



# Beyond COVID-19: Understanding Who Visits Idaho & Why

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 Longwoods  
INTERNATIONAL

*COVID-19*

# TRAVEL SENTIMENT STUDY

## WAVE 6

Fielded April 15, 2020

U.S. National Sample of 1,000 adults 18+

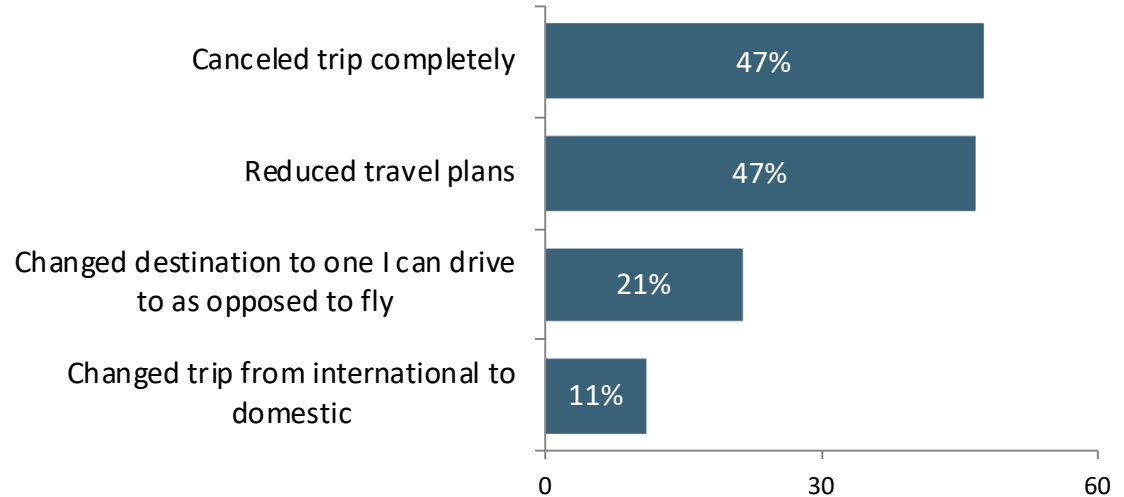
Longwoods  
INTERNATIONAL

miles  
PARTNERSHIP

## IMPACT ON TRAVEL PLANS

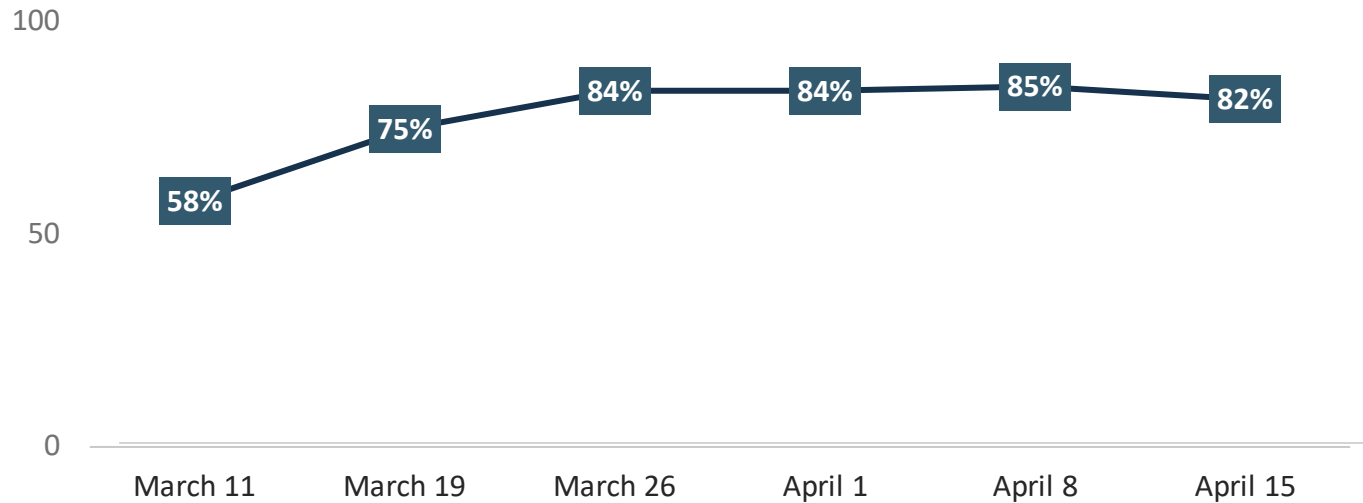


**of travelers planning to travel  
in the next six months will  
change their travel plans due  
to coronavirus**



*Base: Coronavirus Changed Travel Plans*

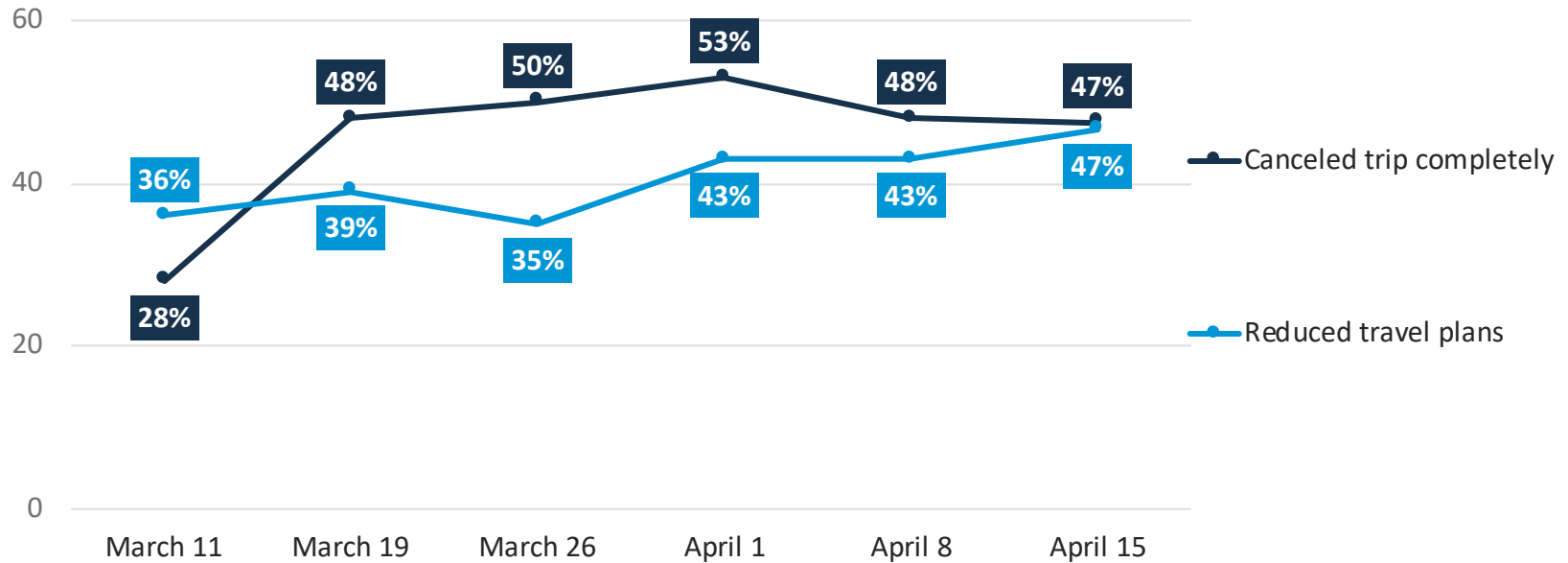
### Travelers Planning To Change Upcoming Travel Plans Due To COVID-19 Comparison





## IMPACT ON TRAVEL PLANS

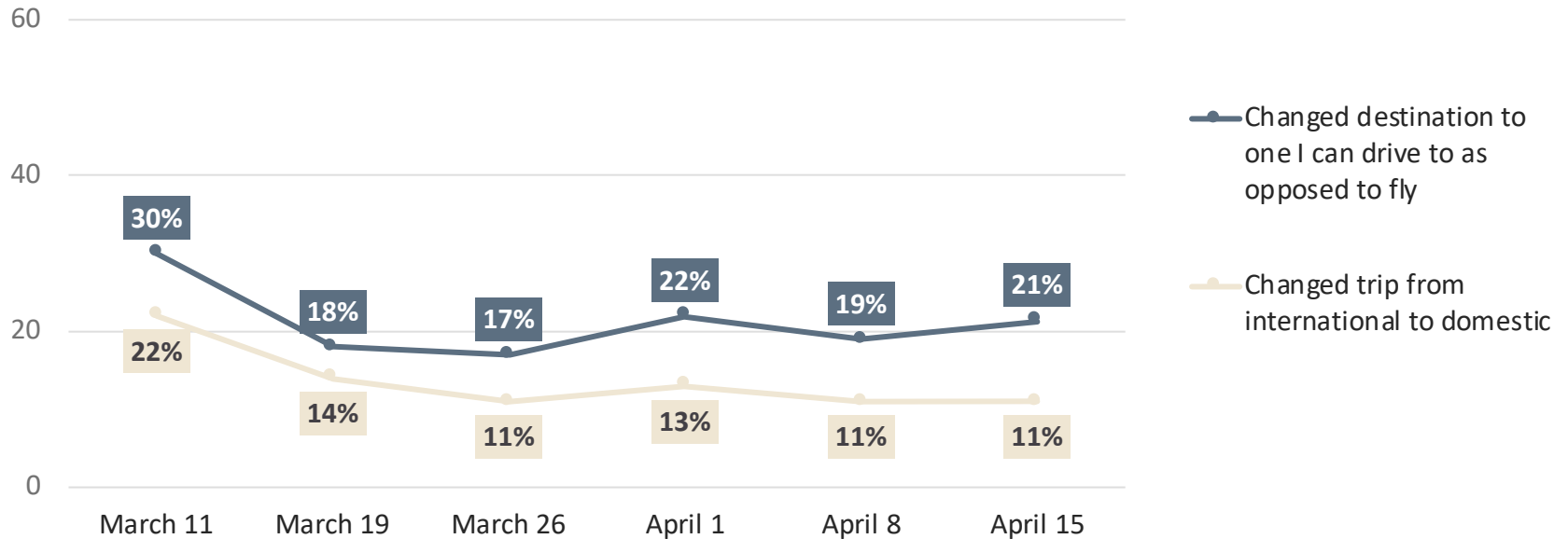
### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

## IMPACT ON TRAVEL PLANS

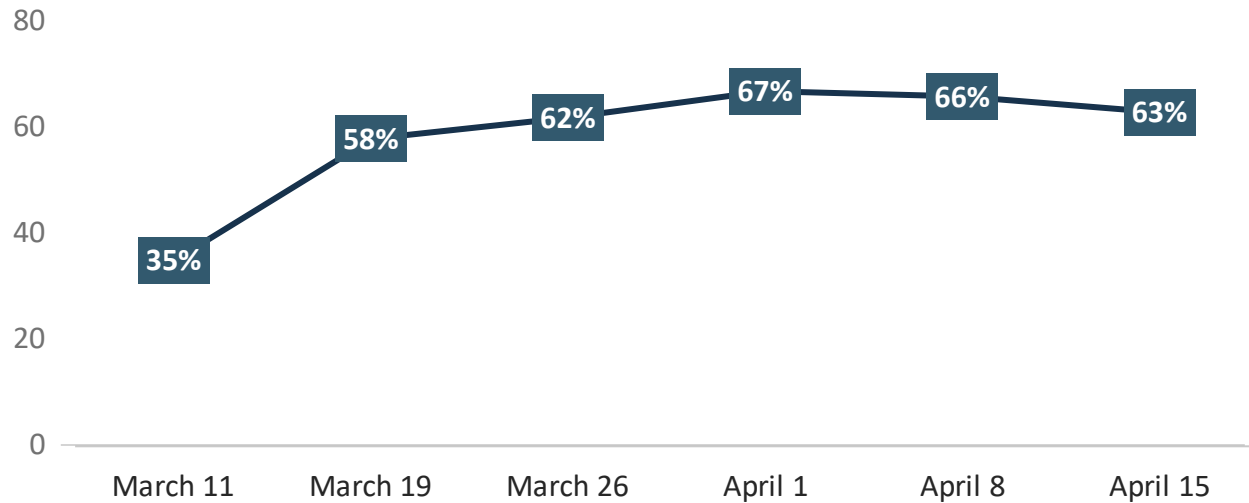
### Impact of COVID-19 on Upcoming Travel Plans Comparison



Base: Coronavirus Changed Travel Plans

## IMPACT ON TRAVEL PLANS

### Indicated That Coronavirus Would Greatly Impact Their Decision To Travel In The Next Six Months

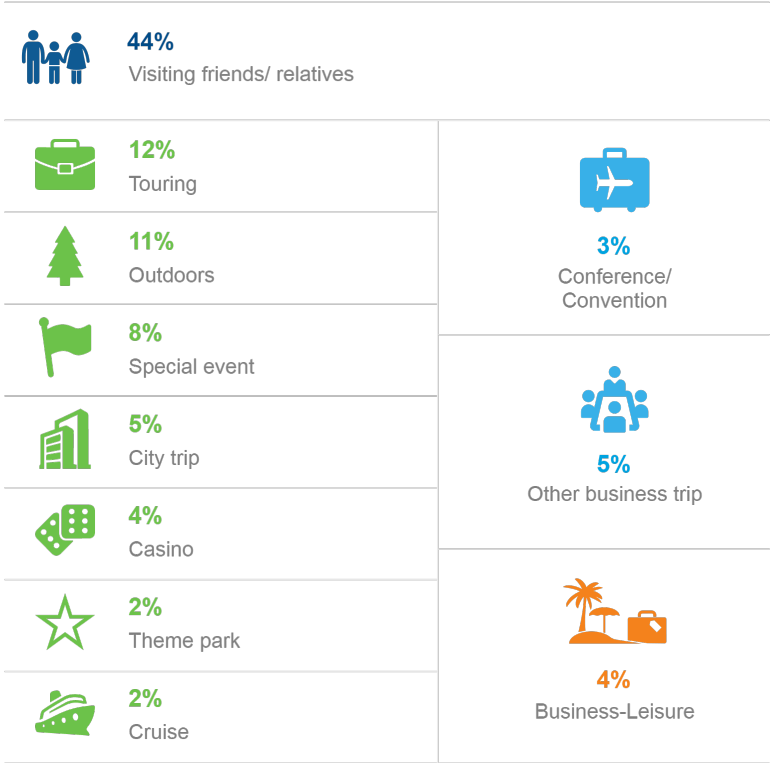




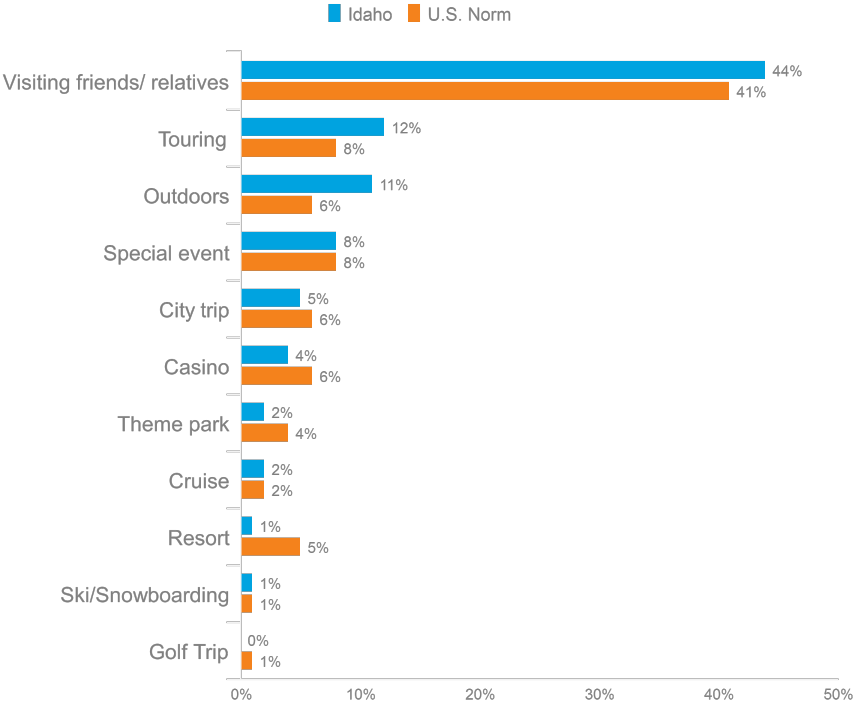
## Travel USA Visitor Profile



Main Purpose of Trip



Main Purpose of Leisure Trip

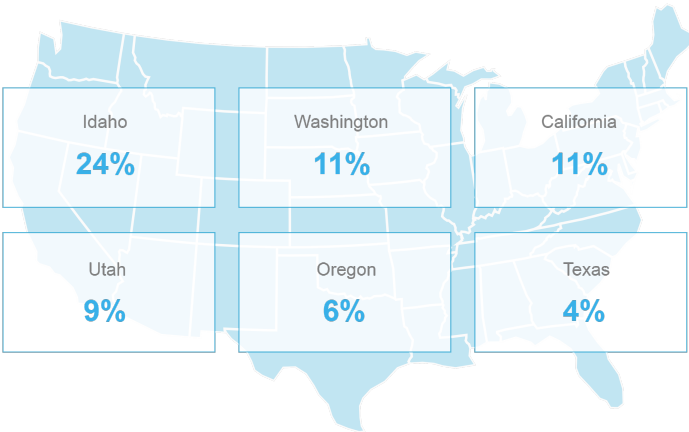




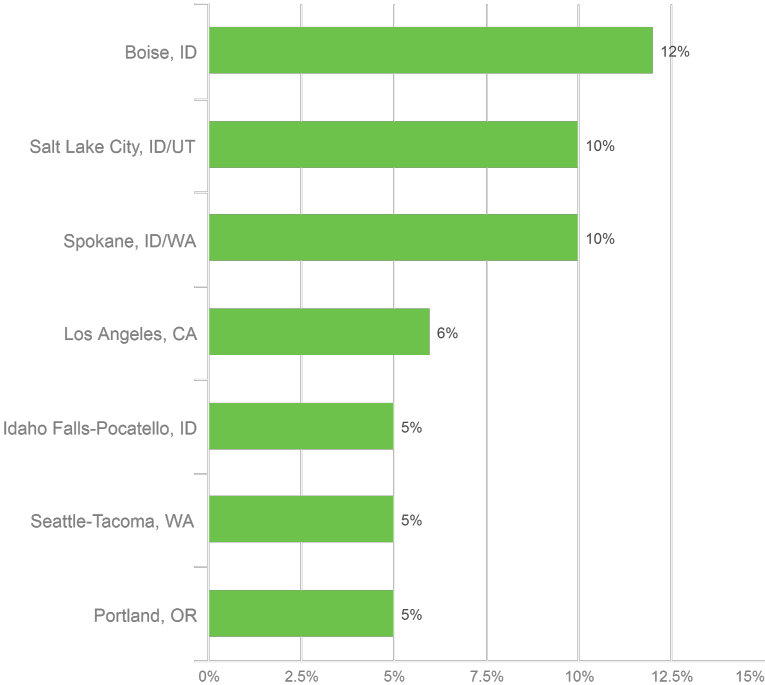
# Idaho's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

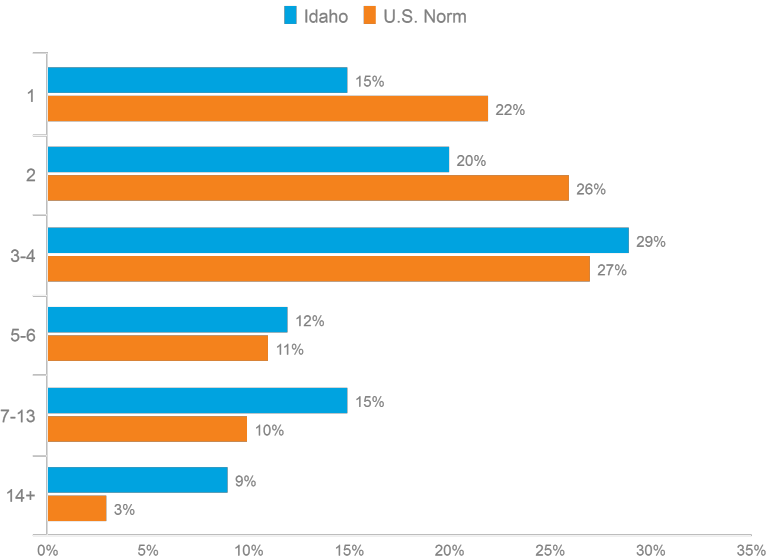
State Origin Of Trip



DMA Origin Of Trip

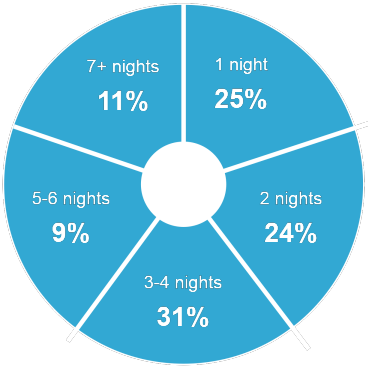


Total Nights Away on Trip



Idaho  
**5.4**  
Average Nights

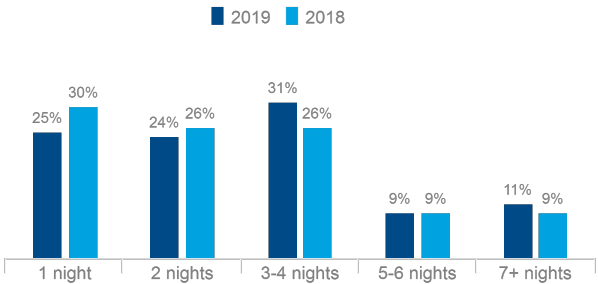
U.S. Norm  
**3.8**  
Average Nights



Nights Spent in Idaho

Average number of nights  
**3.6**

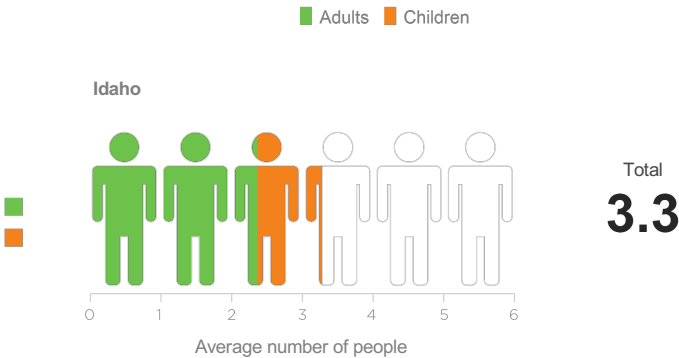
Number of Nights Spent in Idaho - Trended



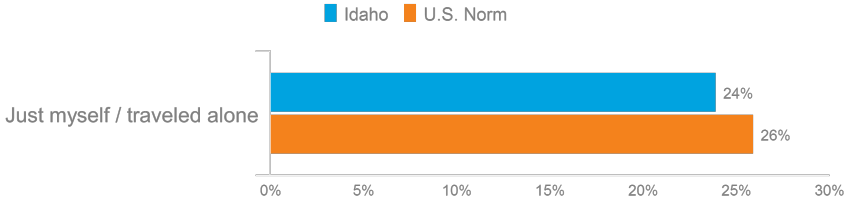
Average in 2019  
**3.6**  
Nights

Average last year  
**3.1**  
Nights

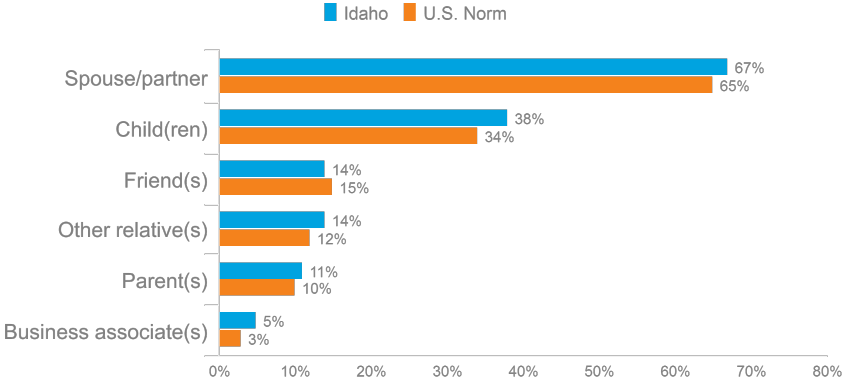
Size of Travel Party



Percent Who Traveled Alone



Composition of Immediate Travel Party



# Activities and Experiences (Top 10)

Shopping



**29%**

U.S. Norm  
29%

Landmark/historic site



**19%**

U.S. Norm  
12%

Hiking/backpacking



**18%**

U.S. Norm  
7%

National/state park



**17%**

U.S. Norm  
9%

Camping



**13%**

U.S. Norm  
4%

Bar/nightclub



**12%**

U.S. Norm  
14%

Swimming



**12%**

U.S. Norm  
13%

Museum



**12%**

U.S. Norm  
10%

Fine/upscale dining



**10%**

U.S. Norm  
12%



















Casino



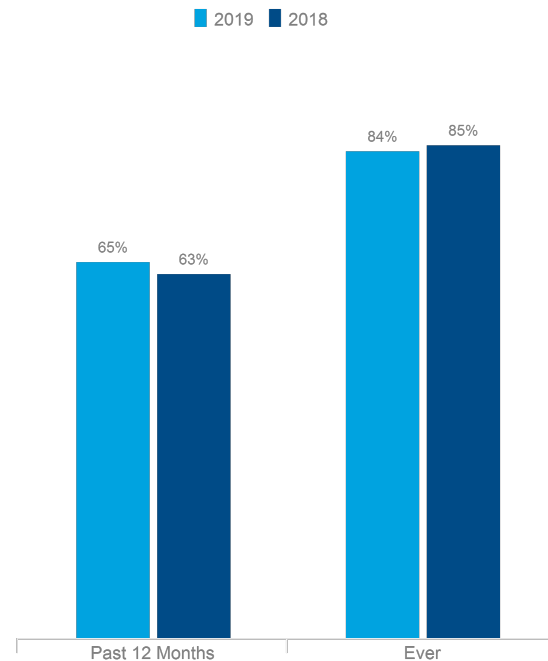
**10%**

U.S. Norm  
12%

## % Very Satisfied with Trip

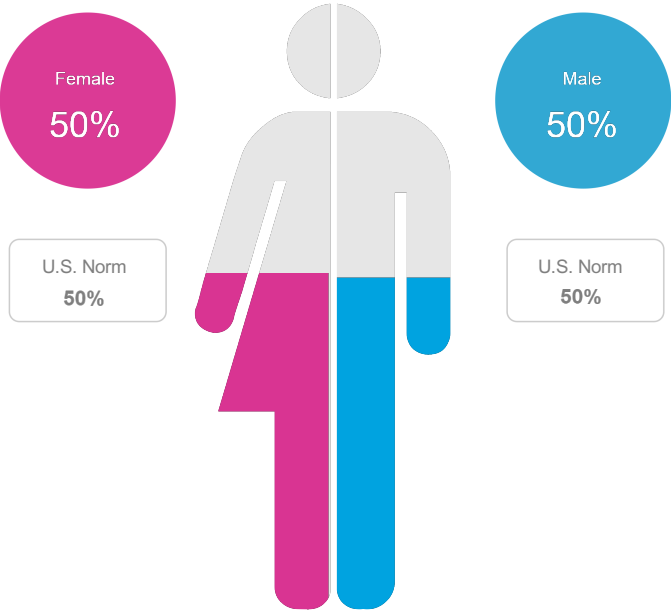
	Overall trip experience		75%
	Friendliness of people		67%
	Safety and Security		65%
	Quality of accommodations		62%
	Cleanliness		61%
	Quality of food		57%
	Sightseeing and attractions		53%
	Value for money		50%
	Music/nightlife/entertainment		32%

## Past Visitation to Idaho

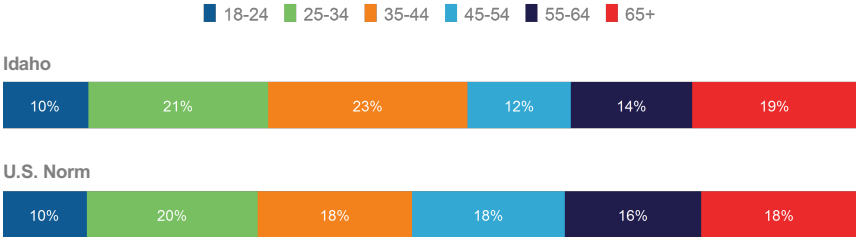




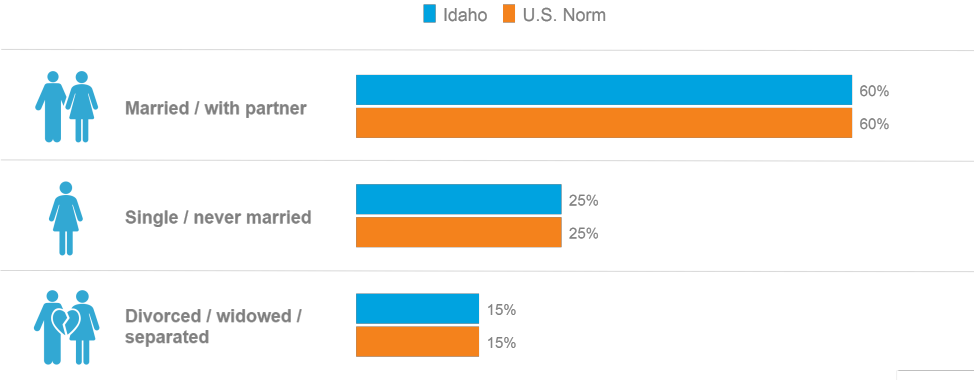
Gender



Age



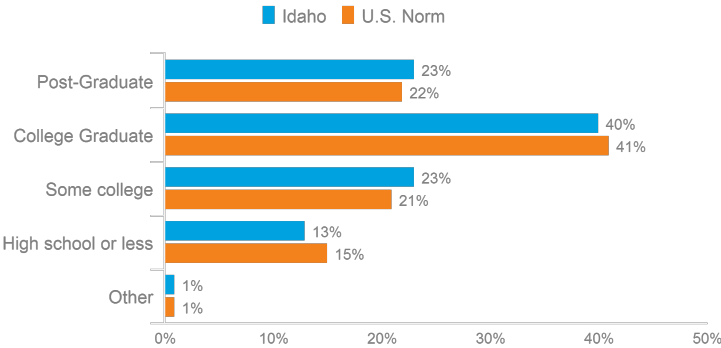
Marital Status



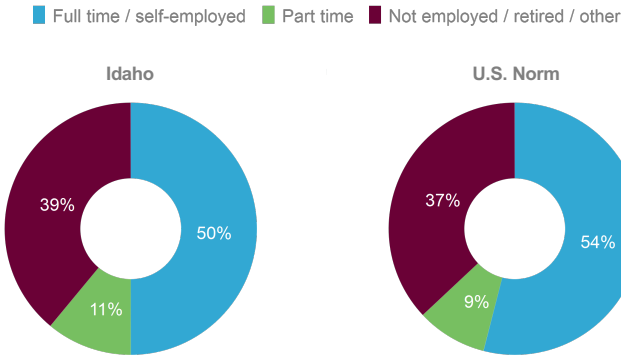
# Demographic Profile of Overnight Idaho Visitors

Base: 2019 Overnight Person-Trips

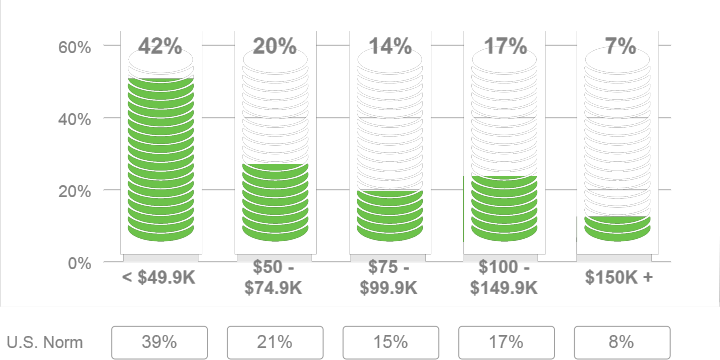
## Education



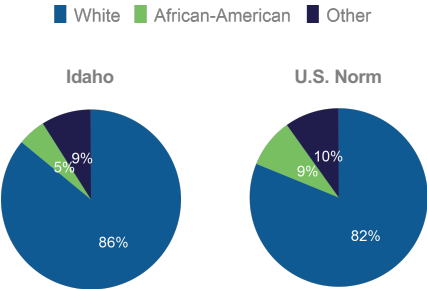
## Employment



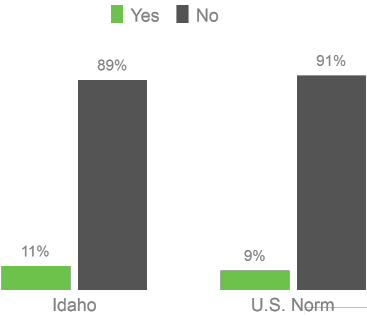
## Household Income



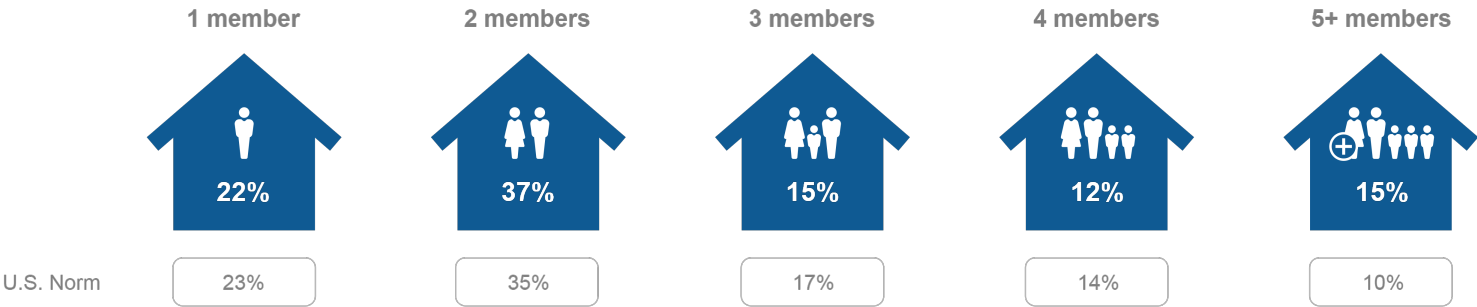
## Race



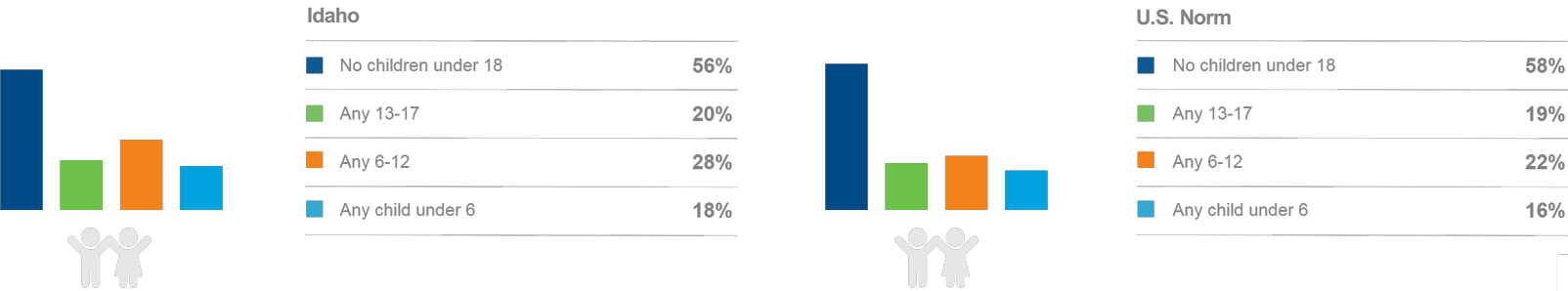
## Hispanic Background



## Household Size



## Children in Household





# Thanks!

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