Longwoods INTERNATIONAL

Travel USA®

Day Visitation Idaho State & Regions Profile Report

2025



Who We Are

About Longwoods International



Established in 1978 as a market research consultancy

Headquartered in Columbus, OH, and Toronto, ON

Working with over 150 destinations and brands

Specializing in tourism market research since 1985

Longwoods INTERNATIONAL

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Travel USA®

Day Visitation Idaho Profile Report

2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Idaho's base size for day trips in 2025:

799

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

See Reference Guide for additional information on weighted base calculation.

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Pre-Trip

Traveler Profiles & Origins



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State & DMA of Origin

Top Traveler Markets for Idaho

	2025
Idaho	41%
Washington	12%
California	6%
Utah	6%
New York	5%



	2025
Boise, ID	20%
Spokane, ID/WA	15%
Idaho Falls-Pocatello, ID	8%
Salt Lake City, ID/UT	6%
New York, NY	5%

DMA of Origin is determined using the zip code entered by the respondent.

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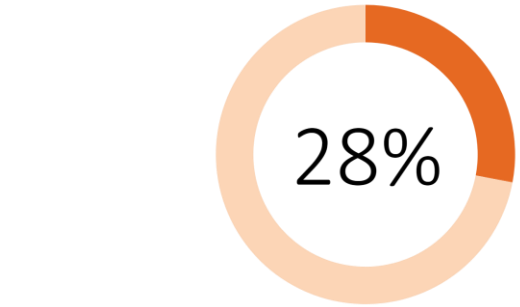
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

24%



Travel Parties with Pets



Travel Parties with Children

34%

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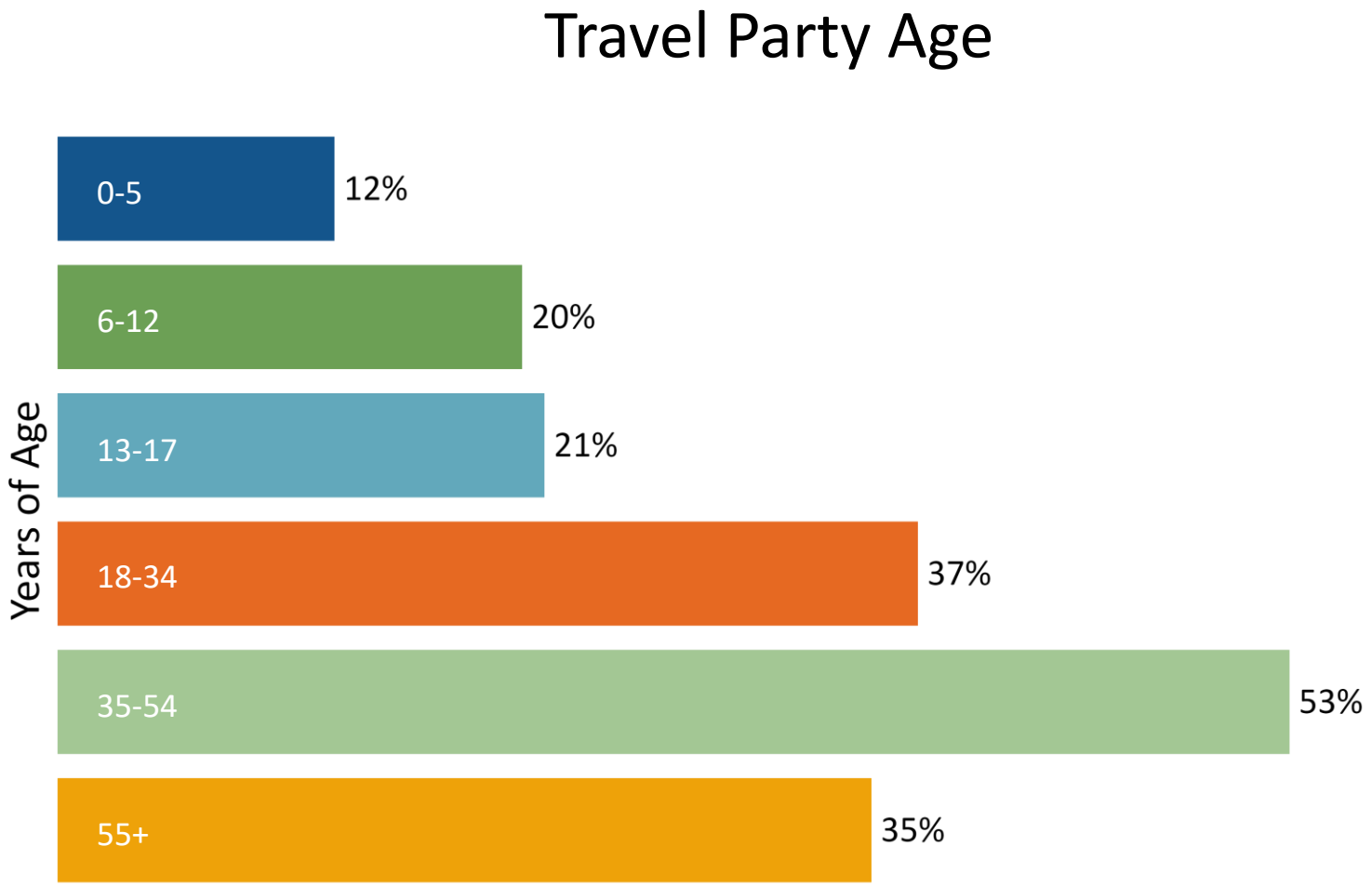
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.8





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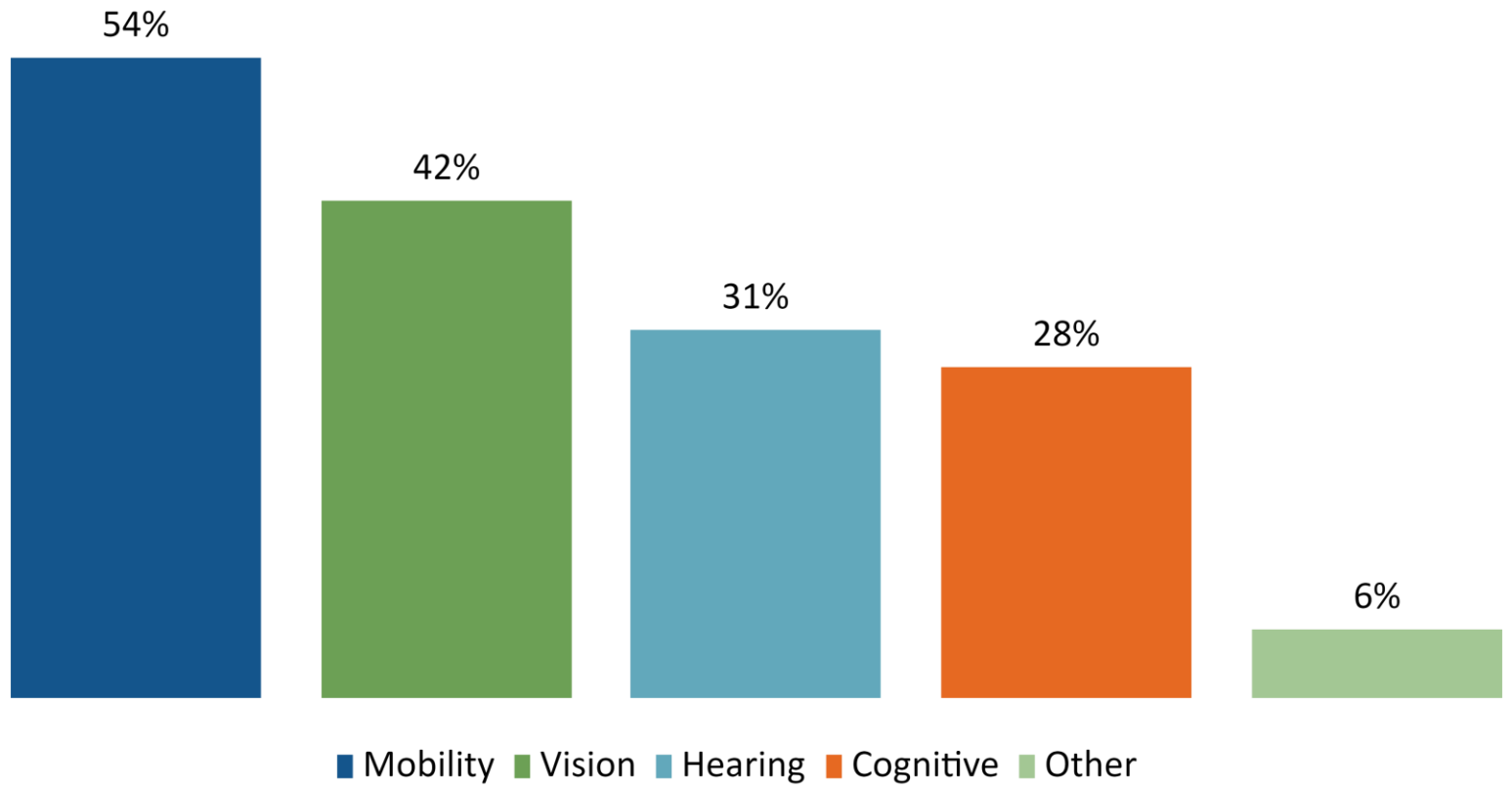
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

26%

+10.8% vs U.S. Norm



See Reference Guide for disability definitions.

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Pre-Trip

Traveler Motivators & Segmentation



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Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

30% Visiting friends / relatives

-5.5% vs U.S. Norm

15% Outdoors

+6.9% vs U.S. Norm

13% Touring

+2.0% vs U.S. Norm

8% City trip

-2.0% vs U.S. Norm

8% Special event

-1.5% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

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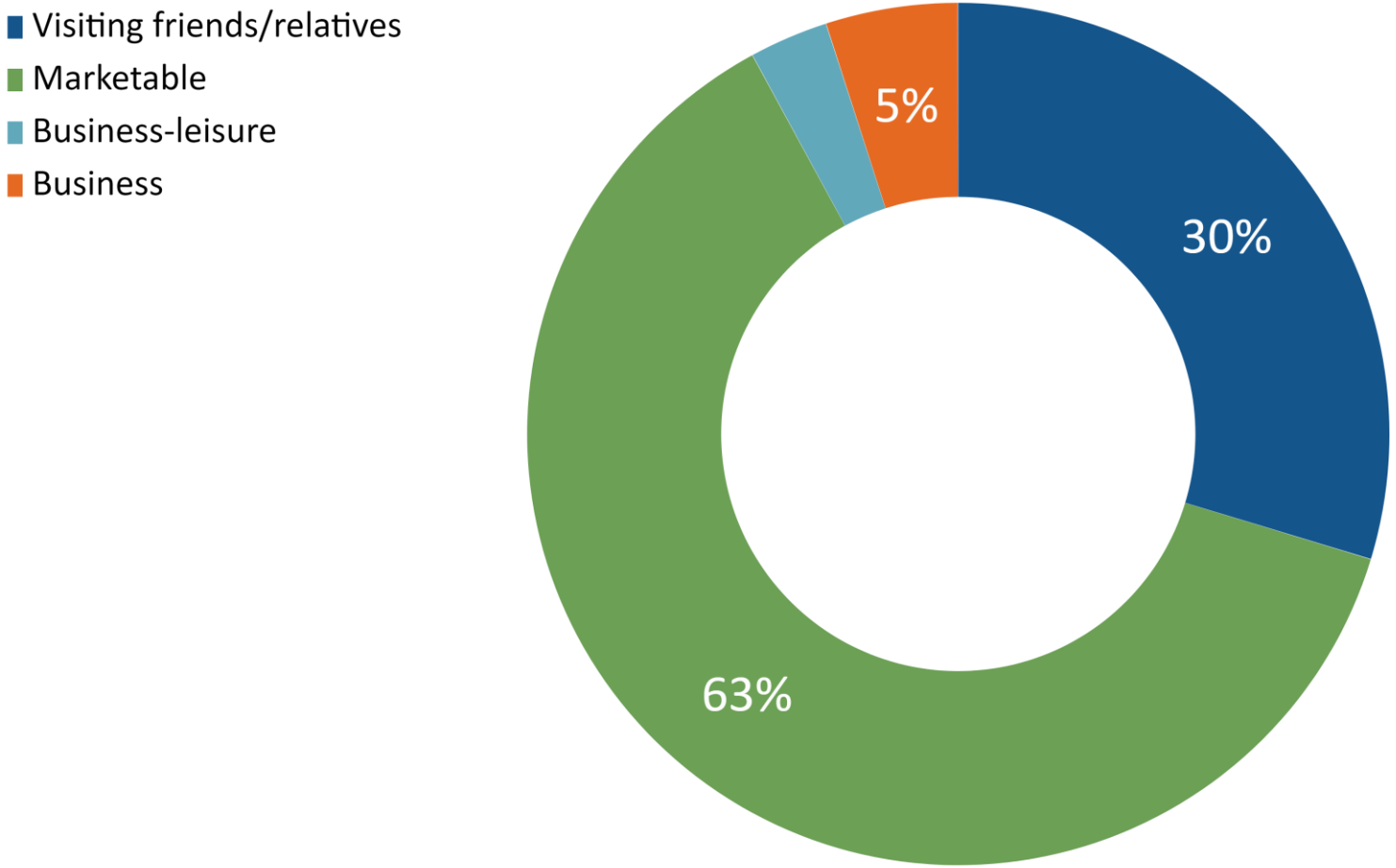
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



89%

Visited Friends/Relatives Who Live in Idaho

11%

Met Friends/Relatives in Idaho Who Live Elsewhere

See Reference Guide for market segment definitions.

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Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

27%	Budget friendly traveler: prioritizing affordability and value for money
16%	Family traveler: prioritizing activities and accommodations suitable for children
15%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
9%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
7%	Business traveler: traveling for work purposes, prioritizing convenience connectivity
7%	Luxury traveler: seeking high-end experiences and personalized services

See Reference Guide for a full list of traveler personas.

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During Trip

Destination Activities



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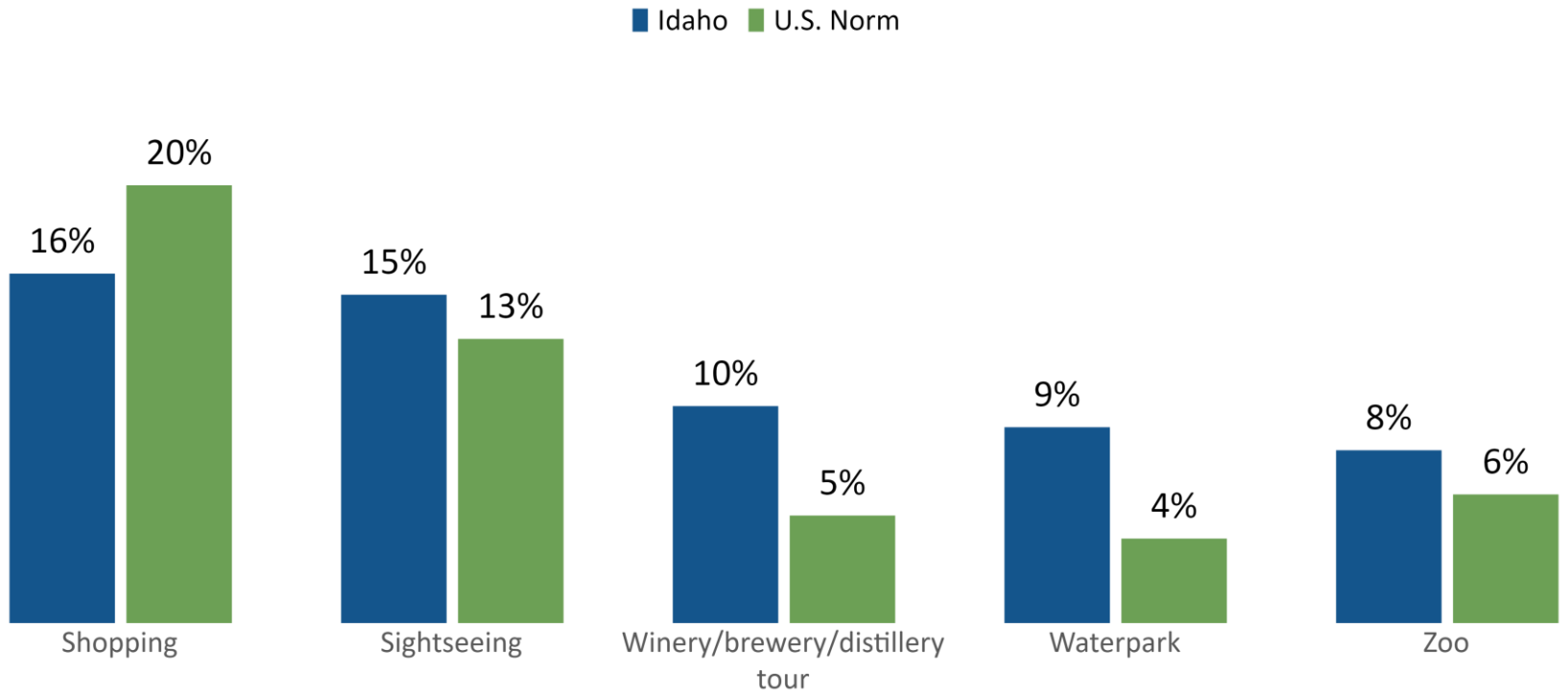
Entertainment Activities

Top Entertainment Activities for Idaho Travelers

47%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





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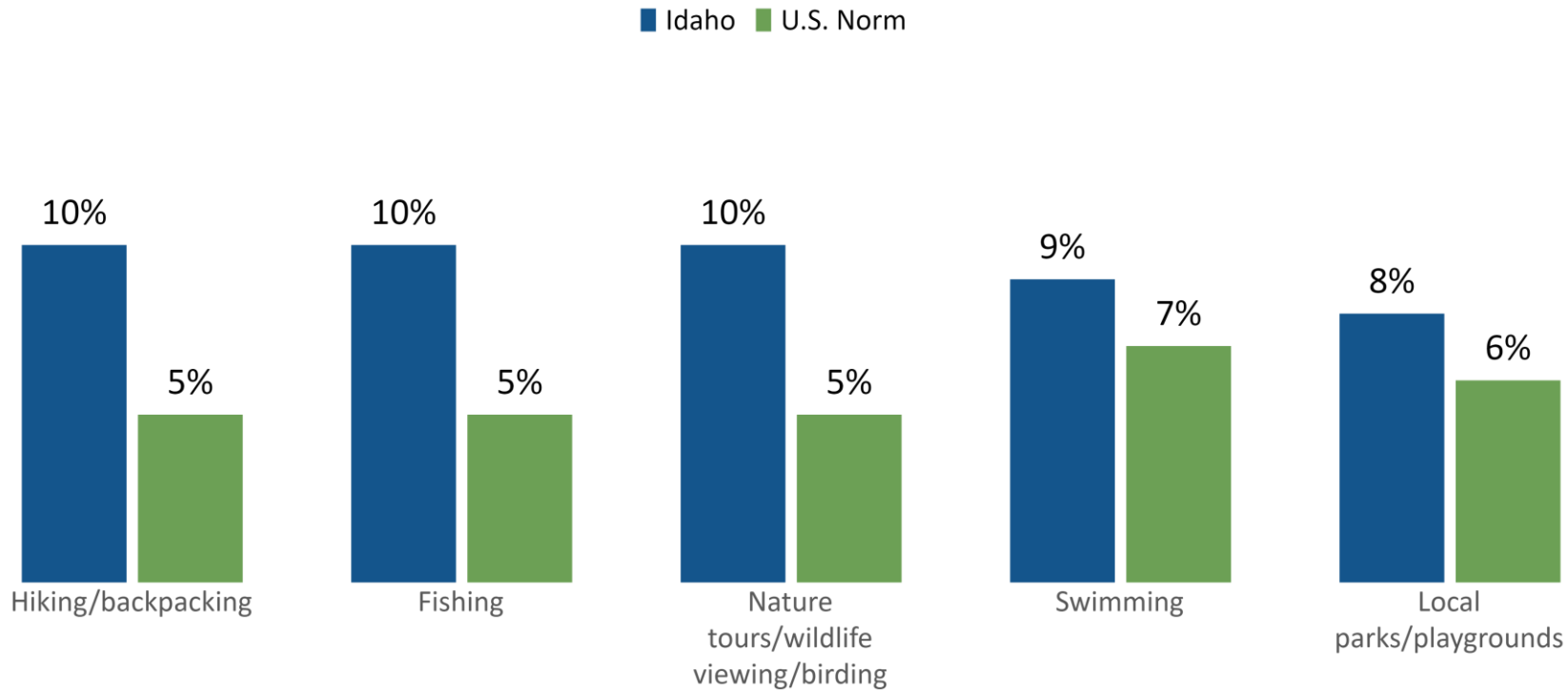
Recreational Activities

Top Recreational Activities for Idaho Travelers

47%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





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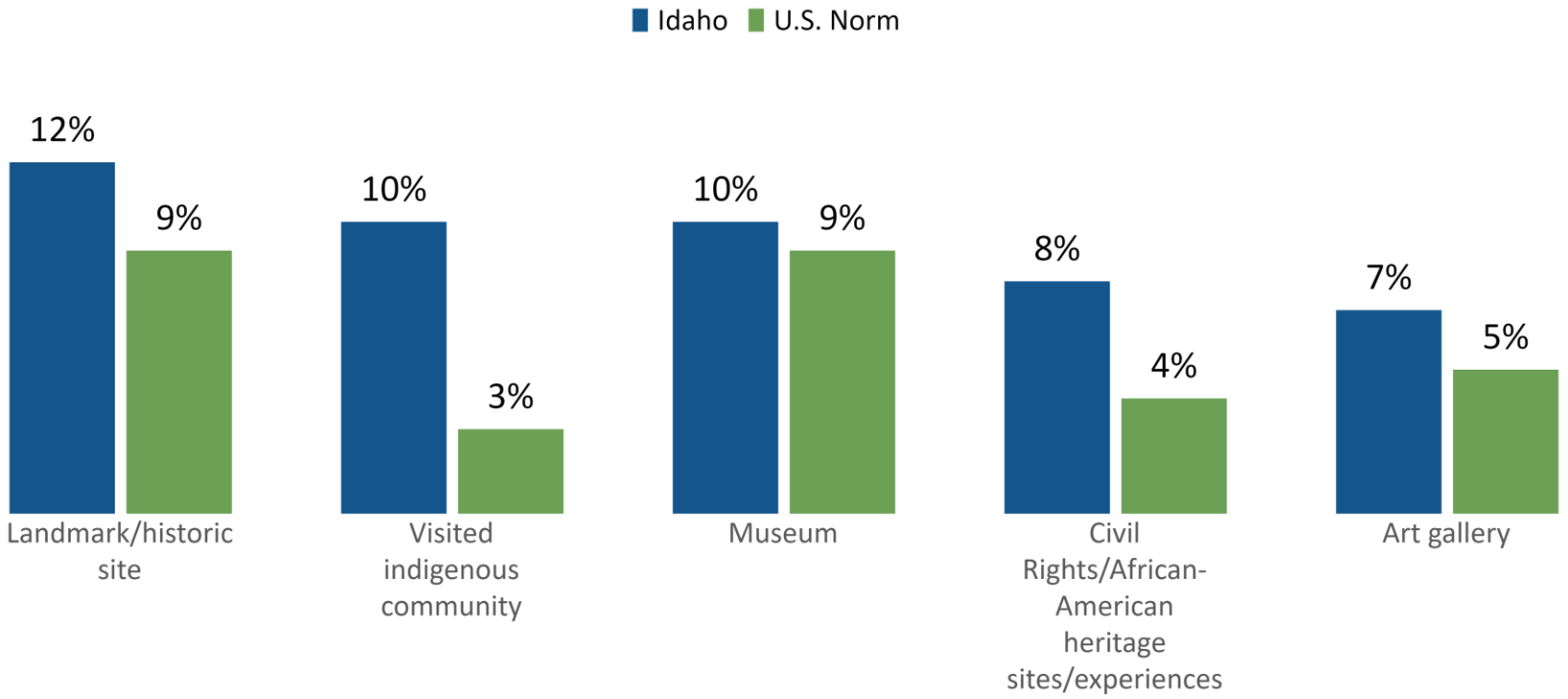
Cultural Activities

Top Cultural Activities for Idaho Travelers

31%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





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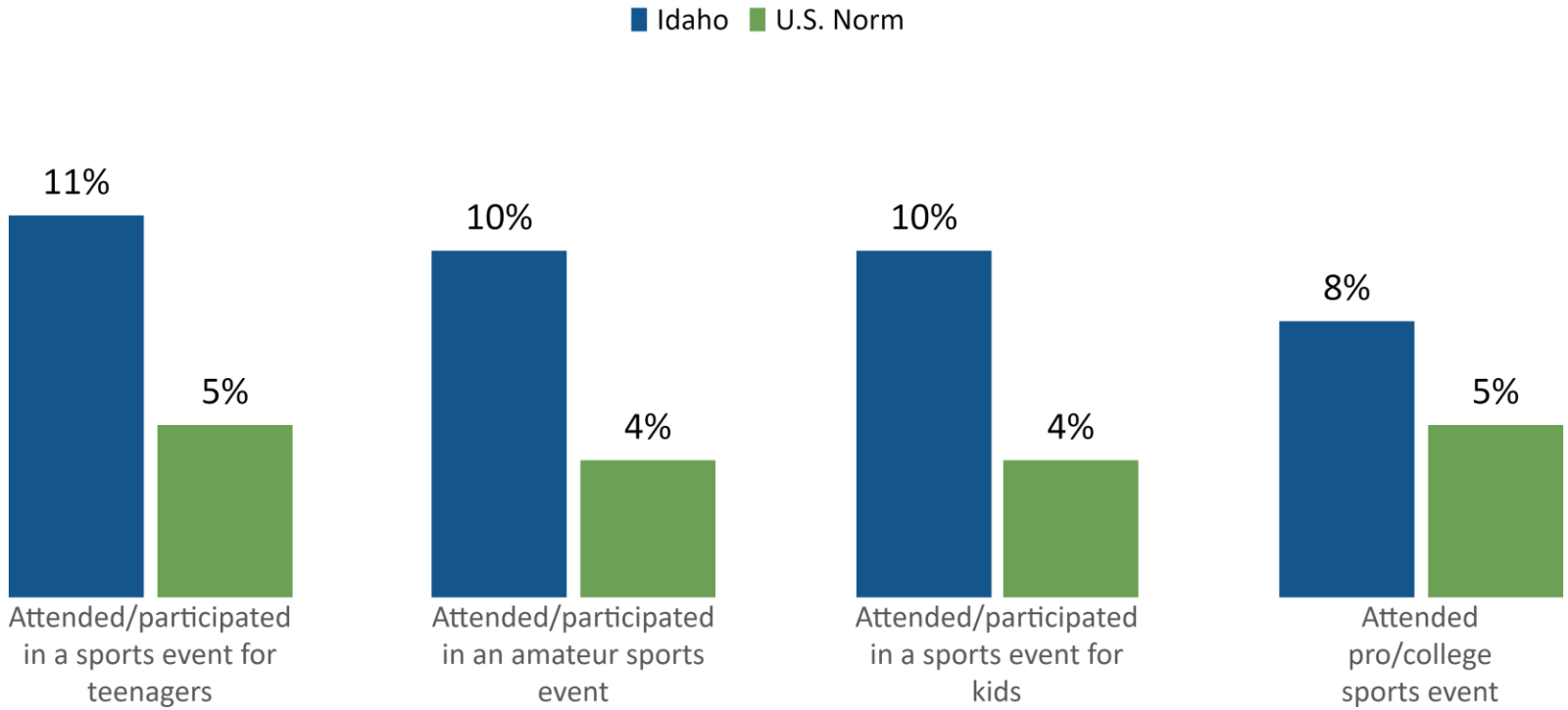
Sporting Events

Top Sporting Events for Idaho Travelers

26%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





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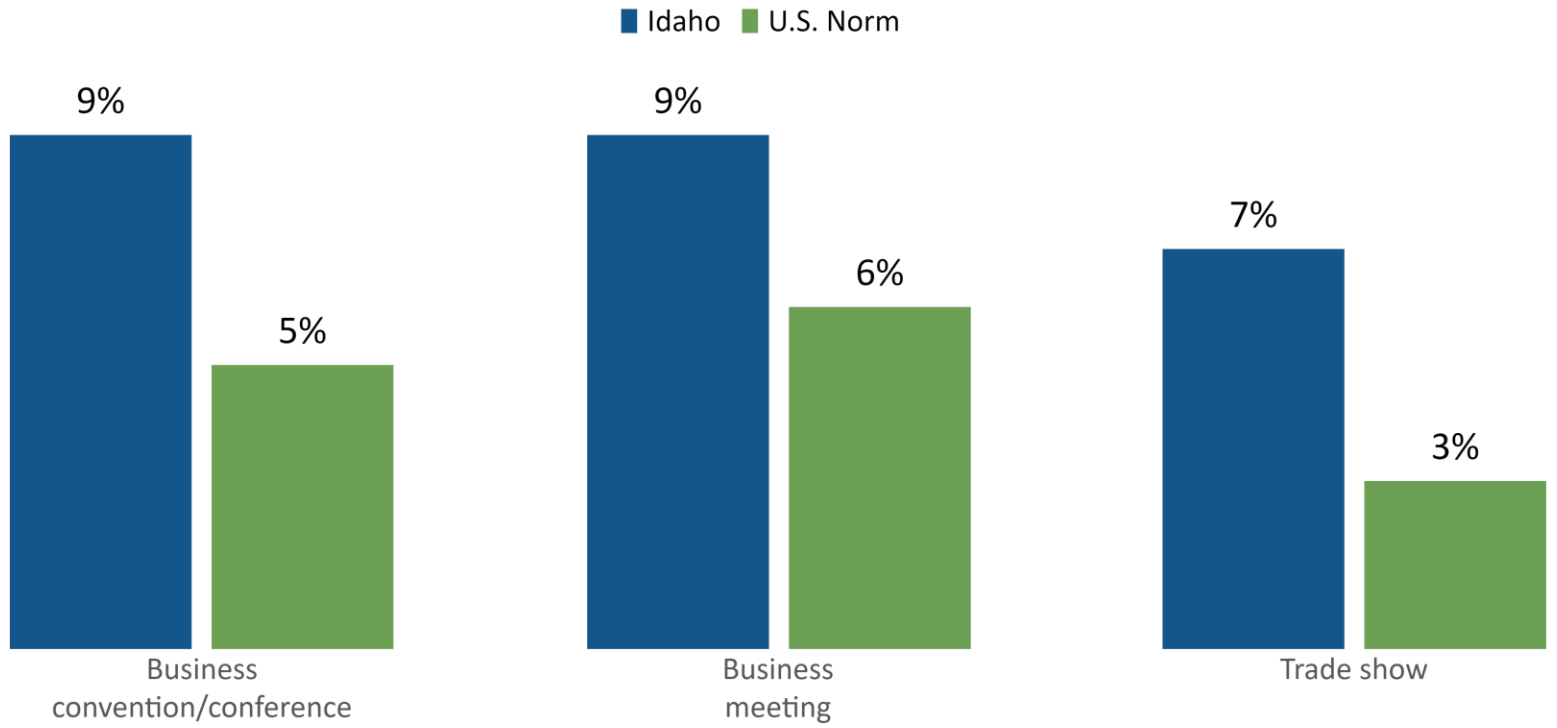
Business Activities

Top Business Activities for Idaho Travelers

19%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





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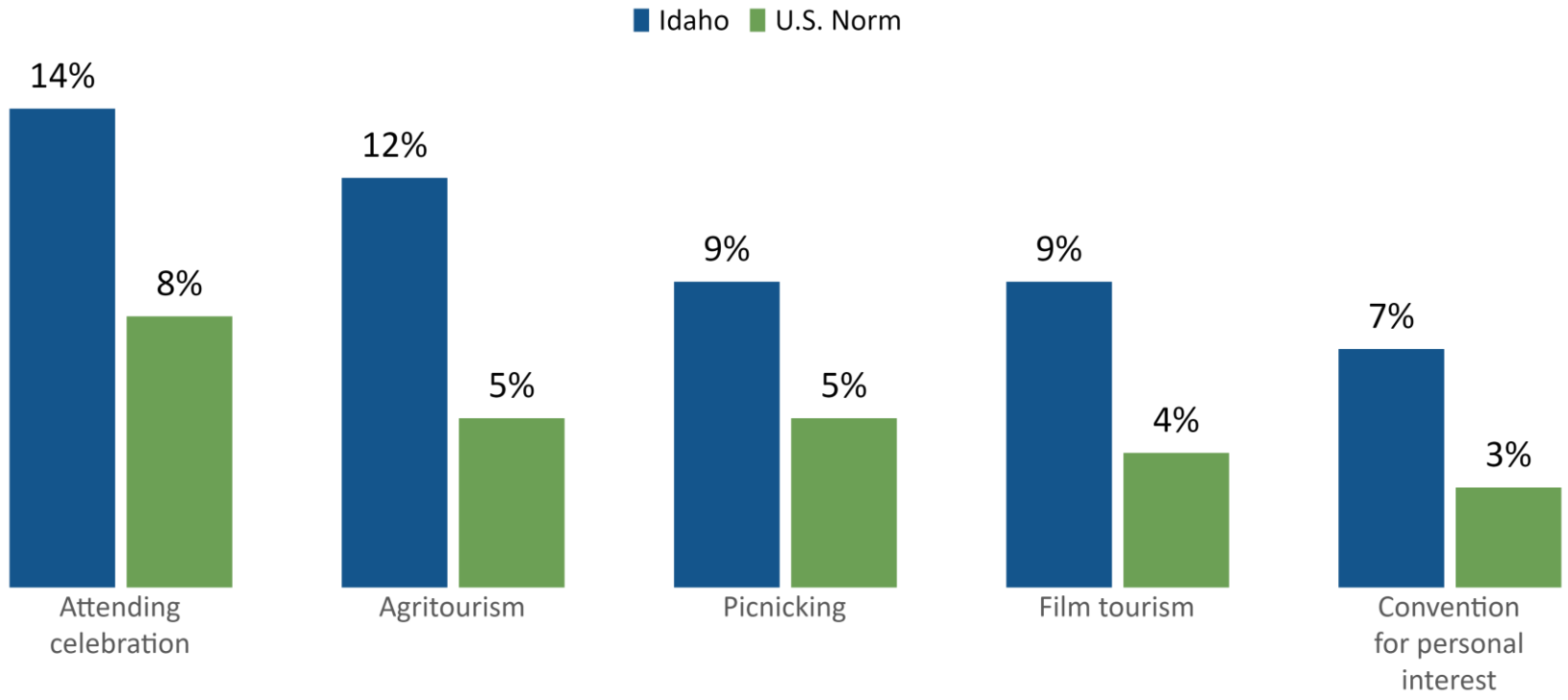
Other Activities

Top Other Activities for Idaho Travelers

41%

Participated in Other Activities During Their Trip

U.S. Norm: 30%





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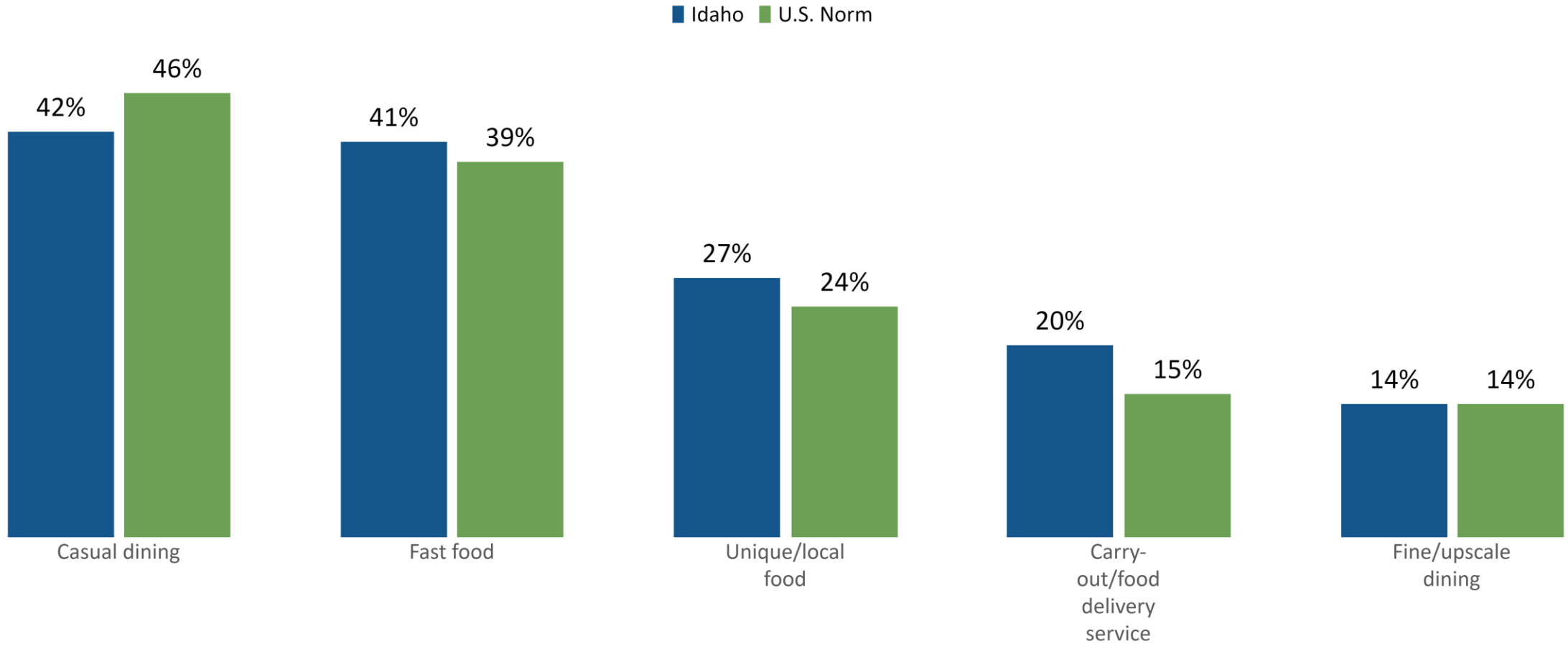
Dining

Top Dining Categories for Idaho Travelers



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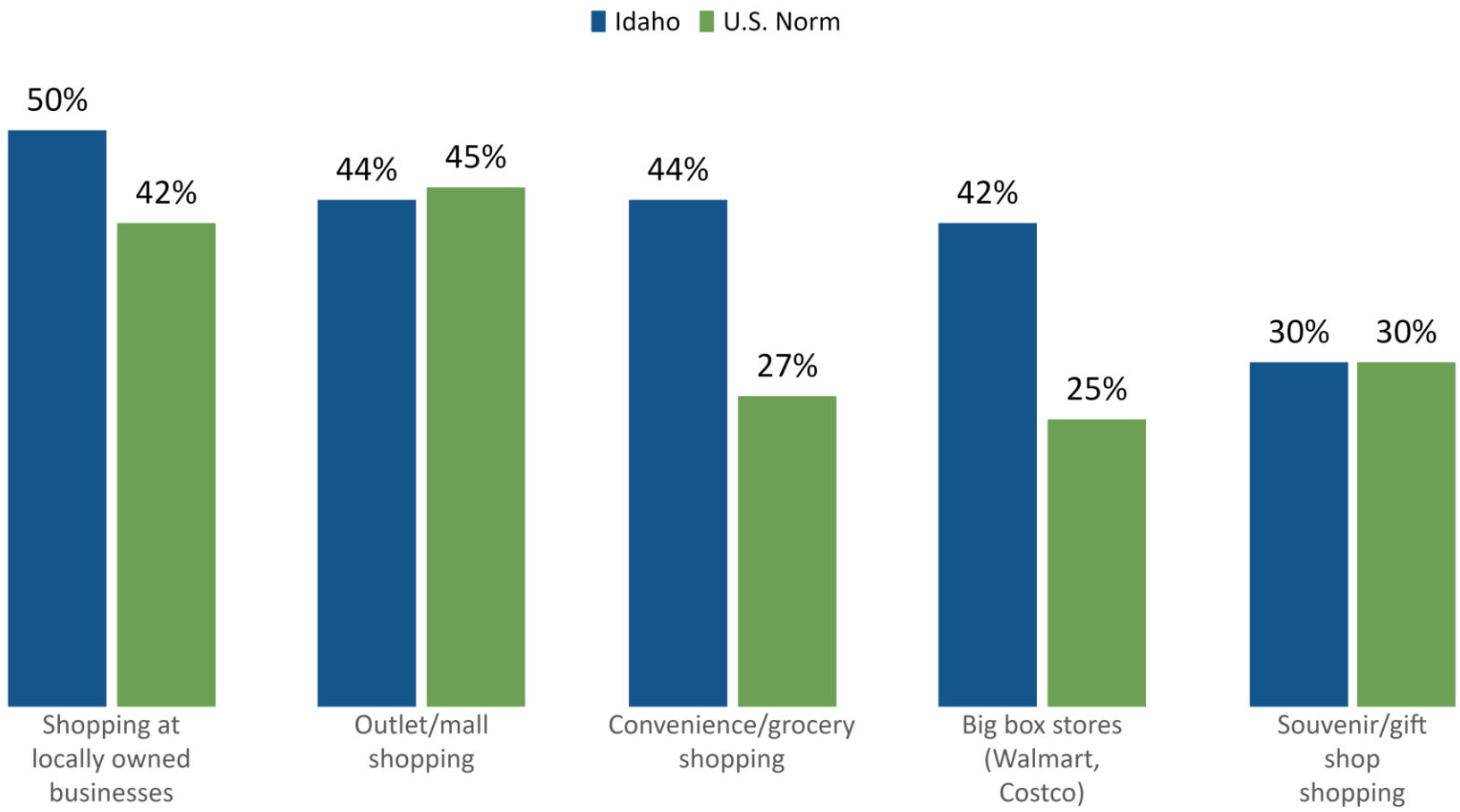
Shopping

Top Shopping Categories for Idaho Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Idaho.

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Post-Trip

Traveler Satisfaction & Retention

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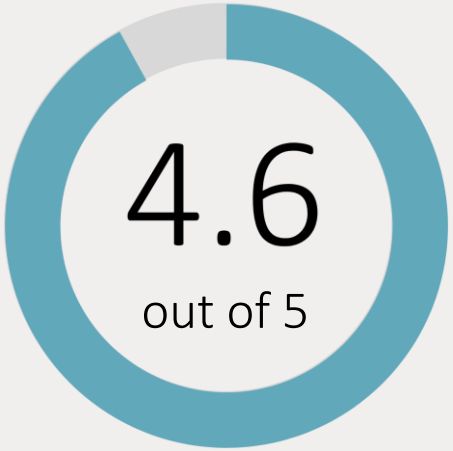
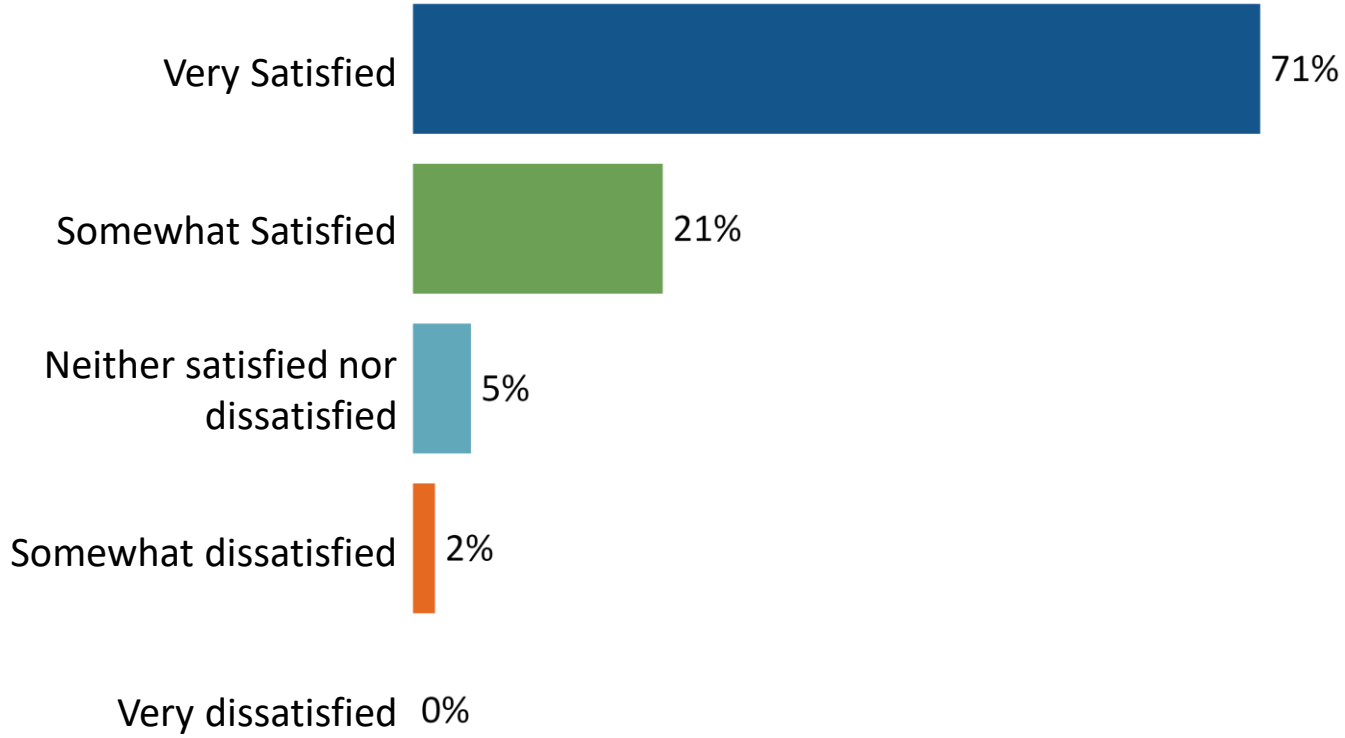
Satisfaction with Overall Trip

How Day Visitors Rated Their Idaho Experience

Average Satisfaction Rating





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Respondent Demographics



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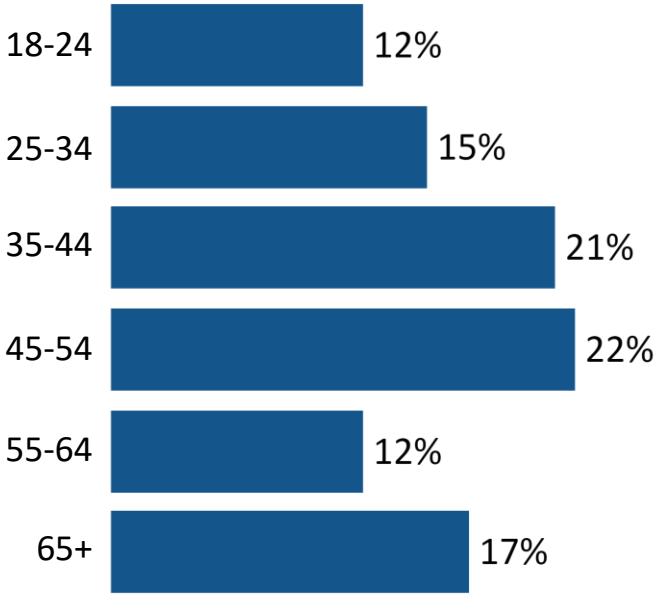
Age, Gender, & Household Income

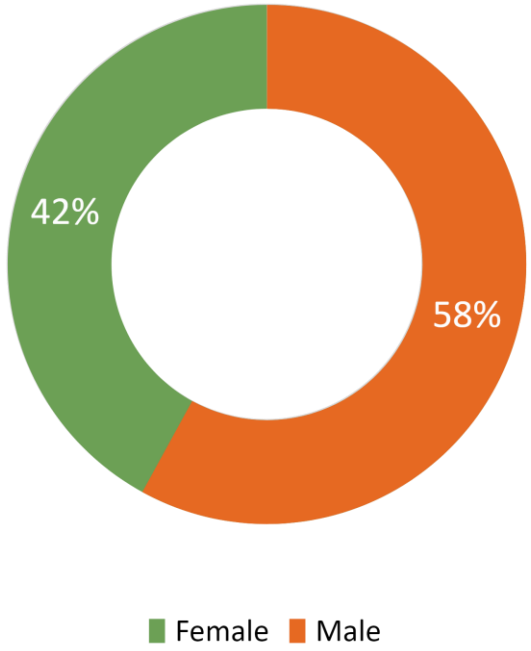
Respondent Demographics for Idaho

Age

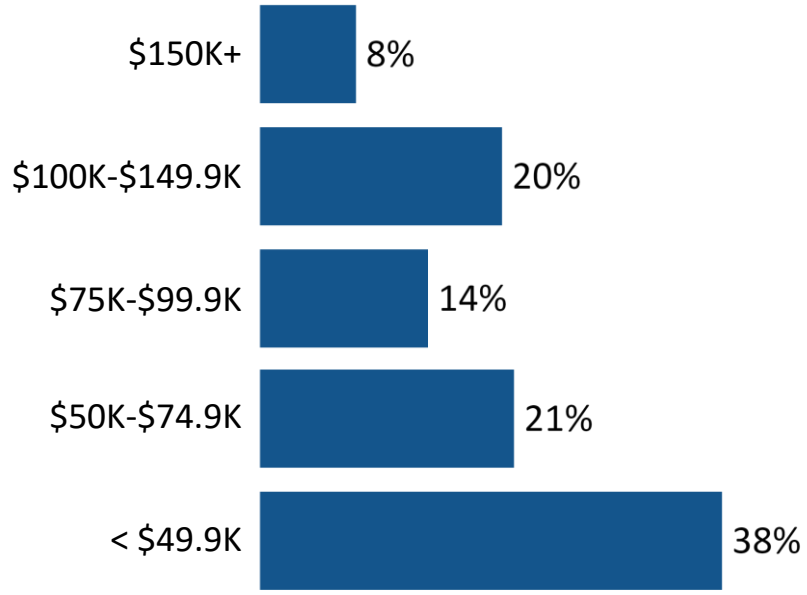


Average Age: 45.9

Gender



Household Income



Average Income: $76.8K

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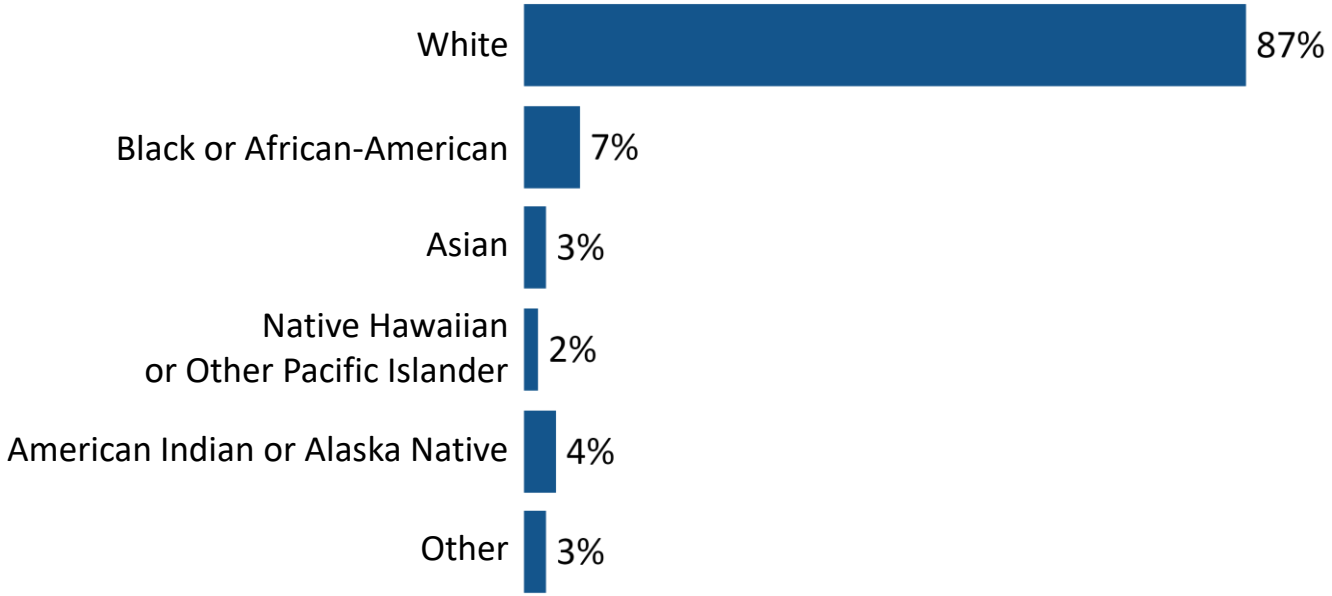
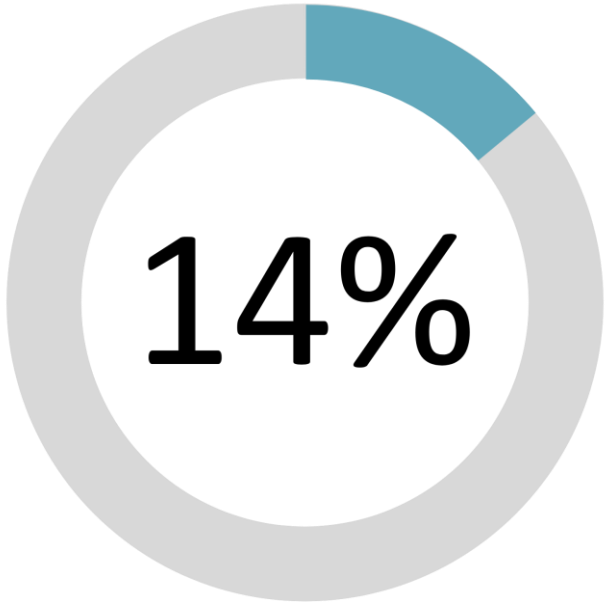
Race & Hispanic Background

Respondent Demographics for Idaho

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

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Additional Demographics

Respondent Demographics for Idaho

Employment

60% full-time / self-employed

10% part-time

30% retired / not employed / other

Marital Status

60% married / living with a partner

23% single / never married

17% divorced / widowed / separated

Military Status*

74% never served in the military

12% veteran

11% currently on active duty

7% on active duty for training

Education

24% high school diploma or less / other

19% attended some college

33% associate's or bachelor's degree

25% graduate or professional degree

Sexual Orientation

90% straight

2% gay / lesbian

5% bisexual

3% other / not sure

Household Size

22% 1 member

28% 2 members

14% 3 members

22% 4 members

14% 5+ members

** Multi-select to include status for all household members*

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Travel USA®

Idaho Regional Map

2025



Idaho Regions



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Travel USA®

Day Visitation Northern Region Profile Report

2024/2025



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Northern's base size for day trips in 2024/2025:

301

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



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State & DMA of Origin

Top Traveler Markets for Northern

	2024/2025
Washington	36%
Idaho	24%
California	7%
New York	6%
Montana	3%



	2024/2025
Spokane, ID/WA	48%
New York, NY	7%
Los Angeles, CA	5%
Seattle-Tacoma, WA	4%
Boise, ID	3%

DMA of Origin is determined using the zip code entered by the respondent.

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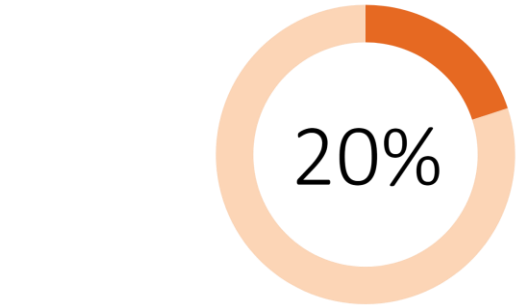
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

27%



Travel Parties with Pets



Travel Parties with Children

36%

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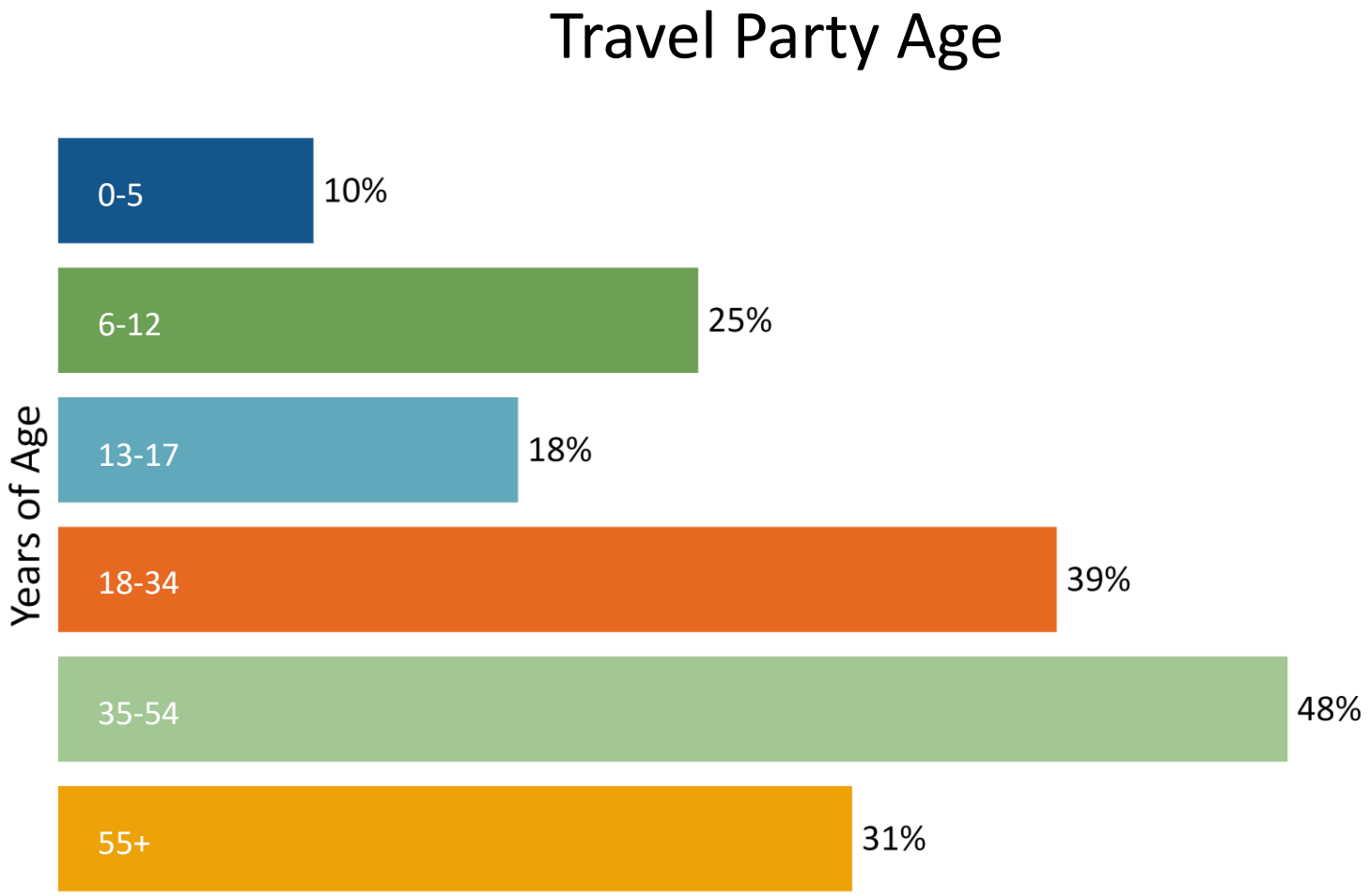
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.7





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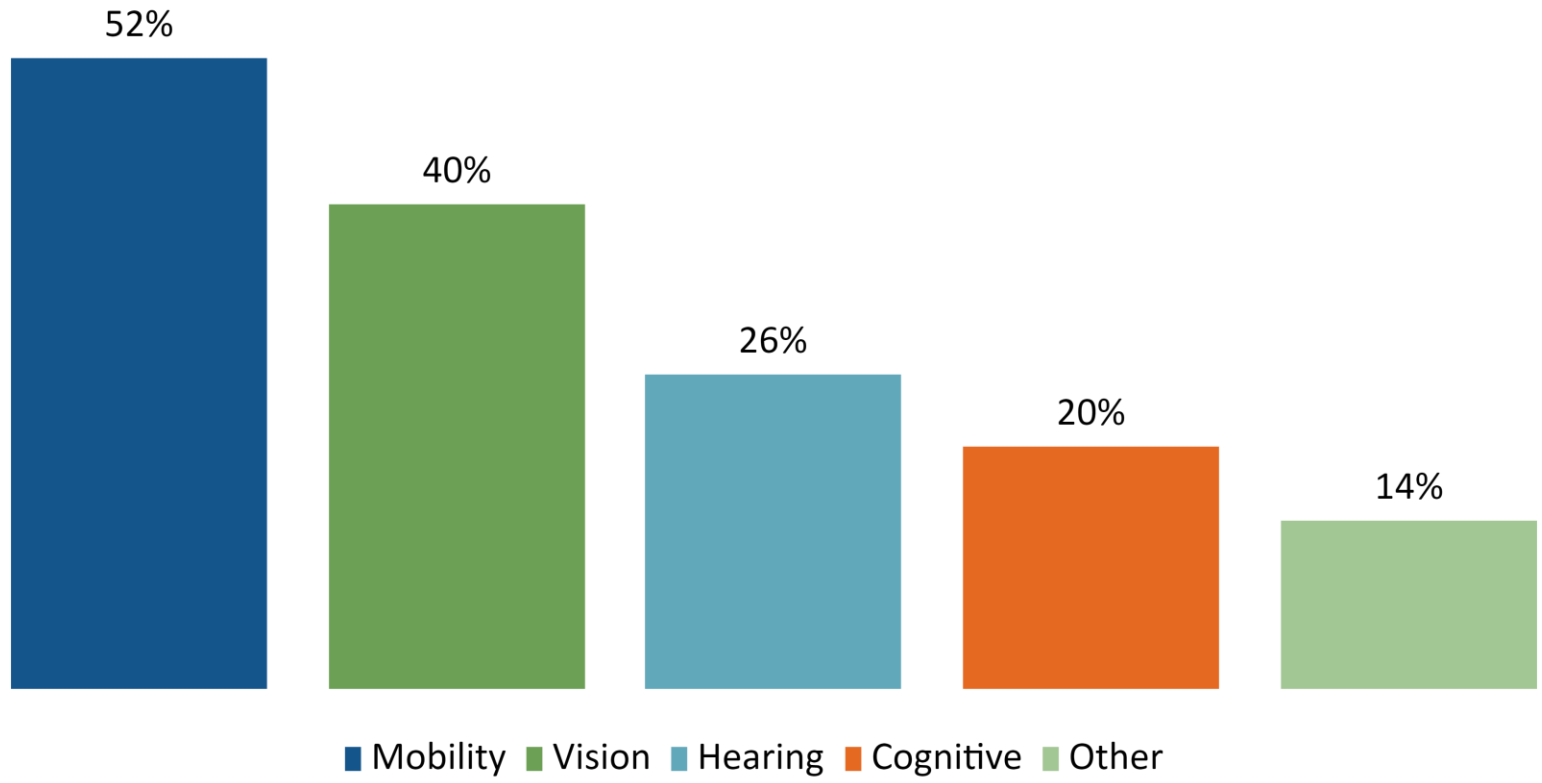
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

25%

+9.6% vs U.S. Norm



See Reference Guide for disability definitions.

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Pre-Trip

Traveler Motivators & Segmentation



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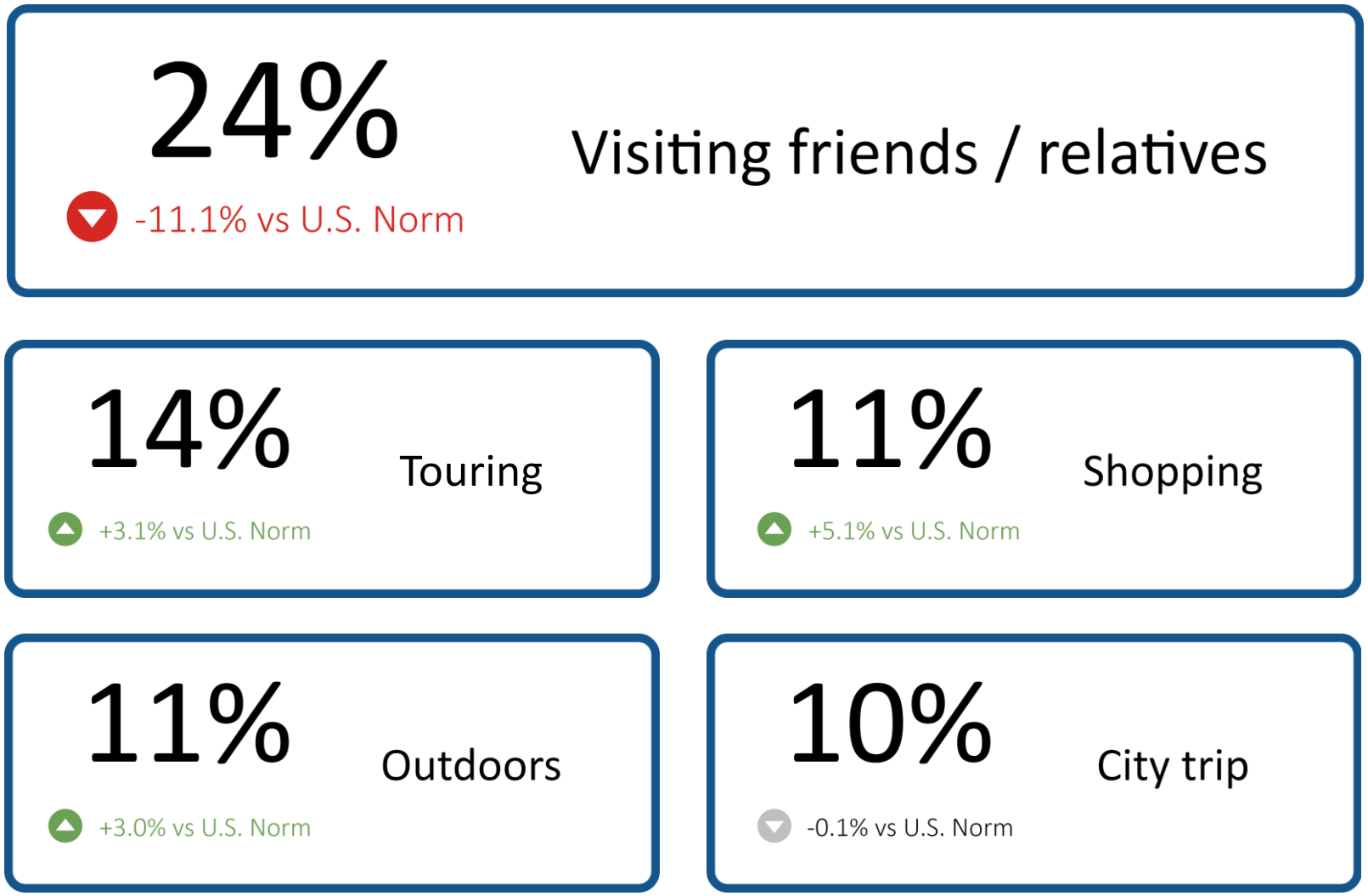
Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip



See Reference Guide for a full list of main purpose of trip categories & definitions.

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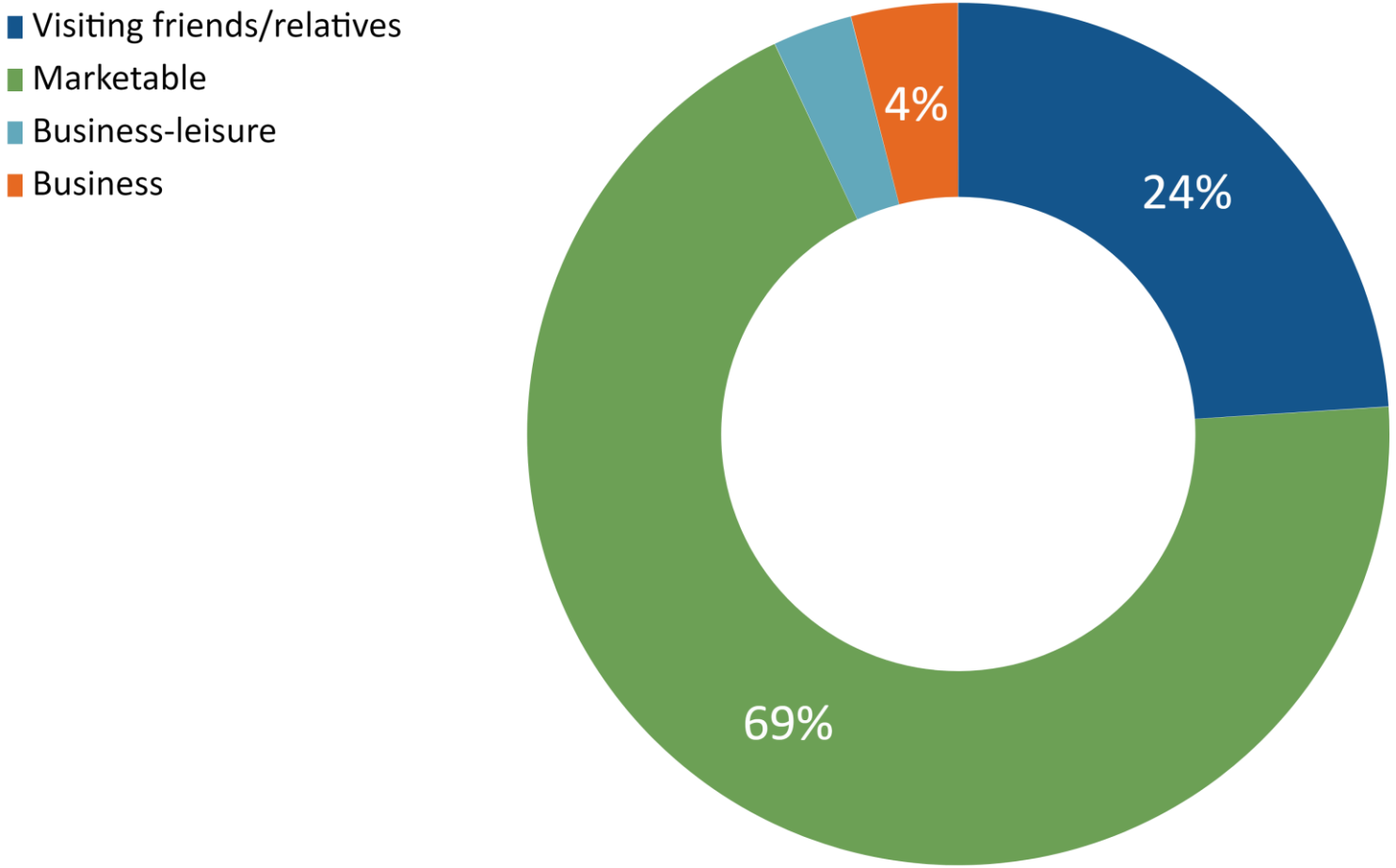
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



87%

Visited Friends/Relatives Who Live in Northern

13%

Met Friends/Relatives in Northern Who Live Elsewhere

See Reference Guide for market segment definitions.

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Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

28%	Budget friendly traveler: prioritizing affordability and value for money
14%	Family traveler: prioritizing activities and accommodations suitable for children
12%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
11%	Business traveler: traveling for work purposes, prioritizing convenience connectivity
8%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
6%	Luxury traveler: seeking high-end experiences and personalized services

See Reference Guide for a full list of traveler personas.

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During Trip

Destination Activities



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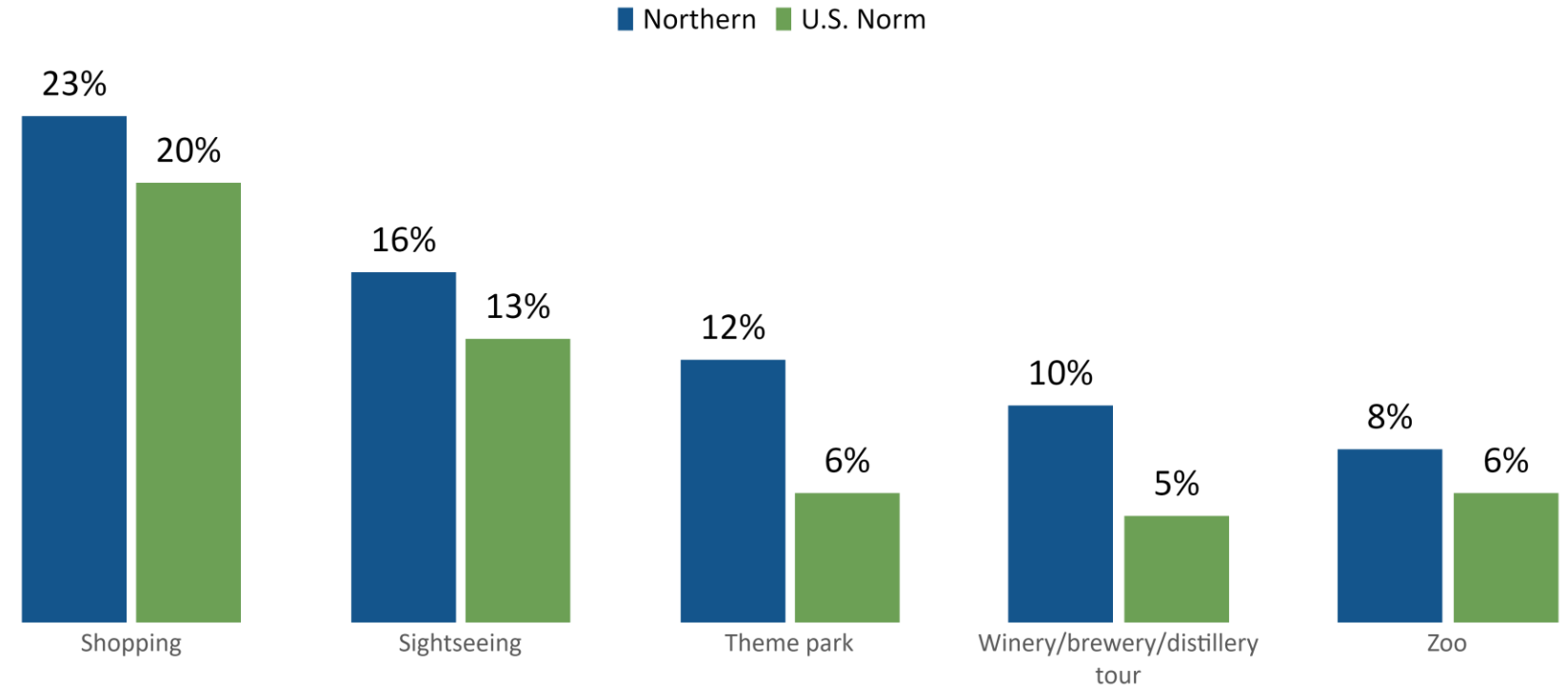
Entertainment Activities

Top Entertainment Activities for Northern Travelers

59%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





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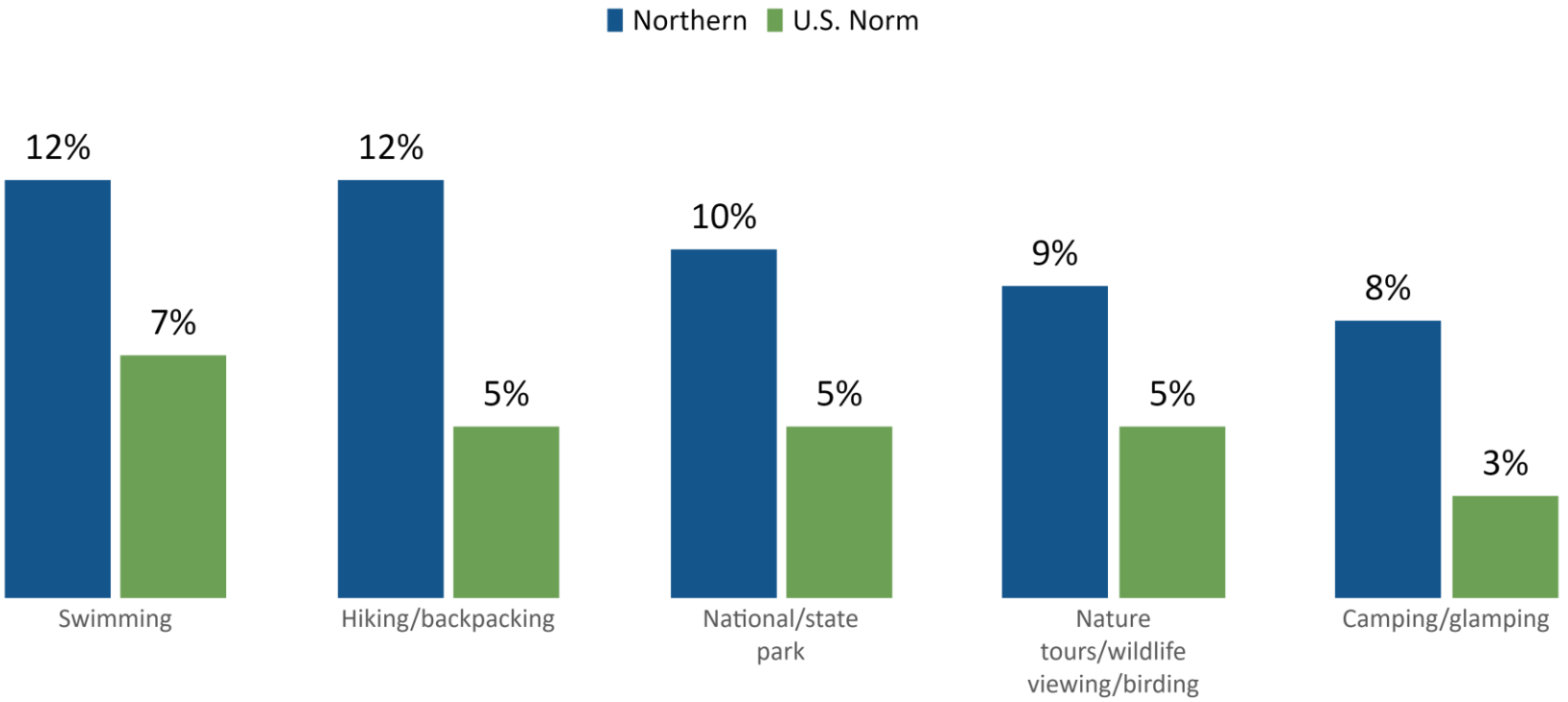
Recreational Activities

Top Recreational Activities for Northern Travelers

50%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





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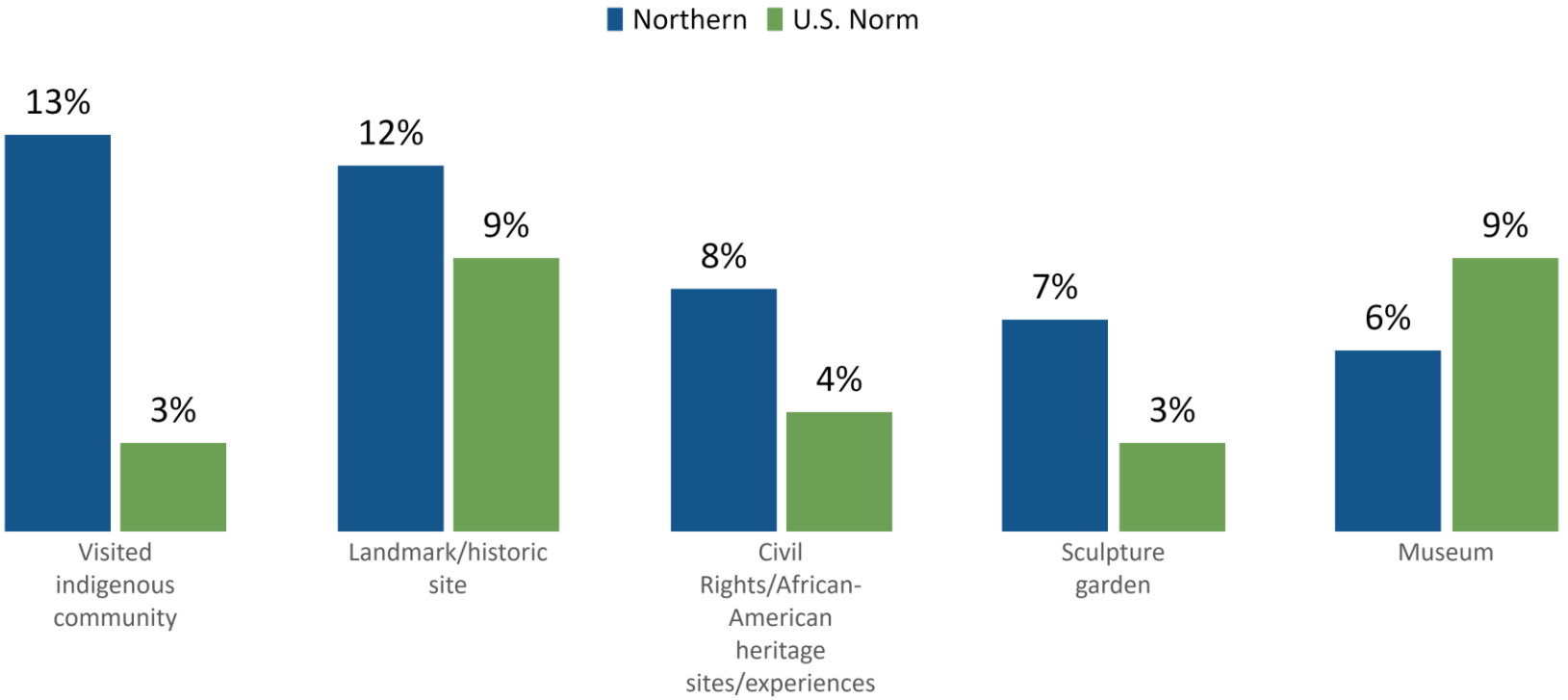
Cultural Activities

Top Cultural Activities for Northern Travelers

32%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





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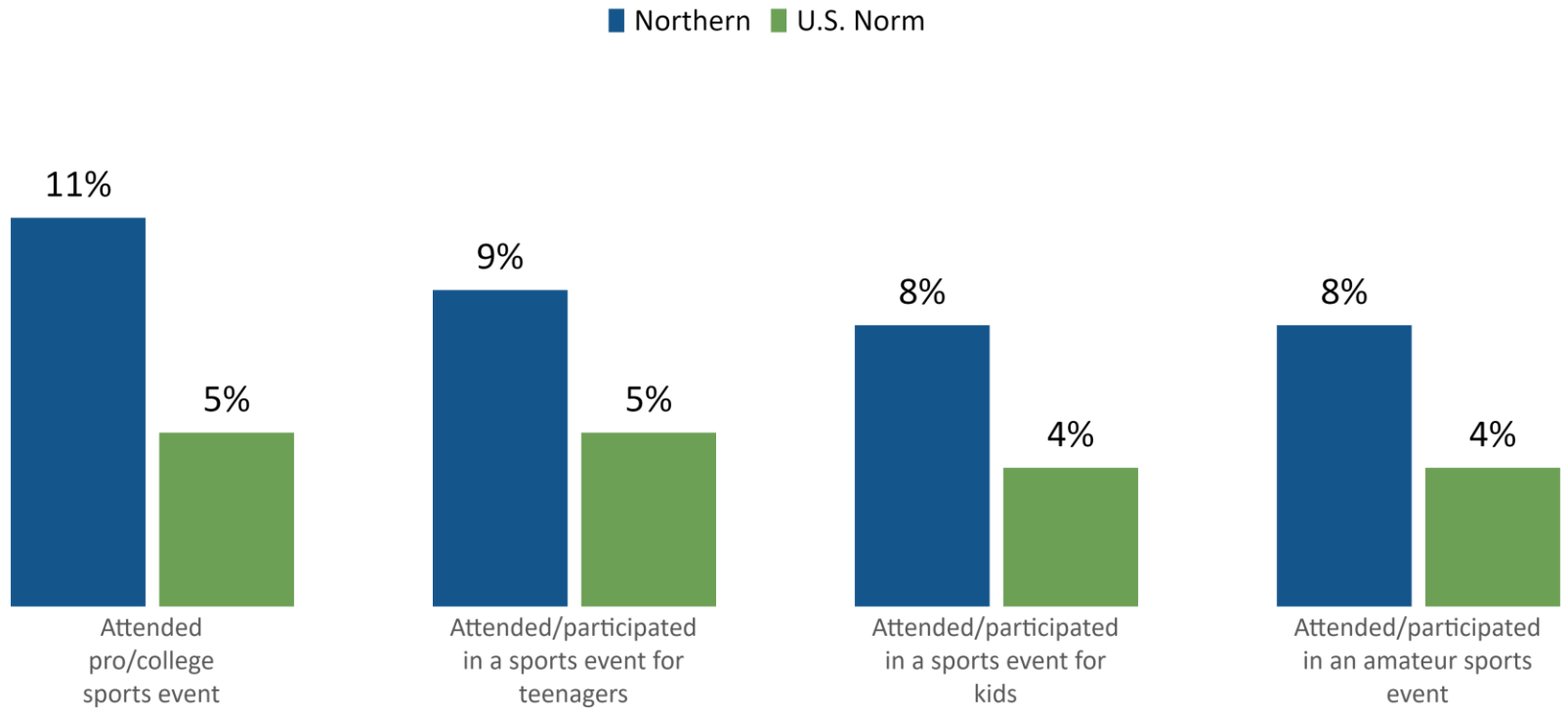
Sporting Events

Top Sporting Events for Northern Travelers

24%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





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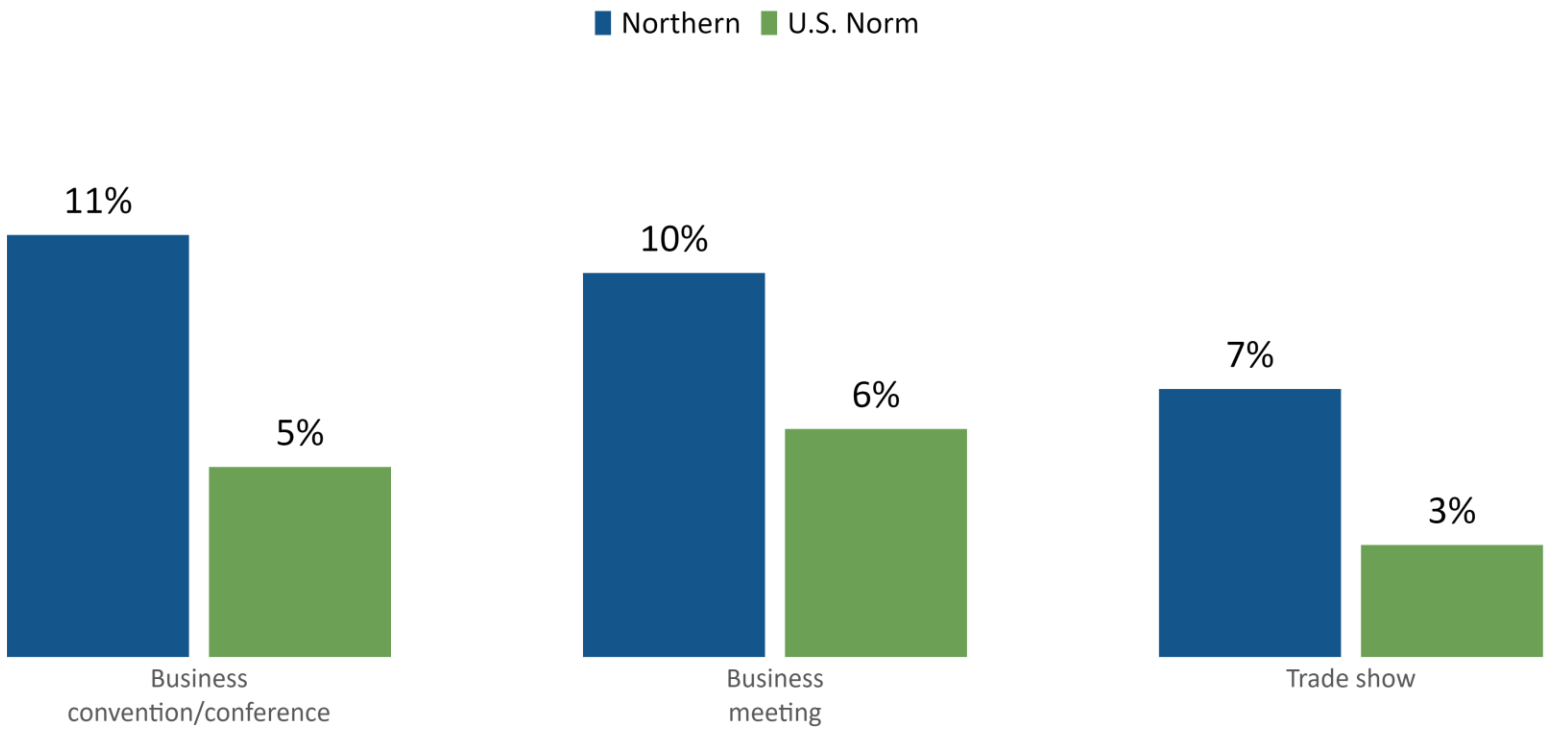
Business Activities

Top Business Activities for Northern Travelers

23%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





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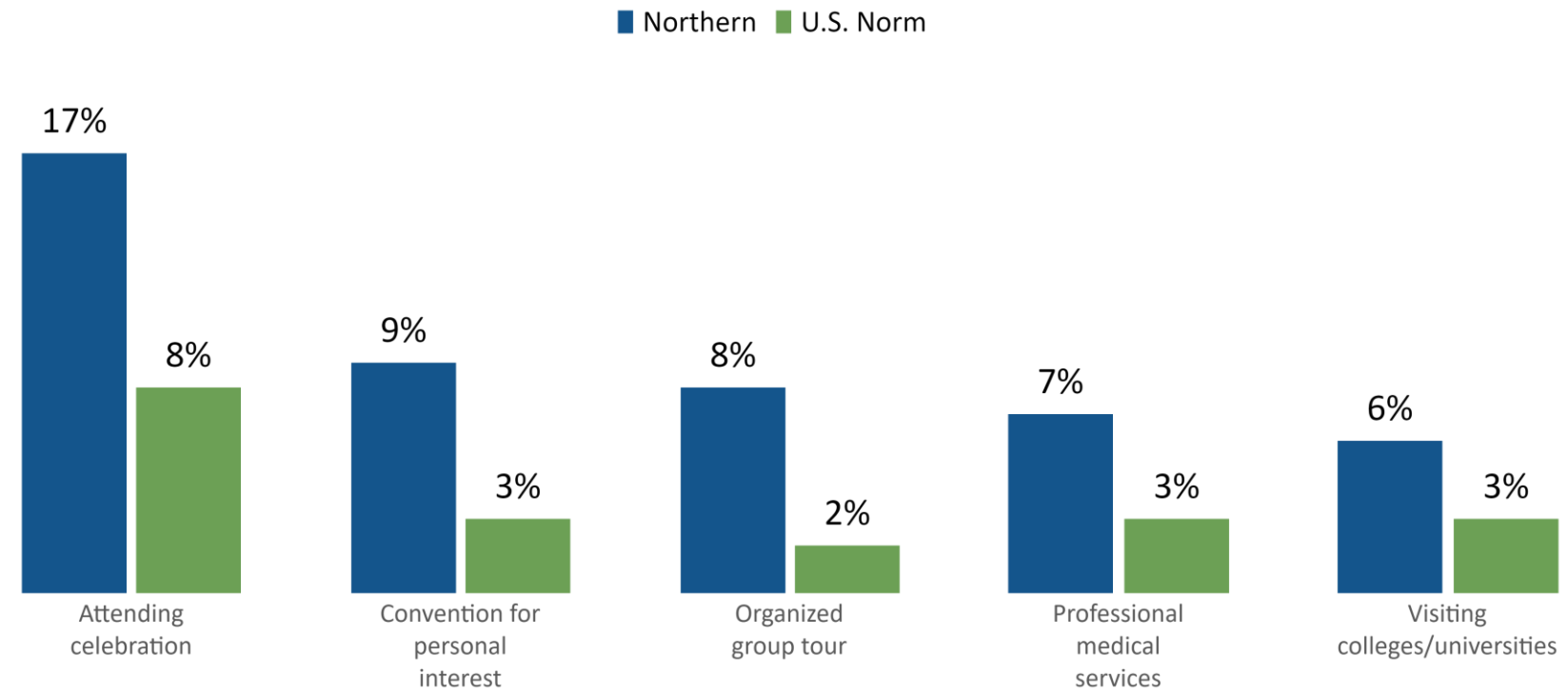
Other Activities

Top Other Activities for Northern Travelers

39%

Participated in Other Activities During Their Trip

U.S. Norm: 30%





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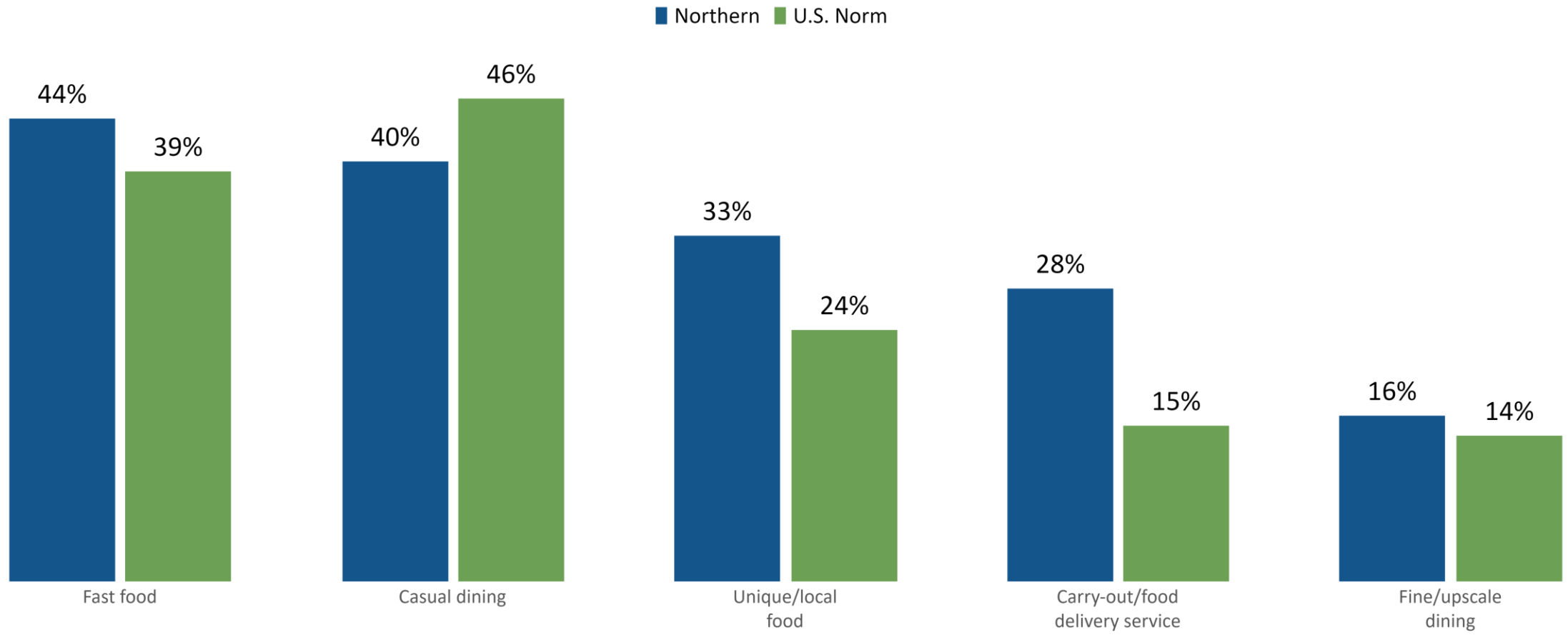
Dining

Top Dining Categories for Northern Travelers



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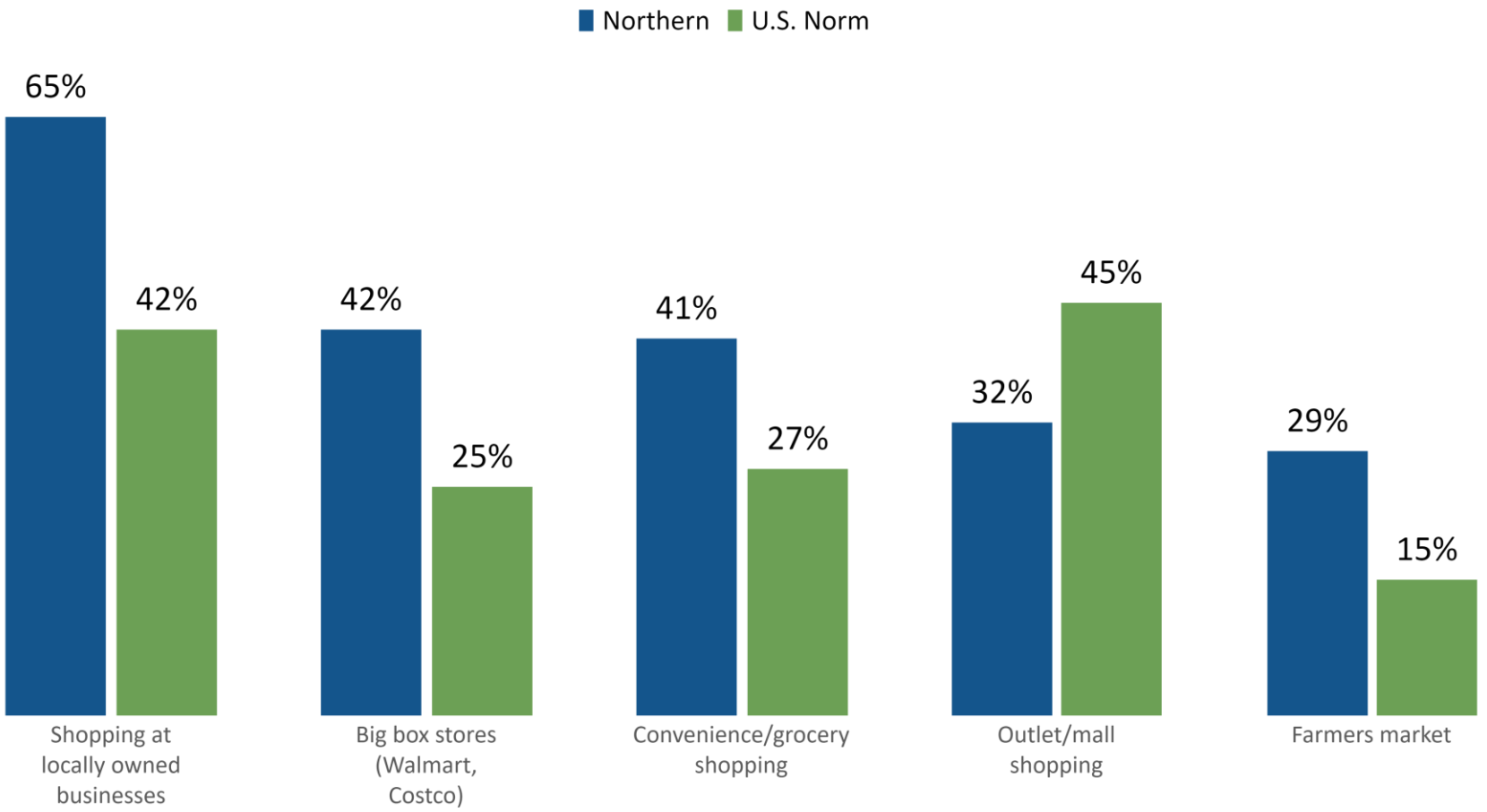
Shopping

Top Shopping Categories for Northern Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Northern.

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Post-Trip

Traveler Satisfaction & Retention

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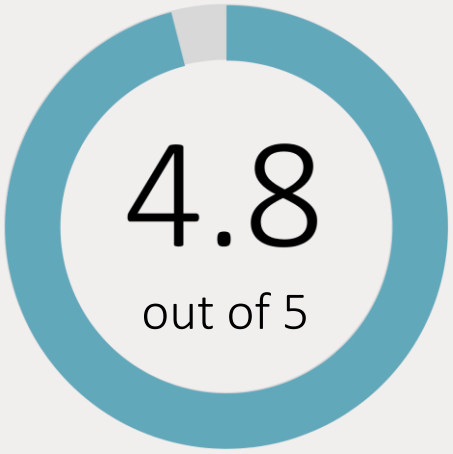
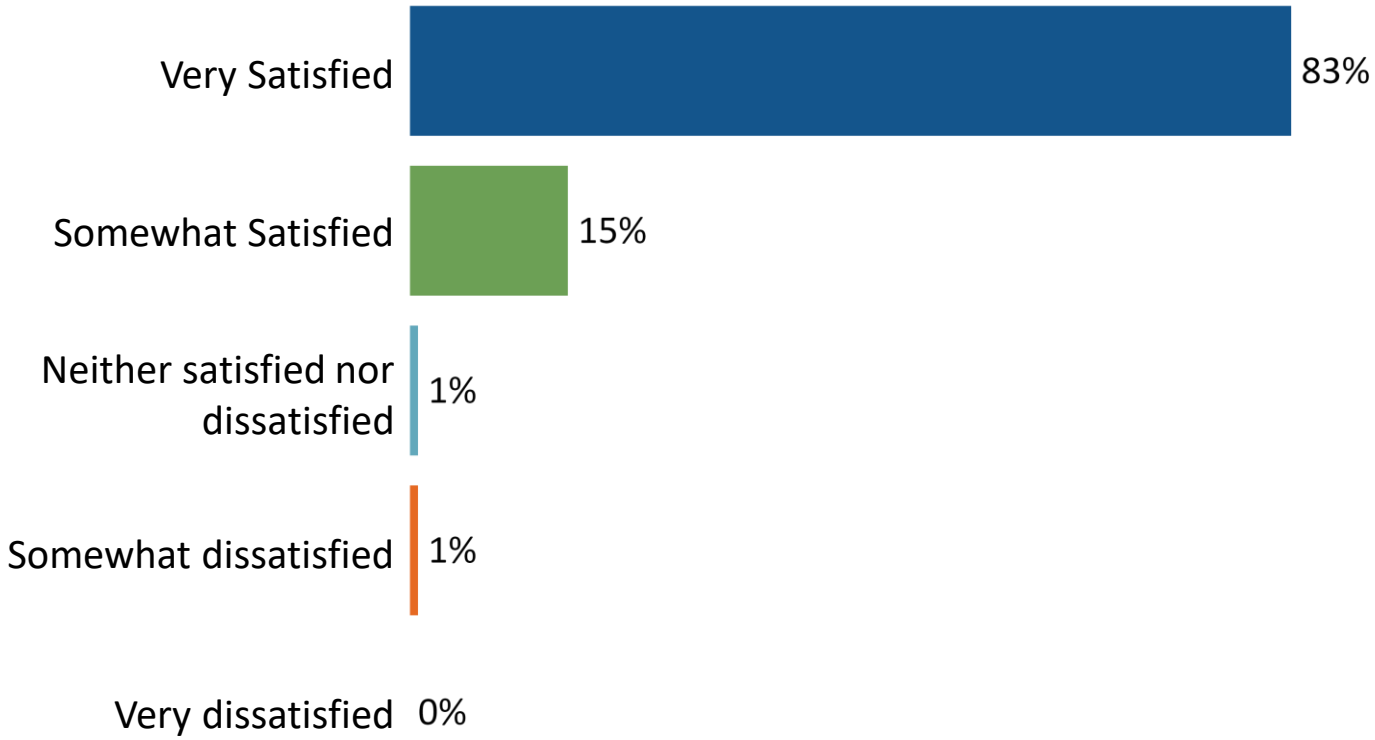
Satisfaction with Overall Trip

How Day Visitors Rated Their Northern Experience

Average Satisfaction Rating





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Respondent Demographics



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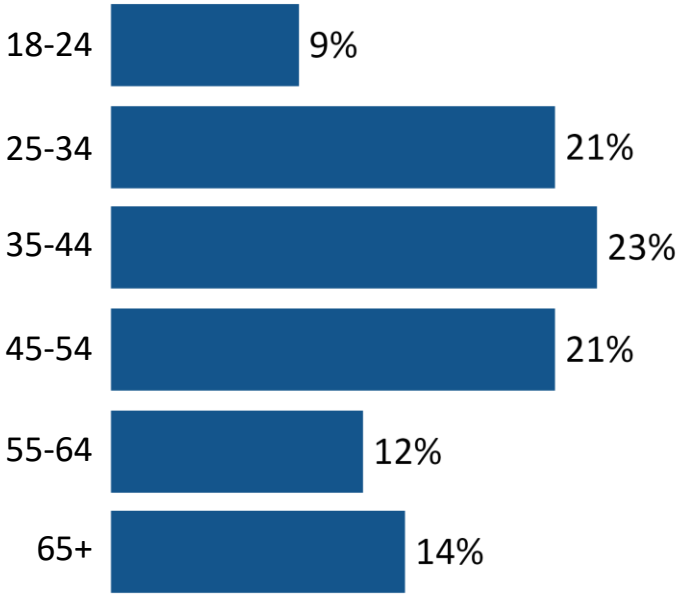
Age, Gender, & Household Income

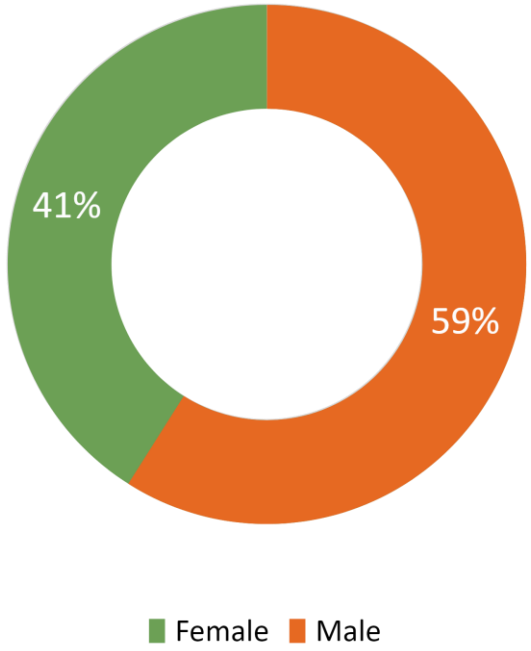
Respondent Demographics for Northern

Age

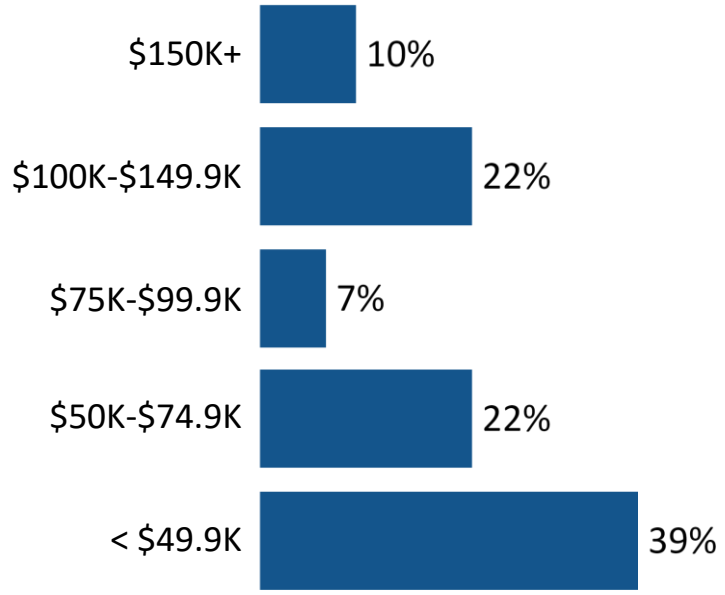


Average Age: 44.4

Gender



Household Income



Average Income: $78.3K

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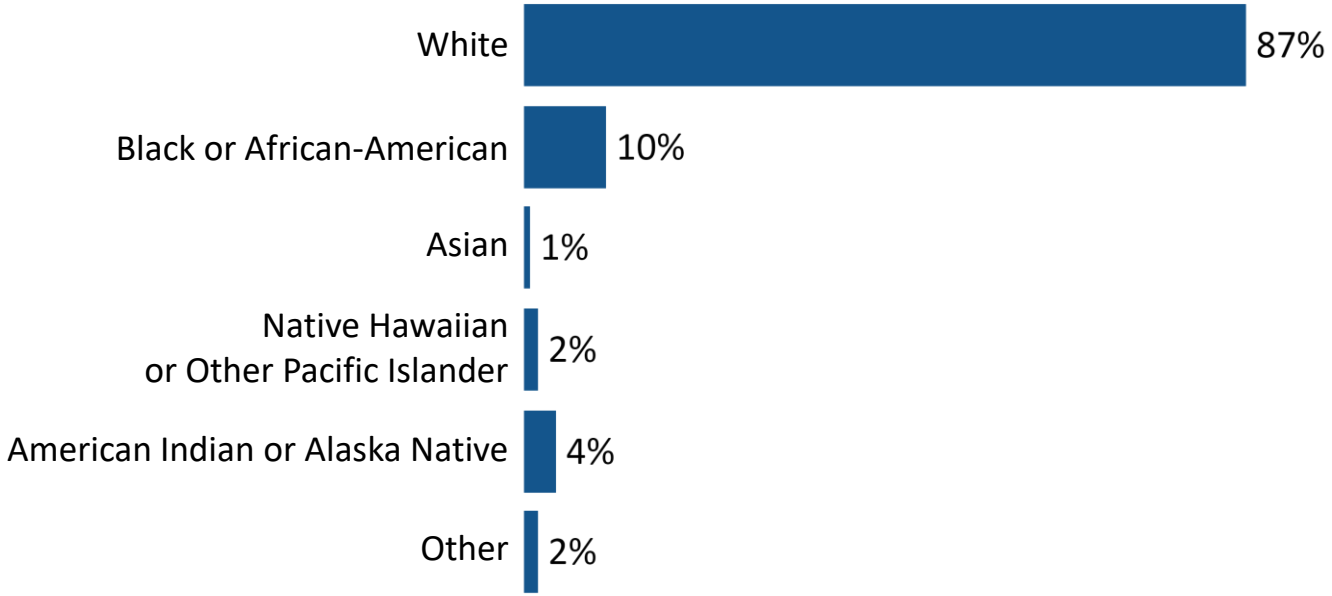
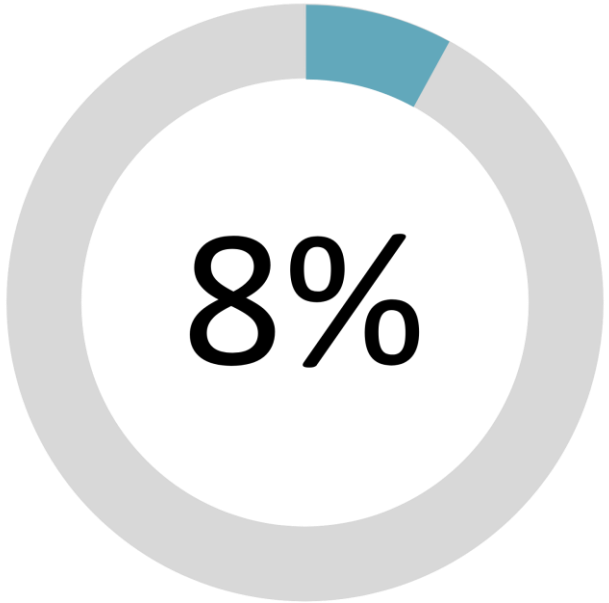
Race & Hispanic Background

Respondent Demographics for Northern

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for Northern

Employment

59% full-time / self-employed

11% part-time

30% retired / not employed / other

Marital Status

56% married / living with a partner

20% single / never married

23% divorced / widowed / separated

Military Status*

78% never served in the military

11% veteran

11% currently on active duty

6% on active duty for training

Education

21% high school diploma or less / other

18% attended some college

39% associate's or bachelor's degree

22% graduate or professional degree

Sexual Orientation

90% straight

2% gay / lesbian

7% bisexual

0% other / not sure

Household Size

23% 1 member

29% 2 members

14% 3 members

22% 4 members

12% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation North Central Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

North Central's base size for day trips in 2024/2025:

174 *

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

* Low Sample - *n* < 250

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for North Central

	2024/2025
Washington	21%
Idaho	21%
New York	7%
California	5%
Texas	5%



	2024/2025
Spokane, ID/WA	26%
Boise, ID	8%
New York, NY	7%
Seattle-Tacoma, WA	6%
Los Angeles, CA	4%

DMA of Origin is determined using the zip code entered by the respondent.

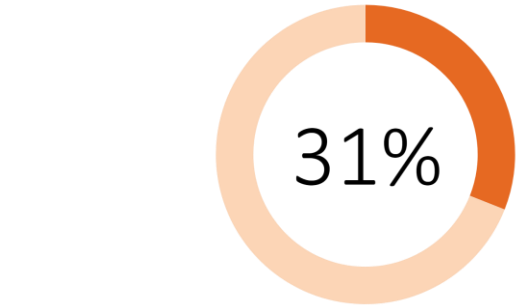
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

30%



Travel Parties with Pets



Travel Parties with Children

37%

Longwoods INTERNATIONAL

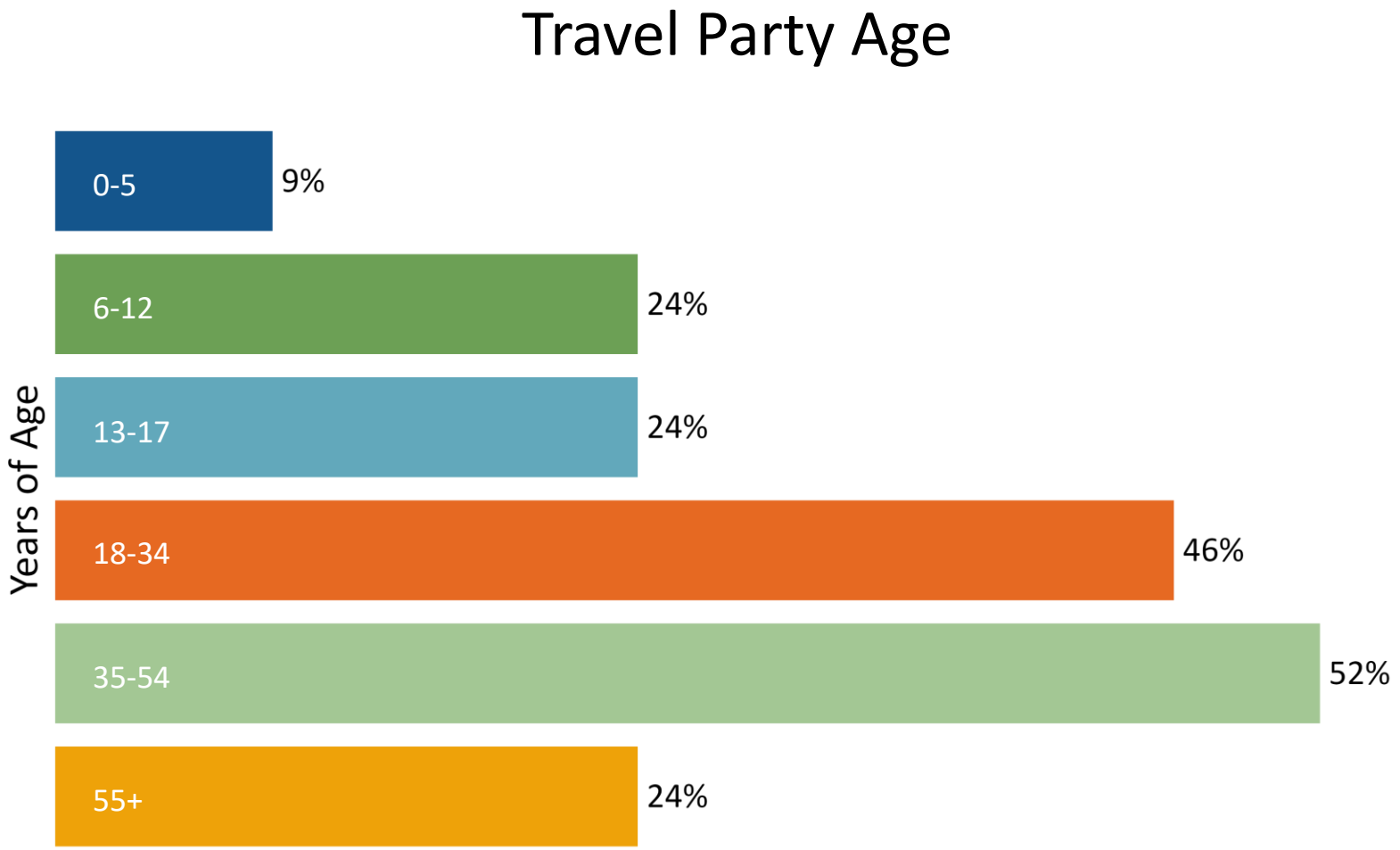
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.6





Longwoods INTERNATIONAL

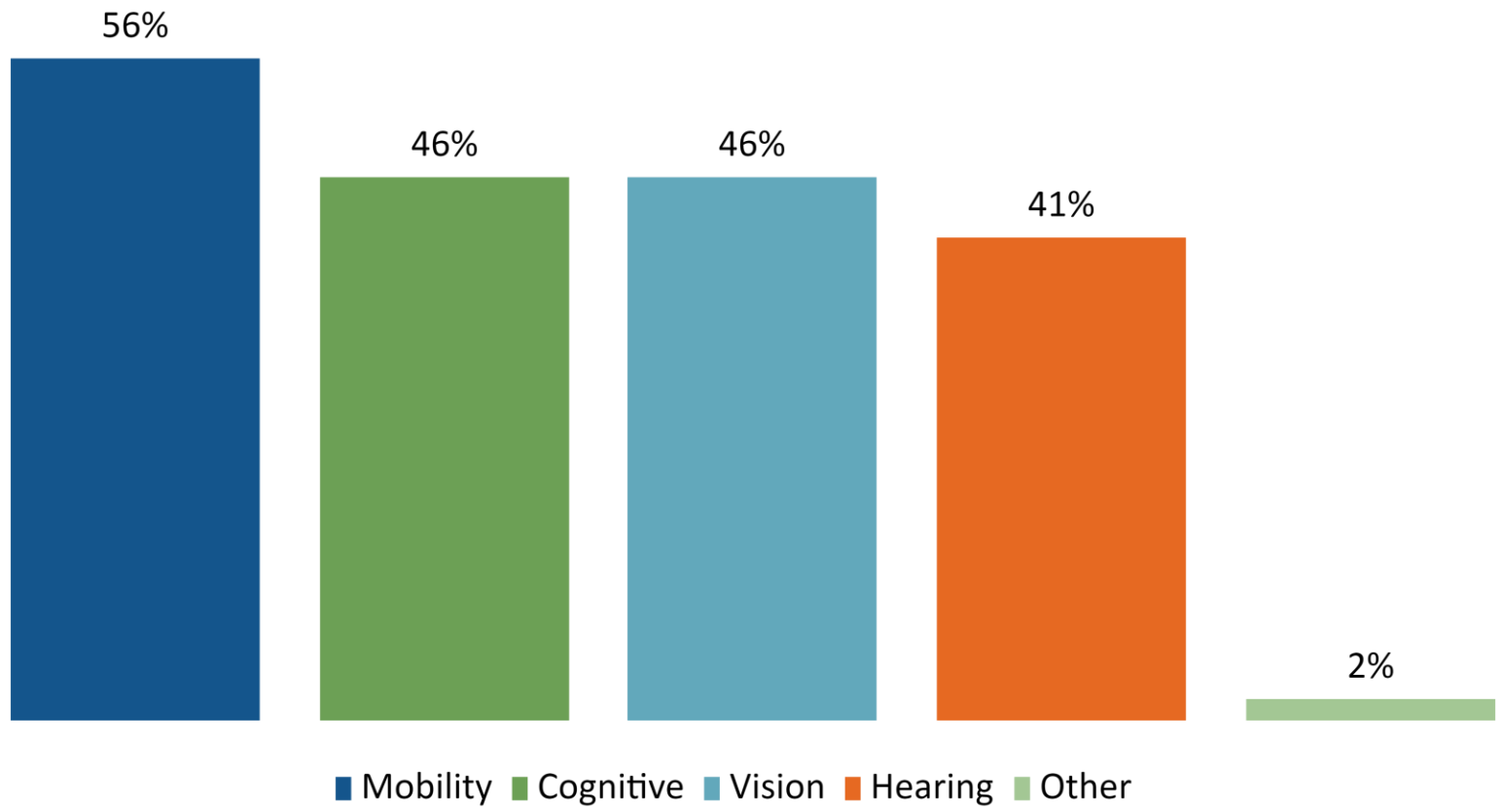
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

30%

+14.1% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

25% Visiting friends / relatives
-9.6% vs U.S. Norm

16% Outdoors
+8.2% vs U.S. Norm

14% Touring
+2.7% vs U.S. Norm

11% City trip
+0.7% vs U.S. Norm

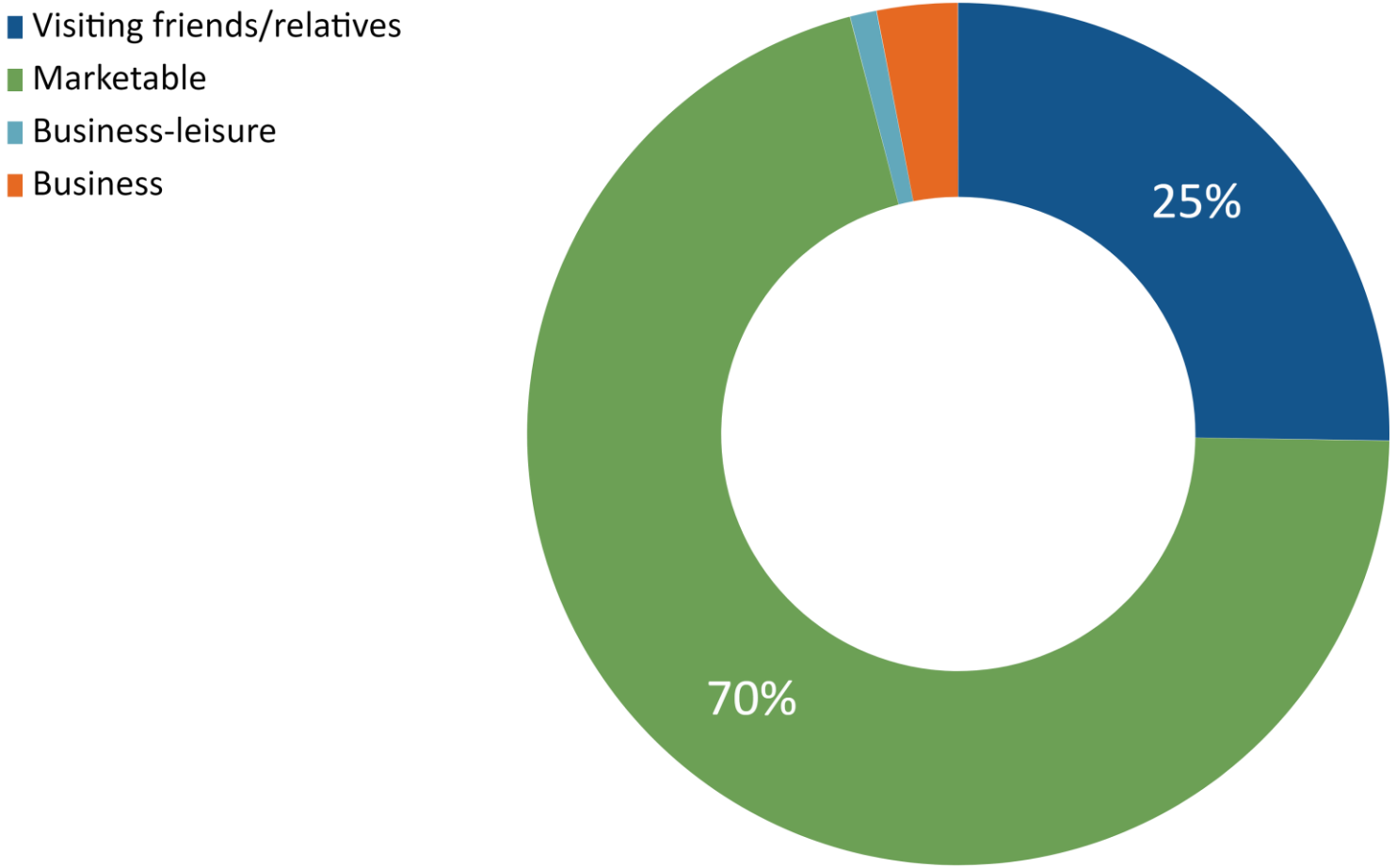
8% Casino
+3.7% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



88%

Visited Friends/Relatives Who Live in North Central

12%

Met Friends/Relatives in North Central Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

30%	Budget friendly traveler: prioritizing affordability and value for money
25%	Family traveler: prioritizing activities and accommodations suitable for children
13%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
10%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
4%	Special event traveler: traveling for music festivals, sporting events, or other major events
4%	Business traveler: traveling for work purposes, prioritizing convenience connectivity

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

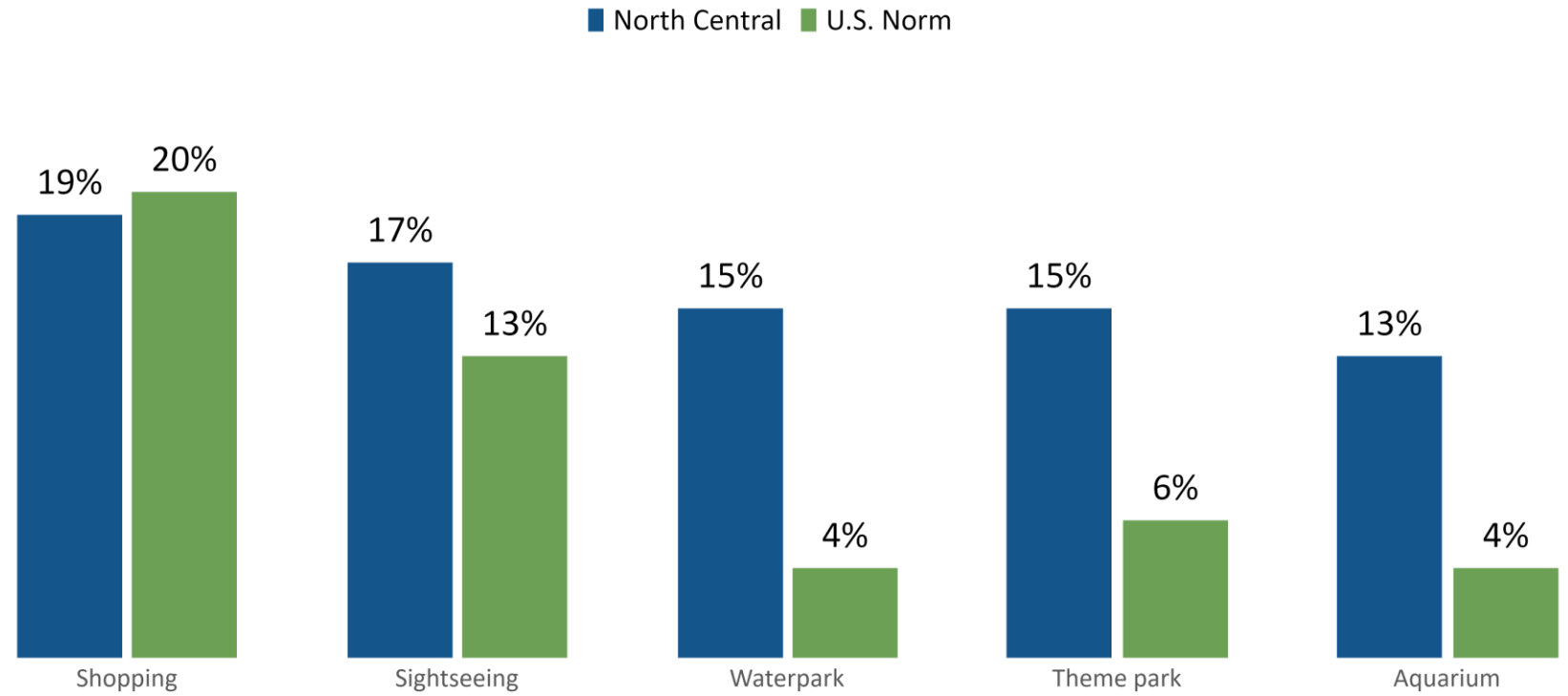
Entertainment Activities

Top Entertainment Activities for North Central Travelers

60%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

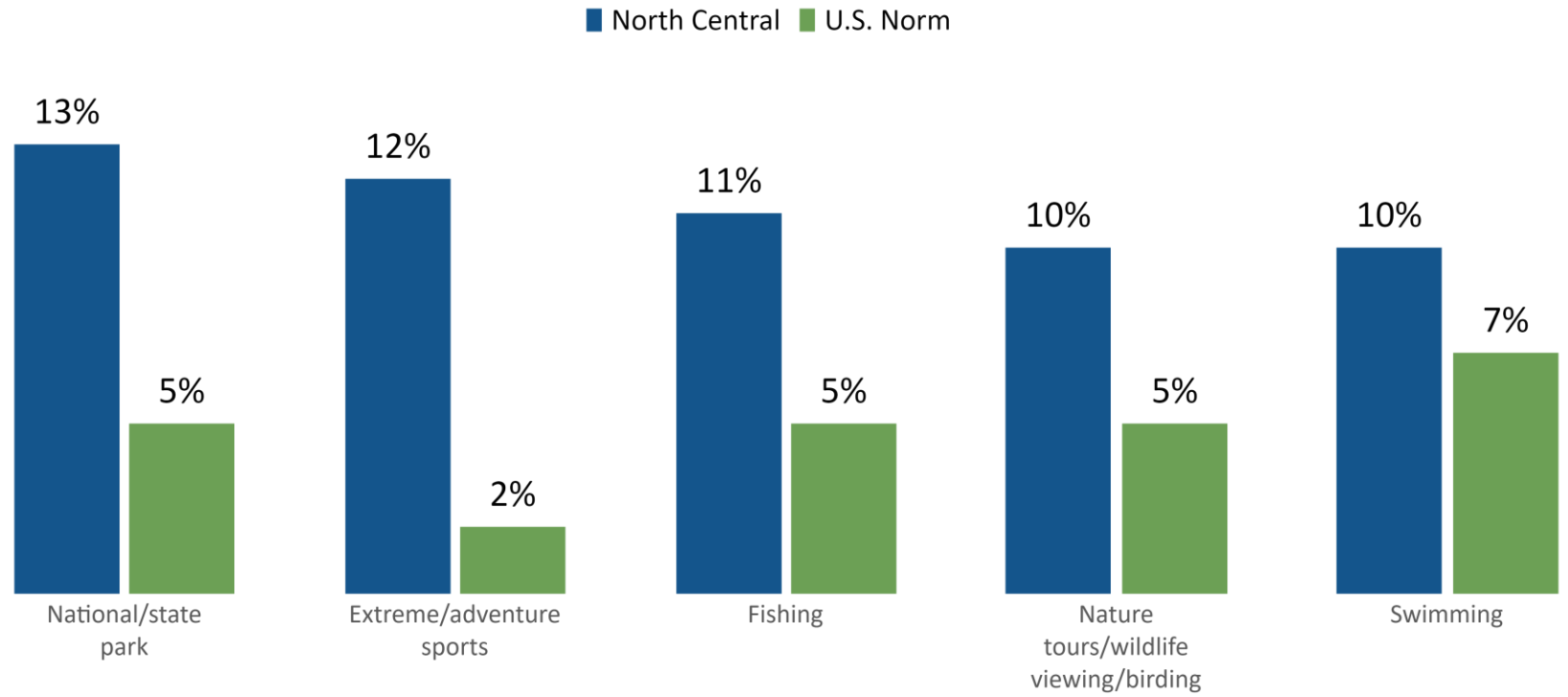
Recreational Activities

Top Recreational Activities for North Central Travelers

58%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

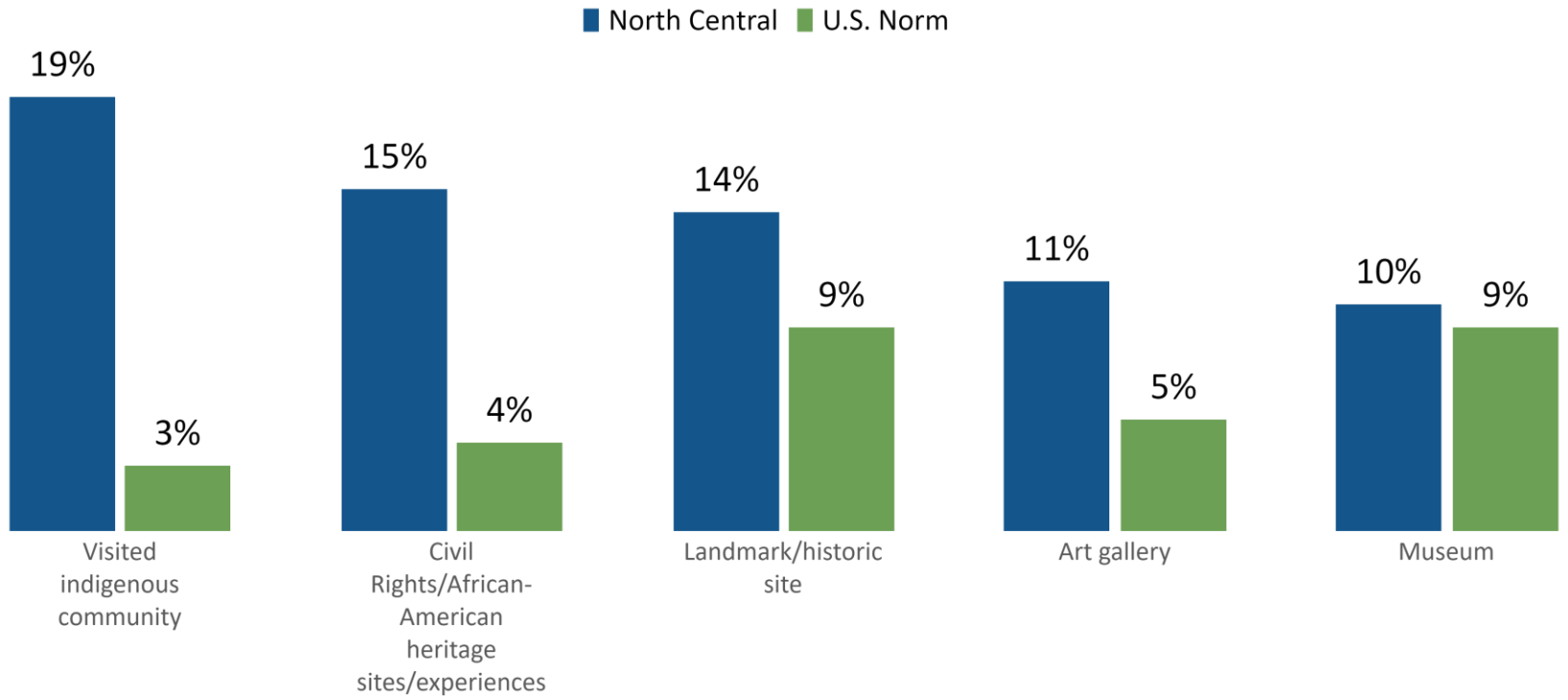
Cultural Activities

Top Cultural Activities for North Central Travelers

46%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

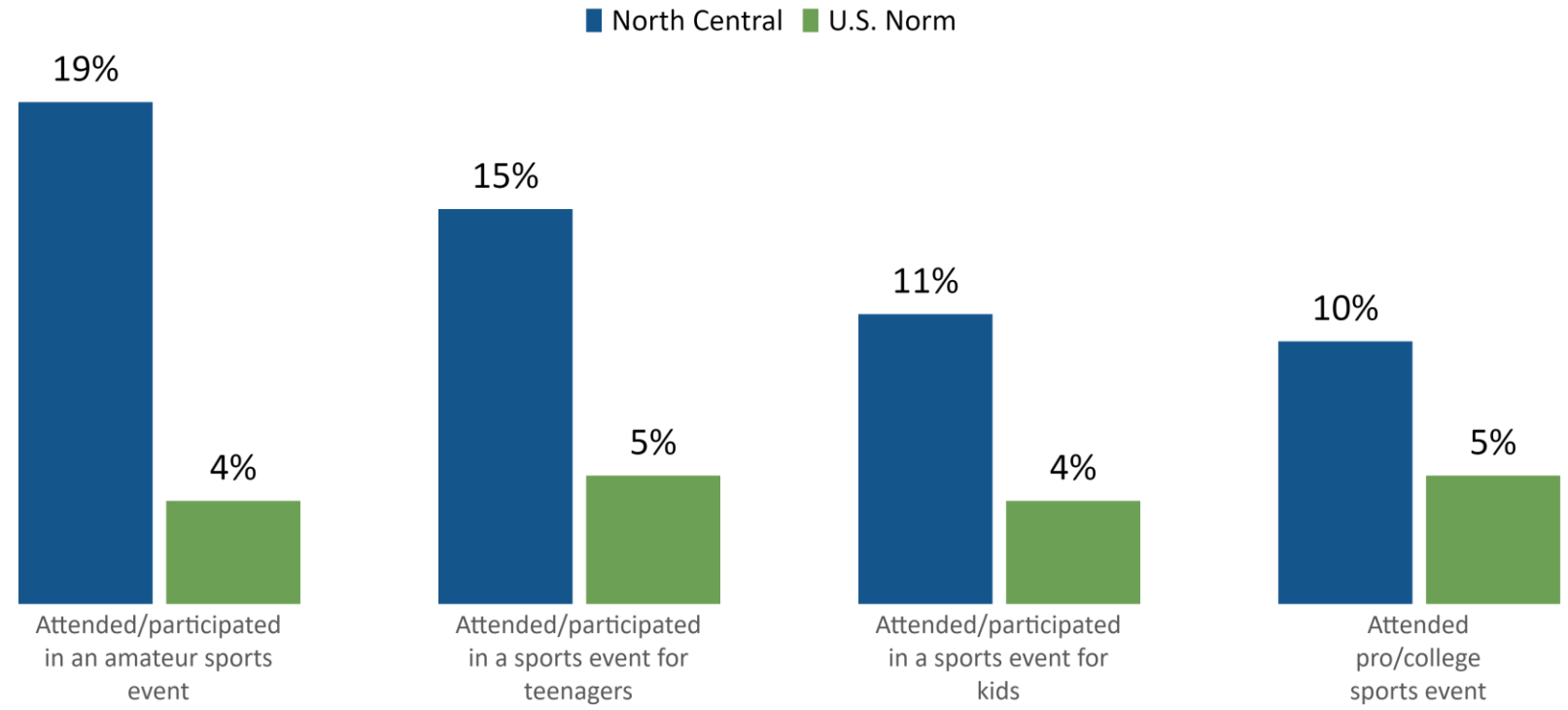
Sporting Events

Top Sporting Events for North Central Travelers

36%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

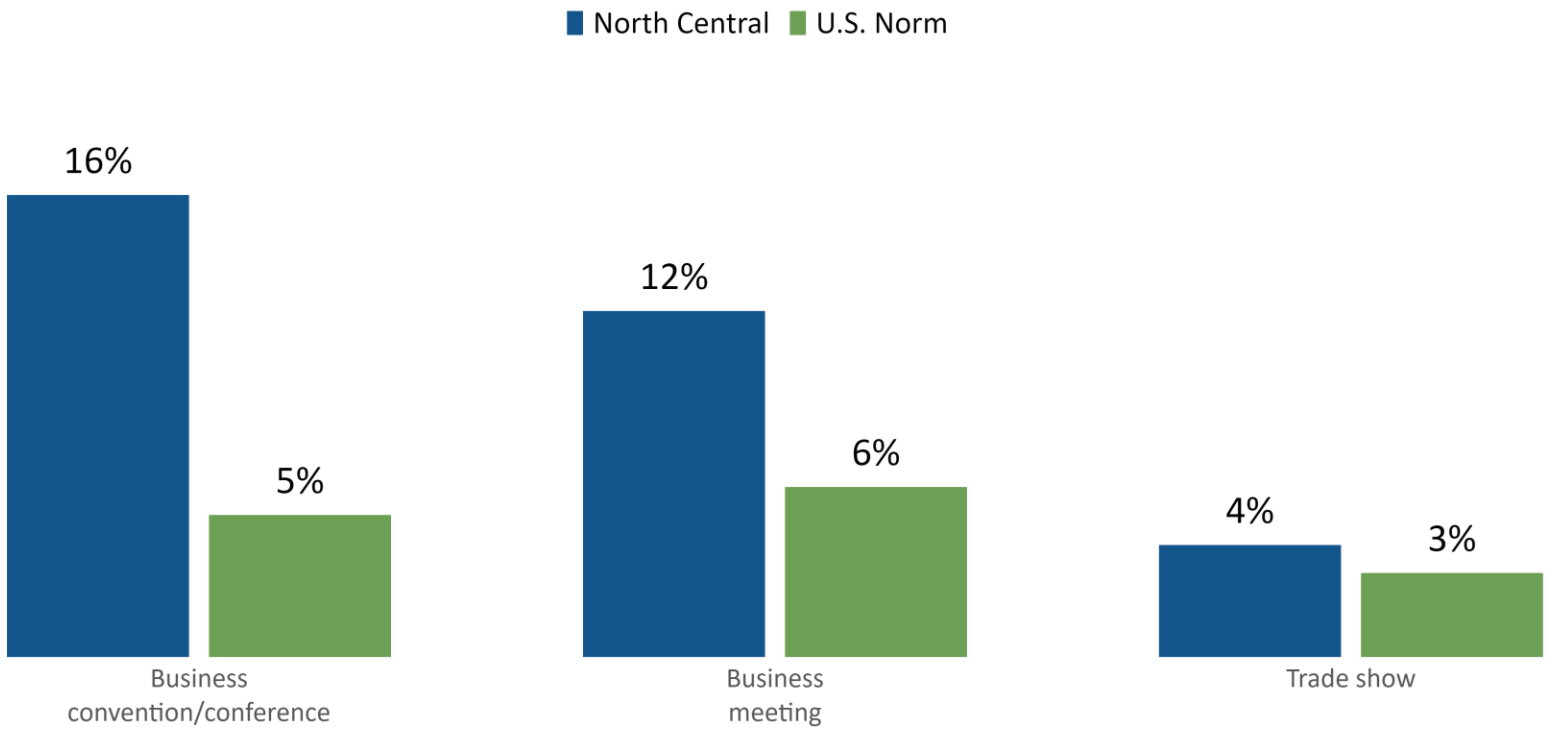
Business Activities

Top Business Activities for North Central Travelers

26%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





Longwoods INTERNATIONAL

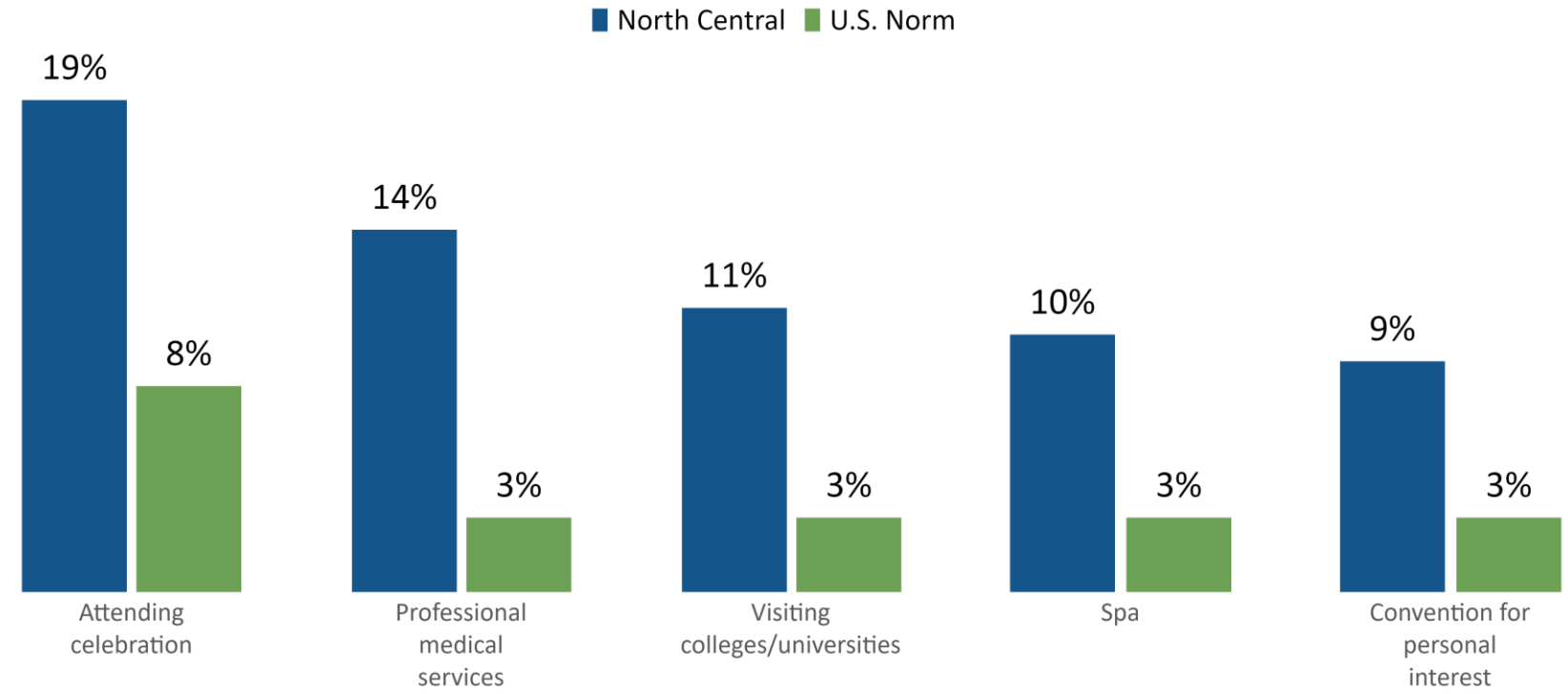
Other Activities

Top Other Activities for North Central Travelers

53%

Participated in Other Activities During Their Trip

U.S. Norm: 30%

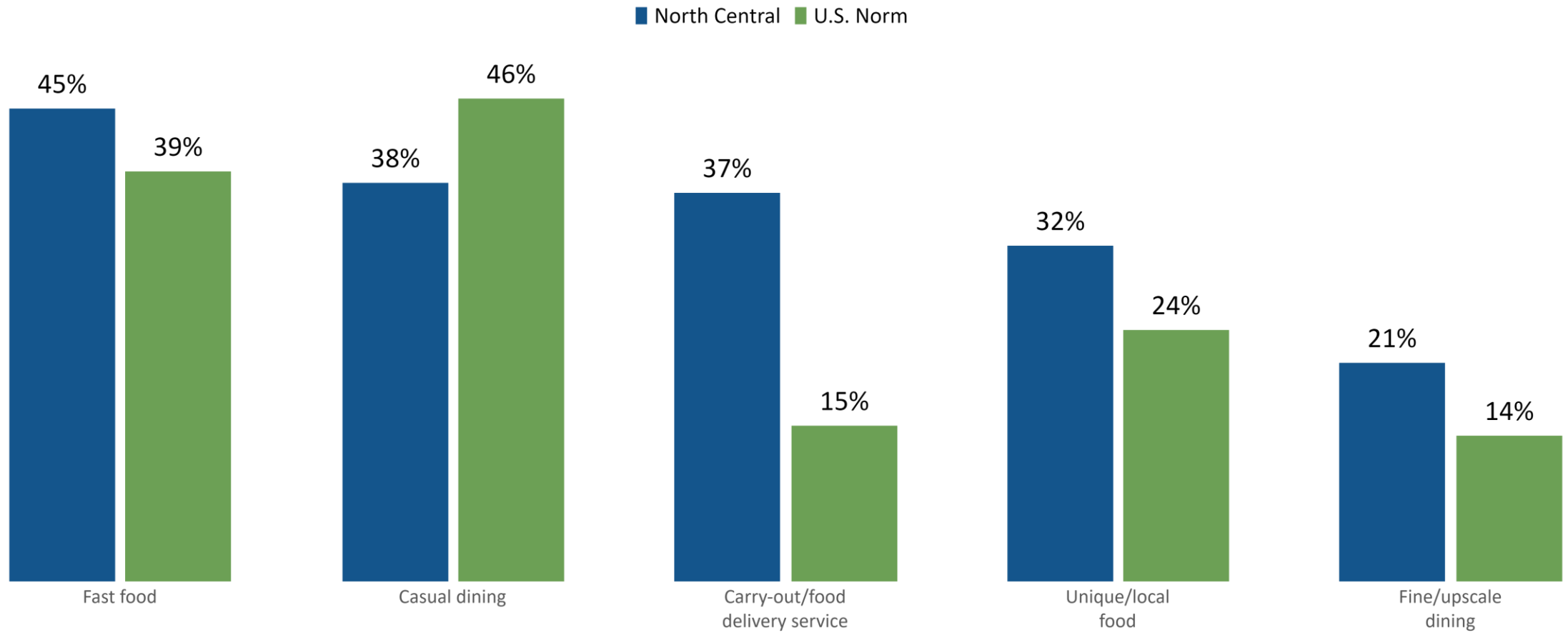




Longwoods INTERNATIONAL

Dining

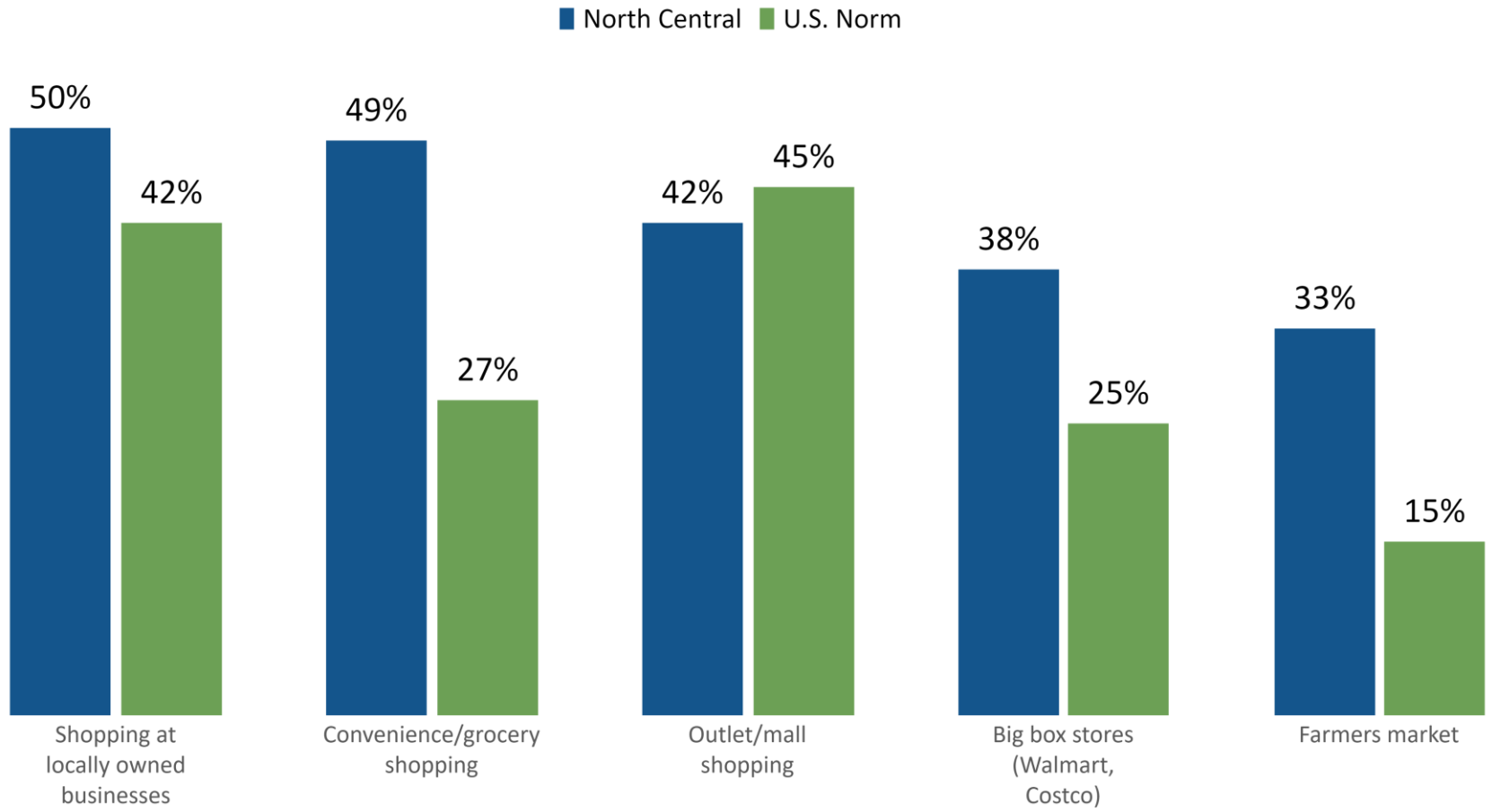
Top Dining Categories for North Central Travelers



Longwoods INTERNATIONAL

Shopping

Top Shopping Categories for North Central Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to North Central.

Longwoods INTERNATIONAL



Post-Trip

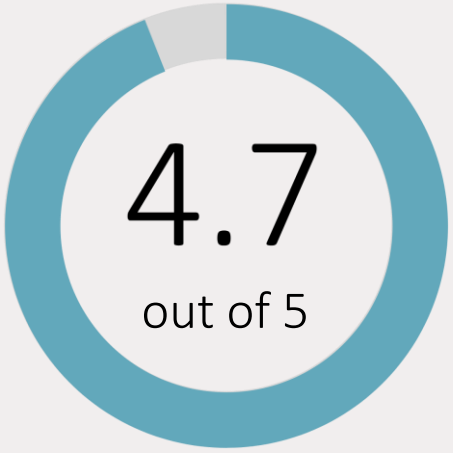
Traveler Satisfaction & Retention

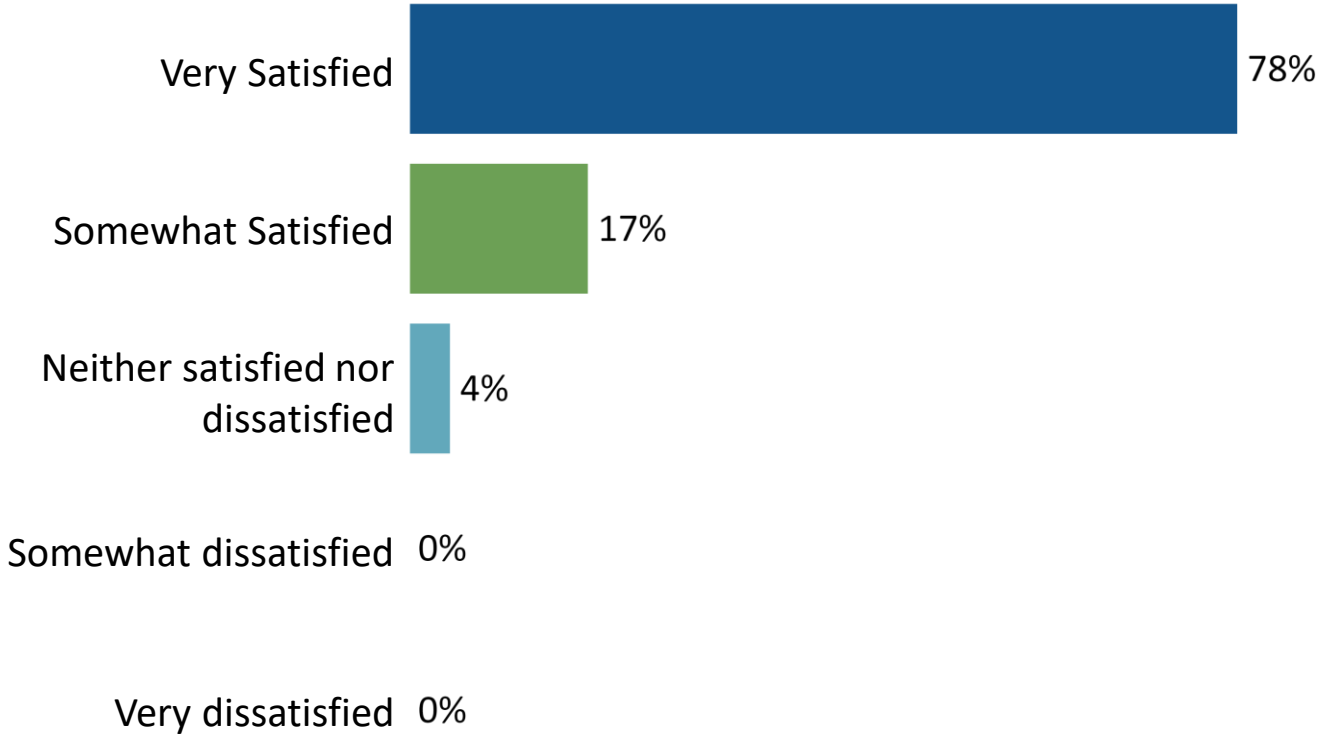
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Day Visitors Rated Their North Central Experience

Average Satisfaction Rating





Longwoods INTERNATIONAL

Respondent Demographics

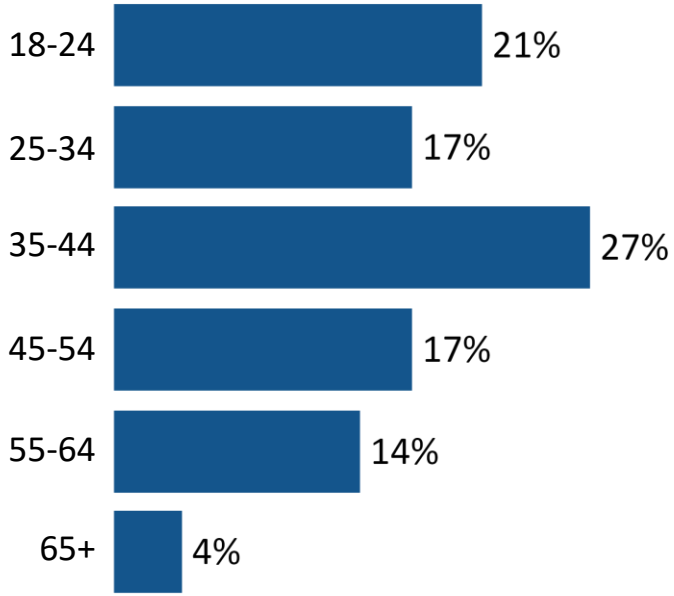


Longwoods INTERNATIONAL

Age, Gender, & Household Income

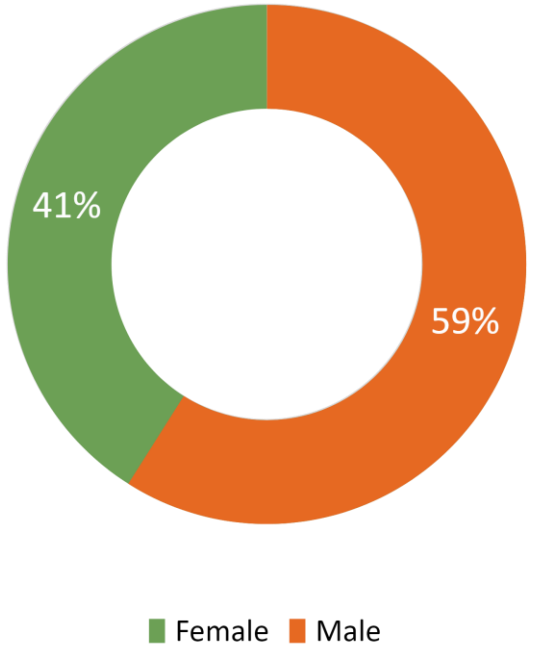
Respondent Demographics for North Central

Age

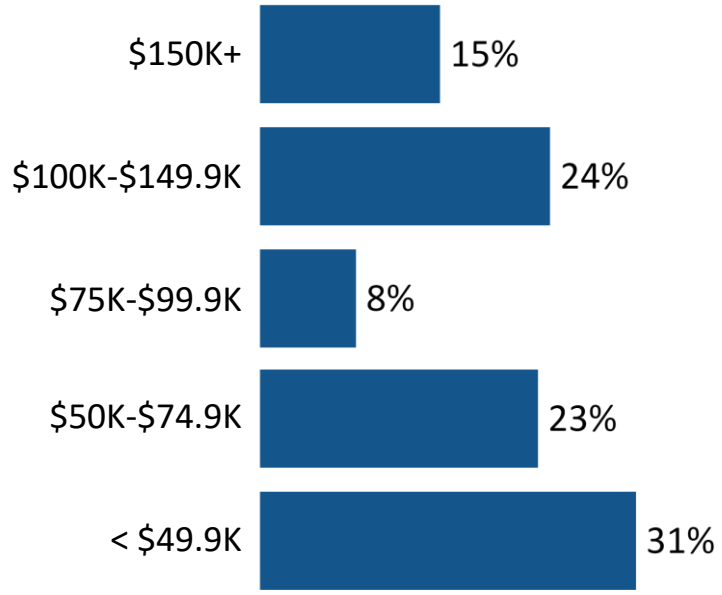


Average Age: 39.4

Gender



Household Income



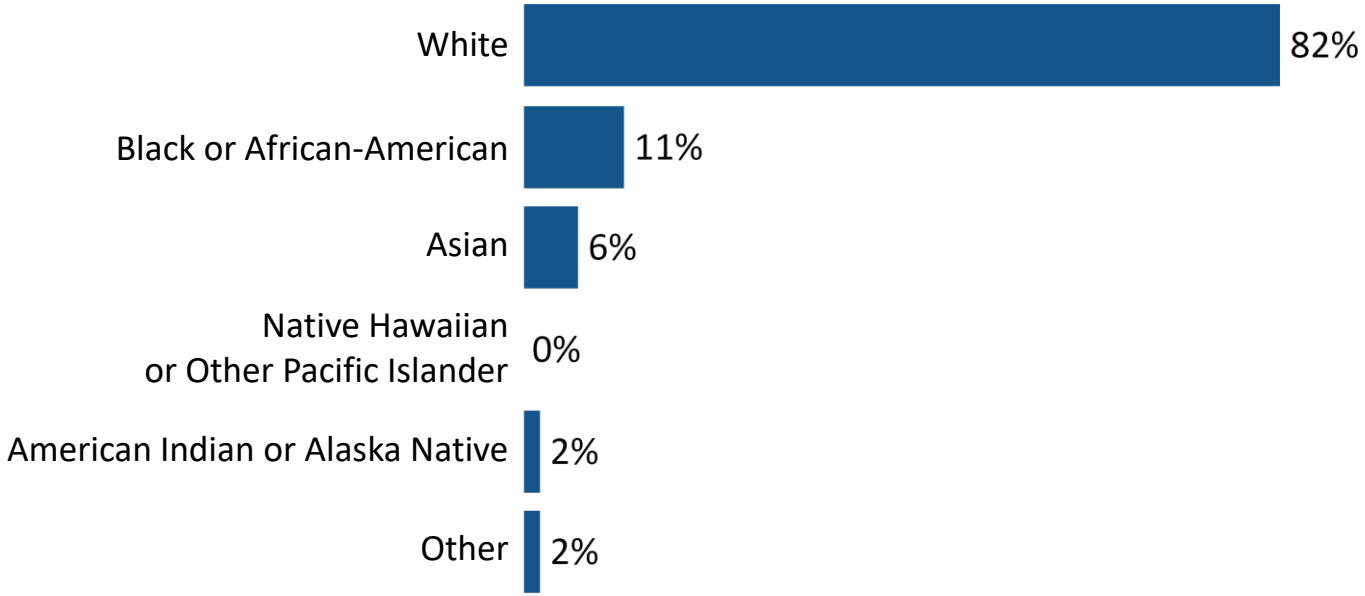
Average Income: $90.5K

Longwoods INTERNATIONAL

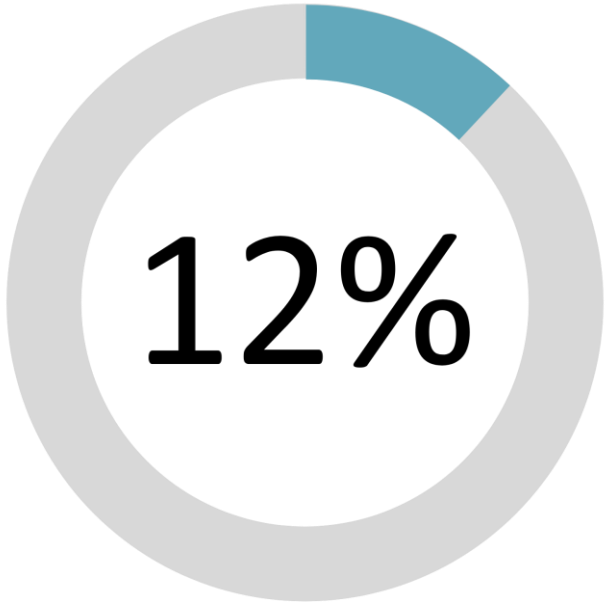
Race & Hispanic Background

Respondent Demographics for North Central

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for North Central

Employment

67% full-time / self-employed

13% part-time

20% retired / not employed / other

Marital Status

62% married / living with a partner

27% single / never married

11% divorced / widowed / separated

Military Status*

76% never served in the military

7% veteran

14% currently on active duty

7% on active duty for training

Education

30% high school diploma or less / other

13% attended some college

29% associate's or bachelor's degree

28% graduate or professional degree

Sexual Orientation

90% straight

1% gay / lesbian

6% bisexual

2% other / not sure

Household Size

27% 1 member

14% 2 members

12% 3 members

34% 4 members

13% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation Central Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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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.

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For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Central's base size for day trips in 2024/2025:

218 *

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

* Low Sample - *n* < 250

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Central

	2024/2025
Idaho	26%
California	12%
New York	10%
Florida	7%
Texas	5%



	2024/2025
Boise, ID	15%
New York, NY	12%
Los Angeles, CA	8%
Twin Falls, ID	6%
Salt Lake City, ID/UT	5%

DMA of Origin is determined using the zip code entered by the respondent.

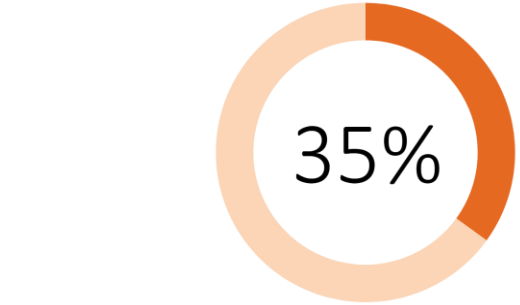
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

31%



Travel Parties with Pets



Travel Parties with Children

38%

Longwoods INTERNATIONAL

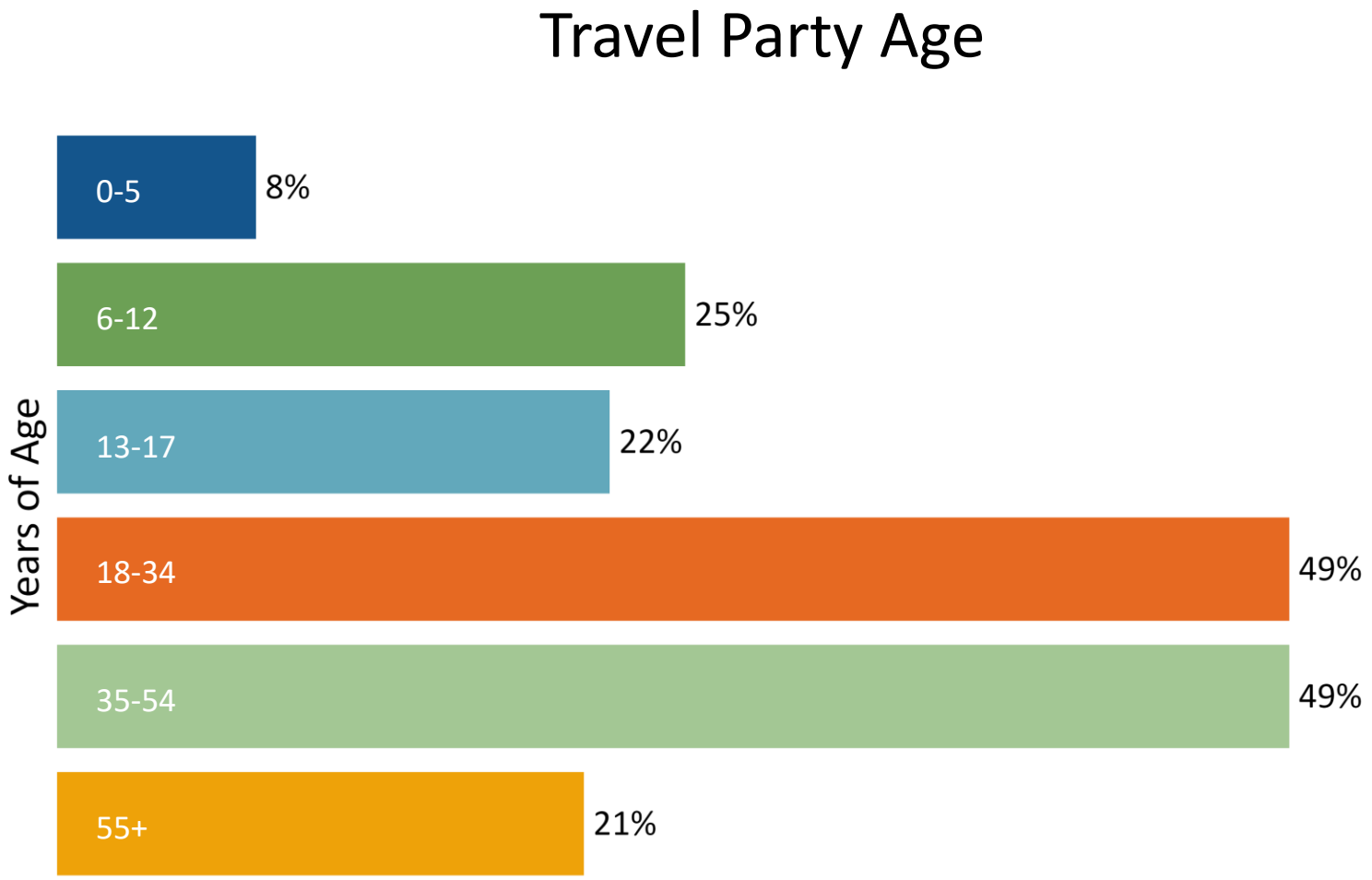
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.6





Longwoods INTERNATIONAL

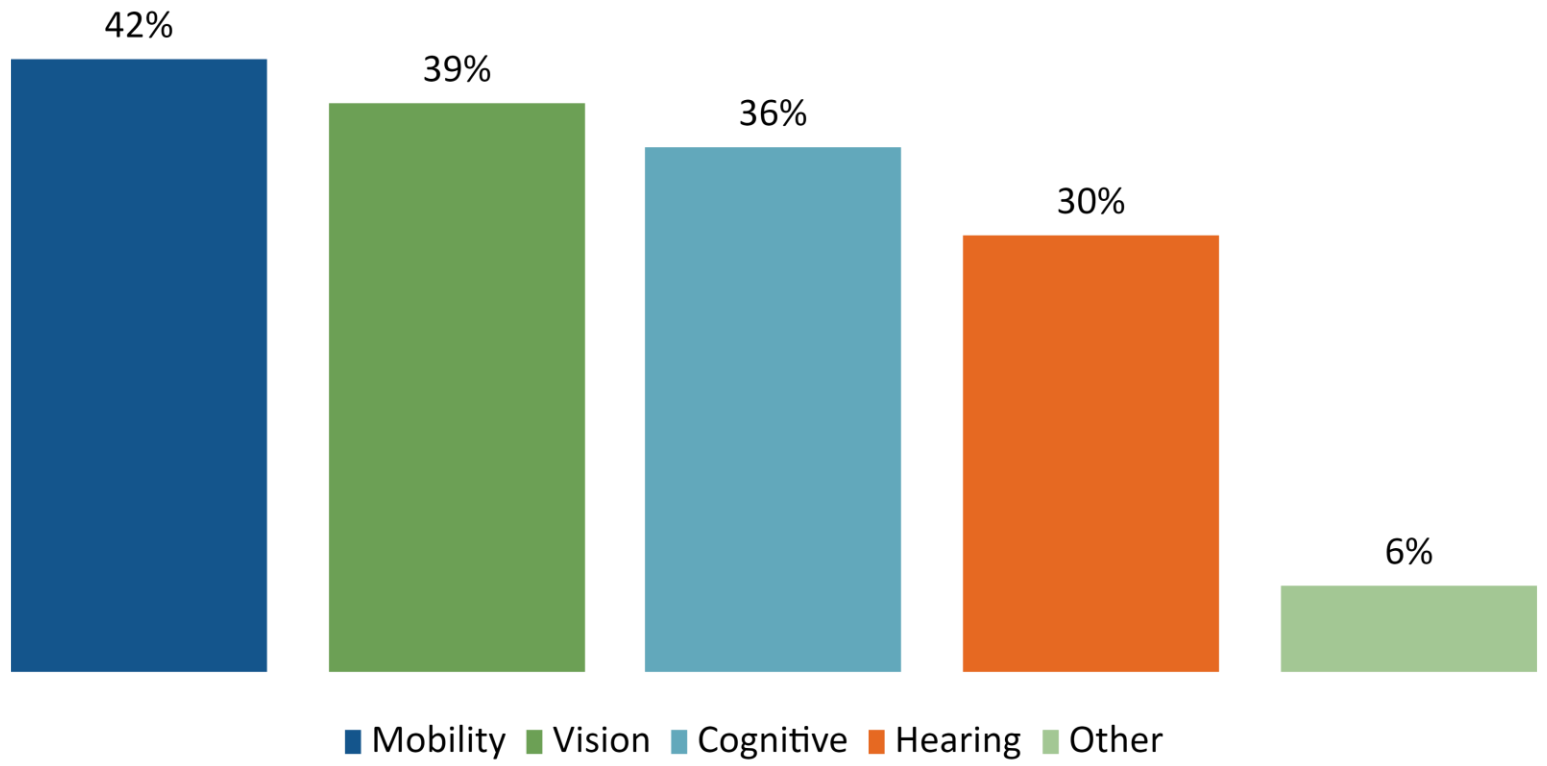
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

33%

+17.3% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

19% Touring

+8.0% vs U.S. Norm

18% Visiting friends / relatives

-17.1% vs U.S. Norm

15% Outdoors

+7.5% vs U.S. Norm

8% City trip

-1.5% vs U.S. Norm

7% Special event

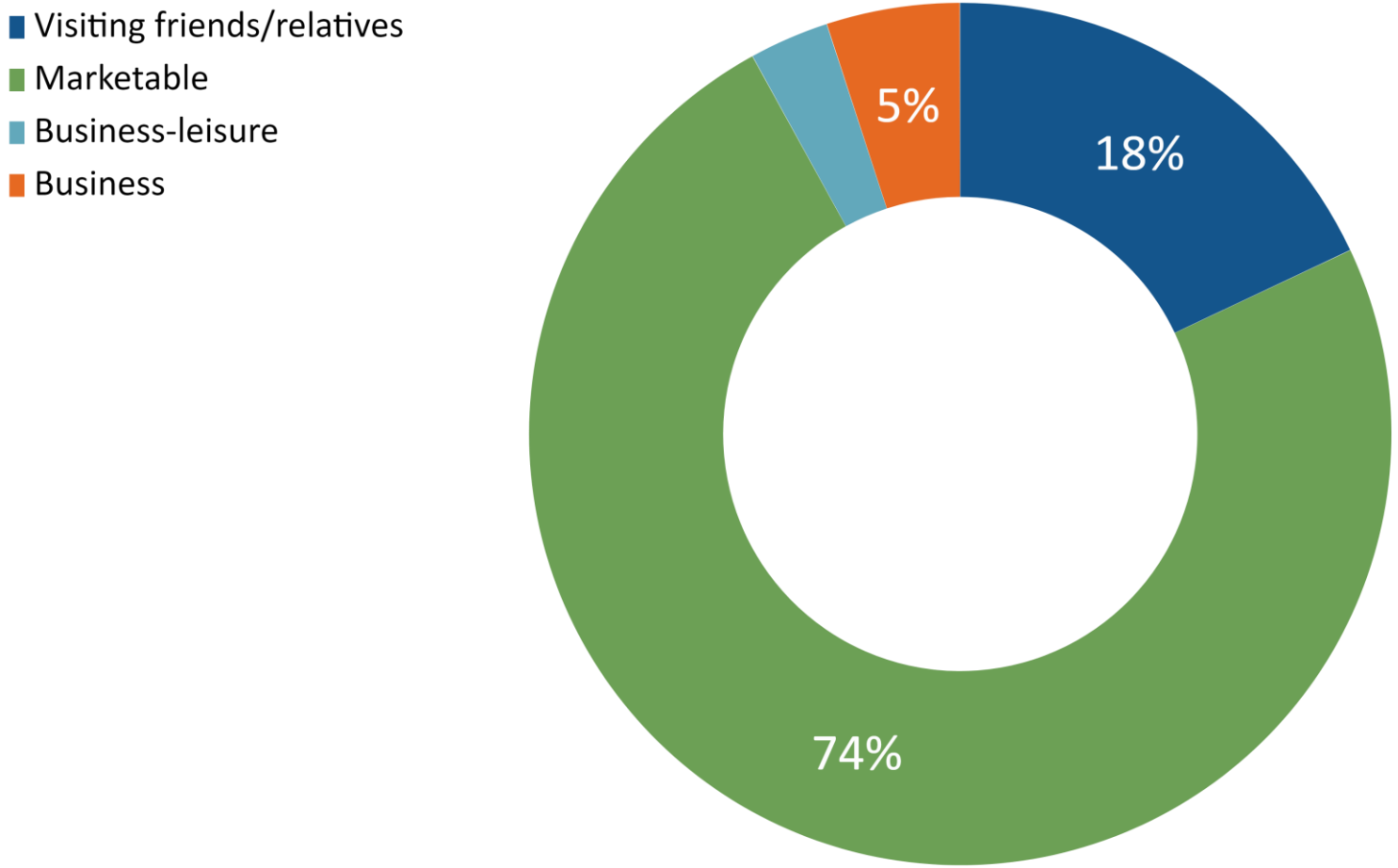
-2.7% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



91%

Visited Friends/Relatives Who Live in Central

9%

Met Friends/Relatives in Central Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

17%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
16%	Budget friendly traveler: prioritizing affordability and value for money
15%	Business traveler: traveling for work purposes, prioritizing convenience connectivity
11%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
10%	Special event traveler: traveling for music festivals, sporting events, or other major events
10%	Family traveler: prioritizing activities and accommodations suitable for children

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

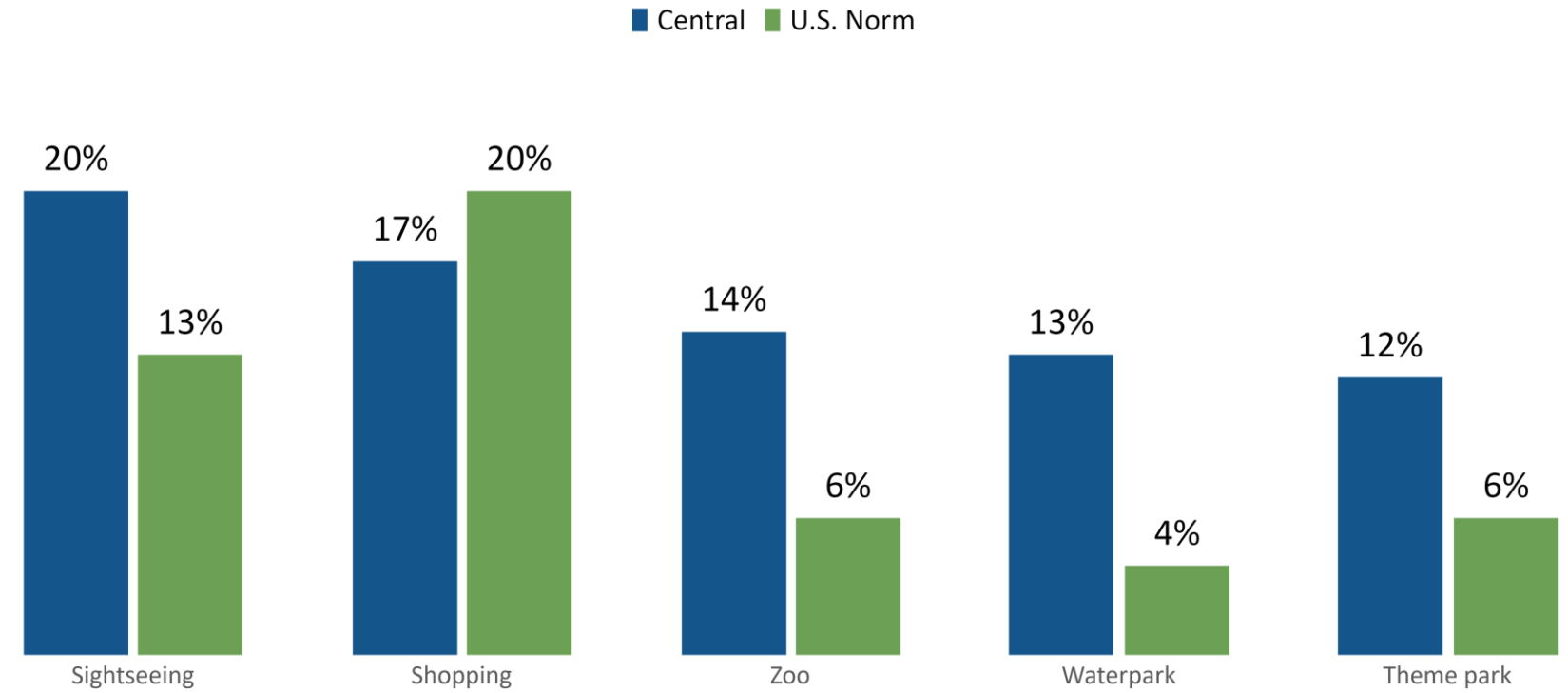
Entertainment Activities

Top Entertainment Activities for Central Travelers

58%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

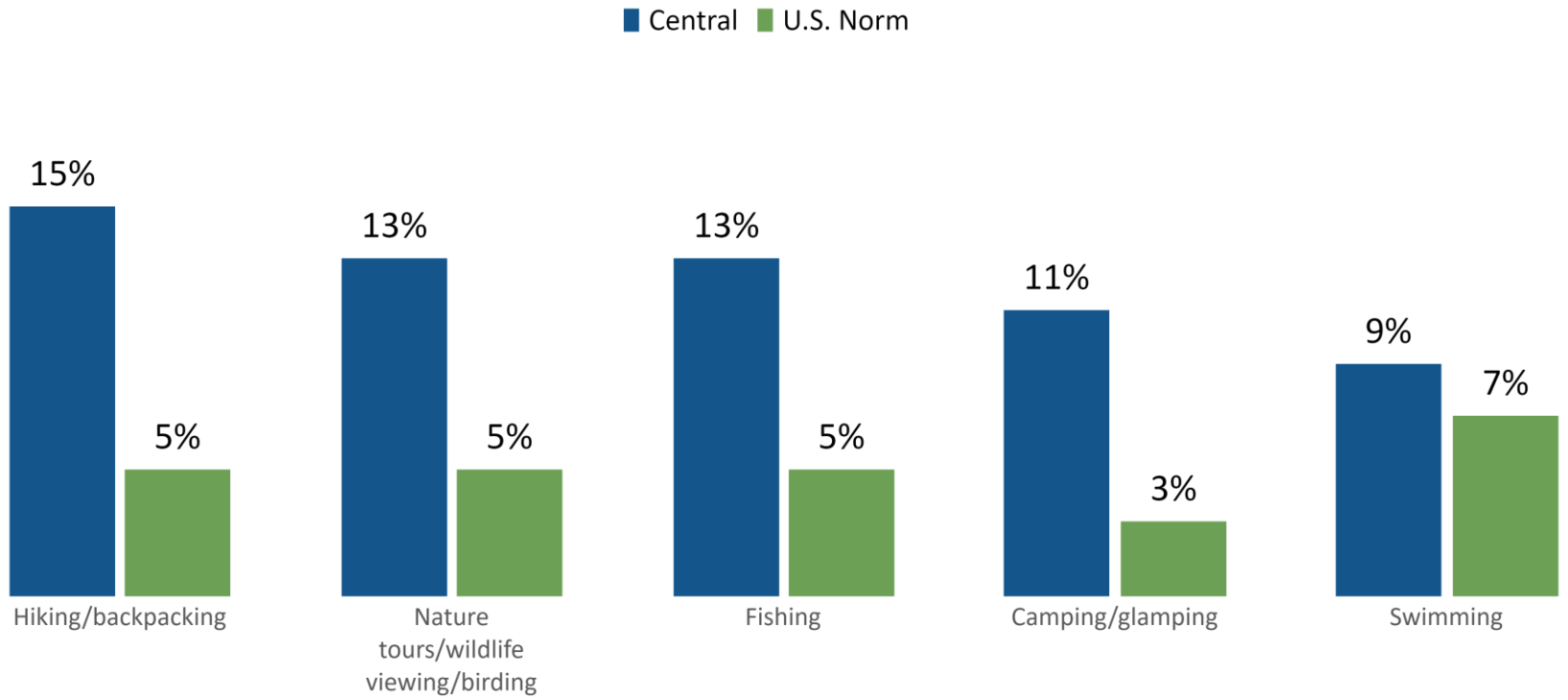
Recreational Activities

Top Recreational Activities for Central Travelers

65%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

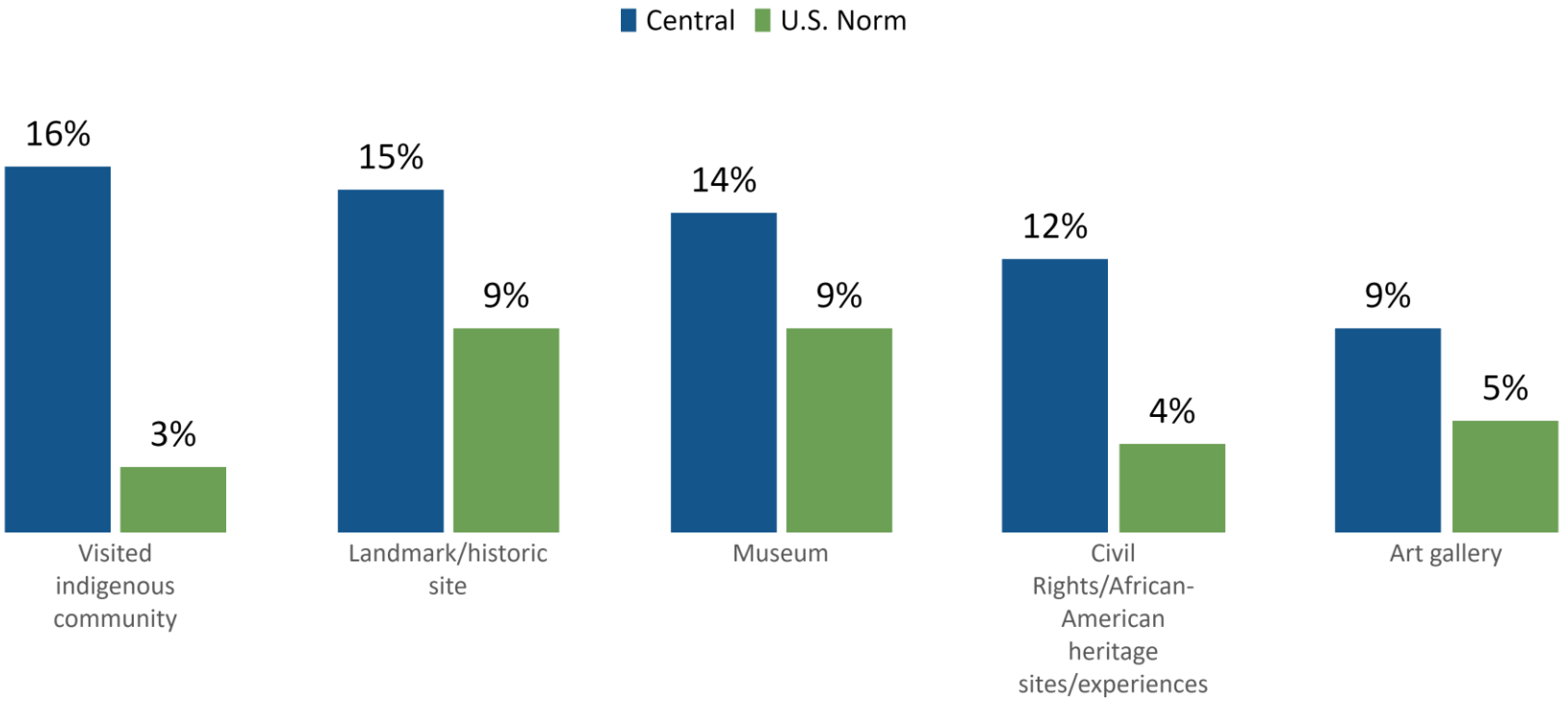
Cultural Activities

Top Cultural Activities for Central Travelers

45%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

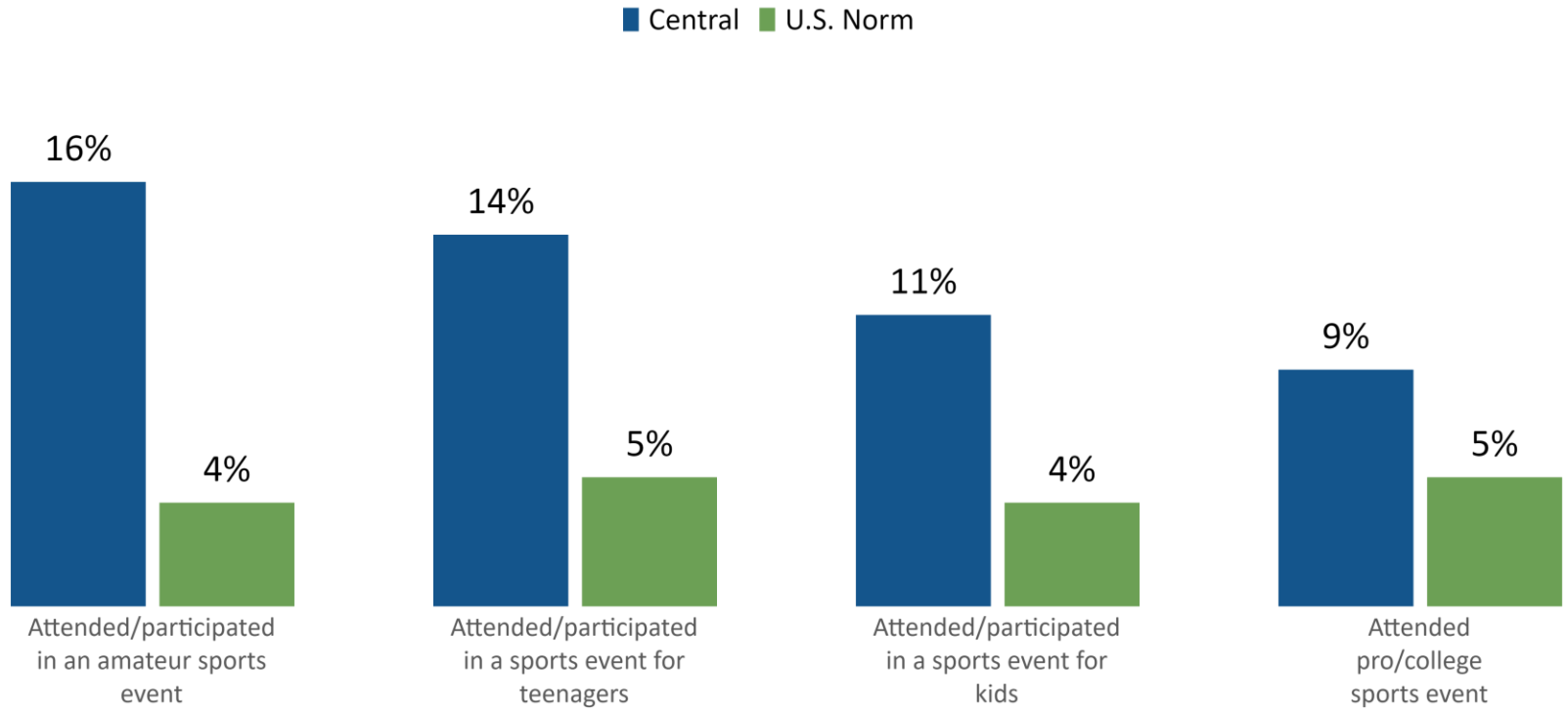
Sporting Events

Top Sporting Events for Central Travelers

35%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

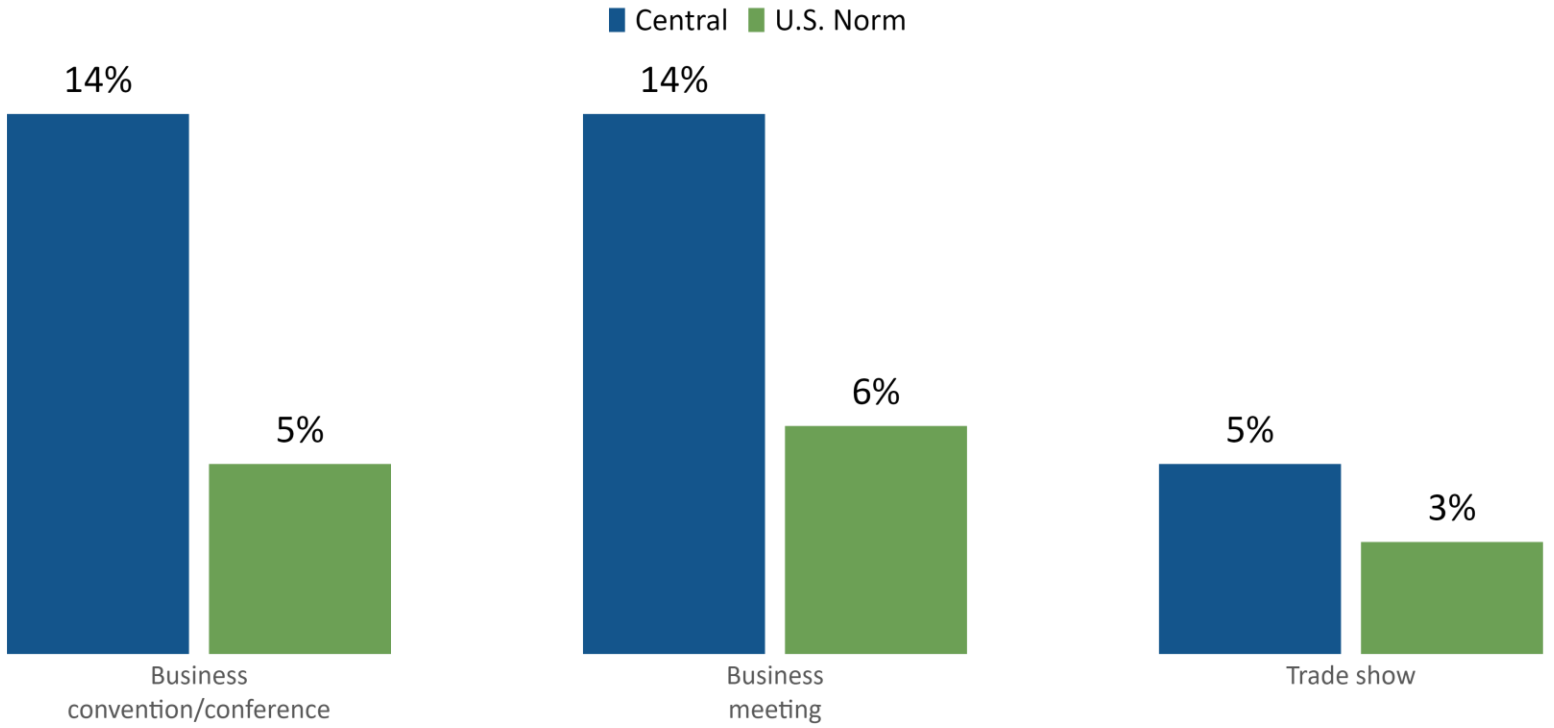
Business Activities

Top Business Activities for Central Travelers

27%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





Longwoods INTERNATIONAL

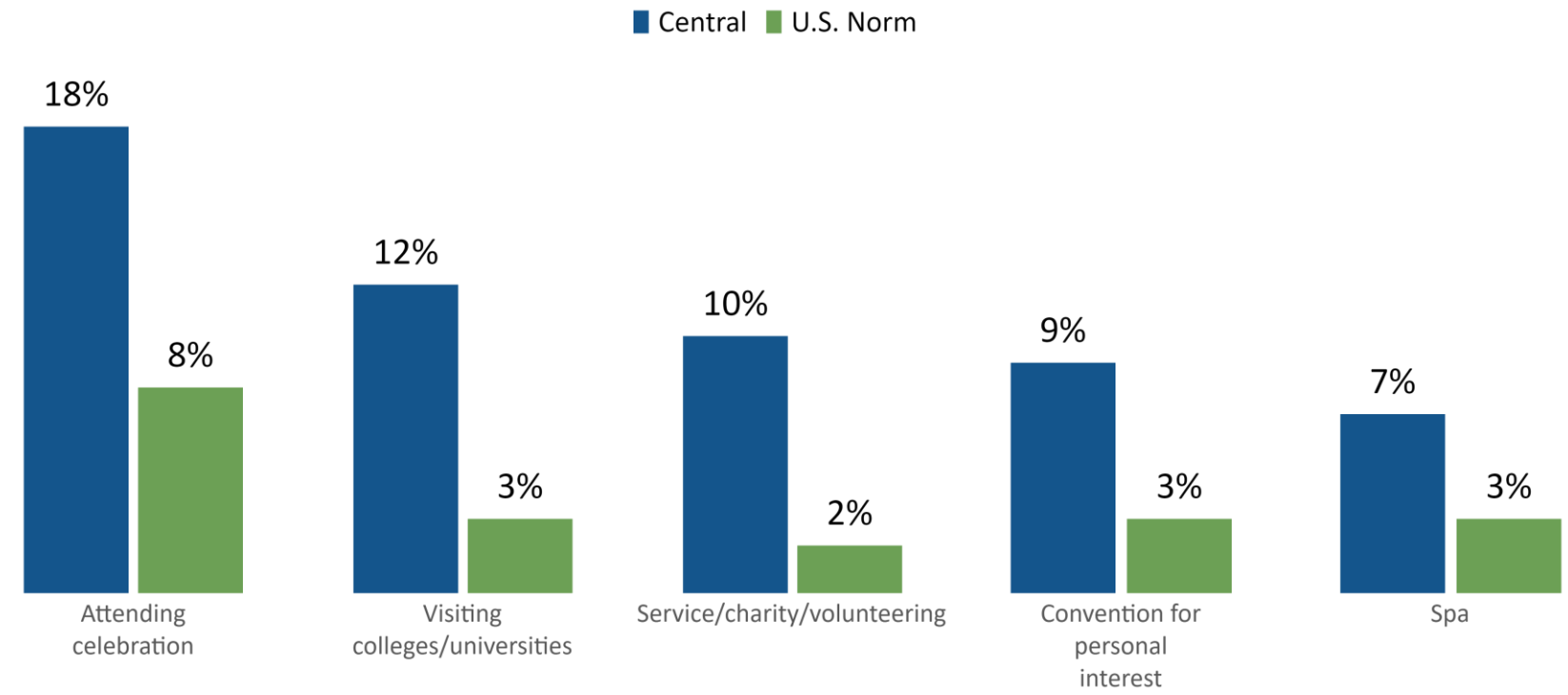
Other Activities

Top Other Activities for Central Travelers

50%

Participated in Other Activities During Their Trip

U.S. Norm: 30%

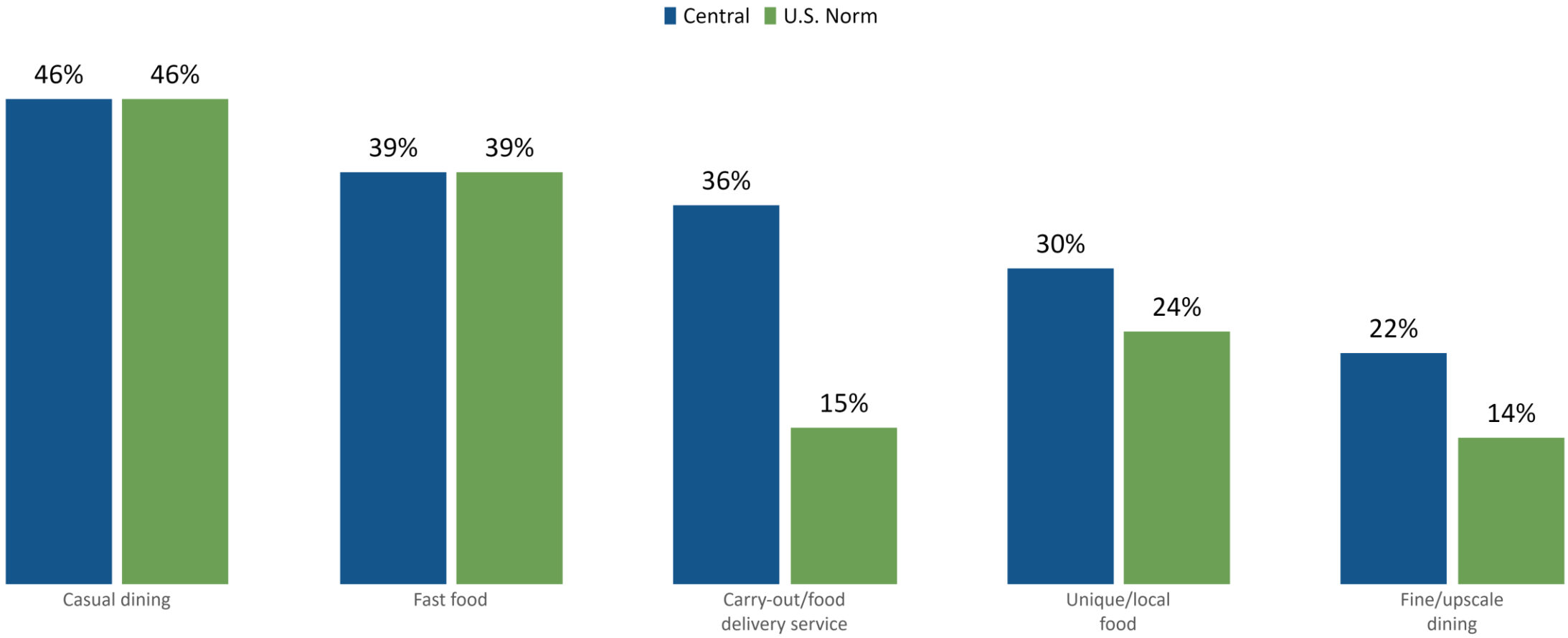




Longwoods INTERNATIONAL

Dining

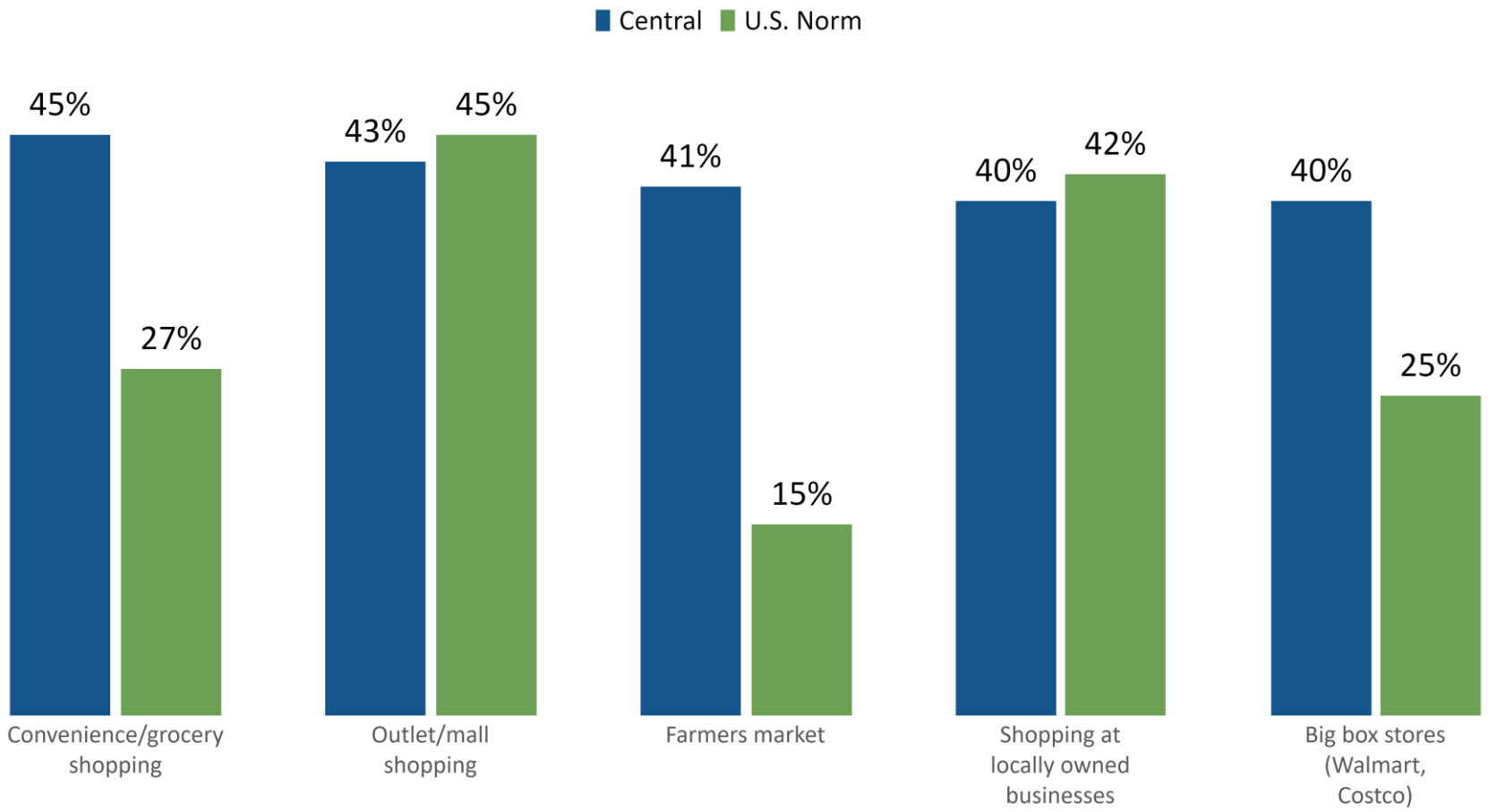
Top Dining Categories for Central Travelers



Longwoods INTERNATIONAL

Shopping

Top Shopping Categories for Central Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Central.

Longwoods INTERNATIONAL



Post-Trip

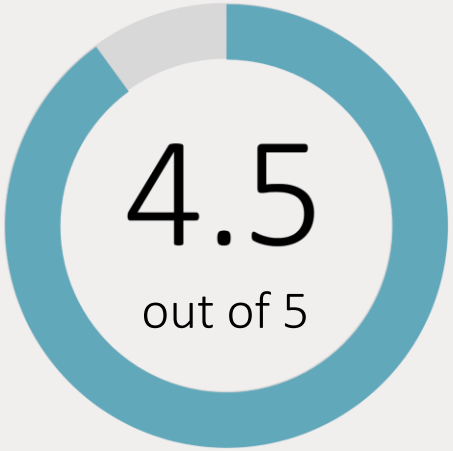
Traveler Satisfaction & Retention

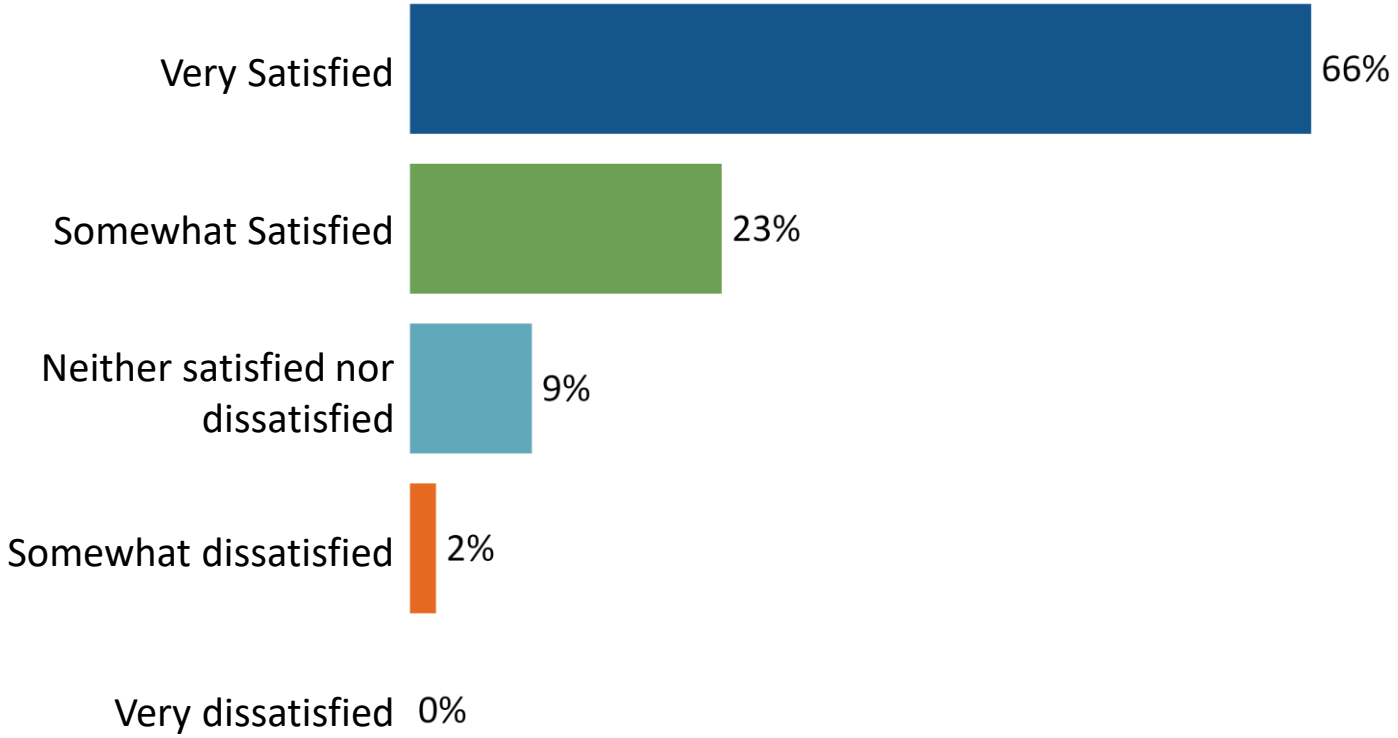
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Day Visitors Rated Their Central Experience

Average Satisfaction Rating





Longwoods INTERNATIONAL

Respondent Demographics

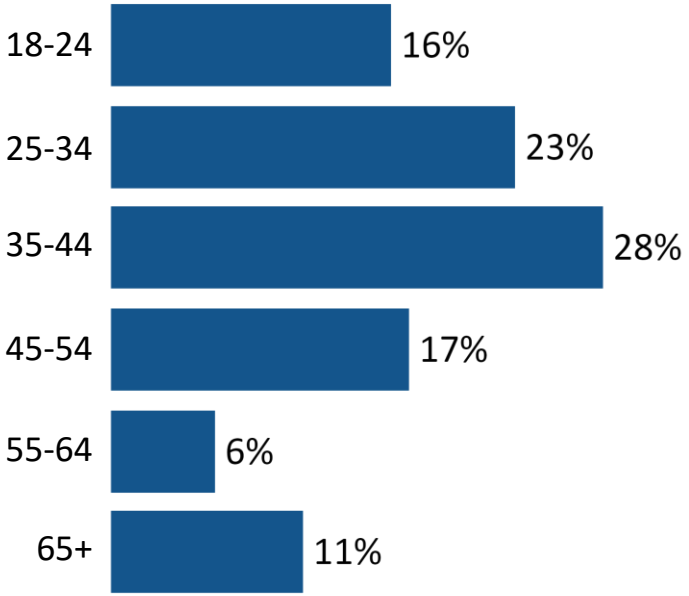


Longwoods INTERNATIONAL

Age, Gender, & Household Income

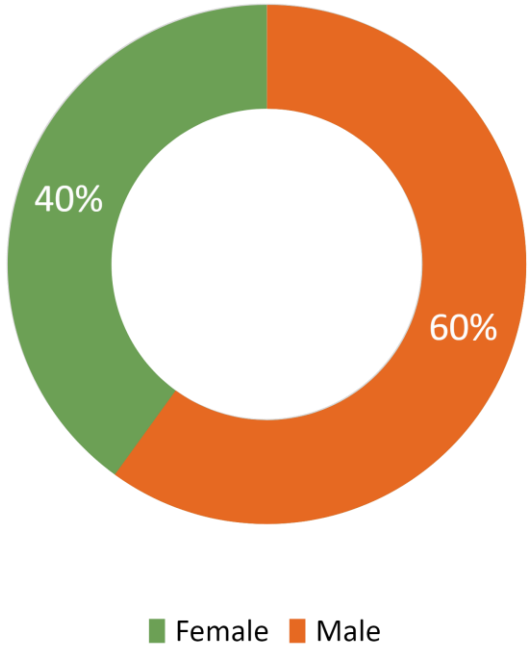
Respondent Demographics for Central

Age

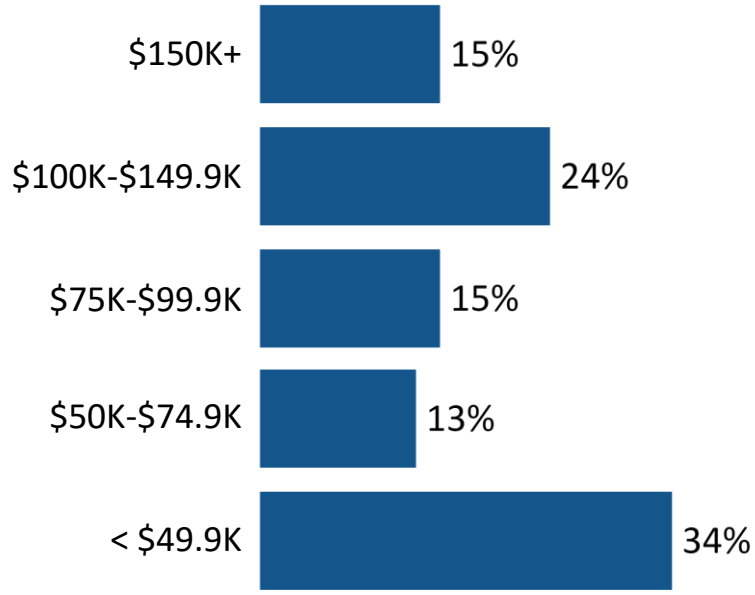


Average Age: 40.1

Gender



Household Income



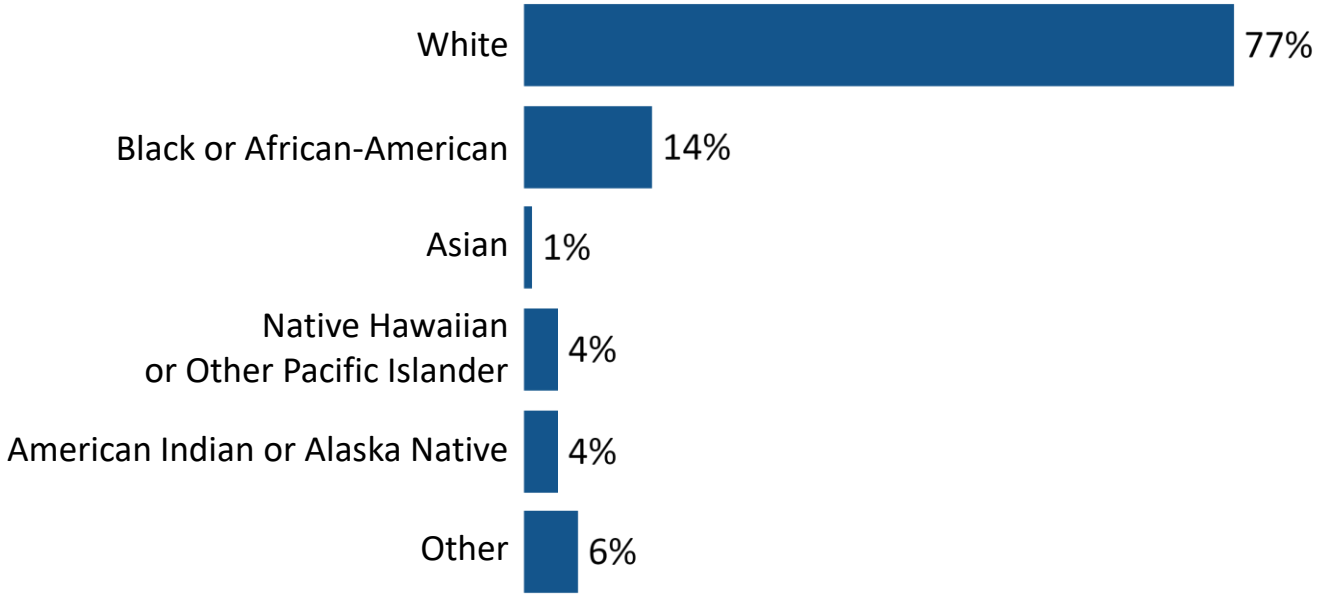
Average Income: $91.8K

Longwoods INTERNATIONAL

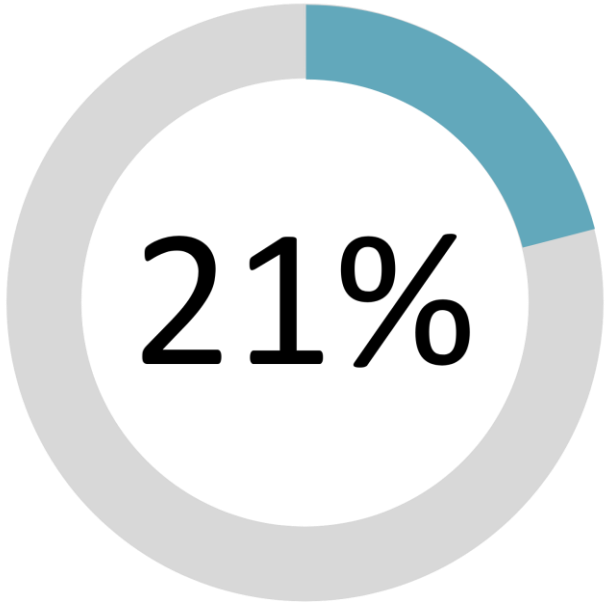
Race & Hispanic Background

Respondent Demographics for Central

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for Central

Employment

73% full-time / self-employed

11% part-time

16% retired / not employed / other

Marital Status

67% married / living with a partner

26% single / never married

7% divorced / widowed / separated

Military Status*

70% never served in the military

12% veteran

16% currently on active duty

8% on active duty for training

Education

26% high school diploma or less / other

11% attended some college

29% associate's or bachelor's degree

33% graduate or professional degree

Sexual Orientation

90% straight

4% gay / lesbian

5% bisexual

2% other / not sure

Household Size

20% 1 member

22% 2 members

14% 3 members

34% 4 members

10% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation Eastern Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Eastern's base size for day trips in 2024/2025:

200 *

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

* Low Sample - *n* < 250

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Eastern

	2024/2025
Idaho	26%
Utah	11%
California	10%
New York	10%
Texas	5%



	2024/2025
Idaho Falls-Pocatello, ID	18%
New York, NY	12%
Salt Lake City, ID/UT	11%
Los Angeles, CA	8%
Boise, ID	3%

DMA of Origin is determined using the zip code entered by the respondent.

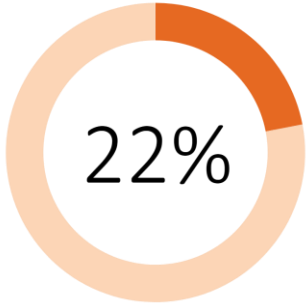
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

22%



Travel Parties with Pets



Travel Parties with Children

42%

Longwoods INTERNATIONAL

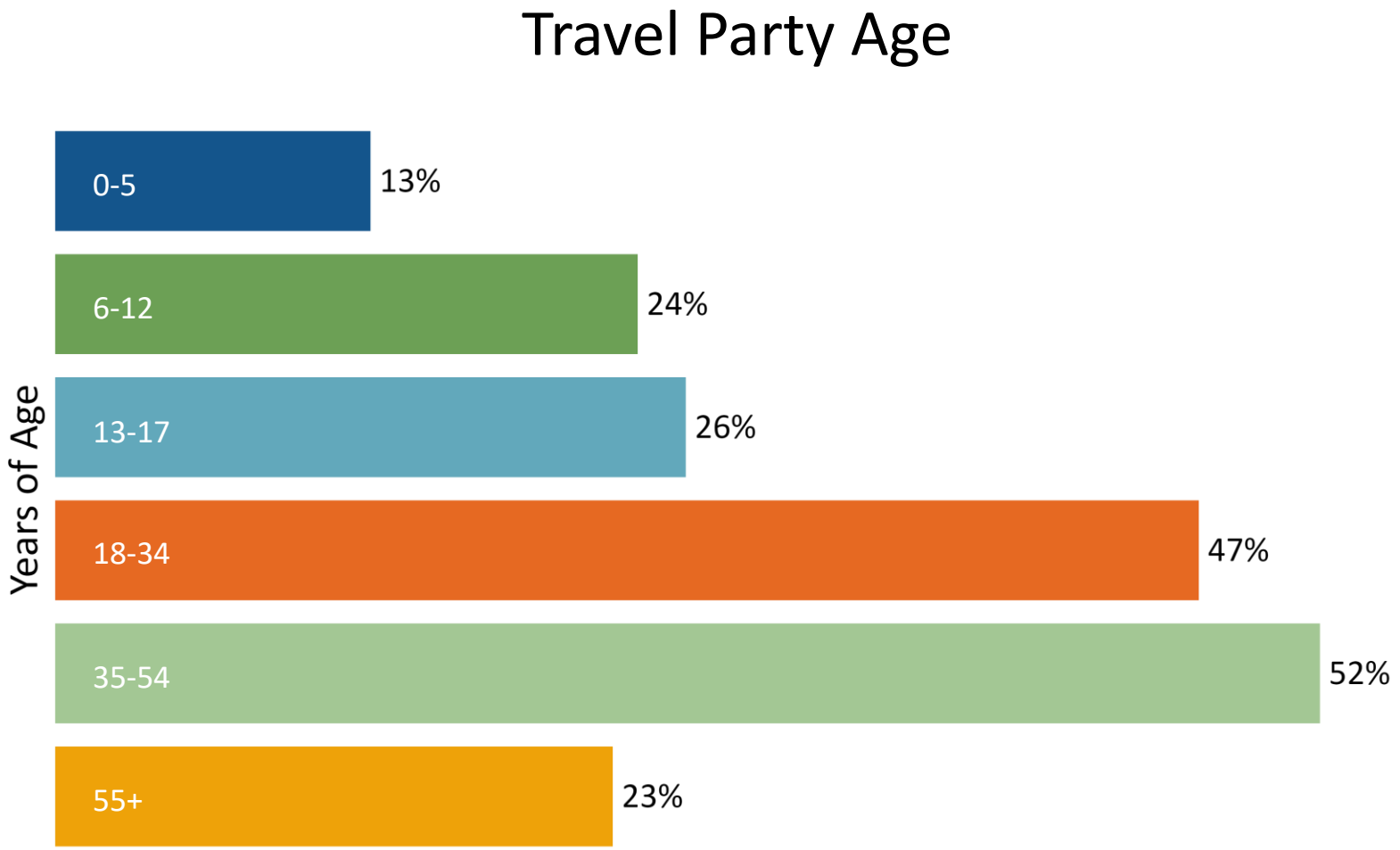
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.7





Longwoods INTERNATIONAL

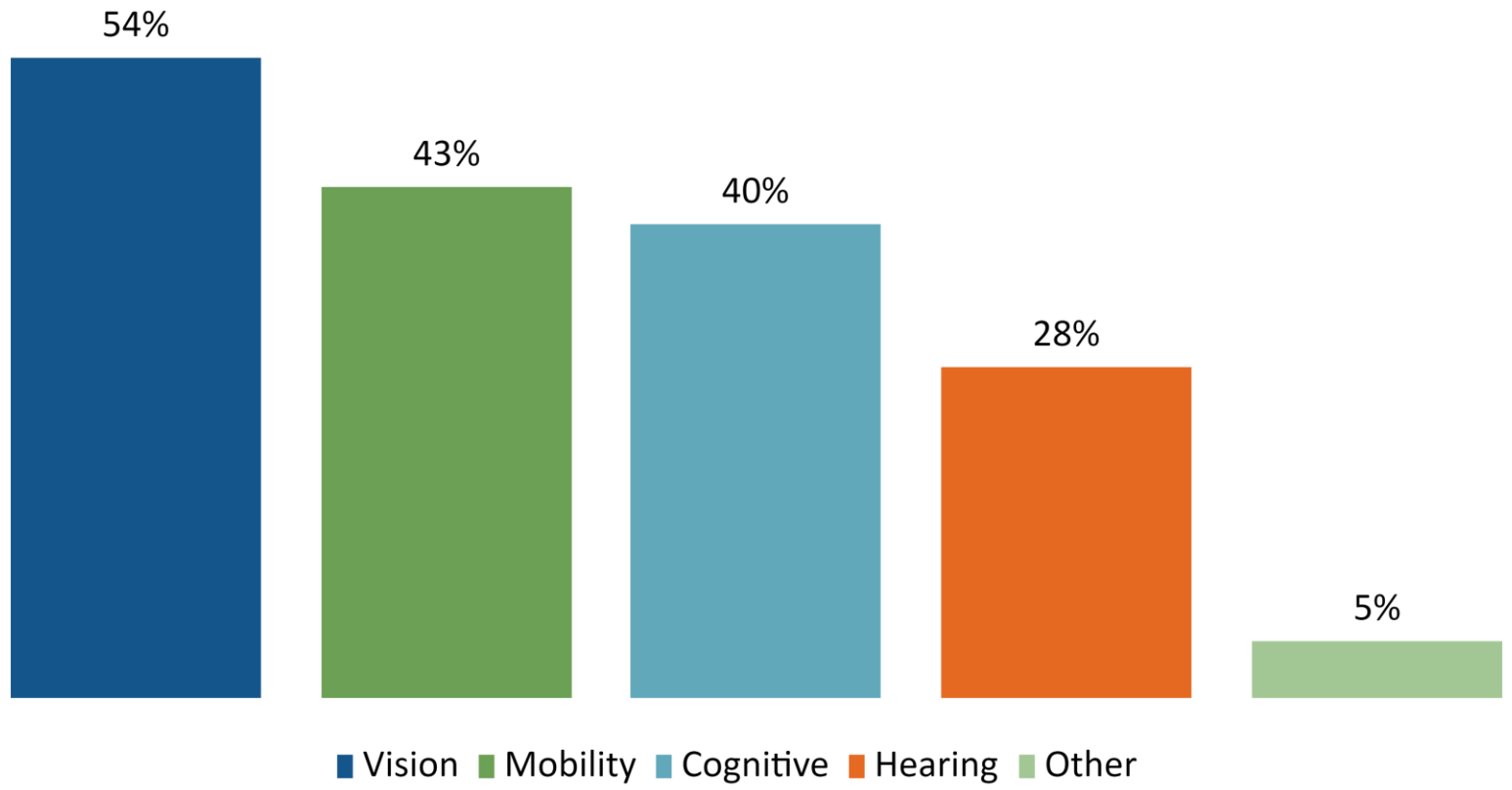
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

30%

+14.6% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

29% Visiting friends / relatives
-6.5% vs U.S. Norm

15% Touring
+4.0% vs U.S. Norm

13% Outdoors
+5.1% vs U.S. Norm

8% Special event
-1.3% vs U.S. Norm

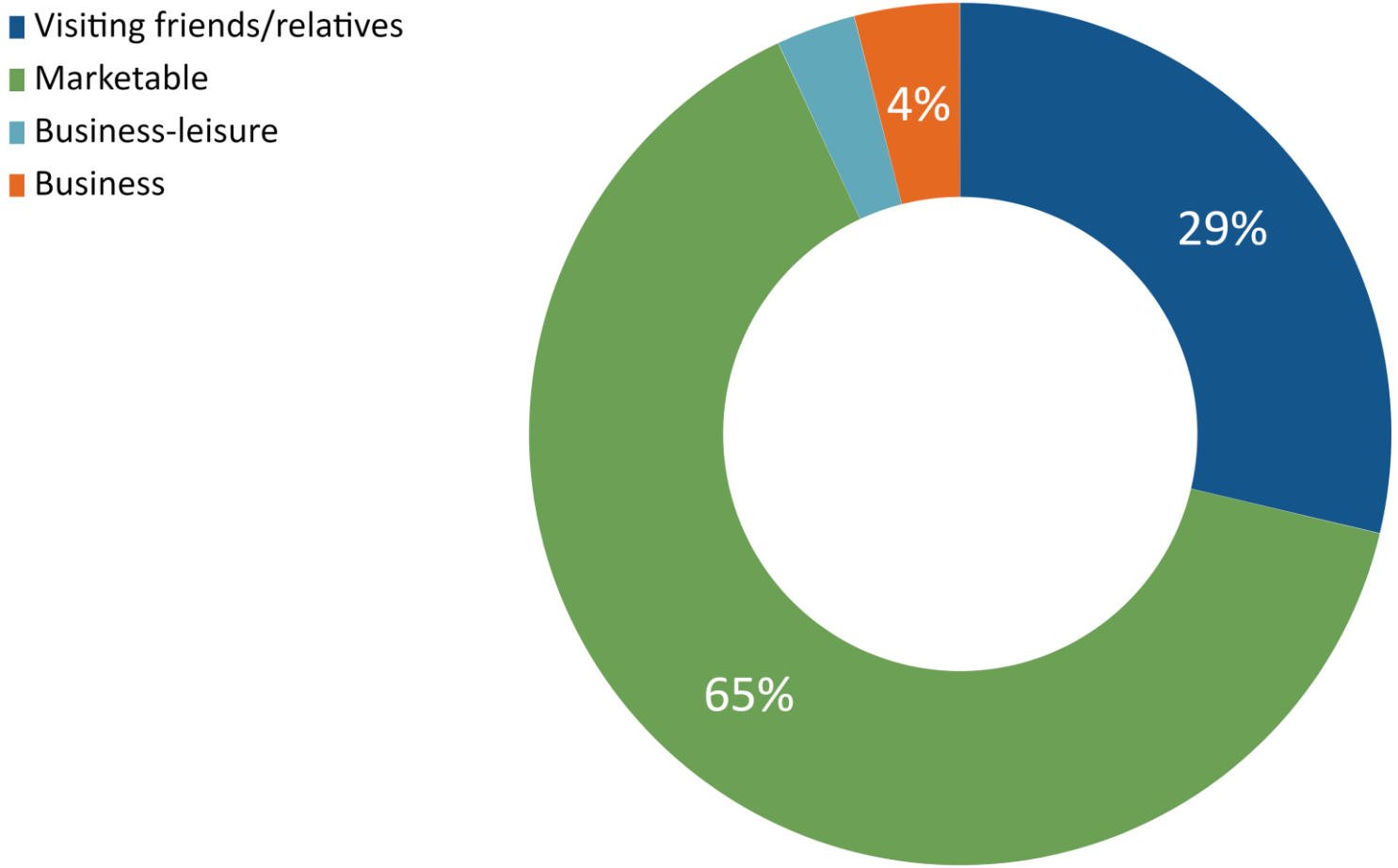
6% City trip
-4.0% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



94%

Visited Friends/Relatives Who Live in Eastern

6%

Met Friends/Relatives in Eastern Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

24%	Budget friendly traveler: prioritizing affordability and value for money
16%	Family traveler: prioritizing activities and accommodations suitable for children
14%	Luxury traveler: seeking high-end experiences and personalized services
11%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
10%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
9%	Special event traveler: traveling for music festivals, sporting events, or other major events

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

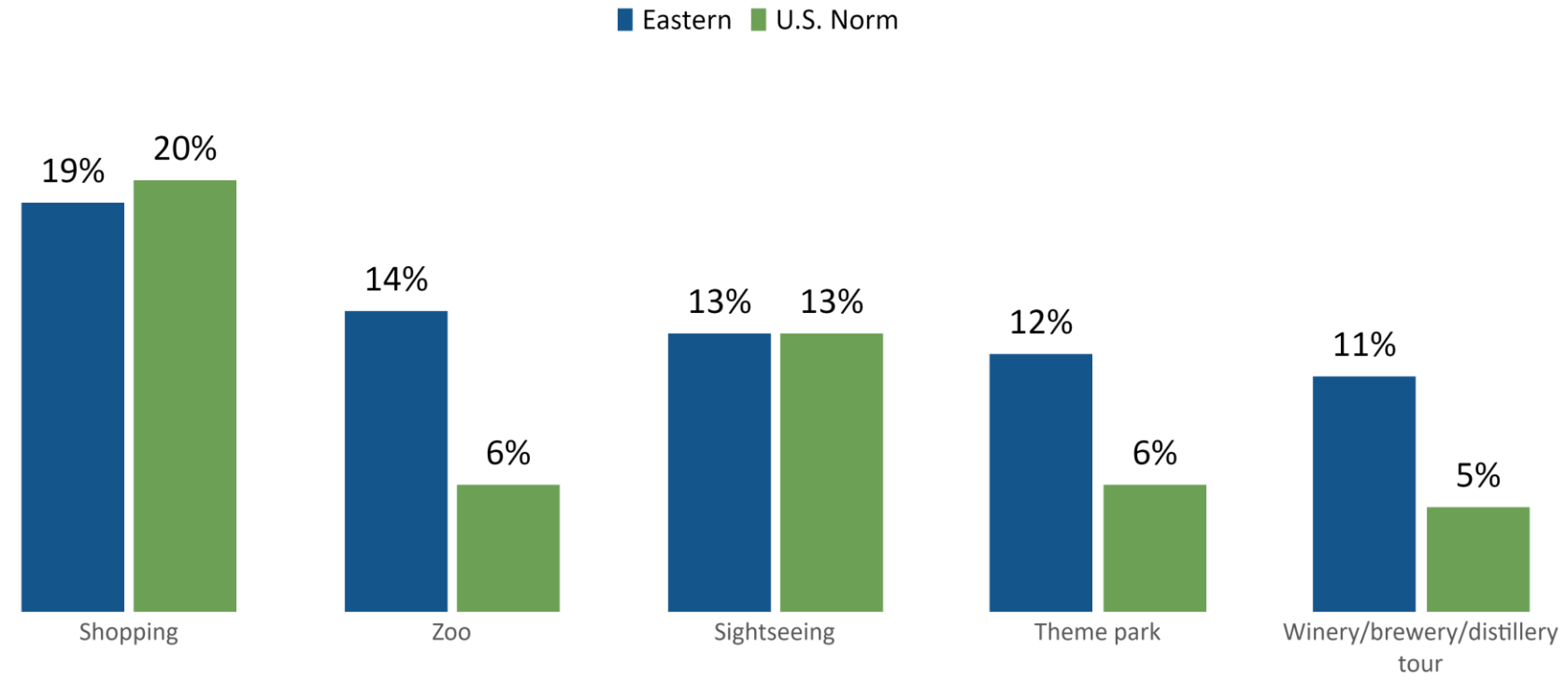
Entertainment Activities

Top Entertainment Activities for Eastern Travelers

54%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

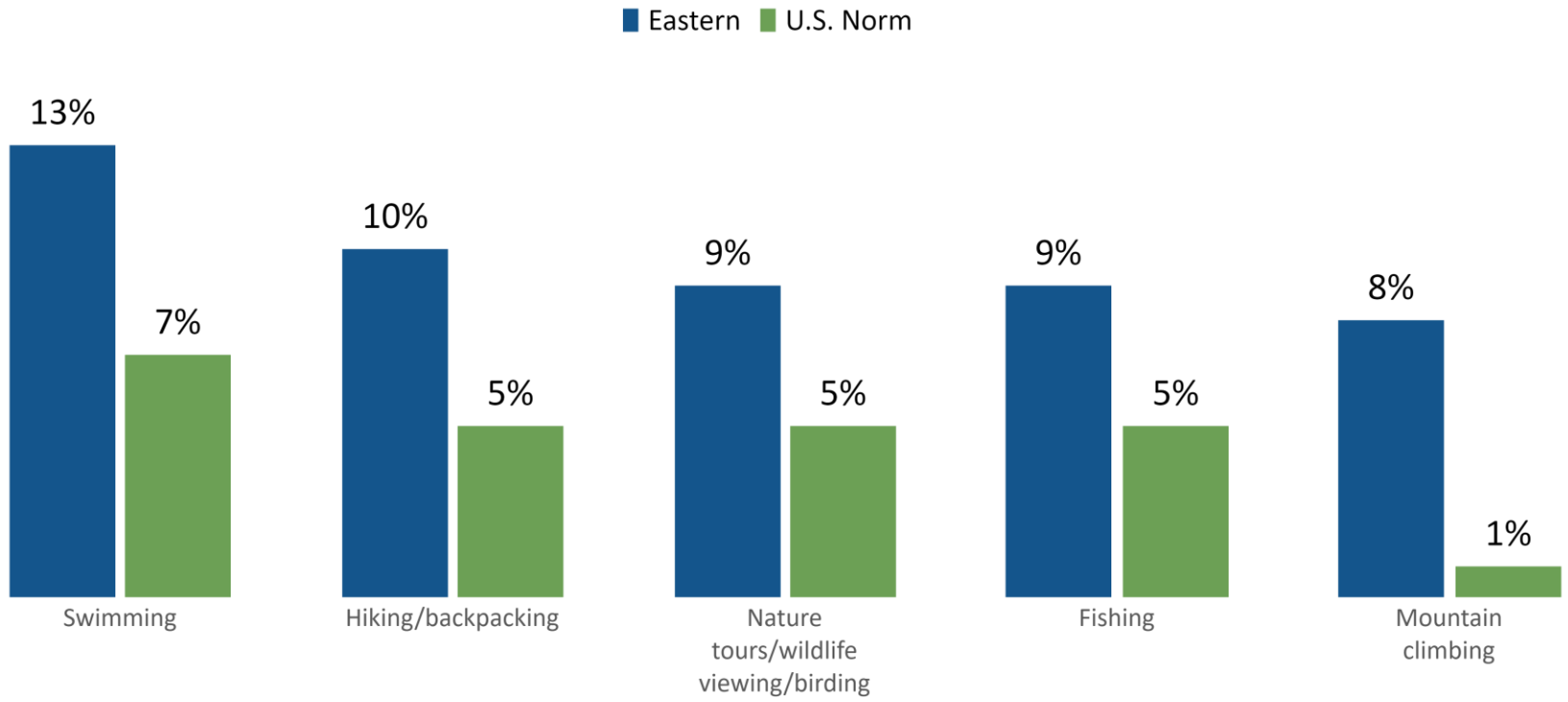
Recreational Activities

Top Recreational Activities for Eastern Travelers

55%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

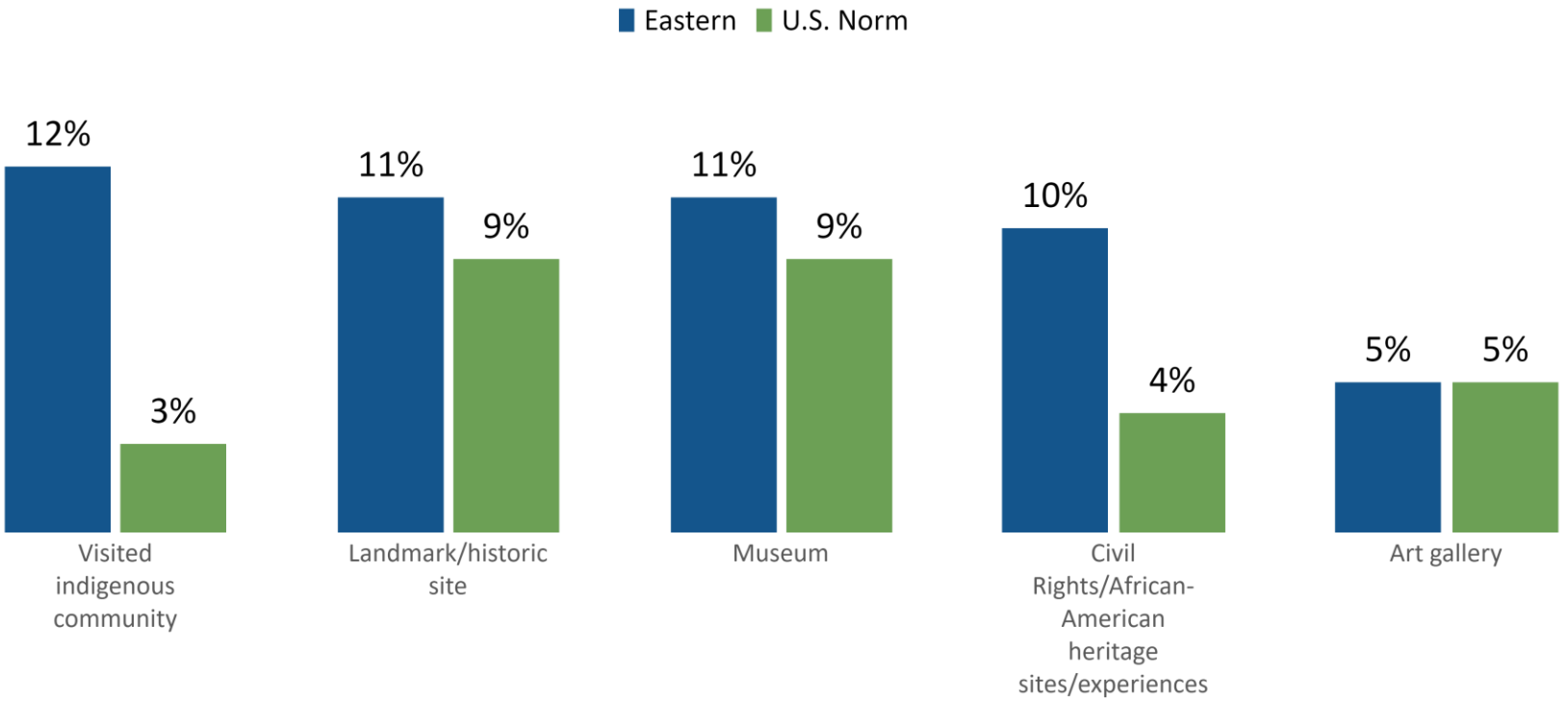
Cultural Activities

Top Cultural Activities for Eastern Travelers

35%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

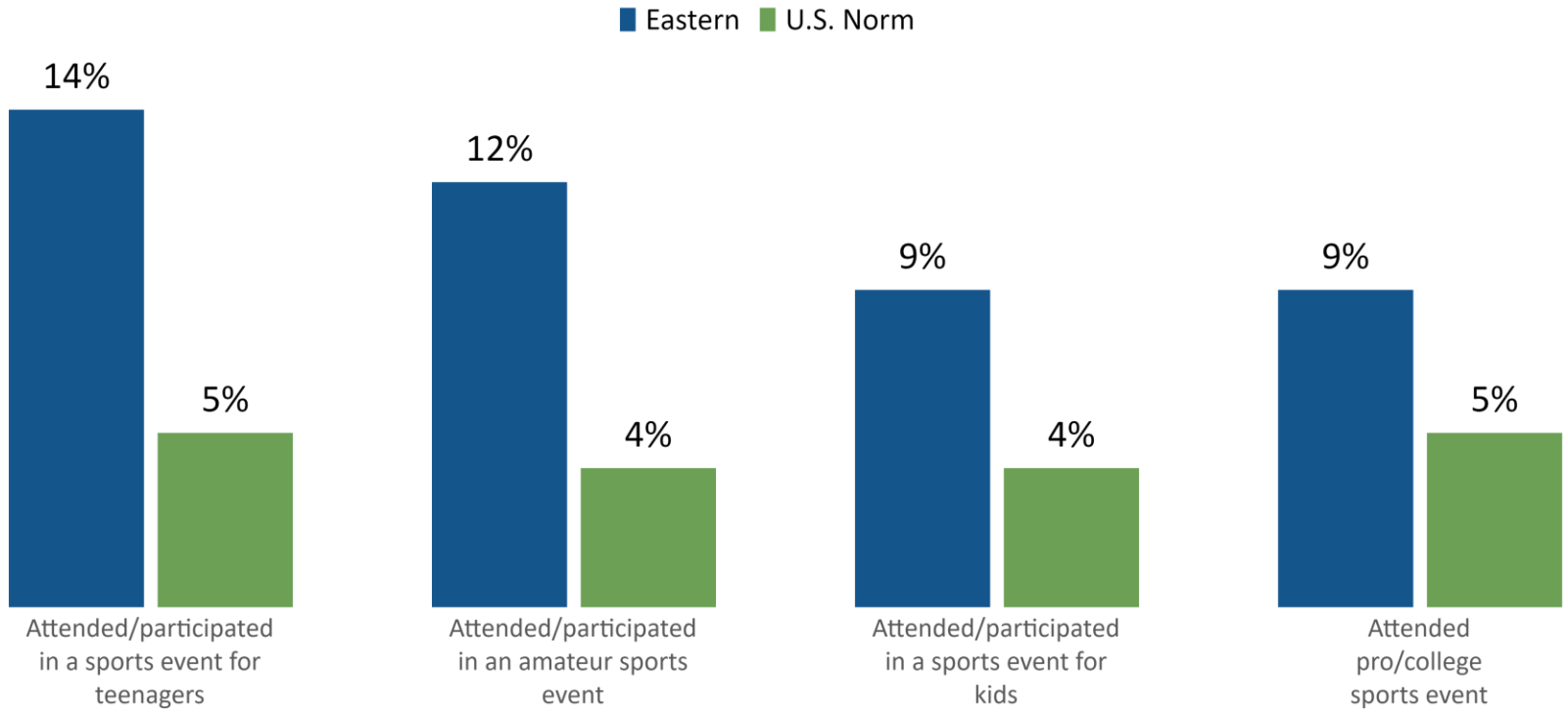
Sporting Events

Top Sporting Events for Eastern Travelers

32%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

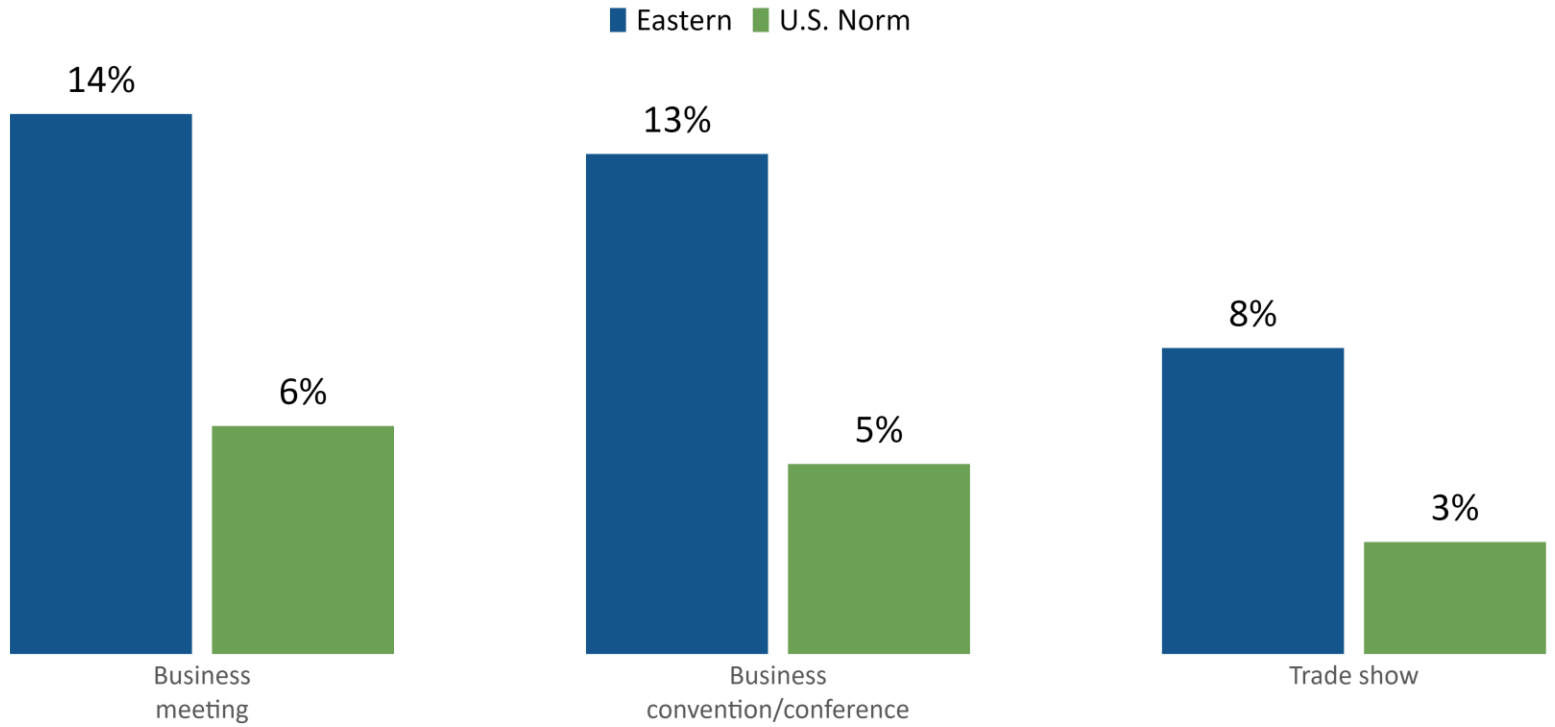
Business Activities

Top Business Activities for Eastern Travelers

29%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





Longwoods INTERNATIONAL

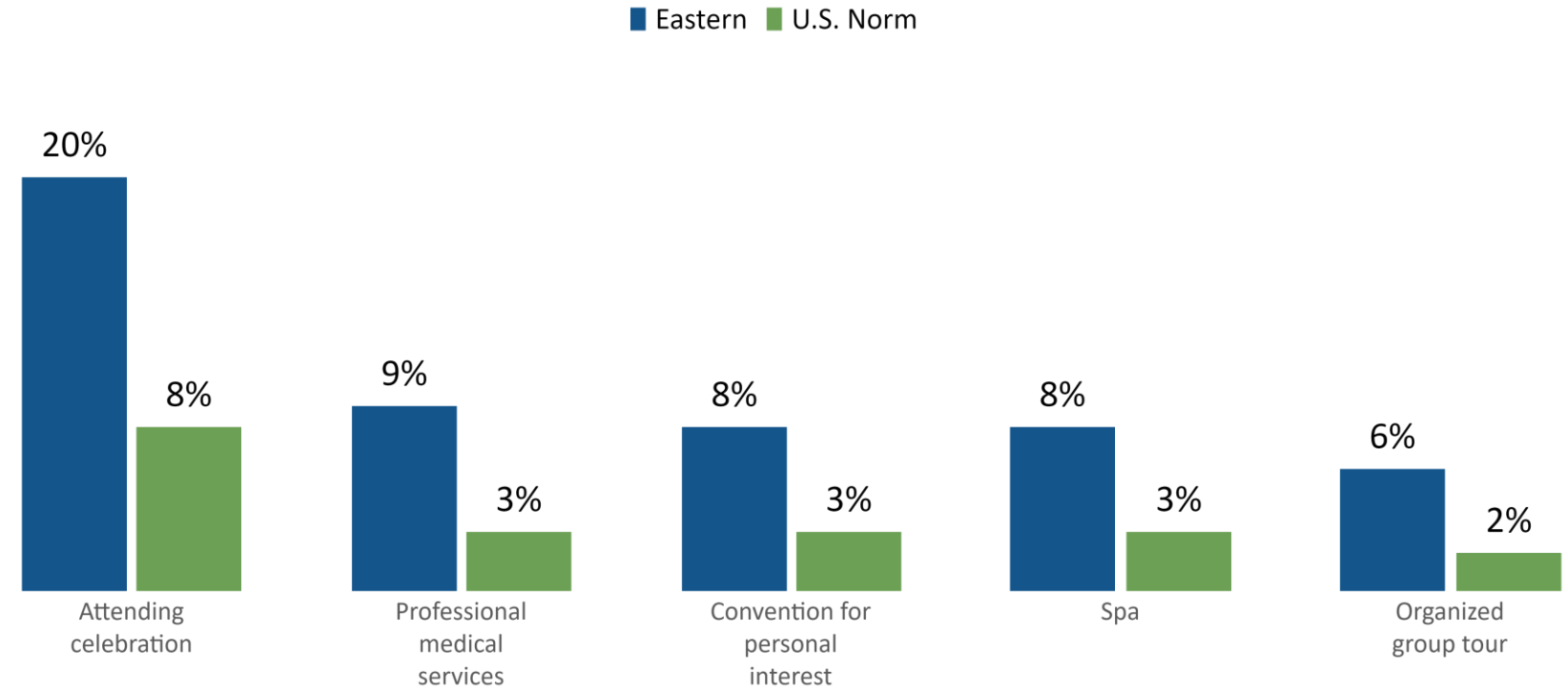
Other Activities

Top Other Activities for Eastern Travelers

47%

Participated in Other Activities During Their Trip

U.S. Norm: 30%

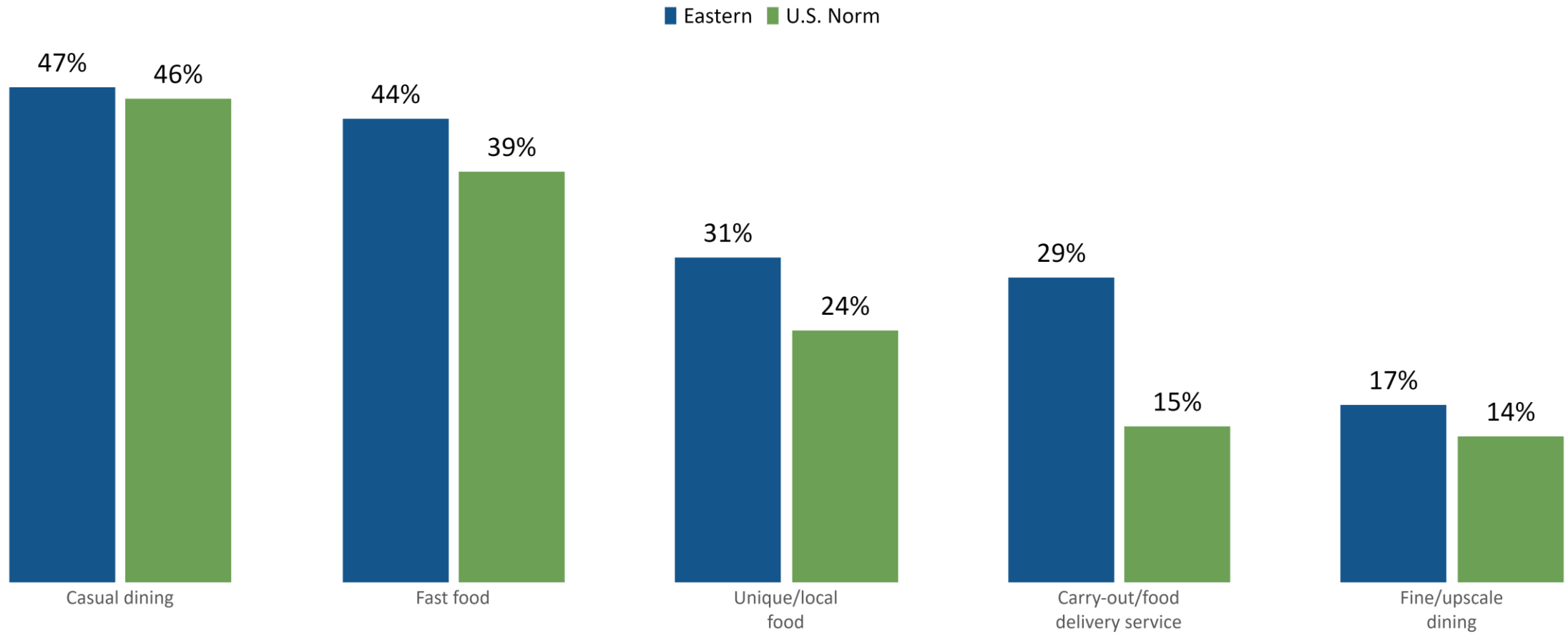




Longwoods INTERNATIONAL

Dining

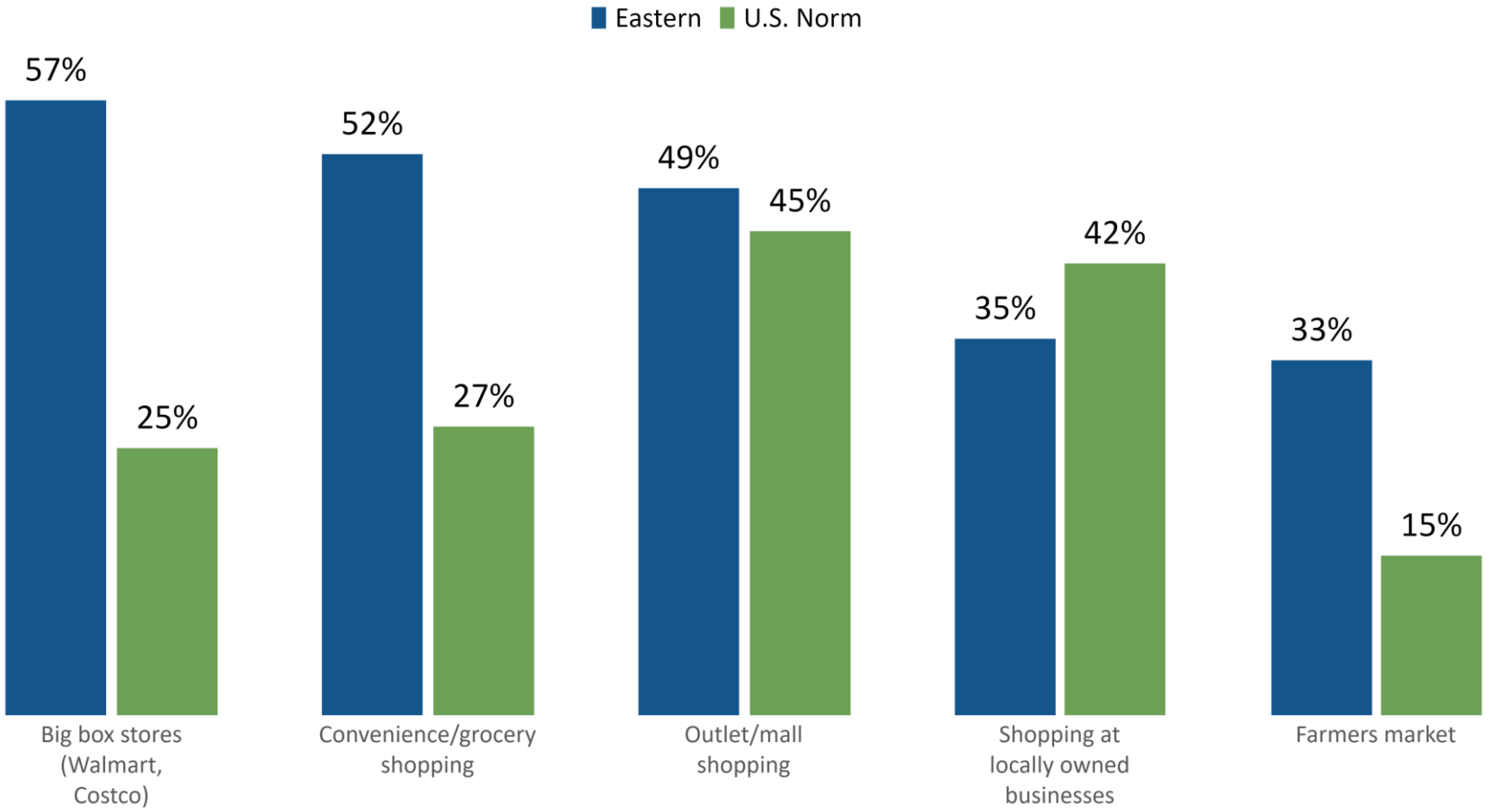
Top Dining Categories for Eastern Travelers



Longwoods INTERNATIONAL

Shopping

Top Shopping Categories for Eastern Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Eastern.

Longwoods INTERNATIONAL



Post-Trip

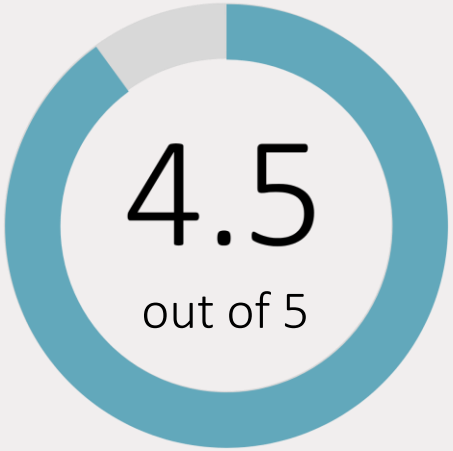
Traveler Satisfaction & Retention

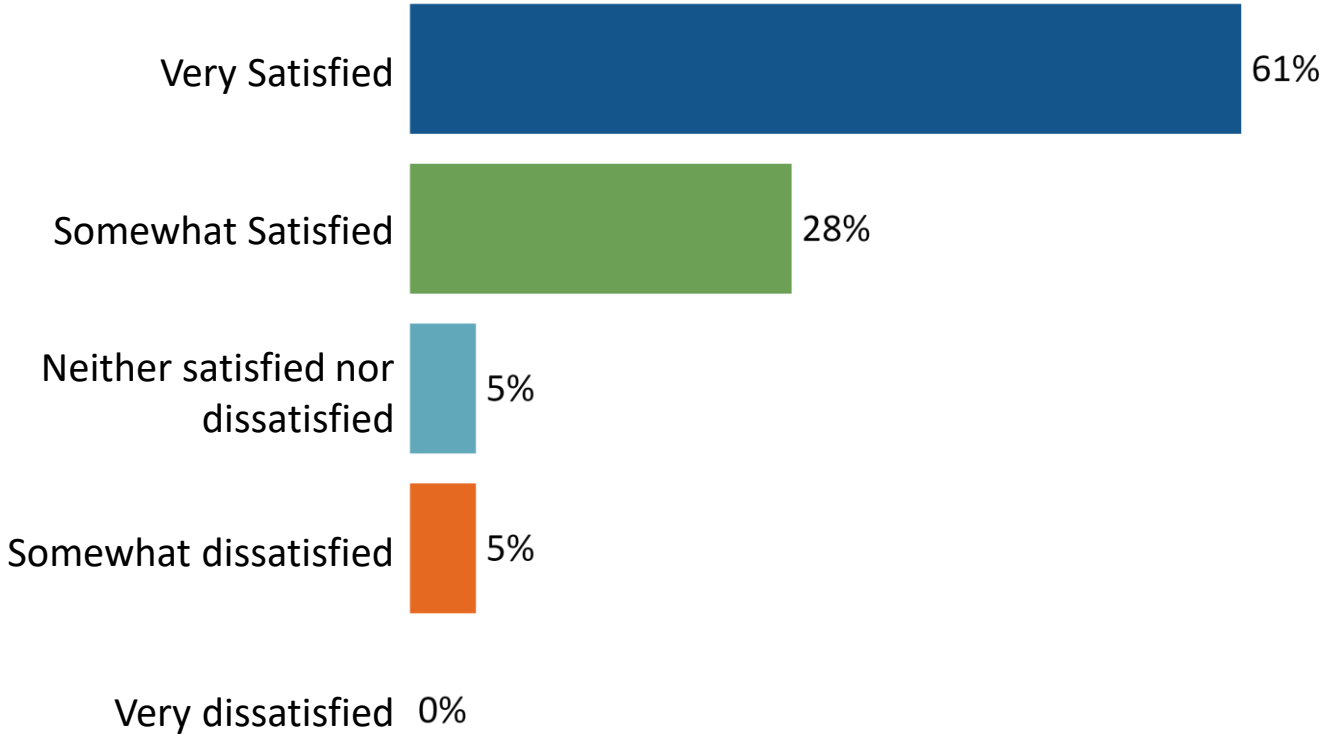
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Day Visitors Rated Their Eastern Experience

Average Satisfaction Rating





Longwoods INTERNATIONAL

Respondent Demographics

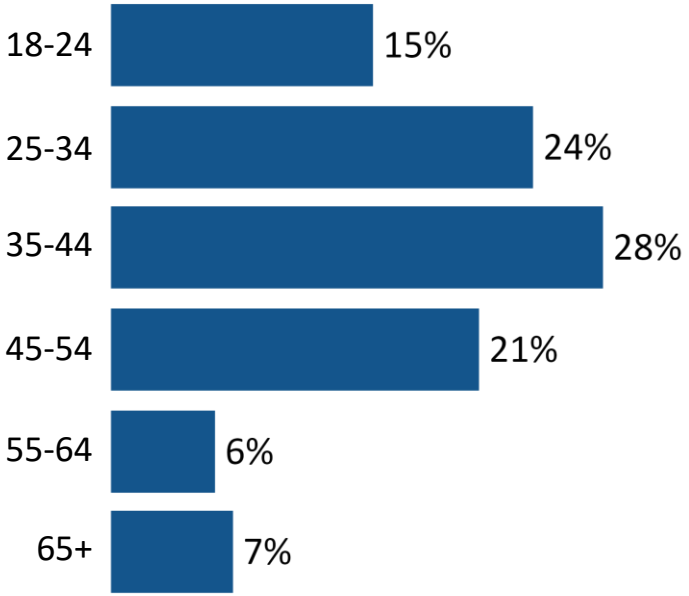


Longwoods INTERNATIONAL

Age, Gender, & Household Income

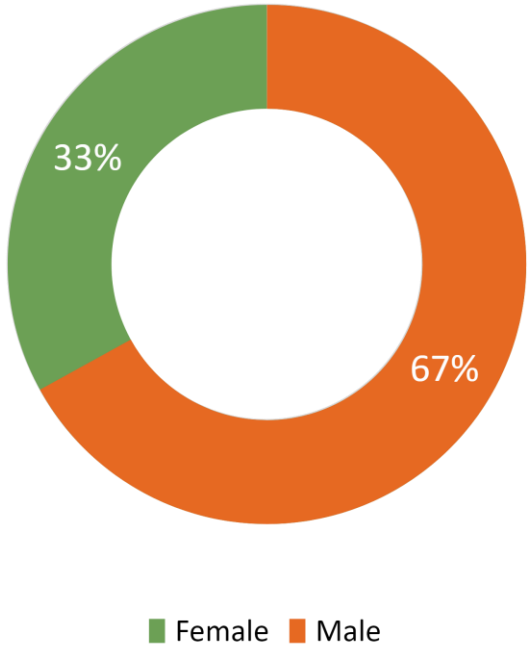
Respondent Demographics for Eastern

Age

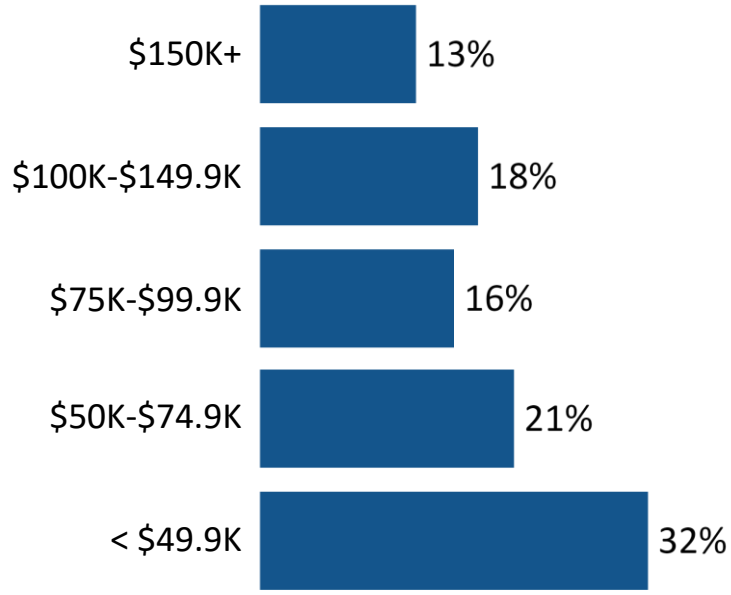


Average Age: 40.1

Gender



Household Income



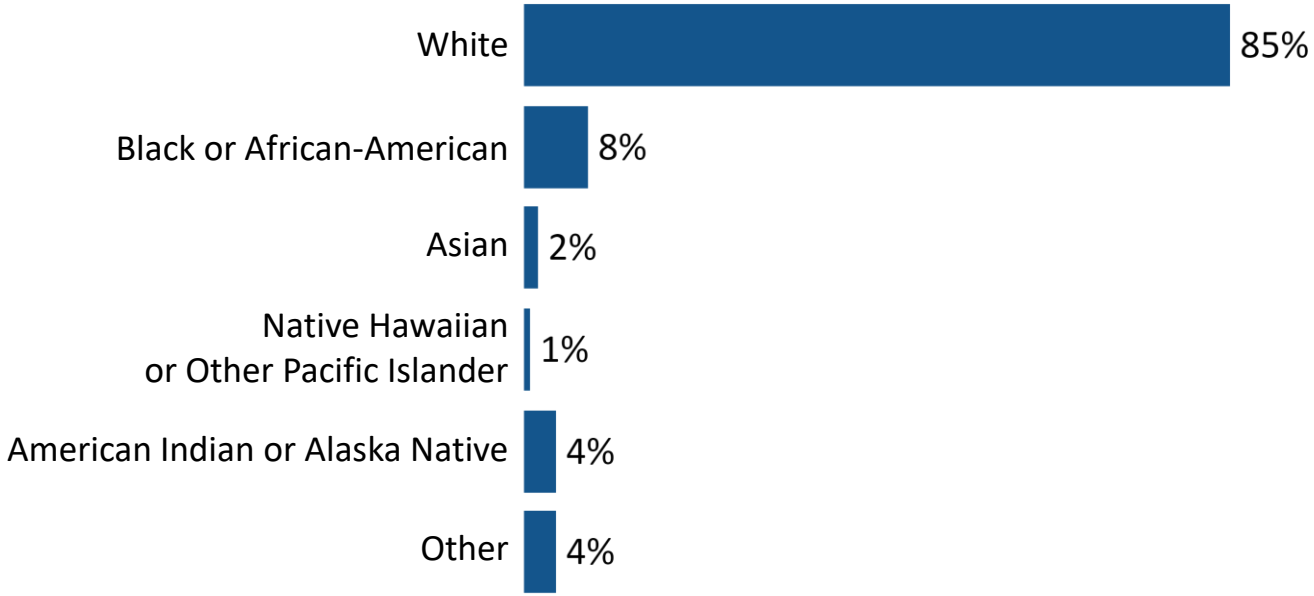
Average Income: $85.9K

Longwoods INTERNATIONAL

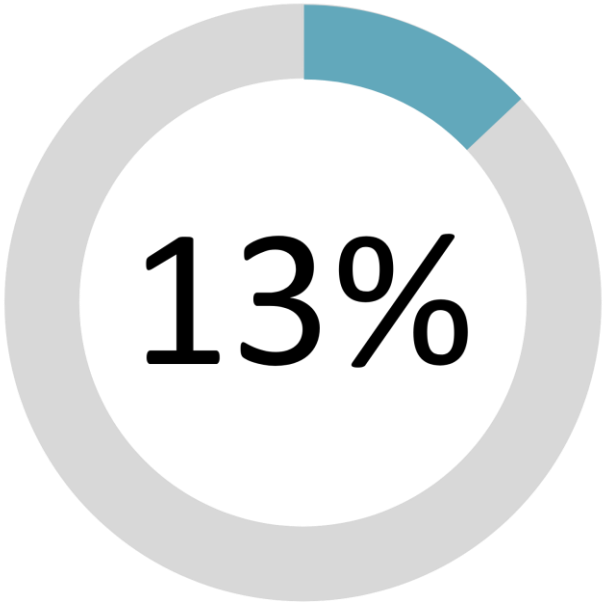
Race & Hispanic Background

Respondent Demographics for Eastern

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for Eastern

Employment

66% full-time / self-employed

17% part-time

17% retired / not employed / other

Marital Status

62% married / living with a partner

26% single / never married

12% divorced / widowed / separated

Military Status*

65% never served in the military

12% veteran

22% currently on active duty

7% on active duty for training

Education

29% high school diploma or less / other

11% attended some college

32% associate's or bachelor's degree

28% graduate or professional degree

Sexual Orientation

87% straight

0% gay / lesbian

9% bisexual

3% other / not sure

Household Size

23% 1 member

17% 2 members

13% 3 members

32% 4 members

14% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation Southeastern Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Southeastern's base size for day trips in 2024/2025:

214 *

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

* Low Sample - *n* < 250

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Southeastern

	2024/2025
Idaho	41%
Utah	16%
California	10%
Texas	6%
Washington	4%



	2024/2025
Idaho Falls-Pocatello, ID	19%
Boise, ID	16%
Salt Lake City, ID/UT	16%
Los Angeles, CA	7%
Dallas-Ft. Worth, TX	4%

DMA of Origin is determined using the zip code entered by the respondent.

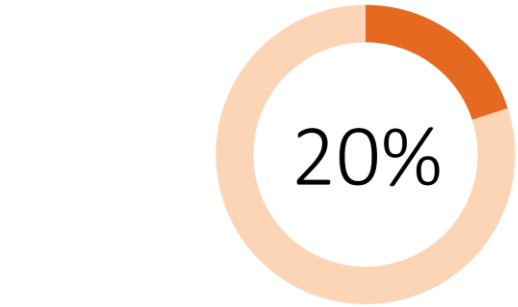
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

31%



Travel Parties with Pets



Travel Parties with Children

38%

Longwoods INTERNATIONAL

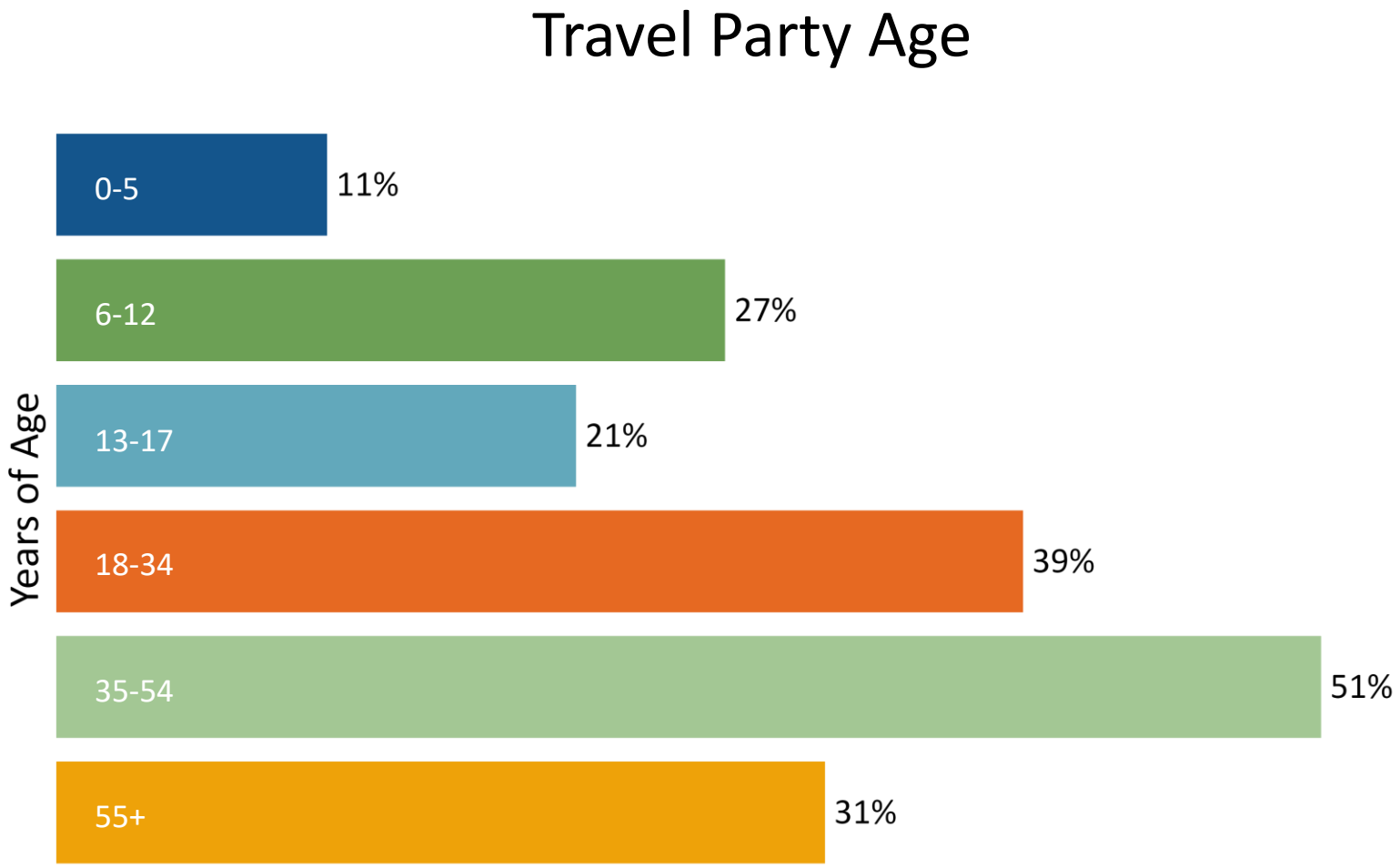
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.7





Longwoods INTERNATIONAL

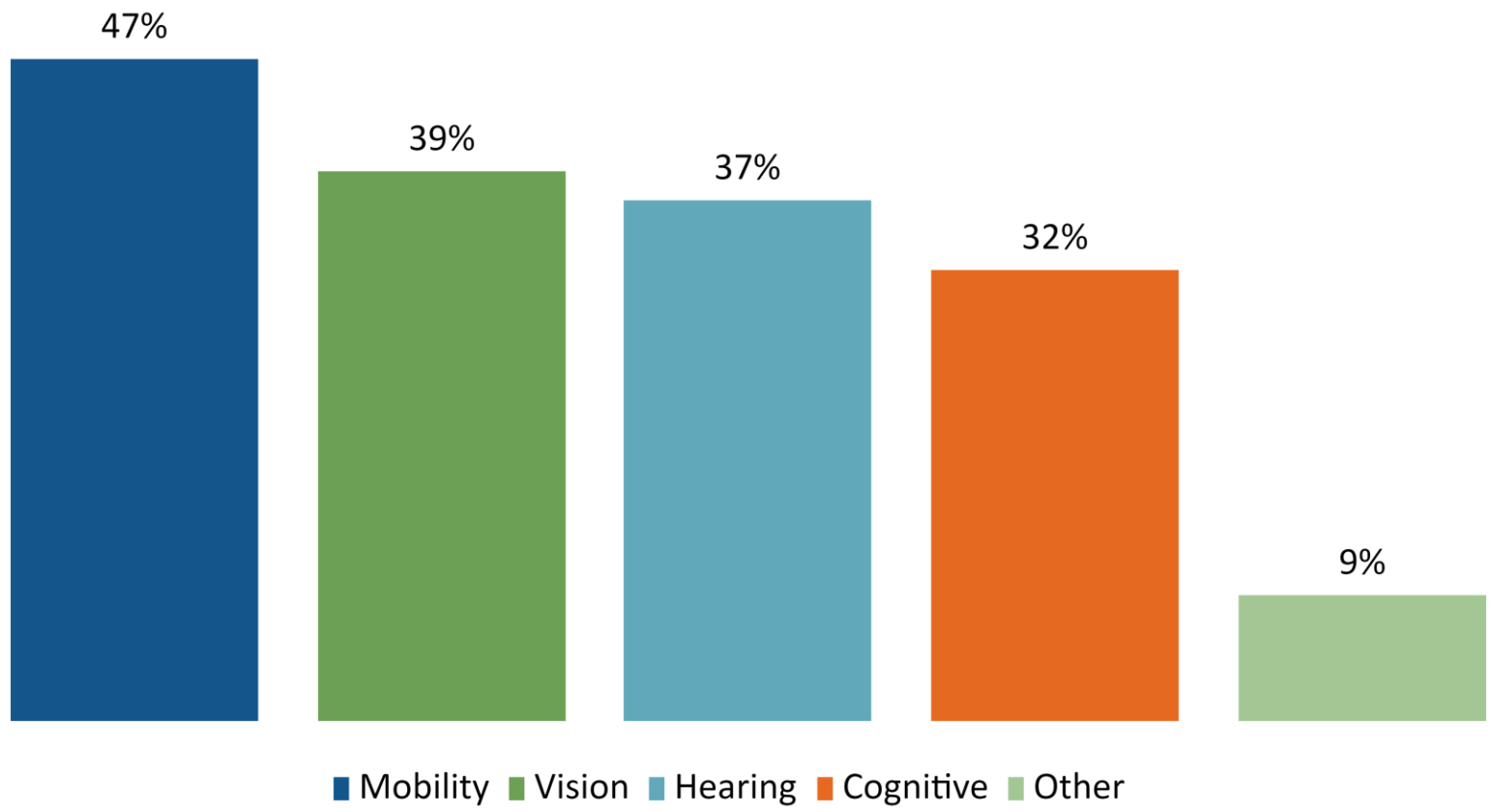
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

27%

+11.7% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

35% Visiting friends / relatives
-0.5% vs U.S. Norm

16% Touring
+5.5% vs U.S. Norm

11% Outdoors
+2.6% vs U.S. Norm

6% Shopping
+0.1% vs U.S. Norm

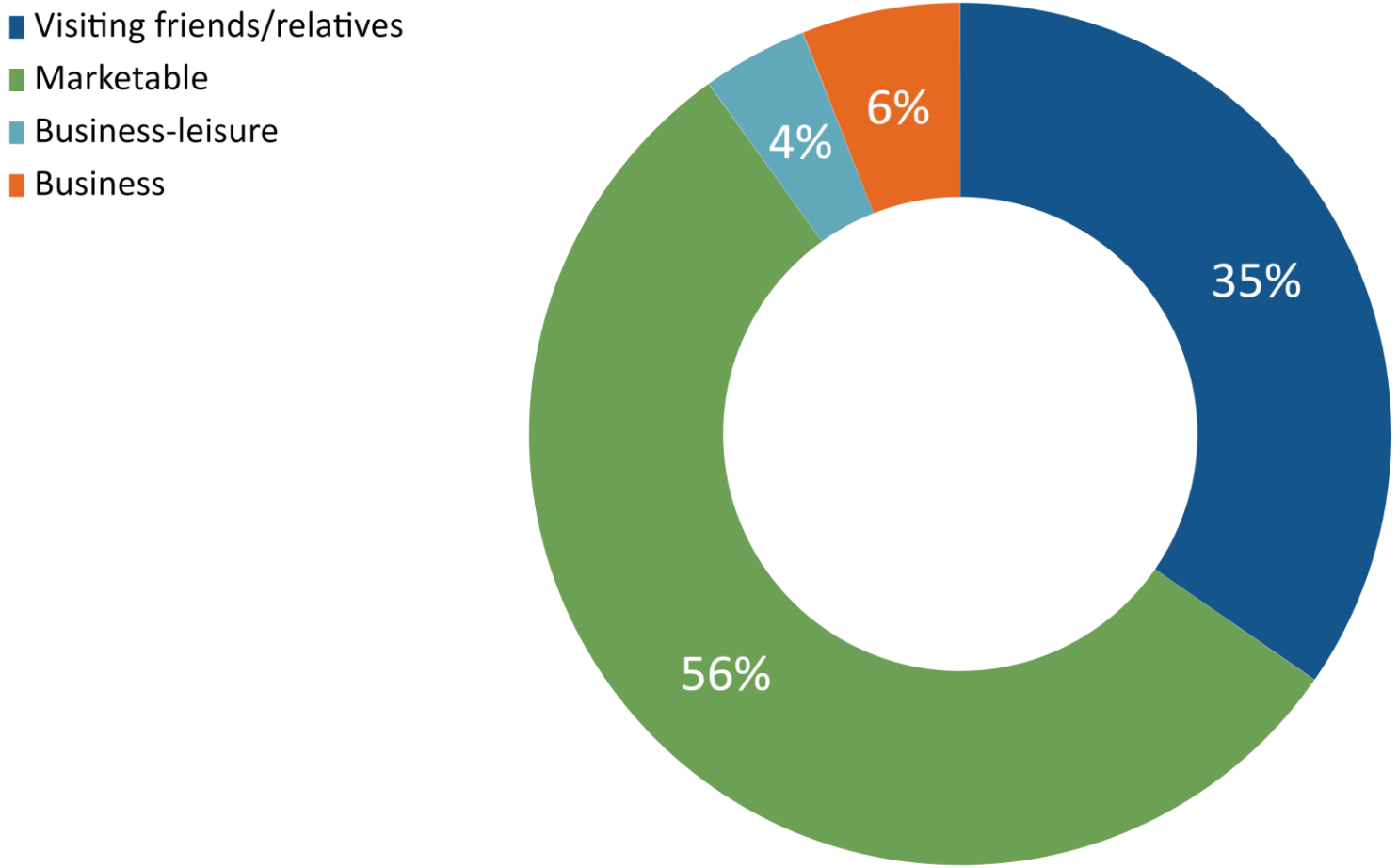
6% Special event
-3.8% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



84%

Visited Friends/Relatives Who Live in Southeastern

16%

Met Friends/Relatives in Southeastern Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

34%	Budget friendly traveler: prioritizing affordability and value for money
24%	Family traveler: prioritizing activities and accommodations suitable for children
13%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
11%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
7%	Special event traveler: traveling for music festivals, sporting events, or other major events
2%	Luxury traveler: seeking high-end experiences and personalized services

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

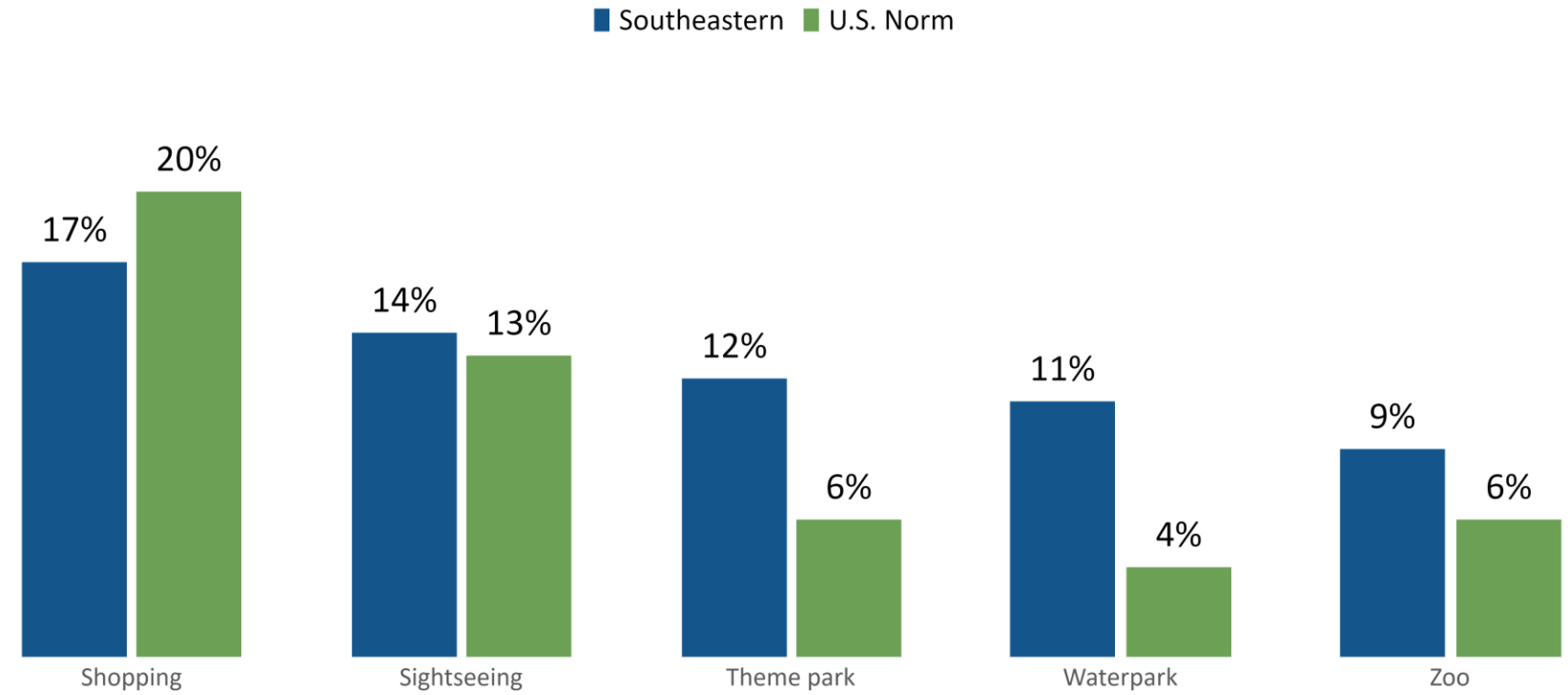
Entertainment Activities

Top Entertainment Activities for Southeastern Travelers

50%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

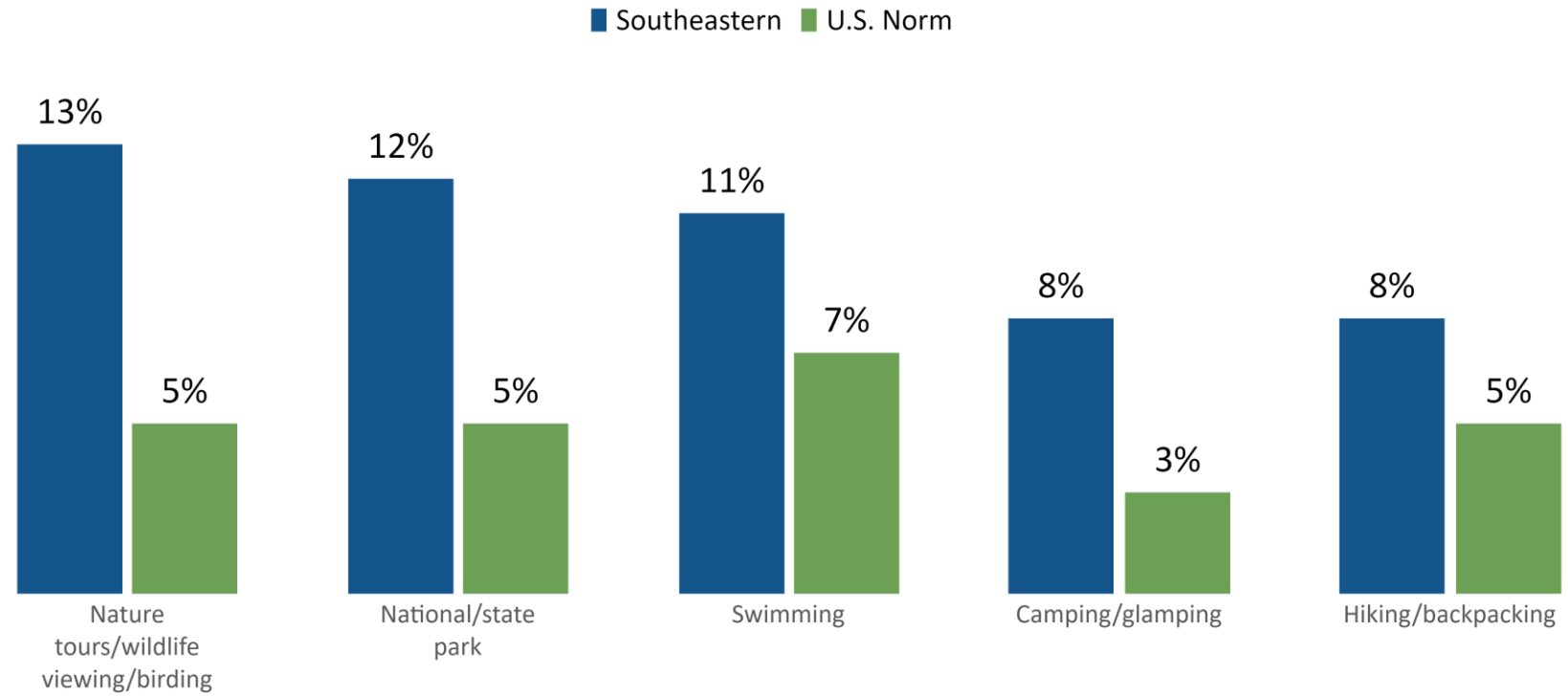
Recreational Activities

Top Recreational Activities for Southeastern Travelers

55%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

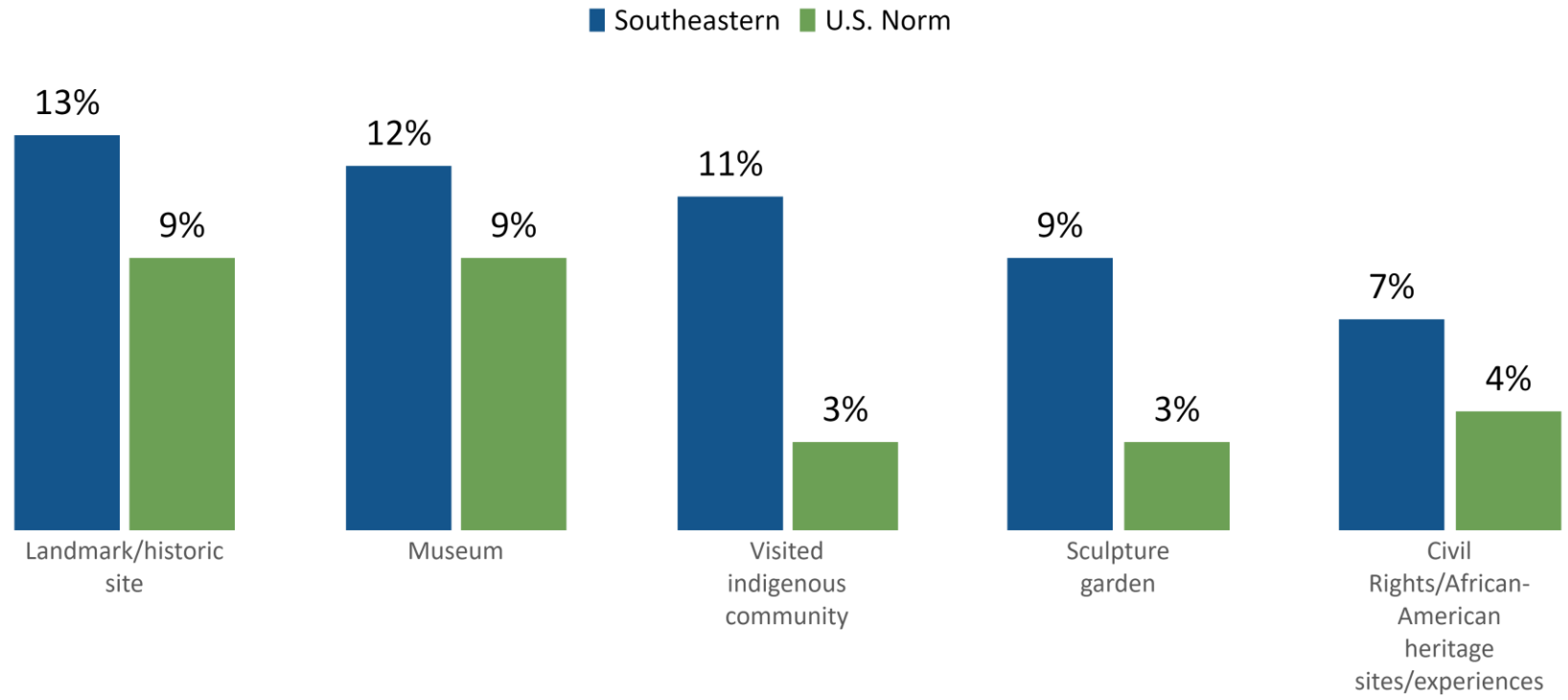
Cultural Activities

Top Cultural Activities for Southeastern Travelers

35%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

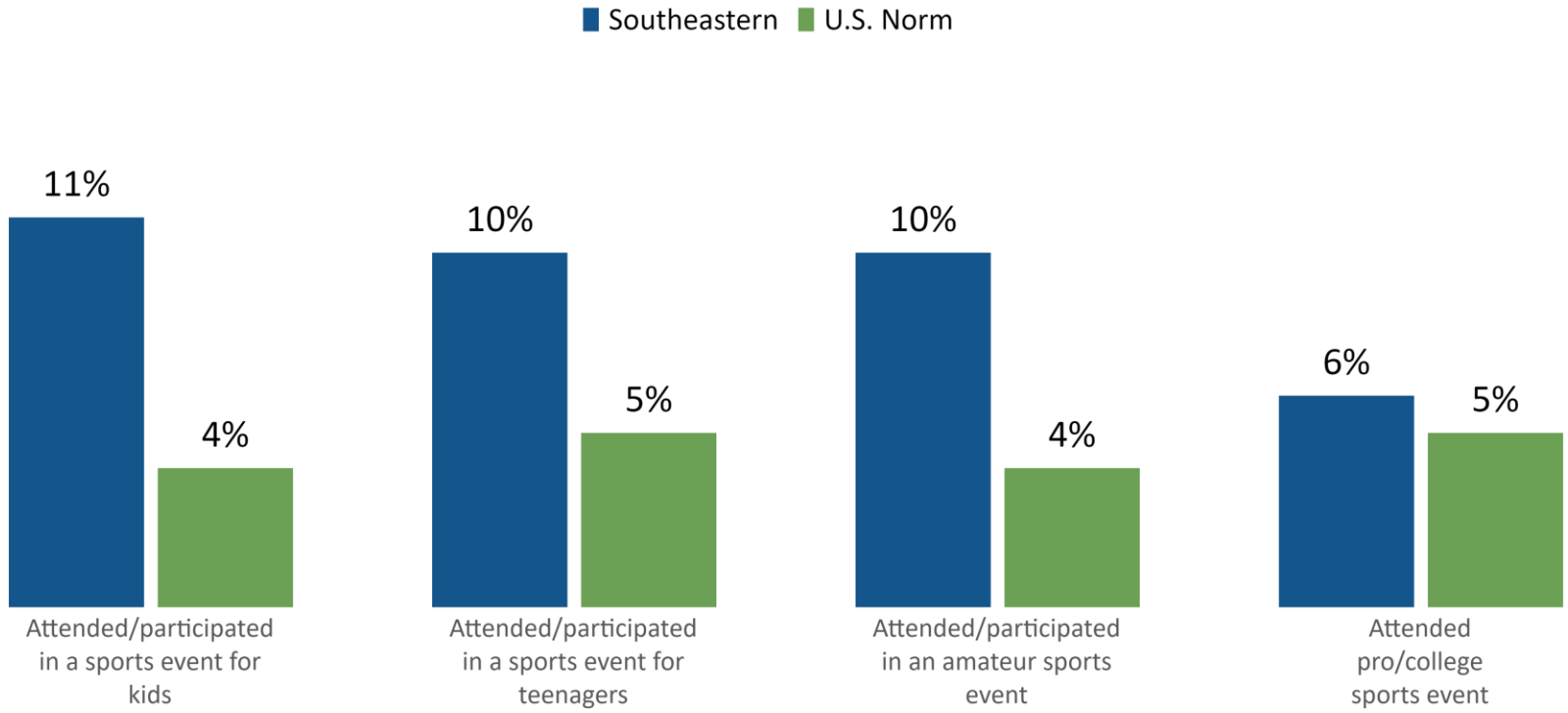
Sporting Events

Top Sporting Events for Southeastern Travelers

24%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

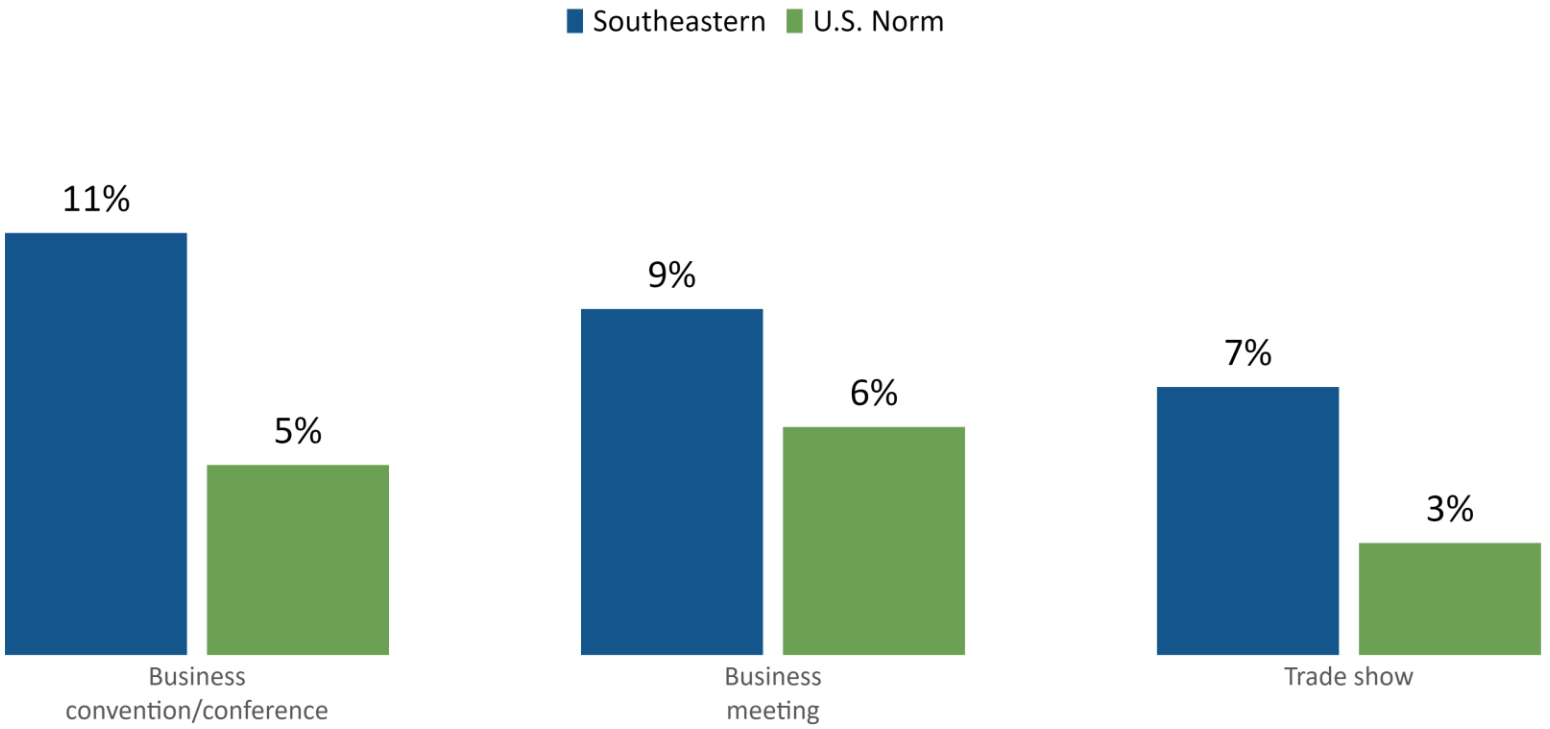
Business Activities

Top Business Activities for Southeastern Travelers

22%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





Longwoods INTERNATIONAL

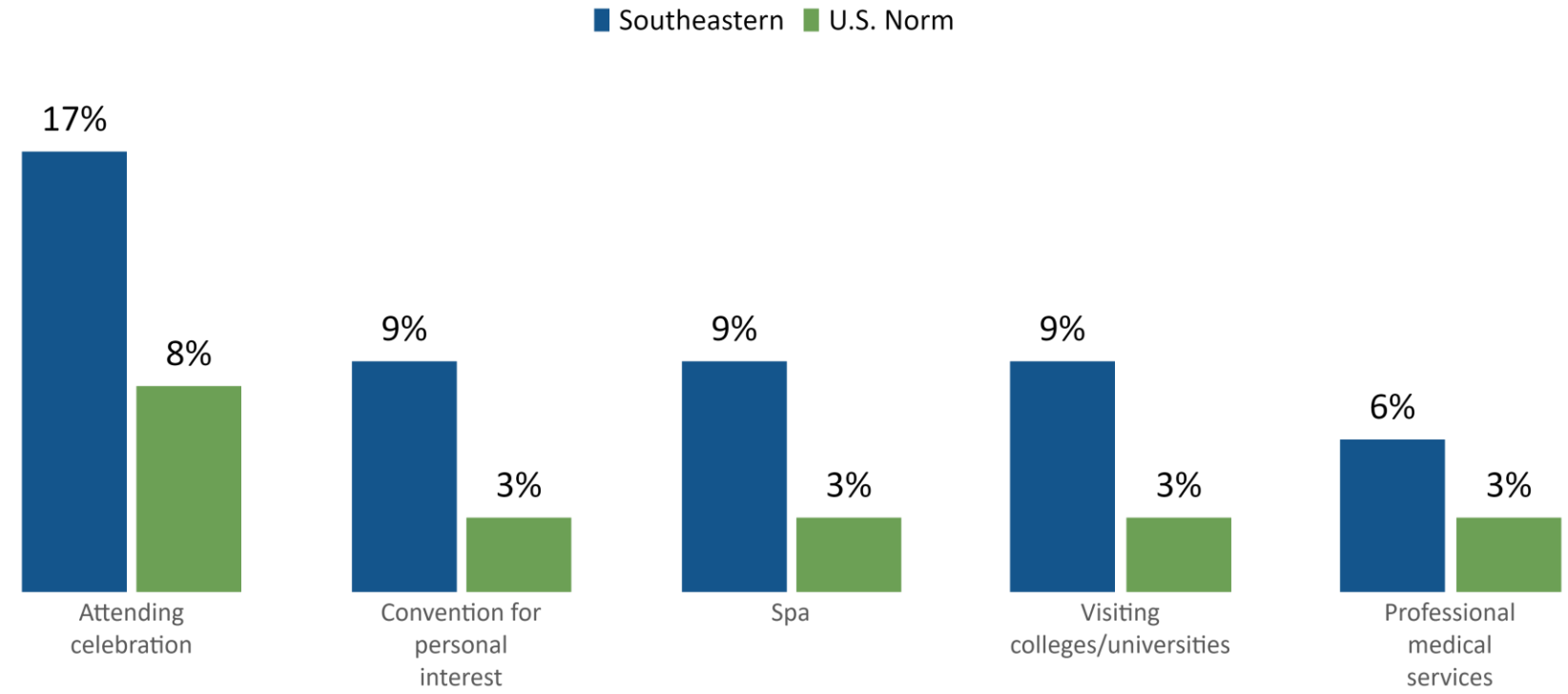
Other Activities

Top Other Activities for Southeastern Travelers

44%

Participated in Other Activities During Their Trip

U.S. Norm: 30%

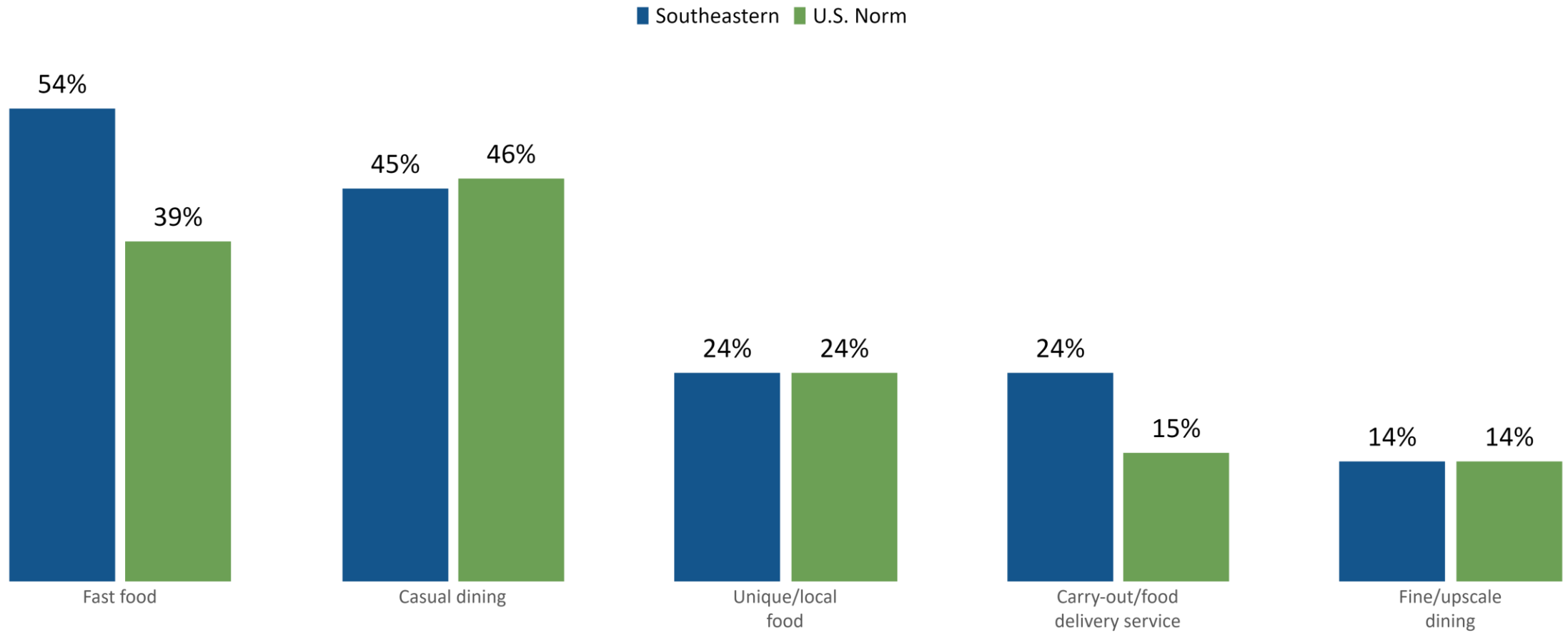




Longwoods INTERNATIONAL

Dining

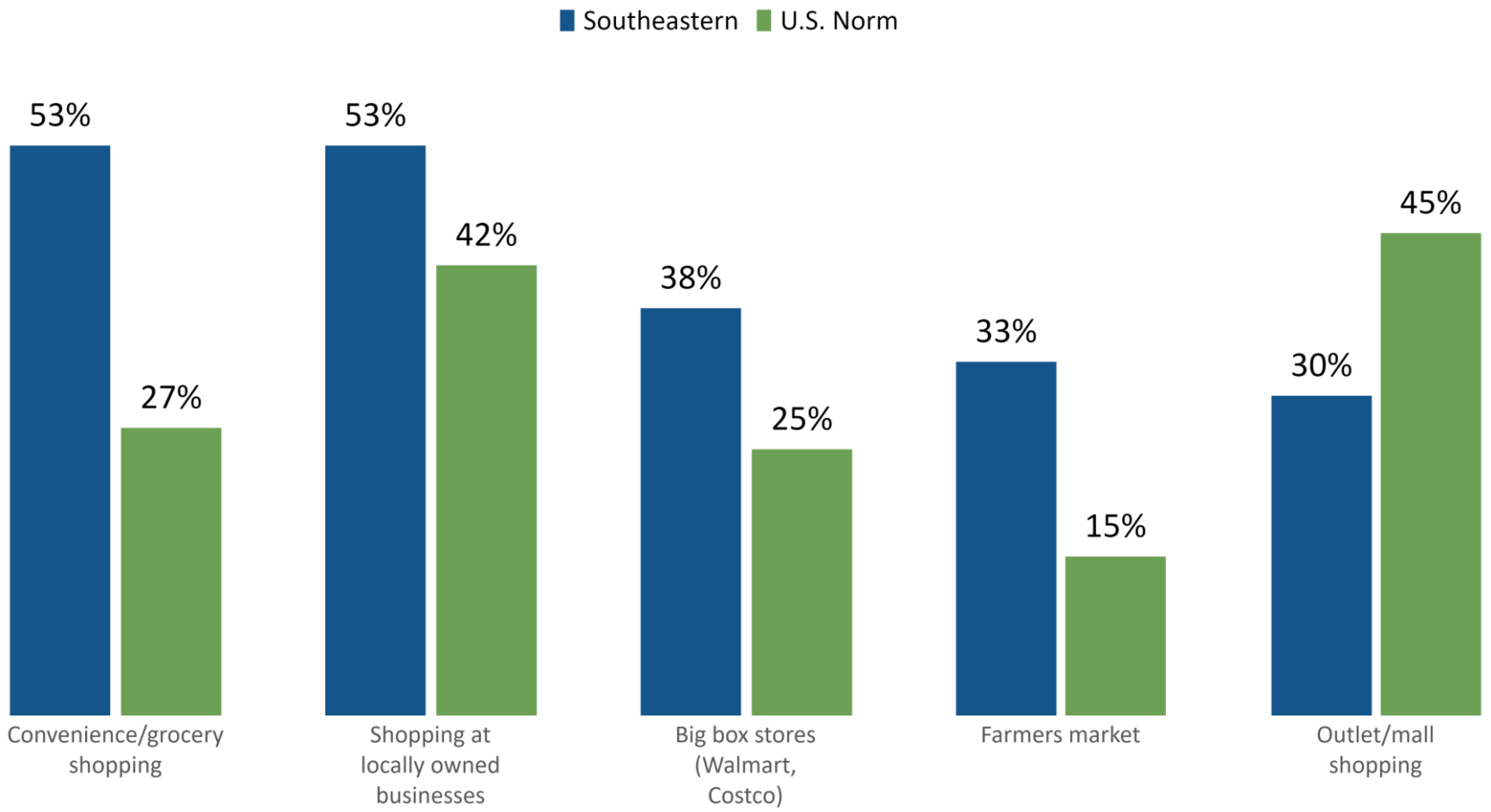
Top Dining Categories for Southeastern Travelers



Longwoods INTERNATIONAL

Shopping

Top Shopping Categories for Southeastern Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Southeastern.

Longwoods INTERNATIONAL



Post-Trip

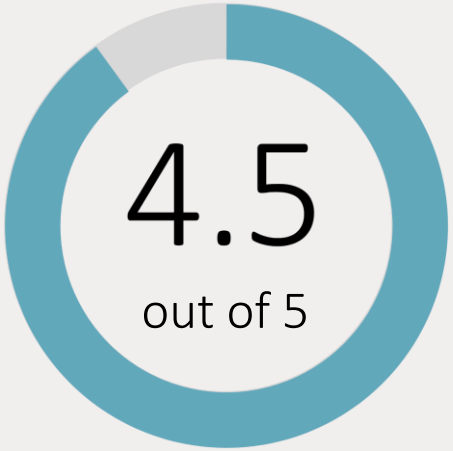
Traveler Satisfaction & Retention

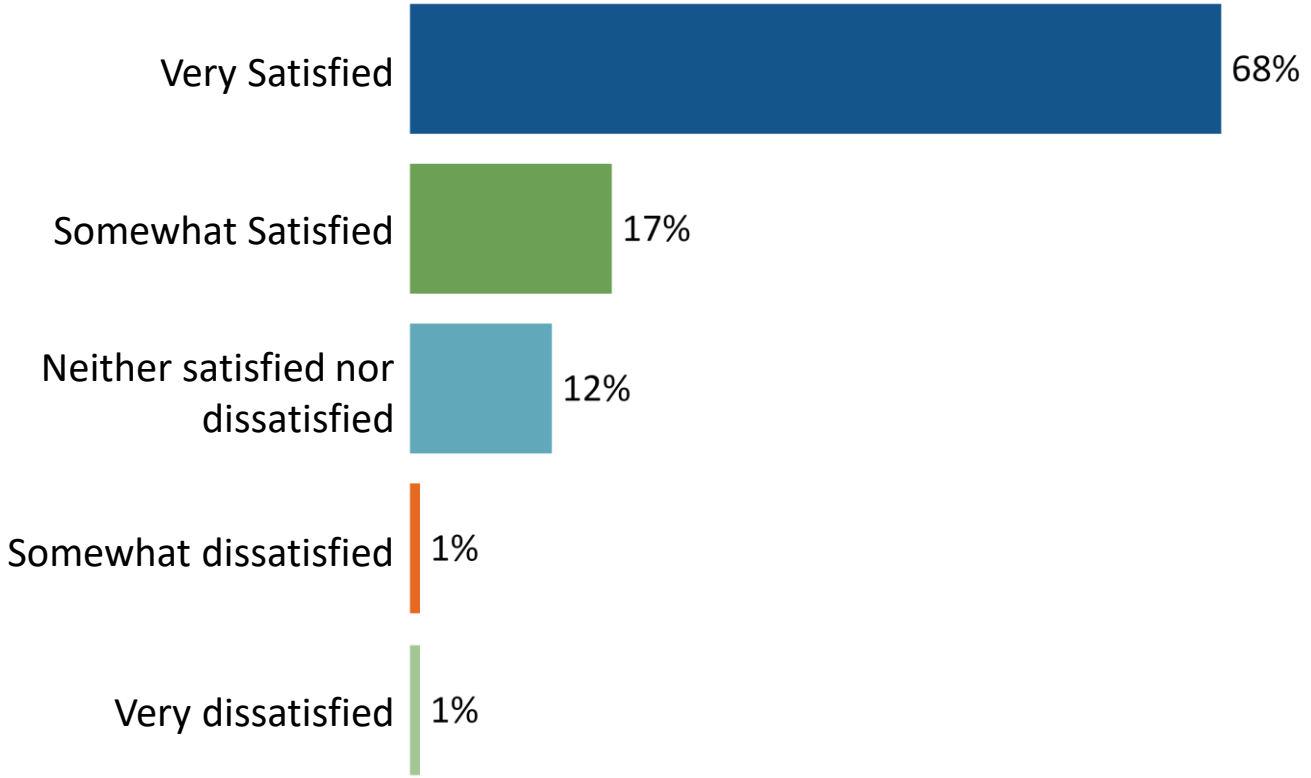
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Day Visitors Rated Their Southeastern Experience

Average Satisfaction Rating





Longwoods INTERNATIONAL

Respondent Demographics

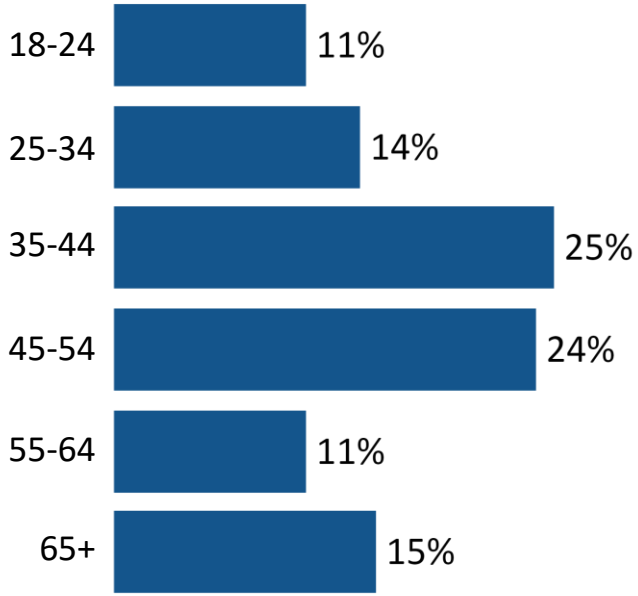


Longwoods INTERNATIONAL

Age, Gender, & Household Income

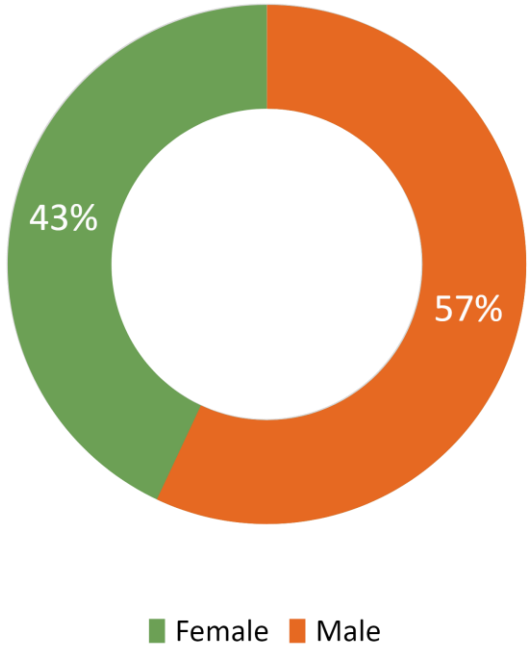
Respondent Demographics for Southeastern

Age

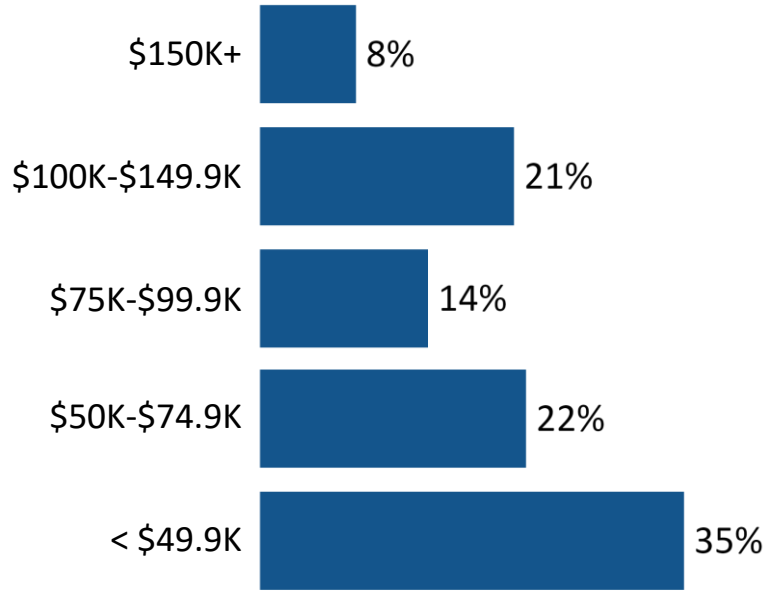


Average Age: 45.1

Gender



Household Income



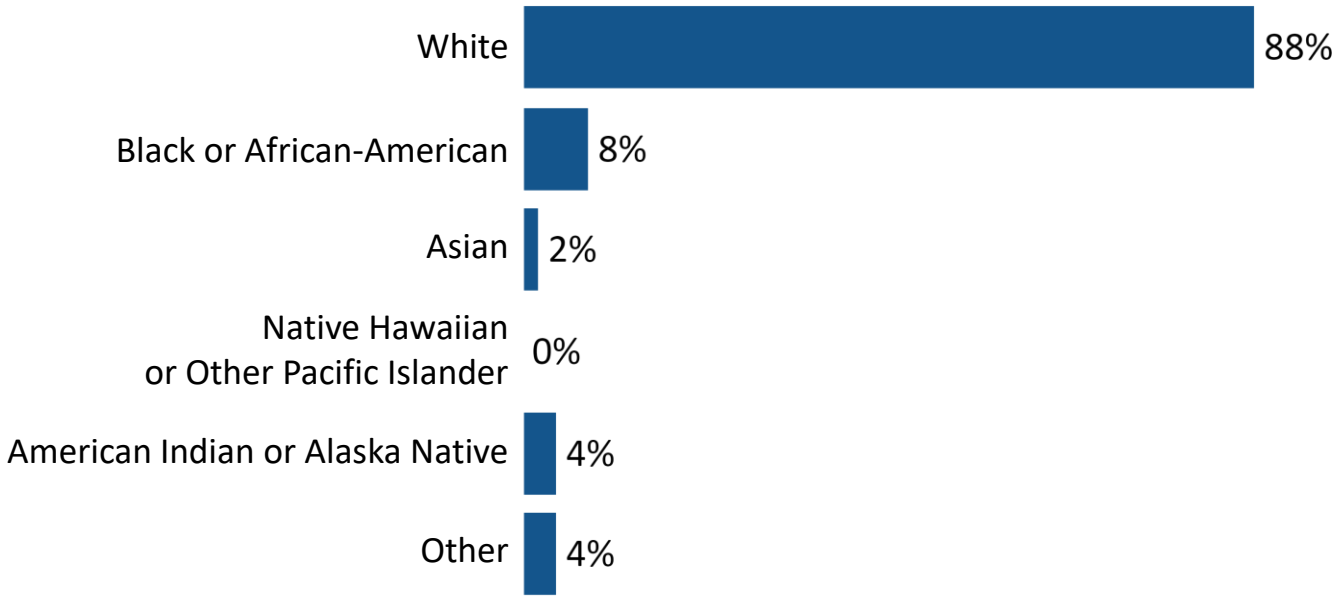
Average Income: $79.2K

Longwoods INTERNATIONAL

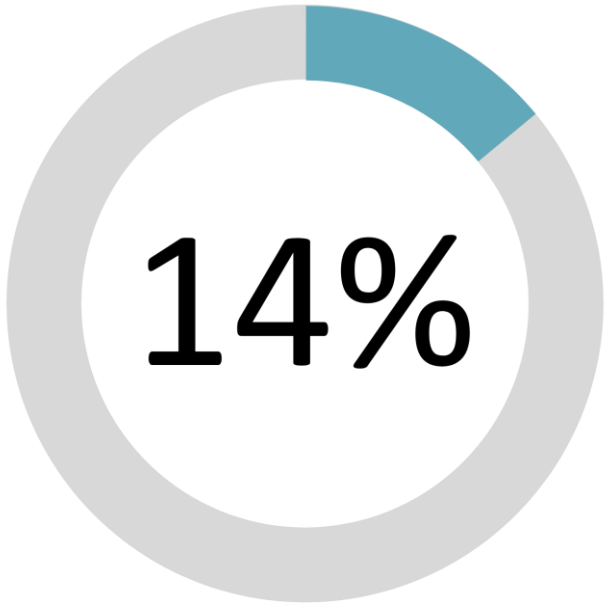
Race & Hispanic Background

Respondent Demographics for Southeastern

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for Southeastern

Employment

64% full-time / self-employed

11% part-time

25% retired / not employed / other

Marital Status

56% married / living with a partner

25% single / never married

19% divorced / widowed / separated

Military Status*

82% never served in the military

9% veteran

8% currently on active duty

5% on active duty for training

Education

23% high school diploma or less / other

24% attended some college

24% associate's or bachelor's degree

29% graduate or professional degree

Sexual Orientation

92% straight

0% gay / lesbian

5% bisexual

3% other / not sure

Household Size

18% 1 member

28% 2 members

14% 3 members

25% 4 members

15% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation South Central Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

South Central's base size for day trips in 2024/2025:

172 *

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

* Low Sample - *n* < 250

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for South Central

	2024/2025
Idaho	53%
Utah	10%
Texas	4%
California	4%
Nevada	3%



	2024/2025
Boise, ID	28%
Twin Falls, ID	17%
Salt Lake City, ID/UT	13%
Idaho Falls-Pocatello, ID	7%
New York, NY	4%

DMA of Origin is determined using the zip code entered by the respondent.

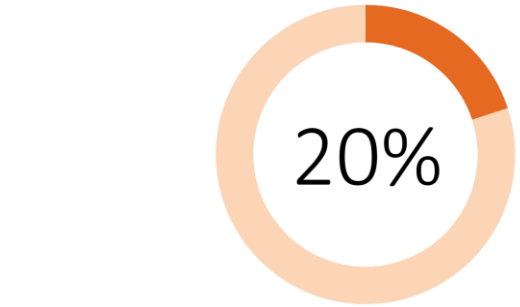
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

24%



Travel Parties with Pets



Travel Parties with Children

33%

Longwoods INTERNATIONAL

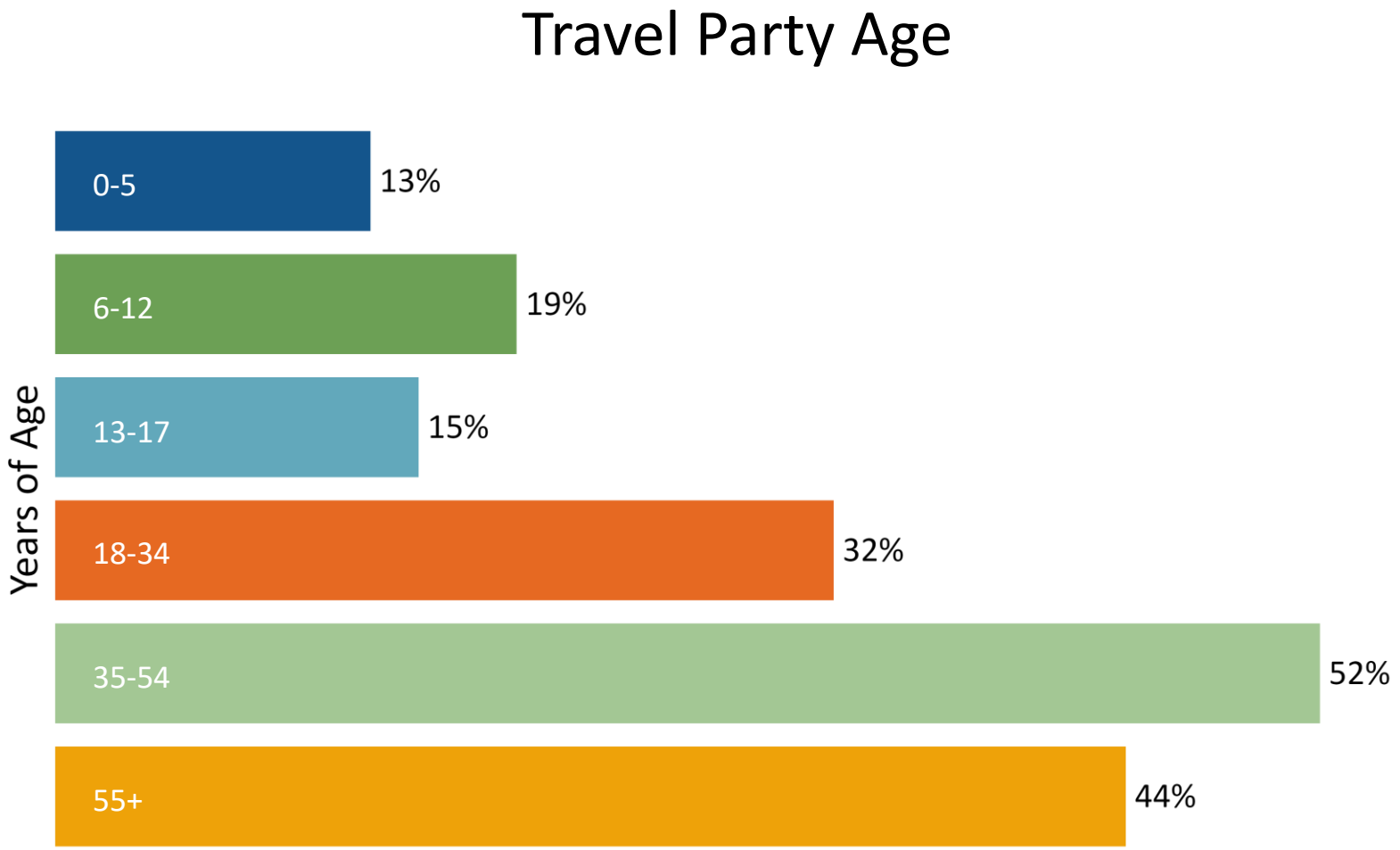
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

3.1





Longwoods INTERNATIONAL

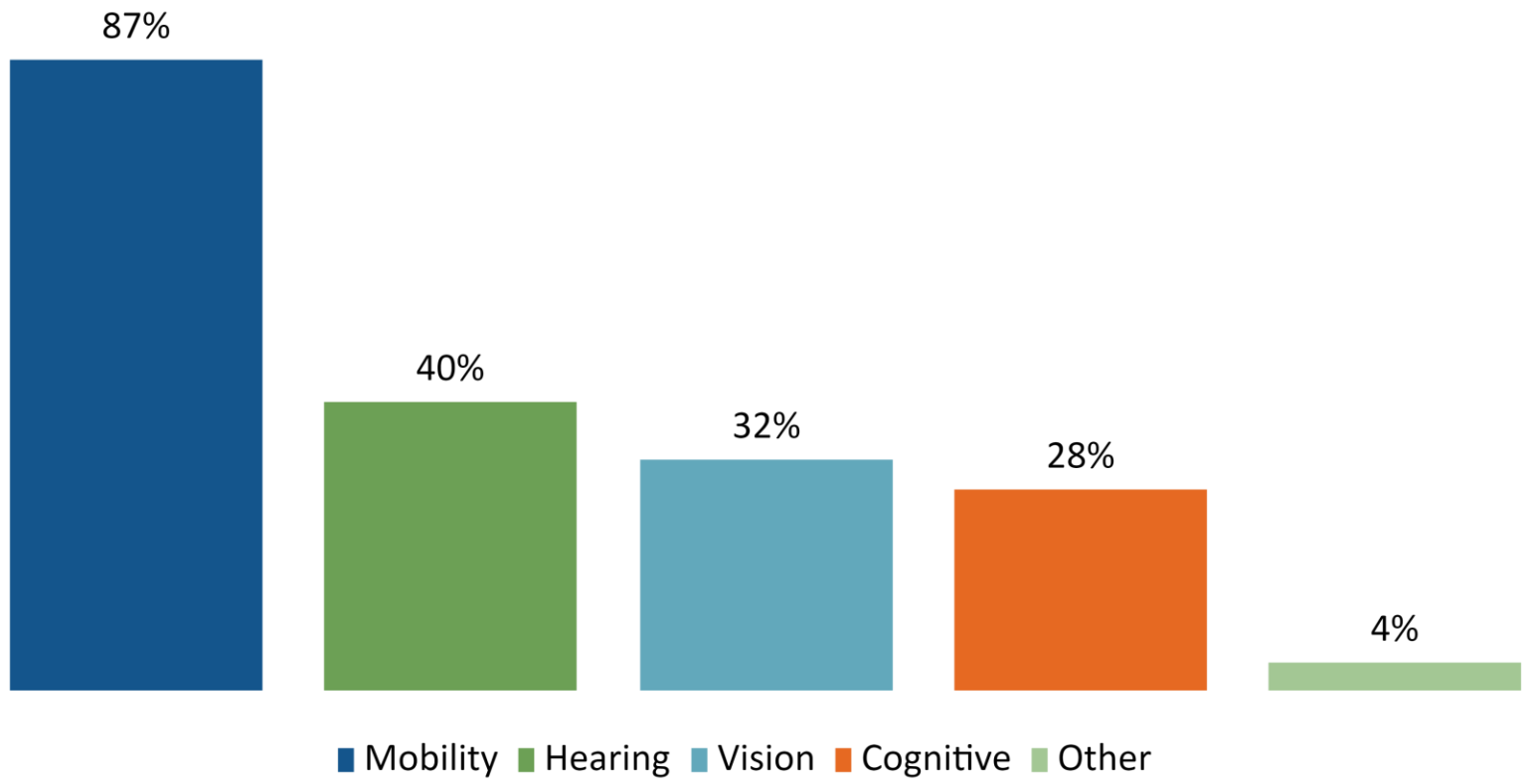
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

21%

+5.2% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

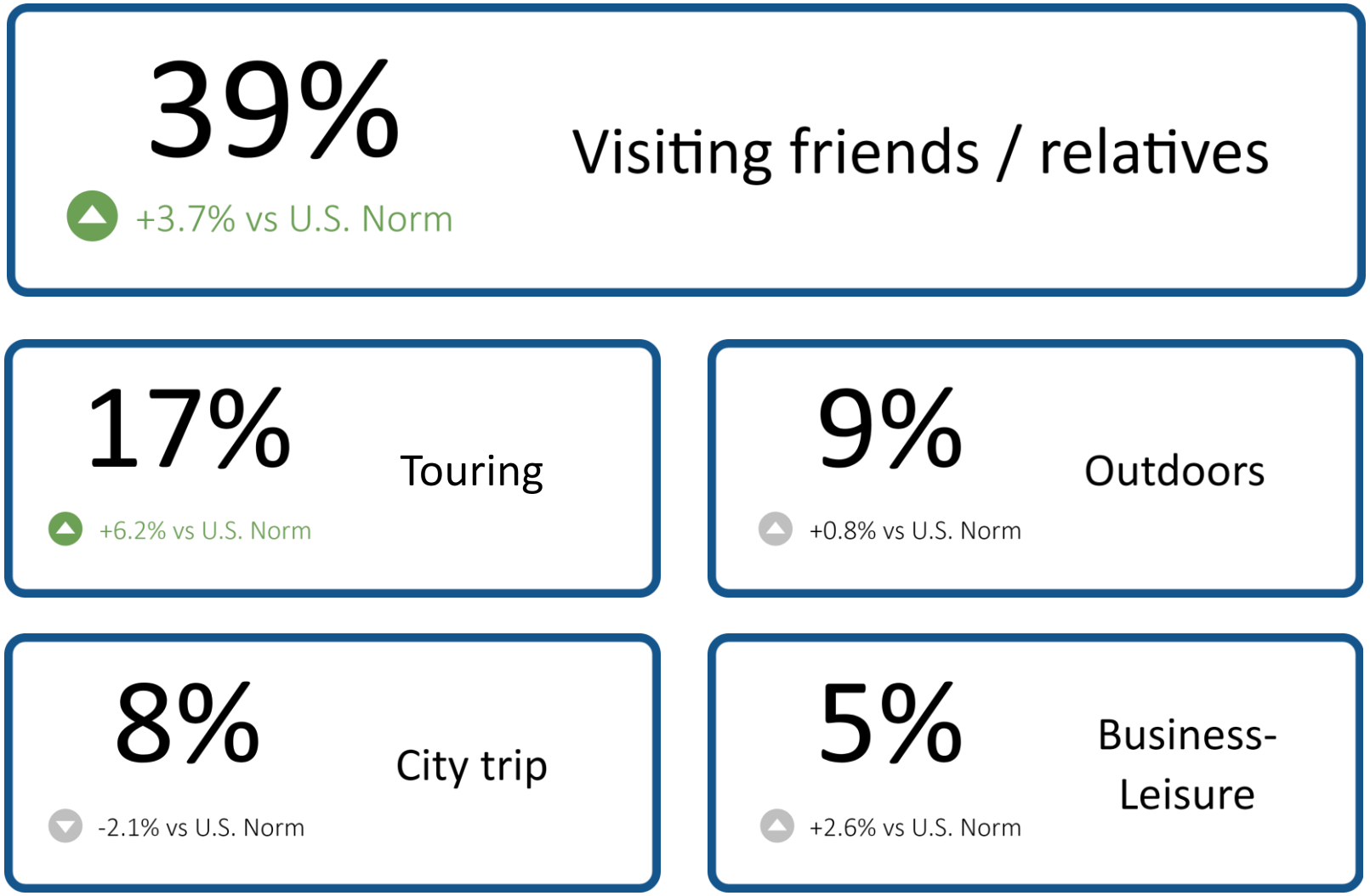
Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

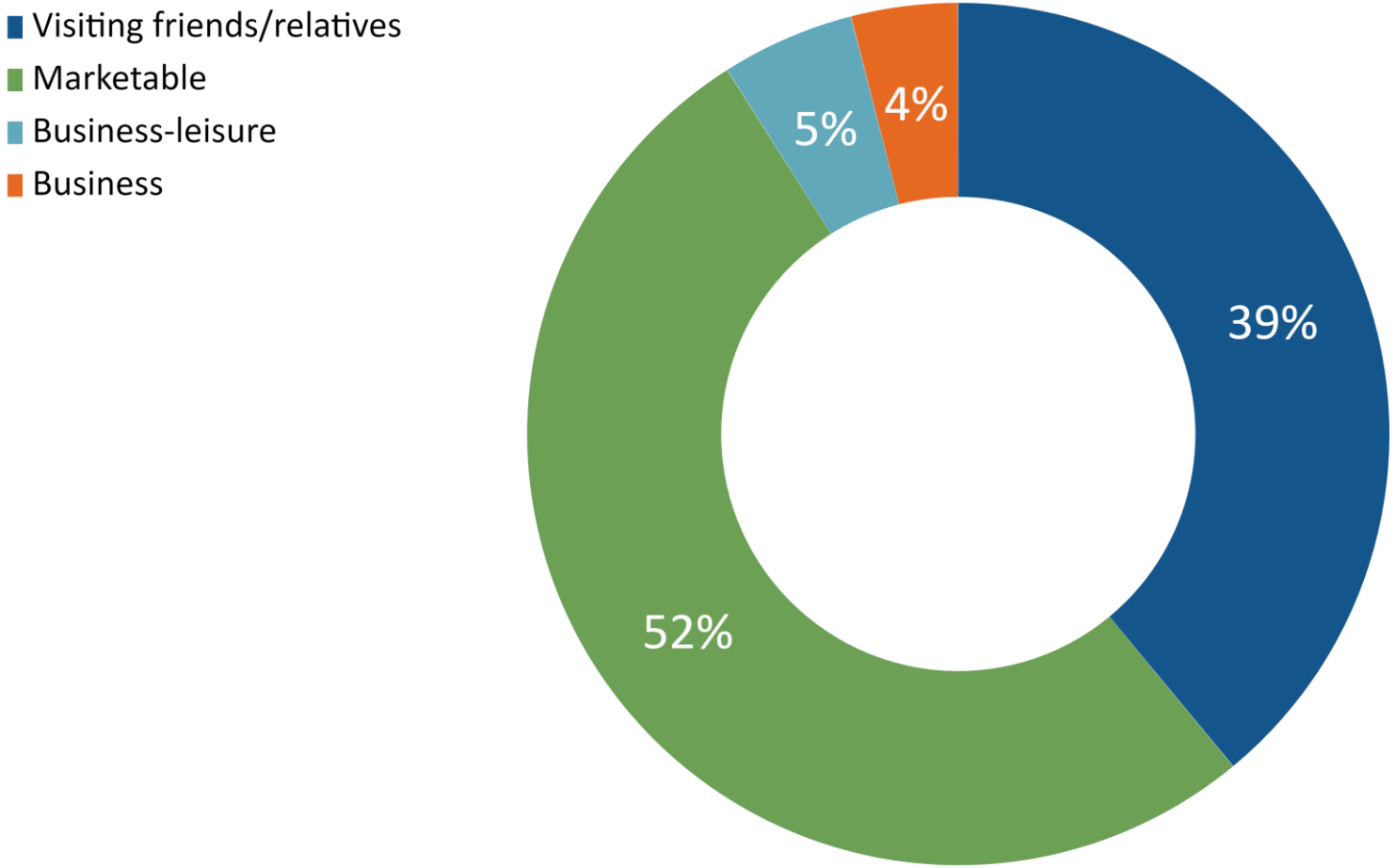


See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



91%

Visited Friends/Relatives Who Live in South Central

9%

Met Friends/Relatives in South Central Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

36%	Budget friendly traveler: prioritizing affordability and value for money
20%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
13%	Family traveler: prioritizing activities and accommodations suitable for children
10%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
7%	Luxury traveler: seeking high-end experiences and personalized services
6%	Special event traveler: traveling for music festivals, sporting events, or other major events

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

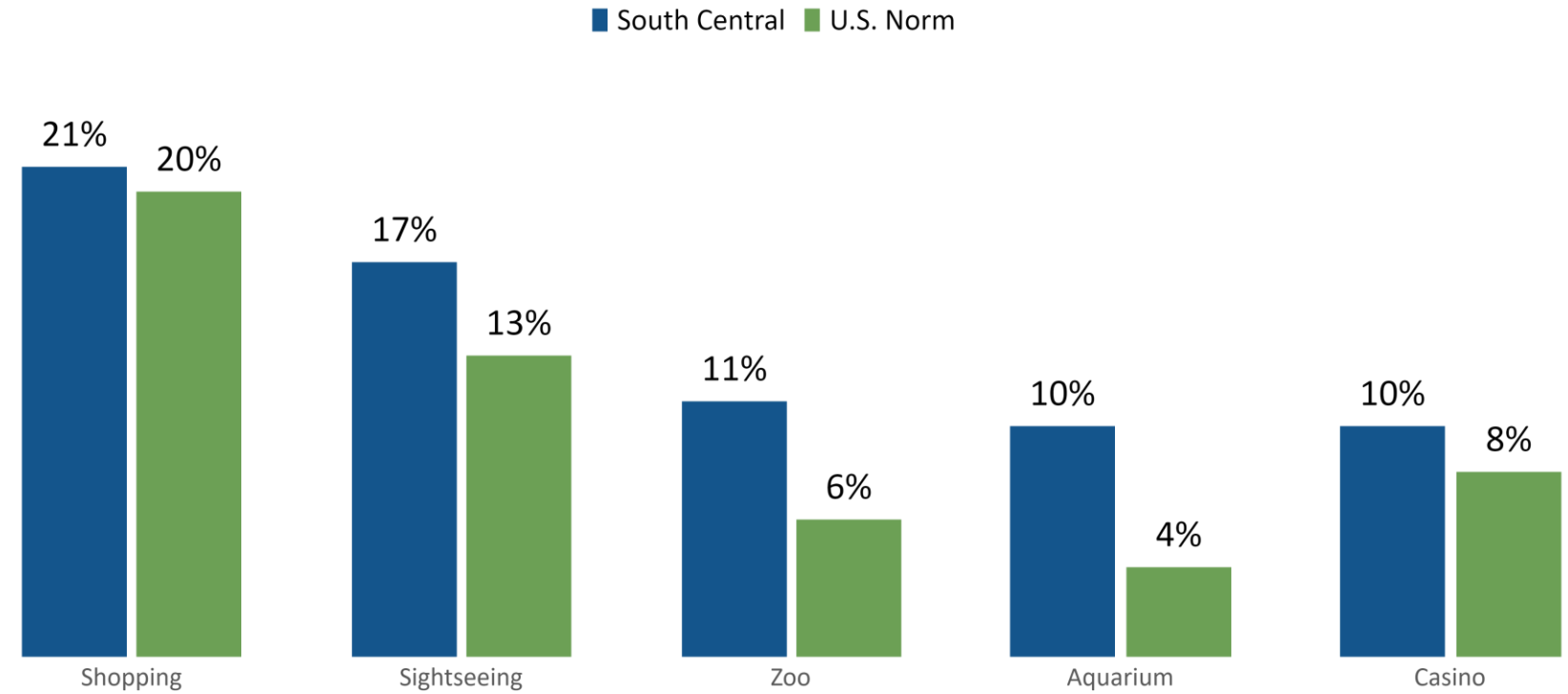
Entertainment Activities

Top Entertainment Activities for South Central Travelers

45%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

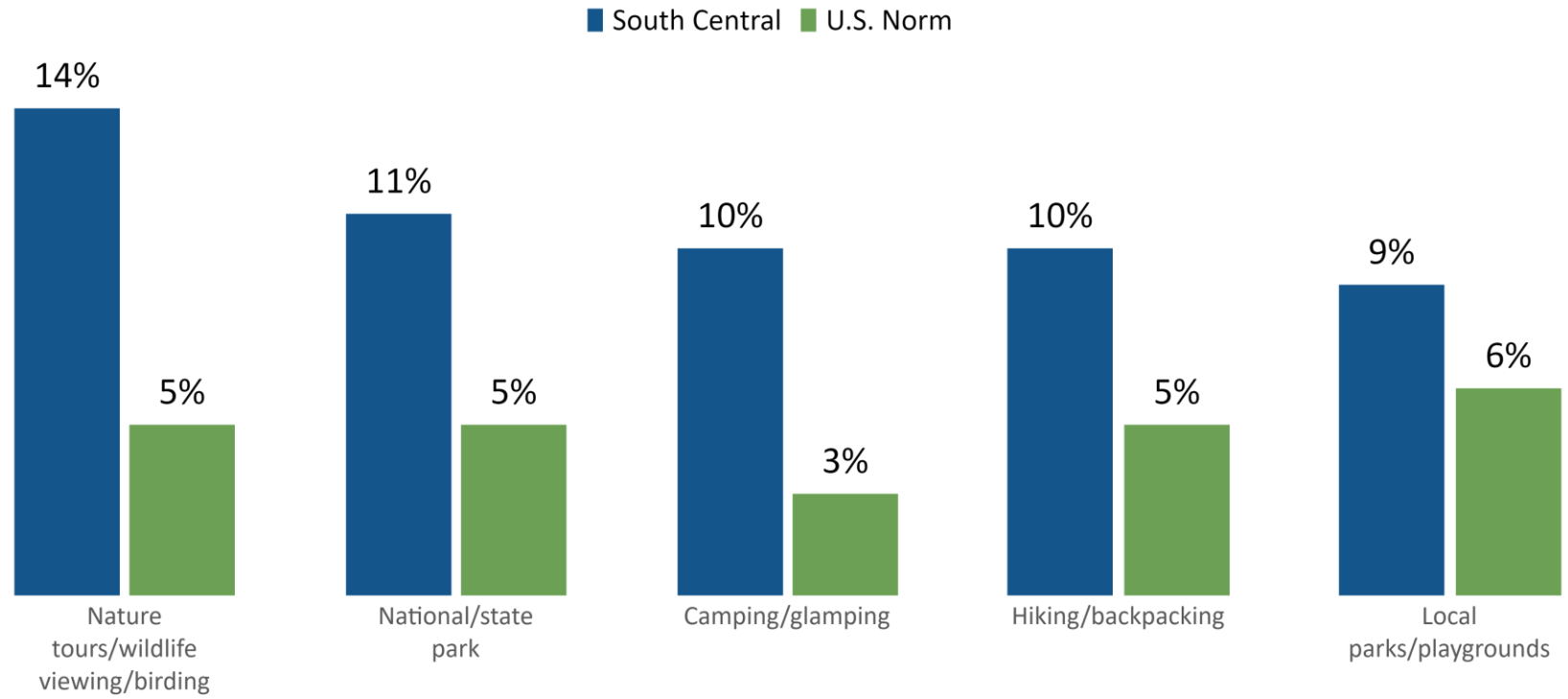
Recreational Activities

Top Recreational Activities for South Central Travelers

49%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

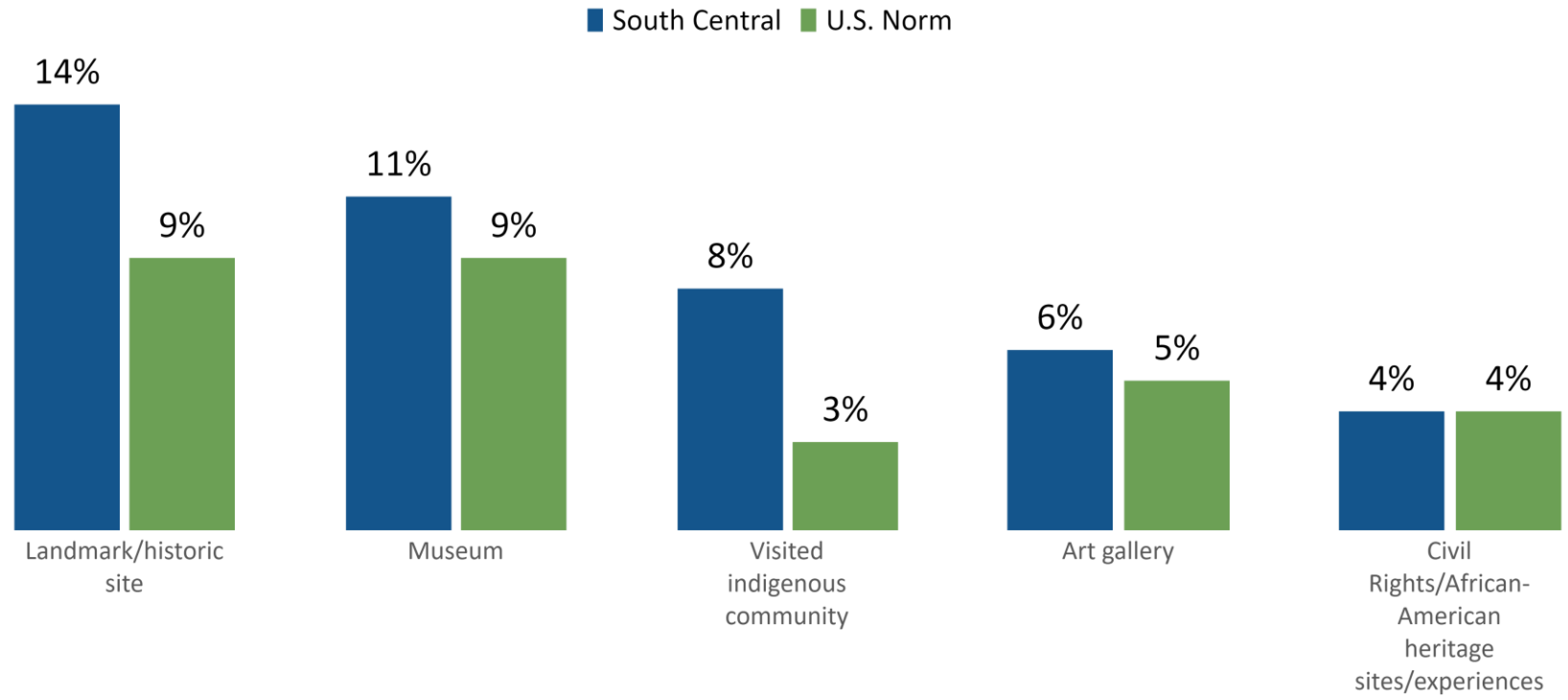
Cultural Activities

Top Cultural Activities for South Central Travelers

30%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

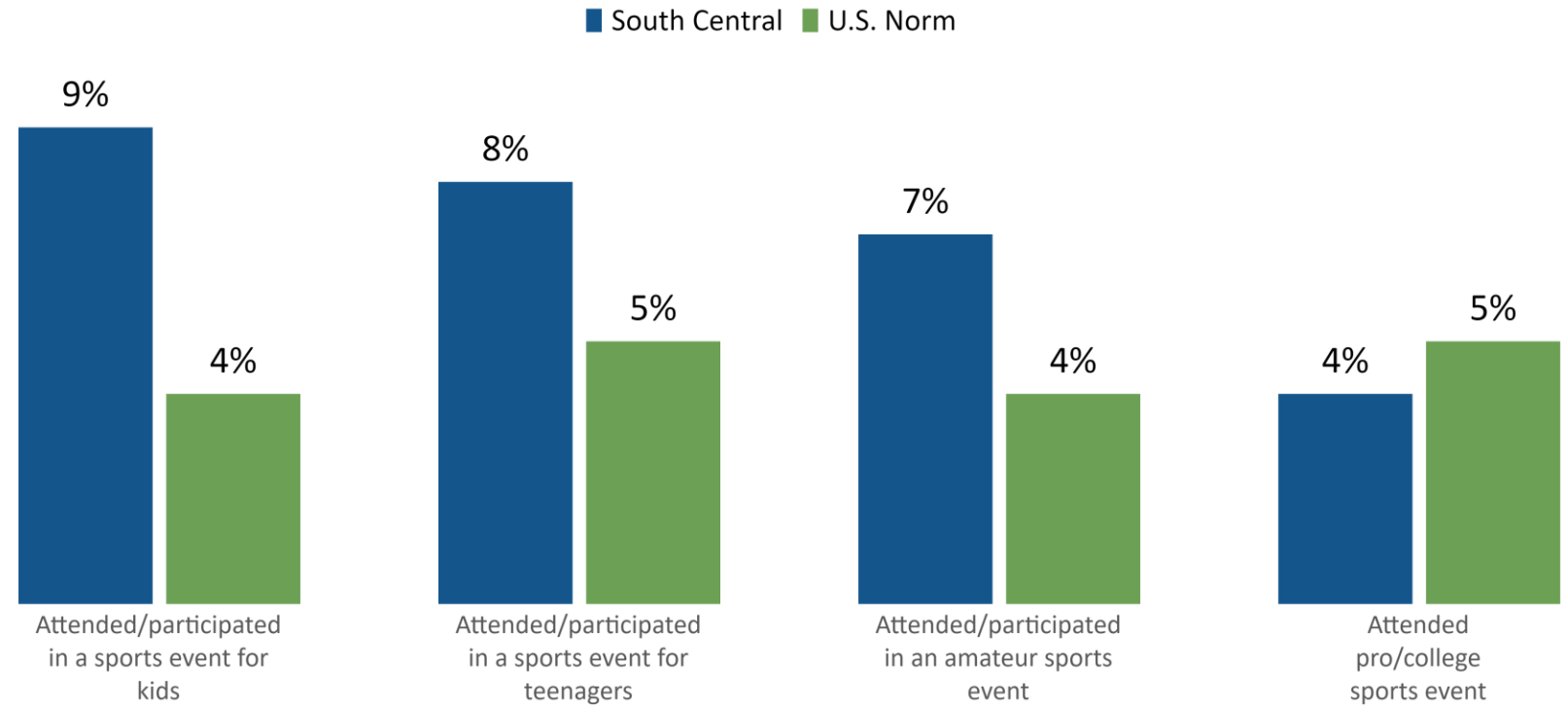
Sporting Events

Top Sporting Events for South Central Travelers

17%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

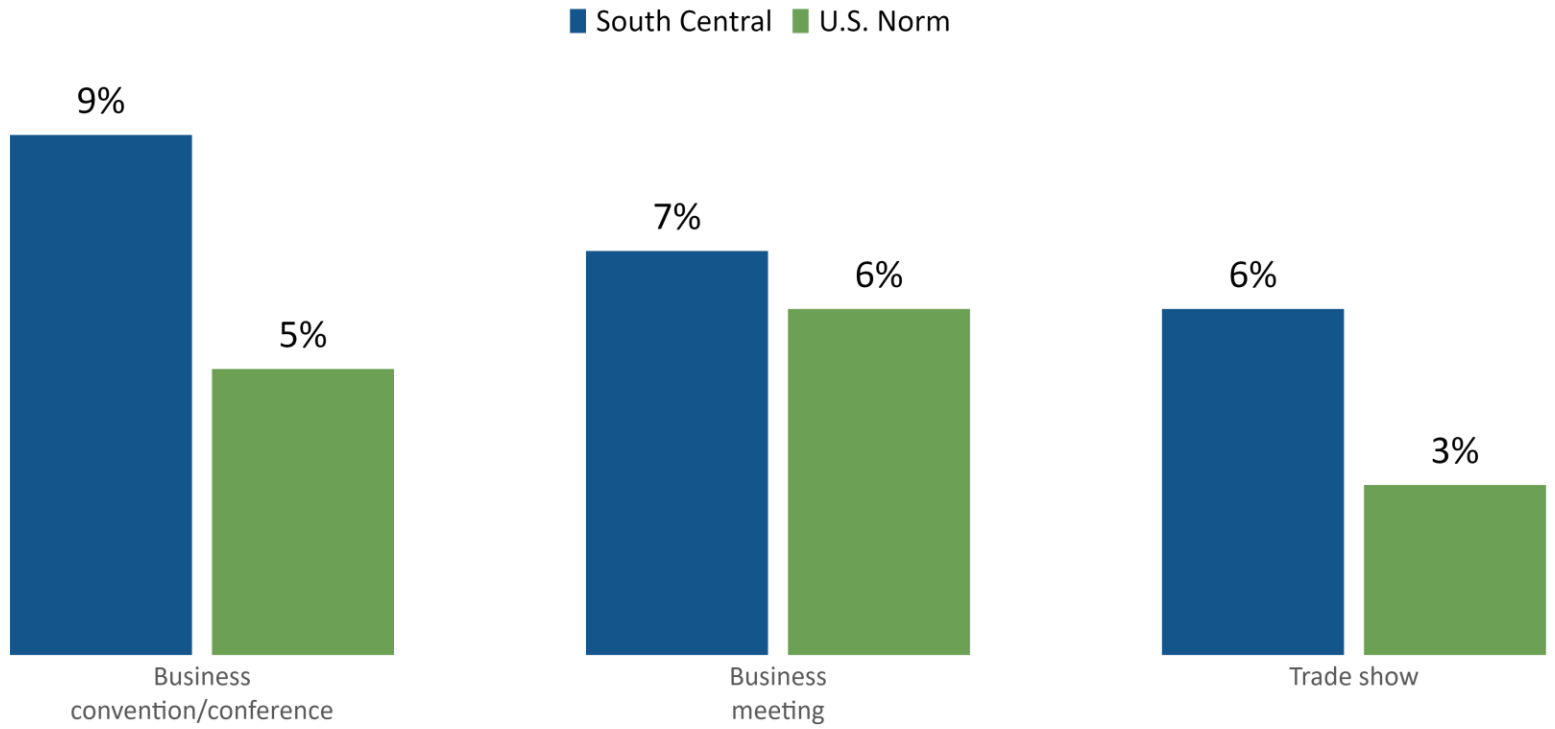
Business Activities

Top Business Activities for South Central Travelers

18%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





Longwoods INTERNATIONAL

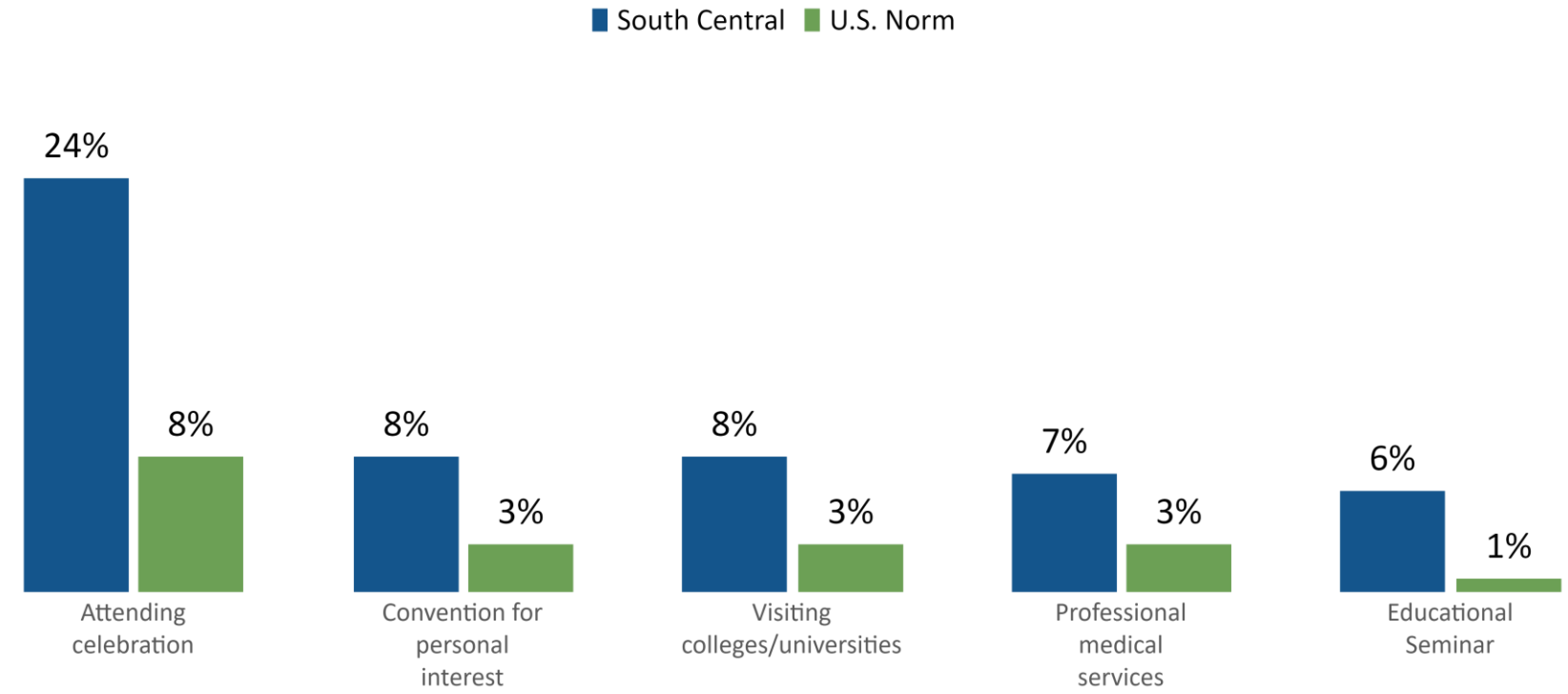
Other Activities

Top Other Activities for South Central Travelers

47%

Participated in Other Activities During Their Trip

U.S. Norm: 30%

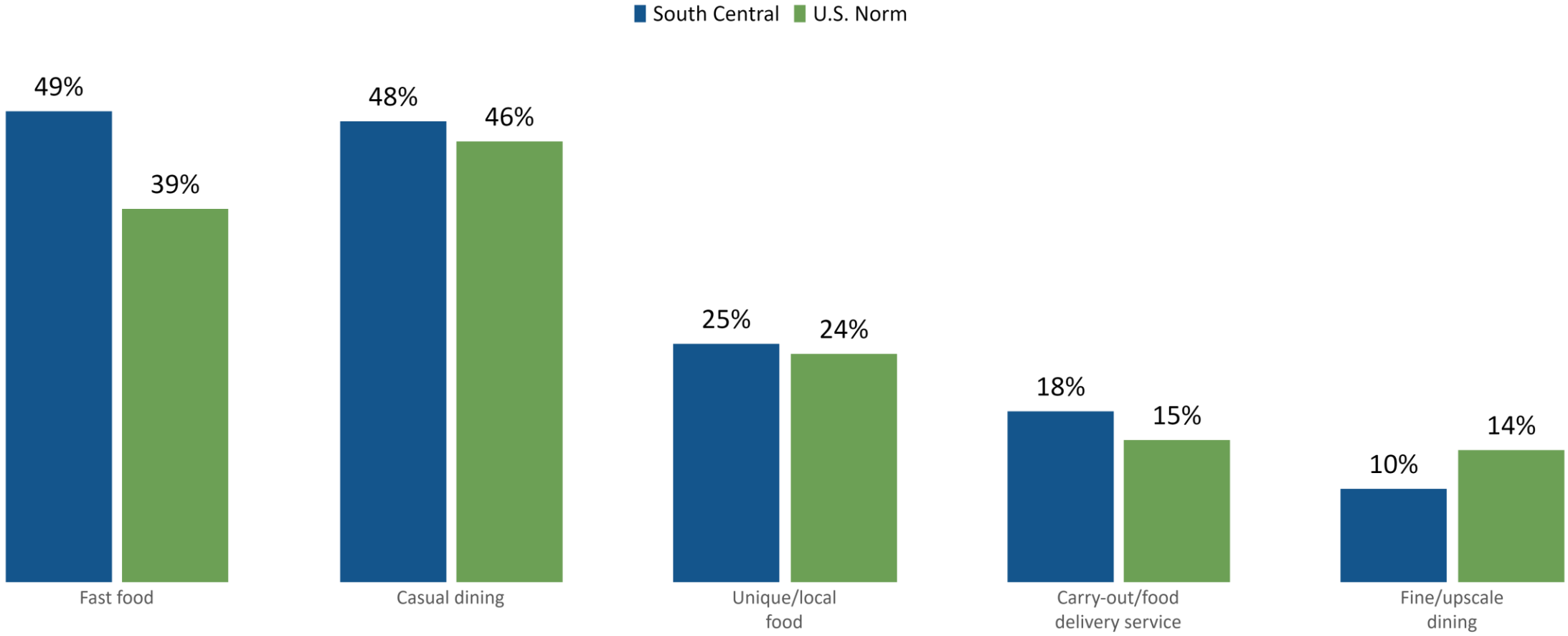




Longwoods INTERNATIONAL

Dining

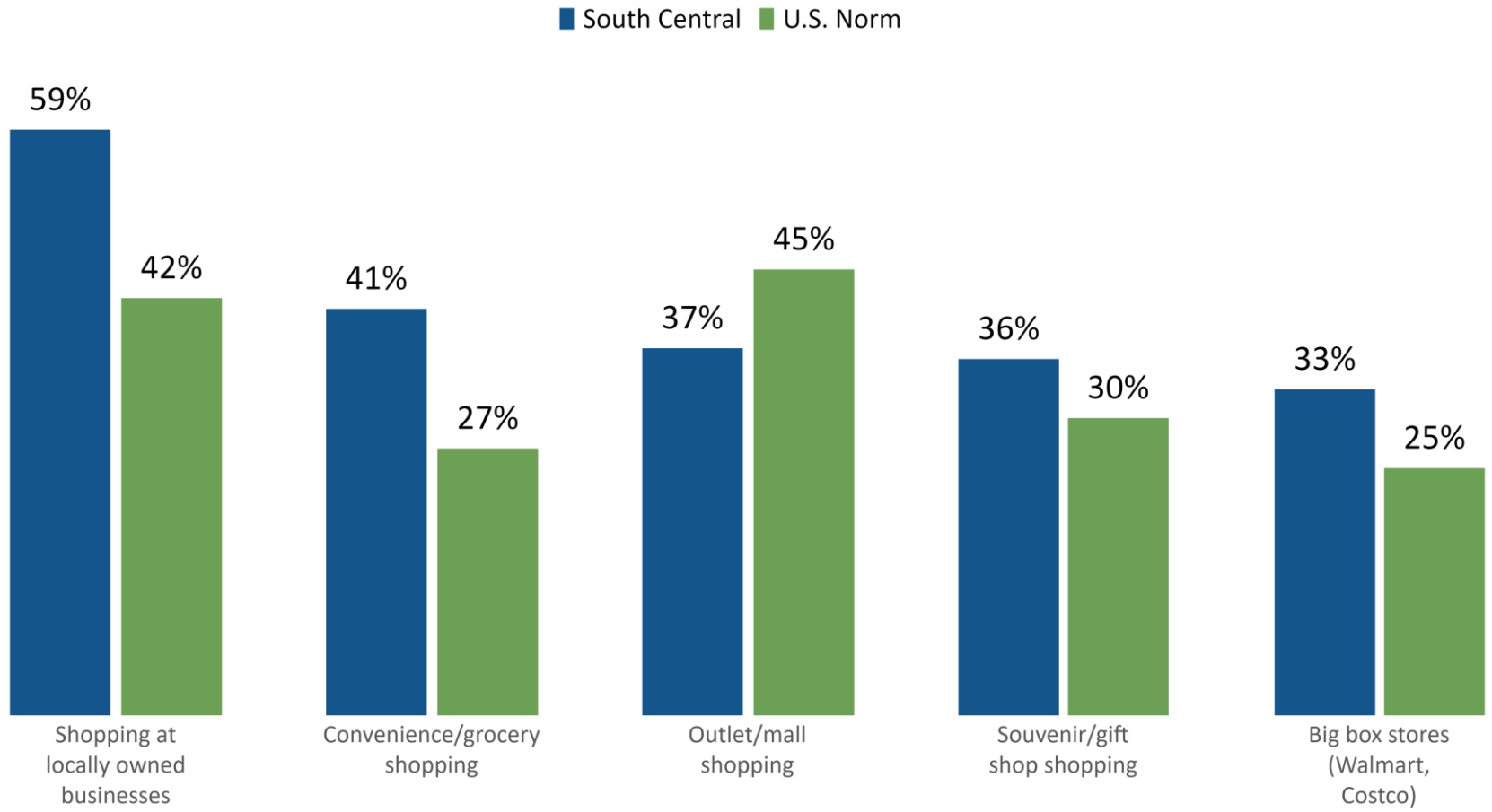
Top Dining Categories for South Central Travelers



Longwoods INTERNATIONAL

Shopping

Top Shopping Categories for South Central Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to South Central.

Longwoods INTERNATIONAL



Post-Trip

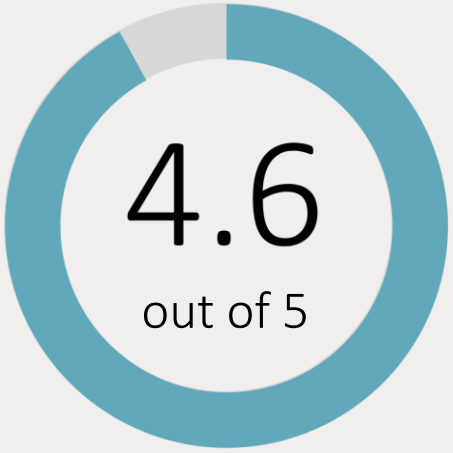
Traveler Satisfaction & Retention

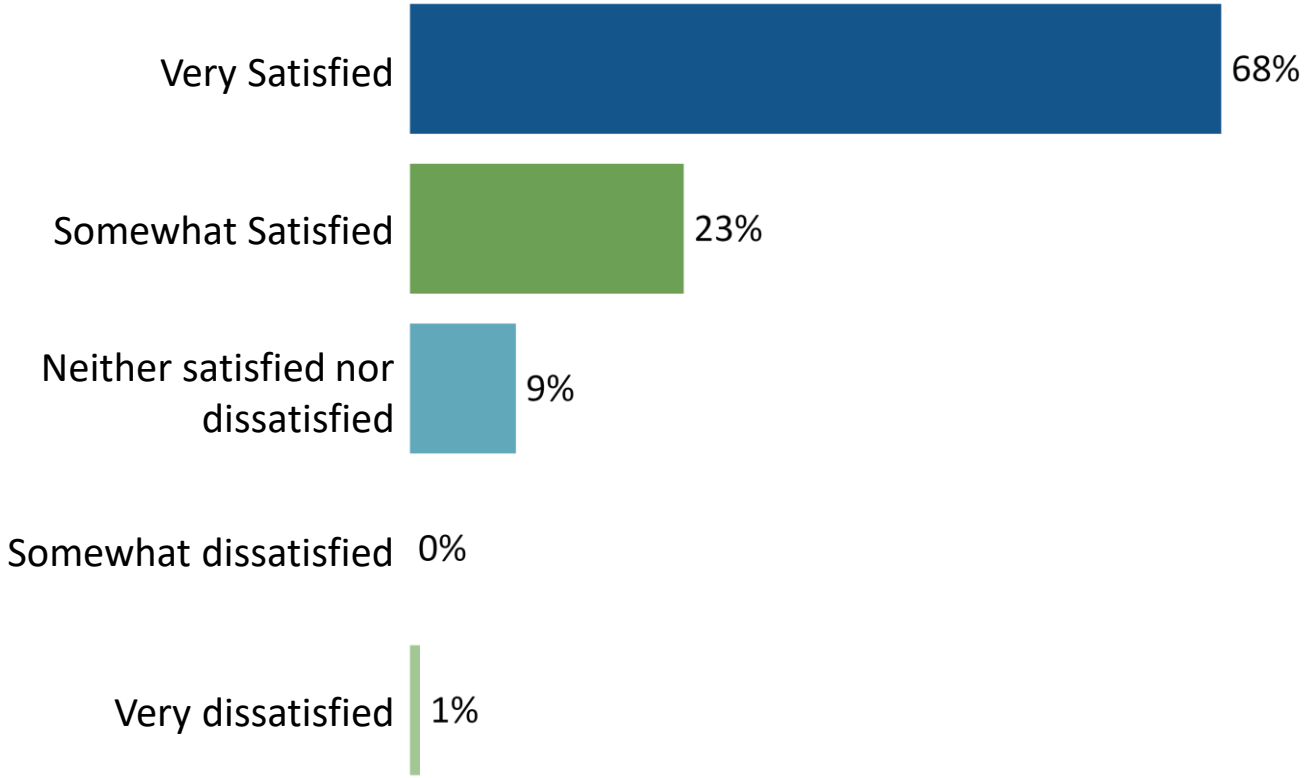
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Day Visitors Rated Their South Central Experience

Average Satisfaction Rating





Longwoods INTERNATIONAL

Respondent Demographics

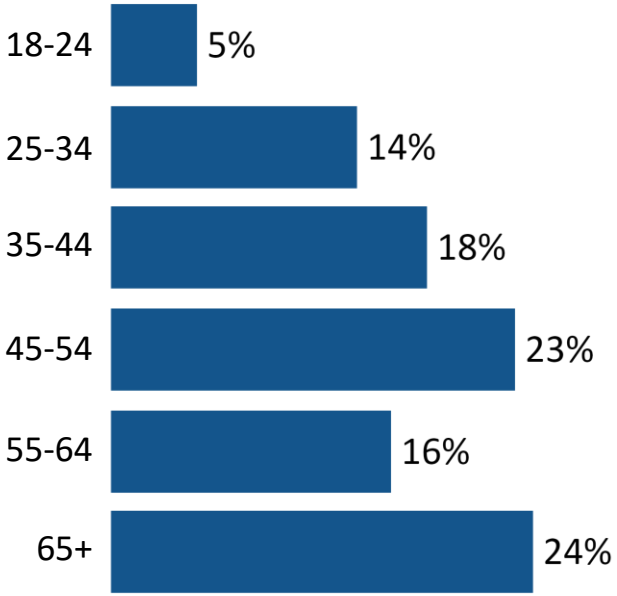


Longwoods INTERNATIONAL

Age, Gender, & Household Income

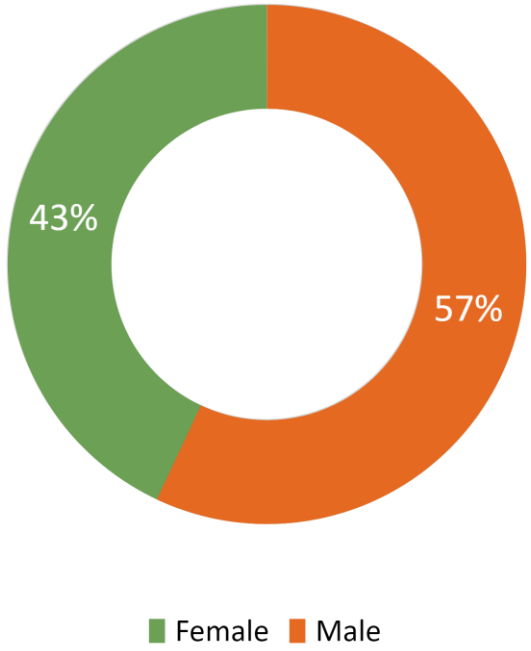
Respondent Demographics for South Central

Age

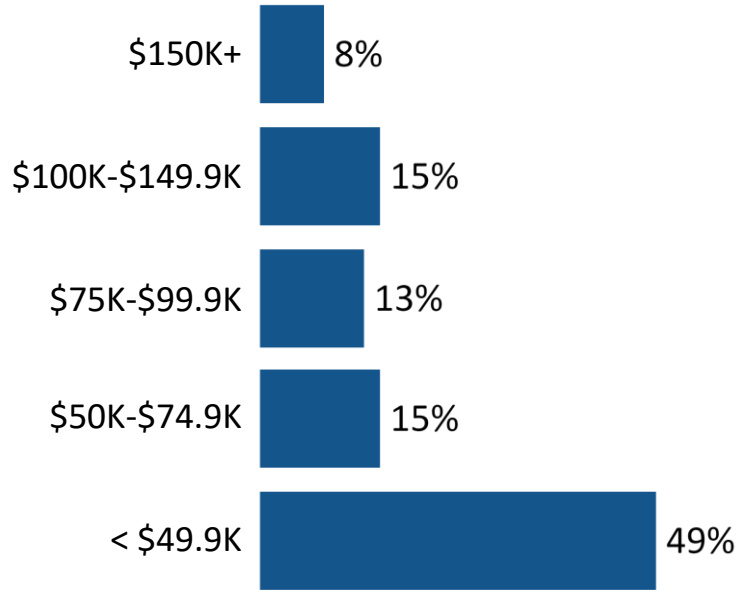


Average Age: 50.2

Gender



Household Income



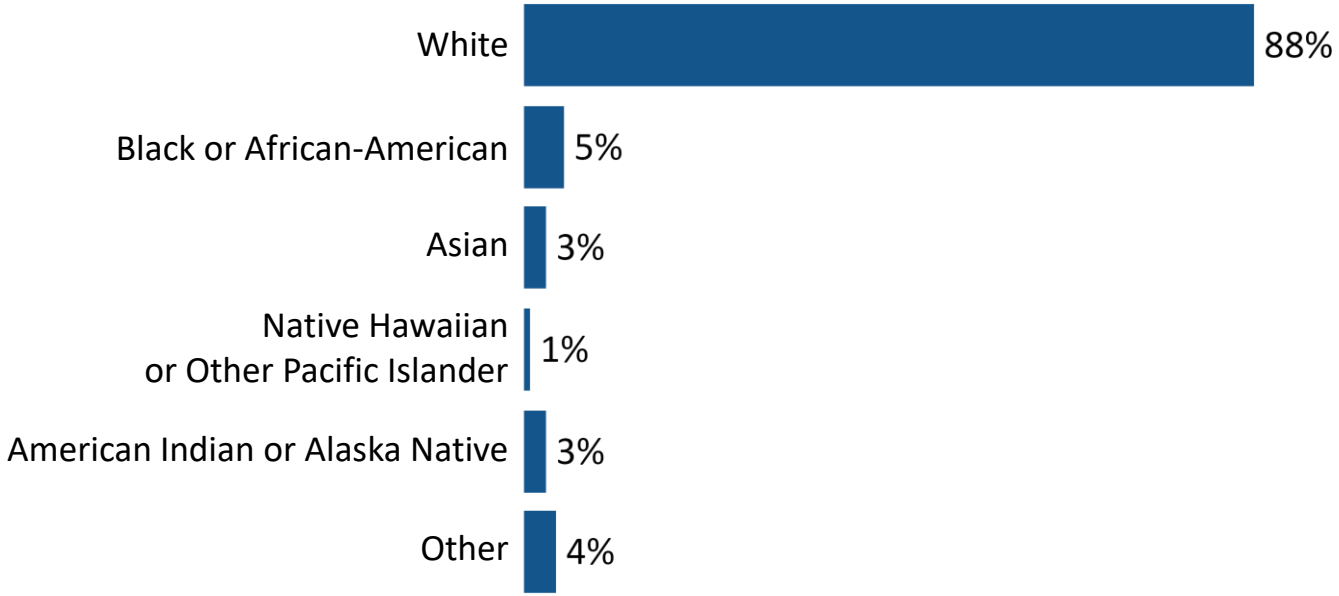
Average Income: $69.5K

Longwoods INTERNATIONAL

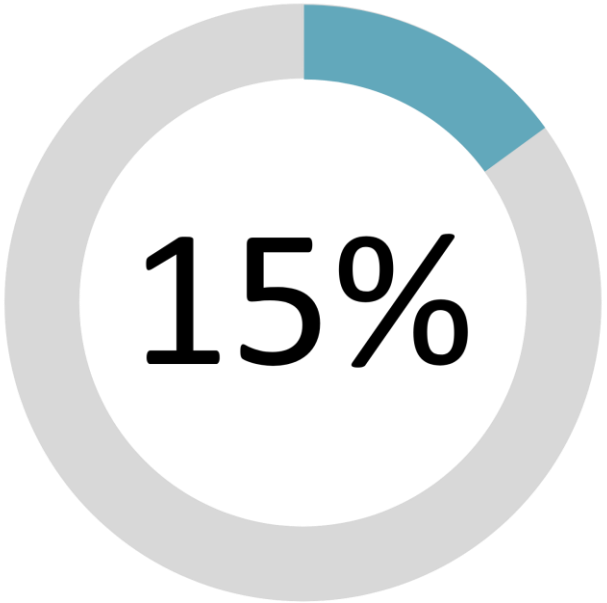
Race & Hispanic Background

Respondent Demographics for South Central

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Longwoods INTERNATIONAL

Additional Demographics

Respondent Demographics for South Central

Employment

52% full-time / self-employed

11% part-time

37% retired / not employed / other

Marital Status

56% married / living with a partner

20% single / never married

24% divorced / widowed / separated

Military Status*

77% never served in the military

17% veteran

5% currently on active duty

2% on active duty for training

Education

27% high school diploma or less / other

22% attended some college

33% associate's or bachelor's degree

17% graduate or professional degree

Sexual Orientation

87% straight

5% gay / lesbian

3% bisexual

5% other / not sure

Household Size

28% 1 member

26% 2 members

12% 3 members

17% 4 members

16% 5+ members

** Multi-select to include status for all household members*

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Day Visitation Southwestern Region Profile Report

2024/2025



Travel USA® Overview

Methodology

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

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Southwestern's base size for day trips in 2024/2025:

321

This study yields a margin of error of ±3% at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

See Reference Guide for additional information on weighted base calculation.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Southwestern

	2024/2025
Idaho	63%
Oregon	10%
Washington	7%
California	6%
Utah	3%



	2024/2025
Boise, ID	55%
Twin Falls, ID	6%
Portland, OR	5%
Idaho Falls-Pocatello, ID	4%
Spokane, ID/WA	4%

DMA of Origin is determined using the zip code entered by the respondent.

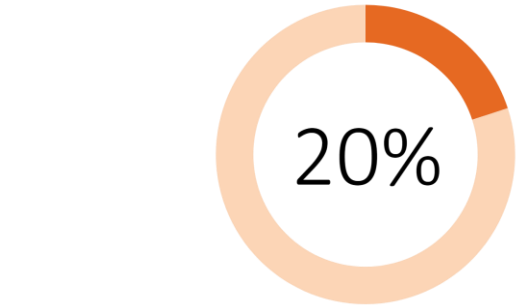
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

26%



Travel Parties with Pets



Travel Parties with Children

25%

Longwoods INTERNATIONAL

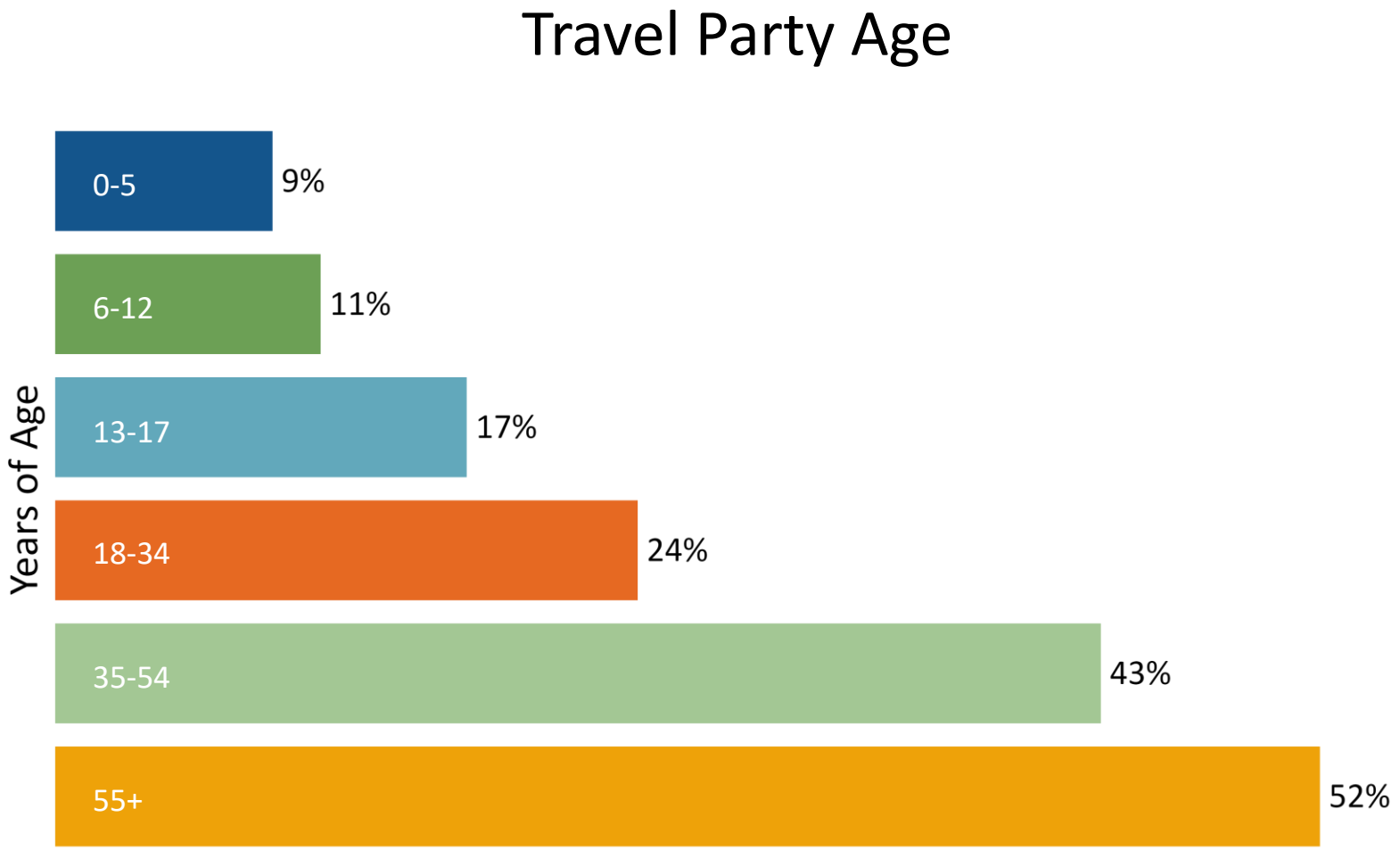
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.4





Longwoods INTERNATIONAL

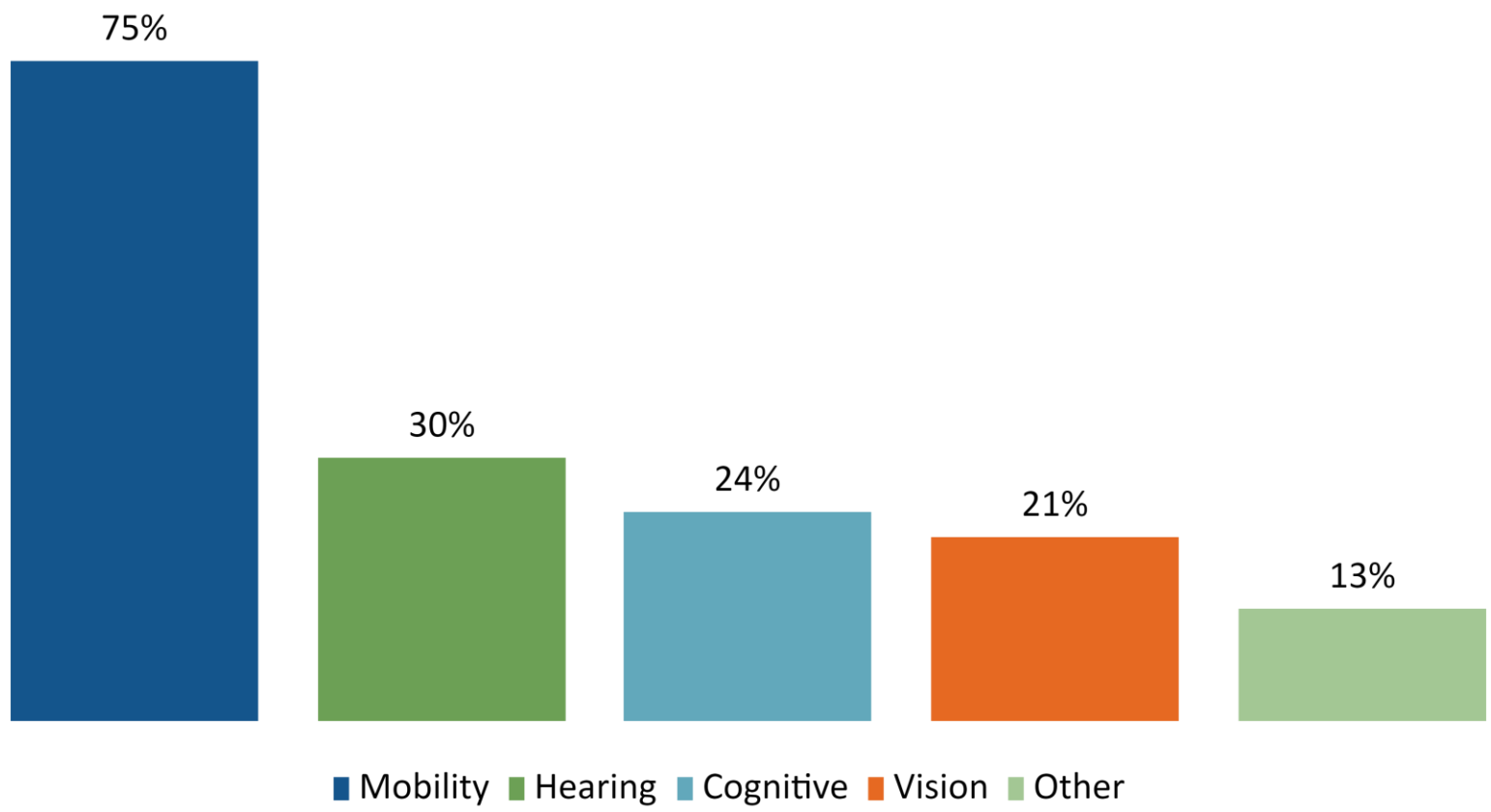
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with an Individual Who Required Accessibility Services

14%

-1.6% vs U.S. Norm



See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



Longwoods INTERNATIONAL

Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

36% Visiting friends / relatives
+0.6% vs U.S. Norm

12% Outdoors
+4.4% vs U.S. Norm

11% Touring
-0.4% vs U.S. Norm

9% City trip
-1.0% vs U.S. Norm

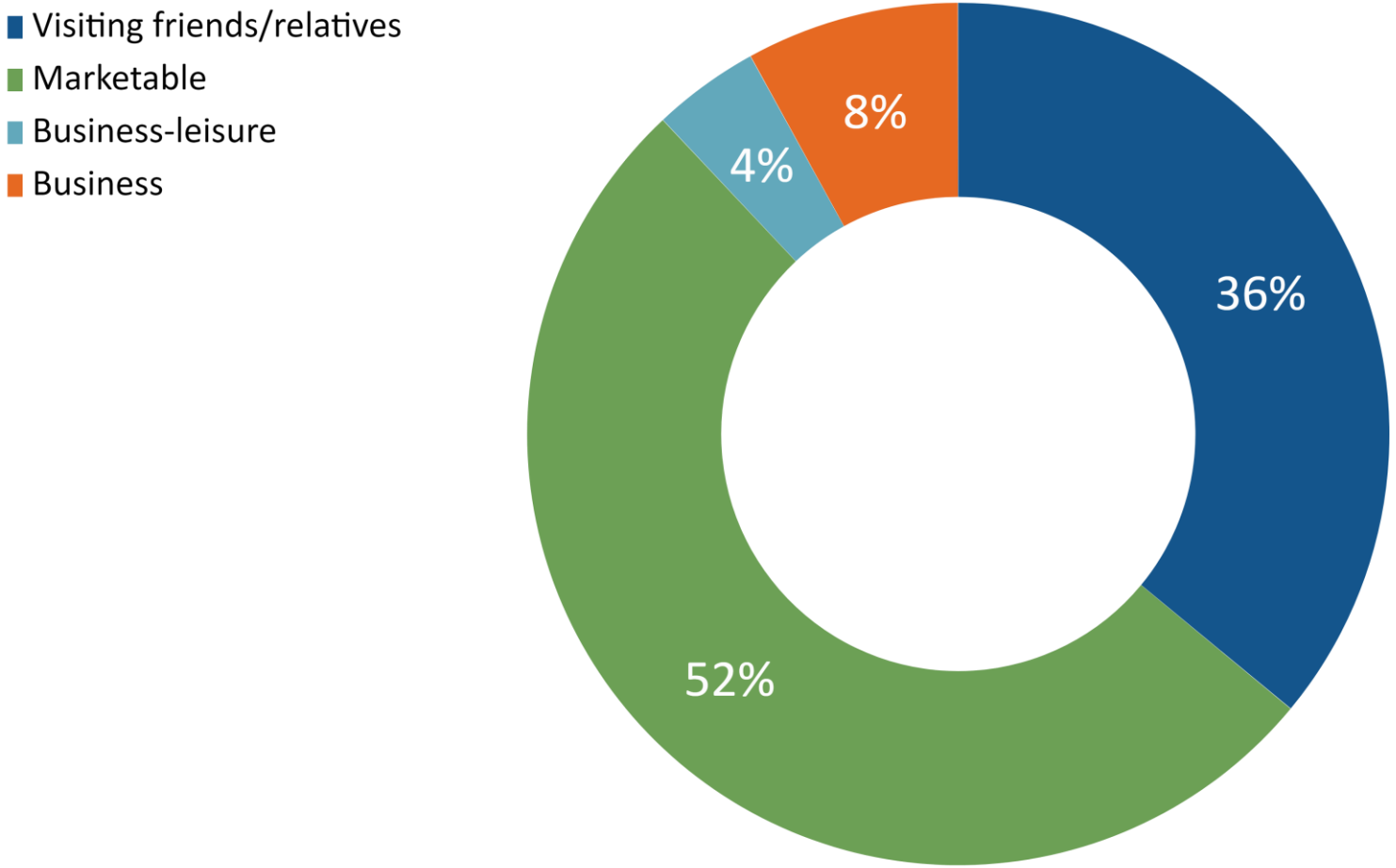
8% Shopping
+2.0% vs U.S. Norm

See Reference Guide for a full list of main purpose of trip categories & definitions.

Longwoods INTERNATIONAL

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



89%

Visited Friends/Relatives Who Live in Southwestern

11%

Met Friends/Relatives in Southwestern Who Live Elsewhere

See Reference Guide for market segment definitions.

Longwoods INTERNATIONAL

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

33%	Budget friendly traveler: prioritizing affordability and value for money
16%	Family traveler: prioritizing activities and accommodations suitable for children
12%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
9%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
8%	Special event traveler: traveling for music festivals, sporting events, or other major events
6%	Luxury traveler: seeking high-end experiences and personalized services

See Reference Guide for a full list of traveler personas.

Longwoods INTERNATIONAL

During Trip

Destination Activities



Longwoods INTERNATIONAL

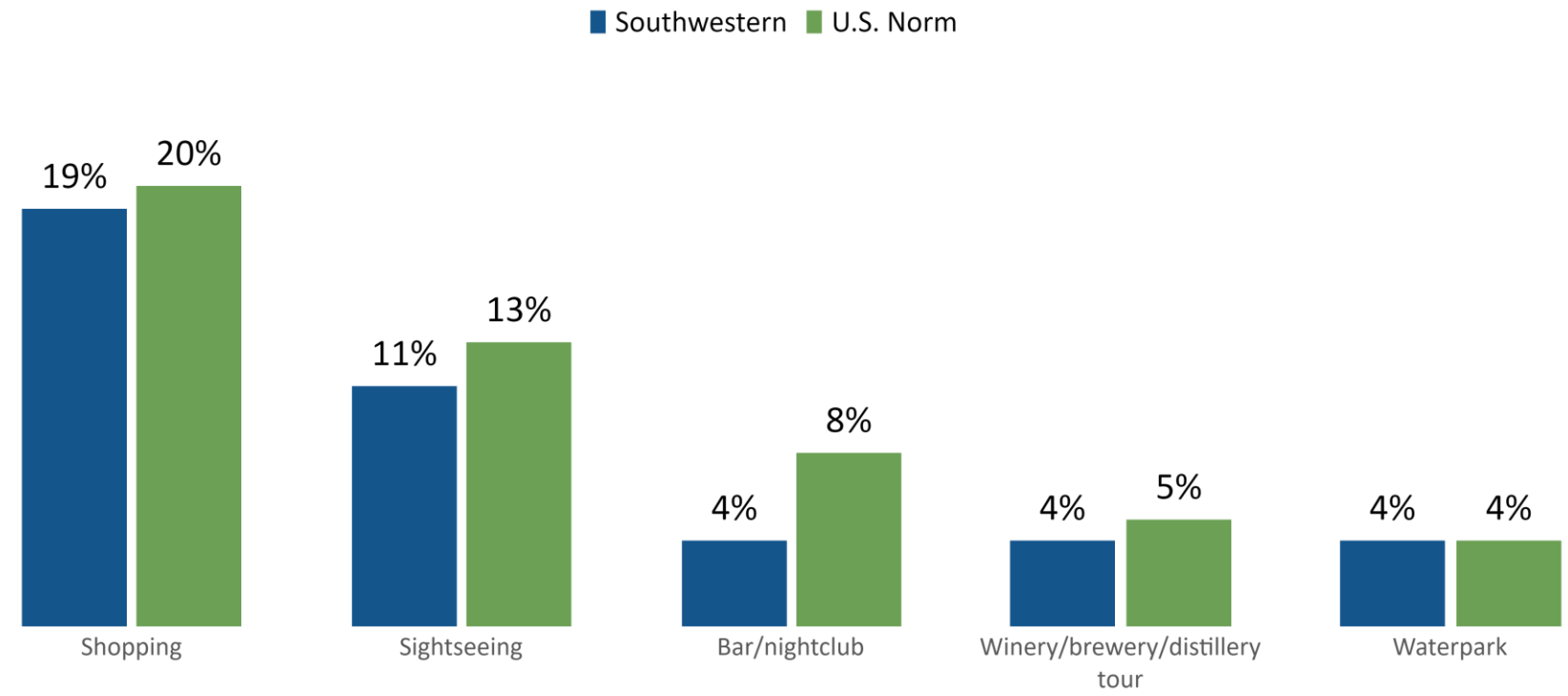
Entertainment Activities

Top Entertainment Activities for Southwestern Travelers

38%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 51%





Longwoods INTERNATIONAL

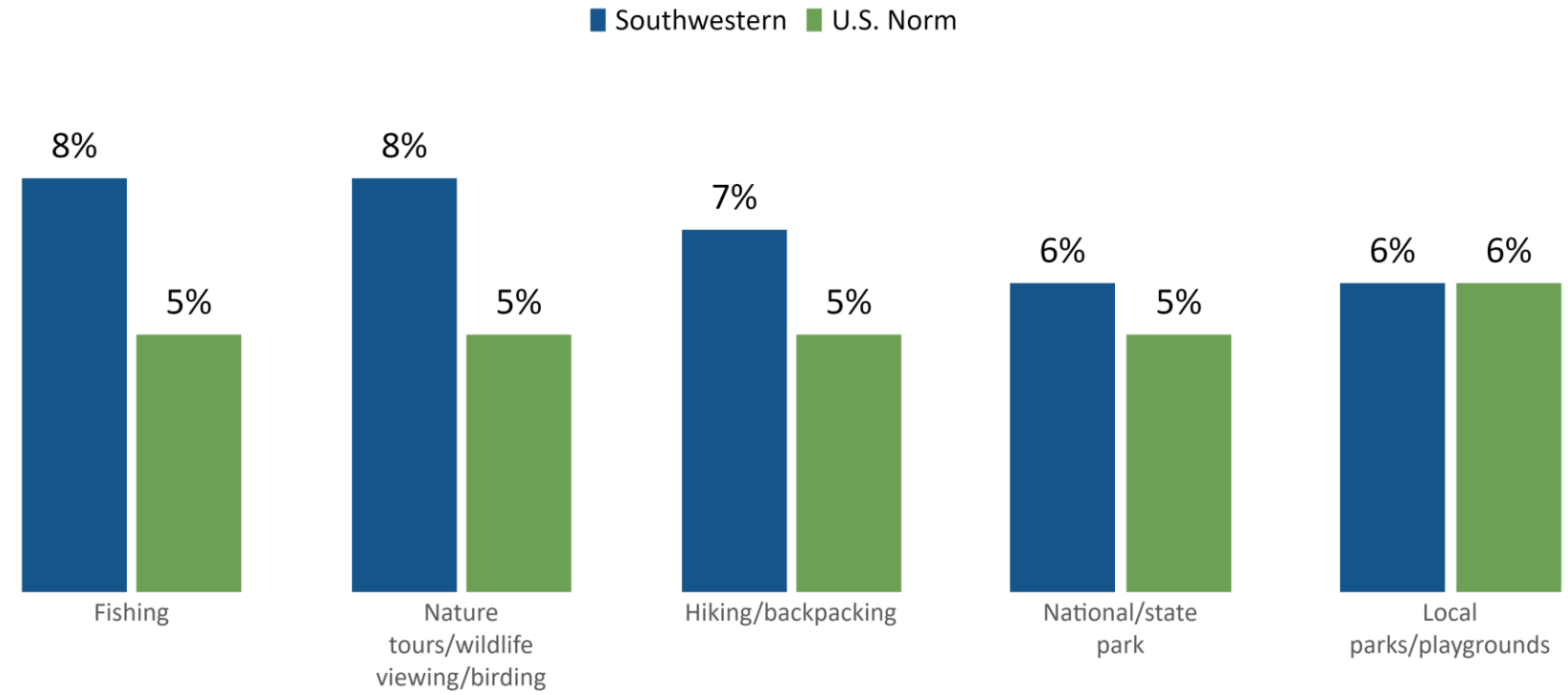
Recreational Activities

Top Recreational Activities for Southwestern Travelers

39%

Participated in Recreational Activities During Their Trip

U.S. Norm: 36%





Longwoods INTERNATIONAL

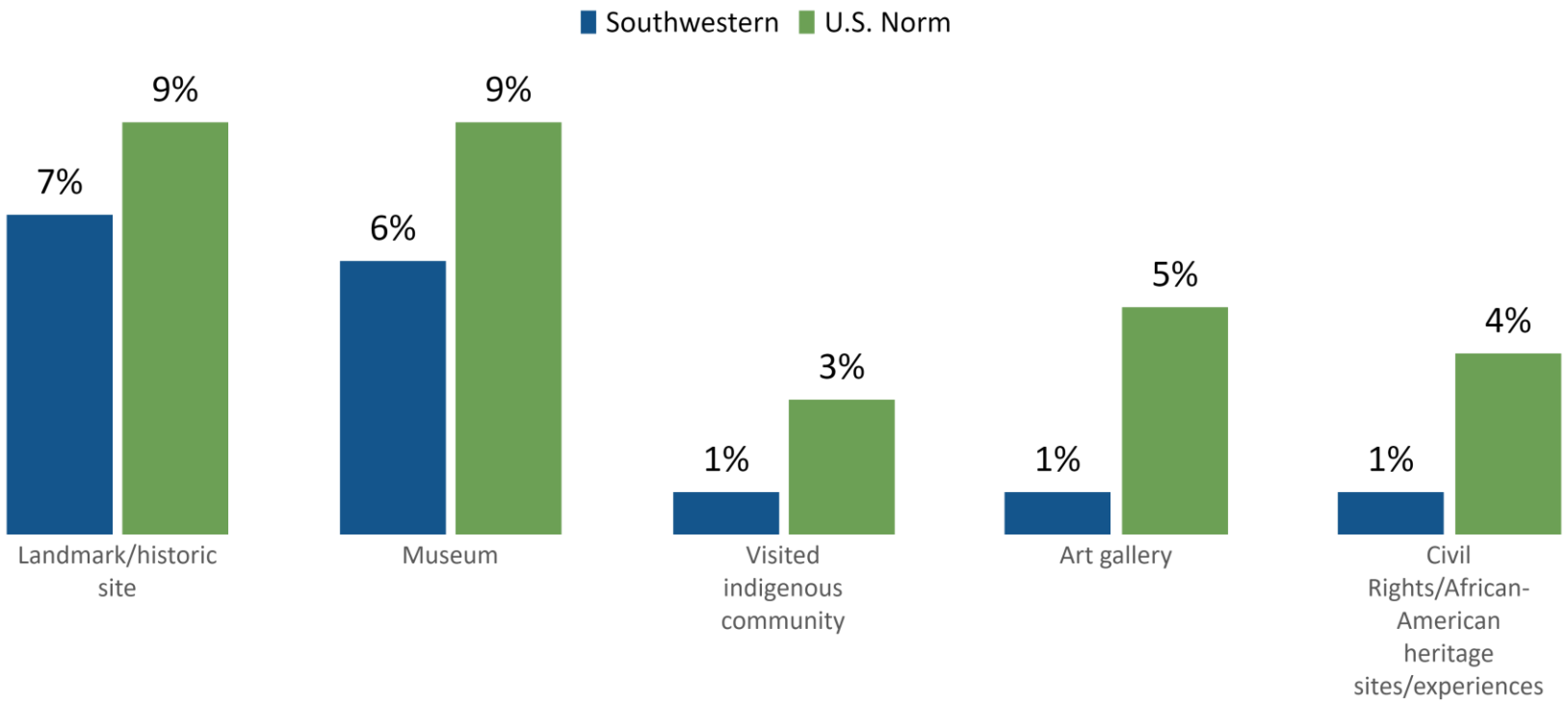
Cultural Activities

Top Cultural Activities for Southwestern Travelers

15%

Participated in Cultural Activities During Their Trip

U.S. Norm: 23%





Longwoods INTERNATIONAL

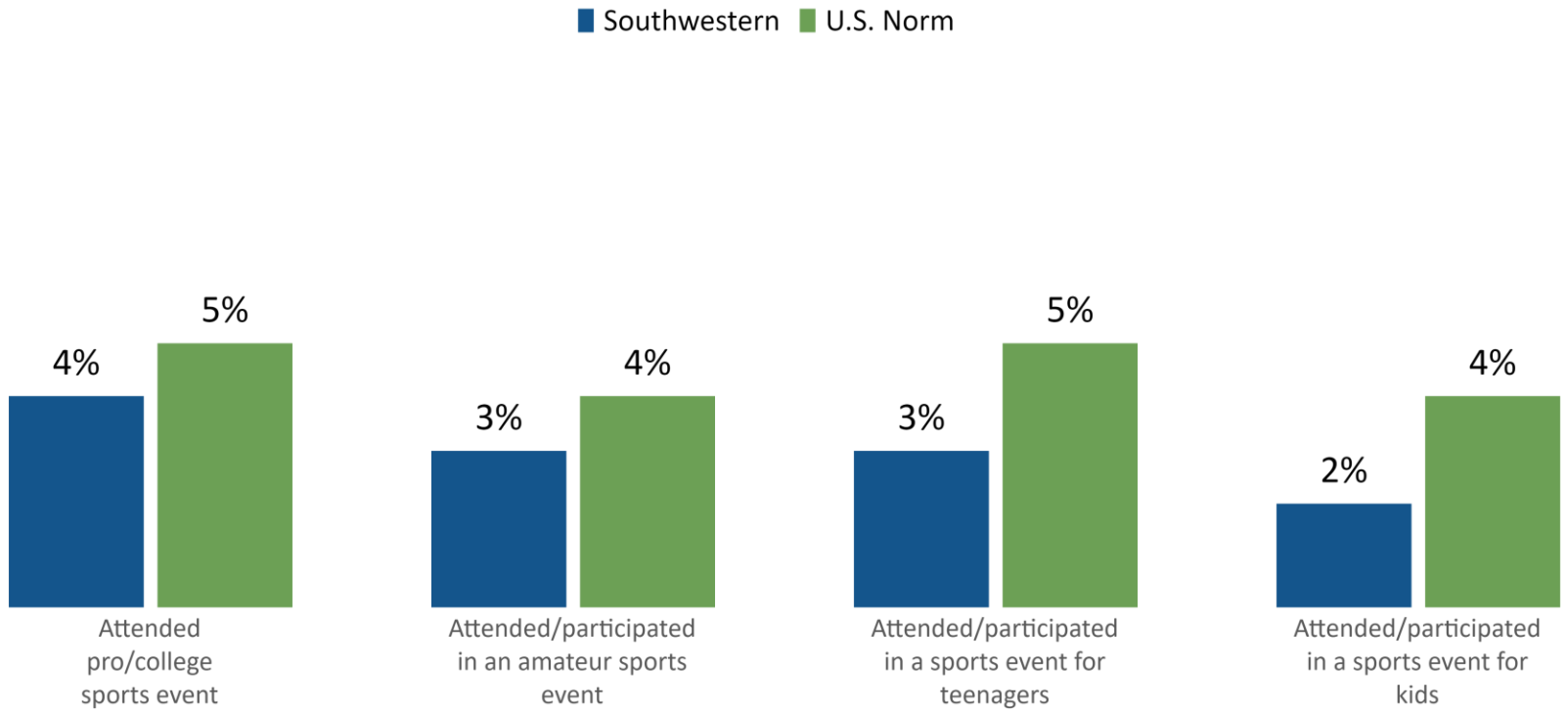
Sporting Events

Top Sporting Events for Southwestern Travelers

10%

Participated in Sporting Events During Their Trip

U.S. Norm: 14%





Longwoods INTERNATIONAL

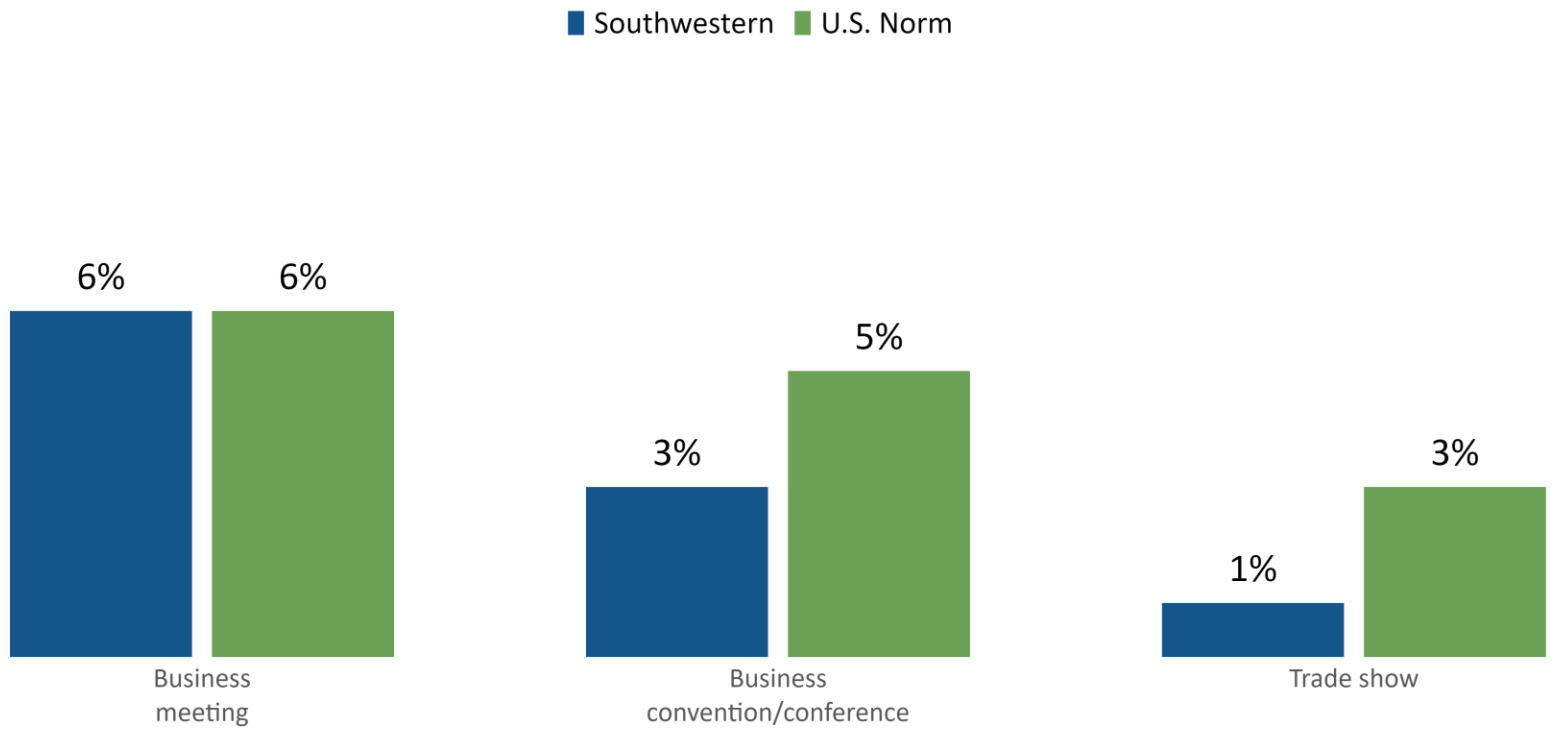
Business Activities

Top Business Activities for Southwestern Travelers

10%

Participated in Business Activities During Their Trip

U.S. Norm: 12%





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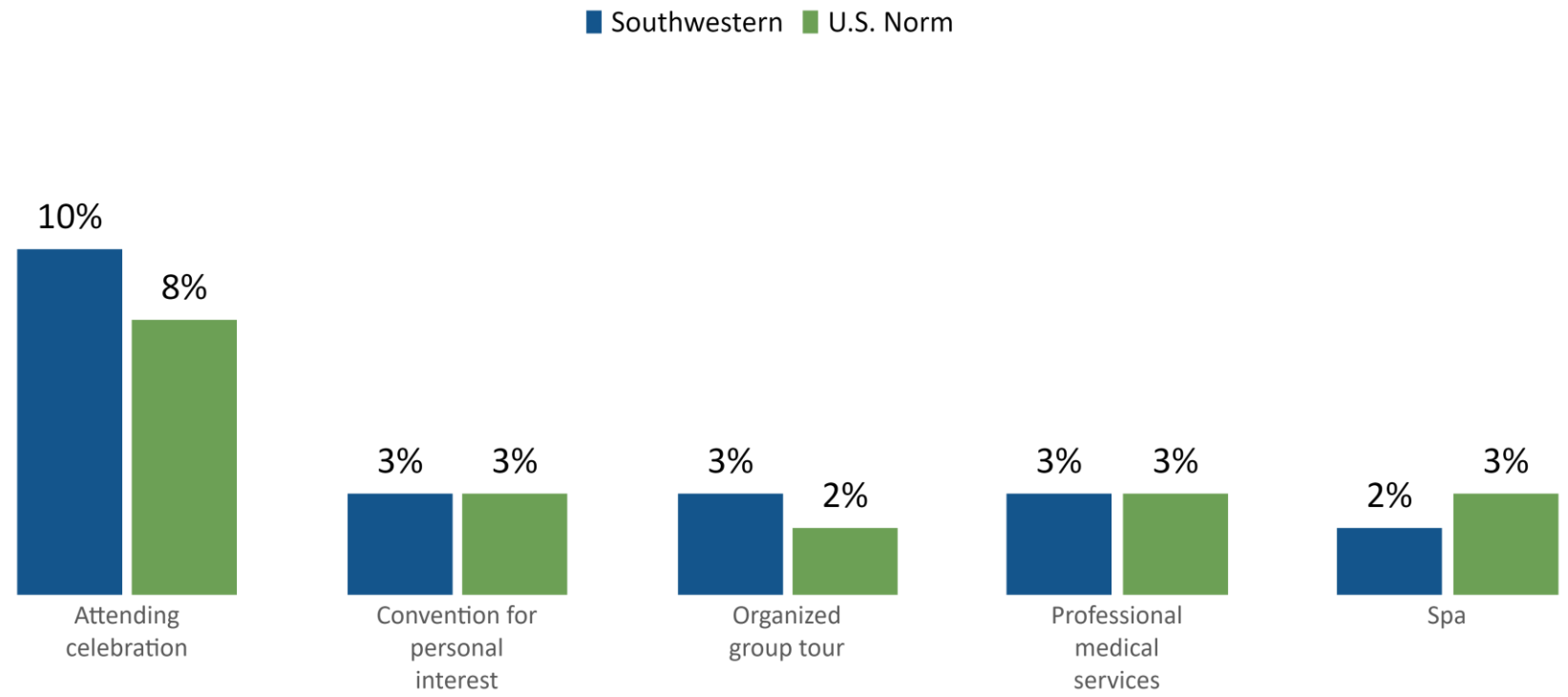
Other Activities

Top Other Activities for Southwestern Travelers

25%

Participated in Other Activities During Their Trip

U.S. Norm: 30%





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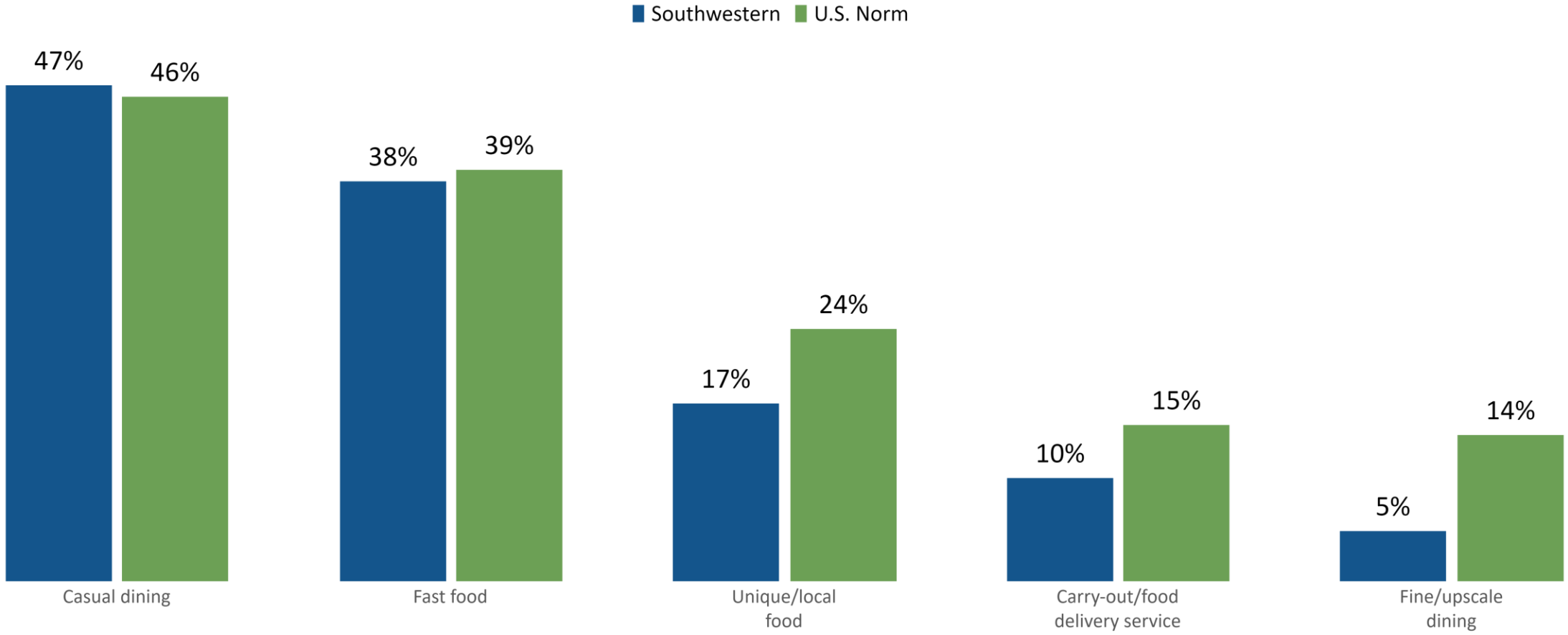
Dining

Top Dining Categories for Southwestern Travelers



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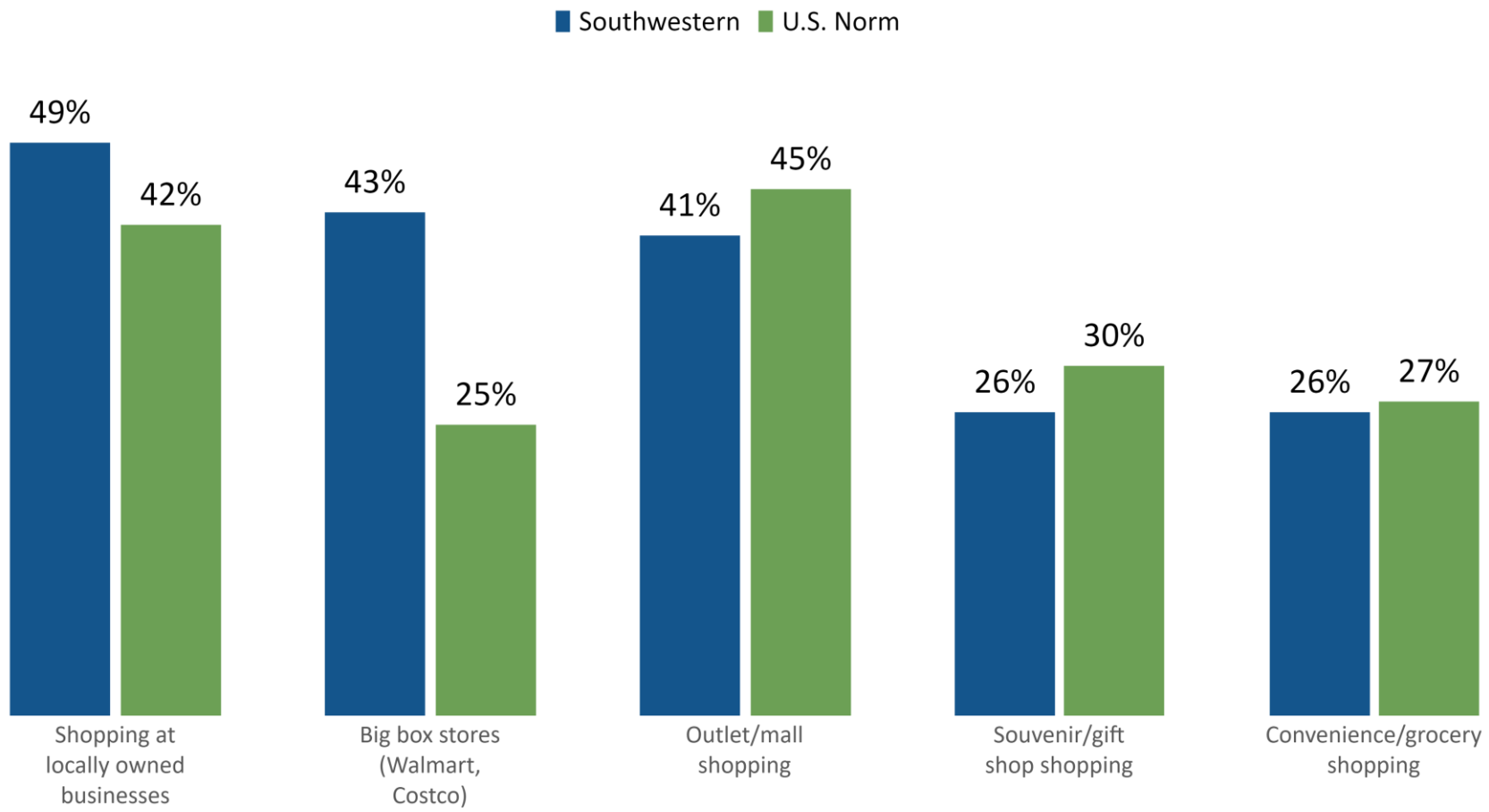
Shopping

Top Shopping Categories for Southwestern Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Southwestern.

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Post-Trip

Traveler Satisfaction & Retention

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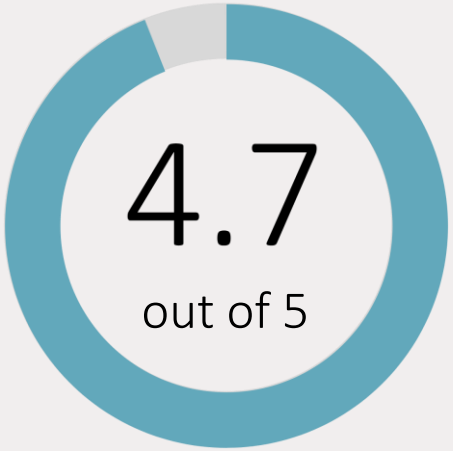
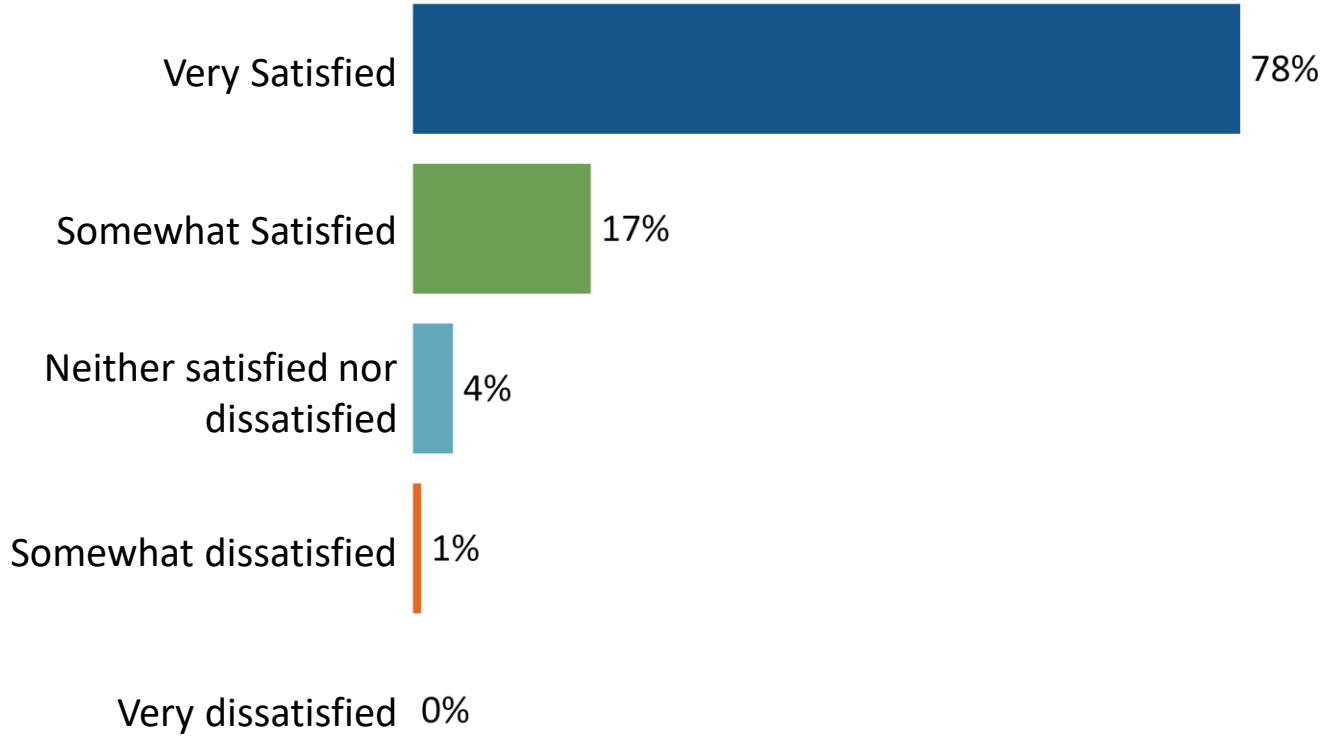
Satisfaction with Overall Trip

How Day Visitors Rated Their Southwestern Experience

Average Satisfaction Rating





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Respondent Demographics



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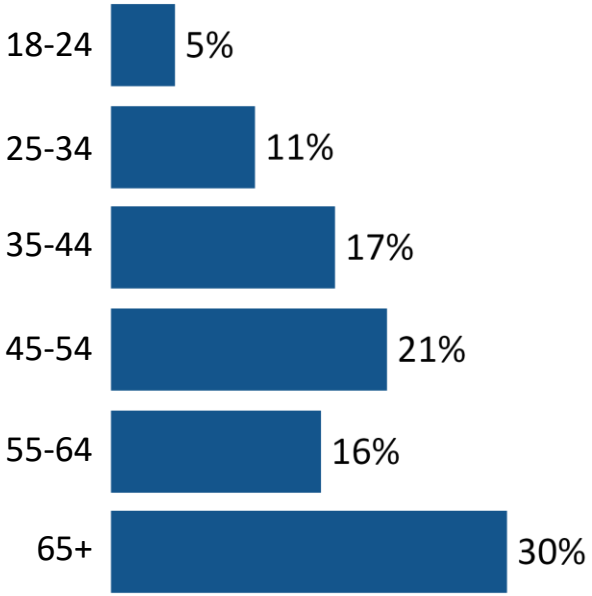
Age, Gender, & Household Income

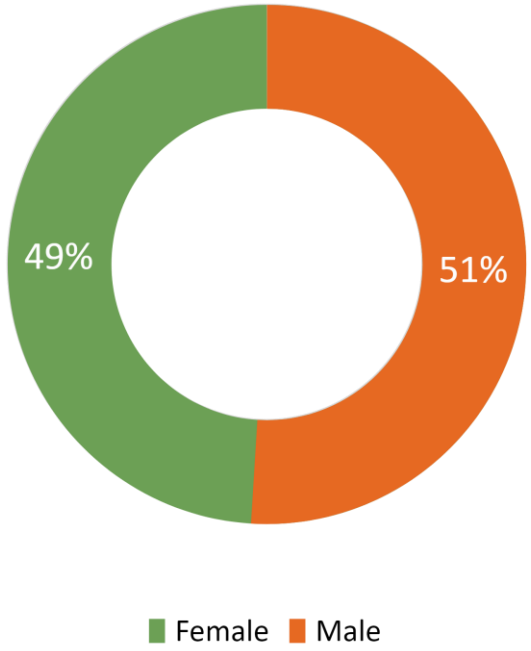
Respondent Demographics for Southwestern

Age

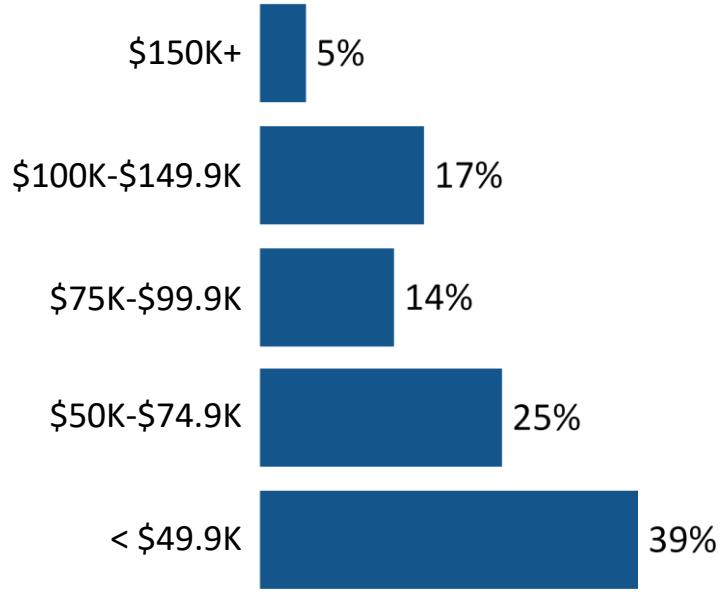


Average Age: 52.3

Gender



Household Income



Average Income: $70.3K

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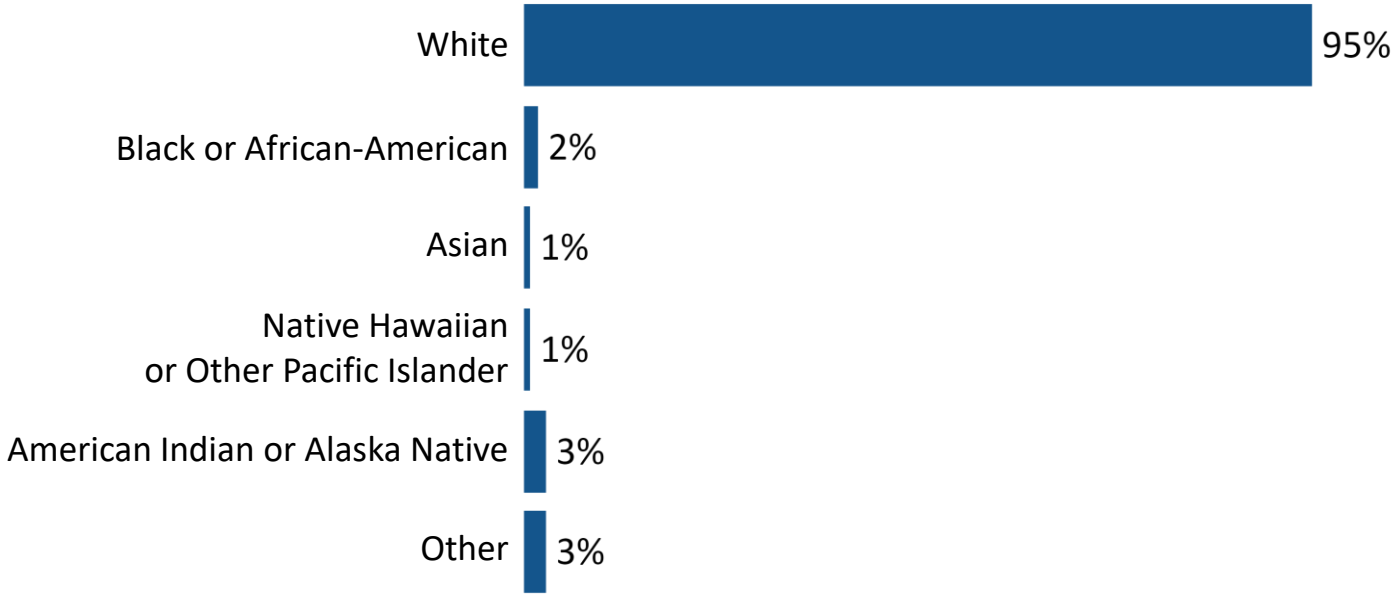
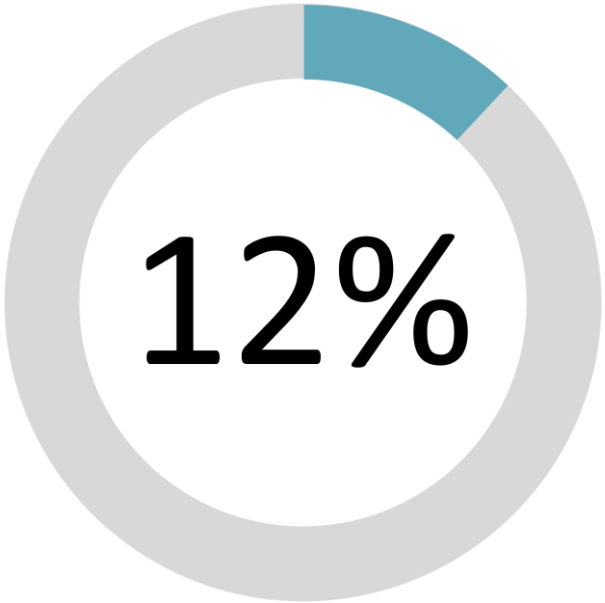
Race & Hispanic Background

Respondent Demographics for Southwestern

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

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Additional Demographics

Respondent Demographics for Southwestern

Employment

49% full-time / self-employed

13% part-time

38% retired / not employed / other

Marital Status

60% married / living with a partner

15% single / never married

25% divorced / widowed / separated

Military Status*

83% never served in the military

16% veteran

1% currently on active duty

1% on active duty for training

Education

20% high school diploma or less / other

25% attended some college

36% associate's or bachelor's degree

20% graduate or professional degree

Sexual Orientation

94% straight

1% gay / lesbian

3% bisexual

2% other / not sure

Household Size

25% 1 member

41% 2 members

13% 3 members

13% 4 members

8% 5+ members

** Multi-select to include status for all household members*

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