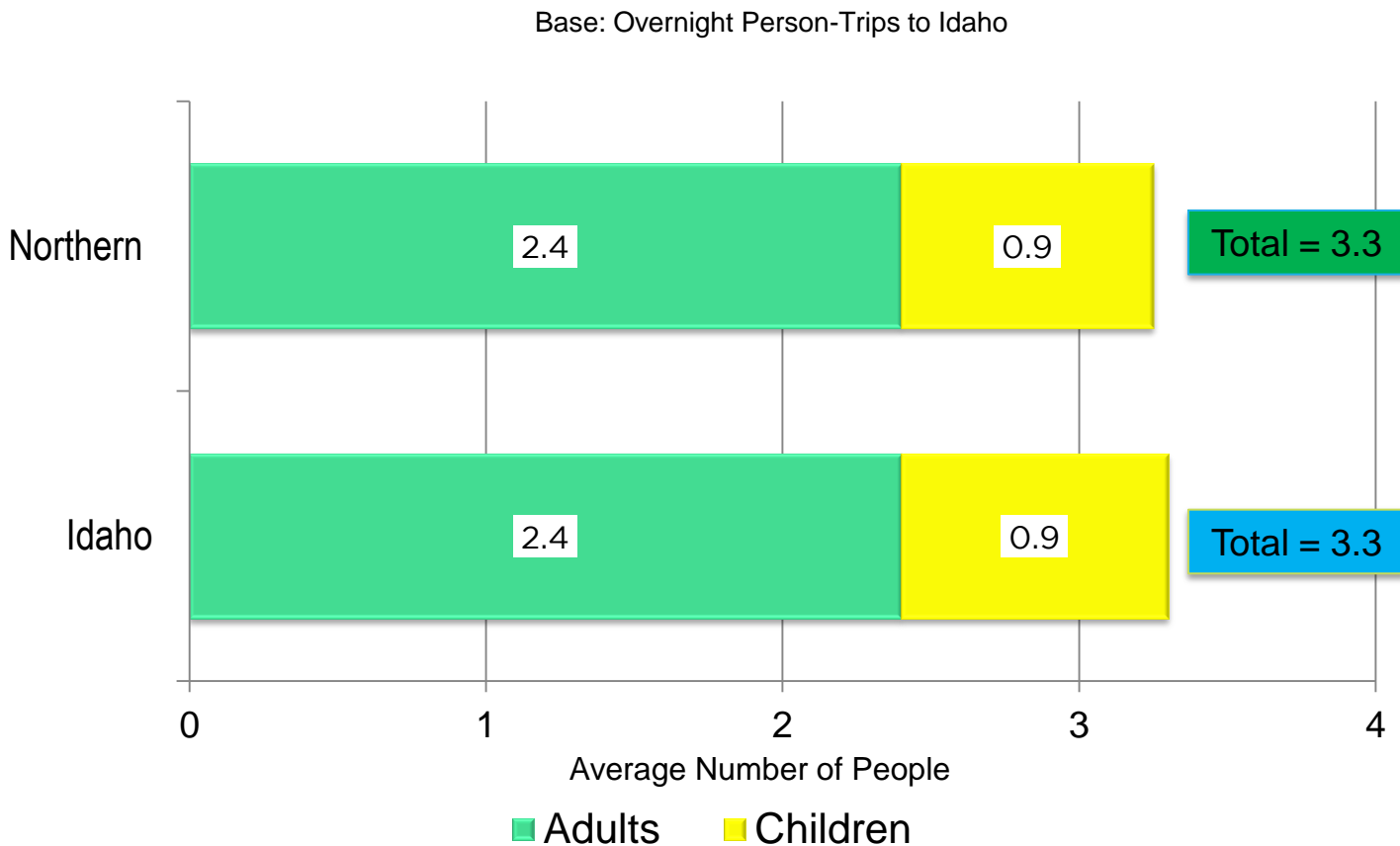
Base: Total Overnight Person-Trips to the Northern Region



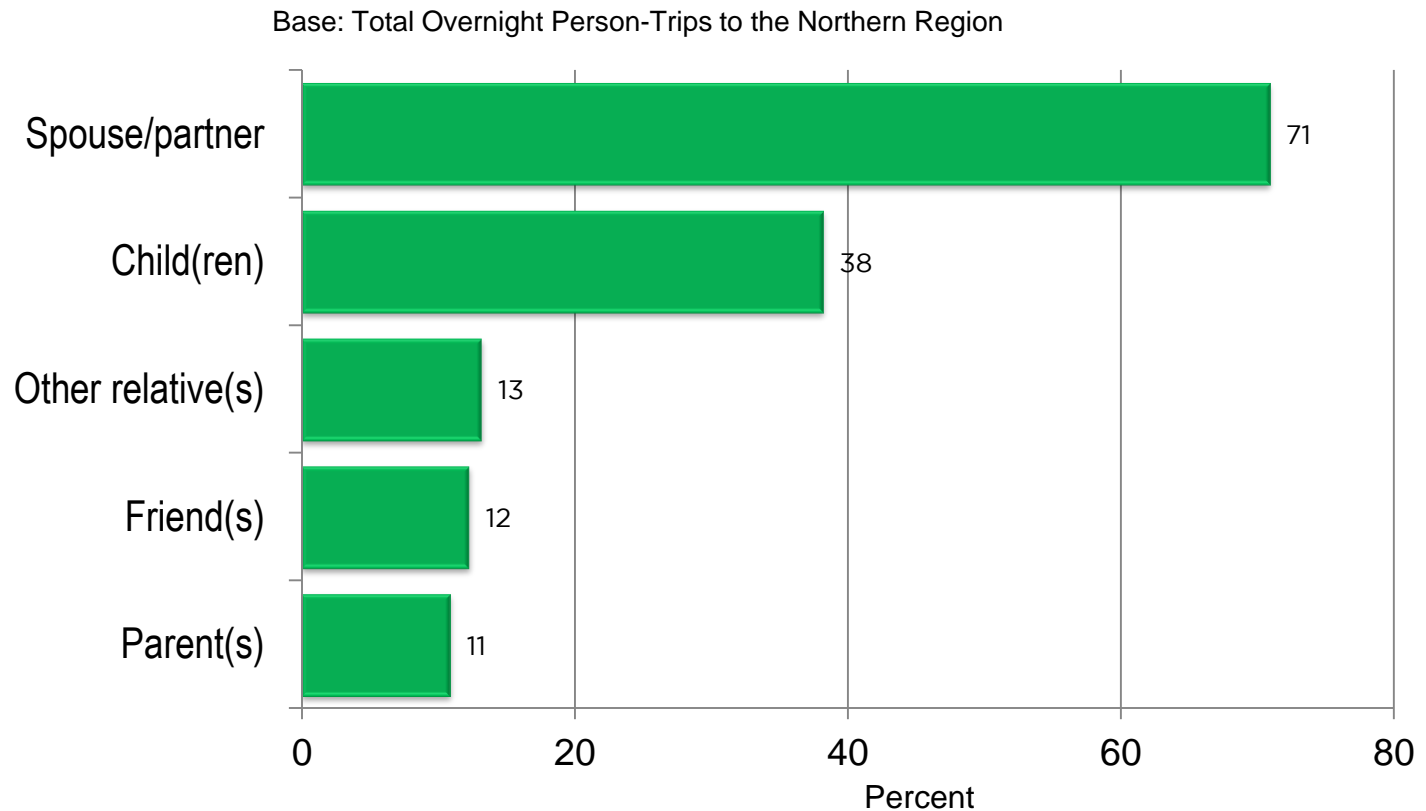
Number of Nights Spent in Northern Region



Size of Travel Party

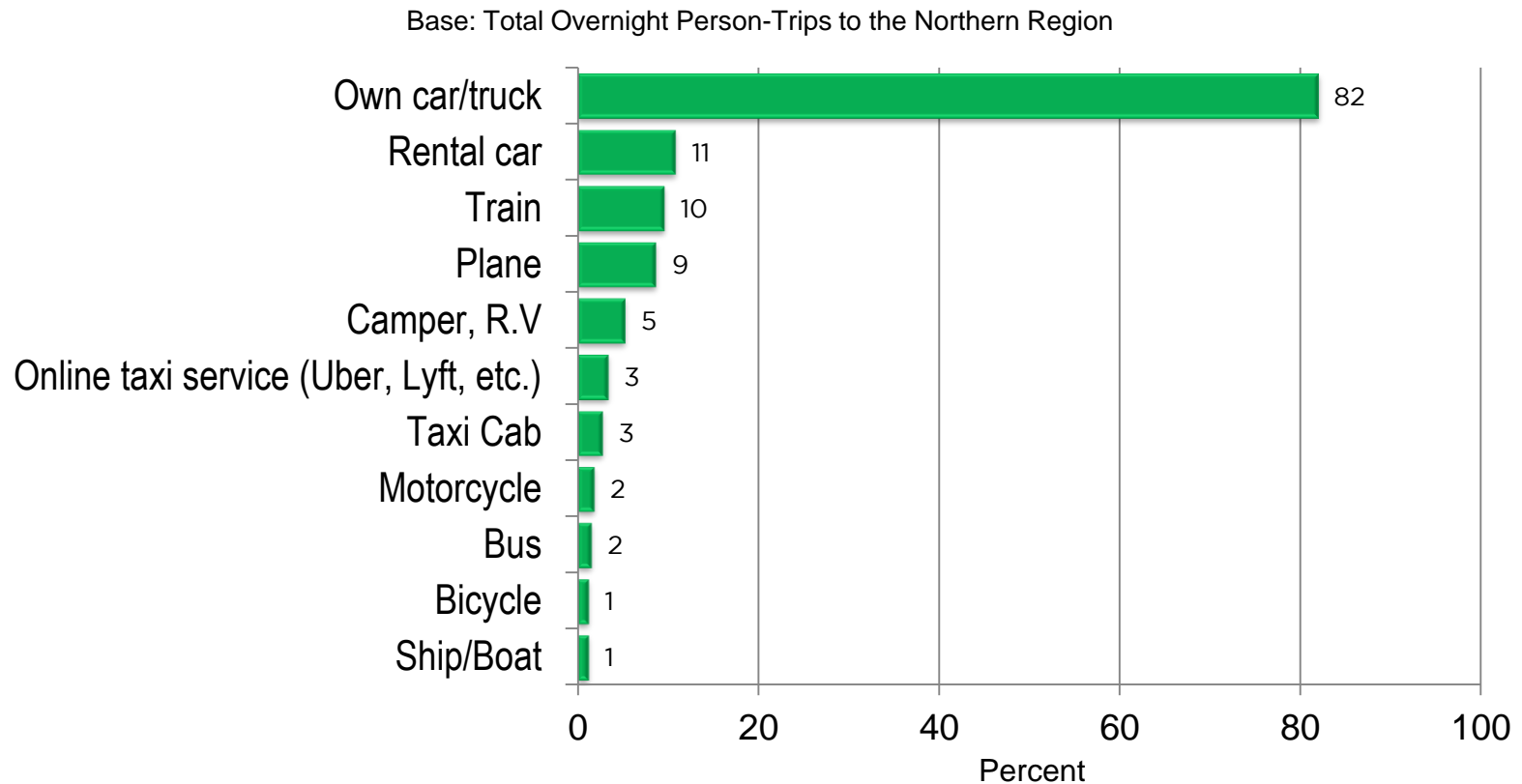


Party Composition*-Northern

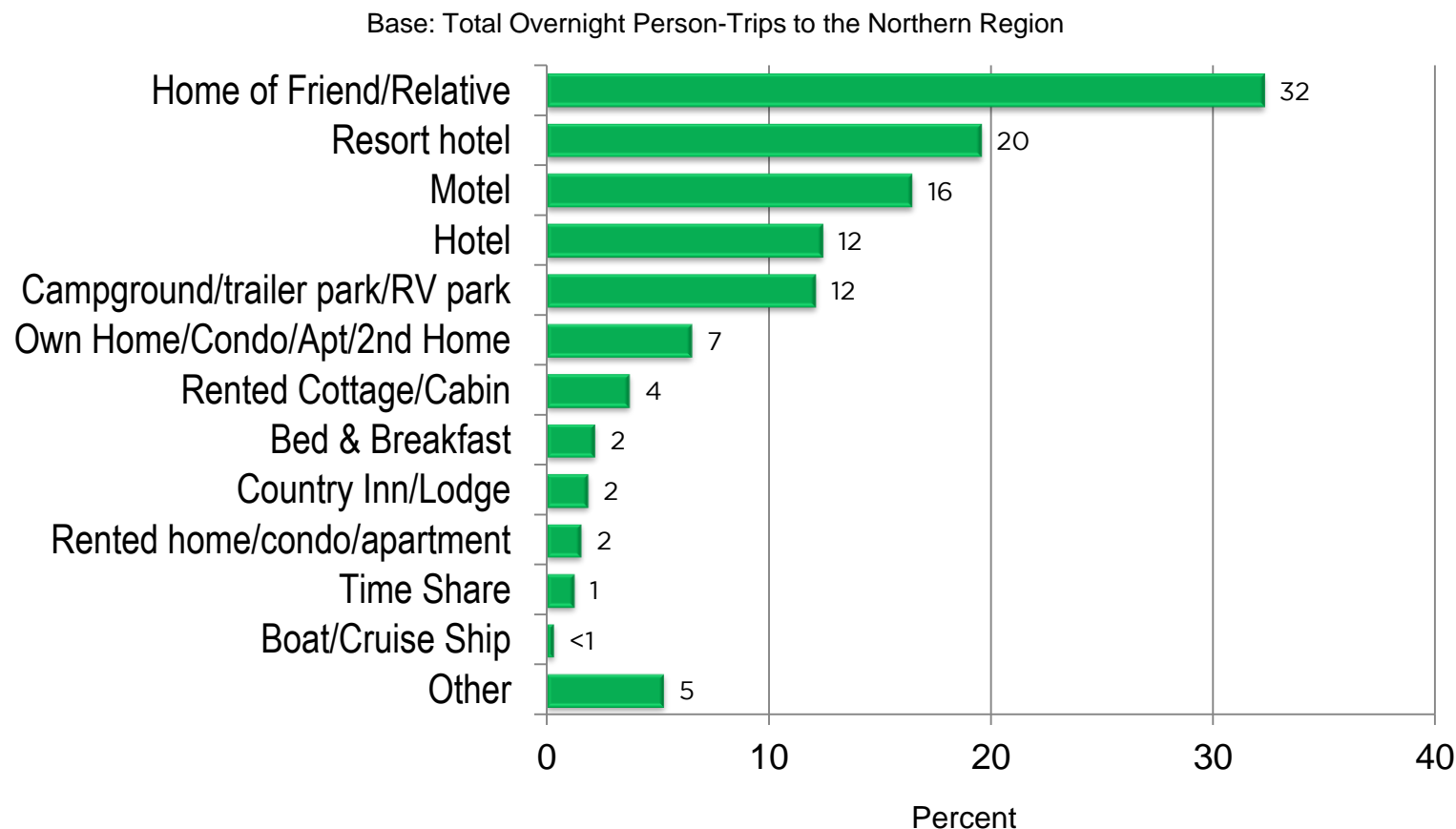


* Question added in 2017; data reflects 2017 results only

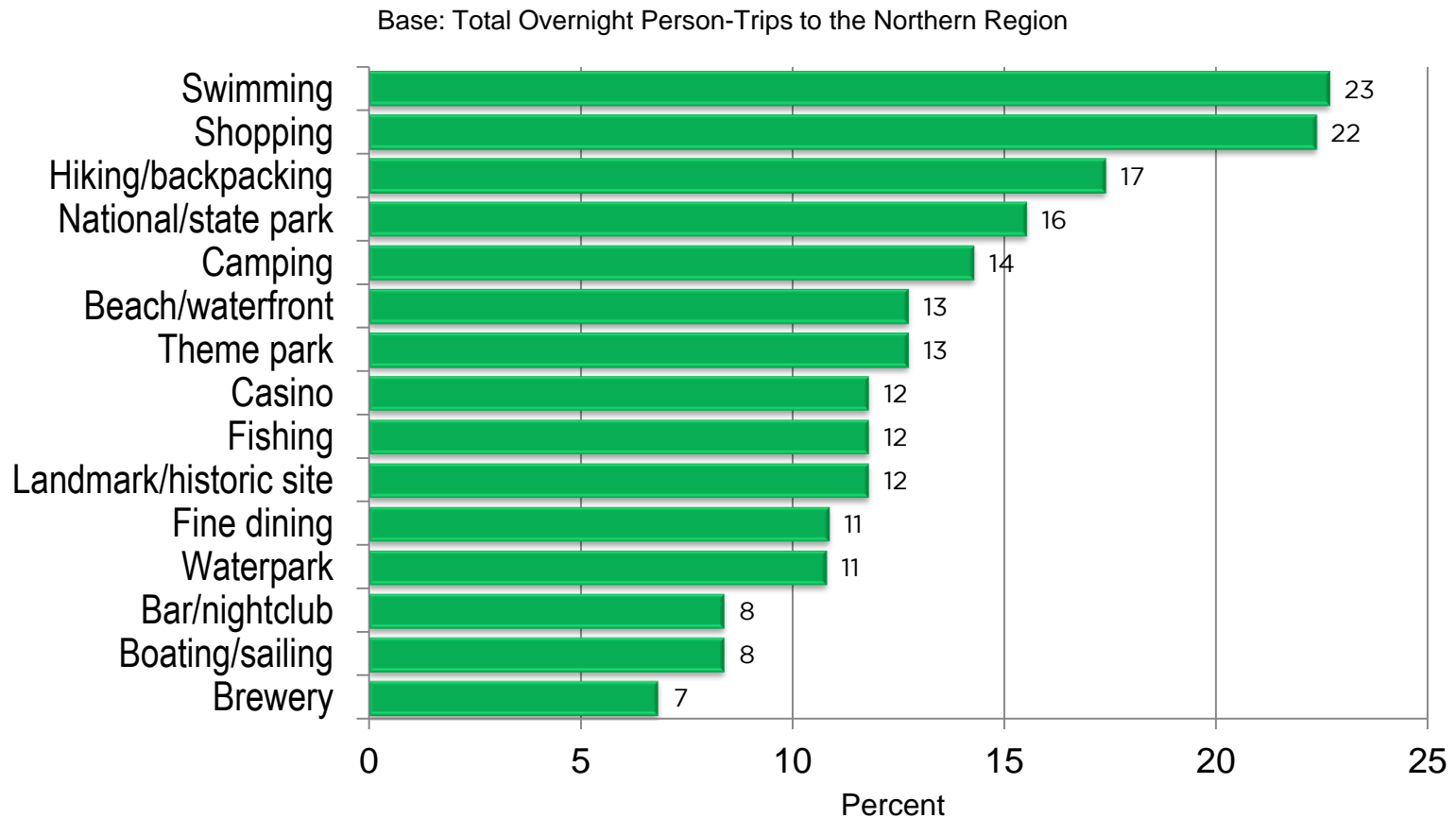
Transportation-Northern



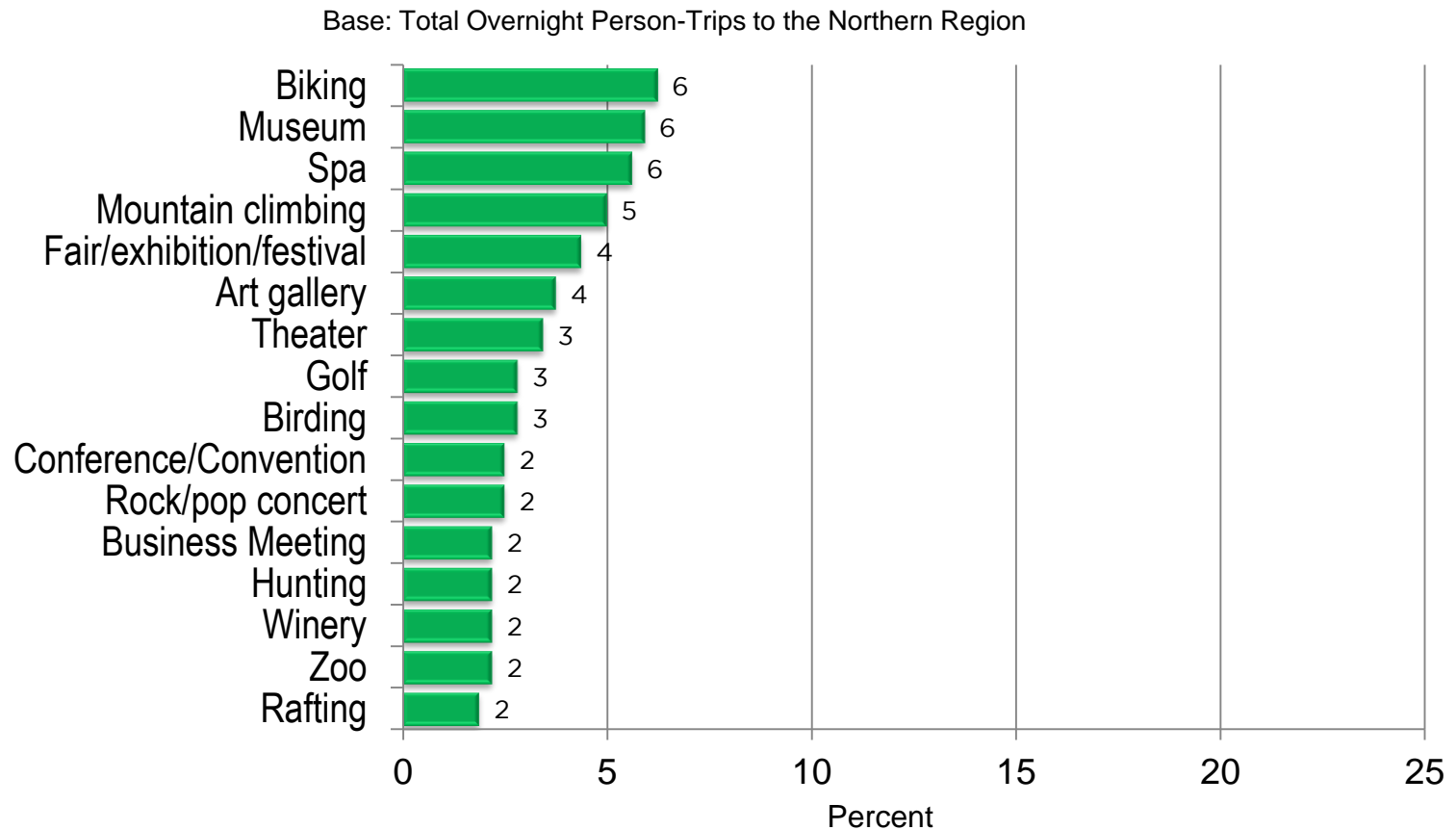
Accommodations-Northern



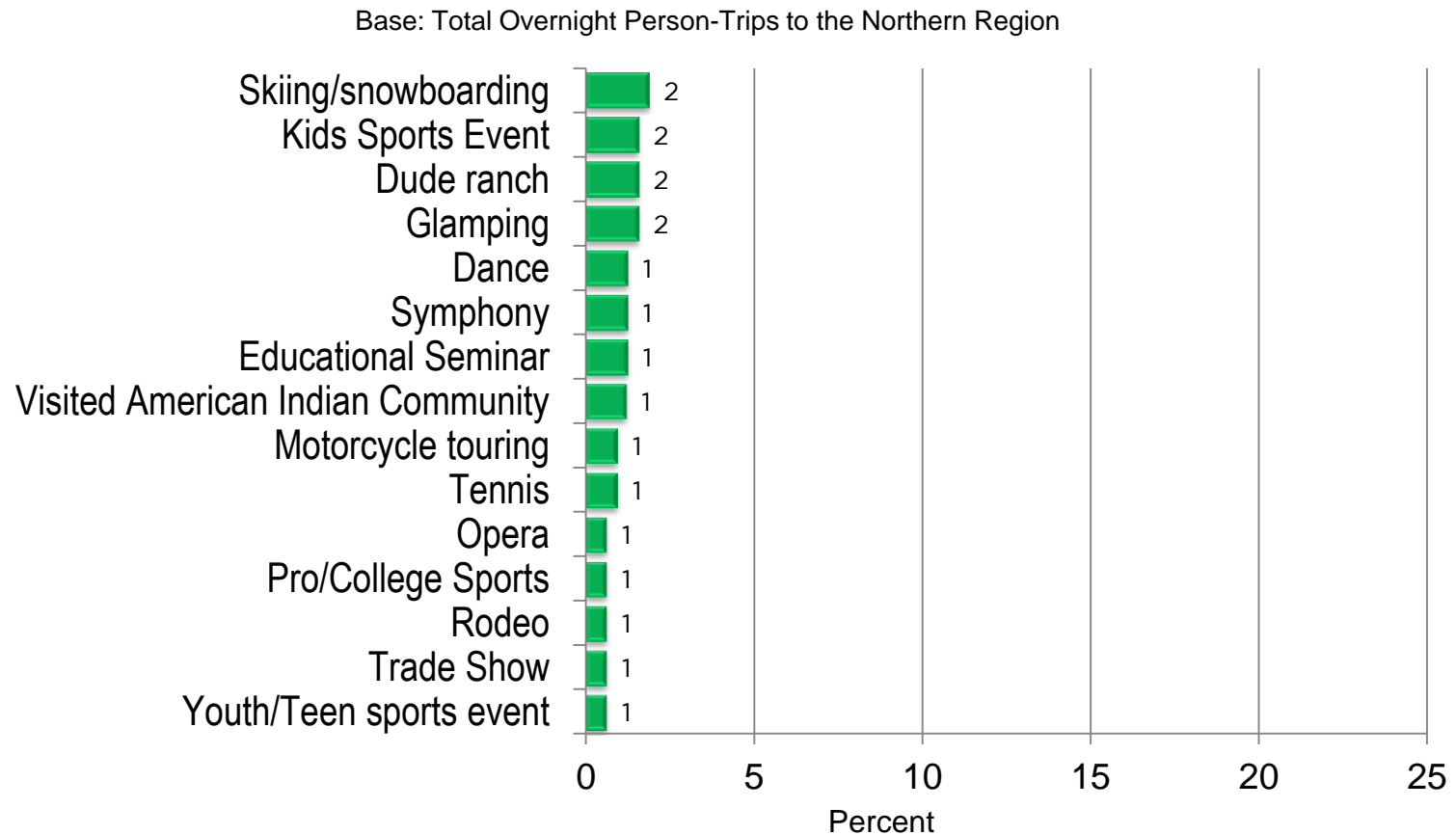
Activities and Experiences-Northern



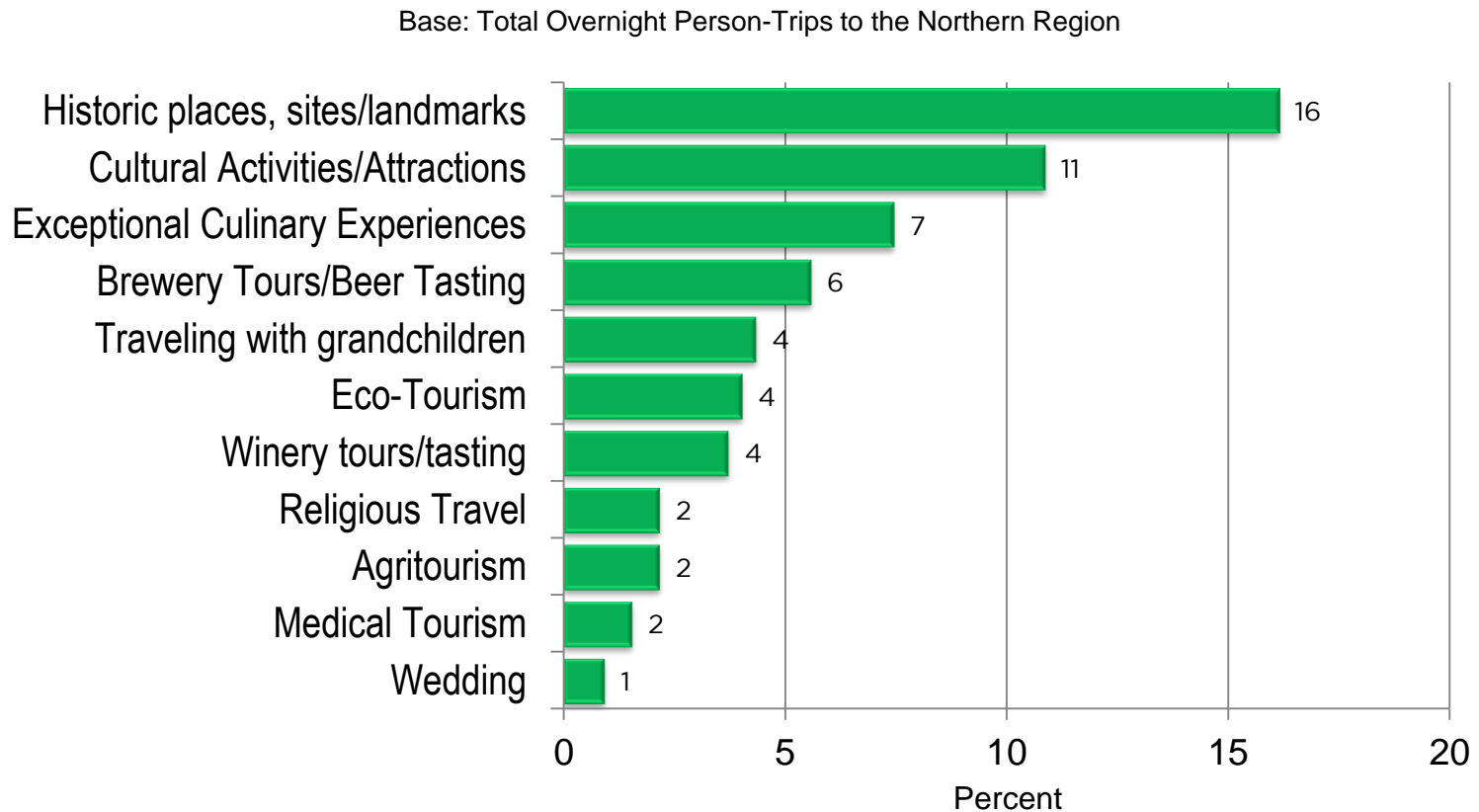
Activities and Experiences-Northern (Cont'd)



Activities and Experiences-Northern (Cont'd)



Activities of Special Interest-Northern

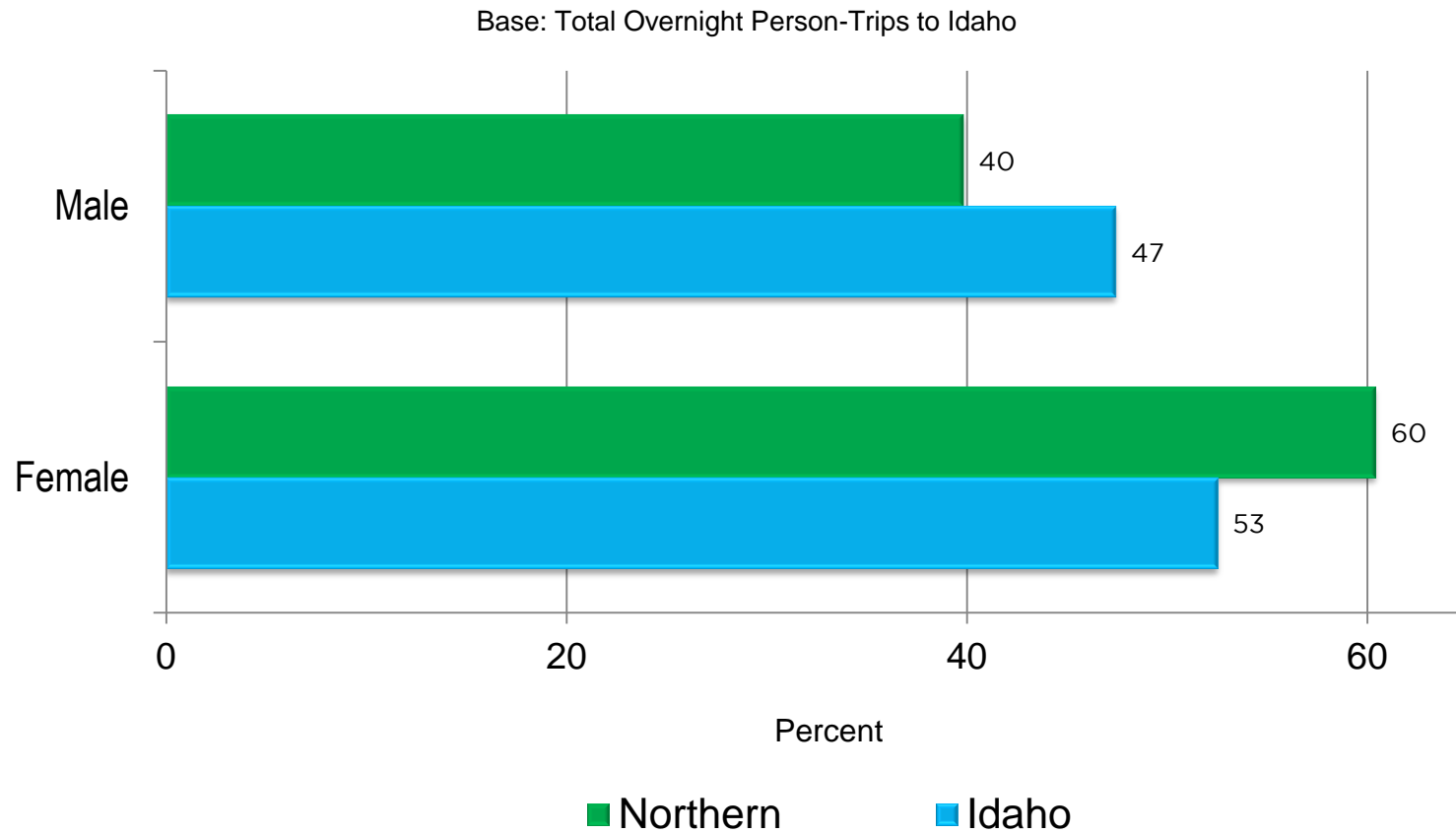




Demographic Profile of Idaho Visitors— Northern Region

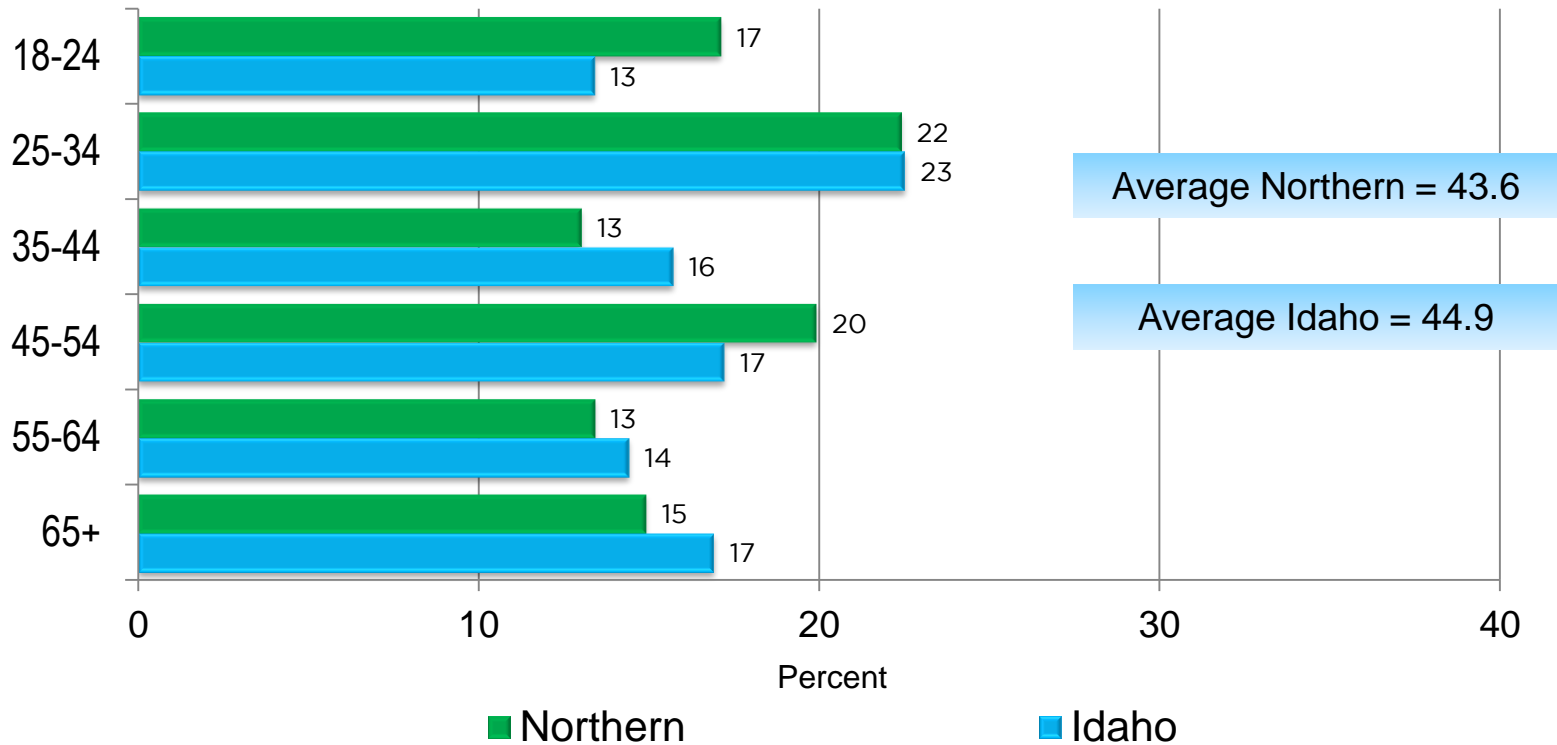


Gender

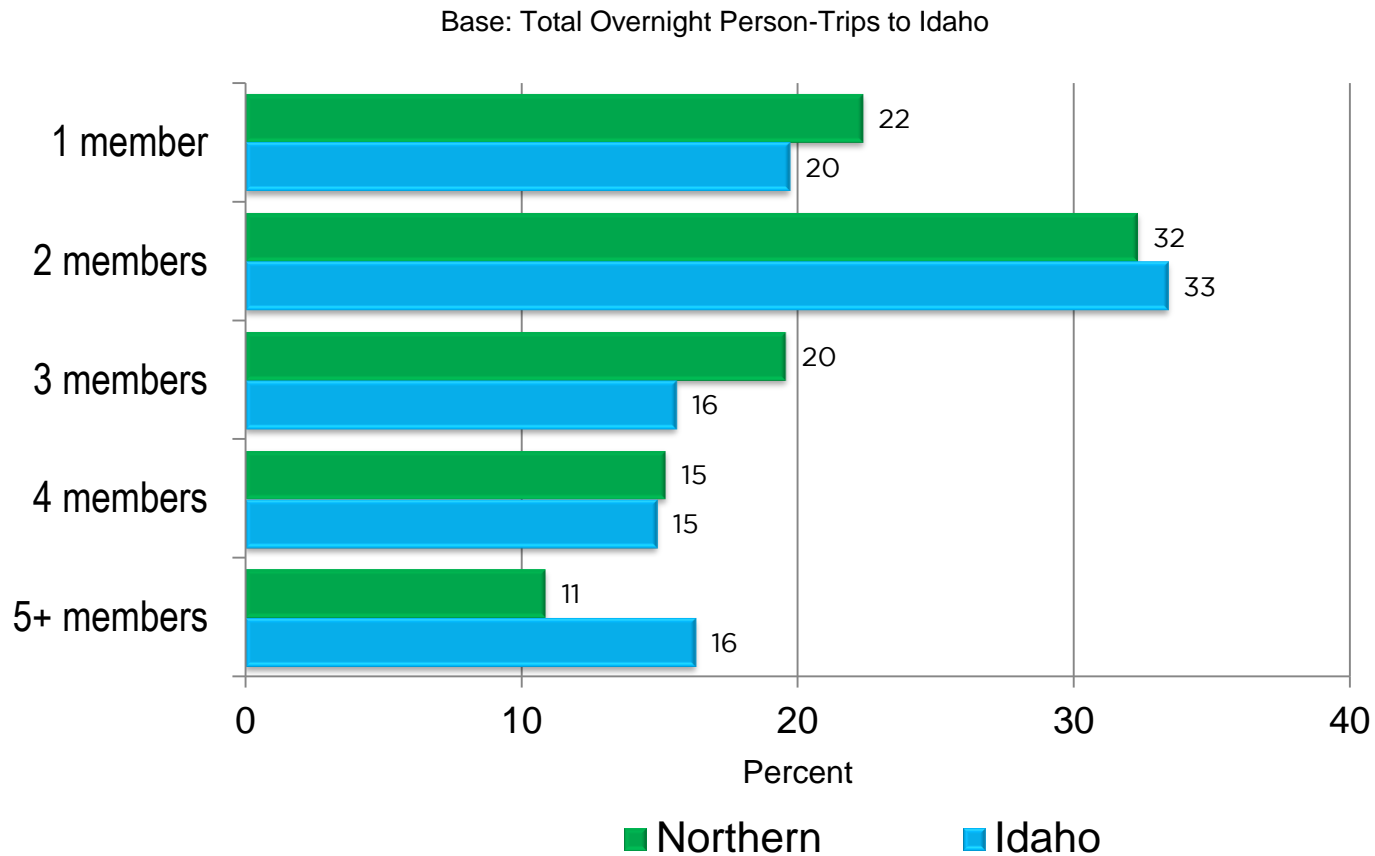


Age

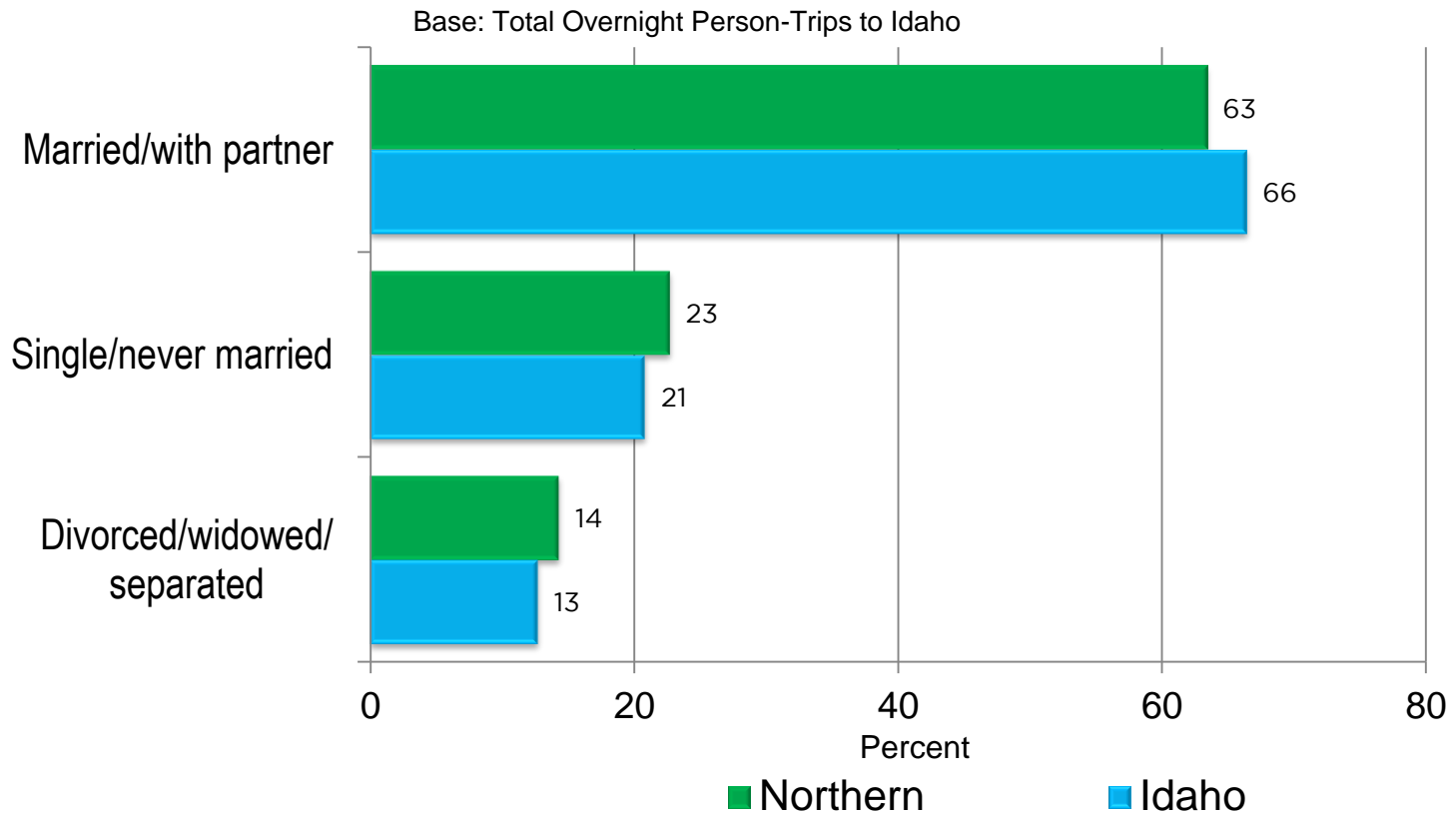
Base: Total Overnight Person-Trips to Idaho



Household Size

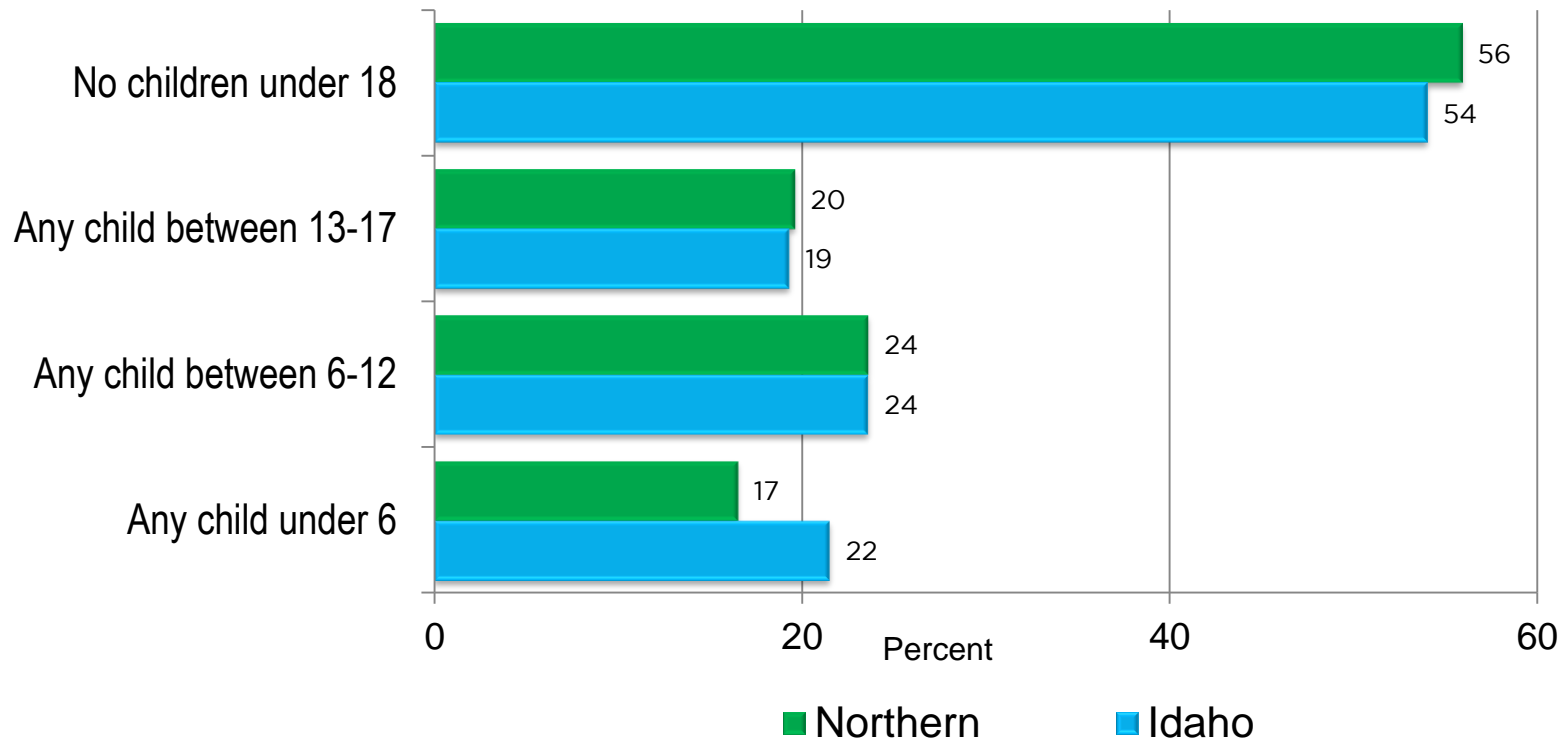


Marital Status

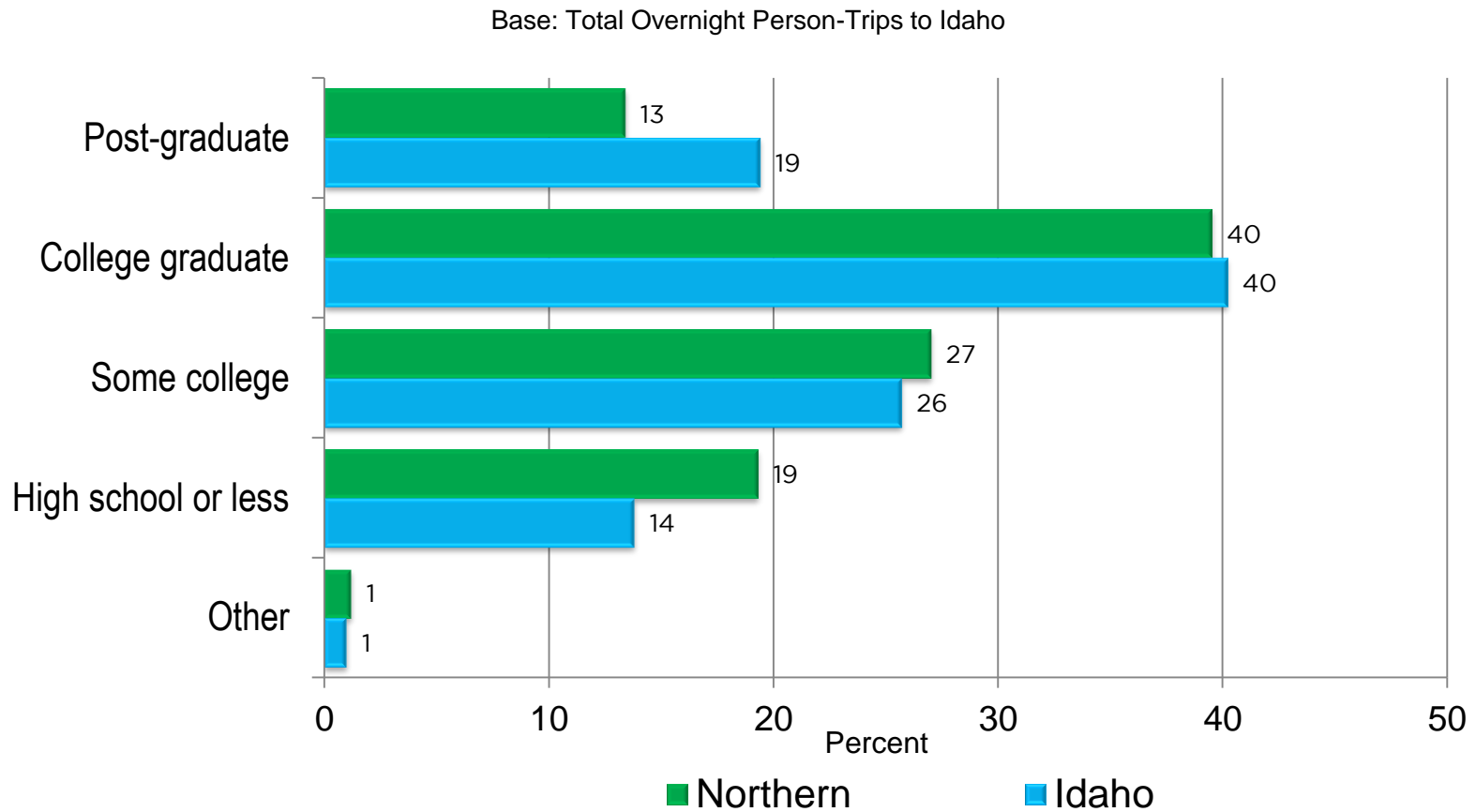


Children in Household

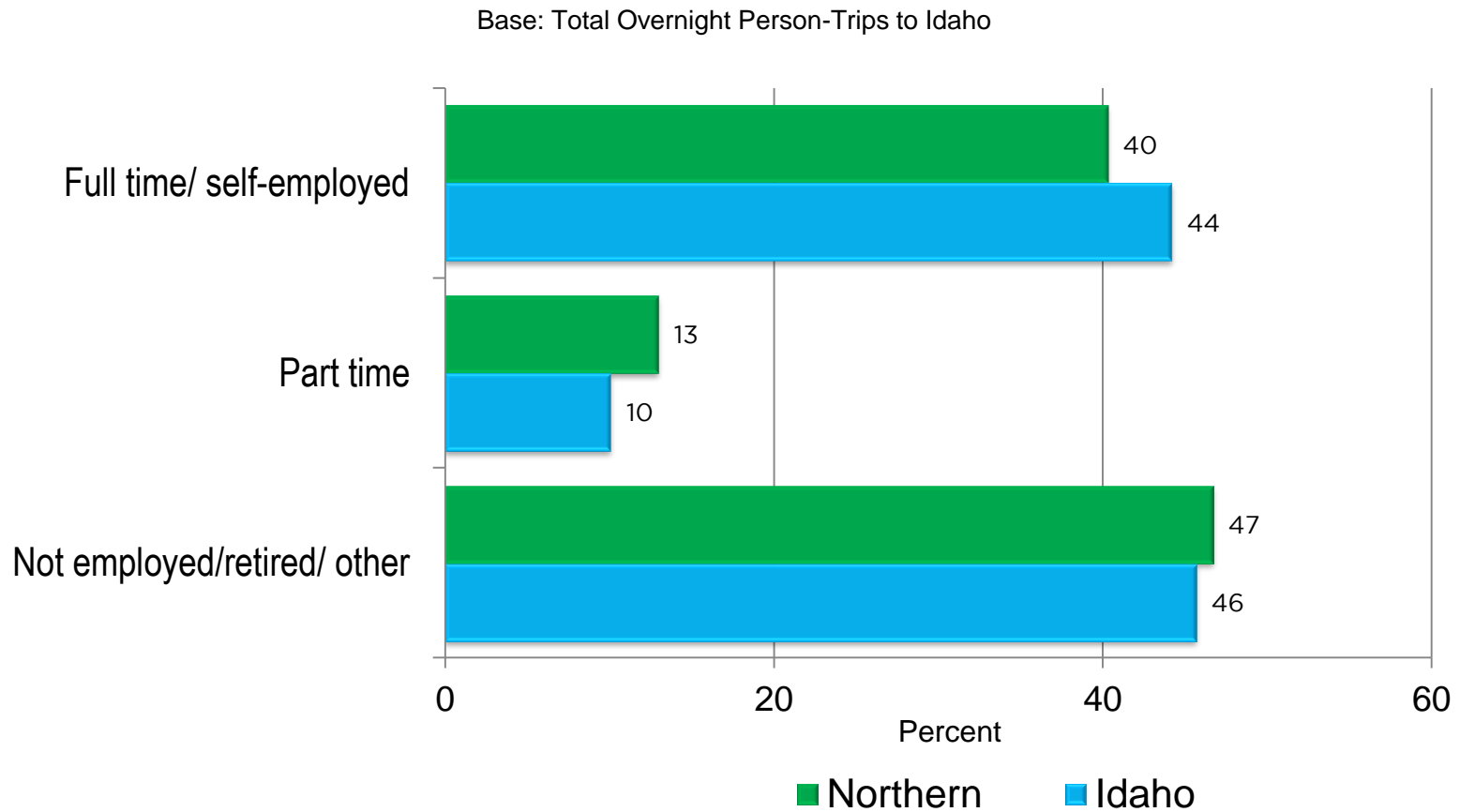
Base: Total Overnight Person-Trips to Idaho



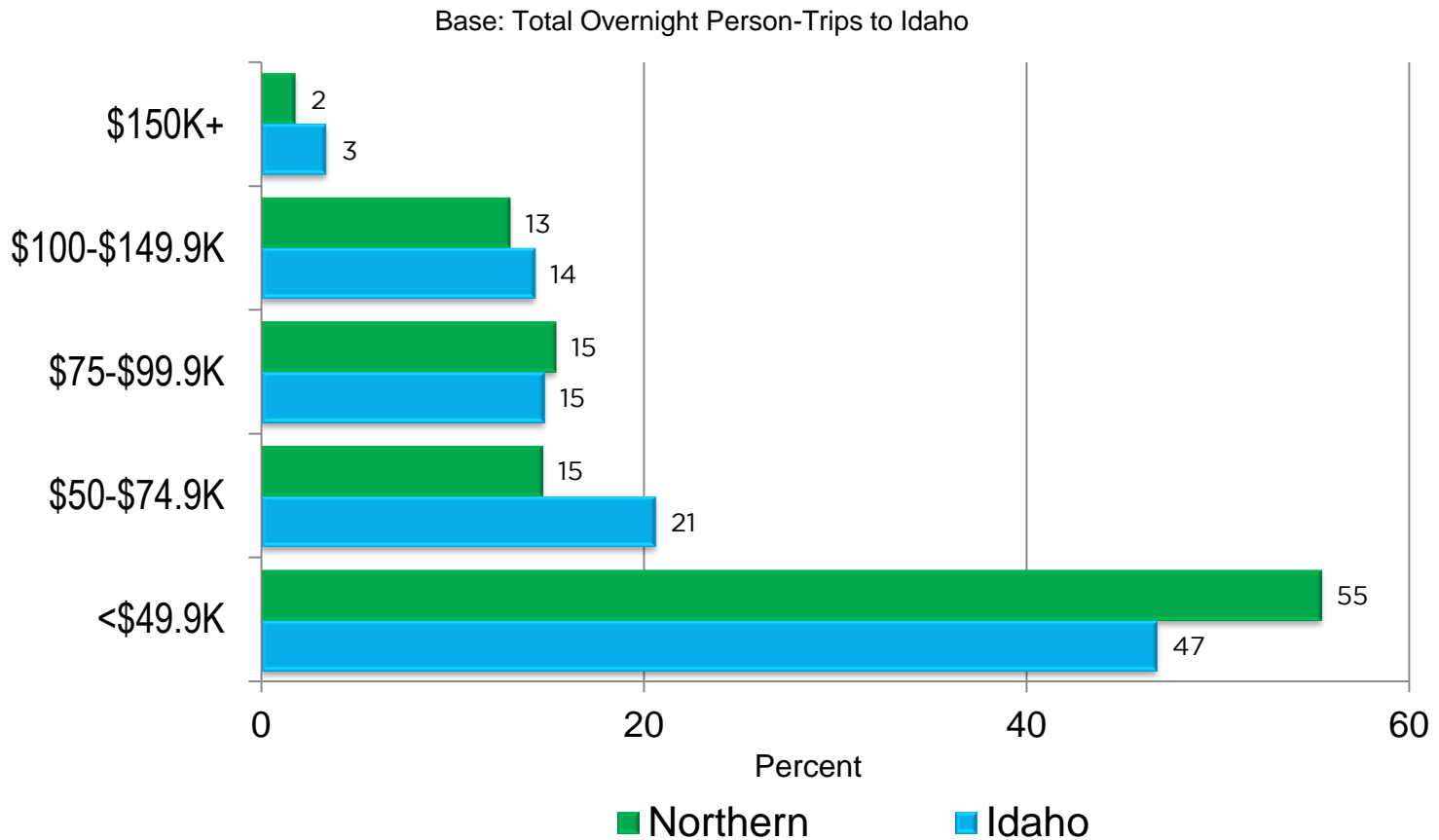
Education



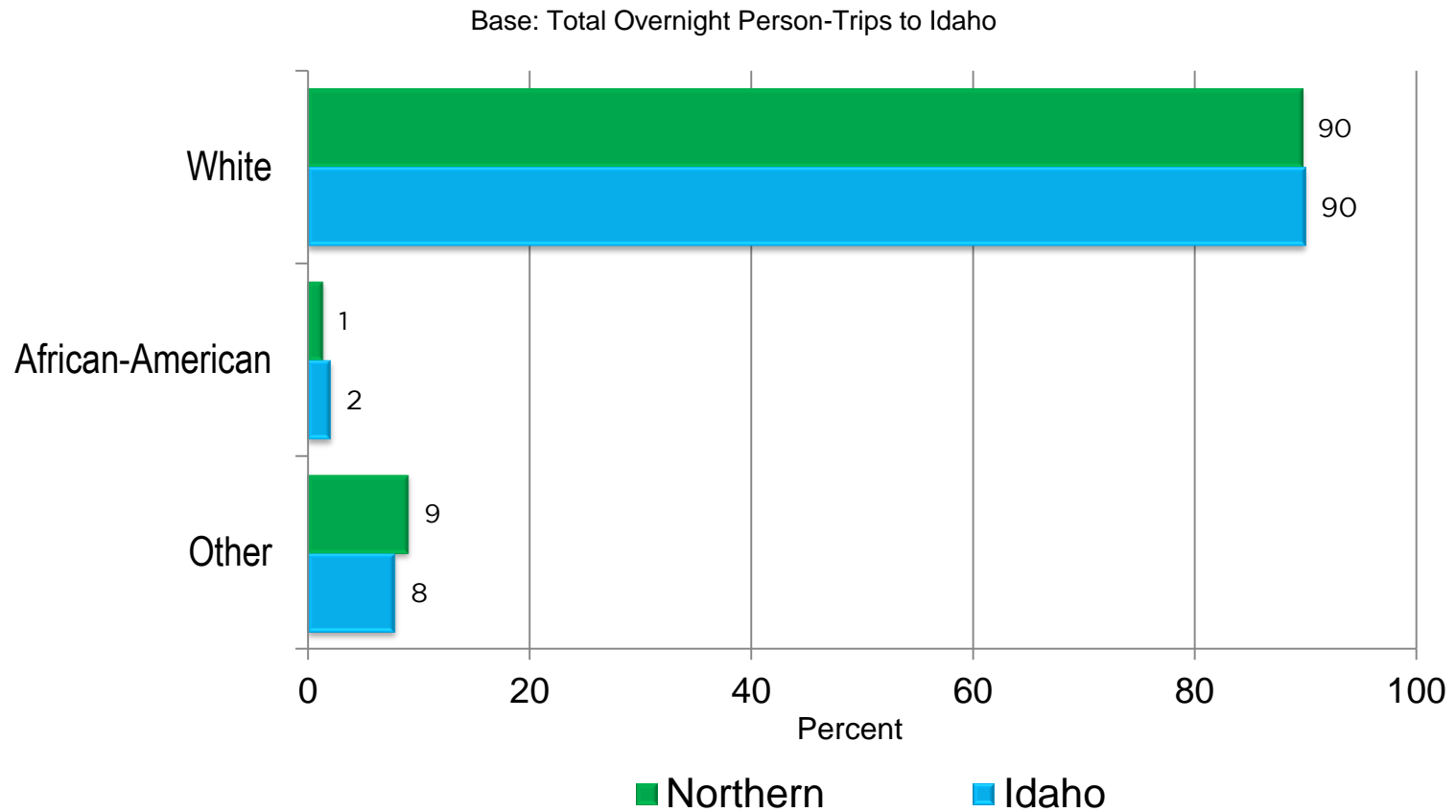
Employment



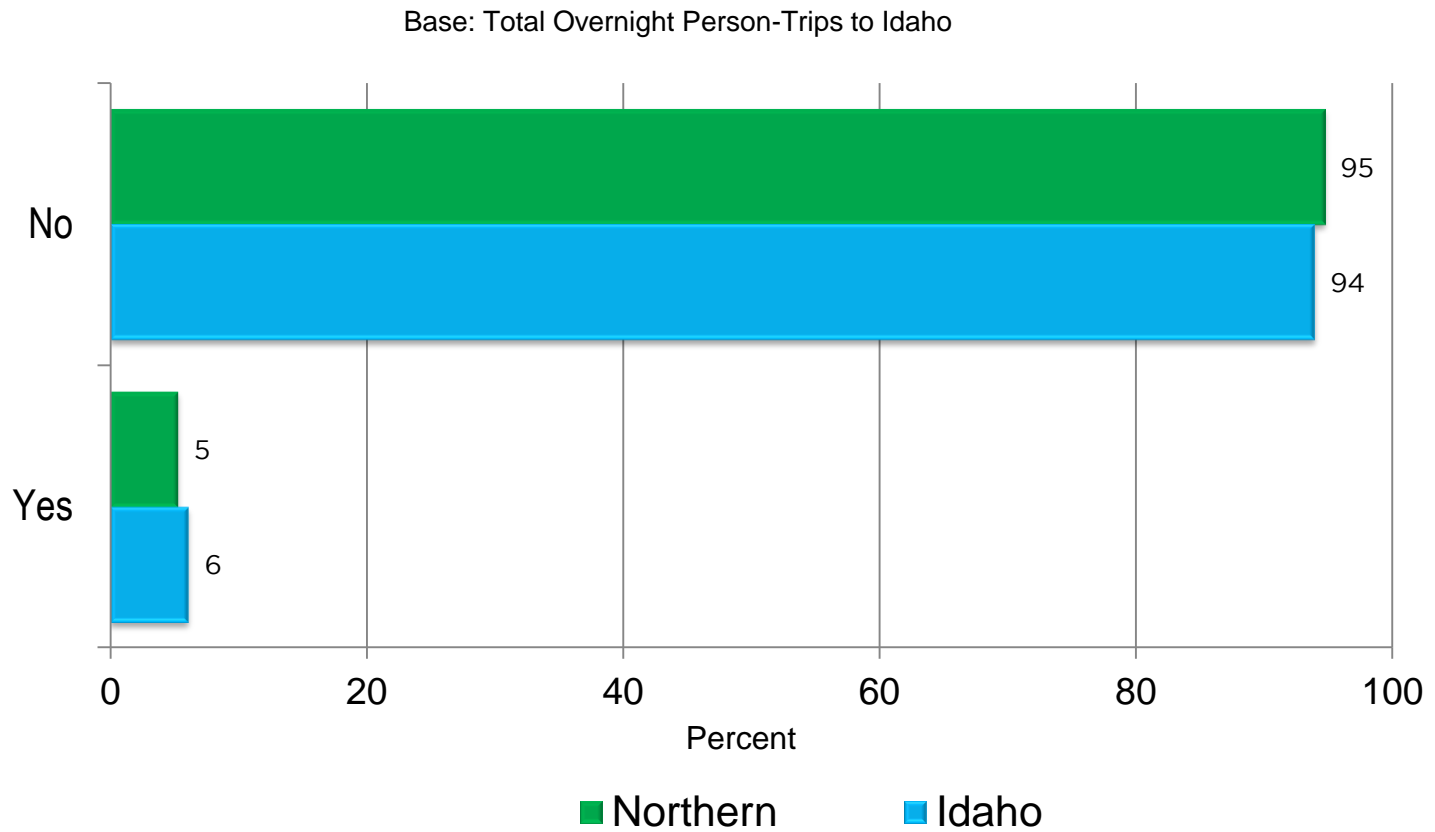
Household Income



Race



Hispanic Background





Longwoods
INTERNATIONAL
40 YEARS TOGETHER

North Central Region

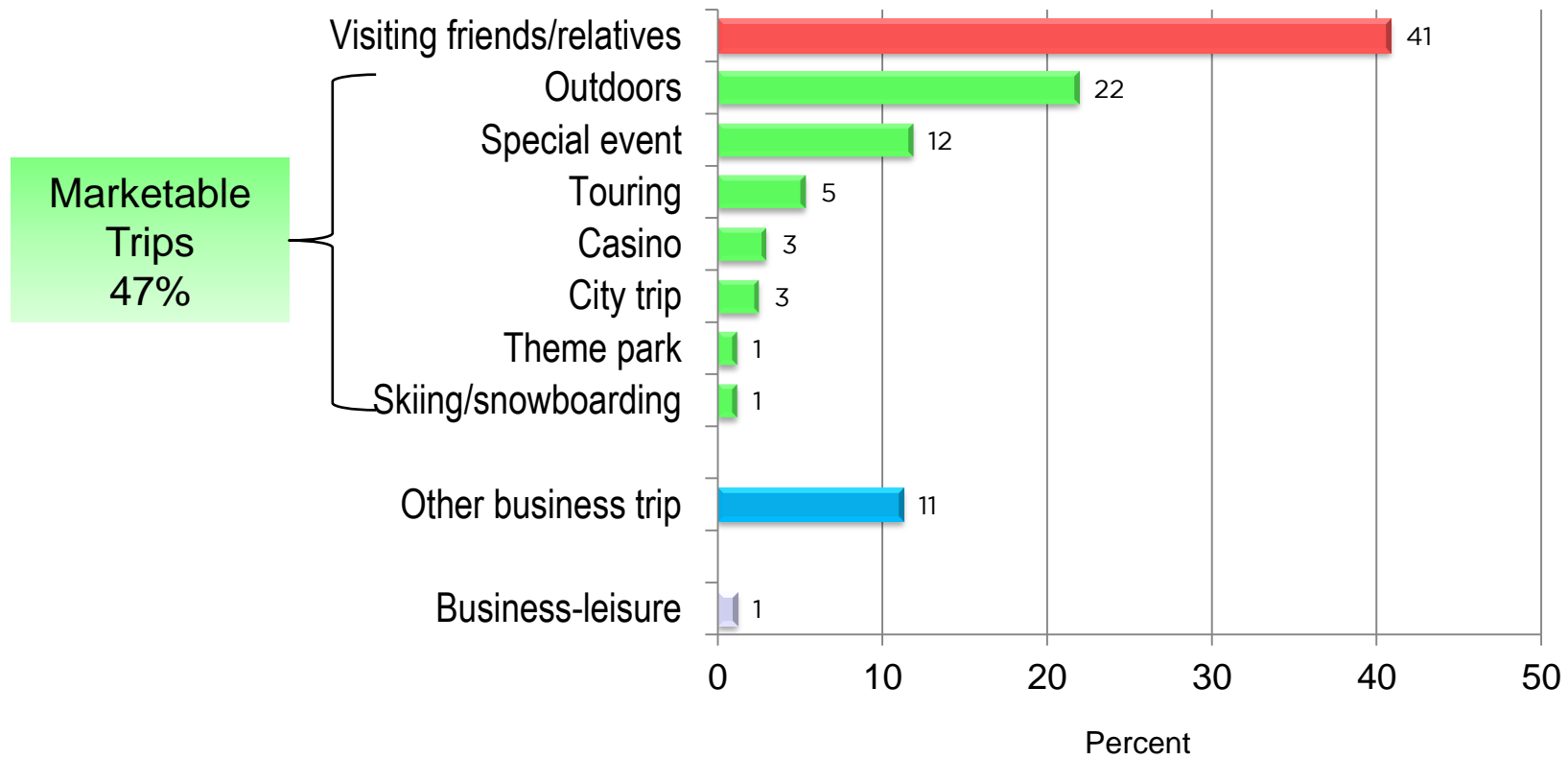


North Central Region Key Findings

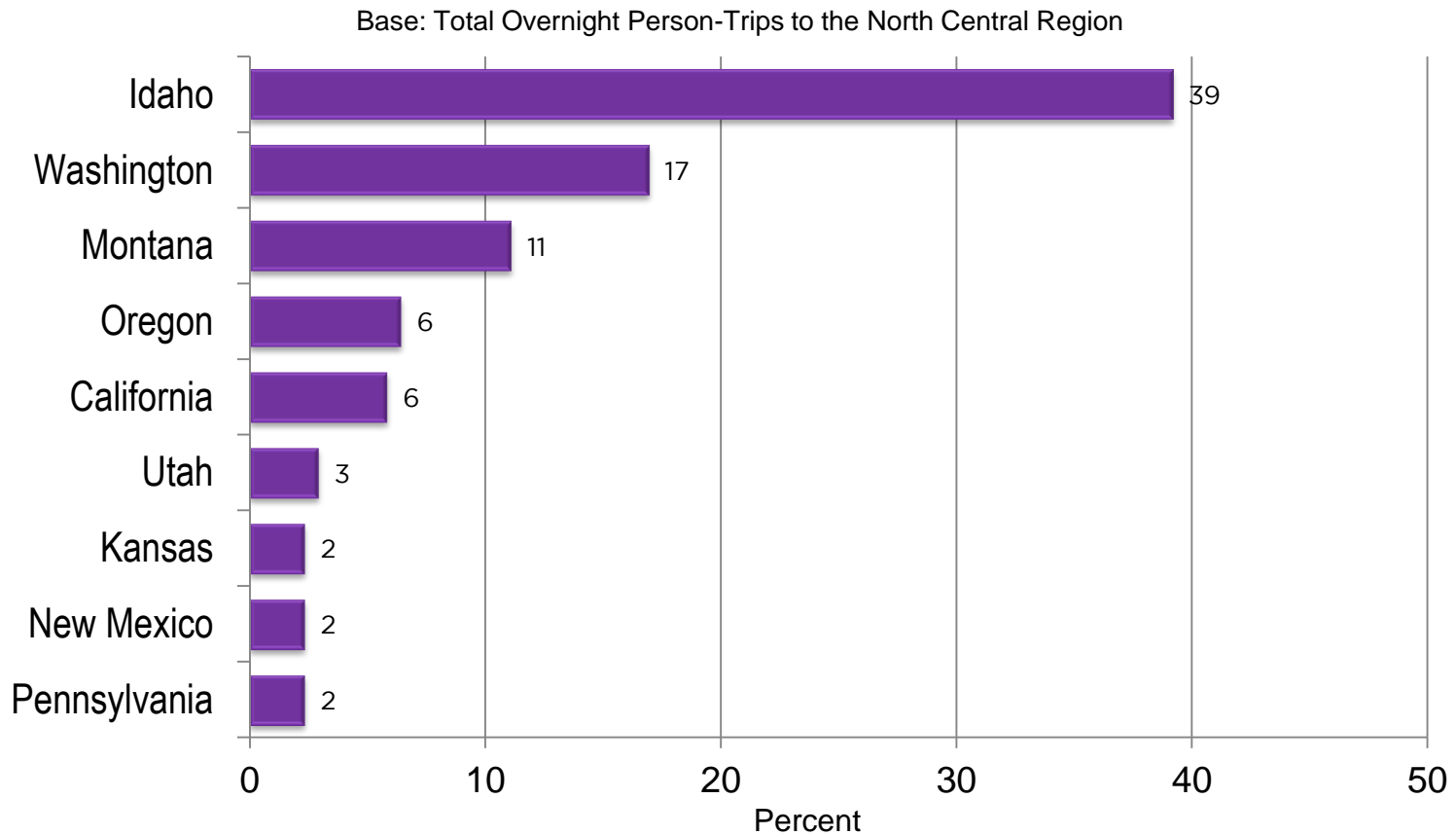
- When asked about the main purpose of their overnight trip, 47% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip type to the North Central region was an outdoor trip.
- The top three states of origin for visitors on overnight trips to the North Central region are Idaho, Washington and Montana. The top DMAs of origin are Spokane, Boise and Seattle.
- A high 74% of overnight visitors to the North Central region say they are very satisfied with their trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 3.3 nights long, while 2.6 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are camping, visiting a landmark/historic site and swimming.
- The average age of overnight visitors to the region is 40.2, younger than the state average of 44.9 and the youngest average among the regions.

Main Purpose of Trip

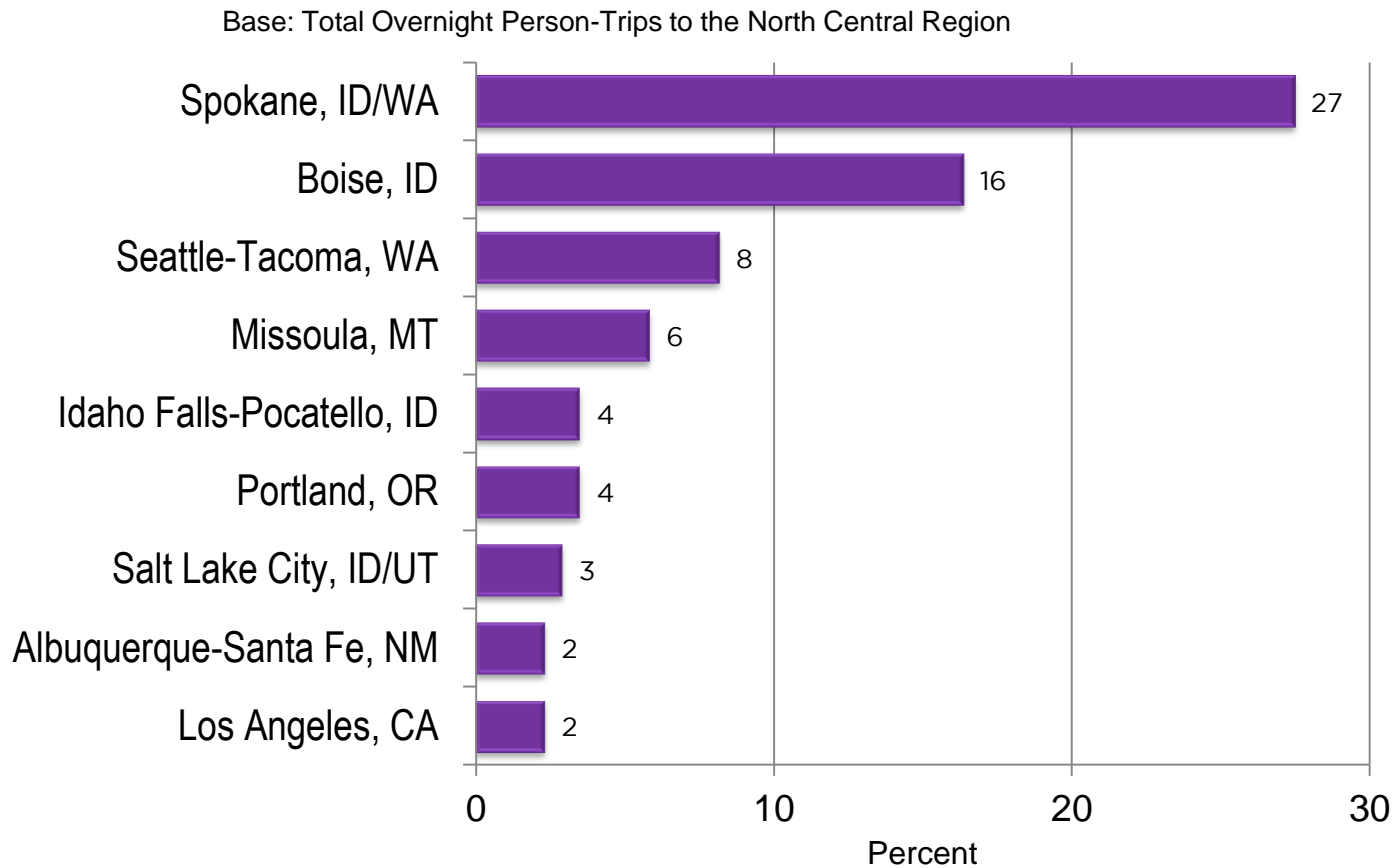
Base: Total Overnight Person-Trips to the North Central Region



State Origin Of Trip



DMA Origin Of Trip

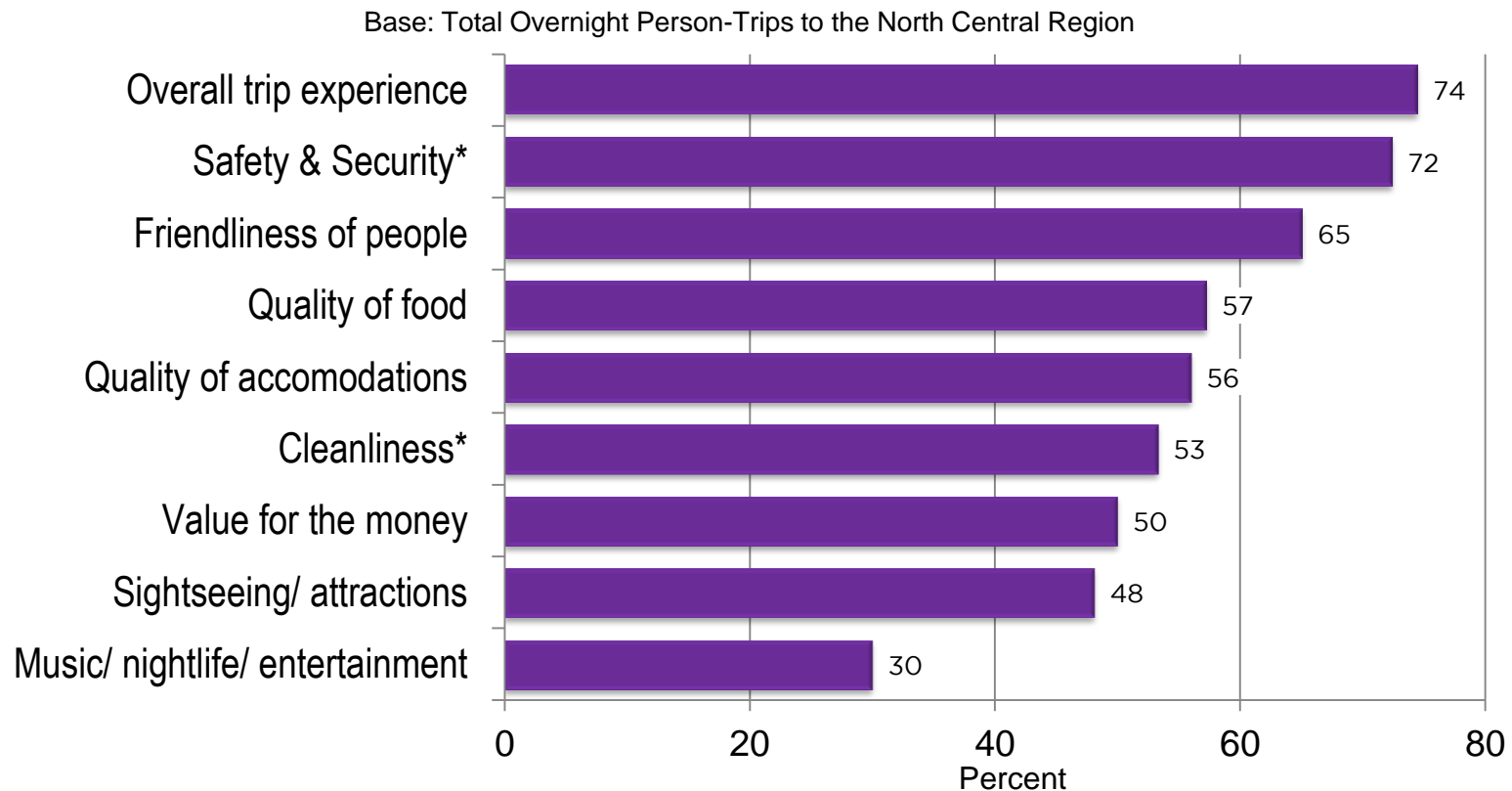




Overnight Trip Characteristics— North Central Region



% Very Satisfied with Trip**

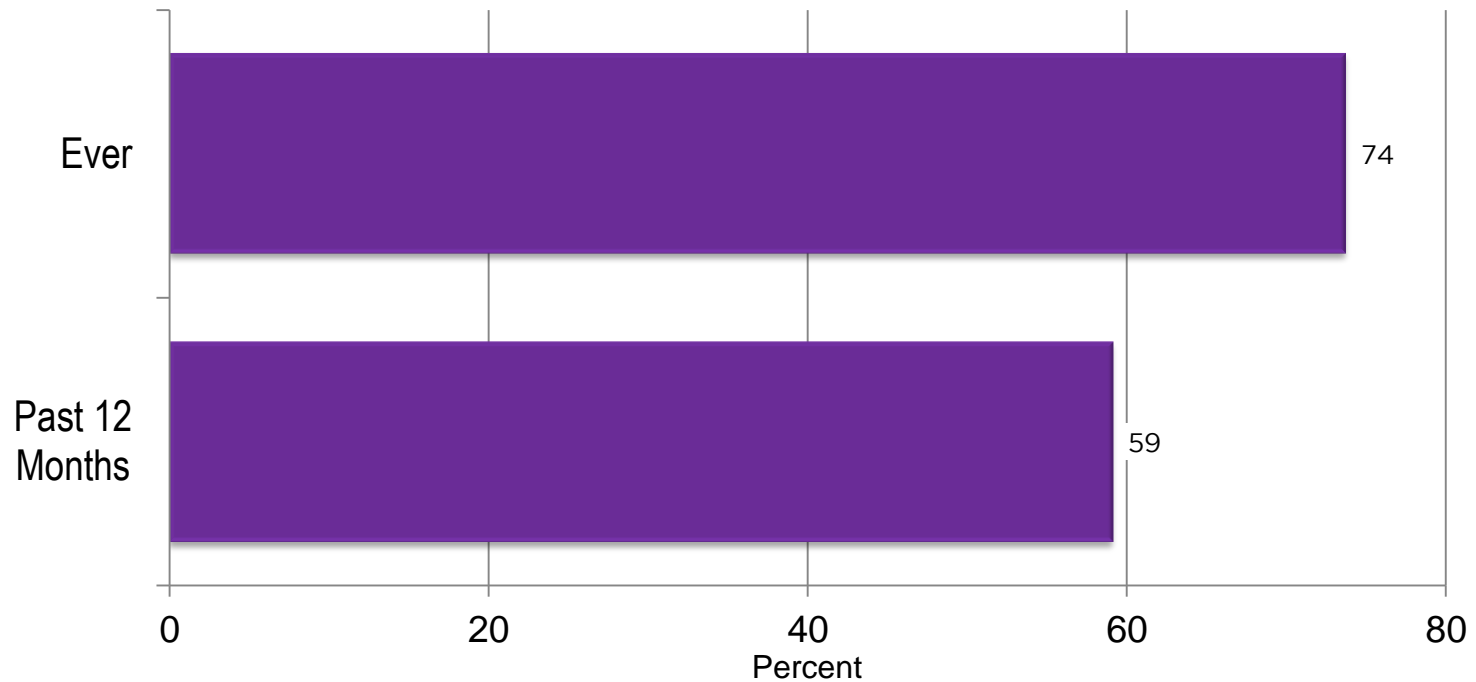


*Categories added in 2017; data reflects 2017 results only

** Those who ranked their North Central region experience a 5 on a 5-point scale

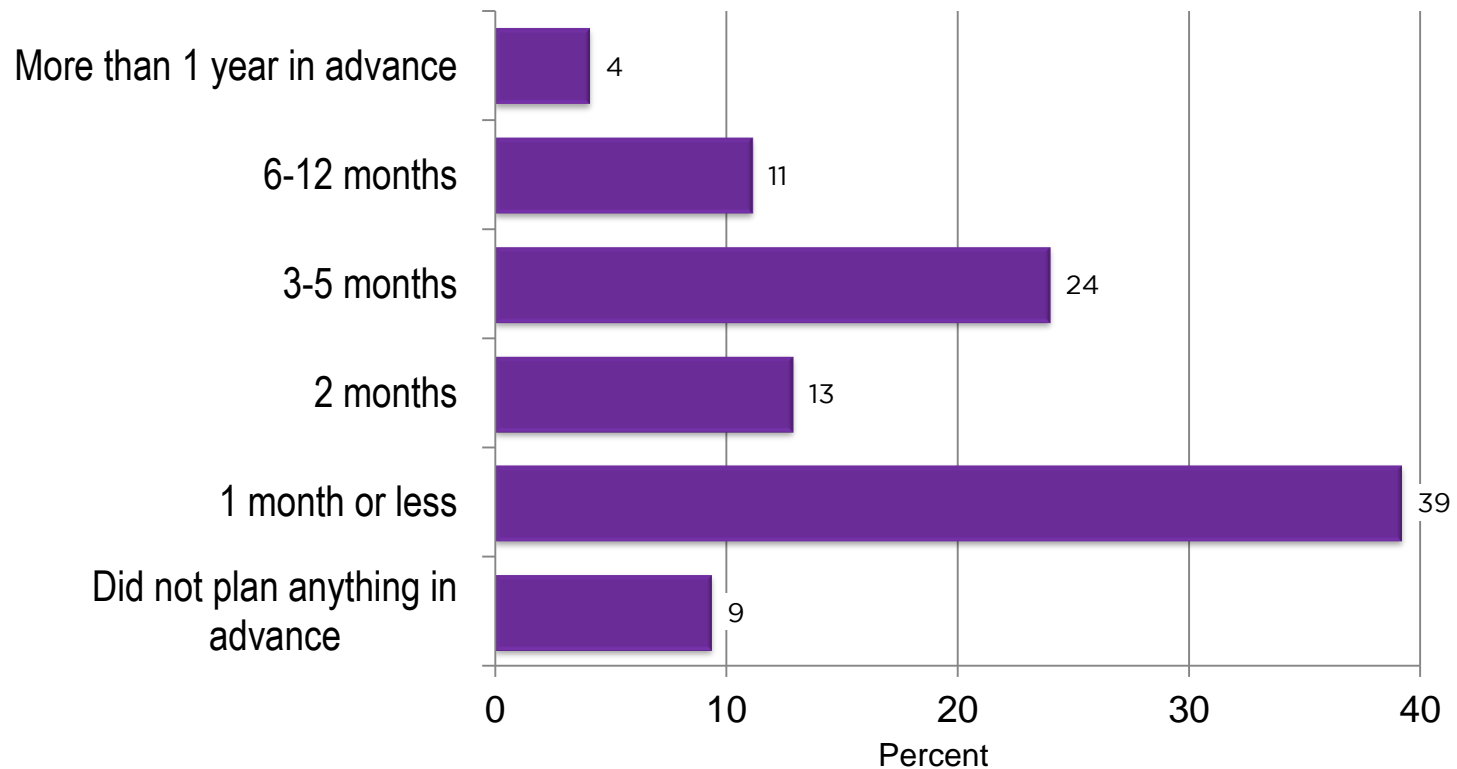
Past Visitation to the North Central Region

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

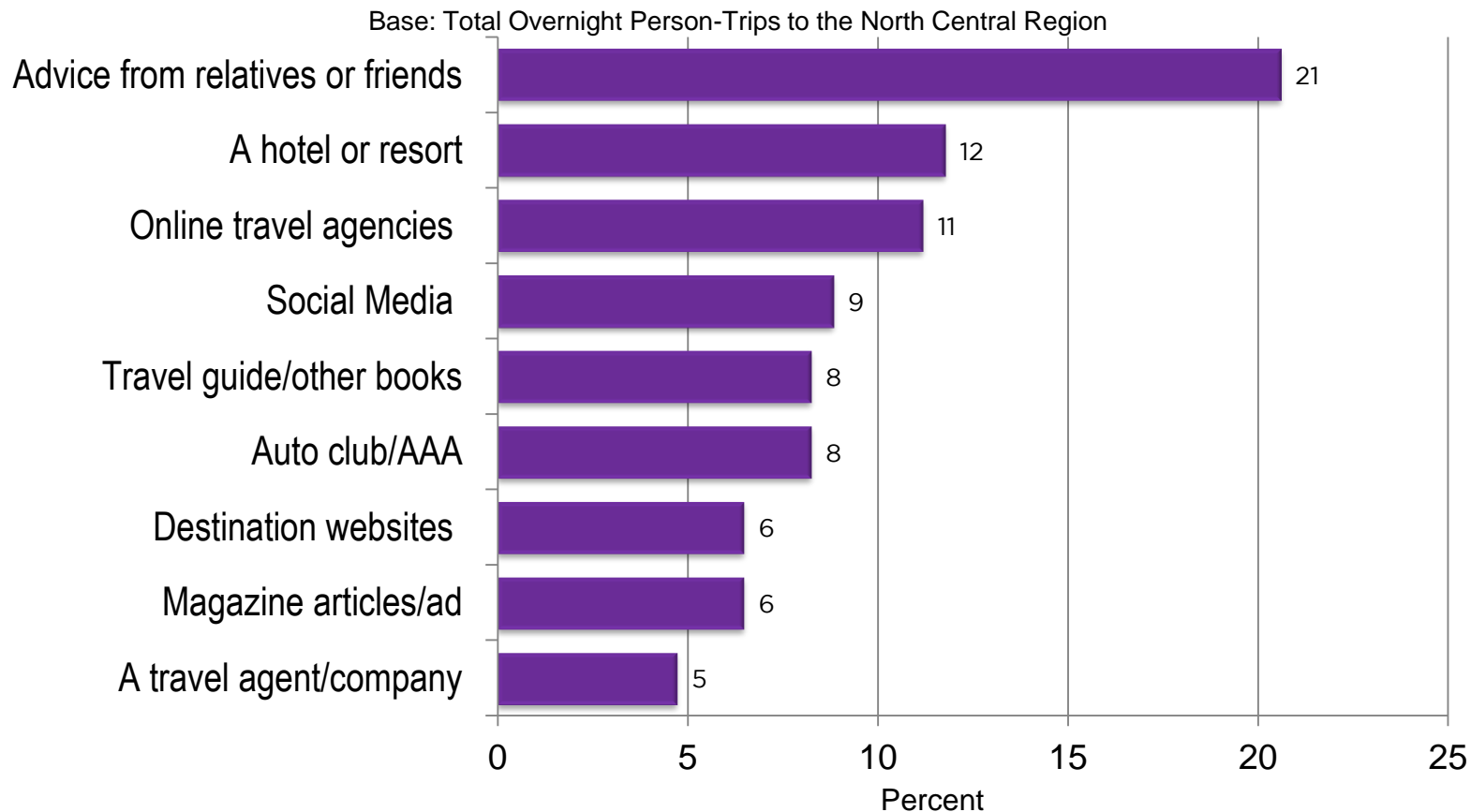


Length of Trip Planning-North Central

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

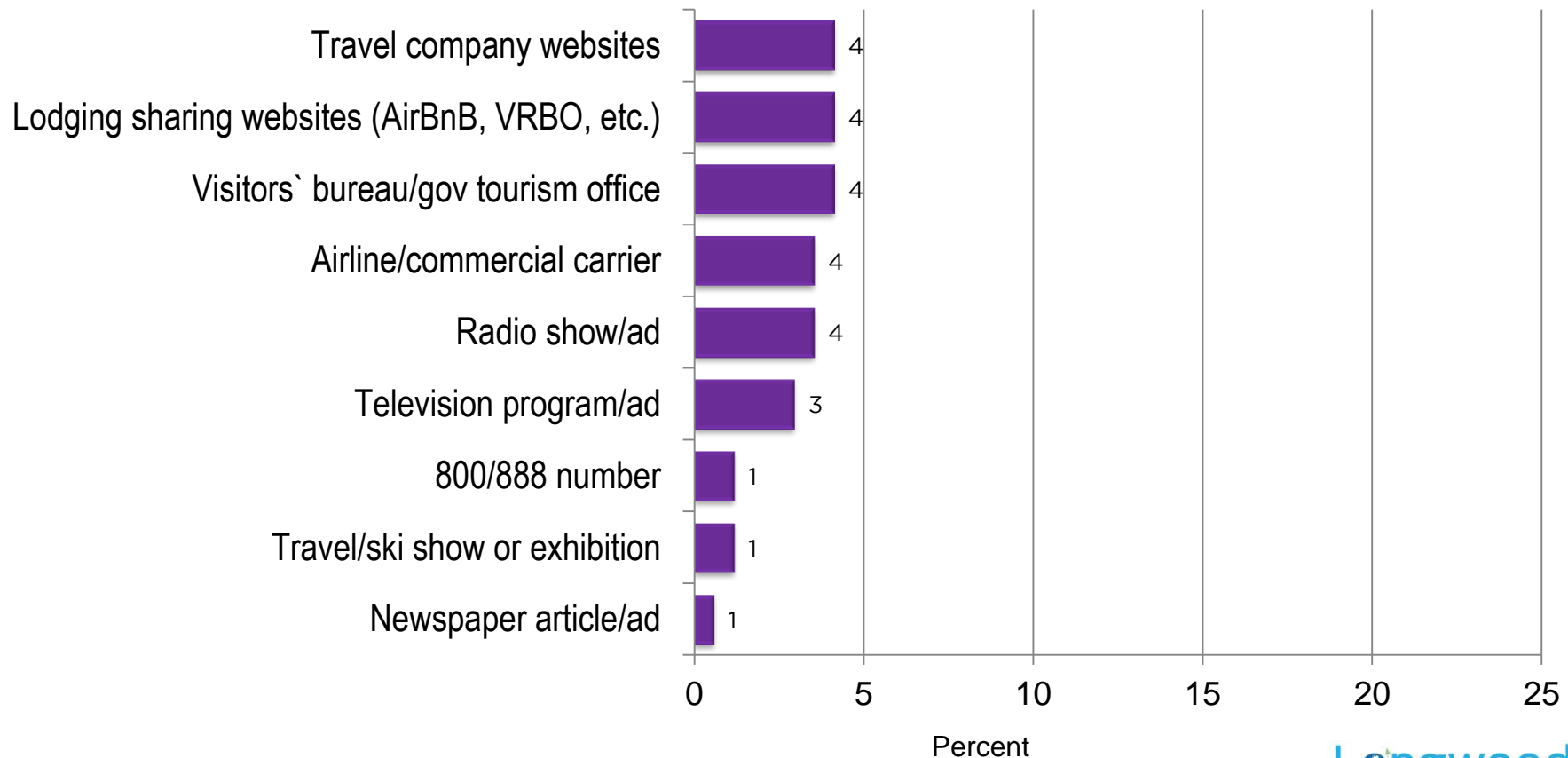


Trip Planning Information Sources-North Central



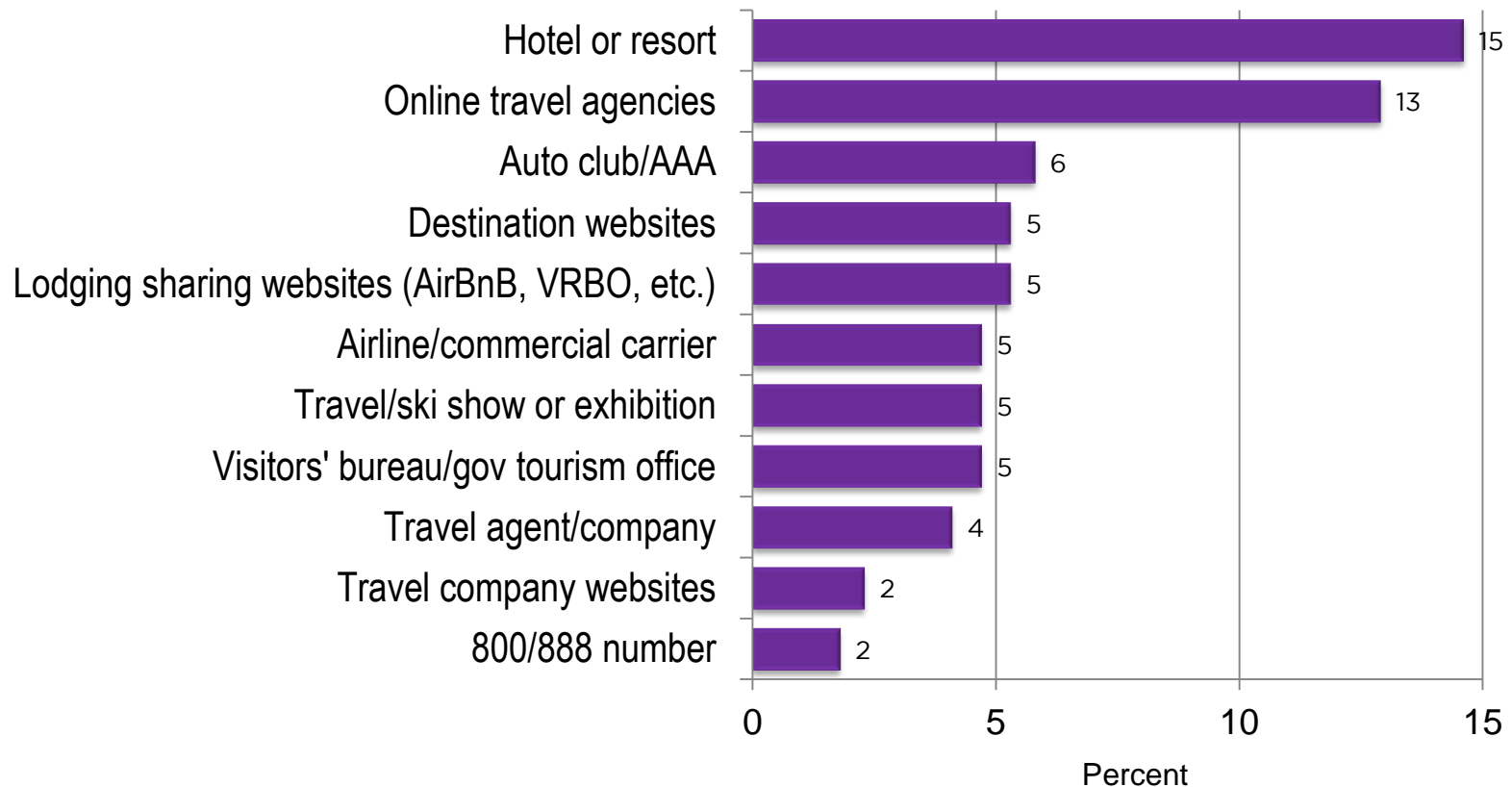
Trip Planning Information Sources-North Central (Cont'd)

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



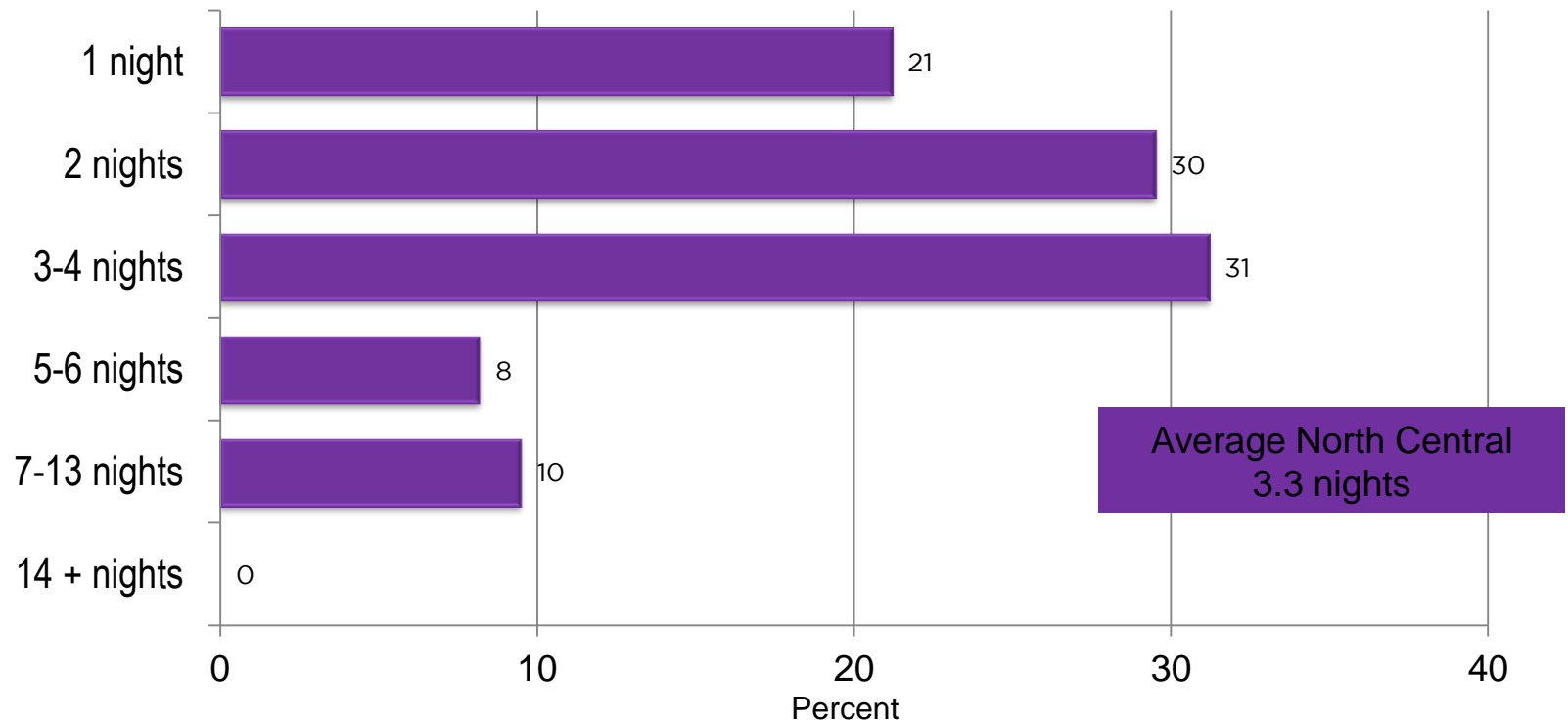
Method of Booking-North Central

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

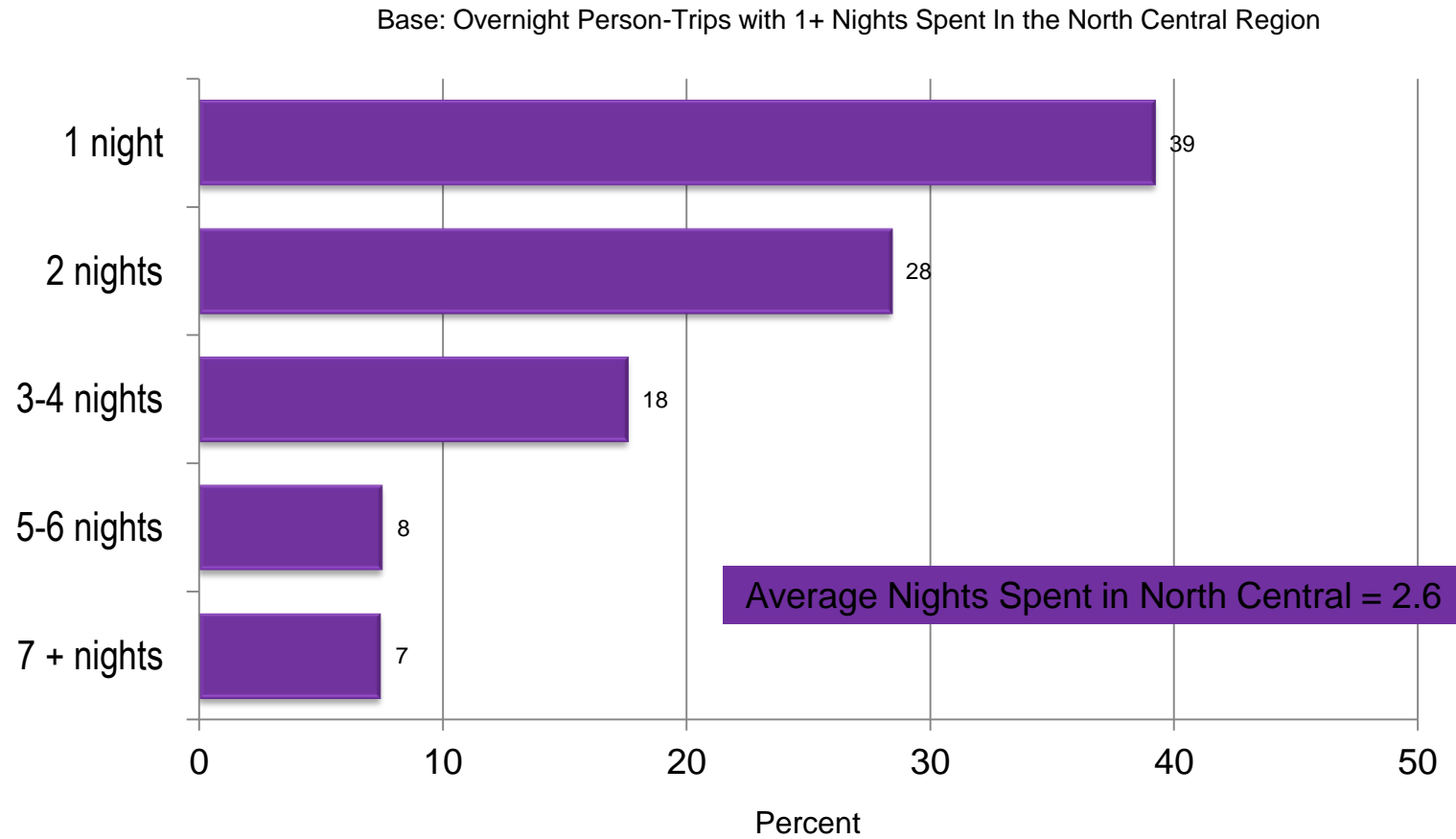


Total Nights Away on Trip

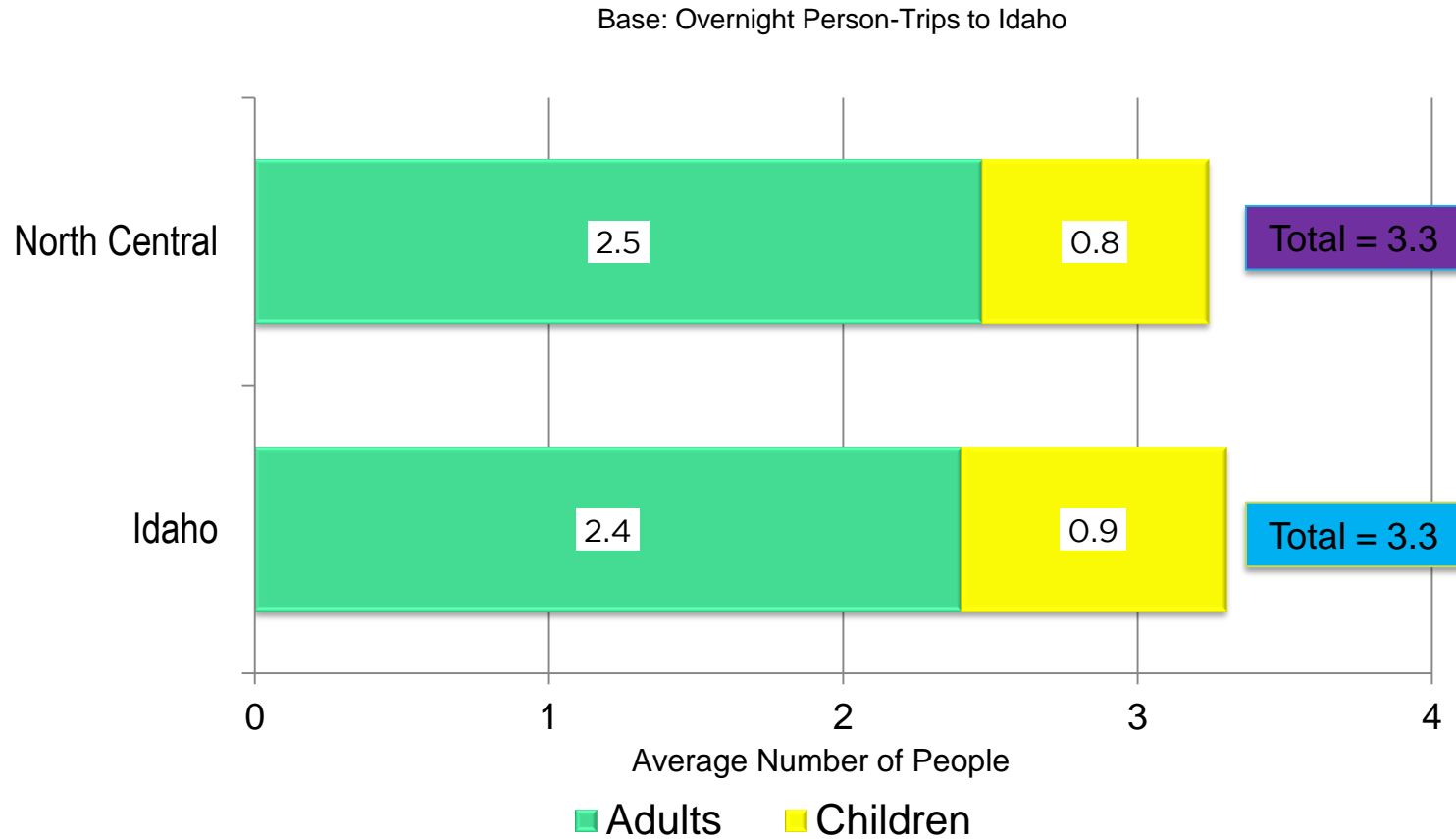
Base: Total Overnight Person-Trips to the North Central Region



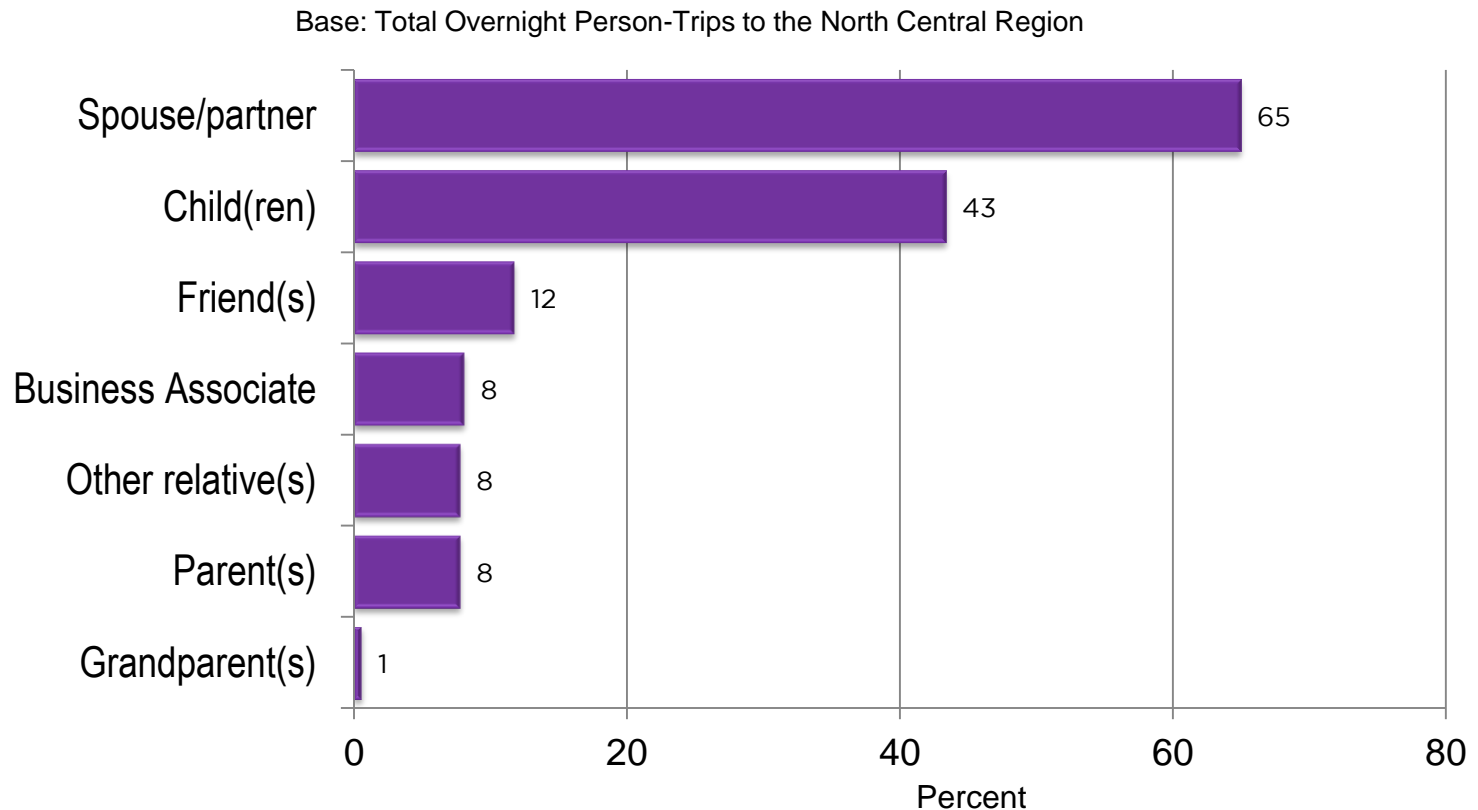
Number of Nights Spent in North Central



Size of Travel Party



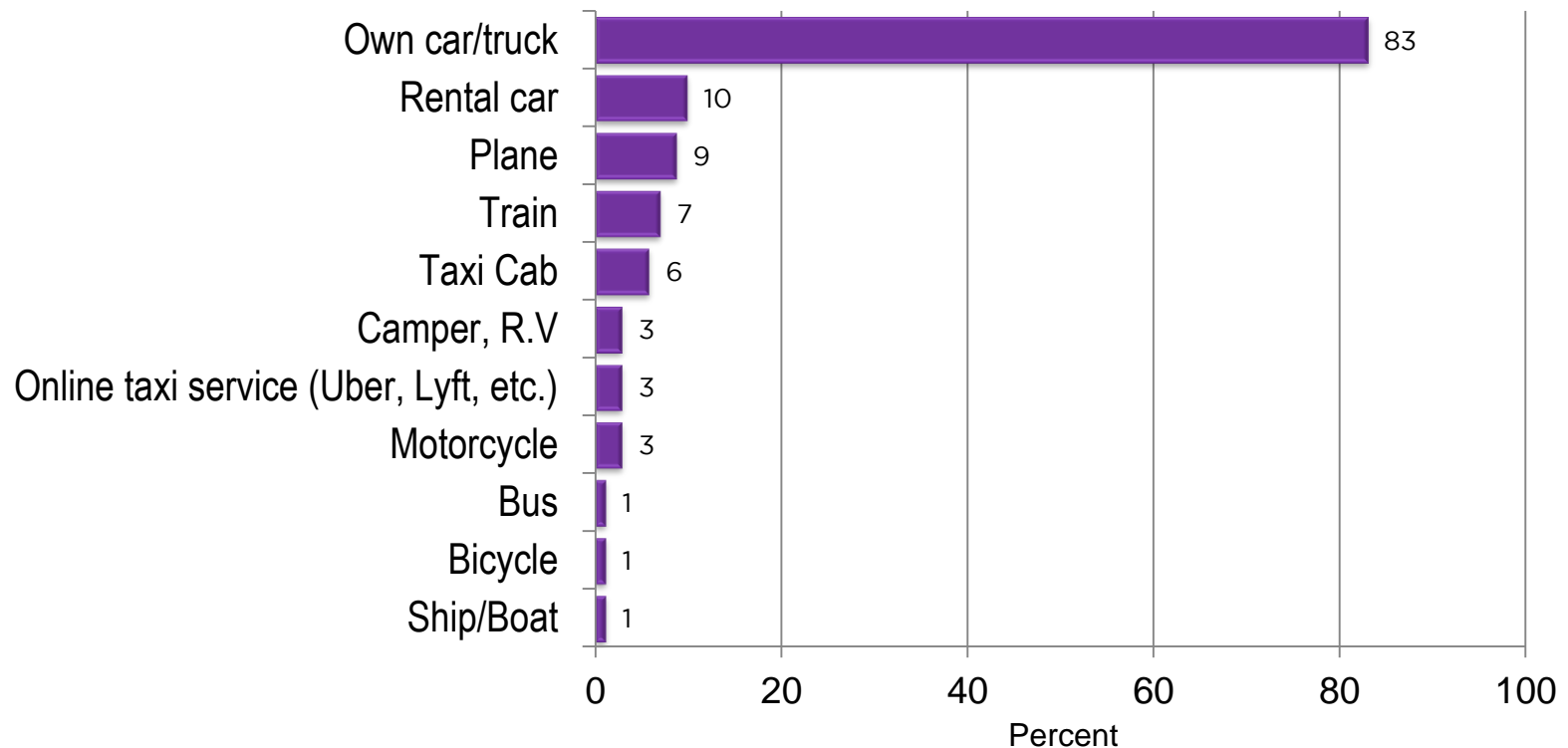
Party Composition*-North Central



* Question added in 2017; data reflects 2017 results only

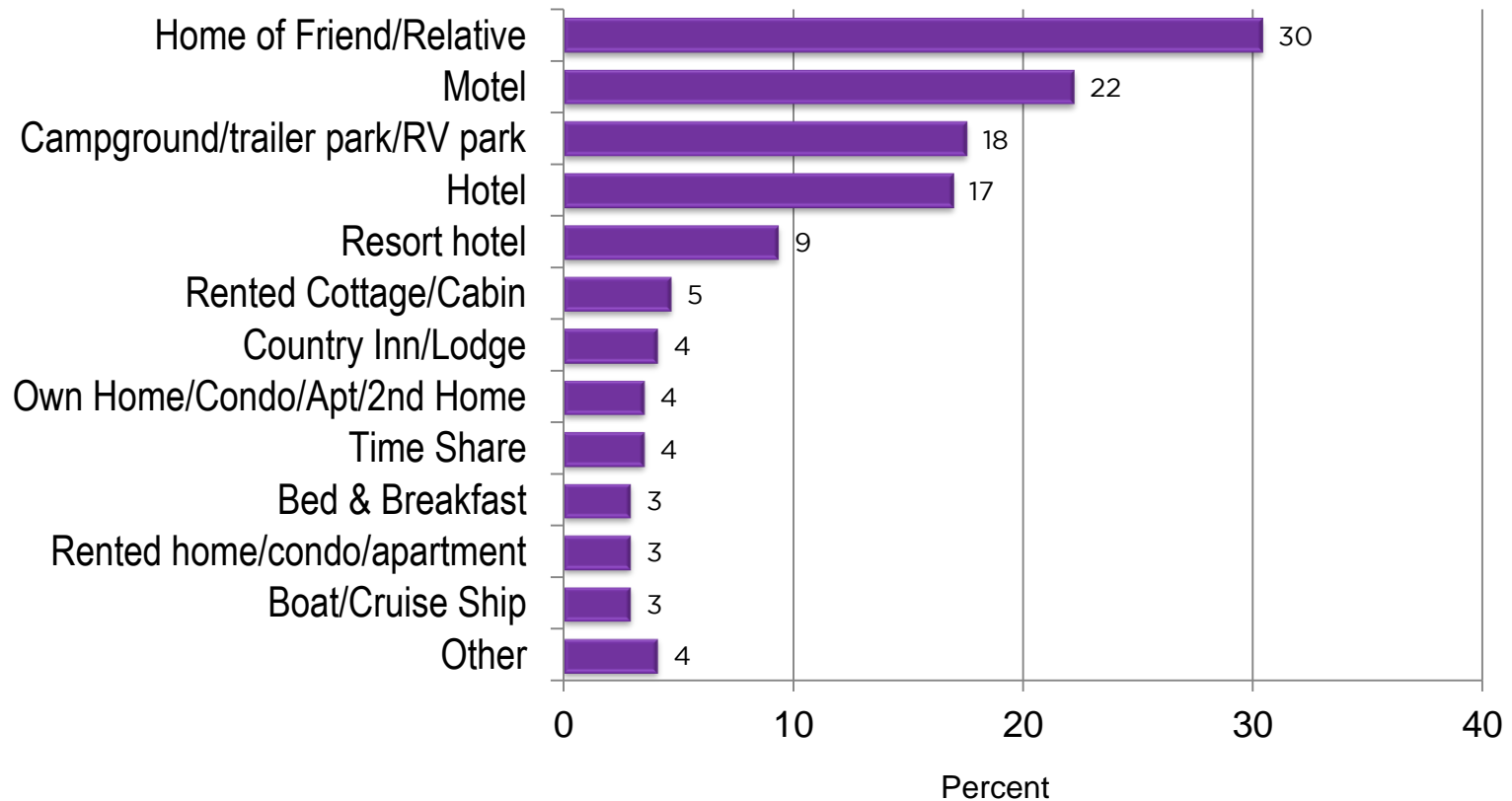
Transportation-North Central

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

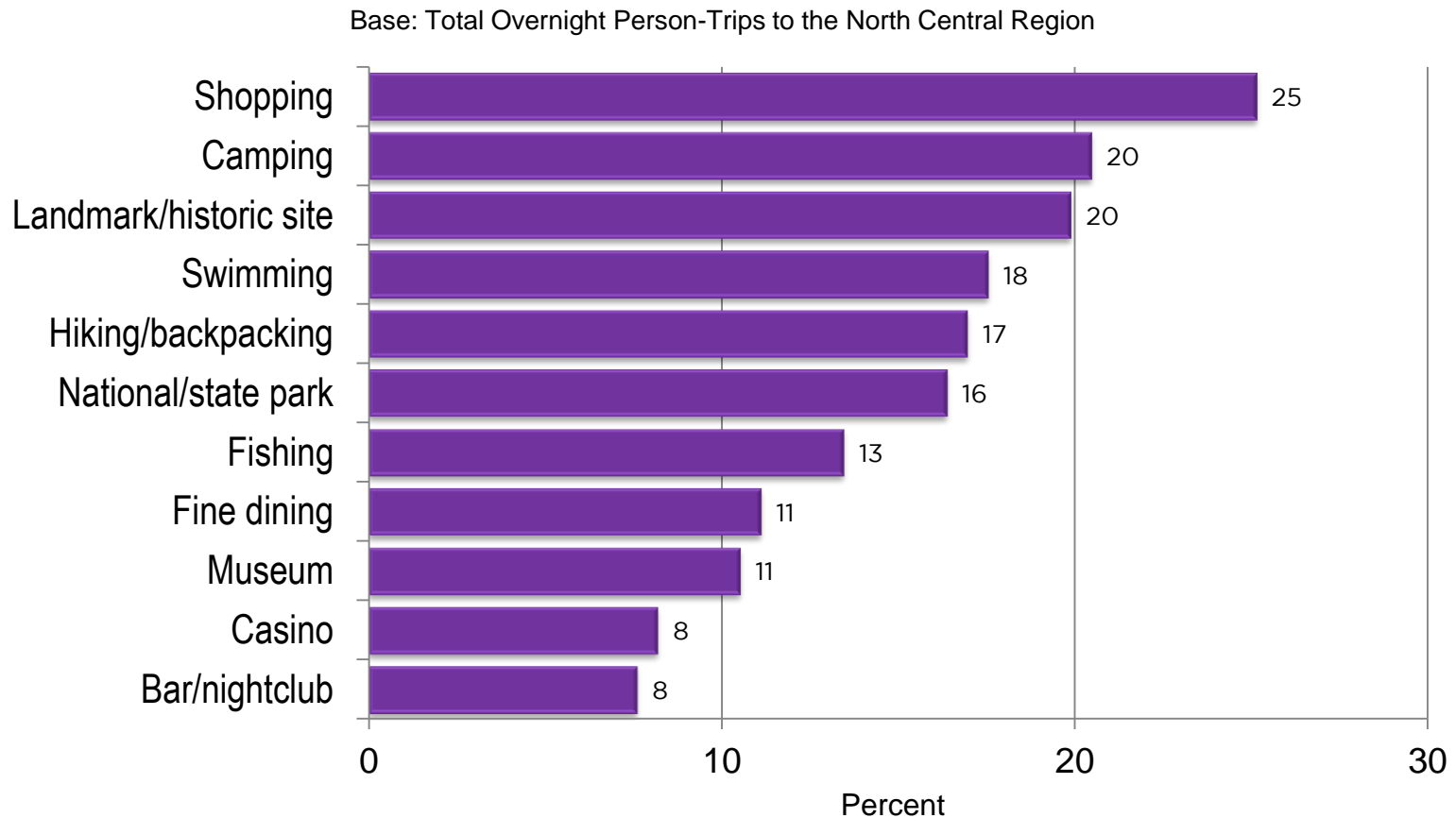


Accommodations-North Central

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

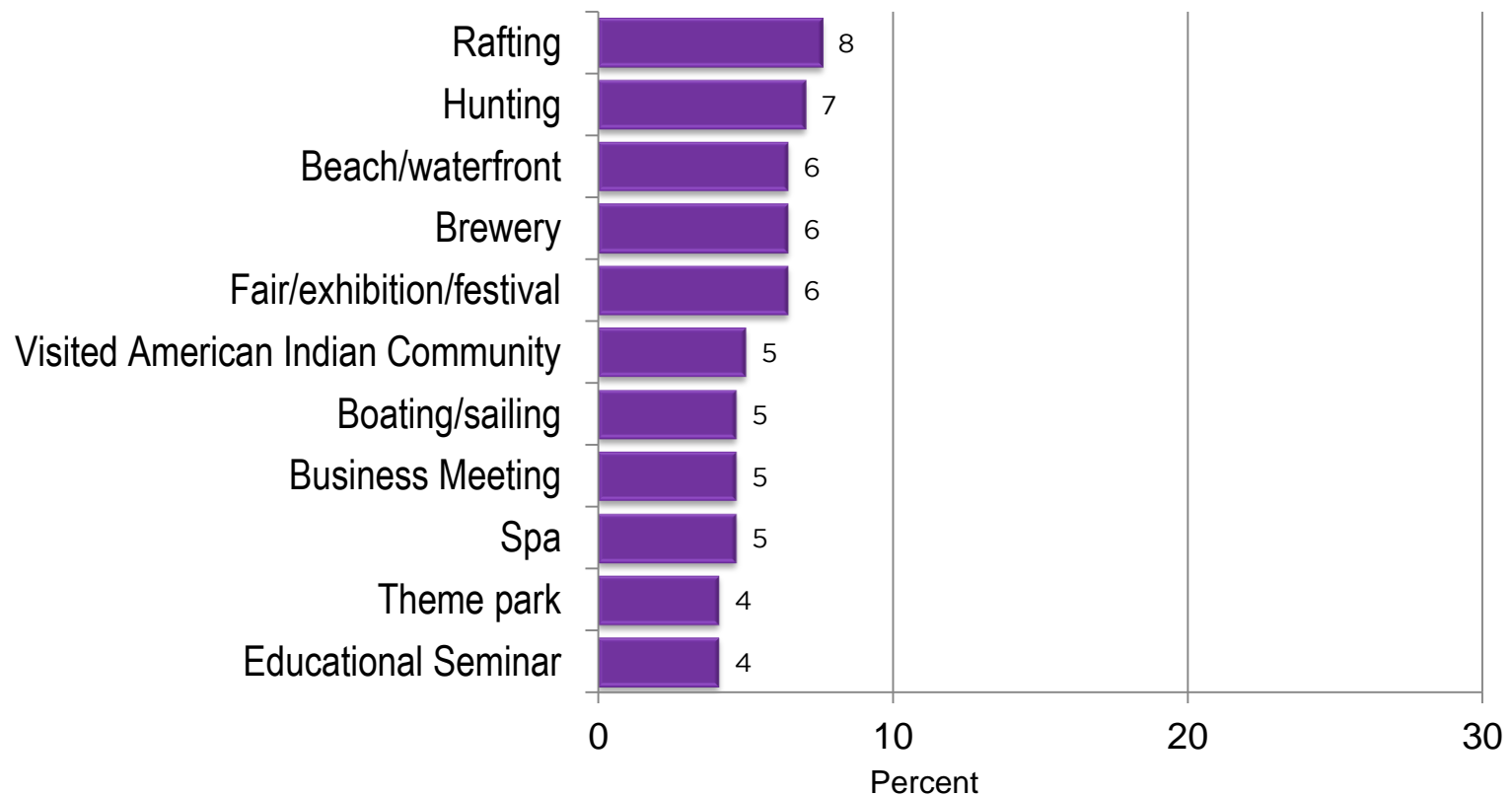


Activities and Experiences-North Central

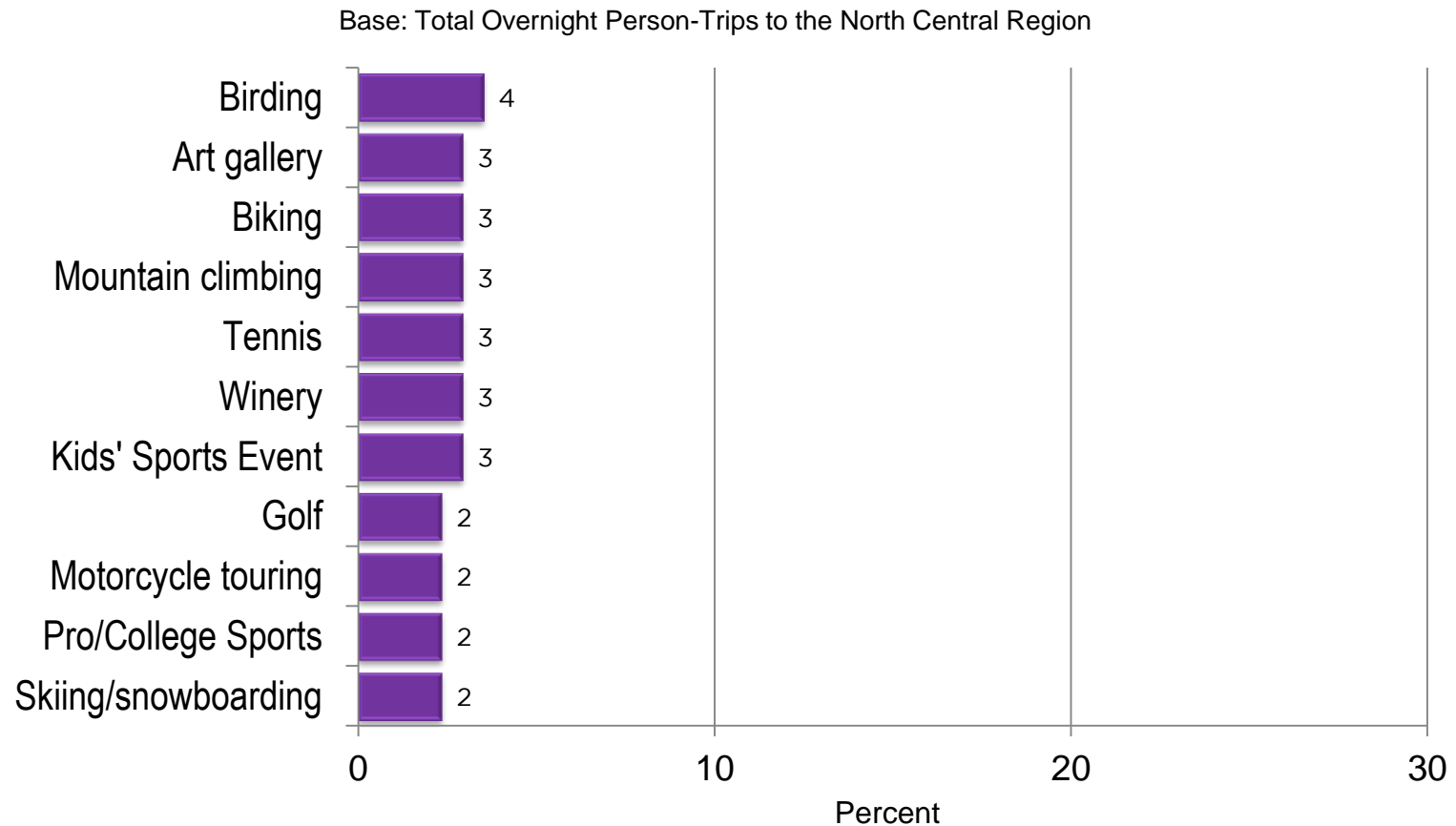


Activities and Experiences-North Central (Cont'd)

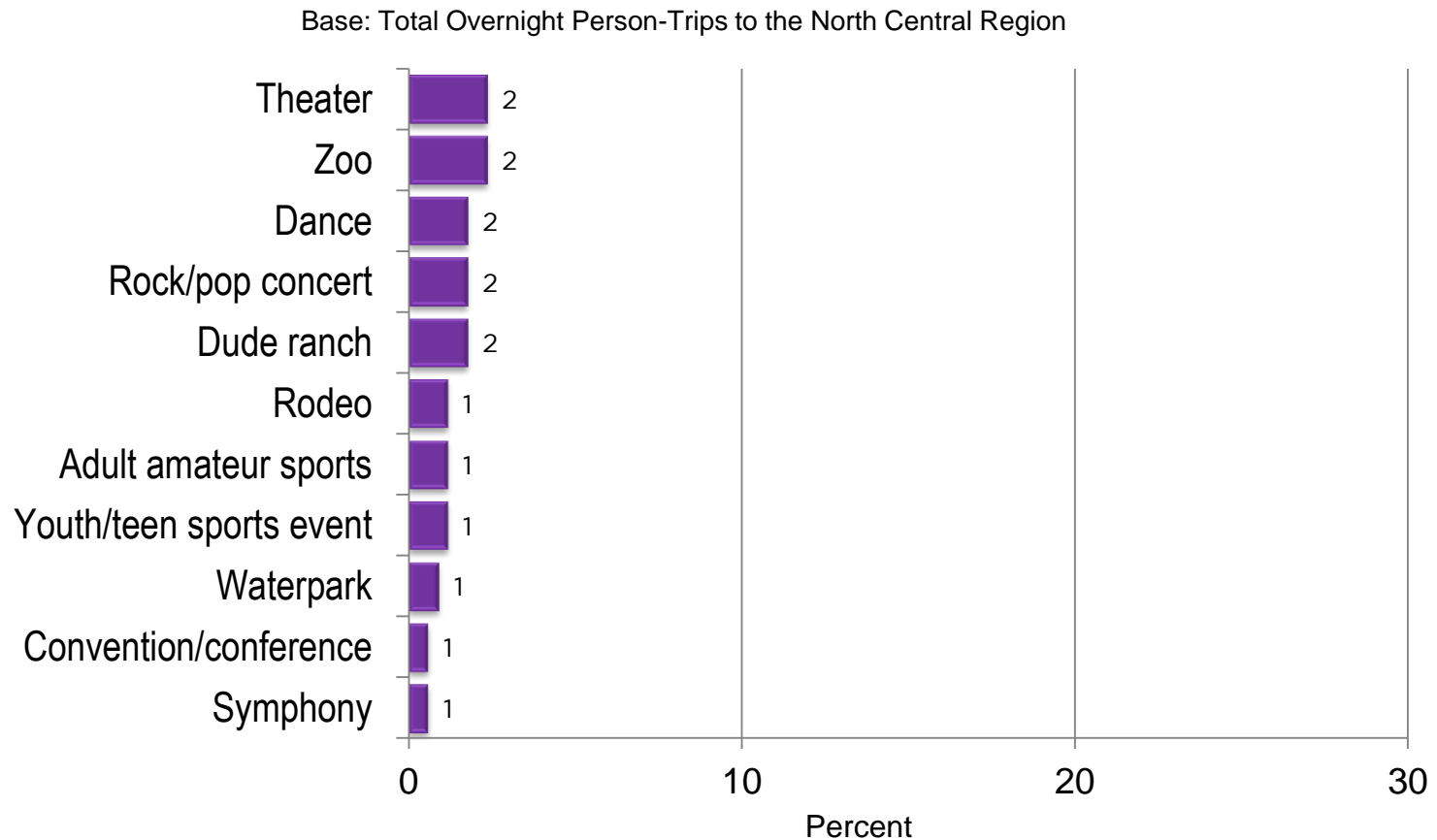
Base: Total Overnight Person-Trips to the North Central Region



Activities and Experiences-North Central (Cont'd)

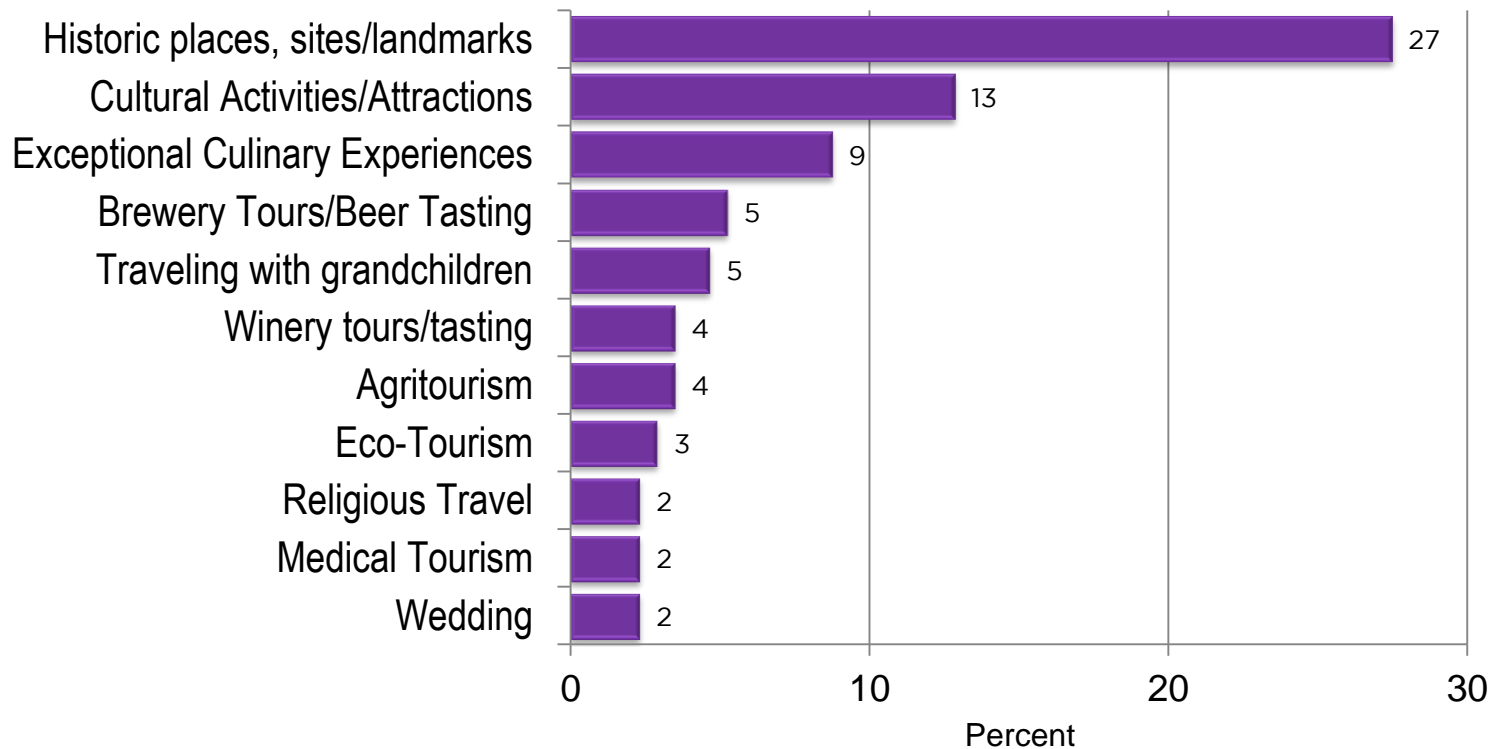


Activities and Experiences-North Central (Cont'd)



Activities of Special Interest-North Central

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

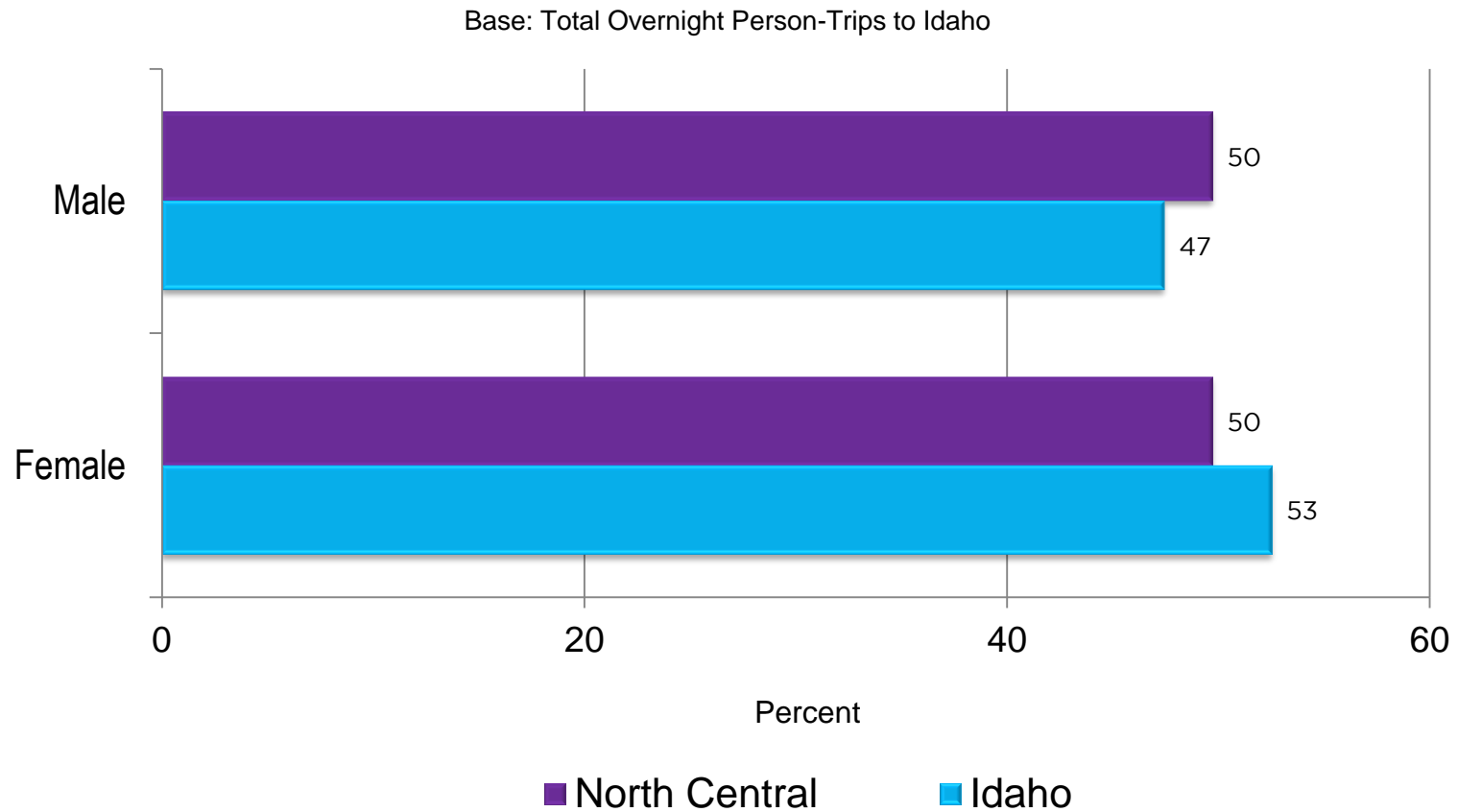




Demographic Profile of Idaho Visitors— North Central

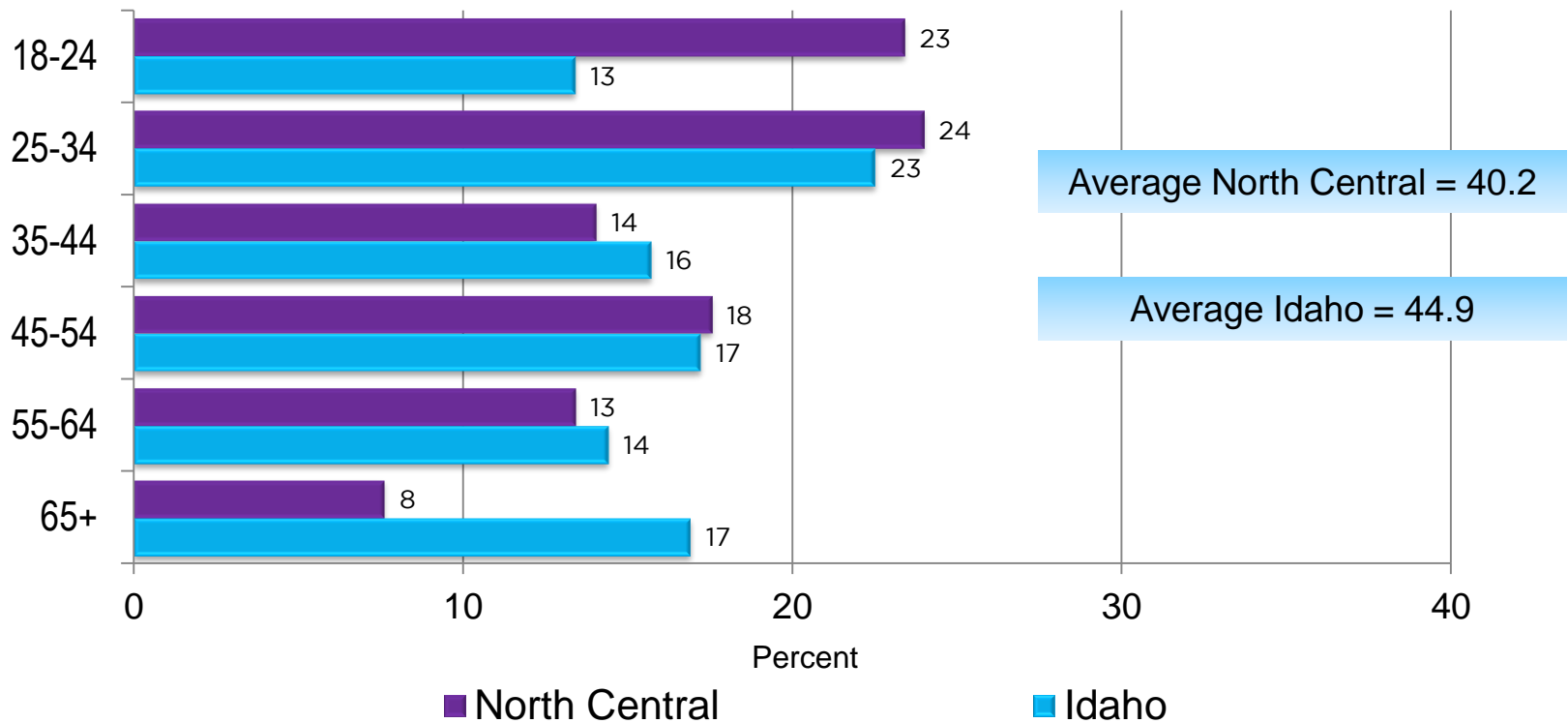


Gender

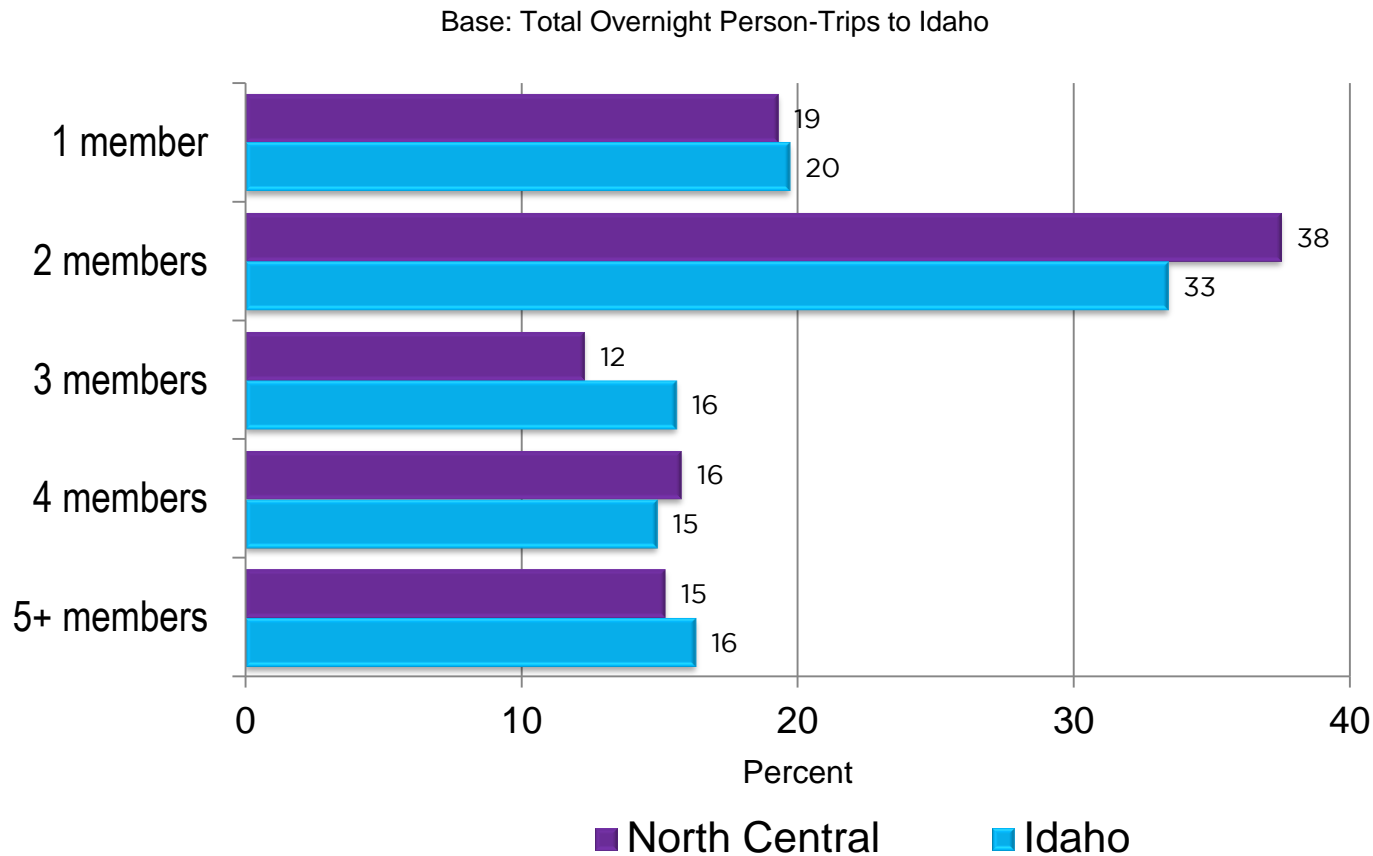


Age

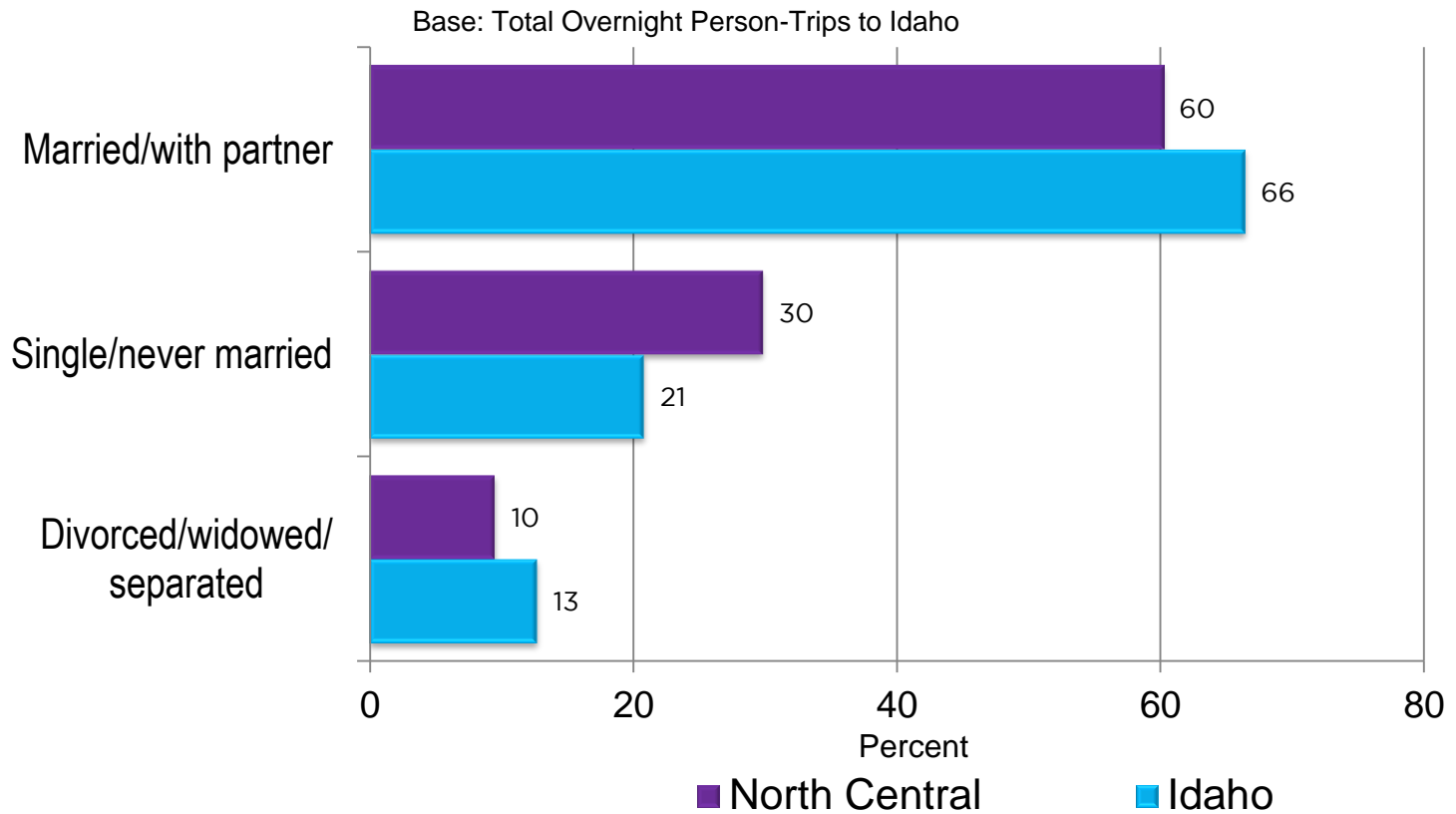
Base: Total Overnight Person-Trips to Idaho



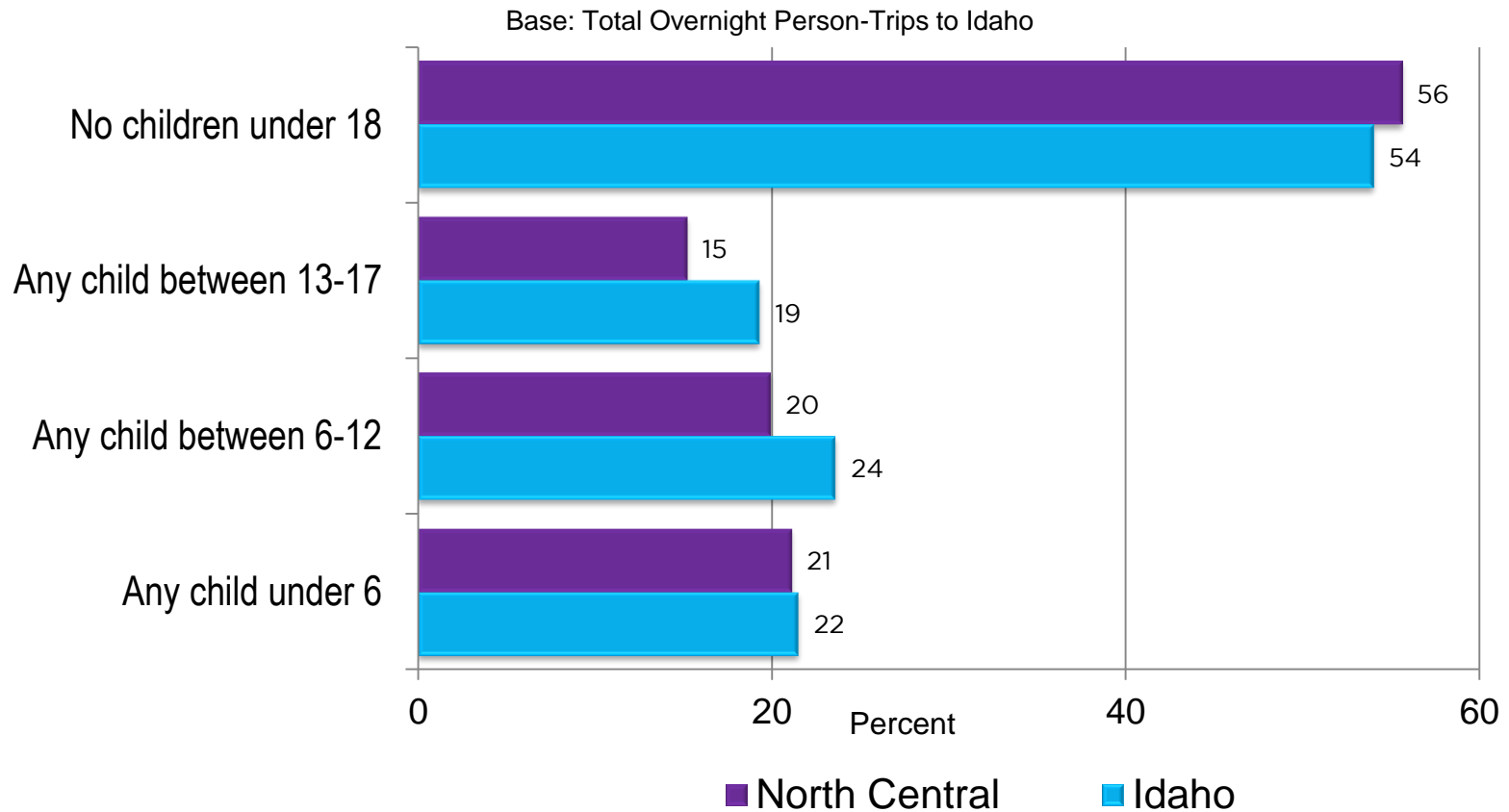
Household Size



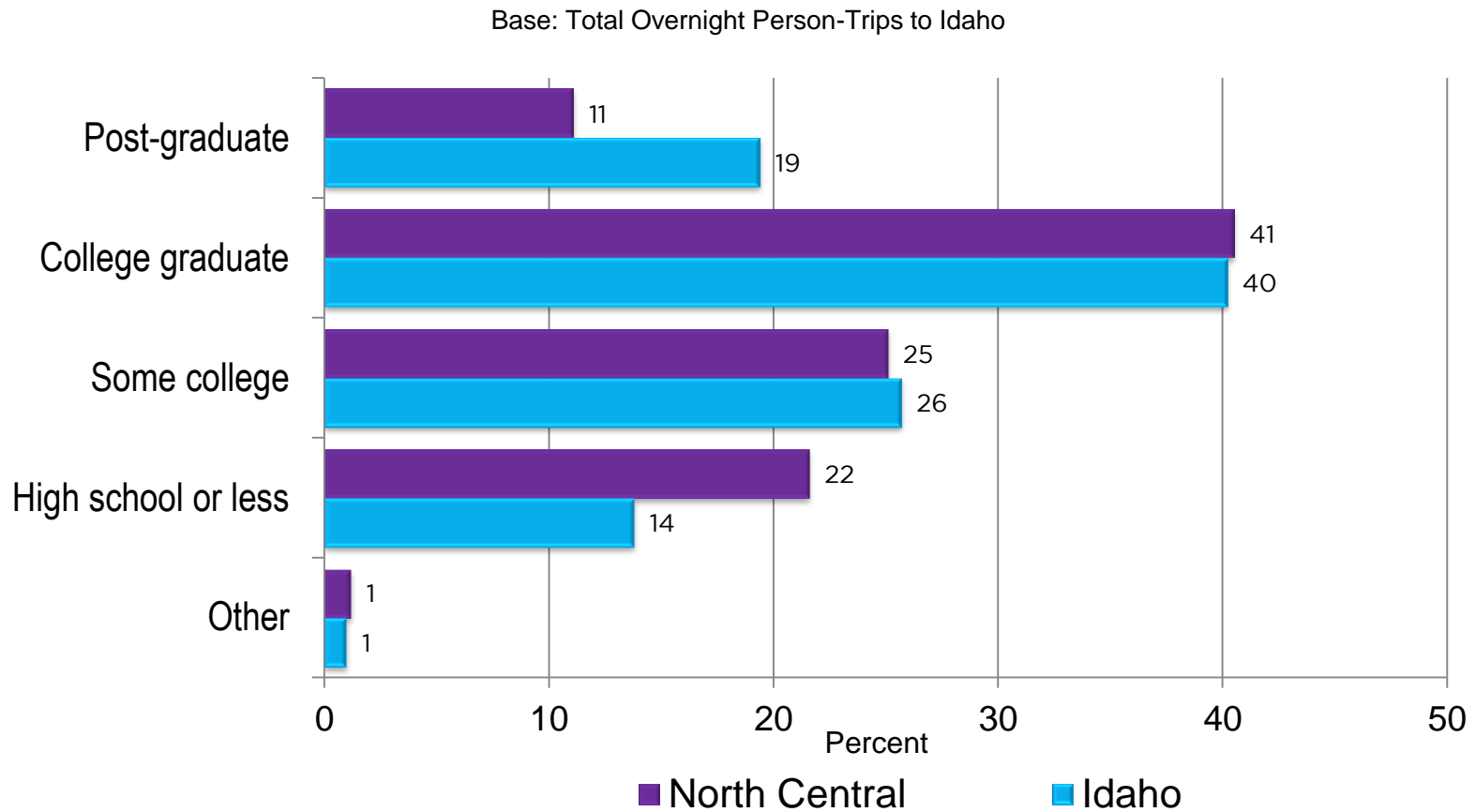
Marital Status



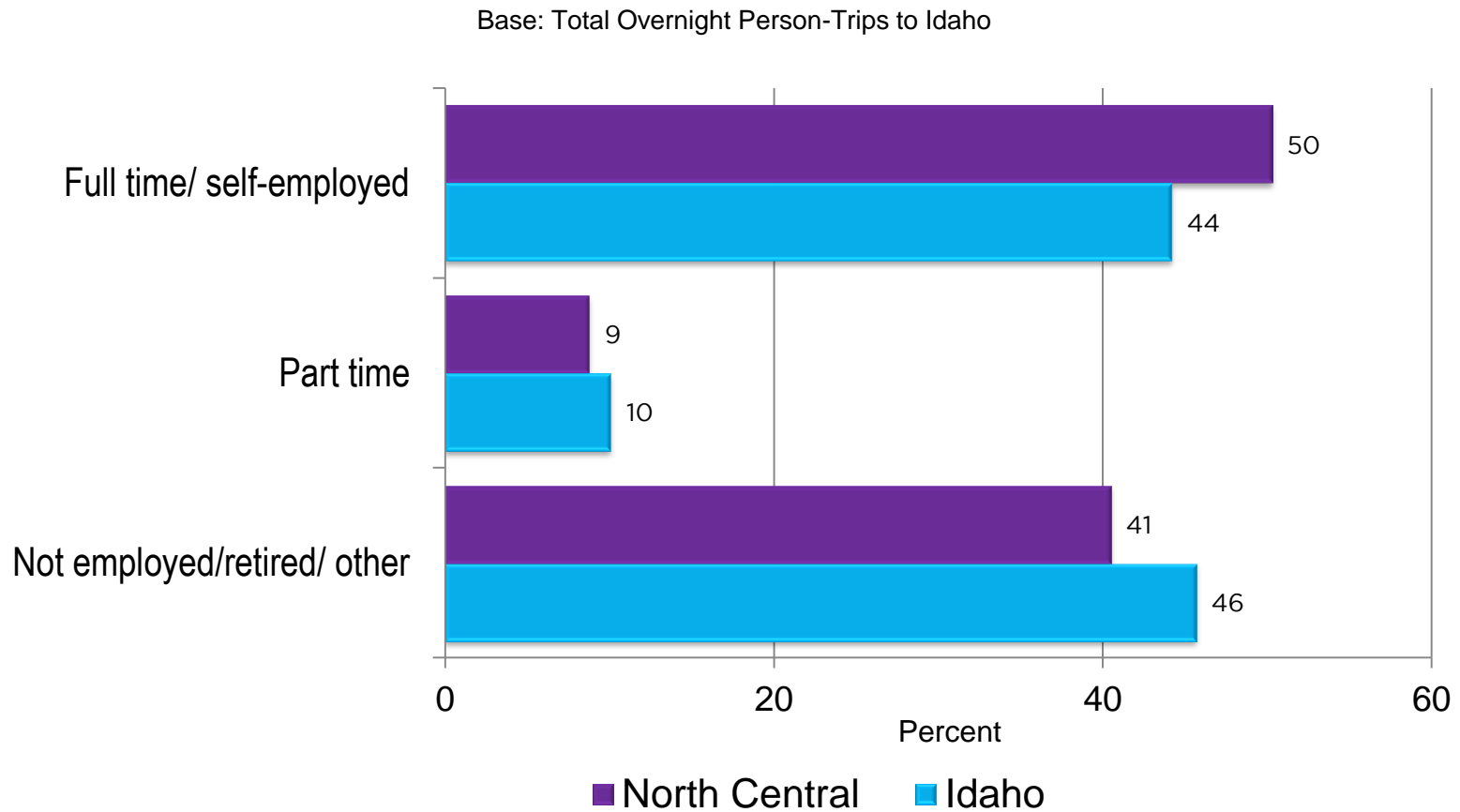
Children in Household



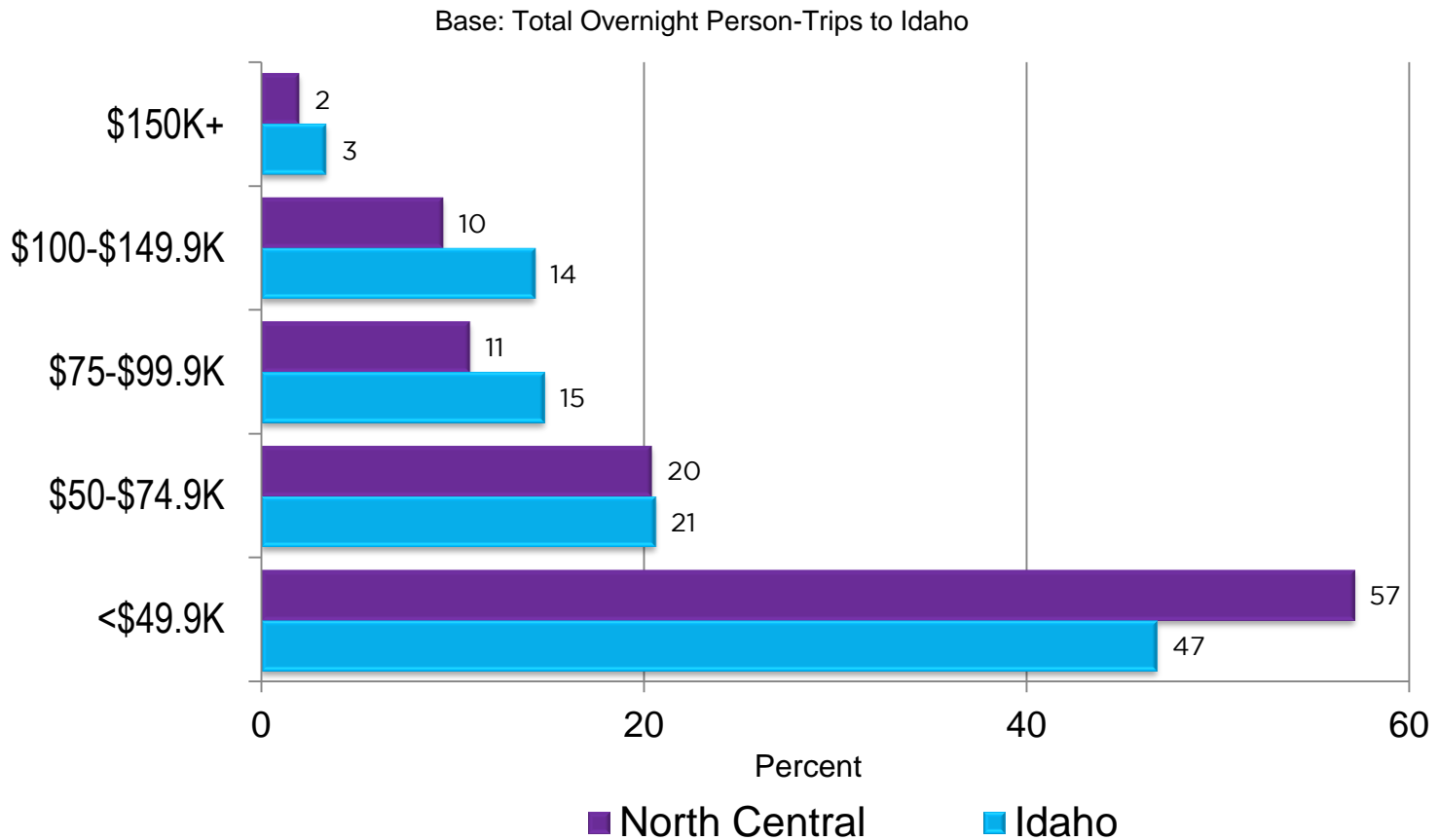
Education



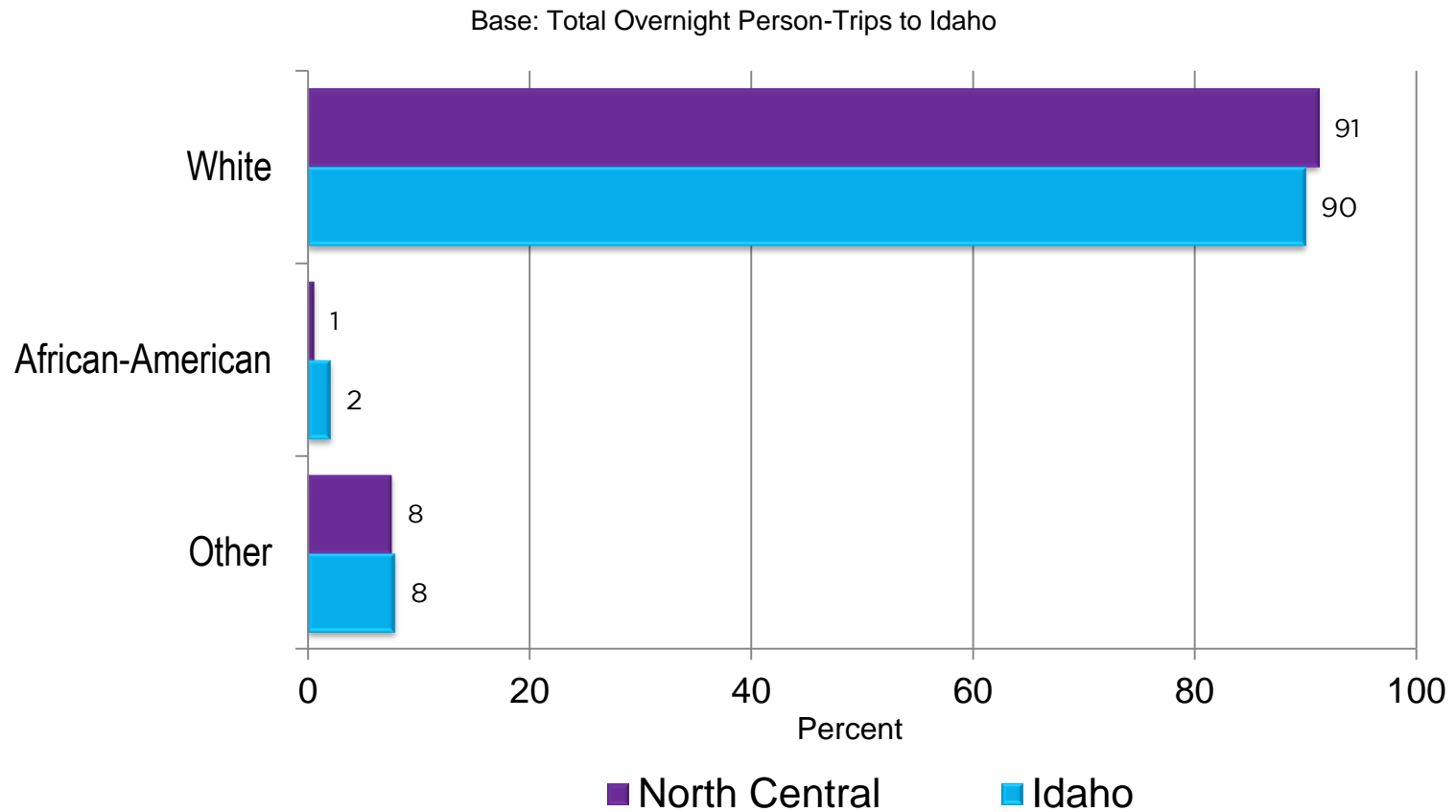
Employment



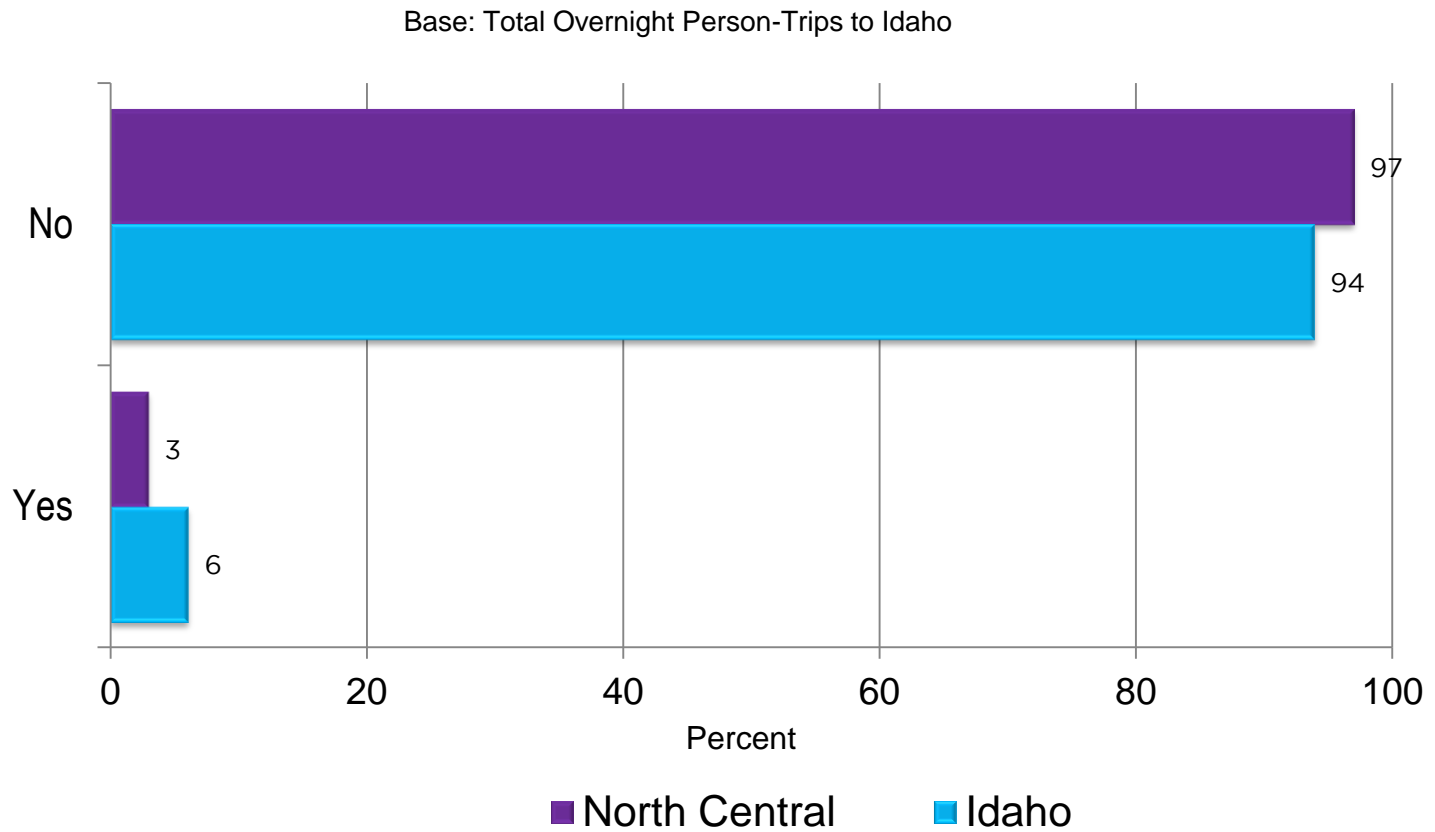
Household Income



Race



Hispanic Background





Central Region

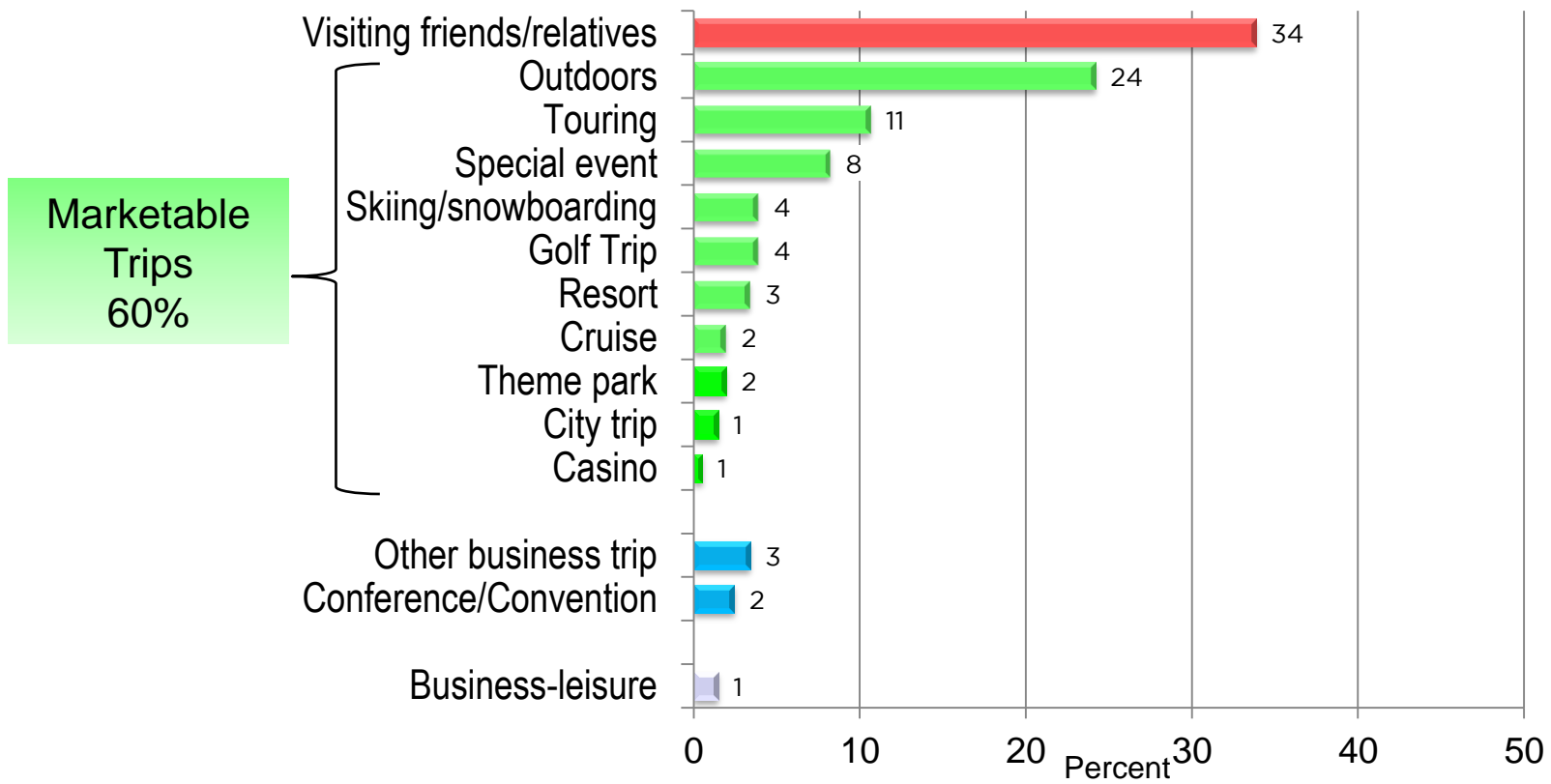


Central Region Key Findings

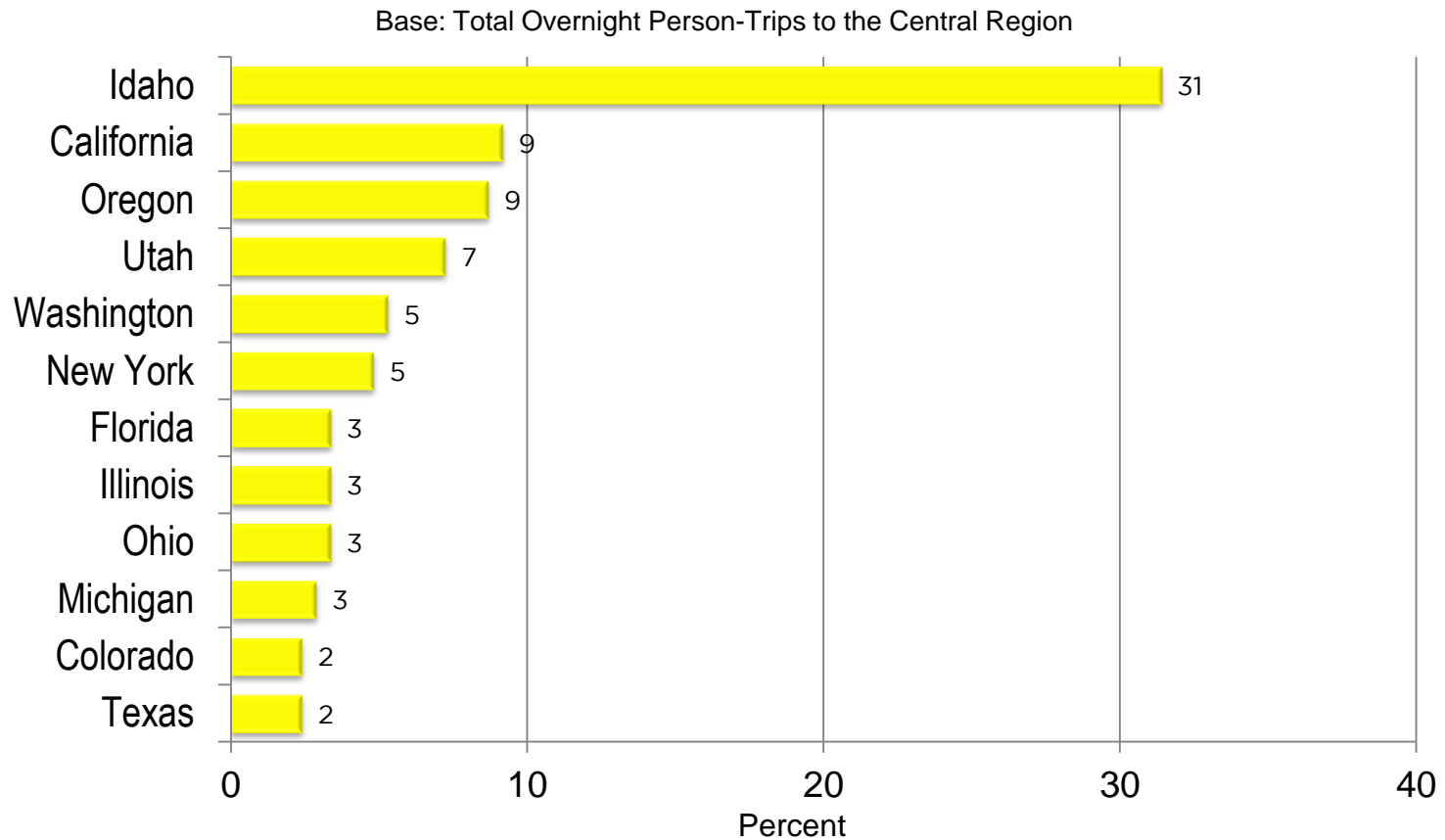
- When asked about the main purpose of their overnight trip, % were on a type of trip that can be influenced by marketing efforts – the highest among the regions. The most prevalent marketable trip type to the Central region was an outdoor trip.
- The top three states of origin for visitors on overnight trips to the Central region are Idaho, California and Oregon. The top DMAs of origin are Boise, Idaho Falls/Pocatello and Salt Lake City.
- A high 76% of overnight visitors to the Central region say they are very satisfied with the sense of safety and security during their trip and 72% say they are very satisfied with their overall trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 4.1 nights long, while 3 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are hiking, camping and fishing.
- The average age of overnight visitors to the region is 44.2, very similar to the state average of 44.9.
- The Central region has the most racially diverse overnight visitor base among regions.

Main Purpose of Trip

Base: Total Overnight Person-Trips to the Central Region

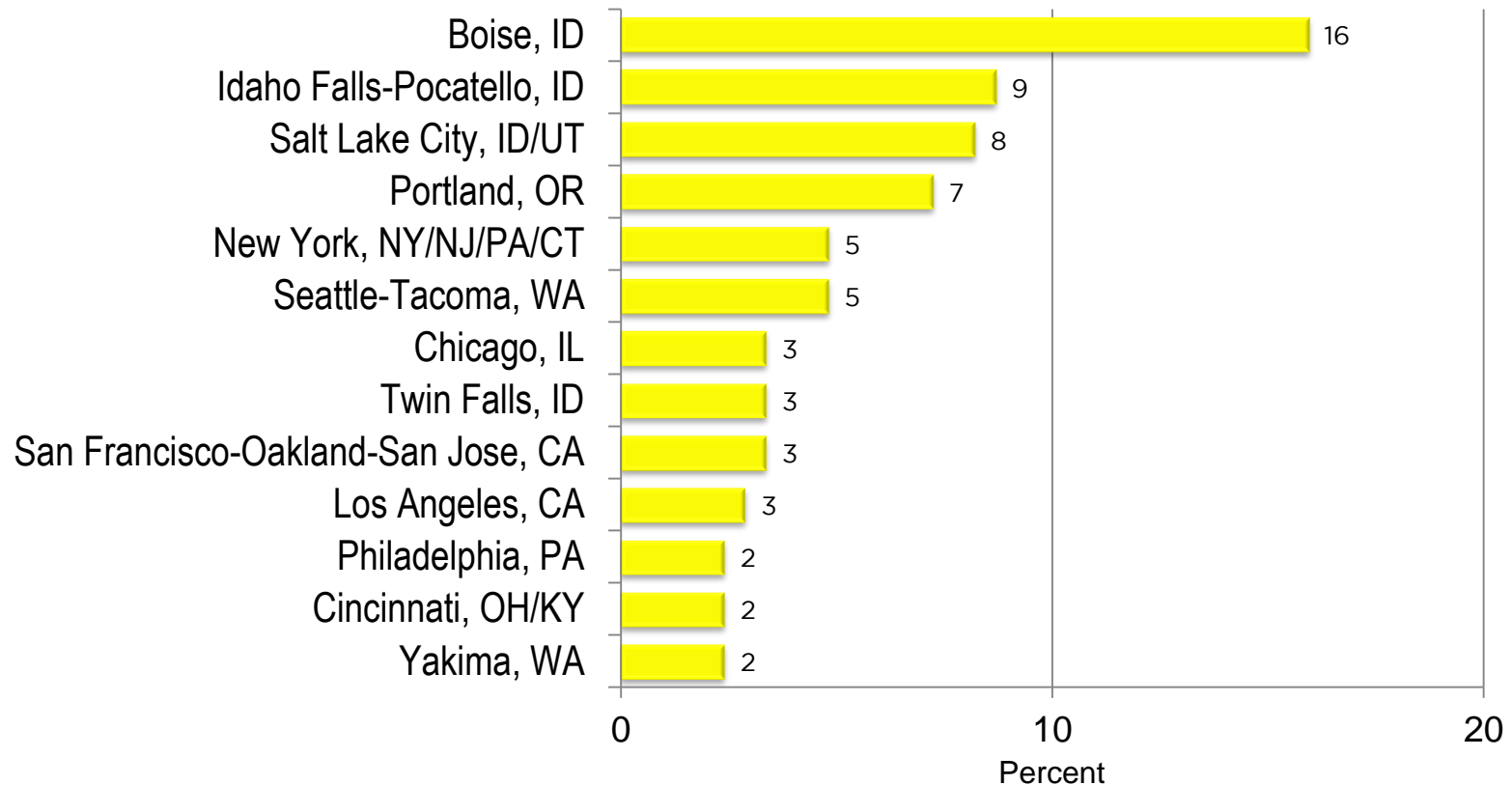


State Origin Of Trip



DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Central Region

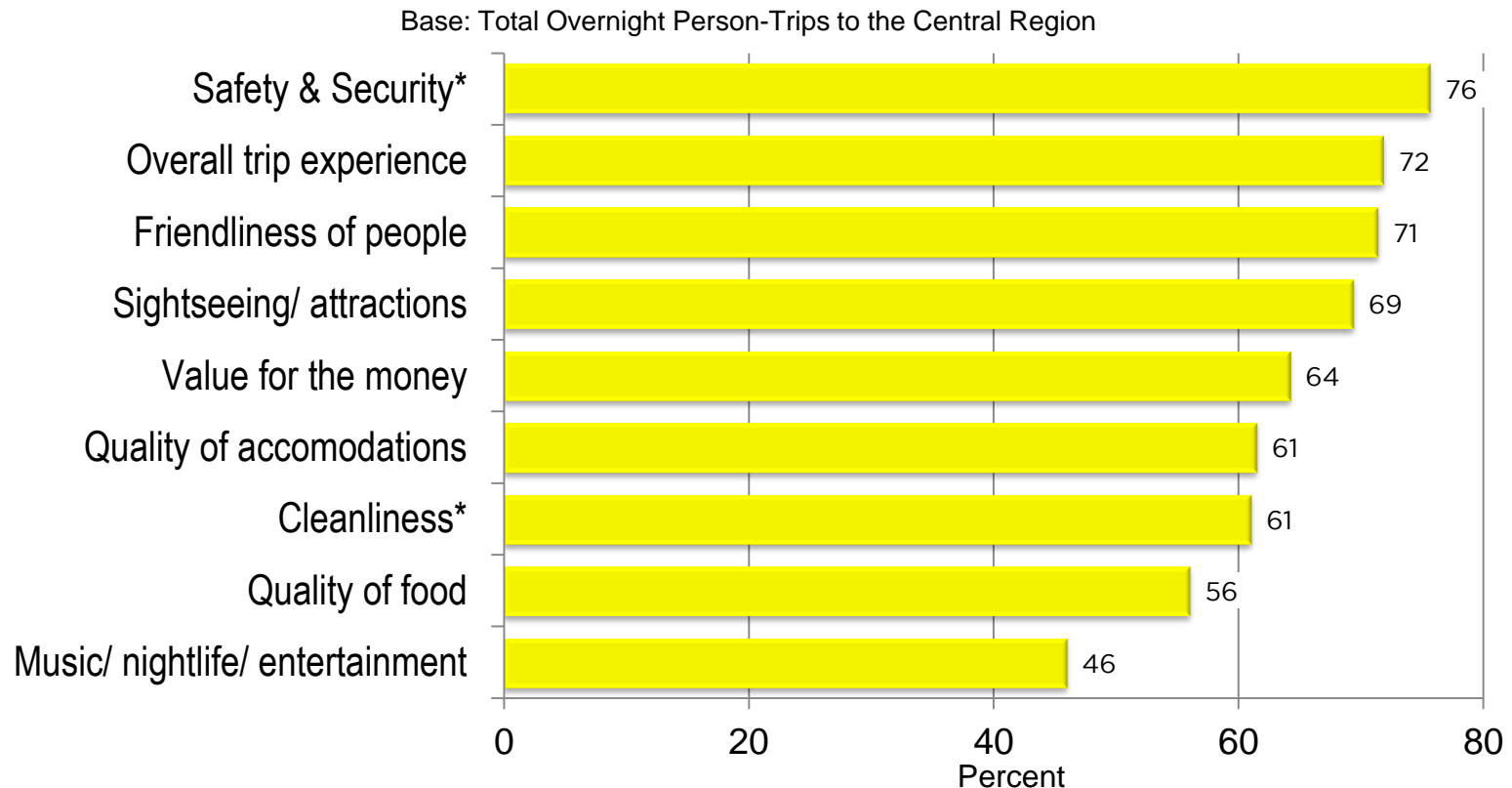




Overnight Trip Characteristics— Central Region



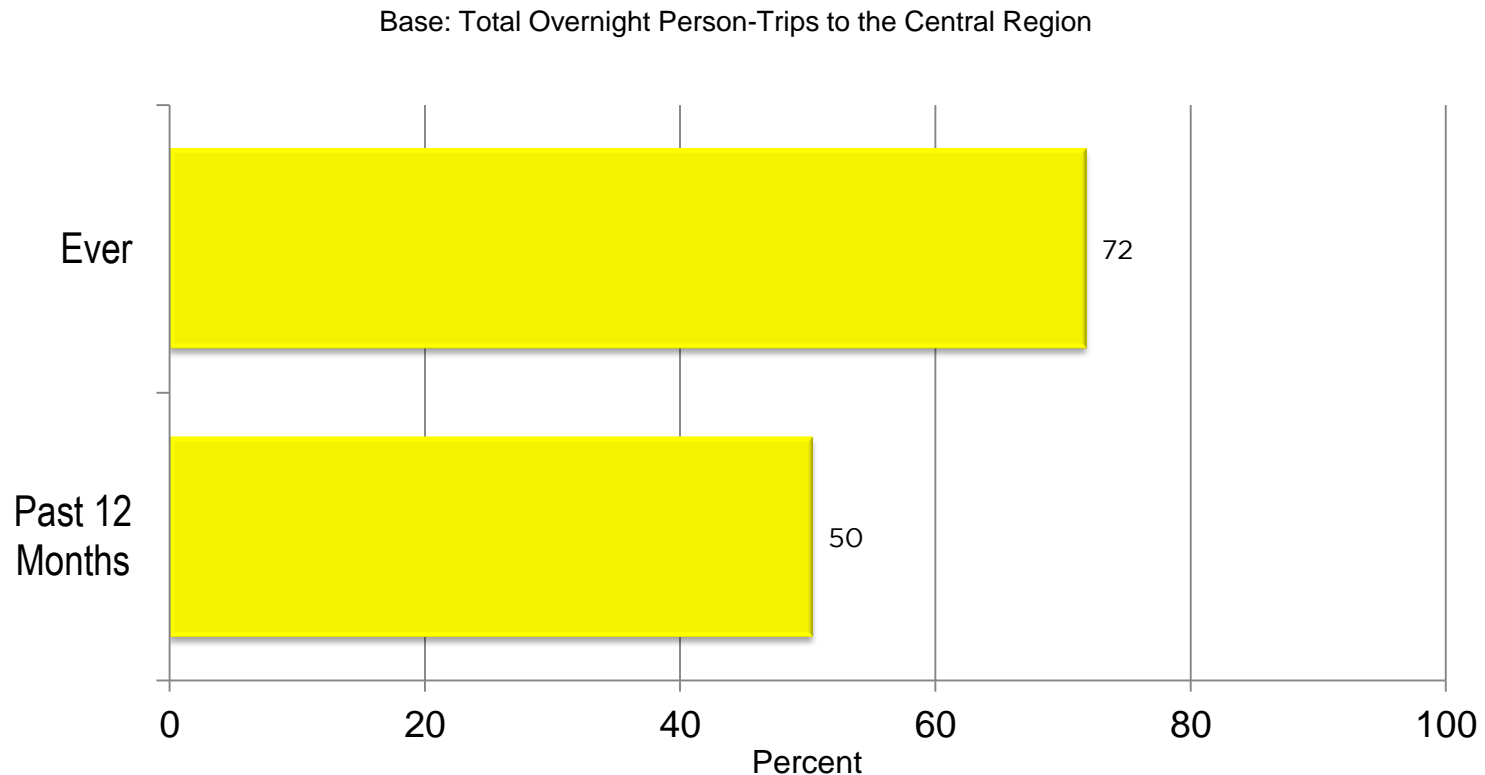
% Very Satisfied with Trip**



*Categories added in 2017; data reflects 2017 results only

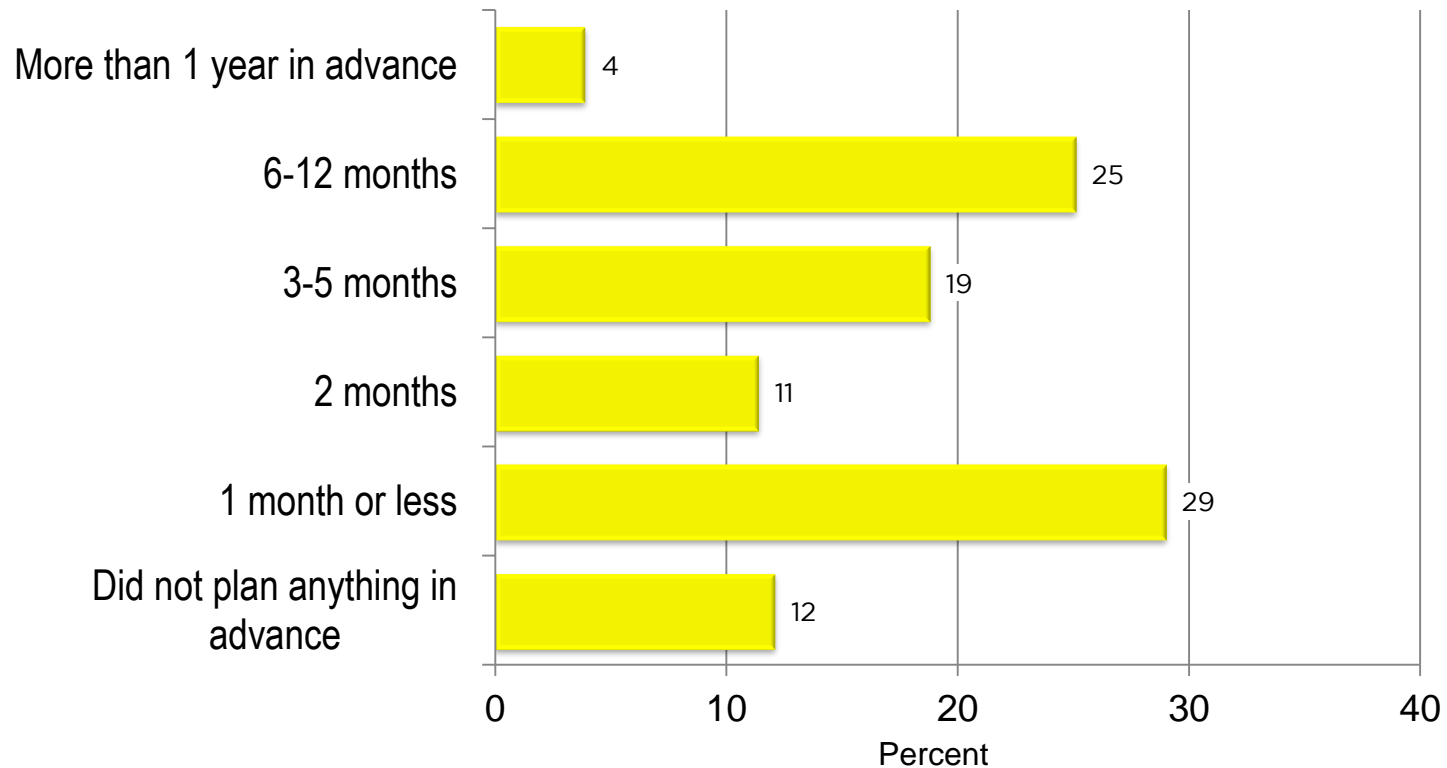
** Those who ranked their Central region experience a 5 on a 5-point scale

Past Visitation to the Central Region

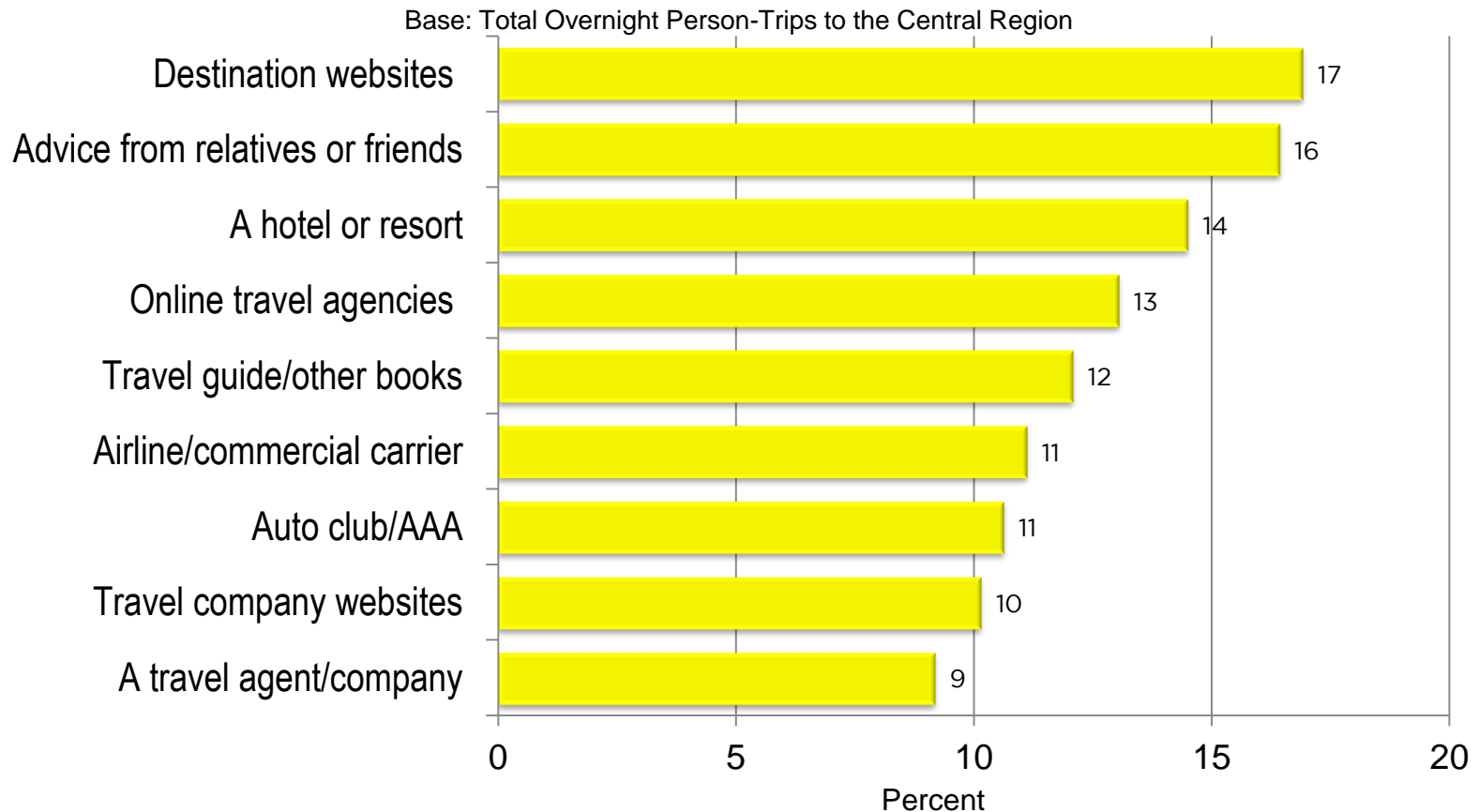


Length of Trip Planning-Central

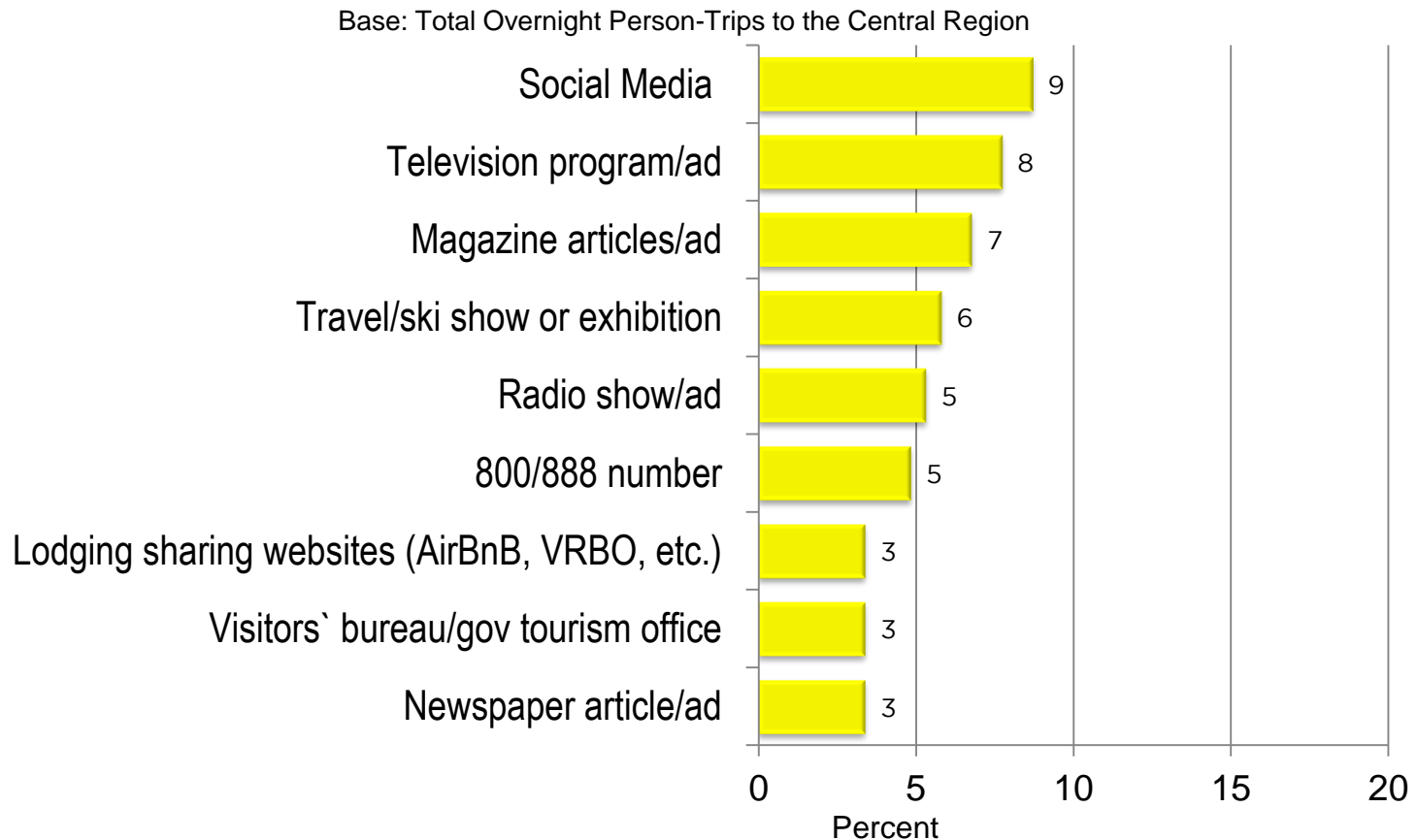
Base: Total Overnight Person-Trips to the Central Region



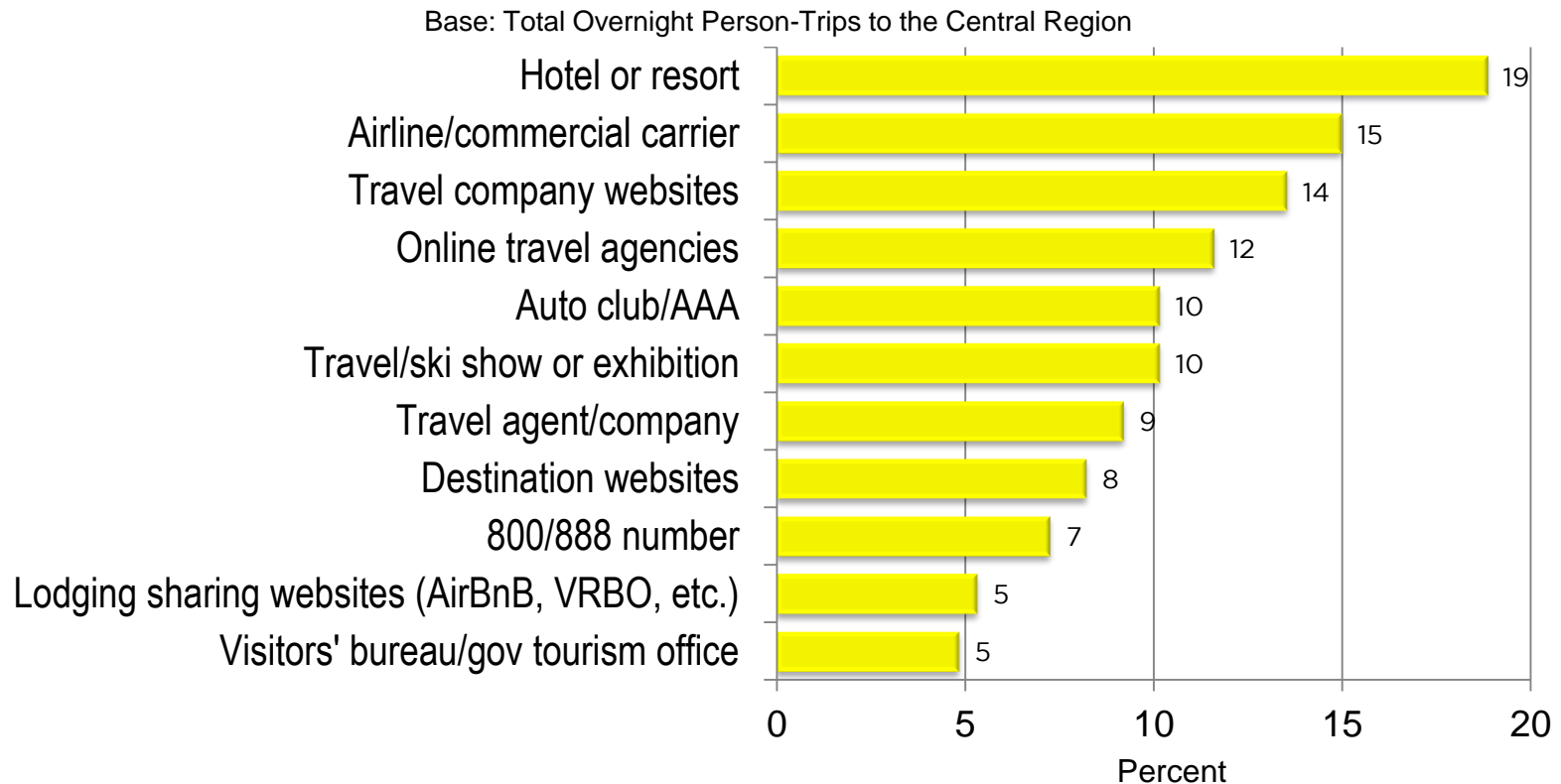
Trip Planning Information Sources-Central



Trip Planning Information Sources-Central (Cont'd)

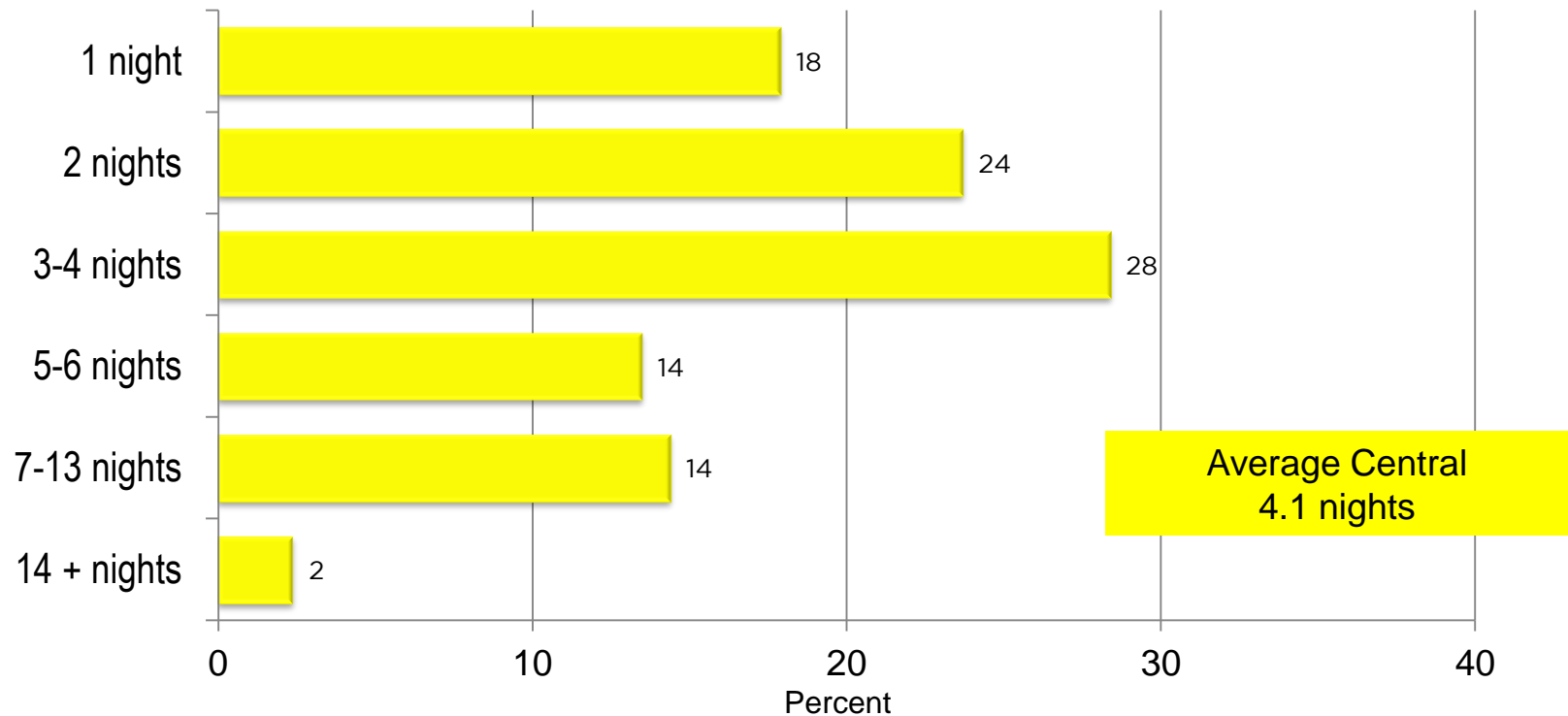


Method of Booking-Central

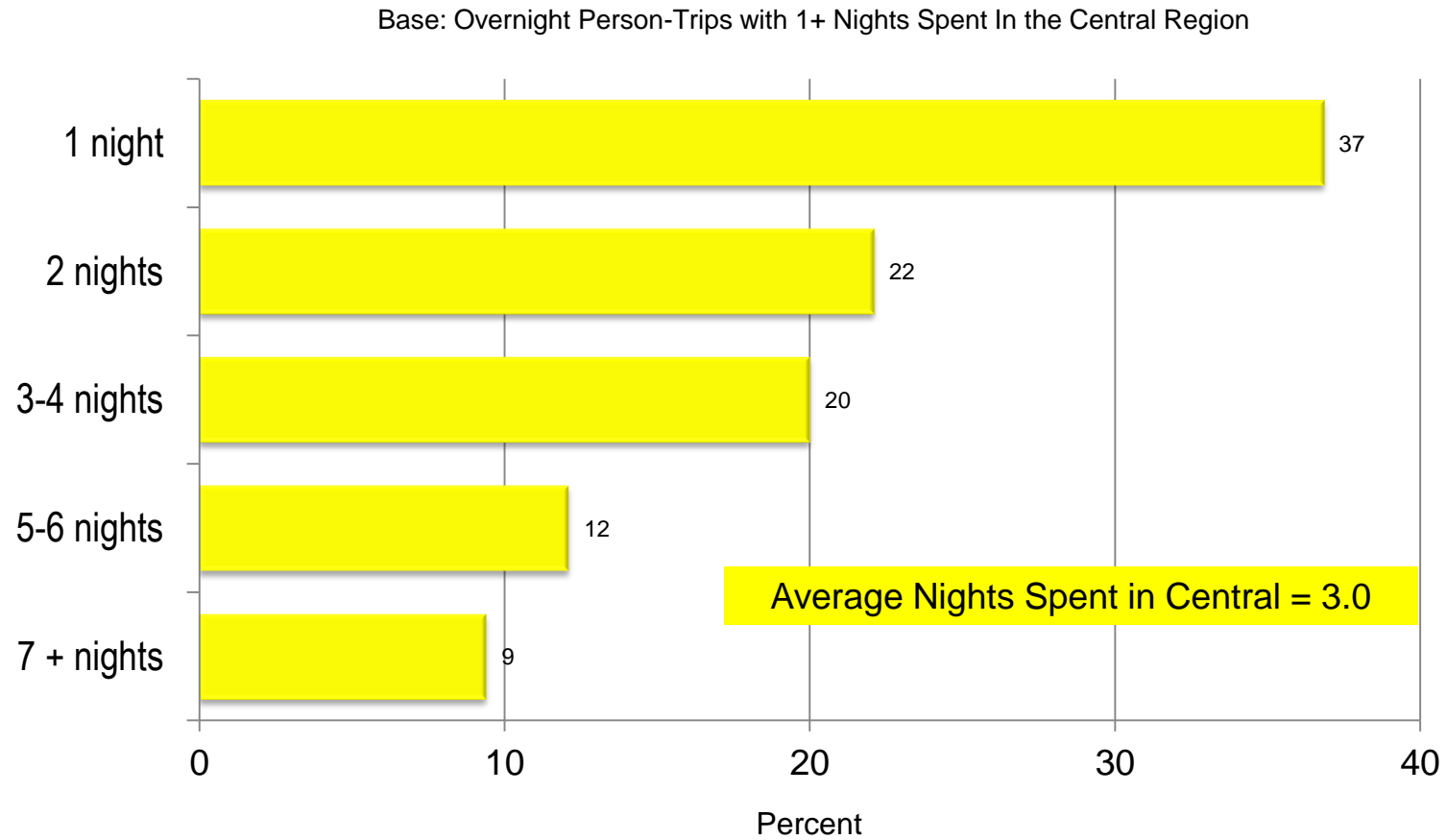


Total Nights Away on Trip

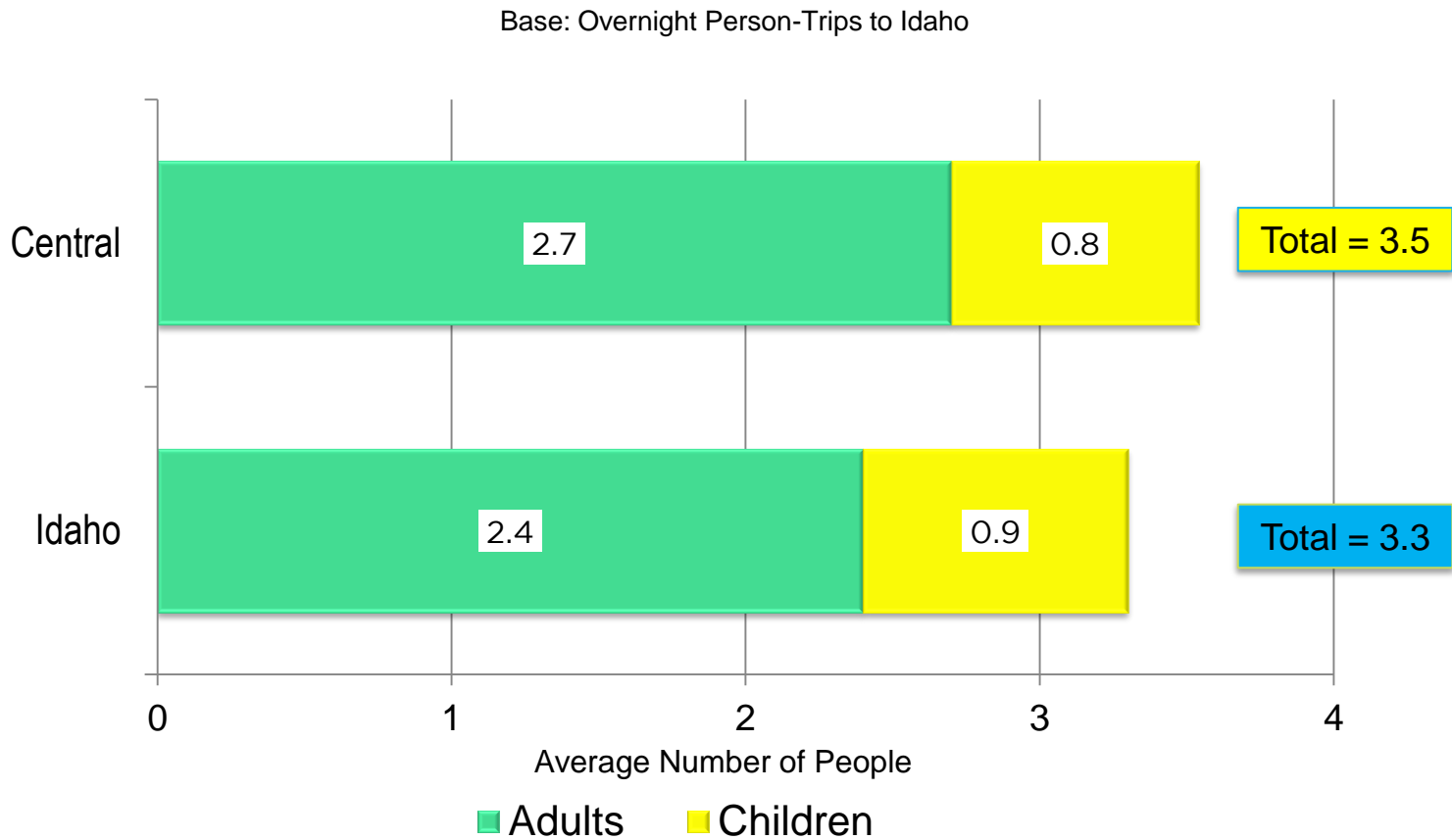
Base: Total Overnight Person-Trips to the Central Region



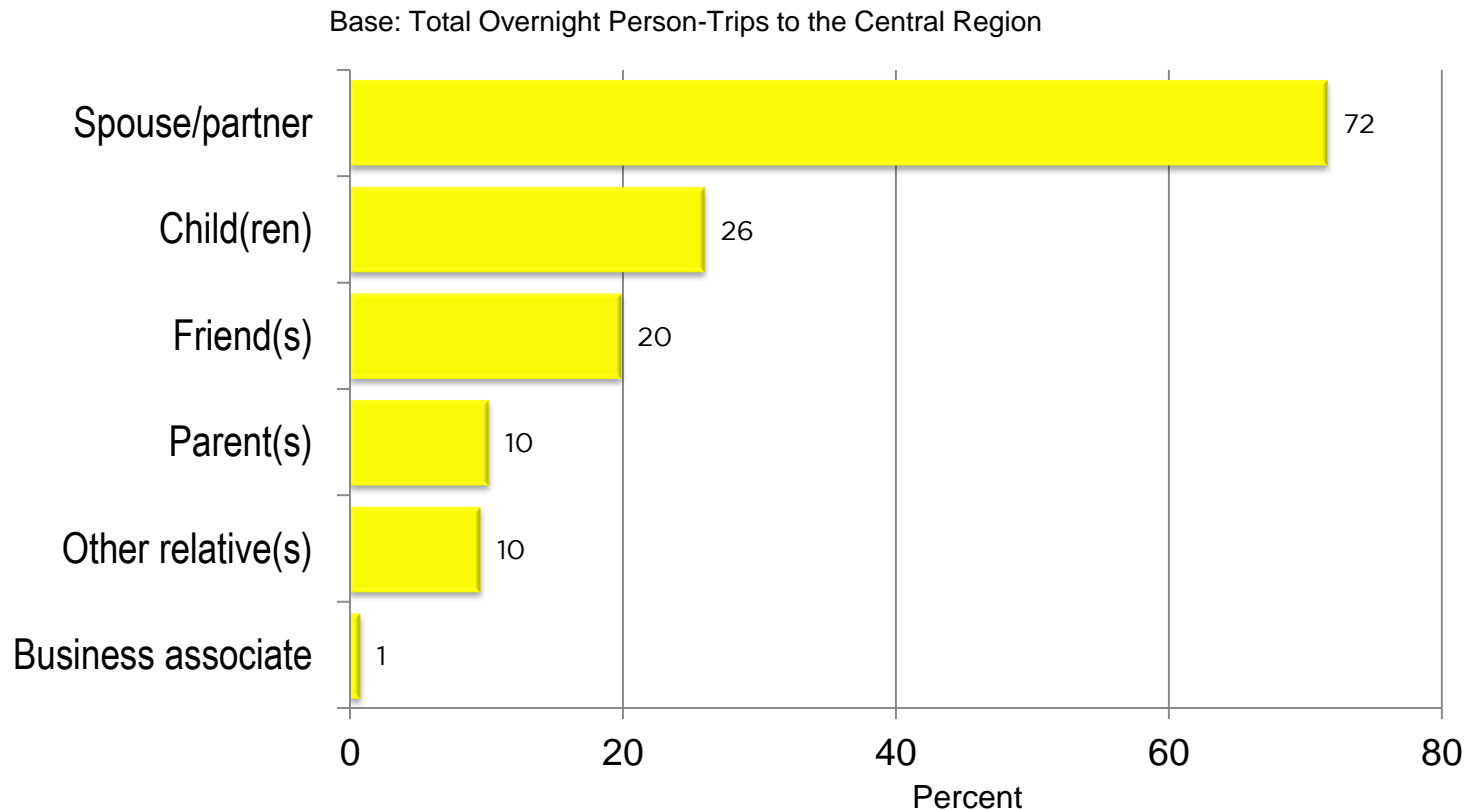
Number of Nights Spent in the Central Region



Size of Travel Party



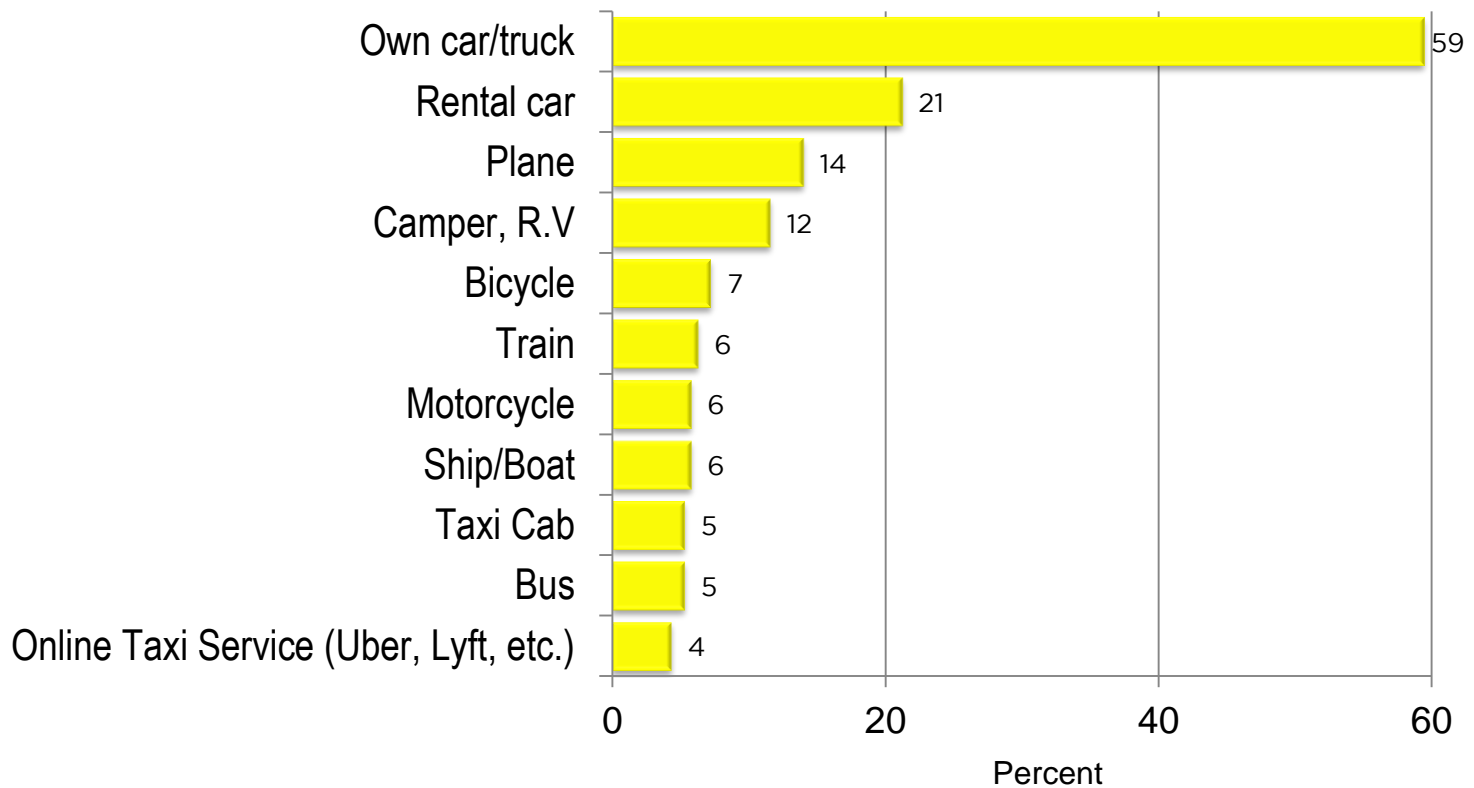
Party Composition*-Central



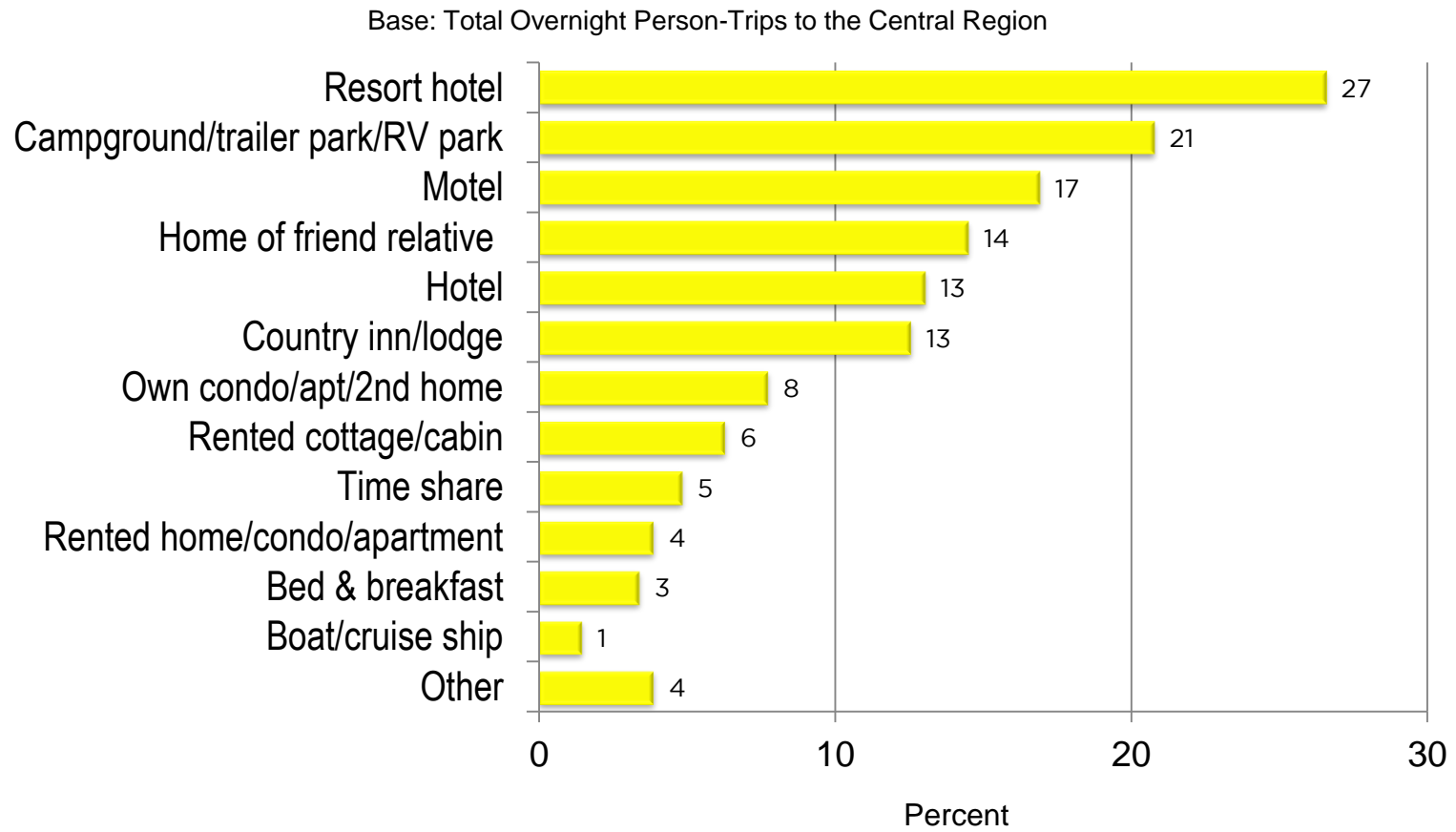
* Question added in 2017; data reflects 2017 results only

Transportation-Central

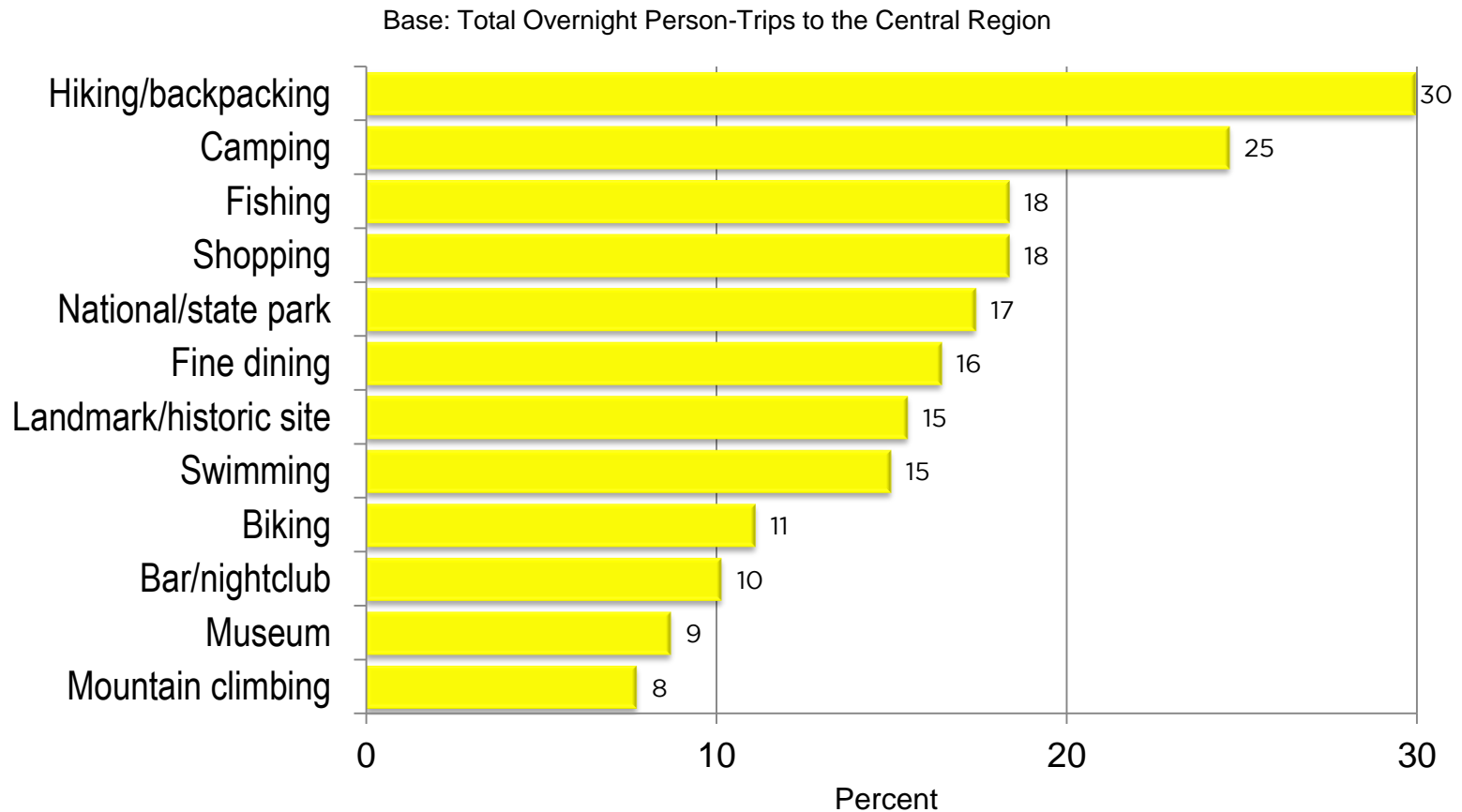
Base: Total Overnight Person-Trips to the Central Region



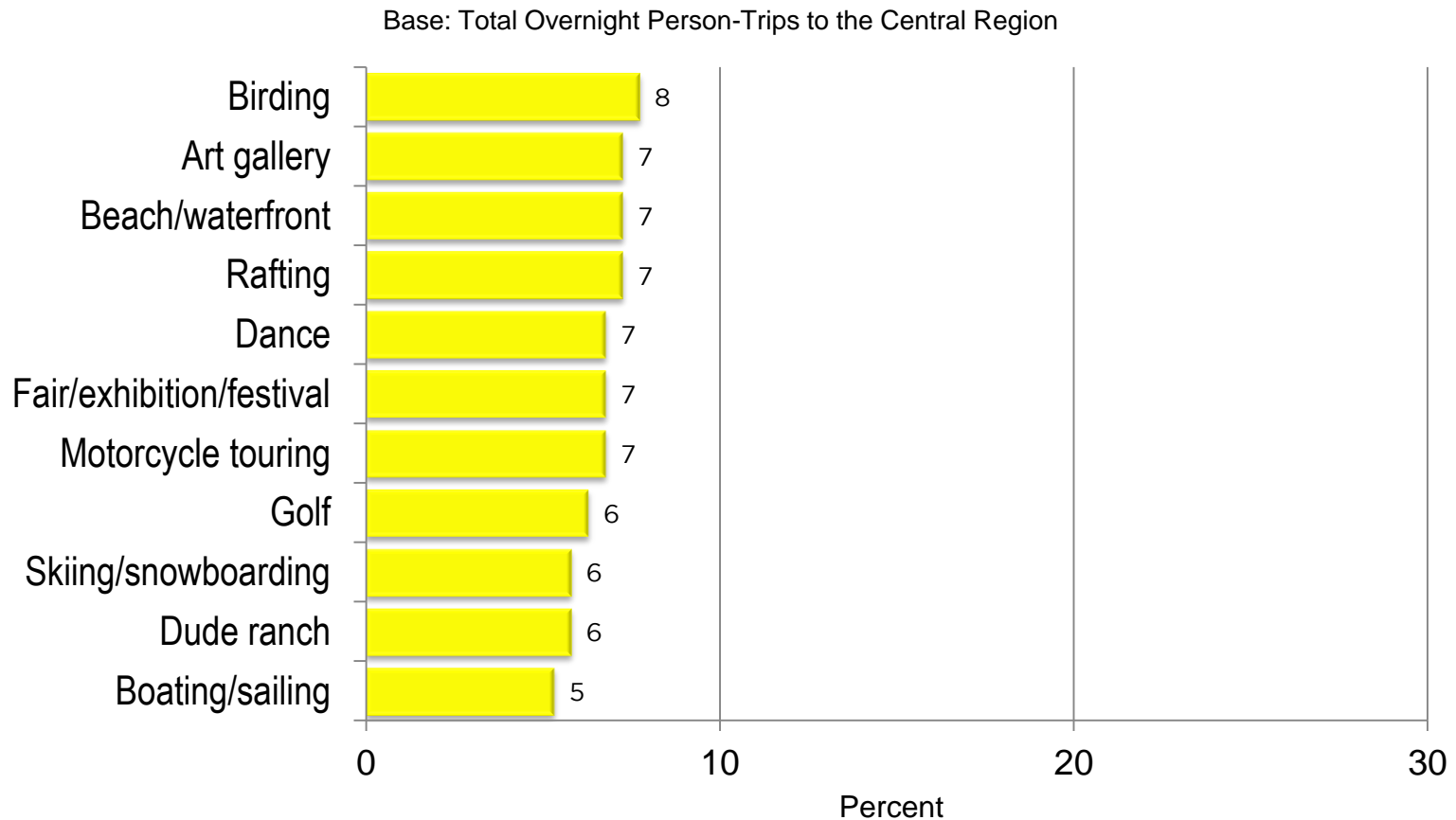
Accommodations-Central



Activities and Experiences-Central

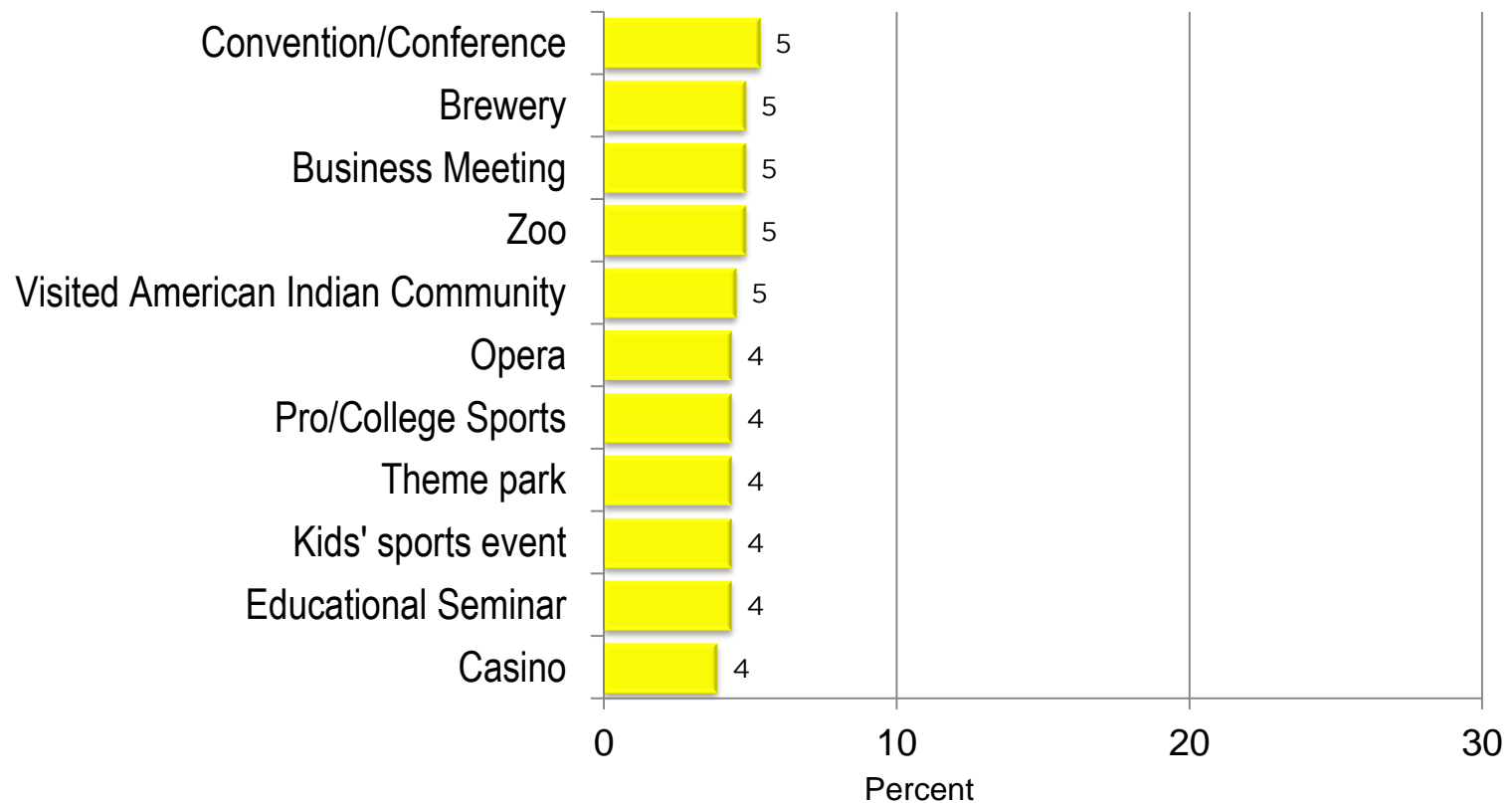


Activities and Experiences-Central (Cont'd)

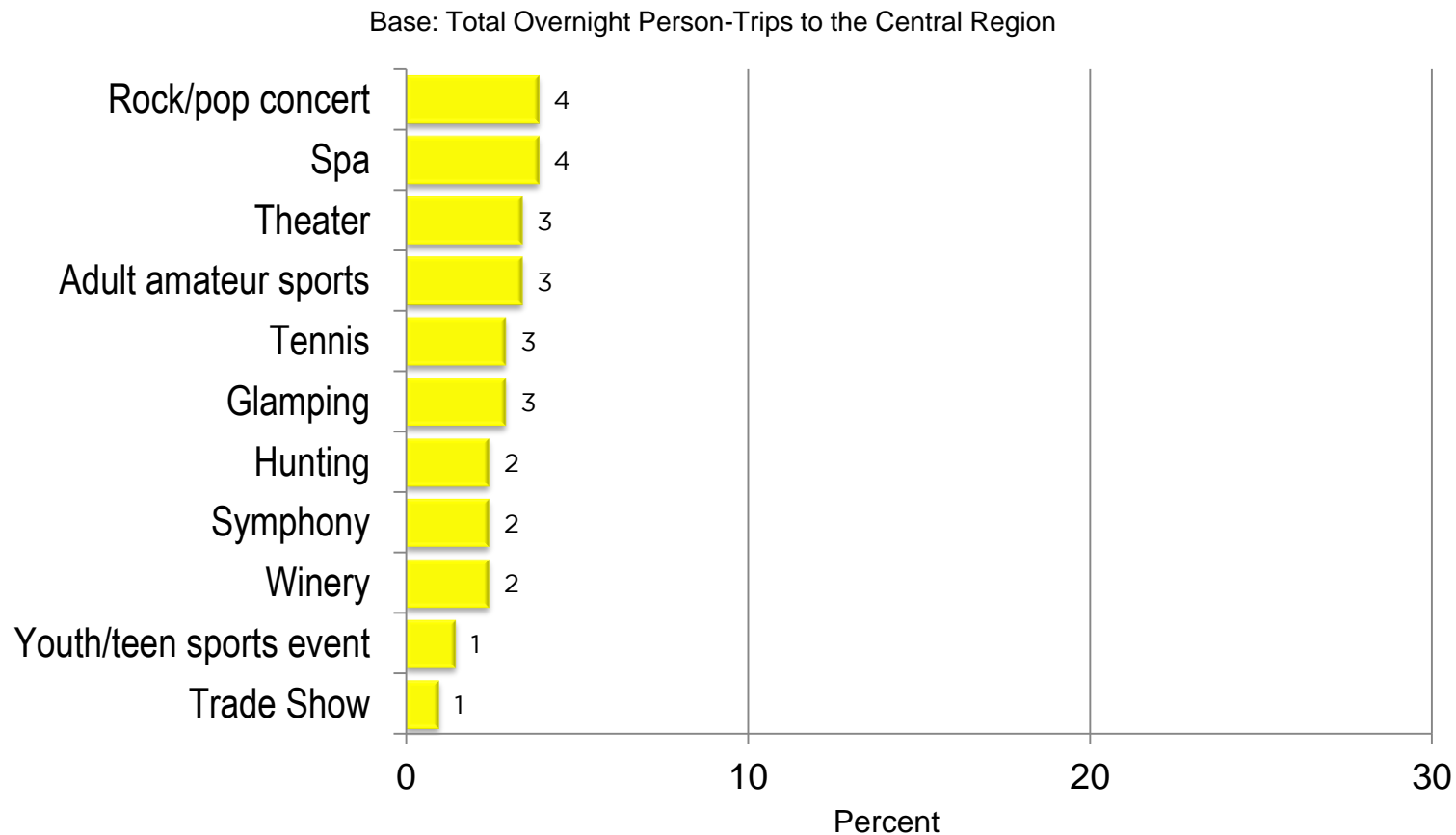


Activities and Experiences-Central (Cont'd)

Base: Total Overnight Person-Trips to the Central Region

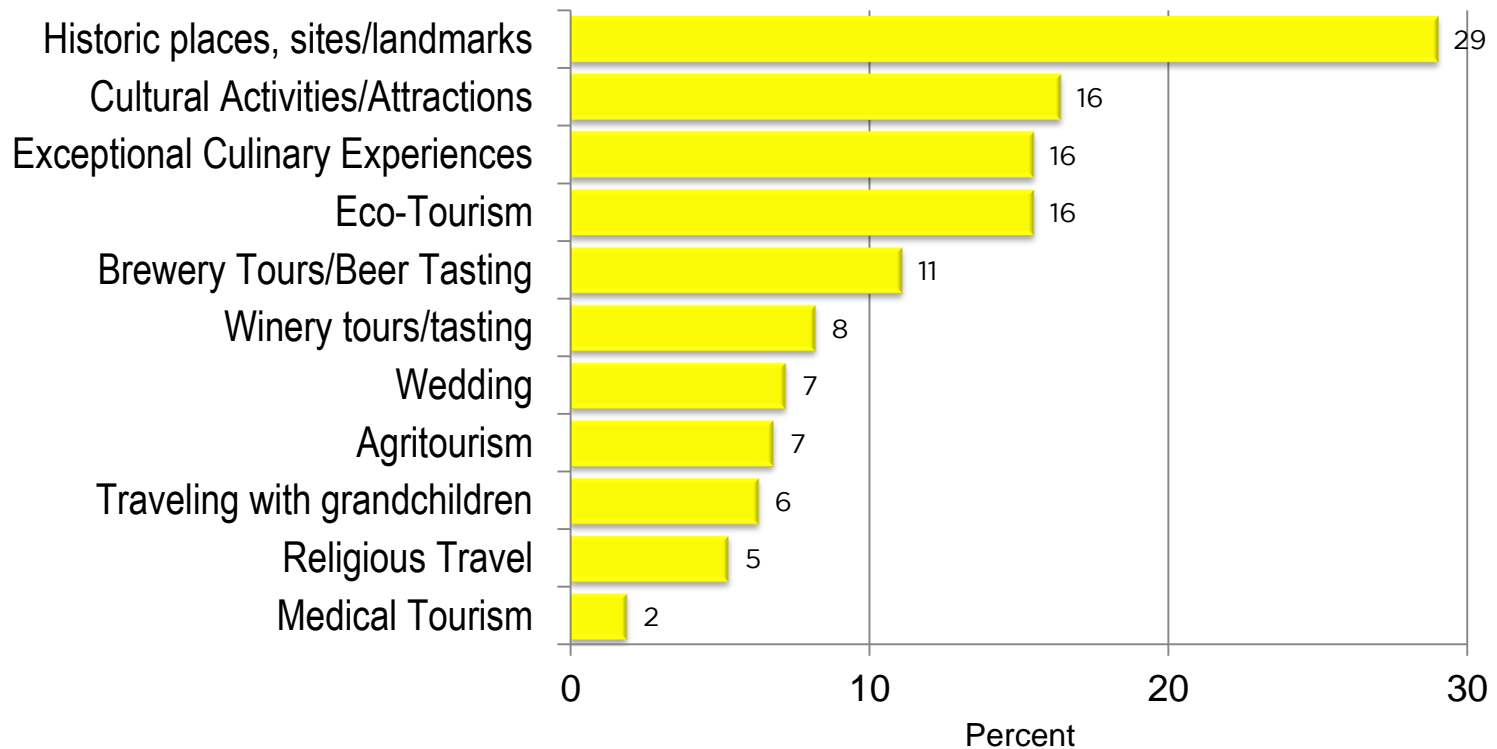


Activities and Experiences-Central (Cont'd)



Activities of Special Interest-Central

Base: Total Overnight Person-Trips to the Central Region



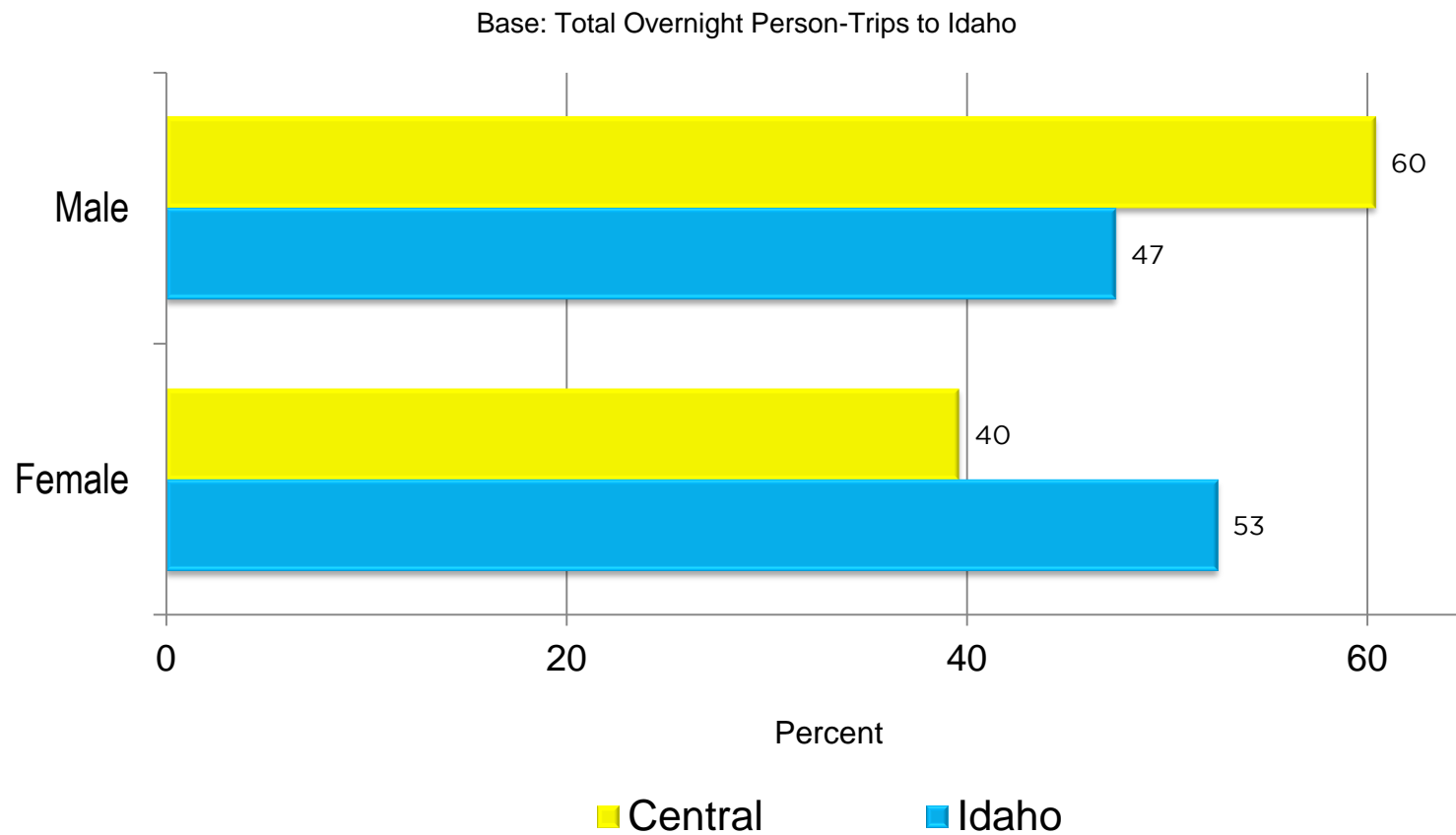


Longwoods
INTERNATIONAL
40 YEARS TOGETHER

Demographic Profile of Idaho Visitors— Central Region

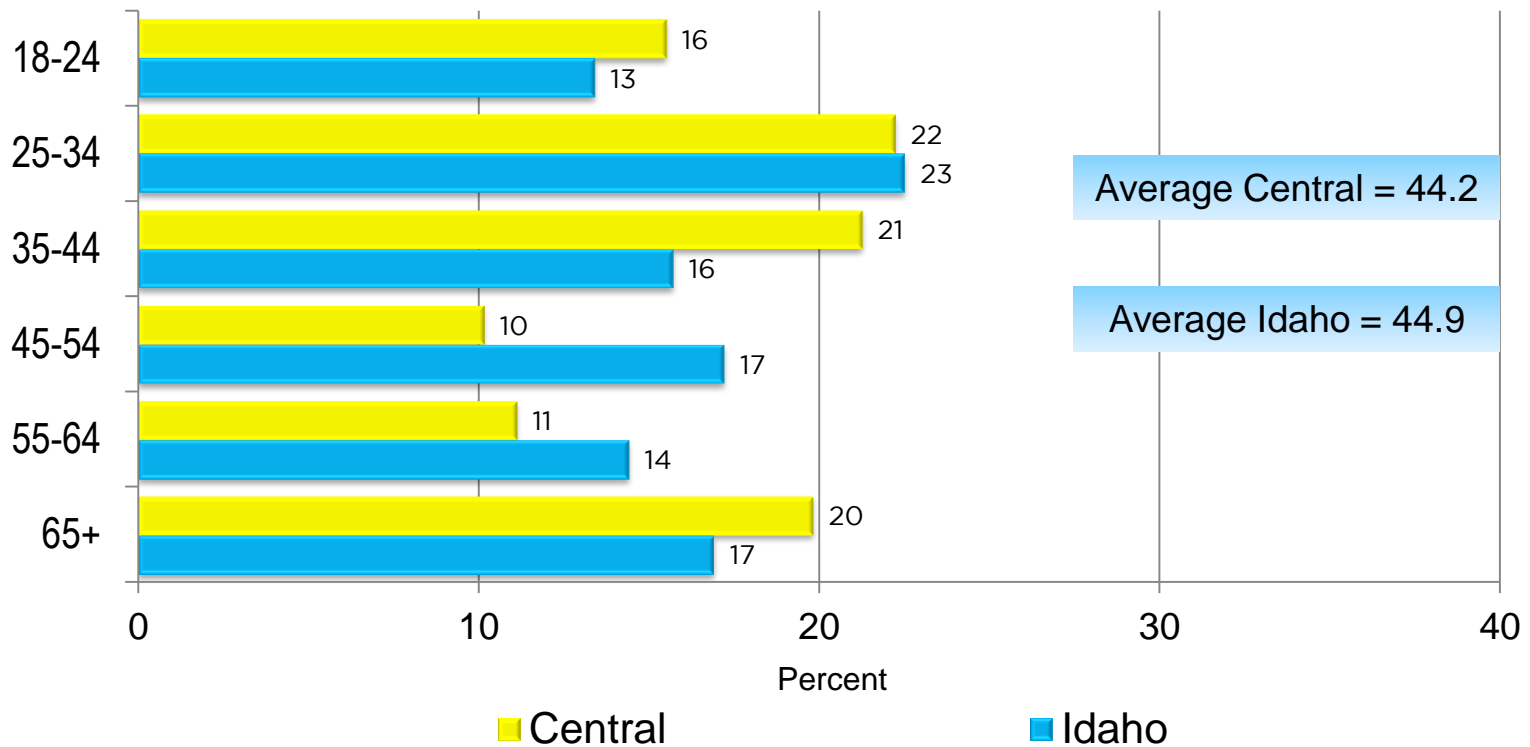


Gender

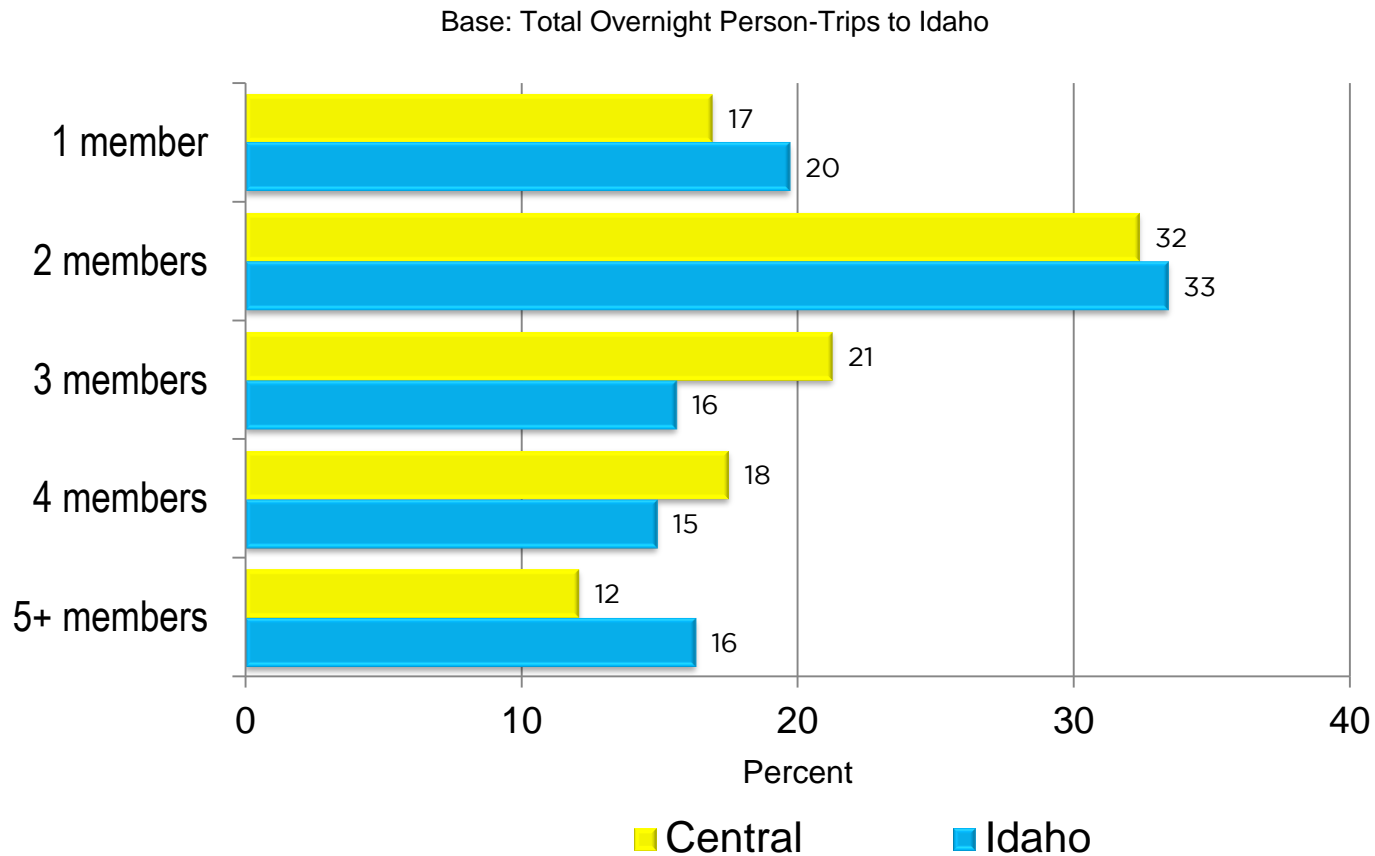


Age

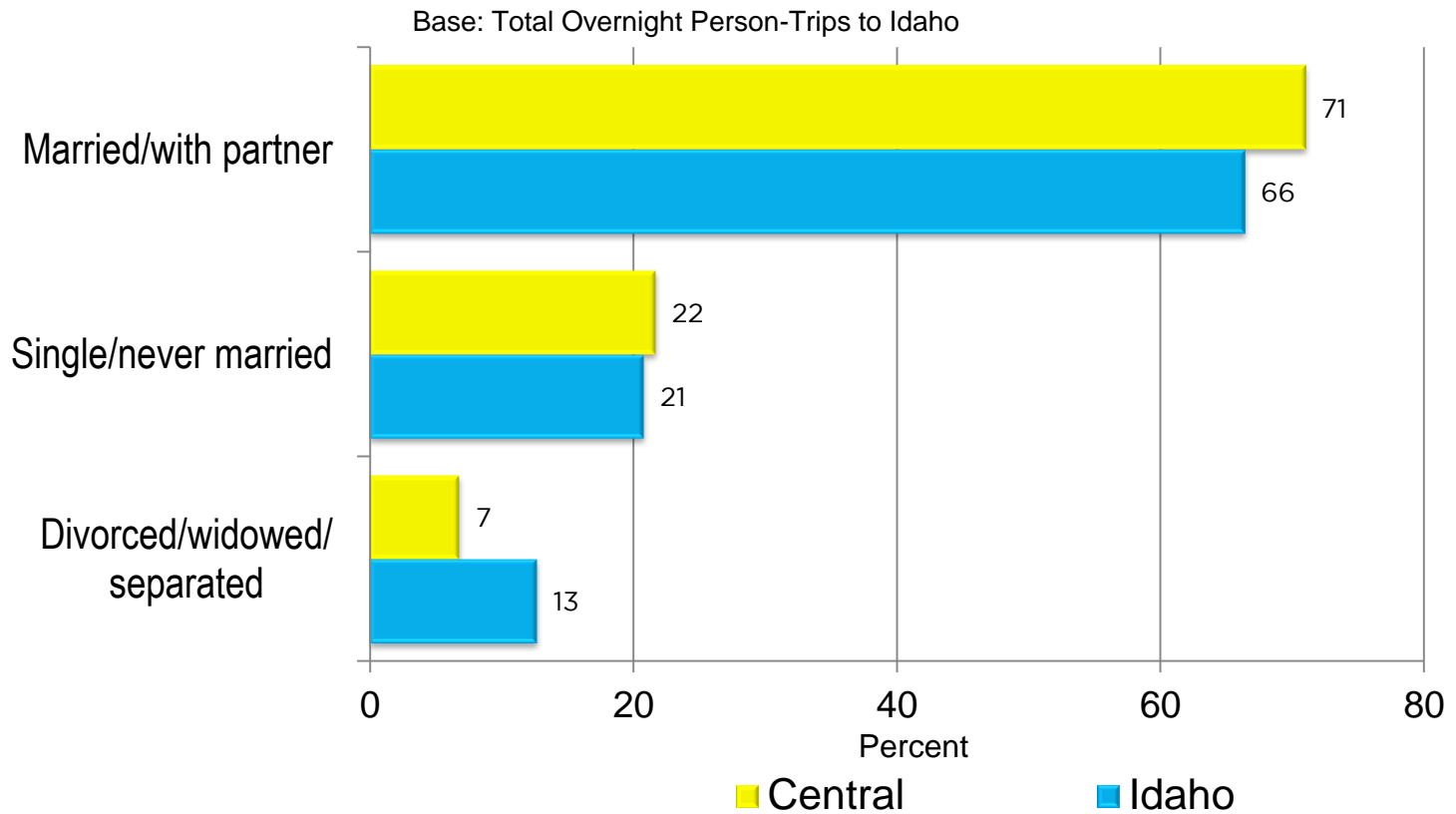
Base: Total Overnight Person-Trips to Idaho



Household Size

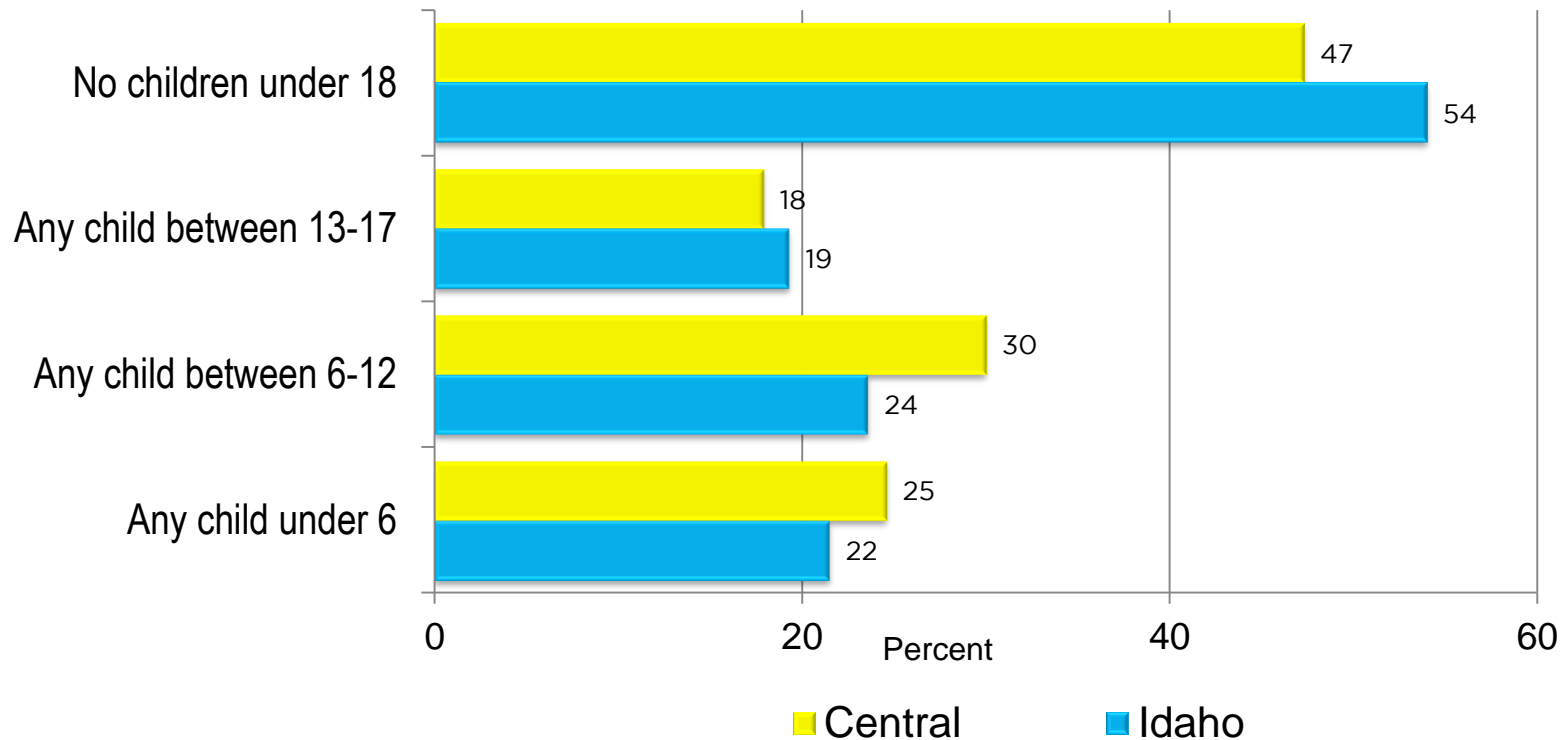


Marital Status

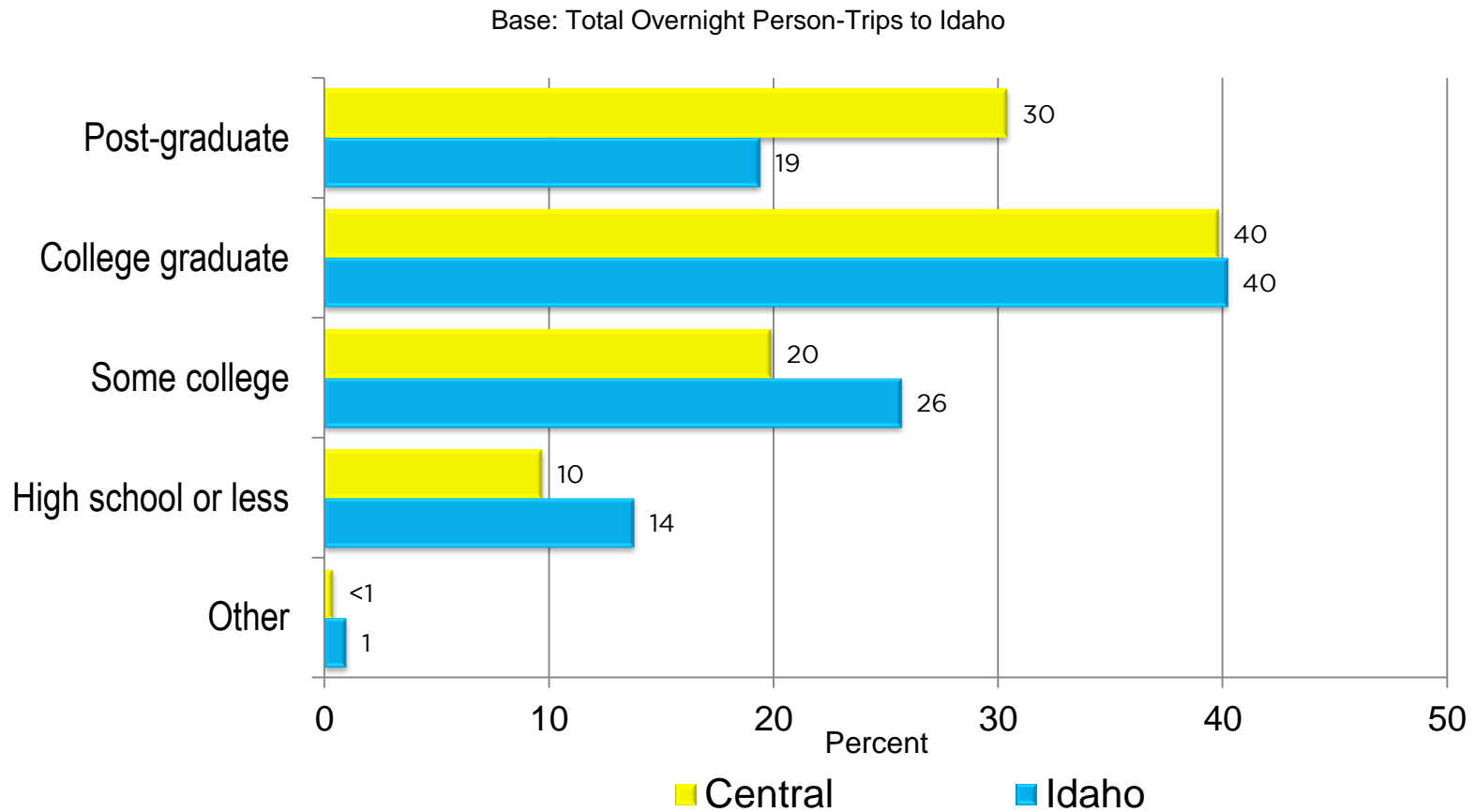


Children in Household

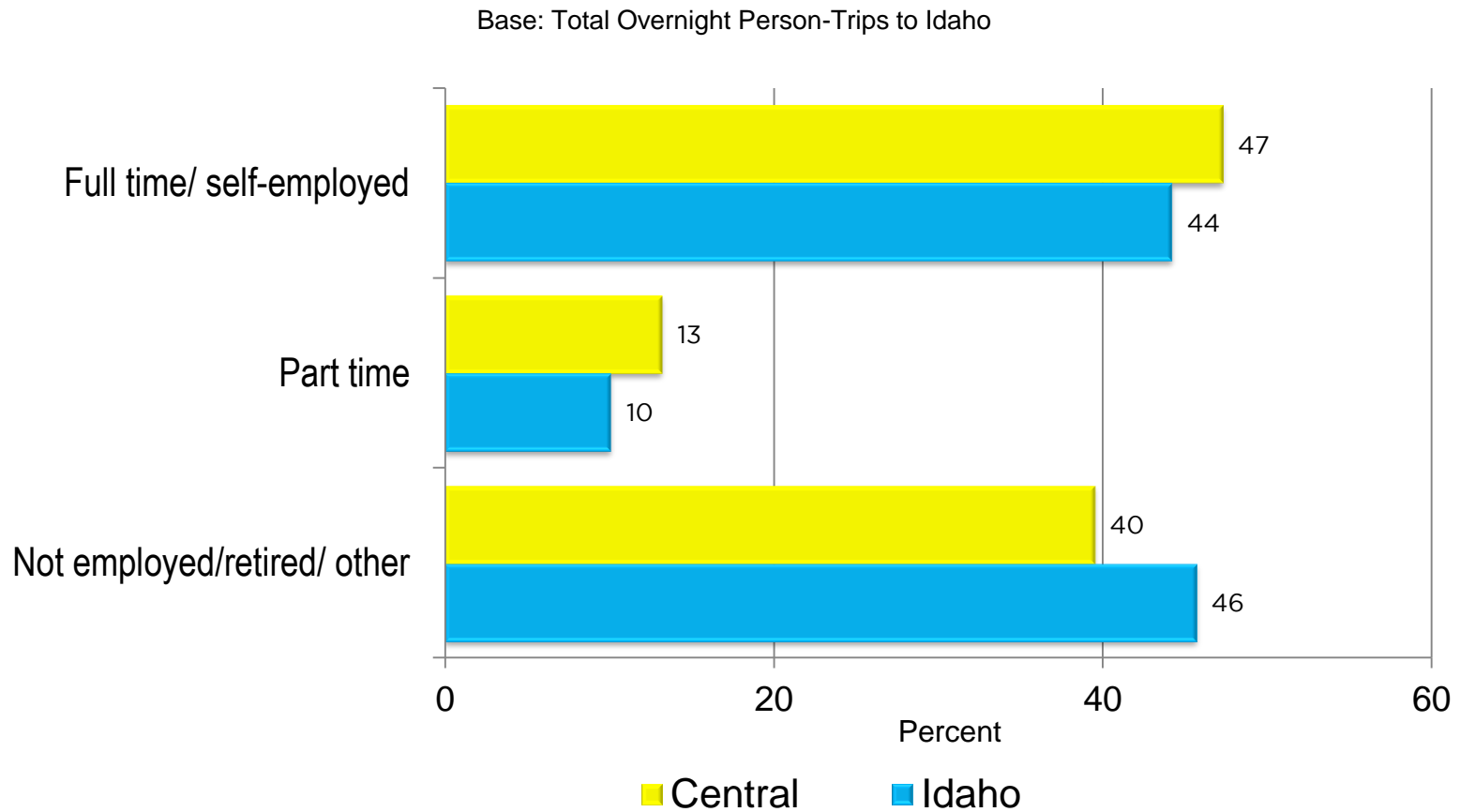
Base: Total Overnight Person-Trips to Idaho



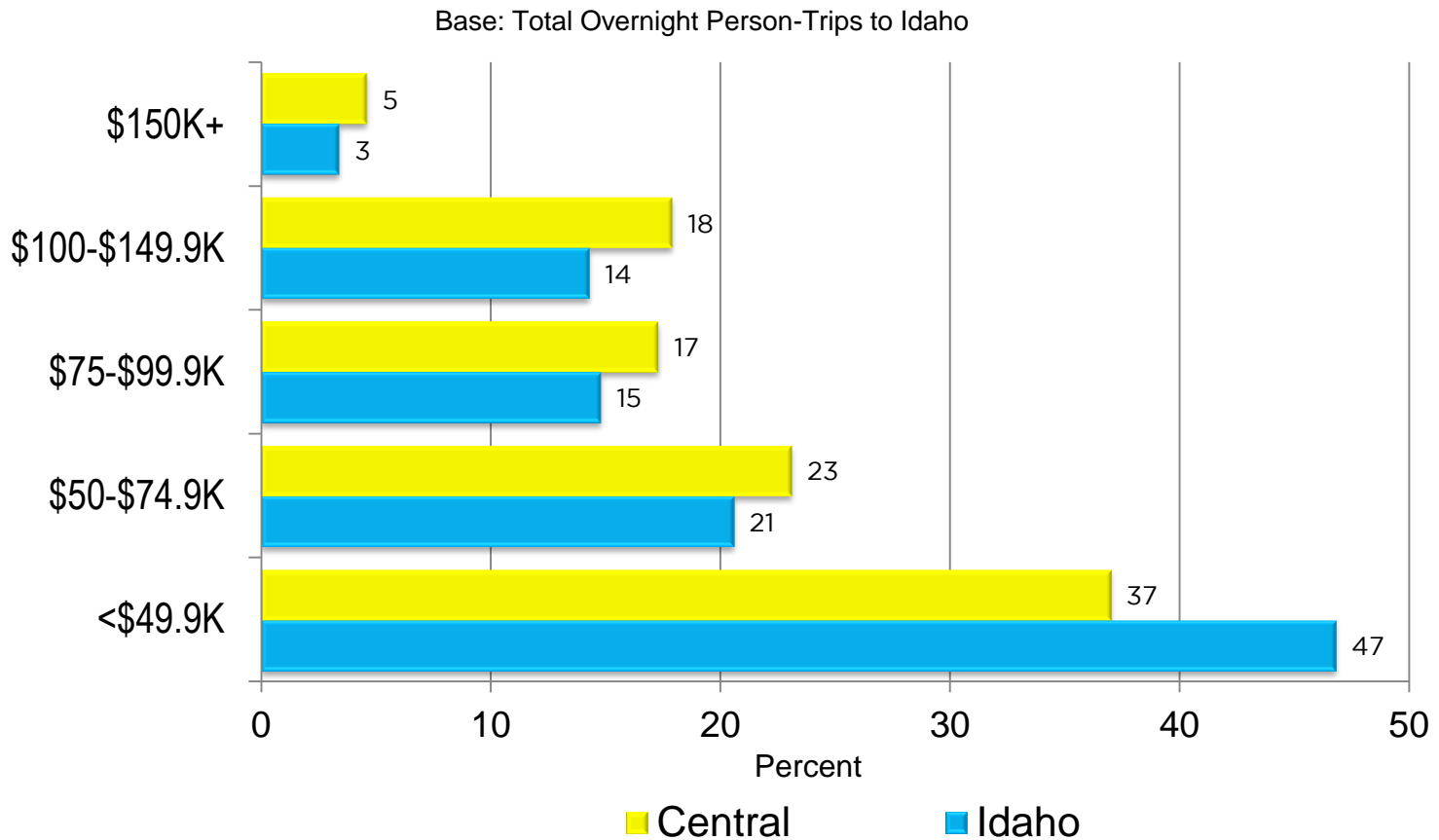
Education



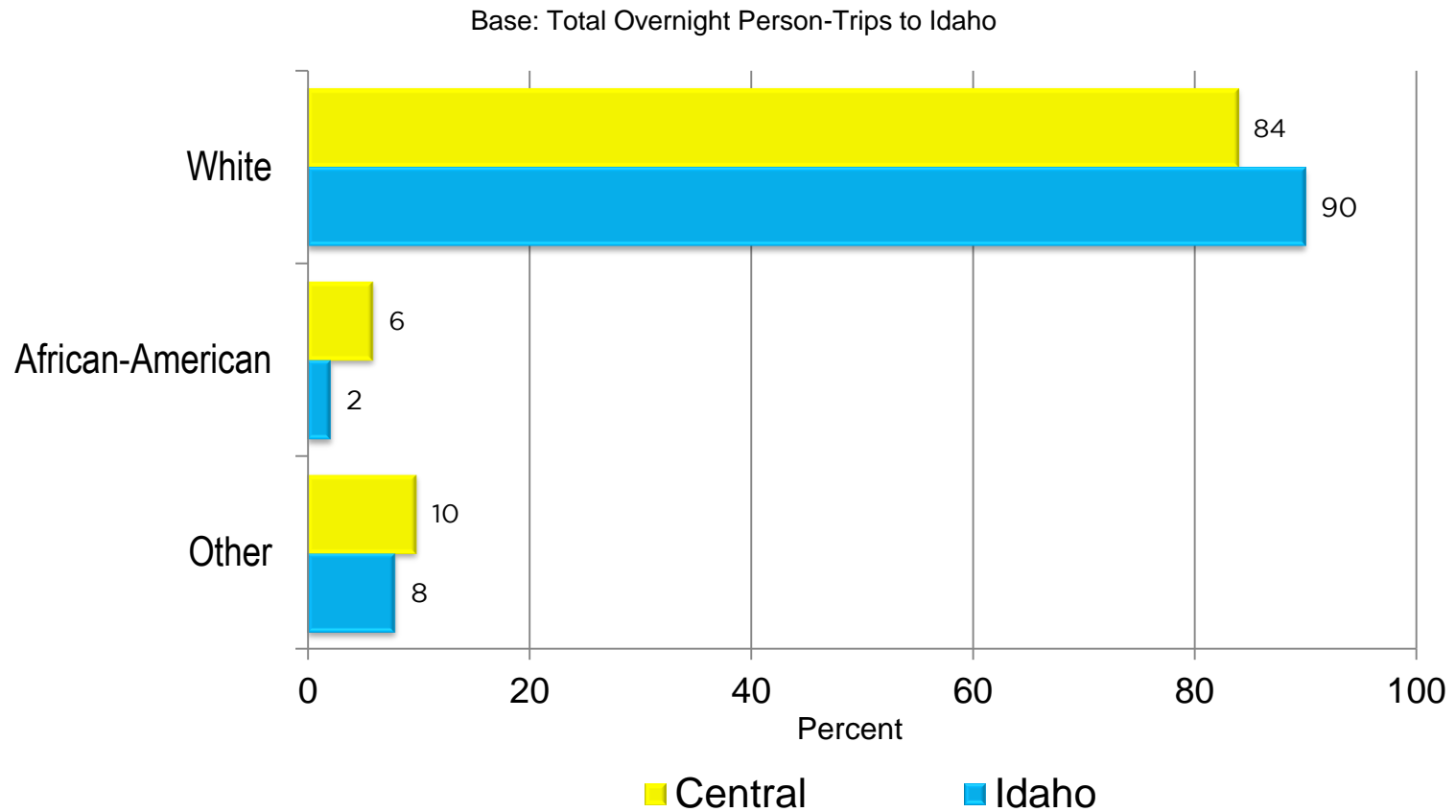
Employment



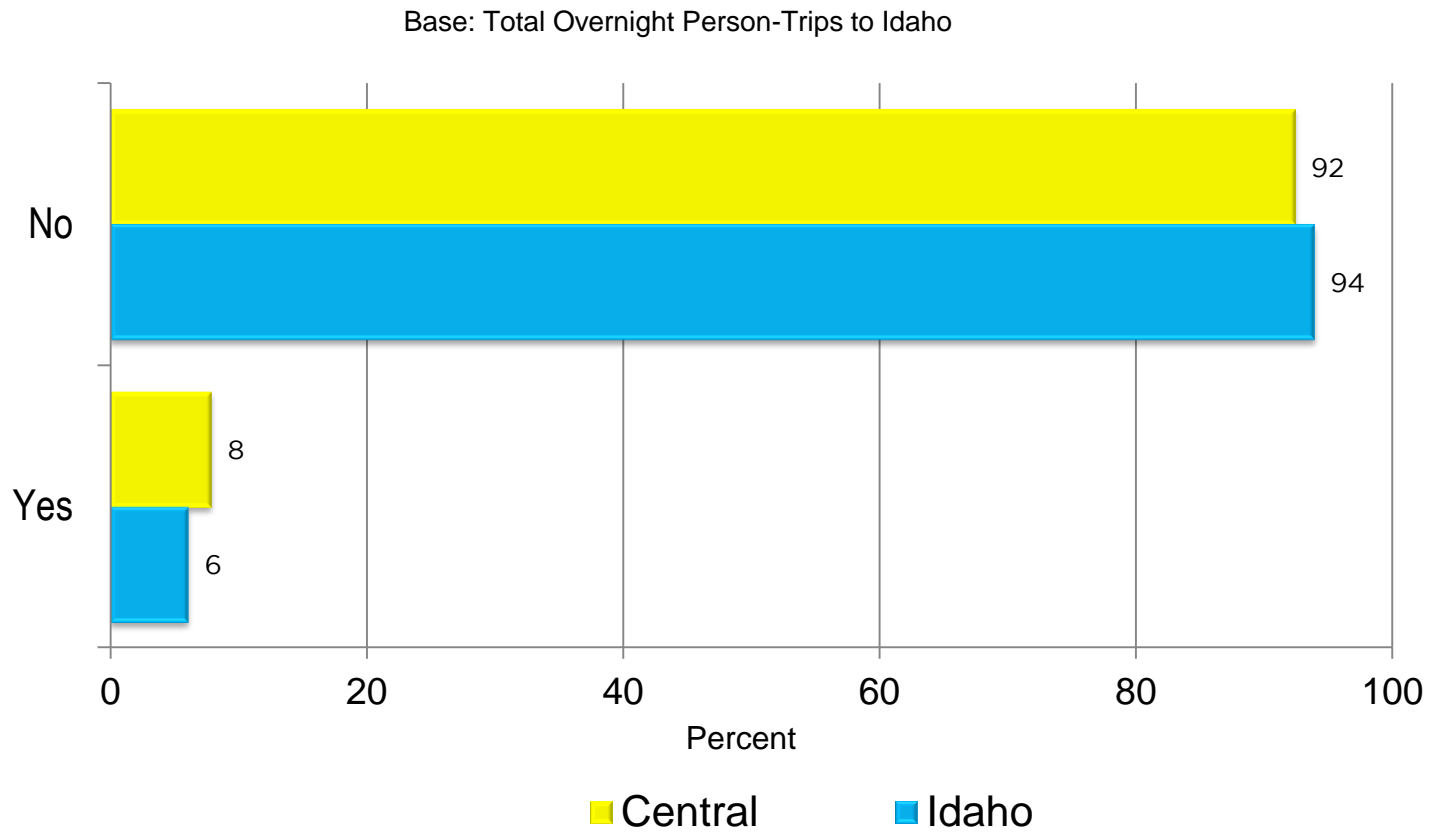
Household Income



Race



Hispanic Background





Eastern Region

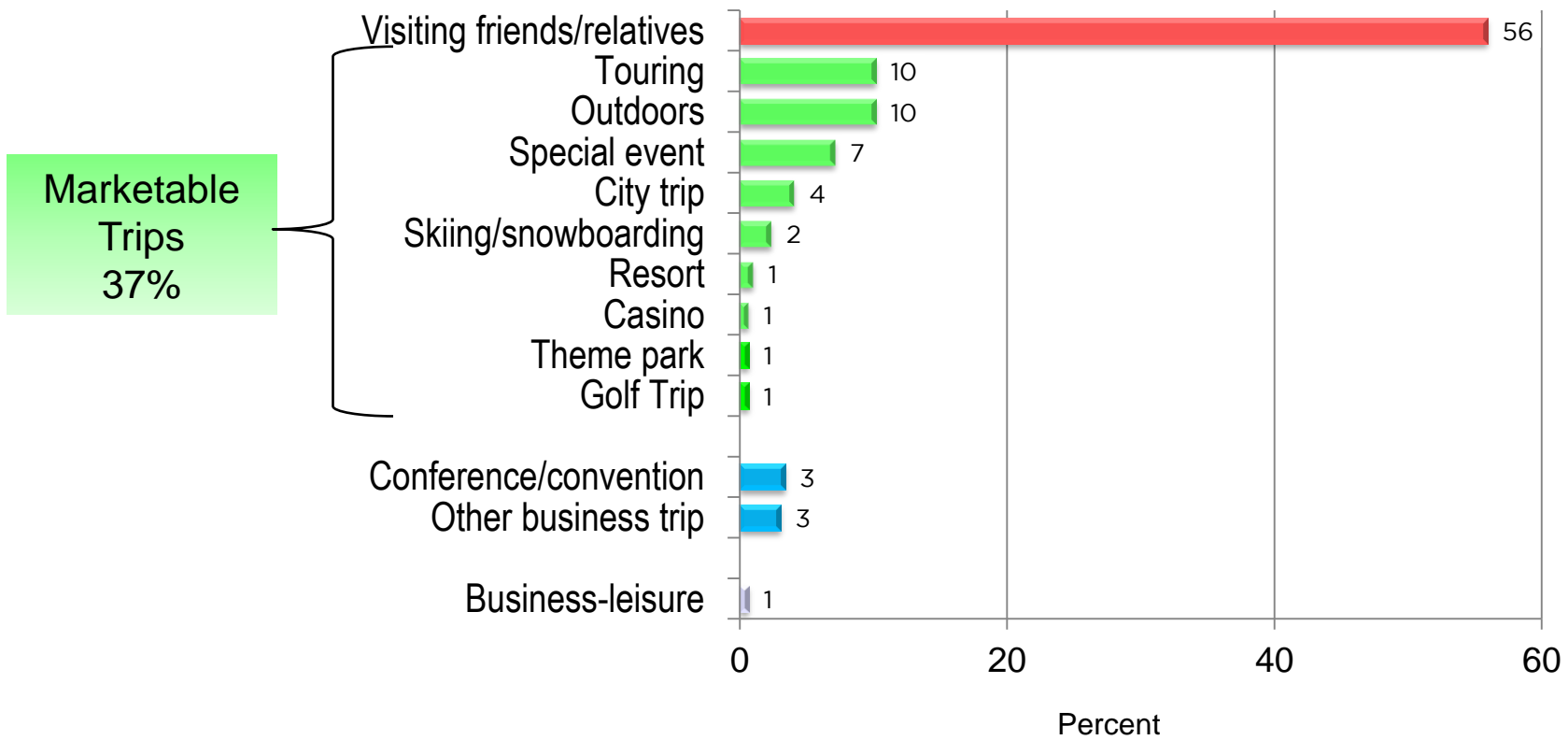


Eastern Region Key Findings

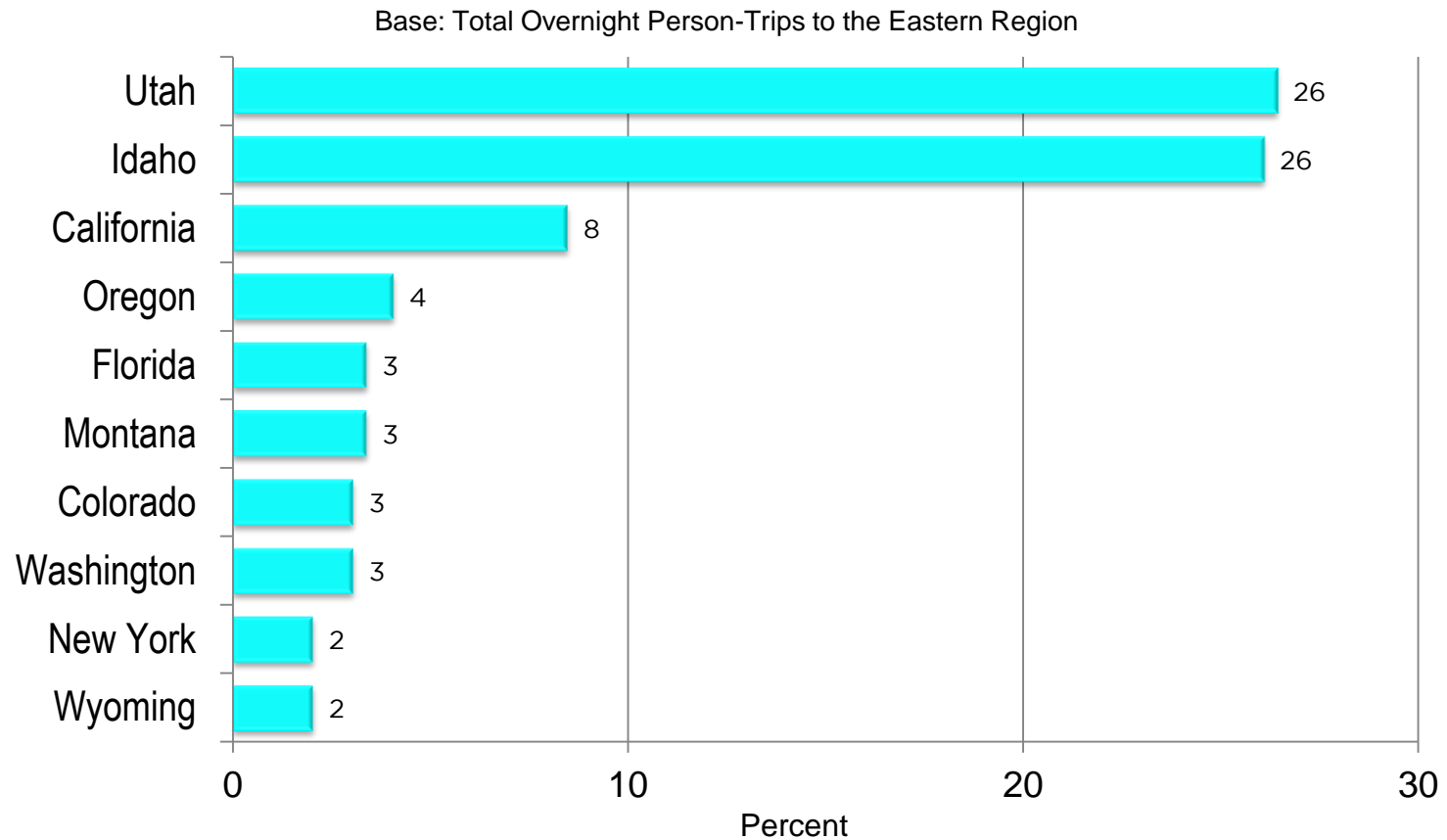
- When asked about the main purpose of their overnight trip, 37% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip types to the Eastern region are touring through the region and an outdoor trip.
- The top three states of origin for visitors on overnight trips to the Eastern region are Utah, Idaho and California. The top DMAs of origin are Salt Lake City, Idaho Falls/Pocatello and Boise.
- A very high 82% of overnight visitors to the Eastern region say they are very satisfied with the sense of safety and security during their trip and 78% say they are very satisfied with their overall trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 3.8 nights long, while 2.8 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are hiking, visiting a state/national park and visiting a landmark/historic site.
- The average age of overnight visitors to the region is 40.8, lower than the state average of 44.9 and one of the lowest ages among regions

Main Purpose of Trip

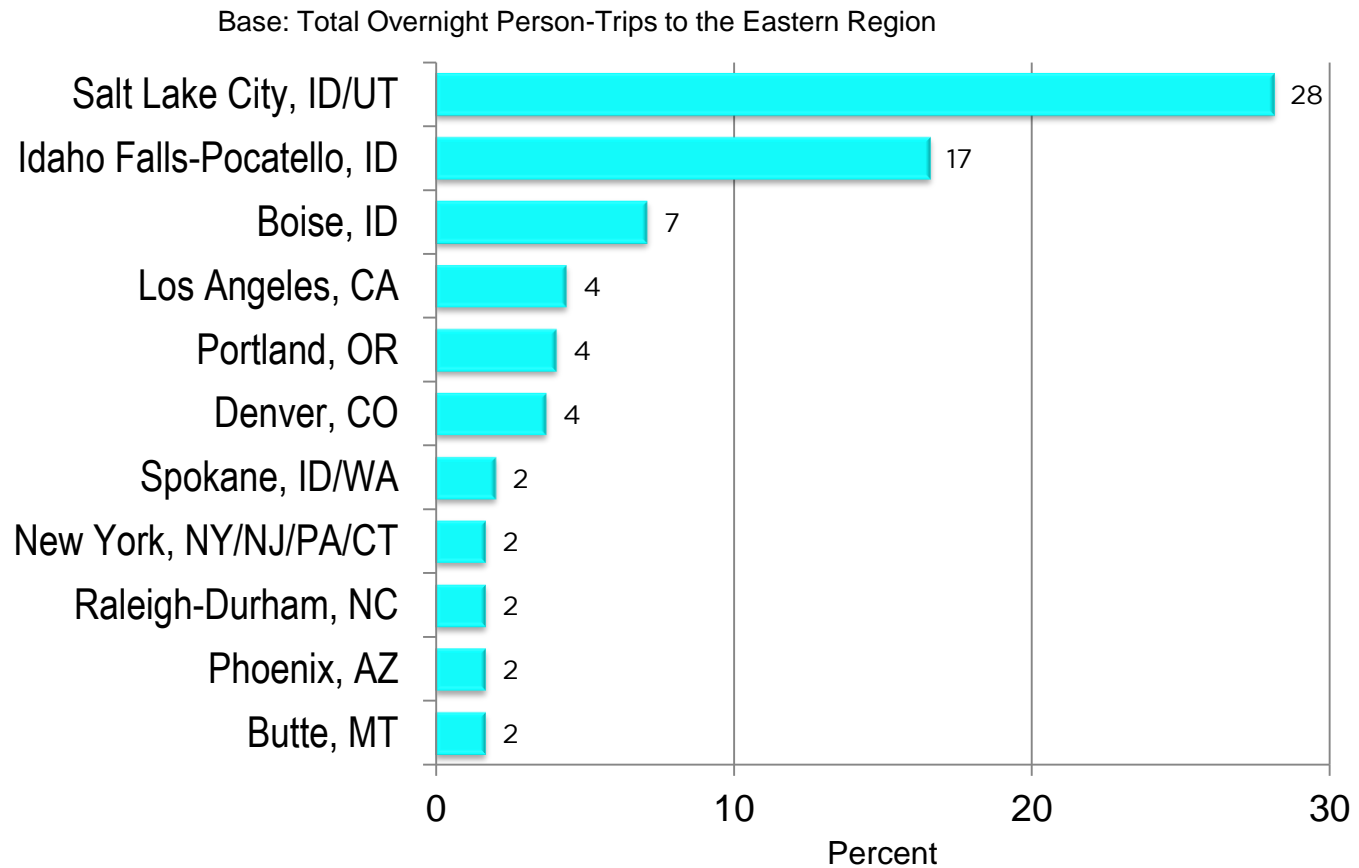
Base: Total Overnight Person-Trips to the Eastern Region



State Origin Of Trip



DMA Origin Of Trip

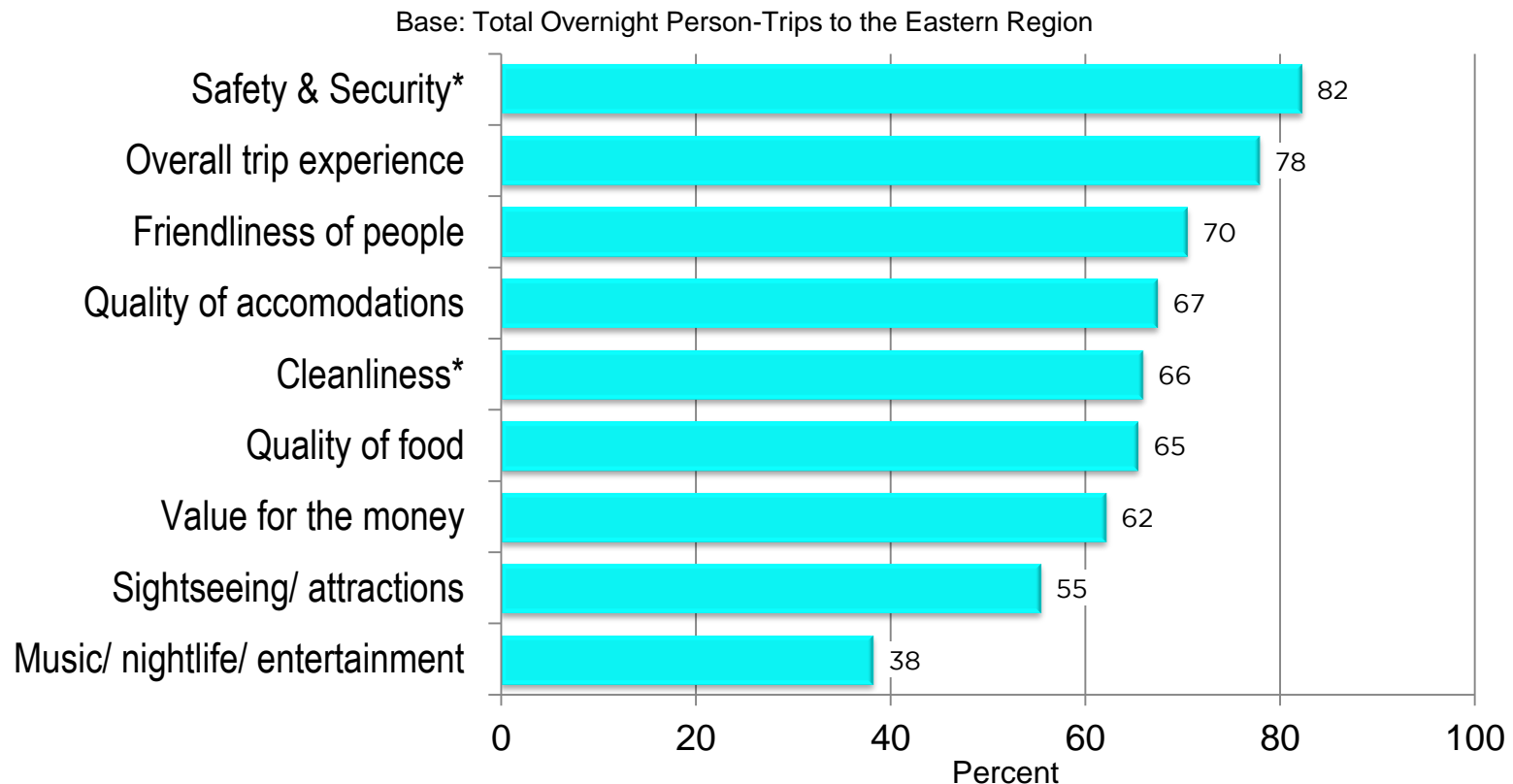




Overnight Trip Characteristics— Eastern Region



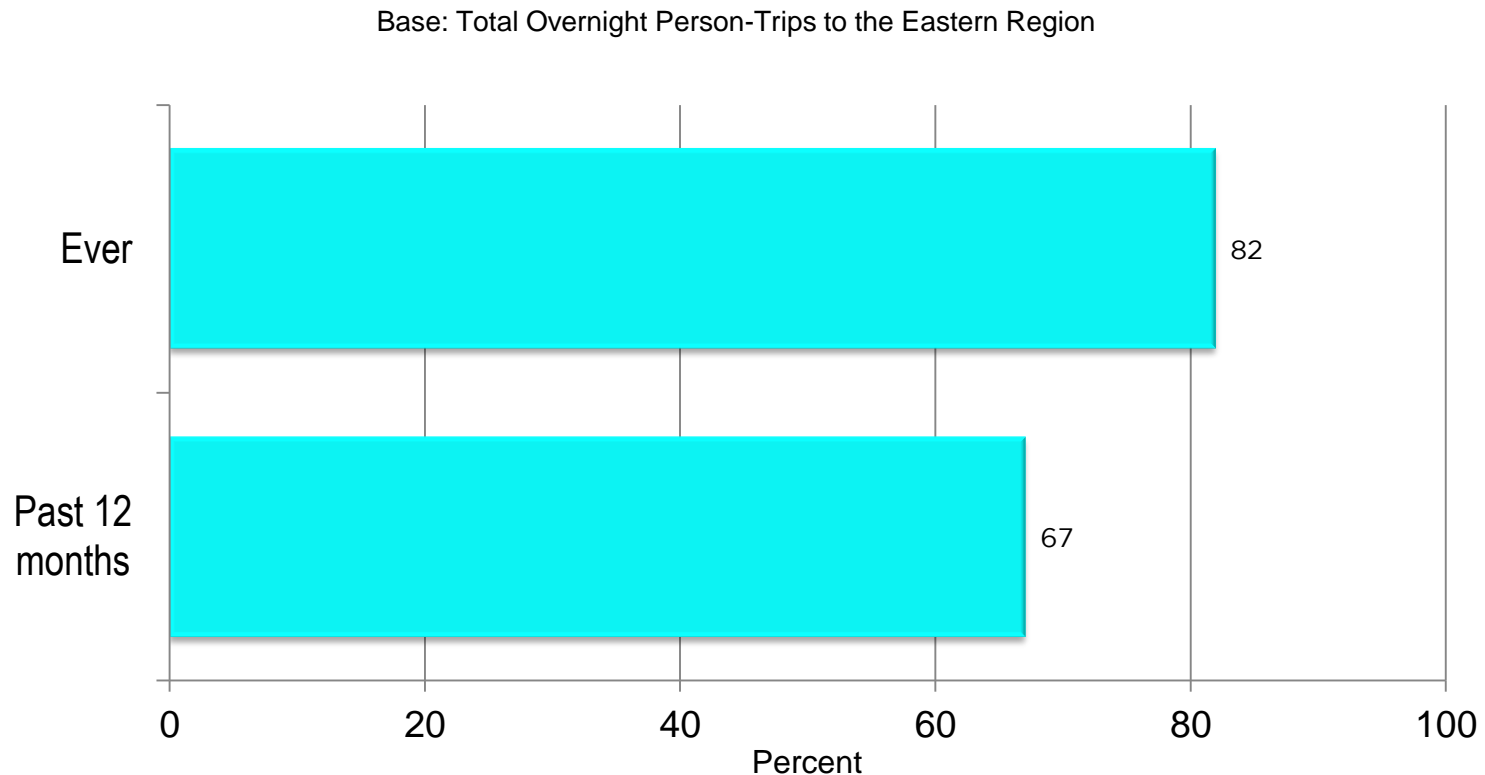
% Very Satisfied with Trip**



*Categories added in 2017; data reflects 2017 results only

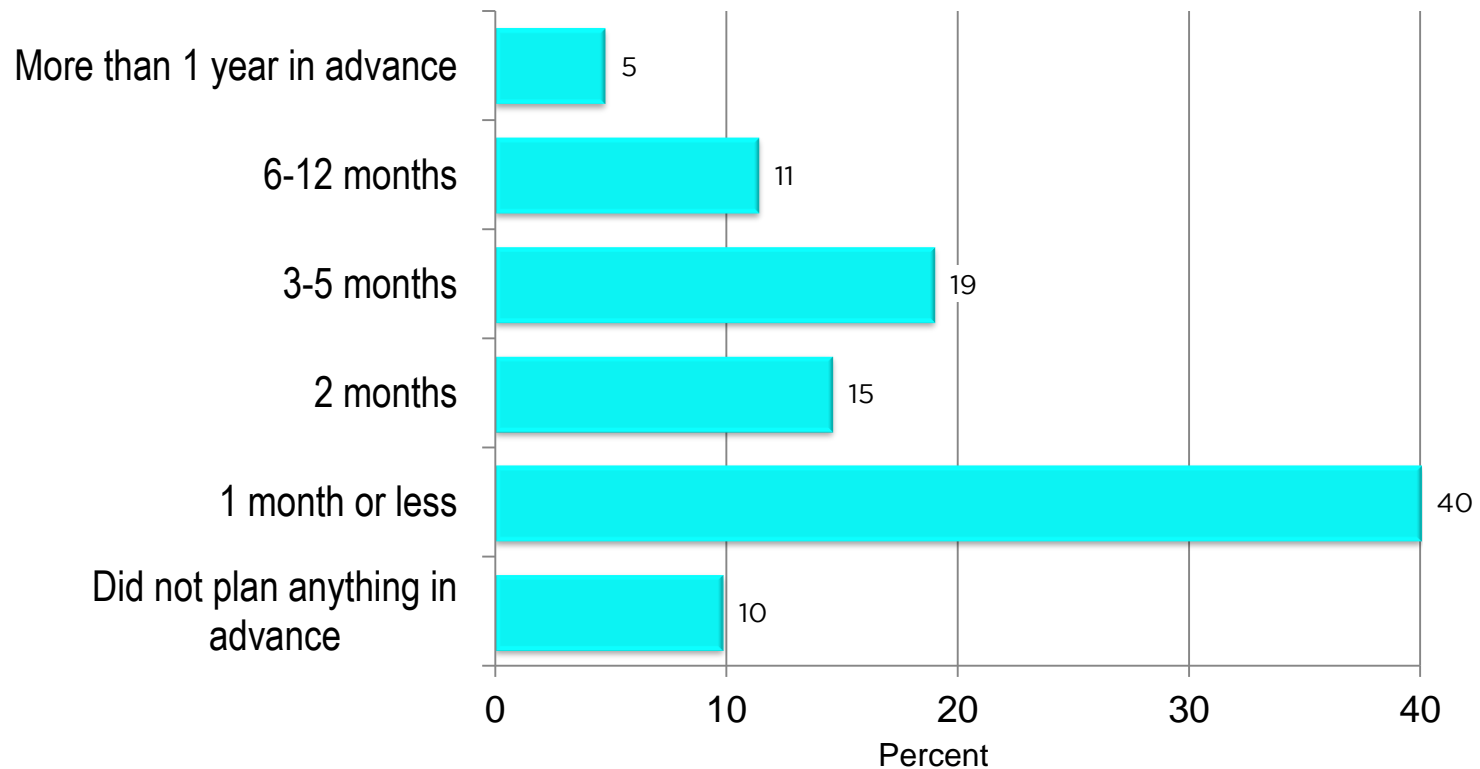
** Those who ranked their Eastern region experience a 5 on a 5-point scale

Past Visitation to the Eastern Region

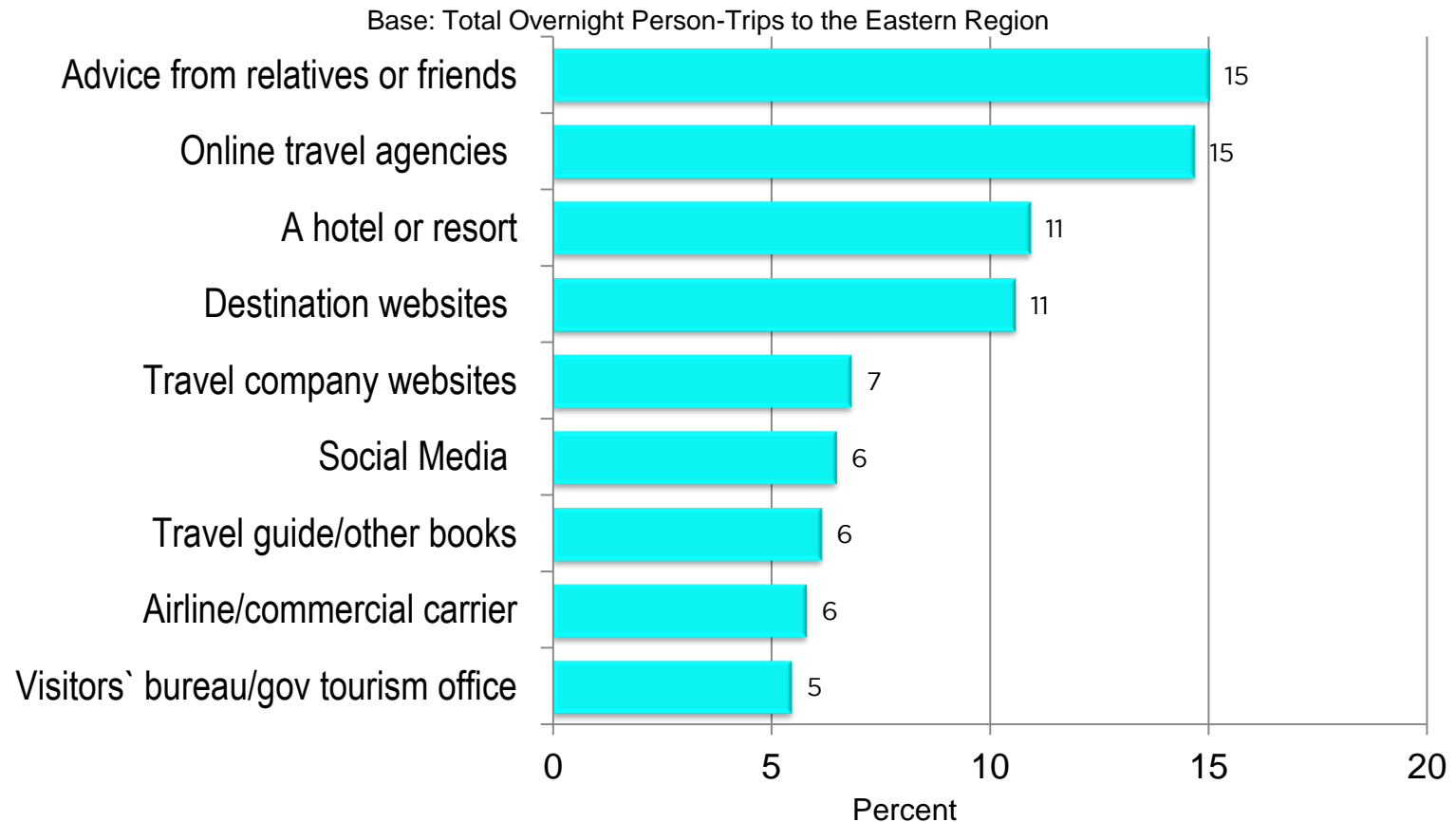


Length of Trip Planning-Eastern

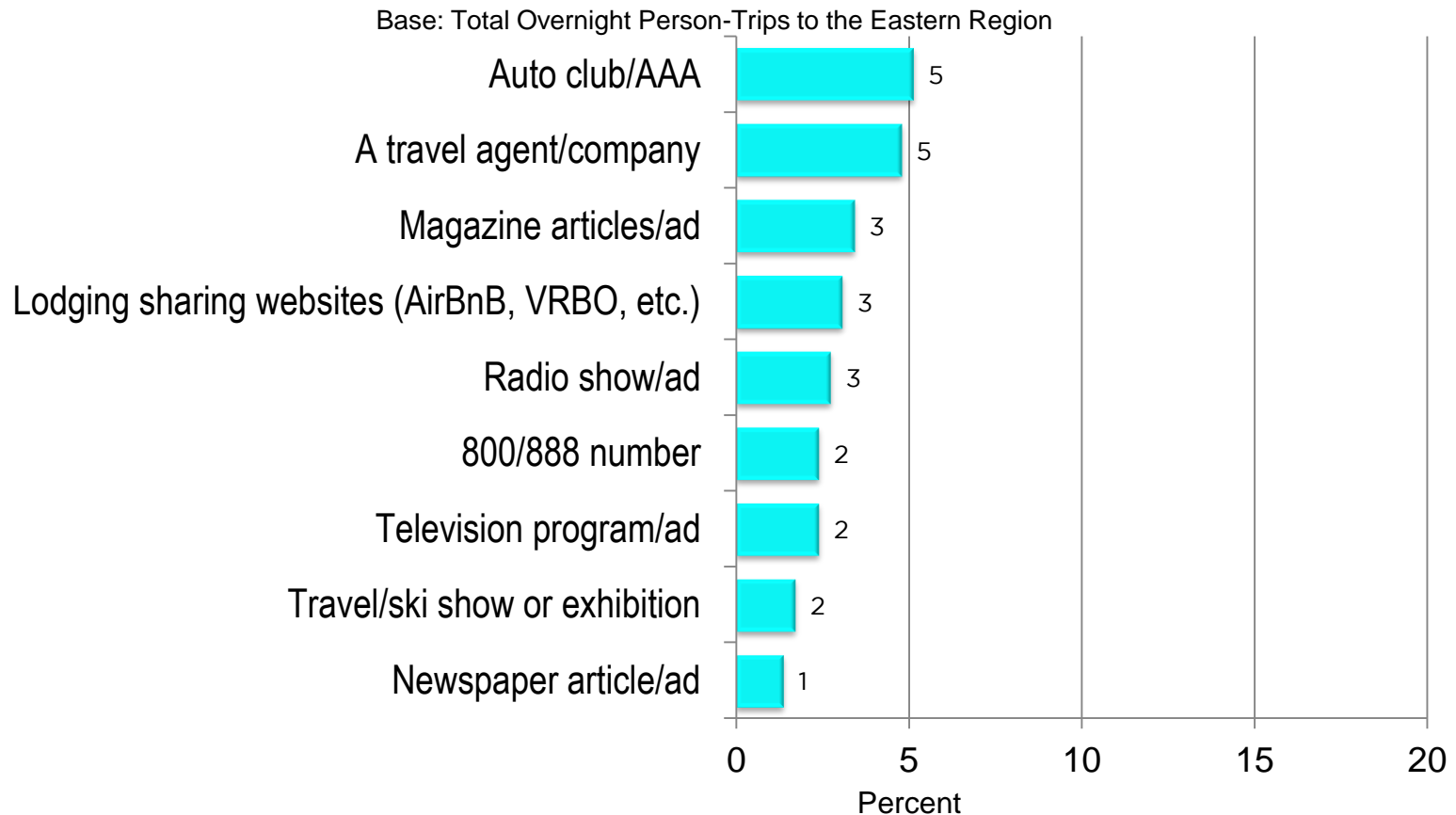
Base: Total Overnight Person-Trips to the Eastern Region



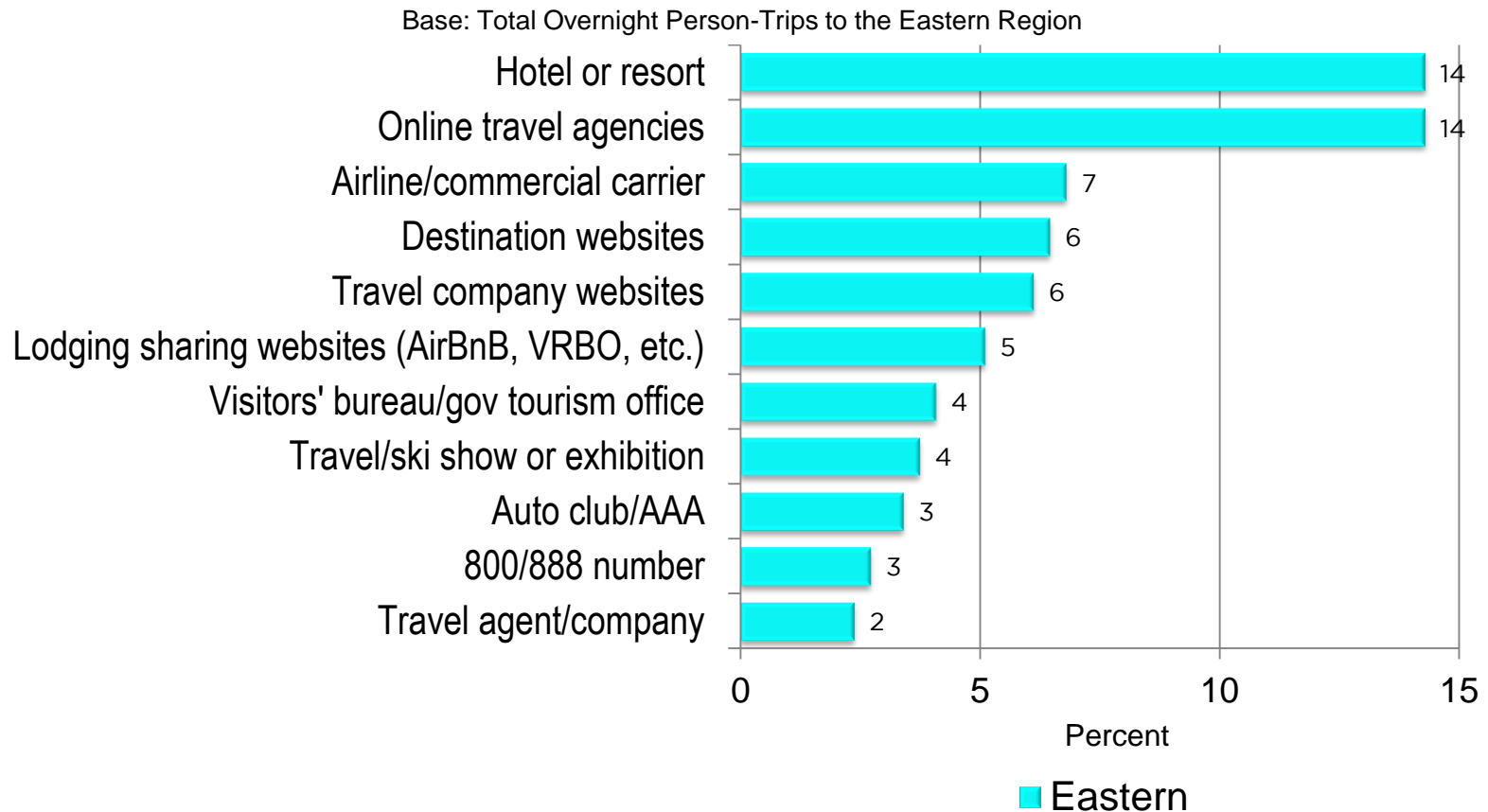
Trip Planning Information Sources- Eastern



Trip Planning Information Sources- Eastern (Cont'd)

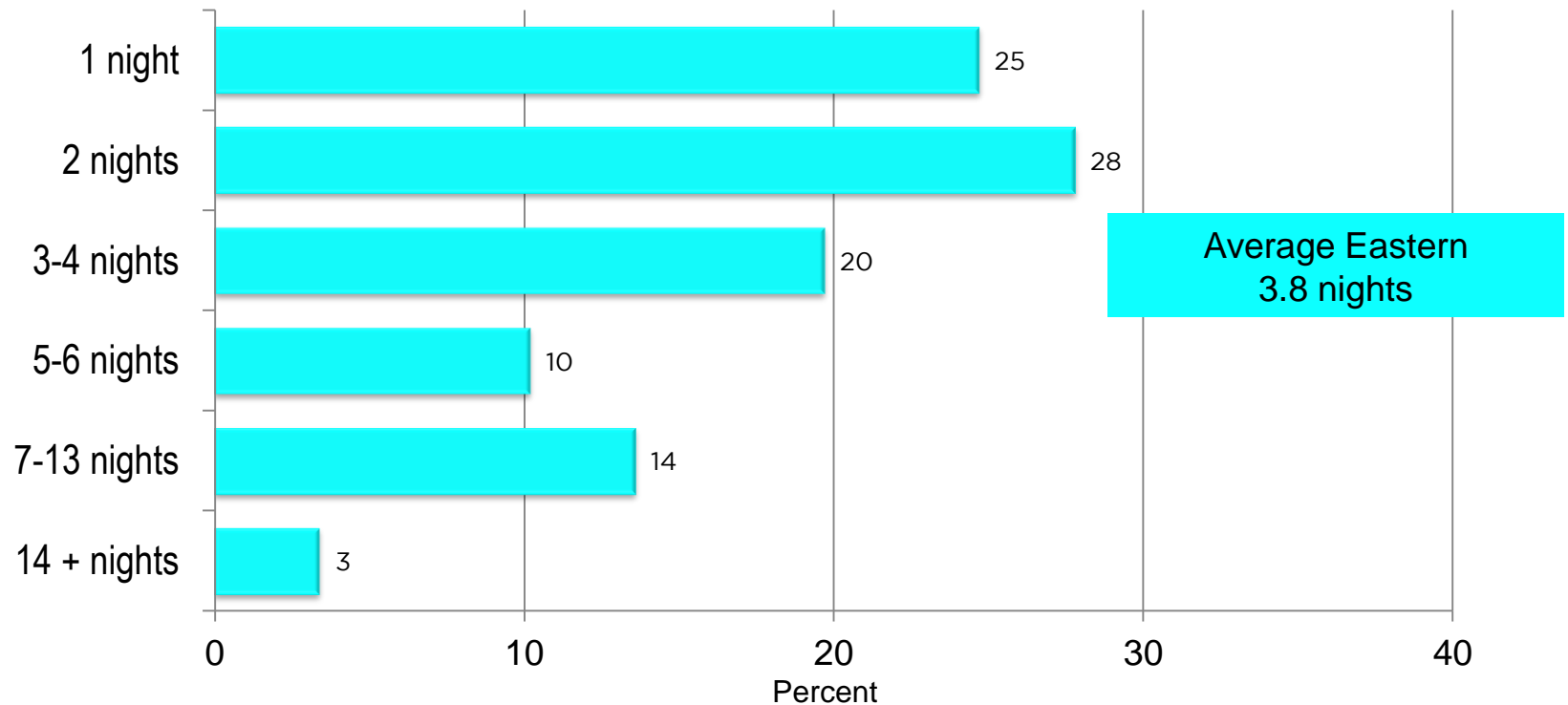


Method of Booking-Eastern

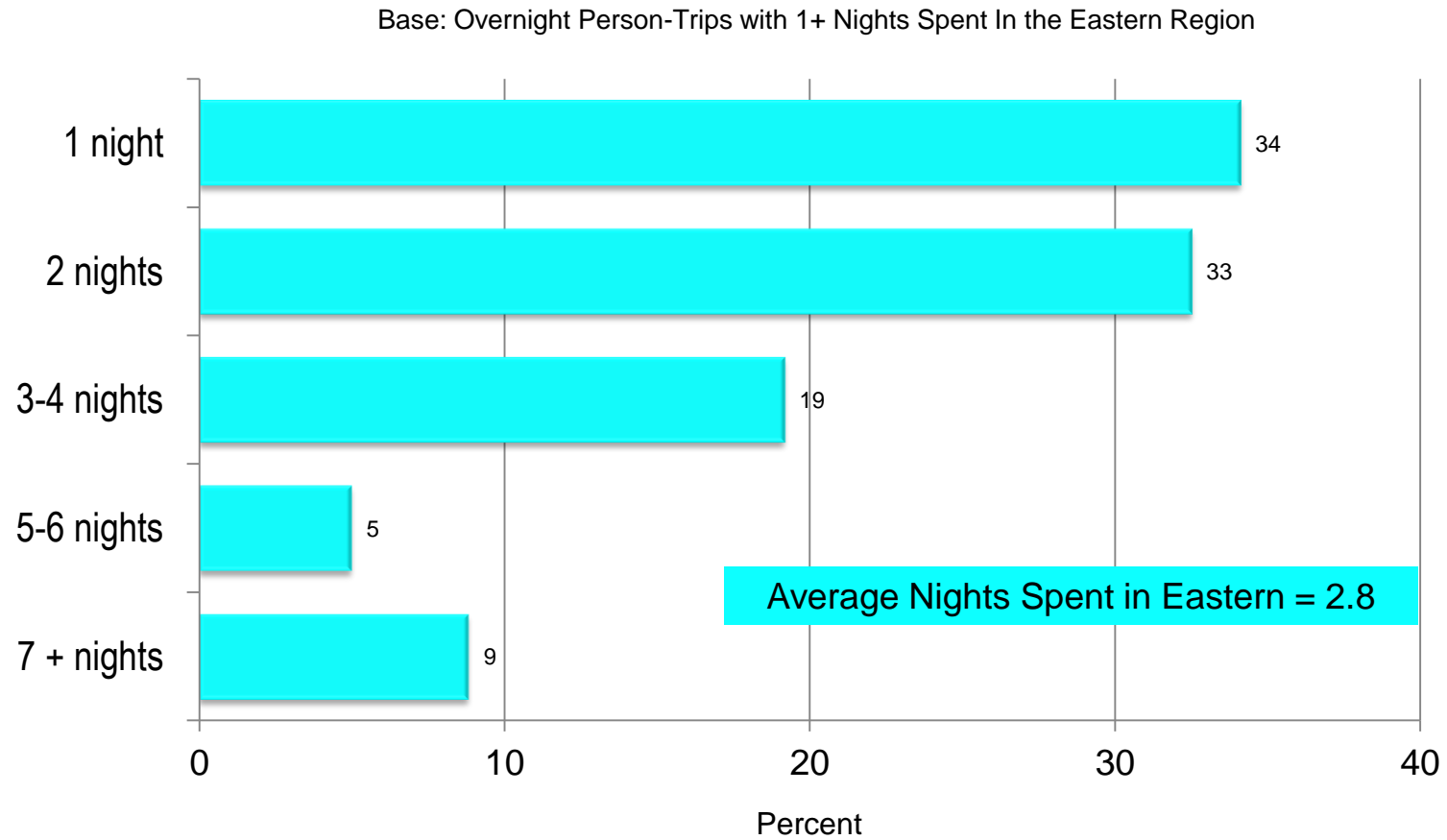


Total Nights Away on Trip

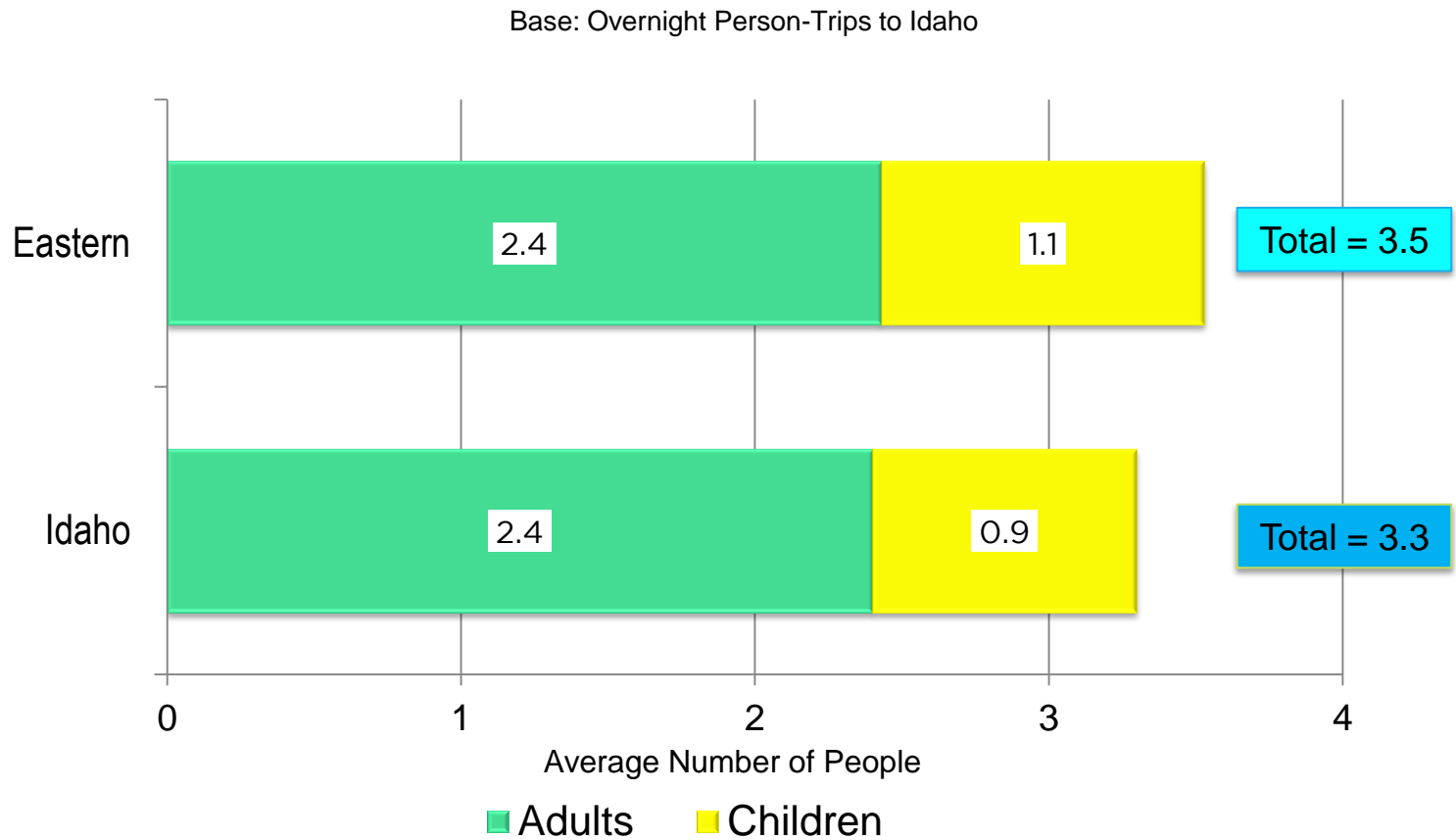
Base: Total Overnight Person-Trips to the Eastern Region



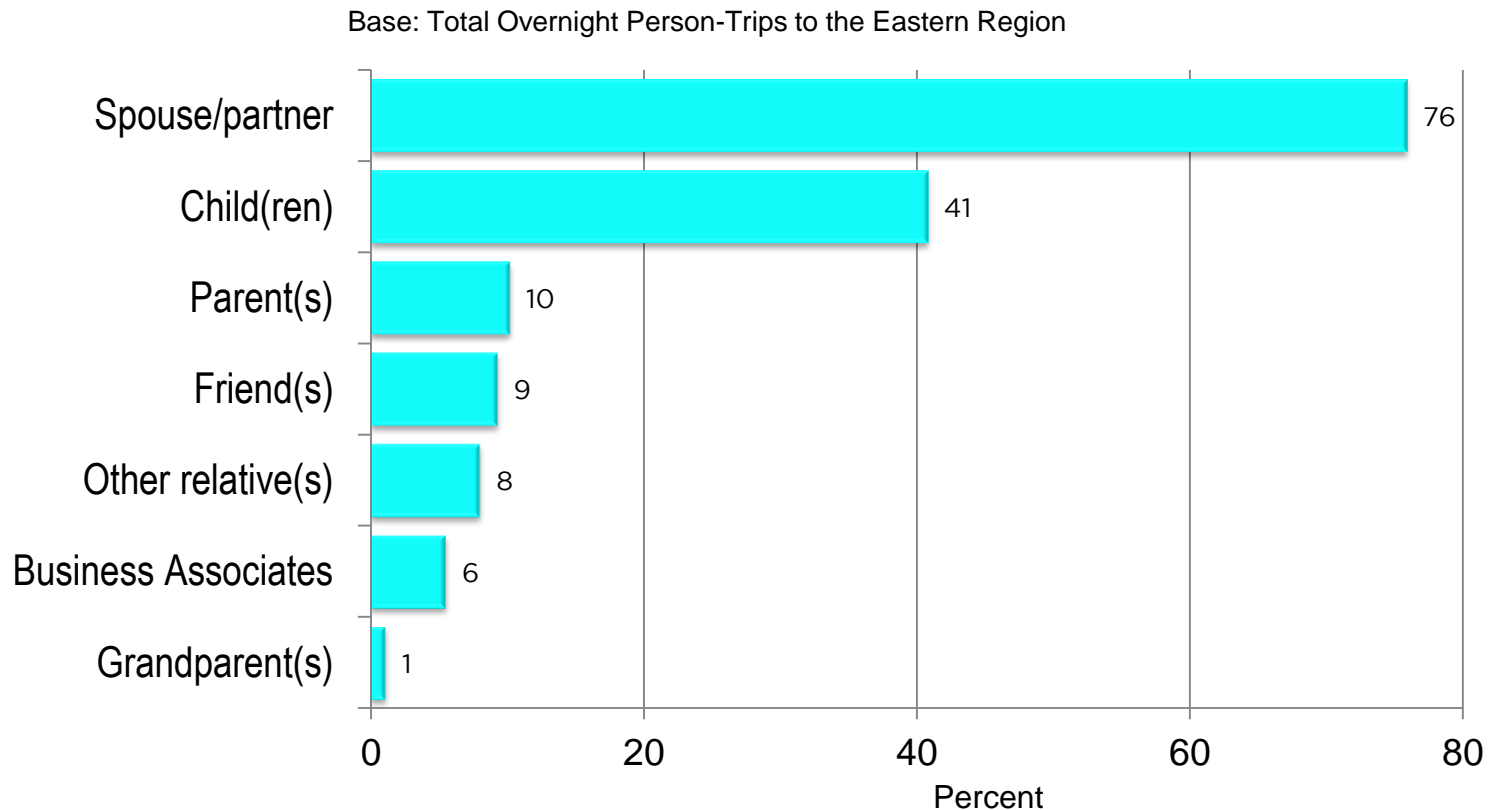
Number of Nights Spent in the Eastern Region



Size of Travel Party

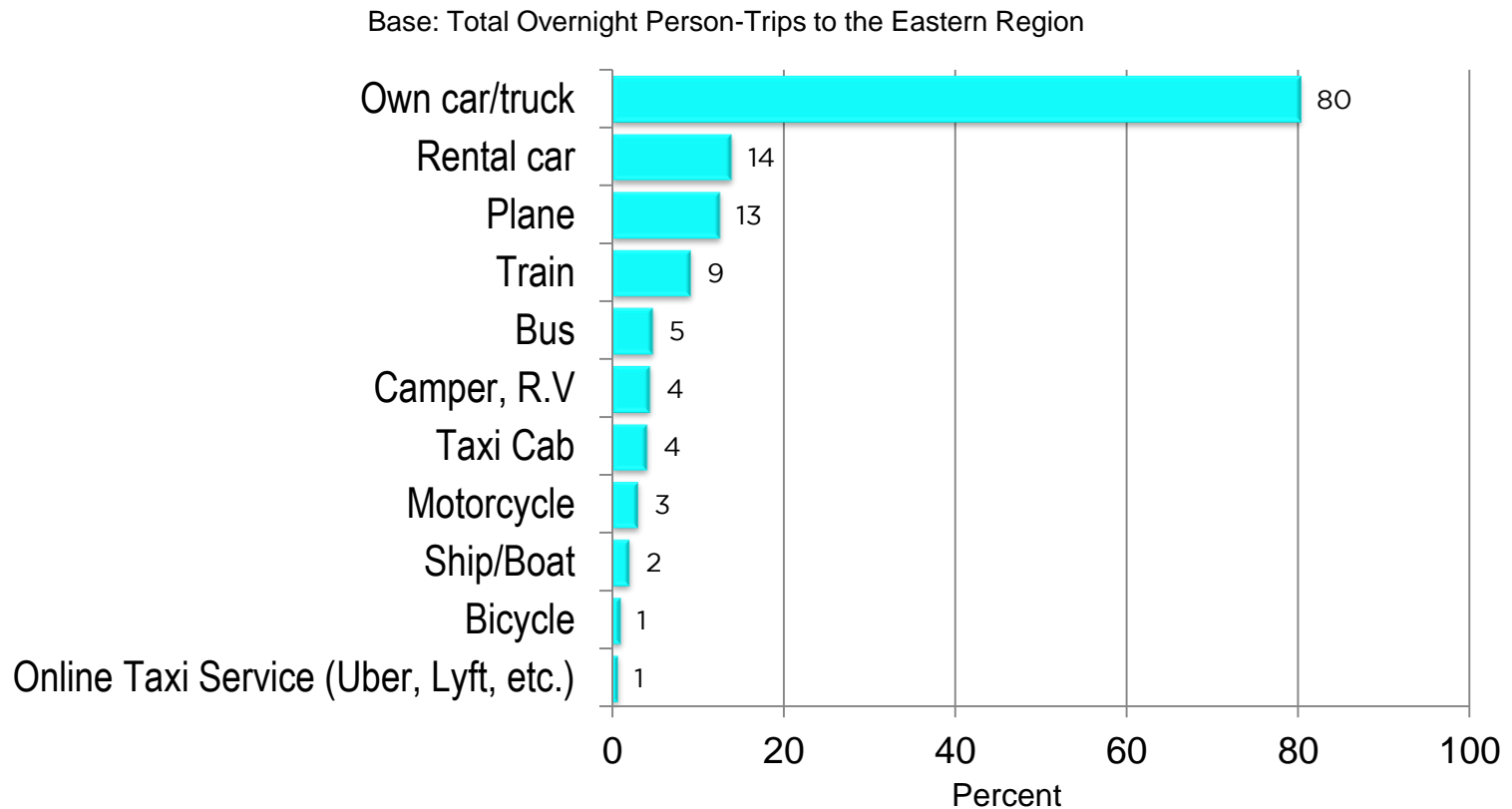


Party Composition*-Eastern

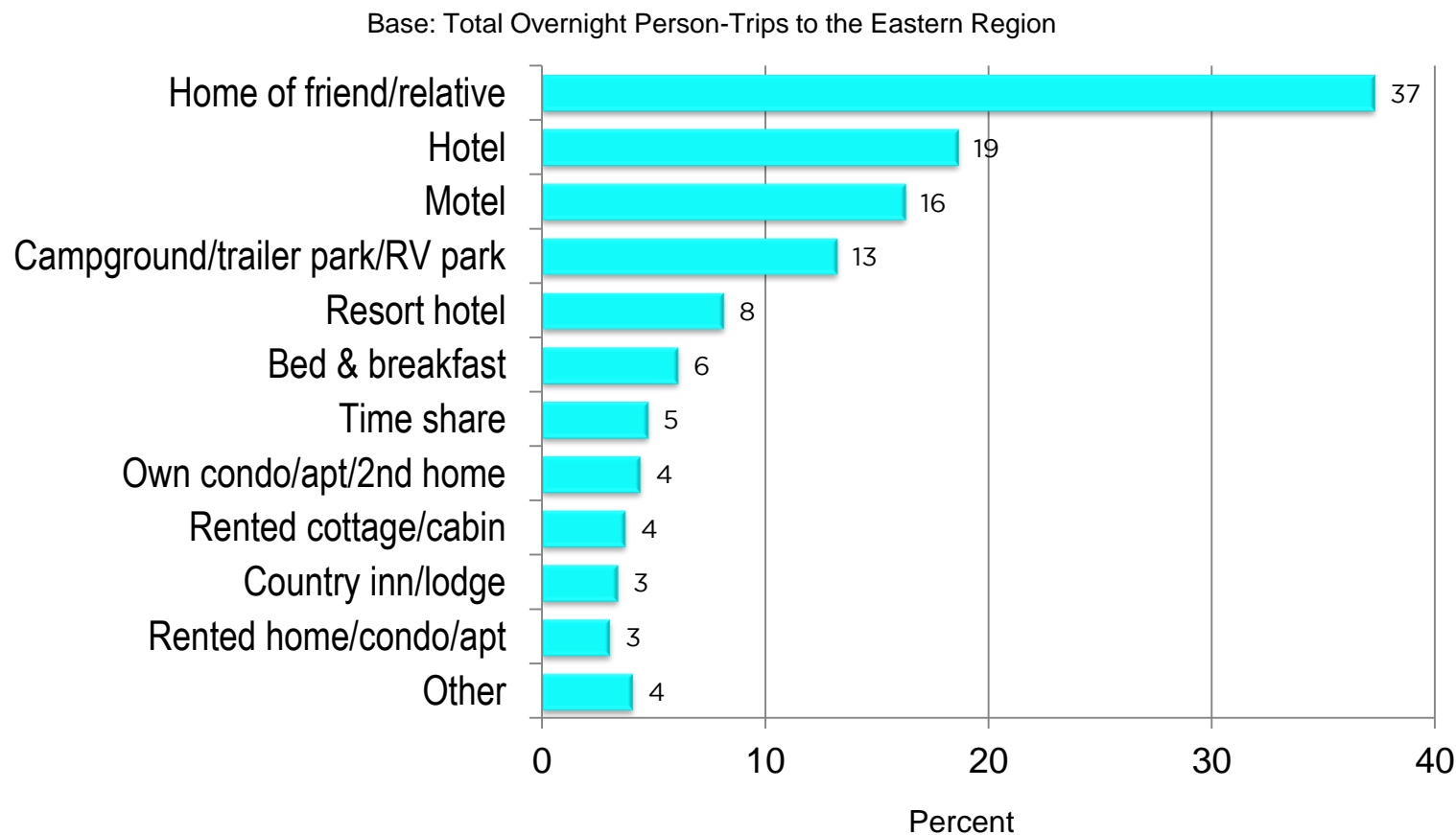


* Question added in 2017; data reflects 2017 results only

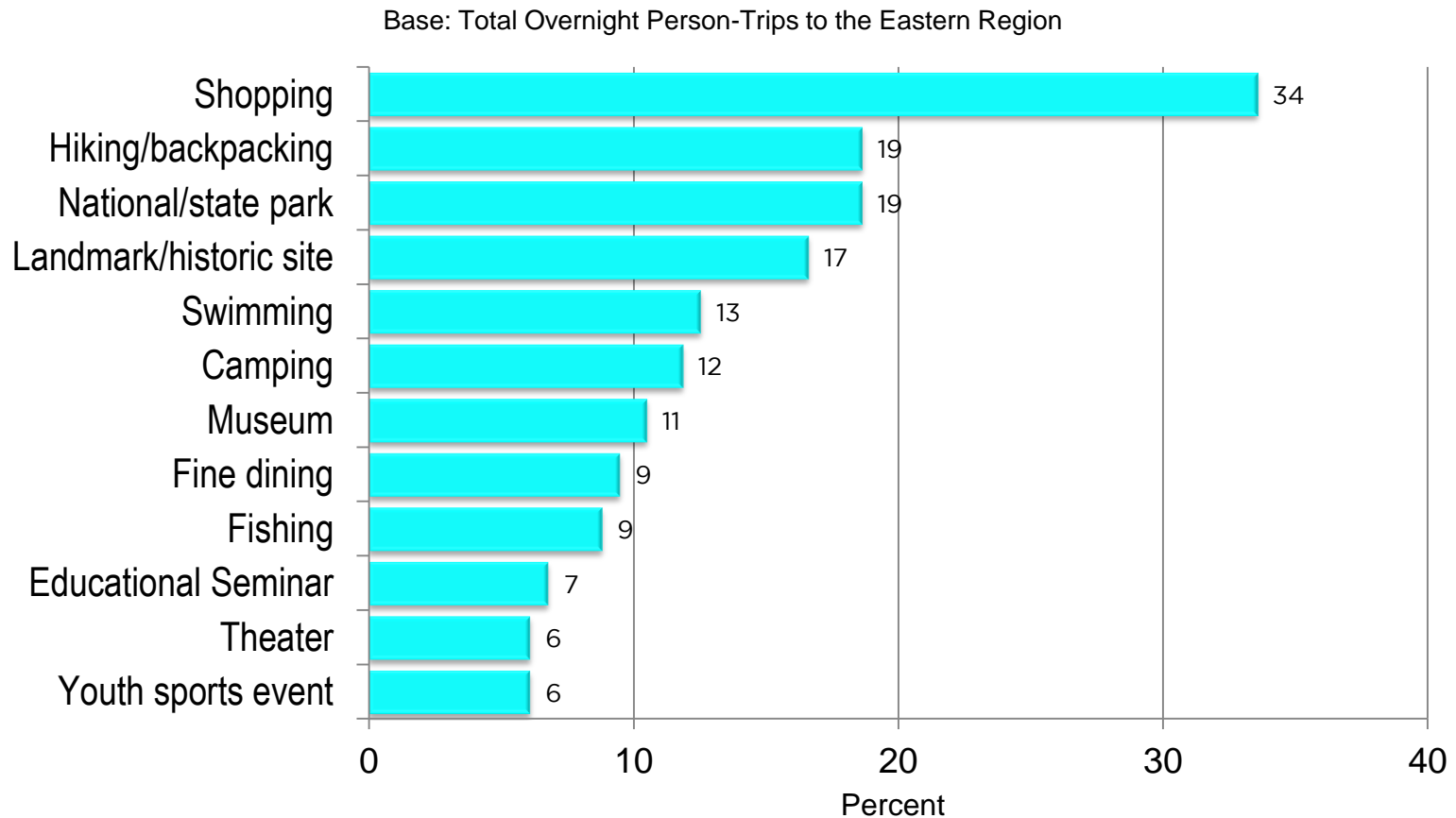
Transportation-Eastern



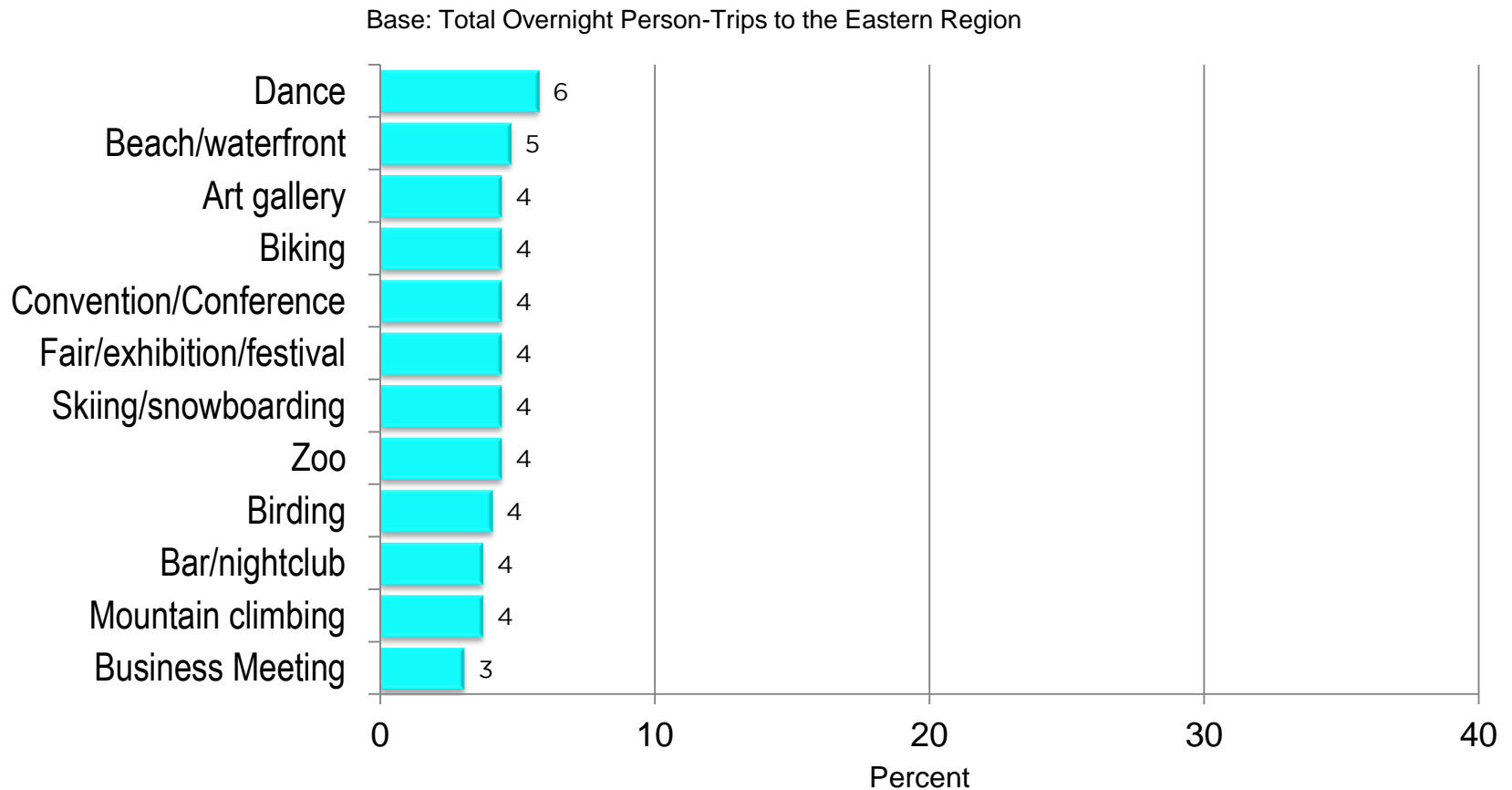
Accommodations-Eastern



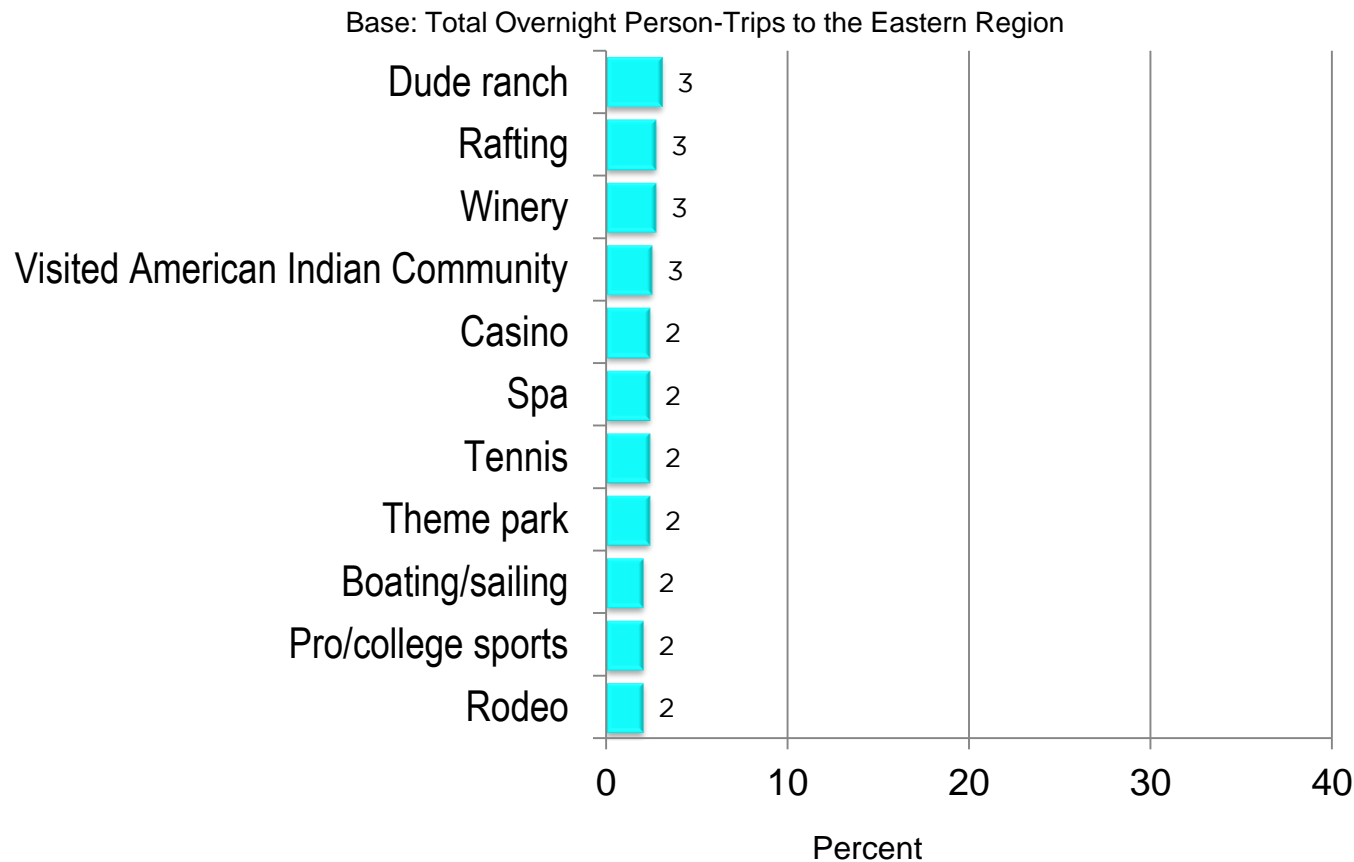
Activities and Experiences-Eastern



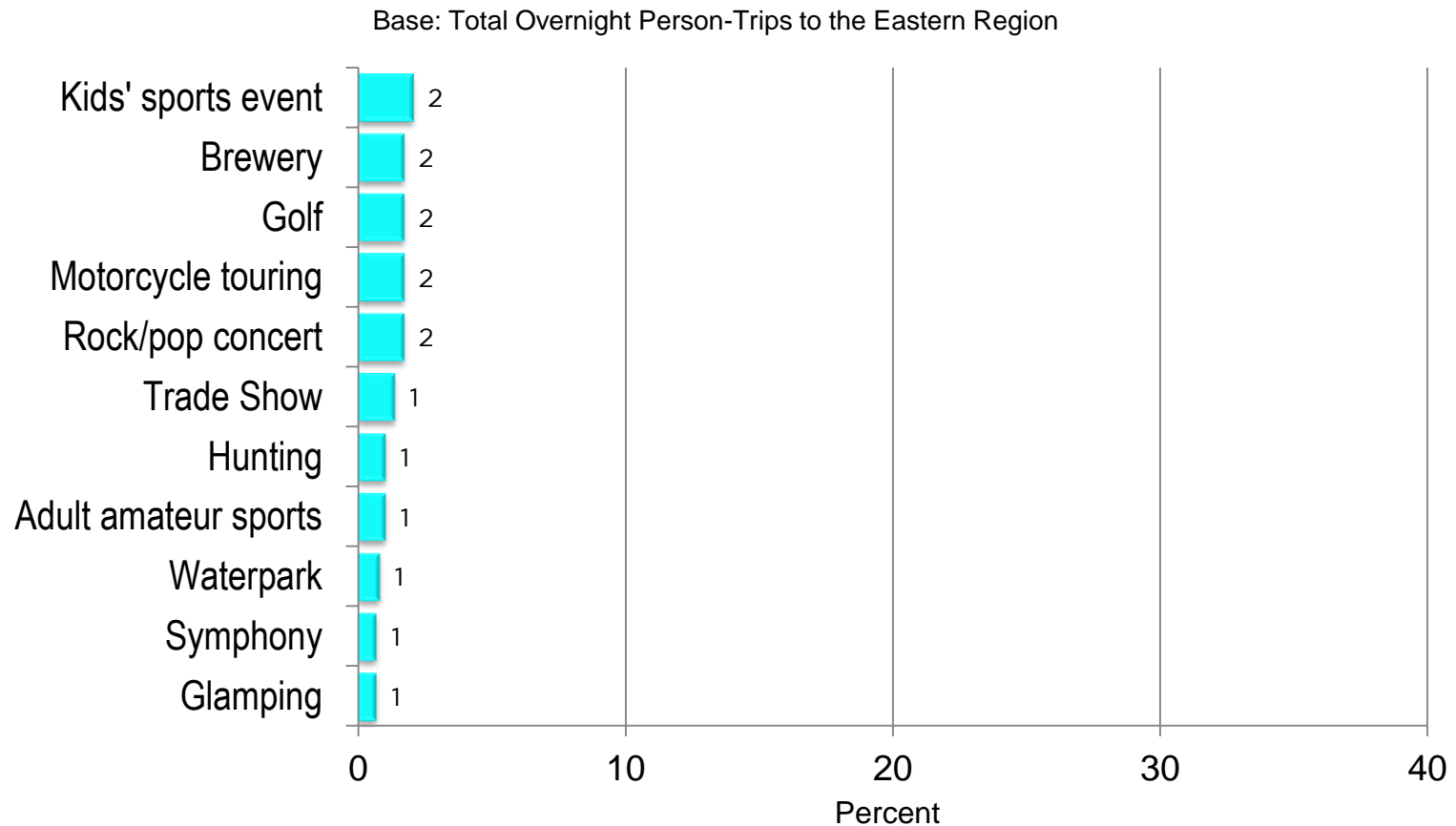
Activities and Experiences-Eastern (Cont'd)



Activities and Experiences-Eastern (Cont'd)

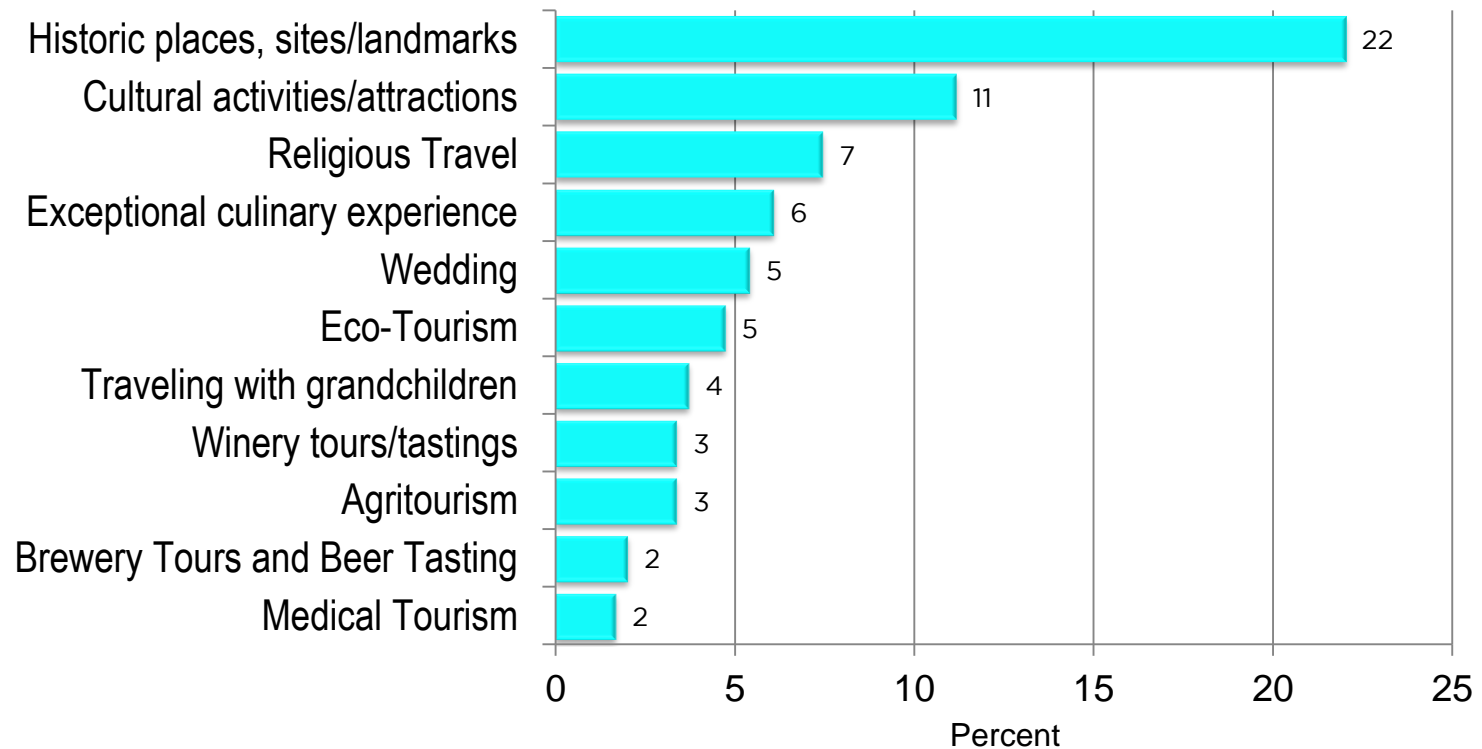


Activities and Experiences-Eastern (Cont'd)



Activities of Special Interest-Eastern

Base: Total Overnight Person-Trips to the Eastern Region



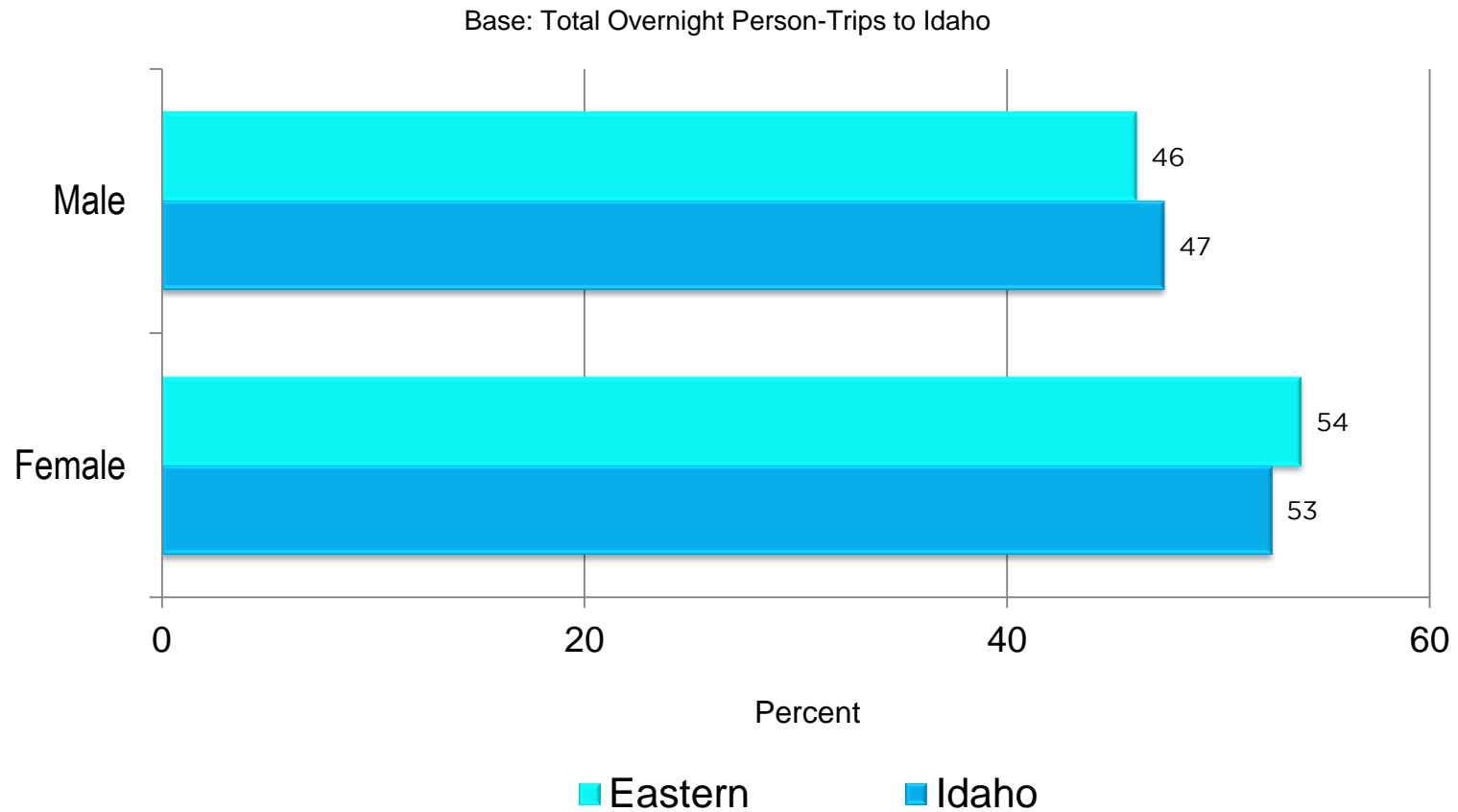


Longwoods
INTERNATIONAL
40 YEARS TOGETHER

Demographic Profile of Idaho Visitors— Eastern Region

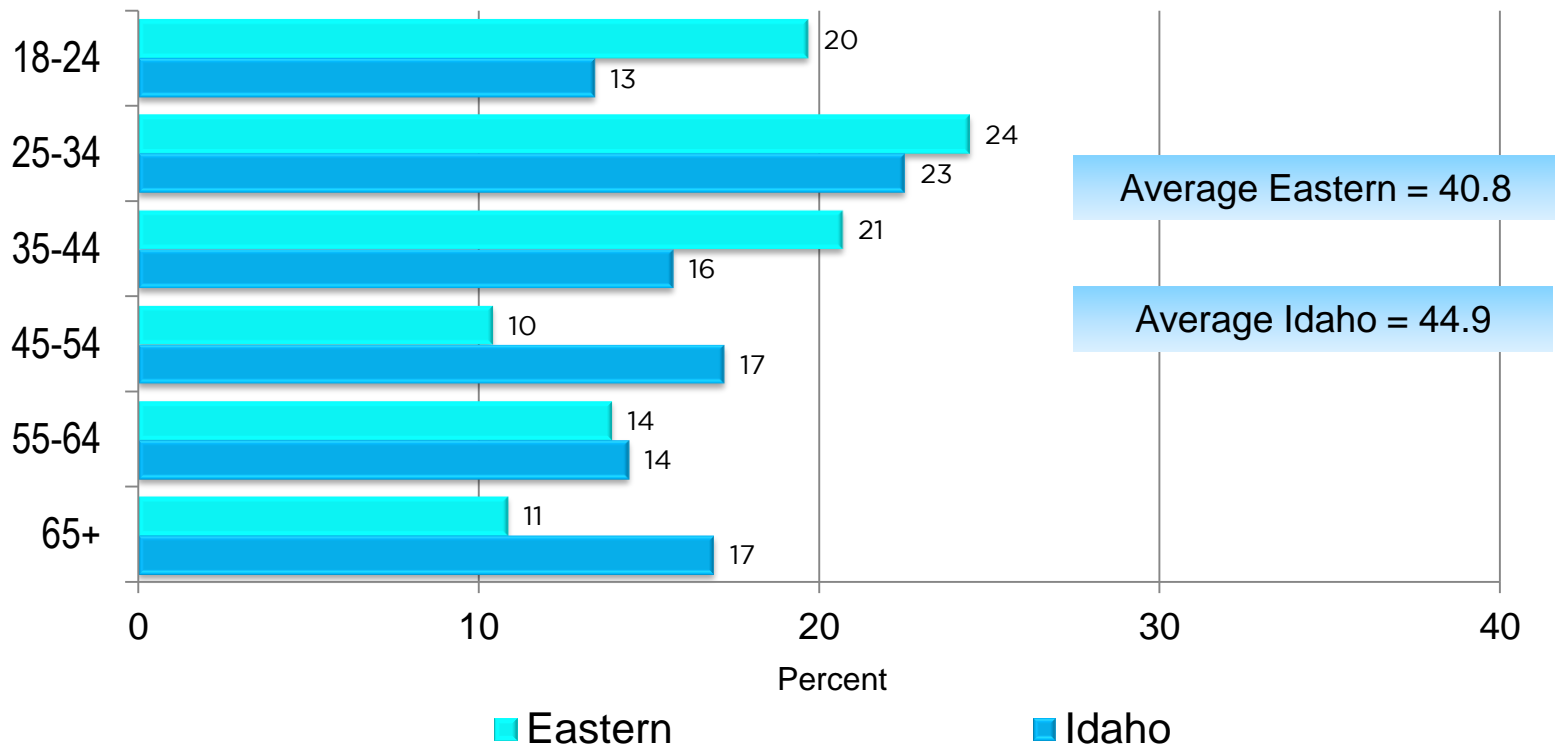


Gender

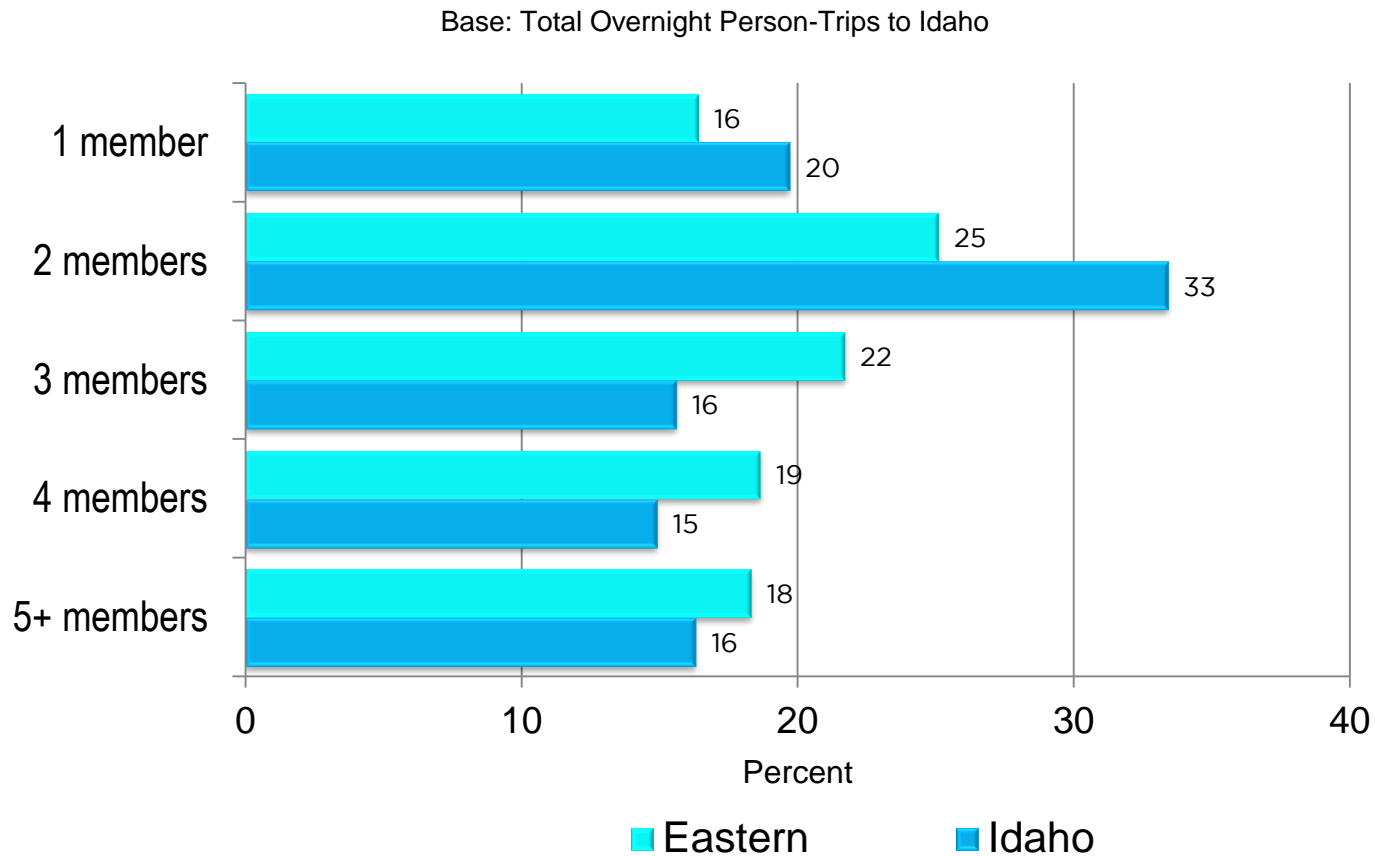


Age

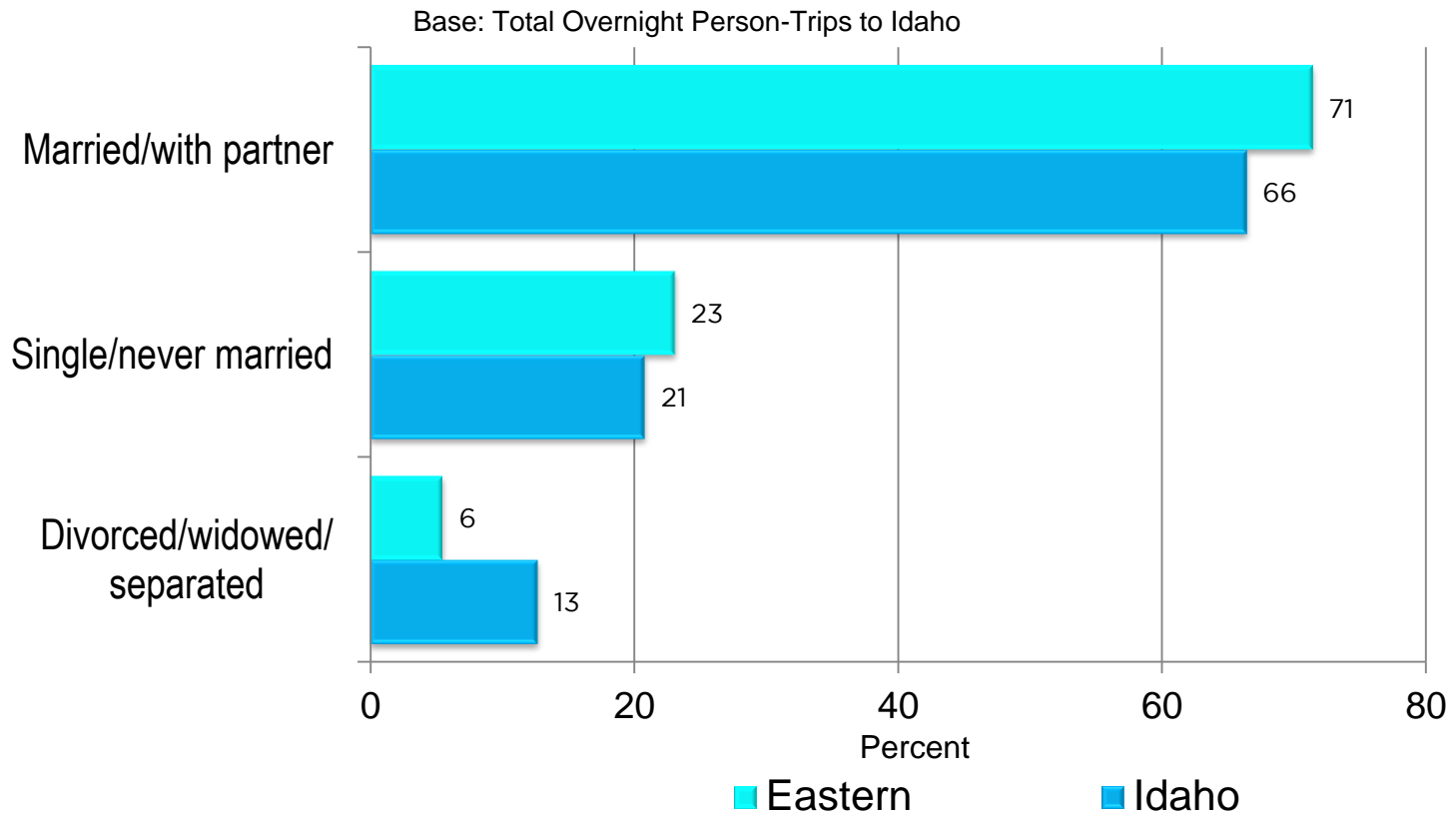
Base: Total Overnight Person-Trips to Idaho



Household Size

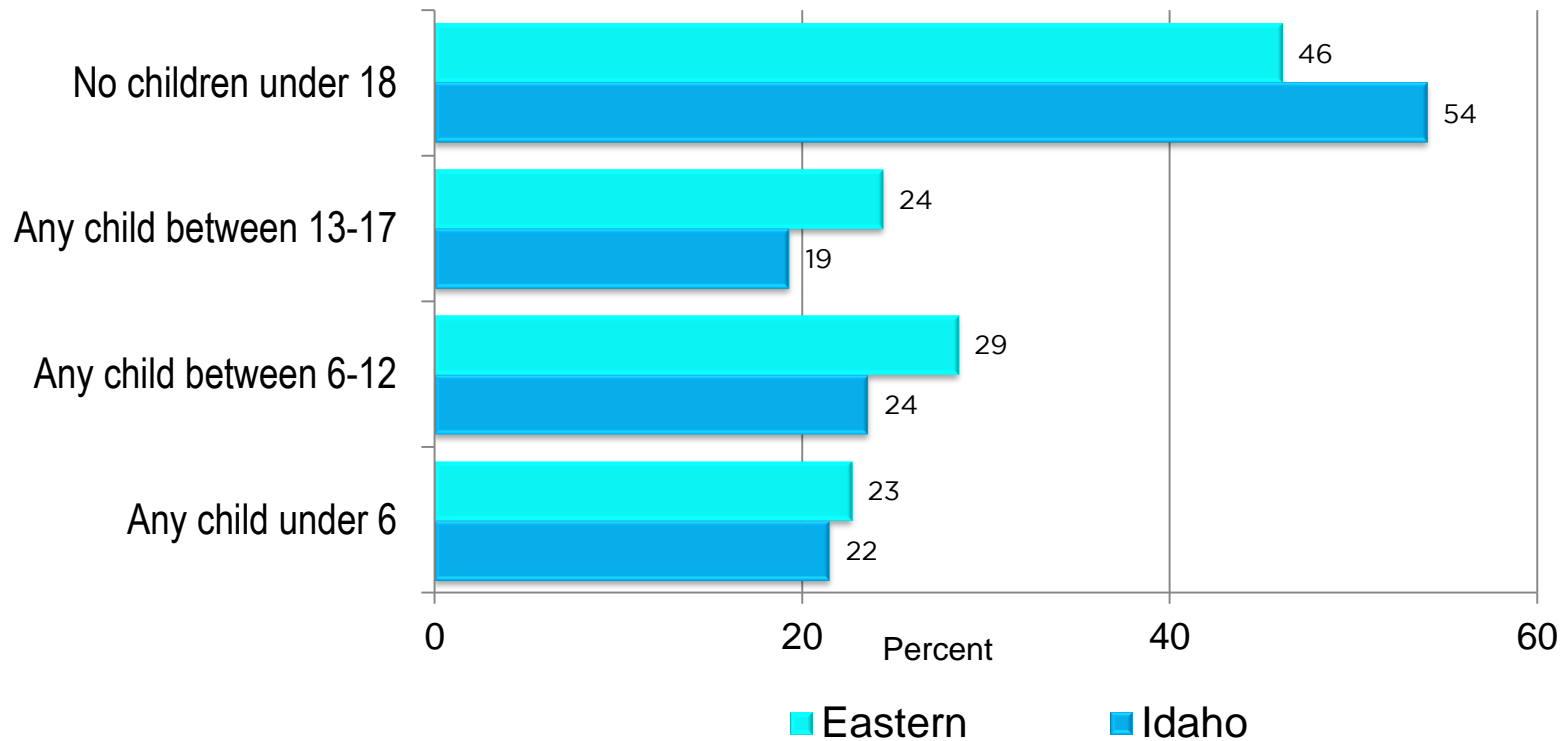


Marital Status



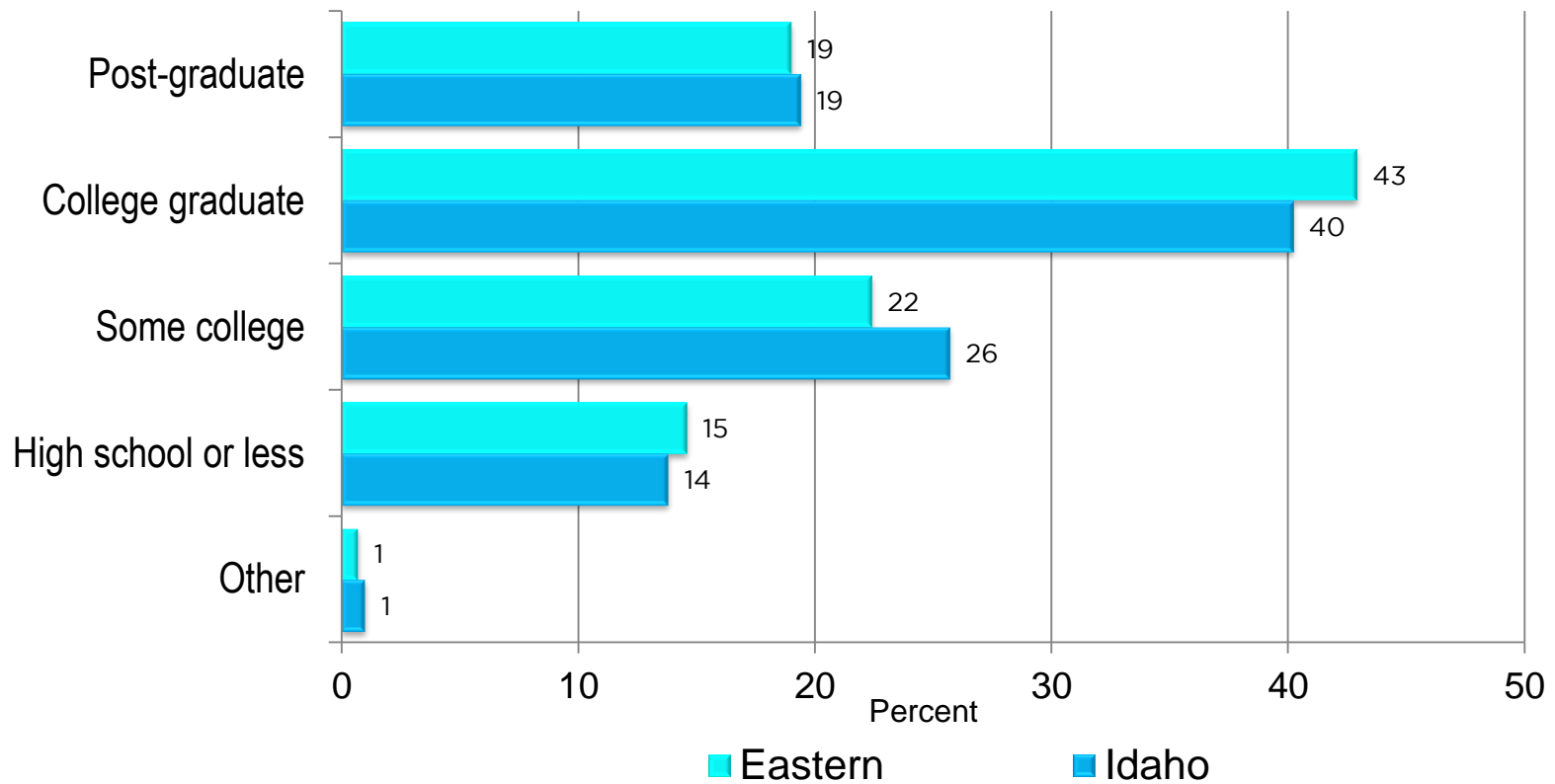
Children in Household

Base: Total Overnight Person-Trips to Idaho

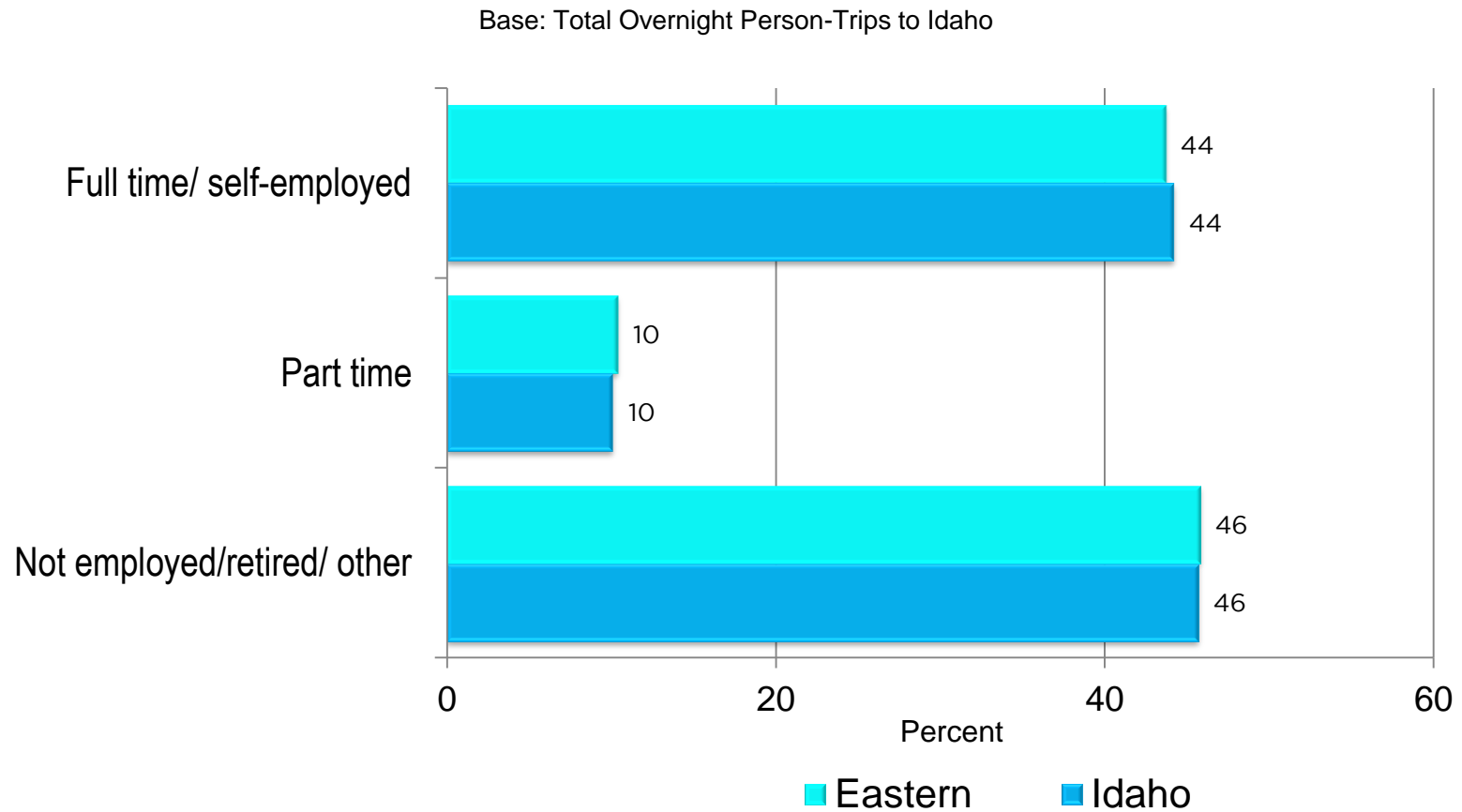


Education

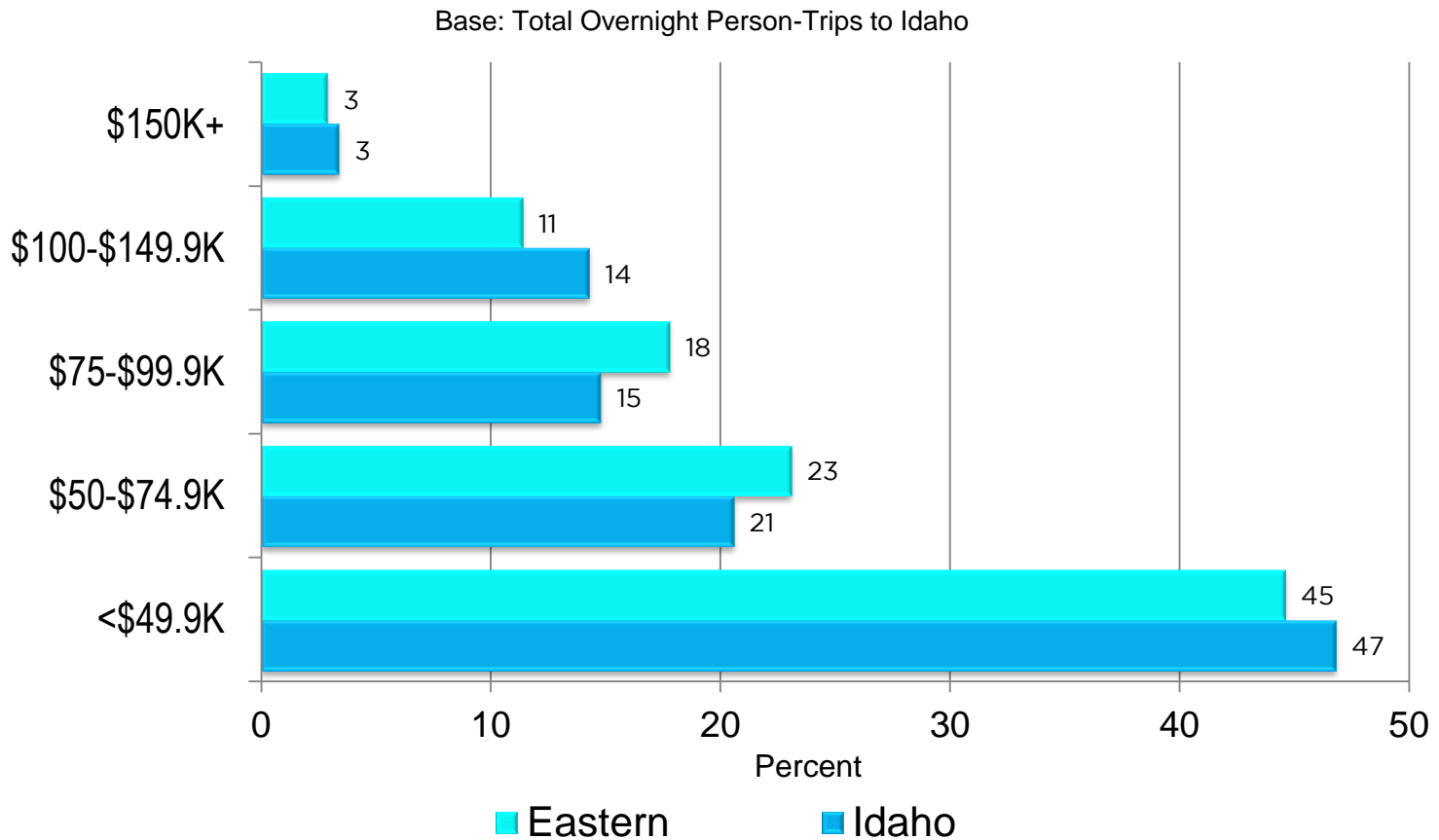
Base: Total Overnight Person-Trips to Idaho



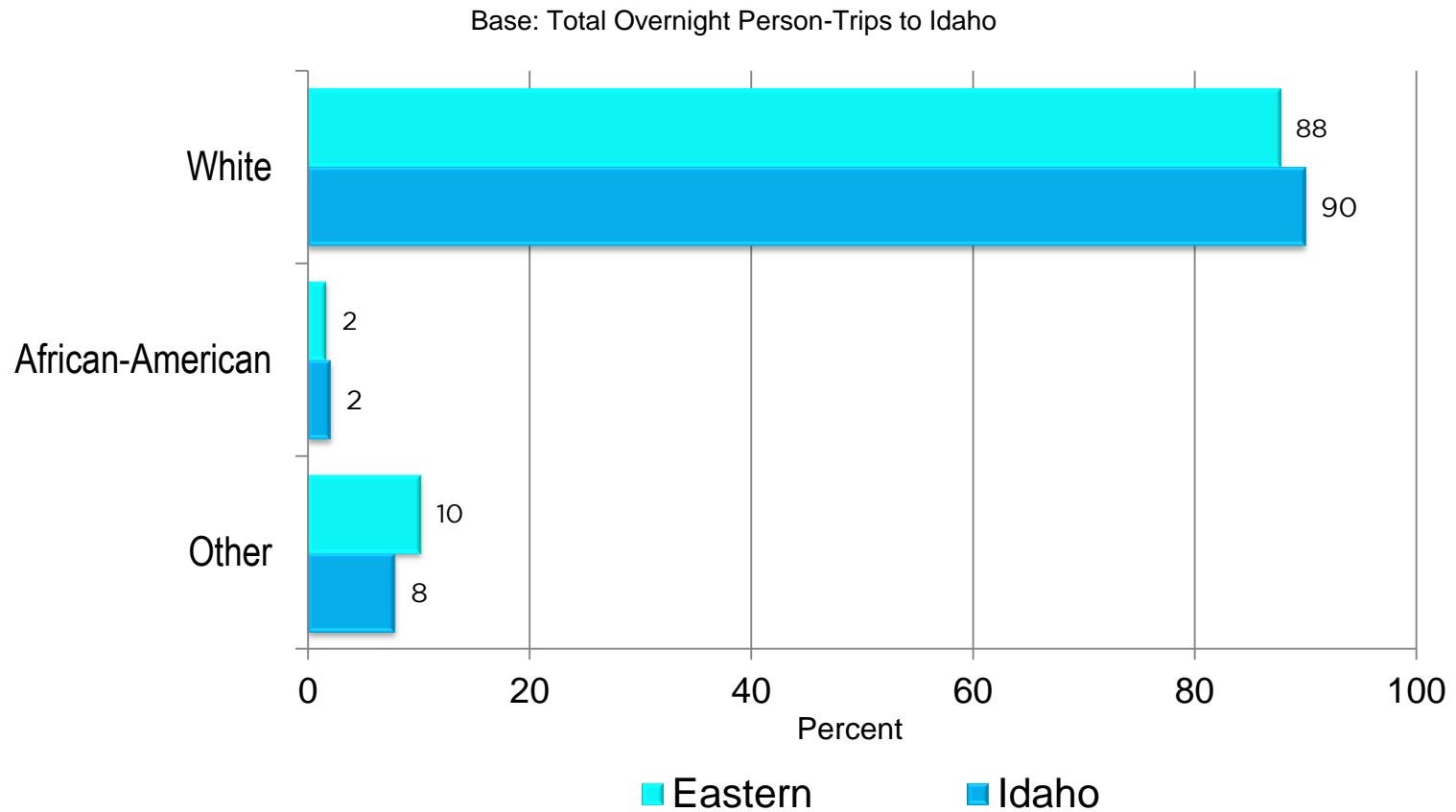
Employment



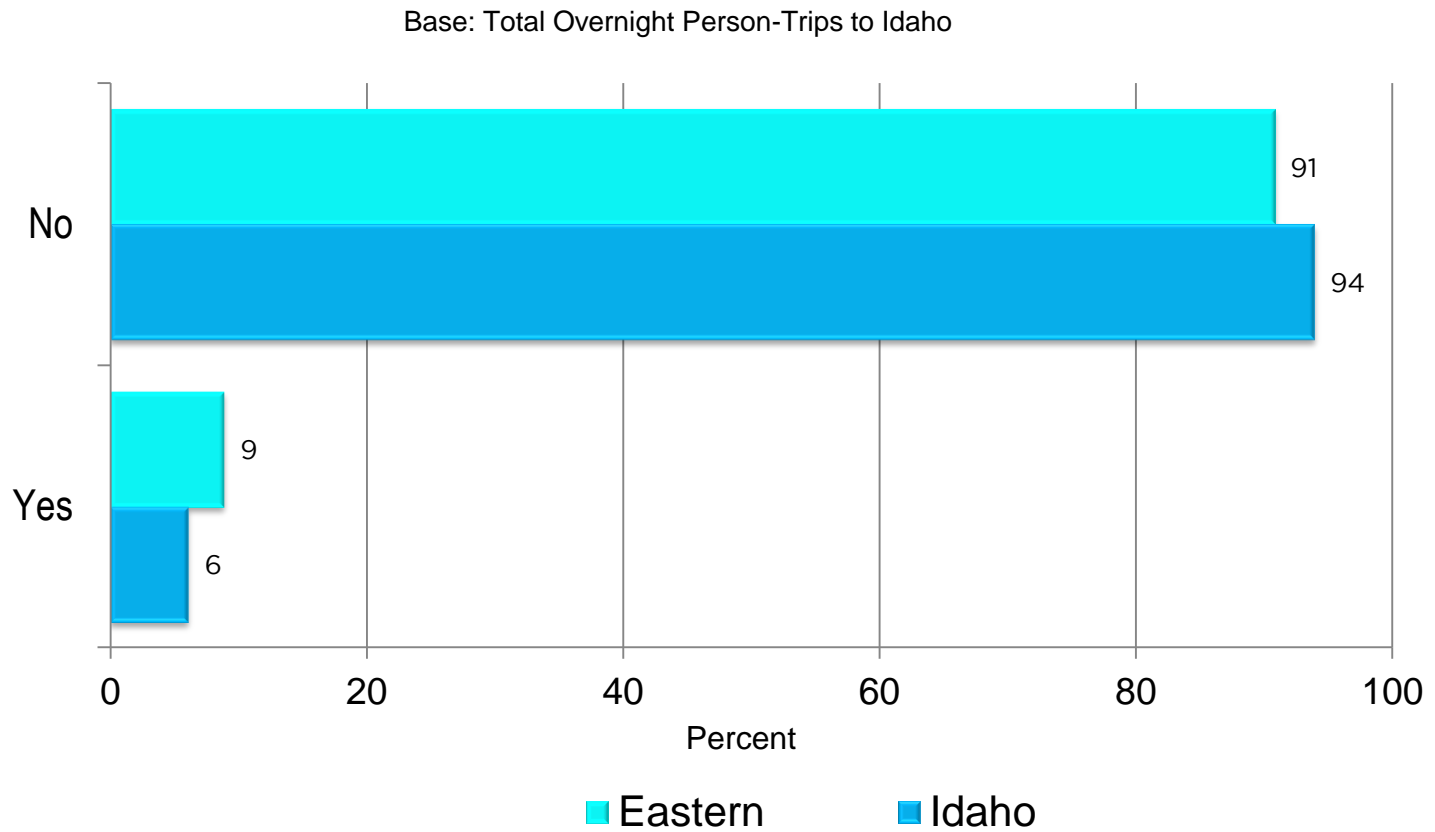
Household Income



Race



Hispanic Background





Southeastern Region

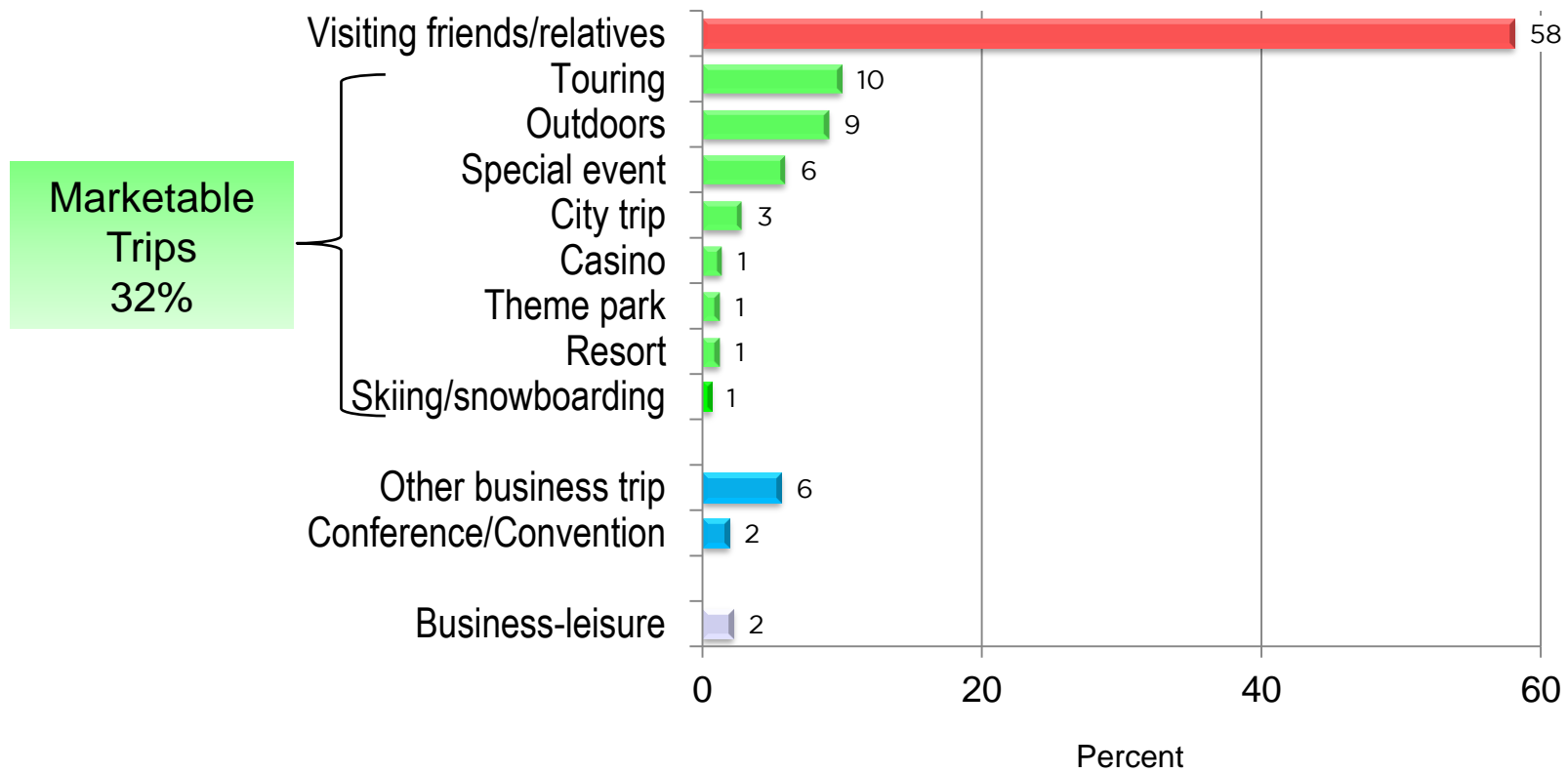


Southeastern Region Key Findings

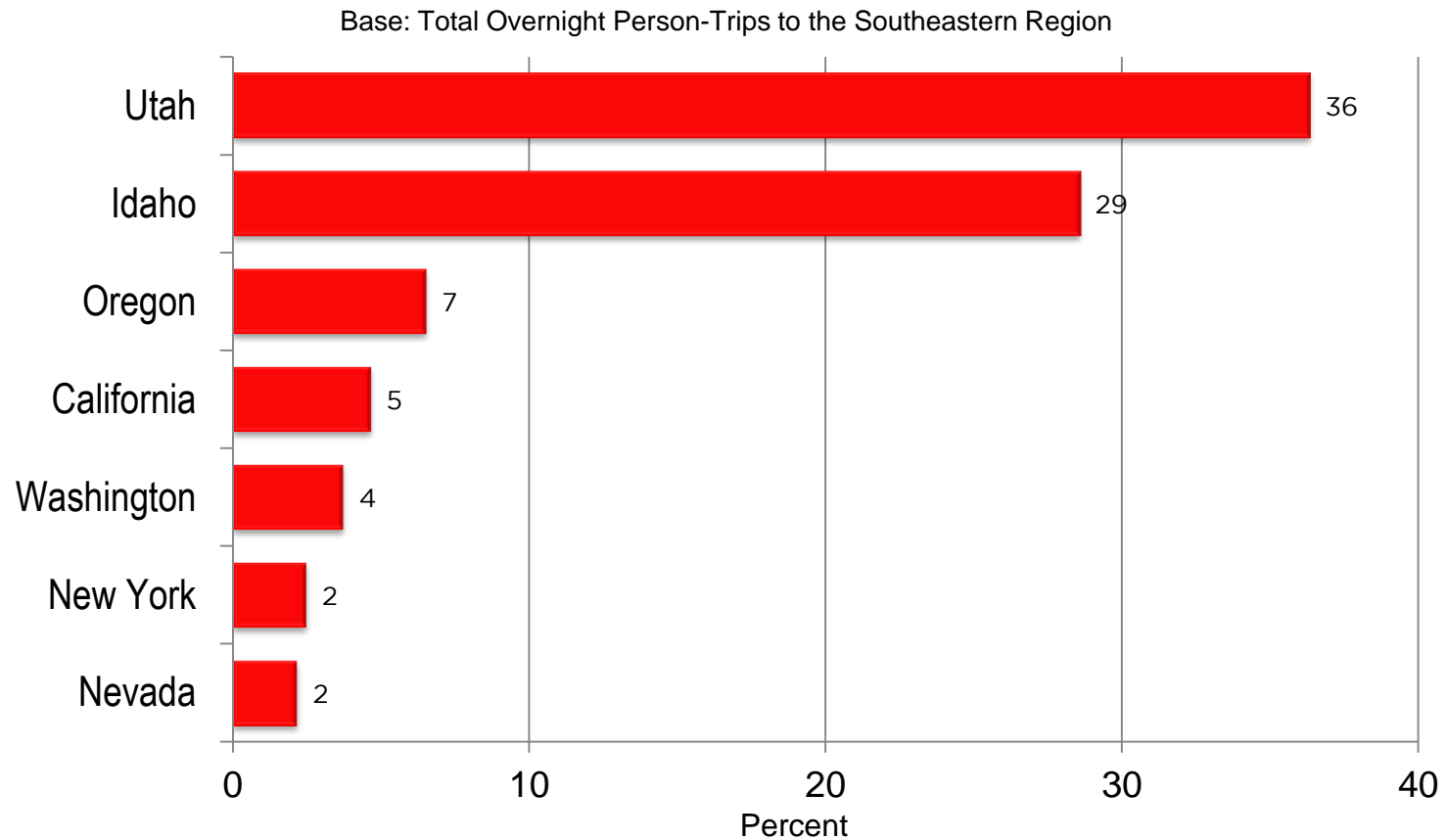
- When asked about the main purpose of their overnight trip, 32% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip types to the Southeastern region are touring through the region and an outdoor trip.
- The top three states of origin for visitors on overnight trips to the Southeastern region are Utah, Idaho and Oregon. The top DMAs of origin are Salt Lake City, Idaho Falls/Pocatello and Boise.
- A high 78% of overnight visitors to the Southeastern region say they are very satisfied with their overall trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 3.3 nights long, while 2.5 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are swimming, visiting a landmark/historic site and visiting a state/national park.
- The average age of overnight visitors to the region is 41.5, lower than the state average of 44.9.

Main Purpose of Trip

Base: Total Overnight Person-Trips to the Southeastern Region

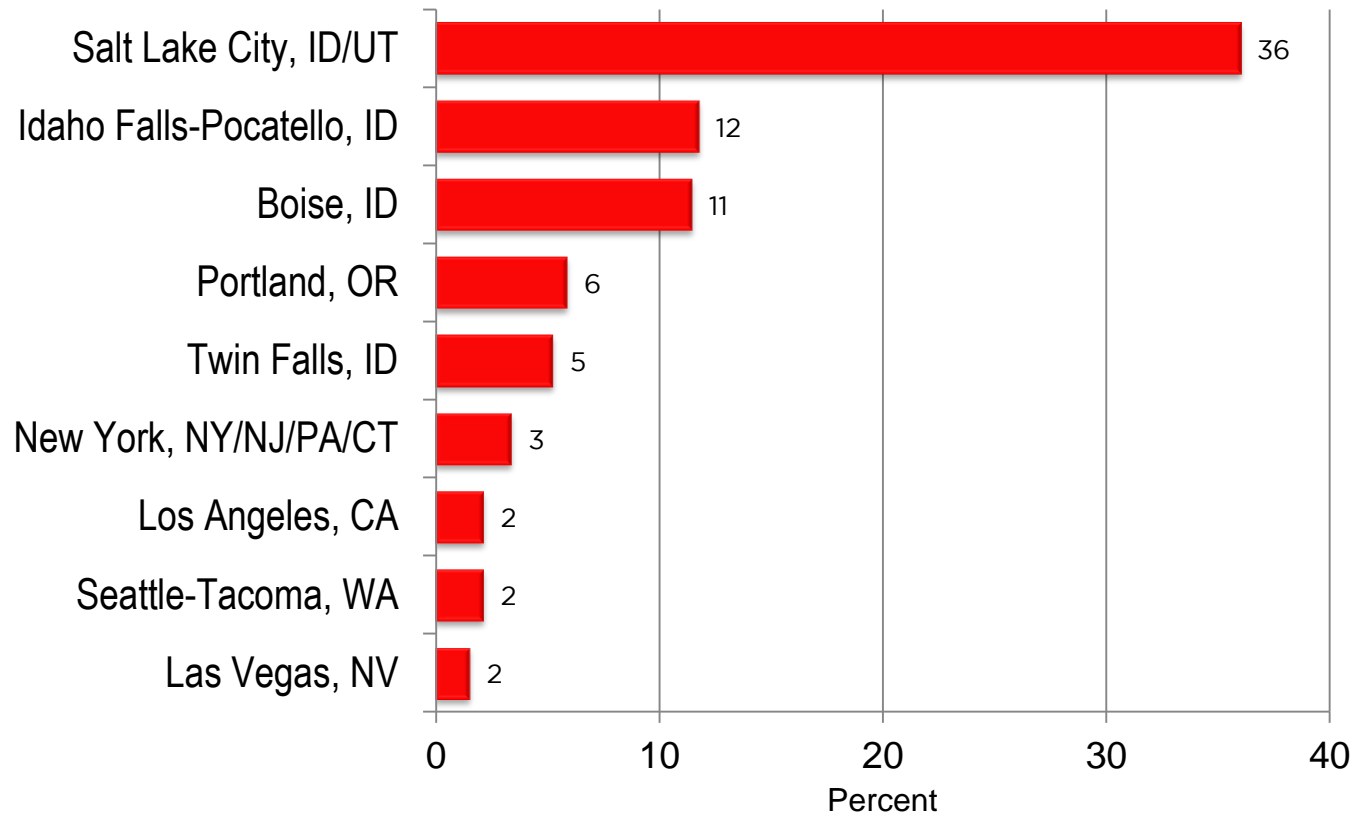


State Origin Of Trip



DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Southeastern Region

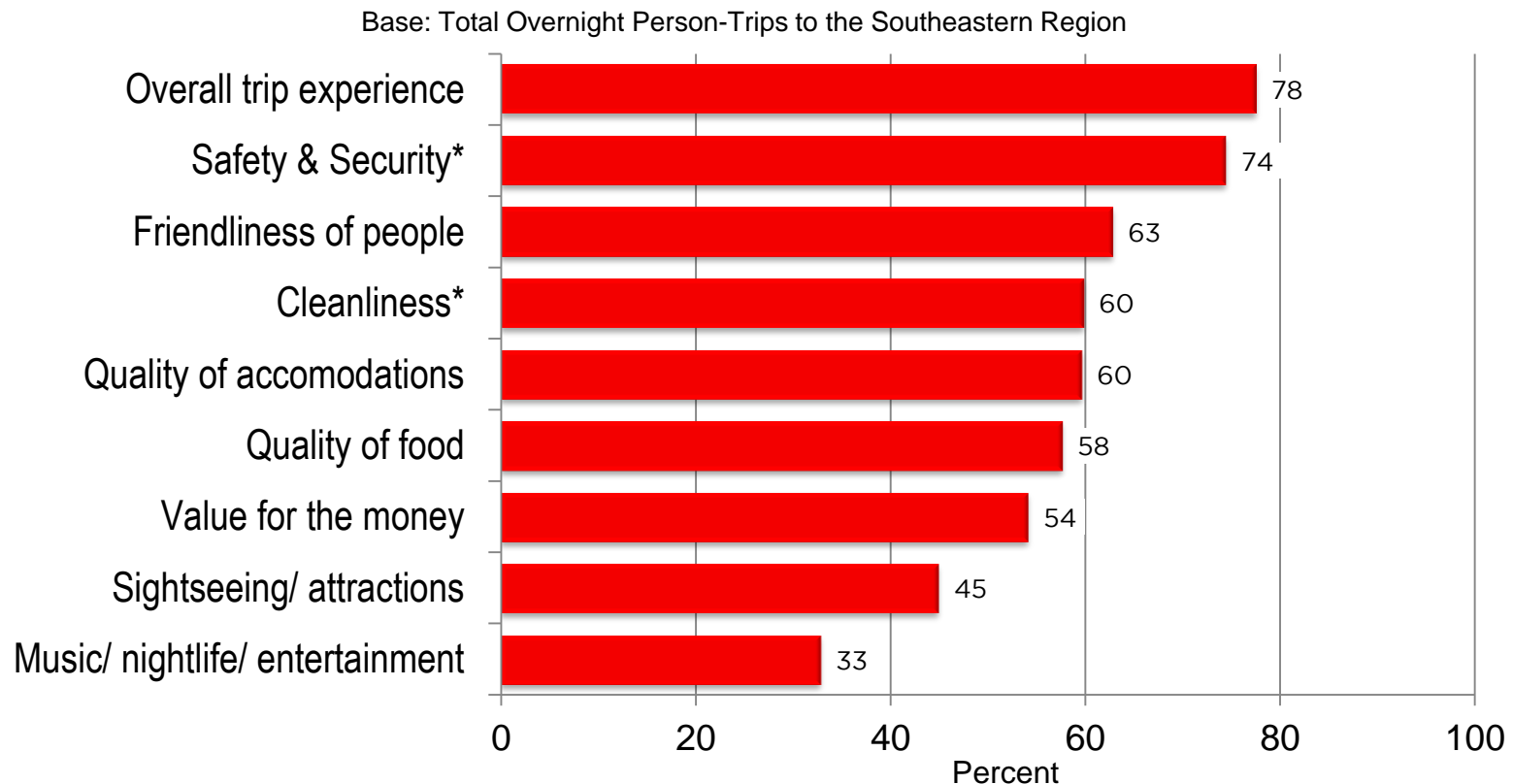




Overnight Trip Characteristics— Southeastern Region



% Very Satisfied with Trip**

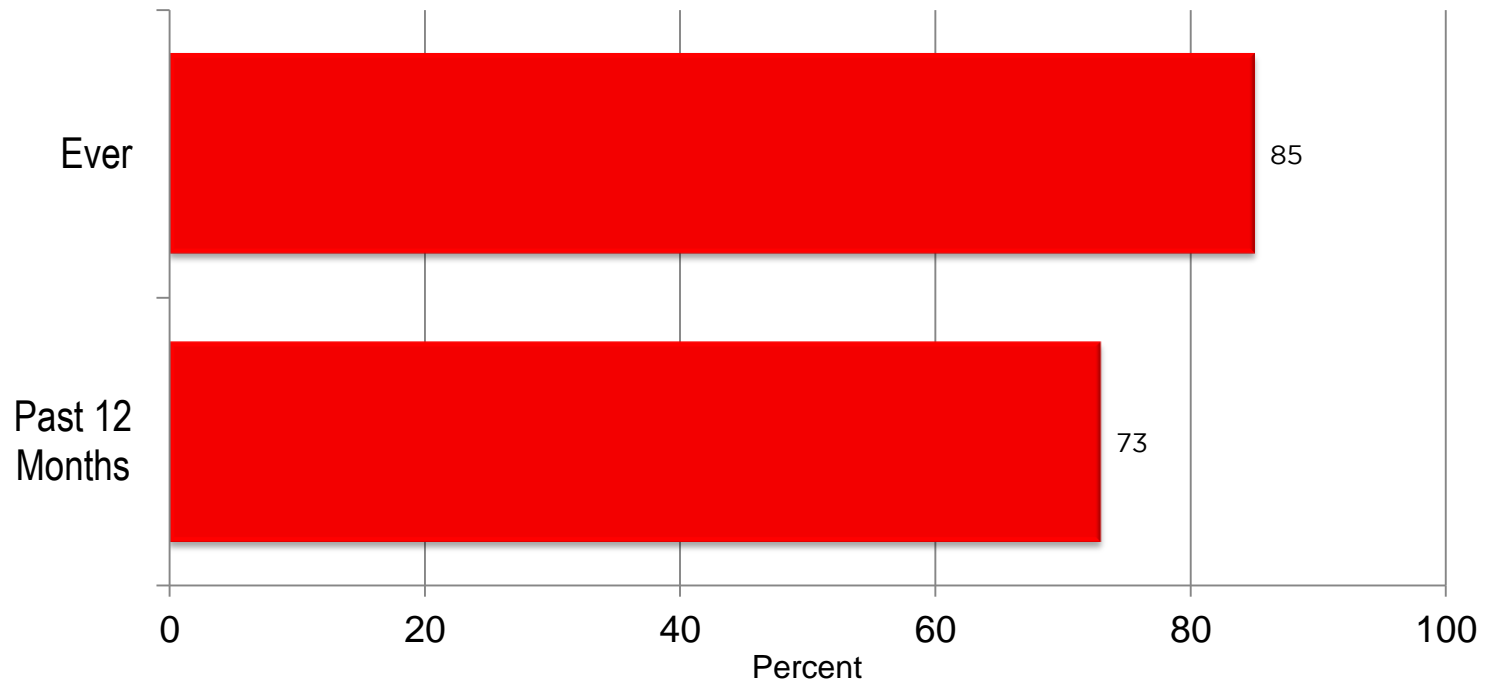


*Categories added in 2017; data reflects 2017 results only

** Those who ranked their Southeastern region experience a 5 on a 5-point scale

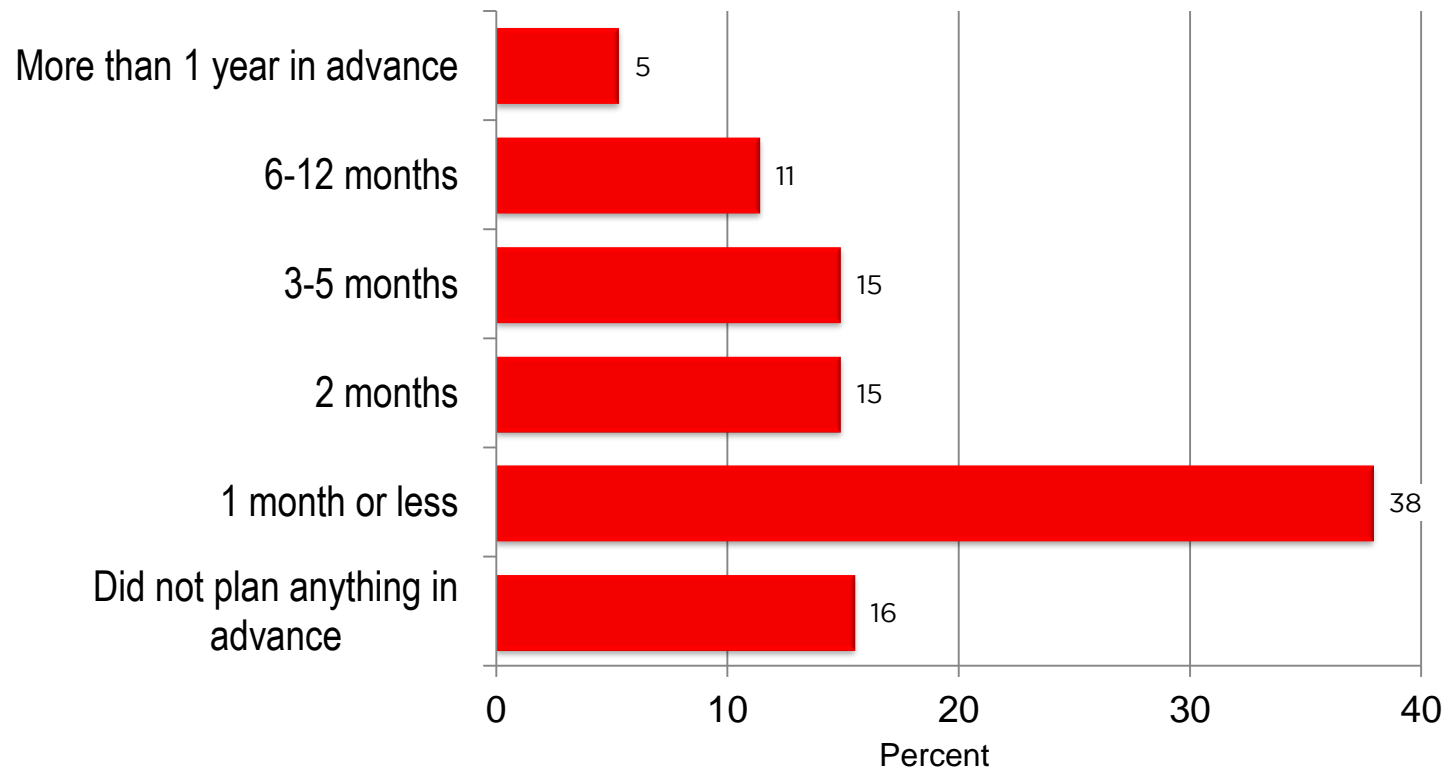
Past Visitation to the Southeastern Region

Base: Total Overnight Person-Trips to the Southeastern Region

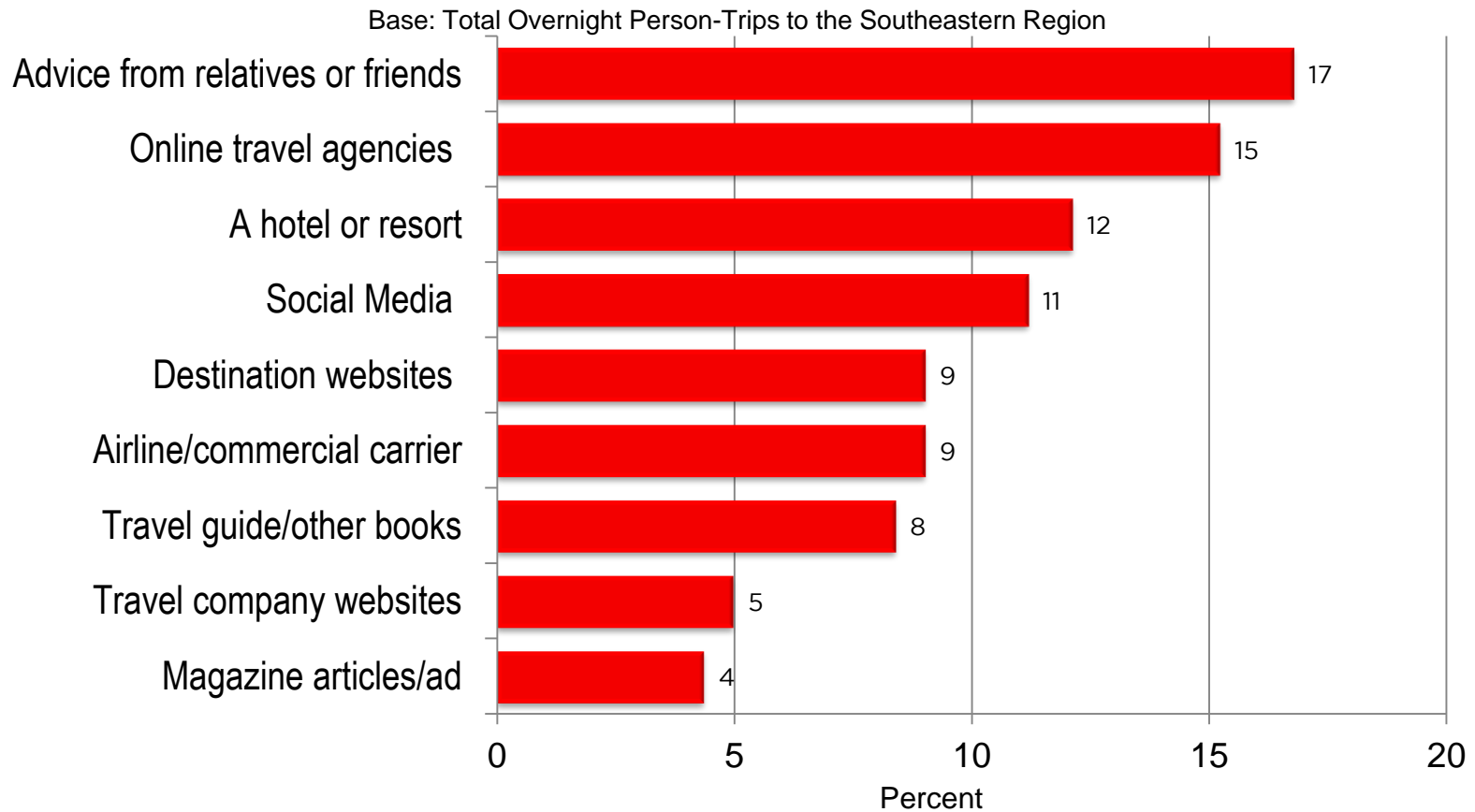


Length of Trip Planning-Southeastern

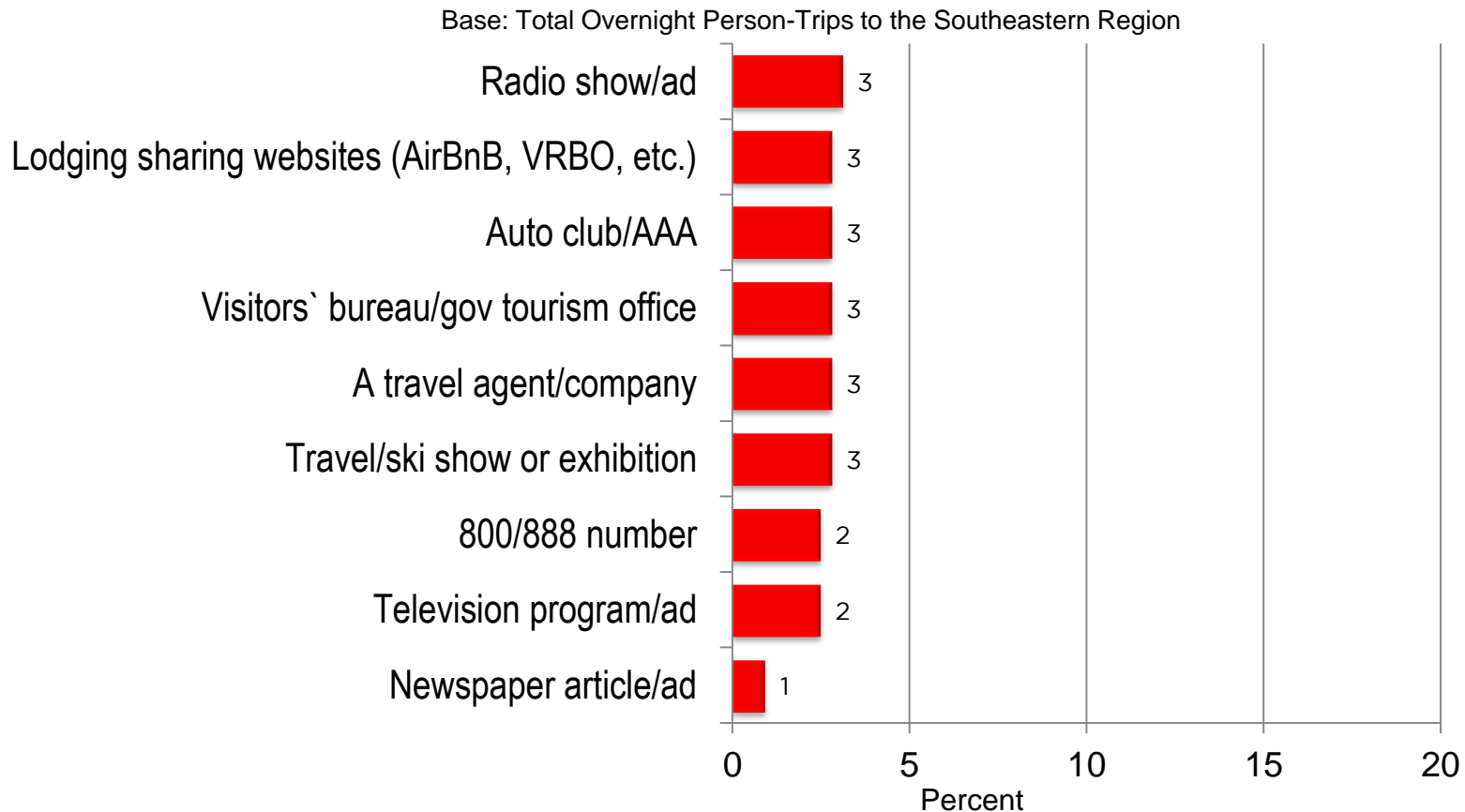
Base: Total Overnight Person-Trips to the Southeastern Region



Trip Planning Information Sources- Southeastern



Trip Planning Information Sources- Southeastern (Cont'd)

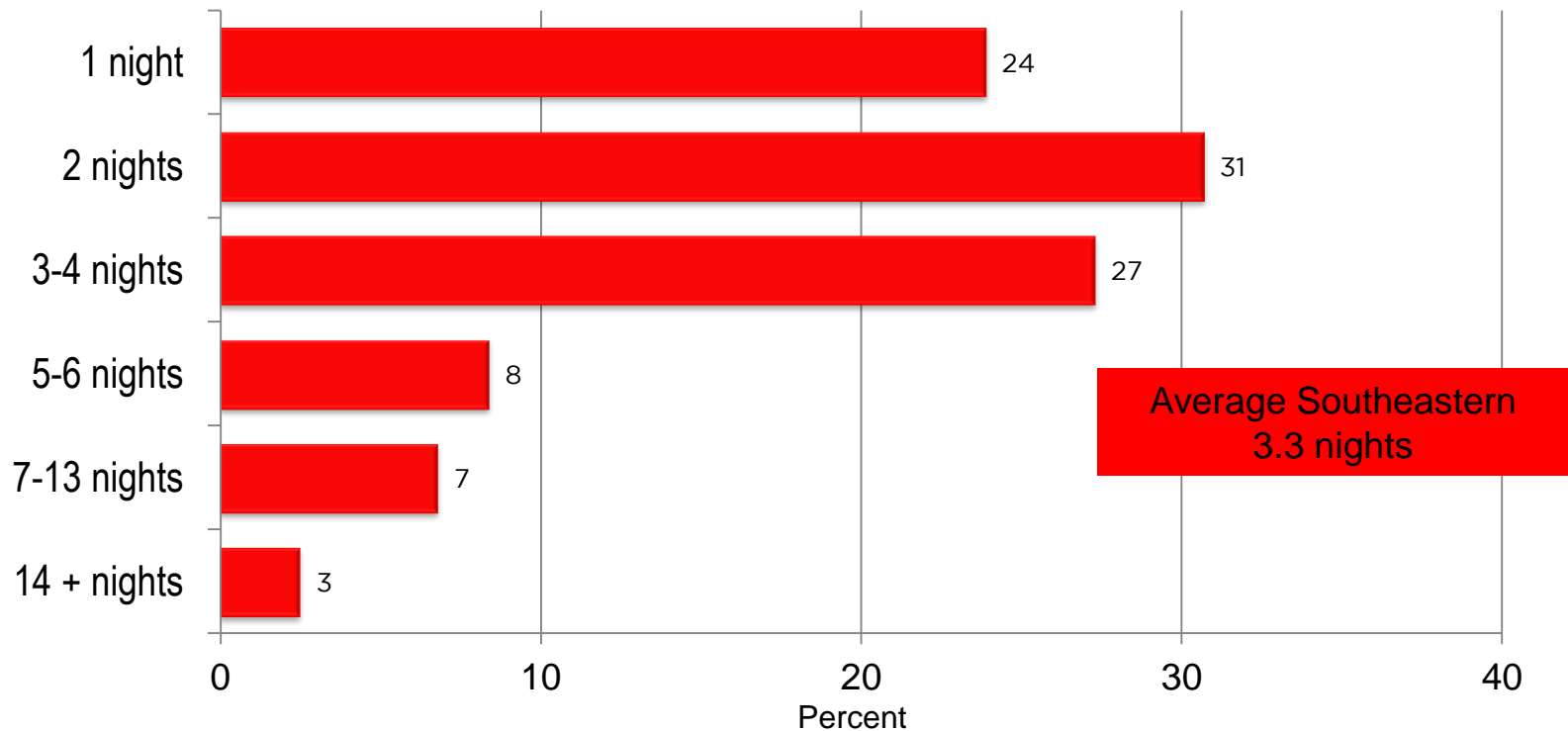


Method of Booking-Southeastern

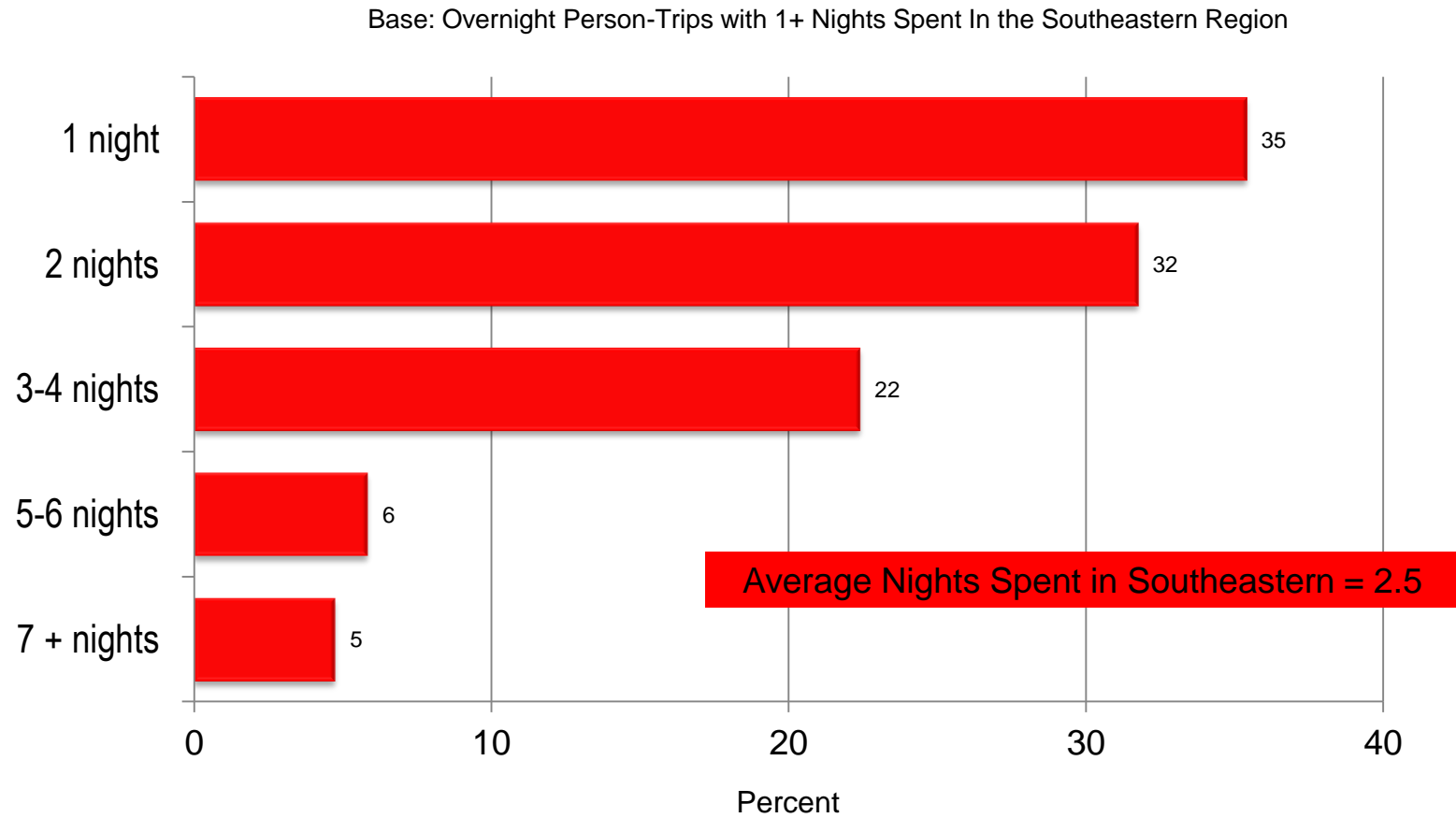


Total Nights Away on Trip

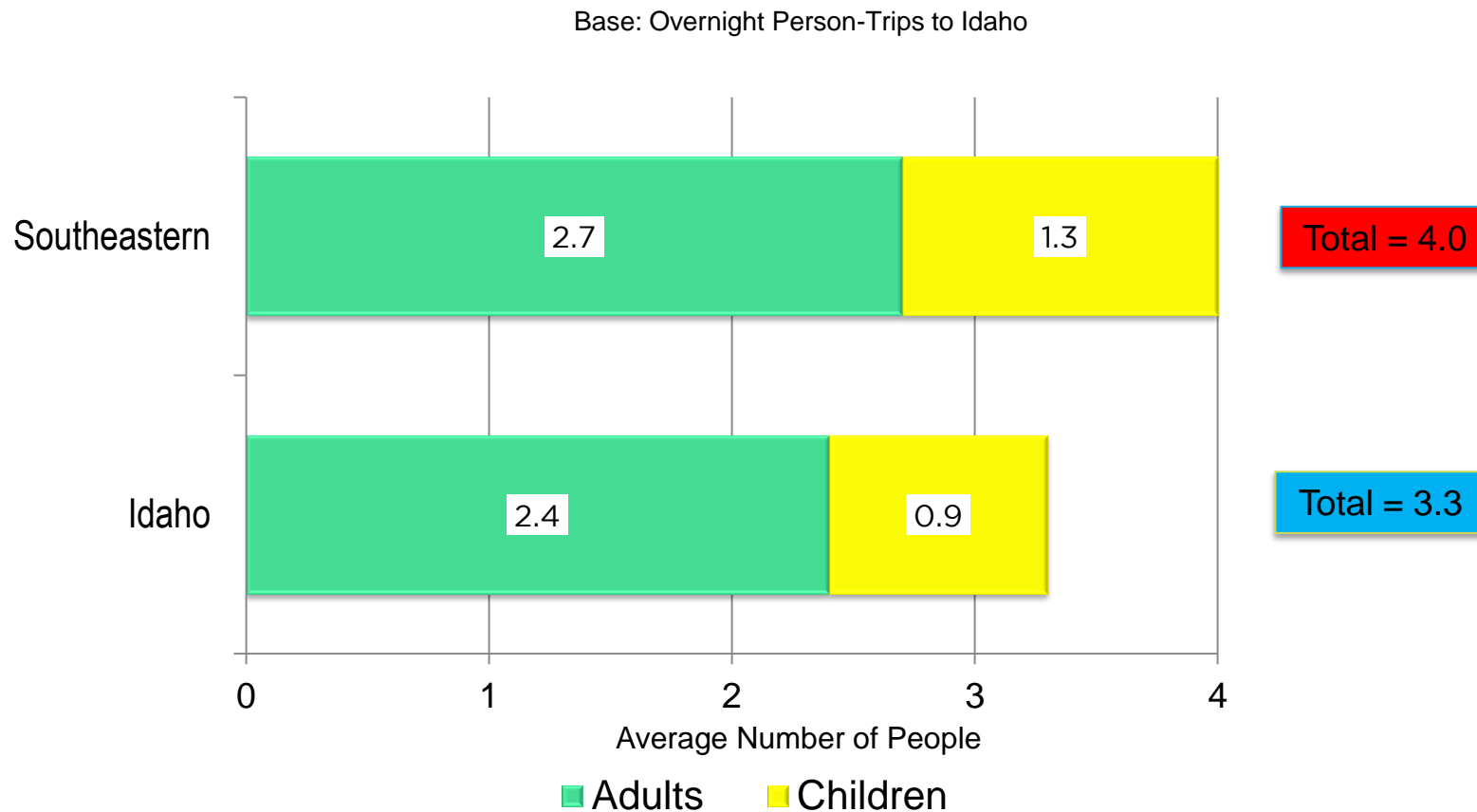
Base: Total Overnight Person-Trips to the Southeastern Region



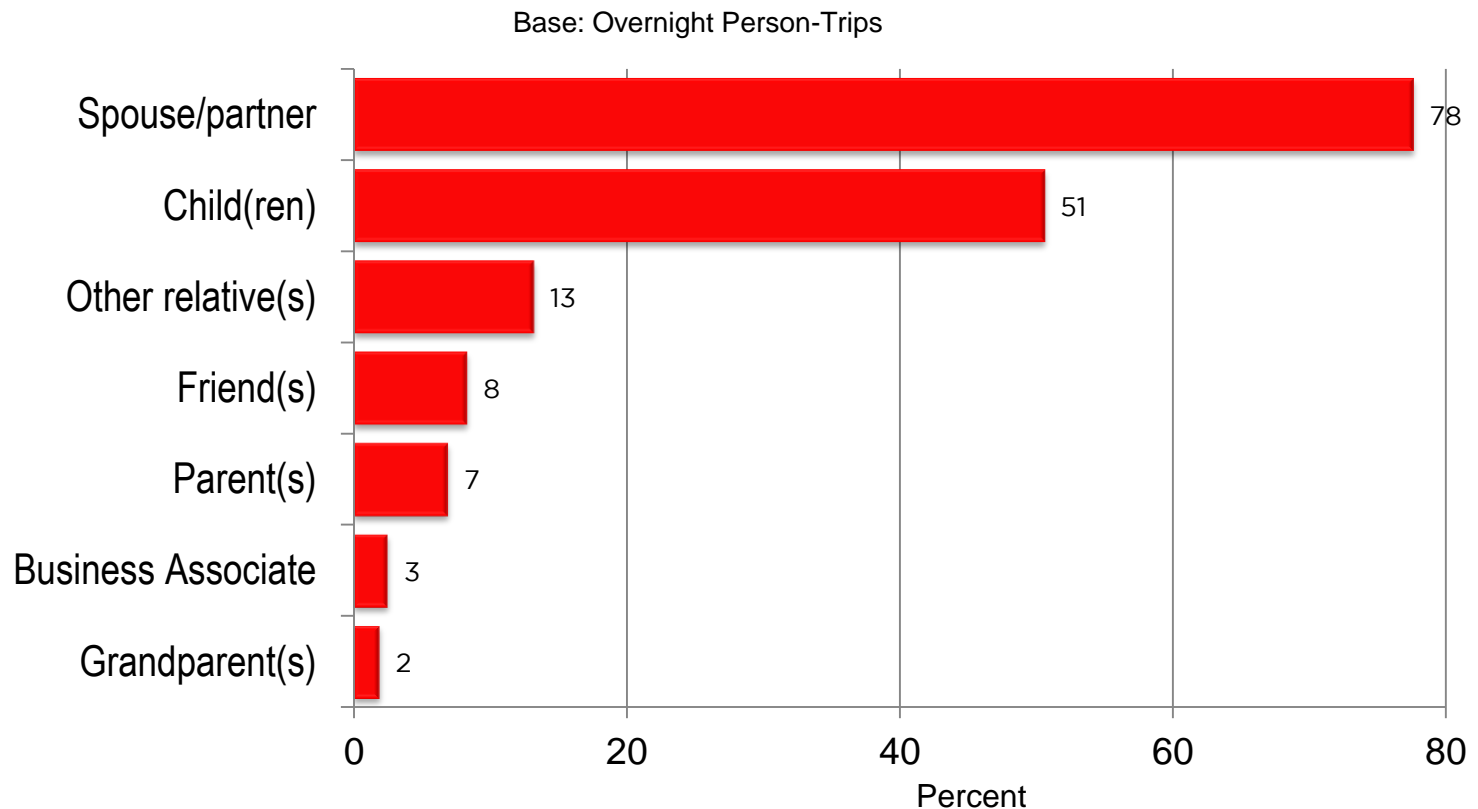
Number of Nights Spent in the Southeastern Region



Size of Travel Party



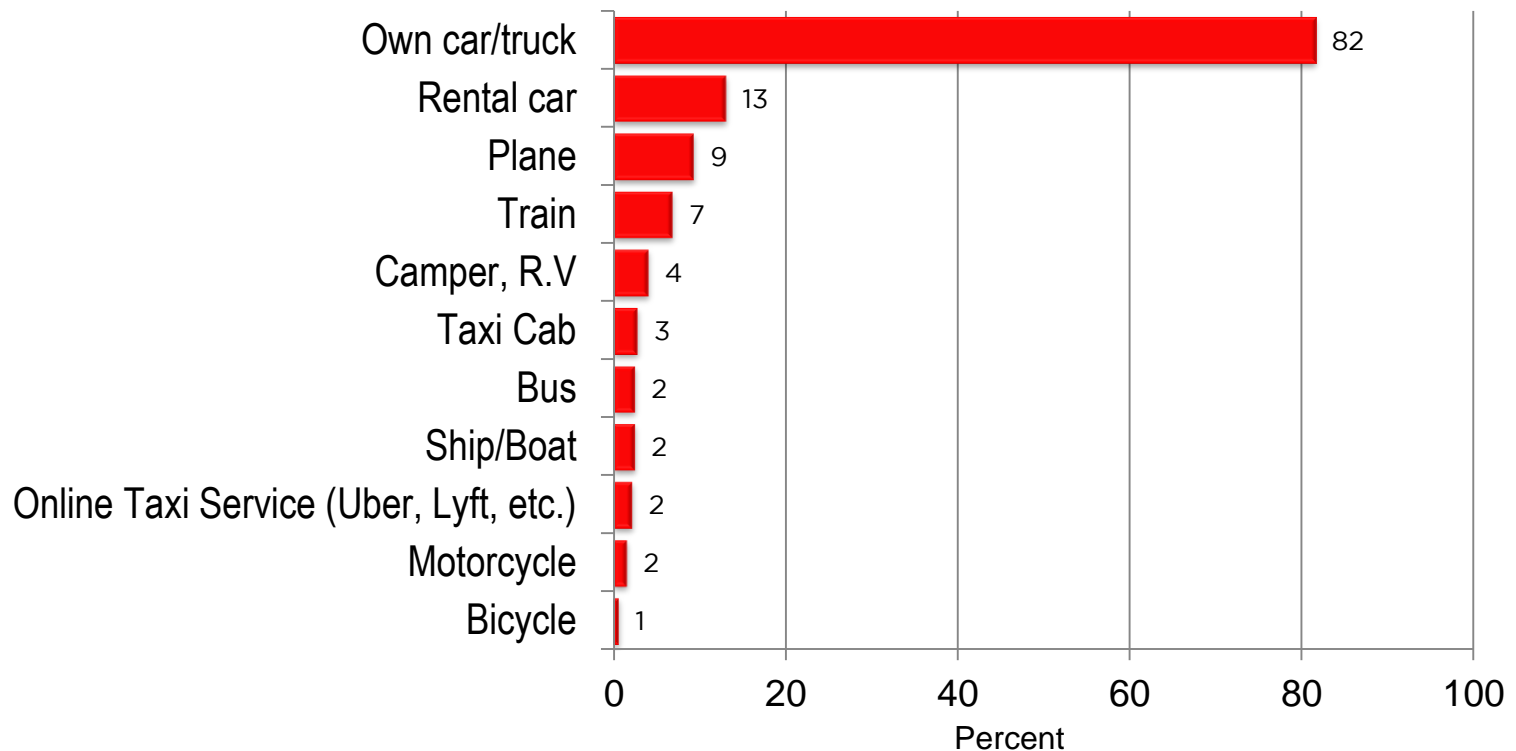
Party Composition*-Southeastern



* Question added in 2017; data reflects 2017 results only

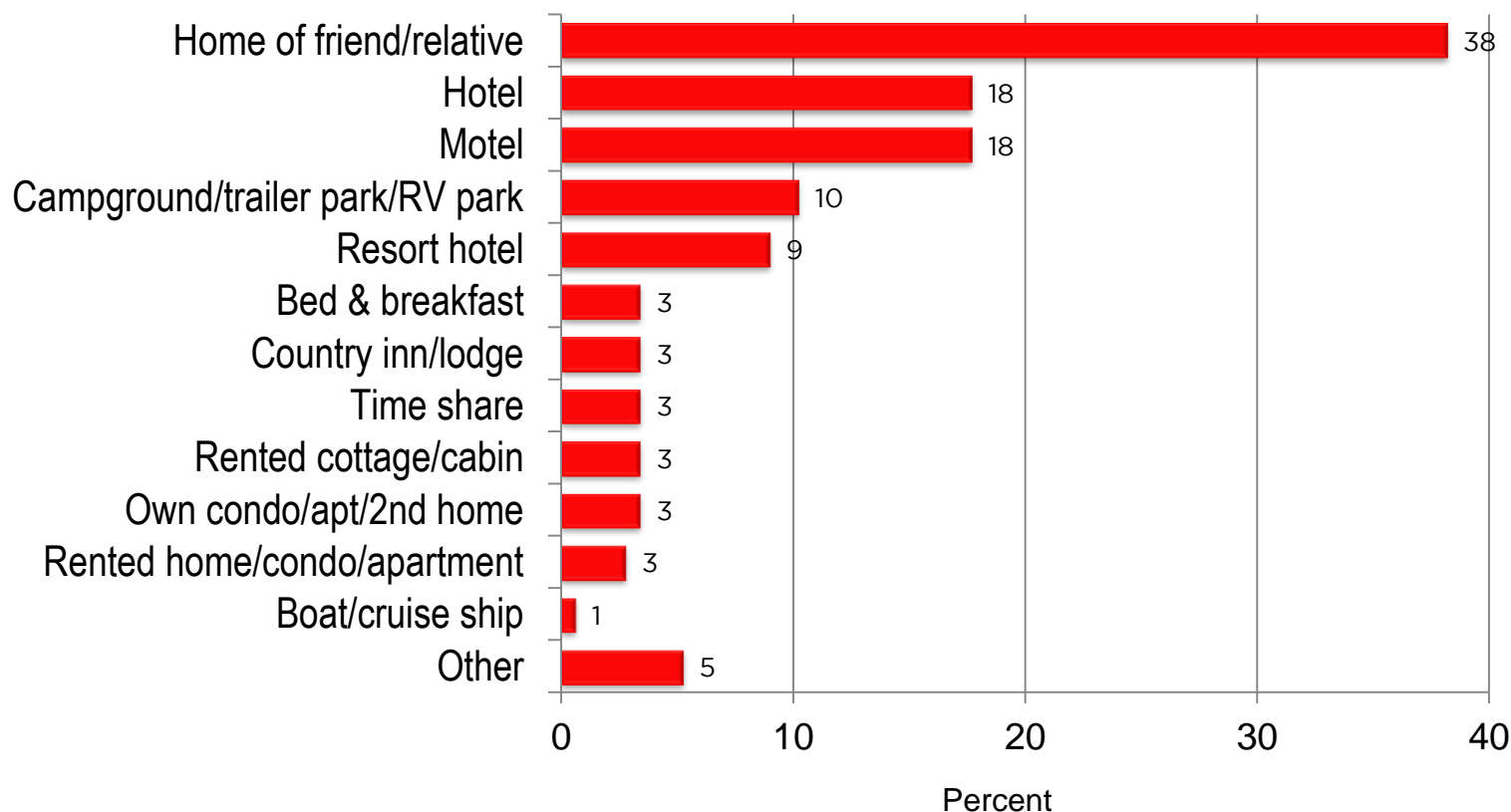
Transportation-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region



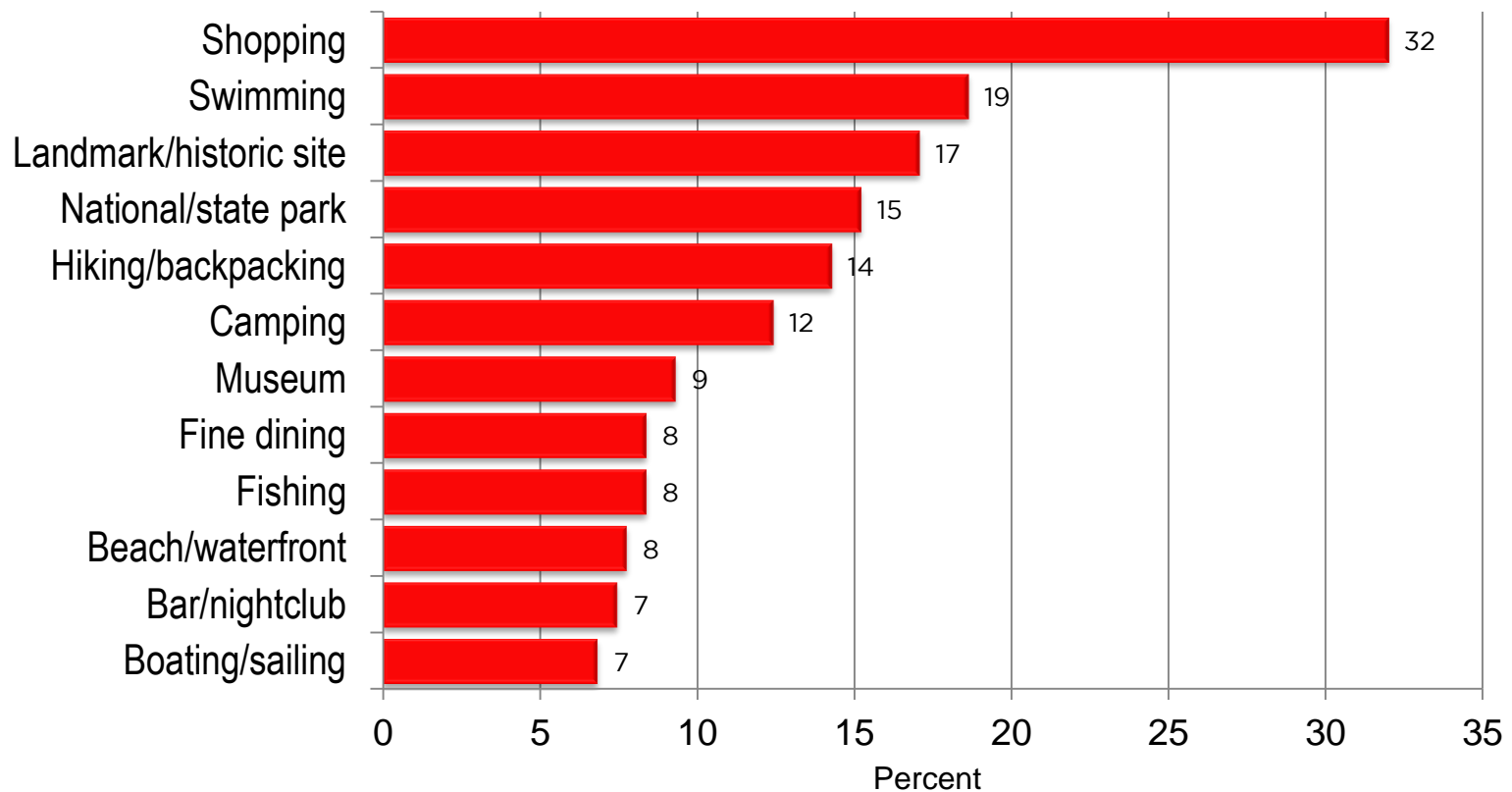
Accommodations-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

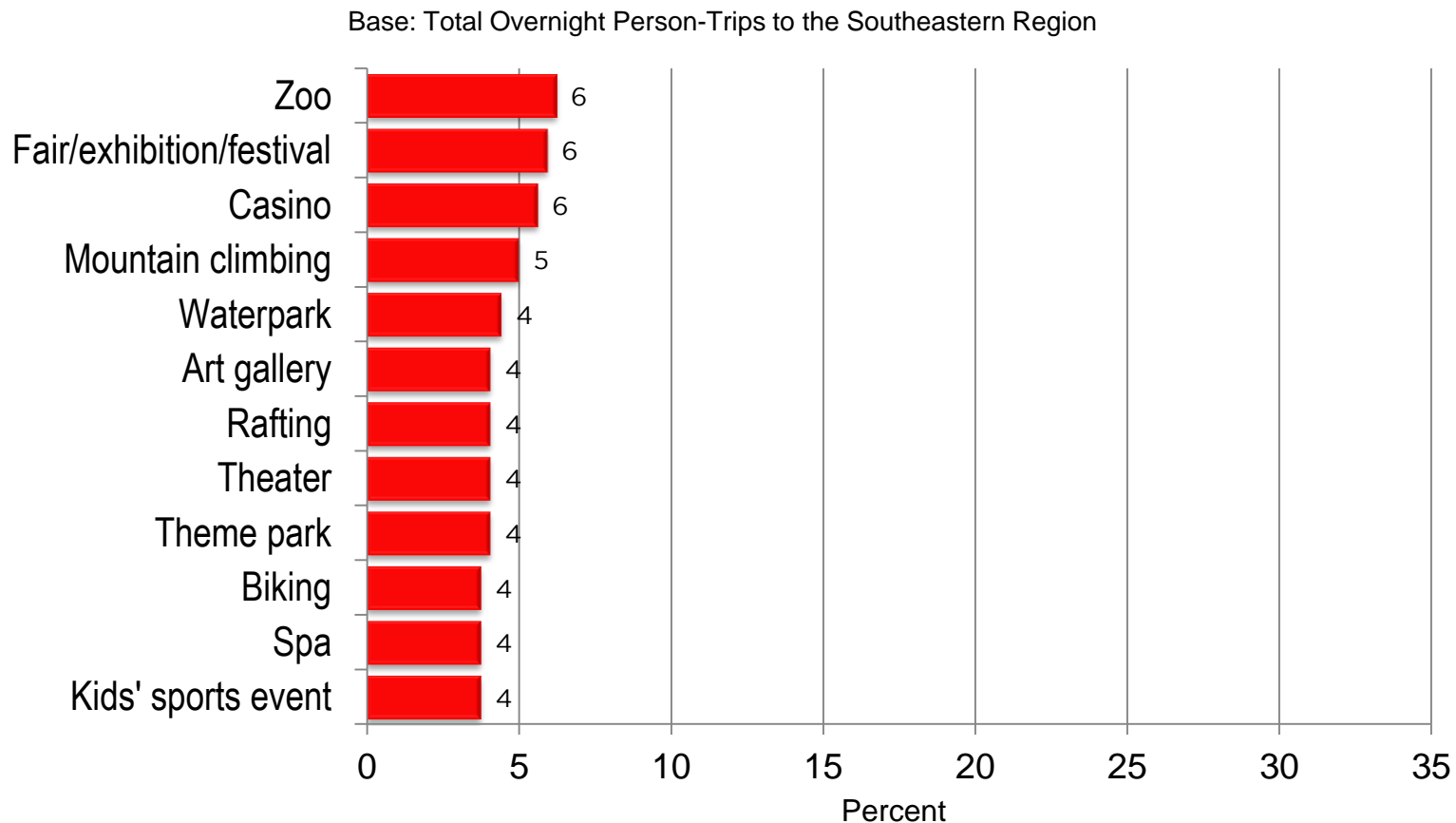


Activities and Experiences-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

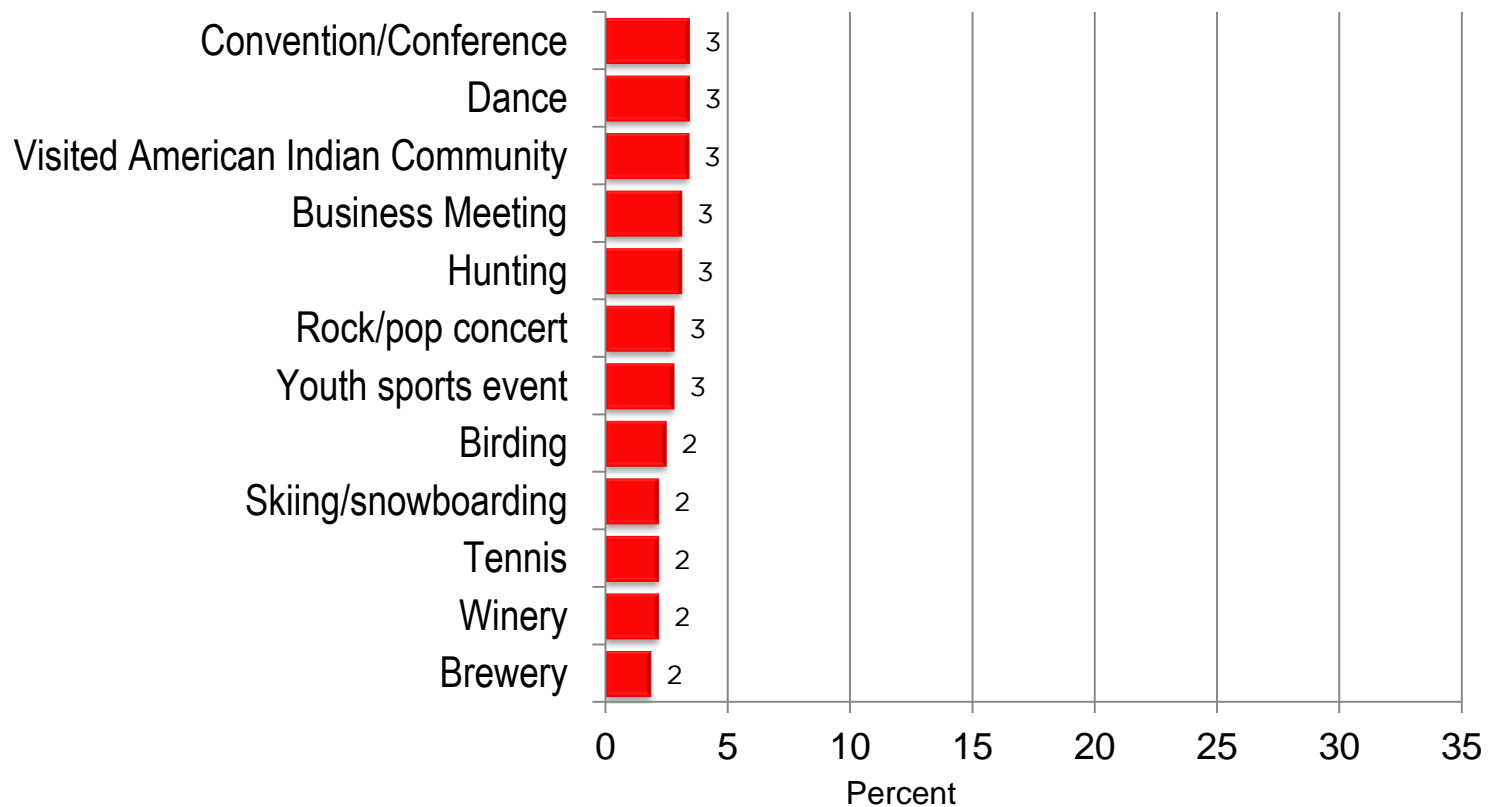


Activities and Experiences-Southeastern (Cont'd)

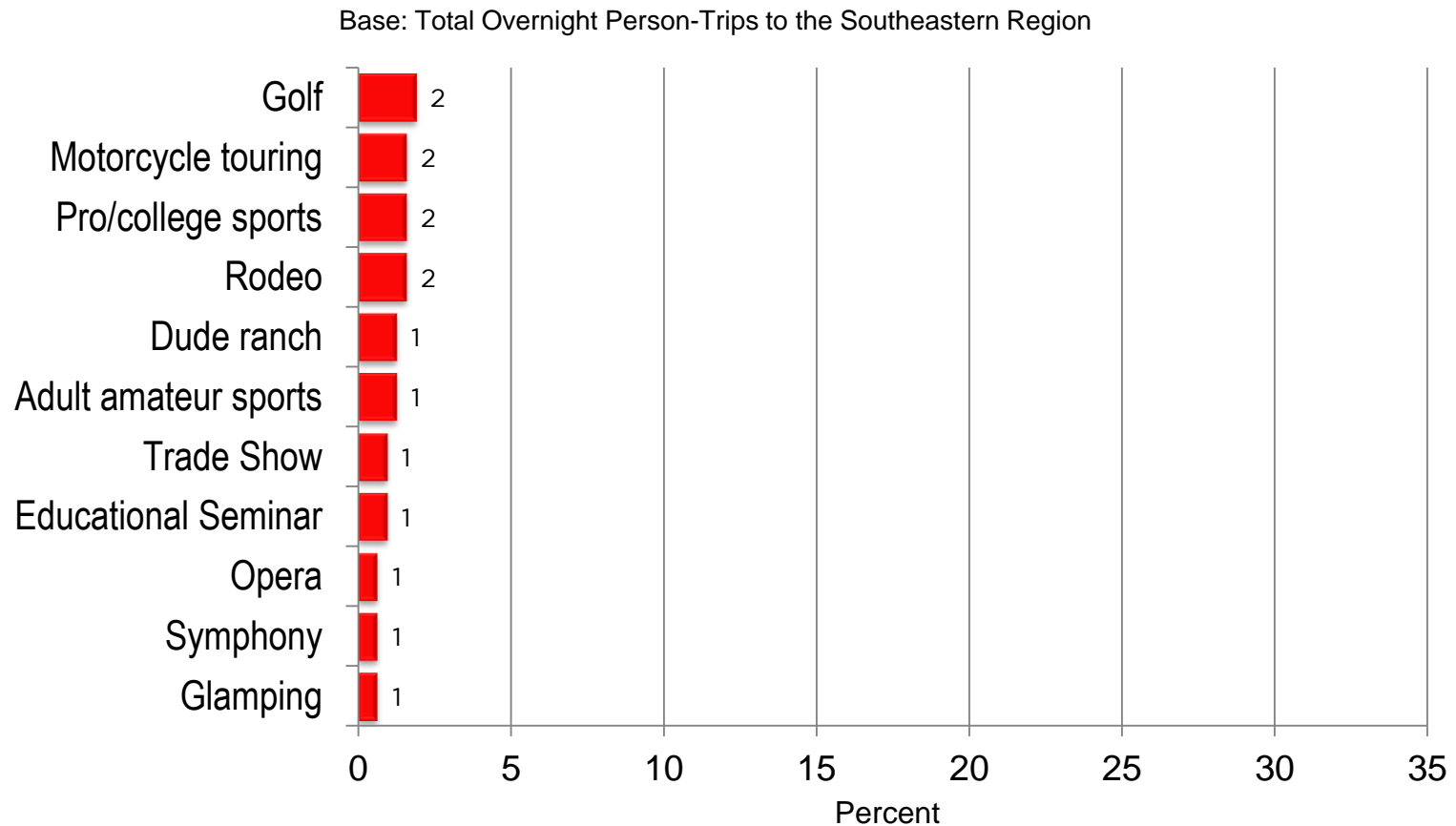


Activities and Experiences-Southeastern (Cont'd)

Base: Total Overnight Person-Trips to the Southeastern Region

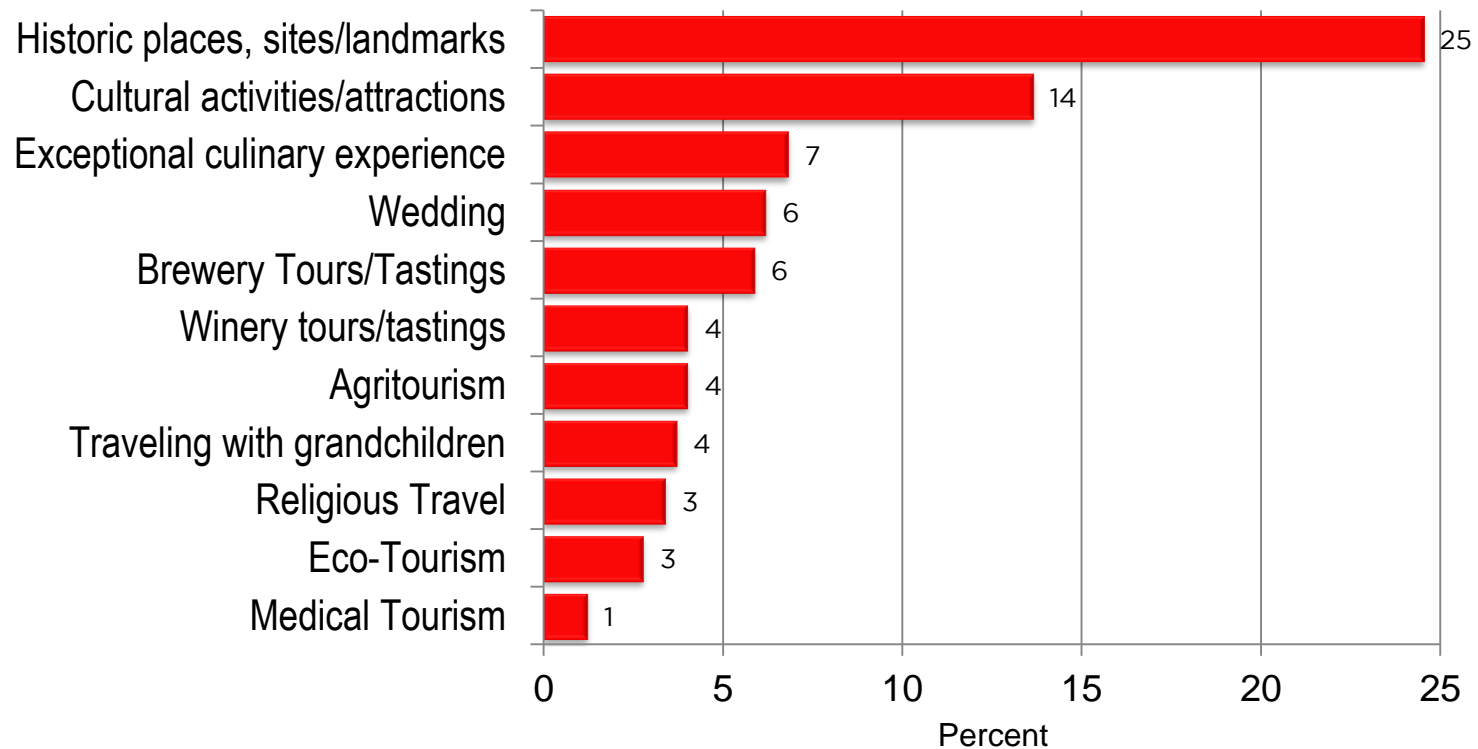


Activities and Experiences-Southeastern (Cont'd)



Activities of Special Interest-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region



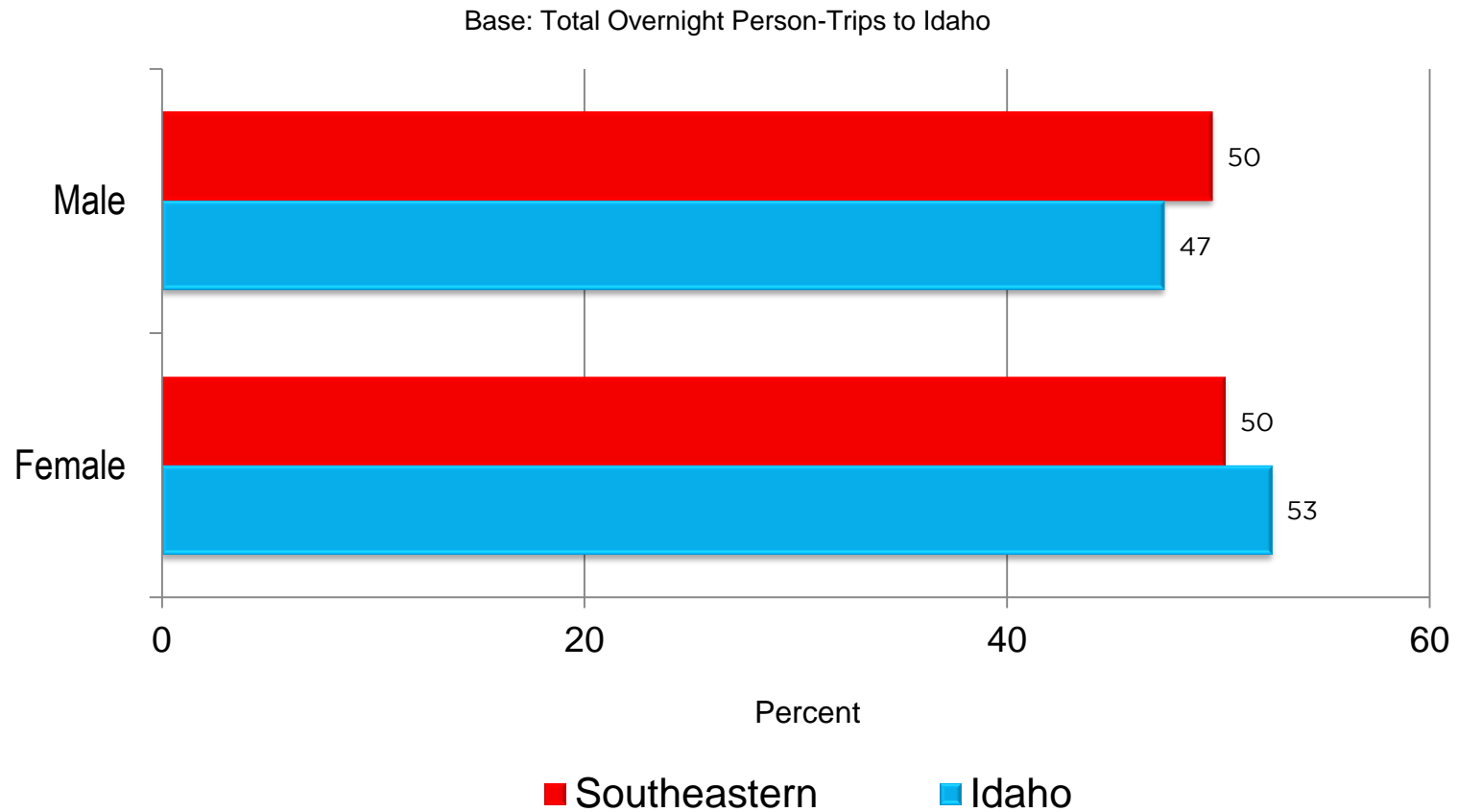


Longwoods
INTERNATIONAL
40 YEARS TOGETHER

Demographic Profile of Idaho Visitors— Southeastern Region

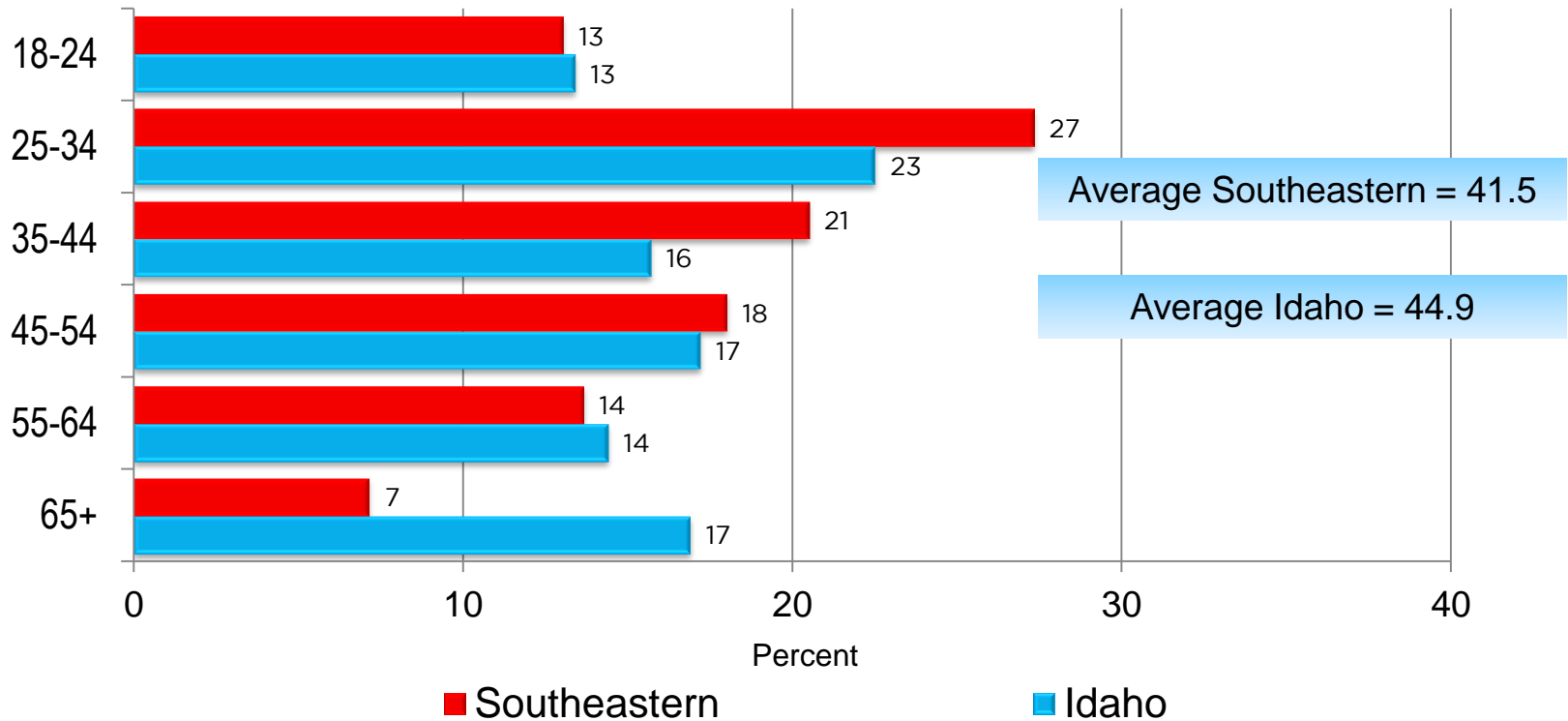


Gender

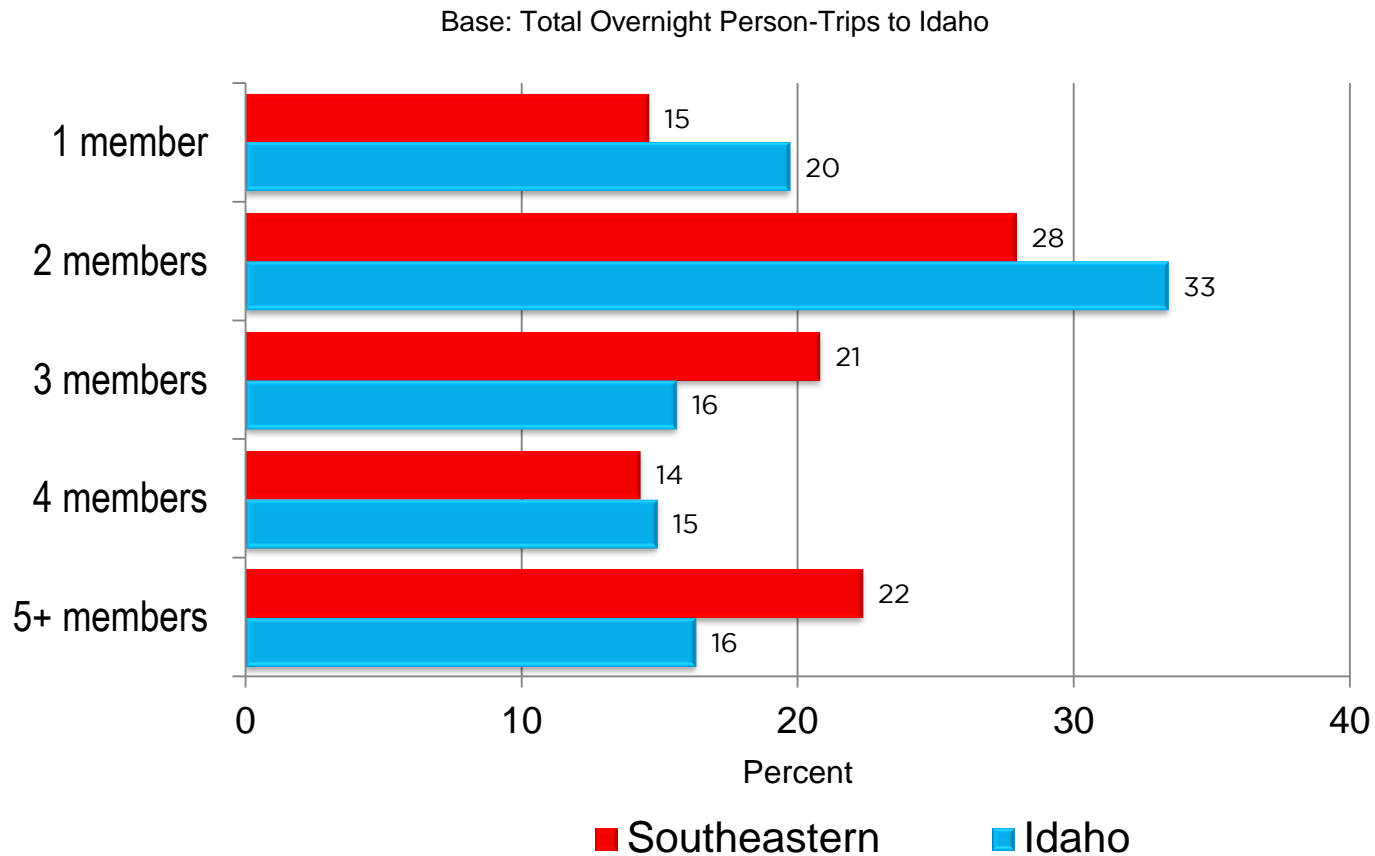


Age

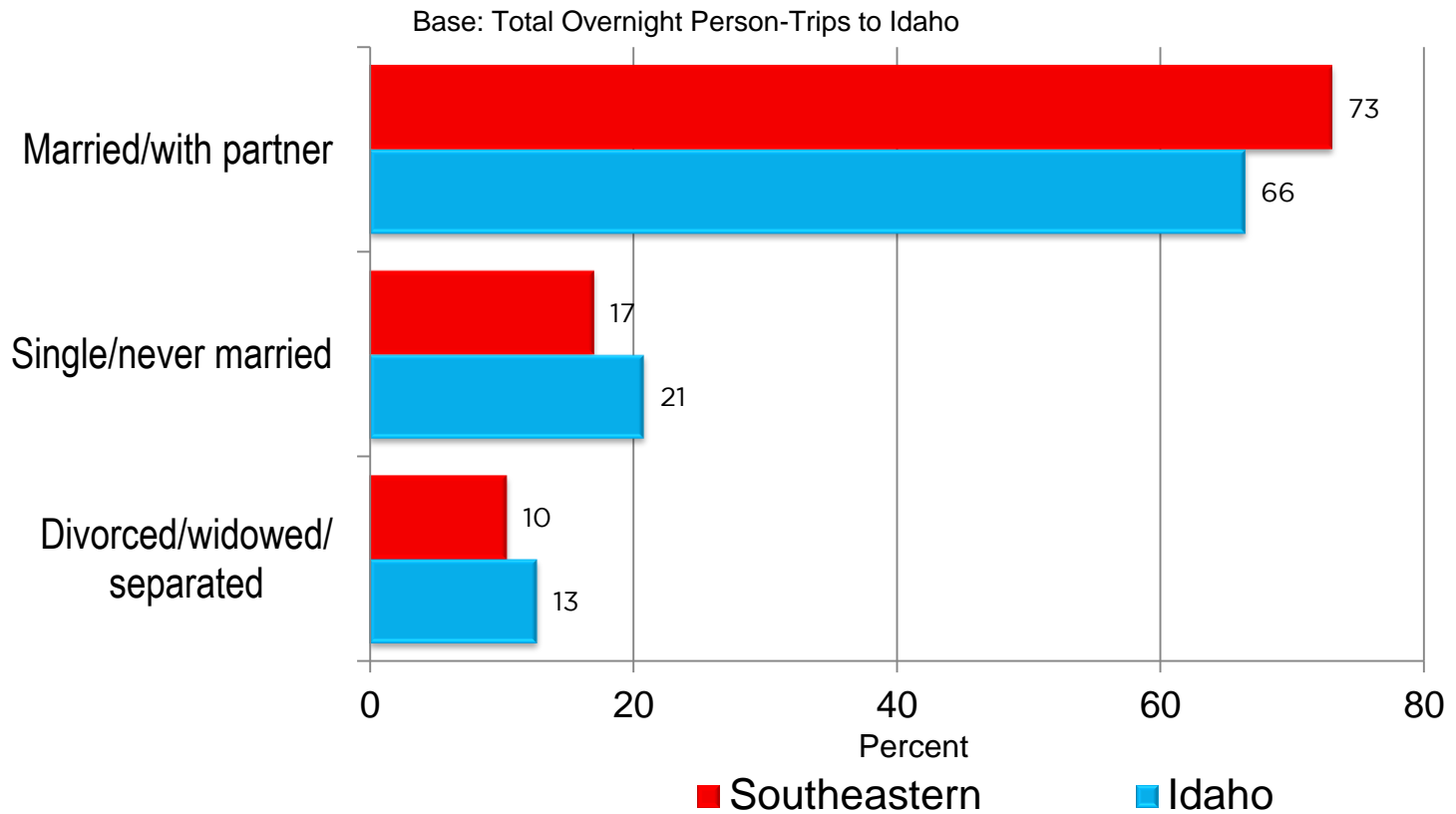
Base: Total Overnight Person-Trips to Idaho



Household Size

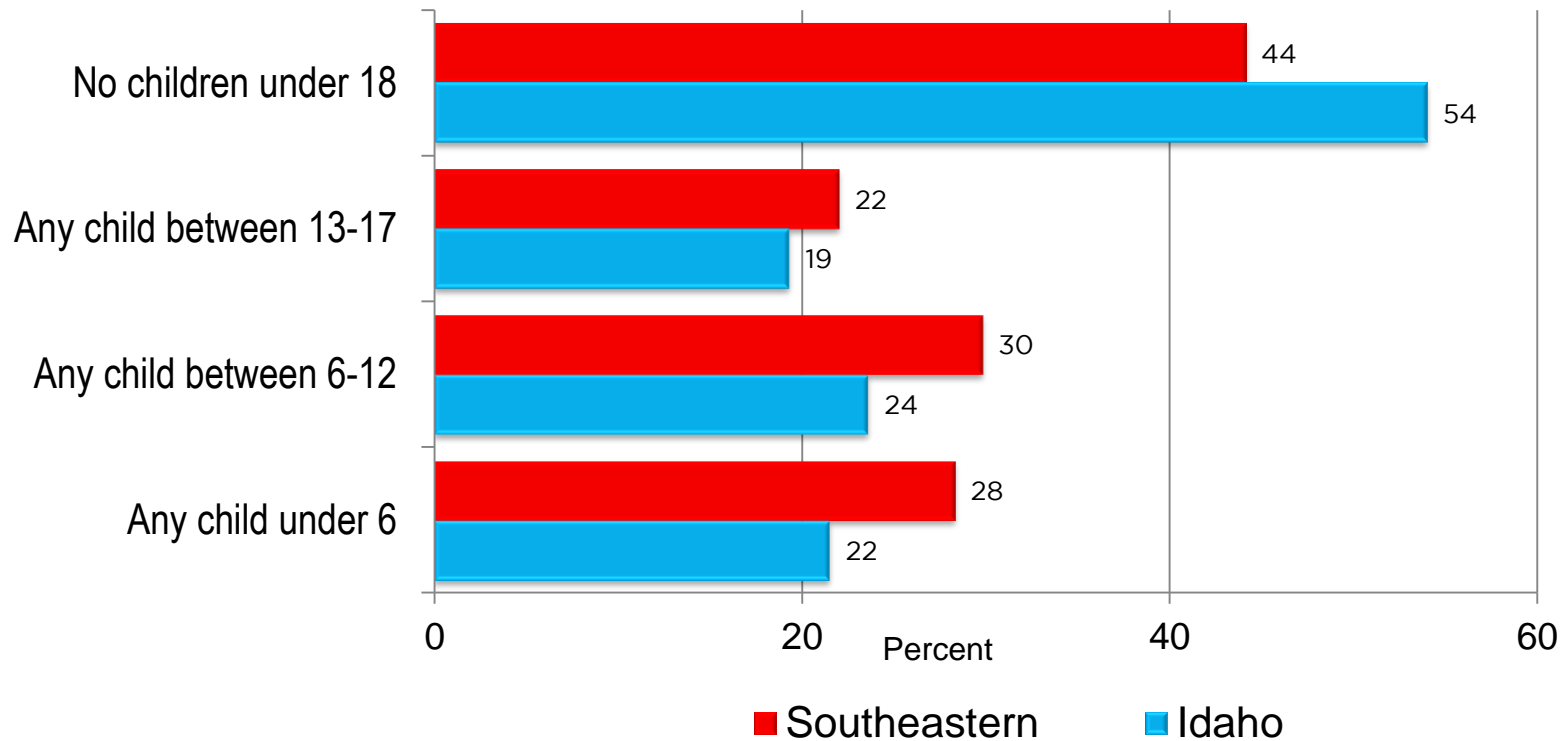


Marital Status

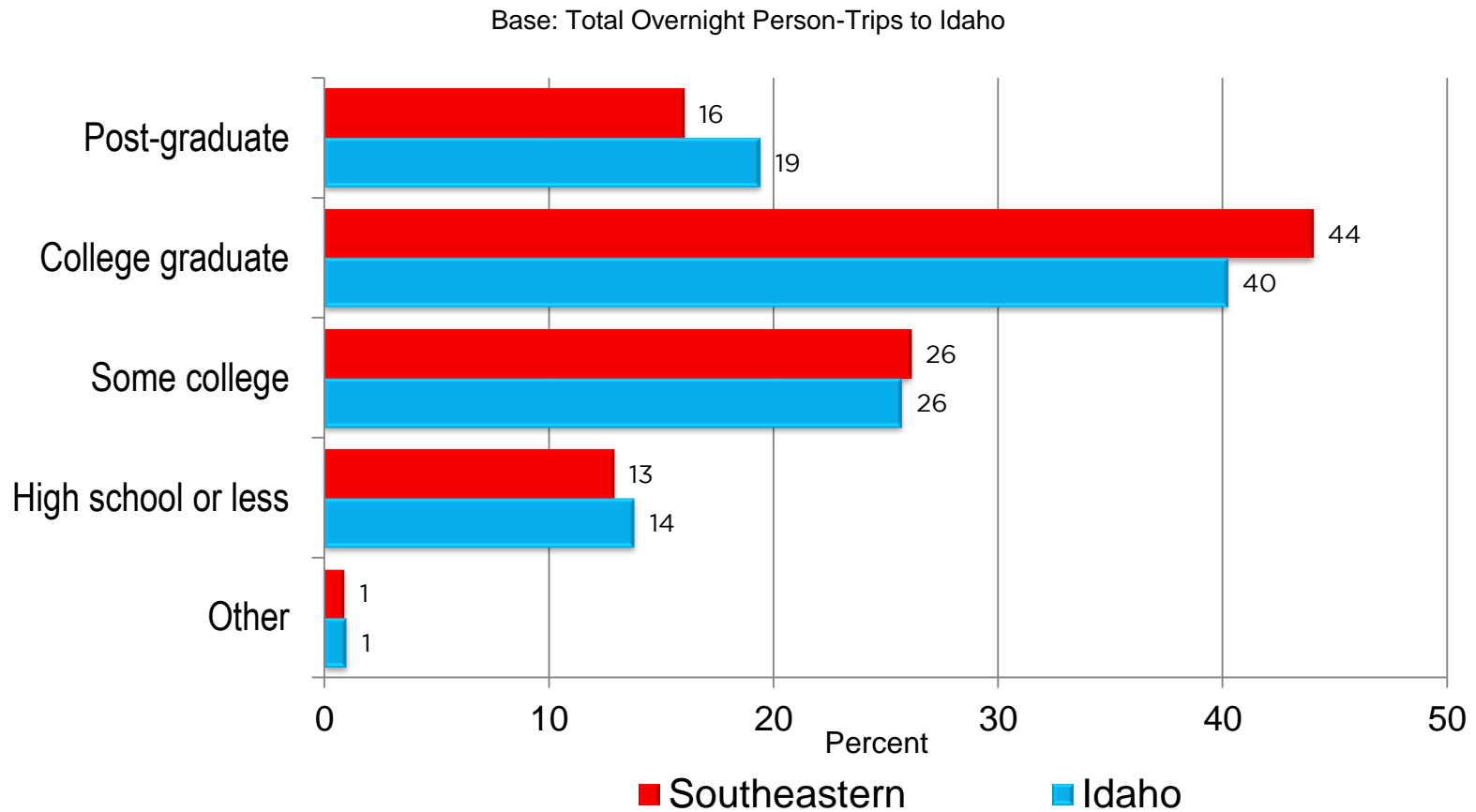


Children in Household

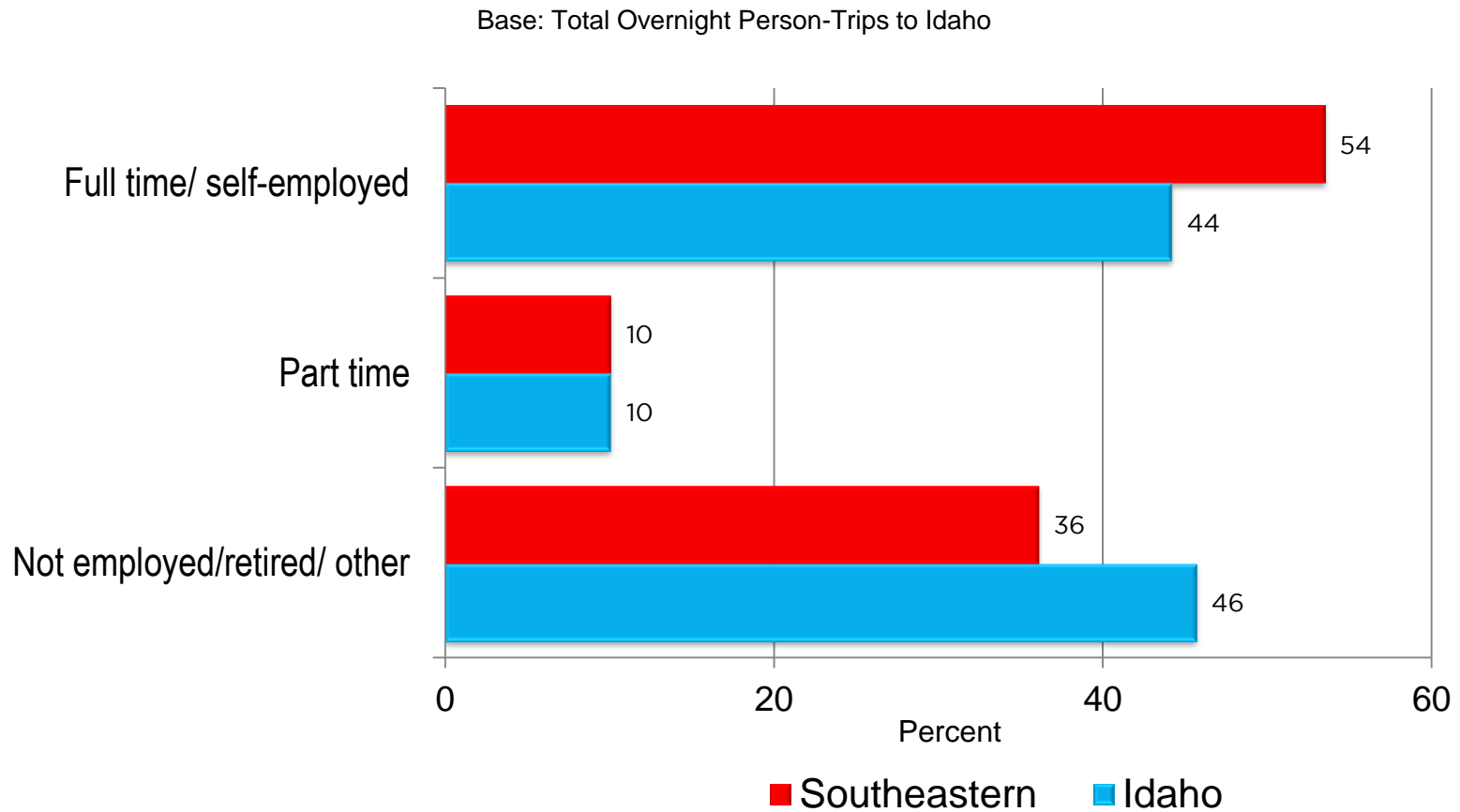
Base: Total Overnight Person-Trips to Idaho



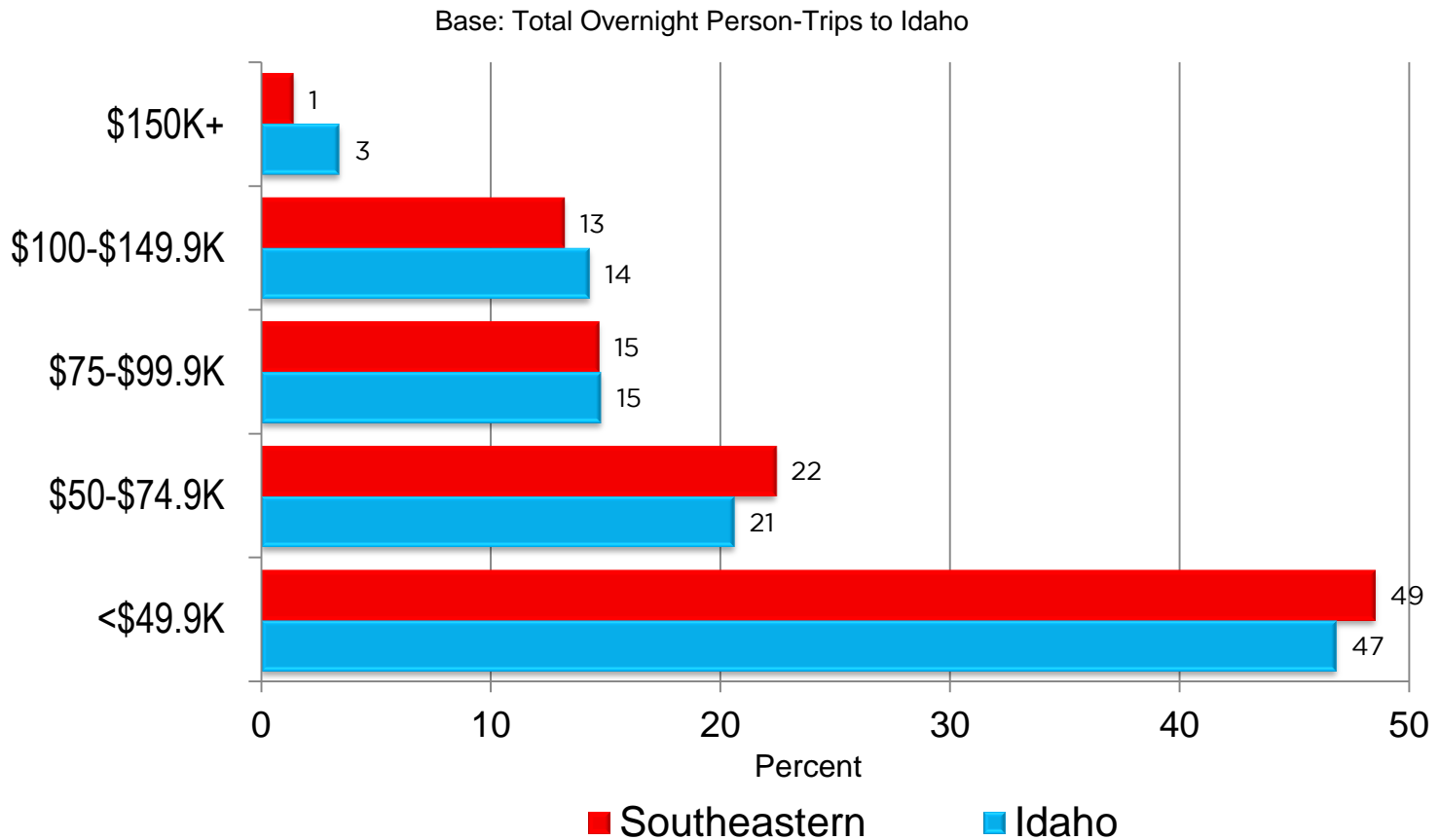
Education



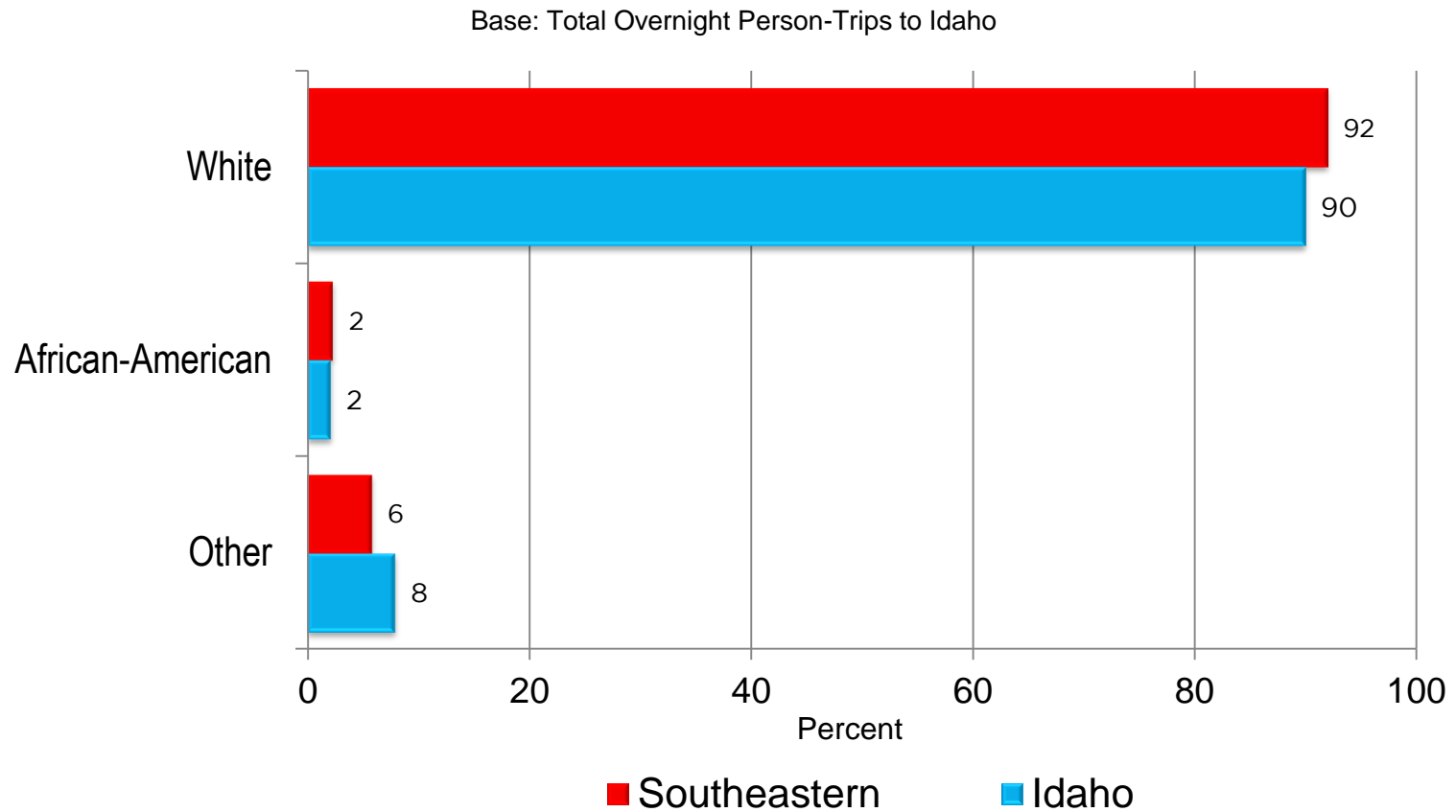
Employment



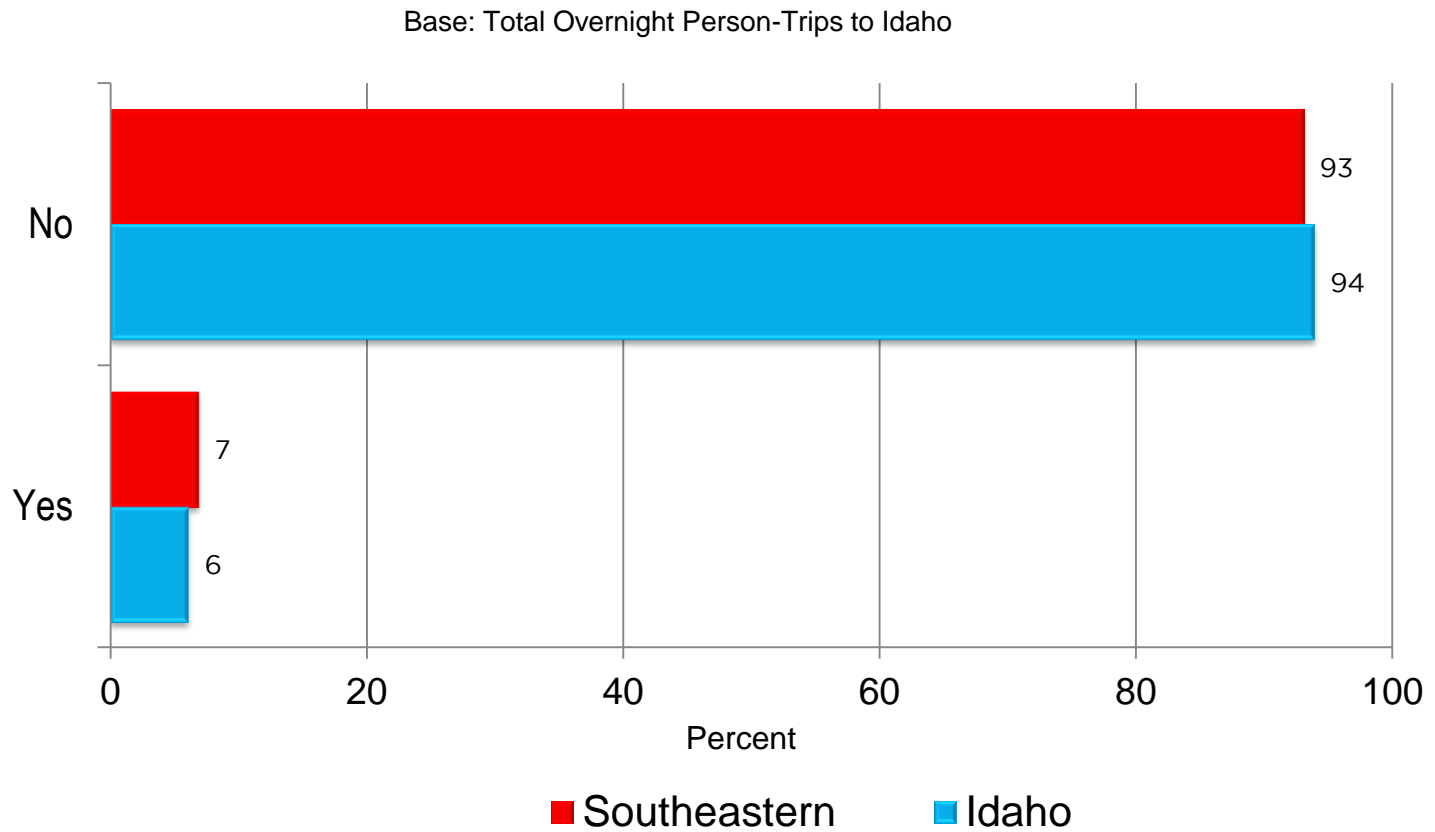
Household Income



Race



Hispanic Background





South Central Region

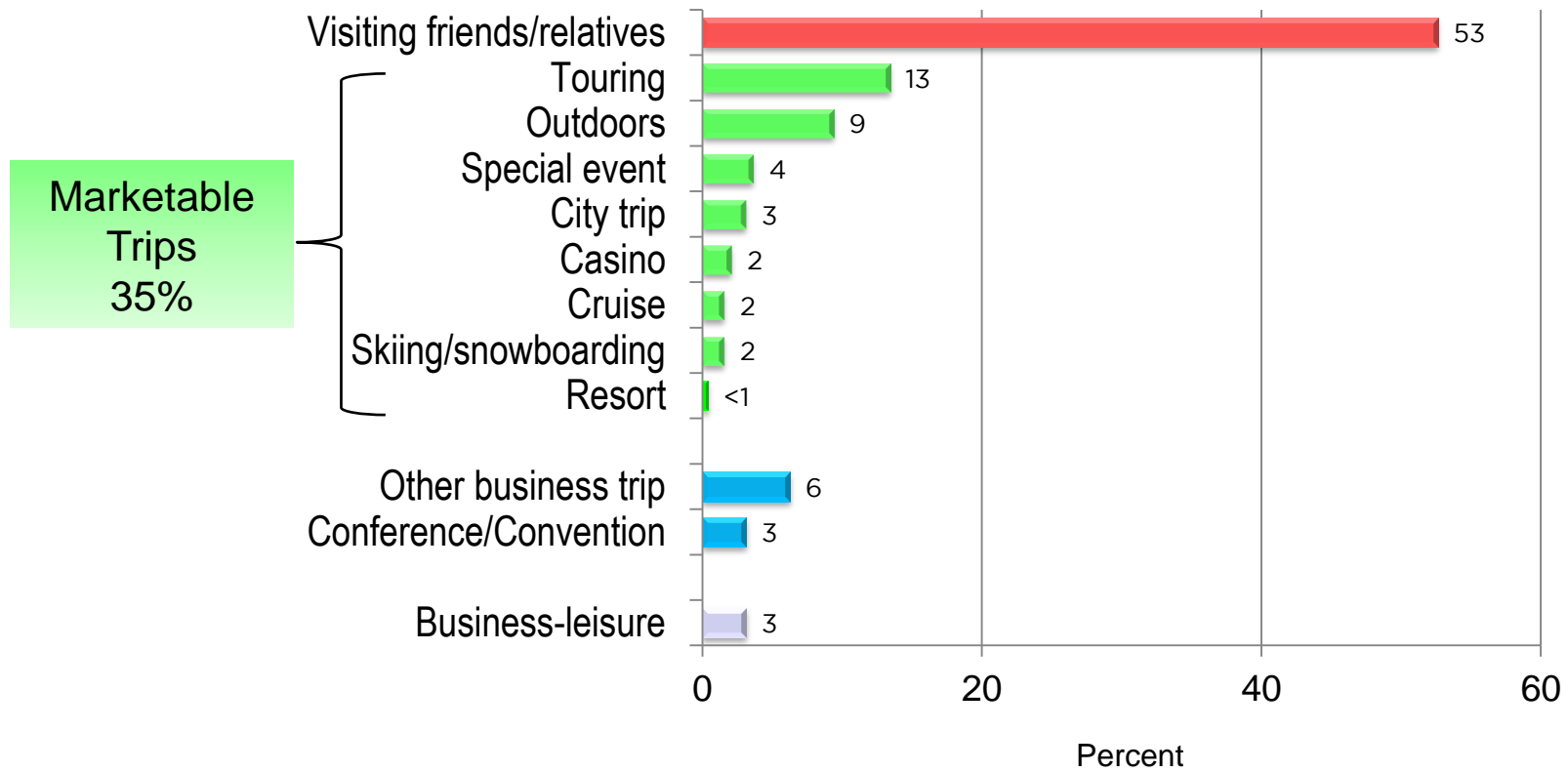


South Central Region Key Findings

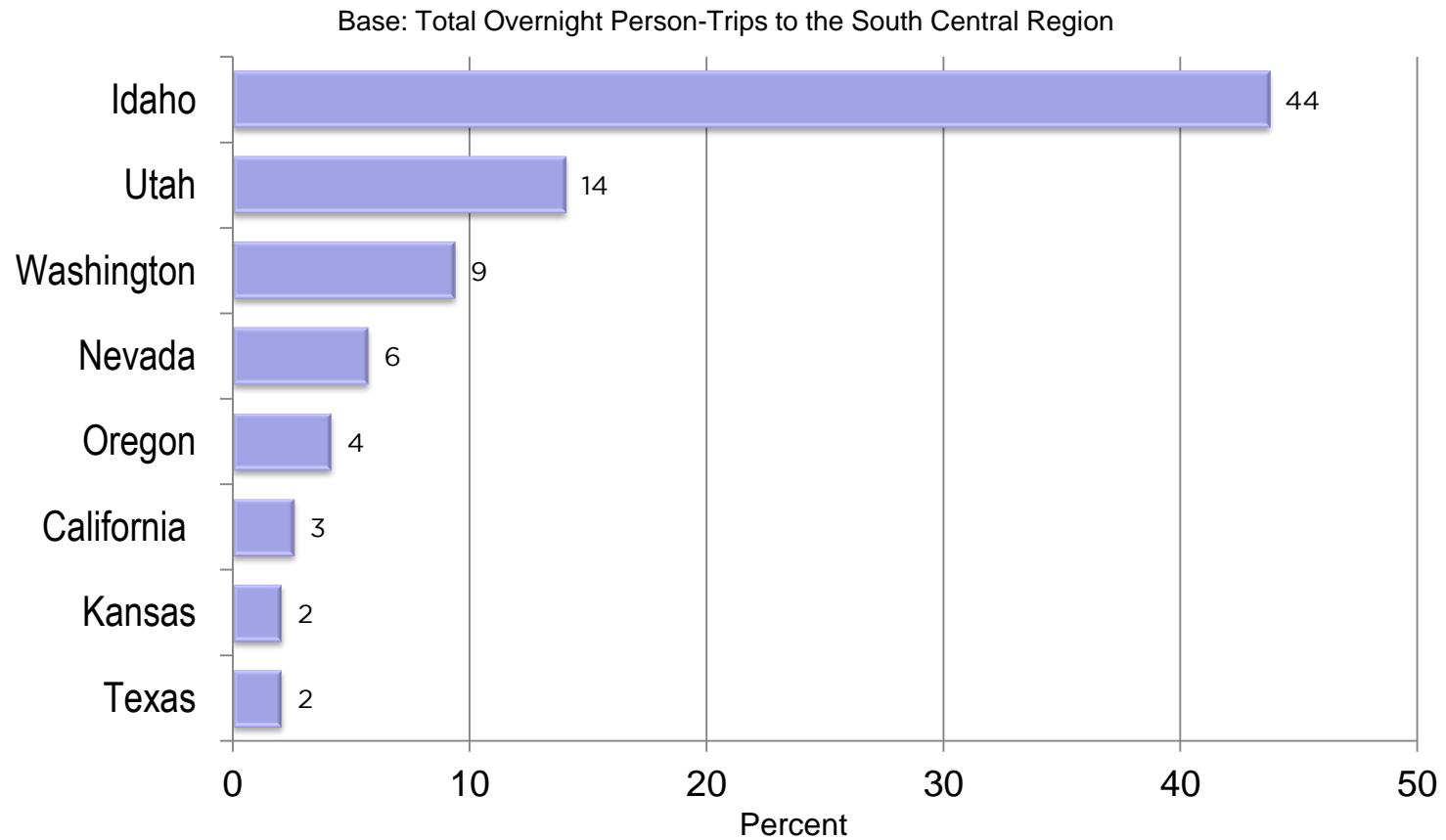
- When asked about the main purpose of their overnight trip, 35% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip types to the South Central region were touring through the region and an outdoor trip.
- The top three states of origin for visitors on overnight trips to the South Central region are Idaho, Utah and Washington. The top DMAs of origin are Salt Lake City, Boise and Idaho Falls/Pocatello.
- 65% of overnight visitors to the South Central region say they are very satisfied with their overall trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 4 nights long, while 2 of those nights are actually spent in the region, the shortest stay among regions.
- The top activities on a trip to the region – other than shopping – are visiting a national/state park, visiting and landmark/historic site and camping.
- The average age of overnight visitors to the region is 42.3, lower than the state average of 44.9.

Main Purpose of Trip

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

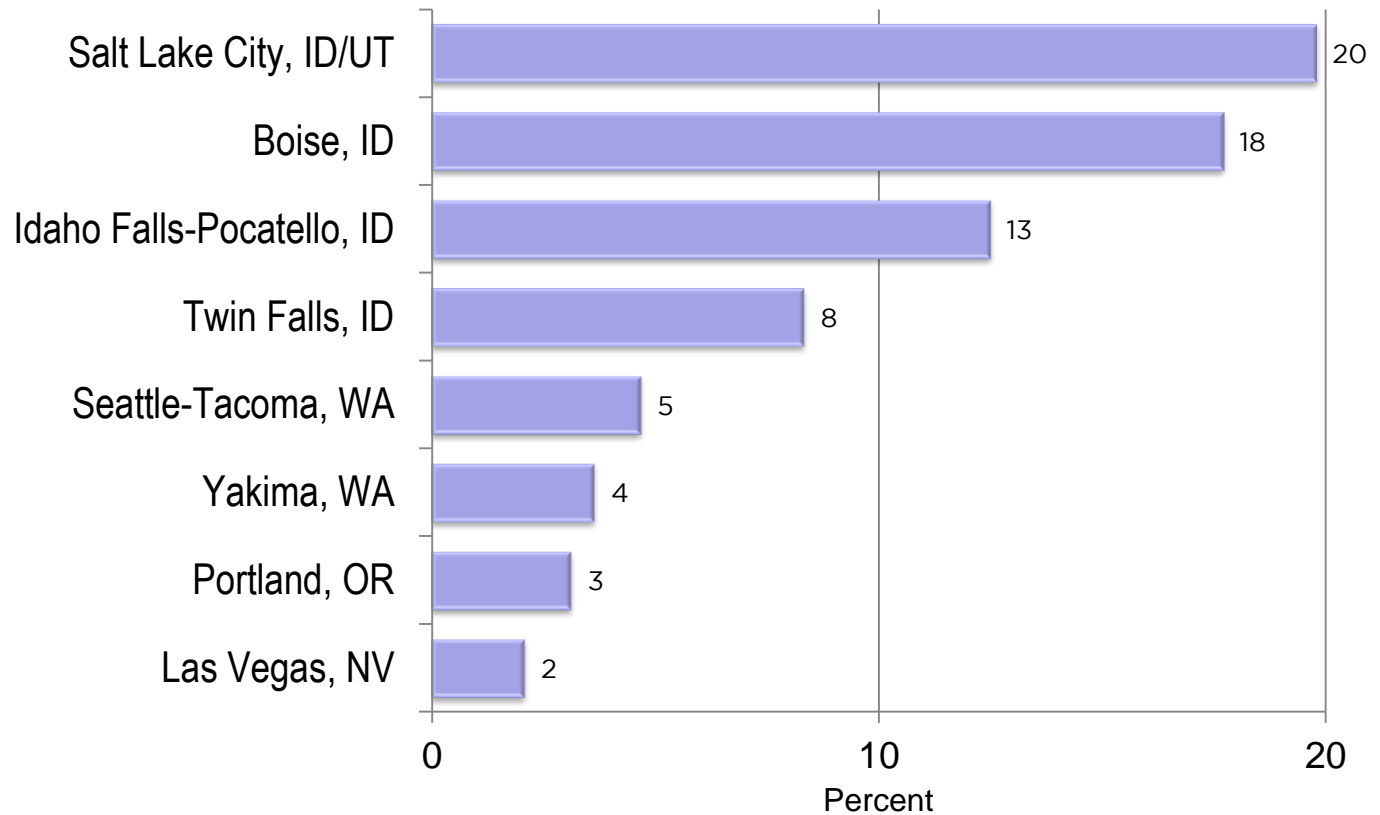


State Origin Of Trip



DMA Origin Of Trip

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

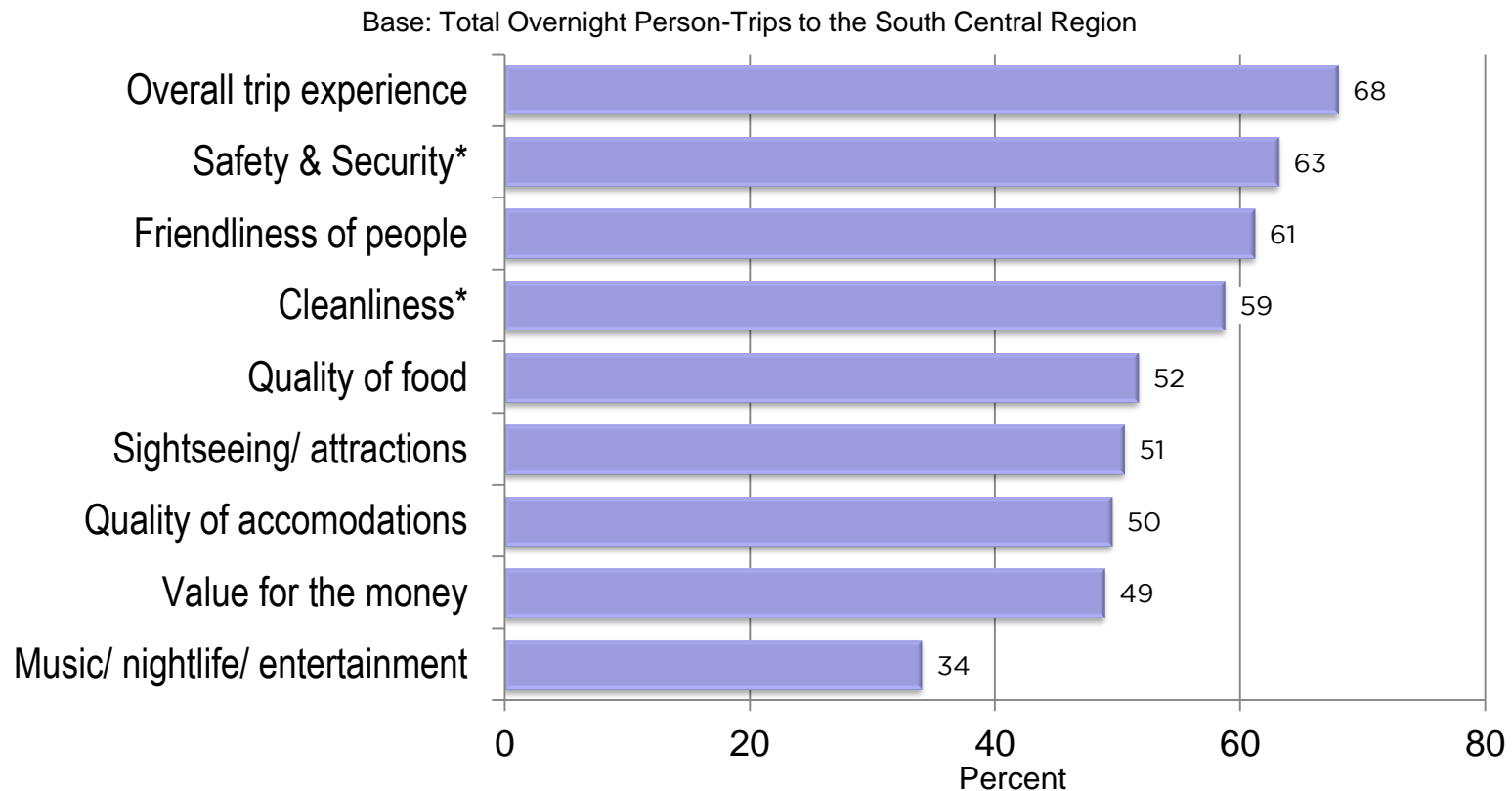




Overnight Trip Characteristics—South Central Region



% Very Satisfied with Trip**

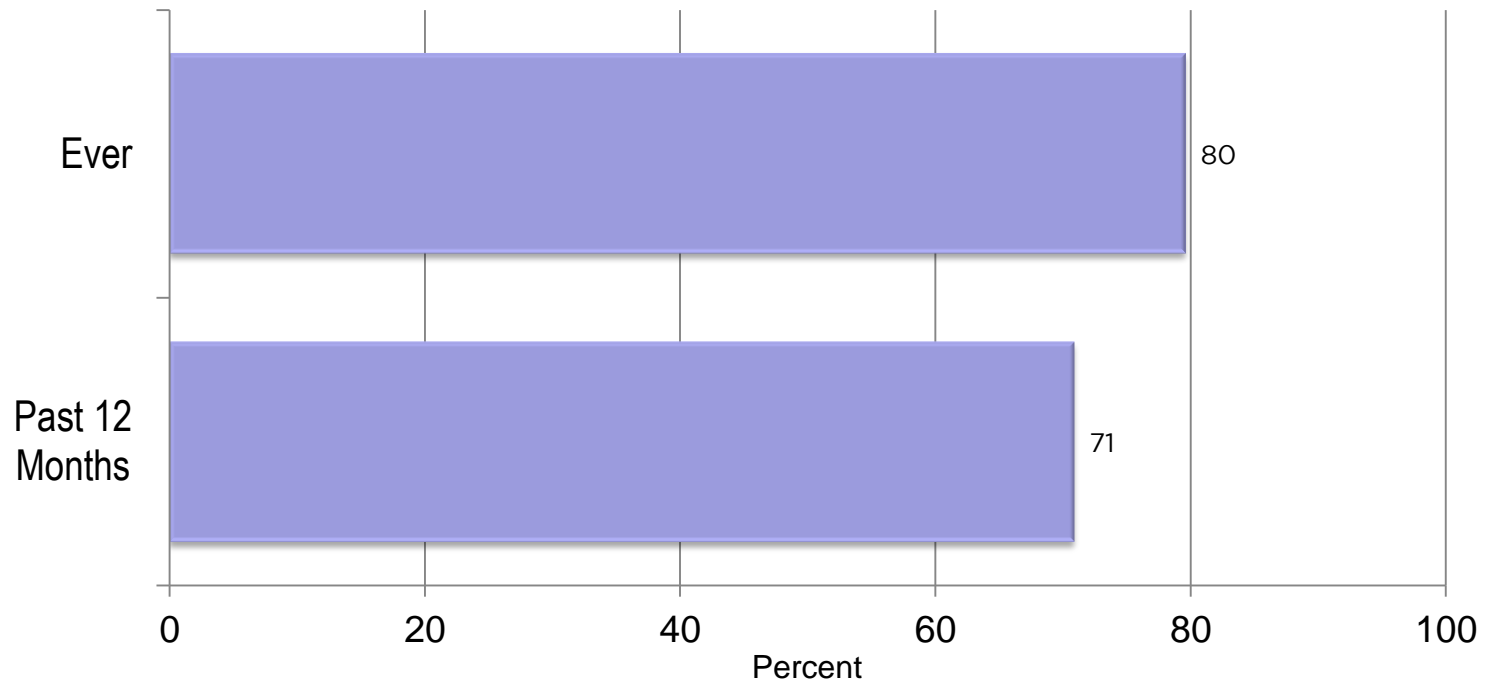


*Categories added in 2017; data reflects 2017 results only

** Those who ranked their South Central region experience a 5 on a 5-point scale

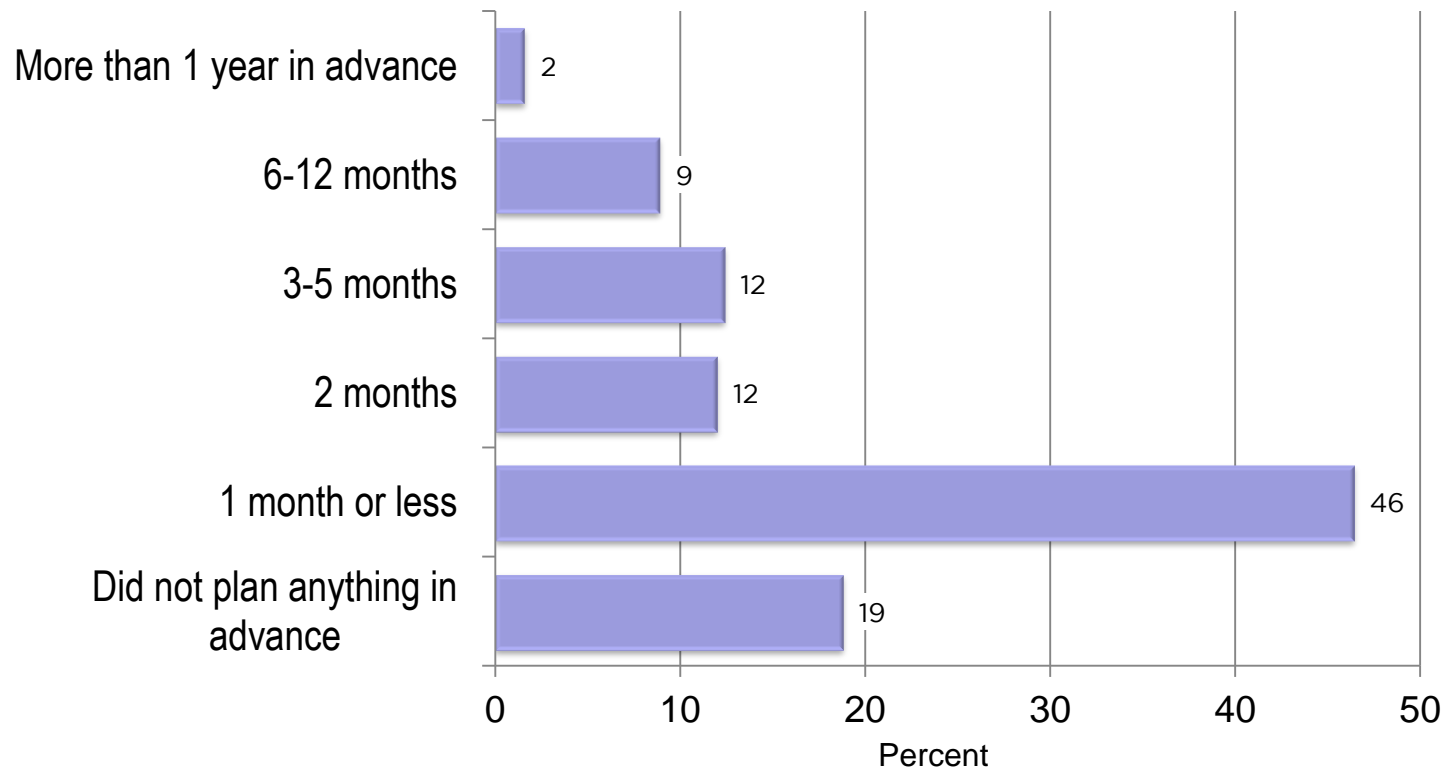
Past Visitation to the South Central Region

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

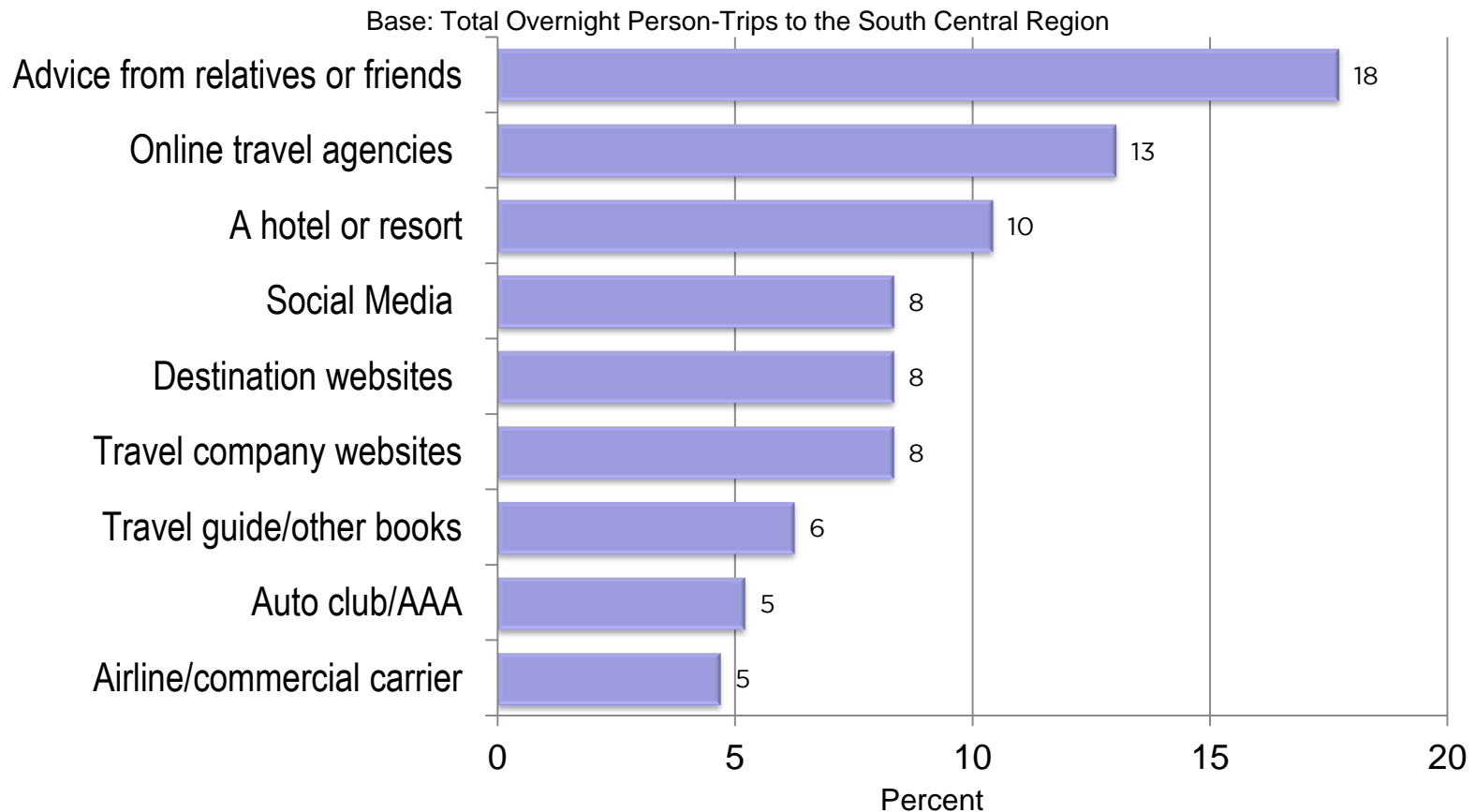


Length of Trip Planning-South Central

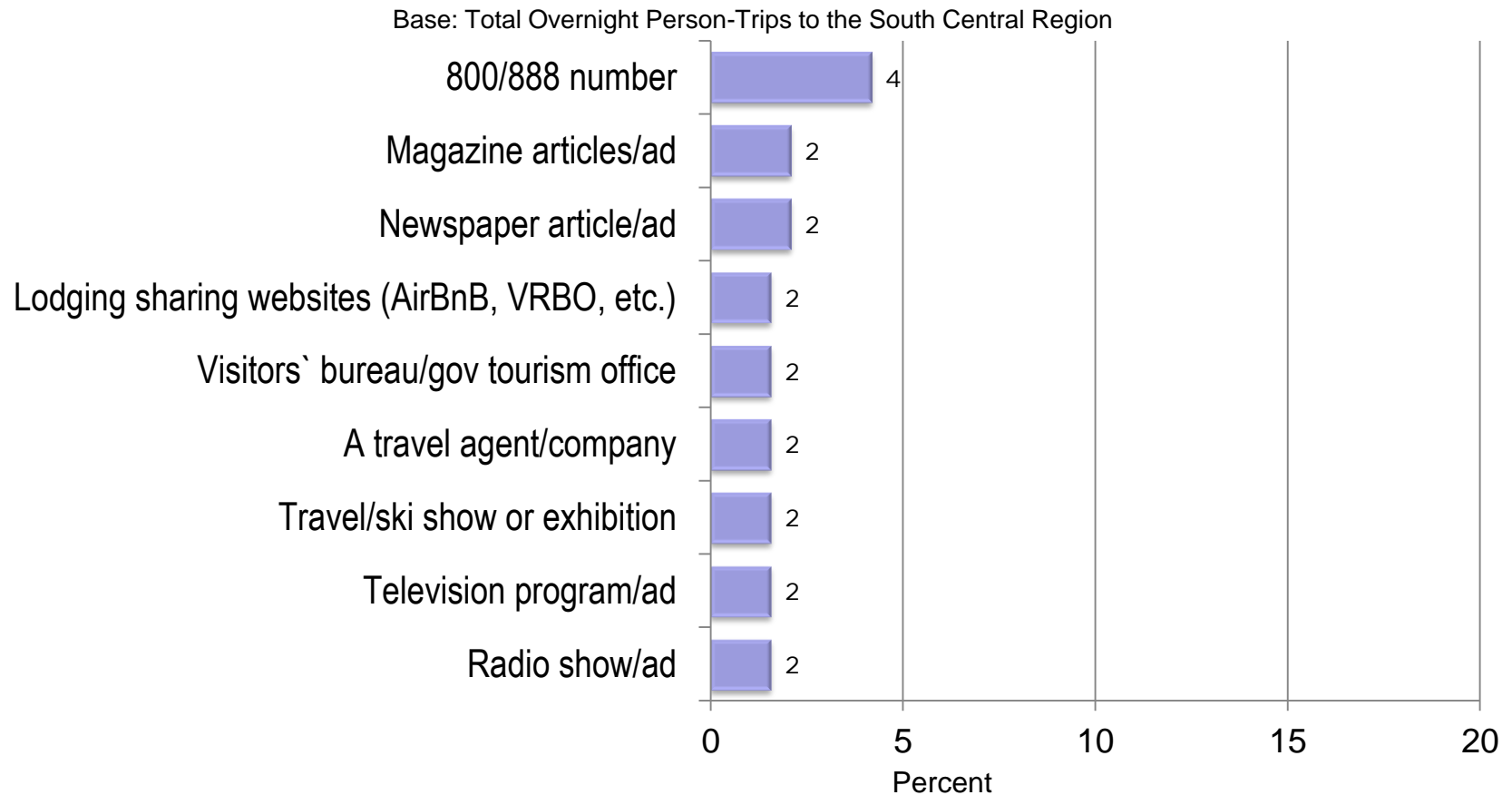
Base: Total Overnight Person-Trips to the South Central Region



Trip Planning Information Sources-South Central



Trip Planning Information Sources-South Central (Cont'd)

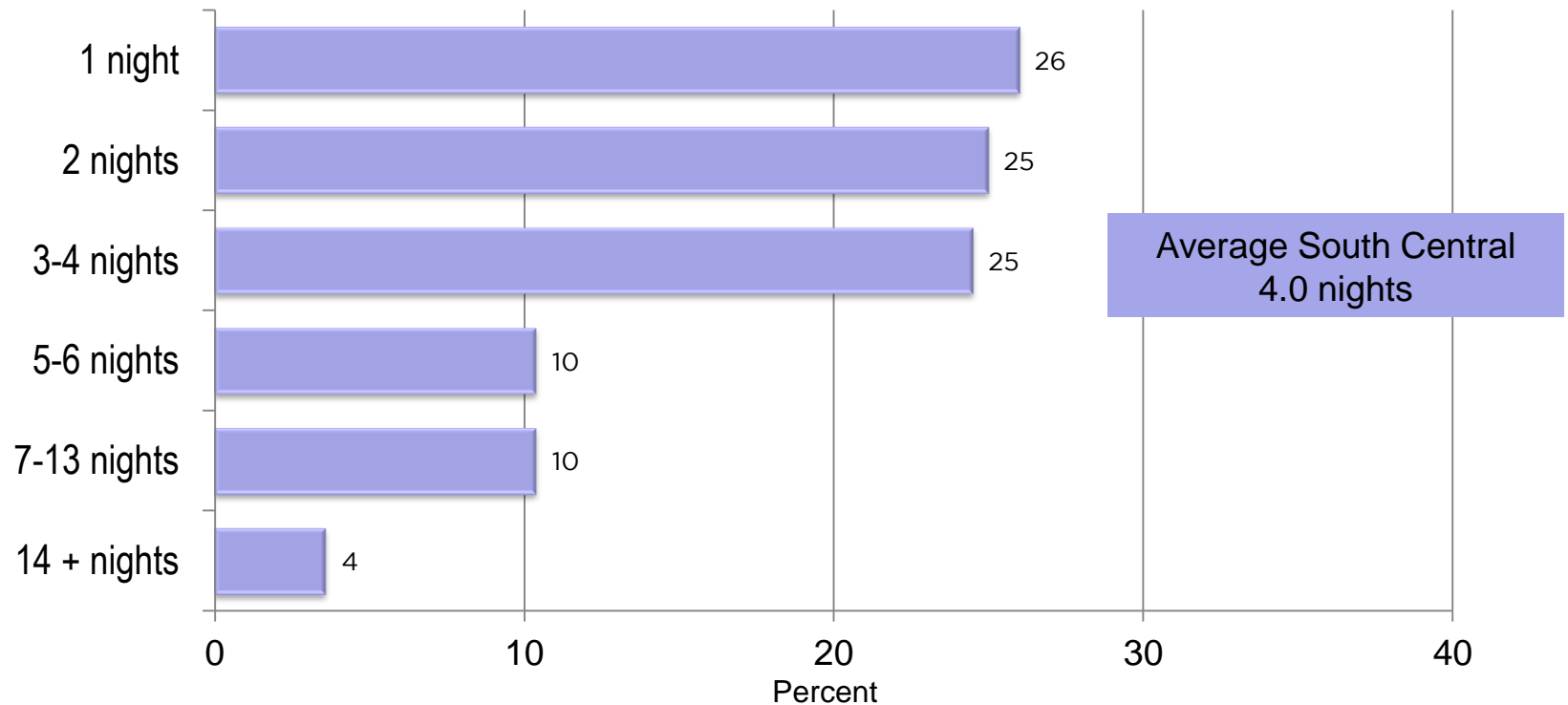


Method of Booking-South Central

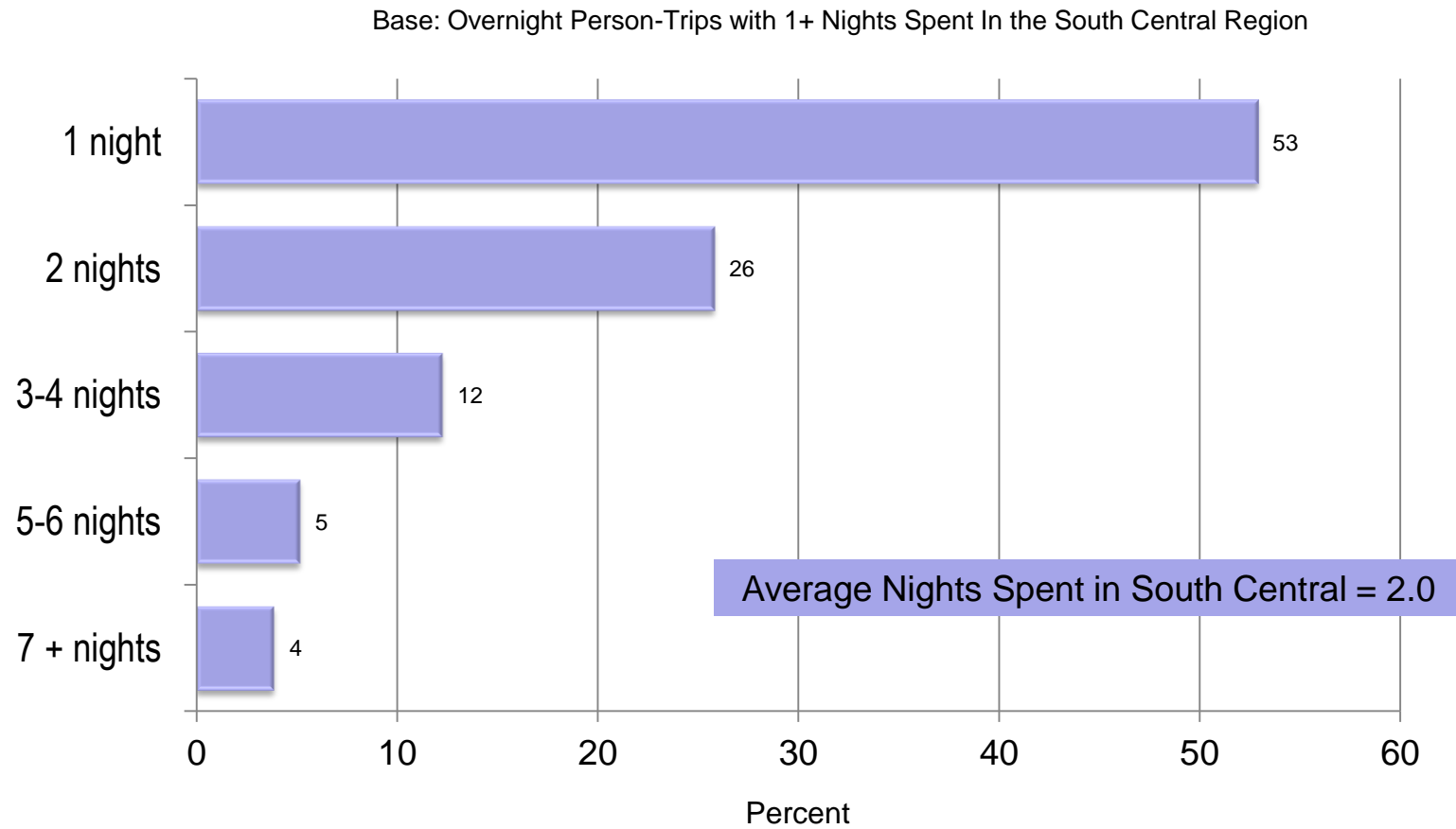


Total Nights Away on Trip

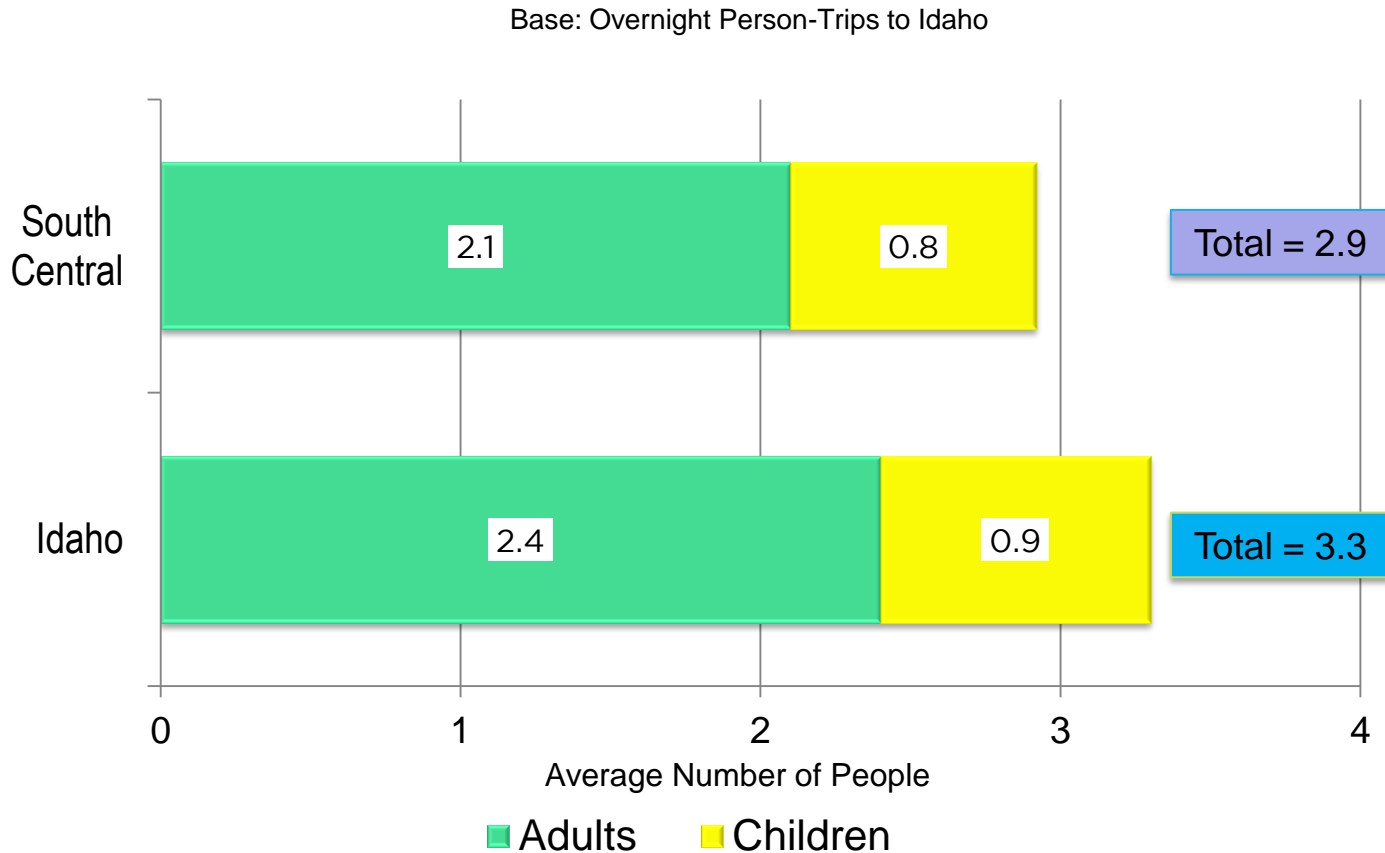
Base: Total Overnight Person-Trips to the South Central Region



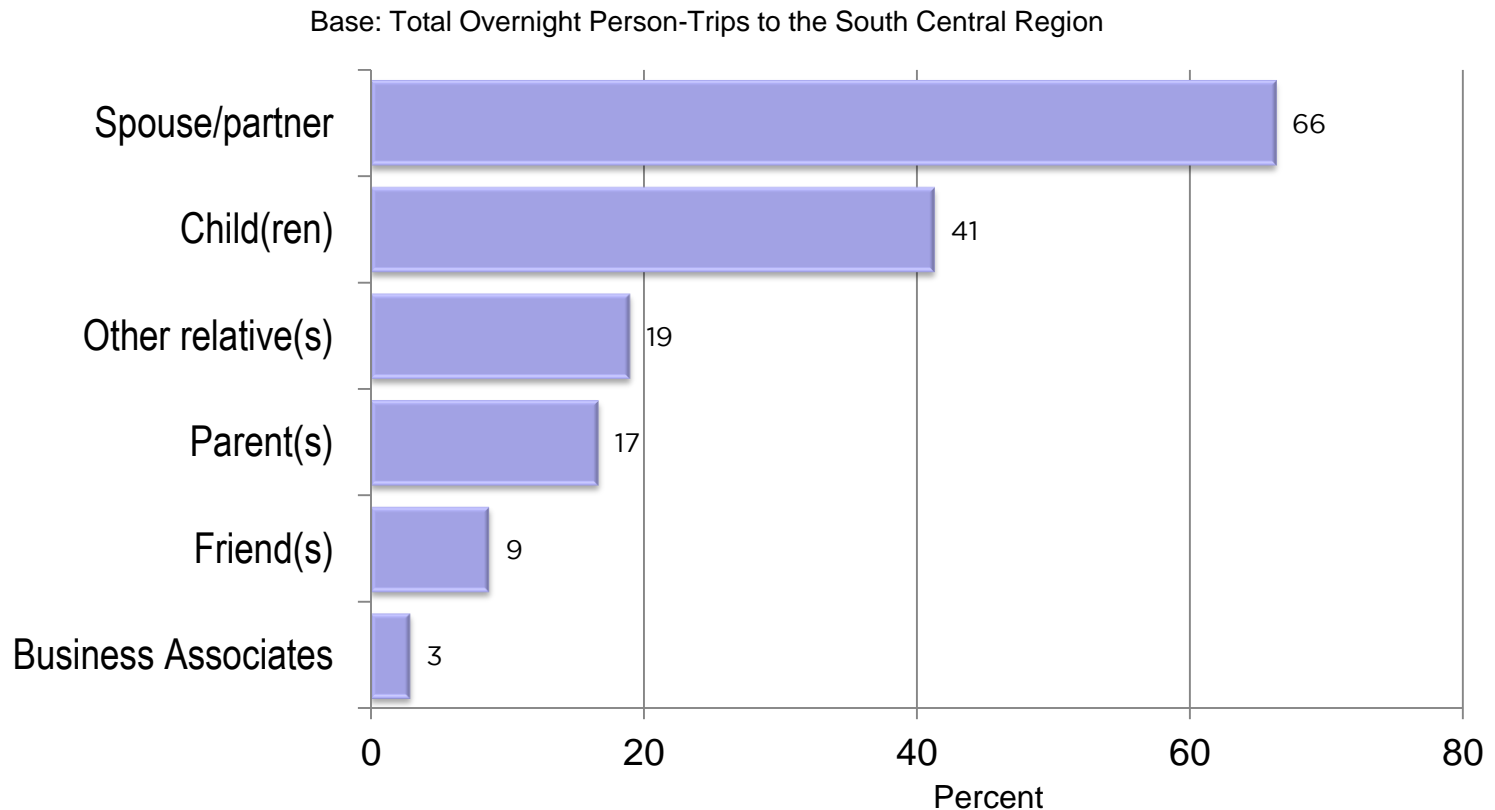
Number of Nights Spent in the South Central Region



Size of Travel Party



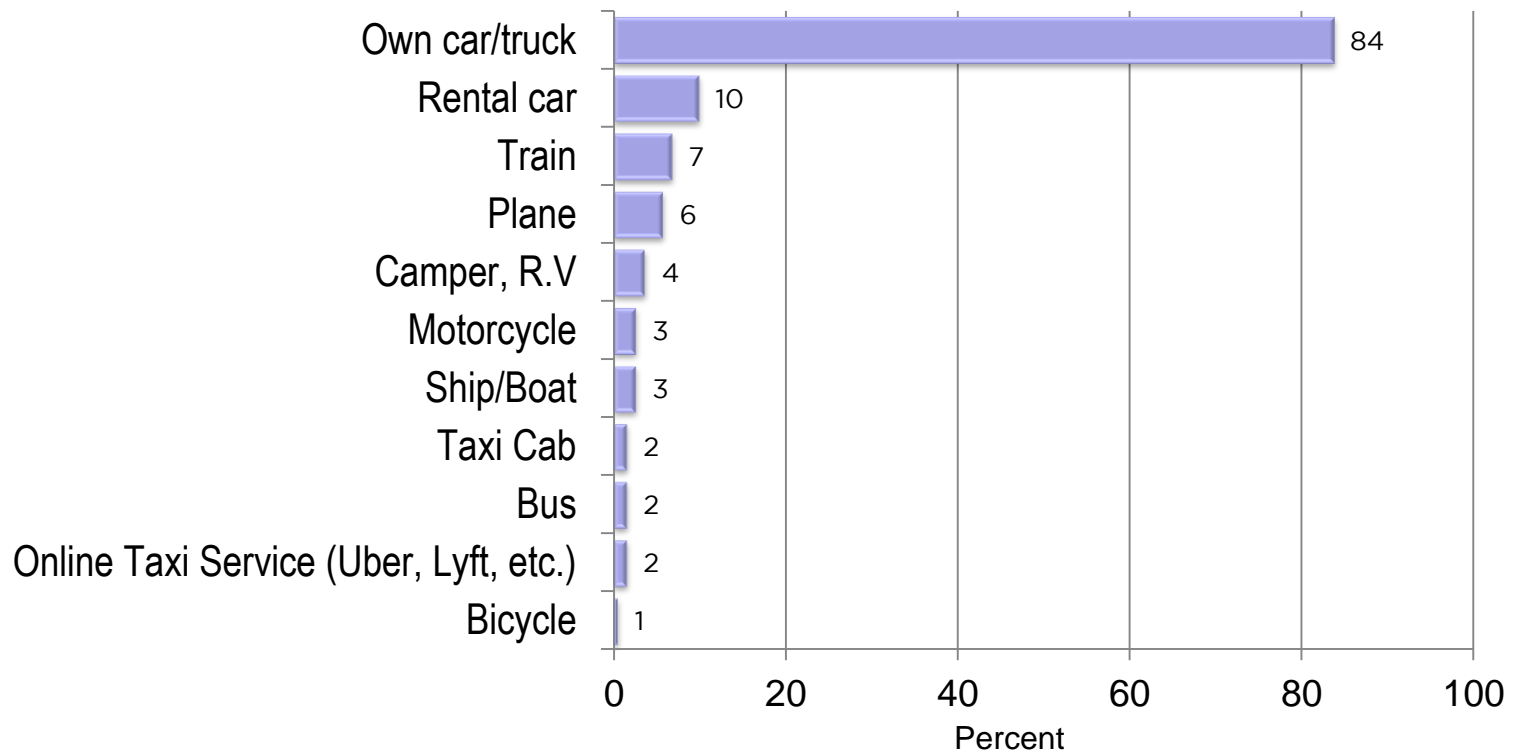
Party Composition*-South Central



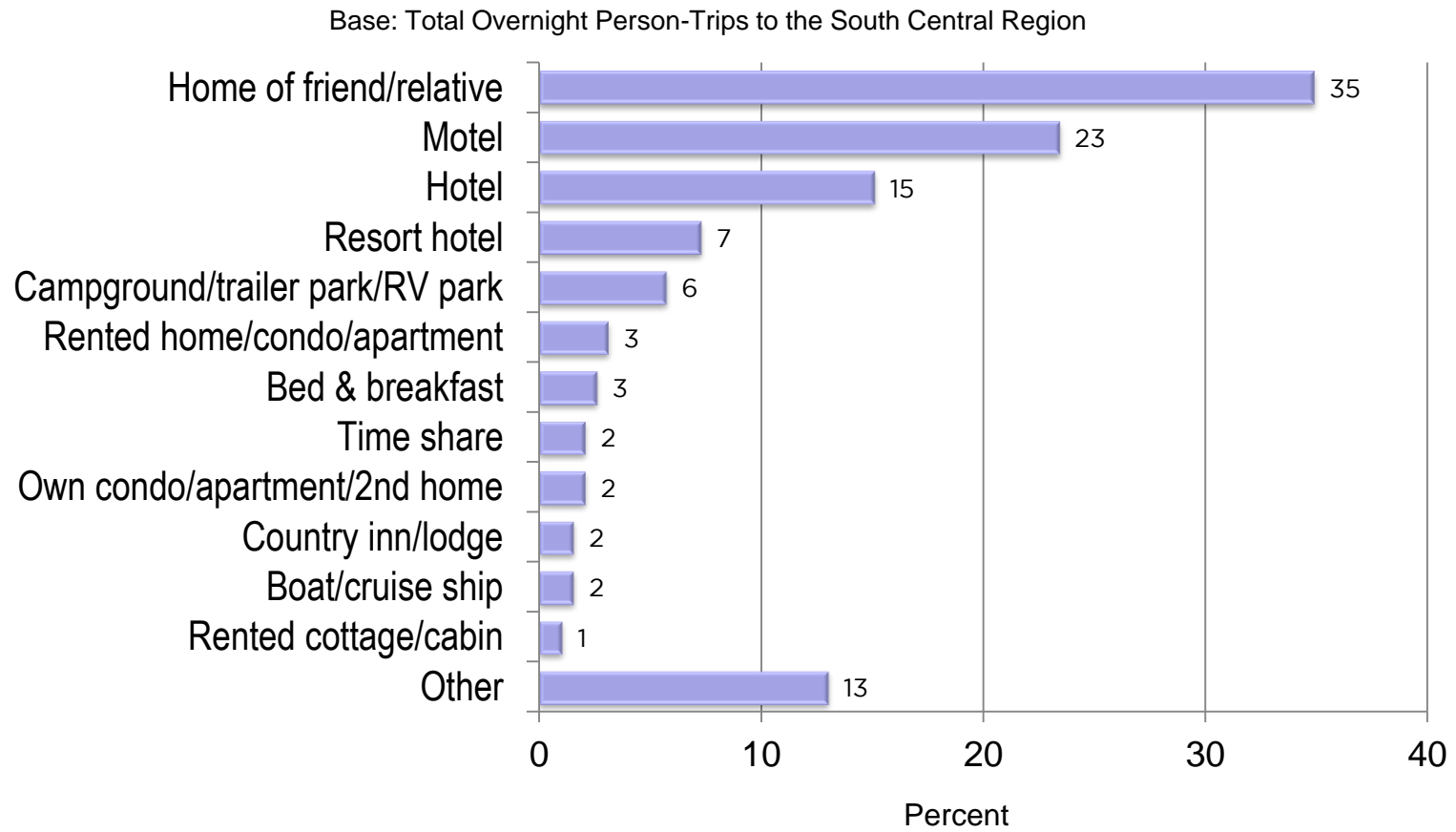
* Question added in 2017; data reflects 2017 results only

Transportation-South Central

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

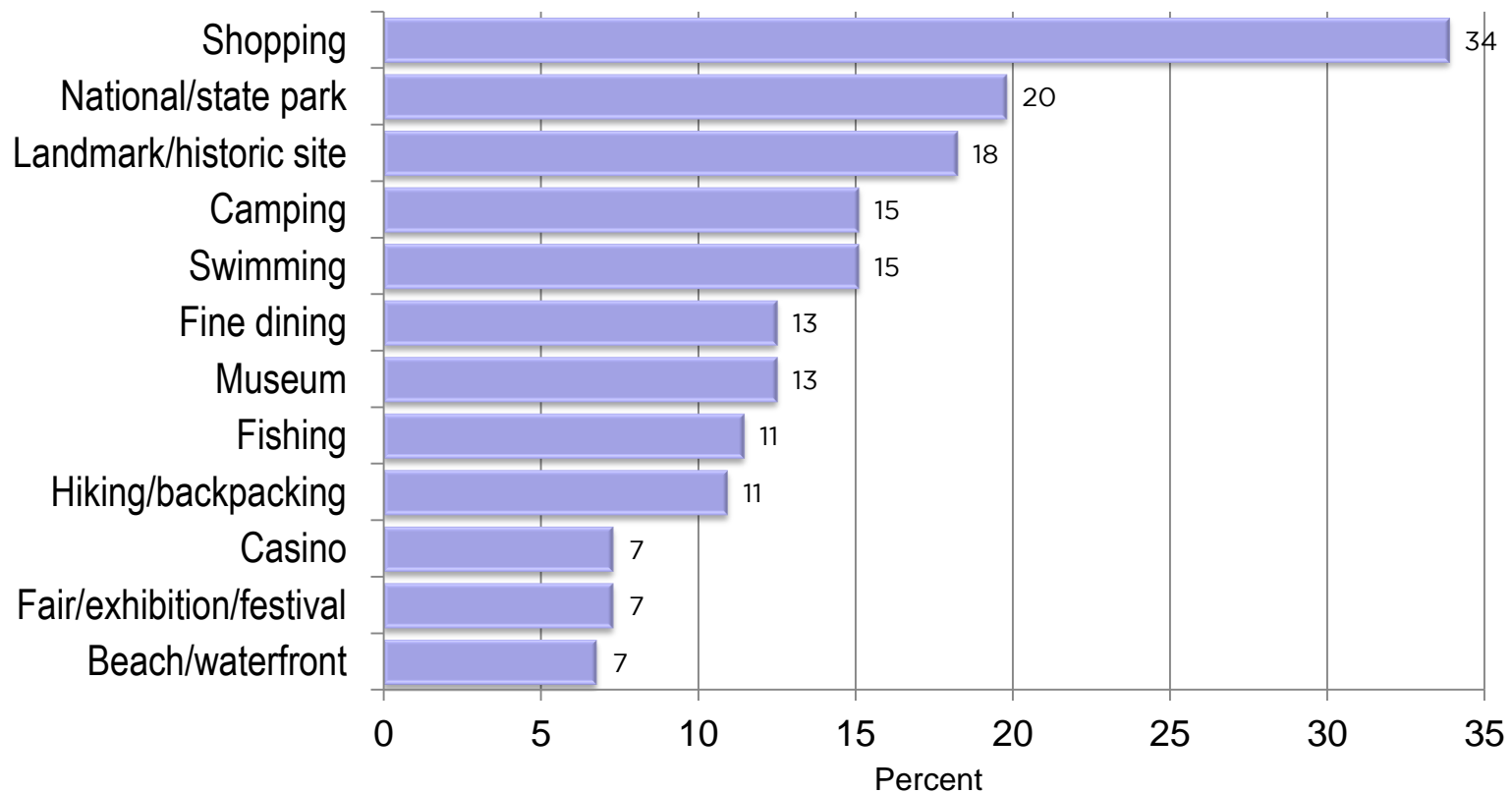


Accommodations-South Central

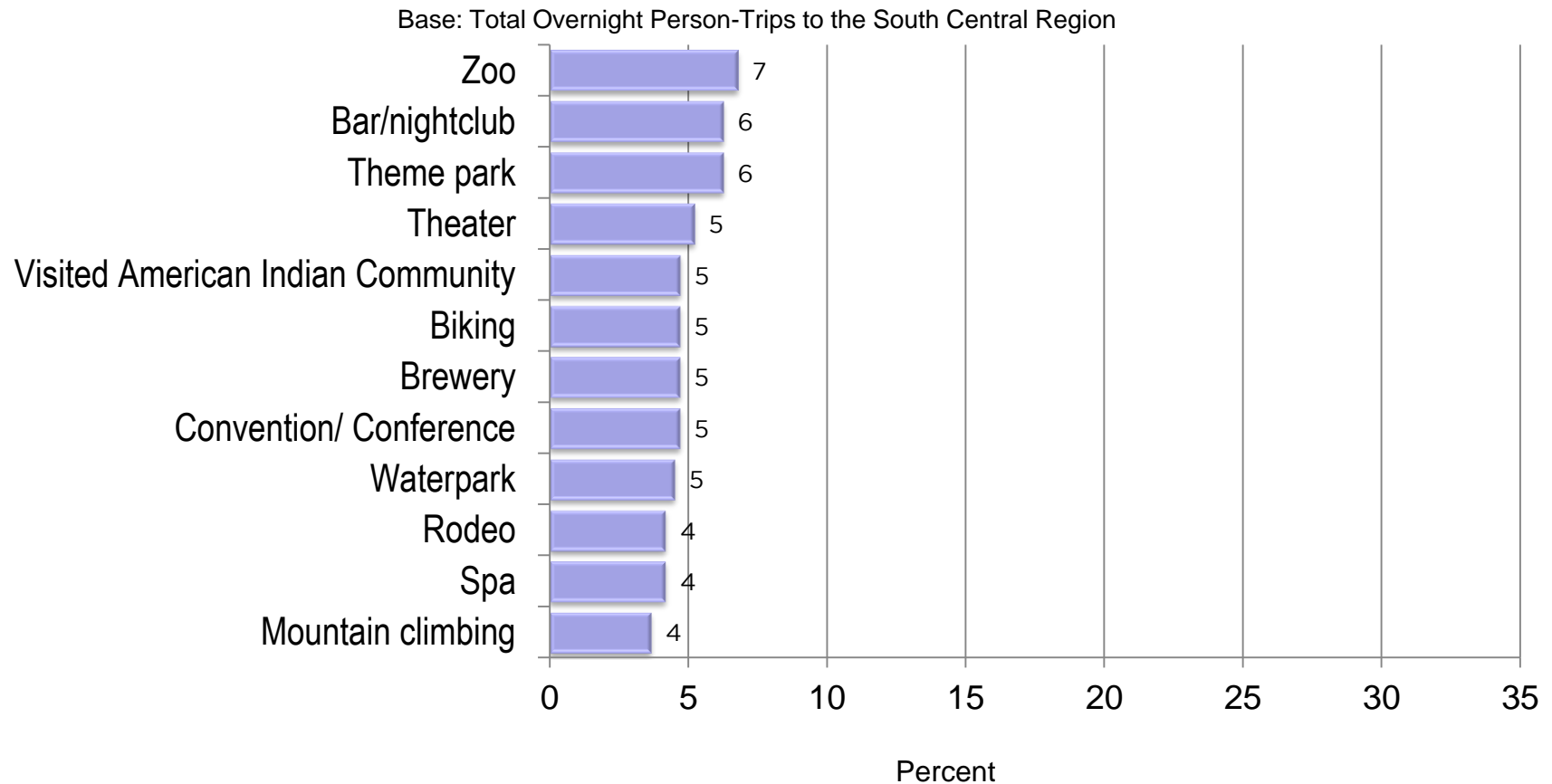


Activities and Experiences-South Central

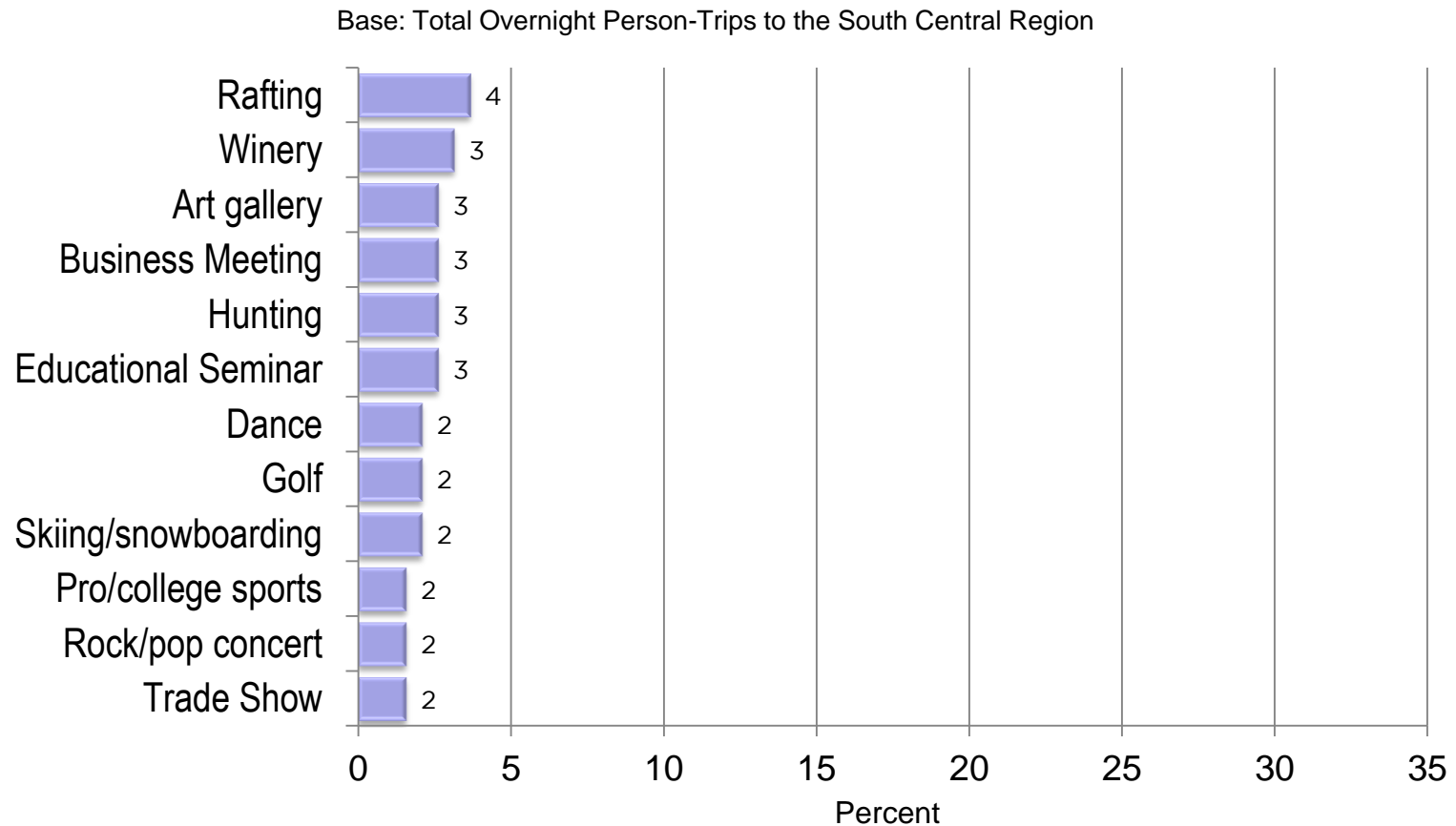
Base: Total Overnight Person-Trips to the South Central Region



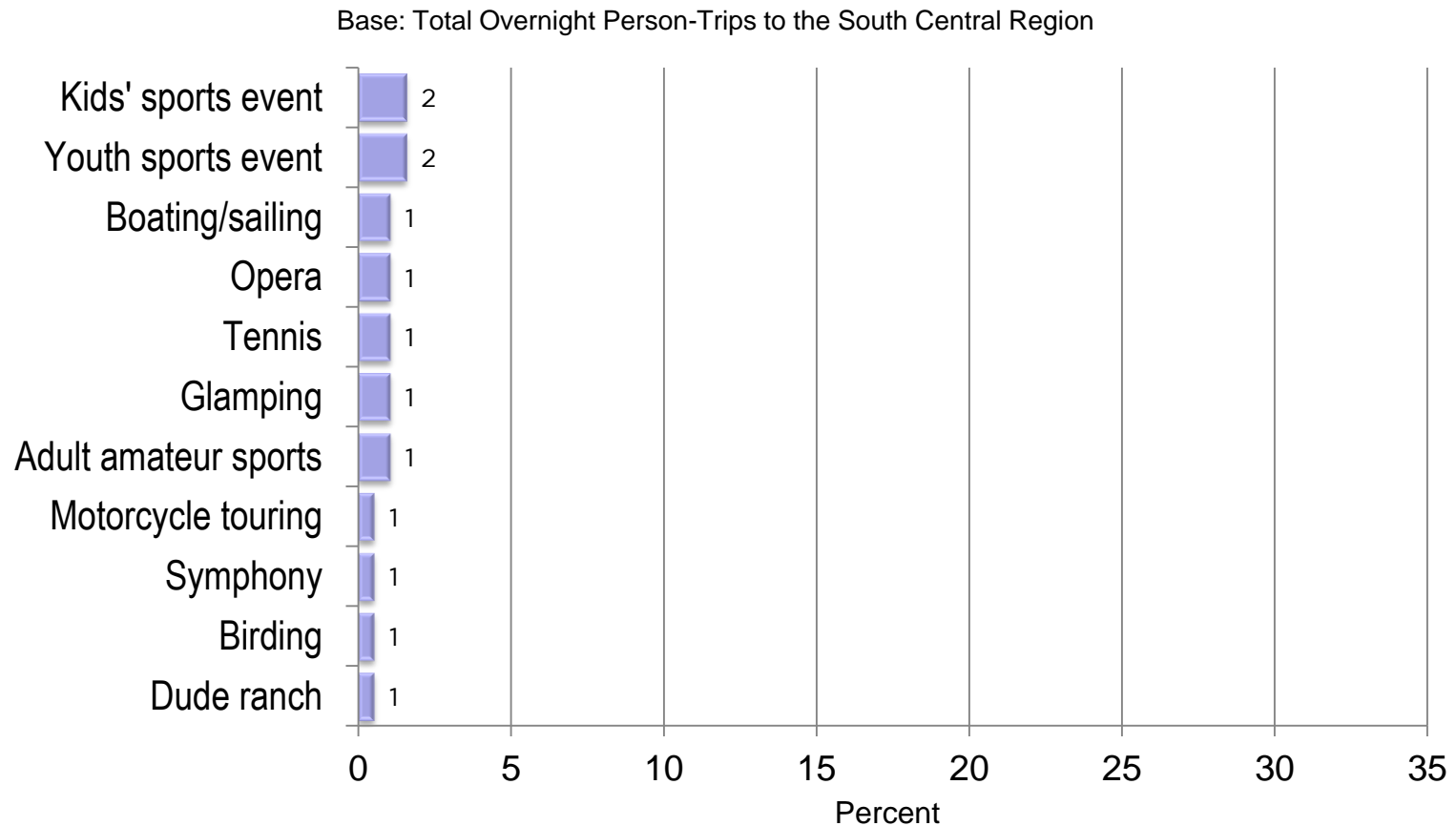
Activities and Experiences-South Central (Cont'd)



Activities and Experiences-South Central (Cont'd)

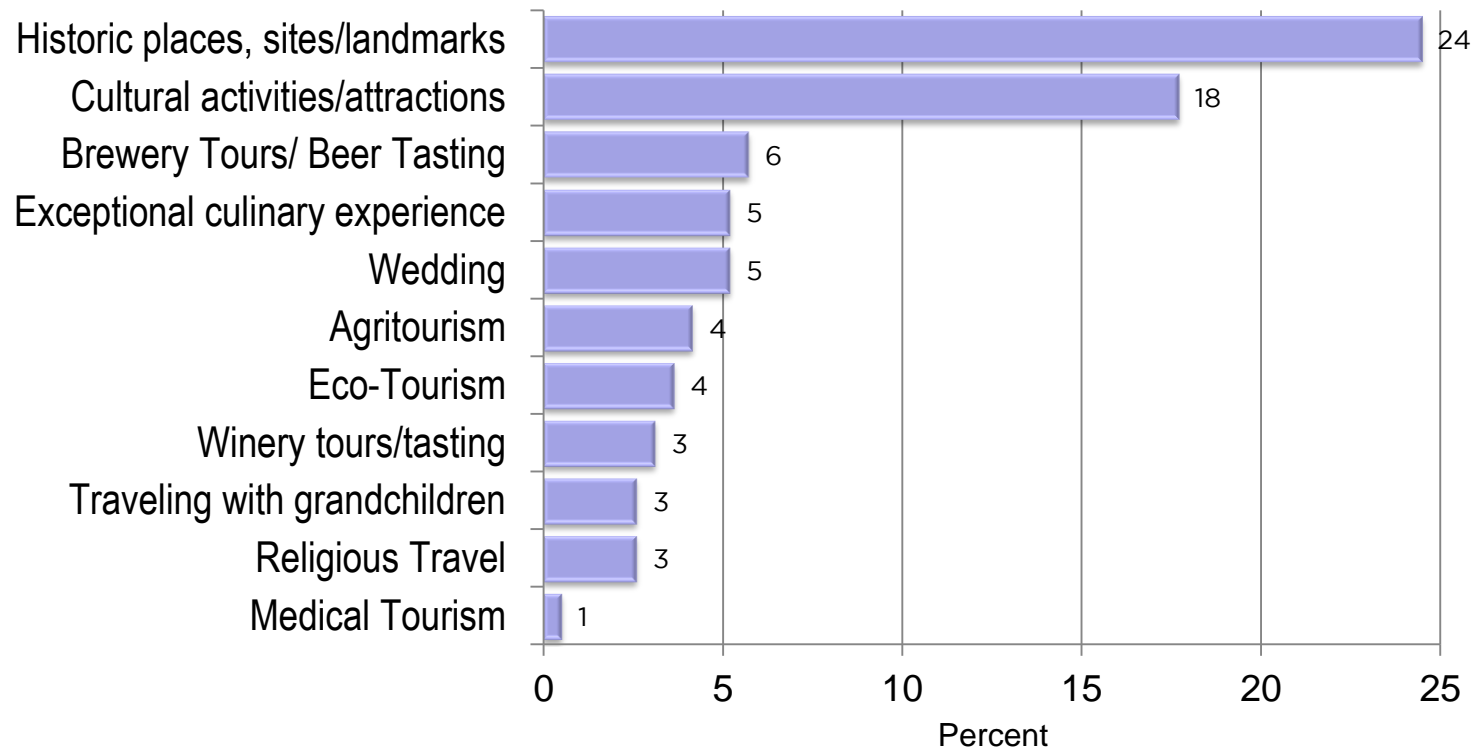


Activities and Experiences-South Central (Cont'd)



Activities of Special Interest-South Central

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



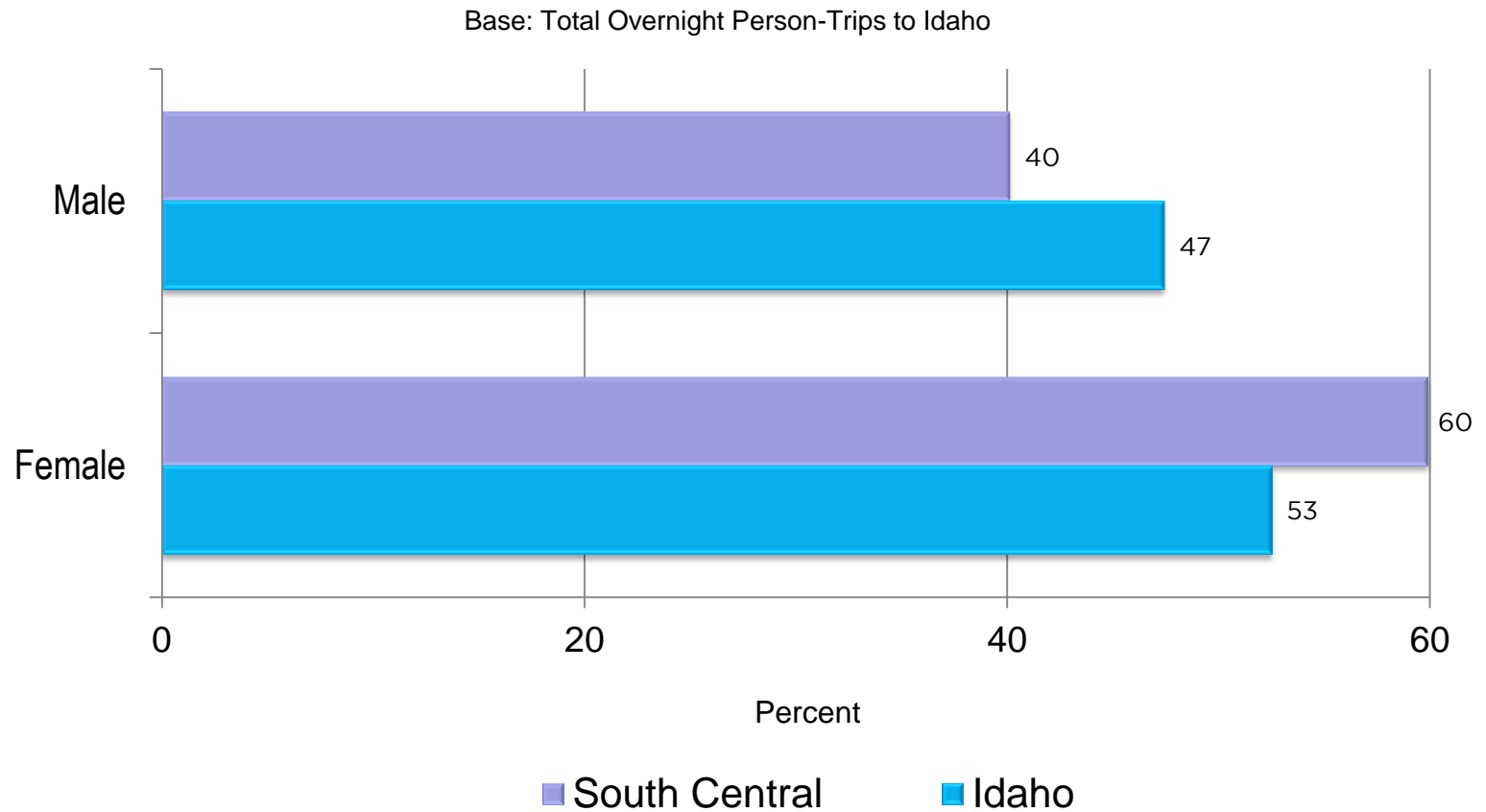


Longwoods
INTERNATIONAL
40 YEARS TOGETHER

Demographic Profile of Idaho Visitors— South Central Region

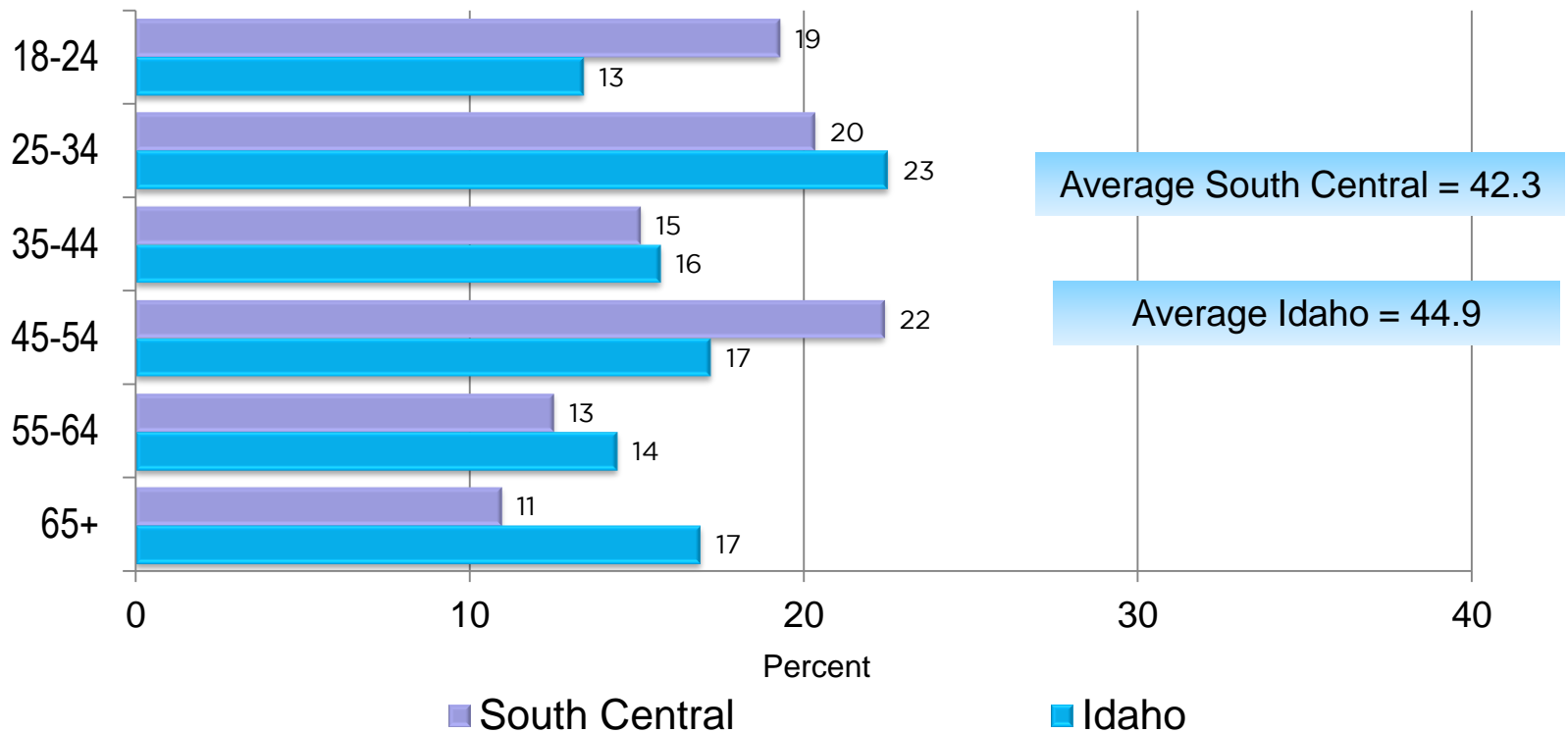


Gender

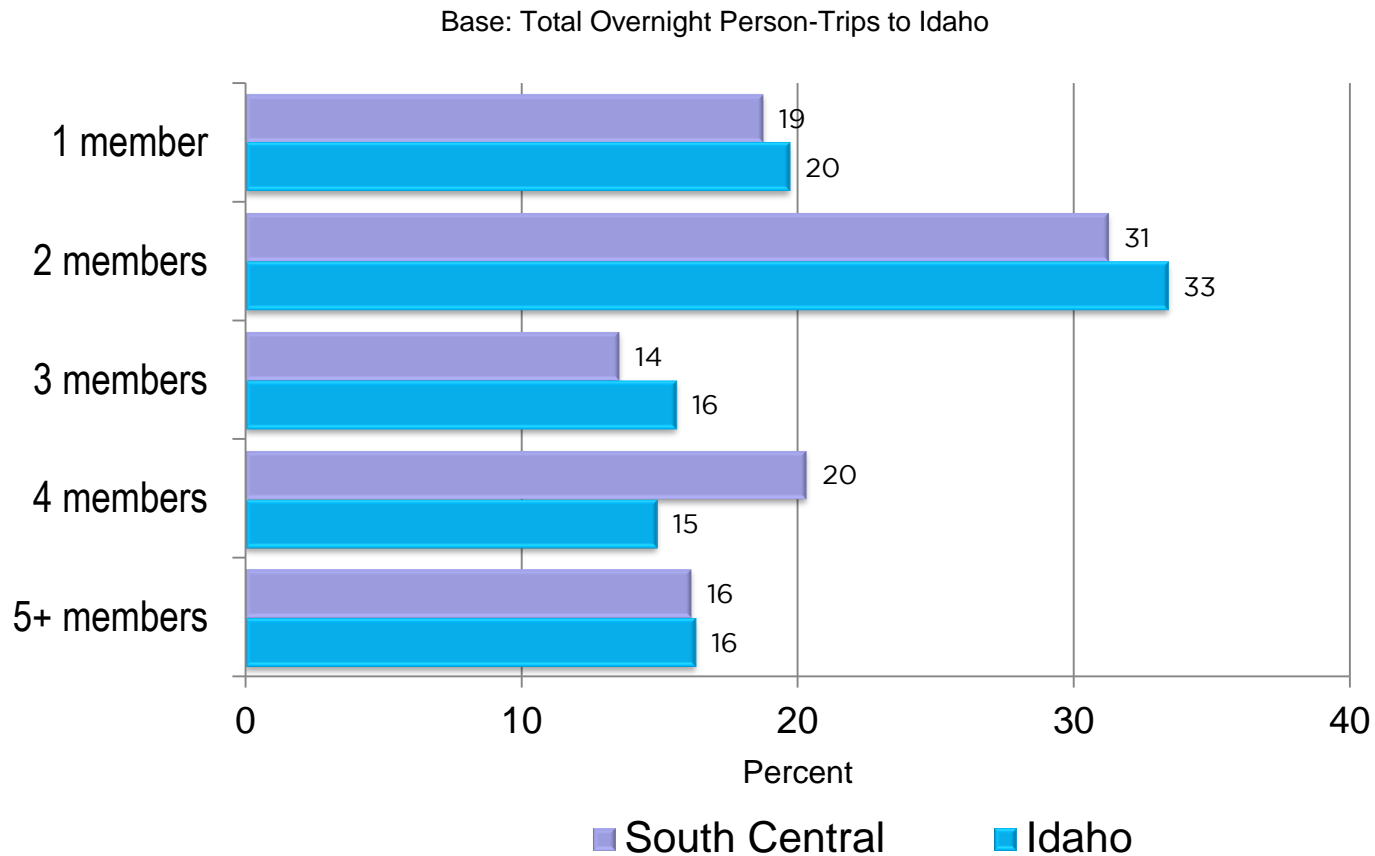


Age

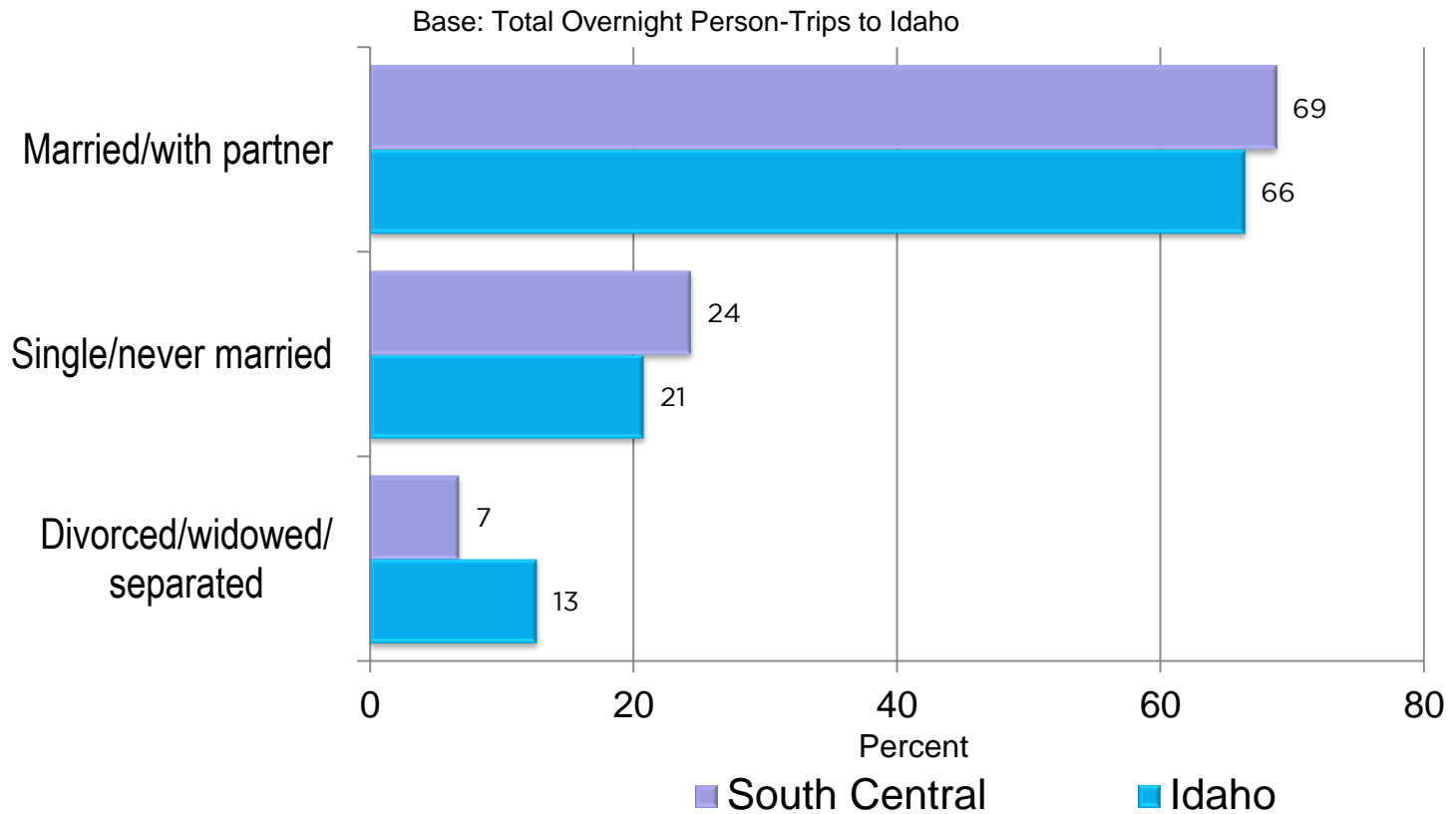
Base: Total Overnight Person-Trips to Idaho



Household Size

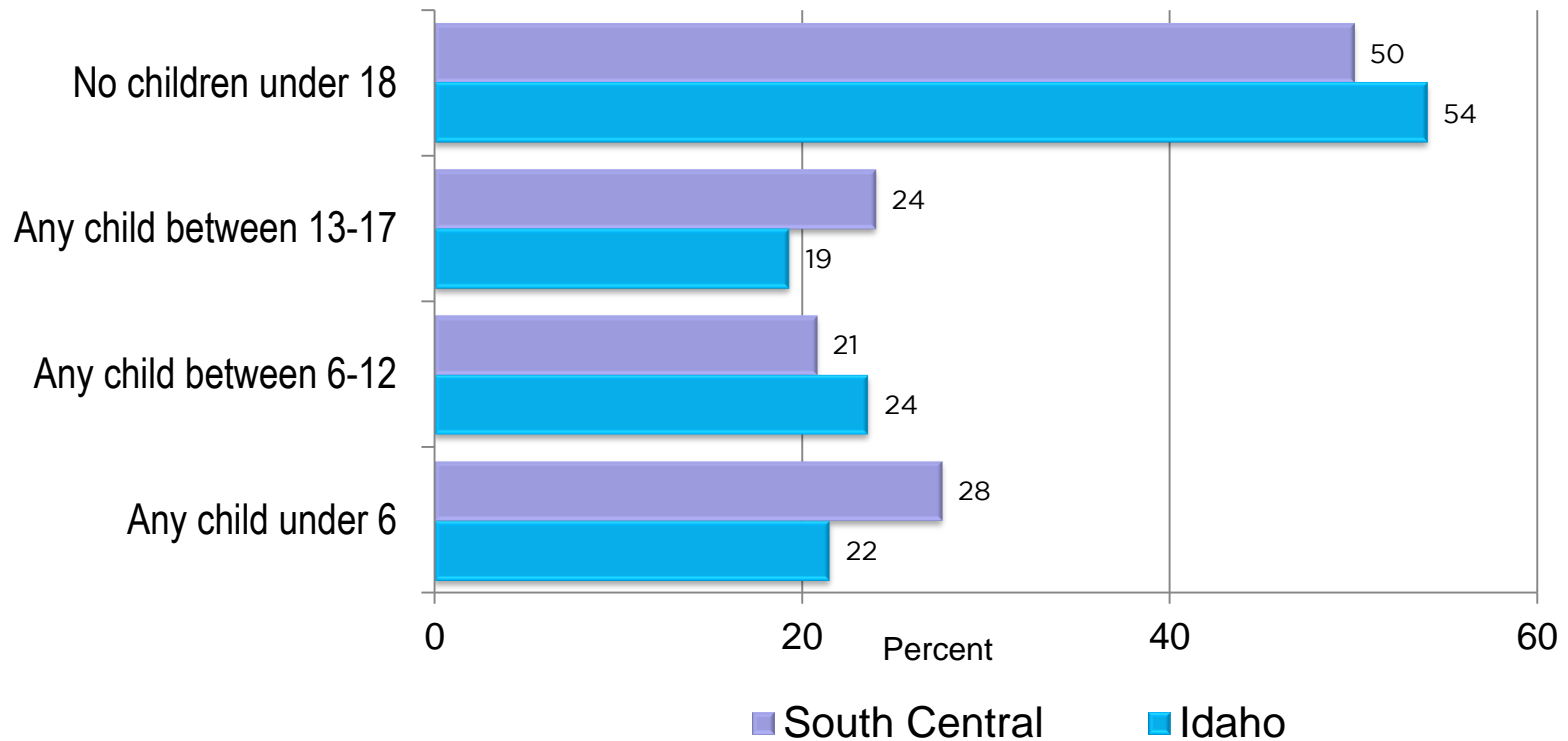


Marital Status

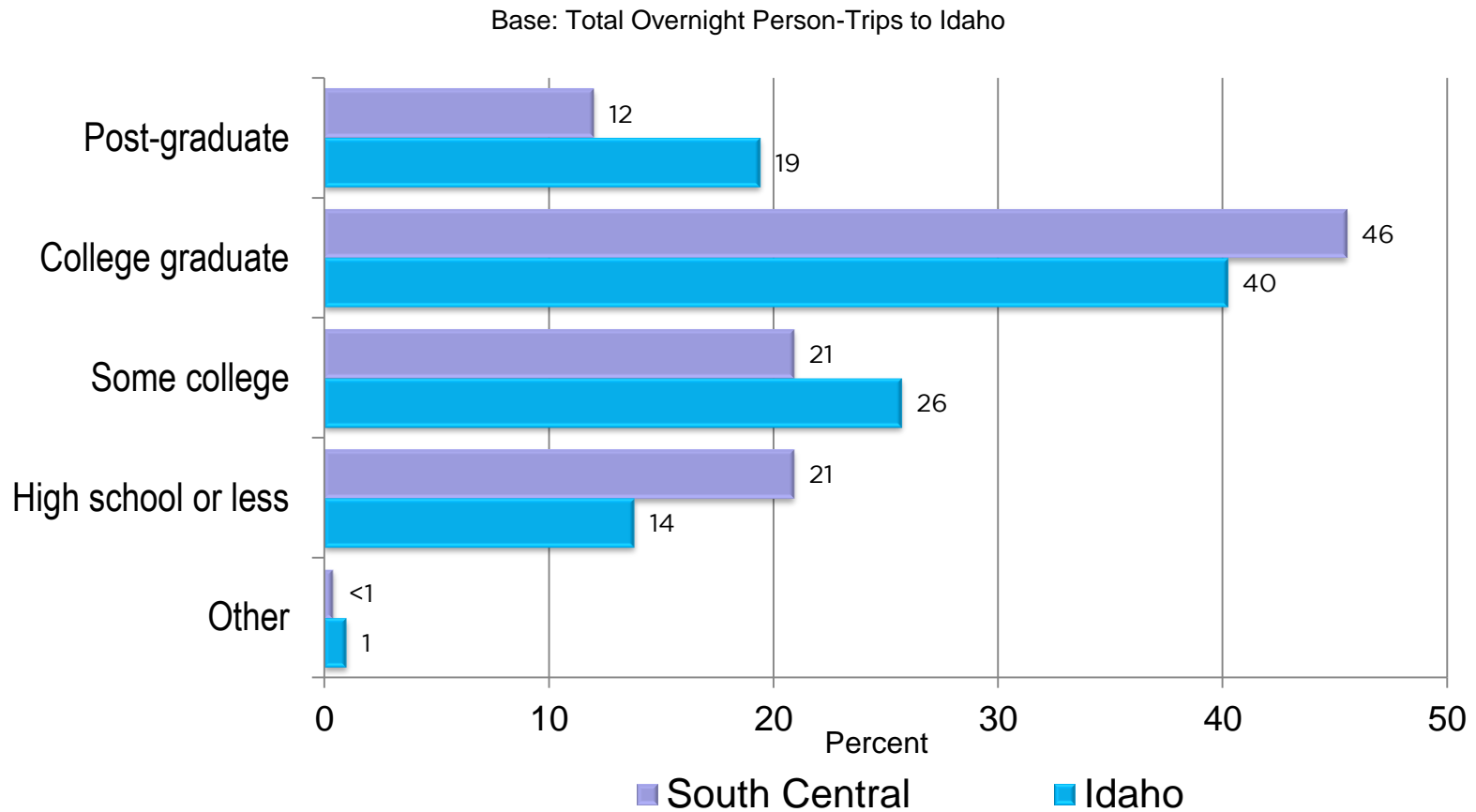


Children in Household

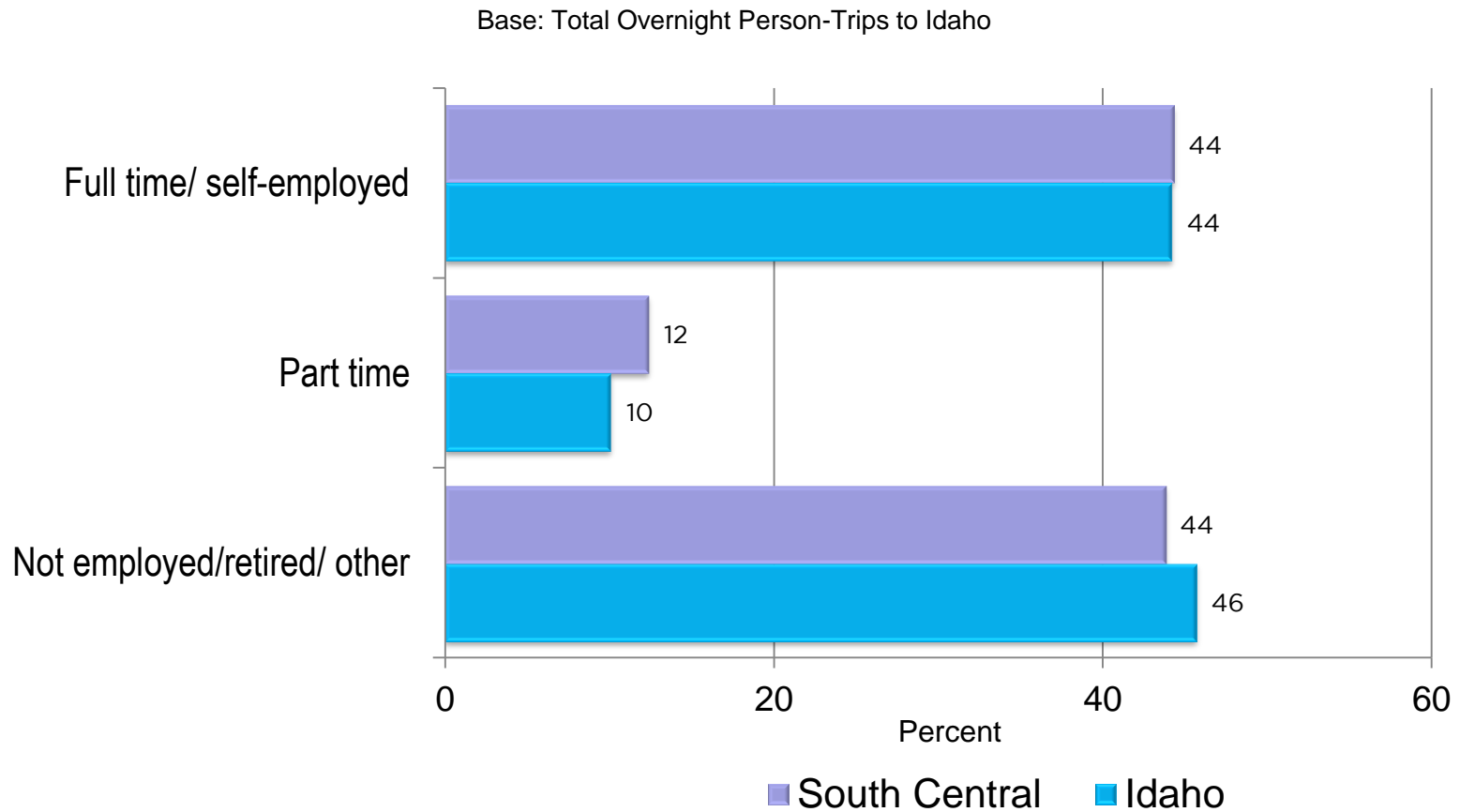
Base: Total Overnight Person-Trips to Idaho



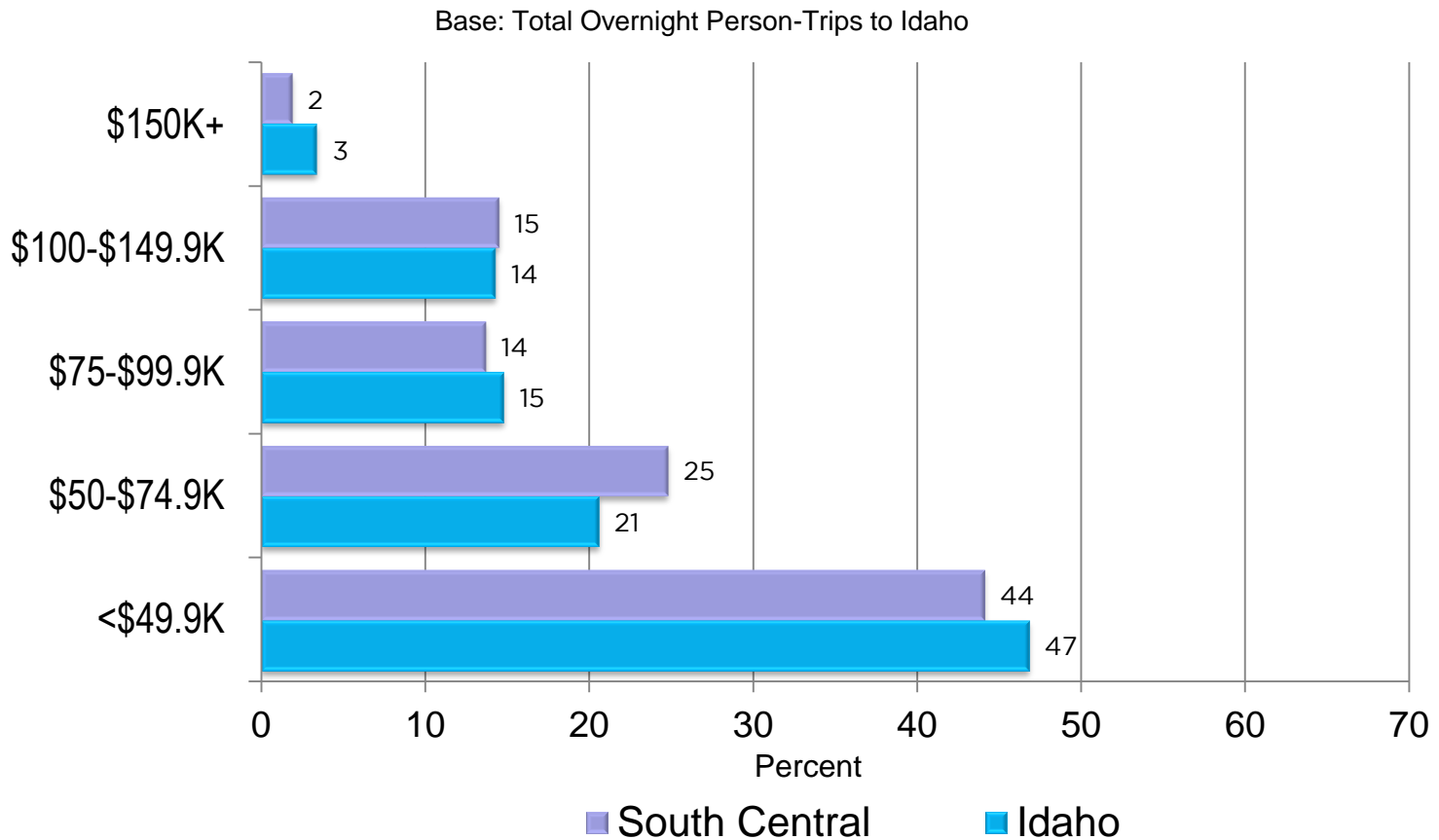
Education



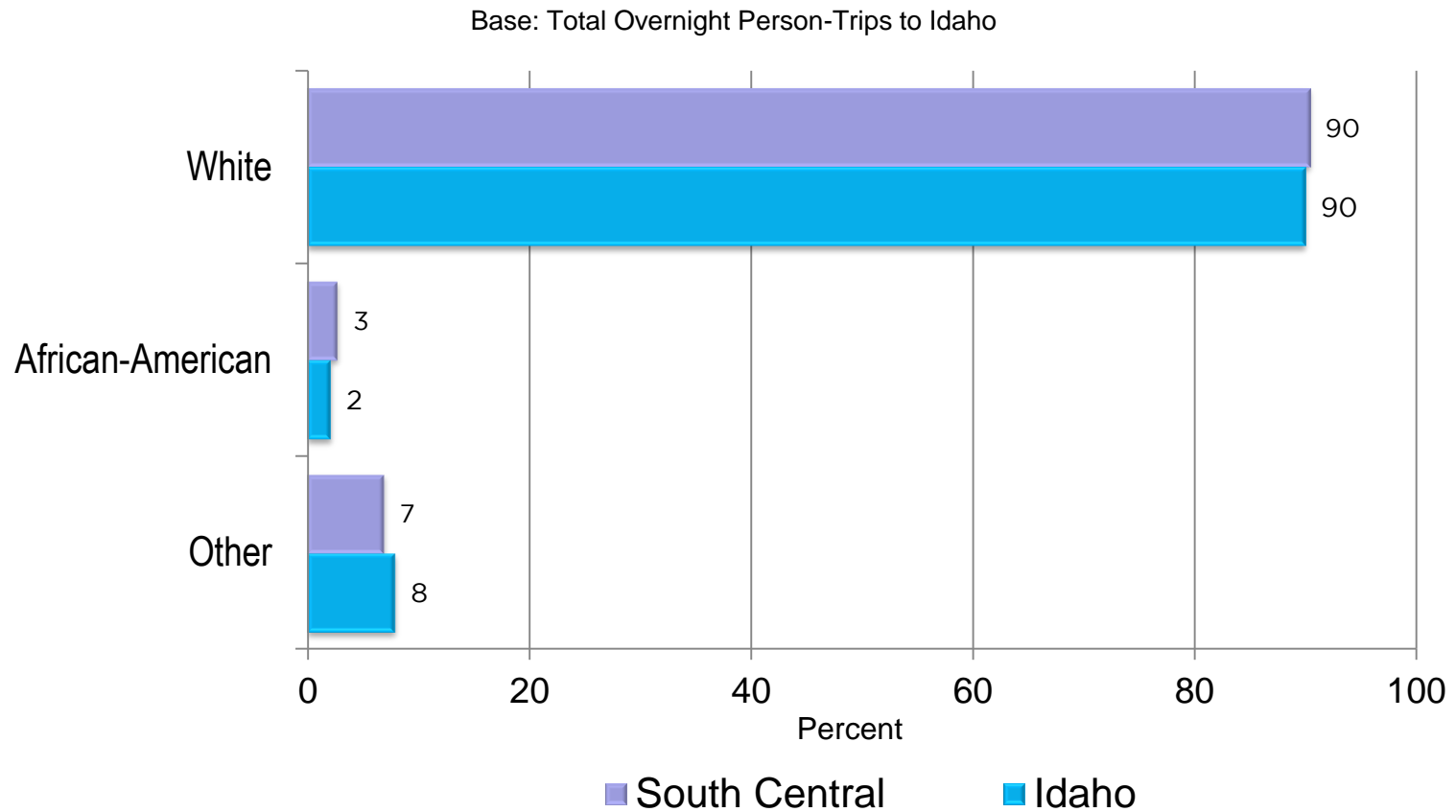
Employment



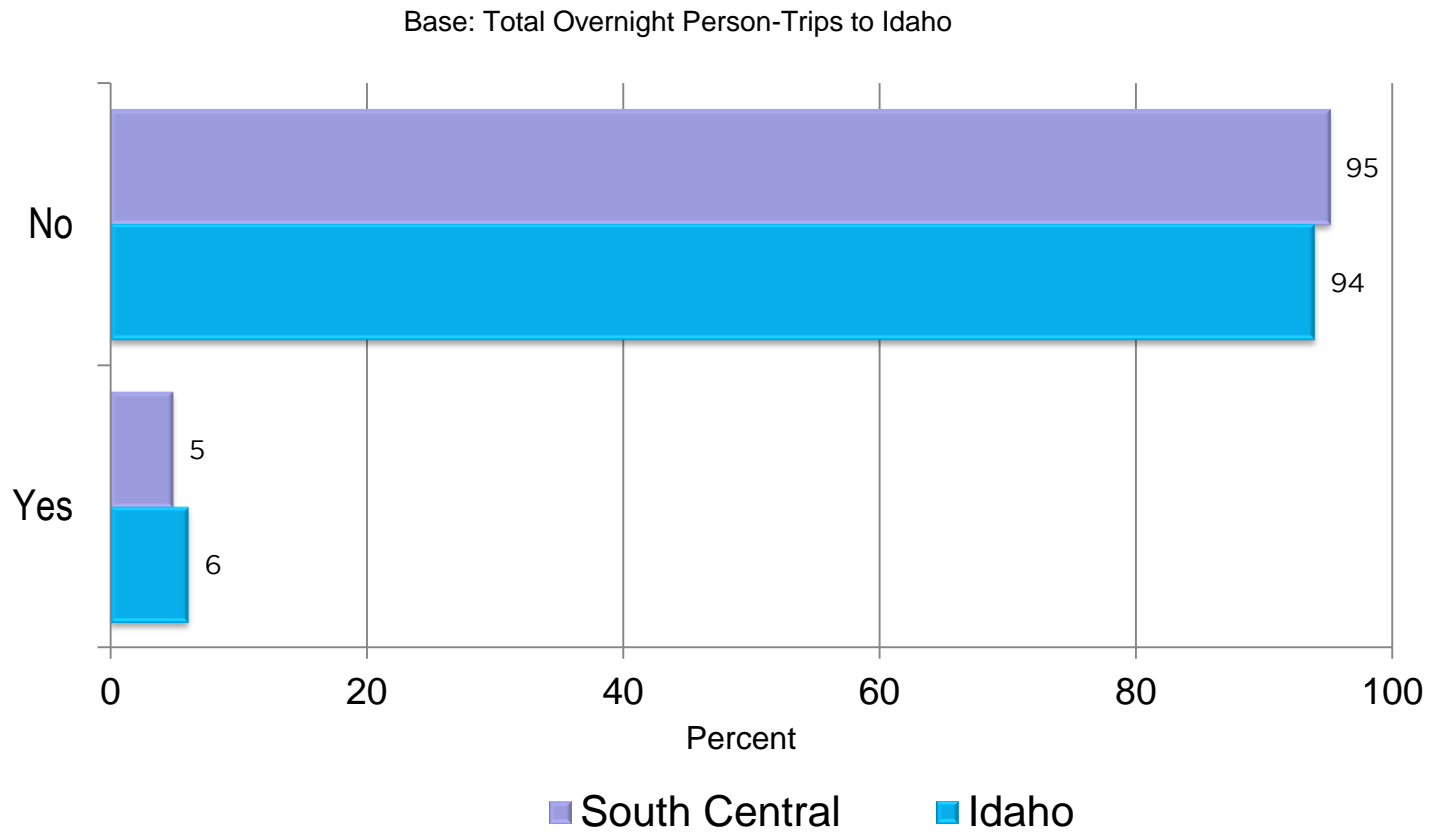
Household Income



Race



Hispanic Background





Southwestern Region

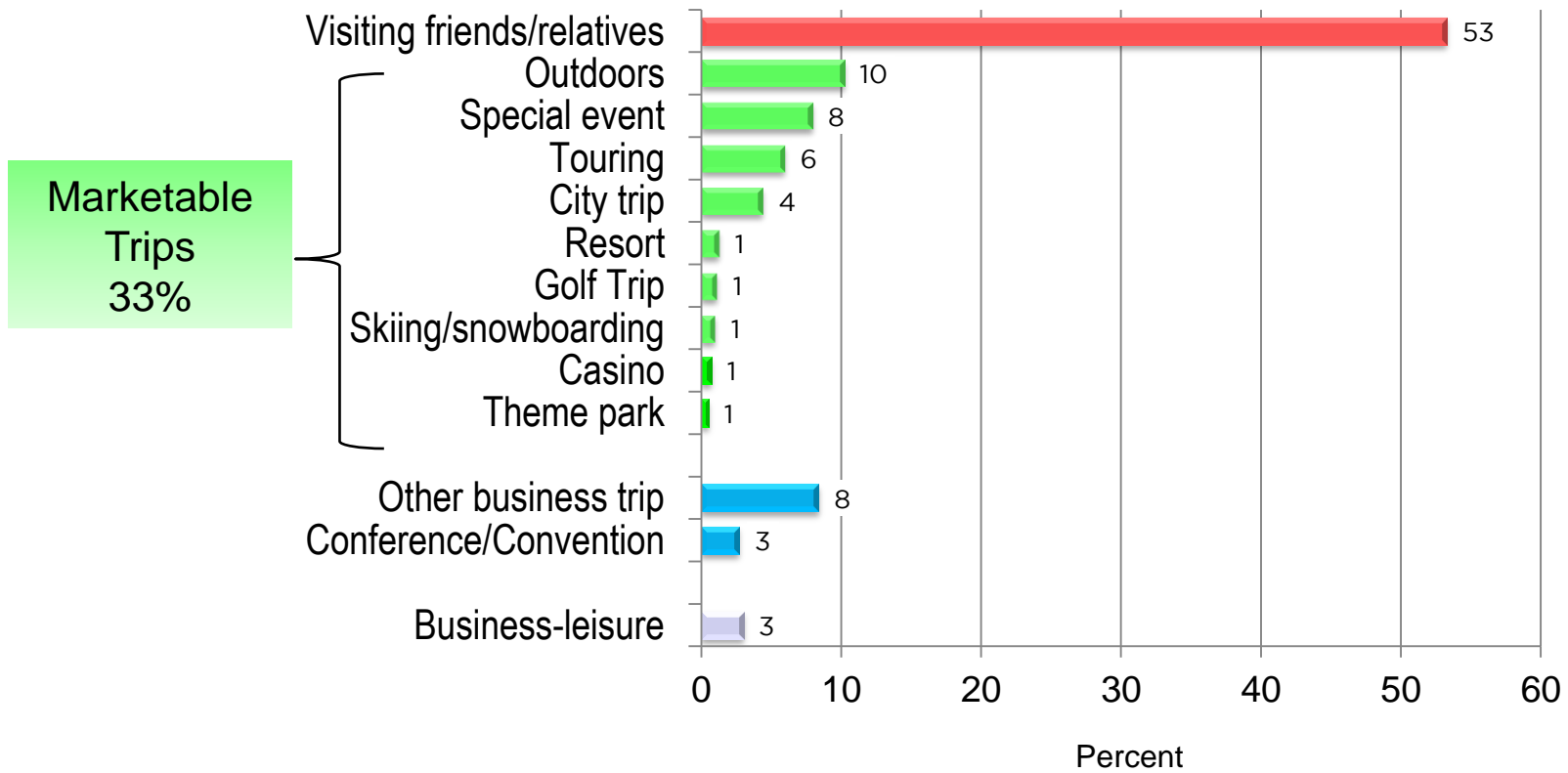


Southwestern Region Key Findings

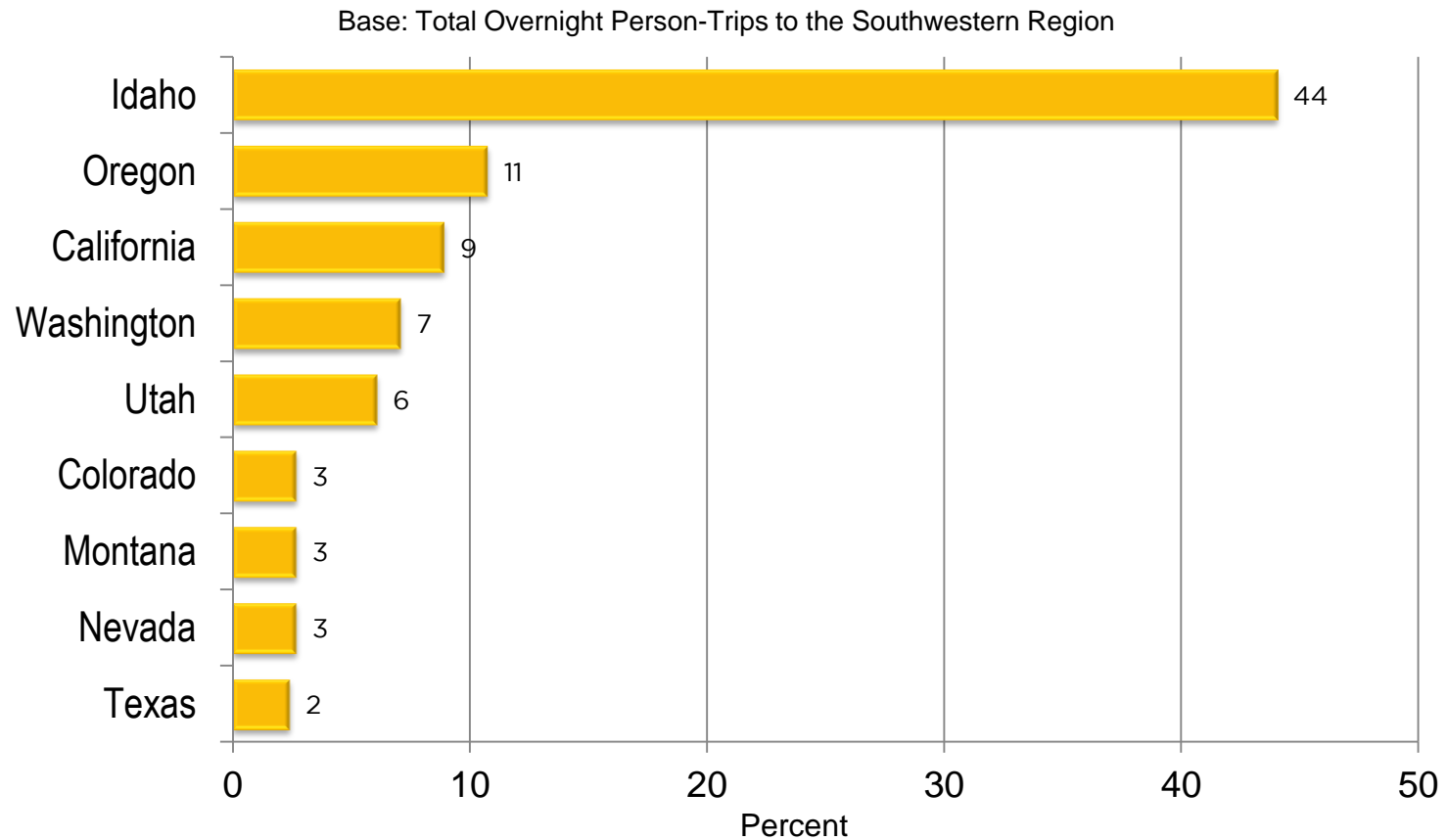
- When asked about the main purpose of their overnight trip, 33% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip types to the Southwestern region were an outdoor trip and a trip to a special event, such as a fair, festival or sports event.
- The top three states of origin for visitors on overnight trips to the Southwestern region are Idaho, Oregon and California. The top DMAs of origin are Boise, Portland and Salt Lake City.
- A very high 80% of overnight visitors to the Southwestern region say they are very satisfied with their overall trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 4 nights long, while 3.4 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are fine dining, hiking/backpacking and swimming.
- The average age of overnight visitors to the region is 44.4, very similar to the state average of 44.9, but the oldest age among regions.

Main Purpose of Trip

Base: Total Overnight Person-Trips to the Southwestern Region

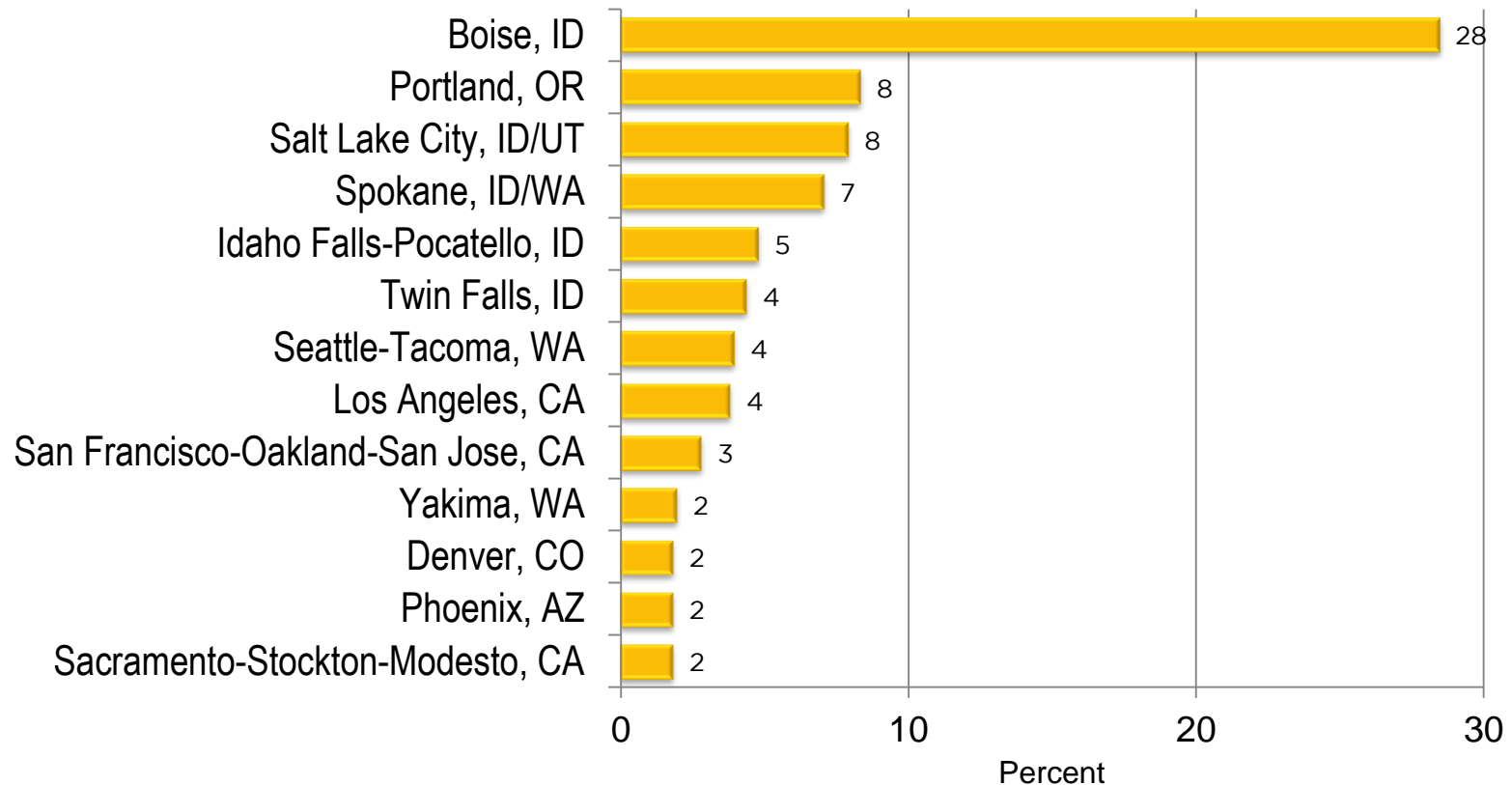


State Origin Of Trip



DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Southwestern Region

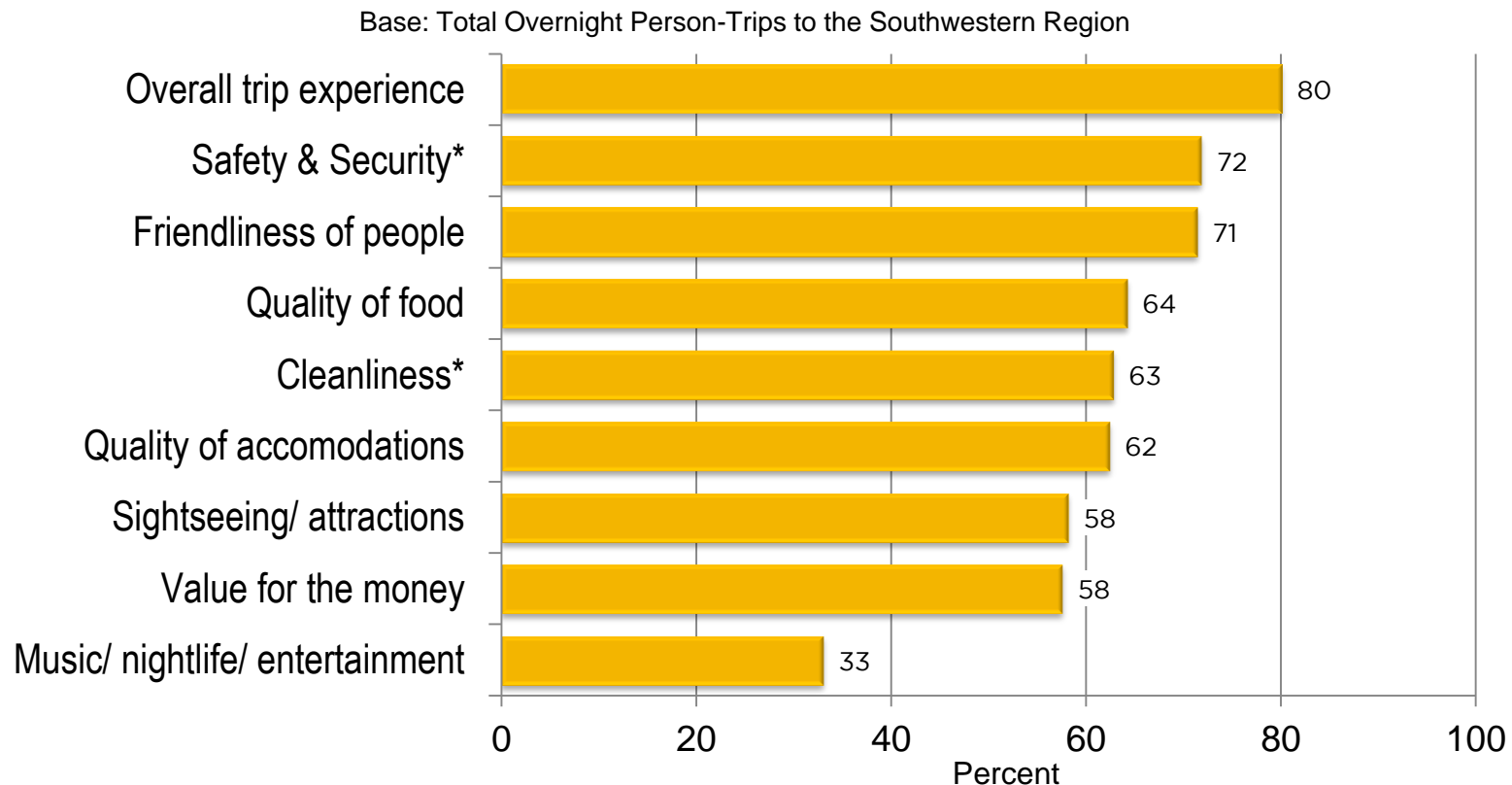




Overnight Trip Characteristics— Southwestern Region



% Very Satisfied with Trip**

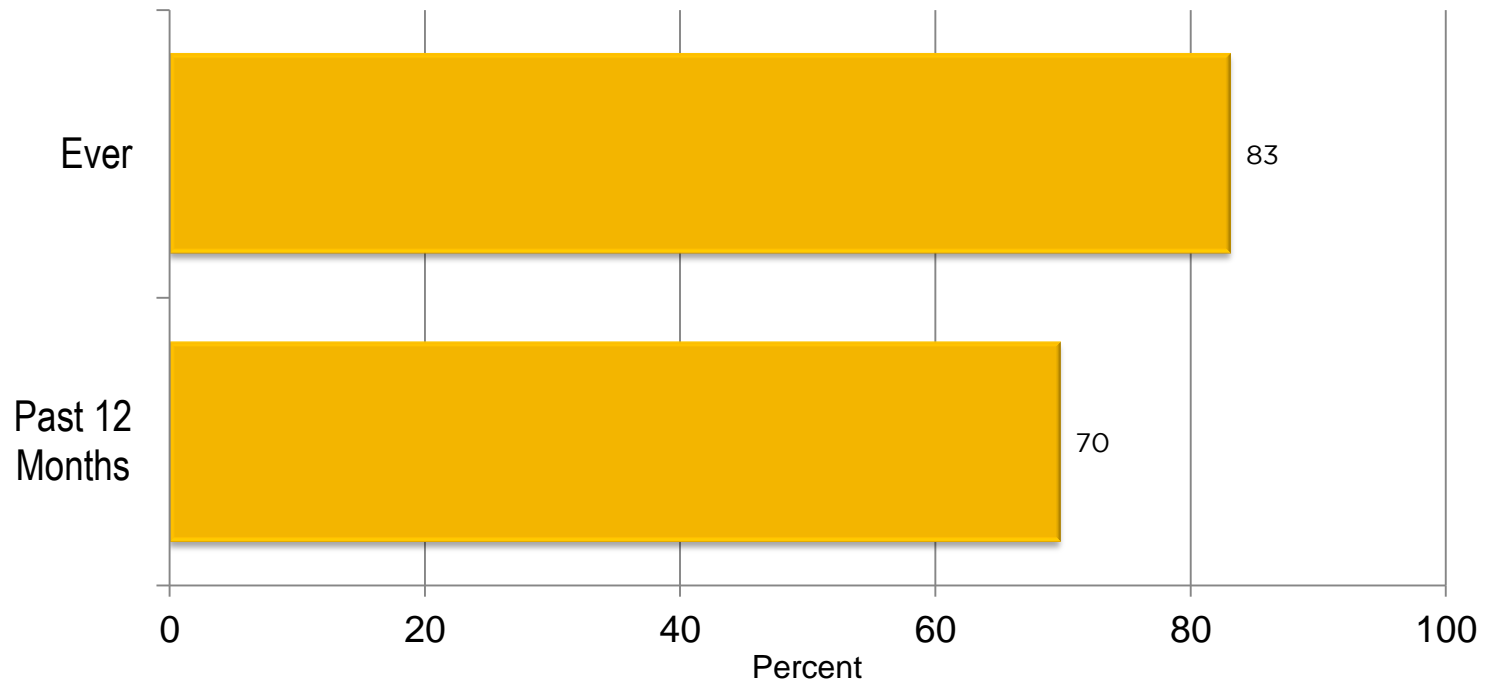


*Categories added in 2017; data reflects 2017 results only

** Those who ranked their Southwestern region experience a 5 on a 5-point scale

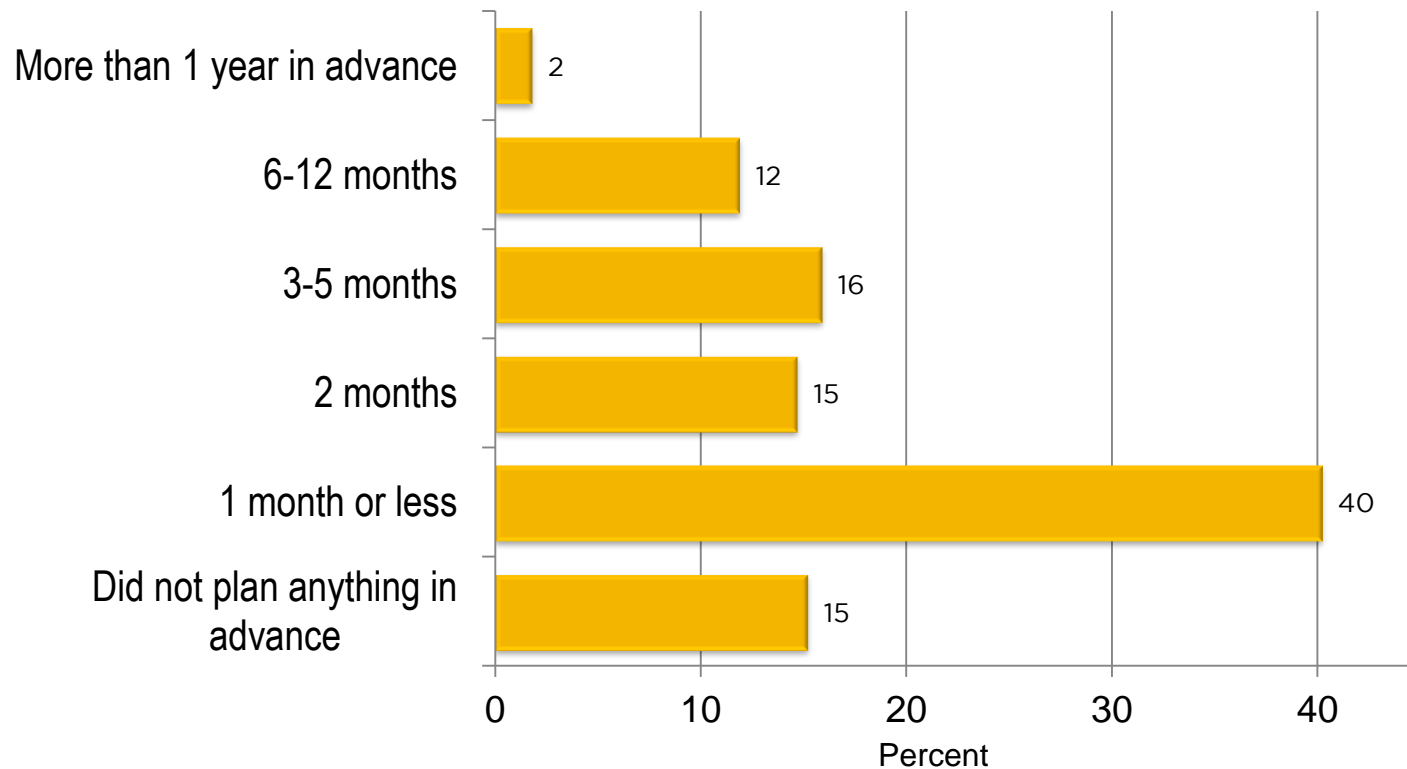
Past Visitation to the Southwestern Region

Base: Total Overnight Person-Trips to the Southwestern Region

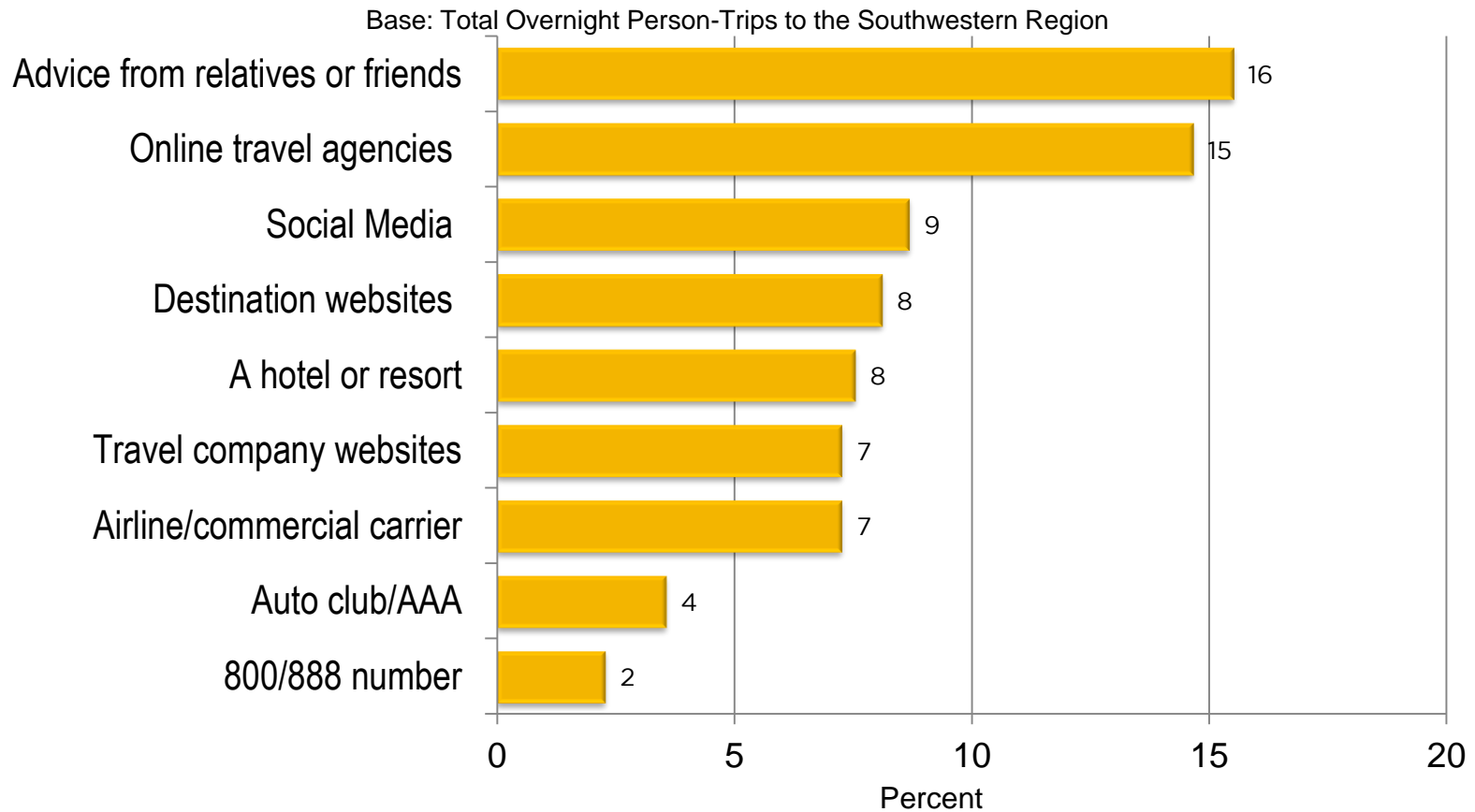


Length of Trip Planning-Southwestern

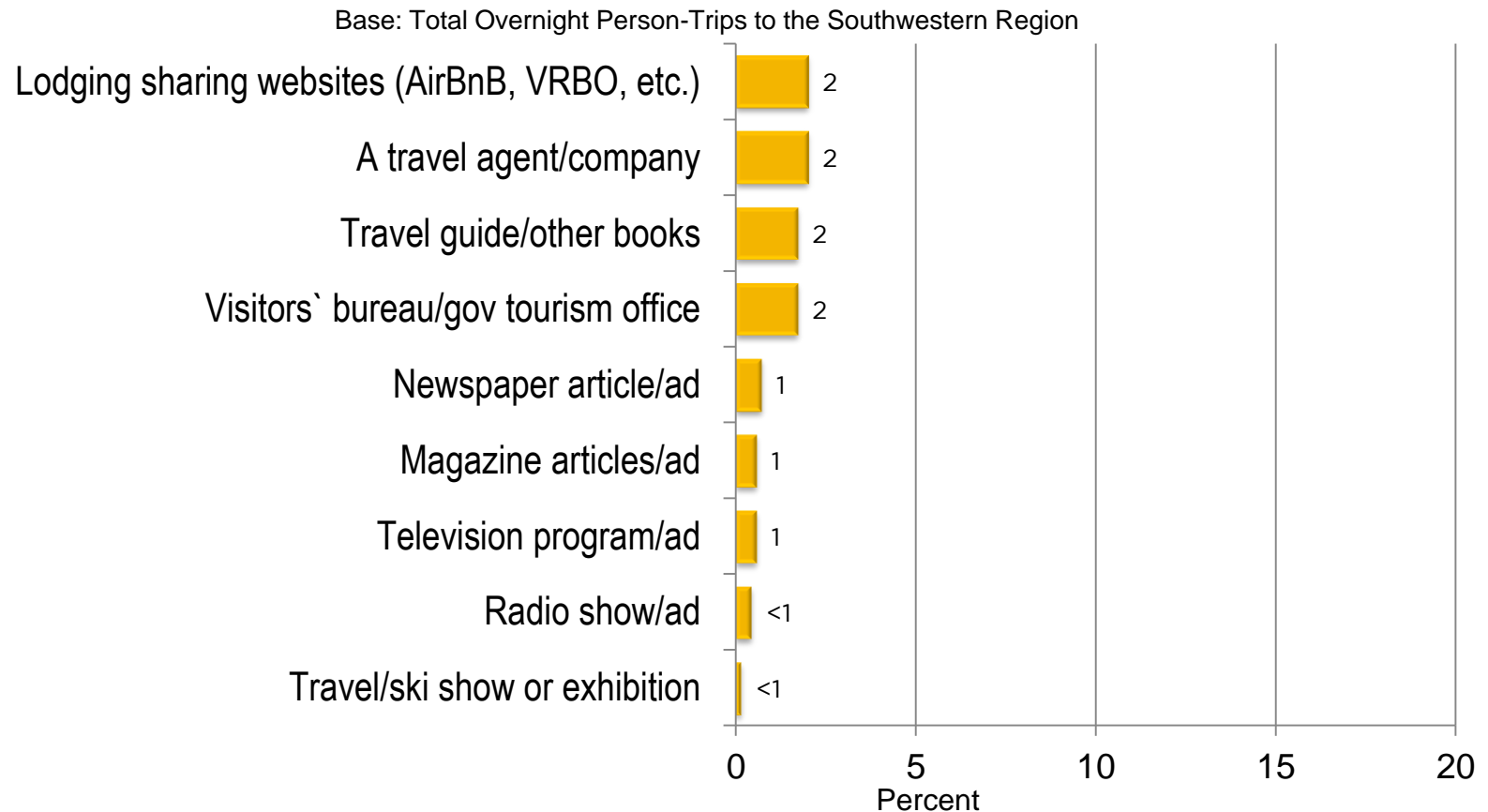
Base: Total Overnight Person-Trips to the Southwestern Region



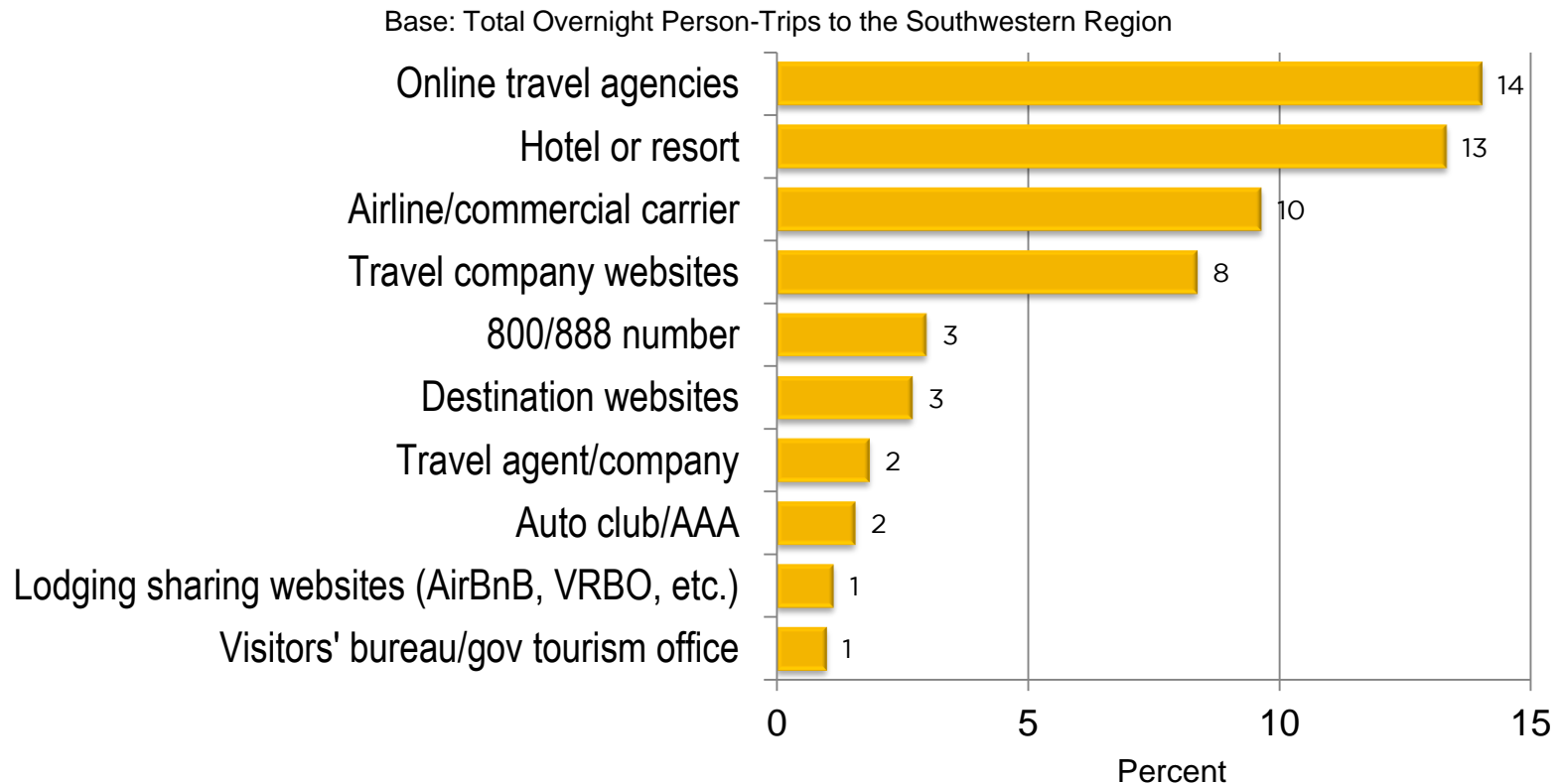
Trip Planning Information Sources- Southwestern



Trip Planning Information Sources- Southwestern (Cont'd)

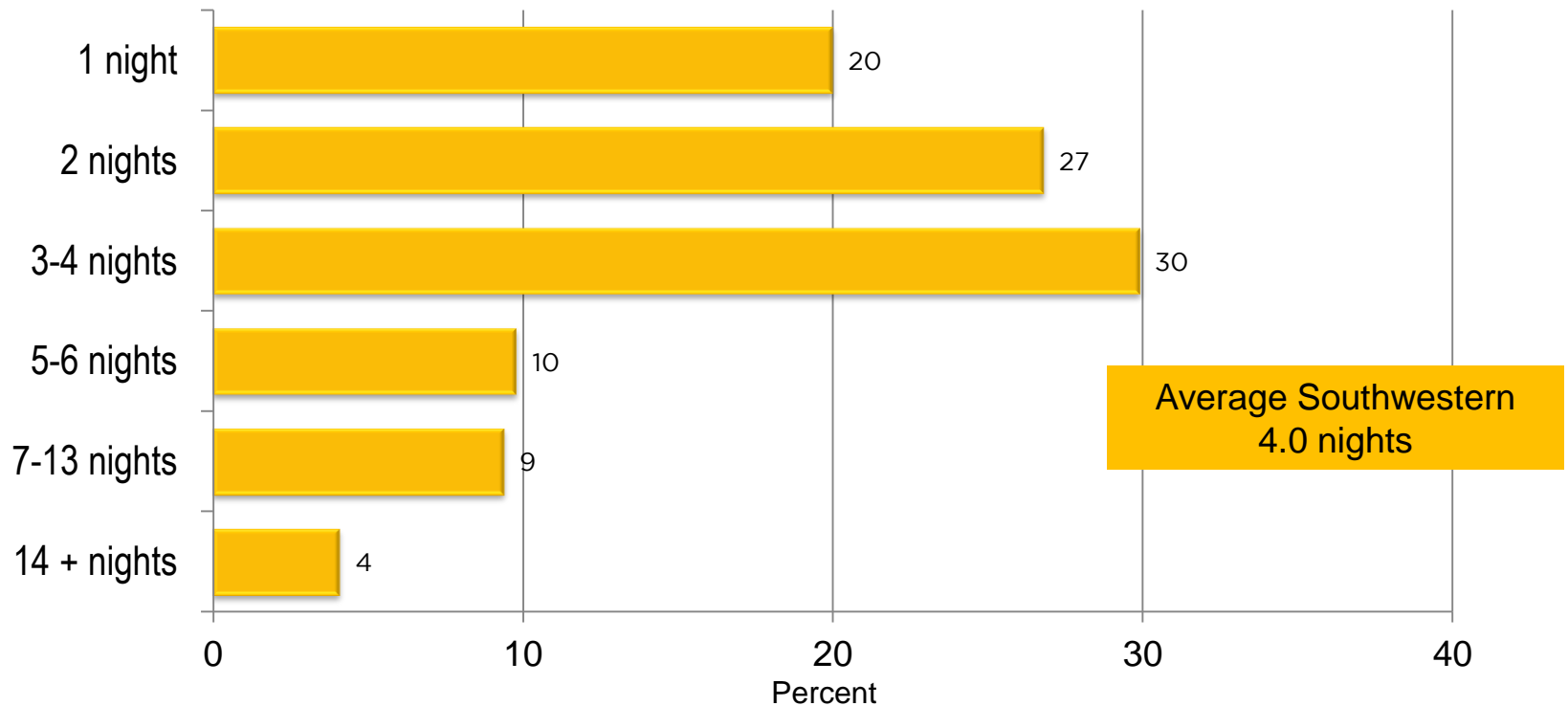


Method of Booking-Southwestern

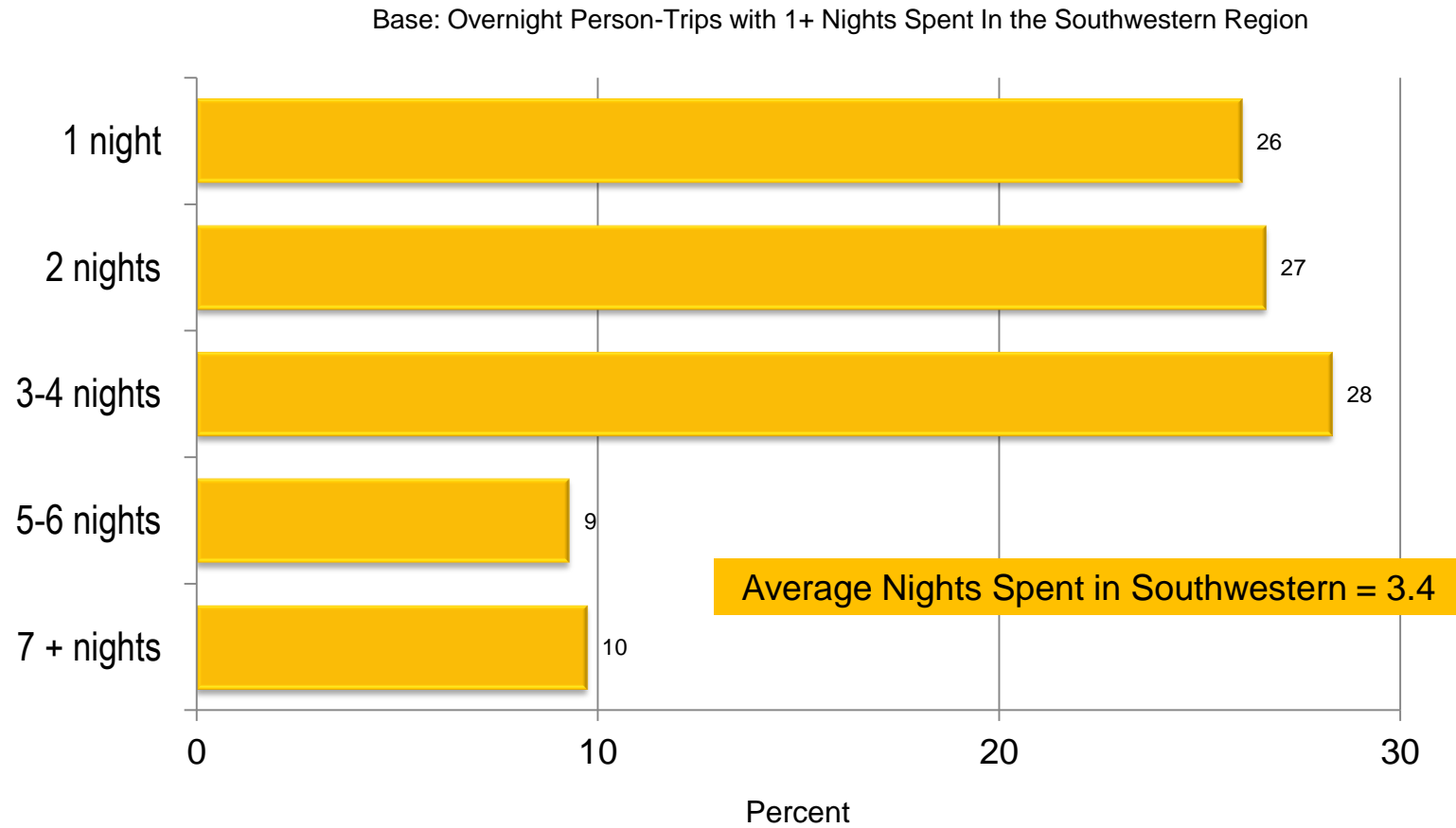


Total Nights Away on Trip

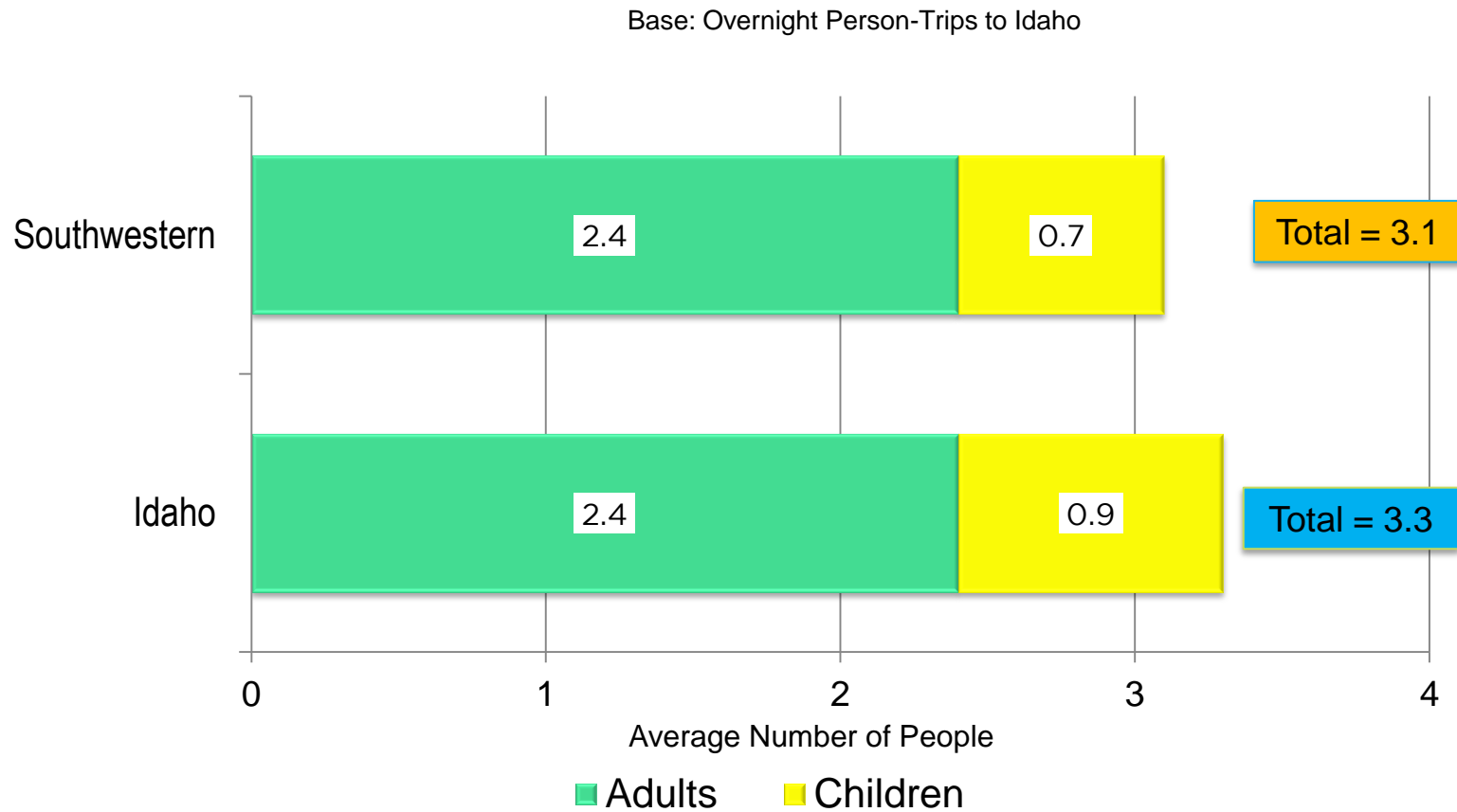
Base: Total Overnight Person-Trips to the Southwestern Region



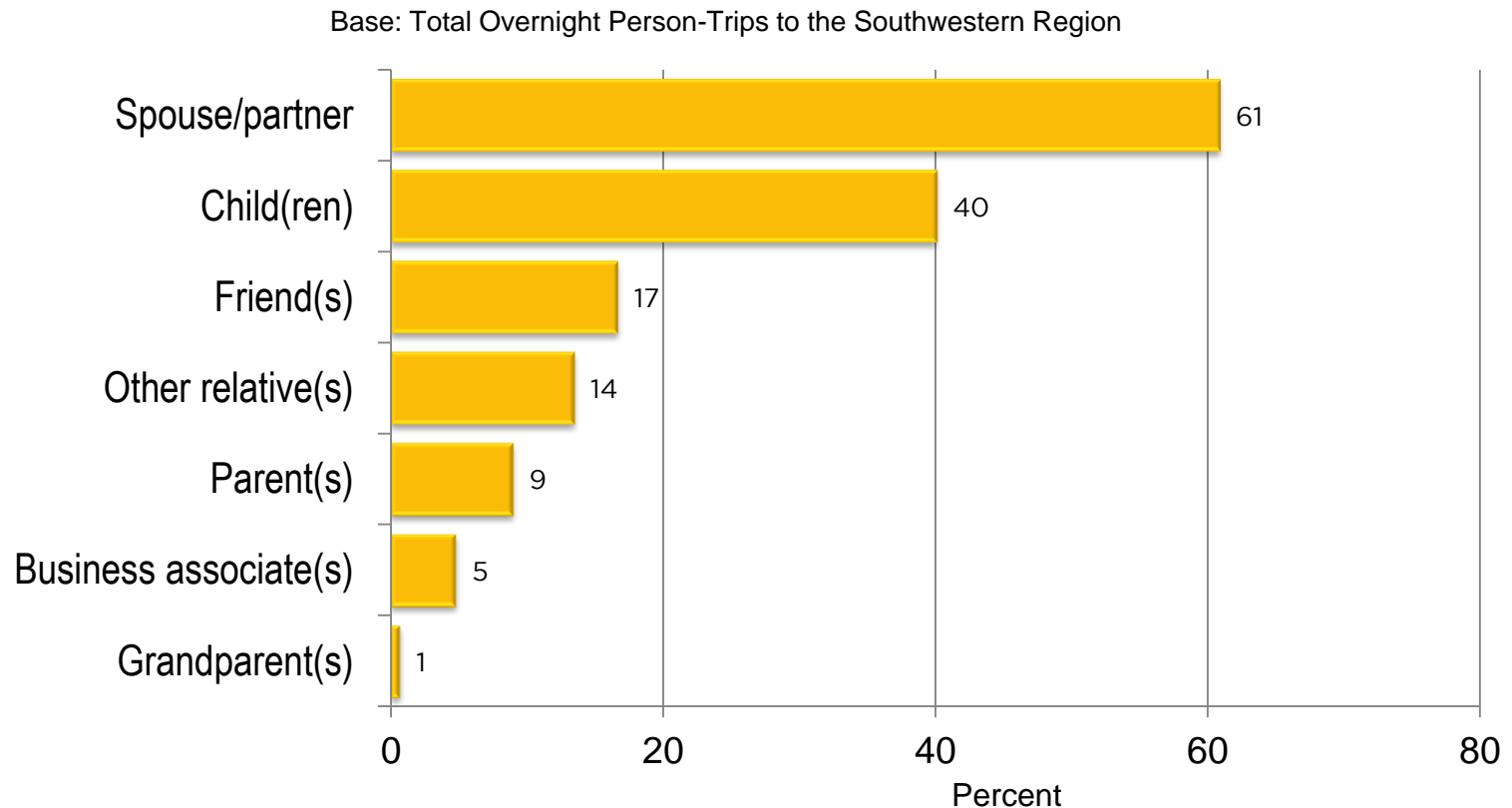
Number of Nights Spent in the Southwestern Region



Size of Travel Party



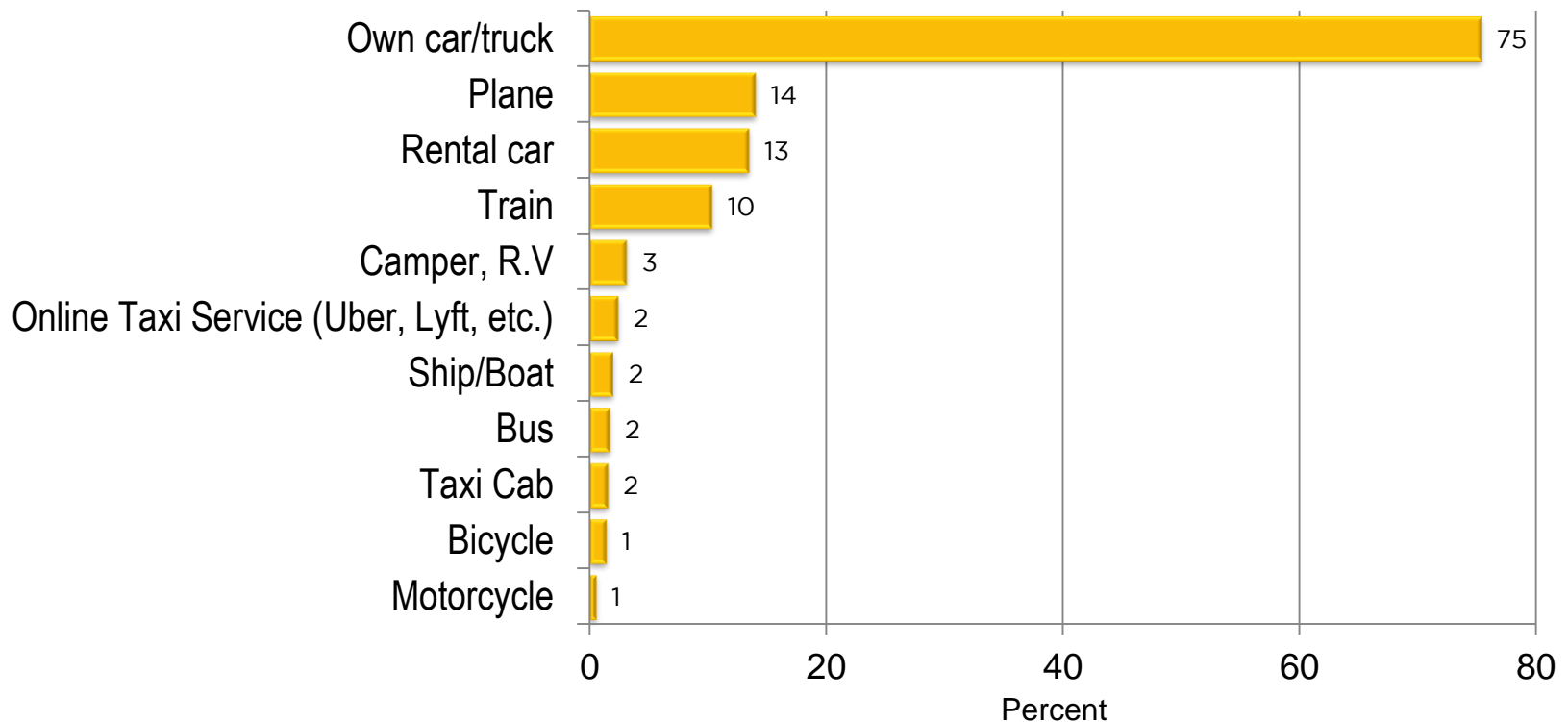
Party Composition*-Southwestern



* Question added in 2017; data reflects 2017 results only

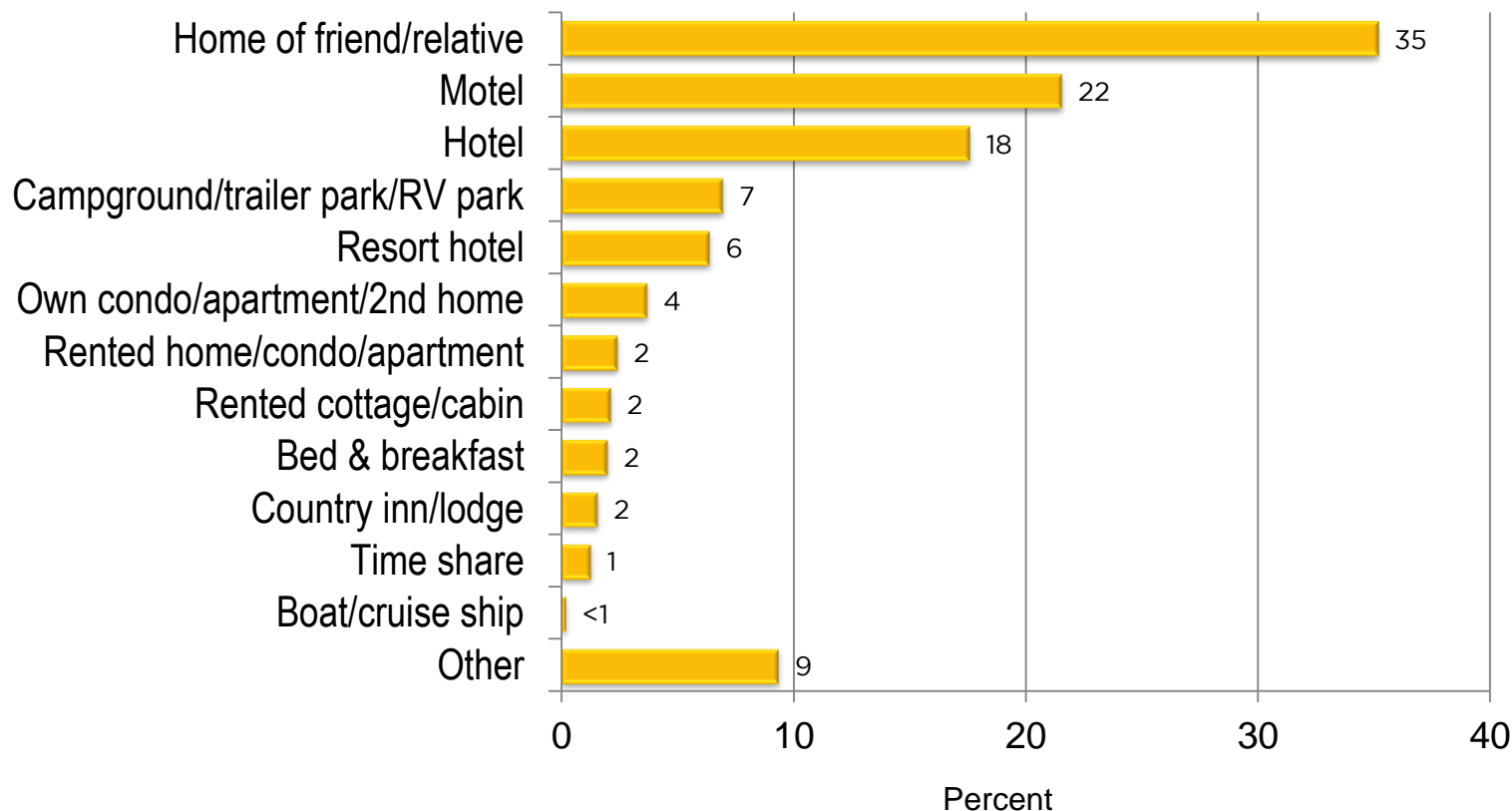
Transportation-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region



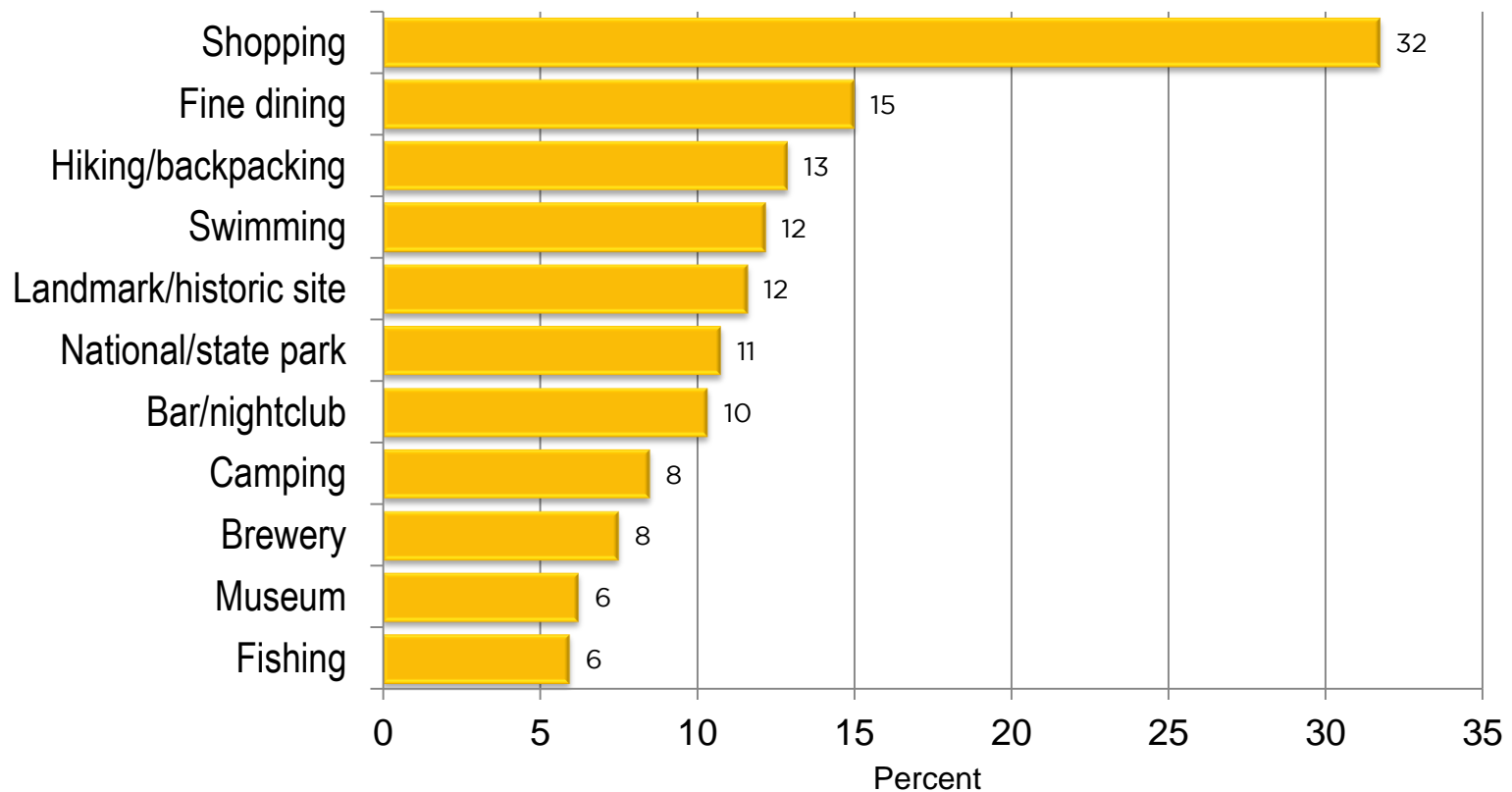
Accommodations-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region



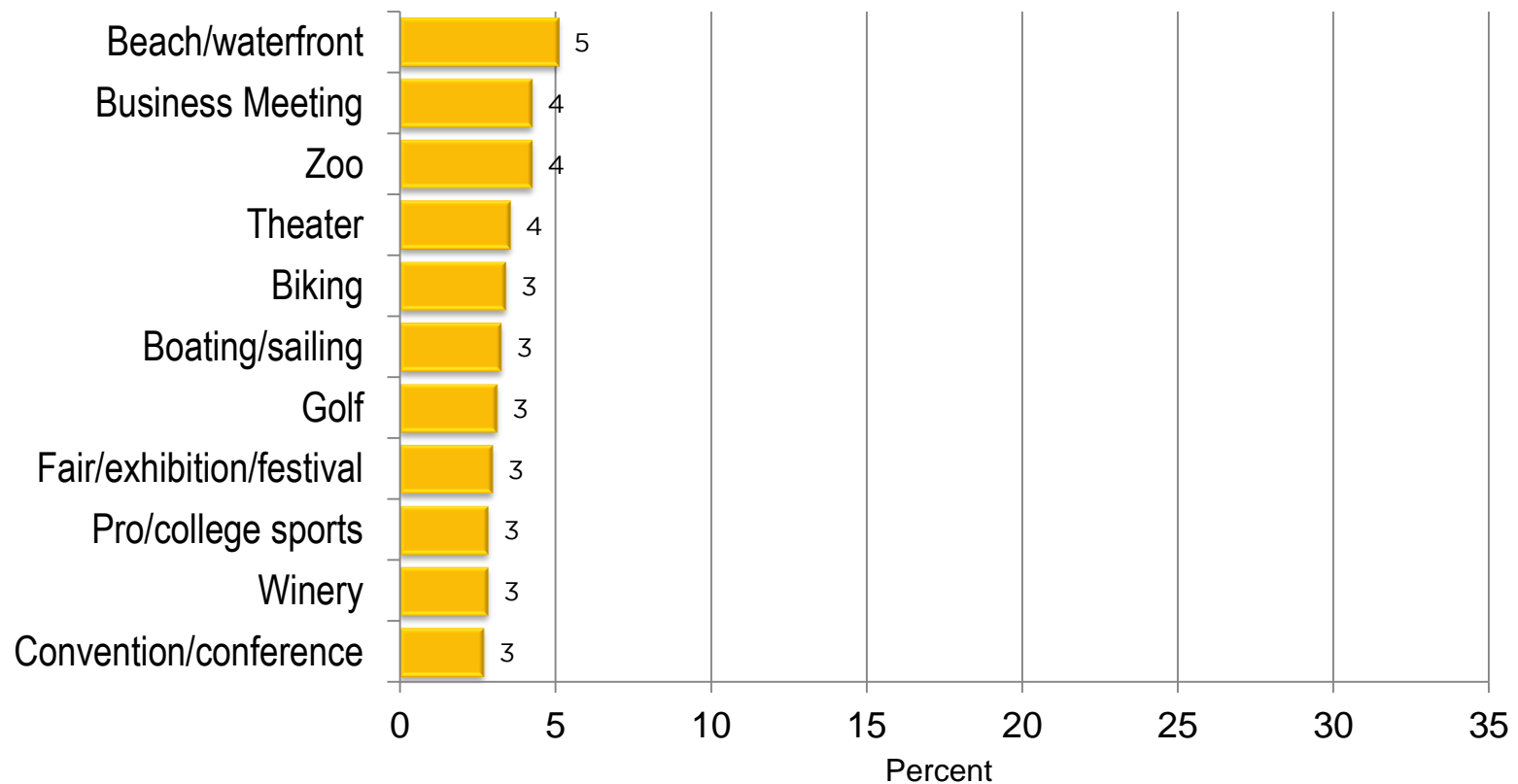
Activities and Experiences-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

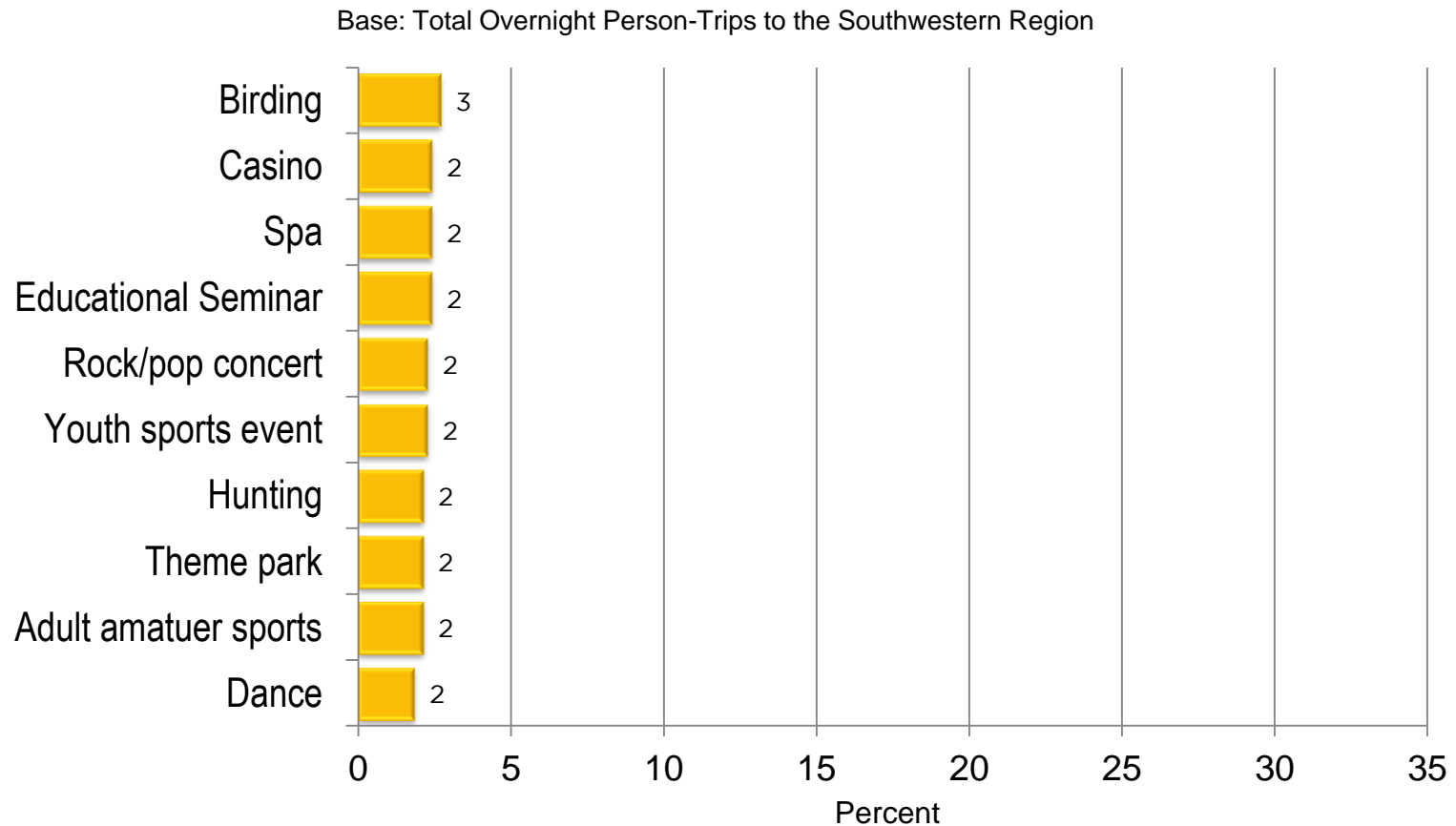


Activities and Experiences-Southwestern (Cont'd)

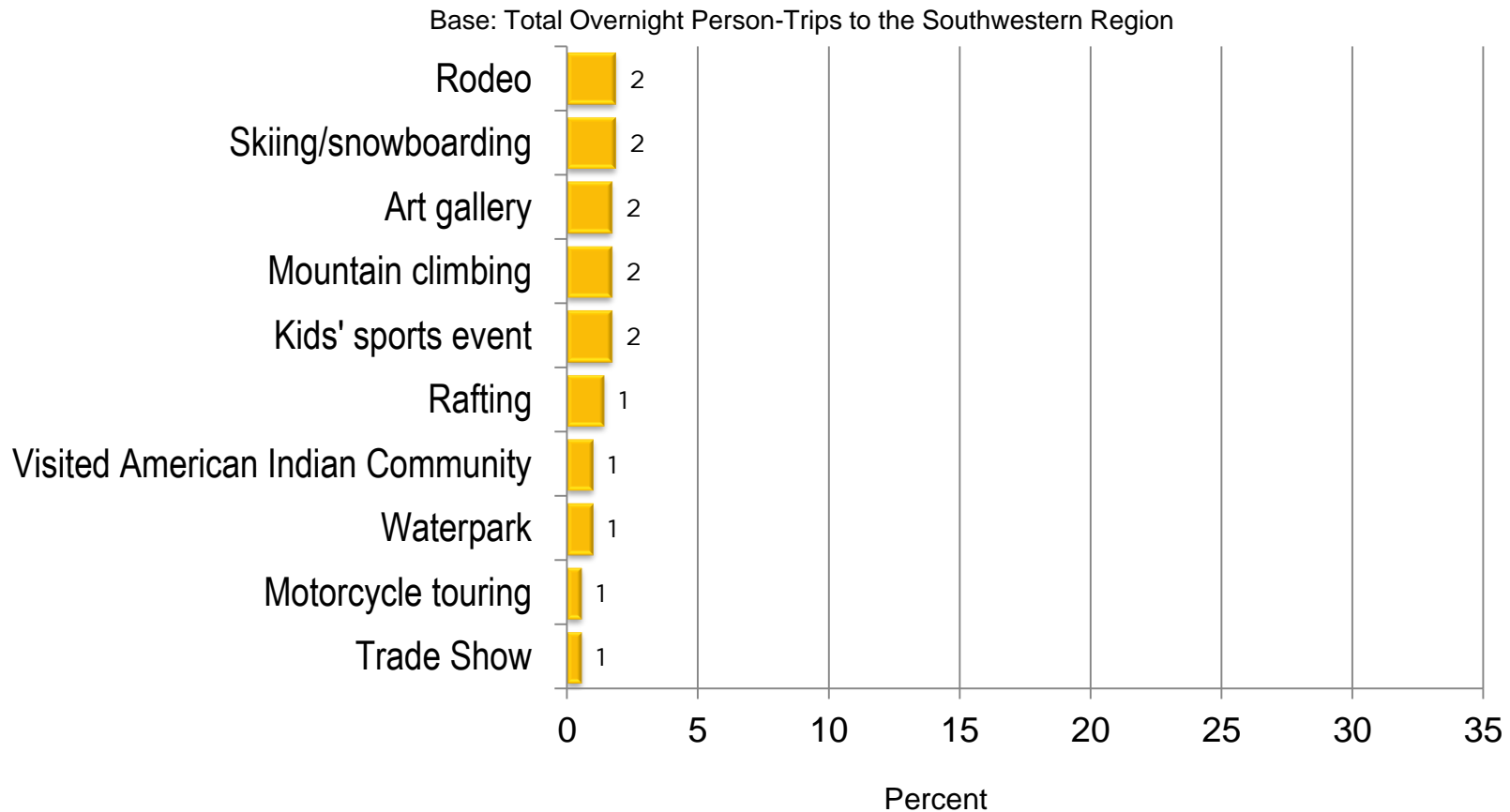
Base: Total Overnight Person-Trips to the Southwestern Region



Activities and Experiences-Southwestern (Cont'd)

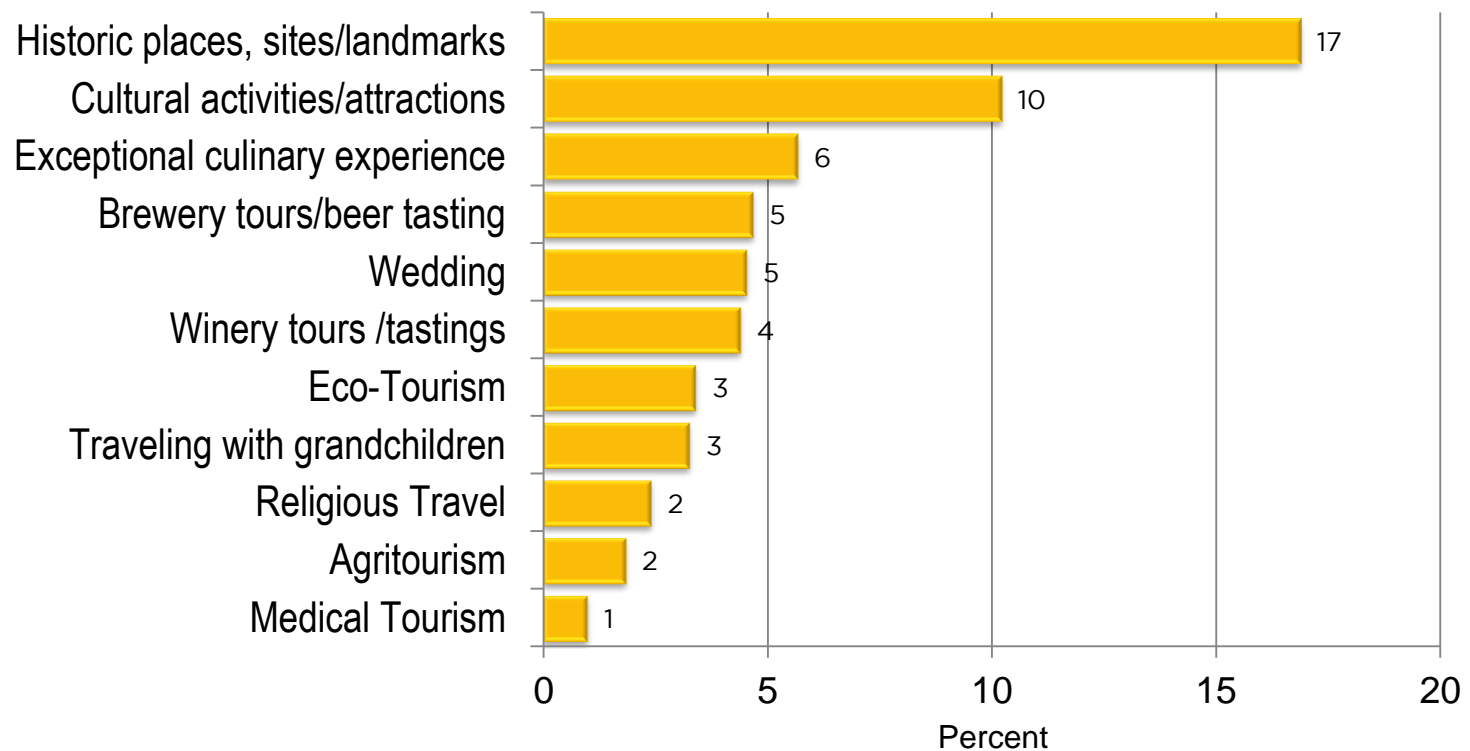


Activities and Experiences-Southwestern (Cont'd)



Activities of Special Interest- Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

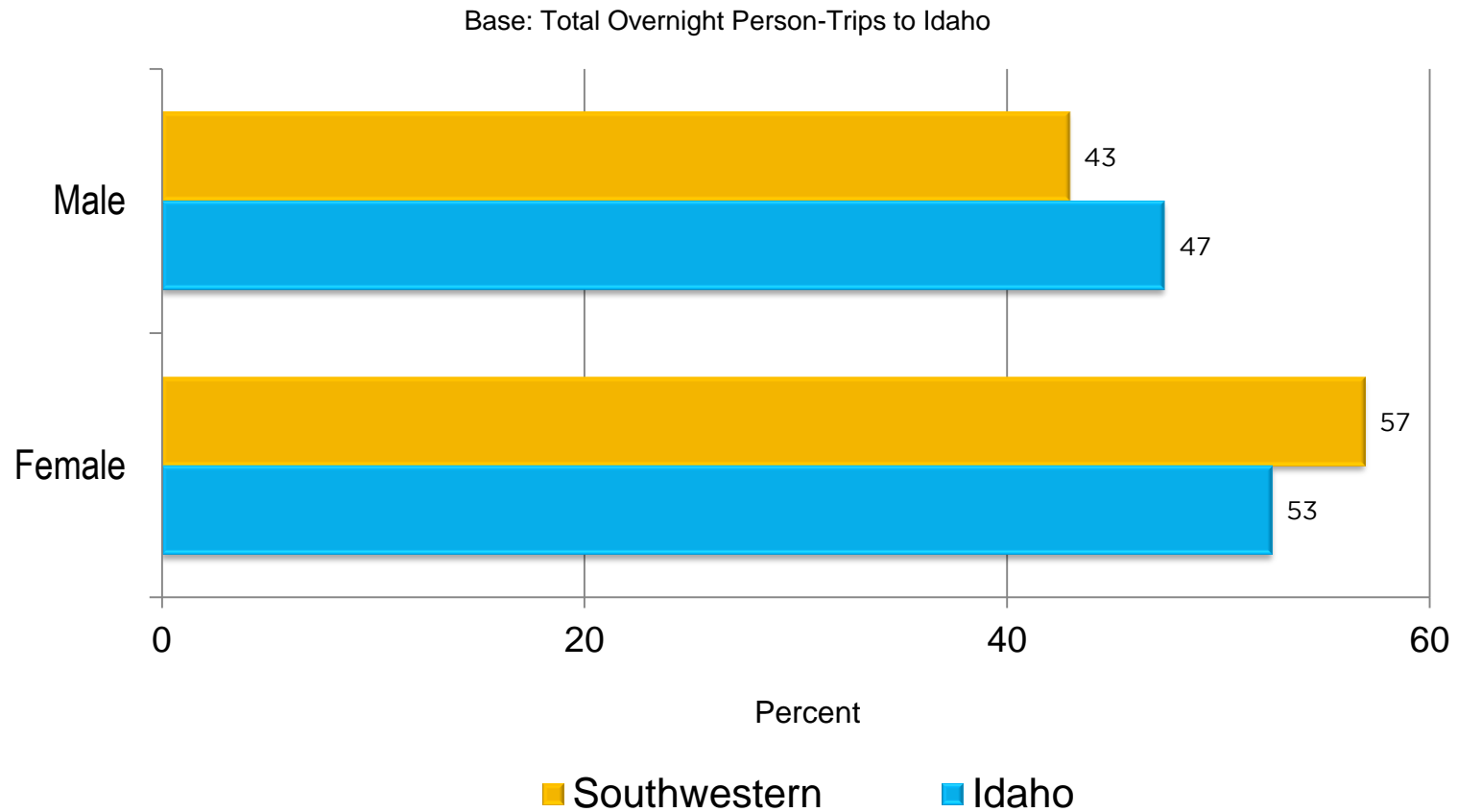




Demographic Profile of Idaho Visitors— Southwestern Region

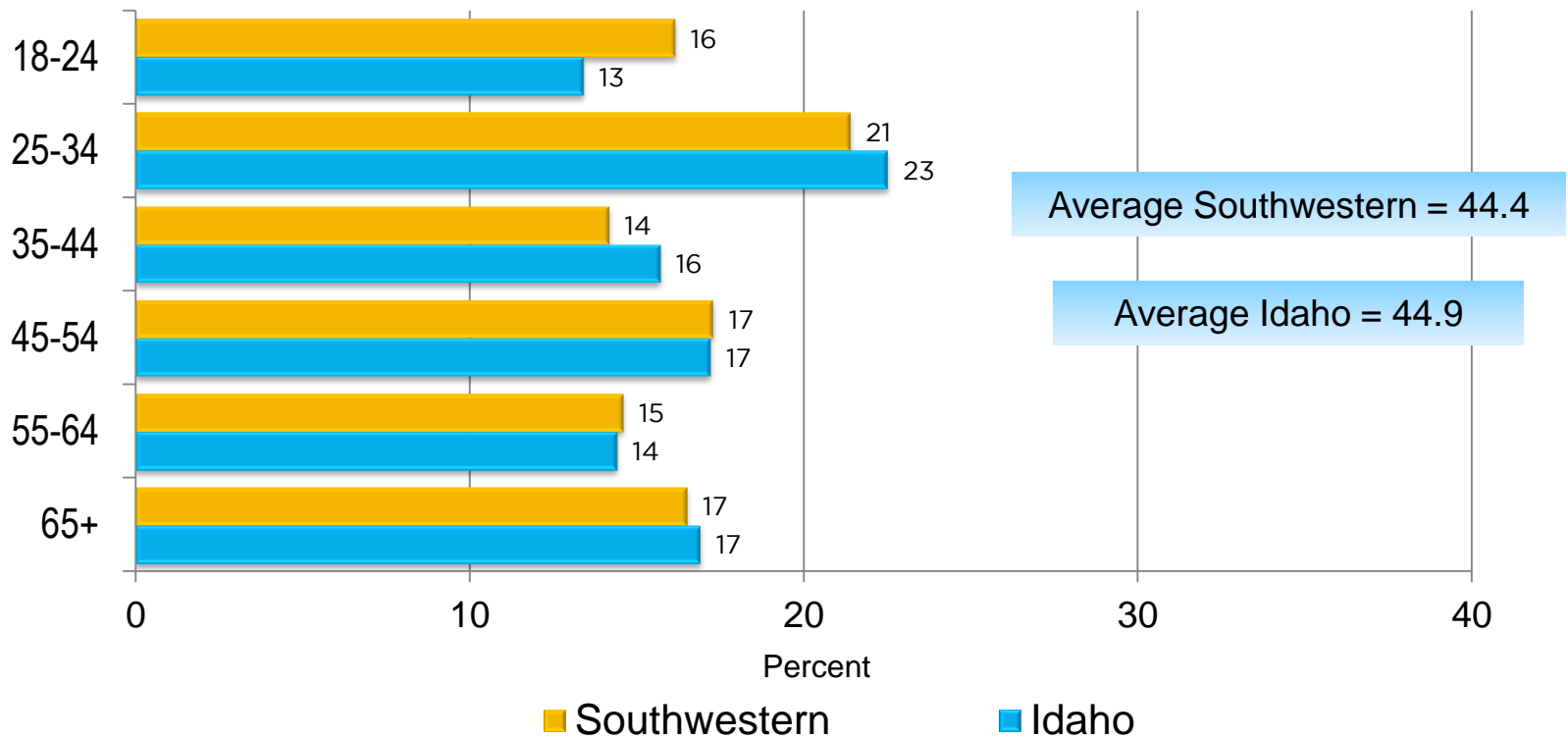


Gender

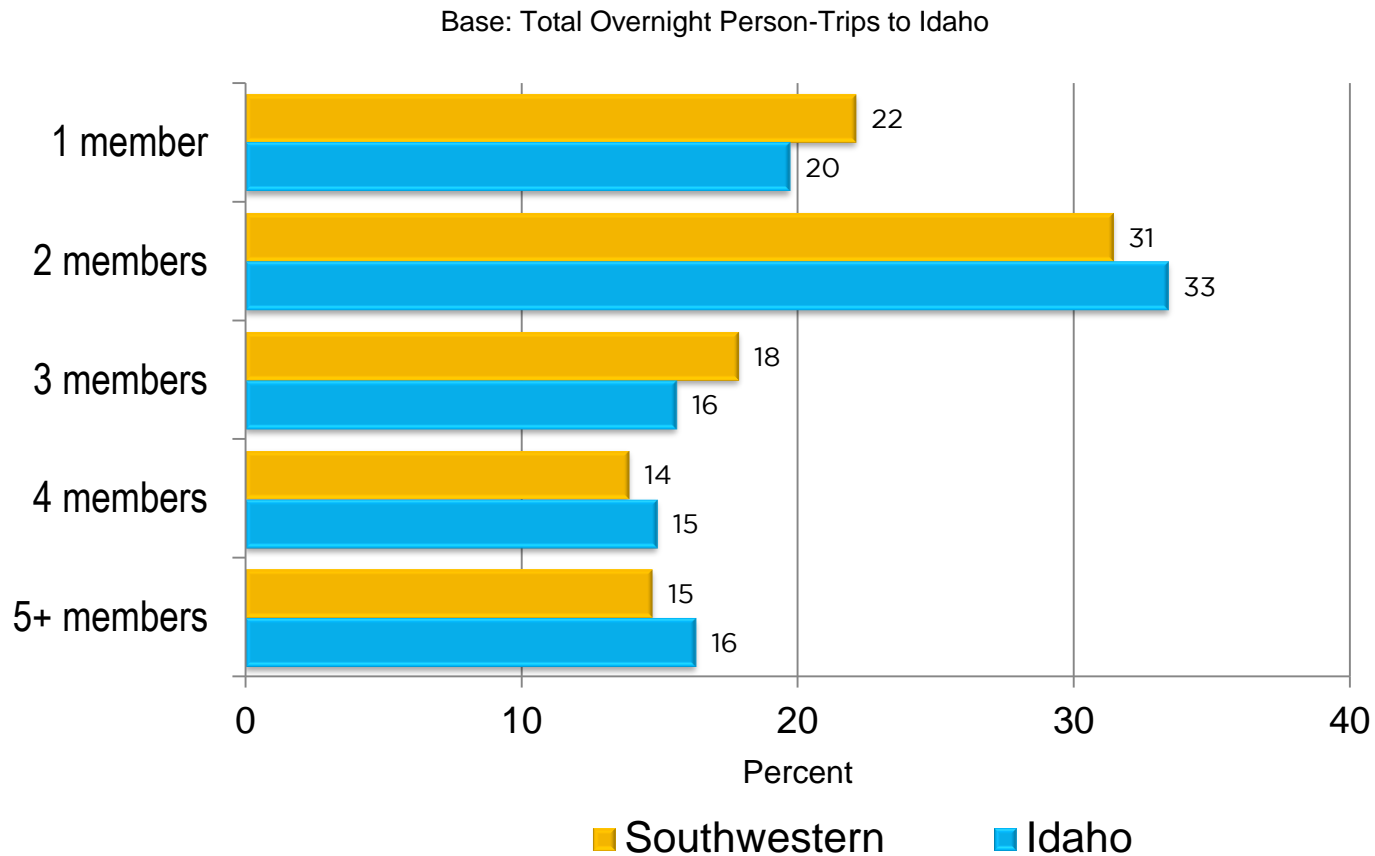


Age

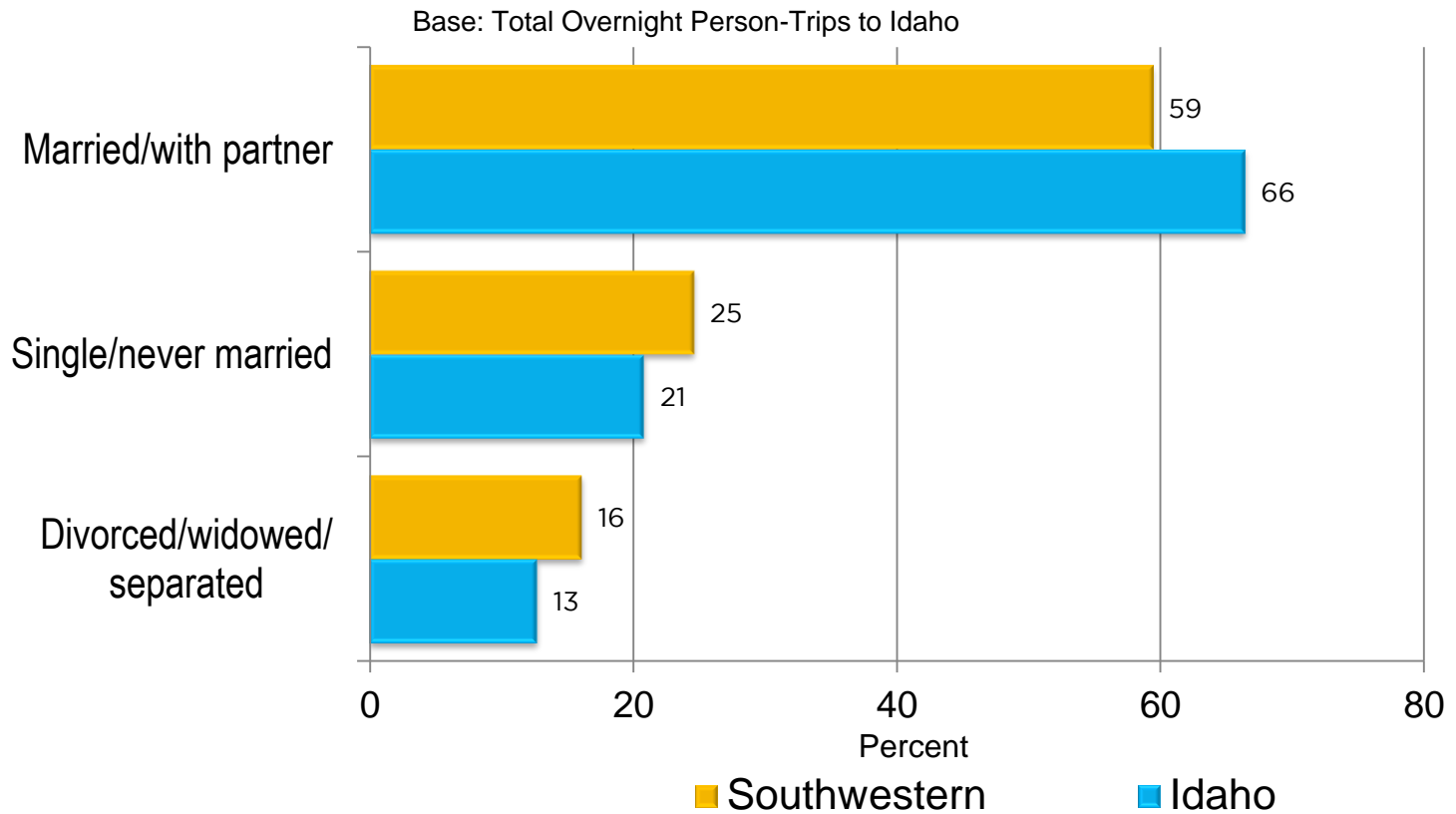
Base: Total Overnight Person-Trips to Idaho



Household Size

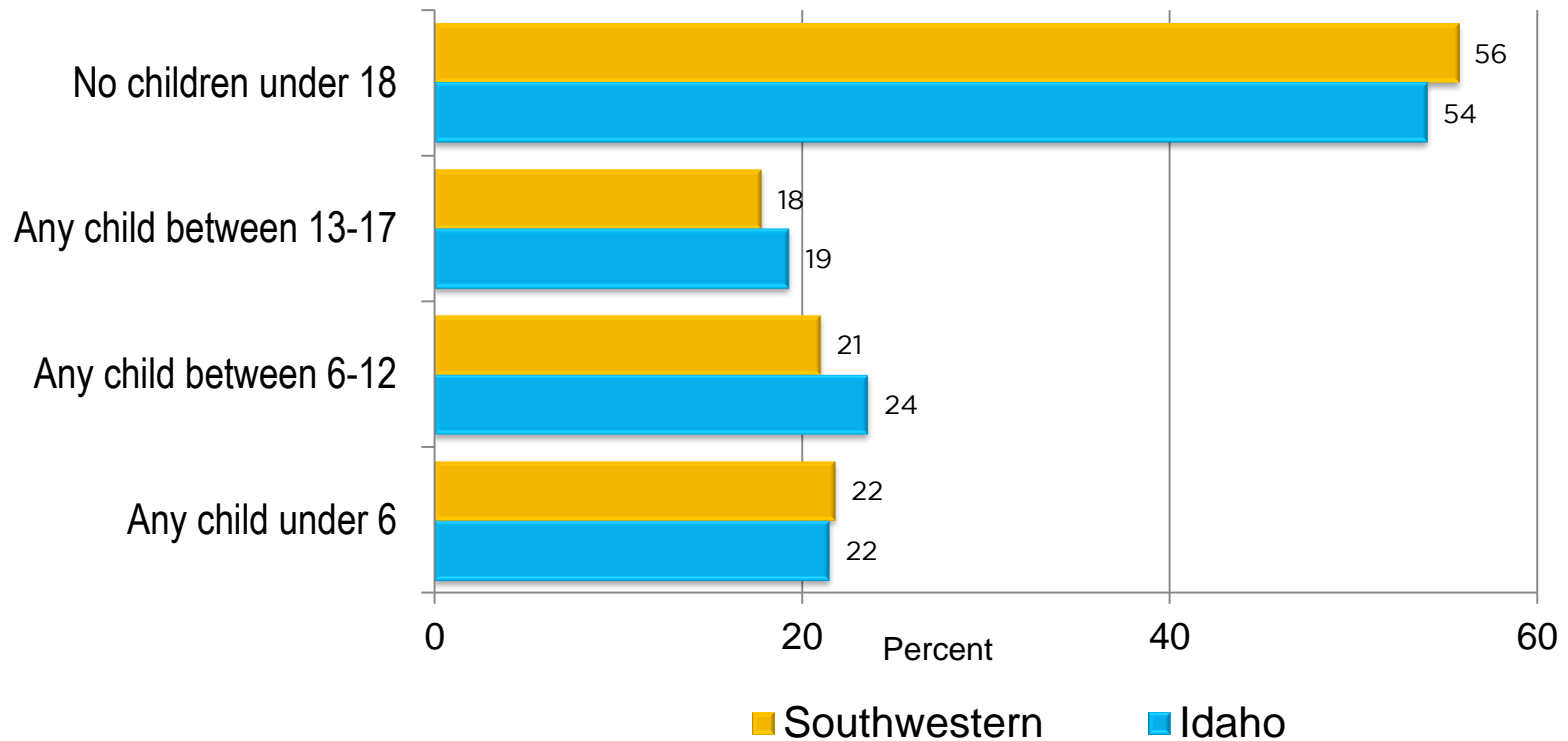


Marital Status

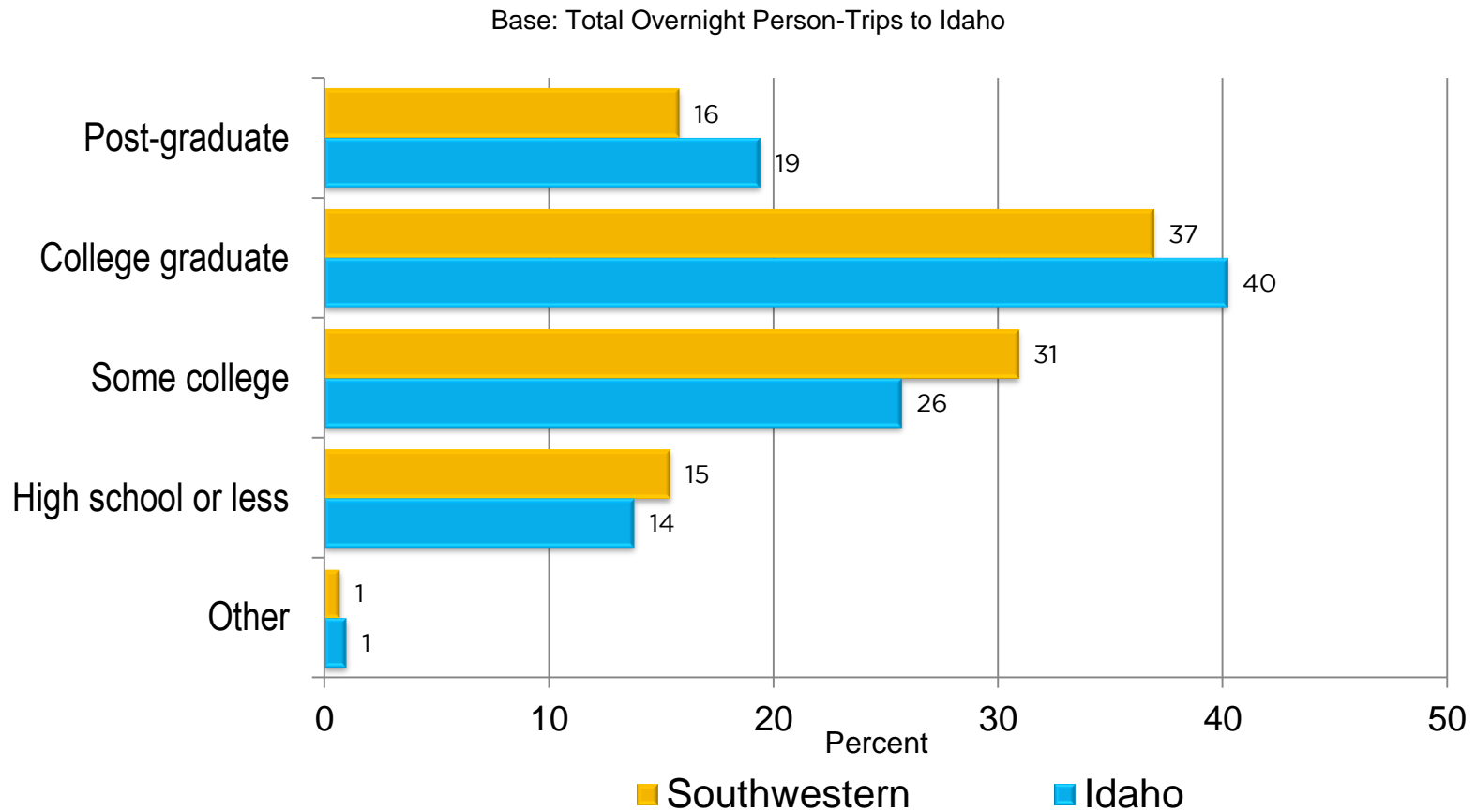


Children in Household

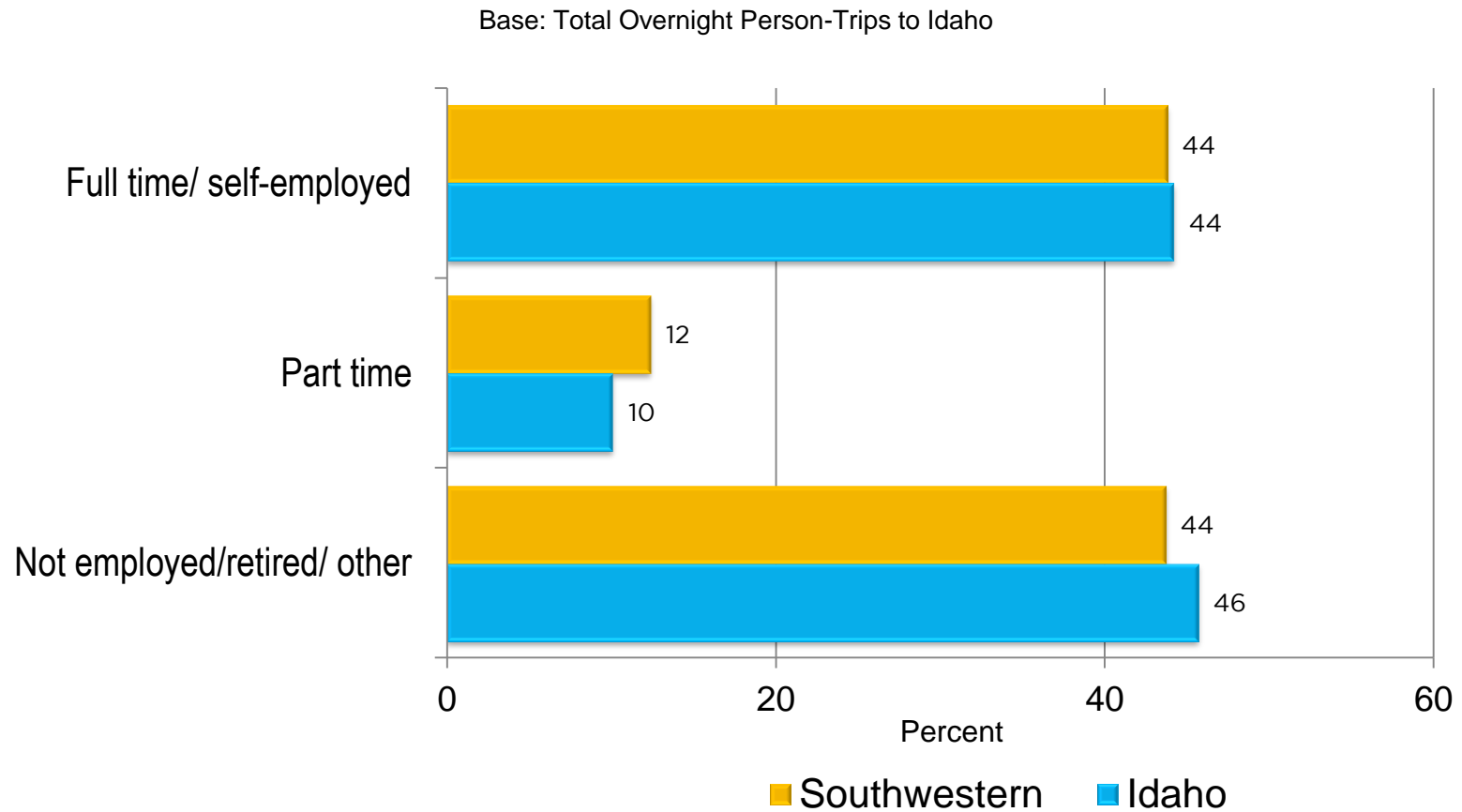
Base: Total Overnight Person-Trips to Idaho



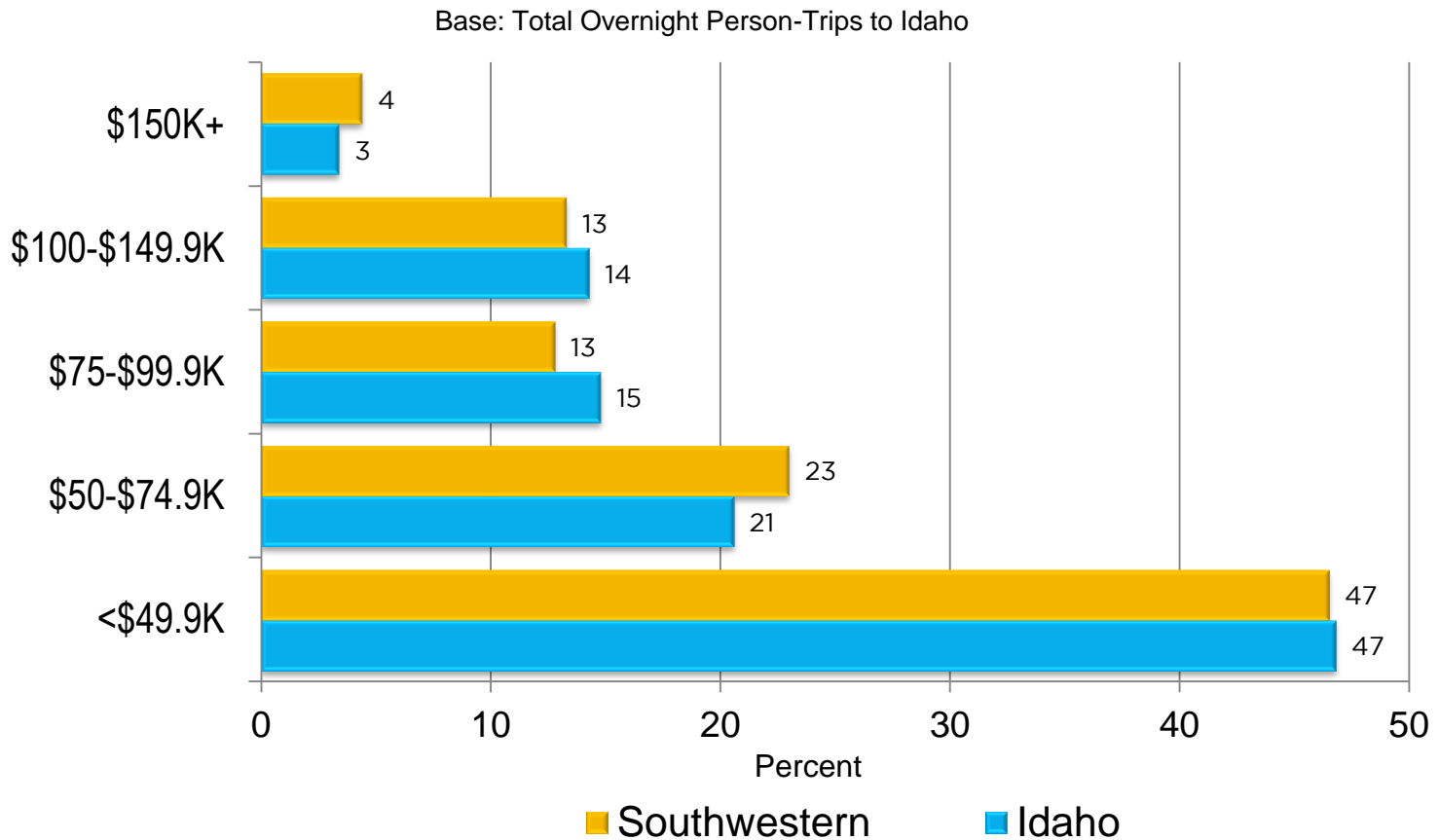
Education



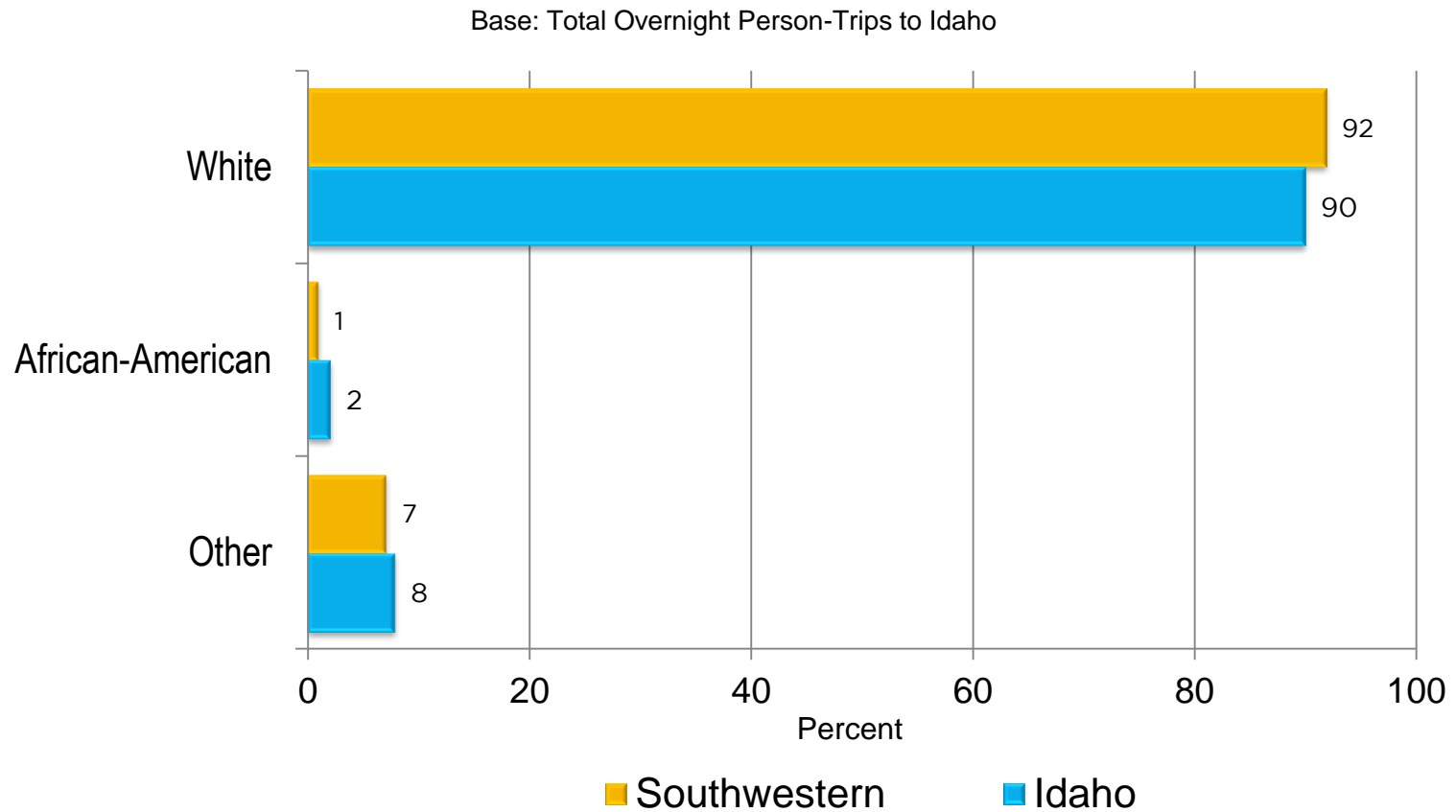
Employment



Household Income



Race



Hispanic Background

