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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 for Idaho’s domestic tourism business in 2017.
The visitor research program is designed to provide:

- Estimates of domestic overnight and day visitor volumes to Idaho.
- A profile of Idaho’s performance within its overnight travel market.
- Domestic visitor expenditures in Idaho.
- Profiles of Idaho’s day travel market.
- Relevant trends in each of these areas.
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
- For the 2017 travel year, this yielded:
  - 329,470 trips for analysis nationally:
    - 232,317 overnight trips
    - 97,153 day trips
- For Idaho, the following sample was achieved in 2017:
  - 2,082 trips:
    - 1,412 overnight trips
    - 670 day trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
Key Findings
Key Findings

- In 2017, Idaho had 34.3 million person trips, increasing 3.8% from 2015. 40% were overnight trips and 60% were day trips.

- The overnight trips generated $1.9 billion in spending, increasing 12.2% from 2015.

- When asked about the main purpose of their overnight trip, 49% responded that they were visiting friends and relatives, while 40% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip type was an outdoor trip.

- The top three states of origin for visitors on overnight trips to Idaho were Idaho, Washington, and Utah. Among DMAs, the top three overnight visitor sources were Boise, Salt Lake City, and Spokane.
Eighty percent (80%) of visitors on an overnight trip to Idaho were very satisfied with the overall trip experience. The next highest-ranking categories for satisfaction were safety and security (75%) and friendliness of the locals (70%).

Among those on overnight trips to Idaho, 88% have visited Idaho at least once before and 71% have visited in the past year.

Similar to the national average, over half (63%) of the overnight trips were planned 2 months or less before the trip. Similar to the national average, 14% did not plan anything in advance.

Advice from relatives or friends, online travel agencies and destination websites were the most common planning sources for a Idaho overnight trip. Hotels and resorts were the most common booking source.
The average number of nights spent in Idaho on an overnight trip was 3.3 nights, remaining consistent with 2015. The average travel party size was 3.3 persons.

Three-quarters (78%) of overnight Idaho travelers arrived by personal car or truck.

The top five activities and experiences during an overnight trip to Idaho were shopping, visiting a national or state park, visiting landmarks or historic sites, hiking and backpacking, and fine dining.

Seventy percent (70%) of Idaho visitors traveled with a partner or spouse, and 38% traveled with children. Nearly one-fifth (19%) traveled alone.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2013-2017

Base: Overnight Person-Trips

- 2013: 1,480 Million Trips
- 2014: 1,532 Million Trips
- 2015: 1,568 Million Trips
- 2016: 1,585 Million Trips
- 2017: 1,618 Million Trips

Increase: 2.1%
Structure of the U.S. Travel Market — 2017 Overnight Trips

- Visits to Friends/Relatives: 43%
- Marketable: 43%
- Business-Leisure: 4%
- Business: 10%

Base: Overnight Person-Trips

Base: Overnight Person-Trips

- All Overnight Trips
- Visiting Friends/Relatives: +5%
- Marketable Trips: +3%
- Business-Leisure Trips: +2%
- Business Trips: +2%
Size & Structure of Idaho’s Domestic Travel Market
Total Size of Idaho’s 2017 Domestic Travel Market

Total Person-Trips = 34.3 million

- Day Trips: 60%, 20.6 million
- Overnight Trips: 40%, 13.7 million

+3.8% vs. 2015
Overnight Trips to Idaho

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions of Trips</th>
<th>Change</th>
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<tbody>
<tr>
<td>2013</td>
<td>11.8</td>
<td></td>
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<tr>
<td>2015</td>
<td>13.1</td>
<td>+11%</td>
</tr>
<tr>
<td>2017</td>
<td>13.7</td>
<td>+5%</td>
</tr>
</tbody>
</table>
Size of Idaho’s Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 13.7 million

- Adults: 70% (9.6 million)
- Children: 30% (4.1 million)
Idaho’s Overnight Travel Market — by Main Trip Purpose

Total Overnight Person-Trips = 13.7 million

- Leisur: 90% (12.3 million)
- Business-Leisure: 2% (0.3 million)
- Business: 8% (1.1 million)
Total Day Person-Trips = 20.6 million

- Adults: 72%, 14.8 million
- Children: 28%, 5.8 million
Idaho’s Day Travel Market — by Trip Purpose

Total Day Person-Trips = 20.6 million

- Leisure: 90% (18.5 million)
- Business-Leisure: 3% (0.6 million)
- Business: 7% (1.5 million)
Domestic Overnight Expenditures — by Sector

Total Spending = $1.9 Billion

+12.2% vs. 2015

Restaurant Food & Beverage
24%
$444 million

Retail
15%
$277 million

Transportation
14%
$259 million

Recreation
10%
$186 million

Lodging
37%
$704 million

$704 million
Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips

- **Lodging**: $52
- **Restaurant Food & Beverage**: $32
- **Retail Purchases**: $20
- **Transportation at Destination**: $19
- **Recreation/Sightseeing/Entertainment**: $14
Average Per Person Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Overnight Person-Trips

- Leisure: $127

* Low base sizes
Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips

- Lodging: $167
- Restaurant Food & Beverage: $105
- Retail Purchases: $66
- Transportation at Destination: $62
- Recreation/Sightseeing/Entertainment: $44
Average Per Party Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Overnight Person-Trips

Dollars

Leisure

Business*

$427

* Low base sizes
Overnight Trip Characteristics
Main Purpose of Trip

Marketable Trips 41%

Base: Overnight Person-Trips

- Visiting friends/relatives
- Outdoors
- Touring
- Special event
- Casino
- City trip
- Theme park
- Resort
- Golf Trip
- Ski/snowboarding
- Other
- Other business trip
- Conference/convention
- Business-leisure

Percent

49
11
11
7
2
2
2
2
1
1
1
5
3
2
Main Purpose of Leisure Trip

Base: Overnight Person-Trips

- Visiting friends/relatives: 43% (Idaho) vs 49% (U.S. Norm)
- Outdoors: 11% (Idaho) vs 9% (U.S. Norm)
- Touring: 11% (Idaho) vs 9% (U.S. Norm)
- Special event: 8% (Idaho) vs 7% (U.S. Norm)
- Casino: 2% (Idaho) vs 4% (U.S. Norm)
- City trip: 6% (Idaho) vs 5% (U.S. Norm)
- Resort: 5% (Idaho) vs 2% (U.S. Norm)
- Theme park: 4% (Idaho) vs 2% (U.S. Norm)
- Golf Trip: 4% (Idaho) vs 2% (U.S. Norm)
- Ski/Snowboarding: 2% (Idaho) vs 1% (U.S. Norm)
- Other: 2% (Idaho) vs 1% (U.S. Norm)
Main Purpose of Overnight Leisure Trip — 2017 vs. 2015

Base: Overnight Person-Trips

- Visiting friends/relatives: 49% (2017), 46% (2015)
- Outdoors: 11% (2017), 12% (2015)
- Touring: 9% (2017), 11% (2015)
- Special event: 7% (2017), 5% (2015)
- Casino: 2% (2017), 3% (2015)
- City trip: 3% (2017), 2% (2015)
- Theme park: 2% (2017), 2% (2015)
- Resort: 2% (2017), 2% (2015)
- Other: 1% (2017), 1% (2015)

Percent 0 10 20 30 40 50
Other business trip

Conference/Convention

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other business trip</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Conference/Convention</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Main Purpose of Overnight Business Trip — 2017 vs. 2015

Base: Overnight Person-Trips

Other business trip
- 2017: 5
- 2015: 7

Conference/Convention
- 2017: 3
- 2015: 3
Sources of Business

Base: Overnight Person-Trips

- States contributing 5% or more
- States contributing 3% - 5%
- DMA's contributing more than 2%
State Origin Of Trip

Base: Overnight Person-Trips

- Idaho: 28
- Washington: 12
- Utah: 12
- California: 8
- Oregon: 7
- Montana: 4
- Colorado: 2
- Florida: 2
- New York: 2
- Texas: 2

Percent
DMA Origin Of Trip

Base: Overnight Person-Trips

- Boise, ID: 14
- Salt Lake City, ID/UT: 13
- Spokane, ID/WA: 9
- Portland, OR: 6
- Seattle-Tacoma, WA: 6
- Idaho Falls-Pocatello, ID: 6
- Los Angeles, CA: 3
- Twin Falls, ID: 3
- Yakima, WA: 2
- New York, NY/NJ/PA/CT: 2
- Denver, CO: 2
- Butte, MT: 2
- San Francisco-Oakland-San Jose, CA: 2
- Sacramento-Stockton-Modesto, CA: 2
- Phoenix, AZ: 1
- Missoula, MT: 1
- Las Vegas, NV: 1
- Philadelphia, PA: 1
Season of Trip

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Season</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>19</td>
</tr>
<tr>
<td>April-June</td>
<td>27</td>
</tr>
<tr>
<td>July-September</td>
<td>31</td>
</tr>
<tr>
<td>October-December</td>
<td>23</td>
</tr>
</tbody>
</table>
Season of Trip – 2015 vs. 2017

Base: Overnight Person-Trips

- **April-June**: 27 (2017), 26 (2015)
- **October-December**: 23 (2017), 21 (2015)
% Very Satisfied with Trip

Overall trip experience
Safety & Security*
Friendliness of people
Quality of accommodation
Cleanliness*
Quality of food
Value for the money
Sightseeing/attractions
Music/nightlife/entertainment

Base: Overnight Person-Trips

- Overall trip experience 2017: 69, 2015: 70
- Safety & Security* 2017: 75, 2015: 69
- Friendliness of people 2017: 70, 2015: 69
- Quality of accommodation 2017: 65, 2015: 63
- Quality of food 2017: 60, 2015: 60
- Value for the money 2017: 57, 2015: 56
- Sightseeing/attractions 2017: 55, 2015: 56

* Added in 2017
Past Visitation to Idaho

Base: Overnight Person-Trips

- Ever
  - 2017: 88%
  - 2015: 89%

- Past 12 Months*
  - 2017: 71%
  - 2015: 79%

* Question wording changed in 2017
Length of Trip Planning

- More than 1 year in advance: Idaho 5, U.S. Norm 4
- 6-12 months: Idaho 15, U.S. Norm 14
- 3-5 months: Idaho 17, U.S. Norm 17
- 2 months: Idaho 14, U.S. Norm 16
- 1 month or less: Idaho 35, U.S. Norm 35
- Did not plan anything in advance: Idaho 14, U.S. Norm 14
Trip Planning Information Sources

Base: Overnight Person-Trips

- Advice from relatives or friends: 18 (Idaho), 14 (U.S. Norm)
- Online travel agencies: 15 (Idaho), 13 (U.S. Norm)
- Destination websites: 15 (Idaho), 13 (U.S. Norm)
- Hotel or resort: 15 (Idaho), 10 (U.S. Norm)
- Social Media: 12 (Idaho), 13 (U.S. Norm)
- Travel guide/other books: 10 (Idaho), 9 (U.S. Norm)
- Travel company websites: 9 (Idaho), 8 (U.S. Norm)
- Airline/commercial carrier: 10 (Idaho), 9 (U.S. Norm)
- Auto club/AAA: 8 (Idaho), 8 (U.S. Norm)
Trip Planning Information Sources (Cont’d)

Base: Overnight Person-Trips

- Visitors' bureau/gov tourism office
- Travel agent/company
- Lodging sharing websites (AirBnB, VRBO, etc.)
- 800/888 number
- Magazine articles/ad
- Newspaper articles/ad
- Radio show/ad
- TV program/ad
- Travel/ski show or exhibition

Percent

- Idaho
- U.S. Norm

Longwoods International
40 Years Together
Trip Planning Information Sources 2015 vs. 2017

- Advice from relatives or friends: 18% (2017), 21% (2015)
- Online travel agencies: 14% (2017), 15% (2015)
- Destination websites: 12% (2017), 13% (2015)
- Hotel or resort: 13% (2017), 14% (2015)
- Social Media: 10% (2017), 12% (2015)
- Travel guide/other books: 9% (2017), 9% (2015)
- Travel company websites: 8% (2017), 8% (2015)
- Airline/commercial carrier: 8% (2017), 9% (2015)
- Auto club/AAA: 8% (2017), 8% (2015)

Base: Overnight Person-Trips

Percent

2017  2015
Trip Planning Information Sources 2015 vs. 2017

- Visitors' bureau/gov tourism office
- Travel agent/company
- Lodging sharing websites (AirBnB, VRBO, etc)
- 800/888 number
- Magazine articles/ad
- Newspaper articles/ad
- Radio show/ad
- TV program/ad
- Travel/ski show or exhibition

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Source</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors' bureau/gov tourism office</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Travel agent/company</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Lodging sharing websites (AirBnB, VRBO, etc)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>800/888 number</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Magazine articles/ad</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Newspaper articles/ad</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Radio show/ad</td>
<td>3</td>
<td>2</td>
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<tr>
<td>TV program/ad</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Travel/ski show or exhibition</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent

(Chart showing comparison between 2015 and 2017 for each information source)
Method of Booking

Base: Overnight Person-Trips

- Hotel or resort: 18% (Idaho) vs. 16% (U.S. Norm)
- Online travel agencies: 15% (Idaho) vs. 15% (U.S. Norm)
- Travel company websites: 12% (Idaho) vs. 9% (U.S. Norm)
- Airline/commercial carrier: 9% (Idaho) vs. 9% (U.S. Norm)
- 800/888 number: 7% (Idaho) vs. 7% (U.S. Norm)
- Destination websites: 6% (Idaho) vs. 7% (U.S. Norm)
- Travel agent/company: 5% (Idaho) vs. 4% (U.S. Norm)
- Auto club/AAA: 4% (Idaho) vs. 4% (U.S. Norm)
- Lodging sharing websites (AirBnB, VRBO, etc.): 4% (Idaho) vs. 4% (U.S. Norm)
- Visitors' bureau/gov tourism office: 3% (Idaho) vs. 2% (U.S. Norm)
- Travel/ski show or exhibition: 2% (Idaho) vs. 1% (U.S. Norm)
Method of Booking—2015 vs. 2017

Base: Overnight Person-Trips

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

Percent

2017

2015
Devices Used for Trip Planning

Used Any Device (net)

Laptop

Desktop/Home computer

Smartphone

Tablet

Base: Overnight Person-Trips

Percent

Idaho

U.S. Norm

Longwoods

40 YEARS TOGETHER
Used Any Device (net)

Base: Overnight Person-Trips

Used Any Device (net)

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Used Any Device (net)
Total Nights Away on Trip

Base: Overnight Person-Trips

- 1 night: Idaho 17%, U.S. Norm 22%
- 2 nights: Idaho 24%, U.S. Norm 27%
- 3-4 nights: Idaho 27%, U.S. Norm 27%
- 5-6 nights: Idaho 12%, U.S. Norm 11%
- 7-13 nights: Idaho 13%, U.S. Norm 10%
- 14+ nights: Idaho 9%, U.S. Norm 3%

Average Idaho: 5.2 nights
Average U.S. Norm: 3.7 nights
Number of Nights Spent in Idaho

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

- 1 night: 25
- 2 nights: 29
- 3-4 nights: 26
- 5-6 nights: 10
- 7+ nights: 10

Average Nights Spent in Idaho = 3.3
Number of Nights Spent in Idaho - 2017 vs. 2015

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

- 1 night: 2017 = 25, 2015 = 23
- 2 nights: 2017 = 29, 2015 = 29
- 3-4 nights: 2017 = 26, 2015 = 30
- 5-6 nights: 2017 = 10, 2015 = 8
- 7+ nights: 2017 = 10, 2015 = 10

Average
- 2017 = 3.3 nights
- 2015 = 3.3 nights
Size of Travel Party

Base: Overnight Person-Trips

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

U.S. Norm
- Adults: 2.2
- Children: 0.6
- Total = 2.8

Average Number of People
- Adults
- Children
Composition of Immediate Travel Party

Base: Overnight Person-Trips

- Spouse/partner: 70% (Idaho), 65% (U.S. Norm)
- Child(ren): 38% (Idaho), 35% (U.S. Norm)
- Just myself/traveled alone: 25% (Idaho), 19% (U.S. Norm)
- Other relative(s): 19% (Idaho), 17% (U.S. Norm)
- Friend(s): 12% (Idaho), 11% (U.S. Norm)
- Parent(s): 12% (Idaho), 11% (U.S. Norm)
- Business associate(s): 3% (Idaho), 3% (U.S. Norm)
- Grandparent(s): 2% (Idaho), 2% (U.S. Norm)
Transportation

Base: Overnight Person-Trips

- Own car/truck: Idaho 78%, U.S. Norm 72%
- Plane: Idaho 18%, U.S. Norm 23%
- Rental car: Idaho 16%, U.S. Norm 17%
- Online taxi service (Lyft, Uber, etc): Idaho 7%, U.S. Norm 10%
- Camper, R.V: Idaho 2%, U.S. Norm 7%
- Bus: Idaho 4%, U.S. Norm 5%
- Taxi cab: Idaho 4%, U.S. Norm 7%
- Train: Idaho 4%, U.S. Norm 7%
- Bicycle: Idaho 2%, U.S. Norm 2%
- Motorcycle: Idaho 1%, U.S. Norm 2%
- Ship/Boat: Idaho 2%, U.S. Norm 2%
Accommodations

Base: Overnight Person-Trips

- Home of Friend/Relative: 34%
- Motel: 20%
- Hotel: 23%
- Resort hotel: 20%
- Campground/trailer park/RV park: 19%
- Bed & Breakfast: 14%
- Rented Cottage/Cabin: 13%
- Own Home/Condo/Apt/2nd Home: 15%
- Country Inn/Lodge: 13%
- Rented home/condo/apartment: 12%
- Time Share: 10%
- Boat/Cruise Ship: 7%
- Other: 6%

Percent

Idaho
U.S. Norm

Longwoods International
40 Years Together
Activities and Experiences

Base: Overnight Person-Trips

- Shopping: Idaho 32, U.S. Norm 32
- National/State Park: Idaho 10, U.S. Norm 22
- Landmark/Historic Site: Idaho 14, U.S. Norm 20
- Hiking/Backpacking: Idaho 16, U.S. Norm 19
- Fine Dining: Idaho 20, U.S. Norm 15
- Swimming: Idaho 15, U.S. Norm 15
- Camping: Idaho 15, U.S. Norm 13
- Museum: Idaho 12, U.S. Norm 11
- Bar/Nightclub: Idaho 11, U.S. Norm 10
- Beach: Idaho 15, U.S. Norm 10
- Brewery: Idaho 6, U.S. Norm 9
- Fishing: Idaho 5, U.S. Norm 9

Percent

Idaho    U.S. Norm
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Casino: Idaho 8, U.S. Norm 9
- Theme Park: Idaho 6, U.S. Norm 7
- Zoo: Idaho 4, U.S. Norm 6
- Fair/Exhibition/Festival: Idaho 4, U.S. Norm 6
- Theater: Idaho 6, U.S. Norm 6
- Art Gallery: Idaho 5, U.S. Norm 5
- Visited American Indian Community: Idaho 5, U.S. Norm 5
- Boating/Sailing: Idaho 4, U.S. Norm 5
- Winery: Idaho 4, U.S. Norm 5
- Waterpark: Idaho 4, U.S. Norm 5
- Biking: Idaho 3, U.S. Norm 5
- Business Meeting: Idaho 4, U.S. Norm 5

Percent

Idaho  U.S. Norm

57
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Conference/Convention
- Spa
- Golf
- Mountain Climbing
- Dance
- Birding
- Kids Sports Event
- Educational Seminar
- Rock/Pop Concert
- Rodeo
- Pro/College Sports
- Skiing/Snowboarding

Percent

Idaho U.S. Norm
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

Motorcycle Touring: 3
Rafting: 3
Youth Sports Event: 3
Hunting: 2
Glamping: 2
Adult Amateur Sports: 2
Trade Show: 2
Symphony: 2
Tennis: 2
Dude Ranch: 2
Opera: 1

Percent

<table>
<thead>
<tr>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
</table>

59
Activities of Special Interest

Base: Overnight Person-Trips

- Historic Places
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Brewery Tours/Beer Tasting
- Winery Tours/Tasting
- Wedding
- Eco-Tourism
- Traveling with Grandchildren
- Religious Travel
- Agritourism
- Medical Tourism

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Places</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Cultural Activities/Attractions</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Exceptional Culinary Experiences</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Brewery Tours/Beer Tasting</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Winery Tours/Tasting</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Wedding</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Eco-Tourism</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Traveling with Grandchildren</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Religious Travel</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Agritourism</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Medical Tourism</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Longwoods International
40 Years Together

60
Online Social Media Use by Travelers

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

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>38</td>
<td>34</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>29</td>
<td>28</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>12</td>
<td>13</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers (Cont’d)

- Used any social media for travel: 68% (Idaho) vs. 70% (U.S. Norm)
- Got travel advice: 11% (Idaho) vs. 11% (U.S. Norm)
- "Followed" a destination/attraction: 9% (Idaho) vs. 7% (U.S. Norm)
- Gave travel advice: 8% (Idaho) vs. 7% (U.S. Norm)
- Subscribed to a travel e-newsletter: 5% (Idaho) vs. 6% (U.S. Norm)
- Blogged about a trip: 3% (Idaho) vs. 5% (U.S. Norm)
- Tweeted about a trip: 5% (Idaho) vs. 7% (U.S. Norm)

Base: Overnight Person-Trips
Online Social Media Use by Travelers – 2017 vs. 2015

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

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>70</td>
<td>81</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>38</td>
<td>38</td>
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<td>Read travel reviews</td>
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<tr>
<td>Looked at travel photos/video online</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>12</td>
<td>14</td>
</tr>
</tbody>
</table>

Percent
Online Social Media Use by Travelers – 2017 vs. 2015 (Cont’d)

Base: Overnight Person-Trips

- Used any social media for travel: 70% (2017), 81% (2015)
- Got travel advice: 11% (2017), 13% (2015)
- "Followed" a destination/attraction: 7% (2017), 8% (2015)
- Gave travel advice: 7% (2017), 10% (2015)
- Subscribed to a travel e-newsletter: 6% (2017), 4% (2015)
- Tweeted about a trip: 5% (2017), 7% (2015)
- Blogged about a trip: 5% (2017), 6% (2015)
Organization Membership

Base: Overnight Person-Trips

AAA
- Idaho: 36%
- U.S. Norm: 42%

AARP
- Idaho: 23%
- U.S. Norm: 21%

National Motor Club
- Idaho: 4%
- U.S. Norm: 3%

Better World Club
- Idaho: 3%
- U.S. Norm: 2%
Demographic Profile of Overnight Visitors
Gender

Base: Overnight Person-Trips

Male
- Idaho: 47%
- U.S. Norm: 49%

Female
- Idaho: 53%
- U.S. Norm: 51%
Age

Base: Overnight Person-Trips

Age Group | Idaho | U.S. Norm
--- | --- | ---
18-24 | 13% | 13%
25-34 | 23% | 20%
35-44 | 16% | 18%
45-54 | 17% | 18%
55-64 | 14% | 15%
65+ | 17% | 16%

Average Idaho = 44.9
Average U.S. Norm = 45.0
Marital Status

Base: Overnight Person-Trips

- Married/with partner
  - Idaho: 66%
  - U.S. Norm: 60%
  - Percent: 21%

- Single/never married
  - Idaho: 26%
  - U.S. Norm: 14%
  - Percent: 13%

- Divorced/widowed/separated
  - Idaho: 13%
  - U.S. Norm: 14%
  - Percent: 14%
Household Size

Base: Overnight Person-Trips

- 1 member
  - Idaho: 20%
  - U.S. Norm: 23%

- 2 members
  - Idaho: 33%
  - U.S. Norm: 35%

- 3 members
  - Idaho: 16%
  - U.S. Norm: 17%

- 4 members
  - Idaho: 15%
  - U.S. Norm: 14%

- 5+ members
  - Idaho: 11%
  - U.S. Norm: 16%

Percent
Children in Household

Base: Overnight Person-Trips

- No children under 18: 54% (Idaho) vs. 57% (U.S. Norm)
- Any child between 13-17: 19% (Idaho) vs. 19% (U.S. Norm)
- Any child between 6-12: 24% (Idaho) vs. 21% (U.S. Norm)
- Any child under 6: 22% (Idaho) vs. 17% (U.S. Norm)
Education

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>19</td>
<td>23</td>
</tr>
<tr>
<td>College graduate</td>
<td>40</td>
<td>41</td>
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<tr>
<td>Some college</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>High school or less</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent
Employment

Base: Overnight Person-Trips

- Full time/ self-employed: 44% (Idaho) vs. 55% (U.S. Norm)
- Part time: 10% (Idaho) vs. 9% (U.S. Norm)
- Not employed/retired/ other: 36% (Idaho) vs. 46% (U.S. Norm)
Household Income

Base: Overnight Person-Trips

- **$150K+**: Idaho 3, U.S. Norm 6
- **$100-$149.9K**: Idaho 14, U.S. Norm 15
- **$75-$99.9K**: Idaho 15, U.S. Norm 16
- **$50-$74.9K**: Idaho 21, U.S. Norm 23
- **<$49.9K**: Idaho 47, U.S. Norm 40

Percent
Race

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90</td>
<td>83</td>
</tr>
<tr>
<td>African-American</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>

Percent
Hispanic Background

Base: Overnight Person-Trips

No
- Idaho: 94%
- U.S. Norm: 91%

Yes
- Idaho: 6%
- U.S. Norm: 9%

Percent

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

Total Spending = $1.2 billion

- Restaurant Food & Beverage: 33% ($399 million)
- Retail: 30% ($358 million)
- Transportation: 22% ($261 million)
- Recreation: 15% ($173 million)

+9.3% vs. 2015
Average Per Person Expenditures on Day Trips — By Sector
Average Per Person Expenditures on Day Trips — by Trip Purpose

Base: Day Person-Trips

$57

* Low base sizes
Average Per Party Expenditures on Day Trips — By Sector

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Category</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$55</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$50</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$36</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$24</td>
</tr>
</tbody>
</table>
Average Per Party Expenditures on Day Trip — by Trip Purpose

Base: Day Person-Trips

Dollars

Leisure $169

Business*

* Low base sizes
Day Trip Characteristics
Main Purpose of Trip

Marketable Trips 55%

- Visiting friends/relatives: 35%
  - Outdoors: 16%
  - Touring: 15%
  - Shopping: 11%
  - City trip: 6%
  - Special event: 4%
  - Casino: 1%
  - Ski/snowboarding: 1%
  - Resort: <1%
  - Other: 1%
- Other business trip: 6%
- Conference/convention: 1%
- Business-leisure: 3%

Base: Day Person-Trips

Percent
Main Purpose of Leisure Trip — Idaho vs. National Norm

Visiting friends/relatives: 35% (Idaho), 38% (U.S. Norm)
Outdoors: 7% (Idaho), 16% (U.S. Norm)
Touring: 12% (Idaho), 15% (U.S. Norm)
Shopping: 6% (Idaho), 8% (U.S. Norm)
City trip: 4% (Idaho), 8% (U.S. Norm)
Special event: 1% (Idaho), 8% (U.S. Norm)
Casino: 4% (Idaho), 8% (U.S. Norm)
Ski/Snowboarding: <1% (Idaho), <1% (U.S. Norm)
Resort: <1% (Idaho), 2% (U.S. Norm)
Other: 4% (Idaho), 4% (U.S. Norm)

Base: Day Person-Trips
Main Purpose of Day Leisure Trip — 2017 vs. 2015

Base: Day Person-Trips

- Visiting friends/relatives: 35% in 2017, 29% in 2015
- Outdoors: 16% in 2017, 19% in 2015
- Touring: 13% in 2017, 15% in 2015
- Shopping: 11% in 2017, 10% in 2015
- City trip: 6% in 2017, 6% in 2015
- Special event: 5% in 2017, 4% in 2015
- Casino: 3% in 2017, 1% in 2015
- Skiing/snowboarding: 1% in 2017, 1% in 2015
- Resort: <1% in 2017, 1% in 2015
- Other: 4% in 2017, 1% in 2015
Main Purpose of Day Business Trip — Idaho vs. National Norm

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Convention</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other business trip</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>
Main Purpose of Day Business Trip — 2017 vs. 2015

Conference/Convention

Other business trip

Base: Day Person-Trips

Percent

0 2 4 6 8

2017 2015

Longwoods International 40 YEARS TOGETHER
Sources of Business

Base: Day Person-Trips

- States contributing 5% or more
- States contributing 3% - 5%
- DMA’s contributing more than 2%
State Origin Of Trip

Base: Day Person-Trips

- Idaho: 50
- Washington: 16
- Utah: 10
- Montana: 4
- Oregon: 4
- California: 3
- Wyoming: 2

Percent

0 10 20 30 40 50 60
DMA Origin Of Trip

Base: Day Person-Trips

- Spokane, ID/WA: 22%
- Boise, ID: 21%
- Idaho Falls-Pocatello, ID: 14%
- Salt Lake City, ID/UT: 12%
- Twin Falls, ID: 5%
- Portland, OR: 3%
- Seattle-Tacoma, WA: 2%
- Yakima, WA: 2%
- Los Angeles, CA: 2%
- Butte, MT: 1%
- New York, NY/NJ/PA/CT: 1%
- Missoula, MT: 1%
- Eugene, OR: 1%
Season of Trip

Base: Day Person-Trips

- January-March: 22%
- April-June: 25%
- July-September: 29%
- October-December: 24%

Percent
Season of Trip—2015 vs. 2017

Base: Day Person-Trips

- April-June: 2017 - 25, 2015 - 24
- July-September: 2017 - 29, 2015 - 30
- October-December: 2017 - 24, 2015 - 24
Size of Travel Party

Base: Day Person-Trips

Idaho
- Adults: 2.0
- Children: 0.8
- Total = 2.8

U.S. Norm
- Adults: 2.1
- Children: 0.6
- Total = 2.7

Average Number of People
- Adults
- Children
Composition of Immediate Travel Party

Base: Day Person-Trips

- Spouse/partner: 62% (Idaho), 62% (U.S. Norm)
- Child(ren): 22% (Idaho), 17% (U.S. Norm)
- Just myself/traveled alone: 22% (Idaho), 20% (U.S. Norm)
- Friend(s): 17% (Idaho), 38% (U.S. Norm)
- Parent(s): 10% (Idaho), 10% (U.S. Norm)
- Other relative(s): 11% (Idaho), 9% (U.S. Norm)
- Grandparent(s): 1% (Idaho), 1% (U.S. Norm)
- Business associate(s): 2% (Idaho), 1% (U.S. Norm)
Activities and Experiences

Base: Day Person-Trips

- **Shopping**: Idaho 26, US Norm 26
- **Hiking/Backpacking**: Idaho 13, US Norm 26
- **National/State Park**: Idaho 9, US Norm 9
- **Landmark/Historic Site**: Idaho 11, US Norm 8
- **Fine Dining**: Idaho 8, US Norm 8
- **Swimming**: Idaho 5, US Norm 8
- **Fishing**: Idaho 3, US Norm 7
- **Beach**: Idaho 5, US Norm 7
- **Casino**: Idaho 4, US Norm 6
- **Bar/Nightclub**: Idaho 5, US Norm 5
Activities and Experiences (Cont’d)

- Boating/Sailing
- Fair/Exhibition/Festival
- Museum
- Business Meeting
- Zoo
- Brewery
- Waterpark
- Spa
- Hunting
- Birding
- Mountain Climbing

Base: Day Person-Trips

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>US Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boating/Sailing</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Fair/Exhibition/Festival</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Museum</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Business Meeting</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Zoo</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Brewery</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Waterpark</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Spa</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Hunting</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Birding</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Mountain Climbing</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
Activities and Experiences (Cont’d)

Base: Day Person-Trips

- Biking
- Theme Park
- Winery
- Skiing
- Art Gallery
- Dance
- Rafting
- Pro/College Sports
- Motorcycle Touring
- Rock/Pop Concert
- Educational Seminar

Percent

- Idaho
- US Norm
Activities and Experiences (Cont’d)

Base: Day Person-Trips

- Theater: 3
- Watch/Part. In Youth Sports: 1
- Glamping: <1
- Dude Ranch: <1
- Golf: 2
- Watch/Part. in Kids Sports: 1
- Conference/Convention: 2
- Visited American Indian Community: 1
- Adult Amateur Sports: 1
- Tennis: 1

Percent

Idaho   US Norm
Activities of Special Interest

- Historic Places
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Eco-Tourism
- Winery Tours/Wine Tasting
- Wedding
- Agritourism
- Traveling with Grandchildren
- Brewery Tours/Beer Tasting
- Medical Tourism
- Religious Travel

Base: Day Person-Trips

- Idaho
- U.S. Norm

Percent

0 5 10 15 20
Online Social Media Use by Travelers

Base: Day Person-Trips

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

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>64</td>
<td>66</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Got travel advice</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>10</td>
<td>13</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers (Cont’d)

Base: Day Person-Trips

- Used any social media for travel
  - Idaho: 64%
  - U.S. Norm: 66%
- "Followed" a destination/attraction
  - Idaho: 9%
  - U.S. Norm: 9%
- Contributed travel reviews
  - Idaho: 9%
  - U.S. Norm: 7%
- Gave travel advice
  - Idaho: 7%
  - U.S. Norm: 7%
- Tweeted about a trip
  - Idaho: 7%
  - U.S. Norm: 6%
- Subscribed to a travel e-newsletter
  - Idaho: 7%
  - U.S. Norm: 5%
- Blogged about a trip
  - Idaho: 3%
  - U.S. Norm: 7%
Online Social Media Use by Travelers – 2017 vs. 2015

Base: Day Person-Trips

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

Percent

2017 2015

Used any social media for travel 64 78
Posted travel photos/video online 31 35
Looked at travel photos/video online 29 27
Read travel reviews 29 27
Accessed travel news/events/deals/promotions 21 21
Connected with others interested in travel 13 12
Got travel advice 12 12
Read a travel blog 14 10
Online Social Media Use by Travelers – 2017 vs. 2015 (Cont’d)

Used any social media for travel

"Followed" a destination/attraction
Contribution travel reviews
Gave travel advice
Tweeted about a trip
Subscribed to a travel e-newsletter
Blogged about a trip

Base: Day Person-Trips

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>64</td>
<td>78</td>
</tr>
<tr>
<td>&quot;Followed&quot; a destination/attraction</td>
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<td>8</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Gave travel advice</td>
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</tr>
<tr>
<td>Tweeted about a trip</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>5</td>
<td>5</td>
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</tbody>
</table>
Demographic Profile of Day Visitors
Gender

Base: Day Person-Trips

Male
- Idaho: 45%
- U.S. Norm: 47%

Female
- Idaho: 55%
- U.S. Norm: 53%
Age

Average Idaho = 43.6
Average U.S. Norm = 45.1
Marital Status

Base: Day Person-Trips

- **Married/with partner**
  - Idaho: 58%
  - U.S. Norm: 63%

- **Single/never married**
  - Idaho: 26%
  - U.S. Norm: 24%

- **Divorced/widowed/separated**
  - Idaho: 16%
  - U.S. Norm: 13%
Children in Household

No children under 18

Any child between 13-17

Any child between 6-12

Any child under 6

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Category</th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>54</td>
<td>56</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>23</td>
<td>17</td>
</tr>
</tbody>
</table>

Percent

Idaho

U.S. Norm
### Education

#### Base: Day Person-Trips

- **Post-graduate**: 15 Idaho, 19 U.S. Norm
- **College graduate**: 37 Idaho, 40 U.S. Norm
- **Some college**: 16 Idaho, 24 U.S. Norm
- **High school or less**: 18 Idaho, 29 U.S. Norm
- **Other**: 1 Idaho, 1 U.S. Norm
Employment

Base: Day Person-Trips

- **Full-time/self-employed**
  - Idaho: 47%
  - U.S. Norm: 51%

- **Part-time**
  - Idaho: 10%
  - U.S. Norm: 9%

- **Not employed/retired/other**
  - Idaho: 43%
  - U.S. Norm: 40%
Race

Base: Day Person-Trips

- **White**: 90% (Idaho), 83% (U.S. Norm)
- **African-American**: 2% (Idaho), 7% (U.S. Norm)
- **Other**: 8% (Idaho), 10% (U.S. Norm)

Percent

- Idaho
- U.S. Norm
Hispanic Background

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Idaho</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>93</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

Percent

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

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

- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

Total Trips = Leisure + Business + Business-Leisure

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

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

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

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