Idaho 2017 Regional Visitor Research
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Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

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

It is currently the largest ongoing study 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.
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
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

- Visiting friends/relatives: 41
- Outdoors: 16
- Theme park: 9
- Casino: 8
- Touring: 6
- Special event: 4
- City trip: 2
- Ski/Snowboarding: 1
- Resort: 1
- Golf: 1
- Other business trip: 4
- Conference/Convention: 2
- Business-leisure: 5

Marketable Trips 48%
State Origin Of Trip

Base: Total Overnight Person-Trips to the Northern Region

- Washington: 36%
- Idaho: 23%
- Montana: 9%
- California: 6%
- Oregon: 6%
- Colorado: 2%
- Arizona: 2%
- North Carolina: 2%
- New York: 2%

Percent
DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Northern Region

- Spokane, ID/WA: 33
- Seattle-Tacoma, WA: 13
- Portland, OR: 7
- Yakima, WA: 5
- Missoula, MT: 4
- Boise, ID: 3
- Butte, MT: 2
- New York, NY/NJ/PA/CT: 2
- Denver, CO: 2
- Los Angeles, CA: 2

Percent

Longwoods International
40 Years Together
Overnight Trip Characteristics—Northern Region
% Very Satisfied with Trip**

Base: Total Overnight Person-Trips to the Northern Region

- Overall trip experience: 80%
- Safety & Security*: 76%
- Friendliness of people: 65%
- Cleanliness*: 65%
- Quality of accommodations: 61%
- Sightseeing/ attractions: 58%
- Value for the money: 56%
- Quality of food: 55%
- Music/ nightlife/ entertainment: 32%

*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

Base: Total Overnight Person-Trips to the Northern Region

- **Ever**: 84%
- **Past 12 Months**: 69%
Length of Trip Planning—Northern

Base: Total Overnight Person-Trips to the Northern Region

- More than 1 year in advance: 4%
- 6-12 months: 8%
- 3-5 months: 21%
- 2 months: 18%
- 1 month or less: 37%
- Did not plan anything in advance: 12%
Trip Planning Information Sources - Northern

Base: Total Overnight Person-Trips to the Northern Region

- A hotel or resort: 16%
- Advice from relatives or friends: 16%
- Social Media: 14%
- Online travel agencies: 11%
- Destination websites: 10%
- Travel company websites: 9%
- Airline/commercial carrier: 7%
- Travel guide/other books: 5%
- 800/888 number: 4%
Trip Planning Information Sources - Northern (Cont’d)

Base: Total Overnight Person-Trips to the Northern Region

Lodging sharing websites (AirBnB, VRBO, etc.) 4
Auto club/AAA 3
Visitors’ bureau/gov tourism office 3
A travel agent/company 3
Travel/ski show or exhibition 2
Magazine articles/ad 2
Television program/ad 1
Newspaper article/ad 1
Radio show/ad 1

Percent
Method of Booking-Northern

Base: Total Overnight Person-Trips to the Northern Region

- Hotel or resort: 21
- Online travel agencies: 11
- Travel company websites: 7
- Airline/commercial carrier: 7
- 800/888 number: 5
- Travel agent/company: 4
- Destination websites: 3
- Lodging sharing websites (AirBnB, VRBO, etc.): 3
- Auto club/AAA: 2
- Travel/ski show or exhibition: 2
- Visitors' bureau/gov tourism office: 2

Percent
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Northern Region

- 1 night: 23
- 2 nights: 27
- 3-4 nights: 25
- 5-6 nights: 12
- 7-13 nights: 9
- 14+ nights: 4

Average Northern 4.1 nights
Number of Nights Spent in Northern Region

Base: Overnight Person-Trips with 1+ Nights Spent In Northern Region

- 1 night: 30
- 2 nights: 26
- 3-4 nights: 24
- 5-6 nights: 9
- 7+ nights: 11

Average Nights Spent in Northern = 3.6
Size of Travel Party

Base: Overnight Person-Trips to Idaho

Northern
- Average Number of People: 2.4 adults, 0.9 children
- Total: 3.3

Idaho
- Average Number of People: 2.4 adults, 0.9 children
- Total: 3.3

Average Number of People:
- Adults
- Children

Total = 3.3
Party Composition*-Northern

Base: Total Overnight Person-Trips to the Northern Region

- Spouse/partner: 71%
- Child(ren): 38%
- Other relative(s): 13%
- Friend(s): 12%
- Parent(s): 11%

* Question added in 2017; data reflects 2017 results only
## Transportation - Northern

### Base: Total Overnight Person-Trips to the Northern Region

- **Own car/truck**: 82%
- **Rental car**: 11%
- **Train**: 10%
- **Plane**: 9%
- **Camper, R.V**: 5%
- **Online taxi service (Uber, Lyft, etc.)**: 3%
- **Taxi Cab**: 3%
- **Motorcycle**: 2%
- **Bus**: 2%
- **Bicycle**: 1%
- **Ship/Boat**: 1%

Percent
Accommodations-Northern

Base: Total Overnight Person-Trips to the Northern Region

- Home of Friend/Relative: 32%
- Resort hotel: 20%
- Motel: 16%
- Hotel: 12%
- Campground/trailer park/RV park: 12%
- Own Home/Condo/Apt/2nd Home: 7%
- Rented Cottage/Cabin: 4%
- Bed & Breakfast: 2%
- Country Inn/Lodge: 2%
- Rented home/condo/apartment: 2%
- Time Share: 1%
- Boat/Cruise Ship: <1%
- Other: 5%
Activities and Experiences-Northern

Base: Total Overnight Person-Trips to the Northern Region

- Swimming: 23%
- Shopping: 22%
- Hiking/backpacking: 17%
- National/state park: 16%
- Camping: 14%
- Beach/waterfront: 13%
- Theme park: 13%
- Casino: 12%
- Fishing: 12%
- Landmark/historic site: 12%
- Fine dining: 11%
- Waterpark: 11%
- Bar/nightclub: 8%
- Boating/sailing: 8%
- Brewery: 7%

Percent
Activities and Experiences-Northern (Cont’d)

Base: Total Overnight Person-Trips to the Northern Region

- Biking: 6%
- Museum: 6%
- Spa: 6%
- Mountain climbing: 5%
- Fair/exhibition/festival: 4%
- Art gallery: 4%
- Theater: 3%
- Golf: 3%
- Birding: 3%
- Conference/Convention: 2%
- Rock/pop concert: 2%
- Business Meeting: 2%
- Hunting: 2%
- Winery: 2%
- Zoo: 2%
- Rafting: 2%
Activities and Experiences-Northern (Cont’d)

Base: Total Overnight Person-Trips to the Northern Region

Skiing/snowboarding  2
Kids Sports Event  2
Dude ranch  2
Glamping  2
Dance  1
Symphony  1
Educational Seminar  1
Visited American Indian Community  1
Motorcycle touring  1
Tennis  1
Opera  1
Pro/College Sports  1
Rodeo  1
Trade Show  1
Youth/Teen sports event  1

Percent
Activities of Special Interest-Northern

Base: Total Overnight Person-Trips to the Northern Region

- Historic places, sites/landmarks: 16%
- Cultural Activities/Attractions: 11%
- Exceptional Culinary Experiences: 7%
- Brewery Tours/Beer Tasting: 6%
- Traveling with grandchildren: 4%
- Eco-Tourism: 4%
- Winery tours/tasting: 4%
- Religious Travel: 2%
- Agritourism: 2%
- Medical Tourism: 2%
- Wedding: 1%
Demographic Profile of Idaho Visitors—Northern Region
Gender

Base: Total Overnight Person-Trips to Idaho

Male
Female

Percent

Northern
Idaho

30
Age

Base: Total Overnight Person-Trips to Idaho

- 18-24: Northern 13, Idaho 17
- 25-34: Northern 13, Idaho 22
- 35-44: Northern 13, Idaho 23
- 45-54: Northern 13, Idaho 20
- 55-64: Northern 13, Idaho 17
- 65+: Northern 15, Idaho 17

Average Northern = 43.6
Average Idaho = 44.9

Percent

Northeastern
Idaho
Household Size

Base: Total Overnight Person-Trips to Idaho

- 1 member: Northern 22, Idaho 20
- 2 members: Northern 32, Idaho 33
- 3 members: Northern 20, Idaho 16
- 4 members: Northern 16, Idaho 15
- 5+ members: Northern 11, Idaho 16

Percent
Marital Status

Base: Total Overnight Person-Trips to Idaho

- Married/with partner: 66% (Idaho), 63% (Northern)
- Single/never married: 21% (Idaho), 23% (Northern)
- Divorced/widowed/separated: 14% (Idaho), 13% (Northern)
Children in Household

Base: Total Overnight Person-Trips to Idaho

- No children under 18: Northern 56, Idaho 54
- Any child between 13-17: Northern 20, Idaho 19
- Any child between 6-12: Northern 24, Idaho 24
- Any child under 6: Northern 17, Idaho 22
Education

Base: Total Overnight Person-Trips to Idaho

- Post-graduate: 13% (Northern), 19% (Idaho)
- College graduate: 40% (Northern), 40% (Idaho)
- Some college: 27% (Northern), 26% (Idaho)
- High school or less: 19% (Northern), 19% (Idaho)
- Other: 1% (Northern), 1% (Idaho)
Employment

Base: Total Overnight Person-Trips to Idaho

- **Full time/ self-employed**
  - Northern: 47%
  - Idaho: 40%
  - Percent: 13

- **Part time**
  - Northern: 13%
  - Idaho: 10%
  - Percent: 30%

- **Not employed/retired/ other**
  - Northern: 10%
  - Idaho: 10%
  - Percent: 50%
Household Income

Base: Total Overnight Person-Trips to Idaho

- $150K+: 2 (Northern), 3 (Idaho)
- $100-$149.9K: 13 (Northern), 14 (Idaho)
- $75-$99.9K: 15 (Northern), 15 (Idaho)
- $50-$74.9K: 15 (Northern), 21 (Idaho)
- <$49.9K: 47 (Northern), 55 (Idaho)

Percent

Northern  Idaho

Longwoods International
40 Years Together
Race

Base: Total Overnight Person-Trips to Idaho

- White: 90%
- African-American: 1%
- Other: 9%

Percent

Green: Northern
Blue: Idaho

Northern: Idaho
Hispanic Background

Base: Total Overnight Person-Trips to Idaho

No: 95%
Yes: 5%

Percent

Northern
Idaho
North Central Region
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

Marketable Trips 47%

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

- Visiting friends/relatives: 41%
- Outdoors: 22%
- Special event: 12%
- Touring: 5%
- Casino: 3%
- City trip: 3%
- Theme park: 1%
- Skiing/snowboarding: 1%
- Other business trip: 11%
- Business-leisure: 1%

Percent
State Origin Of Trip

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

- Idaho: 39
- Washington: 17
- Montana: 11
- Oregon: 6
- California: 6
- Utah: 3
- Kansas: 2
- New Mexico: 2
- Pennsylvania: 2

Percent
DMA Origin Of Trip

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

- Spokane, ID/WA: 27
- Boise, ID: 16
- Seattle-Tacoma, WA: 8
- Missoula, MT: 6
- Idaho Falls-Pocatello, ID: 4
- Portland, OR: 4
- Salt Lake City, ID/UT: 3
- Albuquerque-Santa Fe, NM: 2
- Los Angeles, CA: 2

Percent
Overnight Trip Characteristics—North Central Region
% Very Satisfied with Trip**

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

Overall trip experience: 74%
Safety & Security*: 72%
Friendliness of people: 65%
Quality of food: 57%
Quality of accommodations: 56%
Cleanliness*: 53%
Value for the money: 50%
Sightseeing/attractions: 48%
Music/nightlife/entertainment: 30%

*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

- **Ever**: 74%
- **Past 12 Months**: 59%
Length of Trip Planning-North Central

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

- More than 1 year in advance: 4%
- 6-12 months: 11%
- 3-5 months: 24%
- 2 months: 13%
- 1 month or less: 39%
- Did not plan anything in advance: 9%
Trip Planning Information Sources-North Central

Advice from relatives or friends - 21%
A hotel or resort - 12%
Online travel agencies - 11%
Social Media - 9%
Travel guide/other books - 8%
Auto club/AAA - 8%
Destination websites - 6%
Magazine articles/ad - 6%
A travel agent/company - 5%

Base: Total Overnight Person-Trips to the North Central Region
Trip Planning Information Sources - North Central (Cont’d)

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

- Travel company websites: 4
- Lodging sharing websites (AirBnB, VRBO, etc.): 4
- Visitors’ bureau/gov tourism office: 4
- Airline/commercial carrier: 4
- Radio show/ad: 4
- Television program/ad: 3
- 800/888 number: 1
- Travel/ski show or exhibition: 1
- Newspaper article/ad: 1

Percent
Method of Booking - North Central

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

- Hotel or resort: 15%
- Online travel agencies: 13%
- Auto club/AAA: 6%
- Destination websites: 5%
- Lodging sharing websites (AirBnB, VRBO, etc.): 5%
- Airline/commercial carrier: 5%
- Travel/ski show or exhibition: 5%
- Visitors' bureau/gov tourism office: 5%
- Travel agent/company: 4%
- Travel company websites: 2%
- 800/888 number: 2%
Total Nights Away on Trip

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

- 1 night: 21
- 2 nights: 30
- 3-4 nights: 31
- 5-6 nights: 8
- 7-13 nights: 10
- 14 + nights: 0

Average North Central 3.3 nights
Number of Nights Spent in North Central

Base: Overnight Person-Trips with 1+ Nights Spent In the North Central Region

- **1 night**: 39
- **2 nights**: 28
- **3-4 nights**: 18
- **5-6 nights**: 8
- **7+ nights**: 7

Average Nights Spent in North Central = 2.6
Size of Travel Party

Base: Overnight Person-Trips to Idaho

North Central
- Average Number of People: 2.5 (Adults) + 0.8 (Children) = Total 3.3

Idaho
- Average Number of People: 2.4 (Adults) + 0.9 (Children) = Total 3.3
Longwoods International
40 Years Together

Party Composition* - North Central

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

- Spouse/partner: 65%
- Child(ren): 43%
- Friend(s): 12%
- Business Associate: 8%
- Other relative(s): 8%
- Parent(s): 8%
- Grandparent(s): 1%

* Question added in 2017; data reflects 2017 results only
Transportation-North Central

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

- Own car/truck: 83
- Rental car: 10
- Plane: 9
- Train: 7
- Taxi Cab: 6
- Camper, R.V: 3
- Online taxi service (Uber, Lyft, etc.): 3
- Motorcycle: 3
- Bus: 1
- Bicycle: 1
- Ship/Boat: 1

Percent
Accommodations-North Central

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

- Home of Friend/Relative: 30%
- Motel: 22%
- Campground/trailer park/RV park: 18%
- Hotel: 17%
- Resort hotel: 9%
- Rented Cottage/Cabin: 5%
- Country Inn/Lodge: 4%
- Own Home/Condo/Apt/2nd Home: 4%
- Time Share: 4%
- Bed & Breakfast: 3%
- Rented home/condo/apartment: 3%
- Boat/Cruise Ship: 3%
- Other: 4%

Percent
Activities and Experiences-North Central

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

- Shopping: 25%
- Camping: 20%
- Landmark/historic site: 20%
- Swimming: 18%
- Hiking/backpacking: 17%
- National/state park: 16%
- Fishing: 13%
- Fine dining: 11%
- Museum: 11%
- Casino: 8%
- Bar/nightclub: 8%
Activities and Experiences-North Central (Cont’d)

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

- Rafting: 8%
- Hunting: 7%
- Beach/waterfront: 6%
- Brewery: 6%
- Fair/exhibition/festival: 6%
- Visited American Indian Community: 5%
- Boating/sailing: 5%
- Business Meeting: 5%
- Spa: 5%
- Theme park: 4%
- Educational Seminar: 4%

Percent
Activities and Experiences-North Central (Cont’d)

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

- Birding: 4
- Art gallery: 3
- Biking: 3
- Mountain climbing: 3
- Tennis: 3
- Winery: 3
- Kids’ Sports Event: 3
- Golf: 2
- Motorcycle touring: 2
- Pro/College Sports: 2
- Skiing/snowboarding: 2
Activities and Experiences-North Central (Cont’d)

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

- Theater: 2
- Zoo: 2
- Dance: 2
- Rock/pop concert: 2
- Dude ranch: 2
- Rodeo: 1
- Adult amateur sports: 1
- Youth/teen sports event: 1
- Waterpark: 1
- Convention/conference: 1
- Symphony: 1

Percent

0 10 20 30
Activities of Special Interest-North Central

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

- Historic places, sites/landmarks: 27%
- Cultural Activities/Attractions: 13%
- Exceptional Culinary Experiences: 9%
- Brewery Tours/Beer Tasting: 5%
- Traveling with grandchildren: 5%
- Winery tours/tasting: 4%
- Agritourism: 4%
- Eco-Tourism: 3%
- Religious Travel: 2%
- Medical Tourism: 2%
- Wedding: 2%

Percent
Demographic Profile of Idaho Visitors—North Central
Gender

Base: Total Overnight Person-Trips to Idaho

Male
- North Central: 50%
- Idaho: 47%

Female
- North Central: 50%
- Idaho: 53%
Age

Base: Total Overnight Person-Trips to Idaho

Average North Central = 40.2
Average Idaho = 44.9

North Central
Idaho

65
### Household Size

#### Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Household Size</th>
<th>North Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>2 members</td>
<td>33</td>
<td>38</td>
</tr>
<tr>
<td>3 members</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>4 members</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>5+ members</td>
<td>15</td>
<td>16</td>
</tr>
</tbody>
</table>

**Percent**

- North Central
- Idaho
Marital Status

Base: Total Overnight Person-Trips to Idaho

- **Married/with partner**: 60% in North Central, 66% in Idaho
  - North Central: 10%
  - Idaho: 21%

- **Single/never married**: 30% in North Central, 21% in Idaho
  - North Central: 13%
  - Idaho: 21%

- **Divorced/widowed/separated**: 10% in North Central, 13% in Idaho
  - North Central: 10%
  - Idaho: 13%
Children in Household

Base: Total Overnight Person-Trips to Idaho

- No children under 18: 56%
- Any child between 13-17: 54%
- Any child between 6-12: 24%
- Any child under 6: 22%

North Central

Idaho
Education

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**: 11% (North Central) 19% (Idaho)
- **College graduate**: 41% (North Central) 40% (Idaho)
- **Some college**: 25% (North Central) 26% (Idaho)
- **High school or less**: 22% (North Central) 14% (Idaho)
- **Other**: 1% (North Central) 1% (Idaho)
Employment

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed: 50% North Central, 44% Idaho
- Part time: 9% North Central, 10% Idaho
- Not employed/retired/ other: 41% North Central, 46% Idaho

Percent

North Central  Idaho
Household Income

Base: Total Overnight Person-Trips to Idaho

- **$150K+**
  - North Central: 2
  - Idaho: 3

- **$100-$149.9K**
  - North Central: 10
  - Idaho: 14

- **$75-$99.9K**
  - North Central: 11
  - Idaho: 15

- **$50-$74.9K**
  - North Central: 20
  - Idaho: 21

- **< $49.9K**
  - North Central: 57
  - Idaho: }
Hispanic Background

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>North Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td>97</td>
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<td>Yes</td>
<td>3</td>
<td>6</td>
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</tbody>
</table>

Percent
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

- Visiting friends/relatives: 34
- Outdoors: 24
- Touring: 11
- Special event: 8
- Skiing/snowboarding: 4
- Golf Trip: 4
- Resort: 3
- Cruise: 2
- Theme park: 2
- City trip: 1
- Casino: 1
- Other business trip: 3
- Conference/Convention: 2
- Business-leisure: 1

Marketable Trips 60%
State Origin Of Trip

Base: Total Overnight Person-Trips to the Central Region

- Idaho: 31
- California: 9
- Oregon: 9
- Utah: 7
- Washington: 5
- New York: 5
- Florida: 3
- Illinois: 3
- Ohio: 3
- Michigan: 3
- Colorado: 2
- Texas: 2

Percent
DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Central Region

- Boise, ID: 16
- Idaho Falls-Pocatello, ID: 9
- Salt Lake City, ID/UT: 8
- Portland, OR: 7
- New York, NY/NJ/PA/CT: 5
- Seattle-Tacoma, WA: 5
- Chicago, IL: 3
- Twin Falls, ID: 3
- San Francisco-Oakland-San Jose, CA: 3
- Los Angeles, CA: 3
- Philadelphia, PA: 2
- Cincinnati, OH/KY: 2
- Yakima, WA: 2
Overnight Trip Characteristics—Central Region
% Very Satisfied with Trip**

Base: Total Overnight Person-Trips to the Central Region

- Safety & Security*: 76%
- Overall trip experience: 72%
- Friendliness of people: 71%
- Sightseeing/ attractions: 69%
- Value for the money: 64%
- Quality of accommodations: 61%
- Cleanliness*: 61%
- Quality of food: 56%
- Music/ nightlife/ entertainment: 46%

*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

Base: Total Overnight Person-Trips to the Central Region

- Ever: 72%
- Past 12 Months: 50%
Length of Trip Planning-Central

Base: Total Overnight Person-Trips to the Central Region

- More than 1 year in advance: 4%
- 6-12 months: 25%
- 3-5 months: 19%
- 2 months: 11%
- 1 month or less: 29%
- Did not plan anything in advance: 12%

Percent
Trip Planning Information Sources-Central

- Destination websites: 17%
- Advice from relatives or friends: 16%
- A hotel or resort: 14%
- Online travel agencies: 13%
- Travel guide/other books: 12%
- Airline/commercial carrier: 11%
- Auto club/AAA: 11%
- Travel company websites: 10%
- A travel agent/company: 9%

Base: Total Overnight Person-Trips to the Central Region
Trip Planning Information Sources-Central (Cont’d)

Base: Total Overnight Person-Trips to the Central Region

- Social Media: 9
- Television program/ad: 8
- Magazine articles/ad: 7
- Travel/ski show or exhibition: 6
- Radio show/ad: 5
- 800/888 number: 5
- Lodging sharing websites (AirBnB, VRBO, etc.): 3
- Visitors’ bureau/gov tourism office: 3
- Newspaper article/ad: 3

Percent
Method of Booking-Central

Base: Total Overnight Person-Trips to the Central Region

- Hotel or resort: 19%
- Airline/commercial carrier: 15%
- Travel company websites: 14%
- Online travel agencies: 12%
- Auto club/AAA: 10%
- Travel/ski show or exhibition: 10%
- Travel agent/company: 9%
- Destination websites: 8%
- 800/888 number: 7%
- Lodging sharing websites (AirBnB, VRBO, etc.): 5%
- Visitors' bureau/gov tourism office: 5%

Percent
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Central Region

- 1 night: 18
- 2 nights: 24
- 3-4 nights: 28
- 5-6 nights: 14
- 7-13 nights: 14
- 14+ nights: 2

Average Central: 4.1 nights
Number of Nights Spent in the Central Region

Base: Overnight Person-Trips with 1+ Nights Spent In the Central Region

- 1 night: 37
- 2 nights: 22
- 3-4 nights: 20
- 5-6 nights: 12
- 7+ nights: 9

Average Nights Spent in Central = 3.0
Size of Travel Party

Central

Average Number of People

0.8

2.7

Idaho

Average Number of People

0.9

2.4

Total = 3.5

Total = 3.3

Base: Overnight Person-Trips to Idaho

Adults

Children
Party Composition*-Central

Base: Total Overnight Person-Trips to the Central Region

- Spouse/partner: 72%
- Child(ren): 26%
- Friend(s): 20%
- Parent(s): 10%
- Other relative(s): 10%
- Business associate: 1%

* Question added in 2017; data reflects 2017 results only
Transportation-Central

Base: Total Overnight Person-Trips to the Central Region

- Own car/truck: 59%
- Rental car: 21%
- Plane: 14%
- Camper, R.V: 12%
- Bicycle: 7%
- Train: 6%
- Motorcycle: 6%
- Ship/Boat: 6%
- Taxi Cab: 5%
- Bus: 5%
- Online Taxi Service (Uber, Lyft, etc.): 4%
Accommodations-Central

Base: Total Overnight Person-Trips to the Central Region

- Resort hotel: 27%
- Campground/trailer park/RV park: 21%
- Motel: 17%
- Home of friend/relative: 14%
- Hotel: 13%
- Country inn/lodge: 13%
- Own condo/apt/2nd home: 8%
- Rented cottage/cabin: 6%
- Time share: 5%
- Rented home/condo/apartment: 4%
- Bed & breakfast: 3%
- Boat/cruise ship: 1%
- Other: 4%

Percent of trips by accommodation type.
Activities and Experiences-Central

- Hiking/backpacking: 30%
- Camping: 25%
- Fishing: 18%
- Shopping: 18%
- National/state park: 17%
- Fine dining: 16%
- Landmark/historic site: 15%
- Swimming: 15%
- Biking: 11%
- Bar/nightclub: 10%
- Museum: 9%
- Mountain climbing: 8%

Base: Total Overnight Person-Trips to the Central Region
Activities and Experiences-Central (Cont’d)

Base: Total Overnight Person-Trips to the Central Region

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birding</td>
<td>8</td>
</tr>
<tr>
<td>Art gallery</td>
<td>7</td>
</tr>
<tr>
<td>Beach/waterfront</td>
<td>7</td>
</tr>
<tr>
<td>Rafting</td>
<td>7</td>
</tr>
<tr>
<td>Dance</td>
<td>7</td>
</tr>
<tr>
<td>Fair/exhibition/festival</td>
<td>7</td>
</tr>
<tr>
<td>Motorcycle touring</td>
<td>7</td>
</tr>
<tr>
<td>Golf</td>
<td>6</td>
</tr>
<tr>
<td>Skiing/snowboarding</td>
<td>6</td>
</tr>
<tr>
<td>Dude ranch</td>
<td>6</td>
</tr>
<tr>
<td>Boating/sailing</td>
<td>5</td>
</tr>
</tbody>
</table>
### Activities and Experiences-Central (Cont’d)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention/Conference</td>
<td>5</td>
</tr>
<tr>
<td>Brewery</td>
<td>5</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>5</td>
</tr>
<tr>
<td>Zoo</td>
<td>5</td>
</tr>
<tr>
<td>Visited American Indian Community</td>
<td>5</td>
</tr>
<tr>
<td>Opera</td>
<td>4</td>
</tr>
<tr>
<td>Pro/College Sports</td>
<td>4</td>
</tr>
<tr>
<td>Theme park</td>
<td>4</td>
</tr>
<tr>
<td>Kids’ sports event</td>
<td>4</td>
</tr>
<tr>
<td>Educational Seminar</td>
<td>4</td>
</tr>
<tr>
<td>Casino</td>
<td>4</td>
</tr>
</tbody>
</table>

Base: Total Overnight Person-Trips to the Central Region
Activities and Experiences-Central (Cont’d)

Base: Total Overnight Person-Trips to the Central Region

- Rock/pop concert: 4
- Spa: 4
- Theater: 3
- Adult amateur sports: 3
- Tennis: 3
- Glamping: 3
- Hunting: 2
- Symphony: 2
- Winery: 2
- Youth/teen sports event: 1
- Trade Show: 1

Percent
Activities of Special Interest-Central

Base: Total Overnight Person-Trips to the Central Region

- Historic places, sites/landmarks: 29
- Cultural Activities/Attractions: 16
- Exceptional Culinary Experiences: 16
- Eco-Tourism: 16
- Brewery Tours/Beer Tasting: 11
- Winery tours/tasting: 8
- Wedding: 7
- Agritourism: 7
- Traveling with grandchildren: 6
- Religious Travel: 5
- Medical Tourism: 2

Percent
Age

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>25-34</td>
<td>10</td>
<td>22</td>
</tr>
<tr>
<td>35-44</td>
<td>11</td>
<td>21</td>
</tr>
<tr>
<td>45-54</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>55-64</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>65+</td>
<td>14</td>
<td>20</td>
</tr>
</tbody>
</table>

Average Central = 44.2
Average Idaho = 44.9

Percent
Household Size

Base: Total Overnight Person-Trips to Idaho

- 1 member: 17 Central, 20 Idaho
- 2 members: 16 Central, 18 Idaho
- 3 members: 12 Central, 16 Idaho
- 4 members: 12 Central, 16 Idaho
- 5+ members: 15 Central, 18 Idaho

Percent
Marital Status

Base: Total Overnight Person-Trips to Idaho

- **Married/with partner**
  - Central: 7
  - Idaho: 66
  - Percent: 71

- **Single/never married**
  - Central: 22
  - Idaho: 21

- **Divorced/widowed/separated**
  - Central: 7
  - Idaho: 13
Children in Household

Base: Total Overnight Person-Trips to Idaho

- No children under 18
  - Central: 47%
  - Idaho: 54%
- Any child between 13-17
  - Central: 18%
  - Idaho: 19%
- Any child between 6-12
  - Central: 24%
  - Idaho: 30%
- Any child under 6
  - Central: 22%
  - Idaho: 25%

Percent

Central | Idaho

0 20 40 60
Education

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**
  - Central: 19%
  - Idaho: 30%

- **College graduate**
  - Central: 20%
  - Idaho: 40%

- **Some college**
  - Central: 14%
  - Idaho: 26%

- **High school or less**
  - Central: 10%
  - Idaho: 10%

- **Other**
  - Central: <1%
  - Idaho: 1%

---

Centrals: Total Overnight Person-Trips to Idaho
Employment

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time/ self-employed</td>
<td>47</td>
<td>44</td>
</tr>
<tr>
<td>Part time</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Not employed/retired/ other</td>
<td>40</td>
<td>46</td>
</tr>
</tbody>
</table>
Household Income

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150K+</td>
<td>3</td>
</tr>
<tr>
<td>$100-$149.9K</td>
<td>14</td>
</tr>
<tr>
<td>$75-$99.9K</td>
<td>15</td>
</tr>
<tr>
<td>$50-$74.9K</td>
<td>21</td>
</tr>
<tr>
<td>&lt;$49.9K</td>
<td>37</td>
</tr>
</tbody>
</table>
Race

Base: Total Overnight Person-Trips to Idaho

Percent

White
- 84%
- Idaho: 90%
- Central: 84%

African-American
- 6%
- Idaho: 2%
- Central: 6%

Other
- 10%
- Idaho: 8%
- Central: 10%

Yellow: Central
Blue: Idaho
Hispanic Background

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th></th>
<th>Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>92</td>
<td>94</td>
</tr>
<tr>
<td>Yes</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
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

Marketable Trips 37%

Base: Total Overnight Person-Trips to the Eastern Region

- Visiting friends/relatives: 56 percent
- Touring: 10 percent
- Outdoors: 10 percent
- Special event: 7 percent
- City trip: 4 percent
- Skiing/snowboarding: 2 percent
- Resort: 1 percent
- Casino: 1 percent
- Theme park: 1 percent
- Golf Trip: 1 percent
- Conference/convention: 3 percent
- Other business trip: 3 percent
- Business-leisure: 1 percent

Percent
State Origin Of Trip

Base: Total Overnight Person-Trips to the Eastern Region

- Utah: 26
- Idaho: 26
- California: 8
- Oregon: 4
- Florida: 3
- Montana: 3
- Colorado: 3
- Washington: 3
- New York: 2
- Wyoming: 2

Percent
DMA Origin Of Trip

Base: Total Overnight Person-Trips to the Eastern Region

- Salt Lake City, ID/UT: 28%
- Idaho Falls-Pocatello, ID: 17%
- Boise, ID: 7%
- Los Angeles, CA: 4%
- Portland, OR: 4%
- Denver, CO: 4%
- Spokane, ID/WA: 2%
- New York, NY/NJ/PA/CT: 2%
- Raleigh-Durham, NC: 2%
- Phoenix, AZ: 2%
- Butte, MT: 2%
Overnight Trip Characteristics—Eastern Region
% Very Satisfied with Trip**

Base: Total Overnight Person-Trips to the Eastern Region

- Safety & Security*: 82%
- Overall trip experience: 78%
- Friendliness of people: 70%
- Quality of accommodations: 67%
- Cleanliness*: 66%
- Quality of food: 65%
- Value for the money: 62%
- Sightseeing/attractions: 55%
- Music/nightlife/entertainment: 38%

*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

Base: Total Overnight Person-Trips to the Eastern Region

- Ever: 82%
- Past 12 months: 67%
Length of Trip Planning-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- More than 1 year in advance: 5%
- 6-12 months: 11%
- 3-5 months: 19%
- 2 months: 15%
- 1 month or less: 40%
- Did not plan anything in advance: 10%
Trip Planning Information Sources - Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Advice from relatives or friends: 15%
- Online travel agencies: 15%
- A hotel or resort: 11%
- Destination websites: 11%
- Travel company websites: 7%
- Social Media: 6%
- Travel guide/other books: 6%
- Airline/commercial carrier: 6%
- Visitors` bureau/gov tourism office: 5%
Trip Planning Information Sources - Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Auto club/AAA: 5
- A travel agent/company: 5
- Magazine articles/ad: 3
- Lodging sharing websites (AirBnB, VRBO, etc.): 3
- Radio show/ad: 3
- 800/888 number: 2
- Television program/ad: 2
- Travel/ski show or exhibition: 2
- Newspaper article/ad: 1
Method of Booking-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Hotel or resort: 14
- Online travel agencies: 14
- Airline/commercial carrier: 7
- Destination websites: 6
- Travel company websites: 6
- Lodging sharing websites (AirBnB, VRBO, etc.): 5
- Visitors' bureau/gov tourism office: 4
- Travel/ski show or exhibition: 4
- Auto club/AAA: 3
- 800/888 number: 3
- Travel agent/company: 2
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Eastern Region

- 1 night: 25%
- 2 nights: 28%
- 3-4 nights: 20%
- 5-6 nights: 10%
- 7-13 nights: 14%
- 14+ nights: 3%

Average Eastern 3.8 nights
Number of Nights Spent in the Eastern Region

Base: Overnight Person-Trips with 1+ Nights Spent In the Eastern Region

- 1 night: 34
- 2 nights: 33
- 3-4 nights: 19
- 5-6 nights: 5
- 7+ nights: 9

Average Nights Spent in Eastern = 2.8
Size of Travel Party

Base: Overnight Person-Trips to Idaho

Eastern
- Adults: 2.4
- Children: 1.1
- Total: 3.5

Idaho
- Adults: 2.4
- Children: 0.9
- Total: 3.3
Party Composition*-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Spouse/partner: 76%
- Child(ren): 41%
- Parent(s): 10%
- Friend(s): 9%
- Other relative(s): 8%
- Business Associates: 6%
- Grandparent(s): 1%

* Question added in 2017; data reflects 2017 results only
Transportation-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own car/truck</td>
<td>80</td>
</tr>
<tr>
<td>Rental car</td>
<td>14</td>
</tr>
<tr>
<td>Plane</td>
<td>13</td>
</tr>
<tr>
<td>Train</td>
<td>9</td>
</tr>
<tr>
<td>Bus</td>
<td>5</td>
</tr>
<tr>
<td>Camper, R.V</td>
<td>4</td>
</tr>
<tr>
<td>Taxi Cab</td>
<td>4</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>3</td>
</tr>
<tr>
<td>Ship/Boat</td>
<td>2</td>
</tr>
<tr>
<td>Bicycle</td>
<td>1</td>
</tr>
<tr>
<td>Online Taxi Service (Uber, Lyft, etc.)</td>
<td>1</td>
</tr>
</tbody>
</table>
Accommodations-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Home of friend/relative: 37%
- Hotel: 19%
- Motel: 16%
- Campground/trailer park/RV park: 13%
- Resort hotel: 8%
- Bed & breakfast: 6%
- Time share: 5%
- Own condo/apt/2nd home: 4%
- Rented cottage/cabin: 4%
- Country inn/lodge: 3%
- Rented home/condo/apt: 3%
- Other: 4%

Percent
Activities and Experiences-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Shopping: 34%
- Hiking/backpacking: 19%
- National/state park: 19%
- Landmark/historic site: 17%
- Swimming: 13%
- Camping: 12%
- Museum: 11%
- Fine dining: 9%
- Fishing: 9%
- Educational Seminar: 7%
- Theater: 6%
- Youth sports event: 6%
Activities and Experiences-Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Dance: 6%
- Beach/waterfront: 5%
- Art gallery: 4%
- Biking: 4%
- Convention/Conference: 4%
- Fair/exhibition/festival: 4%
- Skiing/snowboarding: 4%
- Zoo: 4%
- Birding: 4%
- Bar/nightclub: 4%
- Mountain climbing: 4%
- Business Meeting: 3%

Percent
Activities and Experiences-Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Dude ranch: 3
- Rafting: 3
- Winery: 3
- Visited American Indian Community: 3
- Casino: 2
- Spa: 2
- Tennis: 2
- Theme park: 2
- Boating/sailing: 2
- Pro/college sports: 2
- Rodeo: 2

Percent
Activities and Experiences-Eastern (Cont’d)

Base: Total Overnight Person-Trips to the Eastern Region

- Kids' sports event: 2
- Brewery: 2
- Golf: 2
- Motorcycle touring: 2
- Rock/pop concert: 2
- Trade Show: 1
- Hunting: 1
- Adult amateur sports: 1
- Waterpark: 1
- Symphony: 1
- Glamping: 1

Percent
Activities of Special Interest-Eastern

Base: Total Overnight Person-Trips to the Eastern Region

- Historic places, sites/landmarks: 22%
- Cultural activities/attractions: 11%
- Religious Travel: 7%
- Exceptional culinary experience: 6%
- Wedding: 5%
- Eco-Tourism: 5%
- Traveling with grandchildren: 4%
- Winery tours/tastings: 3%
- Agritourism: 3%
- Brewery Tours and Beer Tasting: 2%
- Medical Tourism: 2%

Percent
Demographic Profile of Idaho Visitors—Eastern Region
Gender

Base: Total Overnight Person-Trips to Idaho

Male
- Eastern: 46%
- Idaho: 47%

Female
- Eastern: 54%
- Idaho: 53%
Age

Base: Total Overnight Person-Trips to Idaho

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

Eastern
Idaho

Average Eastern = 40.8
Average Idaho = 44.9
Household Size

Base: Total Overnight Person-Trips to Idaho

- 1 member: Eastern 16, Idaho 20
- 2 members: Eastern 16, Idaho 25
- 3 members: Eastern 16, Idaho 22
- 4 members: Eastern 15, Idaho 19
- 5+ members: Eastern 16, Idaho 18

Percent
Marital Status

Base: Total Overnight Person-Trips to Idaho

- Married/with partner
  - Eastern: 71
  - Idaho: 66

- Single/never married
  - Eastern: 23
  - Idaho: 21

- Divorced/widowed/separated
  - Eastern: 6
  - Idaho: 13

Percent

0 20 40 60 80

Eastern  Idaho

Longwoods International
40 Years Together
Children in Household

Base: Total Overnight Person-Trips to Idaho

- No children under 18
- Any child between 13-17
- Any child between 6-12
- Any child under 6

% of Eastern: 46, 24, 23, 22
% of Idaho: 54, 29, 24, 22

Base: Total Overnight Person-Trips to Idaho
Education

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**: 19% Eastern, 19% Idaho
- **College graduate**: 43% Eastern, 40% Idaho
- **Some college**: 22% Eastern, 26% Idaho
- **High school or less**: 15% Eastern, 14% Idaho
- **Other**: 1% Eastern, 1% Idaho
Employment

Base: Total Overnight Person-Trips to Idaho

- Full time/self-employed: 44% (Eastern) vs. 44% (Idaho)
- Part time: 10% (Eastern) vs. 10% (Idaho)
- Not employed/retired/other: 46% (Eastern) vs. 46% (Idaho)

Percent

0  20  40  60

Eastern  Idaho

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

Longwoods International
40 Years Together
Race

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Race</th>
<th>Percent</th>
<th>Percentage</th>
<th>Eastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>88</td>
<td>90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African-American</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend: | Eastern | Idaho |
Hispanic Background

Base: Total Overnight Person-Trips to Idaho

No

Yes

Percent

91

94

6

9

Eastern

Idaho
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

Marketable Trips 32%

Base: Total Overnight Person-Trips to the Southeastern Region

Visiting friends/relatives 58
  - Touring 10
  - Outdoors 9
  - Special event 6
  - City trip 3
  - Casino 1
  - Theme park 1
  - Resort 1
  - Skiing/snowboarding 1
  Other business trip 6
  Conference/Convention 2
  Business-leisure 2

Percent

Longwoods International
40 Years Together
State Origin Of Trip

Base: Total Overnight Person-Trips to the Southeastern Region

- Utah: 36
- Idaho: 29
- Oregon: 7
- California: 5
- Washington: 4
- New York: 2
- Nevada: 2
Salt Lake City, ID/UT - 36%
Idaho Falls-Pocatello, ID - 12%
Boise, ID - 11%
Portland, OR - 6%
Twin Falls, ID - 5%
New York, NY/NJ/PA/CT - 3%
Los Angeles, CA - 2%
Seattle-Tacoma, WA - 2%
Las Vegas, NV - 2%
Overnight Trip Characteristics—Southeastern Region
% Very Satisfied with Trip**

Base: Total Overnight Person-Trips to the Southeastern Region

- Overall trip experience: 78%
- Safety & Security*: 74%
- Friendliness of people: 63%
- Cleanliness*: 60%
- Quality of accommodations: 60%
- Quality of food: 58%
- Value for the money: 54%
- Sightseeing/ attractions: 45%
- Music/ nightlife/ entertainment: 33%

*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

- Ever: 85%
- Past 12 Months: 73%
Length of Trip Planning-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 1 year in advance</td>
<td>5</td>
</tr>
<tr>
<td>6-12 months</td>
<td>11</td>
</tr>
<tr>
<td>3-5 months</td>
<td>15</td>
</tr>
<tr>
<td>2 months</td>
<td>15</td>
</tr>
<tr>
<td>1 month or less</td>
<td>38</td>
</tr>
<tr>
<td>Did not plan anything in advance</td>
<td>16</td>
</tr>
</tbody>
</table>
Trip Planning Information Sources - Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Advice from relatives or friends: 17%
- Online travel agencies: 15%
- A hotel or resort: 12%
- Social Media: 11%
- Destination websites: 9%
- Airline/commercial carrier: 9%
- Travel guide/other books: 8%
- Travel company websites: 5%
- Magazine articles/ad: 4%
### Trip Planning Information Sources - Southeastern (Cont’d)

#### Base: Total Overnight Person-Trips to the Southeastern Region

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio show/ad</td>
<td>3</td>
</tr>
<tr>
<td>Lodging sharing websites (AirBnB, VRBO, etc.)</td>
<td>3</td>
</tr>
<tr>
<td>Auto club/AAA</td>
<td>3</td>
</tr>
<tr>
<td>Visitors’ bureau/gov tourism office</td>
<td>3</td>
</tr>
<tr>
<td>A travel agent/company</td>
<td>3</td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>3</td>
</tr>
<tr>
<td>800/888 number</td>
<td>2</td>
</tr>
<tr>
<td>Television program/ad</td>
<td>2</td>
</tr>
<tr>
<td>Newspaper article/ad</td>
<td>1</td>
</tr>
</tbody>
</table>
Method of Booking-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Hotel or resort: 18%
- Online travel agencies: 13%
- Destination websites: 9%
- Travel company websites: 7%
- Airline/commercial carrier: 6%
- 800/888 number: 3%
- Lodging sharing websites (AirBnB, VRBO, etc.): 3%
- Visitors' bureau/gov tourism office: 2%
- Travel agent/company: 2%
- Travel/ski show or exhibition: 2%
- Auto club/AAA: 2%
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Southeastern Region

- 1 night: 24
- 2 nights: 31
- 3-4 nights: 27
- 5-6 nights: 8
- 7-13 nights: 7
- 14 + nights: 3

Average Southeastern 3.3 nights
Number of Nights Spent in the Southeastern Region

Base: Overnight Person-Trips with 1+ Nights Spent In the Southeastern Region

- 1 night: 35%
- 2 nights: 32%
- 3-4 nights: 22%
- 5-6 nights: 6%
- 7+ nights: 5%

Average Nights Spent in Southeastern = 2.5
Size of Travel Party

Base: Overnight Person-Trips to Idaho

Southeastern

- Adults: 2.7
- Children: 1.3
- Total = 4.0

Idaho

- Adults: 2.4
- Children: 0.9
- Total = 3.3
Party Composition*-Southeastern

Base: Overnight Person-Trips

- Spouse/partner: 78%
- Child(ren): 51%
- Other relative(s): 13%
- Friend(s): 8%
- Parent(s): 7%
- Business Associate: 3%
- Grandparent(s): 2%

* Question added in 2017; data reflects 2017 results only
Transportation-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Own car/truck: 82
- Rental car: 13
- Plane: 9
- Train: 7
- Camper, R.V: 4
- Taxi Cab: 3
- Bus: 2
- Ship/Boat: 2
- Online Taxi Service (Uber, Lyft, etc.): 2
- Motorcycle: 2
- Bicycle: 1

Percent
Accommodations-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Home of friend/relative: 38%
- Hotel: 18%
- Motel: 18%
- Campground/trailer park/RV park: 10%
- Resort hotel: 9%
- Bed & breakfast: 3%
- Country inn/lodge: 3%
- Time share: 3%
- Rented cottage/cabin: 3%
- Own condo/apt/2nd home: 3%
- Rented home/condo/apartment: 3%
- Boat/cruise ship: 1%
- Other: 5%
Activities and Experiences-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Shopping: 32%
- Swimming: 19%
- Landmark/historic site: 17%
- National/state park: 15%
- Hiking/backpacking: 14%
- Camping: 12%
- Museum: 9%
- Fine dining: 8%
- Fishing: 8%
- Beach/waterfront: 8%
- Bar/nightclub: 7%
- Boating/sailing: 7%
Activities and Experiences-Southeastern (Cont’d)

Base: Total Overnight Person-Trips to the Southeastern Region

- Zoo: 6
- Fair/exhibition/festival: 6
- Casino: 6
- Mountain climbing: 5
- Waterpark: 4
- Art gallery: 4
- Rafting: 4
- Theater: 4
- Theme park: 4
- Biking: 4
- Spa: 4
- Kids' sports event: 4

Percent
Activities and Experiences—Southeastern (Cont’d)

Base: Total Overnight Person-Trips to the Southeastern Region

- Convention/Conference: 3%
- Dance: 3%
- Visited American Indian Community: 3%
- Business Meeting: 3%
- Hunting: 3%
- Rock/pop concert: 3%
- Youth sports event: 3%
- Birding: 2%
- Skiing/snowboarding: 2%
- Tennis: 2%
- Winery: 2%
- Brewery: 2%

Percent

0  5  10  15  20  25  30  35

Longwoods International
40 Years Together
Activities of Special Interest-Southeastern

Base: Total Overnight Person-Trips to the Southeastern Region

- Historic places, sites/landmarks: 25
- Cultural activities/attractions: 14
- Exceptional culinary experience: 7
- Wedding: 6
- Brewery Tours/Tastings: 6
- Winery tours/tastings: 4
- Agritourism: 4
- Traveling with grandchildren: 4
- Religious Travel: 3
- Eco-Tourism: 3
- Medical Tourism: 1

Longwoods International
40 YEARS TOGETHER
Demographic Profile of Idaho Visitors—Southeastern Region
Age

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</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>25-34</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>35-44</td>
<td>21</td>
<td>16</td>
</tr>
<tr>
<td>45-54</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>55-64</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>65+</td>
<td>7</td>
<td>17</td>
</tr>
</tbody>
</table>

Average Southeastern = 41.5
Average Idaho = 44.9
Household Size

Base: Total Overnight Person-Trips to Idaho

- 1 member
  - Southeastern: 15
  - Idaho: 20
- 2 members
  - Southeastern: 28
  - Idaho: 33
- 3 members
  - Southeastern: 21
  - Idaho: 21
- 4 members
  - Southeastern: 14
  - Idaho: 15
- 5+ members
  - Southeastern: 22
  - Idaho: 16
Marital Status

Base: Total Overnight Person-Trips to Idaho

- Married/with partner:
  - Southeastern: 10%
  - Idaho: 21%
  - Total: 73%

- Single/never married:
  - Southeastern: 17%
  - Idaho: 13%
  - Total: 66%

- Divorced/widowed/separated:
  - Southeastern: 13%
  - Idaho: 10%
  - Total: 66%
Children in Household

Base: Total Overnight Person-Trips to Idaho

- No children under 18: 54%
- Any child between 13-17: 22%
- Any child between 6-12: 30%
- Any child under 6: 28%

Southeastern and Idaho data compared.
Education

Base: Total Overnight Person-Trips to Idaho

- **Post-graduate**
  - Southeastern: 16%
  - Idaho: 19%

- **College graduate**
  - Southeastern: 44%
  - Idaho: 40%

- **Some college**
  - Southeastern: 26%
  - Idaho: 26%

- **High school or less**
  - Southeastern: 13%
  - Idaho: 14%

- **Other**
  - Southeastern: 1%
  - Idaho: 1%
Employment

Base: Total Overnight Person-Trips to Idaho

- **Full time/ self-employed**: Southeastern 54%, Idaho 44%
- **Part time**: Southeastern 10%, Idaho 10%
- **Not employed/retired/ other**: Southeastern 36%, Idaho 46%

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Southeastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time/ self-employed</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Part time</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Not employed/retired/ other</td>
<td>36%</td>
<td>46%</td>
</tr>
</tbody>
</table>
Household Income

Base: Total Overnight Person-Trips to Idaho

- $150K+
  - Southeastern: 1
  - Idaho: 3

- $100-$149.9K
  - Southeastern: 13
  - Idaho: 14

- $75-$99.9K
  - Southeastern: 15
  - Idaho: 15

- $50-$74.9K
  - Southeastern: 22
  - Idaho: 21

- <$49.9K
  - Southeastern: 49
  - Idaho: 47
Race

Base: Total Overnight Person-Trips to Idaho

- **White**: 92%
- **African-American**: 2%
- **Other**: 6%

Percent

- **Southeastern**
- **Idaho**
Hispanic Background

Base: Total Overnight Person-Trips to Idaho

No

<table>
<thead>
<tr>
<th>Yes</th>
<th>Southeastern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>93</td>
<td>94</td>
<td>100</td>
</tr>
</tbody>
</table>
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

- Visiting friends/relatives: 53%
- Touring: 13%
- Outdoors: 9%
- Special event: 4%
- City trip: 3%
- Casino: 2%
- Cruise: 2%
- Skiing/snowboarding: 2%
- Resort: <1%
- Other business trip: 6%
- Conference/Convention: 3%
- Business-leisure: 3%

Marketable Trips 35%
State Origin Of Trip

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

- Idaho: 44
- Utah: 14
- Washington: 9
- Nevada: 6
- Oregon: 4
- California: 3
- Kansas: 2
- Texas: 2

Percent
Salt Lake City, ID/UT: 20%
Boise, ID: 18%
Idaho Falls-Pocatello, ID: 13%
Twin Falls, ID: 8%
Seattle-Tacoma, WA: 5%
Yakima, WA: 4%
Portland, OR: 3%
Las Vegas, NV: 2%

Base: Total Overnight Person-Trips to the South Central Region
Overnight Trip Characteristics—South Central Region
% Very Satisfied with Trip**

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

Overall trip experience: 68%
Safety & Security*: 63%
Friendliness of people: 61%
Cleanliness*: 59%
Quality of food: 52%
Sightseeing/ attractions: 51%
Quality of accommodations: 50%
Value for the money: 49%
Music/ nightlife/ entertainment: 34%

*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

- Ever: 80%
- Past 12 Months: 71%
Length of Trip Planning-South Central

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

- More than 1 year in advance: 2
- 6-12 months: 9
- 3-5 months: 12
- 2 months: 12
- 1 month or less: 46
- Did not plan anything in advance: 19

Percent
Trip Planning Information Sources-South Central

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

- Advice from relatives or friends: 18%
- Online travel agencies: 13%
- A hotel or resort: 10%
- Social Media: 8%
- Destination websites: 8%
- Travel company websites: 8%
- Travel guide/other books: 6%
- Auto club/AAA: 5%
- Airline/commercial carrier: 5%
Trip Planning Information Sources-South Central (Cont’d)

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

- 800/888 number: 4
- Magazine articles/ad: 2
- Newspaper article/ad: 2
- Lodging sharing websites (AirBnB, VRBO, etc.): 2
- Visitors’ bureau/gov tourism office: 2
- A travel agent/company: 2
- Travel/ski show or exhibition: 2
- Television program/ad: 2
- Radio show/ad: 2
Method of Booking-South Central

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

- Online travel agencies: 15%
- Hotel or resort: 11%
- Travel company websites: 10%
- Destination websites: 6%
- Auto club/AAA: 5%
- Airline/commercial carrier: 4%
- 800/888 number: 4%
- Visitors' bureau/gov tourism office: 3%
- Travel/ski show or exhibition: 2%
- Travel agent/company: 1%
- Lodging sharing websites (AirBnB, VRBO, etc.): 1%
Total Nights Away on Trip

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

- 1 night: 26
- 2 nights: 25
- 3-4 nights: 25
- 5-6 nights: 10
- 7-13 nights: 10
- 14 + nights: 4

Average South Central 4.0 nights
Number of Nights Spent in the South Central Region

Base: Overnight Person-Trips with 1+ Nights Spent In the South Central Region

- 1 night: 53
- 2 nights: 26
- 3-4 nights: 12
- 5-6 nights: 5
- 7+ nights: 4

Average Nights Spent in South Central = 2.0
Size of Travel Party

Base: Overnight Person-Trips to Idaho

South Central
- Adults: 2.1
- Children: 0.8
- Total = 2.9

Idaho
- Adults: 2.4
- Children: 0.9
- Total = 3.3

Average Number of People
- Adults
- Children
Party Composition*-South Central

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

- Spouse/partner: 66%
- Child(ren): 41%
- Other relative(s): 19%
- Parent(s): 17%
- Friend(s): 9%
- Business Associates: 3%

* Question added in 2017; data reflects 2017 results only
Transportation-South Central

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

- Own car/truck: 84
- Rental car: 10
- Train: 7
- Plane: 6
- Camper, R.V: 4
- Motorcycle: 3
- Ship/Boat: 3
- Taxi Cab: 2
- Bus: 2
- Online Taxi Service (Uber, Lyft, etc.): 2
- Bicycle: 1

Percent
Accommodations - South Central

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

- Home of friend/relative: 35%
- Motel: 23%
- Hotel: 15%
- Resort hotel: 7%
- Campground/trailer park/RV park: 6%
- Rented home/condo/apartment: 3%
- Bed & breakfast: 3%
- Time share: 2%
- Own condo/apartment/2nd home: 2%
- Country inn/lodge: 2%
- Boat/cruise ship: 2%
- Rented cottage/cabin: 1%
- Other: 13%

Percent
Activities and Experiences - South Central

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

- Shopping: 34 percent
- National/state park: 20 percent
- Landmark/historic site: 18 percent
- Camping: 15 percent
- Swimming: 15 percent
- Fine dining: 13 percent
- Museum: 13 percent
- Fishing: 11 percent
- Hiking/backpacking: 11 percent
- Casino: 7 percent
- Fair/exhibition/festival: 7 percent
- Beach/waterfront: 7 percent

Percent
Activities and Experiences-South Central (Cont’d)

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

- Zoo: 7
- Bar/nightclub: 6
- Theme park: 6
- Theater: 5
- Visited American Indian Community: 5
- Biking: 5
- Brewery: 5
- Convention/Conference: 5
- Waterpark: 5
- Rodeo: 4
- Spa: 4
- Mountain climbing: 4

Percent
Activities and Experiences-South Central (Cont’d)

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

- Rafting: 4
- Winery: 3
- Art gallery: 3
- Business Meeting: 3
- Hunting: 3
- Educational Seminar: 3
- Dance: 2
- Golf: 2
- Skiing/snowboarding: 2
- Pro/college sports: 2
- Rock/pop concert: 2
- Trade Show: 2

Percent
Activities and Experiences-South Central (Cont’d)

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

- Kids' sports event: 2
- Youth sports event: 2
- Boating/sailing: 1
- Opera: 1
- Tennis: 1
- Glamping: 1
- Adult amateur sports: 1
- Motorcycle touring: 1
- Symphony: 1
- Birding: 1
- Dude ranch: 1

Percent

0 5 10 15 20 25 30 35
Activities of Special Interest-South Central

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

- Historic places, sites/landmarks: 24%
- Cultural activities/attractions: 18%
- Brewery Tours/Beer Tasting: 6%
- Exceptional culinary experience: 5%
- Wedding: 5%
- Agritourism: 4%
- Eco-Tourism: 4%
- Winery tours/tasting: 3%
- Traveling with grandchildren: 3%
- Religious Travel: 3%
- Medical Tourism: 1%
Demographic Profile of Idaho Visitors—South Central Region
Age

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</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>25-34</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>35-44</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>45-54</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>55-64</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>65+</td>
<td>11</td>
<td>17</td>
</tr>
</tbody>
</table>

Average South Central = 42.3
Average Idaho = 44.9
Household Size

Base: Total Overnight Person-Trips to Idaho

- **1 member**: 19%
- **2 members**: 31%
- **3 members**: 14%
- **4 members**: 15%
- **5+ members**: 16%

**Percent**

- South Central
- Idaho

202
Marital Status

Base: Total Overnight Person-Trips to Idaho

- **Married/with partner**: 69% (South Central) vs. 66% (Idaho)
- **Single/never married**: 24% (South Central) vs. 21% (Idaho)
- **Divorced/widowed/separated**: 7% (South Central) vs. 13% (Idaho)
Children in Household

Base: Total Overnight Person-Trips to Idaho

No children under 18

Any child between 13-17

Any child between 6-12

Any child under 6

Percent

South Central

Idaho

0 20 40 60

50 54

24 21 28

22
### Education

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Education Level</th>
<th>South Central</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>College graduate</td>
<td>46</td>
<td>40</td>
</tr>
<tr>
<td>Some college</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>High school or less</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent
Employment

Base: Total Overnight Person-Trips to Idaho

- Full time/ self-employed: 44% (South Central) vs. 44% (Idaho)
- Part time: 12% (South Central) vs. 10% (Idaho)
- Not employed/retired/ other: 44% (South Central) vs. 46% (Idaho)

Percent
Household Income

Base: Total Overnight Person-Trips to Idaho

- **<$49.9K**: 47% (South Central) 44% (Idaho)
- **$50-$74.9K**: 21% (South Central) 25% (Idaho)
- **$75-$99.9K**: 15% (South Central) 14% (Idaho)
- **$100-$149.9K**: 14% (South Central) 15% (Idaho)
- **$150K+**: 3% (South Central) 2% (Idaho)
Race

Base: Total Overnight Person-Trips to Idaho

White

African-American

Other

Percent

South Central  Idaho

0  20  40  60  80  100
Hispanic Background

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>95</td>
<td>94</td>
</tr>
<tr>
<td>Yes</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
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

- Visiting friends/relatives: 53%
- Outdoors: 10%
- Special event: 8%
- Touring: 6%
- City trip: 4%
- Resort: 1%
- Golf Trip: 1%
- Skiing/snowboarding: 1%
- Casino: 1%
- Theme park: 1%
- Other business trip: 8%
- Conference/Convention: 3%
- Business-leisure: 3%

Marketable Trips: 33%
State Origin Of Trip

Base: Total Overnight Person-Trips to the Southwestern Region

- Idaho: 44
- Oregon: 11
- California: 9
- Washington: 7
- Utah: 6
- Colorado: 3
- Montana: 3
- Nevada: 3
- Texas: 2

Percent
**DMA Origin Of Trip**

Base: Total Overnight Person-Trips to the Southwestern Region

- Boise, ID: 28 percent
- Portland, OR: 8 percent
- Salt Lake City, ID/UT: 8 percent
- Spokane, ID/WA: 7 percent
- Idaho Falls-Pocatello, ID: 5 percent
- Twin Falls, ID: 4 percent
- Seattle-Tacoma, WA: 4 percent
- Los Angeles, CA: 4 percent
- San Francisco-Oakland-San Jose, CA: 3 percent
- Yakima, WA: 2 percent
- Denver, CO: 2 percent
- Phoenix, AZ: 2 percent
- Sacramento-Stockton-Modesto, CA: 2 percent
Overnight Trip Characteristics—Southwestern Region
% Very Satisfied with Trip**

Base: Total Overnight Person-Trips to the Southwestern Region

Overall trip experience 80%
Safety & Security* 72%
Friendliness of people 71%
Quality of food 64%
Cleanliness* 63%
Quality of accommodations 62%
Sightseeing/ attractions 58%
Value for the money 58%
Music/ nightlife/ entertainment 33%

*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

Ever

Past 12 Months

Percent

83

70

0 20 40 60 80 100
Length of Trip Planning-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- More than 1 year in advance: 2
- 6-12 months: 12
- 3-5 months: 16
- 2 months: 15
- 1 month or less: 40
- Did not plan anything in advance: 15

Percent
Trip Planning Information Sources-Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Lodging sharing websites (AirBnB, VRBO, etc.) 2%
- A travel agent/company 2%
- Travel guide/other books 2%
- Visitors’ bureau/gov tourism office 2%
- Newspaper article/ad 1%
- Magazine articles/ad 1%
- Television program/ad 1%
- Radio show/ad <1%
- Travel/ski show or exhibition <1%
Method of Booking-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Online travel agencies: 14%
- Hotel or resort: 13%
- Airline/commercial carrier: 10%
- Travel company websites: 8%
- 800/888 number: 3%
- Destination websites: 3%
- Travel agent/company: 2%
- Auto club/AAA: 2%
- Lodging sharing websites (AirBnB, VRBO, etc.): 1%
- Visitors' bureau/gov tourism office: 1%
Total Nights Away on Trip

Base: Total Overnight Person-Trips to the Southwestern Region

1 night: 20%
2 nights: 27%
3-4 nights: 30%
5-6 nights: 10%
7-13 nights: 9%
14+ nights: 4%

Average Southwestern 4.0 nights
Number of Nights Spent in the Southwestern Region

Base: Overnight Person-Trips with 1+ Nights Spent In the Southwestern Region

- 1 night: 26
- 2 nights: 27
- 3-4 nights: 28
- 5-6 nights: 9
- 7+ nights: 10

Average Nights Spent in Southwestern = 3.4
Size of Travel Party

Base: Overnight Person-Trips to Idaho

Southwestern
- Adults: 2.4
- Children: 0.7
- Total = 3.1

Idaho
- Adults: 2.4
- Children: 0.9
- Total = 3.3

Average Number of People
- Adults
- Children
Party Composition*-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Spouse/partner: 61%
- Child(ren): 40%
- Friend(s): 17%
- Other relative(s): 14%
- Parent(s): 9%
- Business associate(s): 5%
- Grandparent(s): 1%

* Question added in 2017; data reflects 2017 results only
Transportation-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Own car/truck: 75%
- Plane: 14%
- Rental car: 13%
- Train: 10%
- Camper, R.V: 3%
- Online Taxi Service (Uber, Lyft, etc.): 2%
- Ship/Boat: 2%
- Bus: 2%
- Taxi Cab: 2%
- Bicycle: 1%
- Motorcycle: 1%
Accommodations-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Home of friend/relative: 35%
- Motel: 22%
- Hotel: 18%
- Campground/trailer park/RV park: 7%
- Resort hotel: 6%
- Own condo/apartment/2nd home: 4%
- Rented home/condo/apartment: 2%
- Rented cottage/cabin: 2%
- Bed & breakfast: 2%
- Country inn/lodge: 2%
- Time share: 1%
- Boat/cruise ship: <1%
- Other: 9%
Activities and Experiences-Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Shopping: 32%
- Fine dining: 15%
- Hiking/backpacking: 13%
- Swimming: 12%
- Landmark/historic site: 12%
- National/state park: 11%
- Bar/nightclub: 10%
- Camping: 8%
- Brewery: 8%
- Museum: 6%
- Fishing: 6%
Activities and Experiences—Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Beach/waterfront: 5%
- Business Meeting: 4%
- Zoo: 4%
- Theater: 4%
- Biking: 3%
- Boating/sailing: 3%
- Golf: 3%
- Fair/exhibition/festival: 3%
- Pro/college sports: 3%
- Winery: 3%
- Convention/conference: 3%
Activities and Experiences-Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Birding: 3%
- Casino: 2%
- Spa: 2%
- Educational Seminar: 2%
- Rock/pop concert: 2%
- Youth sports event: 2%
- Hunting: 2%
- Theme park: 2%
- Adult amateur sports: 2%
- Dance: 2%

Percent
Activities and Experiences-Southwestern (Cont’d)

Base: Total Overnight Person-Trips to the Southwestern Region

- Rodeo: 2
- Skiing/snowboarding: 2
- Art gallery: 2
- Mountain climbing: 2
- Kids' sports event: 2
- Rafting: 1
- Visited American Indian Community: 1
- Waterpark: 1
- Motorcycle touring: 1
- Trade Show: 1

Percent
Activities of Special Interest—Southwestern

Base: Total Overnight Person-Trips to the Southwestern Region

- Historic places, sites/landmarks: 17
- Cultural activities/attractions: 10
- Exceptional culinary experience: 6
- Brewery tours/beer tasting: 5
- Wedding: 5
- Winery tours/tastings: 4
- Eco-Tourism: 3
- Traveling with grandchildren: 3
- Religious Travel: 2
- Agritourism: 2
- Medical Tourism: 1
Demographic Profile of Idaho Visitors—Southwestern Region
Gender

Base: Total Overnight Person-Trips to Idaho

Male

Female

Percent

Southwestern  Idaho

57

53

47

43

0  20  40  60

Male

Female
Age

Base: Total Overnight Person-Trips to Idaho

18-24
Southwestern: 16
Idaho: 13

25-34
Southwestern: 21
Idaho: 23

35-44
Southwestern: 16
Idaho: 14

45-54
Southwestern: 17
Idaho: 17

55-64
Southwestern: 14
Idaho: 15

65+
Southwestern: 17
Idaho: 17

Average Southwestern = 44.4
Average Idaho = 44.9
Household Size

Base: Total Overnight Person-Trips to Idaho

- 1 member: Southwestern 22, Idaho 20
- 2 members: Southwestern 31, Idaho 33
- 3 members: Southwestern 18, Idaho 16
- 4 members: Southwestern 14, Idaho 15
- 5+ members: Southwestern 15, Idaho 16

Percent

Southwestern | Idaho
Marital Status

Base: Total Overnight Person-Trips to Idaho

- Married/with partner: 59% (Southwestern), 66% (Idaho)
- Single/never married: 25% (Southwestern), 21% (Idaho)
- Divorced/widowed/separated: 16% (Southwestern), 13% (Idaho)
Children in Household

Base: Total Overnight Person-Trips to Idaho

- **No children under 18**: 56% Southwestern, 54% Idaho
- **Any child between 13-17**: 18% Southwestern, 19% Idaho
- **Any child between 6-12**: 21% Southwestern, 24% Idaho
- **Any child under 6**: 22% Southwestern, 22% Idaho

Percent

Southwestern | Idaho
Education

Base: Total Overnight Person-Trips to Idaho

- Post-graduate: 16% (Southwestern), 19% (Idaho)
- College graduate: 37% (Southwestern), 40% (Idaho)
- Some college: 26% (Southwestern), 31% (Idaho)
- High school or less: 15% (Southwestern), 14% (Idaho)
- Other: 1% (Southwestern), 1% (Idaho)
Employment

Base: Total Overnight Person-Trips to Idaho

- **Full time/ self-employed**: 44% Southwestern, 44% Idaho
- **Part time**: 12% Southwestern, 10% Idaho
- **Not employed/retired/ other**: 44% Southwestern, 46% Idaho

Percent

Southwestern  Idaho
Household Income

Base: Total Overnight Person-Trips to Idaho

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Southwestern</th>
<th>Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150K+</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>$100-$149.9K</td>
<td>13</td>
<td>14</td>
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<tr>
<td>$75-$99.9K</td>
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<td>$50-$74.9K</td>
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<td>21</td>
</tr>
<tr>
<td>&lt;$49.9K</td>
<td>47</td>
<td>47</td>
</tr>
</tbody>
</table>
Race

Base: Total Overnight Person-Trips to Idaho

- **White**: 92%
  - Southwestern: 1%
  - Idaho: 90%
- **African-American**: 2%
  - Southwestern: 2%
  - Idaho: 8%
- **Other**: 7%
  - Southwestern: 7%
  - Idaho: 8%

Percent