COMPASS
Longwoods INTERNATIONAL

Travel USA Visitor Profile

IDAHO
visitidaho.org

2019

Idaho Visitation Report Table of Contents

Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview for Idaho's domestic tourism business in 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For Idaho, the following sample was achieved in 2019:

Overnight Base Size	Day Base Size
1,157	566

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Travel USA Visitor Profile
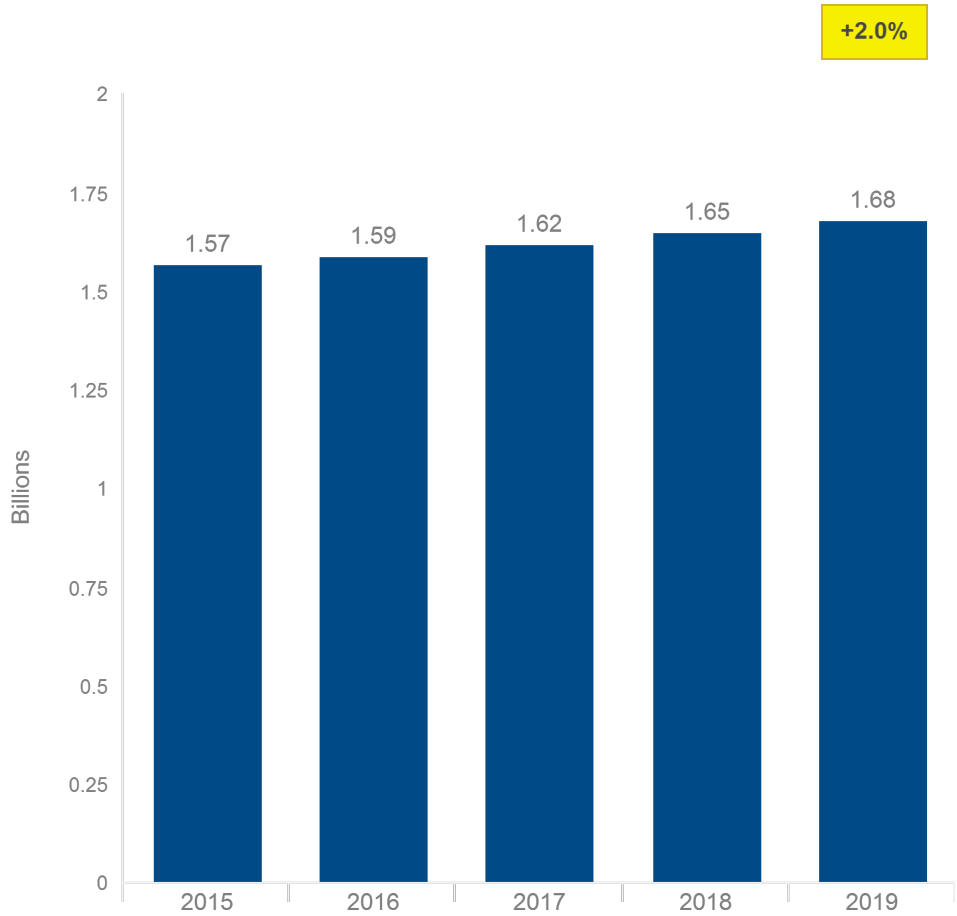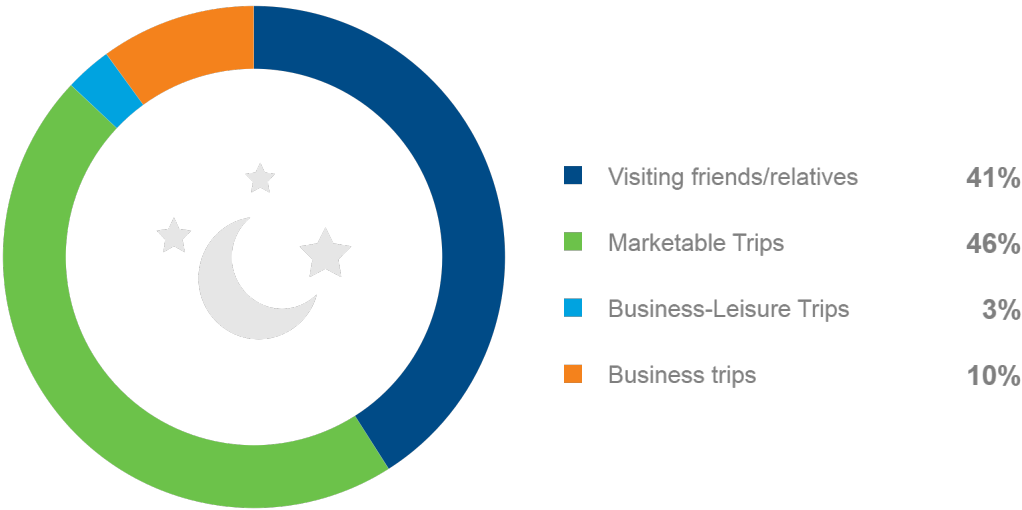
Overnight Visitation: Idaho

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2019

Size and Structure of the U.S. Overnight Travel Market

Total Size of U.S. Overnight Travel Market

2019 Overnight Trips

+2.0%

Bar chart values (Billions):
- 2015: 1.57
- 2016: 1.59
- 2017: 1.62
- 2018: 1.65
- 2019: 1.68

Y-axis label: Billions

Donut chart legend:
- Visiting friends/relatives — **41%**
- Marketable Trips — **46%**
- Business-Leisure Trips — **3%**
- Business trips — **10%**

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Size and Structure of Idaho's Domestic Travel Market

Overnight Trips to Idaho

Up 4.5% vs. 2017

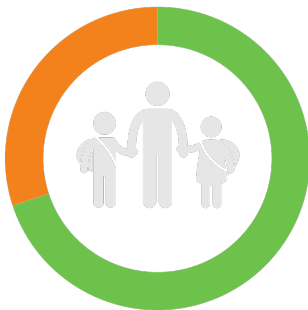## Total Size of Idaho 2019 Domestic Travel Market

Total Person-Trips

35.4 Million

Up 3.3% vs. 2017

- Day
  60% | 21.1 Million
- Overnight
  40% | 14.3 Million

Size of Idaho Overnight Travel Market - Adults vs. Children
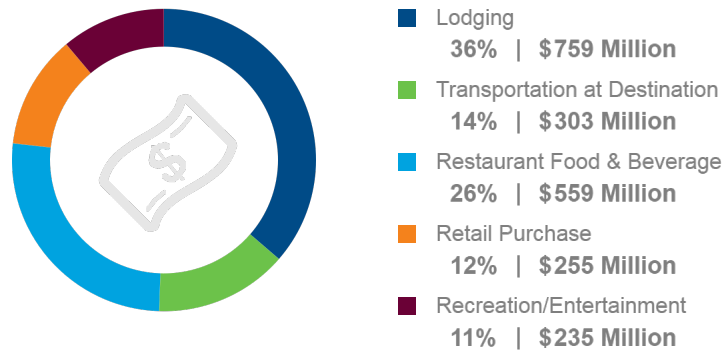
Total Overnight Person-Trips

14.3 Million

- Adults
  70% | 9.9 Million
- Children
  30% | 4.3 Million

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Idaho's Overnight Trip Expenditures

Domestic Overnight Expenditures - by Sector

Total Spending

$ 2.111 Billion

Up 12.9% vs. 2017

- **Lodging**
  36% | $759 Million
- **Transportation at Destination**
  14% | $303 Million
- **Restaurant Food & Beverage**
  26% | $559 Million
- **Retail Purchase**
  12% | $255 Million
- **Recreation/Entertainment**
  11% | $235 Million

Average Per Person Expenditures on Domestic Overnight Trips - by Sector

Sector	Value
Lodging	$53
Restaurant food & beverage	$39
Transportation at Destination	$21
Retail Purchase	$18
Recreation/Sightseeing/Entertainment	$16

Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose

Trip Purpose	Value
Leisure	$142
Business	

Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose

Trip Purpose	Value
Leisure	$463
Business	

Average Per Party Expenditures on Domestic Overnight Trips - by Sector

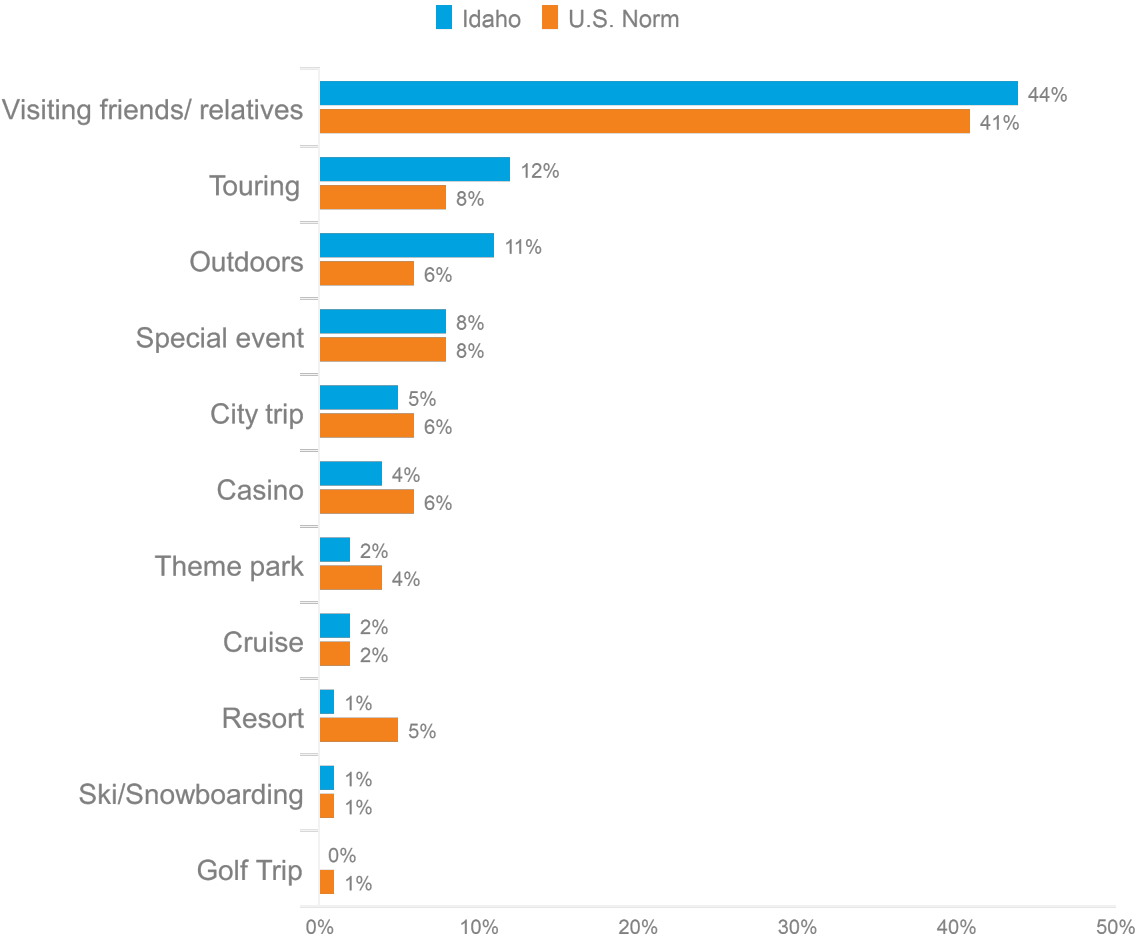| Sector	Value
Lodging	$167
Restaurant Food & Beverage	$123
Transportation at Destination	$67
Retail Purchase	$56
Recreation/Sightseeing/Entertainment	$52

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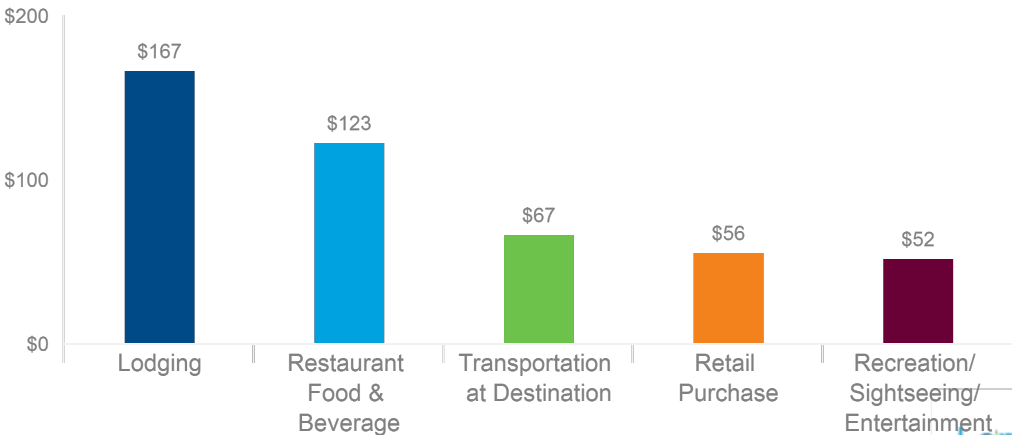
Idaho's Overnight Trip Characteristics

Main Purpose of Trip

44%
Visiting friends/ relatives

12%
Touring

11%
Outdoors

8%
Special event

5%
City trip

4%
Casino

2%
Theme park

2%
Cruise

3%
Conference/ Convention

5%
Other business trip

4%
Business-Leisure

Main Purpose of Leisure Trip

- Idaho
- U.S. Norm

	Idaho	U.S. Norm
Visiting friends/ relatives	44%	41%
Touring	12%	8%
Outdoors	11%	6%
Special event	8%	8%
City trip	5%	6%
Casino	4%	6%
Theme park	2%	4%
Cruise	2%	2%
Resort	1%	5%
Ski/Snowboarding	1%	1%
Golf Trip	0%	1%

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Idaho's Overnight Trip Characteristics

Total Nights Away on Trip
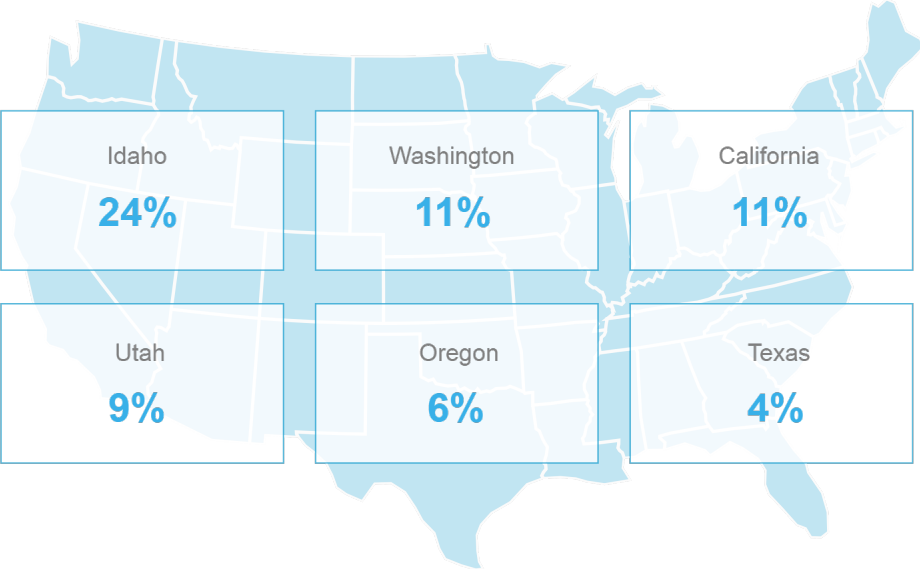
- Idaho
- U.S. Norm
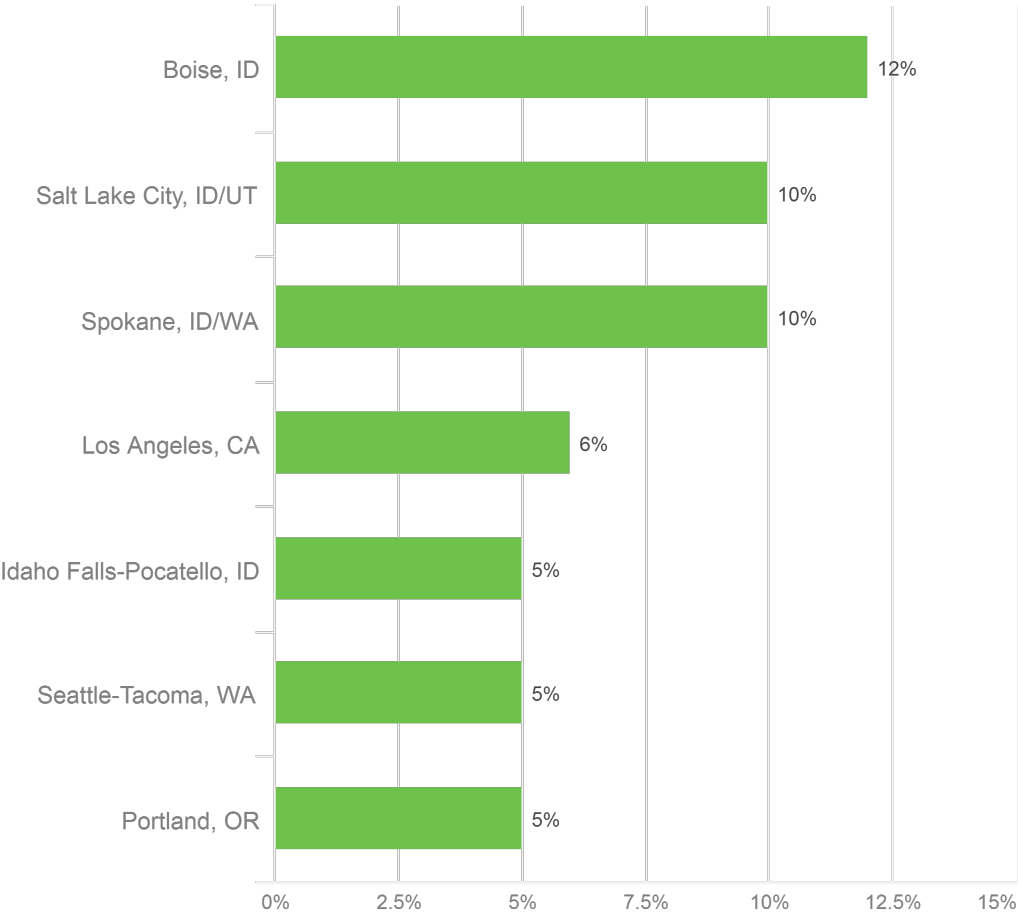
Nights	Idaho	U.S. Norm
1	15%	22%
2	20%	26%
3-4	29%	27%
5-6	12%	11%
7-13	15%	10%
14+	9%	3%
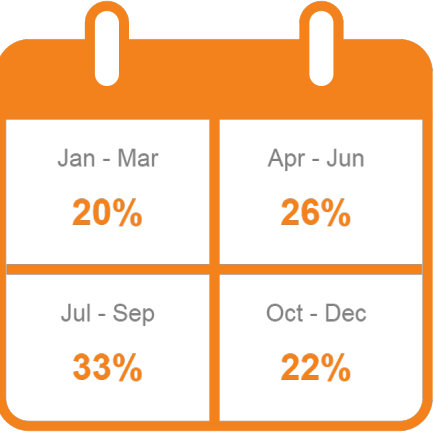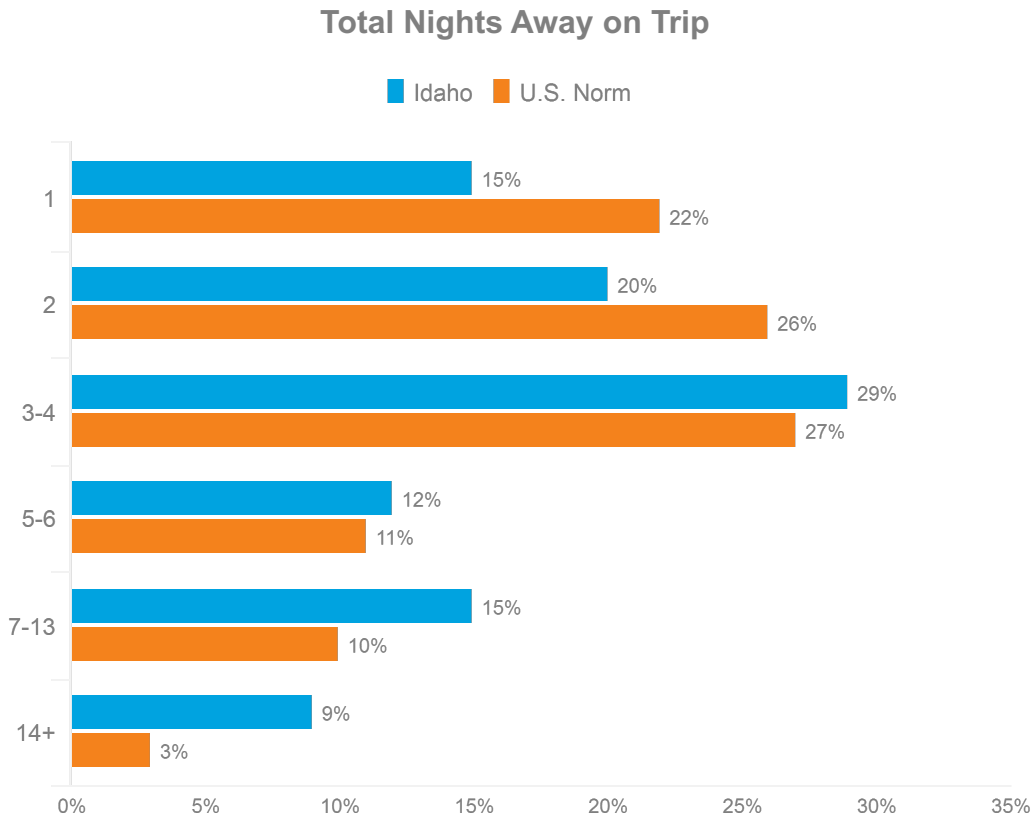
Idaho
5.4
Average Nights

U.S. Norm
3.8
Average Nights

(Pie chart)
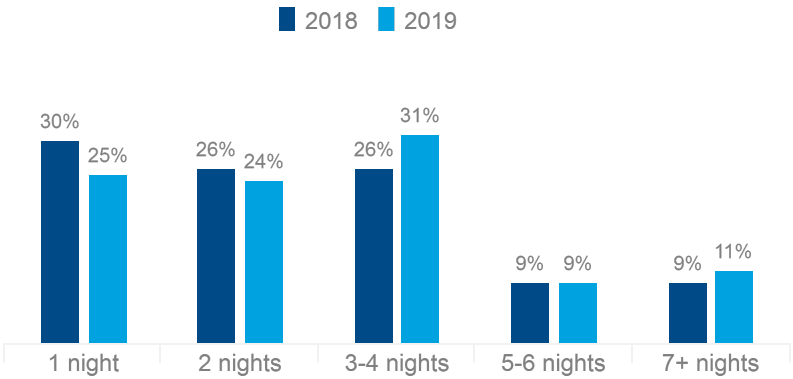- 1 night 25%
- 2 nights 24%
- 3-4 nights 31%
- 5-6 nights 9%
- 7+ nights 11%
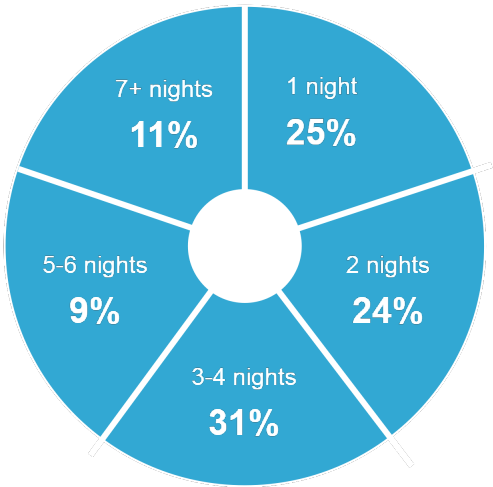
Nights Spent in Idaho

Average number of nights
3.6

Number of Nights Spent in Idaho - Trended

- 2018
- 2019

	1 night	2 nights	3-4 nights	5-6 nights	7+ nights
2018	30%	26%	26%	9%	9%
2019	25%	24%	31%	9%	11%

Average in 2019
3.6
Nights

Average last year
3.1
Nights

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Idaho's Overnight Trip Characteristics

Size of Travel Party

■ Adults ■ Children

Idaho

Total
3.3

Average number of people

U.S. Norm

Total
2.7

Average number of people

Percent Who Traveled Alone

■ Idaho ■ U.S. Norm

Just myself / traveled alone — Idaho 24%, U.S. Norm 26%

Composition of Immediate Travel Party

■ Idaho ■ U.S. Norm

Category	Idaho	U.S. Norm
Spouse/partner	67%	65%
Child(ren)	38%	34%
Friend(s)	14%	15%
Other relative(s)	14%	12%
Parent(s)	11%	10%
Business associate(s)	5%	3%

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Idaho's Overnight Trip Characteristics

Primary Method of Transportation

			U.S. Norm
Own car/truck		64%	61%
Plane		13%	17%
Rental car		8%	10%
Camper, R.V		5%	1%
Bus		2%	2%
Ship/Boat		2%	2%
Ride share service (Uber, Lyft, etc.)		2%	3%
Train		1%	2%
Traditional taxi cab		1%	1%
Motorcycle		1%	1%
Bicycle		1%	0%

Other Transportation

■ Idaho   ■ U.S. Norm

	Idaho	U.S. Norm
Rental car	13%	13%
Plane	12%	9%
Taxi Cab	11%	9%
Camper, RV	10%	6%
Online Taxi Service	10%	14%
Own car/truck	9%	7%
Bus	8%	8%
Motorcycle	8%	6%
Bicycle	7%	6%
Train	7%	7%

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Idaho: Pre-Trip

Trip Planning Information Sources

Legend: ■ Idaho ■ U.S. Norm

Source	Idaho	U.S. Norm
Advice from relatives or friends	19%	12%
A hotel or resort	16%	19%
Online travel agencies	15%	13%
An airline/commercial carrier	13%	10%
Destination Websites	13%	7%
Auto club/AAA	12%	7%
Travel Company Websites	10%	8%
A visitors` bureau/government tourism office	9%	3%
Social Media	9%	7%
A travel agent/company	9%	7%

Length of Trip Planning

	Idaho	U.S. Norm
More than 1 year in advance	4%	4%
6-12 months	15%	14%
3-5 months	21%	18%
2 months	16%	17%
1 month or less	30%	33%
Did not plan anything in advance	14%	14%

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Idaho's Overnight Trip Characteristics

Method of Booking

■ Idaho ■ U.S. Norm

Method	Idaho	U.S. Norm
Hotel or resort	28%	29%
Online travel agencies	25%	18%
Airline/commercial carrier	23%	16%
Auto club/AAA	14%	9%
Travel company websites	14%	10%
Short term rental websites	13%	6%
Visitors' bureau/government tourism office	11%	3%
Travel agent/company	11%	10%
Destination websites	10%	5%
Travel/ski show or exhibition	7%	2%
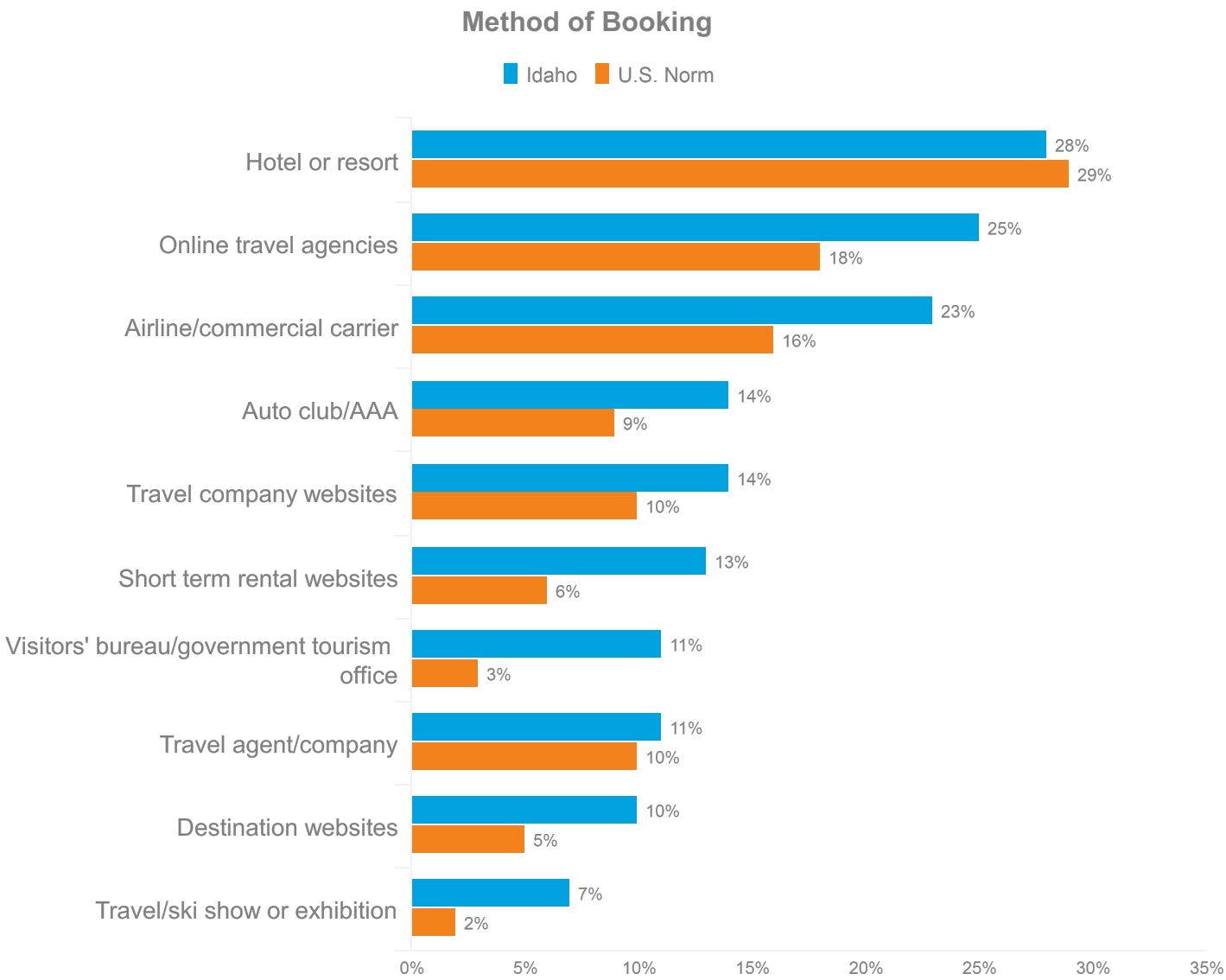
Accommodations

	Idaho	U.S. Norm
Home of friends or relatives	29%	22%
Motel	28%	16%
Other hotel	23%	22%
Resort hotel	16%	23%
Campground / trailer park / RV park	14%	4%
Bed & breakfast	10%	5%
Country inn/lodge	9%	3%

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Idaho's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Idaho	U.S. Norm	Idaho	U.S. Norm
Used any device	84%	84%	80%	79%
Desktop/Home computer	43%	38%	0%	0%
Laptop	40%	39%	29%	26%
Smartphone	31%	30%	62%	63%
Tablet	14%	14%	27%	22%

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Idaho's Overnight Trip Characteristics

Online Social Media Use by Travelers

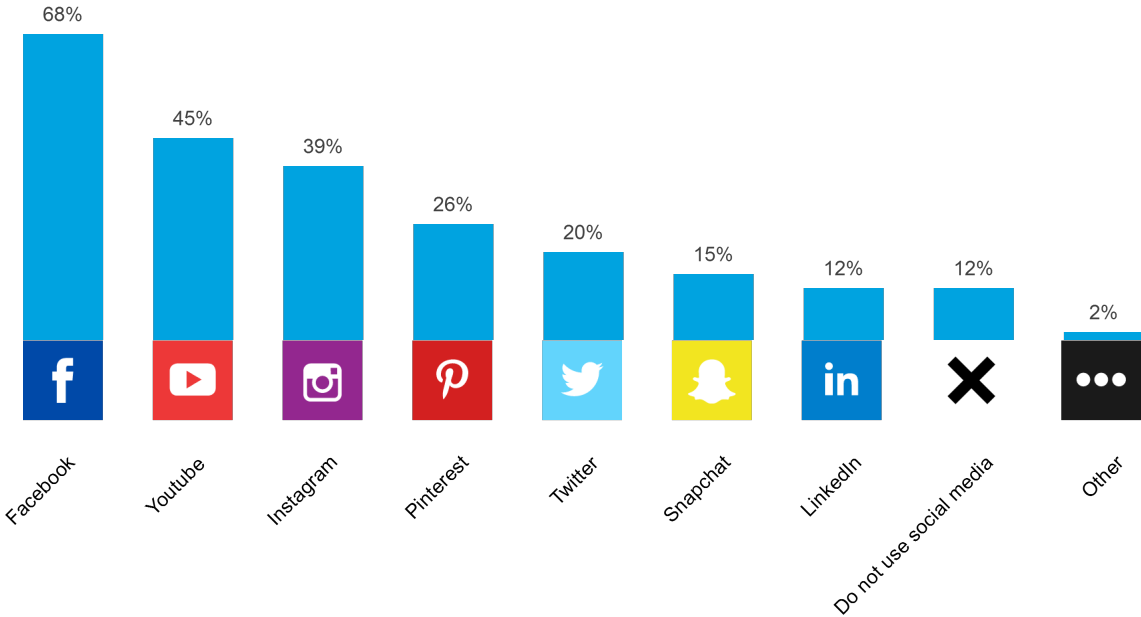|	Idaho	U.S. Norm
Used any social media	58%	55%
Shared travel stories/photos/videos on social media	29%	24%
Read online travel reviews that influenced my travel decisions	23%	22%
Saw a video or photo on social media that inspired me to visit	17%	14%
Clicked through on a travel advertisement seen on social media	15%	13%
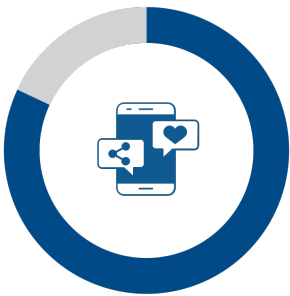
Of those who followed an Influencer

82%

noticed them posting travel-related content

Social media platforms used in general

- Facebook 68%
- Youtube 45%
- Instagram 39%
- Pinterest 26%
- Twitter 20%
- Snapchat 15%
- LinkedIn 12%
- Do not use social media 12%
- Other 2%

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Idaho: During Trip

% 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

■ 2018   ■ 2019

	Past 12 Months	Ever
2018	63%	85%
2019	65%	84%

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Demographic Profile of Overnight Idaho Visitors

Gender

Female
50%

U.S. Norm
50%

Male
50%

U.S. Norm
50%

Age

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

Idaho

| 10% | 21% | 23% | 12% | 14% | 19% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

■ Idaho ■ U.S. Norm

Married / with partner
- 60%
- 60%

Single / never married
- 25%
- 25%

Divorced / widowed / separated
- 15%
- 15%

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Demographic Profile of Overnight Idaho Visitors

Education

■ Idaho ■ U.S. Norm

Education Level	Idaho	U.S. Norm
Post-Graduate	23%	22%
College Graduate	40%	41%
Some college	23%	21%
High school or less	13%	15%
Other	1%	1%

Employment

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

Idaho
- 50% Full time / self-employed
- 11% Part time
- 39% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Idaho	42%	20%	14%	17%	7%
U.S. Norm	39%	21%	15%	17%	8%

Race

■ White ■ African-American ■ Other

Idaho
- 86% White
- 5% African-American
- 9% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

■ Yes ■ No

	Yes	No
Idaho	11%	89%
U.S. Norm	9%	91%

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Demographic Profile of Overnight Idaho Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	22%	37%	15%	12%	15%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Idaho

■ No children under 18		**56%**
■ Any 13-17		**20%**
■ Any 6-12		**28%**
■ Any child under 6		**18%**

U.S. Norm

■ No children under 18		**58%**
■ Any 13-17		**19%**
■ Any 6-12		**22%**
■ Any child under 6		**16%**

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Size and Structure of Idaho's Domestic Travel Market

Day Trips to Idaho

Up 2.5% vs. 2017

Total Size of Idaho 2019 Domestic Travel Market
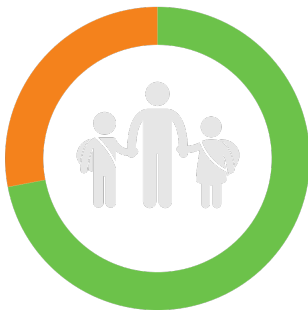
Total Person-Trips

35.4 Million

Up 3.3% vs. 2017

- Day
  60% | **21.1 Million**
- Overnight
  40% | **14.3 Million**

Size of Idaho Day Travel Market - Adults vs. Children
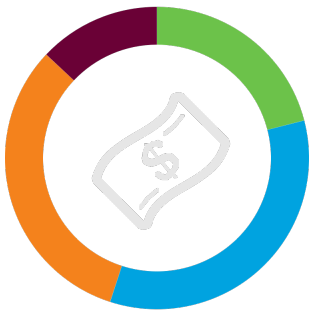
Total Day Person-Trips

21.1 Million

- Adults
  72% | **15.2 Million**
- Children
  28% | **5.9 Million**

Idaho's Day Trip Expenditures

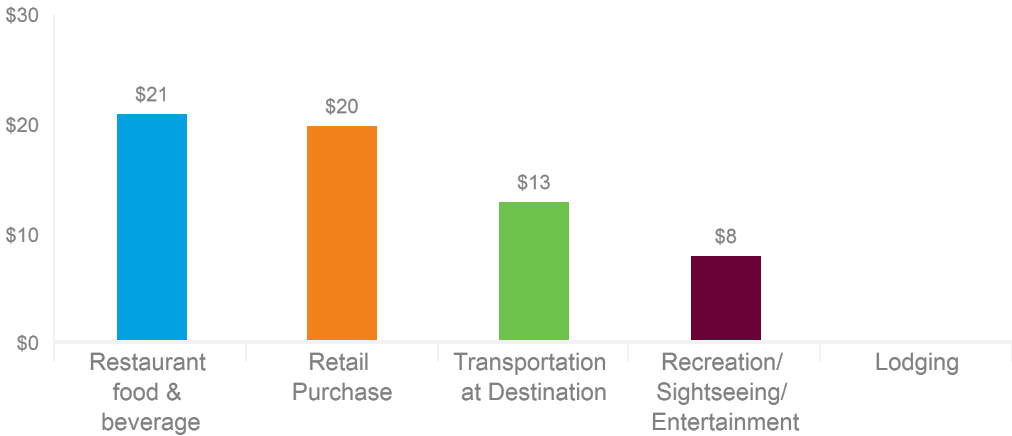## Domestic Day Expenditures - by Sector

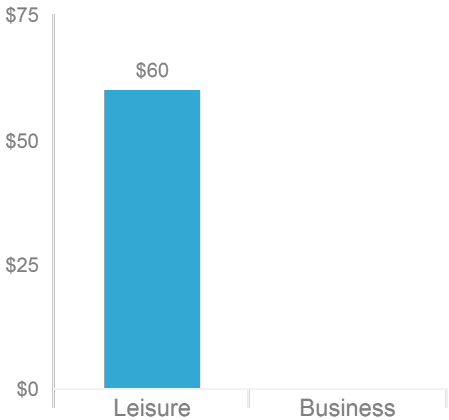Total Spending

$ 1.298 Billion

Up 8.9% vs. 2017

- Lodging
  - | $-
- Transportation at Destination
  21% | $267 Million
- Restaurant Food & Beverage
  34% | $443 Million
- Retail Purchase
  32% | $413 Million
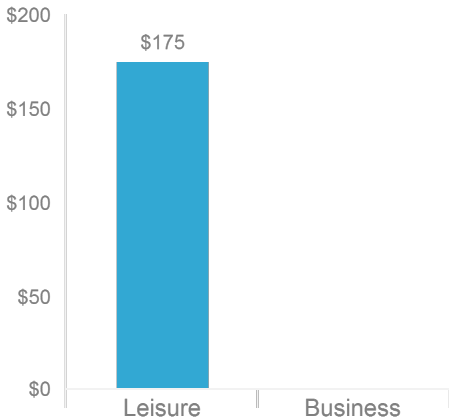- Recreation/Entertainment
  13% | $174 Million

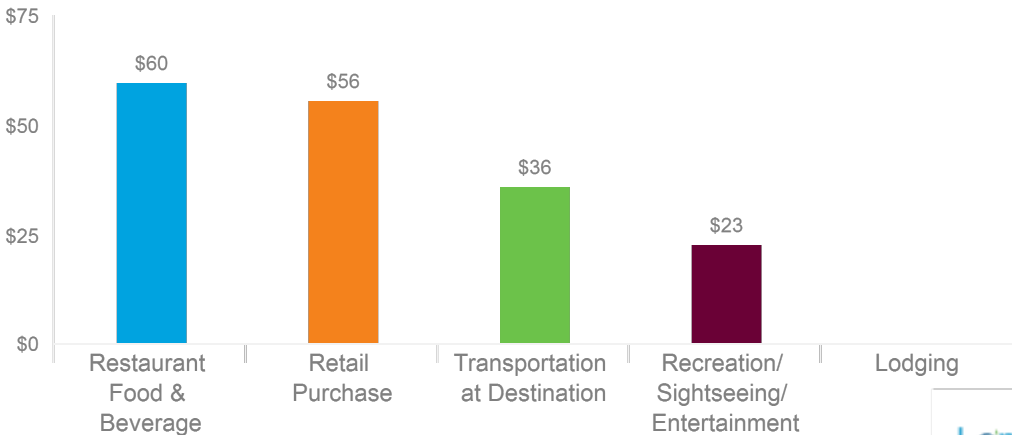## Average <u>Per Person</u> Expenditures on Domestic Day Trips - by Sector

- Restaurant food & beverage: $21
- Retail Purchase: $20
- Transportation at Destination: $13
- Recreation/ Sightseeing/ Entertainment: $8
- Lodging

Average <u>Per Person</u> Expenditures on Domestic Day Trips - by Trip Purpose

- Leisure: $60
- Business

Average <u>Per Party</u> Expenditures on Domestic Day Trips - by Trip Purpose

- Leisure: $175
- Business

Average <u>Per Party</u> Expenditures on Domestic Day Trips - by Sector

- Restaurant Food & Beverage: $60
- Retail Purchase: $56
- Transportation at Destination: $36
- Recreation/ Sightseeing/ Entertainment: $23
- Lodging

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Idaho's Day Trip Characteristics

Main Purpose of Trip

29%
Visiting friends/ relatives

17%
Outdoors

12%
Touring

7%
Shopping

6%
City trip

6%
Special event

2%
Theme park
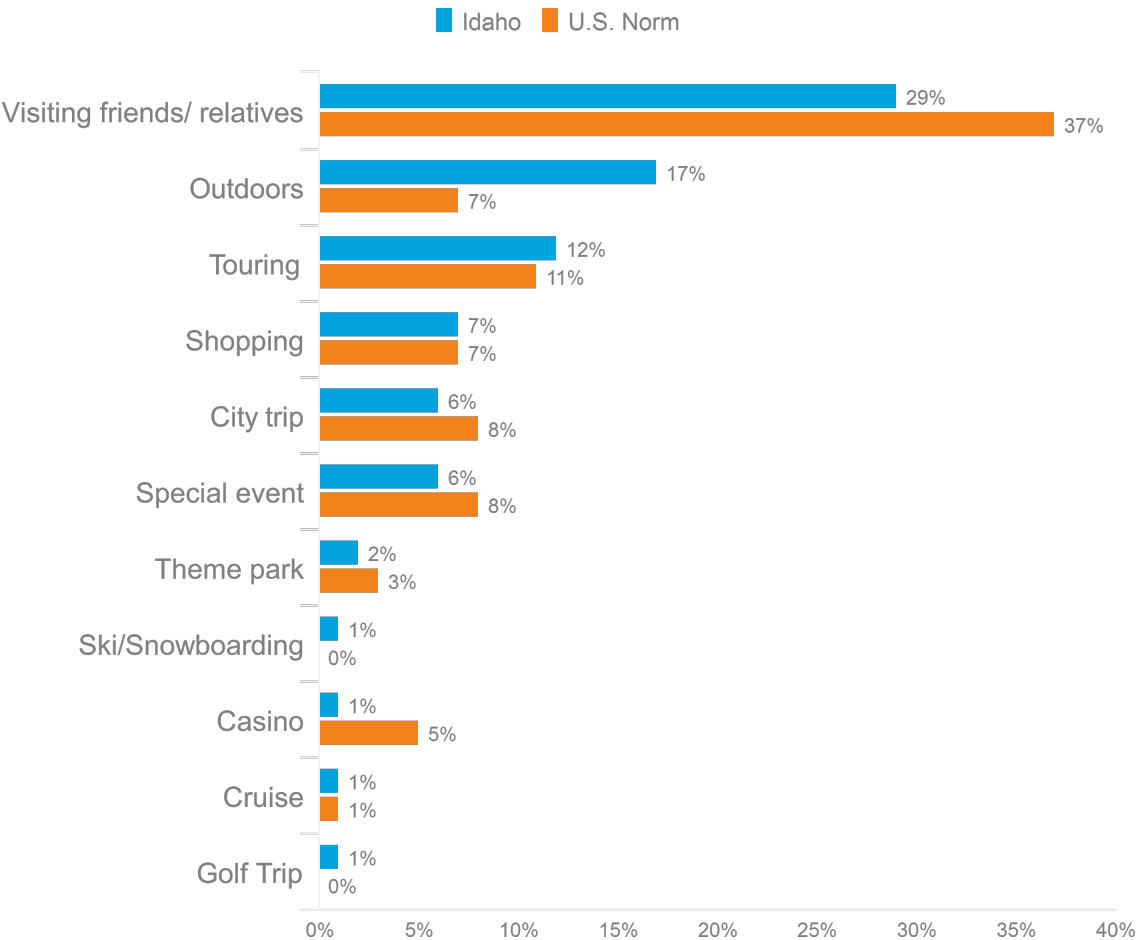
1%
Ski/Snowboarding

2%
Conference/ Convention

8%
Other business trip

5%
Business-Leisure

Main Purpose of Leisure Trip

Legend: ■ Idaho ■ U.S. Norm

Category	Idaho	U.S. Norm
Visiting friends/ relatives	29%	37%
Outdoors	17%	7%
Touring	12%	11%
Shopping	7%	7%
City trip	6%	8%
Special event	6%	8%
Theme park	2%	3%
Ski/Snowboarding	1%	0%
Casino	1%	5%
Cruise	1%	1%
Golf Trip	1%	0%

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Idaho: During Trip
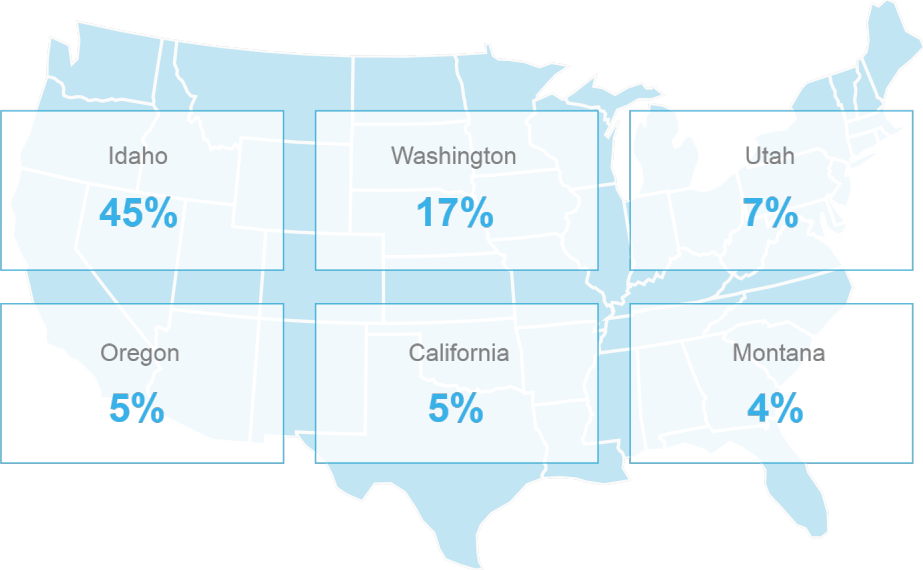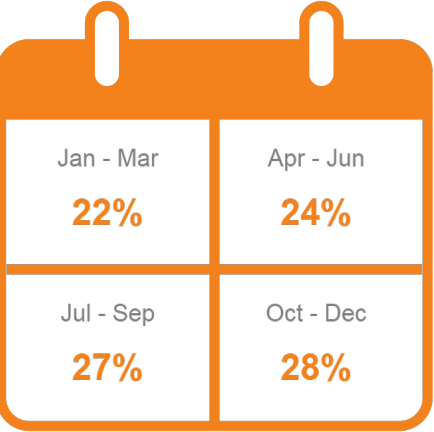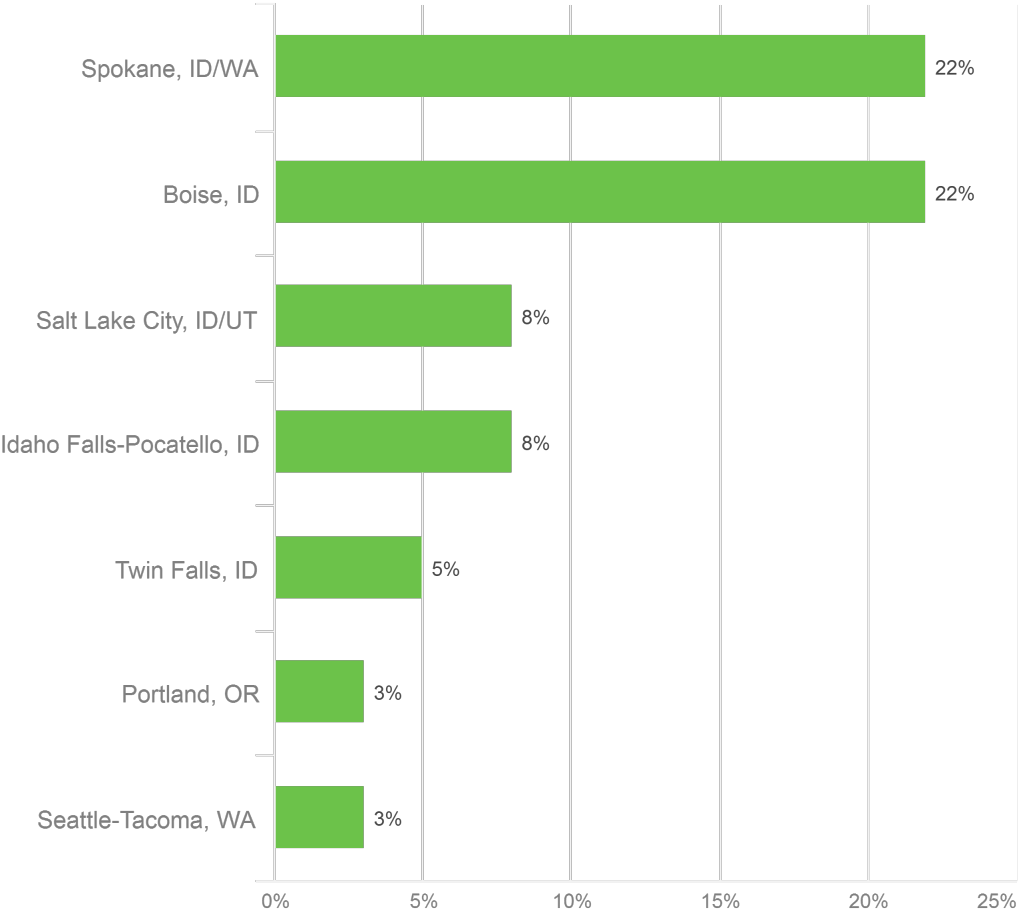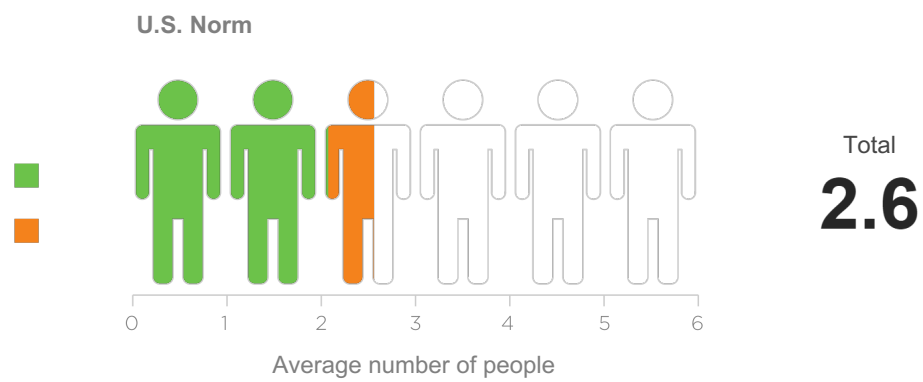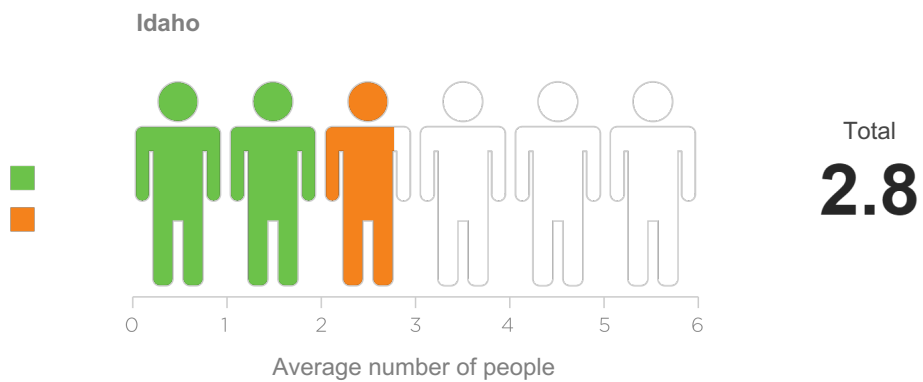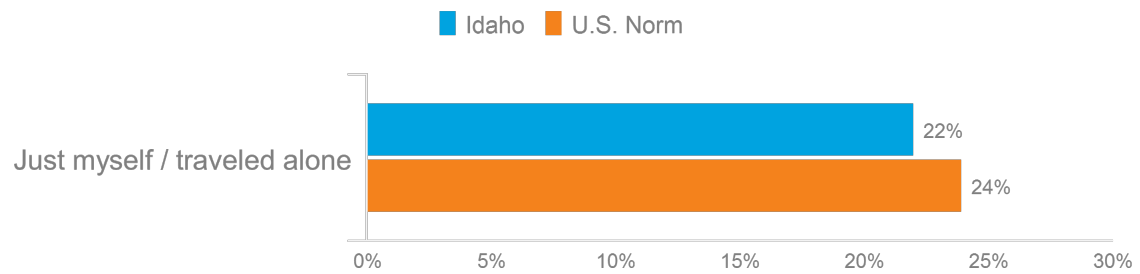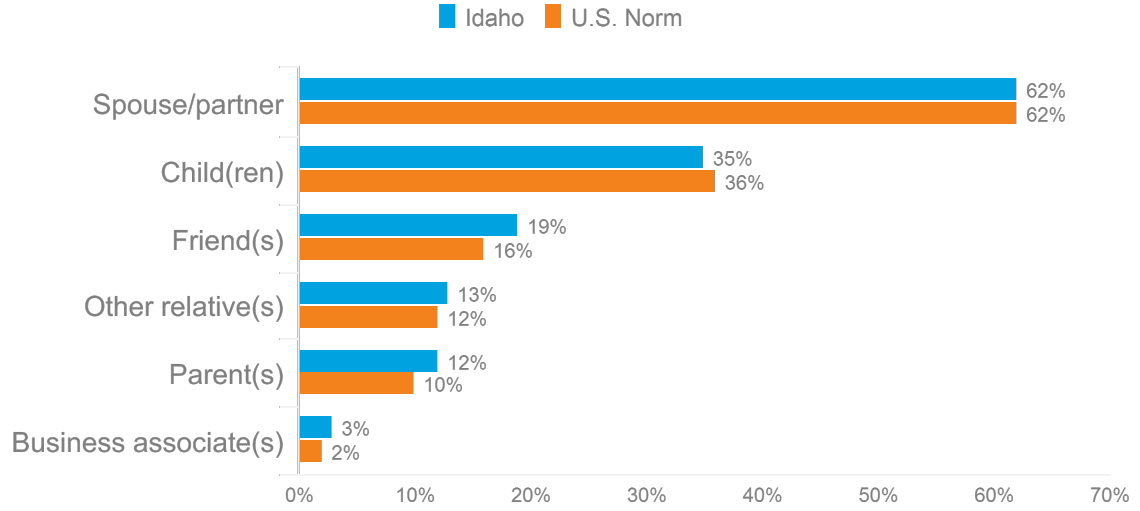
Activities and Experiences (Top 10)

Shopping	Hiking/backpacking	National/state park	Landmark/historic site	Camping
20%	**12%**	**10%**	**9%**	**8%**
U.S. Norm 24%	U.S. Norm 5%	U.S. Norm 6%	U.S. Norm 7%	U.S. Norm 2%

Swimming	Fishing	Casino	Beach/waterfront	Museum
7%	**7%**	**5%**	**4%**	**4%**
U.S. Norm 5%	U.S. Norm 3%	U.S. Norm 7%	U.S. Norm 7%	U.S. Norm 7%

Activities of Special Interest (Top 5)
Idaho

Historic places	17%
Cultural activities/Attractions	8%
Eco-tourism	6%
Exceptional Culinary Experiences	5%
Religious Travel	5%

Activities of Special Interest (Top 5)
U.S. Norm

Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

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Idaho's Day Trip Characteristics

Online Social Media Use by Travelers

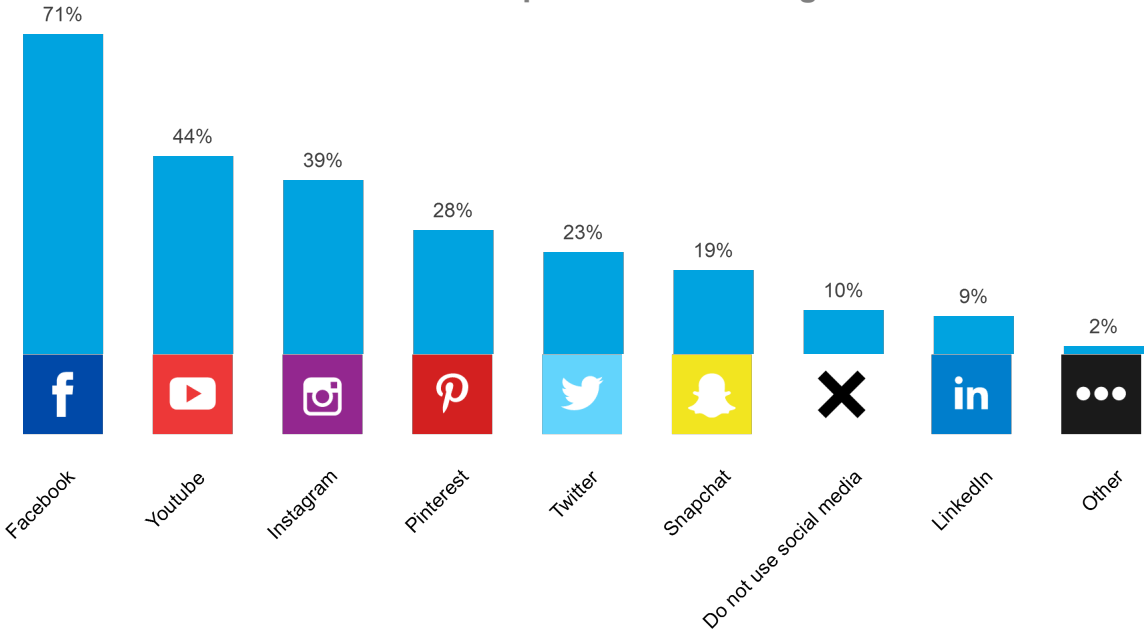|	Idaho	U.S. Norm
Used any social media	**59%**	**57%**
Shared travel stories/photos/videos on social media	**25%**	**24%**
Read online travel reviews that influenced my travel decisions	**25%**	**23%**
Saw a video or photo on social media that inspired me to visit	**17%**	**16%**
Clicked through on a travel advertisement seen on social media	**15%**	**15%**

Of those who followed an Influencer

88%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Youtube	Instagram	Pinterest	Twitter	Snapchat	Do not use social media	LinkedIn	Other
71%	44%	39%	28%	23%	19%	10%	9%	2%

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Demographic Profile of Day Idaho Visitors

Gender

Female 51%

Male 49%

U.S. Norm 53%

U.S. Norm 47%

Age

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

Idaho

| 14% | 23% | 20% | 14% | 15% | 13% |

U.S. Norm

| 10% | 19% | 19% | 19% | 16% | 17% |

Marital Status

■ Idaho ■ U.S. Norm

Married / with partner — 62% / 58%

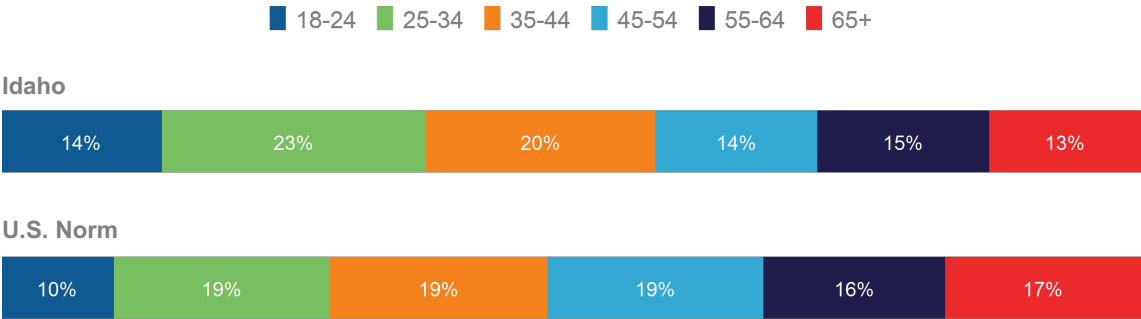Single / never married — 24% / 25%

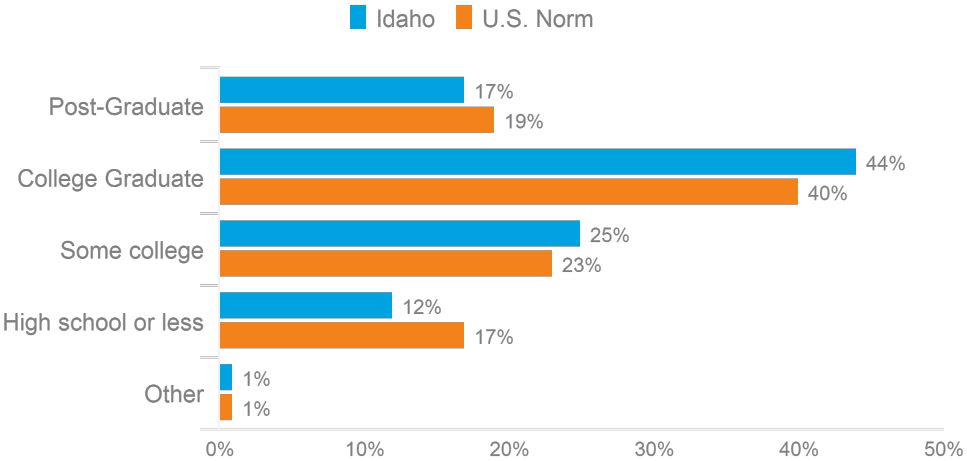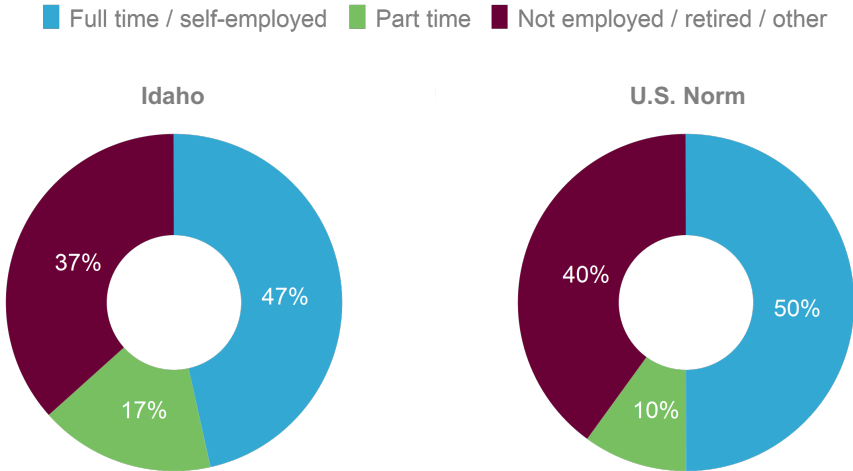Divorced / widowed / separated — 14% / 16%

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Demographic Profile of Day Idaho Visitors

Base: 2019 Day Person-Trips

Education

- Idaho
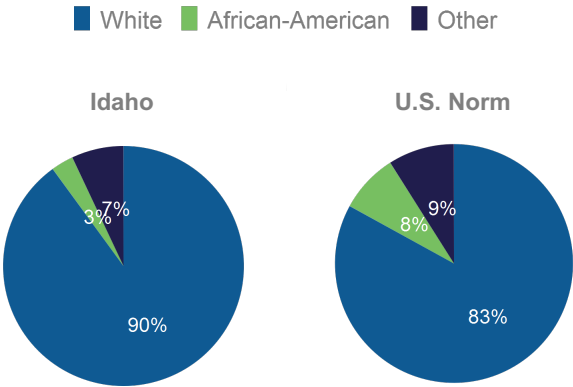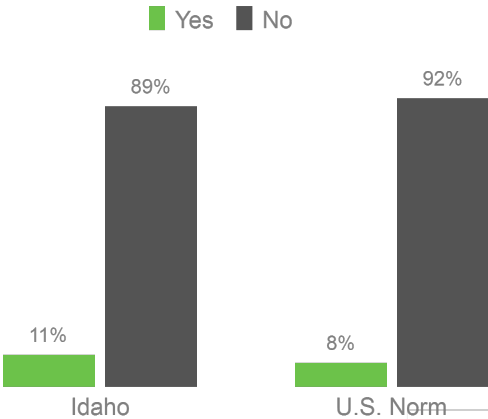- U.S. Norm

Education	Idaho	U.S. Norm
Post-Graduate	17%	19%
College Graduate	44%	40%
Some college	25%	23%
High school or less	12%	17%
Other	1%	1%

Employment

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

Idaho
- 47% Full time / self-employed
- 17% Part time
- 37% Not employed / retired / other

U.S. Norm
- 50% Full time / self-employed
- 10% Part time
- 40% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Idaho	54%	18%	12%	13%	2%
U.S. Norm	46%	21%	13%	14%	5%

Race

- White
- African-American
- Other

Idaho
- 90% White
- 3% African-American
- 7% Other

U.S. Norm
- 83% White
- 8% African-American
- 9% Other

Hispanic Background

- Yes
- No

	Yes	No
Idaho	11%	89%
U.S. Norm	8%	92%

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Demographic Profile of Day Idaho Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	20%	**38%**	**16%**	**13%**	**14%**
U.S. Norm	23%	35%	18%	14%	11%

Children in Household

Idaho

■ No children under 18		**56%**
■ Any 13-17		**16%**
■ Any 6-12		**27%**
■ Any child under 6		**22%**

U.S. Norm

■ No children under 18		**57%**
■ Any 13-17		**19%**
■ Any 6-12		**22%**
■ Any child under 6		**16%**

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Travel USA Visitor Profile

Overnight Visitation: Regions

IDAHO
visitidaho.org

2019

Idaho Overnight Visitor Volume by Region*

Base: Overnight Person-Trips to Idaho

Region	Millions of Trips
Southwestern	4.8
Northern	2.9
Southeastern	2.3
Eastern	2.0
Central	1.8
North Central	1.4
South Central	1.3

■ Millions of Trips
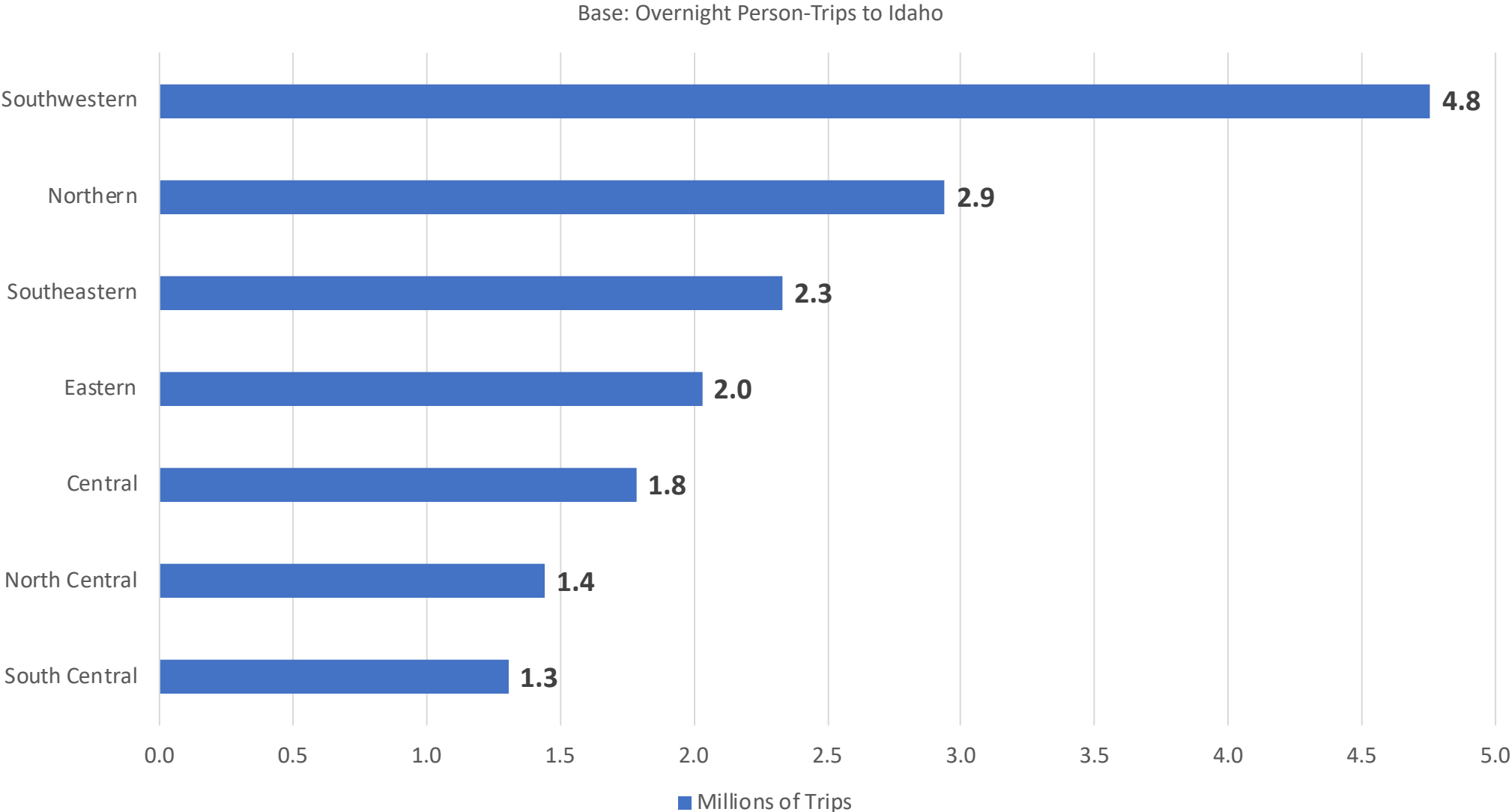
*Adds to more than total state visitor volume because people may visit more than one region during their trip

Introduction

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

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

- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

- This report provides an overview for ID Northern Region's domestic tourism business in 2018 and 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID Northern Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

354

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Northern's Overnight Trip Characteristics

Main Purpose of Trip

40%
Visiting friends/ relatives

13%
Outdoors

10%
Touring

7%
Casino

6%
Special event

5%
City trip

4%
Theme park

3%
Resort

3%
Conference/ Convention

5%
Other business trip

3%
Business-Leisure

Main Purpose of Leisure Trip

■ Northern ■ U.S. Norm

Category	Northern	U.S. Norm
Visiting friends/ relatives	40%	41%
Outdoors	13%	6%
Touring	10%	8%
Casino	7%	6%
Special event	6%	8%
City trip	5%	6%
Theme park	4%	4%
Resort	3%	5%
Ski/Snowboarding	1%	1%
Cruise	1%	2%
Golf Trip	0%	1%

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Northern's Overnight Trip Characteristics

State Origin Of Trip

Idaho **29%**	Washington **26%**	California **10%**
Montana **6%**	Oregon **4%**	Illinois **3%**

DMA Origin Of Trip

DMA	%
Spokane, ID/WA	38%
Seattle-Tacoma, WA	8%
Boise, ID	6%
Portland, OR	4%
Los Angeles, CA	3%

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Northern's Overnight Trip Characteristics

Total Nights Away on Trip

- Northern
- U.S. Norm

Nights	Northern	U.S. Norm
1	26%	22%
2	26%	26%
3-4	22%	27%
5-6	11%	11%
7-13	11%	10%
14+	3%	3%

Northern
3.8
Average Nights

U.S. Norm
3.8
Average Nights

Pie chart — Nights Spent in Northern:
- 1 night 35%
- 2 nights 26%
- 3-4 nights 21%
- 5-6 nights 8%
- 7+ nights 9%
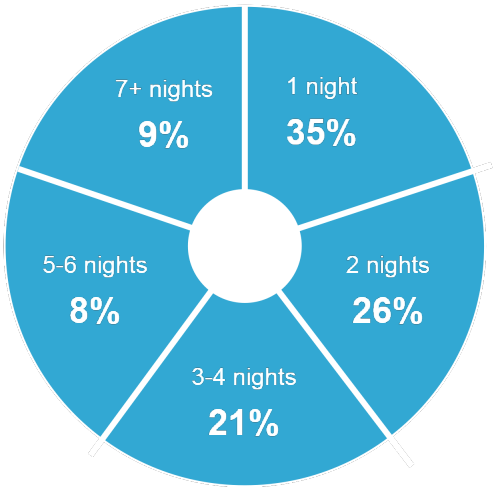
Nights Spent in Northern

Average number of nights
3.0

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Northern's Overnight Trip Characteristics

Size of Travel Party

■ Adults   ■ Children

Northern

Total
2.6

Average number of people
0 1 2 3 4 5 6

U.S. Norm

Total
2.7

Average number of people
0 1 2 3 4 5 6

Percent Who Traveled Alone

■ Northern   ■ U.S. Norm

Just myself / traveled alone
- Northern: 25%
- U.S. Norm: 26%

0% 5% 10% 15% 20% 25% 30%
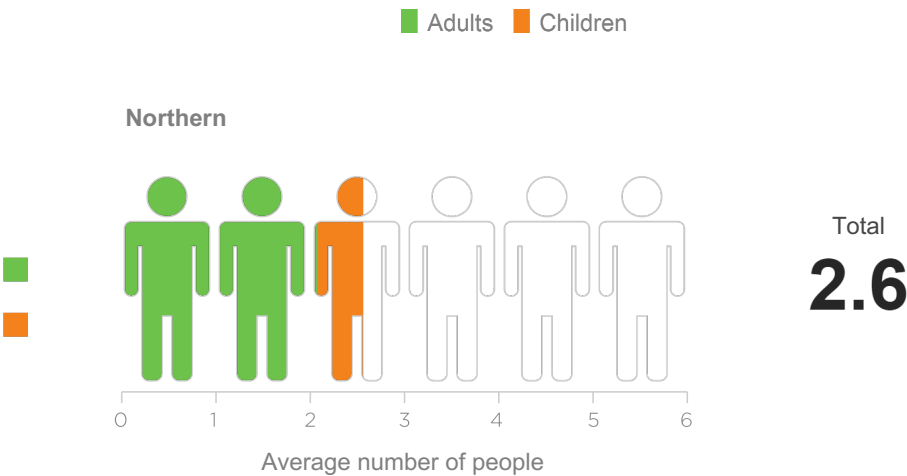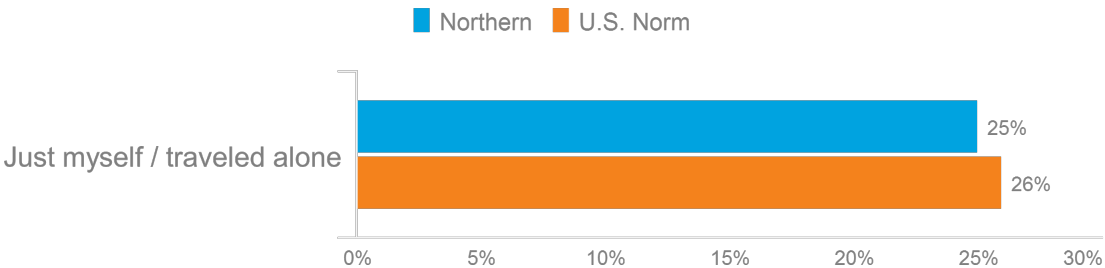
Composition of Immediate Travel Party

■ Northern   ■ U.S. Norm

	Northern	U.S. Norm
Spouse/partner	75%	65%
Child(ren)	29%	34%
Friend(s)	15%	15%
Other relative(s)	9%	12%
Parent(s)	6%	10%
Business associate(s)	1%	3%

0% 10% 20% 30% 40% 50% 60% 70% 80%

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Northern's Overnight Trip Characteristics

Primary Method of Transportation

			U.S. Norm
Own car/truck		75%	61%
Plane		13%	17%
Rental car		6%	10%
Camper, R.V		2%	1%
Ride share service (Uber, Lyft, etc.)		1%	3%
Bus		1%	2%
Train		1%	2%
Ship/Boat		0%	2%
Motorcycle		0%	1%
Bicycle		0%	0%
Traditional taxi cab		0%	1%

Other Transportation

■ Northern ■ U.S. Norm

	Northern	U.S. Norm
Rental car	10%	13%
Bicycle	8%	6%
Taxi Cab	8%	9%
Bus	8%	8%
Plane	7%	9%
Camper, RV	7%	6%
Own car/truck	6%	7%
Online Taxi Service	6%	14%
Motorcycle	5%	6%
Train	3%	7%
Ship/Boat	3%	5%

Question updated in 2019, data is for 2019 only

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Trip Planning Information Sources

■ Northern ■ U.S. Norm

Source	Northern	U.S. Norm
Online travel agencies	16%	13%
A hotel or resort	14%	19%
Advice from relatives or friends	13%	12%
Destination Websites	10%	7%
Social Media	8%	7%
An airline/commercial carrier	7%	10%
Auto club/AAA	6%	7%
Travel Company Websites	6%	8%
Travel guide/other books	6%	4%
A travel agent/company	6%	7%
A visitors` bureau/government tourism office	5%	3%

Length of Trip Planning

	Northern	U.S. Norm
More than 1 year in advance	4%	4%
6-12 months	11%	14%
3-5 months	16%	18%
2 months	16%	17%
1 month or less	40%	33%
Did not plan anything in advance	13%	14%

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Northern's Overnight Trip Characteristics

Method of Booking

■ Northern ■ U.S. Norm

Method	Northern	U.S. Norm
Hotel or resort	24%	29%
Online travel agencies	24%	18%
Airline/commercial carrier	16%	16%
Auto club/AAA	8%	9%
Travel agent/company	8%	10%
Travel company websites	6%	10%
Destination websites	5%	5%
Short term rental websites	5%	6%
Visitors' bureau/government tourism office	5%	3%
Voice activated search (e.g. Siri, Alexa)	1%	1%
Travel/ski show or exhibition	1%	2%
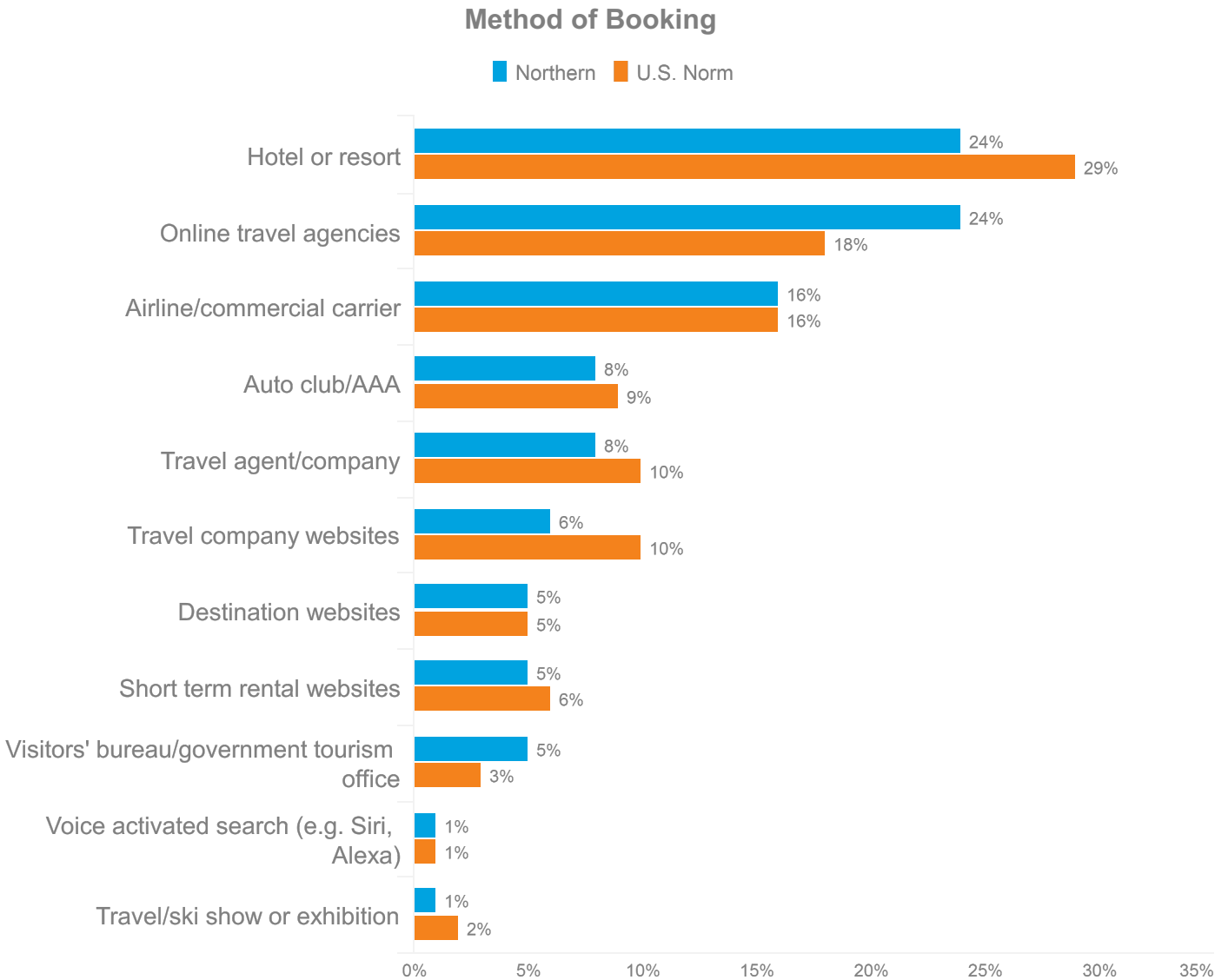
Accommodations

	Northern	U.S. Norm
Home of friends or relatives	26%	22%
Motel	25%	16%
Resort hotel	22%	23%
Other hotel	13%	22%
Campground / trailer park / RV park	10%	4%
Bed & breakfast	6%	5%
Other	5%	5%

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Northern's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Northern	U.S. Norm	Northern	U.S. Norm
Used any device	84%	84%	80%	79%
Desktop/Home computer	38%	38%	0%	0%
Laptop	37%	39%	28%	26%
Smartphone	30%	30%	64%	63%
Tablet	14%	14%	22%	22%

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Northern's Overnight Trip Characteristics

Online Social Media Use by Travelers

	Northern	U.S. Norm
Used any social media	50%	55%
Read online travel reviews that influenced my travel decisions	20%	22%
Shared travel stories/photos/videos on social media	20%	24%
Followed a social media influencer such as a celebrity, blogger, or opinion leader	17%	9%
Saw a video or photo on social media that inspired me to visit	16%	14%
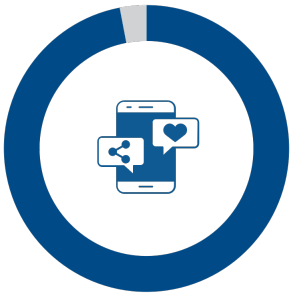
Of those who followed an Influencer

97%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Youtube	Instagram	Pinterest	Twitter	Snapchat	Do not use social media	LinkedIn	Other
62%	40%	40%	29%	17%	17%	11%	7%	0%

Question updated in 2019, data is for 2019 only

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Northern: During Trip
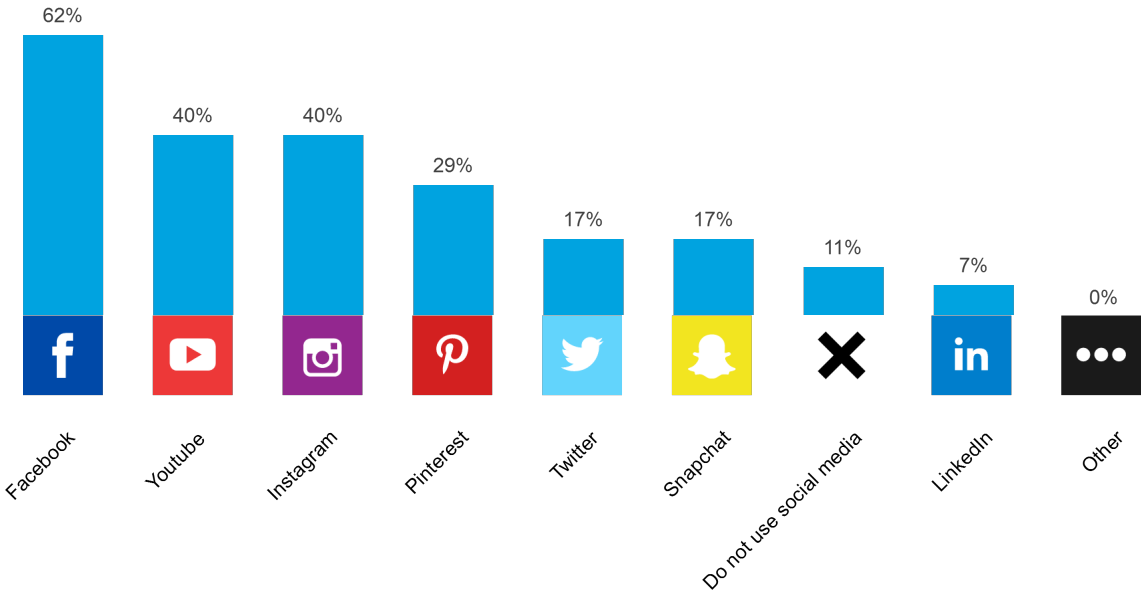
% Very Satisfied with Trip

👍	Overall trip experience	82%
🛡	Safety and Security	75%
🤝	Friendliness of people	74%
🧹	Cleanliness	74%
🏢	Quality of accommodations	68%
🍴	Quality of food	65%
⊙	Sightseeing and attractions	63%
💵	Value for money	59%
🎵	Music/nightlife/entertainment	42%

Past Visitation to Northern

Ever: 73%

Past 12 Months: 60%

Demographic Profile of Overnight Northern Visitors

Gender

Female 58%

U.S. Norm 50%

Male 42%

U.S. Norm 50%

Age

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

Northern

| 15% | 13% | 23% | 14% | 17% | 17% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

■ Northern ■ U.S. Norm

Married / with partner — 64% / 60%

Single / never married — 21% / 25%

Divorced / widowed / separated — 15% / 15%

0% 10% 20% 30% 40% 50% 60%

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Demographic Profile of Overnight Northern Visitors

* n < 250

Education

- Northern
- U.S. Norm

	Northern	U.S. Norm
Post-Graduate	19%	22%
College Graduate	41%	41%
Some college	23%	21%
High school or less	17%	15%
Other		1%

Employment

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

Northern
- 47% Full time / self-employed
- 11% Part time
- 42% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Northern	46%	23%	13%	13%	6%
U.S. Norm	39%	21%	15%	17%	8%

Race

- White
- African-American
- Other

Northern
- 88% White
- 3% African-American
- 9% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

- Northern
- U.S. Norm

	Yes	No
Northern	7%	93%
U.S. Norm	9%	91%

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Demographic Profile of Overnight Northern Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	25%	37%	13%	14%	11%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Northern

■	No children under 18	**64%**
■	Any 13-17	**13%**
■	Any 6-12	**21%**
■	Any child under 6	**14%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

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Travel USA Visitor Profile
Overnight Visitation: North Central Region

IDAHO
visitidaho.org

2018/2019

Introduction

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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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID North Central Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

172

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

North Central's Overnight Trip Characteristics

Main Purpose of Trip

45%
Visiting friends/ relatives

18%
Outdoors

9%
Touring

7%
Special event

3%
Casino

2%
Theme park

1%
City trip

1%
Cruise

6%
Conference/ Convention

3%
Other business trip

3%
Business-Leisure

Main Purpose of Leisure Trip

■ North Central ■ U.S. Norm

Category	North Central	U.S. Norm
Visiting friends/ relatives	45%	41%
Outdoors	18%	6%
Touring	9%	8%
Special event	7%	8%
Casino	3%	6%
Theme park	2%	4%
City trip	1%	6%
Cruise	1%	2%
Golf Trip	1%	1%
Ski/Snowboarding	0%	1%
Resort	0%	5%

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North Central's Overnight Trip Characteristics

State Origin Of Trip

Idaho **41%**	Washington **19%**	California **8%**
Montana **7%**	Oregon **4%**	Michigan **3%**

DMA Origin Of Trip

DMA	%
Spokane, ID/WA	32%
Boise, ID	13%
Seattle-Tacoma, WA	7%
Missoula, MT	6%
Idaho Falls-Pocatello, ID	5%
Los Angeles, CA	4%

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North Central's Overnight Trip Characteristics

Primary Method of Transportation

			U.S. Norm
Own car/truck		75%	61%
Plane		9%	17%
Rental car		8%	10%
Motorcycle		4%	1%
Camper, R.V		2%	1%
Ride share service (Uber, Lyft, etc.)		1%	3%
Bicycle		0%	0%
Traditional taxi cab		0%	1%
Train		0%	2%
Bus		0%	2%
Ship/Boat		0%	2%

Other Transportation

Legend: North Central / U.S. Norm

	North Central	U.S. Norm
Rental car	12%	13%
Taxi Cab	11%	9%
Plane	10%	9%
Bus	7%	8%
Online Taxi Service	7%	14%
Motorcycle	6%	6%
Bicycle	6%	6%
Ship/Boat	5%	5%
Own car/truck	5%	7%
Camper, RV	3%	6%
Train	1%	7%

Question updated in 2019, data is for 2019 only

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North Central: Pre-Trip

Trip Planning Information Sources

■ North Central ■ U.S. Norm

Source	North Central	U.S. Norm
Advice from relatives or friends	12%	12%
A hotel or resort	10%	19%
Destination Websites	8%	7%
An airline/commercial carrier	8%	10%
Online travel agencies	8%	13%
Travel Company Websites	6%	8%
Auto club/AAA	6%	7%
A visitors` bureau/government tourism office	6%	3%
Social Media	6%	7%
Newspaper articles/advertising in newspapers	5%	2%
A travel agent/company	5%	7%

0% 2.5% 5% 7.5% 10% 12.5% 15% 17.5% 20%

Length of Trip Planning

	North Central	U.S. Norm
More than 1 year in advance	**5%**	**4%**
6-12 months	**9%**	**14%**
3-5 months	**22%**	**18%**
2 months	**15%**	**17%**
1 month or less	**32%**	**33%**
Did not plan anything in advance	**17%**	**14%**

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North Central's Overnight Trip Characteristics

Method of Booking

Legend: ■ North Central ■ U.S. Norm

Method	North Central	U.S. Norm
Hotel or resort	26%	29%
Online travel agencies	20%	18%
Auto club/AAA	17%	9%
Airline/commercial carrier	16%	16%
Travel agent/company	10%	10%
Visitors' bureau/government tourism office	9%	3%
Destination websites	5%	5%
Short term rental websites	3%	6%
Travel company websites	3%	10%
Travel/ski show or exhibition	2%	2%
Voice activated search (e.g. Siri, Alexa)		1%
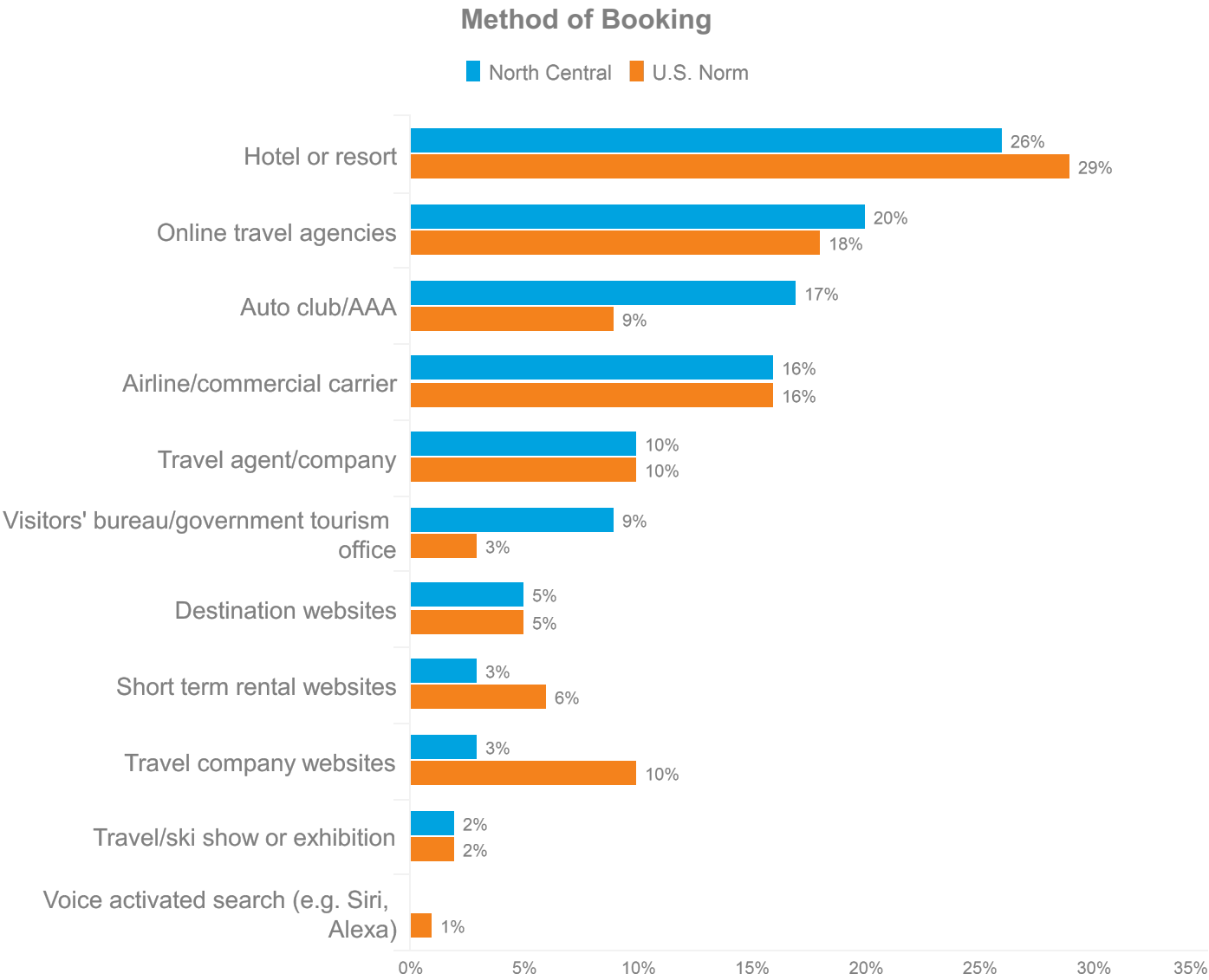
Accommodations

	North Central	U.S. Norm
Motel	**38%**	**16%**
Home of friends or relatives	**29%**	**22%**
Other hotel	**17%**	**22%**
Campground / trailer park / RV park	**16%**	**4%**
Resort hotel	**11%**	**23%**
Country inn/lodge	**6%**	**3%**
Rented cottage/cabin	**5%**	**3%**

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North Central's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	North Central	U.S. Norm	North Central	U.S. Norm
Used any device	81%	84%	75%	79%
Desktop/Home computer	38%	38%	0%	0%
Laptop	38%	39%	26%	26%
Smartphone	35%	30%	55%	63%
Tablet	10%	14%	24%	22%

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Online Social Media Use by Travelers

	North Central	U.S. Norm
Used any social media	**65%**	**55%**
Saw a video or photo on social media that inspired me to visit	**37%**	**14%**
Shared travel stories/photos/videos on social media	**33%**	**24%**
Read online travel reviews that influenced my travel decisions	**31%**	**22%**
Followed a social media influencer such as a celebrity, blogger, or opinion leader	**16%**	**9%**

Of those who followed an Influencer

100%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Youtube	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	Do not use social media	Other
68%	53%	42%	21%	12%	10%	9%	8%	0%

Question updated in 2019, data is for 2019 only

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North Central: During Trip
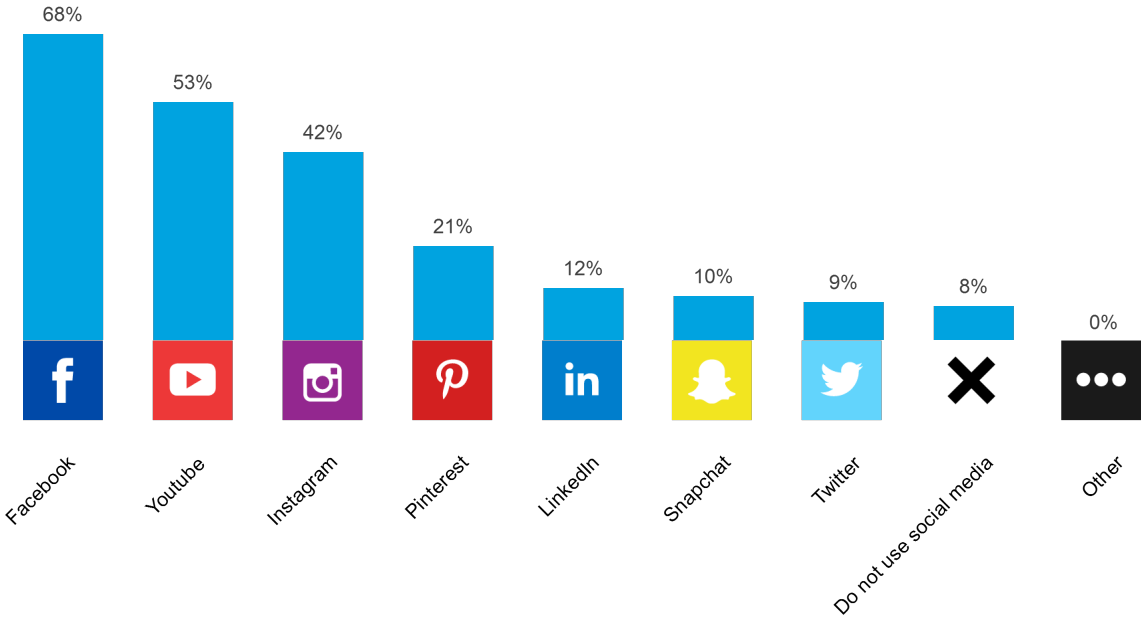
% Very Satisfied with Trip

👍	Overall trip experience	77%
🛡	Safety and Security	71%
🤝	Friendliness of people	71%
🏢	Quality of accommodations	67%
🍴	Quality of food	64%
🧹	Cleanliness	64%
💵	Value for money	59%
🎡	Sightseeing and attractions	54%
🥁	Music/nightlife/entertainment	32%

Past Visitation to North Central

Ever	Past 12 Months
82%	64%

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Demographic Profile of Overnight North Central Visitors

Gender

Female 47%

U.S. Norm 50%

Male 53%

U.S. Norm 50%

Age

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

North Central

| 9% | 17% | 25% | 9% | 20% | 20% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

■ North Central   ■ U.S. Norm

Married / with partner
- North Central: 67%
- U.S. Norm: 60%

Single / never married
- North Central: 18%
- U.S. Norm: 25%

Divorced / widowed / separated
- North Central: 15%
- U.S. Norm: 15%

0%   10%   20%   30%   40%   50%   60%   70%

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Demographic Profile of Overnight North Central Visitors

Education

- North Central
- U.S. Norm

Category	North Central	U.S. Norm
Post-Graduate	17%	22%
College Graduate	41%	41%
Some college	28%	21%
High school or less	14%	15%
Other		1%

Employment

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

North Central
- 53% Full time / self-employed
- 13% Part time
- 34% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
North Central	40%	32%	11%	13%	5%
U.S. Norm	39%	21%	15%	17%	8%

Race

- White
- African-American
- Other

North Central
- 92% White
- 1% African-American
- 7% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

- North Central
- U.S. Norm

	North Central	U.S. Norm
Yes	5%	9%
No	95%	91%

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Demographic Profile of Overnight North Central Visitors

Household Size

1 member	2 members	3 members	4 members	5+ members
21%	41%	18%	8%	12%

U.S. Norm 23%	35%	17%	14%	10%

Children in Household

North Central

■	No children under 18	**65%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**14%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

Longwoods
INTERNATIONAL

Travel USA Visitor Profile

Overnight Visitation: Central Region

visitidaho.org

2018/2019

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- 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 ID Central Region's domestic tourism business in 2018 and 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID Central Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

215

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Size and Structure of Central's Domestic Travel Market – 2019

Overnight Trips to Central

Millions

2 | 1.5 | 1 | 0.5 | 0

1.8
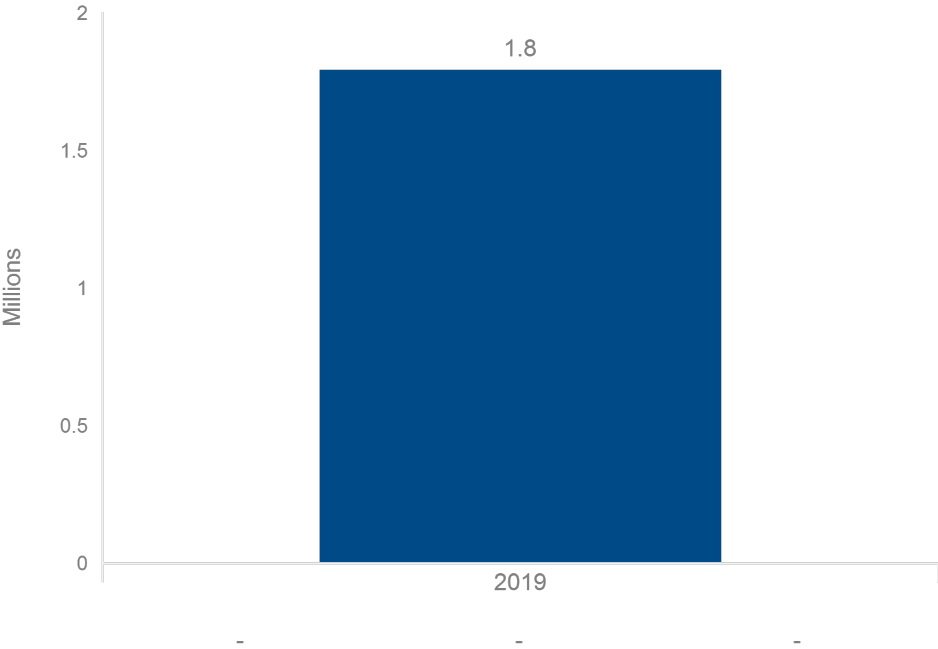
2019

Total Size of Central Overnight Domestic Travel Market

Total Person-Trips

4.3 Million

Day
58%   **2.5 Million**

Overnight
42%   **1.8 Million**

Longwoods
INTERNATIONAL

Central's Overnight Trip Characteristics

State Origin Of Trip

Idaho **38%**	California **15%**	Utah **6%**
Washington **5%**	Texas **4%**	Montana **4%**

DMA Origin Of Trip

DMA	%
Boise, ID	20%
Twin Falls, ID	10%
Los Angeles, CA	8%
Idaho Falls-Pocatello, ID	8%
Salt Lake City, ID/UT	6%
Seattle-Tacoma, WA	4%

Longwoods INTERNATIONAL

Central's Overnight Trip Characteristics

Total Nights Away on Trip

Legend: ■ Central ■ U.S. Norm

Nights	Central	U.S. Norm
1	11%	22%
2	23%	26%
3-4	37%	27%
5-6	13%	11%
7-13	13%	10%
14+	3%	3%

Central
4.4
Average Nights

U.S. Norm
3.8
Average Nights

Pie chart — Nights Spent in Central:
- 1 night: 25%
- 2 nights: 24%
- 3-4 nights: 33%
- 5-6 nights: 12%
- 7+ nights: 7%
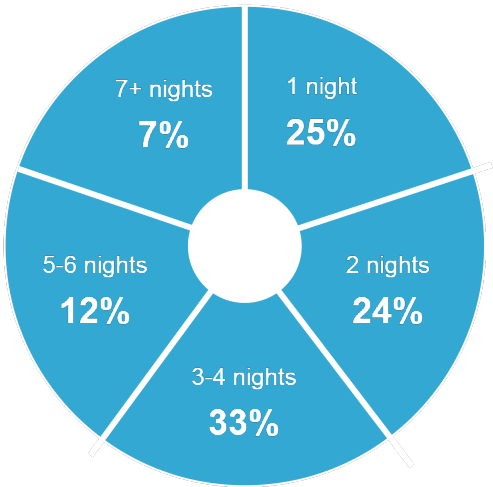
Nights Spent in Central

Average number of nights
3.2

Central's Overnight Trip Characteristics

Size of Travel Party

■ Adults   ■ Children

Central

Total
3.7

0 1 2 3 4 5 6
Average number of people

U.S. Norm

Total
2.7

0 1 2 3 4 5 6
Average number of people

Percent Who Traveled Alone

■ Central   ■ U.S. Norm

Just myself / traveled alone
Central — 22%
U.S. Norm — 26%

0% 5% 10% 15% 20% 25% 30%
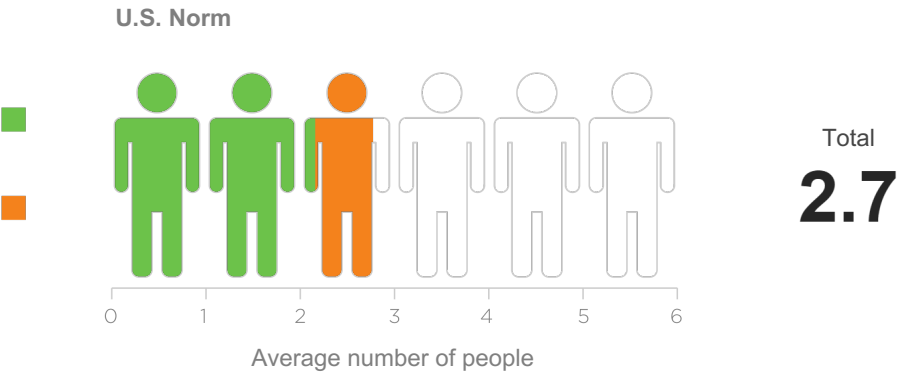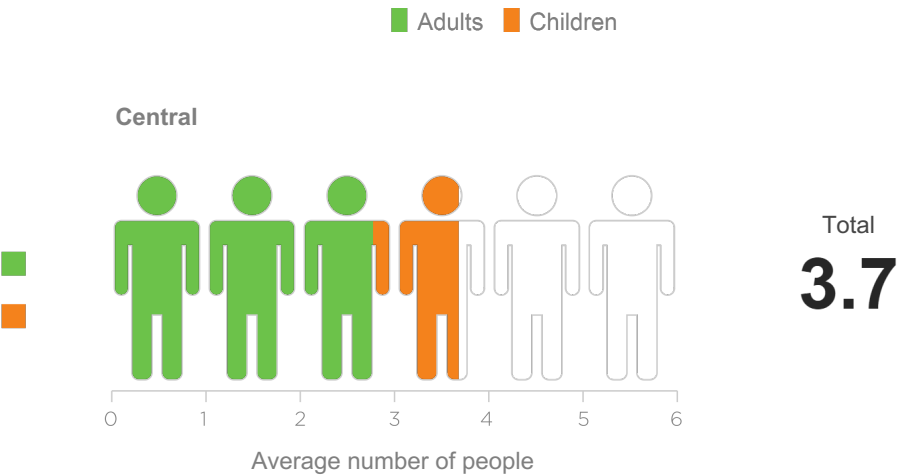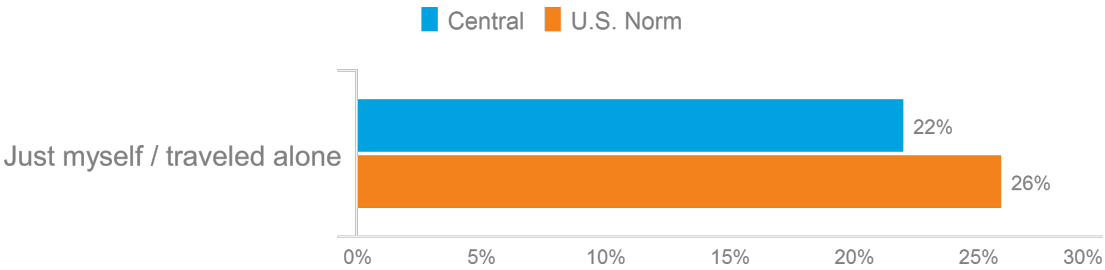
Composition of Immediate Travel Party

■ Central   ■ U.S. Norm

Category	Central	U.S. Norm
Spouse/partner	66%	65%
Child(ren)	34%	34%
Friend(s)	17%	15%
Parent(s)	10%	10%
Other relative(s)	7%	12%
Business associate(s)	4%	3%

0% 10% 20% 30% 40% 50% 60% 70%

Longwoods
INTERNATIONAL
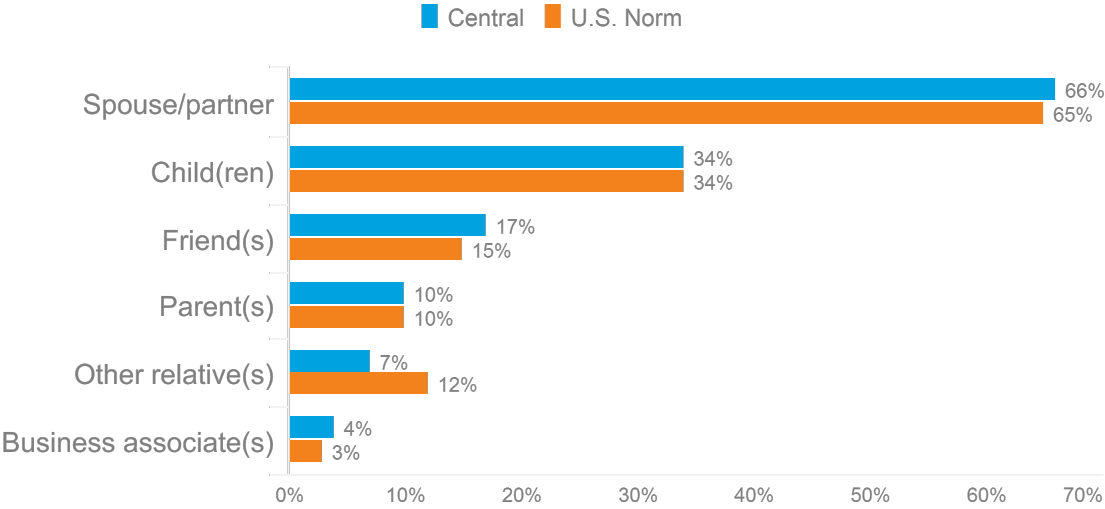
Central's Overnight Trip Characteristics

Primary Method of Transportation

		Central	U.S. Norm
Own car/truck		71%	61%
Rental car		14%	10%
Camper, R.V		6%	1%
Plane		6%	17%
Ship/Boat		1%	2%
Train		1%	2%
Traditional taxi cab		1%	1%
Motorcycle		0%	1%
Bicycle		0%	0%
Bus		0%	2%
Ride share service (Uber, Lyft, etc.)		0%	3%

Question updated in 2019, data is for 2019 only

Other Transportation

Legend: ■ Central ■ U.S. Norm

	Central	U.S. Norm
Camper, RV	22%	6%
Plane	12%	9%
Online Taxi Service	12%	14%
Taxi Cab	10%	9%
Own car/truck	10%	7%
Bicycle	9%	6%
Bus	8%	8%
Motorcycle	8%	6%
Train	7%	7%
Rental car	6%	13%
Ship/Boat	3%	5%

0%   2.5%   5%   7.5%   10%   12.5%   15%   17.5%   20%   22.5%   25%

Longwoods INTERNATIONAL

Central: Pre-Trip

Base: 2018/2019 Overnight Person-Trips

Trip Planning Information Sources

■ Central ■ U.S. Norm

Source	Central	U.S. Norm
Advice from relatives or friends	20%	12%
Online travel agencies	13%	13%
A hotel or resort	11%	19%
Travel guide/other books	10%	4%
Auto club/AAA	9%	7%
Radio show/advertising on radio	8%	2%
An airline/commercial carrier	8%	10%
Official travel guide of a state/city/region	7%	3%
Social Media	7%	7%
Travel Company Websites	6%	8%
Destination Websites	5%	7%

Length of Trip Planning

	Central	U.S. Norm
More than 1 year in advance	4%	4%
6-12 months	18%	14%
3-5 months	22%	18%
2 months	16%	17%
1 month or less	30%	33%
Did not plan anything in advance	10%	14%

Longwoods INTERNATIONAL

Central's Overnight Trip Characteristics

Method of Booking

Legend: Central (blue), U.S. Norm (orange)

Method	Central	U.S. Norm
Hotel or resort	22%	29%
Online travel agencies	19%	18%
Airline/commercial carrier	11%	16%
Short term rental websites	10%	6%
Travel company websites	9%	10%
Auto club/AAA	9%	9%
Destination websites	8%	5%
Visitors' bureau/government tourism office	7%	3%
Travel agent/company	5%	10%
Travel/ski show or exhibition	5%	2%
Voice activated search (e.g. Siri, Alexa)	2%	1%
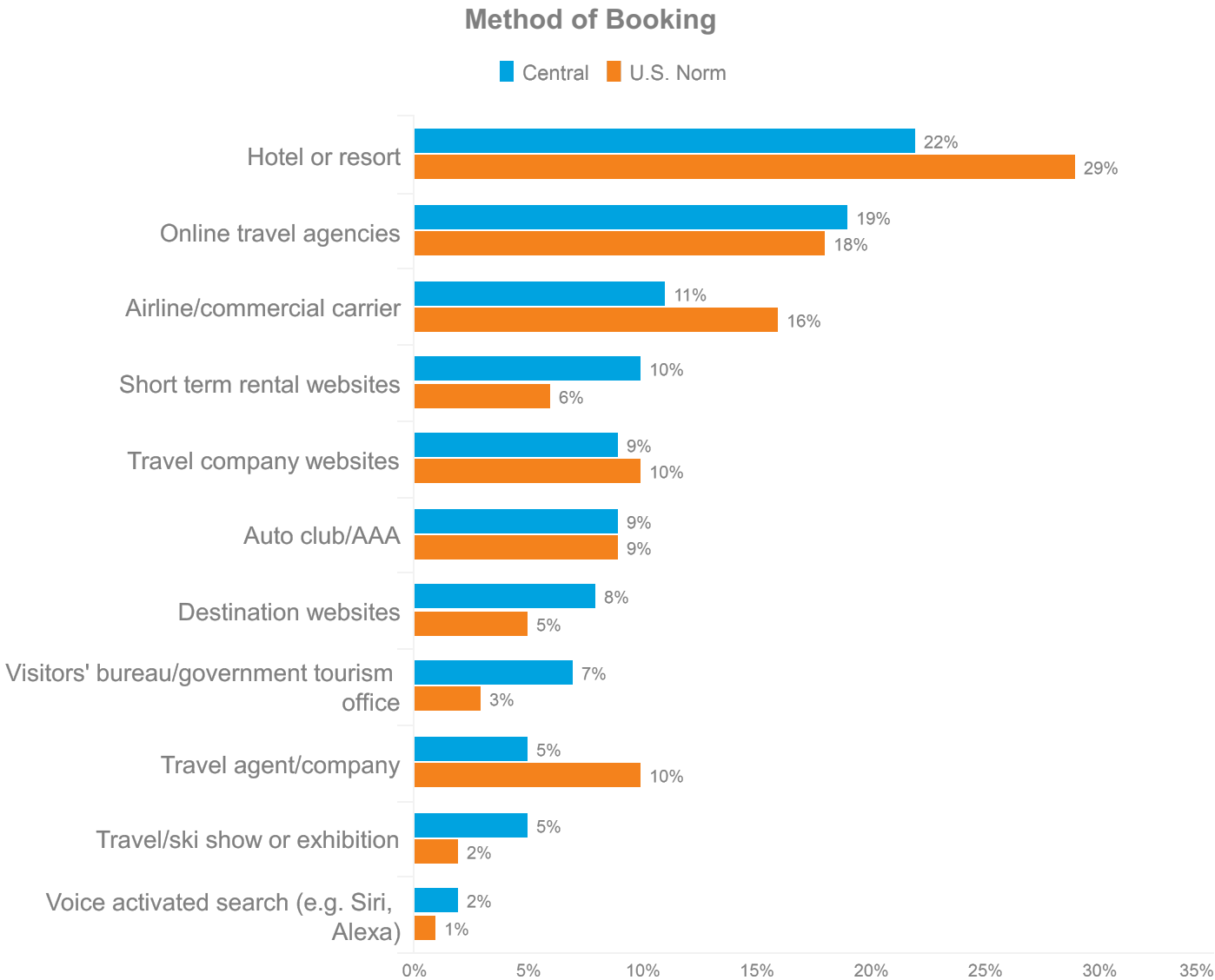
Accommodations

	Central	U.S. Norm
Motel	24%	16%
Campground / trailer park / RV park	20%	4%
Home of friends or relatives	19%	22%
Resort hotel	15%	23%
Other hotel	10%	22%
Rented home / condo / apartment	7%	5%
Time share	6%	3%

Longwoods INTERNATIONAL

Central's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Central	U.S. Norm	Central	U.S. Norm
Used any device	90%	84%	78%	79%
Desktop/Home computer	49%	38%	0%	0%
Laptop	42%	39%	33%	26%
Smartphone	32%	30%	59%	63%
Tablet	16%	14%	35%	22%

Longwoods INTERNATIONAL

Online Social Media Use by Travelers

	Central	U.S. Norm
Used any social media	72%	55%
Shared travel stories/photos/videos on social media	40%	24%
Read online travel reviews that influenced my travel decisions	28%	22%
Saw a video or photo on social media that inspired me to visit	21%	14%
Wrote at least one public travel review on a website such as TripAdvisor	21%	10%

Of those who followed an Influencer

58%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Instagram	Youtube	Snapchat	Pinterest	Twitter	Do not use social media	LinkedIn	Other
67%	45%	30%	24%	20%	19%	11%	7%	5%

Question updated in 2019, data is for 2019 only

Longwoods
INTERNATIONAL

Central: During Trip
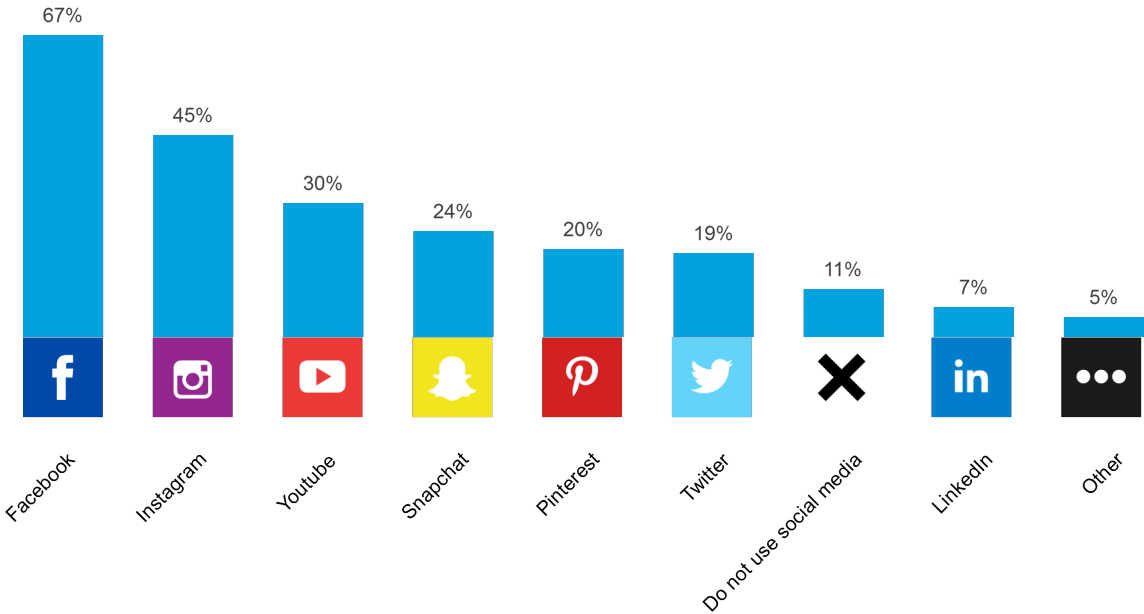
% Very Satisfied with Trip

👍	Overall trip experience	★★★★★★★½☆☆	**76%**
🛡	Safety and Security	★★★★★★★½☆☆	**75%**
🤝	Friendliness of people	★★★★★★★☆☆☆	**73%**
🧹	Cleanliness	★★★★★★★☆☆☆	**71%**
⚙	Sightseeing and attractions	★★★★★★½☆☆☆	**68%**
🏢	Quality of accommodations	★★★★★★☆☆☆☆	**63%**
🍴	Quality of food	★★★★★★☆☆☆☆	**62%**
💵	Value for money	★★★★★½☆☆☆☆	**57%**
🥁	Music/nightlife/entertainment	★★★★½☆☆☆☆☆	**44%**

Past Visitation to Central

Ever: 73%
Past 12 Months: 50%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Central Visitors

Gender

Female **43%**

Male **57%**

U.S. Norm **50%**

U.S. Norm **50%**

Age

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

Central

| 10% | 18% | 26% | 14% | 18% | 14% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

■ Central ■ U.S. Norm

Married / with partner
- Central: 62%
- U.S. Norm: 60%

Single / never married
- Central: 24%
- U.S. Norm: 25%

Divorced / widowed / separated
- Central: 14%
- U.S. Norm: 15%

0% 10% 20% 30% 40% 50% 60%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Central Visitors

Education

Central | U.S. Norm

Education	Central	U.S. Norm
Post-Graduate	23%	22%
College Graduate	45%	41%
Some college	19%	21%
High school or less	12%	15%
Other	1%	1%

Employment

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

Central
- Full time / self-employed: 51%
- Part time: 10%
- Not employed / retired / other: 39%

U.S. Norm
- Full time / self-employed: 54%
- Part time: 9%
- Not employed / retired / other: 37%

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Central	40%	29%	12%	15%	4%
U.S. Norm	39%	21%	15%	17%	8%

Race

White | African-American | Other

Central
- White: 87%
- African-American: 5%
- Other: 8%

U.S. Norm
- White: 82%
- African-American: 9%
- Other: 10%

Hispanic Background

Central | U.S. Norm

	Central	U.S. Norm
Yes	8%	9%
No	92%	91%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Central Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	27%	**32%**	**11%**	**11%**	**19%**
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Central

■	No children under 18	**60%**
■	Any 13-17	**28%**
■	Any 6-12	**21%**
■	Any child under 6	**18%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

Longwoods
INTERNATIONAL

Introduction

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

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- This report provides an overview for ID Eastern Region's domestic tourism business in 2018 and 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID Eastern Region, the following combined two-year sample for 2018 and 2019 was:
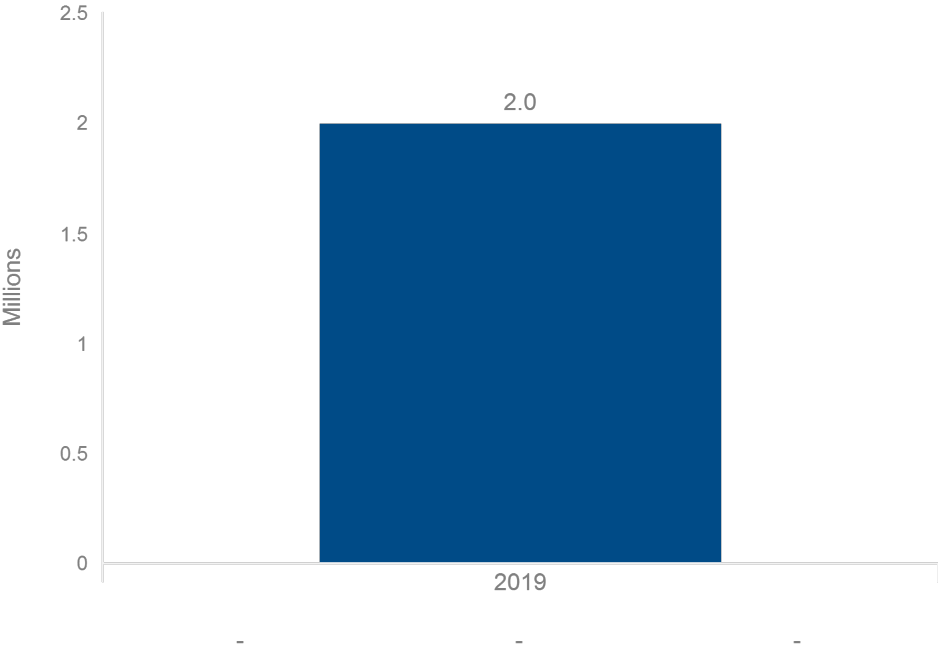
Overnight Base Size

245

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Eastern's Overnight Trip Characteristics

Main Purpose of Trip

51% Visiting friends/ relatives

15% Outdoors

9% Touring

7% Special event

5% City trip

1% Theme park

1% Cruise

1% Golf Trip

1% Conference/ Convention

5% Other business trip

3% Business-Leisure

Main Purpose of Leisure Trip

Legend: ■ Eastern ■ U.S. Norm

Category	Eastern	U.S. Norm
Visiting friends/ relatives	51%	41%
Outdoors	15%	6%
Touring	9%	8%
Special event	7%	8%
City trip	5%	6%
Theme park	1%	4%
Cruise	1%	2%
Golf Trip	1%	1%
Resort	1%	5%
Casino	0%	6%
Ski/Snowboarding		1%

Longwoods INTERNATIONAL

Eastern's Overnight Trip Characteristics

Total Nights Away on Trip

Legend: ■ Eastern ■ U.S. Norm

Nights	Eastern	U.S. Norm
1	18%	22%
2	21%	26%
3-4	29%	27%
5-6	13%	11%
7-13	16%	10%
14+	3%	3%

Pie chart:
- 1 night: 35%
- 2 nights: 21%
- 3-4 nights: 29%
- 5-6 nights: 7%
- 7+ nights: 8%

Nights Spent in Eastern

Average number of nights
2.8

Eastern	U.S. Norm
4.4	**3.8**
Average Nights	Average Nights

Longwoods INTERNATIONAL

Eastern's Overnight Trip Characteristics

Size of Travel Party

🟩 Adults 🟧 Children

Eastern

Average number of people

Total
3.5

U.S. Norm

Average number of people

Total
2.7

Percent Who Traveled Alone

🟦 Eastern 🟧 U.S. Norm

	Eastern	U.S. Norm
Just myself / traveled alone	20%	26%

Composition of Immediate Travel Party

🟦 Eastern 🟧 U.S. Norm

	Eastern	U.S. Norm
Spouse/partner	63%	65%
Child(ren)	38%	34%
Other relative(s)	17%	12%
Parent(s)	16%	10%
Friend(s)	7%	15%
Business associate(s)	2%	3%

Longwoods
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Eastern's Overnight Trip Characteristics

Primary Method of Transportation

			U.S. Norm
Own car/truck		71%	61%
Plane		12%	17%
Rental car		5%	10%
Camper, R.V		3%	1%
Motorcycle		3%	1%
Bicycle		2%	0%
Bus		2%	2%
Ride share service (Uber, Lyft, etc.)		1%	3%
Train		1%	2%
Traditional taxi cab		0%	1%
Ship/Boat		0%	2%

Other Transportation

Legend: ■ Eastern ■ U.S. Norm

	Eastern	U.S. Norm
Plane	15%	9%
Rental car	12%	13%
Bus	7%	8%
Taxi Cab	7%	9%
Online Taxi Service	6%	14%
Bicycle	5%	6%
Camper, RV	5%	6%
Train	5%	7%
Ship/Boat	4%	5%
Own car/truck	4%	7%
Motorcycle	2%	6%

Question updated in 2019, data is for 2019 only

Longwoods INTERNATIONAL

Eastern's Overnight Trip Characteristics

Method of Booking

■ Eastern ■ U.S. Norm

Method	Eastern	U.S. Norm
Online travel agencies	25%	18%
Hotel or resort	18%	29%
Airline/commercial carrier	17%	16%
Auto club/AAA	11%	9%
Travel company websites	11%	10%
Short term rental websites	10%	6%
Visitors' bureau/government tourism office	6%	3%
Travel agent/company	5%	10%
Destination websites	4%	5%
Travel/ski show or exhibition	3%	2%
Voice activated search (e.g. Siri, Alexa)		1%

Accommodations

	Eastern	U.S. Norm
Home of friends or relatives	**35%**	**22%**
Other hotel	**26%**	**22%**
Motel	**16%**	**16%**
Other	**10%**	**5%**
Campground / trailer park / RV park	**8%**	**4%**
Rented home / condo / apartment	**6%**	**5%**
Resort hotel	**6%**	**23%**

Longwoods
INTERNATIONAL

Eastern's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Eastern	U.S. Norm	Eastern	U.S. Norm
Used any device	82%	84%	79%	79%
Smartphone	39%	30%	70%	63%
Laptop	38%	39%	28%	26%
Desktop/Home computer	32%	38%	0%	0%
Tablet	12%	14%	27%	22%

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INTERNATIONAL

Eastern's Overnight Trip Characteristics

Online Social Media Use by Travelers

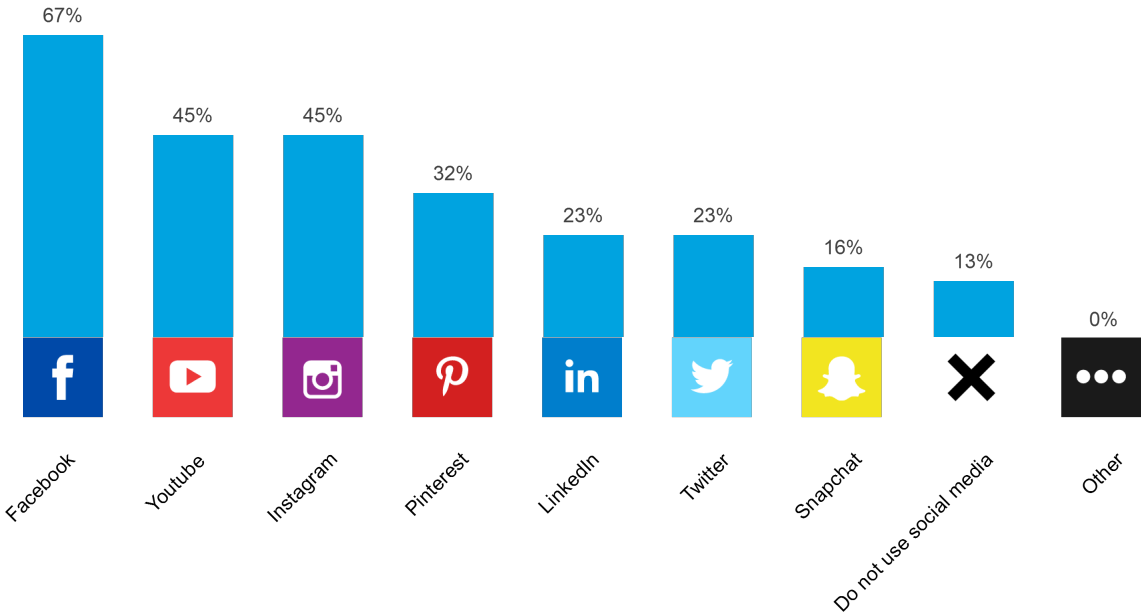|	Eastern	U.S. Norm
Used any social media	**63%**	**55%**
Shared travel stories/photos/videos on social media	**42%**	**24%**
Read online travel reviews that influenced my travel decisions	**22%**	**22%**
Clicked through on a travel advertisement seen on social media	**17%**	**13%**
Made a comment on a social media post published by a travel destination	**12%**	**10%**
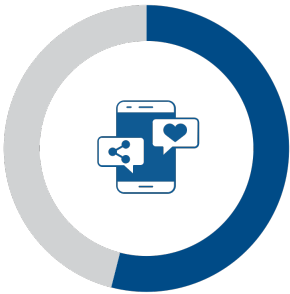
Of those who followed an Influencer

54%

noticed them posting travel-related content

Social media platforms used in general

Platform	%
Facebook	67%
Youtube	45%
Instagram	45%
Pinterest	32%
LinkedIn	23%
Twitter	23%
Snapchat	16%
Do not use social media	13%
Other	0%

Question updated in 2019, data is for 2019 only

Longwoods INTERNATIONAL

Eastern: During Trip

% Very Satisfied with Trip

👍 Overall trip experience	★★★★★★★☆☆☆	**70%**
🏢 Quality of accommodations	★★★★★★⯨☆☆☆	**65%**
🤝 Friendliness of people	★★★★★★⯨☆☆☆	**64%**
🛡 Safety and Security	★★★★★★⯨☆☆☆	**63%**
🧹 Cleanliness	★★★★★⯨☆☆☆☆	**58%**
🍴 Quality of food	★★★★★⯨☆☆☆☆	**57%**
💵 Value for money	★★★★★⯨☆☆☆☆	**56%**
⚙ Sightseeing and attractions	★★★★★☆☆☆☆☆	**49%**
🎵 Music/nightlife/entertainment	★★★⯨☆☆☆☆☆☆	**36%**

Past Visitation to Eastern

- Ever: 80%
- Past 12 Months: 61%
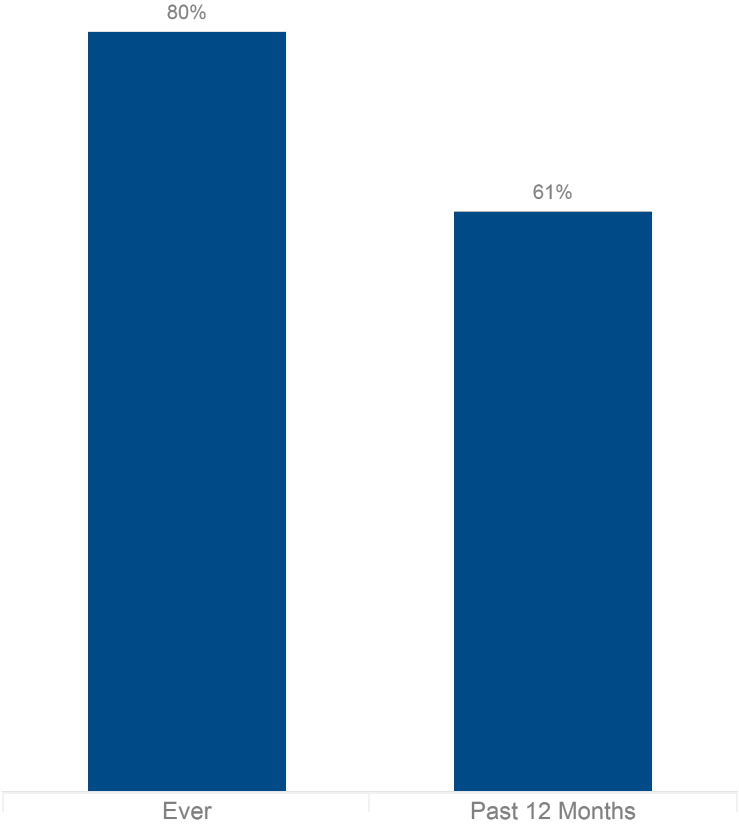
Demographic Profile of Overnight Eastern Visitors

Base: 2018/2019 Overnight Person-Trips

Gender

Female 48%

U.S. Norm 50%

Male 52%

U.S. Norm 50%

Age

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

Eastern

| 16% | 22% | 22% | 18% | 9% | 13% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

Eastern | U.S. Norm

Married / with partner
Eastern 63%
U.S. Norm 60%

Single / never married
Eastern 24%
U.S. Norm 25%

Divorced / widowed / separated
Eastern 13%
U.S. Norm 15%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Eastern Visitors

Education

Eastern   U.S. Norm

Category	Eastern	U.S. Norm
Post-Graduate	21%	22%
College Graduate	39%	41%
Some college	24%	21%
High school or less	16%	15%
Other		1%

Employment

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

Eastern
- 54%
- 9%
- 37%

U.S. Norm
- 54%
- 9%
- 37%

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
	38%	23%	13%	18%	8%
U.S. Norm	39%	21%	15%	17%	8%

Race

White   African-American   Other

Eastern
- 92%
- 4% 4%

U.S. Norm
- 82%
- 9%
- 10%

Hispanic Background

Eastern   U.S. Norm

	Yes	No
Eastern	9%	91%
U.S. Norm	9%	91%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Eastern Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	16%	31%	19%	11%	23%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Eastern

■ No children under 18		**47%**
■ Any 13-17		**28%**
■ Any 6-12		**32%**
■ Any child under 6		**25%**

U.S. Norm

■ No children under 18		**58%**
■ Any 13-17		**19%**
■ Any 6-12		**22%**
■ Any child under 6		**16%**

Longwoods
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Travel USA Visitor Profile

Overnight Visitation: Southeastern Region

visitidaho.org

2018/2019

Introduction

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- This report provides an overview for ID Southeastern Region's domestic tourism business in 2018 and 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID Southeastern Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

275

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Size and Structure of Southeastern's Domestic Travel Market – 2019

Overnight Trips to Southeastern

Millions

2.3
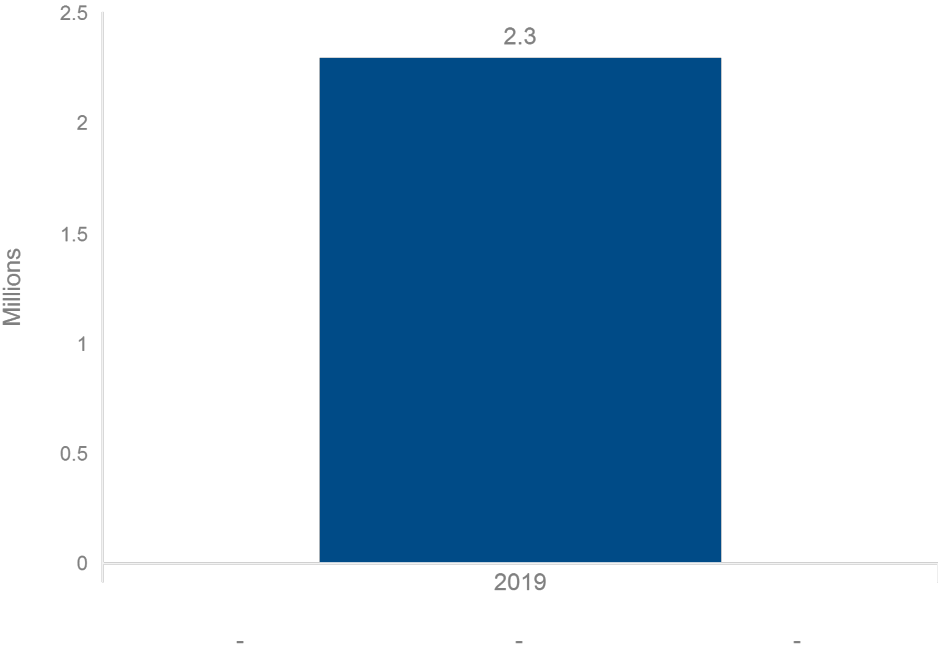
2019

Total Size of Southeastern Overnight Domestic Travel Market

Total Person-Trips

5.5 Million

Day
58% **3.2 Million**
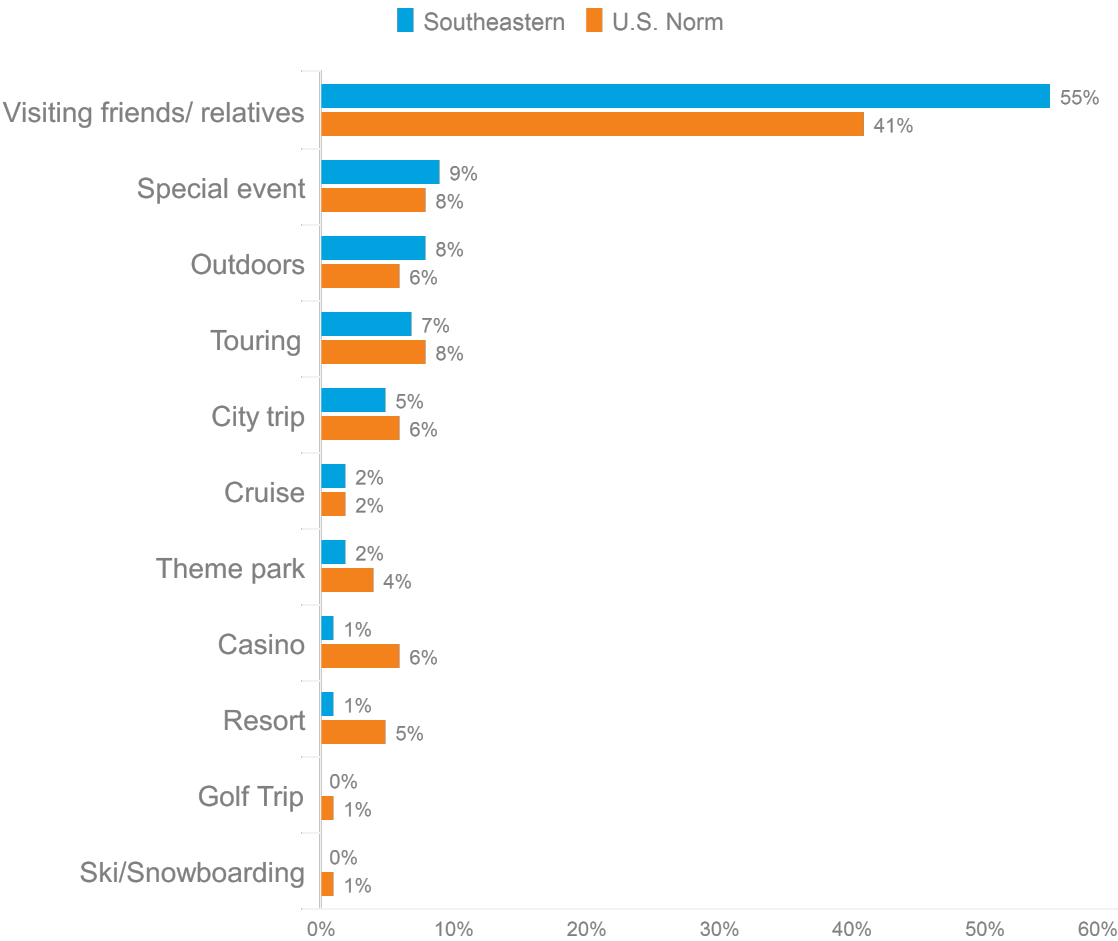
Overnight
42% **2.3 Million**

Longwoods
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Southeastern's Overnight Trip Characteristics

Main Purpose of Trip

55%
Visiting friends/ relatives

9%
Special event

8%
Outdoors

7%
Touring

5%
City trip

2%
Cruise

2%
Theme park

1%
Casino

2%
Conference/ Convention

6%
Other business trip

2%
Business-Leisure

Main Purpose of Leisure Trip

Legend: ■ Southeastern ■ U.S. Norm

Category	Southeastern	U.S. Norm
Visiting friends/ relatives	55%	41%
Special event	9%	8%
Outdoors	8%	6%
Touring	7%	8%
City trip	5%	6%
Cruise	2%	2%
Theme park	2%	4%
Casino	1%	6%
Resort	1%	5%
Golf Trip	0%	1%
Ski/Snowboarding	0%	1%

Longwoods INTERNATIONAL

Southeastern's Overnight Trip Characteristics

Total Nights Away on Trip

- Southeastern
- U.S. Norm

Nights	Southeastern	U.S. Norm
1	25%	22%
2	26%	26%
3-4	27%	27%
5-6	9%	11%
7-13	9%	10%
14+	4%	3%

Southeastern
3.7
Average Nights

U.S. Norm
3.8
Average Nights

Pie chart – Nights Spent in Southeastern:
- 1 night: 37%
- 2 nights: 24%
- 3-4 nights: 26%
- 5-6 nights: 5%
- 7+ nights: 8%

Nights Spent in Southeastern

Average number of nights
2.9

Longwoods INTERNATIONAL

Southeastern's Overnight Trip Characteristics

Size of Travel Party

■ Adults ■ Children

Southeastern

Total
3.0

Average number of people

U.S. Norm

Total
2.7

Average number of people

Percent Who Traveled Alone

■ Southeastern ■ U.S. Norm

Just myself / traveled alone
- Southeastern: 29%
- U.S. Norm: 26%

Composition of Immediate Travel Party

■ Southeastern ■ U.S. Norm

Spouse/partner
- Southeastern: 74%
- U.S. Norm: 65%

Child(ren)
- Southeastern: 50%
- U.S. Norm: 34%

Other relative(s)
- Southeastern: 11%
- U.S. Norm: 12%

Parent(s)
- Southeastern: 8%
- U.S. Norm: 10%

Friend(s)
- Southeastern: 7%
- U.S. Norm: 15%

Business associate(s)
- Southeastern: 1%
- U.S. Norm: 3%

Longwoods
INTERNATIONAL

Southeastern's Overnight Trip Characteristics

Primary Method of Transportation

		Southeastern	U.S. Norm
Own car/truck		73%	61%
Plane		16%	17%
Rental car		5%	10%
Motorcycle		2%	1%
Bus		2%	2%
Camper, R.V		1%	1%
Train		1%	2%
Bicycle		1%	0%
Ride share service (Uber, Lyft, etc.)		0%	3%
Traditional taxi cab		0%	1%
Ship/Boat		0%	2%

Other Transportation

■ Southeastern ■ U.S. Norm

	Southeastern	U.S. Norm
Taxi Cab	10%	9%
Rental car	9%	13%
Bus	8%	8%
Plane	8%	9%
Own car/truck	7%	7%
Online Taxi Service	6%	14%
Camper, RV	6%	6%
Train	5%	7%
Motorcycle	4%	6%
Bicycle	4%	6%
Ship/Boat	4%	5%

Question updated in 2019, data is for 2019 only

Longwoods INTERNATIONAL

Southeastern's Overnight Trip Characteristics

Method of Booking

Legend: ■ Southeastern ■ U.S. Norm

Method	Southeastern	U.S. Norm
Online travel agencies	20%	18%
Hotel or resort	16%	29%
Airline/commercial carrier	12%	16%
Travel company websites	10%	10%
Auto club/AAA	9%	9%
Visitors' bureau/government tourism office	8%	3%
Travel agent/company	7%	10%
Short term rental websites	4%	6%
Travel/ski show or exhibition	4%	2%
Destination websites	4%	5%
Voice activated search (e.g. Siri, Alexa)	1%	1%

Accommodations

	Southeastern	U.S. Norm
Home of friends or relatives	34%	22%
Other hotel	23%	22%
Motel	23%	16%
Other	6%	5%
Campground / trailer park / RV park	5%	4%
Rented cottage/cabin	5%	3%
Time share	4%	3%

Longwoods INTERNATIONAL

Southeastern's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Southeastern	U.S. Norm	Southeastern	U.S. Norm
Used any device	77%	84%	75%	79%
Laptop	36%	39%	25%	26%
Desktop/Home computer	33%	38%	0%	0%
Smartphone	32%	30%	62%	63%
Tablet	8%	14%	19%	22%

Longwoods INTERNATIONAL

Southeastern's Overnight Trip Characteristics

Online Social Media Use by Travelers

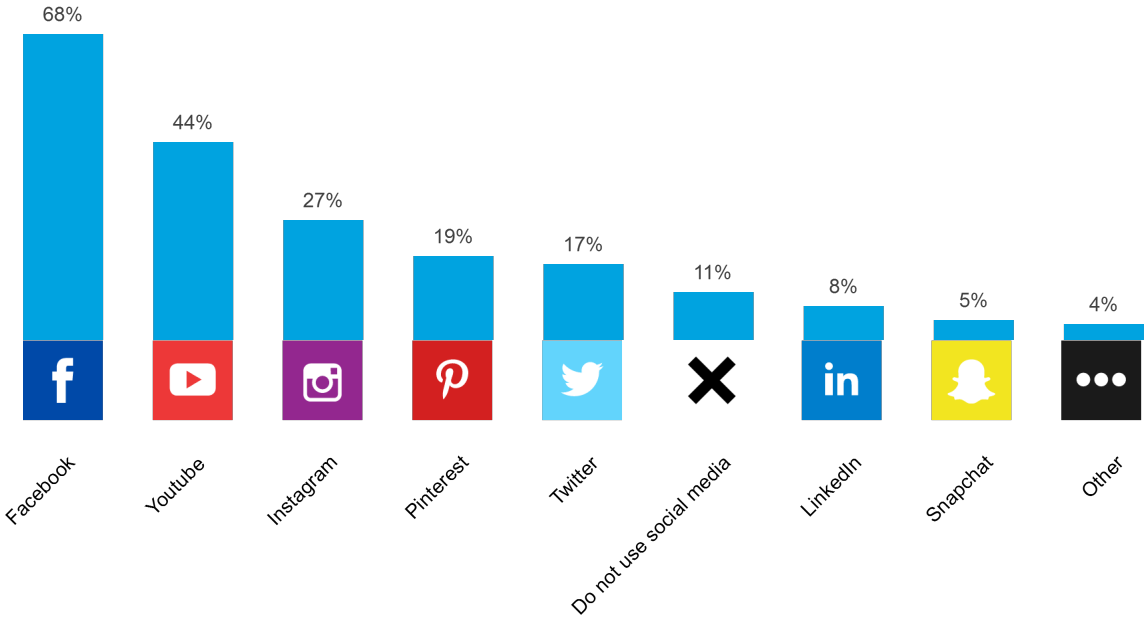|	Southeastern	U.S. Norm
Used any social media	47%	55%
Shared travel stories/photos/videos on social media	22%	24%
Read online travel reviews that influenced my travel decisions	17%	22%
Saw a video or photo on social media that inspired me to visit	14%	14%
Clicked through on a travel advertisement seen on social media	11%	13%

Of those who followed an Influencer

58%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Youtube	Instagram	Pinterest	Twitter	Do not use social media	LinkedIn	Snapchat	Other
68%	44%	27%	19%	17%	11%	8%	5%	4%

Question updated in 2019, data is for 2019 only

Longwoods INTERNATIONAL

Southeastern: During Trip

% Very Satisfied with Trip

Overall trip experience	★★★★★★★★★★	65%
Friendliness of people	★★★★★★★★★★	68%
Safety and Security	★★★★★★★★★★	64%
Cleanliness	★★★★★★★★★★	56%
Quality of accommodations	★★★★★★★★★★	55%
Quality of food	★★★★★★★★★★	53%
Value for money	★★★★★★★★★★	52%
Sightseeing and attractions	★★★★★★★★★★	43%
Music/nightlife/entertainment	★★★★★★★★★★	34%

Past Visitation to Southeastern

- Ever: 74%
- Past 12 Months: 59%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Southeastern Visitors

Gender

Female
52%

U.S. Norm
50%

Male
48%

U.S. Norm
50%

Age

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

Southeastern

| 5% | 22% | 28% | 23% | 9% | 13% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

- ■ Southeastern ■ U.S. Norm

Married / with partner
- Southeastern: 61%
- U.S. Norm: 60%

Single / never married
- Southeastern: 22%
- U.S. Norm: 25%

Divorced / widowed / separated
- Southeastern: 17%
- U.S. Norm: 15%

0% 10% 20% 30% 40% 50% 60%

Longwoods
INTERNATIONAL

Demographic Profile of Overnight Southeastern Visitors

Education

- Southeastern
- U.S. Norm

Category	Southeastern	U.S. Norm
Post-Graduate	21%	22%
College Graduate	44%	41%
Some college	24%	21%
High school or less	12%	15%
Other	0%	1%

Employment

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

Southeastern
- 57% Full time / self-employed
- 10% Part time
- 33% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Southeastern	46%	25%	14%	12%	3%
U.S. Norm	39%	21%	15%	17%	8%

Race

- White
- African-American
- Other

Southeastern
- 90% White
- 2% African-American
- 8% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

- Southeastern
- U.S. Norm

	Yes	No
Southeastern	9%	91%
U.S. Norm	9%	91%

Longwoods INTERNATIONAL

Demographic Profile of Overnight Southeastern Visitors

Household Size

1 member	2 members	3 members	4 members	5+ members
25%	30%	16%	13%	17%

U.S. Norm

23%	35%	17%	14%	10%

Children in Household

Southeastern

■	No children under 18	**51%**
■	Any 13-17	**19%**
■	Any 6-12	**31%**
■	Any child under 6	**23%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

Longwoods
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COMPASS
Longwoods INTERNATIONAL

Travel USA Visitor Profile
Overnight Visitation: South Central Region

IDAHO
visitidaho.org

2018/2019

Introduction

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

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

- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

- This report provides an overview for ID South Central Region's domestic tourism business in 2018 and 2019.

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 **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For ID South Central Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

155

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to South Central

Millions

1.5

1.25

1

0.75

0.5

0.25

0

1.3
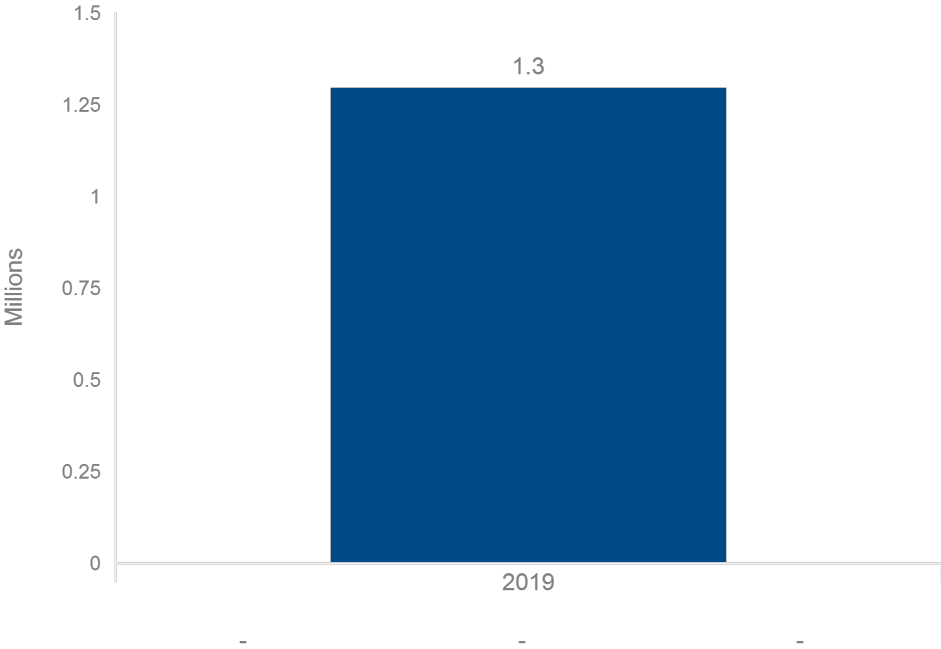
2019

Total Size of South Central Overnight Domestic Travel Market

Total Person-Trips

3.8 Million

Day
66%   **2.5 Million**

Overnight
34%   **1.3 Million**

Longwoods
INTERNATIONAL

South Central's Overnight Trip Characteristics

Main Purpose of Trip

54%
Visiting friends/ relatives

14%
Touring

6%
Special event

5%
Outdoors

4%
City trip

3%
Casino

1%
Theme park

0%
Cruise
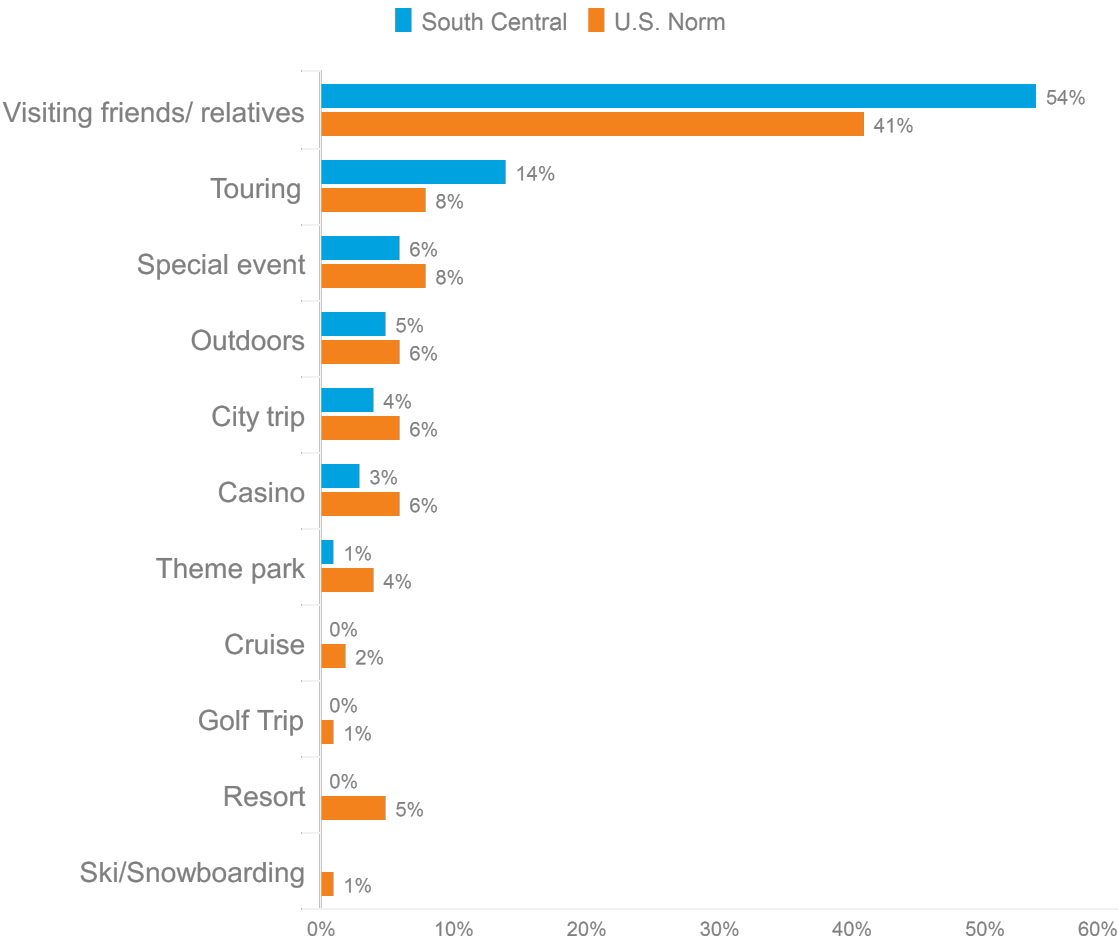
7%
Conference/ Convention

3%
Other business trip

2%
Business-Leisure

Main Purpose of Leisure Trip

■ South Central ■ U.S. Norm

Purpose	South Central	U.S. Norm
Visiting friends/ relatives	54%	41%
Touring	14%	8%
Special event	6%	8%
Outdoors	5%	6%
City trip	4%	6%
Casino	3%	6%
Theme park	1%	4%
Cruise	0%	2%
Golf Trip	0%	1%
Resort	0%	5%
Ski/Snowboarding		1%

0% 10% 20% 30% 40% 50% 60%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

State Origin Of Trip

Idaho **37%**	Utah **17%**	California **13%**
Washington **6%**	Oregon **4%**	Nevada **3%**

DMA Origin Of Trip

DMA	Percent
Boise, ID	24%
Salt Lake City, ID/UT	19%
Idaho Falls-Pocatello, ID	7%
Twin Falls, ID	7%
Seattle-Tacoma, WA	4%
Los Angeles, CA	4%
Portland, OR	4%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

Total Nights Away on Trip

Legend: ■ South Central ■ U.S. Norm
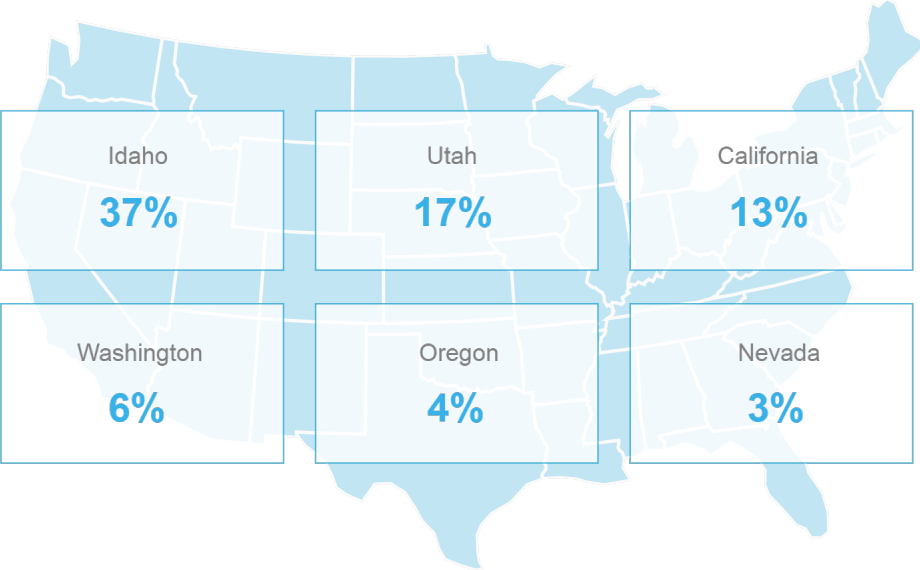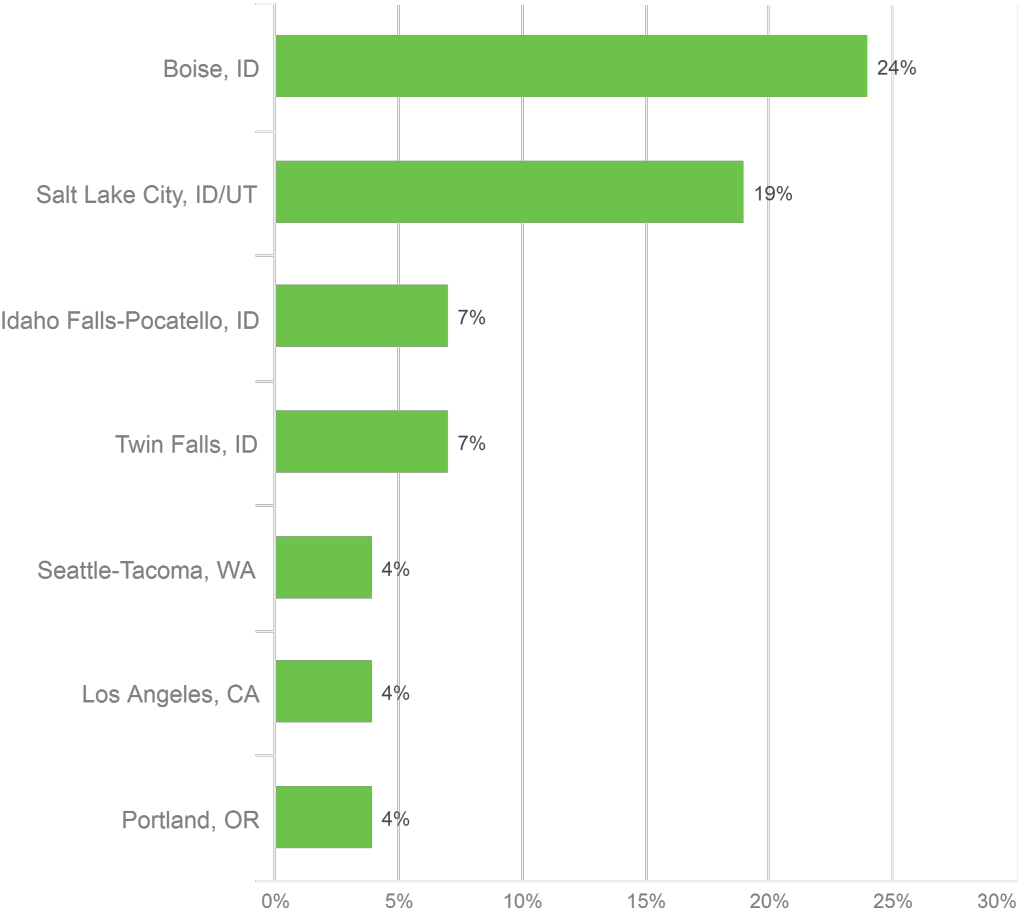
Nights	South Central	U.S. Norm
1	24%	22%
2	26%	26%
3-4	27%	27%
5-6	10%	11%
7-13	10%	10%
14+	4%	3%
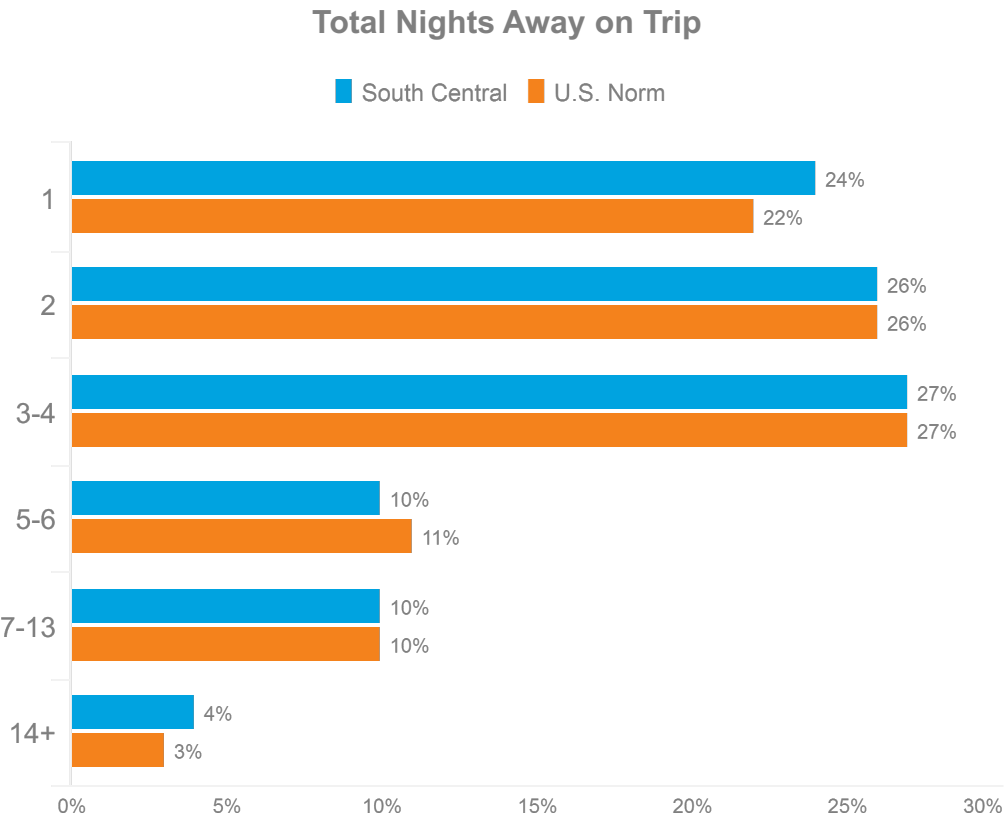
South Central
3.9
Average Nights

U.S. Norm
3.8
Average Nights

Pie chart — Nights Spent in South Central:
- 1 night: 39%
- 2 nights: 34%
- 3-4 nights: 15%
- 5-6 nights: 8%
- 7+ nights: 5%
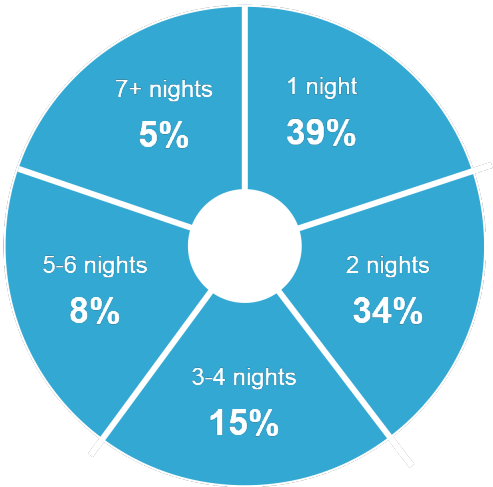
Nights Spent in South Central

Average number of nights
2.6

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

Size of Travel Party

● Adults ● Children

South Central

Total
3.7

Average number of people

U.S. Norm

Total
2.7

Average number of people
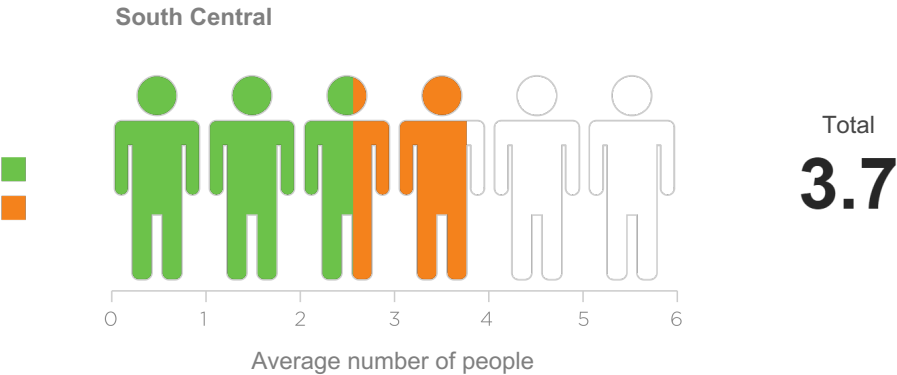
Percent Who Traveled Alone

■ South Central ■ U.S. Norm

Just myself / traveled alone — 18% (South Central), 26% (U.S. Norm)
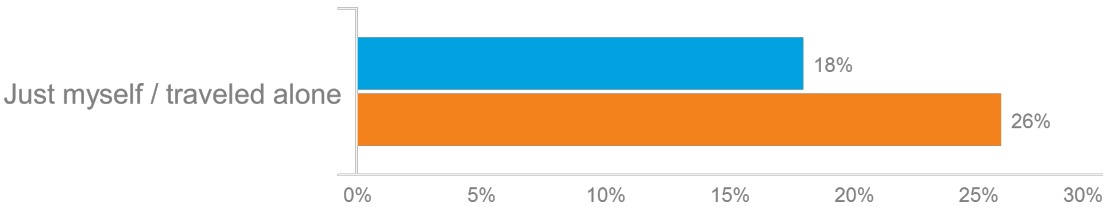
Composition of Immediate Travel Party

■ South Central ■ U.S. Norm

Category	South Central	U.S. Norm
Spouse/partner	79%	65%
Child(ren)	40%	34%
Other relative(s)	13%	12%
Parent(s)	11%	10%
Friend(s)	11%	15%
Business associate(s)	3%	3%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

Primary Method of Transportation

		South Central	U.S. Norm
Own car/truck		71%	61%
Plane		11%	17%
Rental car		7%	10%
Ride share service (Uber, Lyft, etc.)		4%	3%
Bicycle		3%	0%
Ship/Boat		2%	2%
Train		1%	2%
Camper, R.V		0%	1%
Motorcycle		0%	1%
Traditional taxi cab		0%	1%
Bus		0%	2%

Other Transportation

Legend: South Central ■ (blue), U.S. Norm ■ (orange)

	South Central	U.S. Norm
Plane	12%	9%
Rental car	11%	13%
Camper, RV	10%	6%
Bus	8%	8%
Own car/truck	5%	7%
Bicycle	5%	6%
Taxi Cab	5%	9%
Ship/Boat	4%	5%
Online Taxi Service	4%	14%
Train	3%	7%
Motorcycle	3%	6%

Question updated in 2019, data is for 2019 only

Longwoods INTERNATIONAL

South Central: Pre-Trip

Trip Planning Information Sources

Legend: ■ South Central ■ U.S. Norm

Source	South Central	U.S. Norm
Advice from relatives or friends	16%	12%
Online travel agencies	13%	13%
A hotel or resort	13%	19%
An airline/commercial carrier	10%	10%
Social Media	8%	7%
Destination Websites	6%	7%
Official travel guide of a state/city/region	6%	3%
Auto club/AAA	6%	7%
Travel guide/other books	5%	4%
Travel Company Websites	4%	8%
A travel agent/company	2%	7%

Length of Trip Planning

	South Central	U.S. Norm
More than 1 year in advance	5%	4%
6-12 months	9%	14%
3-5 months	8%	18%
2 months	13%	17%
1 month or less	48%	33%
Did not plan anything in advance	16%	14%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

Method of Booking

■ South Central ■ U.S. Norm

Method	South Central	U.S. Norm
Hotel or resort	21%	29%
Online travel agencies	21%	18%
Airline/commercial carrier	12%	16%
Travel company websites	6%	10%
Auto club/AAA	5%	9%
Destination websites	5%	5%
Short term rental websites	4%	6%
Travel agent/company	3%	10%
Voice activated search (e.g. Siri, Alexa)	3%	1%
Visitors' bureau/government tourism office	2%	3%
Travel/ski show or exhibition		2%
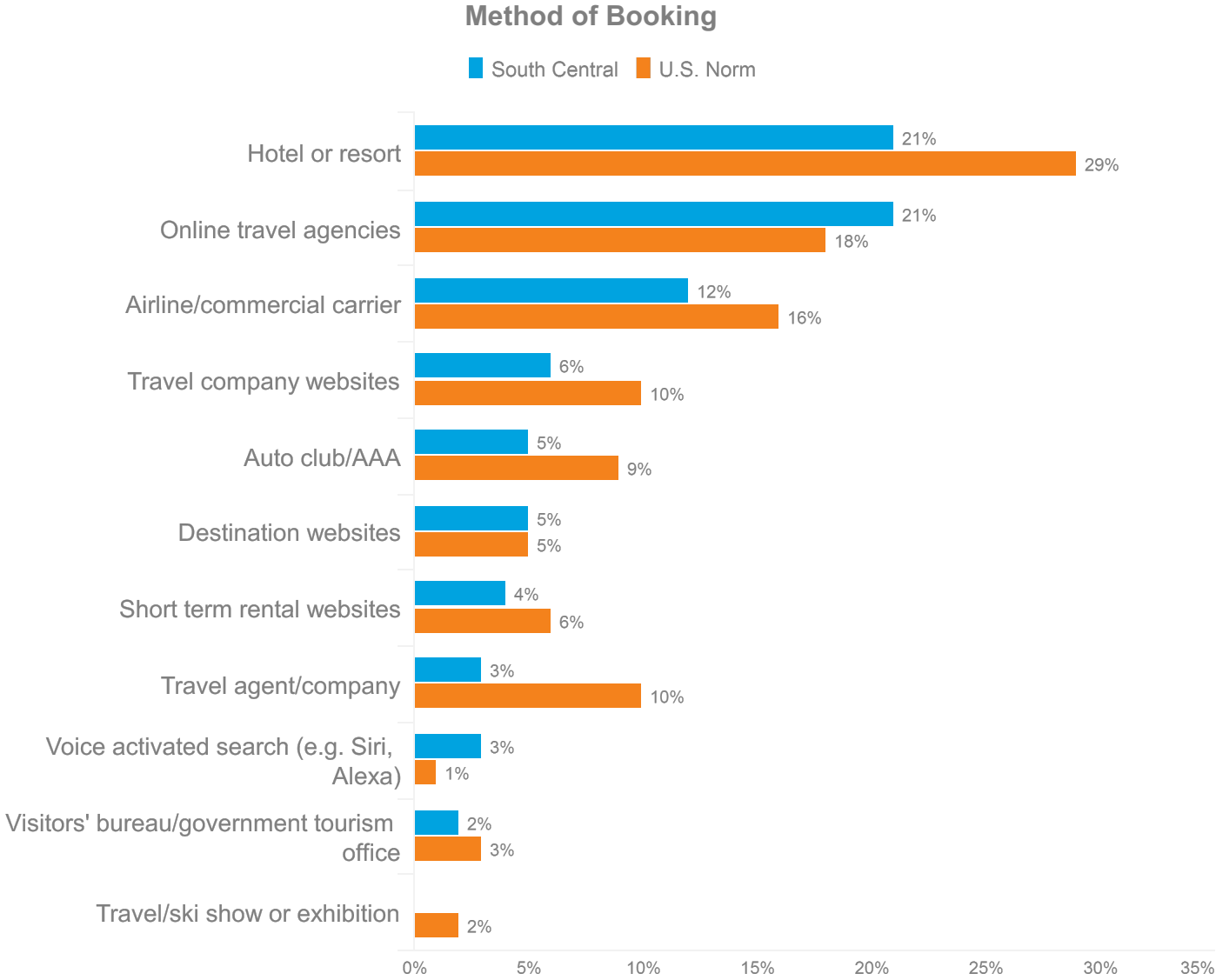
Accommodations

	South Central	U.S. Norm
Home of friends or relatives	34%	22%
Other hotel	26%	22%
Motel	21%	16%
Resort hotel	9%	23%
Other	7%	5%
Campground / trailer park / RV park	5%	4%
Rented home / condo / apartment	4%	5%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	South Central	U.S. Norm	South Central	U.S. Norm
Used any device	85%	84%	82%	79%
Laptop	41%	39%	27%	26%
Desktop/Home computer	33%	38%	0%	0%
Smartphone	32%	30%	66%	63%
Tablet	13%	14%	31%	22%

Longwoods INTERNATIONAL

South Central's Overnight Trip Characteristics

Online Social Media Use by Travelers

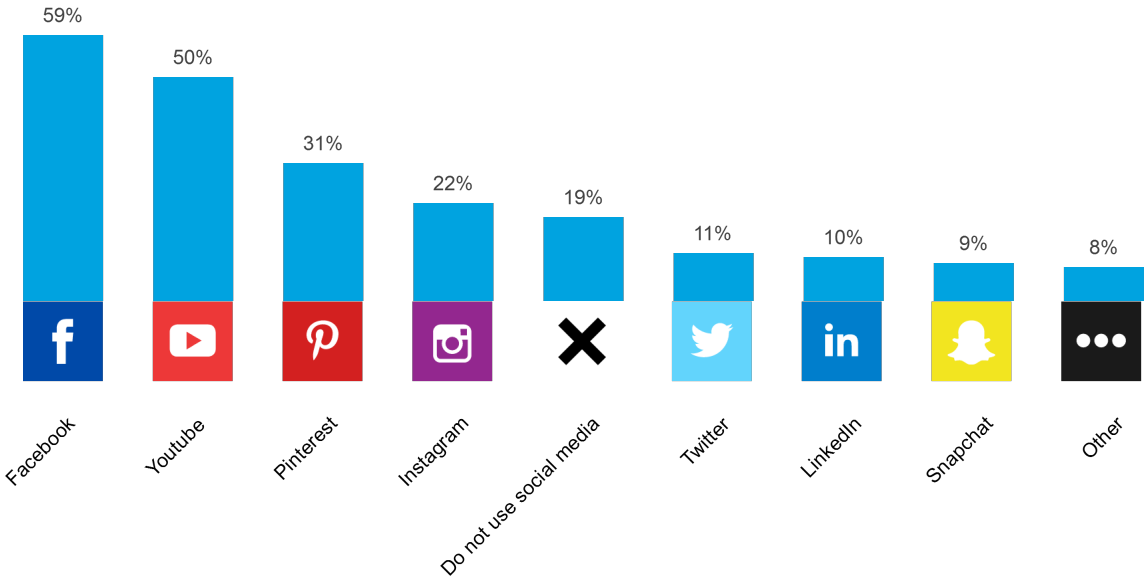|	South Central	U.S. Norm
Used any social media	**46%**	**55%**
Shared travel stories/photos/videos on social media	**20%**	**24%**
Read online travel reviews that influenced my travel decisions	**16%**	**22%**
Made a comment on a social media post published by a travel destination	**12%**	**10%**
Saw a video or photo on social media that inspired me to visit	**10%**	**14%**
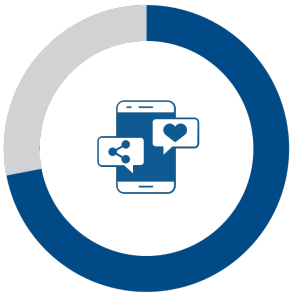
Of those who followed an Influencer

72%

noticed them posting travel-related content

Social media platforms used in general

Facebook	Youtube	Pinterest	Instagram	Do not use social media	Twitter	LinkedIn	Snapchat	Other
59%	50%	31%	22%	19%	11%	10%	9%	8%

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South Central: During Trip

% Very Satisfied with Trip

	Attribute		%
👍	Overall trip experience	★★★★★	63%
🤝	Friendliness of people	★★★★★	59%
🛡	Safety and Security	★★★★★	59%
🧹	Cleanliness	★★★★	55%
🏢	Quality of accommodations	★★★★	53%
🍴	Quality of food	★★★★	52%
💵	Value for money	★★★★	49%
🎡	Sightseeing and attractions	★★★★	49%
🥁	Music/nightlife/entertainment	★★★	33%

Past Visitation to South Central

- Ever: 72%
- Past 12 Months: 53%

Longwoods INTERNATIONAL

Demographic Profile of Overnight South Central Visitors

Education

- South Central
- U.S. Norm

Category	South Central	U.S. Norm
Post-Graduate	13%	22%
College Graduate	48%	41%
Some college	29%	21%
High school or less	9%	15%
Other	1%	1%

Employment

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

South Central
- 44% Full time / self-employed
- 7% Part time
- 49% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
South Central	38%	33%	12%	10%	8%
U.S. Norm	39%	21%	15%	17%	8%

Race

- White
- African-American
- Other

South Central
- 91% White
- 1% African-American
- 8% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

- South Central
- U.S. Norm

	South Central	U.S. Norm
Yes	6%	9%
No	94%	91%

Longwoods INTERNATIONAL

Demographic Profile of Overnight South Central Visitors

Household Size

	1 member	2 members	3 members	4 members	5+ members
	18%	33%	21%	9%	19%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

South Central

■	No children under 18	**57%**
■	Any 13-17	**16%**
■	Any 6-12	**27%**
■	Any child under 6	**18%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

Longwoods
INTERNATIONAL

Introduction

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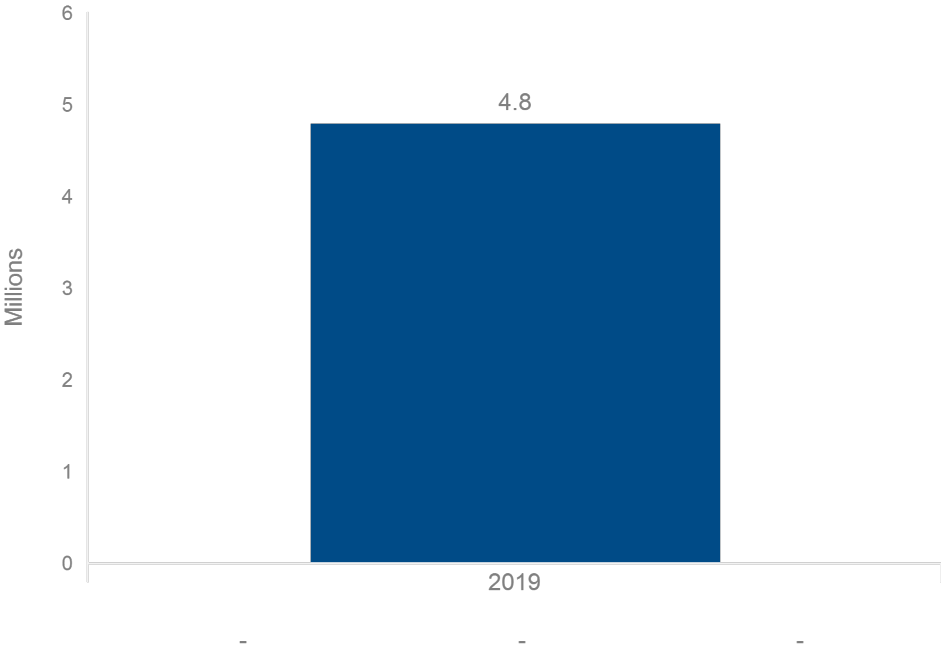For ID Southwestern Region, the following combined two-year sample for 2018 and 2019 was:

Overnight Base Size

569

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Overnight Trips to Southwestern

Total Size of Southwestern Overnight Domestic Travel Market
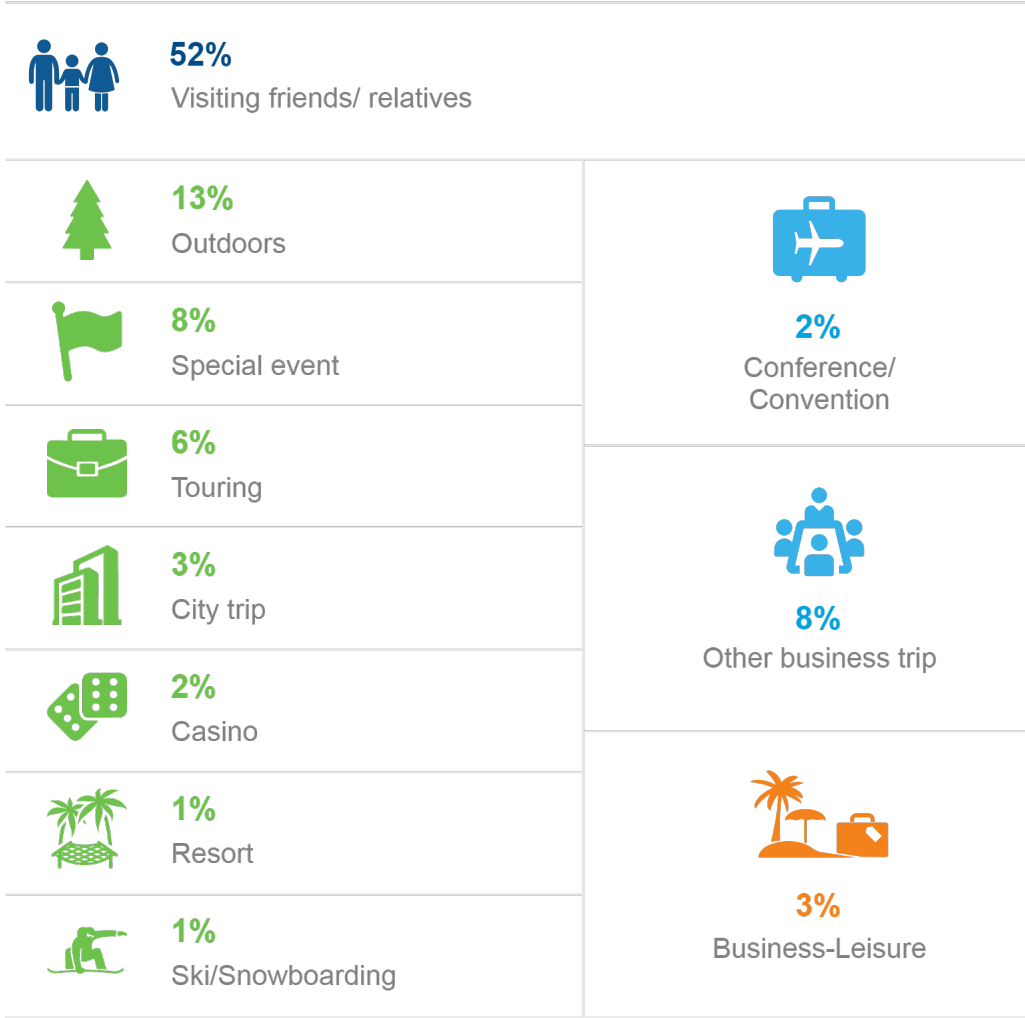
Total Person-Trips

10.9 Million
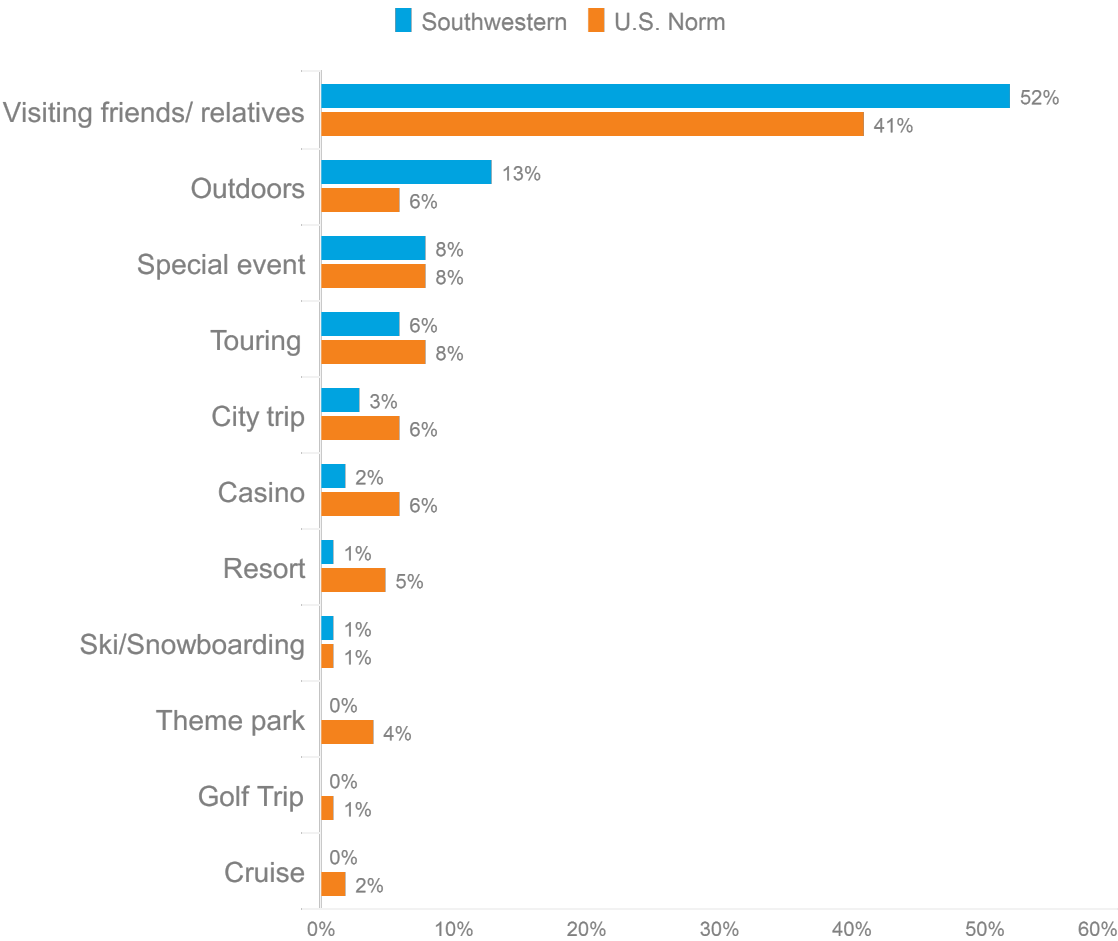

Day
56% **6.1 Million**

Overnight
44% **4.8 Million**

Southwestern's Overnight Trip Characteristics

Main Purpose of Trip

52%
Visiting friends/ relatives

13%
Outdoors

8%
Special event

6%
Touring

3%
City trip

2%
Casino

1%
Resort

1%
Ski/Snowboarding

2%
Conference/ Convention

8%
Other business trip

3%
Business-Leisure

Main Purpose of Leisure Trip

- Southwestern
- U.S. Norm

Category	Southwestern	U.S. Norm
Visiting friends/ relatives	52%	41%
Outdoors	13%	6%
Special event	8%	8%
Touring	6%	8%
City trip	3%	6%
Casino	2%	6%
Resort	1%	5%
Ski/Snowboarding	1%	1%
Theme park	0%	4%
Golf Trip	0%	1%
Cruise	0%	2%

Longwoods
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Southwestern's Overnight Trip Characteristics

State Origin Of Trip

Idaho **38%**	California **16%**	Oregon **10%**
Washington **9%**	Utah **7%**	Nevada **3%**

DMA Origin Of Trip

DMA	Percent
Boise, ID	25%
Salt Lake City, ID/UT	8%
Portland, OR	7%
Los Angeles, CA	6%
Spokane, ID/WA	5%
Idaho Falls-Pocatello, ID	5%
Twin Falls, ID	4%
Seattle-Tacoma, WA	4%
Sacramento-Stockton-Modesto, CA	3%

Longwoods
INTERNATIONAL

Southwestern's Overnight Trip Characteristics

Total Nights Away on Trip
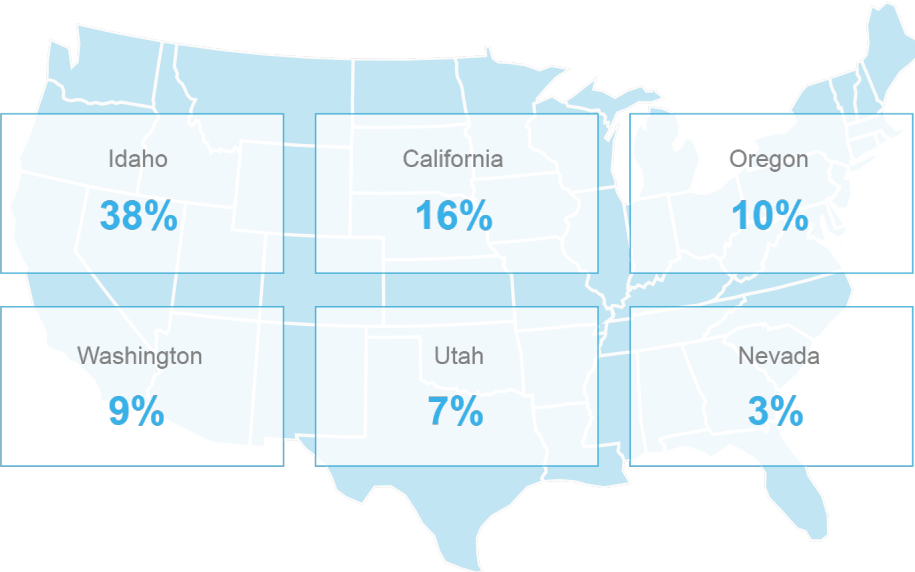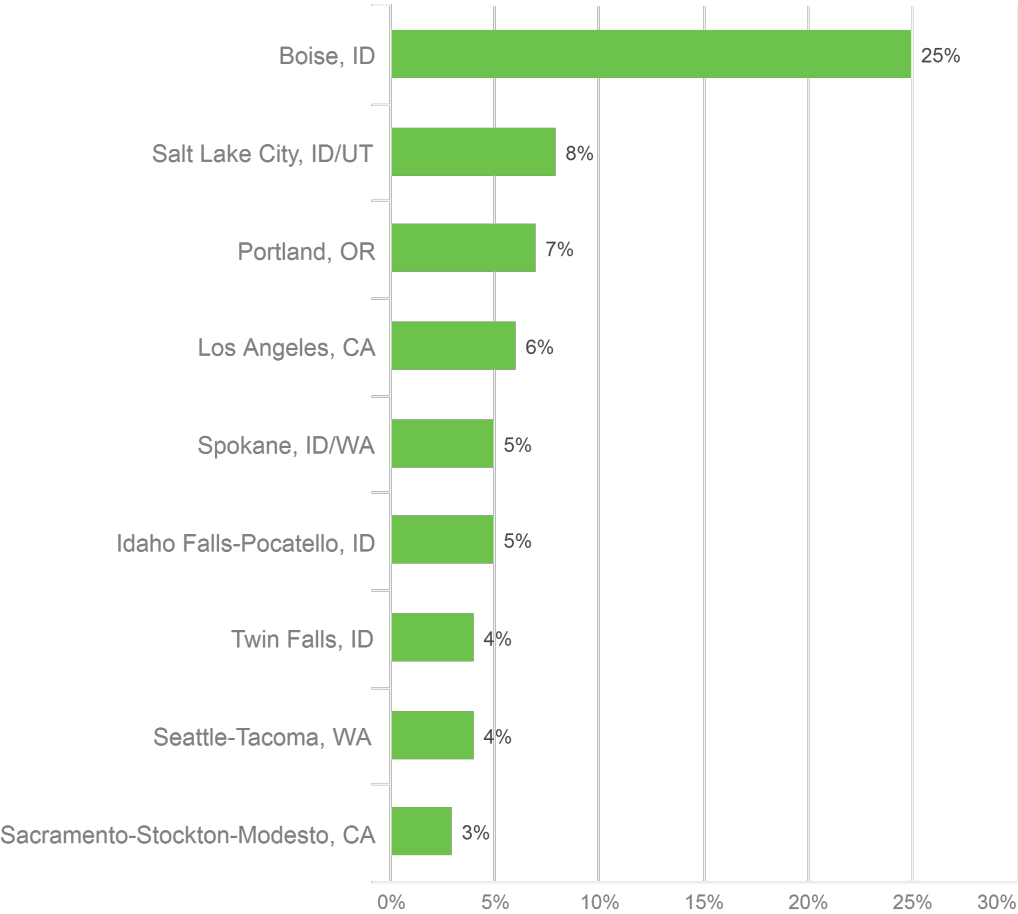
- Southwestern
- U.S. Norm

Nights	Southwestern	U.S. Norm
1	19%	22%
2	24%	26%
3-4	30%	27%
5-6	11%	11%
7-13	11%	10%
14+	5%	3%
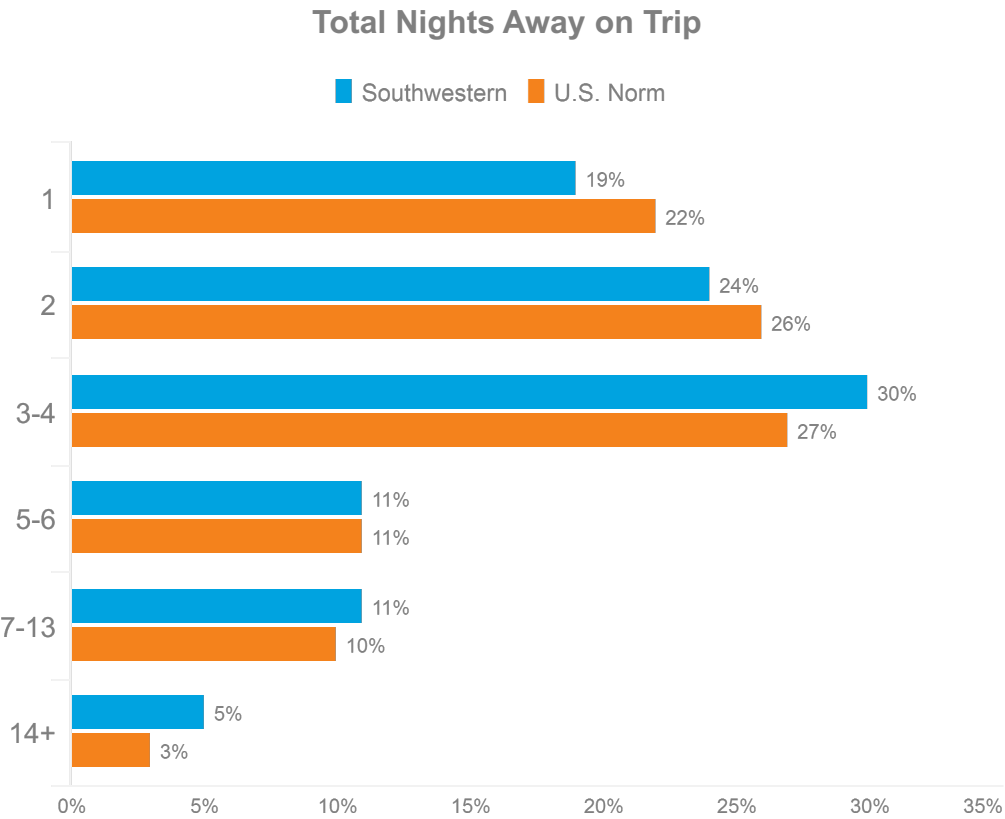
Southwestern
4.2
Average Nights

U.S. Norm
3.8
Average Nights

Pie chart

- 7+ nights 9%
- 1 night 27%
- 2 nights 27%
- 3-4 nights 30%
- 5-6 nights 8%
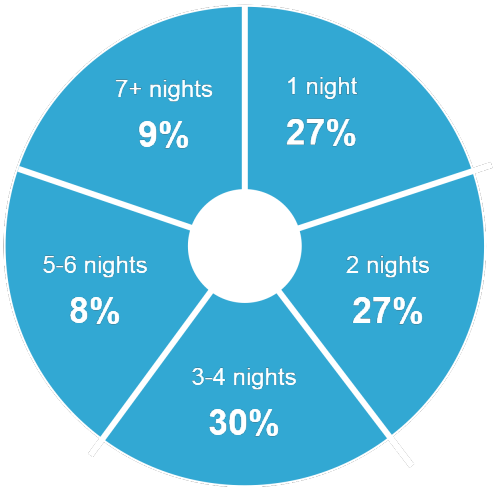
Nights Spent in Southwestern

Average number of nights
3.3

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Southwestern's Overnight Trip Characteristics

Size of Travel Party

■ Adults ■ Children

Southwestern

Total
3.0

Average number of people

U.S. Norm

Total
2.7

Average number of people

Percent Who Traveled Alone

■ Southwestern ■ U.S. Norm

Just myself / traveled alone
- Southwestern: 26%
- U.S. Norm: 26%

Composition of Immediate Travel Party

■ Southwestern ■ U.S. Norm

Category	Southwestern	U.S. Norm
Spouse/partner	70%	65%
Child(ren)	32%	34%
Other relative(s)	13%	12%
Friend(s)	11%	15%
Parent(s)	6%	10%
Business associate(s)	5%	3%

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Southwestern's Overnight Trip Characteristics

Primary Method of Transportation

		Southwestern	U.S. Norm
Own car/truck		62%	61%
Plane		16%	17%
Rental car		11%	10%
Bus		3%	2%
Ride share service (Uber, Lyft, etc.)		2%	3%
Camper, R.V		2%	1%
Ship/Boat		2%	2%
Bicycle		1%	0%
Train		1%	2%
Motorcycle		0%	1%
Traditional taxi cab		0%	1%

Other Transportation

Legend: Southwestern, U.S. Norm

	Southwestern	U.S. Norm
Plane	13%	9%
Rental car	11%	13%
Online Taxi Service	9%	14%
Camper, RV	9%	6%
Own car/truck	9%	7%
Ship/Boat	5%	5%
Taxi Cab	5%	9%
Bus	4%	8%
Bicycle	3%	6%
Motorcycle	3%	6%
Train	3%	7%

Question updated in 2019, data is for 2019 only

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Southwestern's Overnight Trip Characteristics

Method of Booking

- Southwestern
- U.S. Norm

Method	Southwestern	U.S. Norm
Online travel agencies	23%	18%
Hotel or resort	19%	29%
Airline/commercial carrier	18%	16%
Auto club/AAA	7%	9%
Travel company websites	7%	10%
Destination websites	5%	5%
Short term rental websites	5%	6%
Travel agent/company	2%	10%
Visitors' bureau/government tourism office	2%	3%
Voice activated search (e.g. Siri, Alexa)	1%	1%
Travel/ski show or exhibition	0%	2%

Accommodations

	Southwestern	U.S. Norm
Home of friends or relatives	34%	22%
Motel	20%	16%
Other hotel	20%	22%
Other	10%	5%
Campground / trailer park / RV park	9%	4%
Resort hotel	5%	23%
Own condo / apartment / cabin / second home	4%	3%

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Southwestern's Overnight Trip Characteristics

	Devices Used for Planning		Devices Used During Trip	
	Southwestern	U.S. Norm	Southwestern	U.S. Norm
Used any device	83%	84%	82%	79%
Laptop	37%	39%	28%	26%
Desktop/Home computer	35%	38%	0%	0%
Smartphone	30%	30%	69%	63%
Tablet	10%	14%	23%	22%

Southwestern's Overnight Trip Characteristics

Online Social Media Use by Travelers

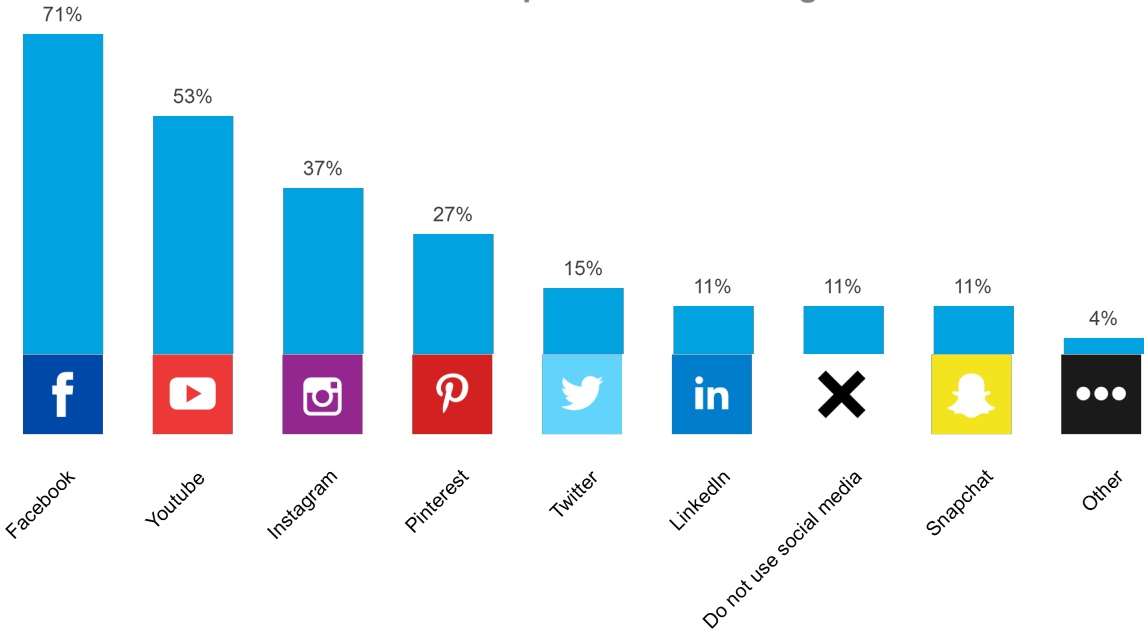|	Southwestern	U.S. Norm
Used any social media	56%	55%
Shared travel stories/photos/videos on social media	29%	24%
Read online travel reviews that influenced my travel decisions	25%	22%
Saw a video or photo on social media that inspired me to visit	18%	14%
Clicked through on a travel advertisement seen on social media	12%	13%
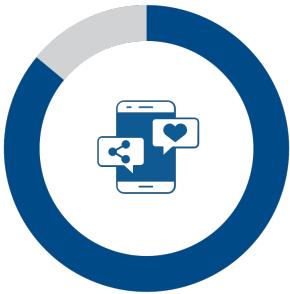
Of those who followed an Influencer

86%

noticed them posting travel-related content

Social media platforms used in general

- Facebook 71%
- Youtube 53%
- Instagram 37%
- Pinterest 27%
- Twitter 15%
- LinkedIn 11%
- Do not use social media 11%
- Snapchat 11%
- Other 4%

Question updated in 2019, data is for 2019 only

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Southwestern: During Trip

% Very Satisfied with Trip

👍	Overall trip experience	78%
🤝	Friendliness of people	70%
🛡️	Safety and Security	65%
🏢	Quality of accommodations	63%
🧹	Cleanliness	63%
🍴	Quality of food	62%
💵	Value for money	52%
🧭	Sightseeing and attractions	51%
🥁	Music/nightlife/entertainment	34%

Past Visitation to Southwestern

- Ever: 81%
- Past 12 Months: 64%

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Demographic Profile of Overnight Southwestern Visitors

Gender

Female **57%**

U.S. Norm **50%**

Male **43%**

U.S. Norm **50%**

Age

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

Southwestern

| 13% | 13% | 17% | 16% | 18% | 23% |

U.S. Norm

| 10% | 20% | 18% | 18% | 16% | 18% |

Marital Status

■ Southwestern ■ U.S. Norm

Married / with partner
- Southwestern: 64%
- U.S. Norm: 60%

Single / never married
- Southwestern: 20%
- U.S. Norm: 25%

Divorced / widowed / separated
- Southwestern: 17%
- U.S. Norm: 15%

0% 10% 20% 30% 40% 50% 60%

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Demographic Profile of Overnight Southwestern Visitors

Education

Southwestern ■ U.S. Norm ■

Category	Southwestern	U.S. Norm
Post-Graduate	17%	22%
College Graduate	41%	41%
Some college	29%	21%
High school or less	11%	15%
Other	2%	1%

Employment

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

Southwestern
- 43% Full time / self-employed
- 9% Part time
- 48% Not employed / retired / other

U.S. Norm
- 54% Full time / self-employed
- 9% Part time
- 37% Not employed / retired / other

Household Income

	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
Southwestern	45%	22%	12%	15%	6%
U.S. Norm	39%	21%	15%	17%	8%

Race

White ■ African-American ■ Other ■

Southwestern
- 90% White
- 2% African-American
- 8% Other

U.S. Norm
- 82% White
- 9% African-American
- 10% Other

Hispanic Background

Southwestern ■ U.S. Norm ■

	Southwestern	U.S. Norm
Yes	6%	9%
No	94%	91%

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Demographic Profile of Overnight Southwestern Visitors

Household Size

1 member	2 members	3 members	4 members	5+ members
18%	44%	14%	14%	10%

U.S. Norm

23%	35%	17%	14%	10%

Children in Household

Southwestern

■	No children under 18	**63%**
■	Any 13-17	**18%**
■	Any 6-12	**19%**
■	Any child under 6	**13%**

U.S. Norm

■	No children under 18	**58%**
■	Any 13-17	**19%**
■	Any 6-12	**22%**
■	Any child under 6	**16%**

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