Longwoods INTERNATIONAL

Travel USA®

Overnight 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

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Travel USA®

Overnight 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 overnight trips in 2025:

1,847

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	21%
California	10%
Washington	8%
New York	7%
Utah	5%



	2025
Boise, ID	10%
Spokane, ID/WA	8%
New York, NY	7%
Salt Lake City, ID/UT	6%
Los Angeles, CA	5%

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

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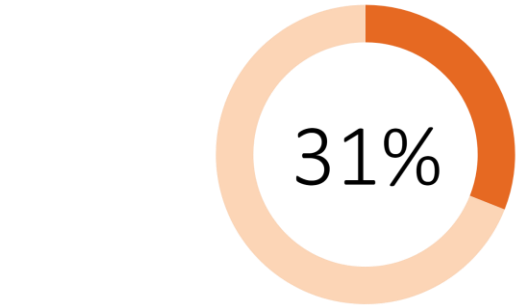
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

21%



Travel Parties with Pets



Travel Parties with Children

44%

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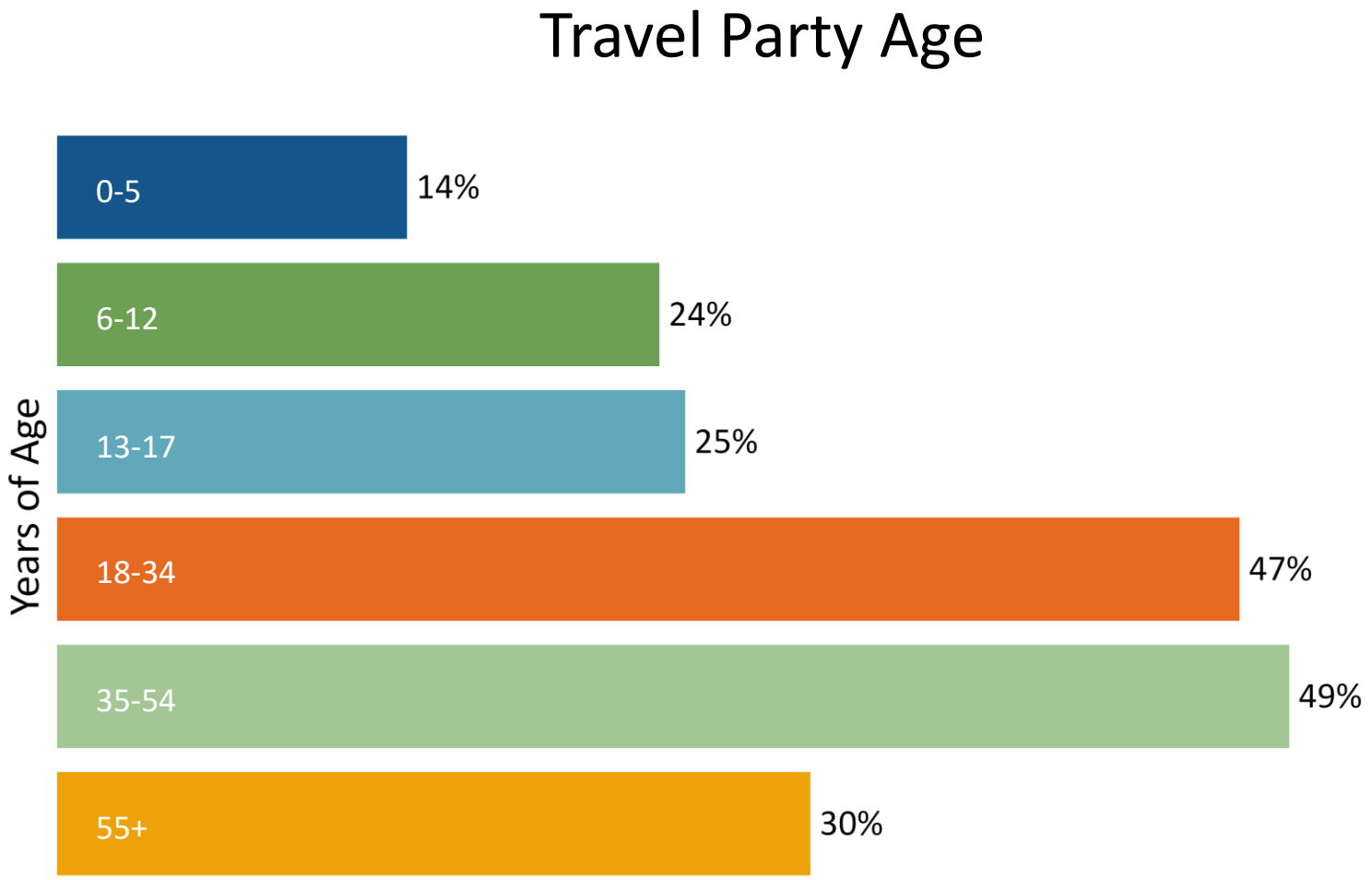
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

3.4





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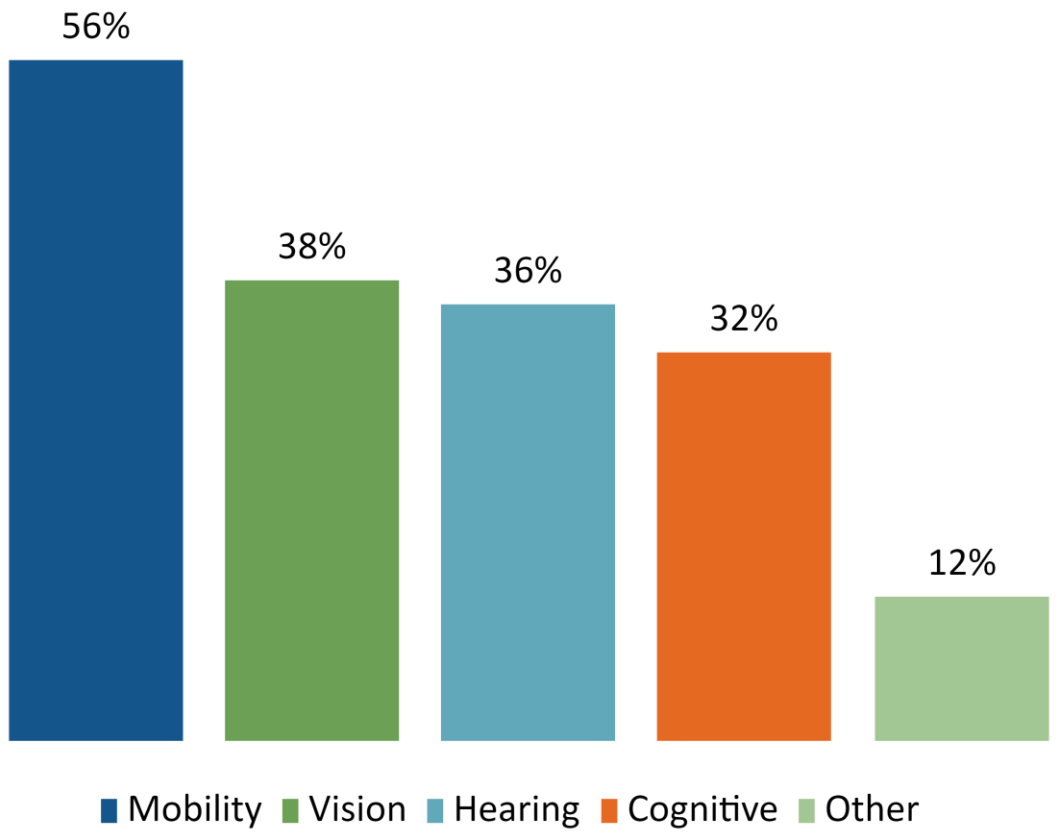
Travelers with Travel-Limiting Disabilities

Disability Categorizations

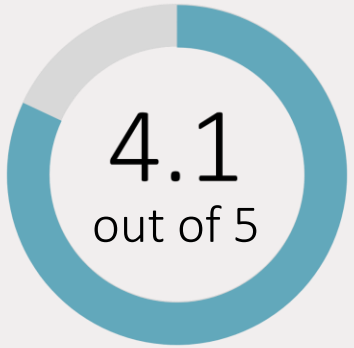
Travel Parties with an Individual Who Required Accessibility Services

30%

+12.5% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

35% Visiting friends / relatives

-3.6% vs U.S. Norm

15% Outdoors

+6.3% vs U.S. Norm

11% Touring

+0.5% vs U.S. Norm

8% Special event

-0.4% vs U.S. Norm

6% City trip

-0.7% vs U.S. Norm

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

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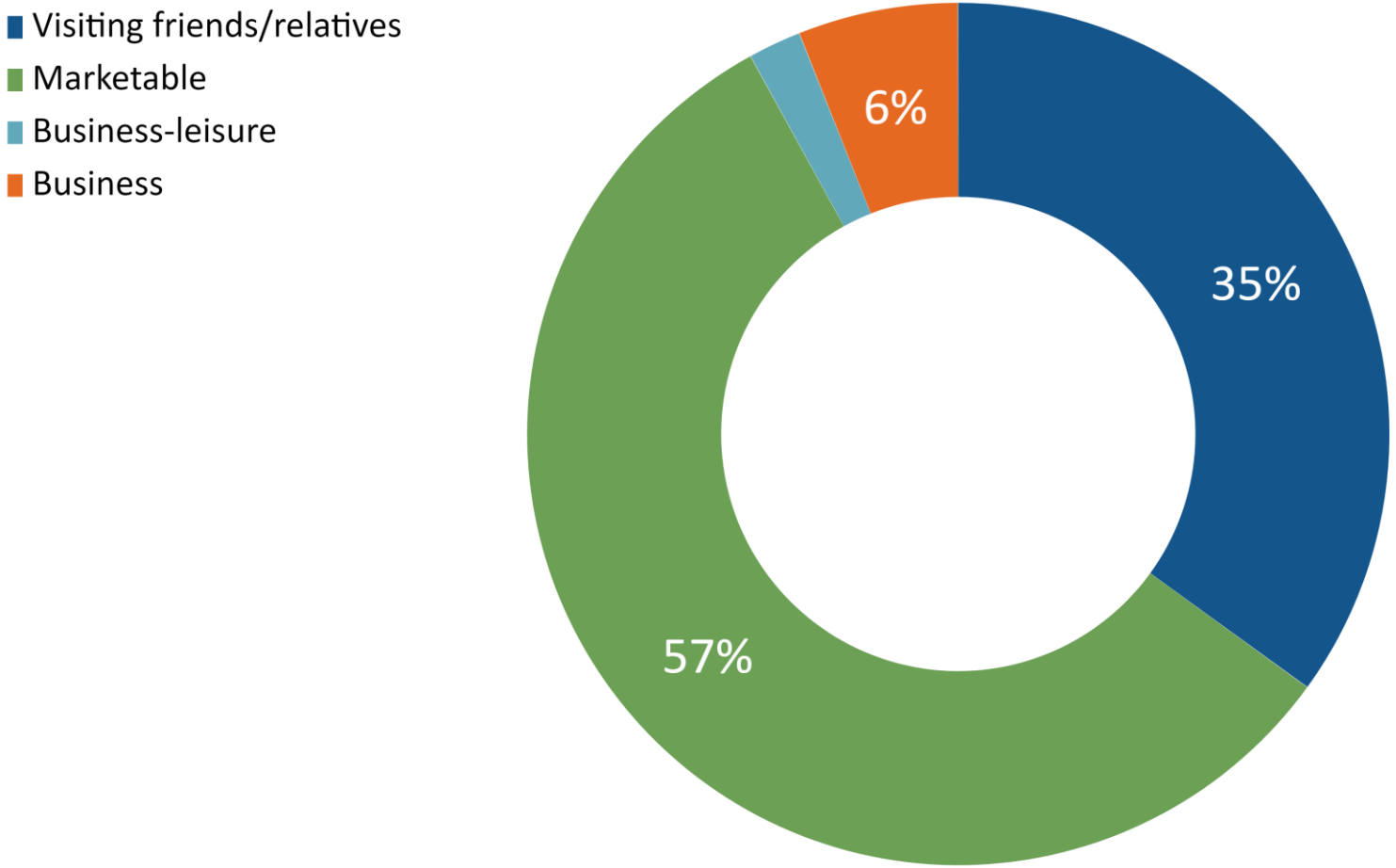
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



88%

Visited Friends/Relatives Who Live in Idaho

12%

Met Friends/Relatives in Idaho Who Live Elsewhere

See Reference Guide for market segment definitions.

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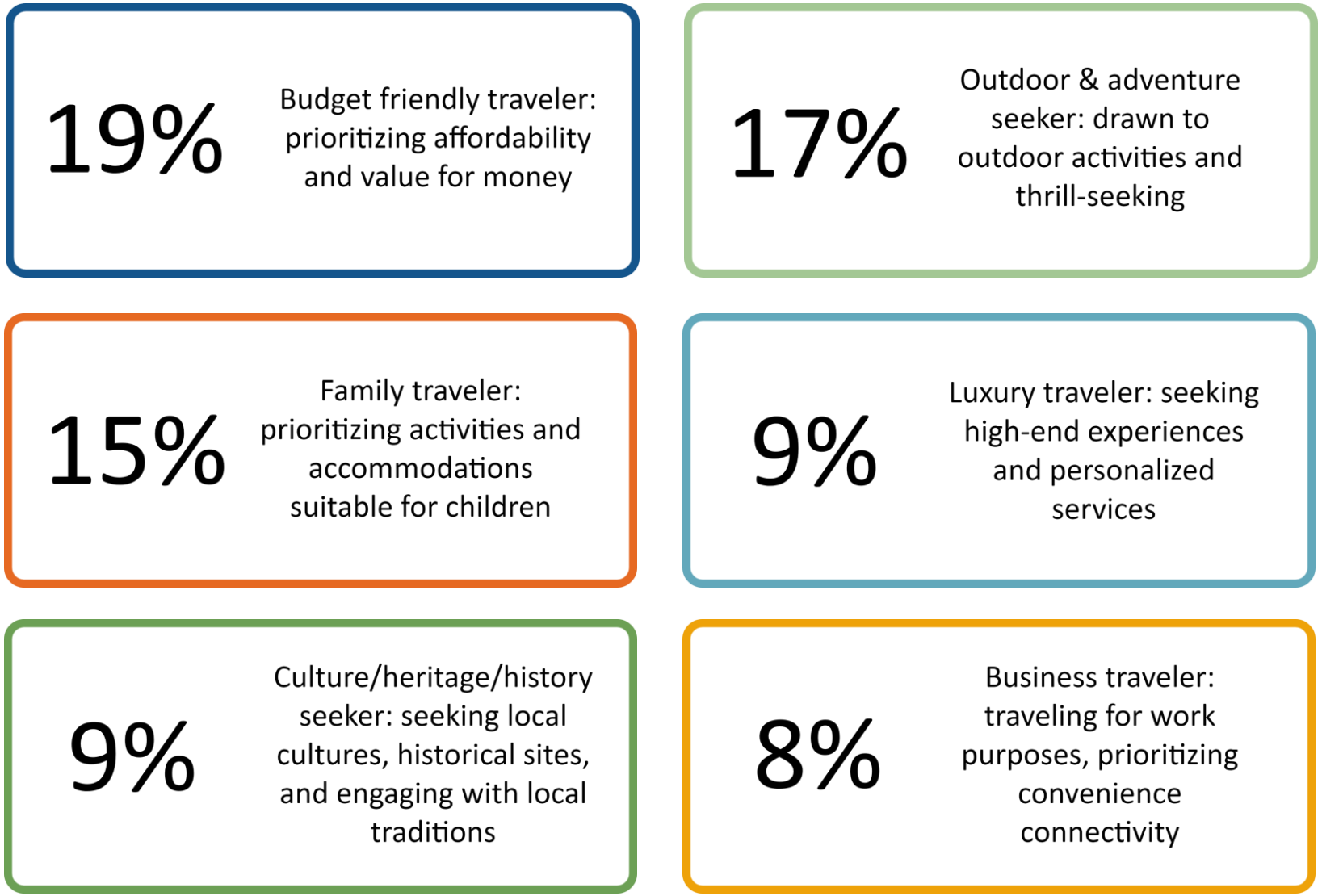
Top Traveler Personas

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



See Reference Guide for a full list of traveler personas.

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Pre-Trip

Travel Planning



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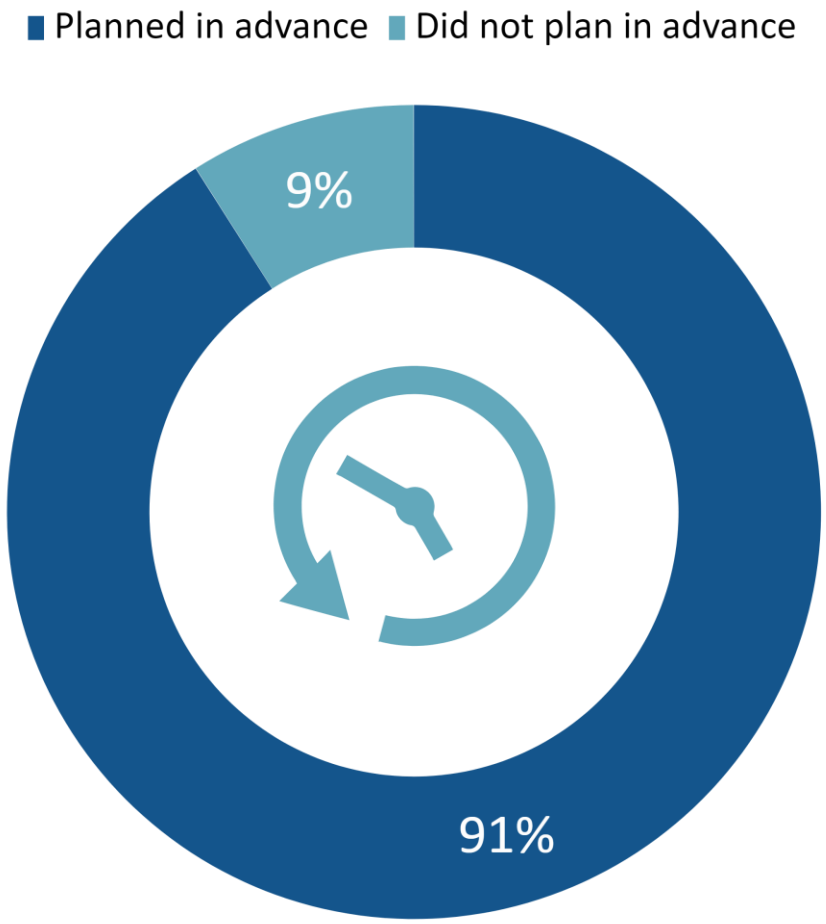
Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	9%	-1.1% vs U.S. Norm
2 months or less	44%	-4.2% vs U.S. Norm
3-5 months	25%	+3.9% vs U.S. Norm
6 months or more	22%	+1.3% vs U.S. Norm

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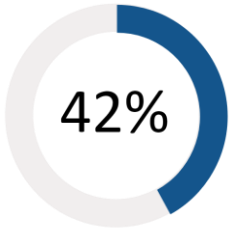
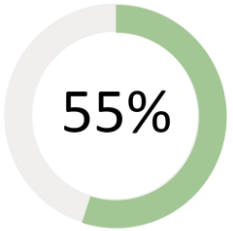
Sources of Trip Planning

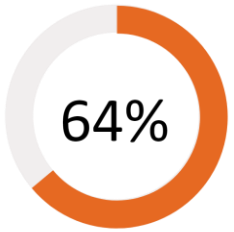
Share of Travelers Who Used Each Media Type for Trip Planning



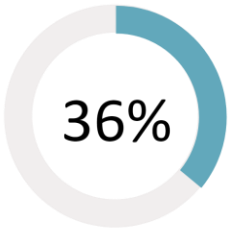
Print



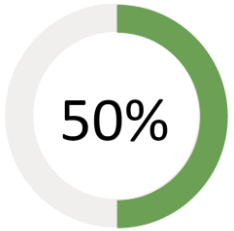
In-Person



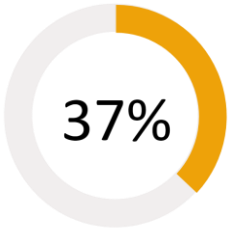
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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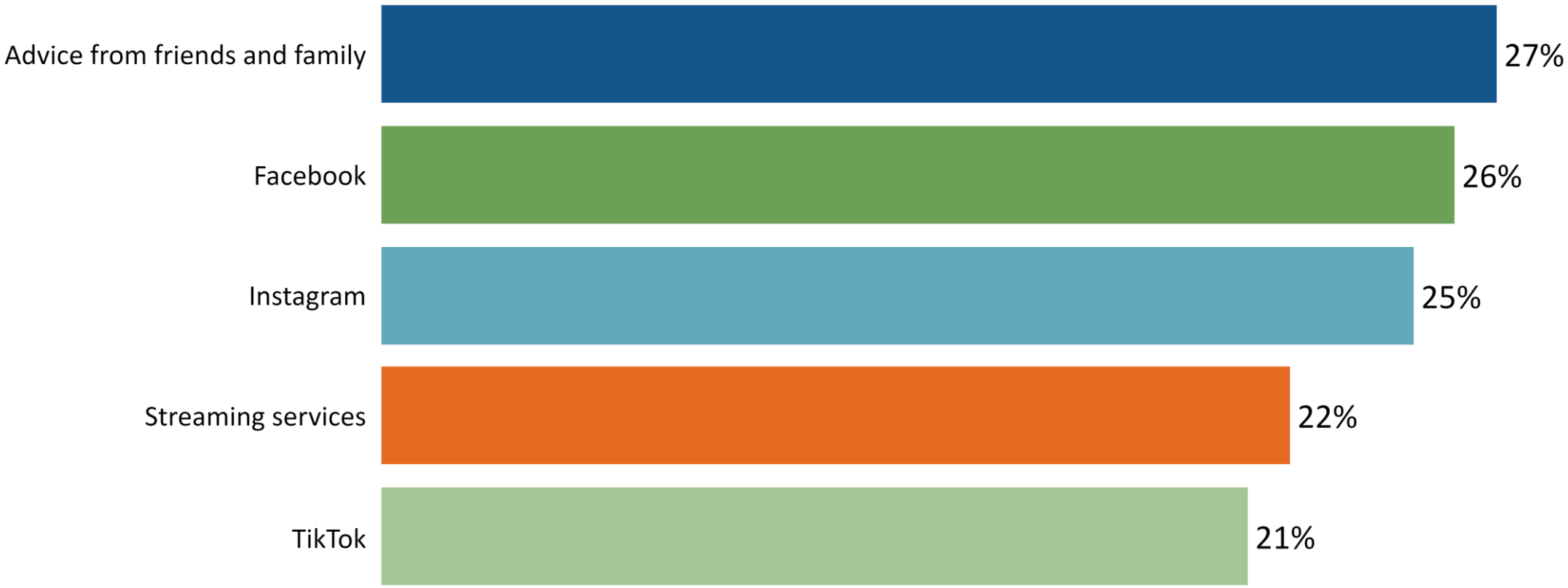
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



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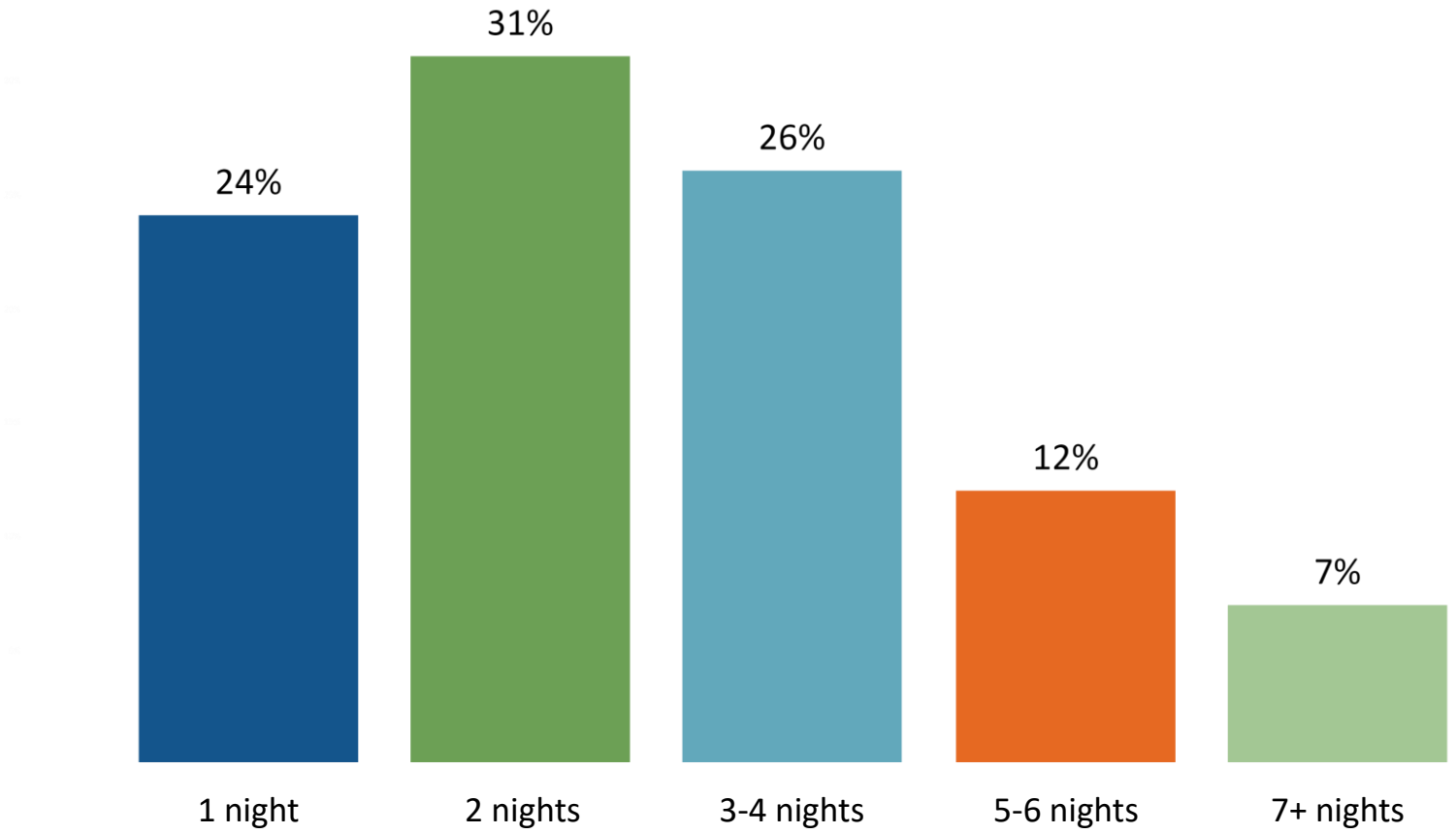
Trip Structure

Nights Spent in Idaho

Average
Number of Nights

3.2



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Trip Structure

Share of Total Trip Spent in Idaho

Average Number of Nights Spent in Idaho

3.2

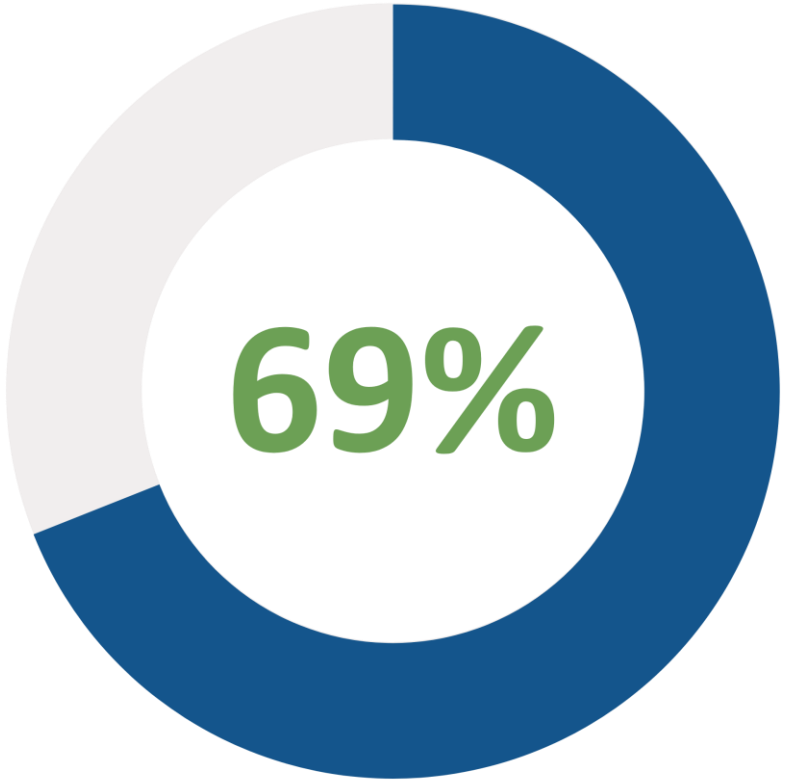
4.6

Average Number of Total Trip Nights

Accounts for trip nights that Idaho travelers spent in other destinations.

=

Share of Total Trip Spent in Idaho



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

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During Trip

Transportation & Accommodations



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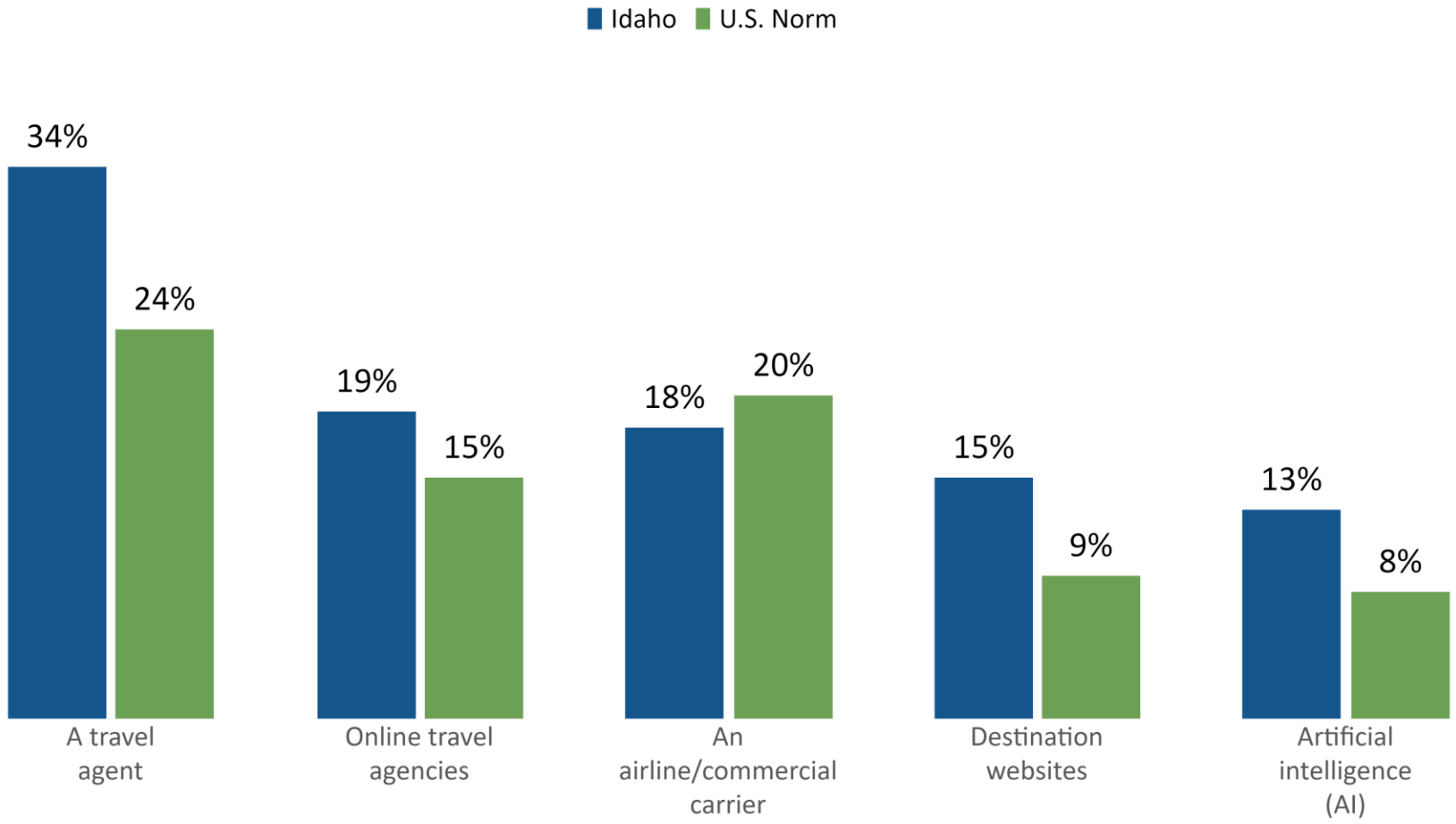
Booking: Transportation

Top Booking Sources for Transportation





See Reference Guide for a full list of booking sources.

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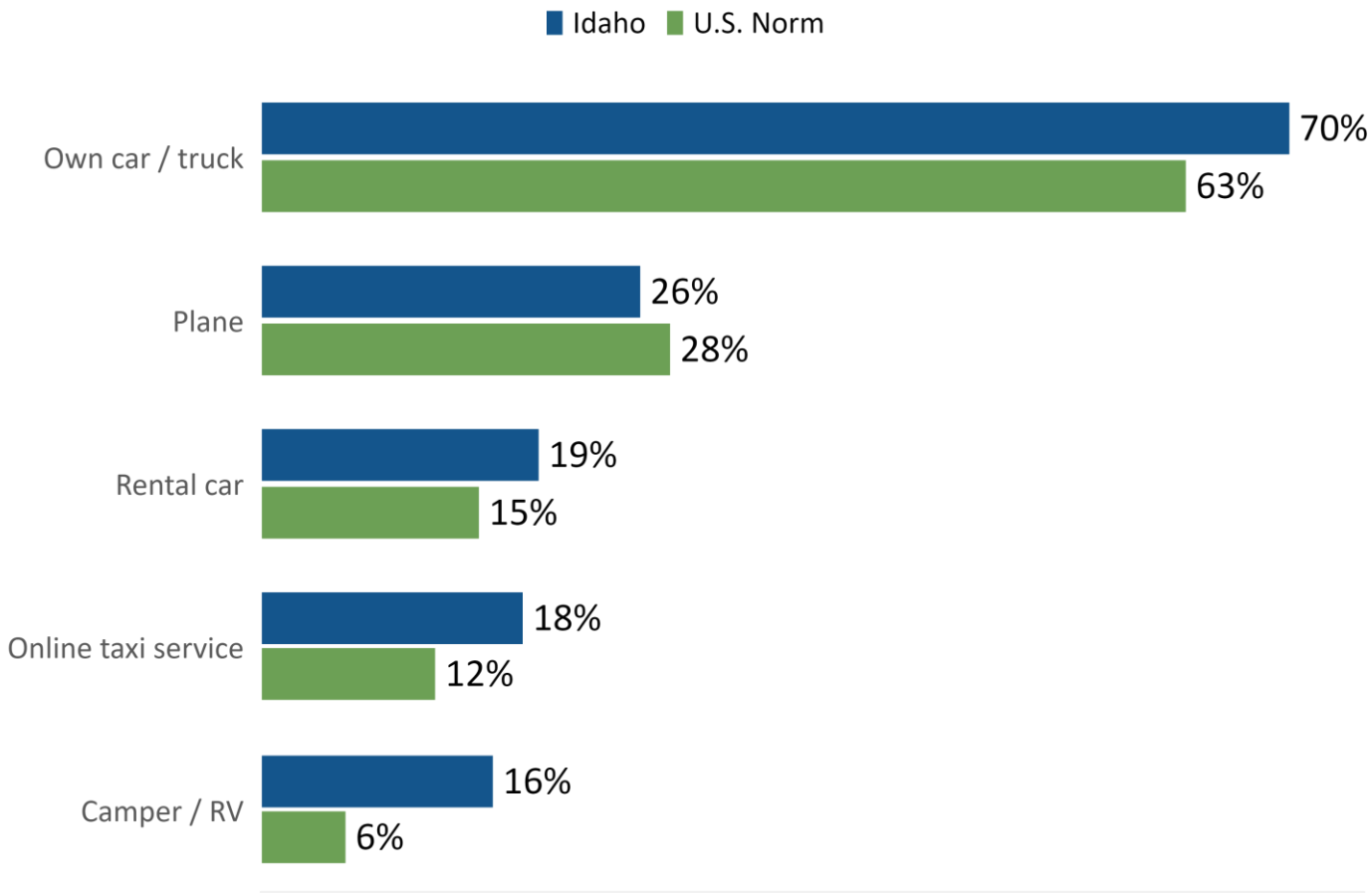
Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Idaho



Vehicle Type

Gasoline/diesel	72%	▼	-6.9% vs U.S. Norm
Hybrid	18%	▲	+5.8% vs U.S. Norm
Electric	17%	▲	+6.7% vs U.S. Norm
Plug-in-hybrid	14%	▲	+8.0% vs U.S. Norm

Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

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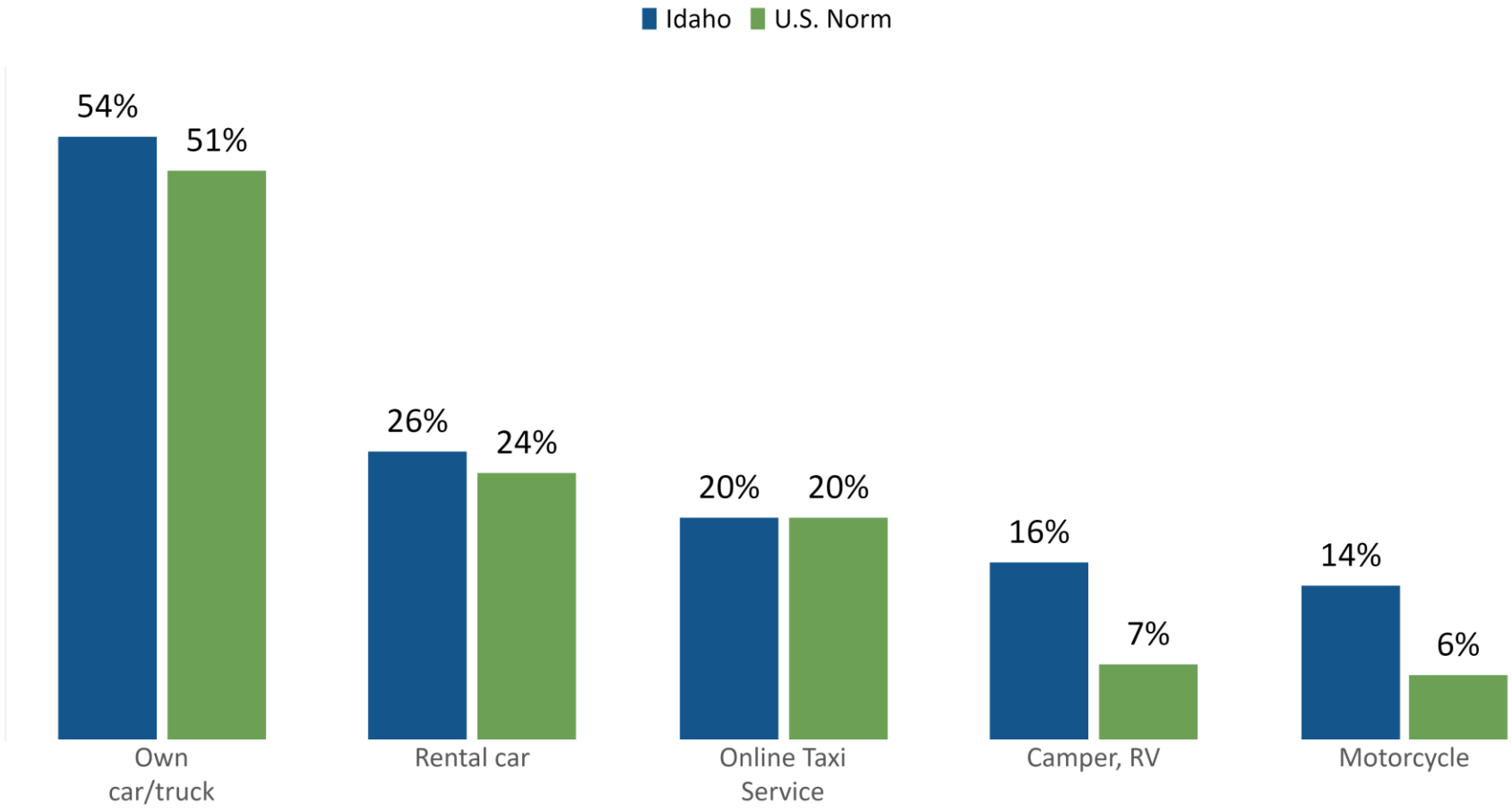
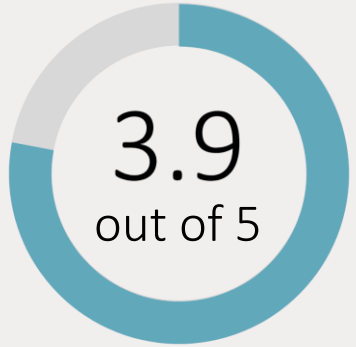
Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Idaho



Public Transportation



Average Satisfaction Rating

See Reference Guide for a full list of transportation modes.

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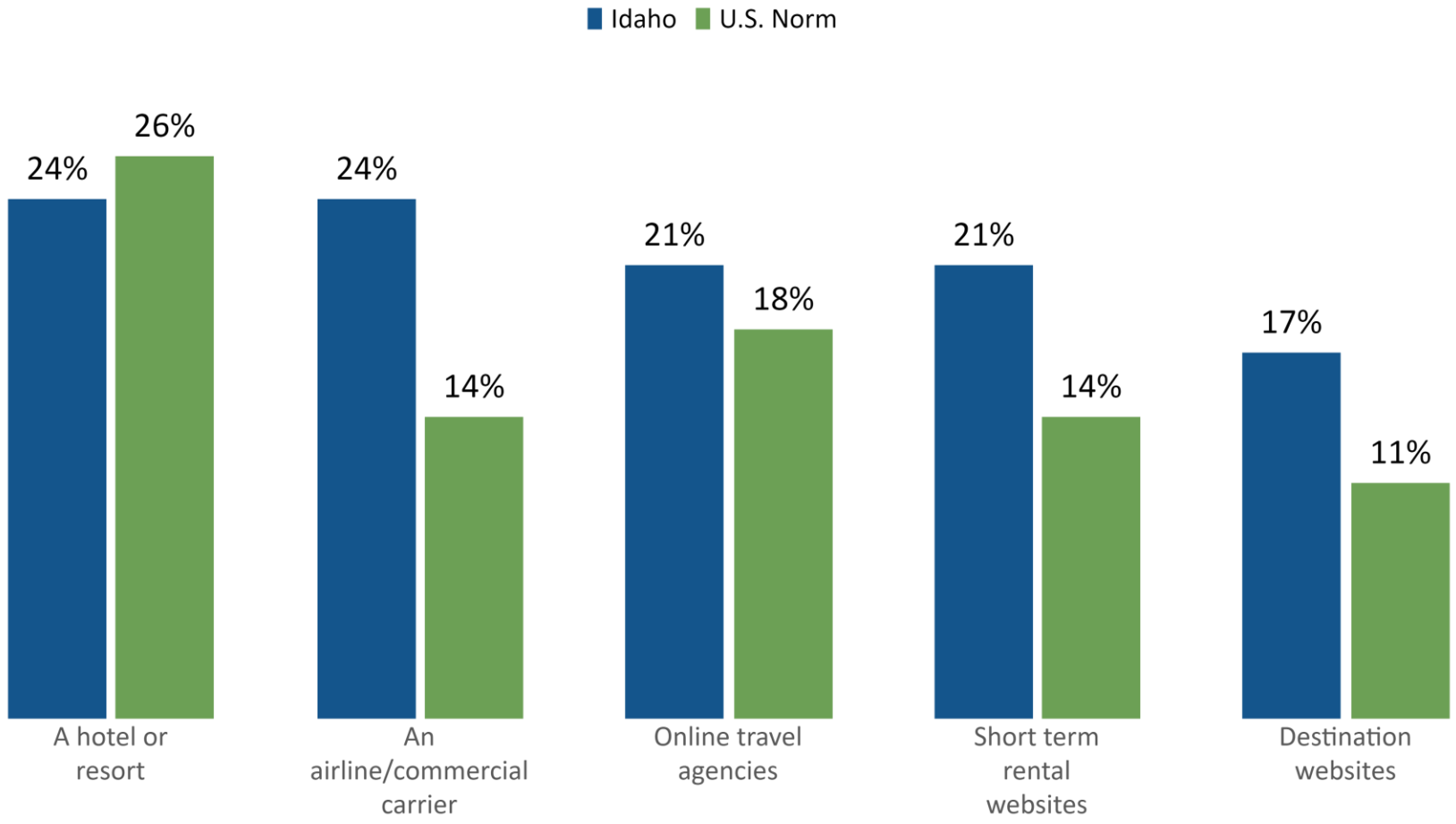
Booking: Accommodations

Top Booking Sources for Accommodations





See Reference Guide for a full list of booking sources.

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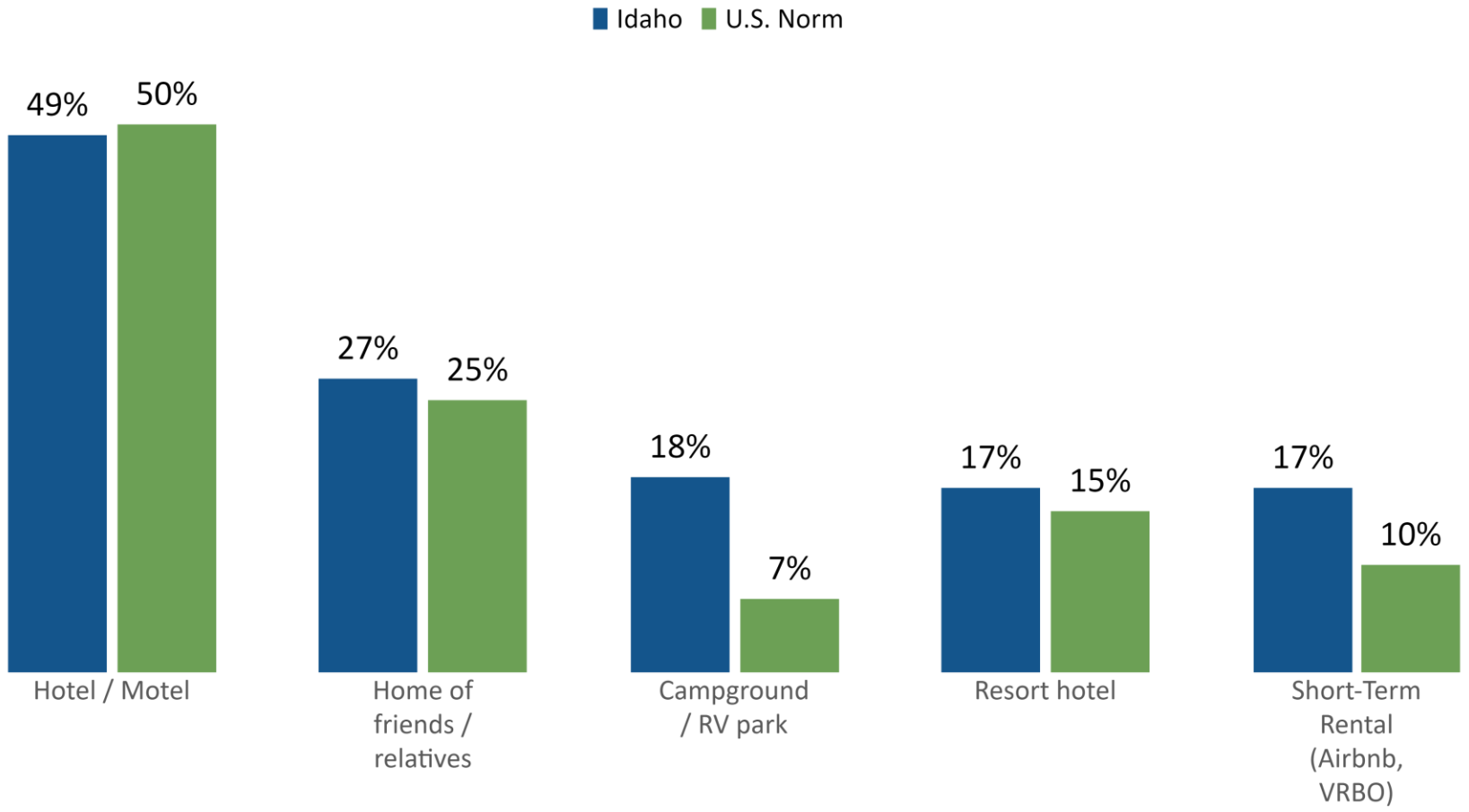
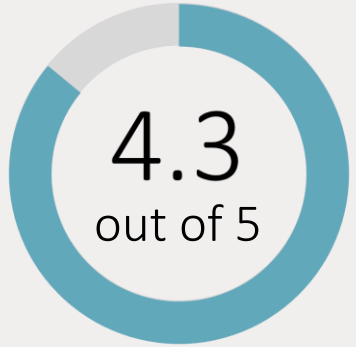
Accommodations

Top Accommodation Types for Idaho Travelers



Quality of Accommodations



Average Satisfaction Rating

See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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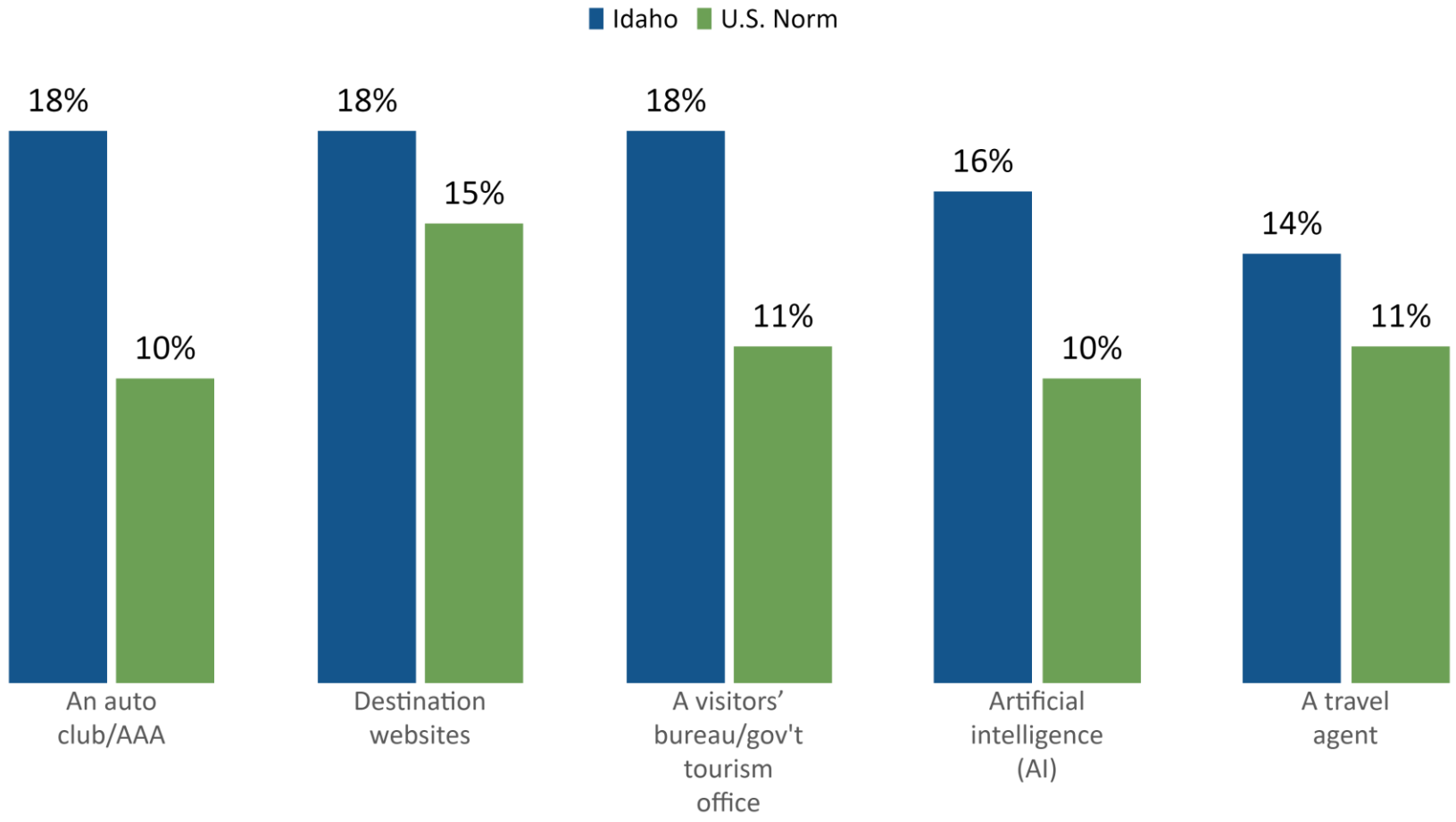
Booking: Activities

Top Booking Sources for Activities





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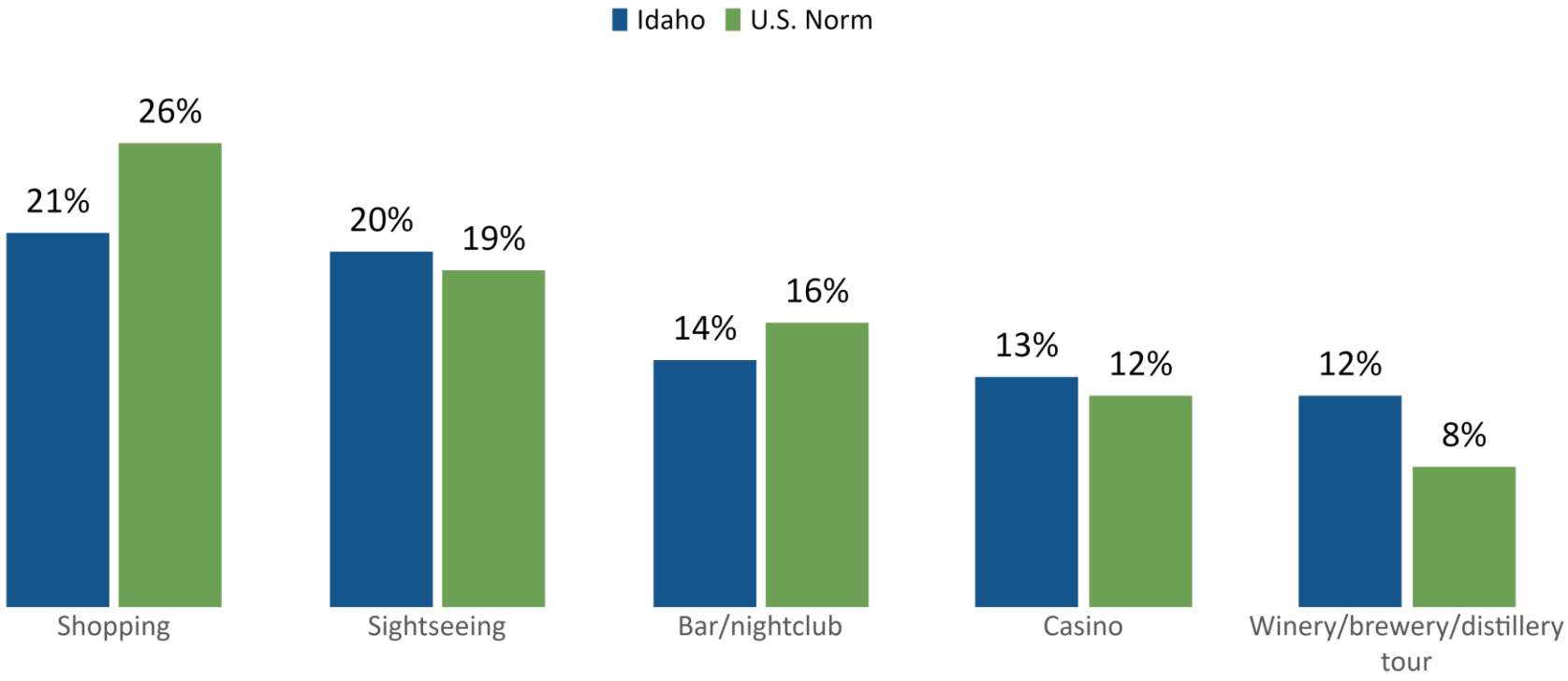
Entertainment Activities

Top Entertainment Activities for Idaho Travelers

63%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





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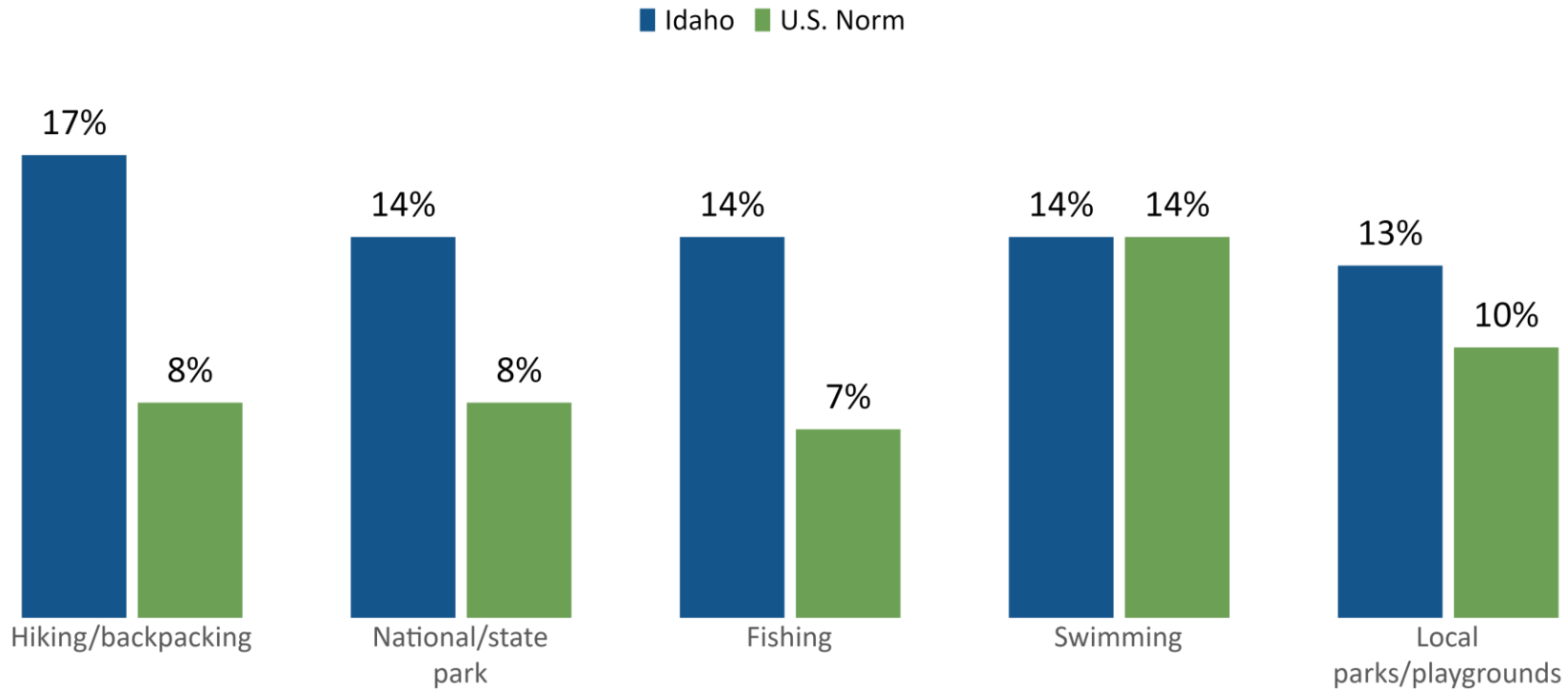
Recreational Activities

Top Recreational Activities for Idaho Travelers

65%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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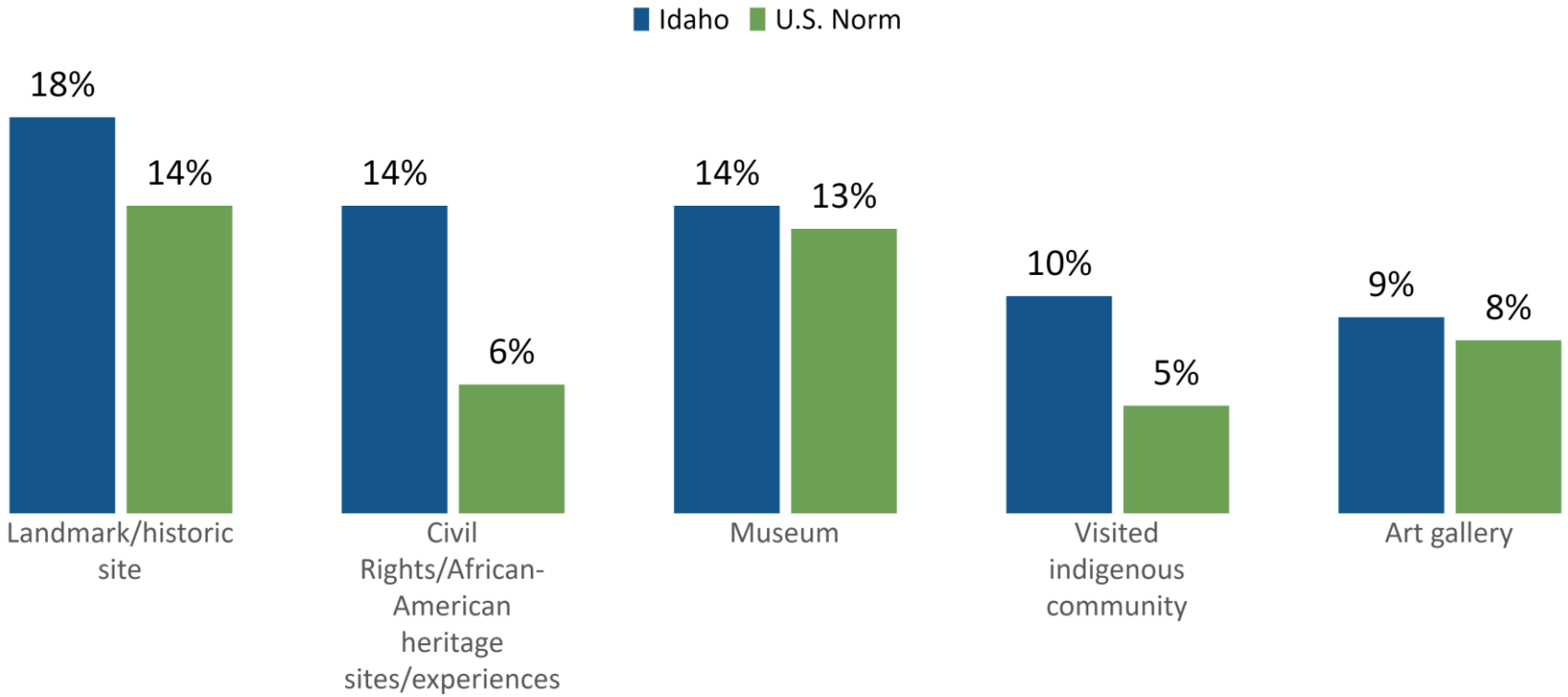
Cultural Activities

Top Cultural Activities for Idaho Travelers

43%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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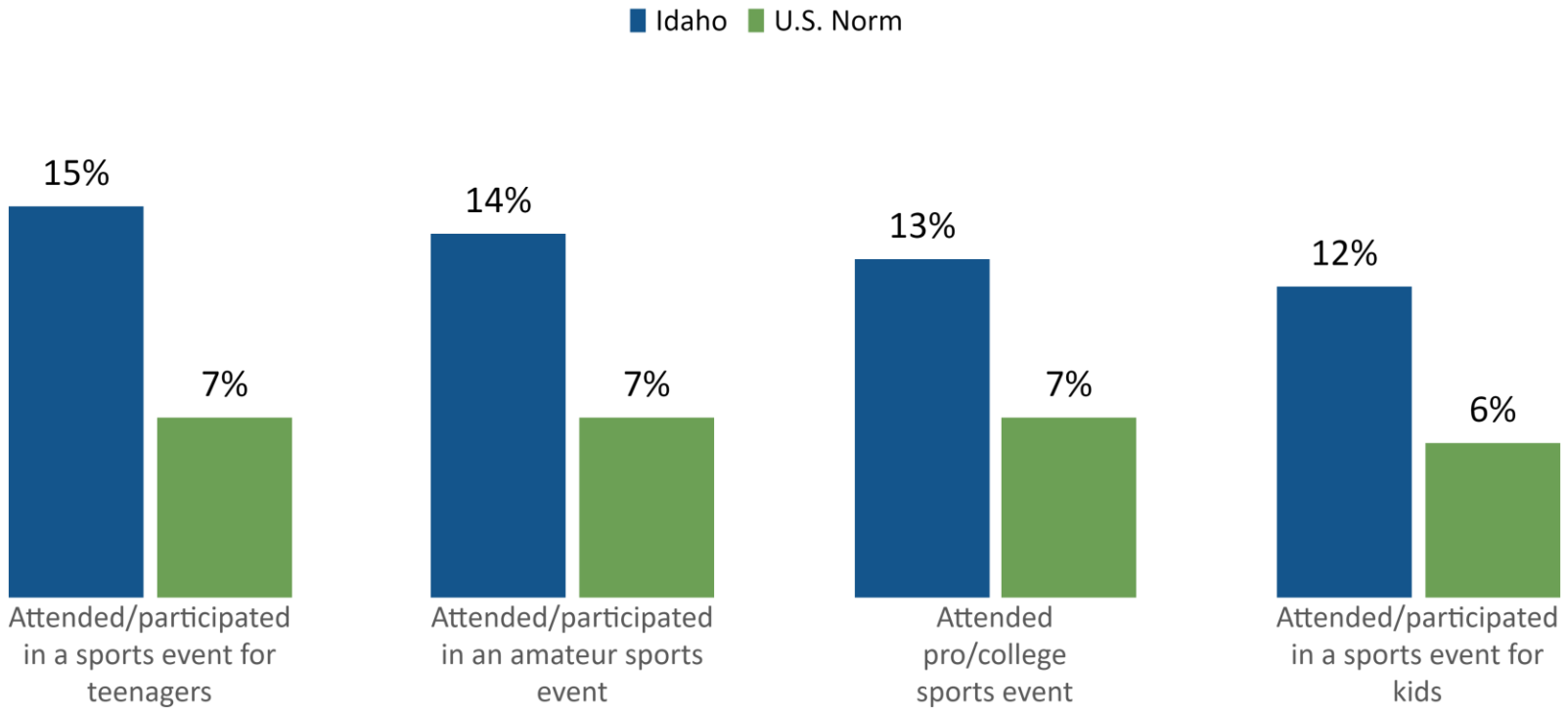
Sporting Events

Top Sporting Events for Idaho Travelers

35%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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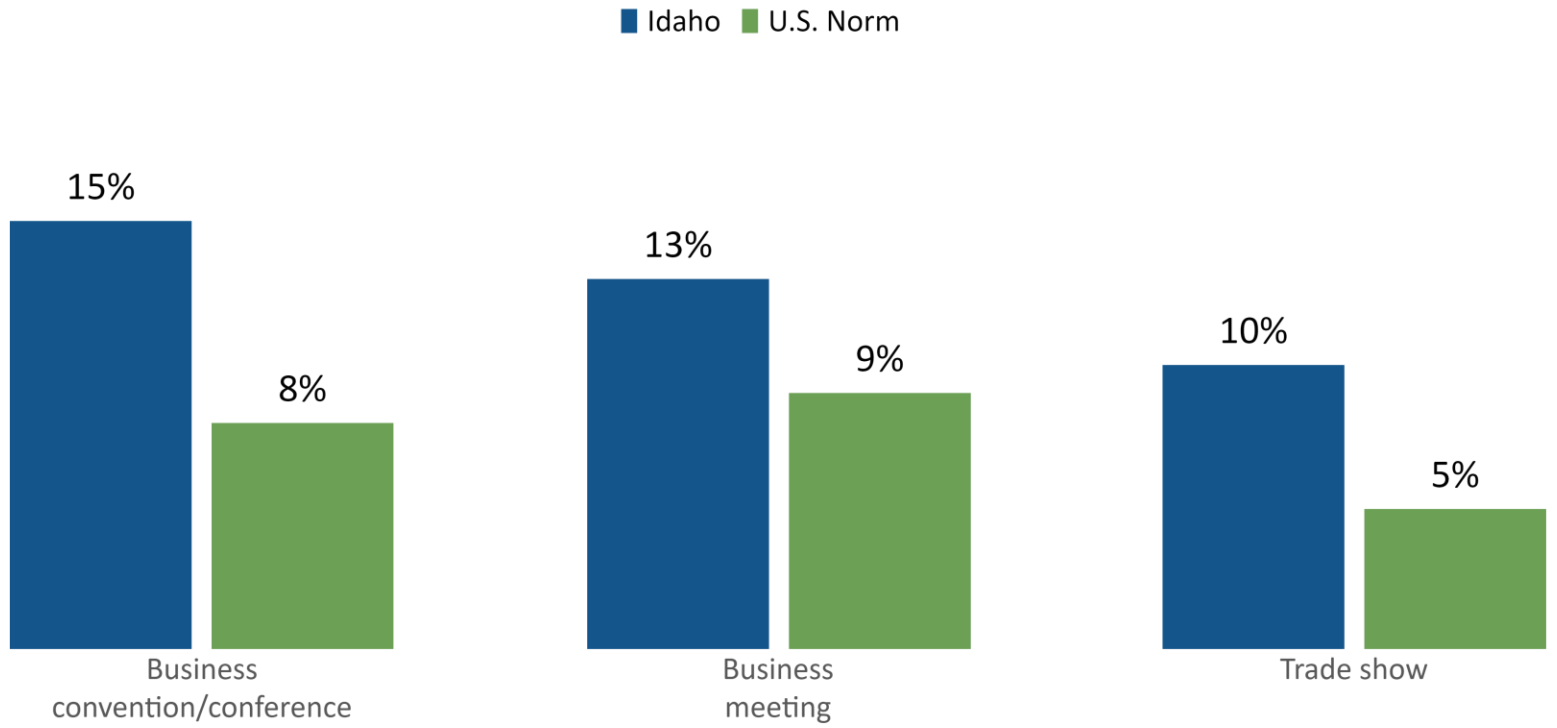
Business Activities

Top Business Activities for Idaho Travelers

27%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





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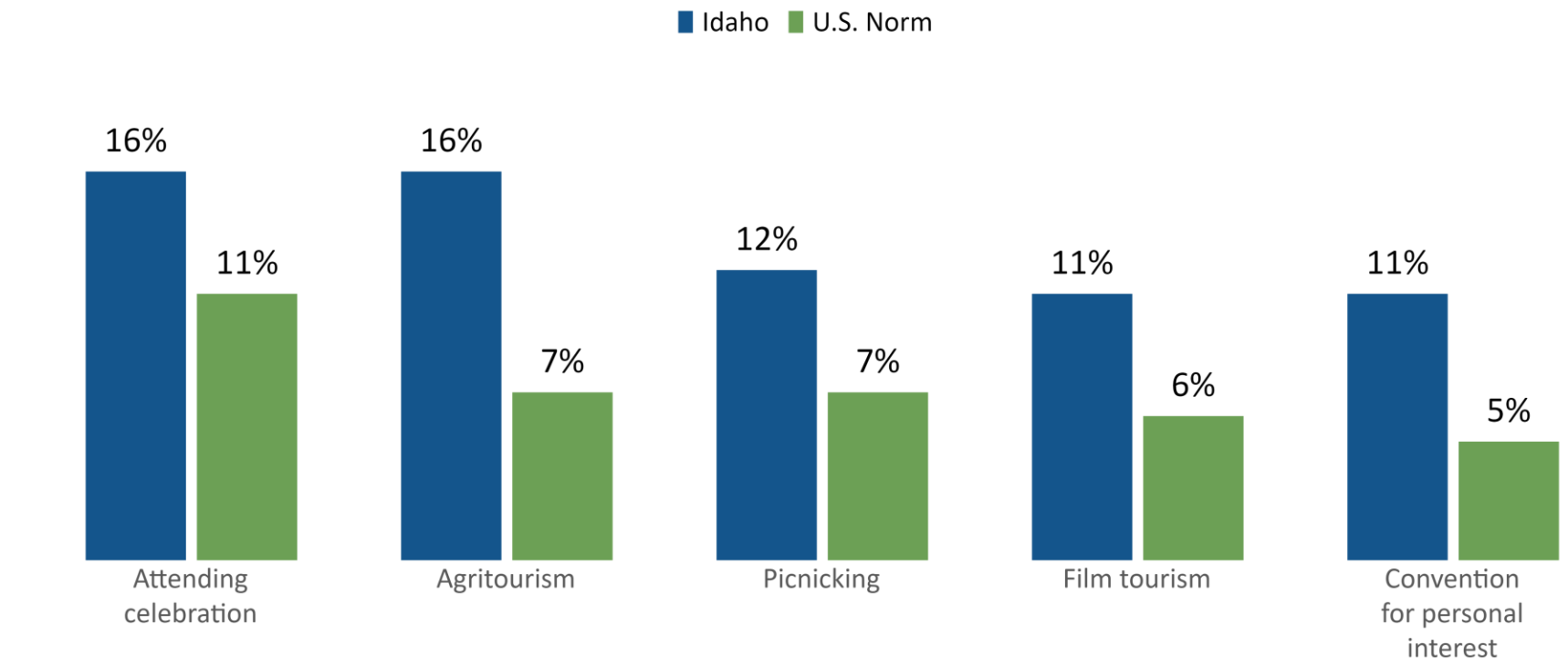
Other Activities

Top Other Activities for Idaho Travelers

54%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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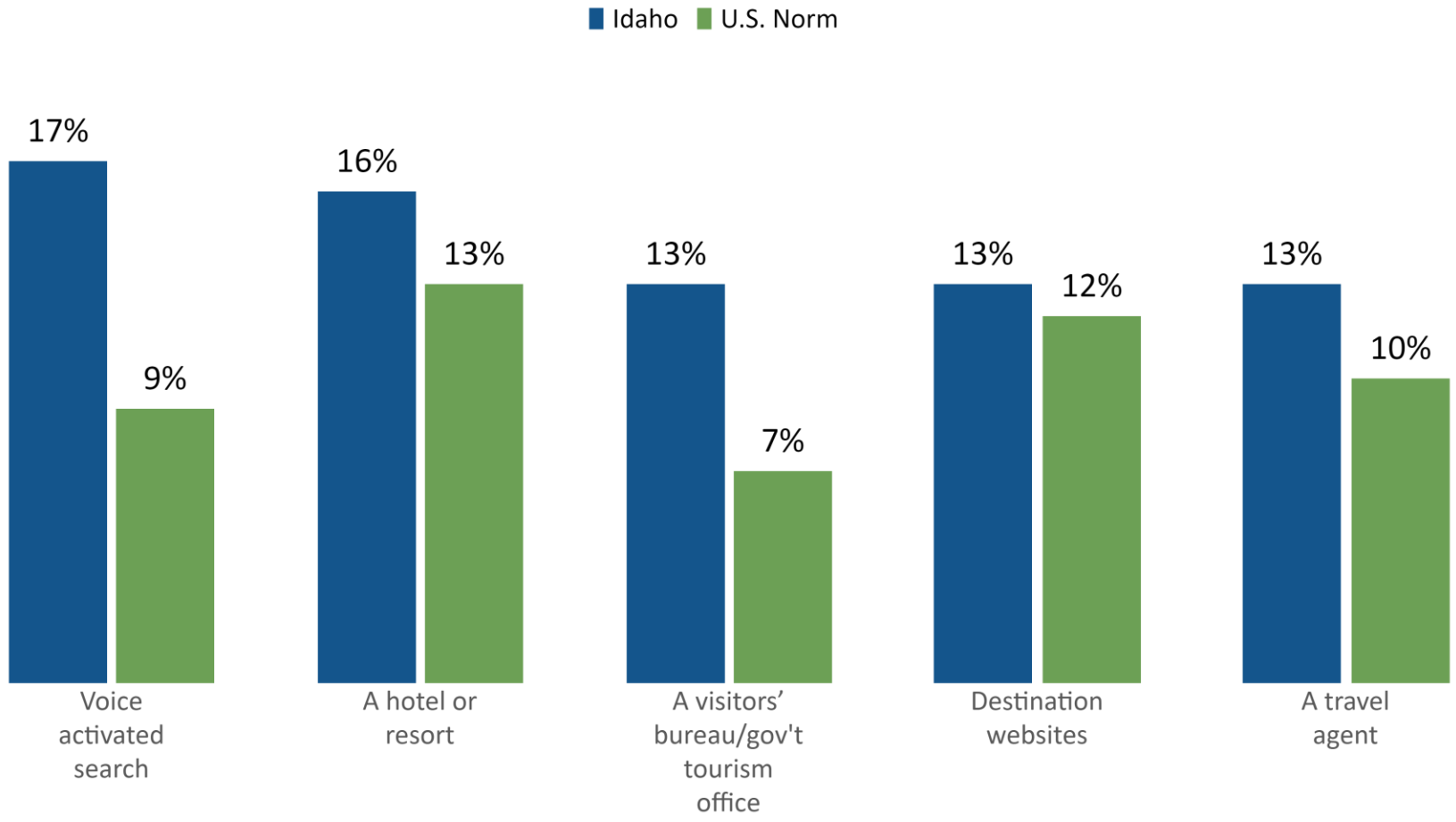
Booking: Dining

Top Booking Sources for Dining





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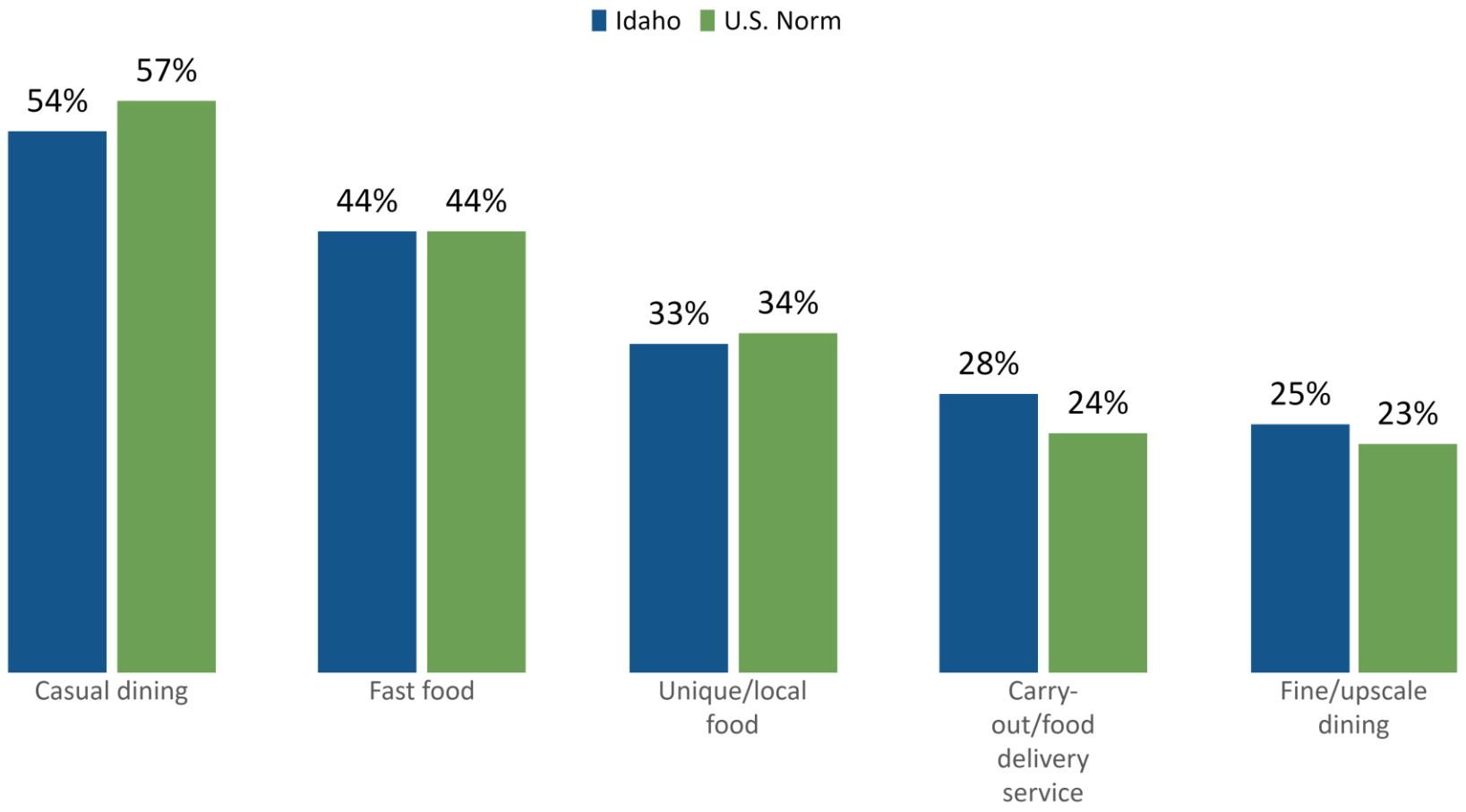
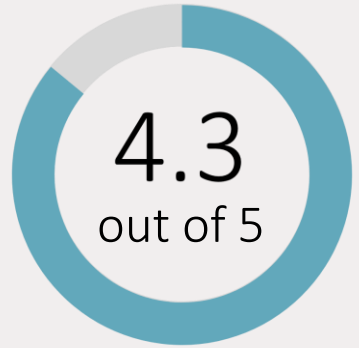
Dining

Top Dining Categories for Idaho Travelers



Quality of Food



Average Satisfaction Rating

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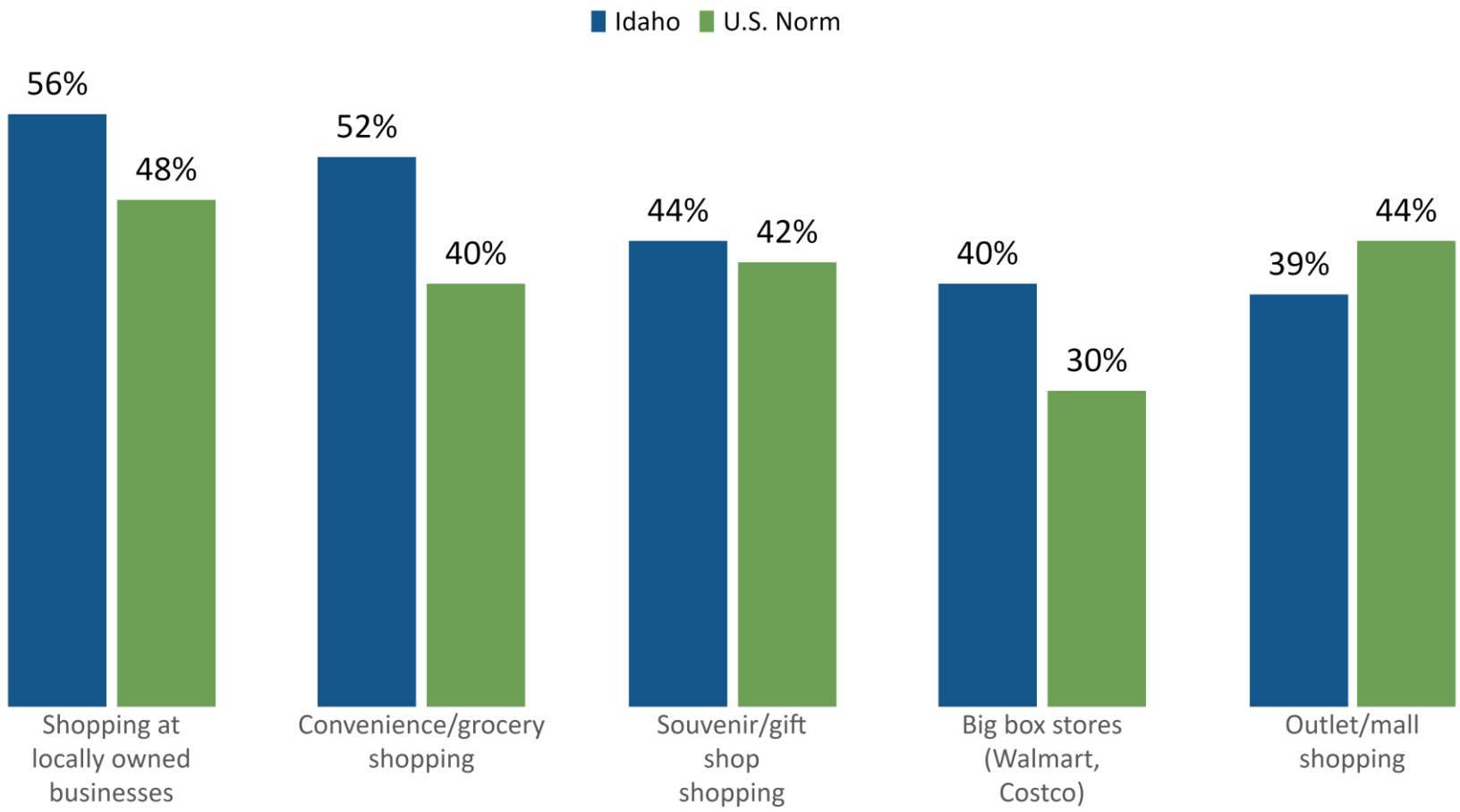
Shopping

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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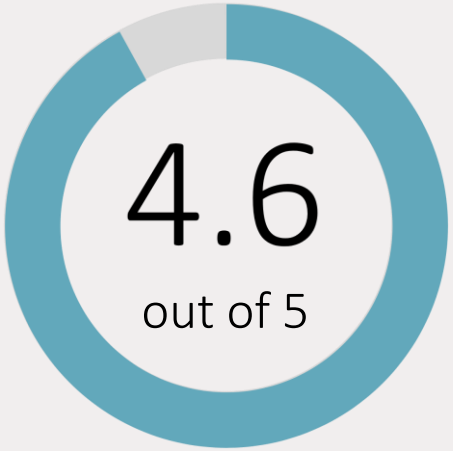
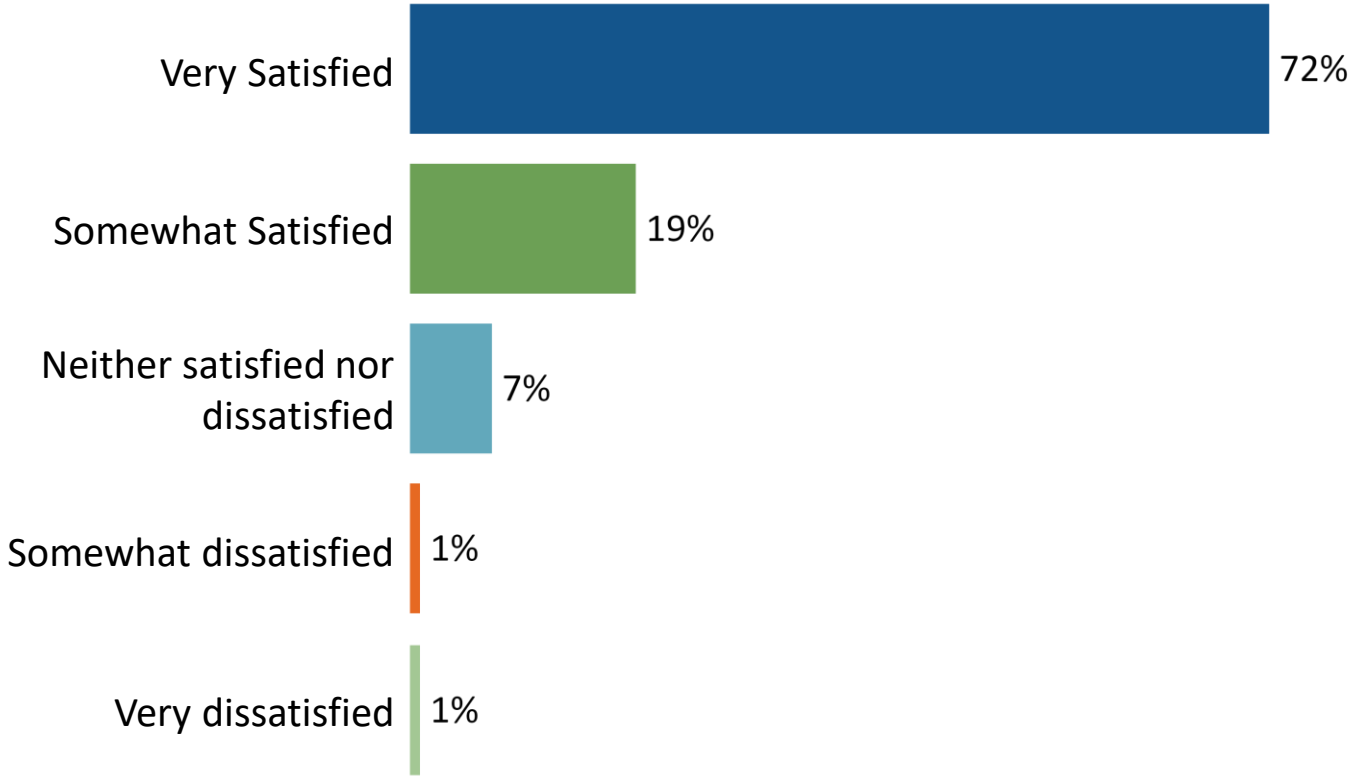
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Idaho Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Idaho Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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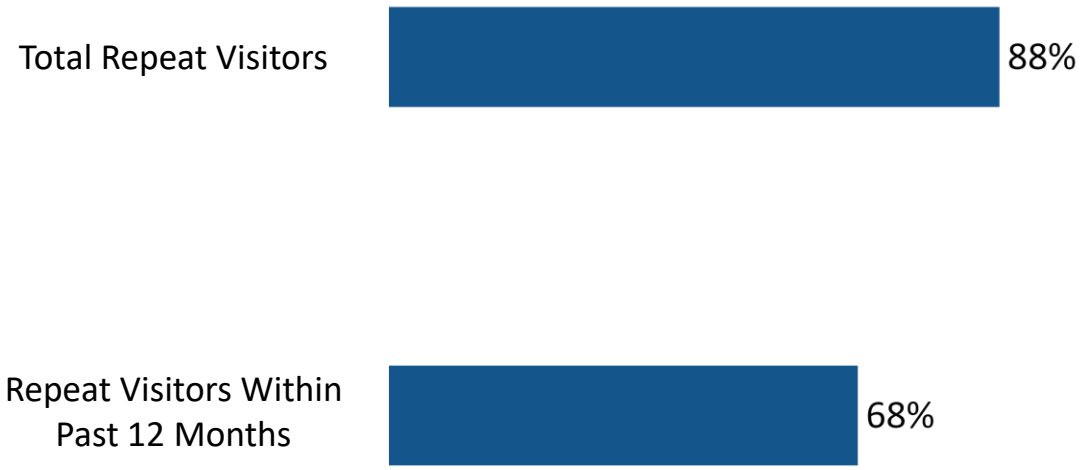
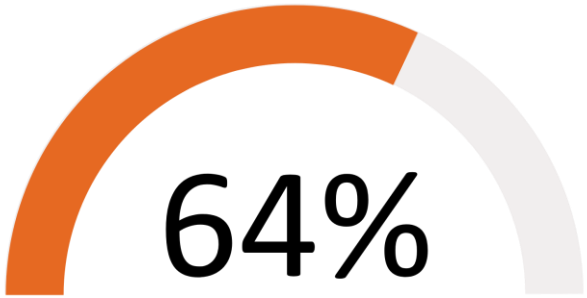
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Idaho

Past Visitation





Selected That They Were '*Very Likely*' to Return to Idaho

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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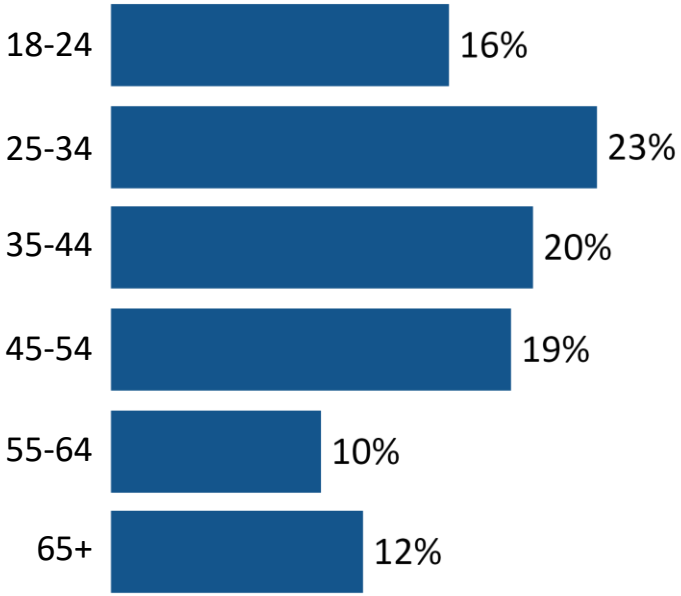
Age, Gender, & Household Income

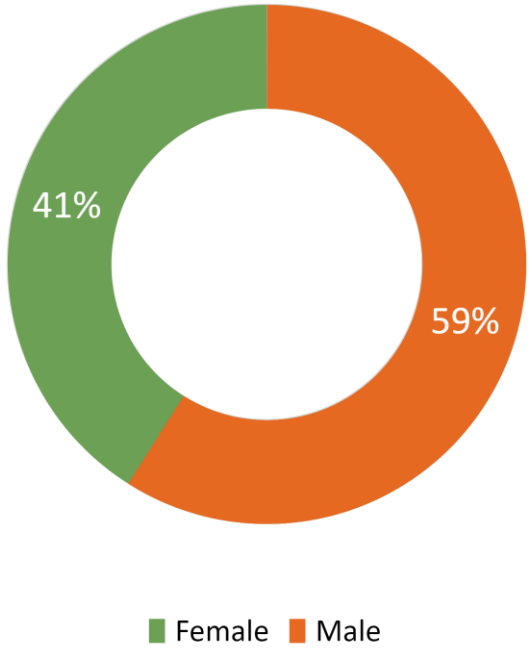
Respondent Demographics for Idaho

Age

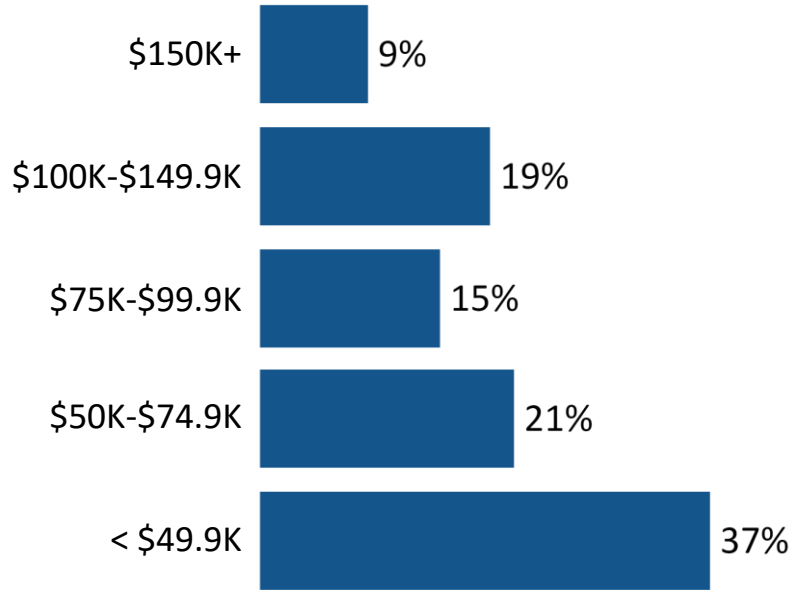


Average Age: 41.8

Gender



Household Income



Average Income: $77.7K

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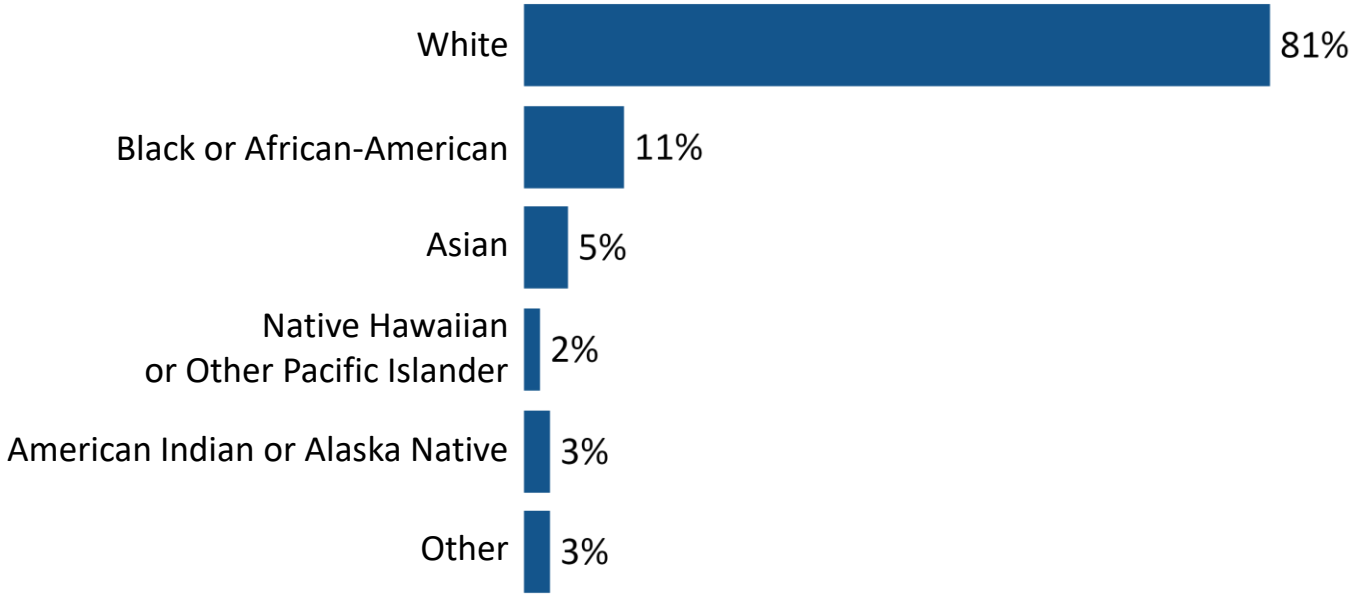
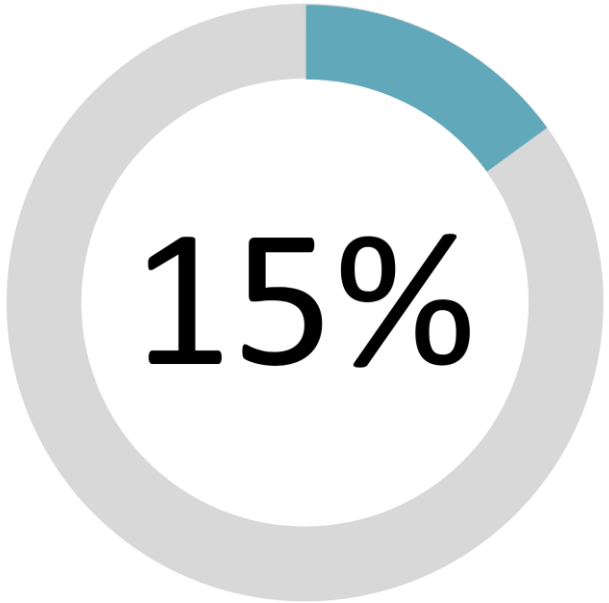
Race & Hispanic Background

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

61% full-time / self-employed

12% part-time

27% retired / not employed / other

Marital Status

56% married / living with a partner

30% single / never married

14% divorced / widowed / separated

Military Status*

76% never served in the military

10% veteran

12% currently on active duty

6% on active duty for training

Education

25% high school diploma or less / other

18% attended some college

35% associate's or bachelor's degree

23% graduate or professional degree

Sexual Orientation

90% straight

2% gay / lesbian

5% bisexual

3% other / not sure

Household Size

22% 1 member

26% 2 members

18% 3 members

20% 4 members

14% 5+ members

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

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Idaho Regional Map

2025



Idaho Regions



Longwoods INTERNATIONAL

Travel USA®

Overnight Visitation Northern 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.

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

388 *

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* < 400

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 Northern

	2024/2025
Idaho	29%
Washington	27%
California	9%
Montana	5%
Colorado	3%



	2024/2025
Spokane, ID/WA	35%
Boise, ID	9%
Seattle-Tacoma, WA	7%
Los Angeles, CA	5%
Missoula, MT	3%

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

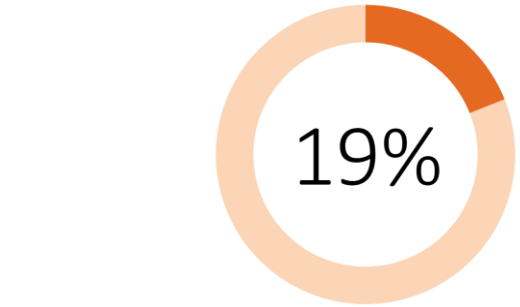
Longwoods INTERNATIONAL

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

26%



Travel Parties with Pets



Travel Parties with Children

31%

Longwoods INTERNATIONAL

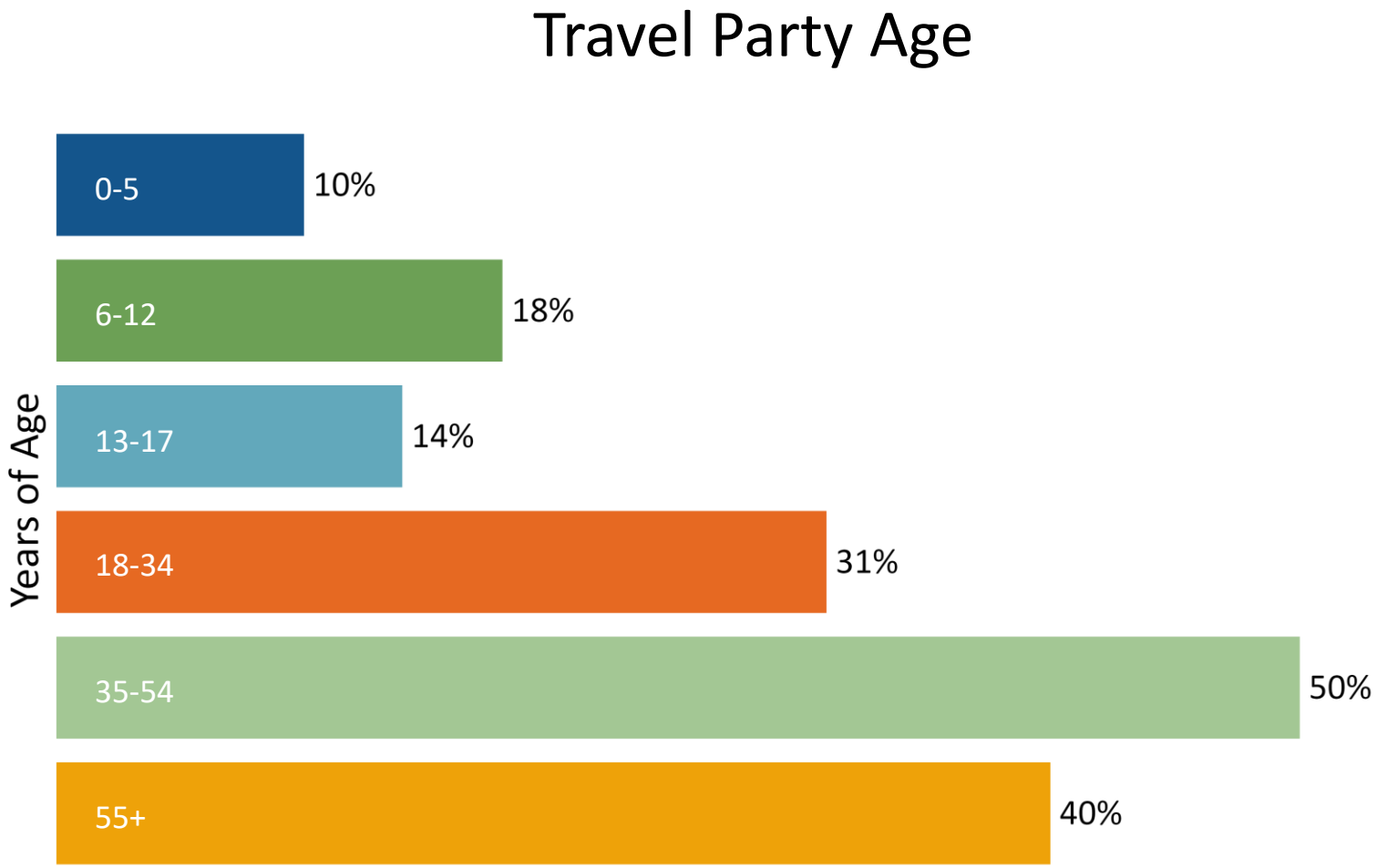
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.8





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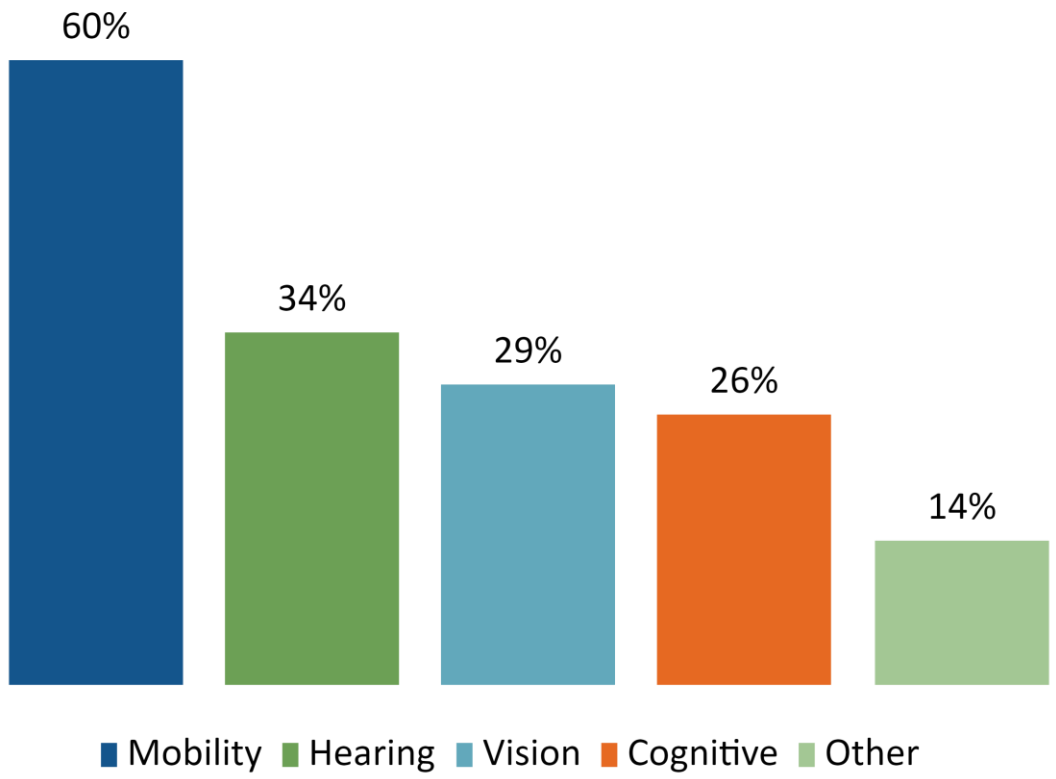
Travelers with Travel-Limiting Disabilities

Disability Categorizations

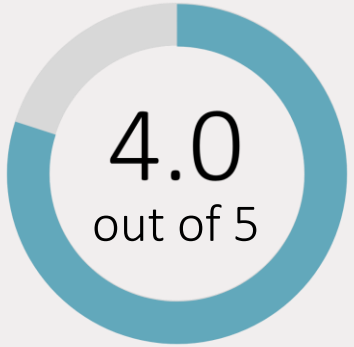
Travel Parties with an Individual Who Required Accessibility Services

19%

+1.4% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

Longwoods INTERNATIONAL

Pre-Trip

Traveler Motivators & Segmentation



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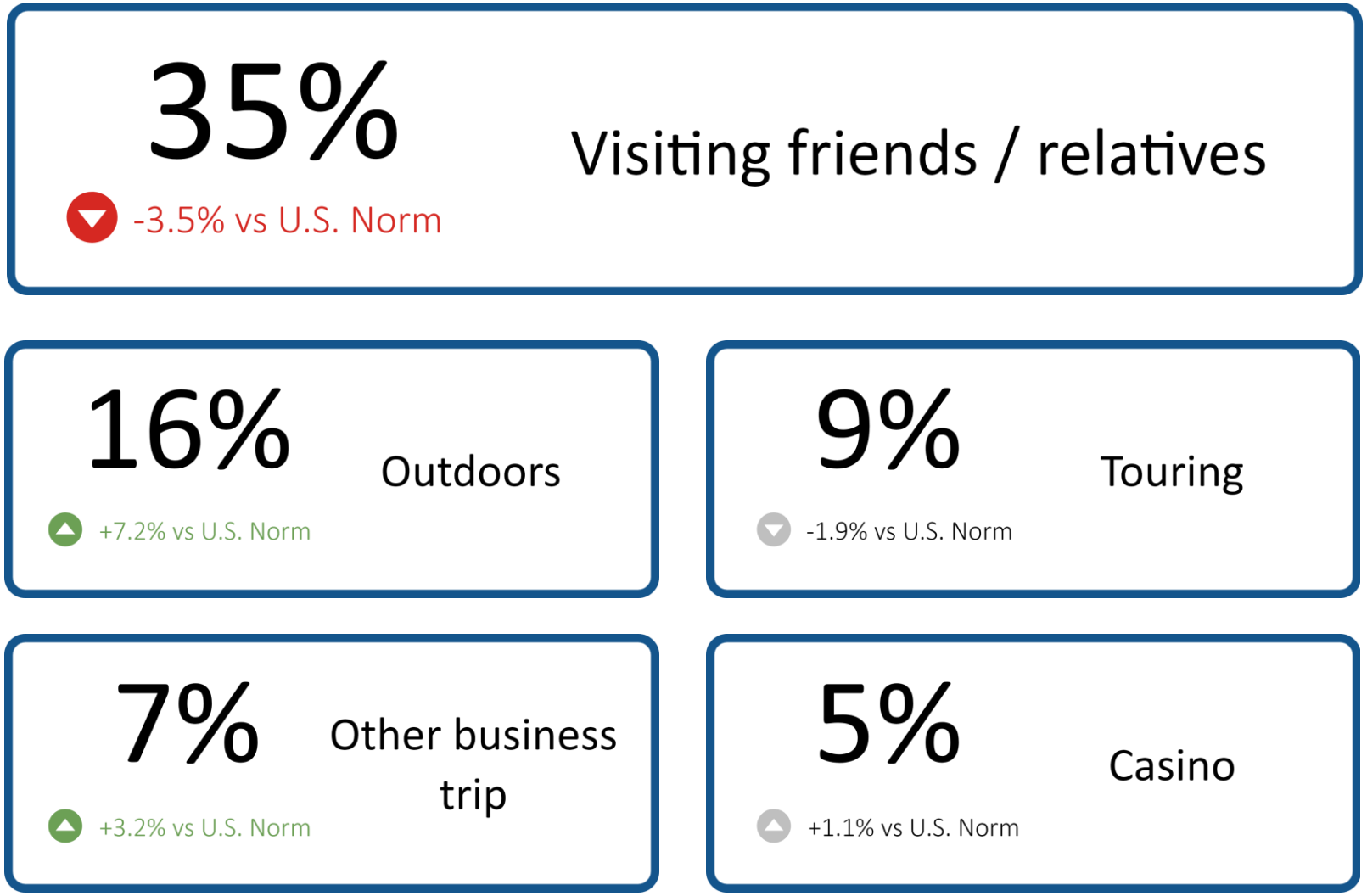
Main Purpose of Trip

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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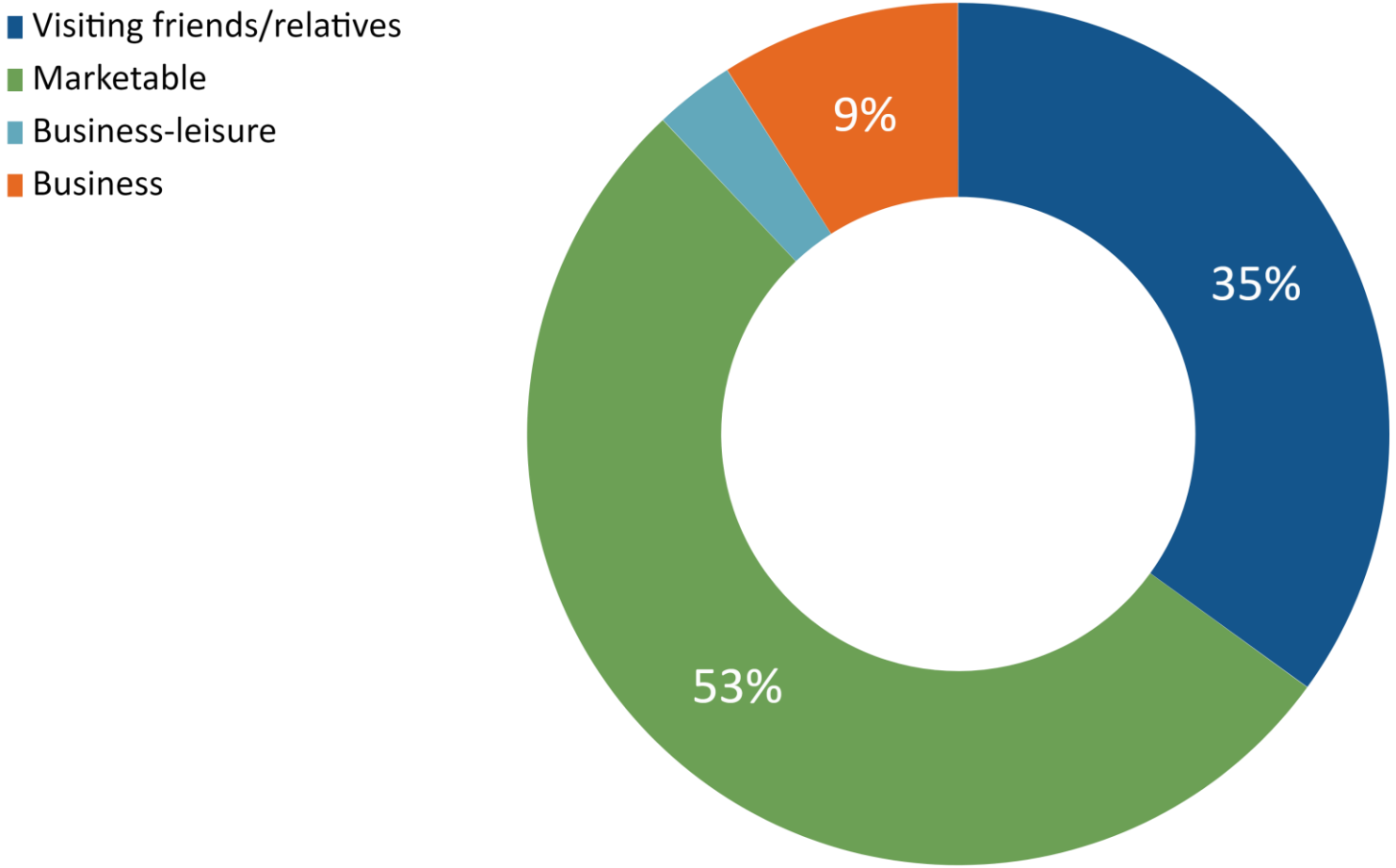
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



83%

Visited Friends/Relatives Who Live in Northern

17%

Met Friends/Relatives in Northern 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

26%	Budget friendly traveler: prioritizing affordability and value for money
25%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
11%	Family traveler: prioritizing activities and accommodations suitable for children
10%	Luxury traveler: seeking high-end experiences and personalized services
7%	Business traveler: traveling for work purposes, prioritizing convenience connectivity
7%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions

See Reference Guide for a full list of traveler personas.

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Pre-Trip

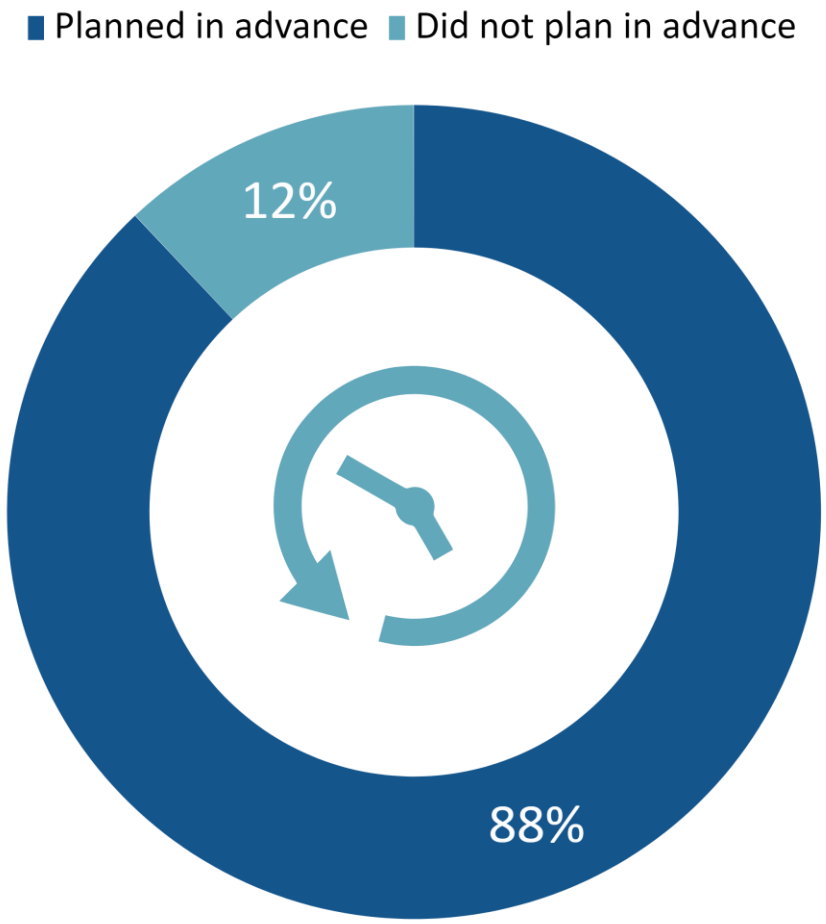
Travel Planning



Longwoods INTERNATIONAL

Duration of Travel Planning

When Travelers Began Research for Their Trip

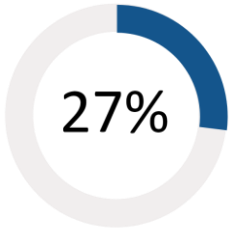


Did not plan anything in advance	12%	+1.5% vs U.S. Norm
2 months or less	49%	+0.7% vs U.S. Norm
3-5 months	19%	-1.8% vs U.S. Norm
6 months or more	20%	-0.4% vs U.S. Norm

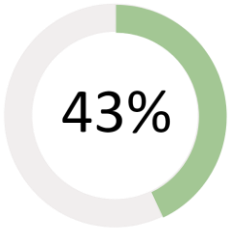
Longwoods INTERNATIONAL

Sources of Trip Planning

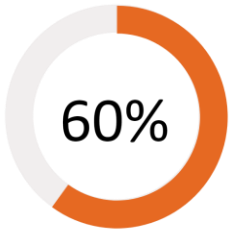
Share of Travelers Who Used Each Media Type for Trip Planning



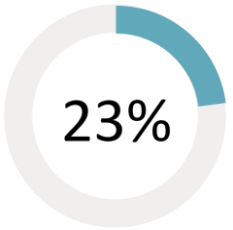
Print



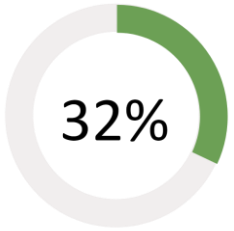
In-Person



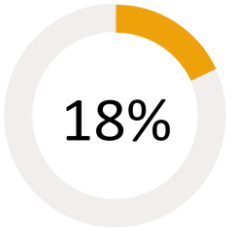
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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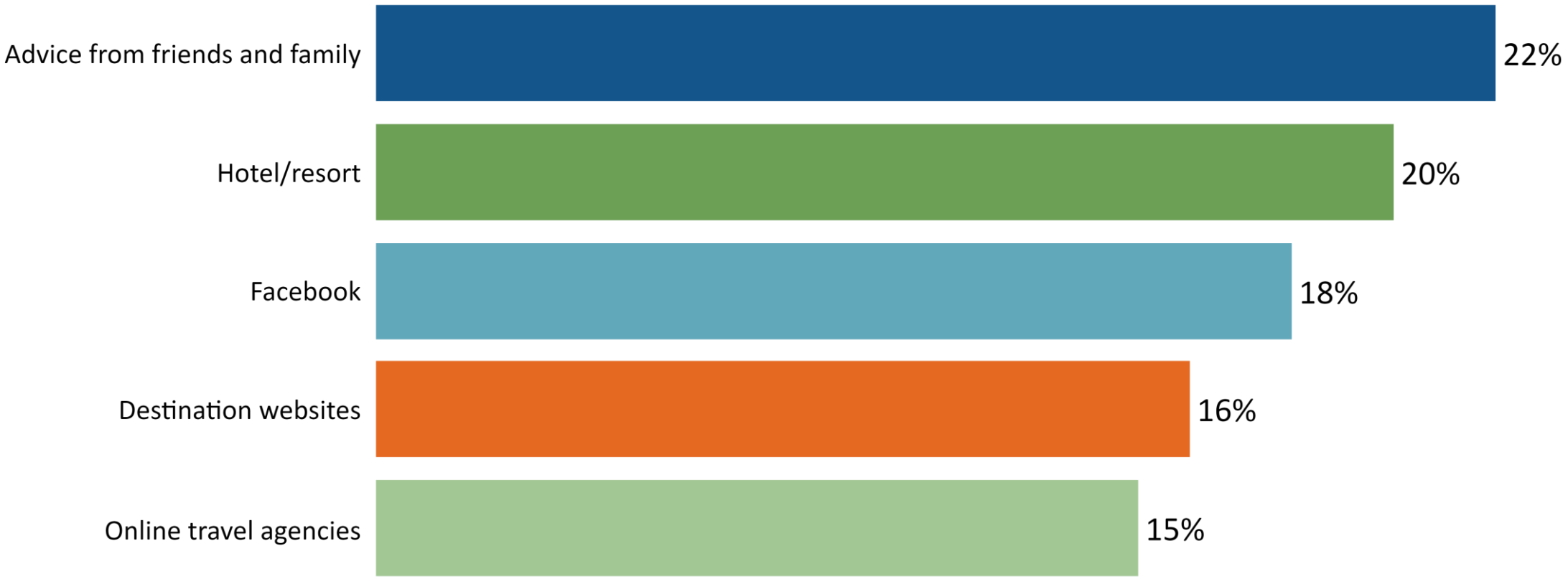
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



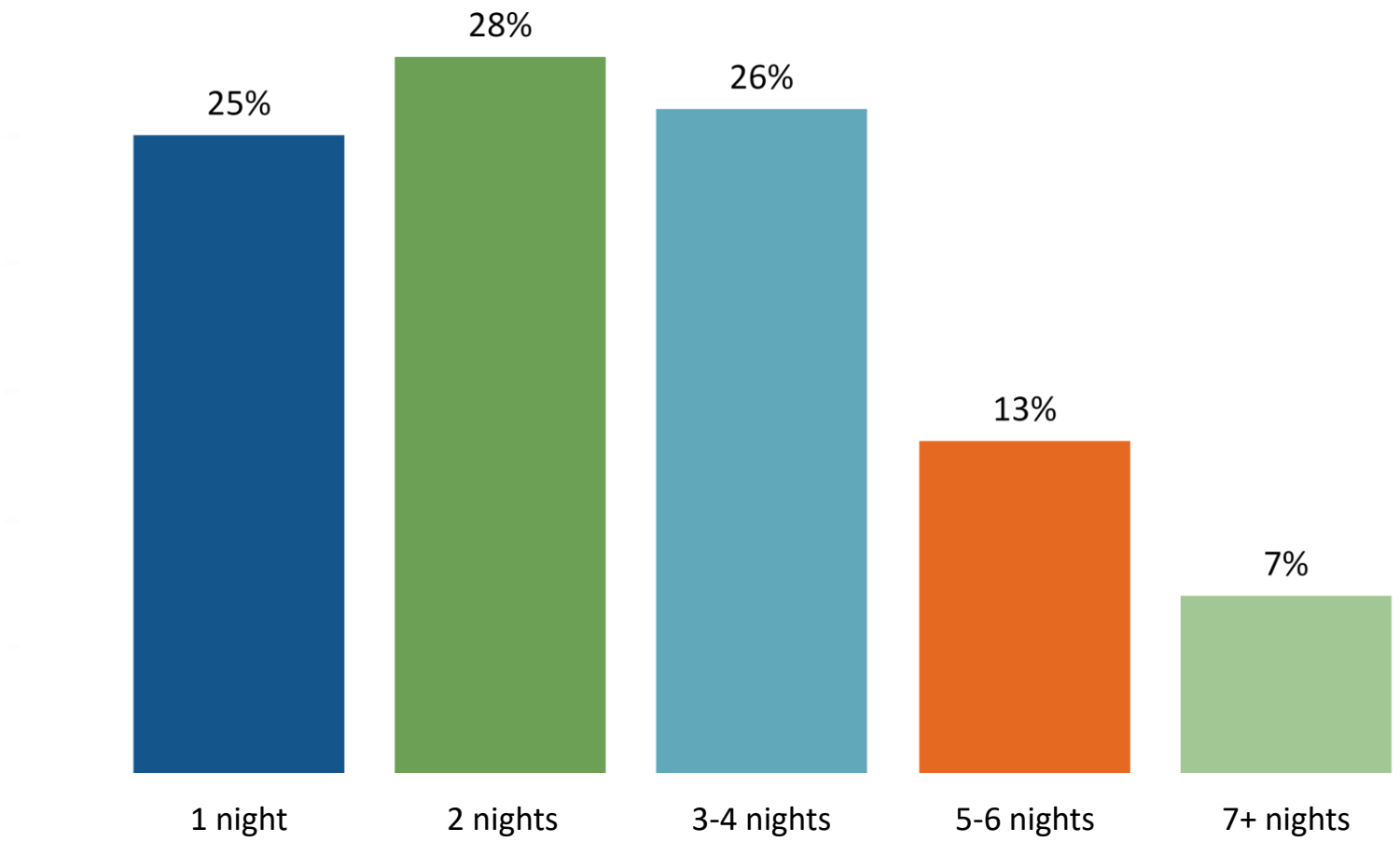
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in Northern

Average
Number of Nights

3.2



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Trip Structure

Share of Total Trip Spent in Northern

Average Number of Nights Spent in Northern

3.2

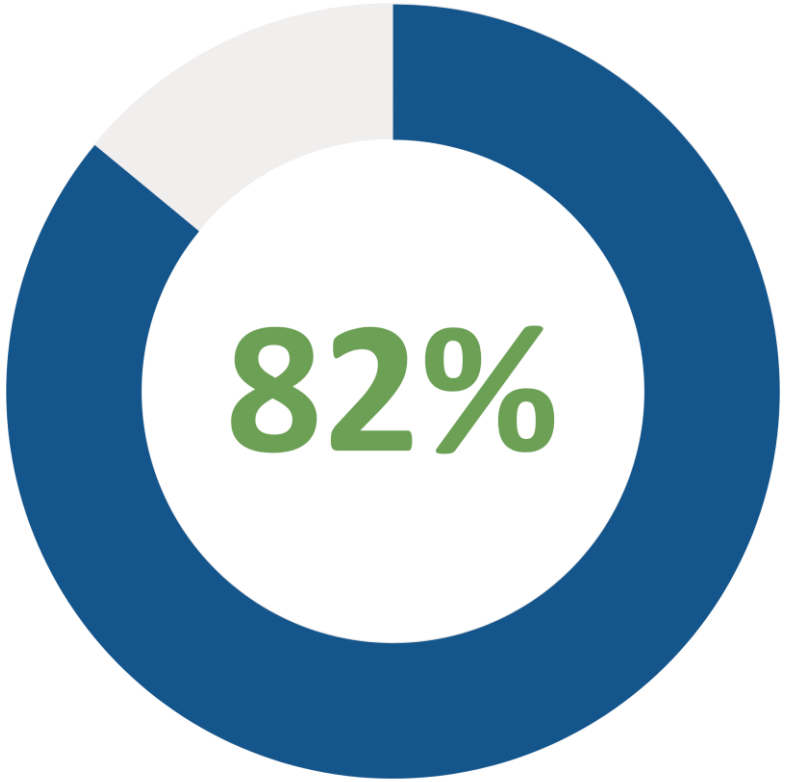
3.9

Average Number of Total Trip Nights

Accounts for trip nights that Northern travelers spent in other destinations.

=

Share of Total Trip Spent in Northern



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

Longwoods INTERNATIONAL

During Trip

Transportation & Accommodations

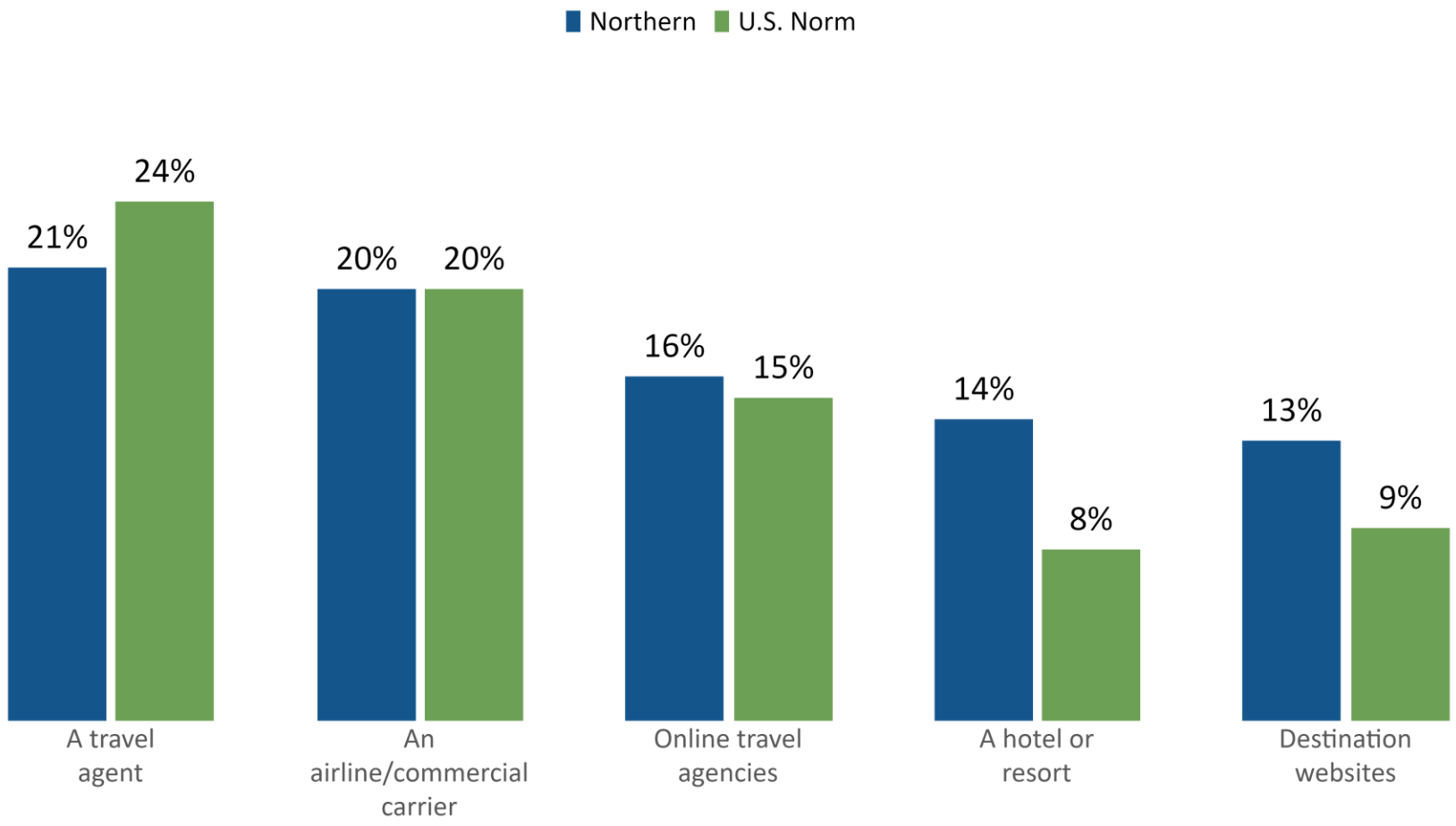


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation



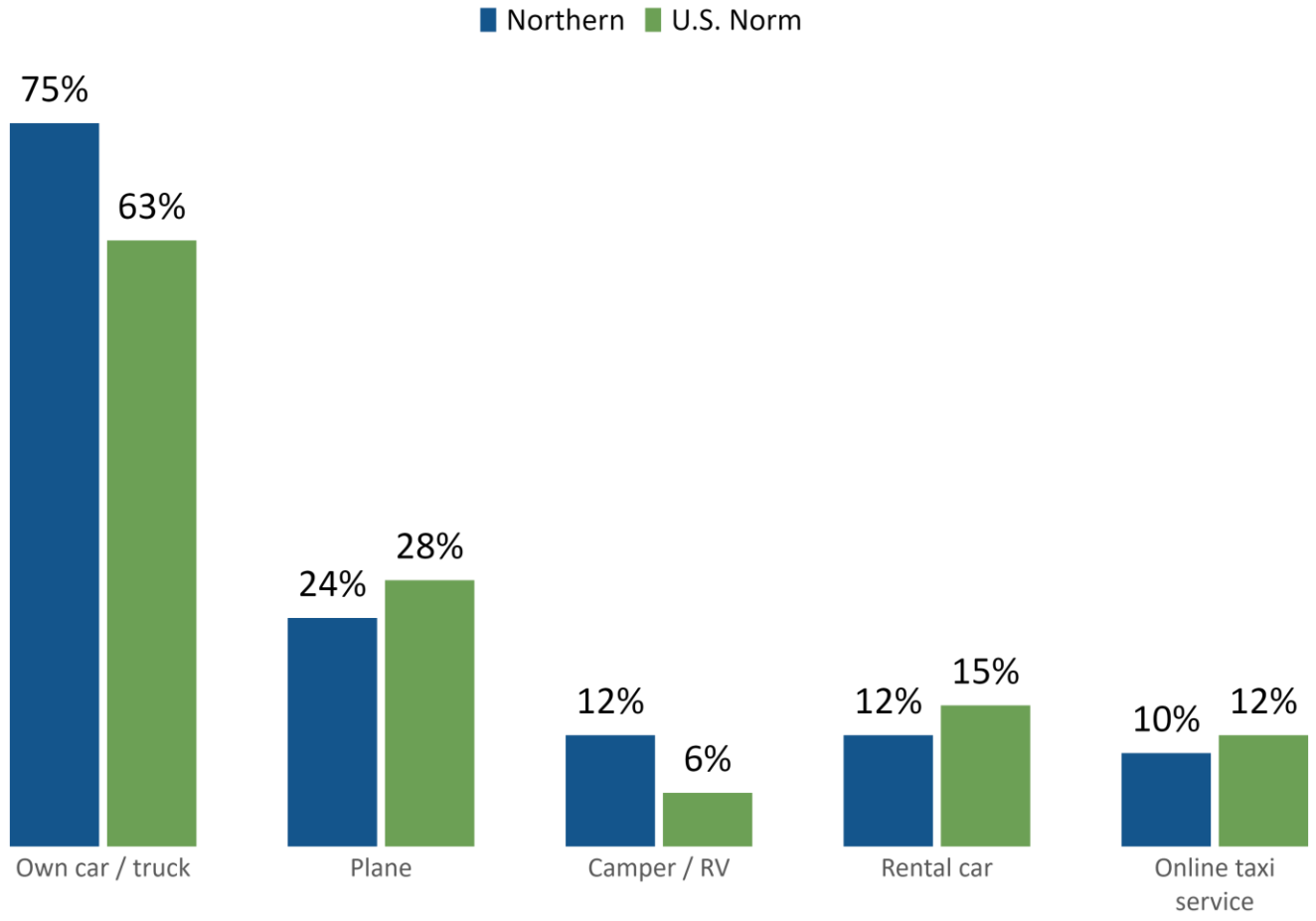


See Reference Guide for a full list of booking sources.

Longwoods INTERNATIONAL

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Northern



Vehicle Type

Gasoline/diesel	82%	+3.2% vs U.S. Norm
Hybrid	12%	+0.1% vs U.S. Norm
Electric	8%	-2.2% vs U.S. Norm
Plug-in-hybrid	8%	+2.0% vs U.S. Norm

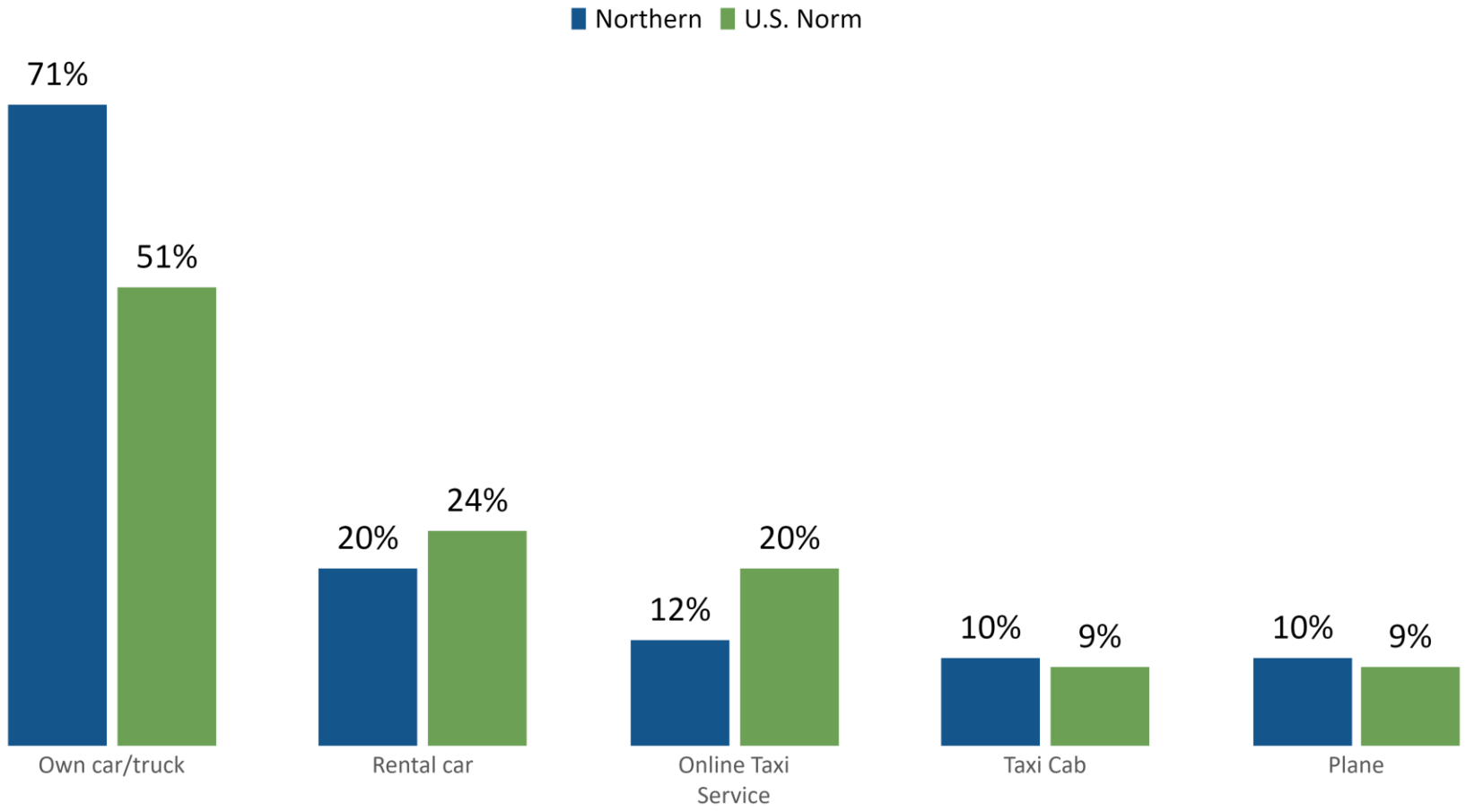
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

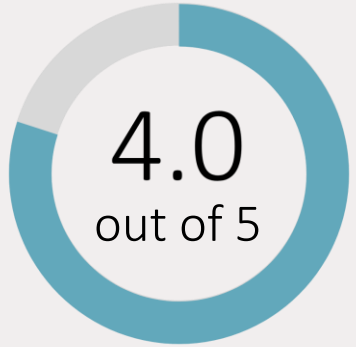
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Northern



Public Transportation



Average Satisfaction Rating

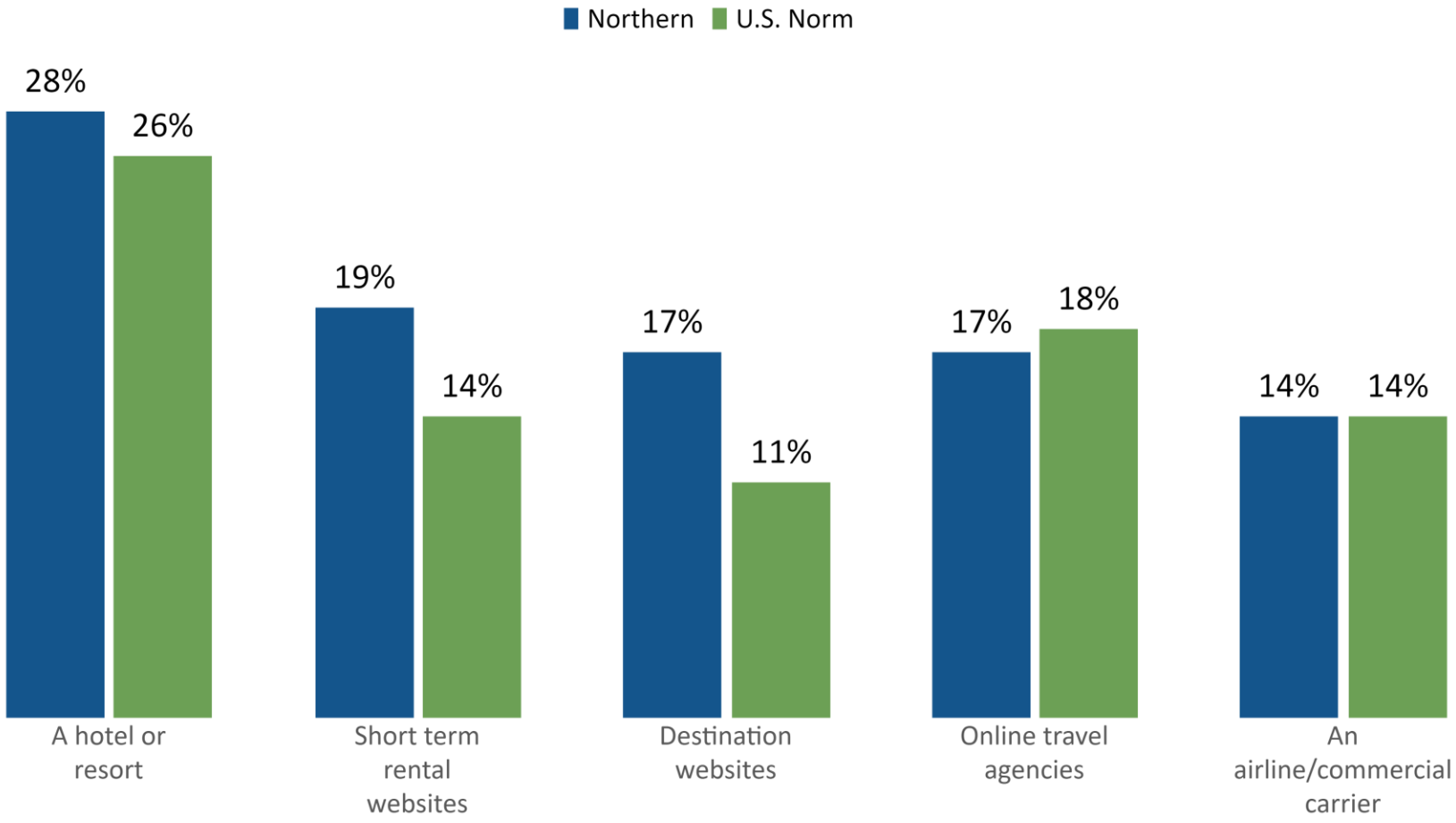
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



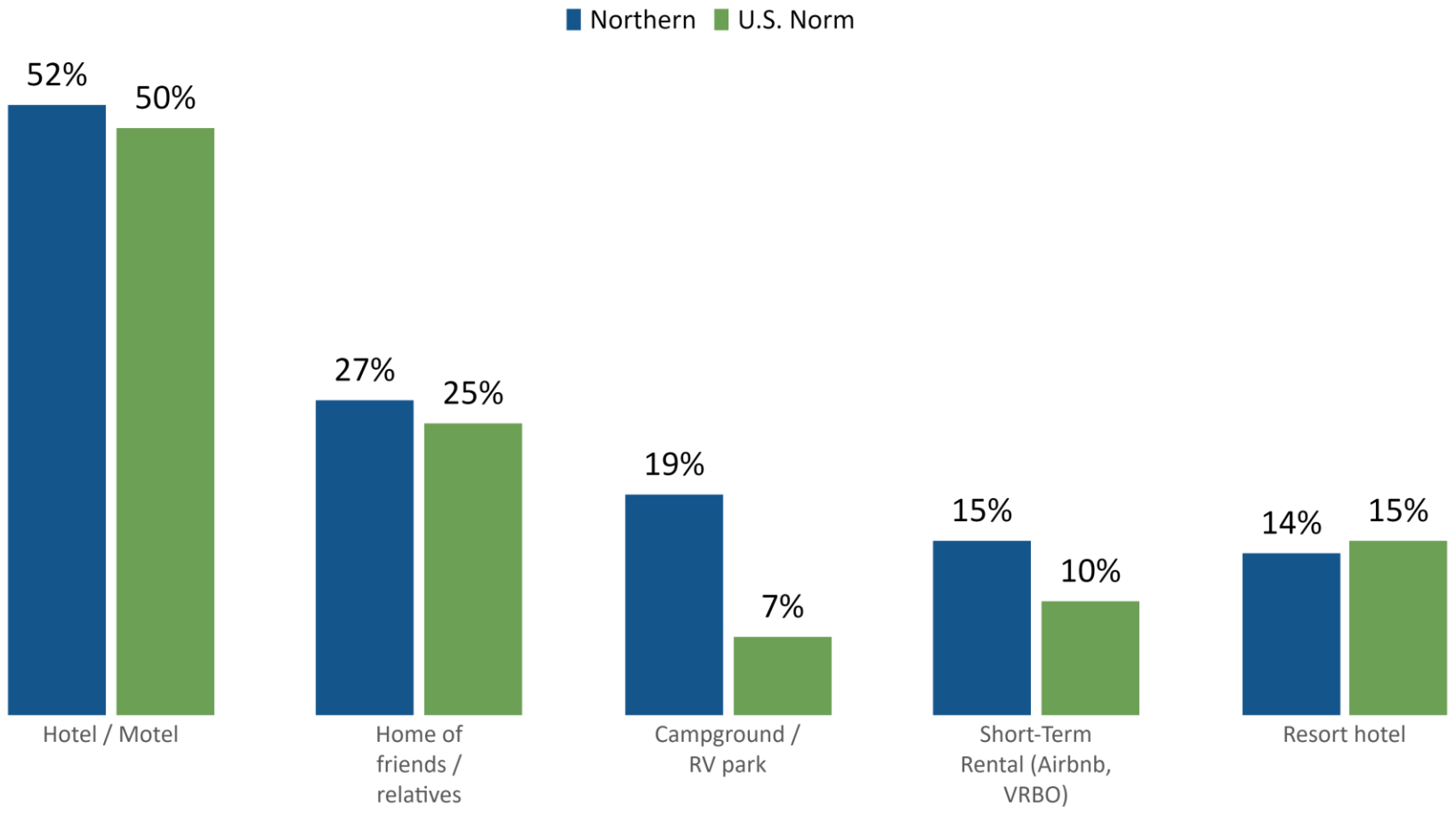


See Reference Guide for a full list of booking sources.

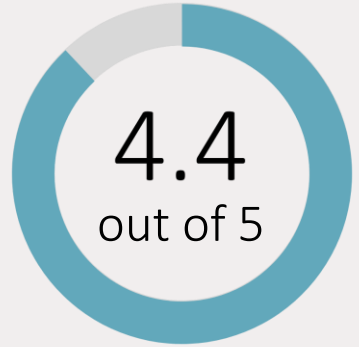
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for Northern Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities

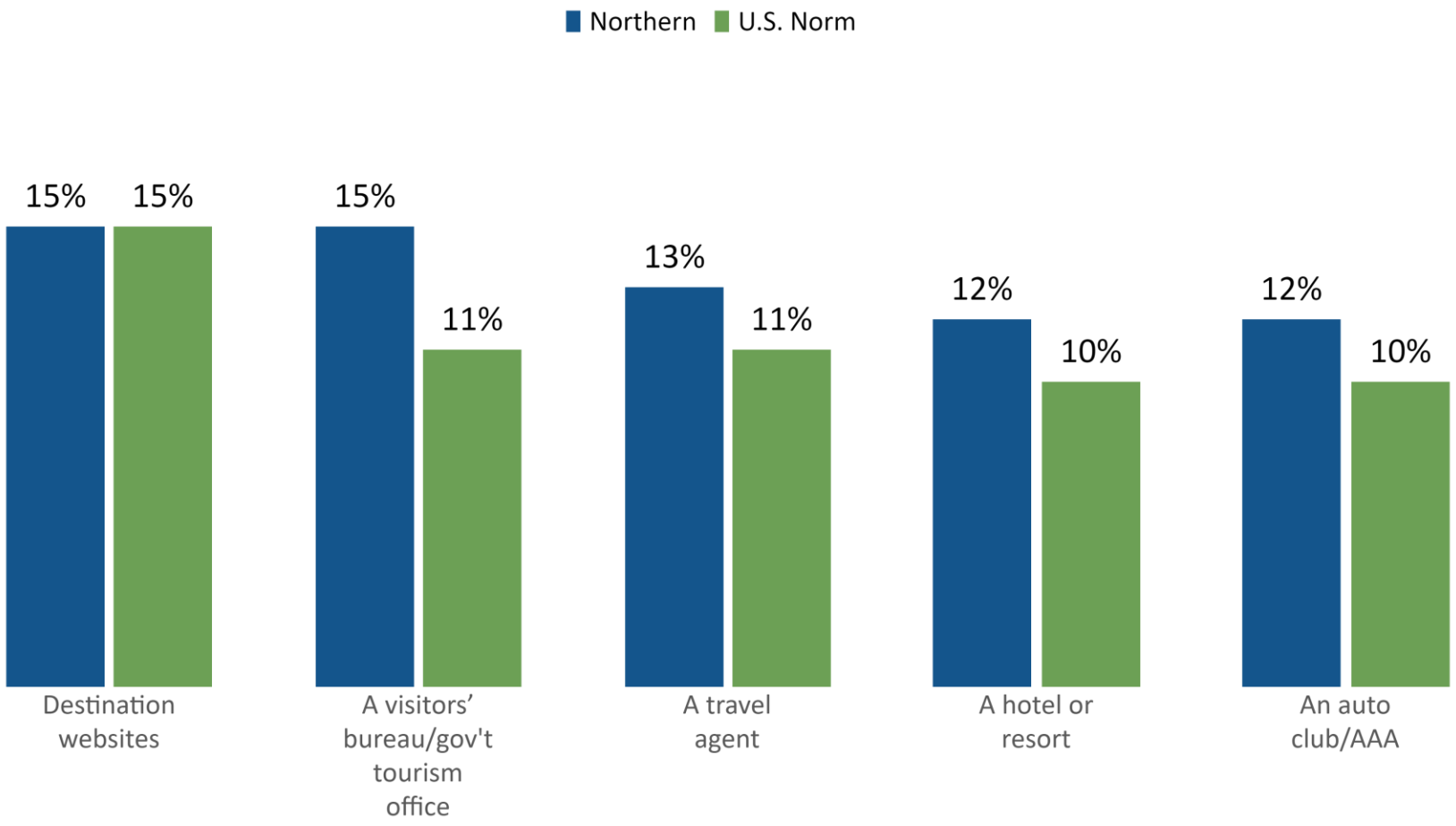


Longwoods INTERNATIONAL

Booking: Activities

Top Booking Sources for Activities





Longwoods INTERNATIONAL

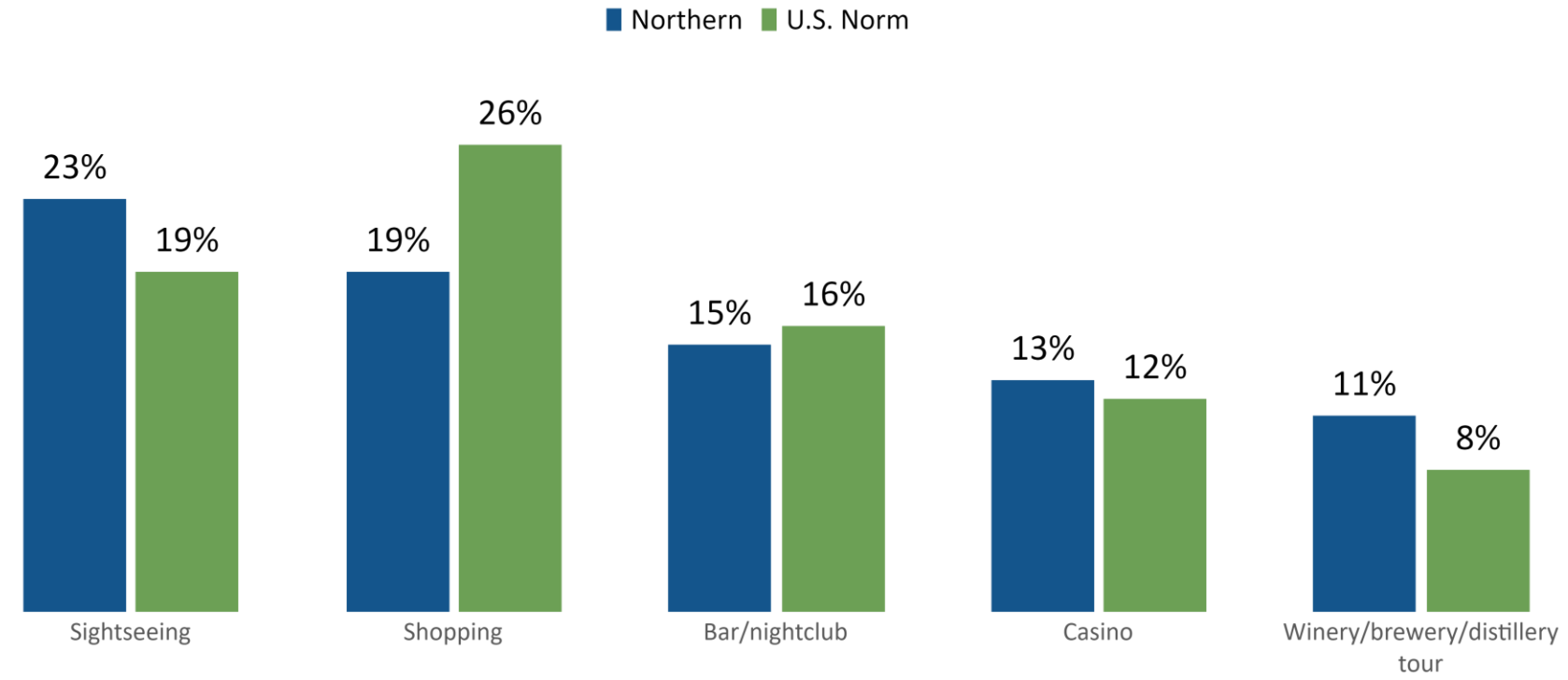
Entertainment Activities

Top Entertainment Activities for Northern Travelers

59%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





Longwoods INTERNATIONAL

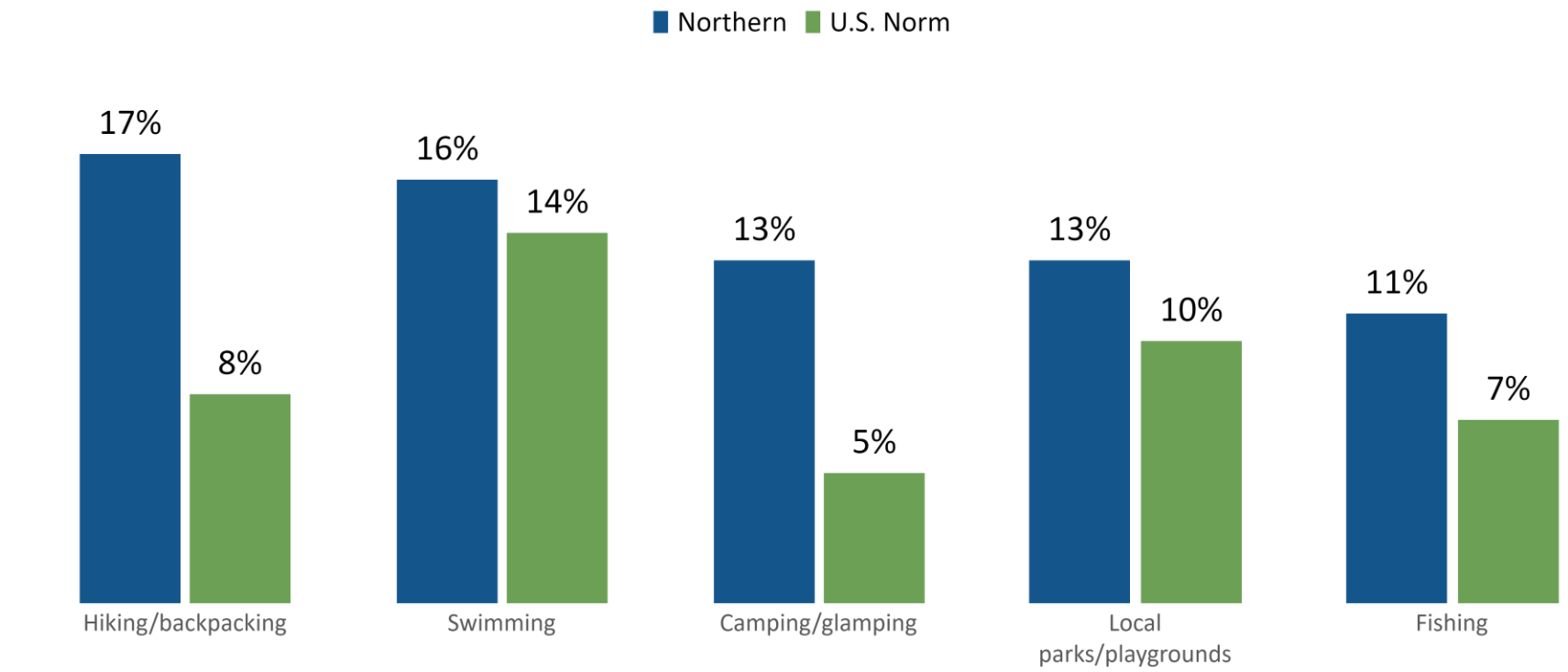
Recreational Activities

Top Recreational Activities for Northern Travelers

60%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





Longwoods INTERNATIONAL

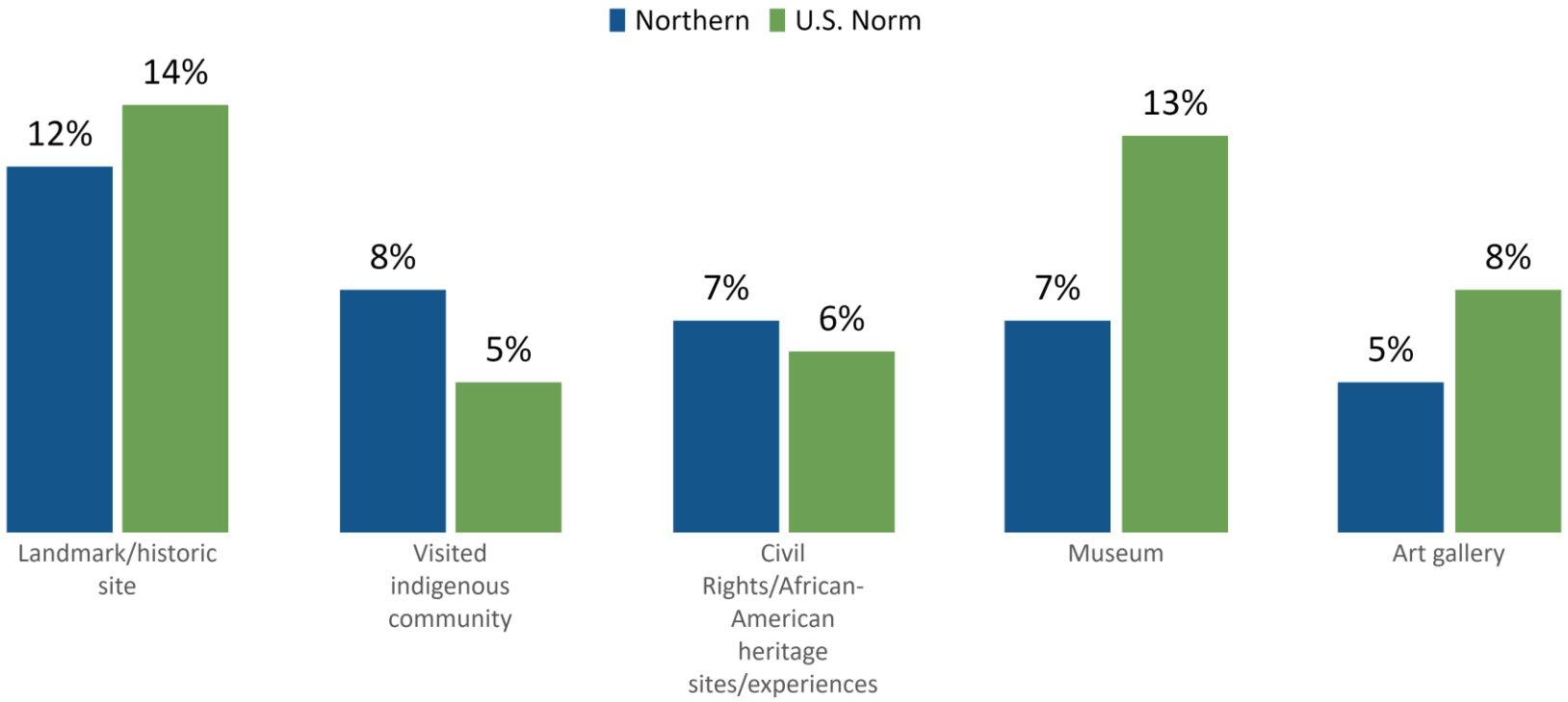
Cultural Activities

Top Cultural Activities for Northern Travelers

25%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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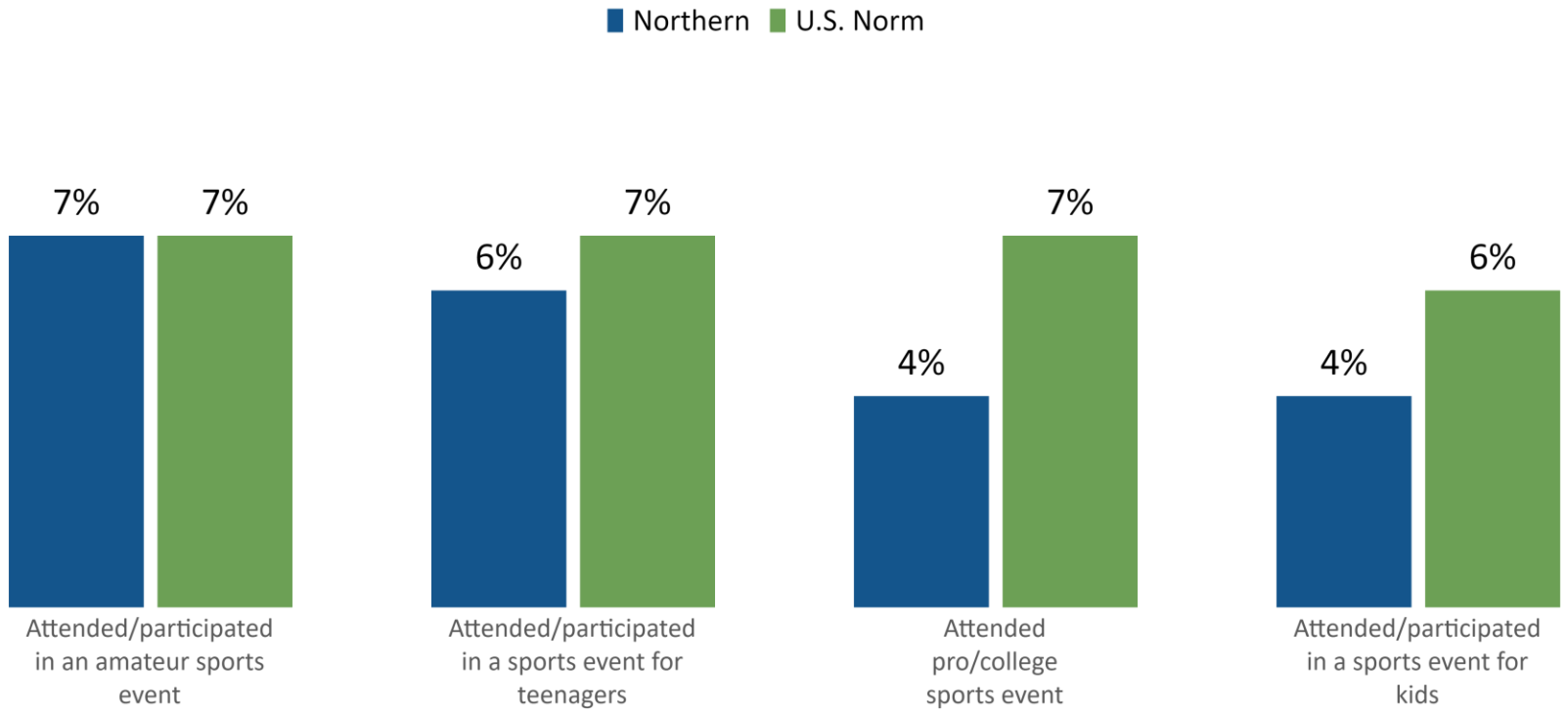
Sporting Events

Top Sporting Events for Northern Travelers

15%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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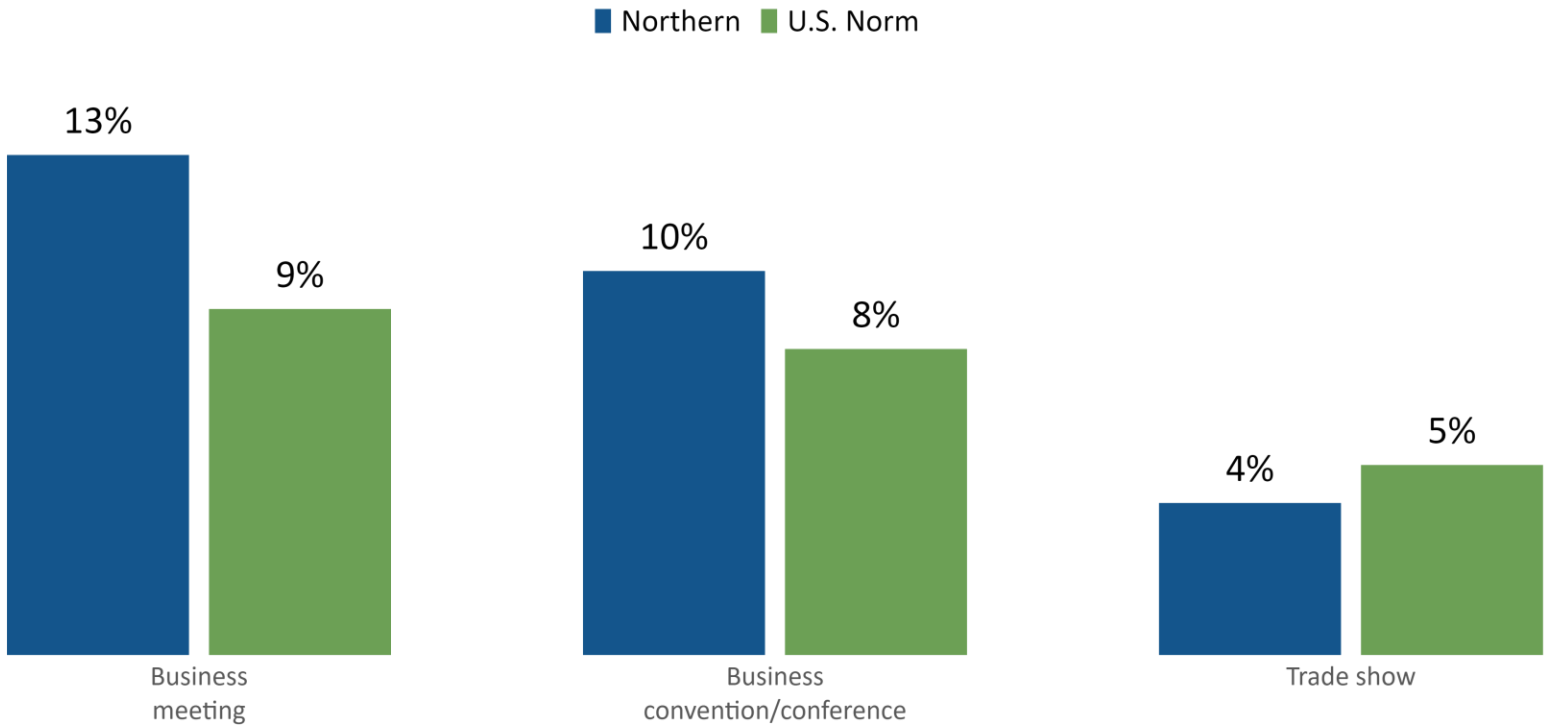
Business Activities

Top Business Activities for Northern Travelers

22%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





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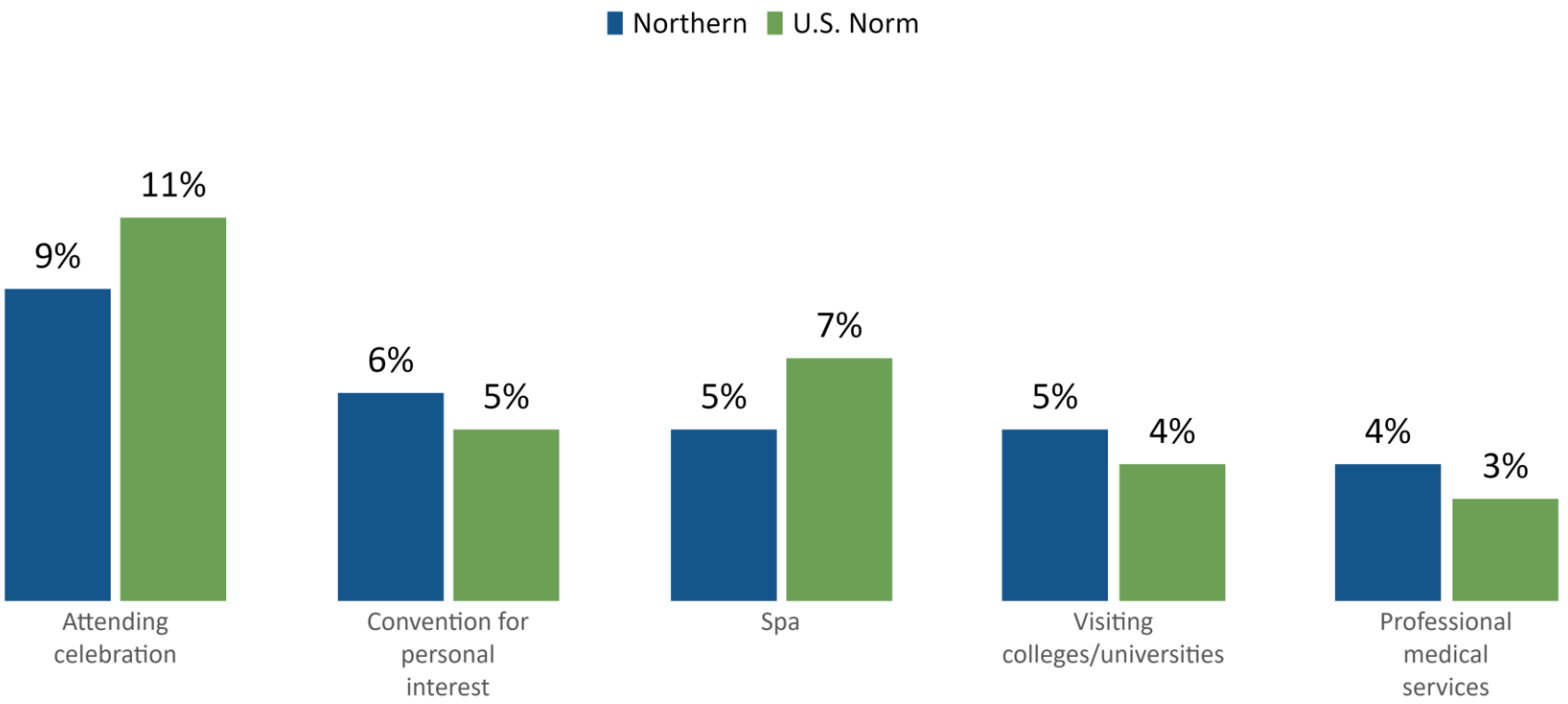
Other Activities

Top Other Activities for Northern Travelers

32%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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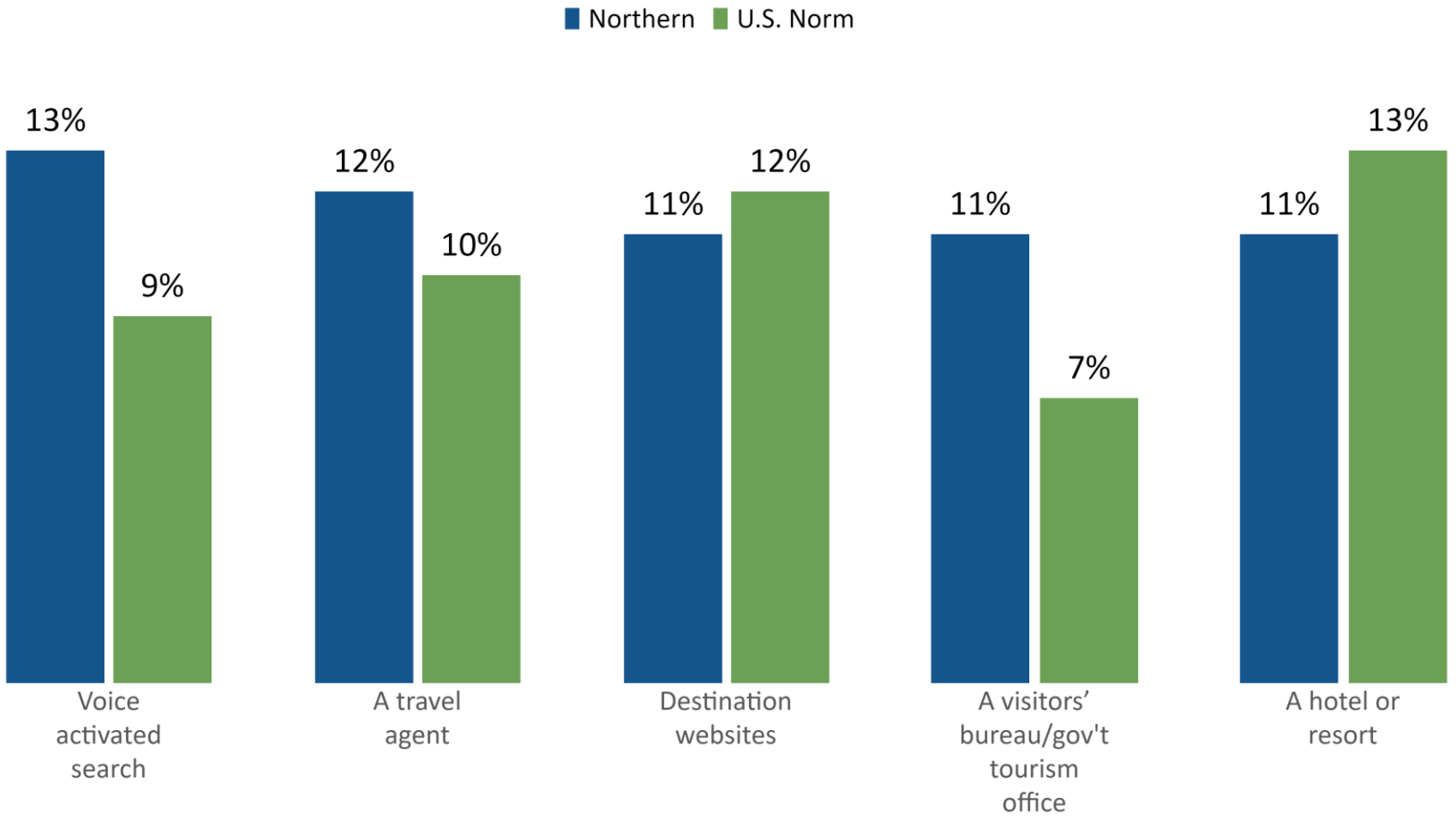
Booking: Dining

Top Booking Sources for Dining





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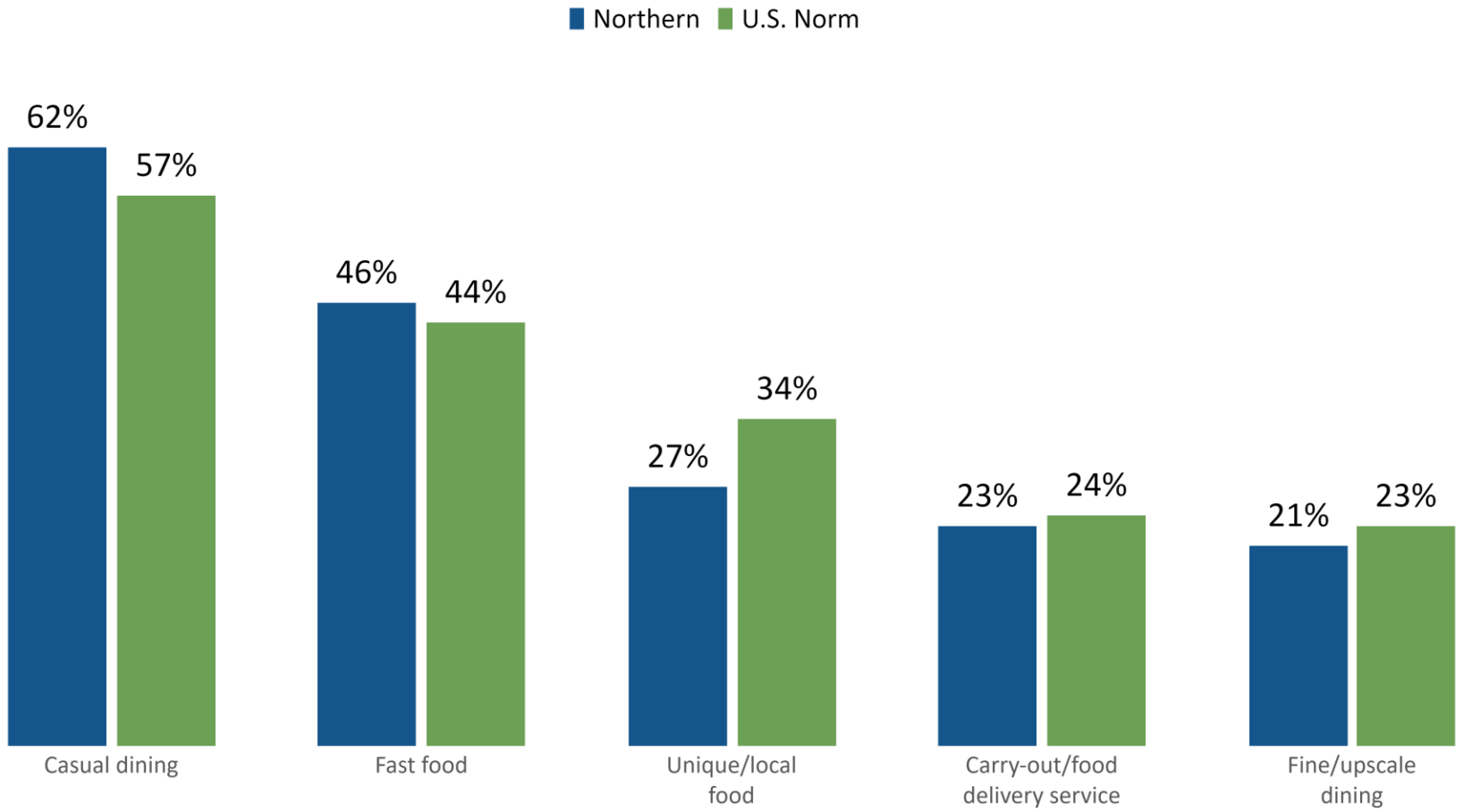
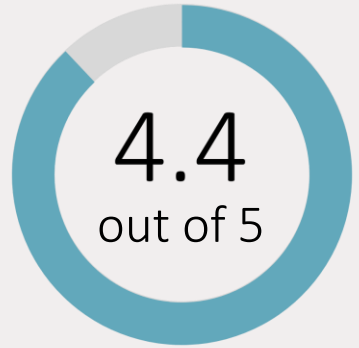
Dining

Top Dining Categories for Northern Travelers



Quality of Food



Average Satisfaction Rating

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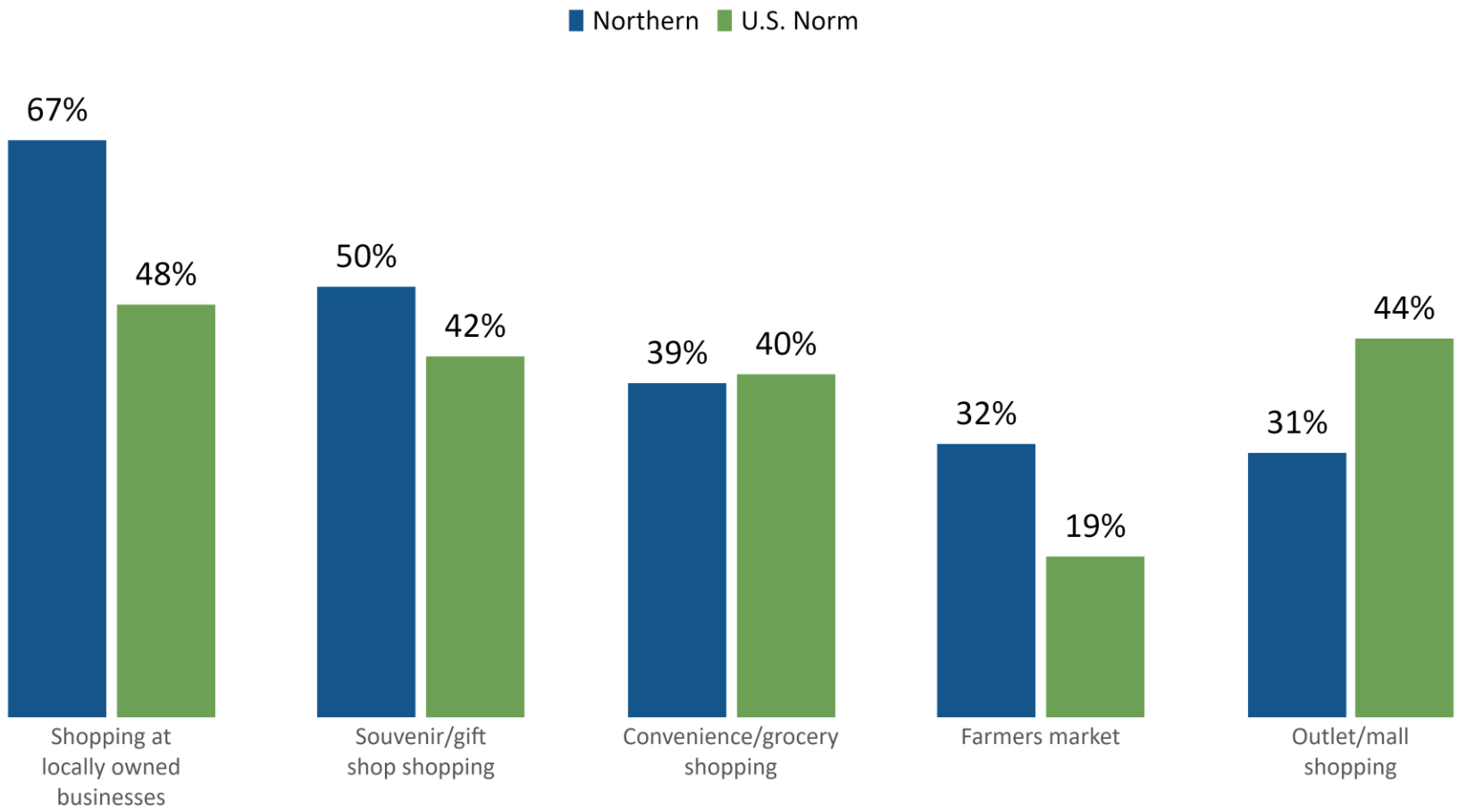
Shopping

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

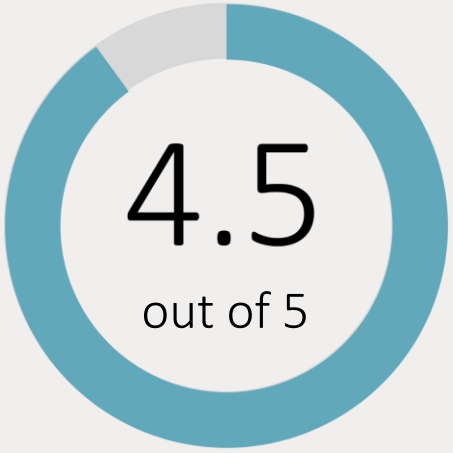
Traveler Satisfaction & Retention

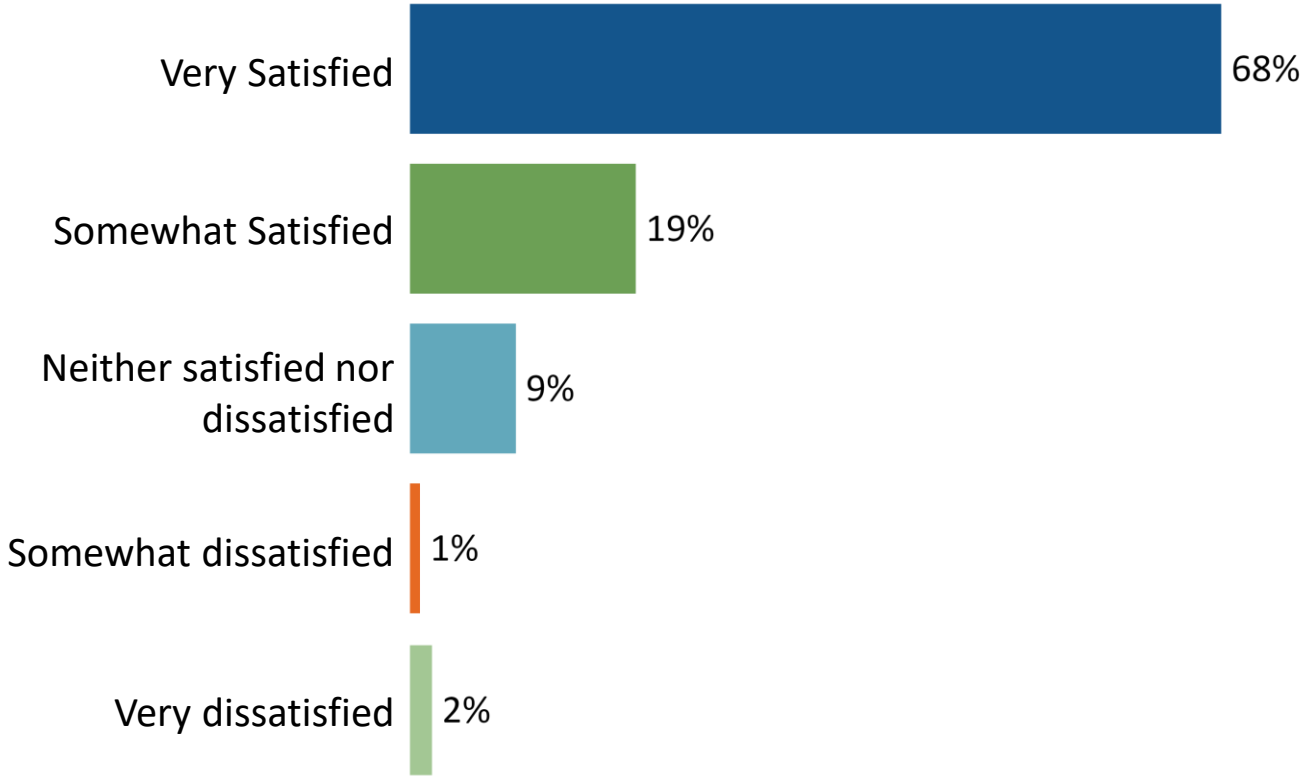
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their Northern Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Northern Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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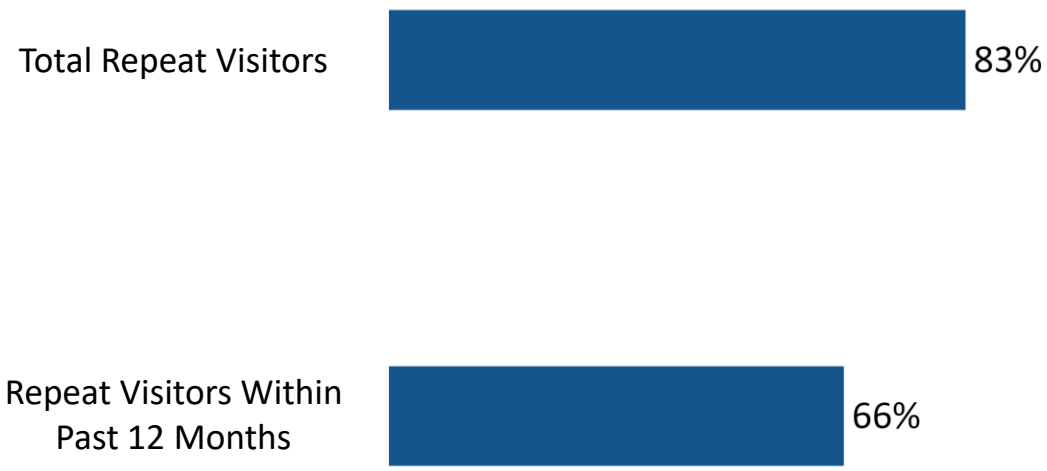
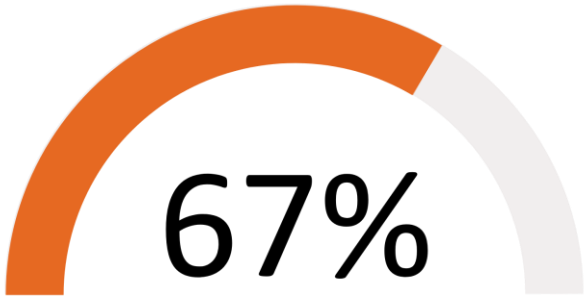
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Northern

Past Visitation





Selected That They Were '*Very Likely*' to Return to Northern

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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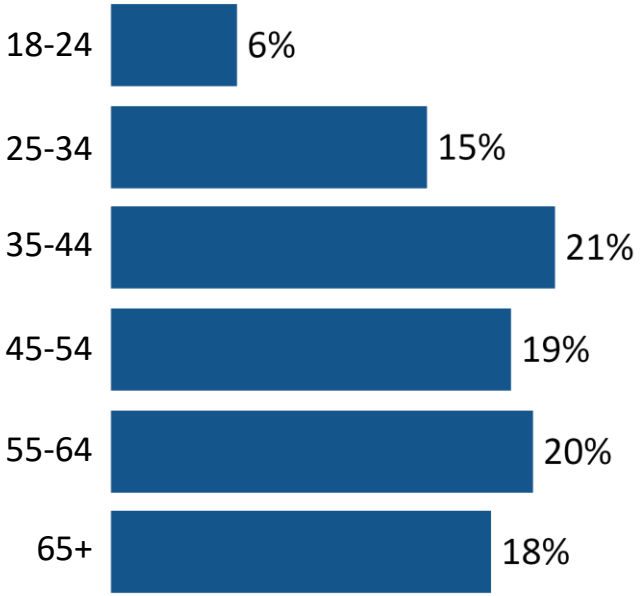
Age, Gender, & Household Income

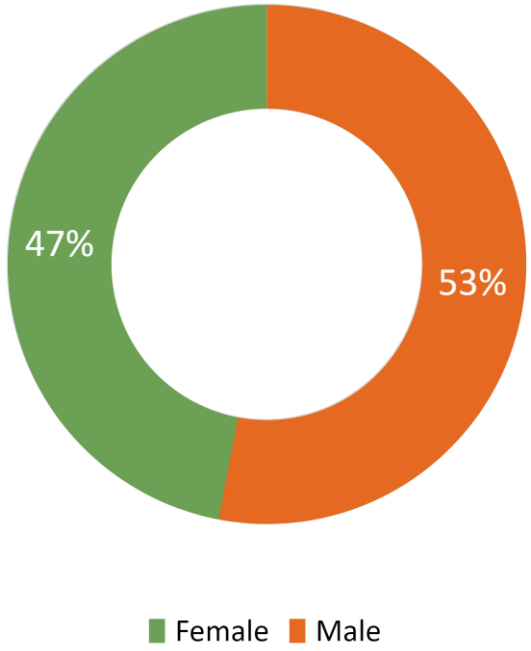
Respondent Demographics for Northern

Age

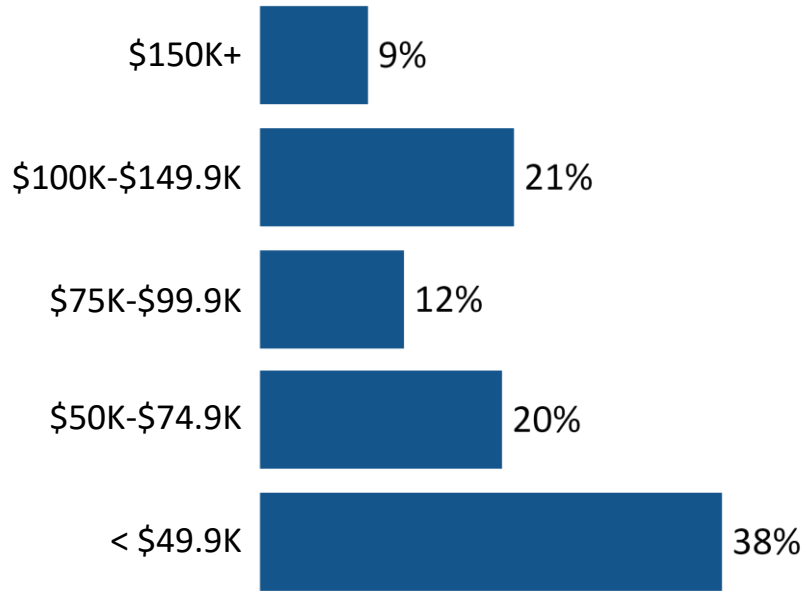


Average Age: 48.7

Gender



Household Income



Average Income: $78.8K

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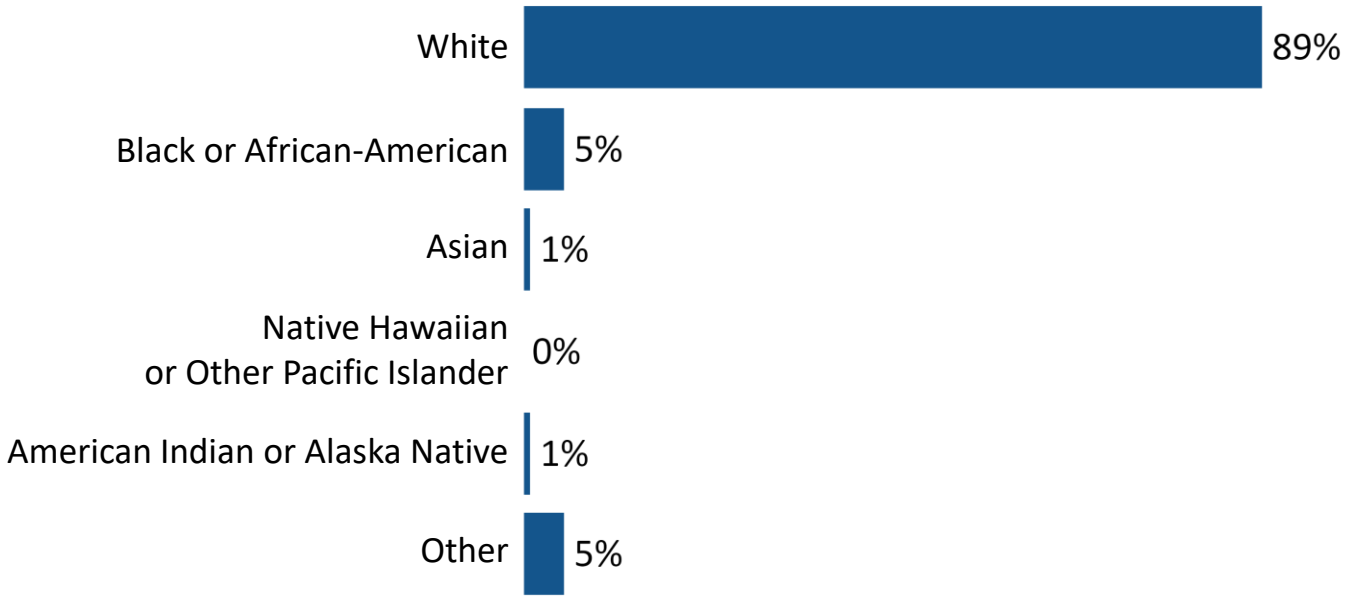
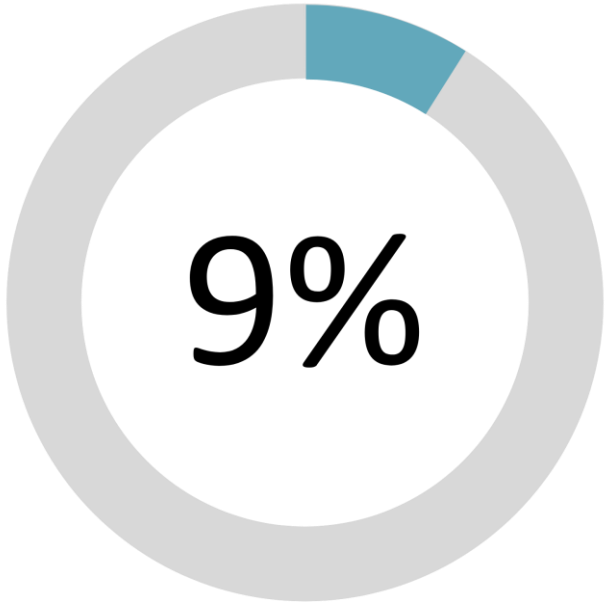
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for Northern

Employment

57% full-time / self-employed

8% part-time

34% retired / not employed / other

Marital Status

54% married / living with a partner

22% single / never married

25% divorced / widowed / separated

Military Status*

73% never served in the military

16% veteran

10% currently on active duty

2% on active duty for training

Education

20% high school diploma or less / other

22% attended some college

37% associate's or bachelor's degree

21% graduate or professional degree

Sexual Orientation

90% straight

4% gay / lesbian

4% bisexual

2% other / not sure

Household Size

29% 1 member

32% 2 members

15% 3 members

15% 4 members

8% 5+ members

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

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Travel USA®

Overnight 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 overnight trips in 2024/2025:

250 *

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* < 400

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 North Central

	2024/2025
Idaho	24%
Washington	18%
California	10%
Oregon	5%
New York	4%



	2024/2025
Spokane, ID/WA	16%
Boise, ID	11%
Seattle-Tacoma, WA	7%
Los Angeles, CA	7%
Yakima, WA	6%

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

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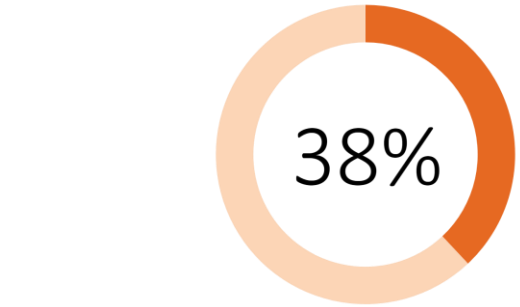
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

28%



Travel Parties with Pets



Travel Parties with Children

39%

Longwoods INTERNATIONAL

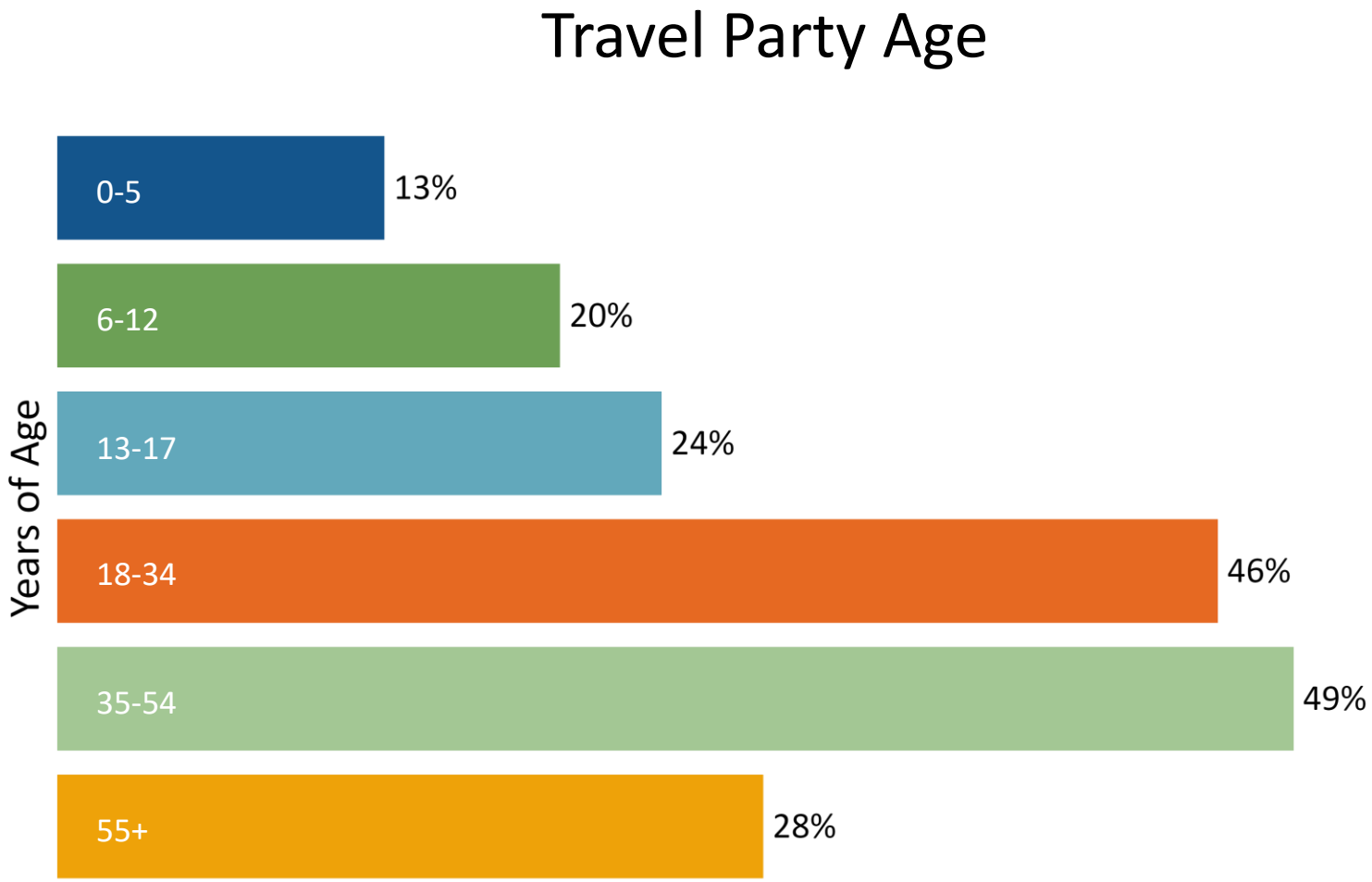
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.8





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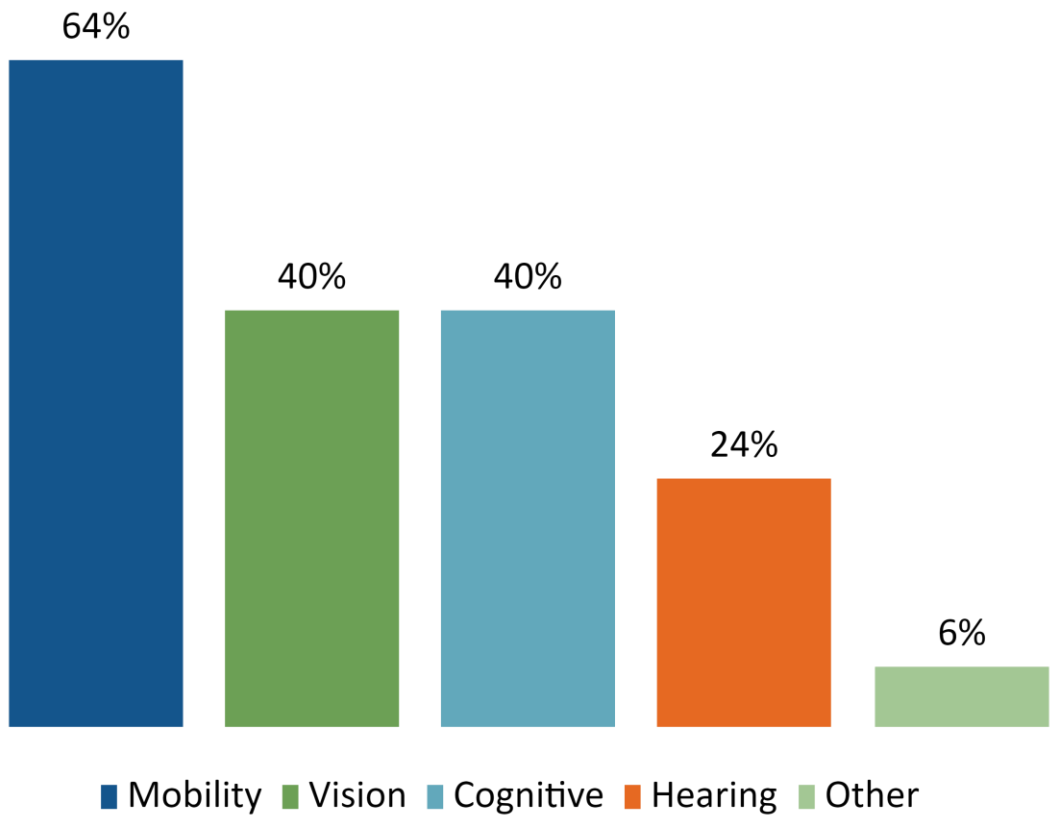
Travelers with Travel-Limiting Disabilities

Disability Categorizations

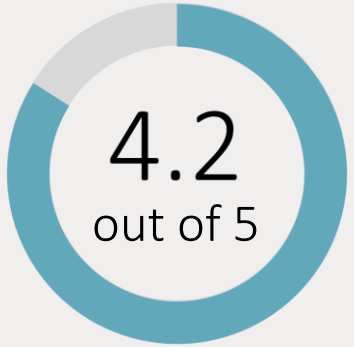
Travel Parties with an Individual Who Required Accessibility Services

26%

+9.0% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

48% Visiting friends / relatives
+9.4% vs U.S. Norm

12% Outdoors
+3.4% vs U.S. Norm

10% City trip
+2.6% vs U.S. Norm

8% Touring
-3.4% vs U.S. Norm

6% Special event
-1.7% vs U.S. Norm

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

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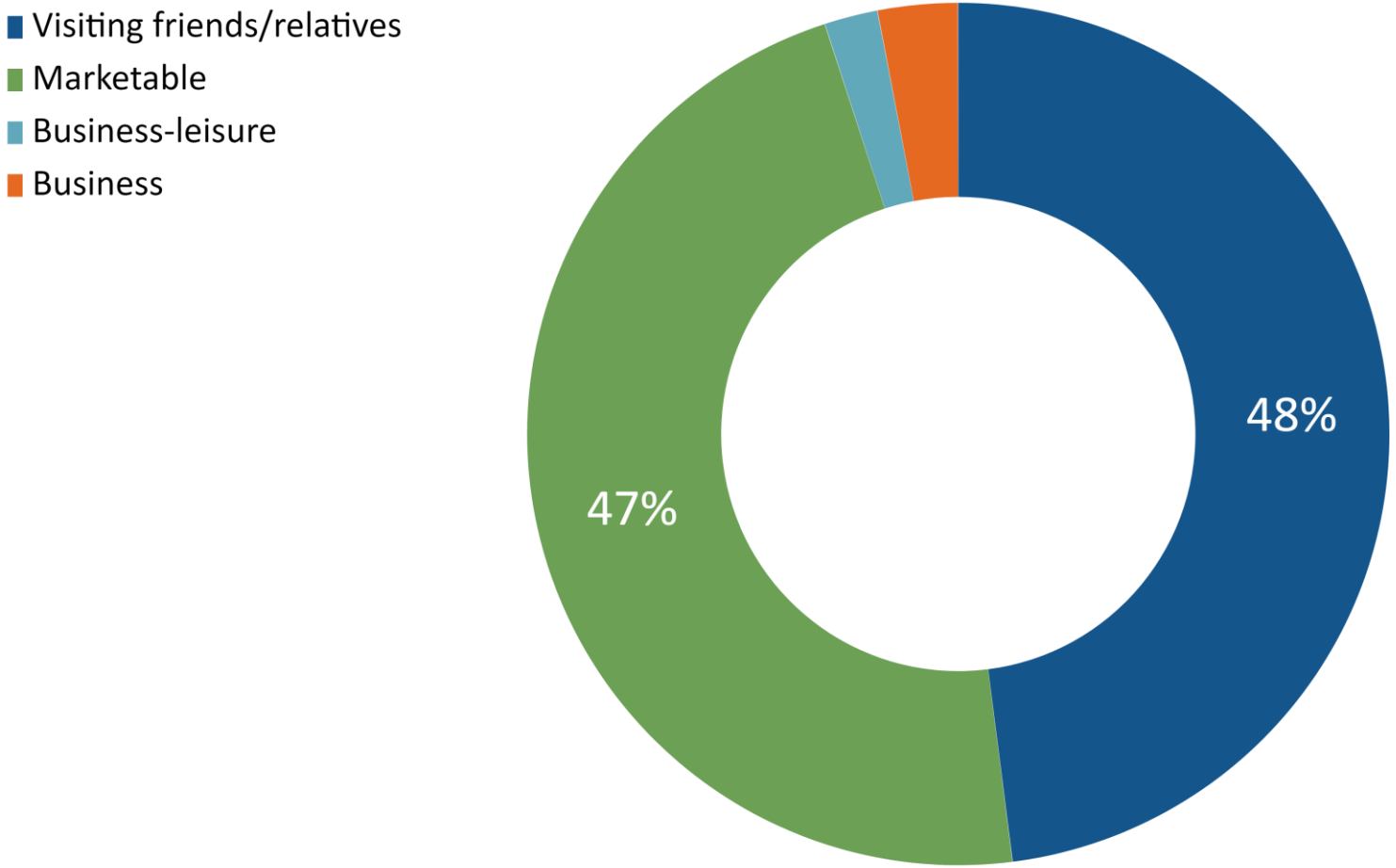
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



90%

Visited Friends/Relatives Who Live in North Central

10%

Met Friends/Relatives in North Central Who Live Elsewhere

See Reference Guide for market segment definitions.

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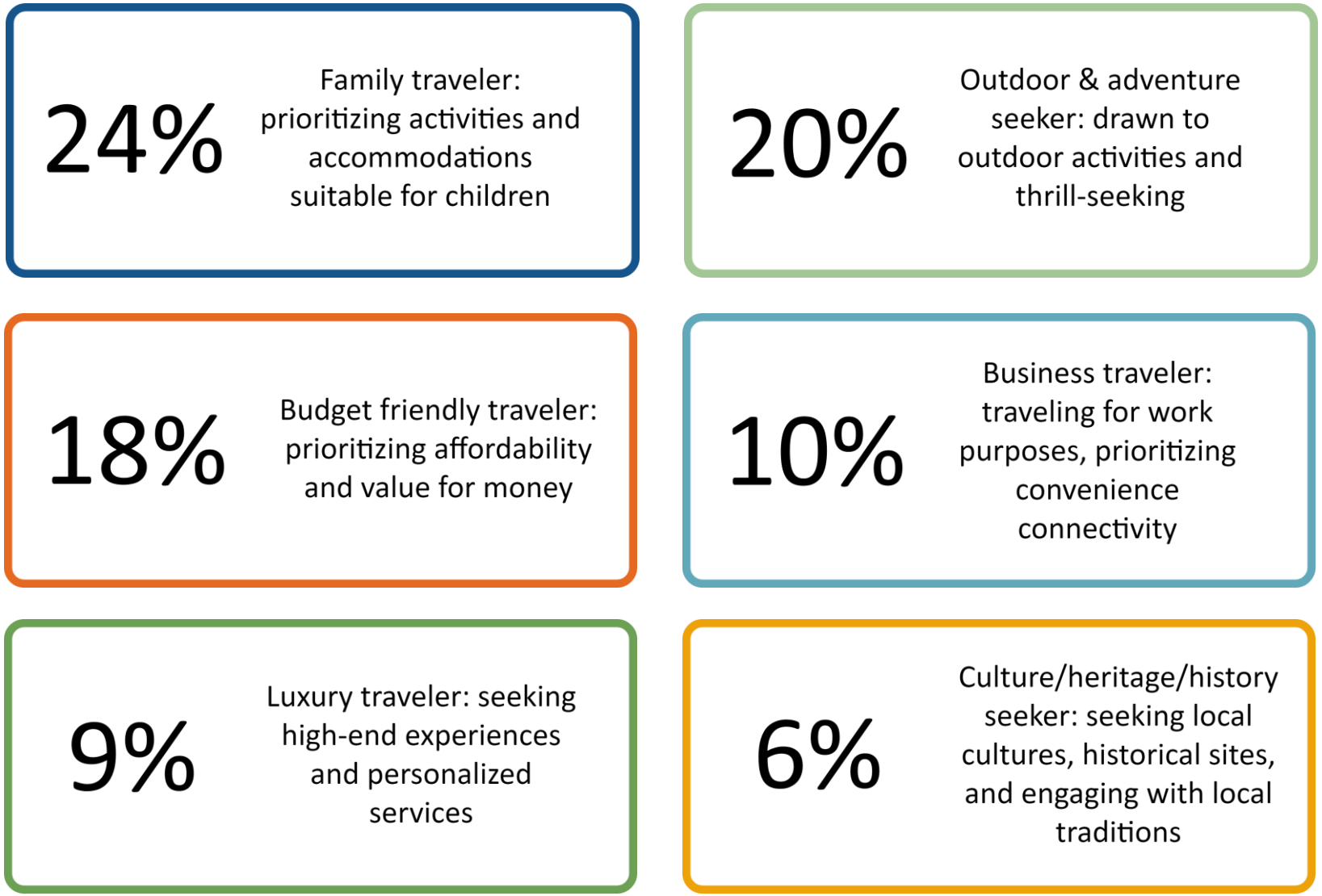
Top Traveler Personas

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



See Reference Guide for a full list of traveler personas.

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Pre-Trip

Travel Planning



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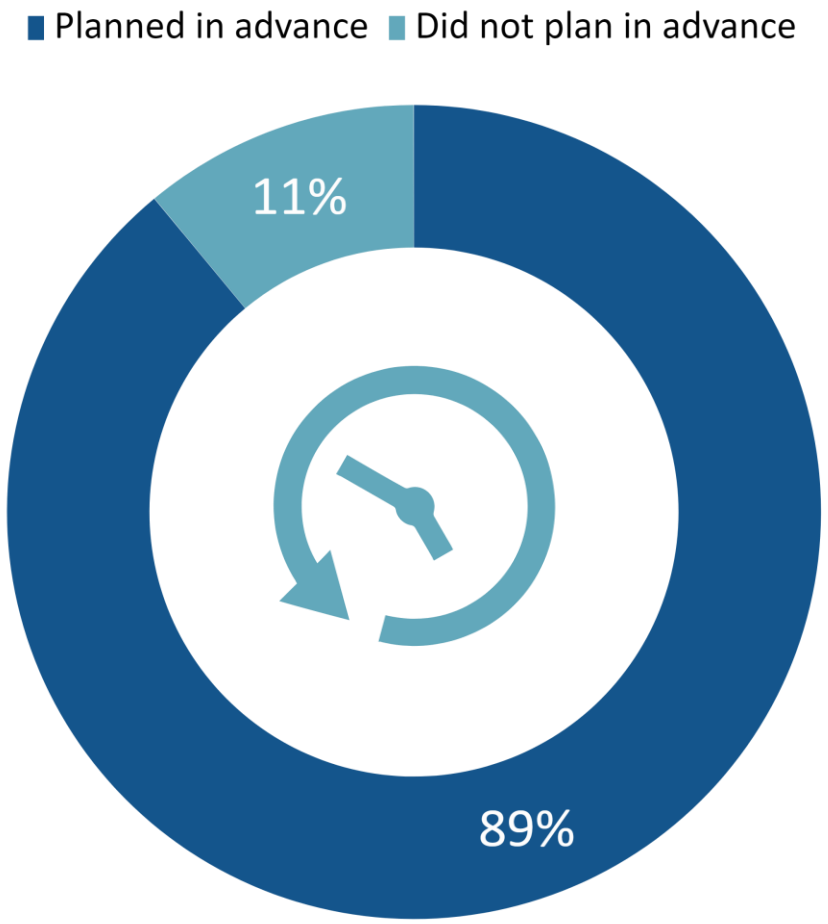
Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	11%	+0.4% vs U.S. Norm
2 months or less	45%	-3.2% vs U.S. Norm
3-5 months	28%	+7.3% vs U.S. Norm
6 months or more	16%	-4.6% vs U.S. Norm

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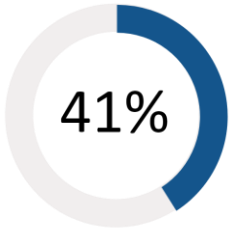
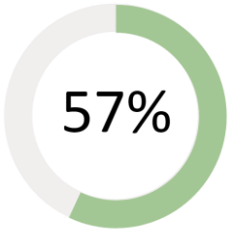
Sources of Trip Planning

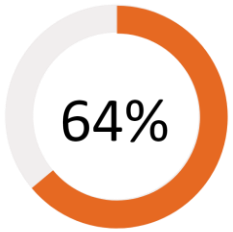
Share of Travelers Who Used Each Media Type for Trip Planning



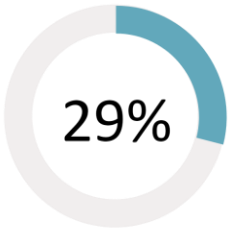
Print



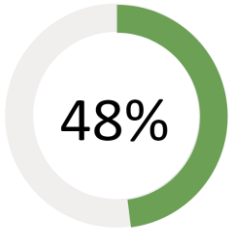
In-Person



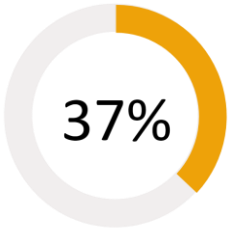
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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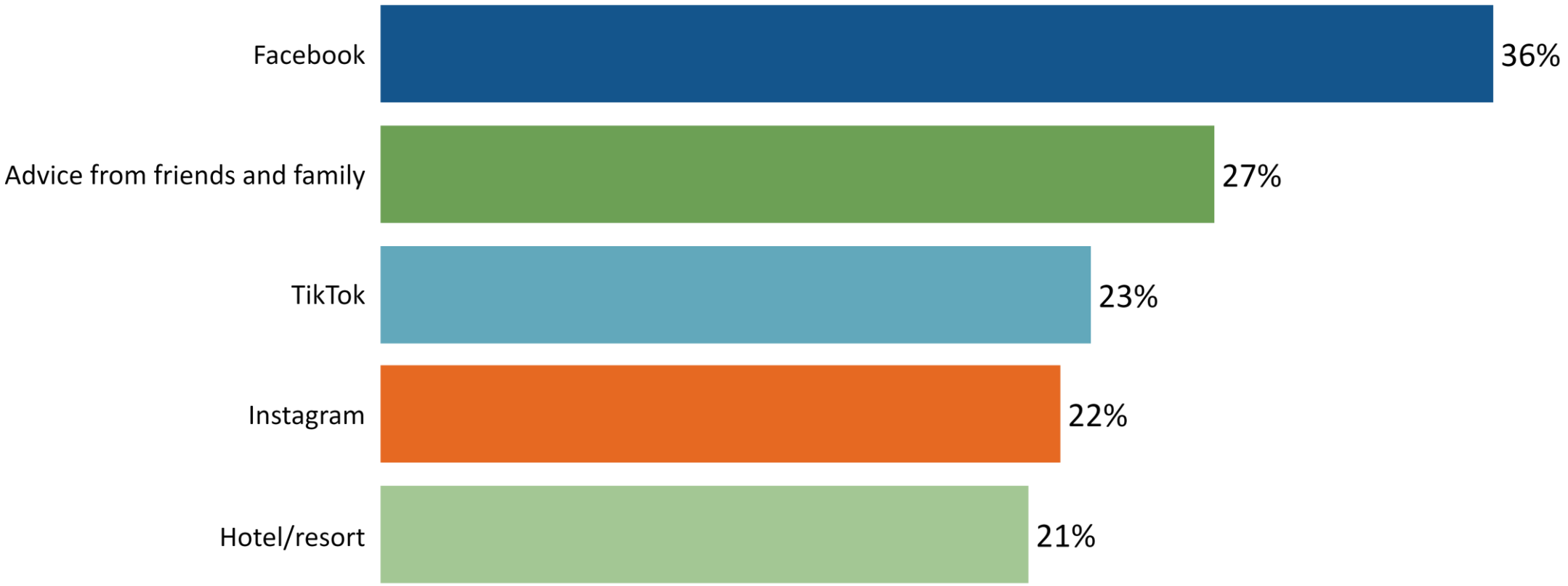
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



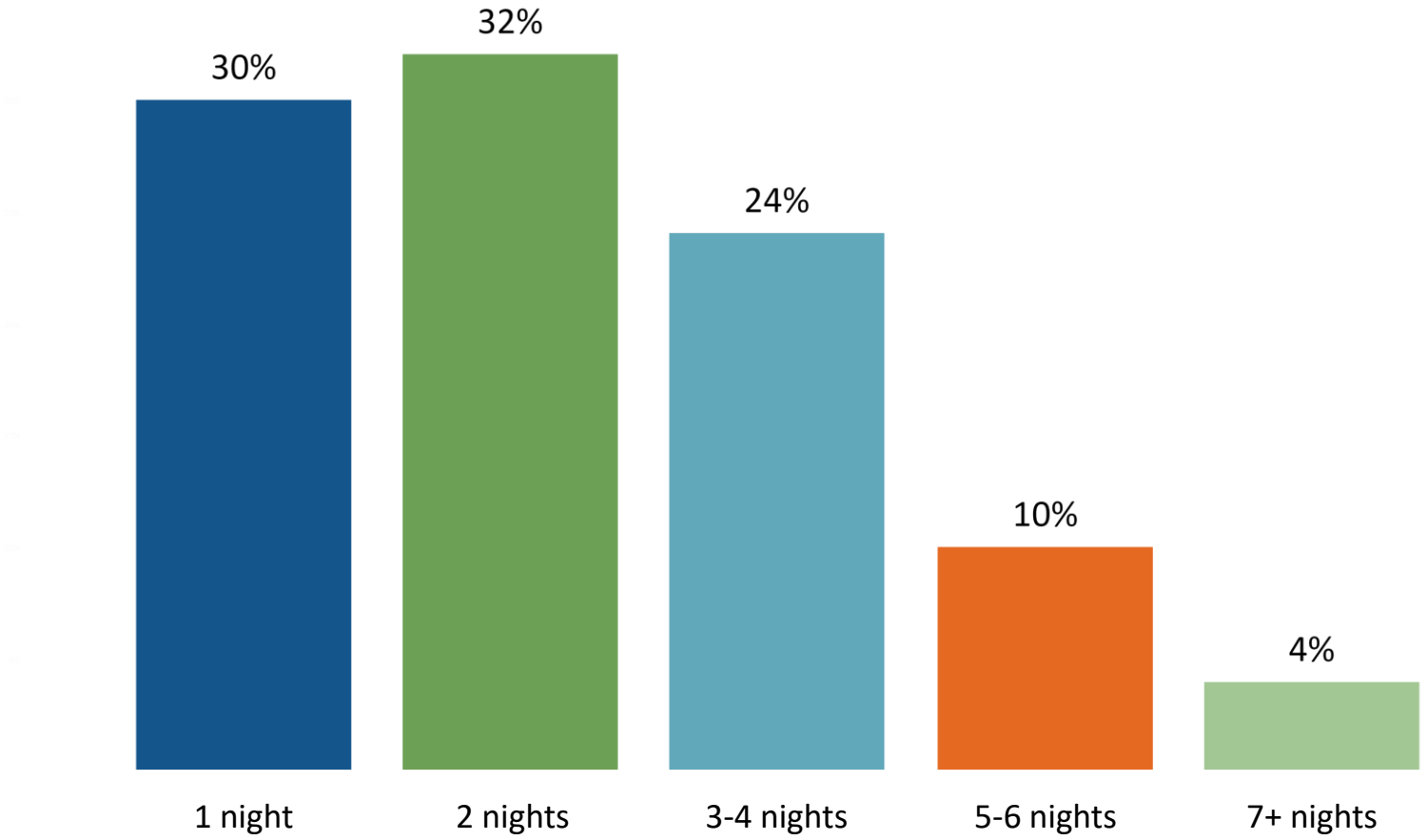
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in North Central

Average
Number of Nights

2.6



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Trip Structure

Share of Total Trip Spent in North Central

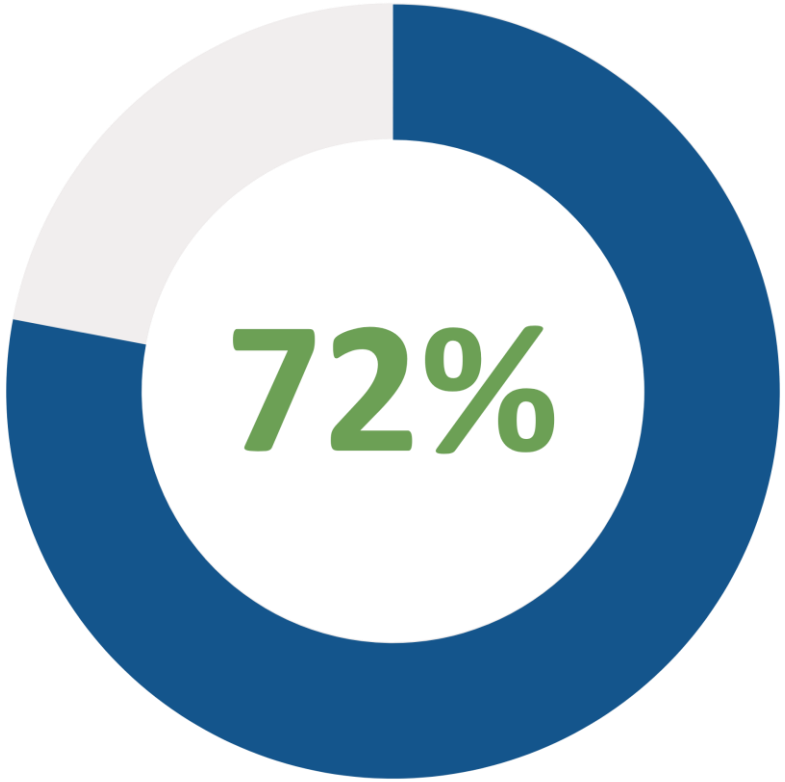
Average Number of Nights Spent in North Central

2.6

3.6

=

Share of Total Trip Spent in North Central



Average Number of Total Trip Nights

Accounts for trip nights that North Central travelers spent in other destinations.

A higher percentage identifies the destination as the primary focus of travelers' itinerary.

Longwoods INTERNATIONAL

During Trip

Transportation & Accommodations

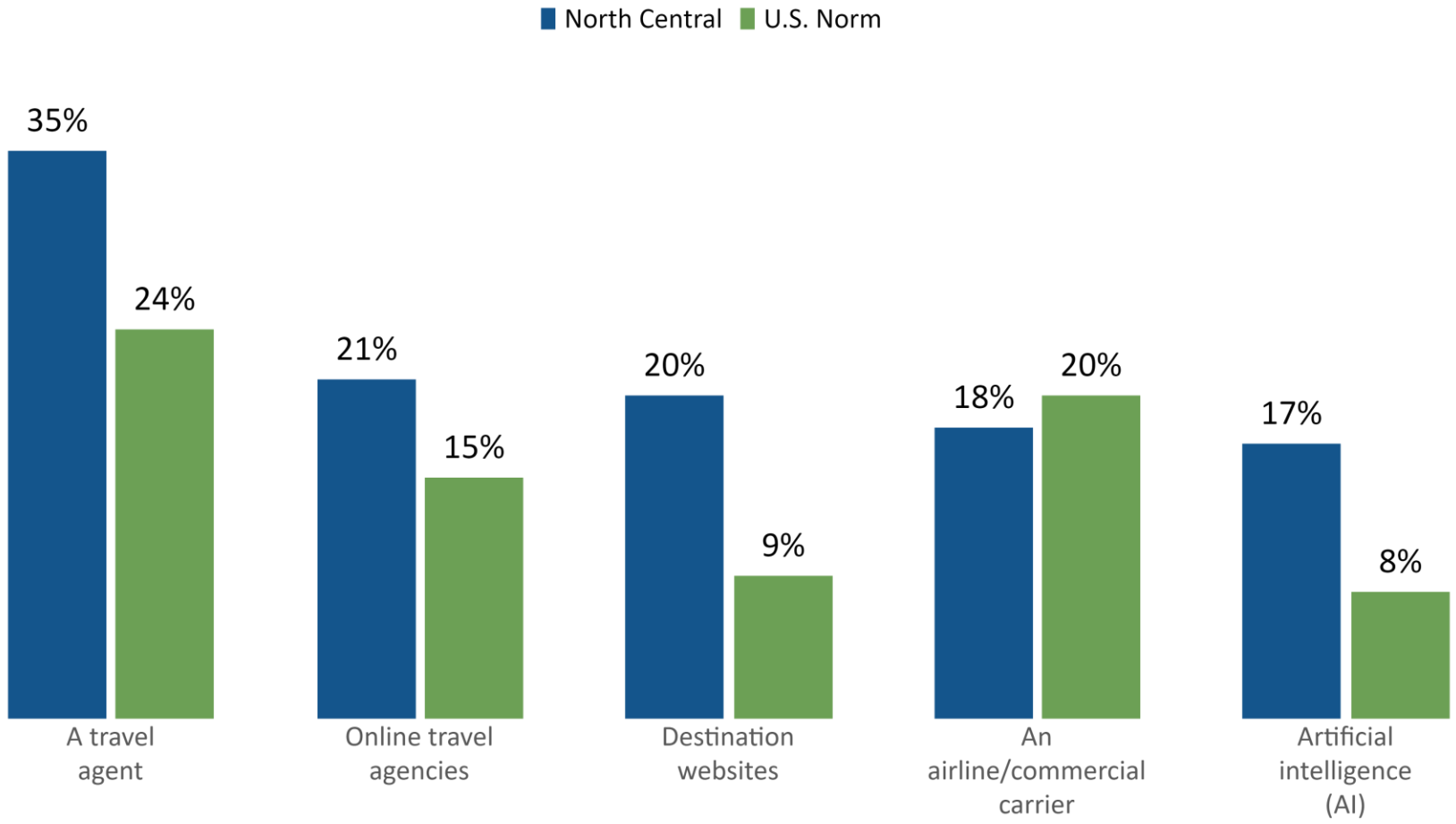


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation



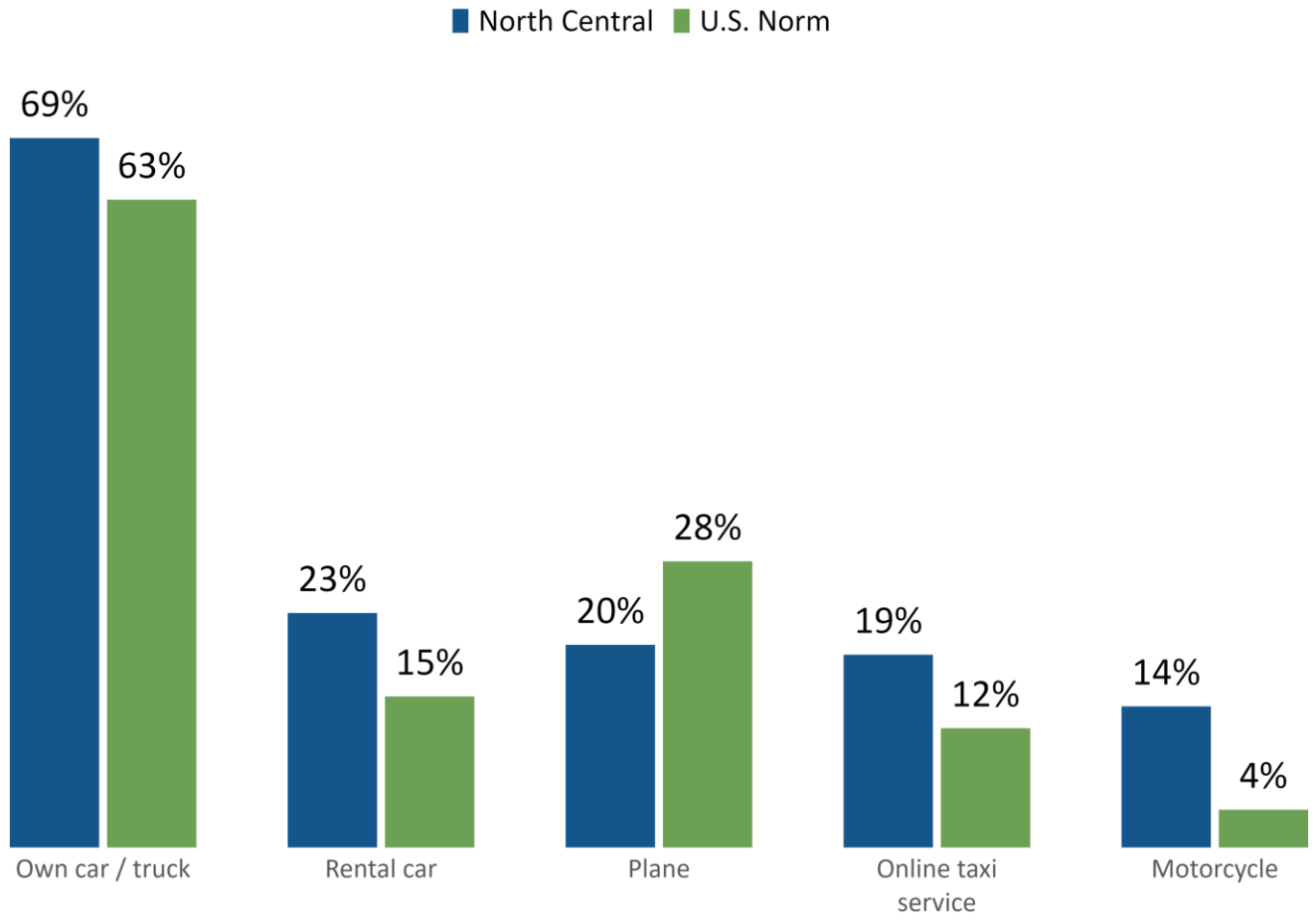


See Reference Guide for a full list of booking sources.

Longwoods INTERNATIONAL

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to North Central



Vehicle Type

Gasoline/diesel	67%	-11.7% vs U.S. Norm
Hybrid	19%	+6.8% vs U.S. Norm
Electric	18%	+7.3% vs U.S. Norm
Plug-in-hybrid	12%	+6.3% vs U.S. Norm

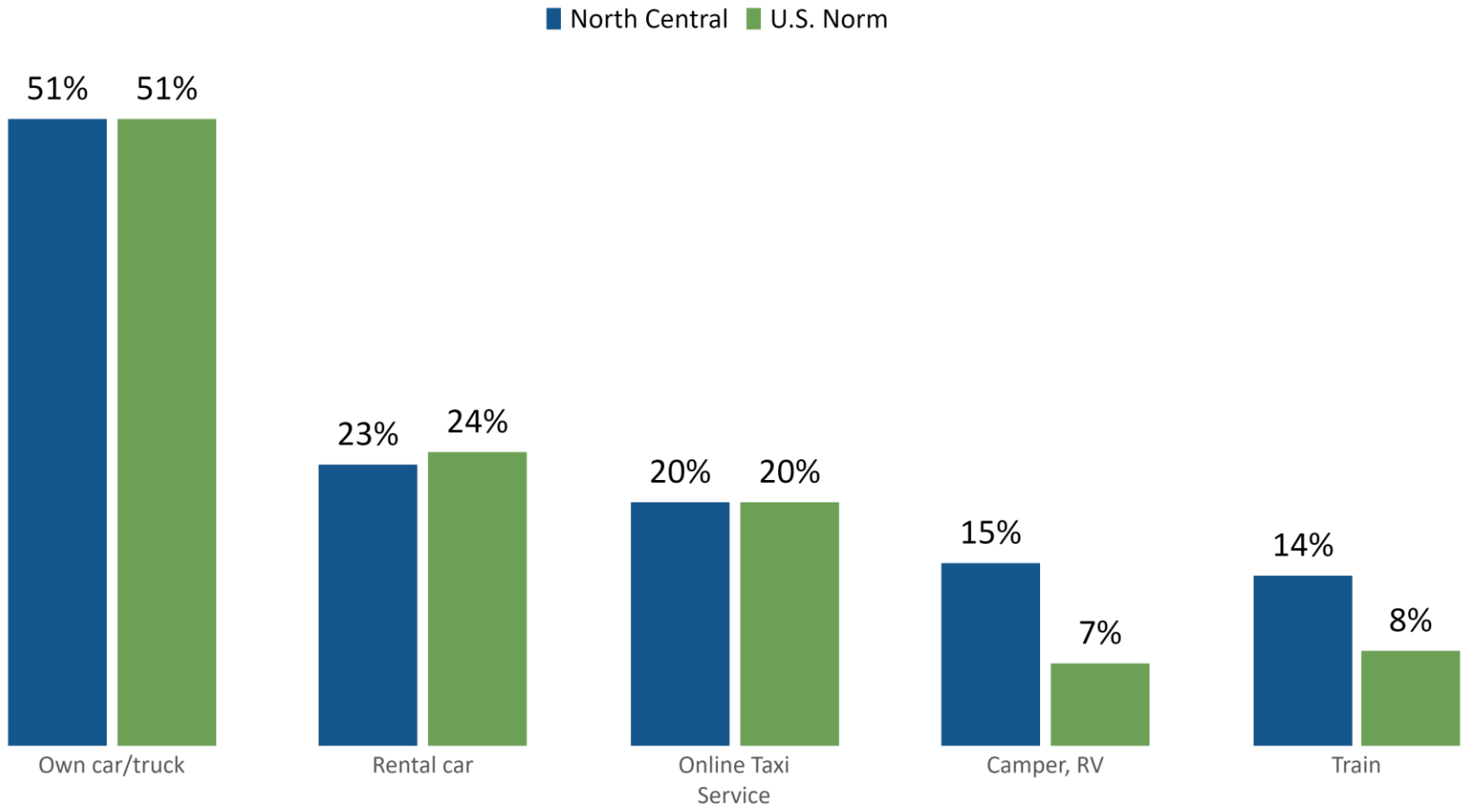
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

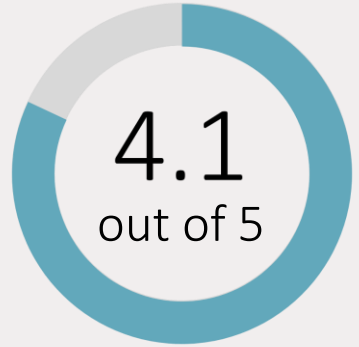
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in North Central



Public Transportation



Average Satisfaction Rating

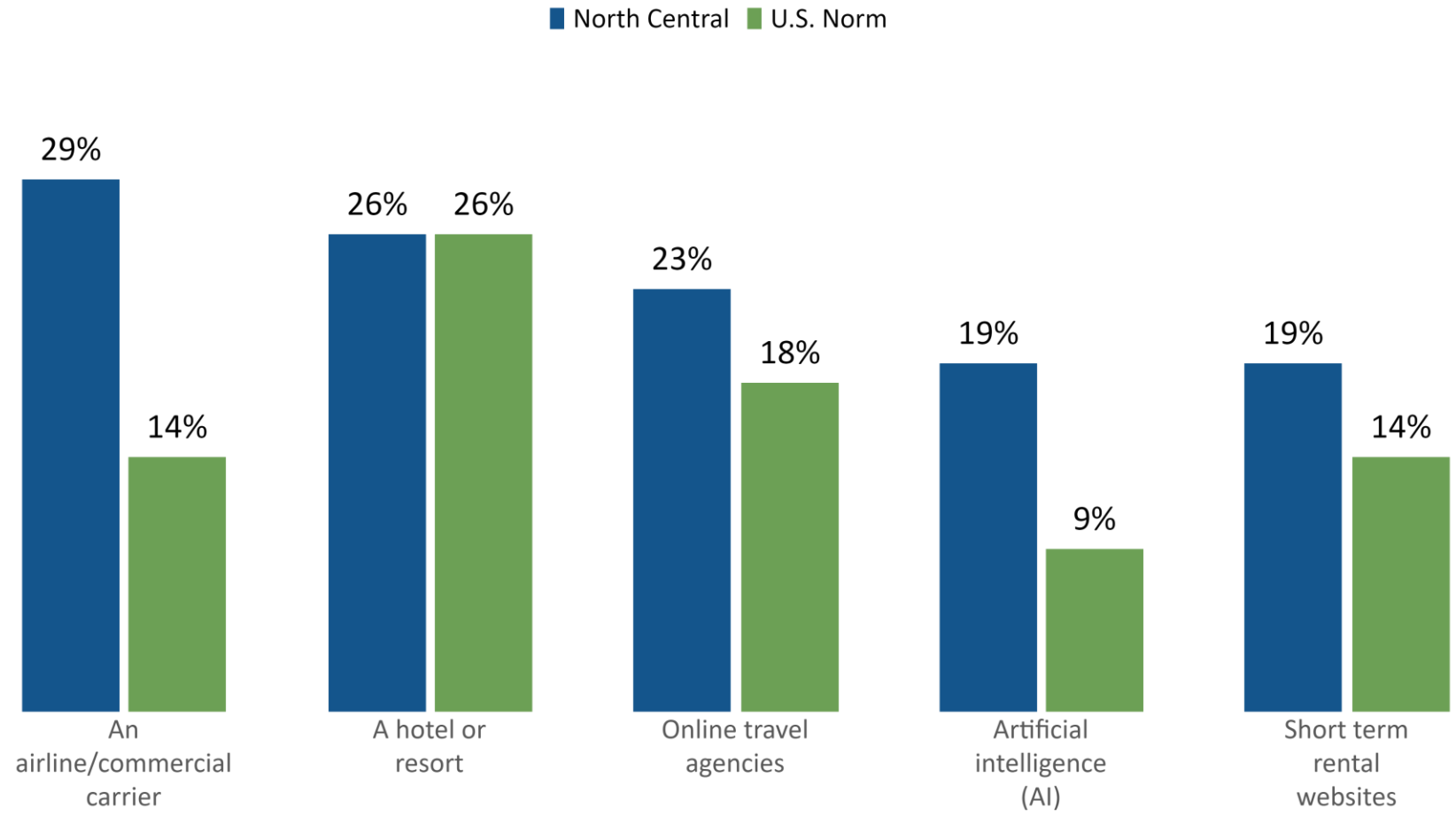
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



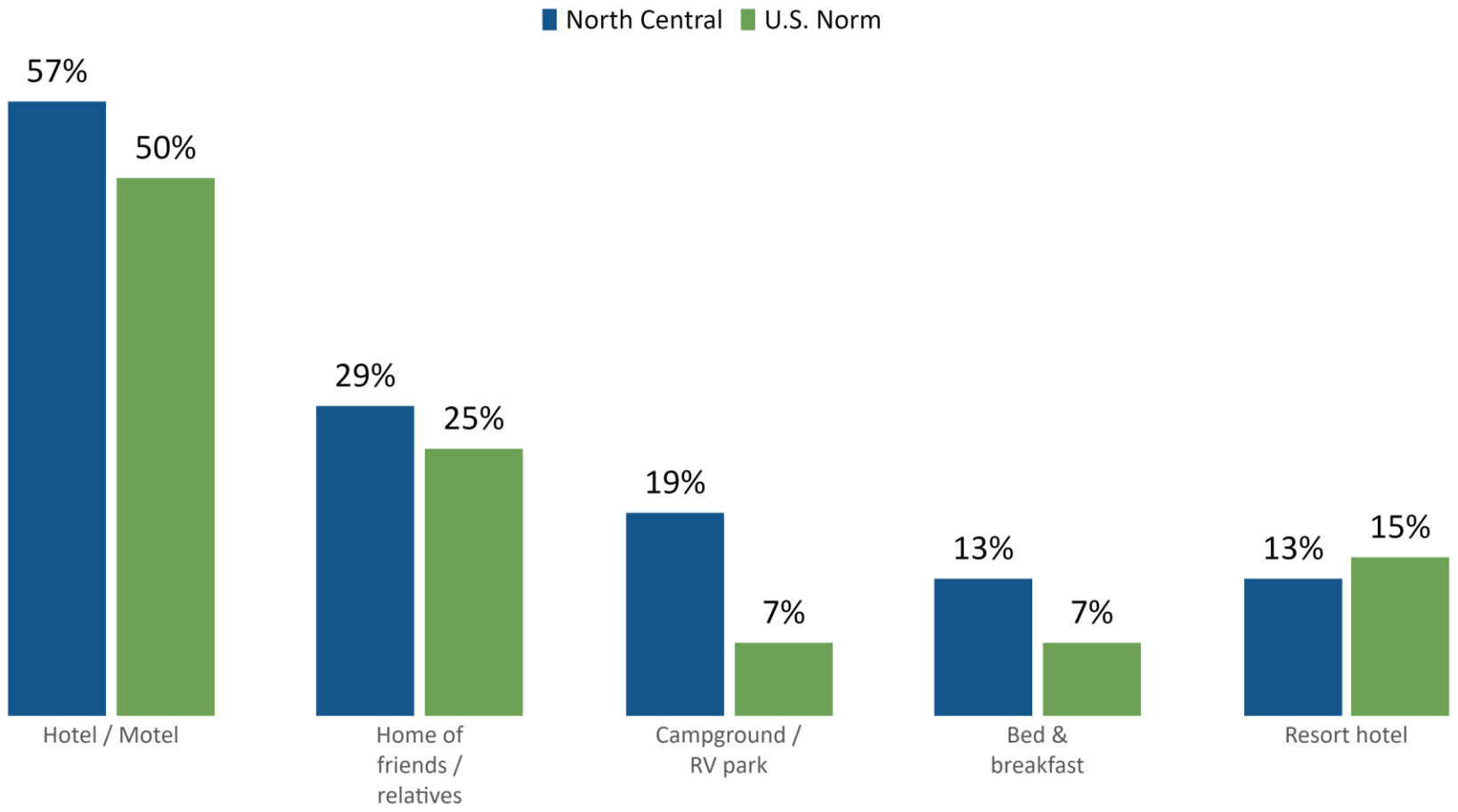


See Reference Guide for a full list of booking sources.

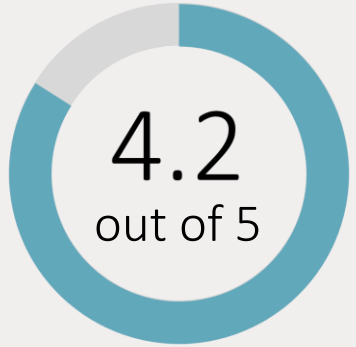
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for North Central Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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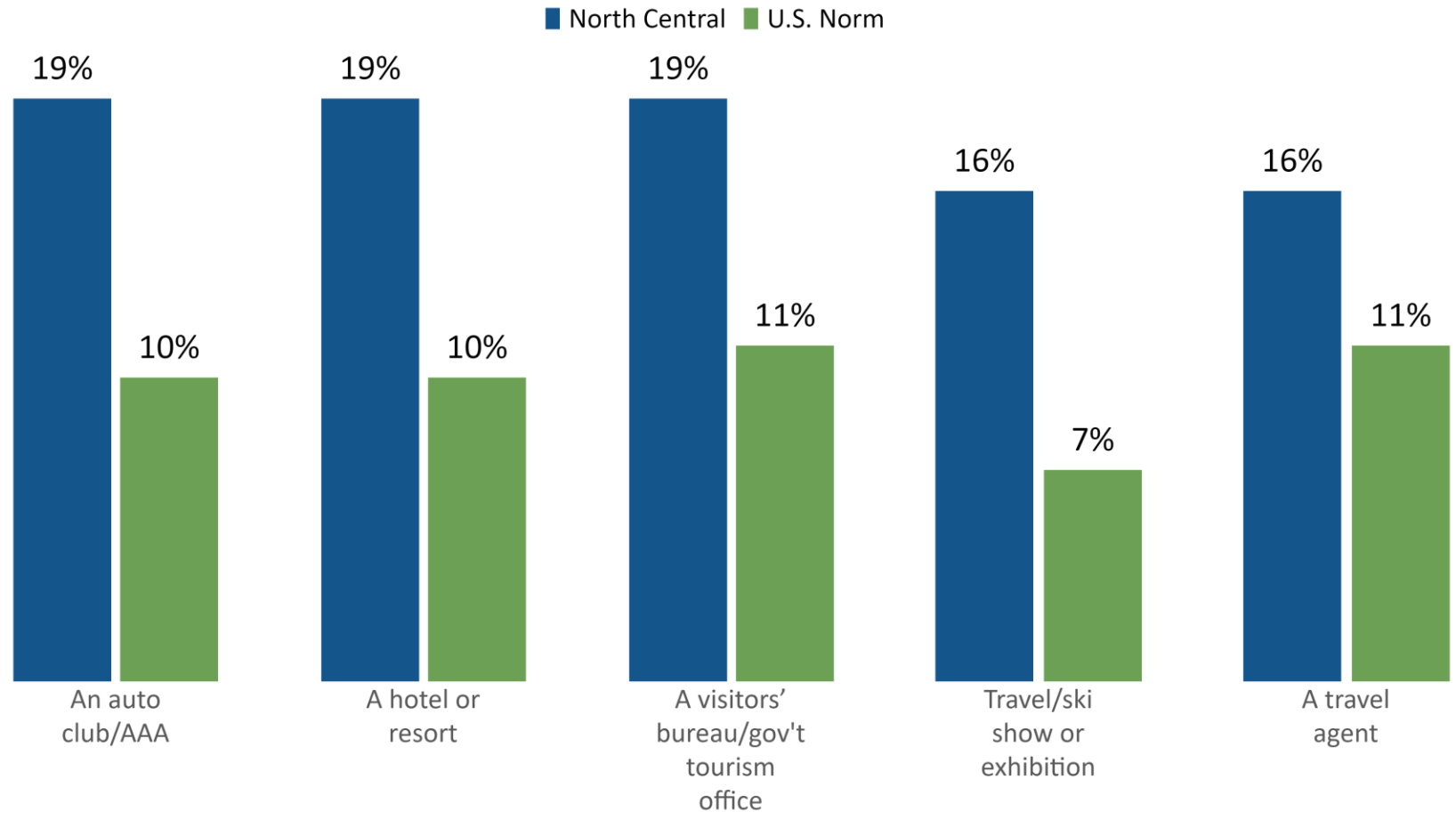
Booking: Activities

Top Booking Sources for Activities





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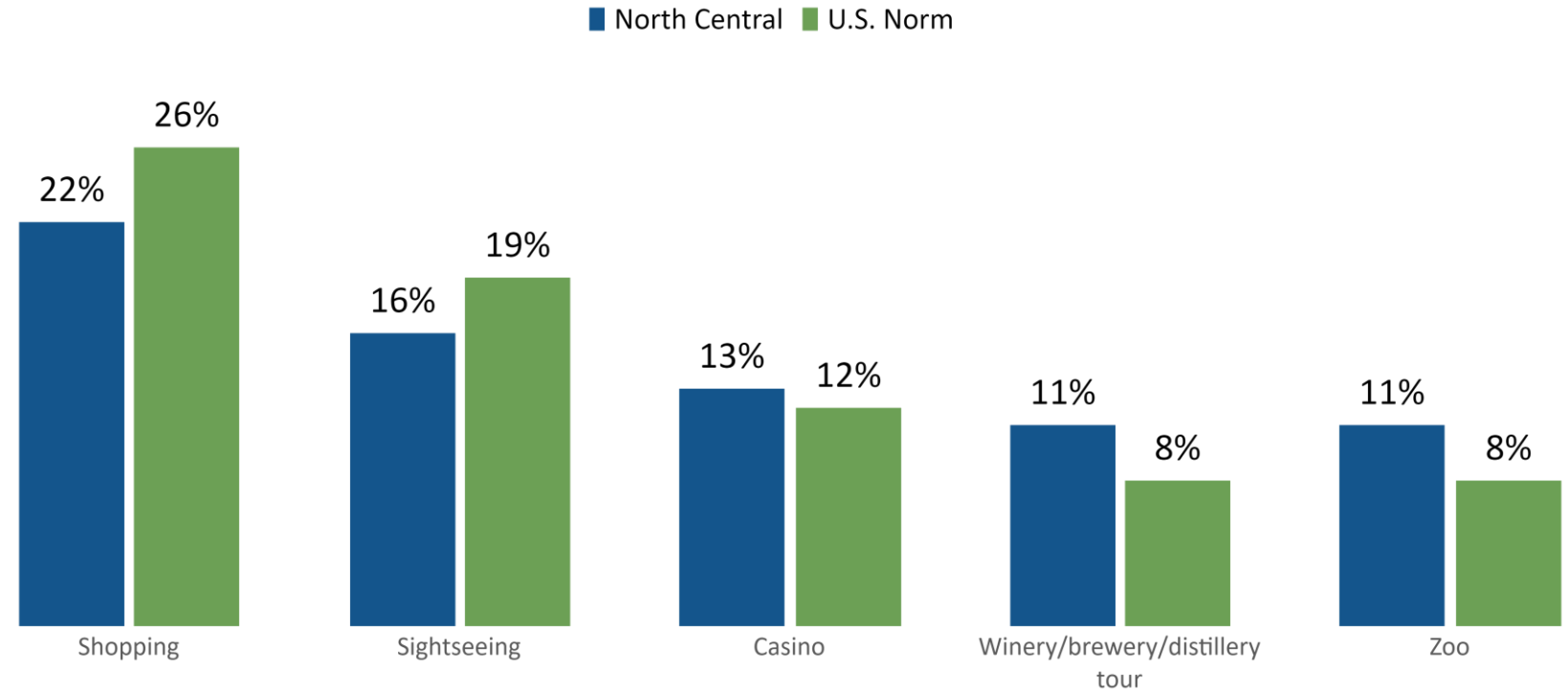
Entertainment Activities

Top Entertainment Activities for North Central Travelers

58%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





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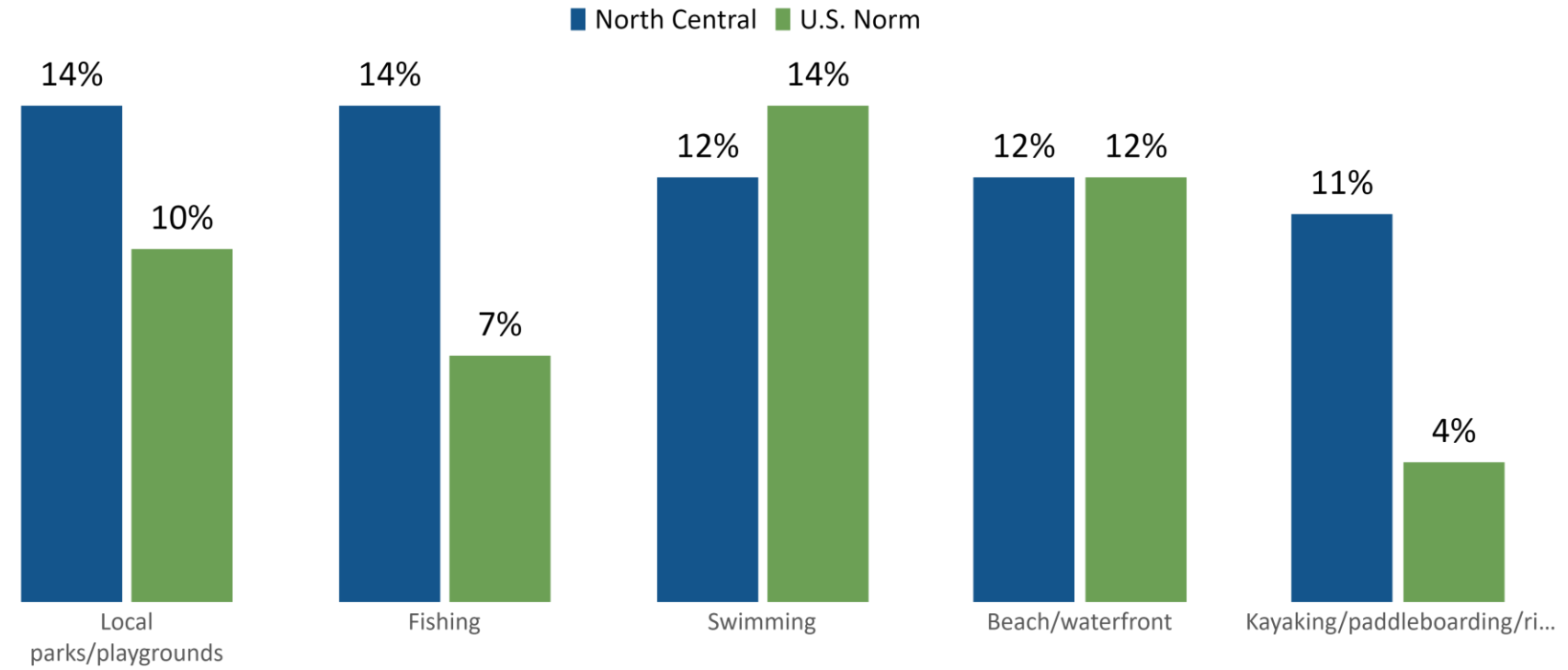
Recreational Activities

Top Recreational Activities for North Central Travelers

66%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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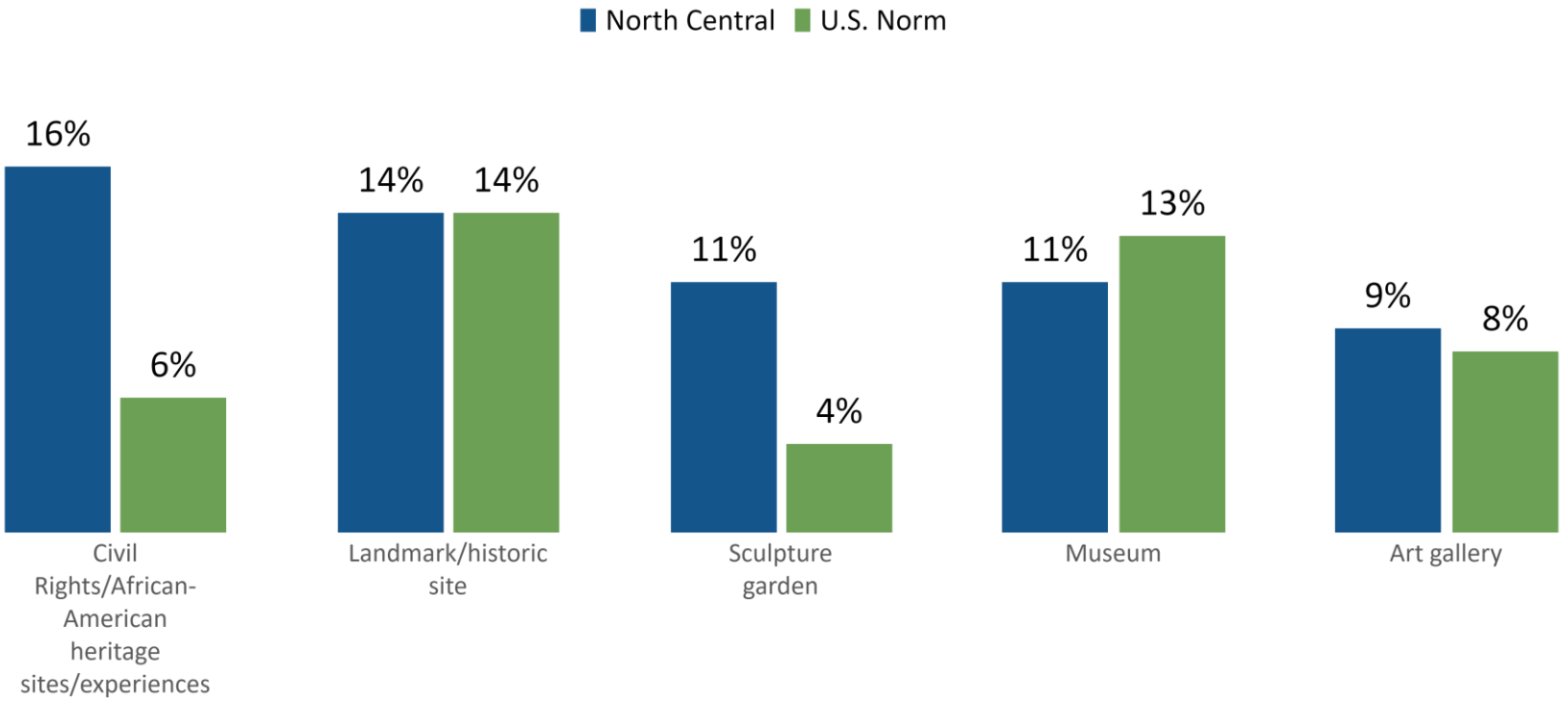
Cultural Activities

Top Cultural Activities for North Central Travelers

39%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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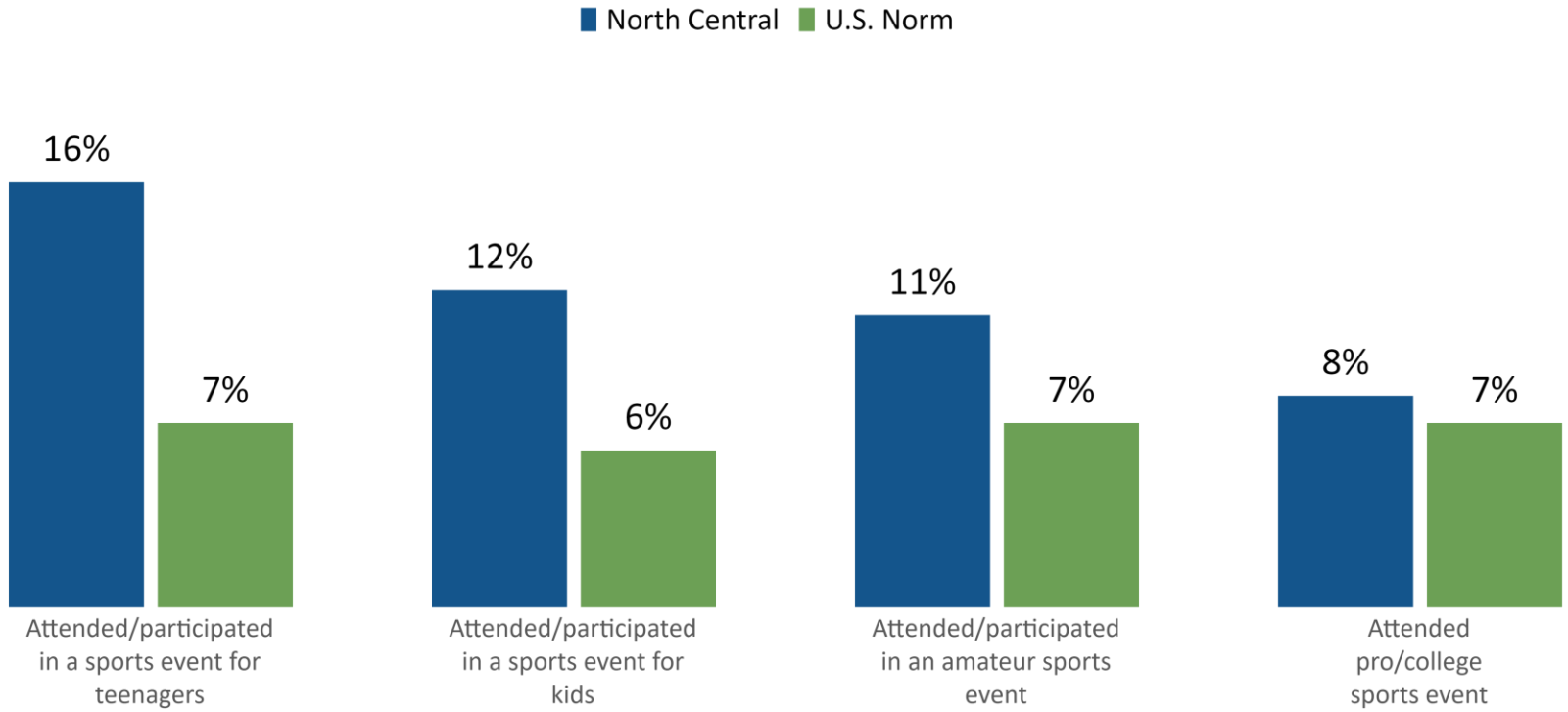
Sporting Events

Top Sporting Events for North Central Travelers

29%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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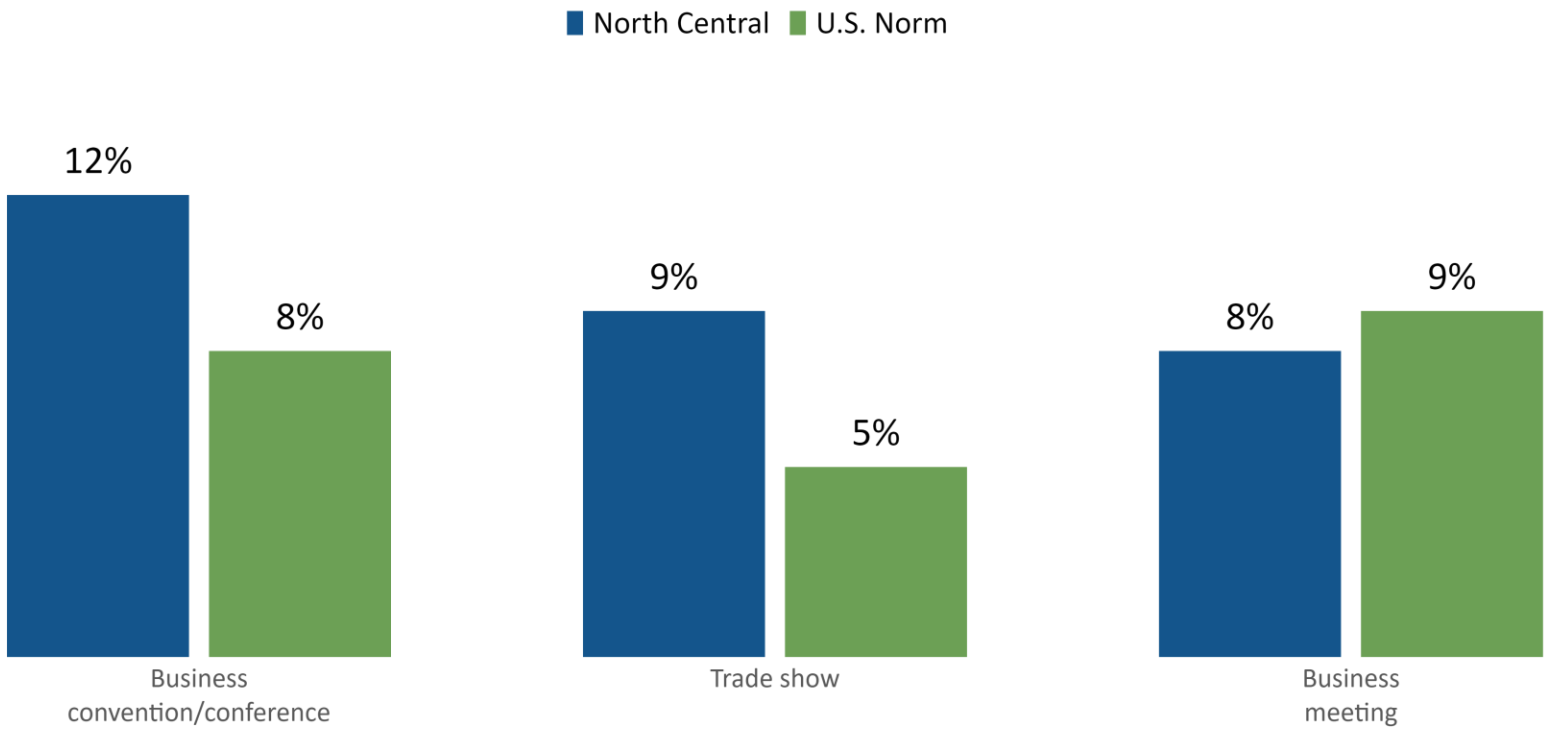
Business Activities

Top Business Activities for North Central Travelers

19%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





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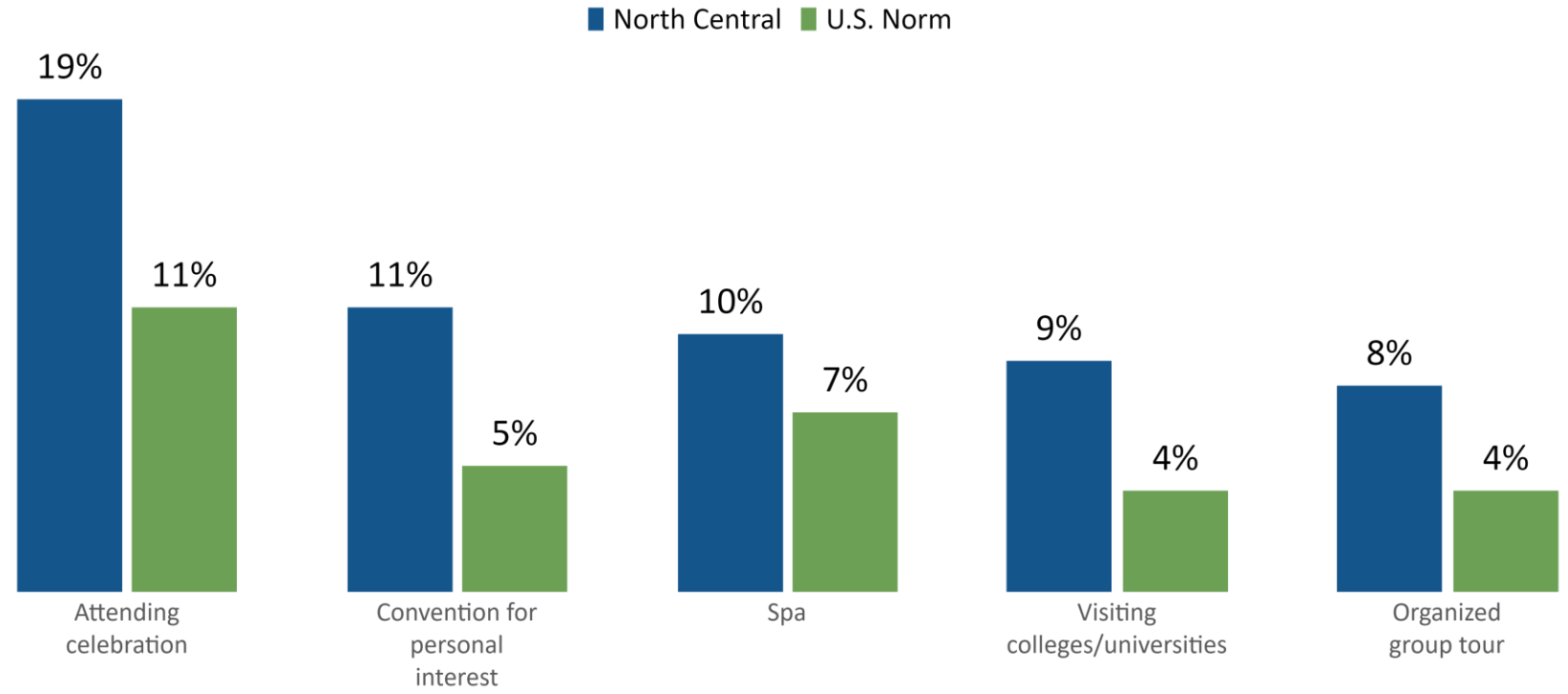
Other Activities

Top Other Activities for North Central Travelers

54%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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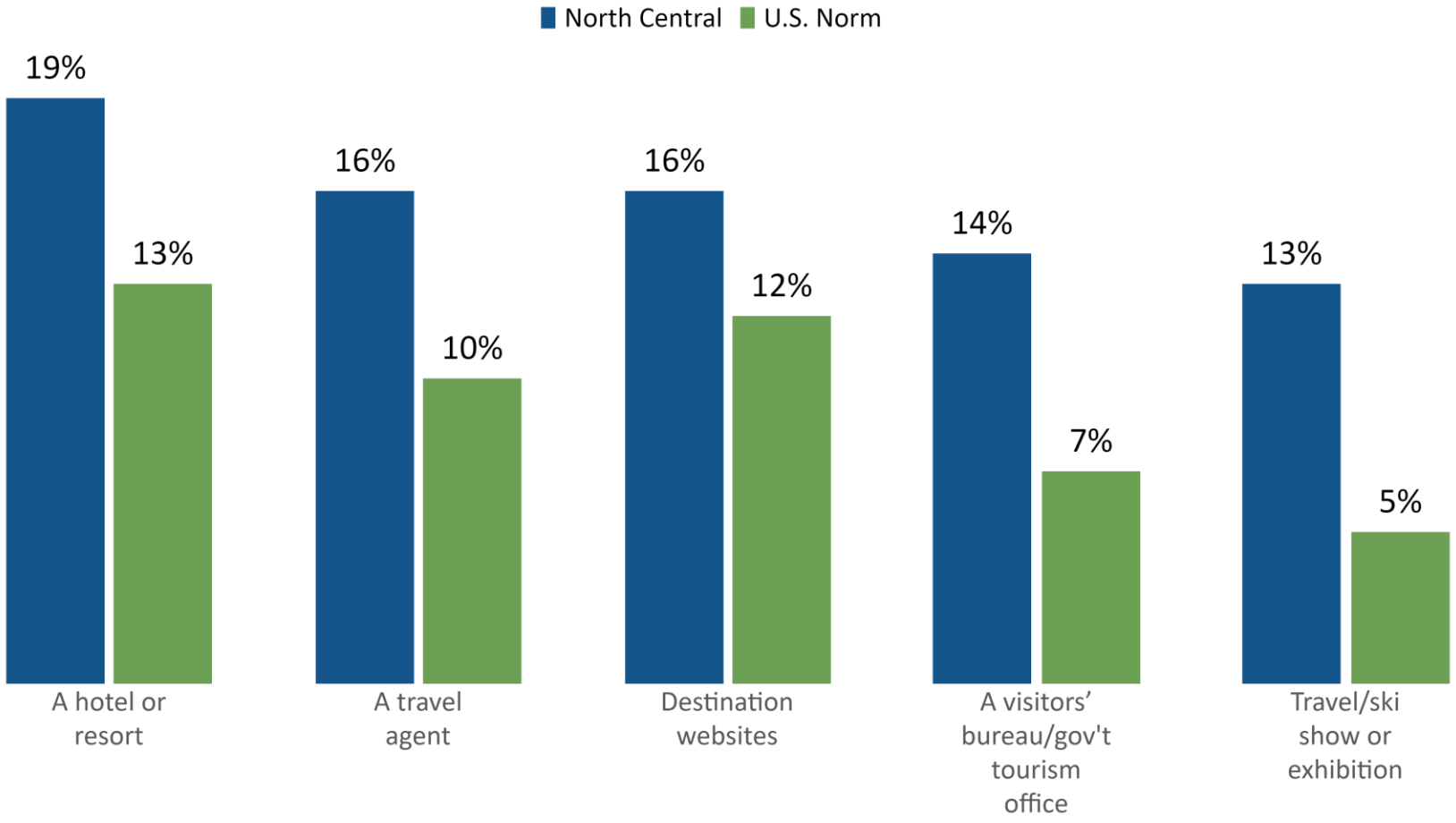
Booking: Dining

Top Booking Sources for Dining





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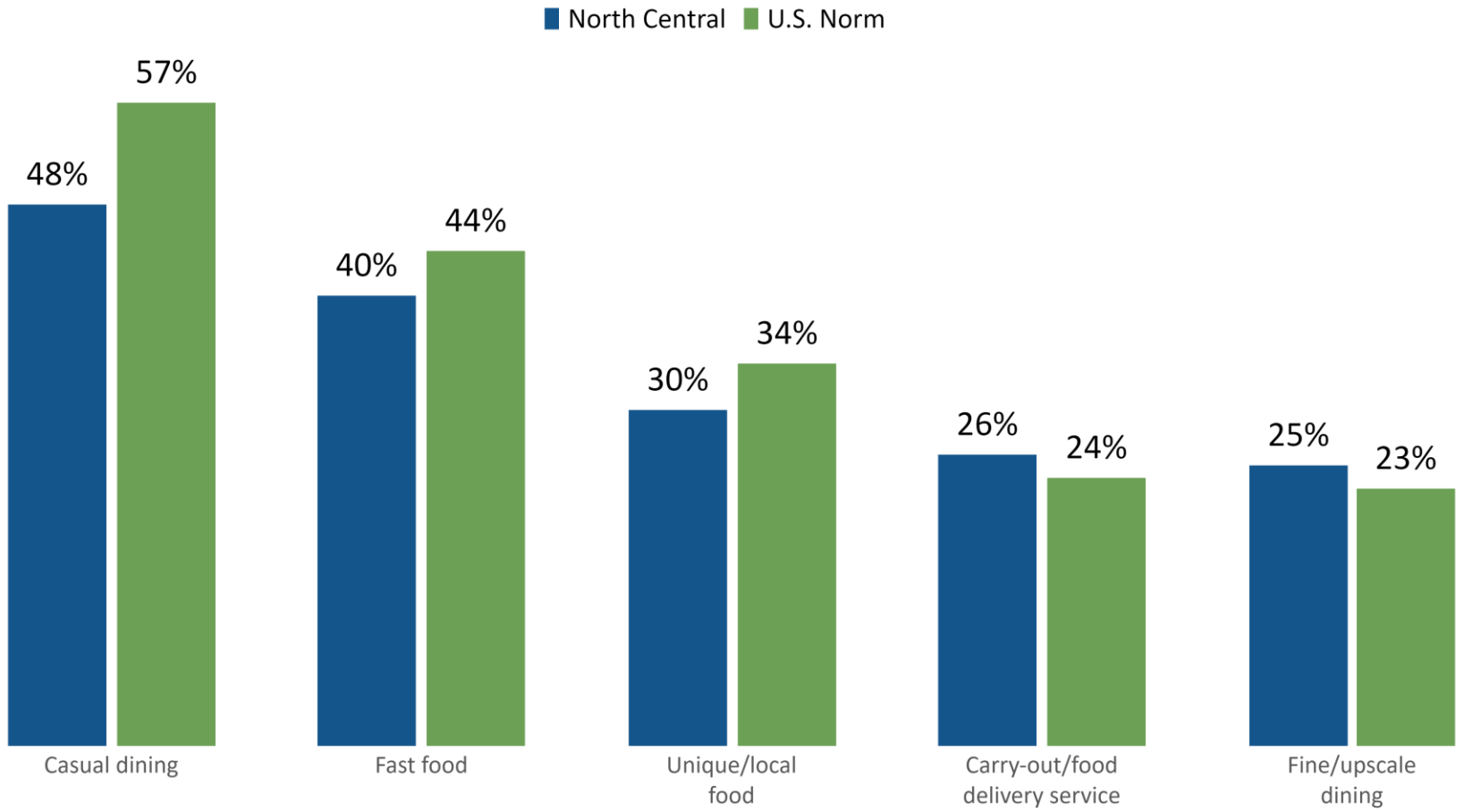
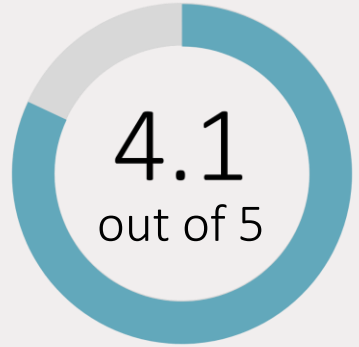
Dining

Top Dining Categories for North Central Travelers



Quality of Food



Average Satisfaction Rating

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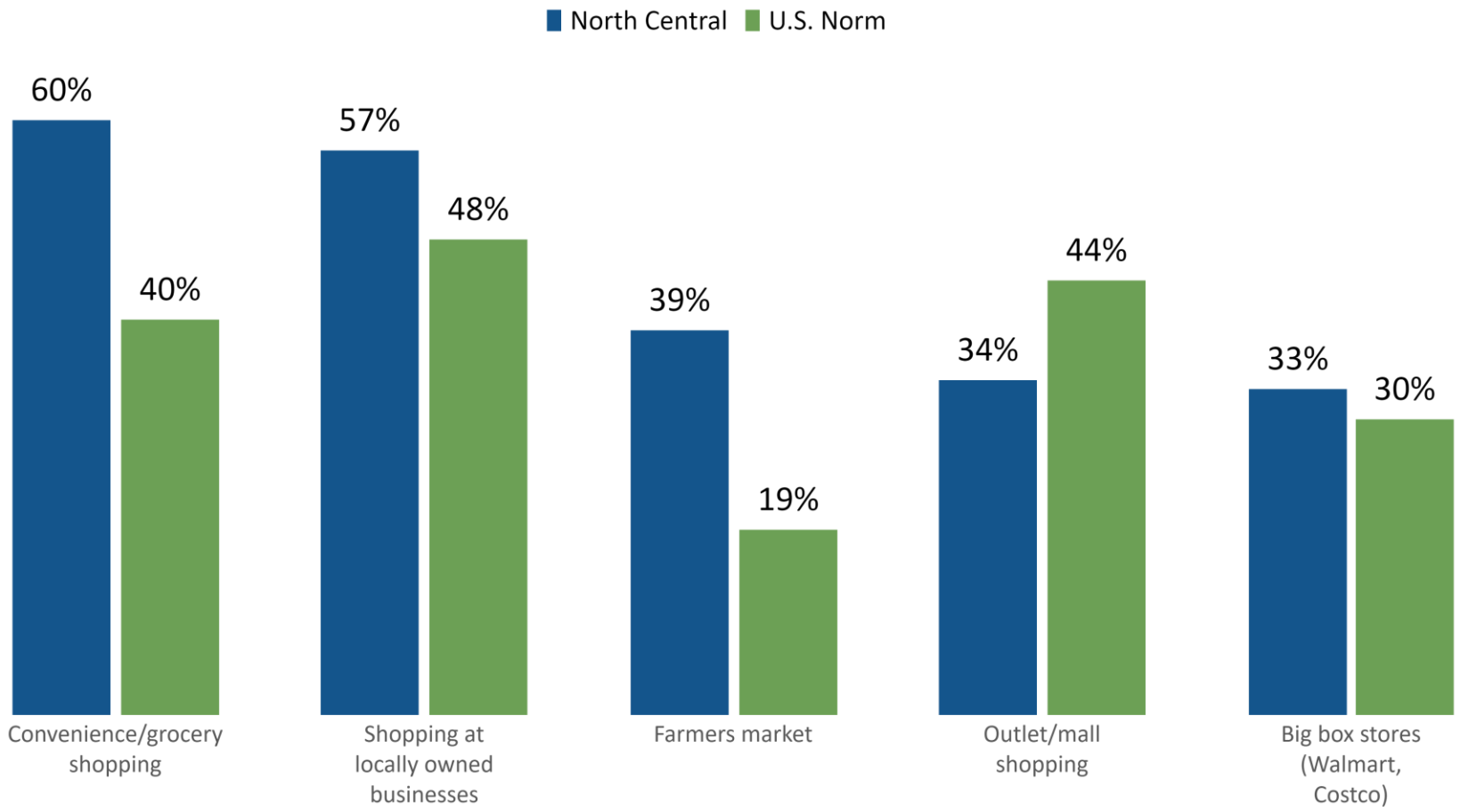
Shopping

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.

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Post-Trip

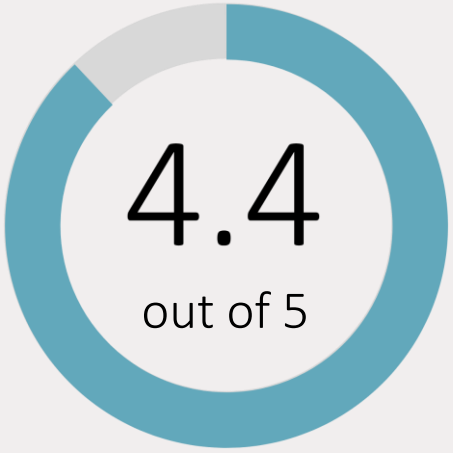
Traveler Satisfaction & Retention

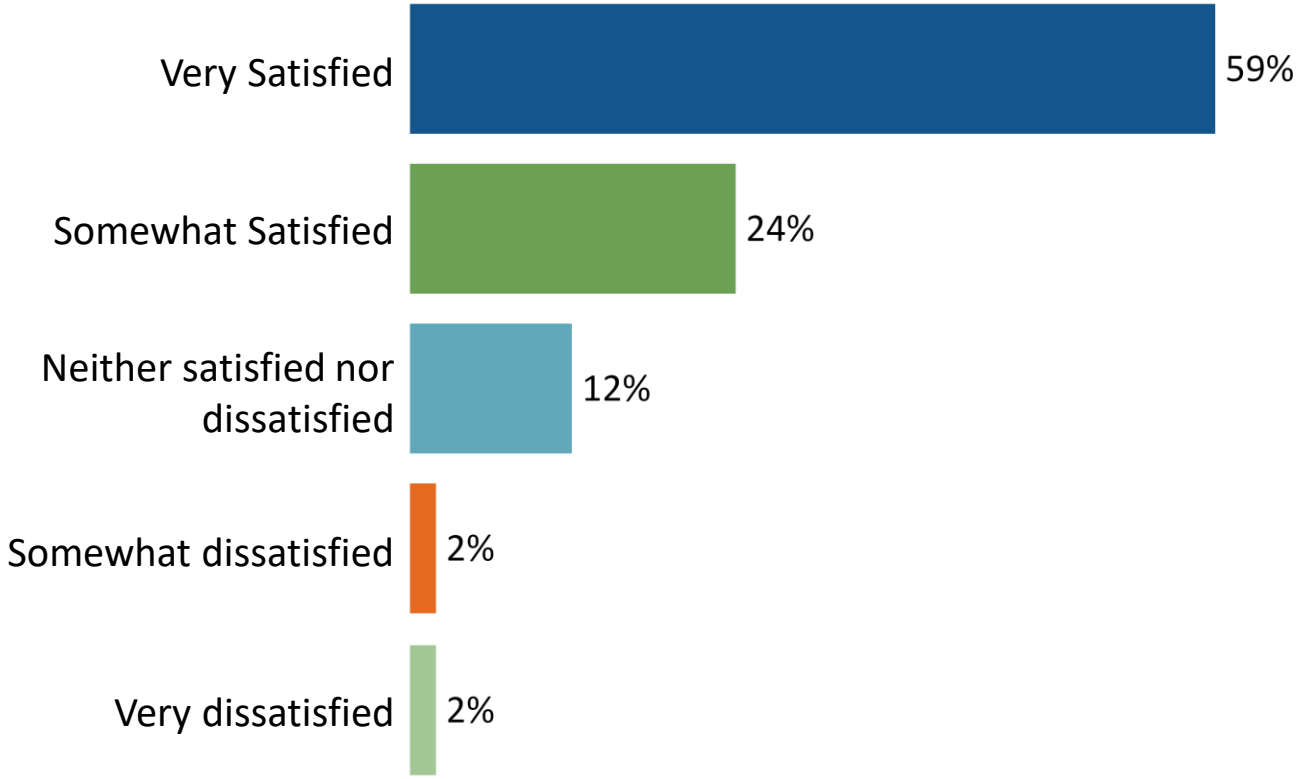
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their North Central Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the North Central Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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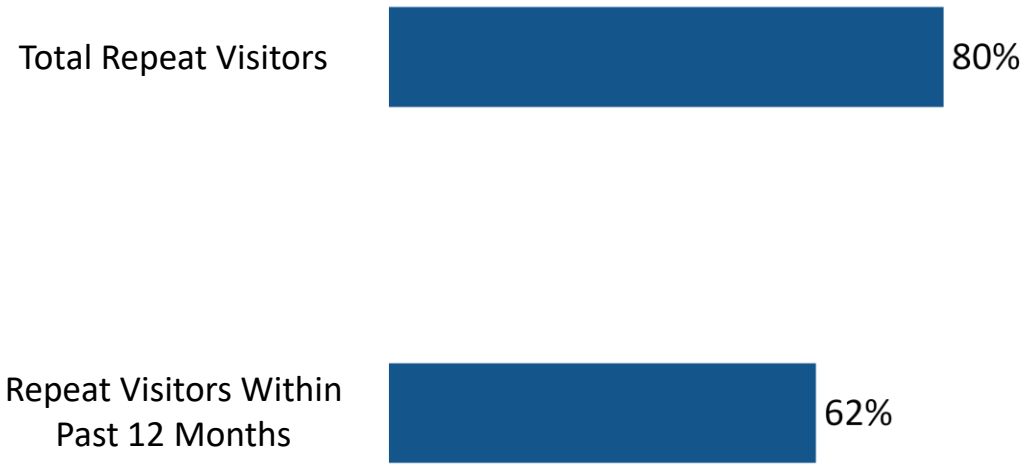
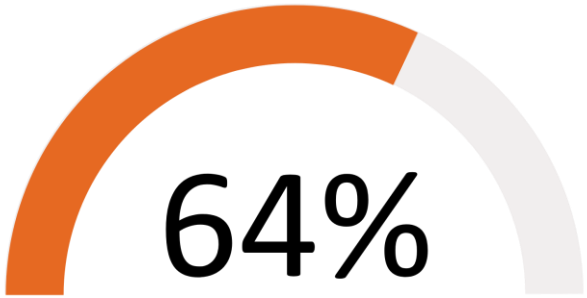
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to North Central

Past Visitation





Selected That They Were '*Very Likely*' to Return to North Central

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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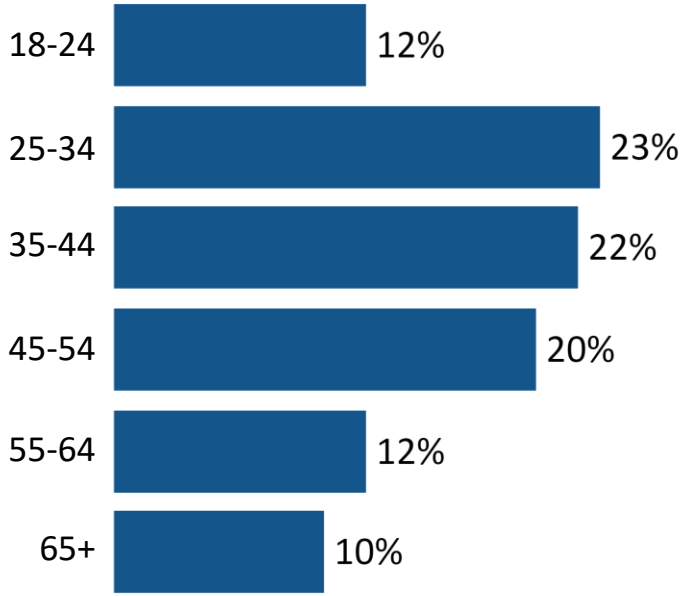
Age, Gender, & Household Income

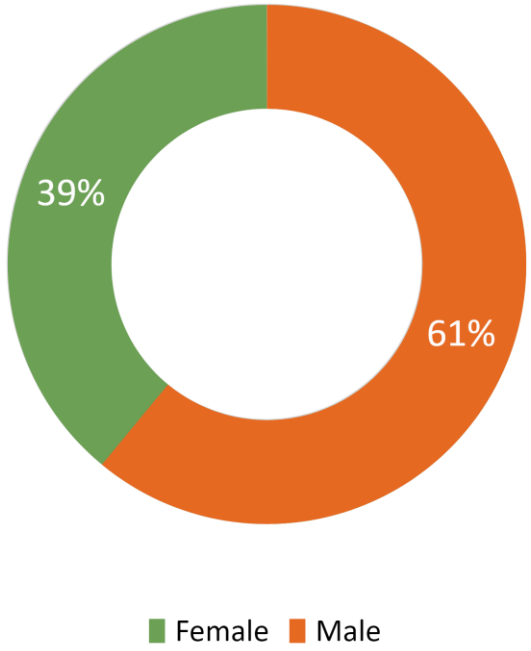
Respondent Demographics for North Central

Age

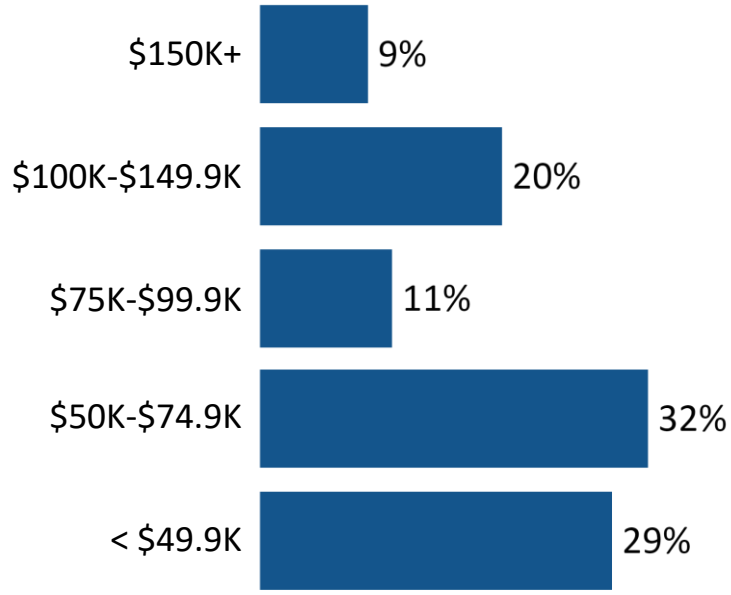


Average Age: 42.8

Gender



Household Income



Average Income: $80.8K

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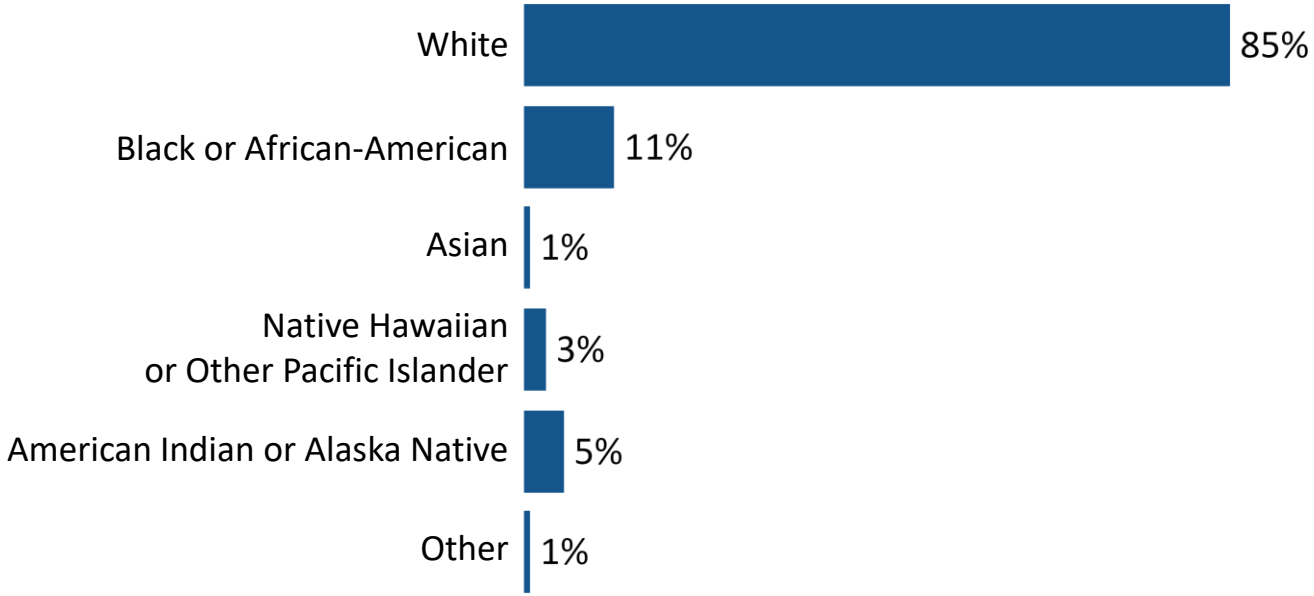
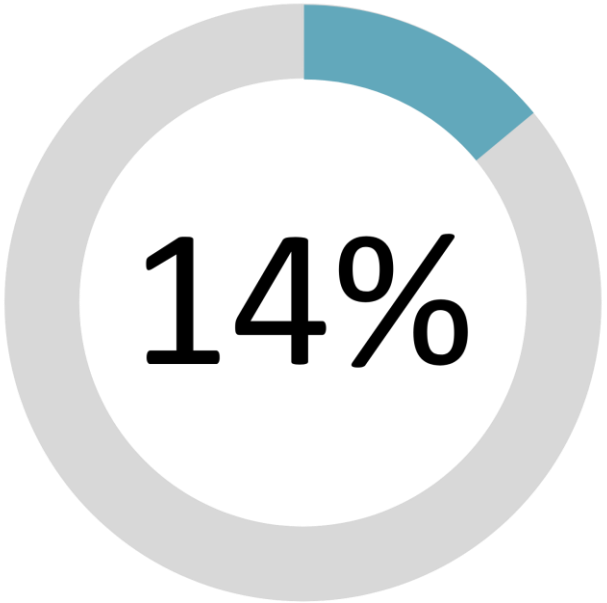
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for North Central

Employment

63% full-time / self-employed

8% part-time

29% retired / not employed / other

Marital Status

60% married / living with a partner

24% single / never married

16% divorced / widowed / separated

Military Status*

72% never served in the military

8% veteran

15% currently on active duty

8% on active duty for training

Education

24% high school diploma or less / other

22% attended some college

26% associate's or bachelor's degree

28% graduate or professional degree

Sexual Orientation

87% straight

1% gay / lesbian

8% bisexual

4% other / not sure

Household Size

24% 1 member

26% 2 members

15% 3 members

23% 4 members

12% 5+ members

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

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Overnight Visitation 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.

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

304 *

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* < 400

See Reference Guide for additional information on weighted base calculation.

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Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Central

	2024/2025
Idaho	26%
California	10%
Michigan	5%
New York	5%
Washington	5%



	2024/2025
Boise, ID	13%
Los Angeles, CA	8%
Idaho Falls-Pocatello, ID	7%
New York, NY	6%
Salt Lake City, ID/UT	5%

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

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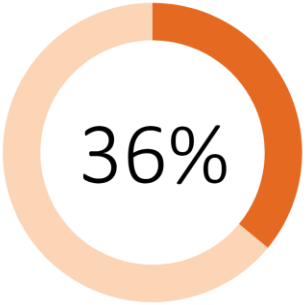
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

26%



Travel Parties with Pets



Travel Parties with Children

37%

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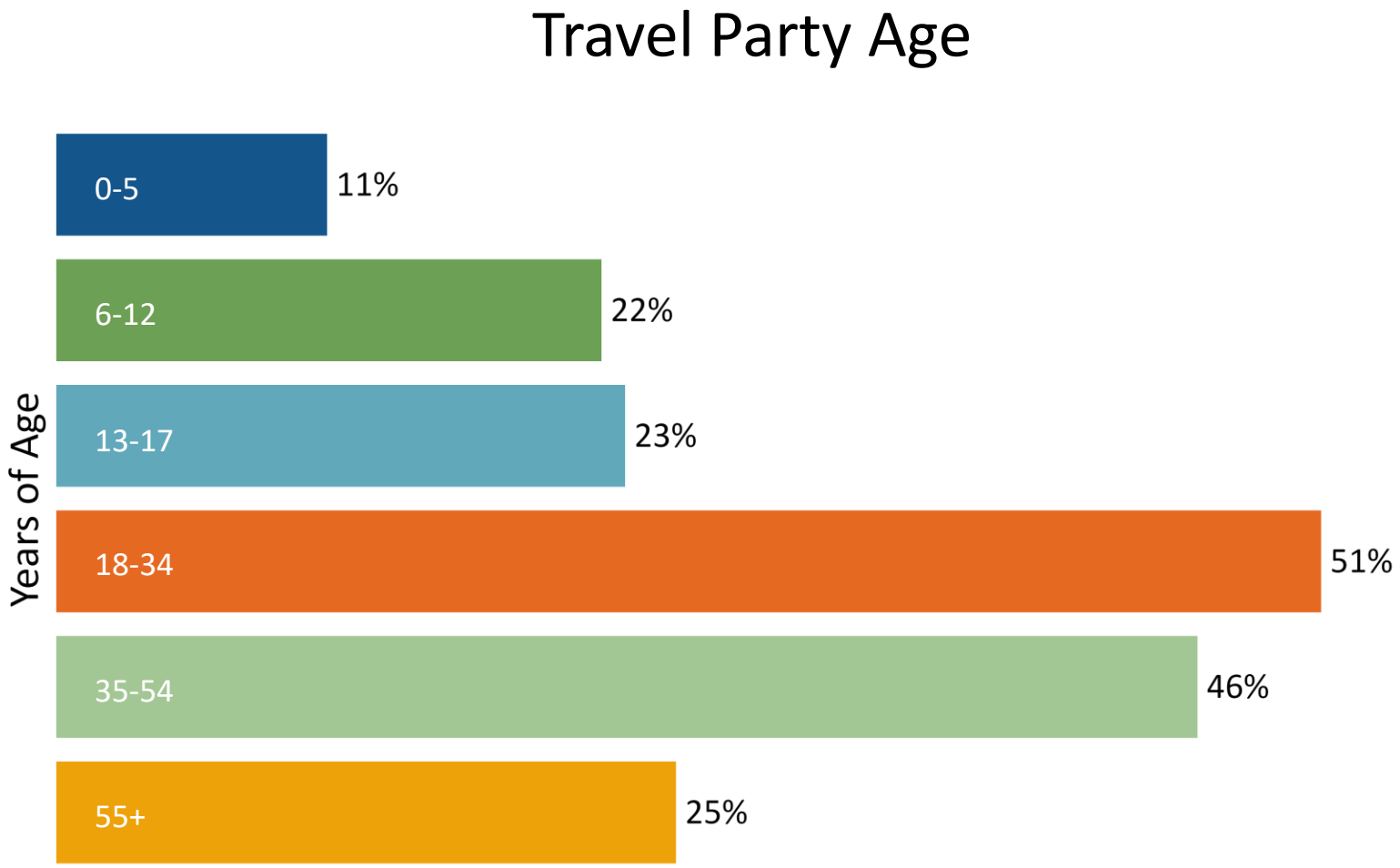
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.8





Longwoods INTERNATIONAL

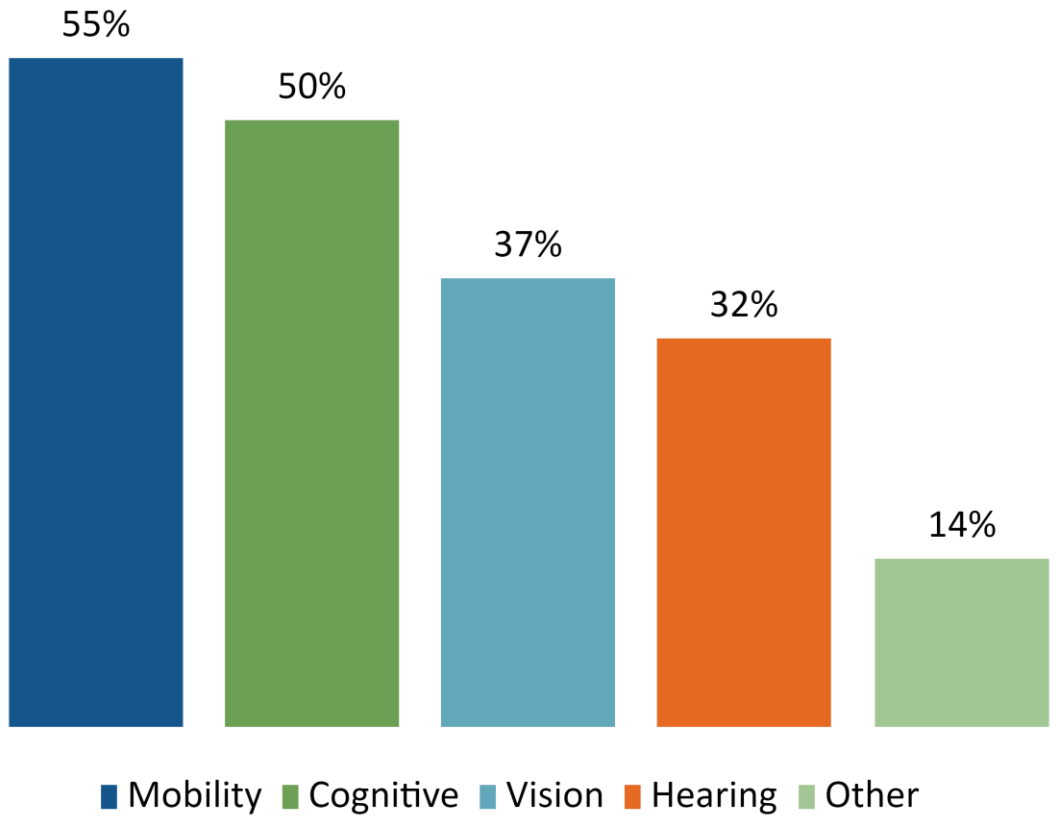
Travelers with Travel-Limiting Disabilities

Disability Categorizations

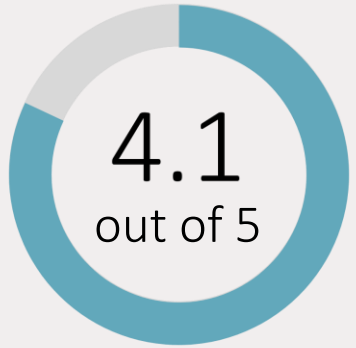
Travel Parties with an Individual Who Required Accessibility Services

26%

+8.2% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

29% Visiting friends / relatives
-9.3% vs U.S. Norm

22% Outdoors
+13.5% vs U.S. Norm

12% Special event
+3.7% vs U.S. Norm

7% City trip
-0.1% vs U.S. Norm

6% Touring
-4.6% vs U.S. Norm

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

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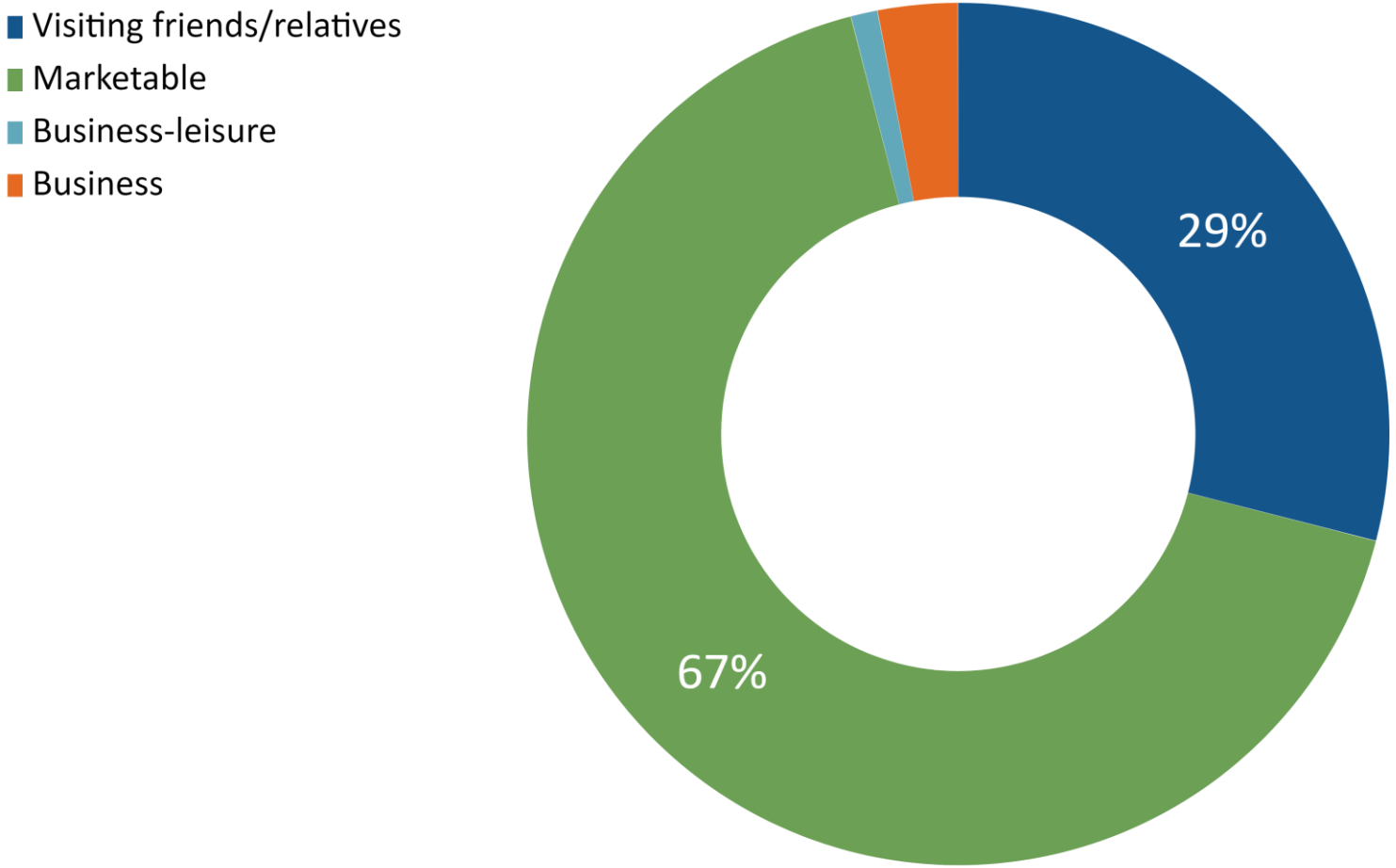
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



89%

Visited Friends/Relatives Who Live in Central

11%

Met Friends/Relatives in Central 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

24%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
14%	Family traveler: prioritizing activities and accommodations suitable for children
12%	Budget friendly traveler: prioritizing affordability and value for money
12%	Luxury traveler: seeking high-end experiences and personalized services
9%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
7%	Special event traveler: traveling for music festivals, sporting events, or other major events

See Reference Guide for a full list of traveler personas.

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Pre-Trip

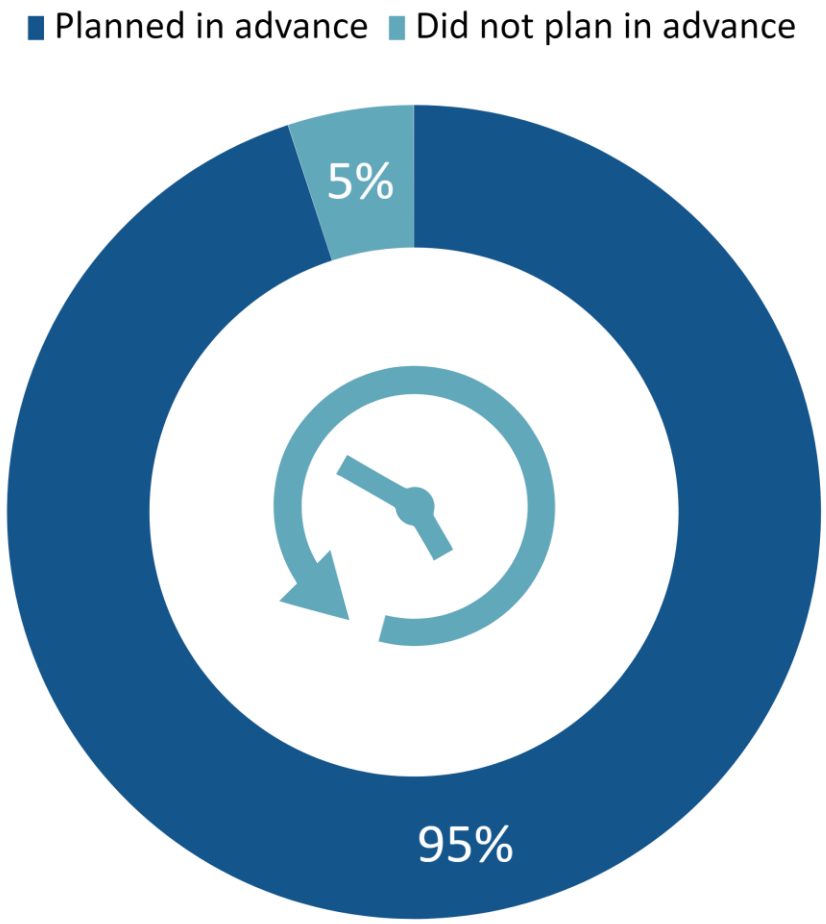
Travel Planning



Longwoods INTERNATIONAL

Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	5%	-5.5% vs U.S. Norm
2 months or less	43%	-5.3% vs U.S. Norm
3-5 months	31%	+10.1% vs U.S. Norm
6 months or more	21%	+0.7% vs U.S. Norm

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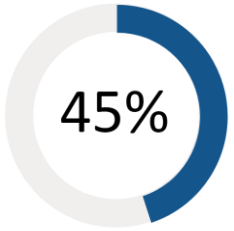
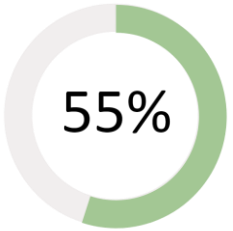
Sources of Trip Planning

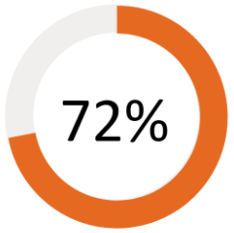
Share of Travelers Who Used Each Media Type for Trip Planning



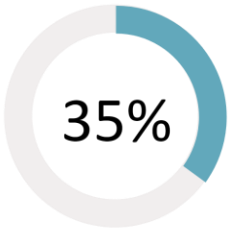
Print



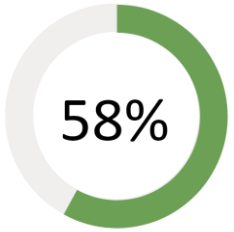
In-Person



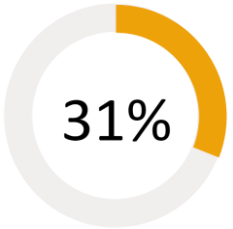
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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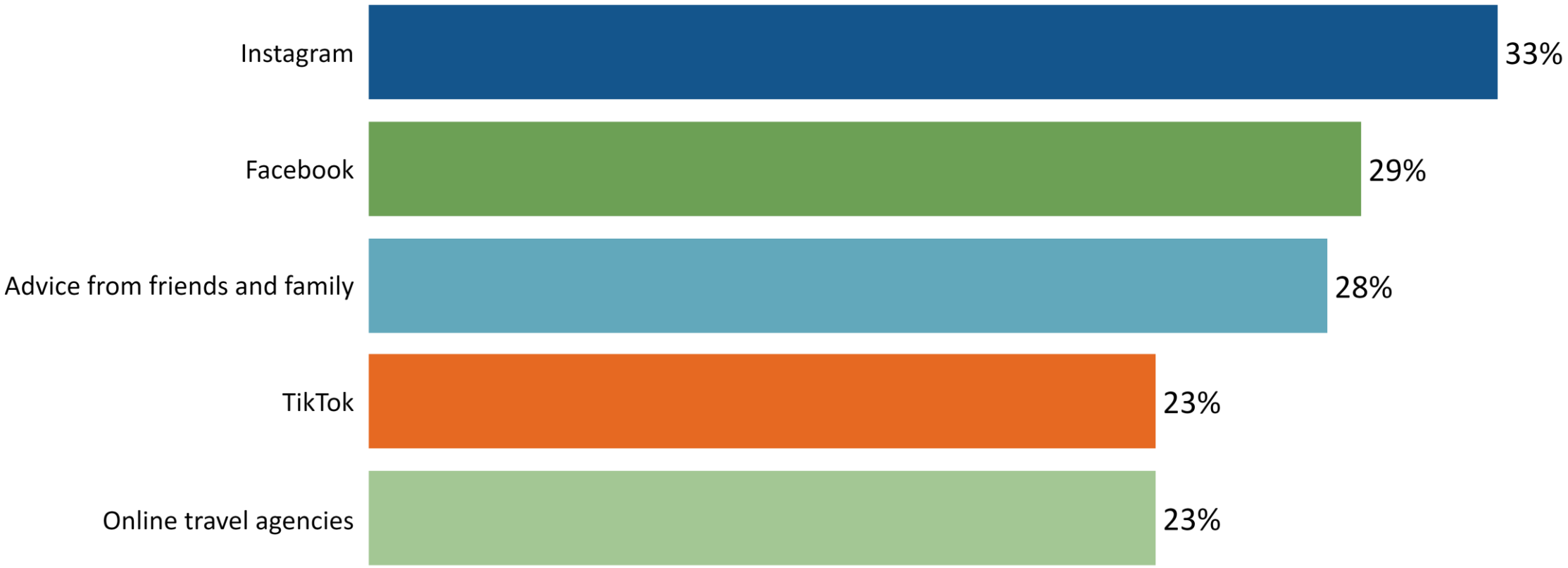
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



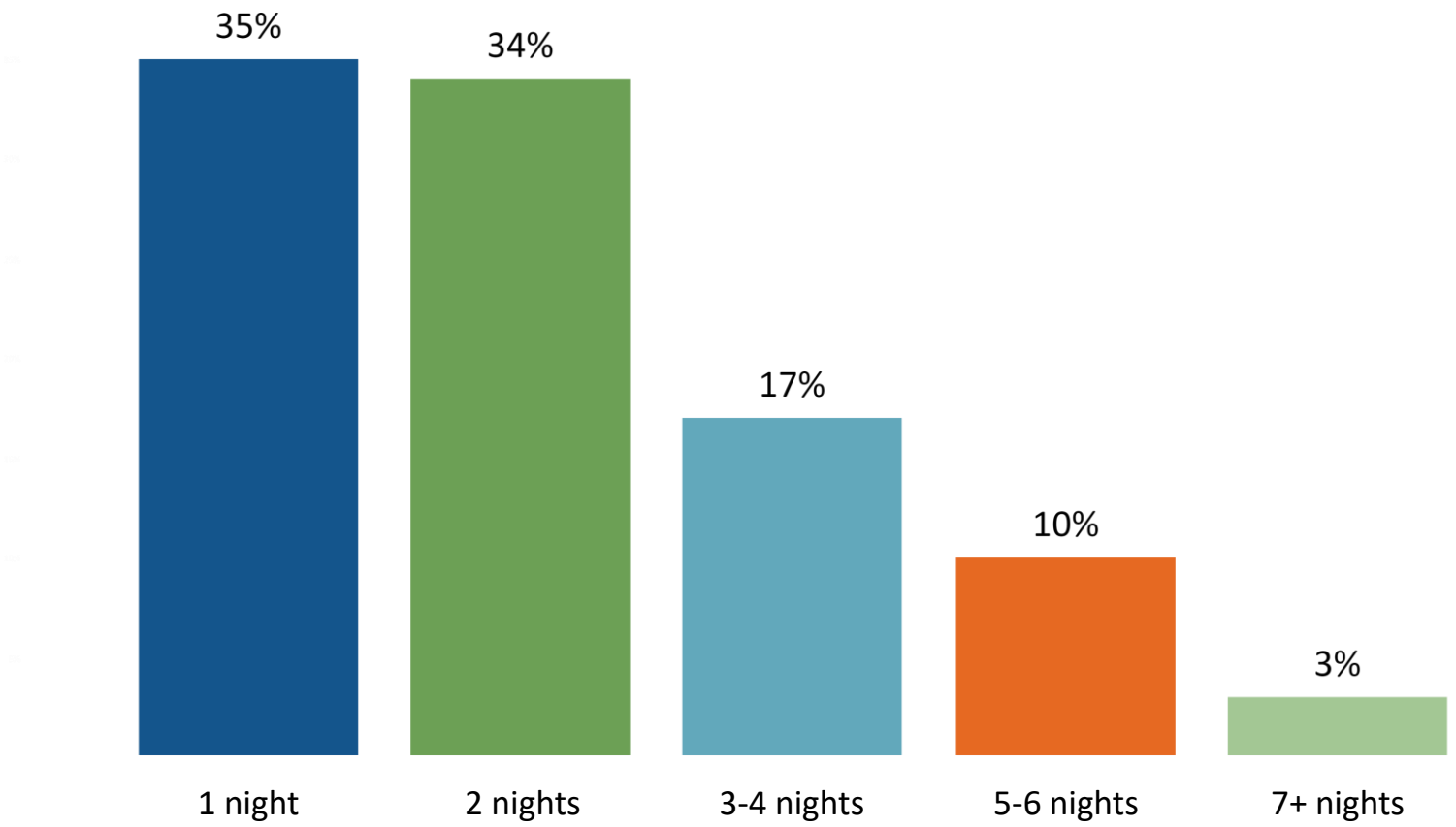
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in Central

Average
Number of Nights

2.5



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Trip Structure

Share of Total Trip Spent in Central

Average Number of Nights Spent in Central

2.5

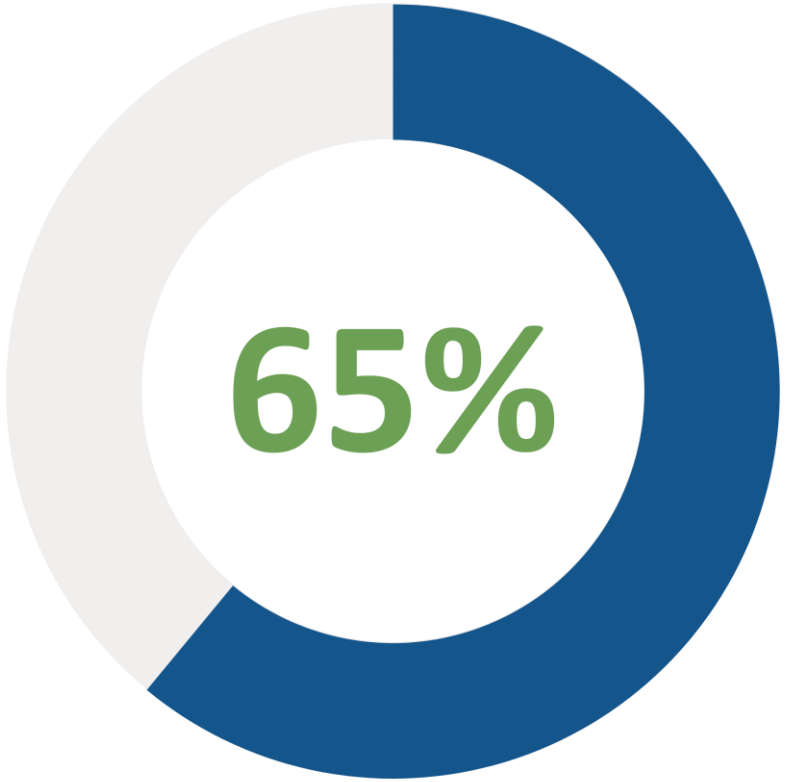
3.9

Average Number of Total Trip Nights

Accounts for trip nights that Central travelers spent in other destinations.

=

Share of Total Trip Spent in Central



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

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During Trip

Transportation & Accommodations

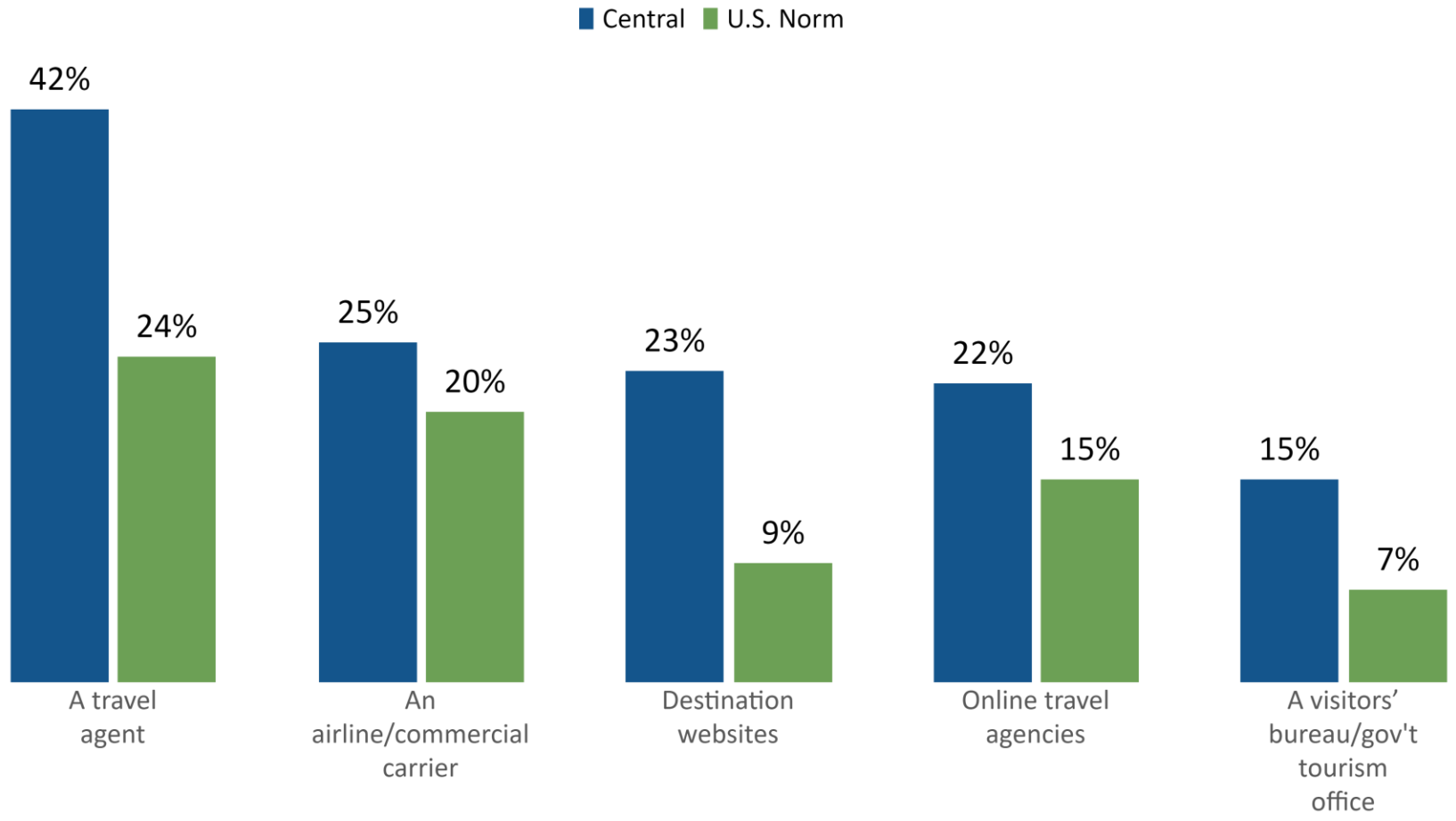


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation



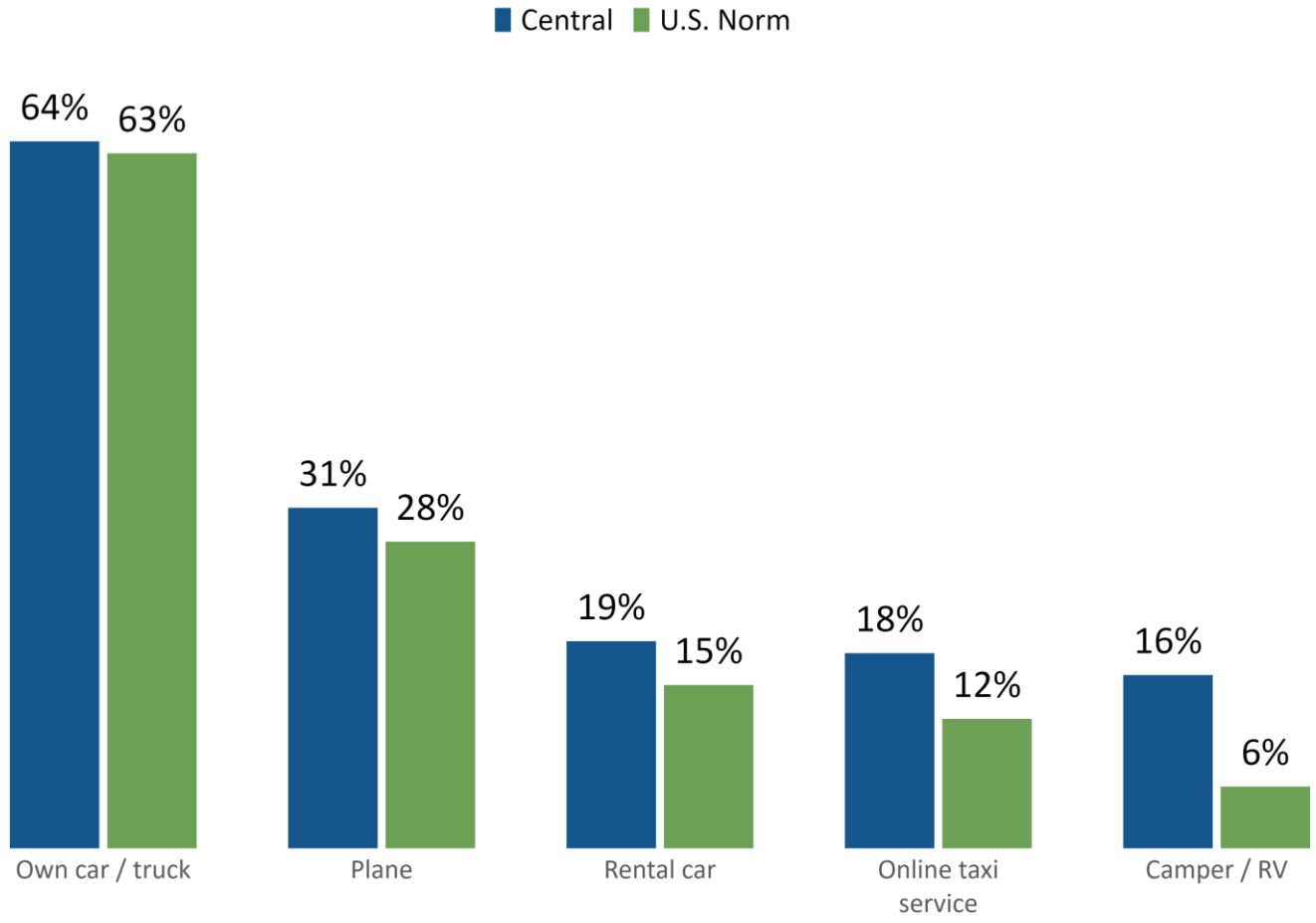


See Reference Guide for a full list of booking sources.

Longwoods INTERNATIONAL

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Central



Vehicle Type

Gasoline/diesel	70%	▼	-9.1% vs U.S. Norm
Hybrid	19%	▲	+6.7% vs U.S. Norm
Electric	18%	▲	+7.1% vs U.S. Norm
Plug-in-hybrid	19%	▲	+12.5% vs U.S. Norm

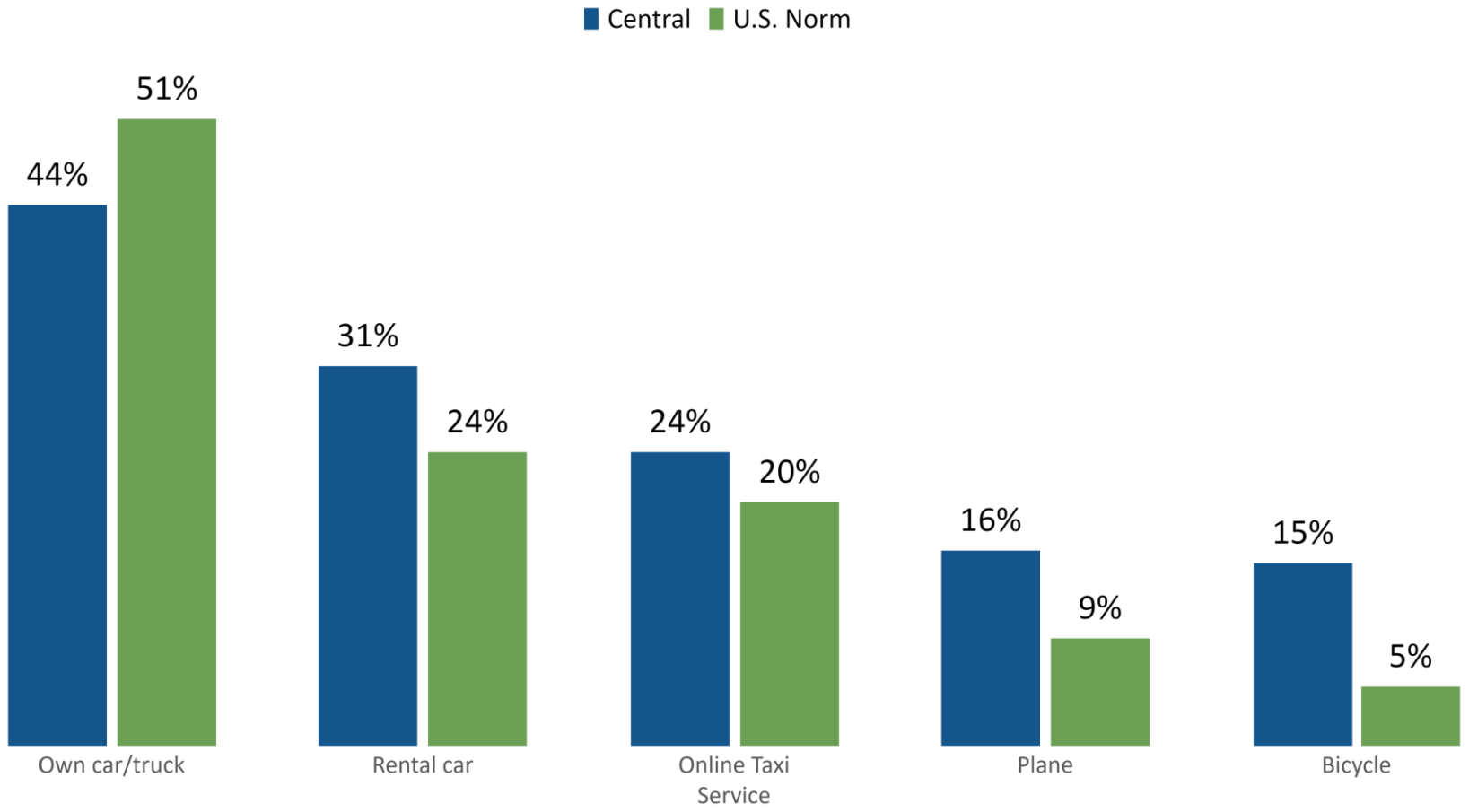
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

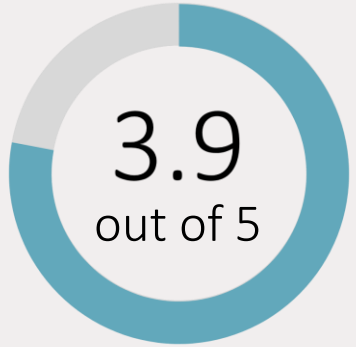
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Central



Public Transportation



Average Satisfaction Rating

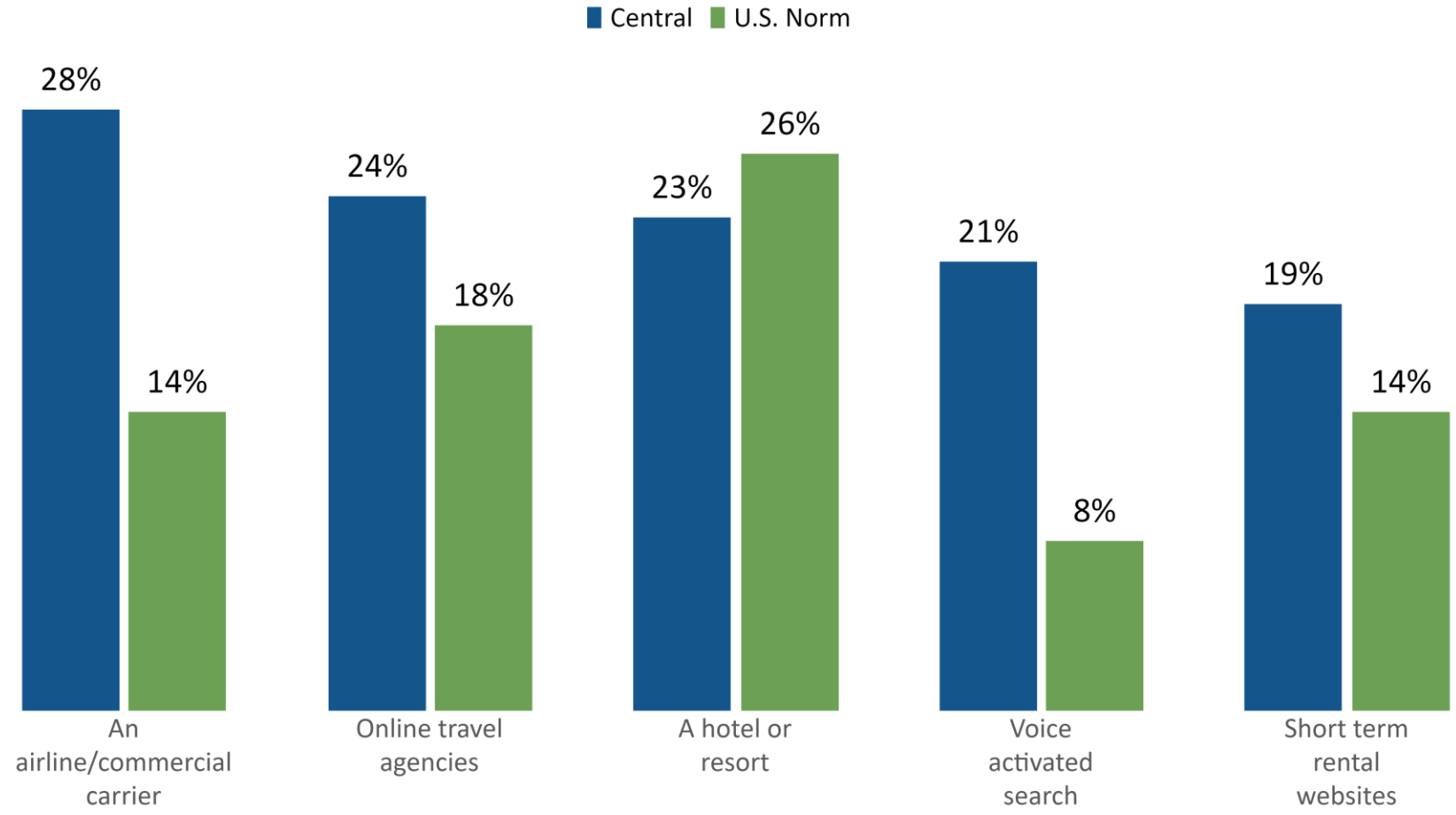
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



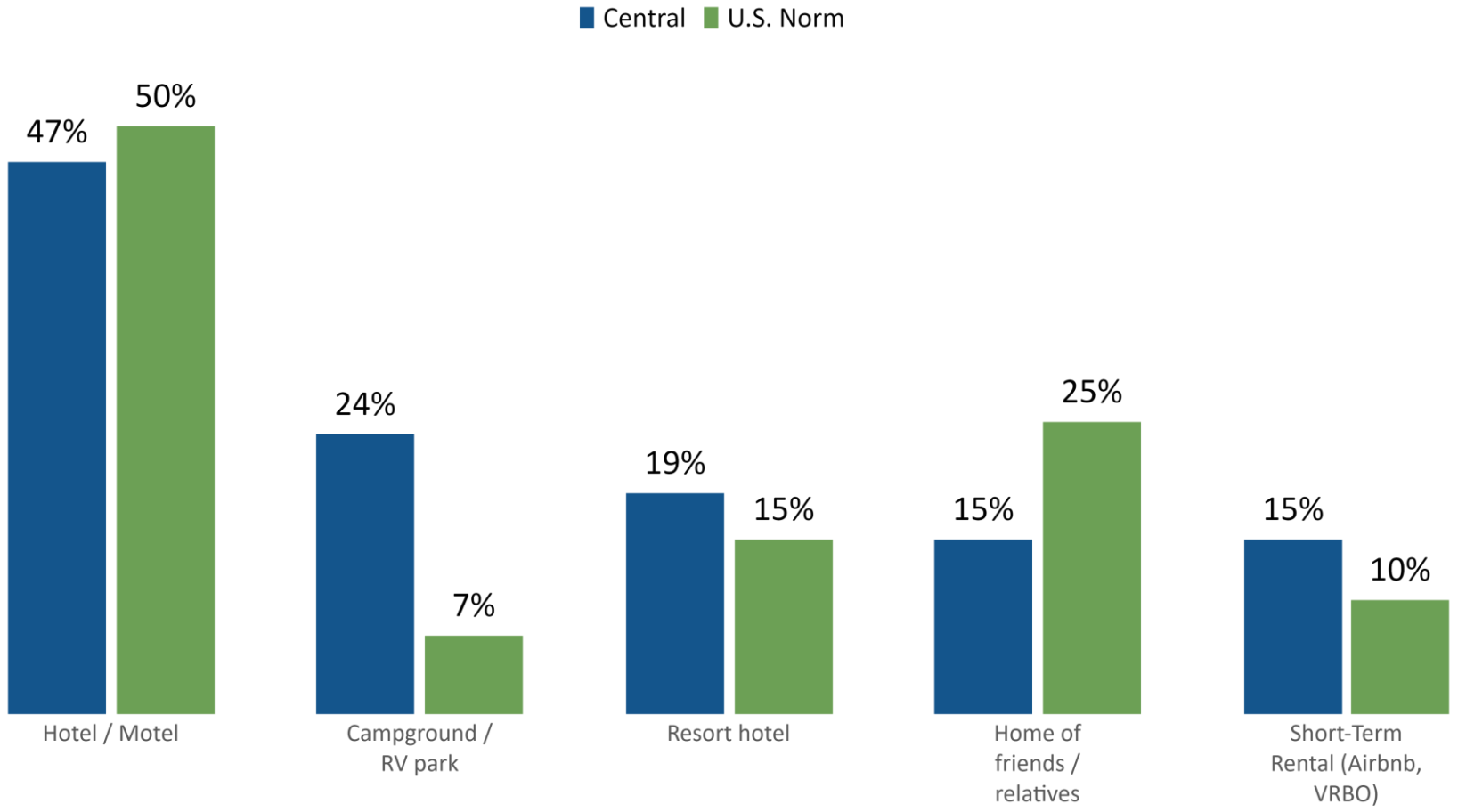


See Reference Guide for a full list of booking sources.

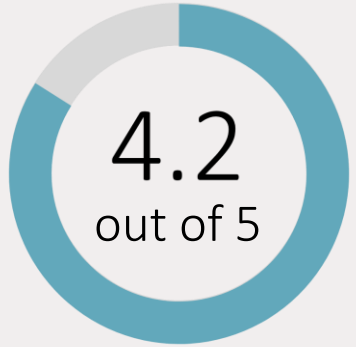
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for Central Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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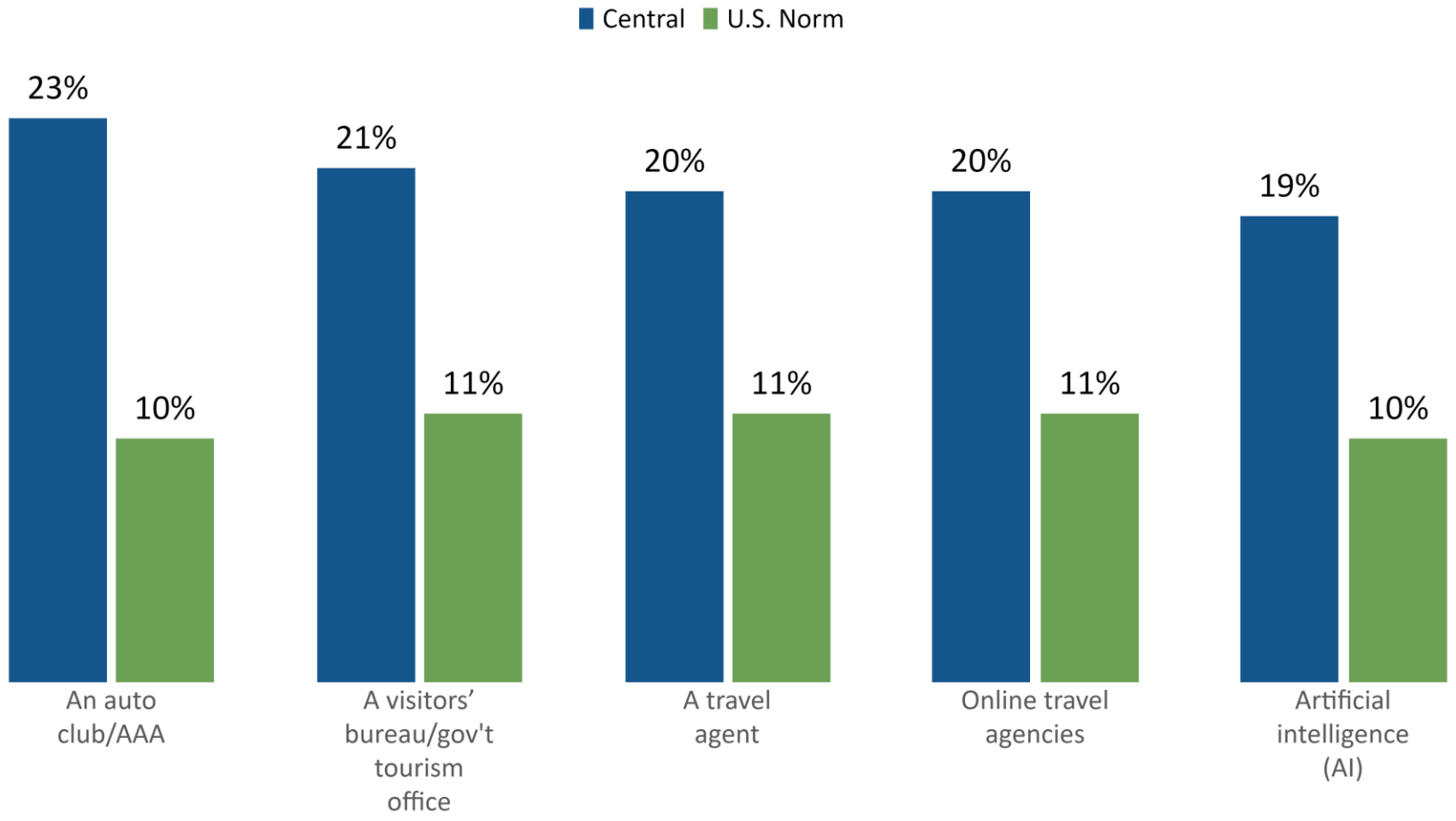
Booking: Activities

Top Booking Sources for Activities





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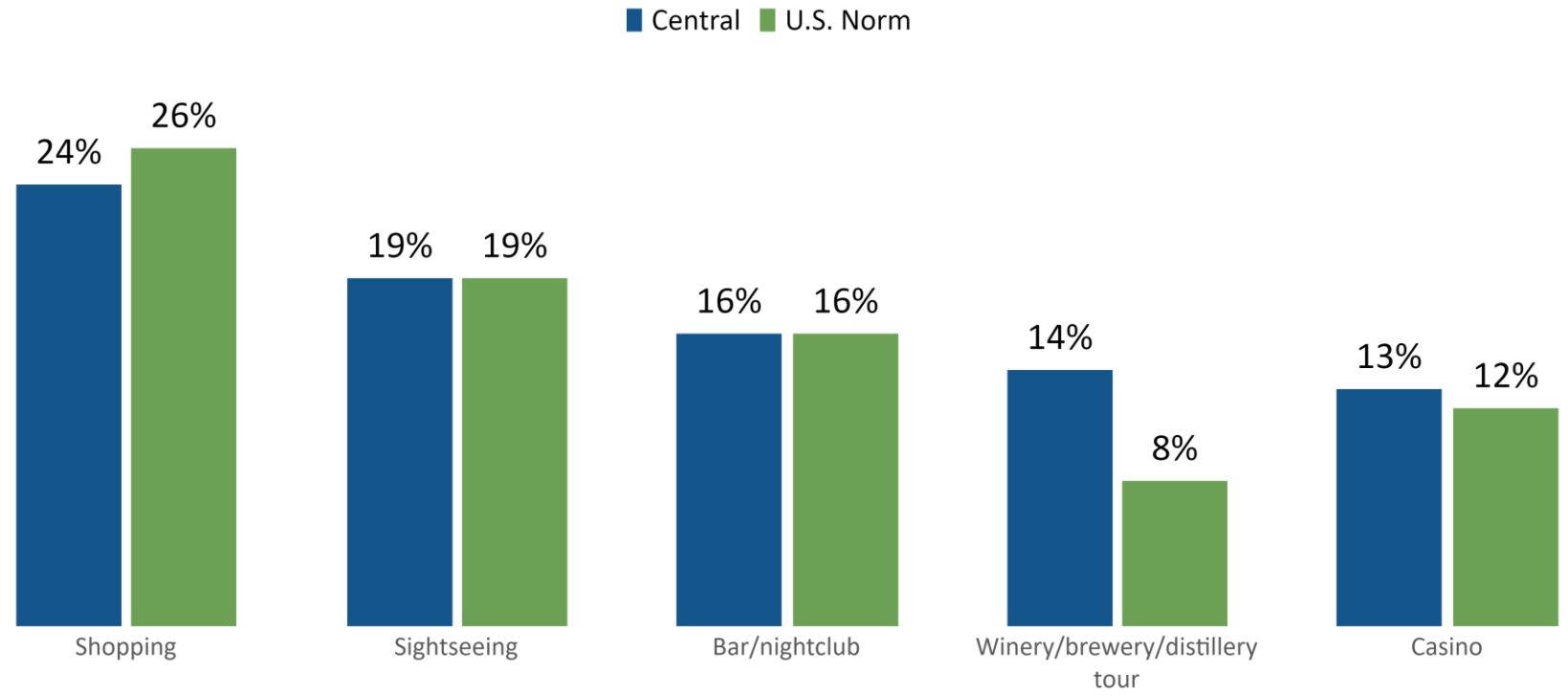
Entertainment Activities

Top Entertainment Activities for Central Travelers

66%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





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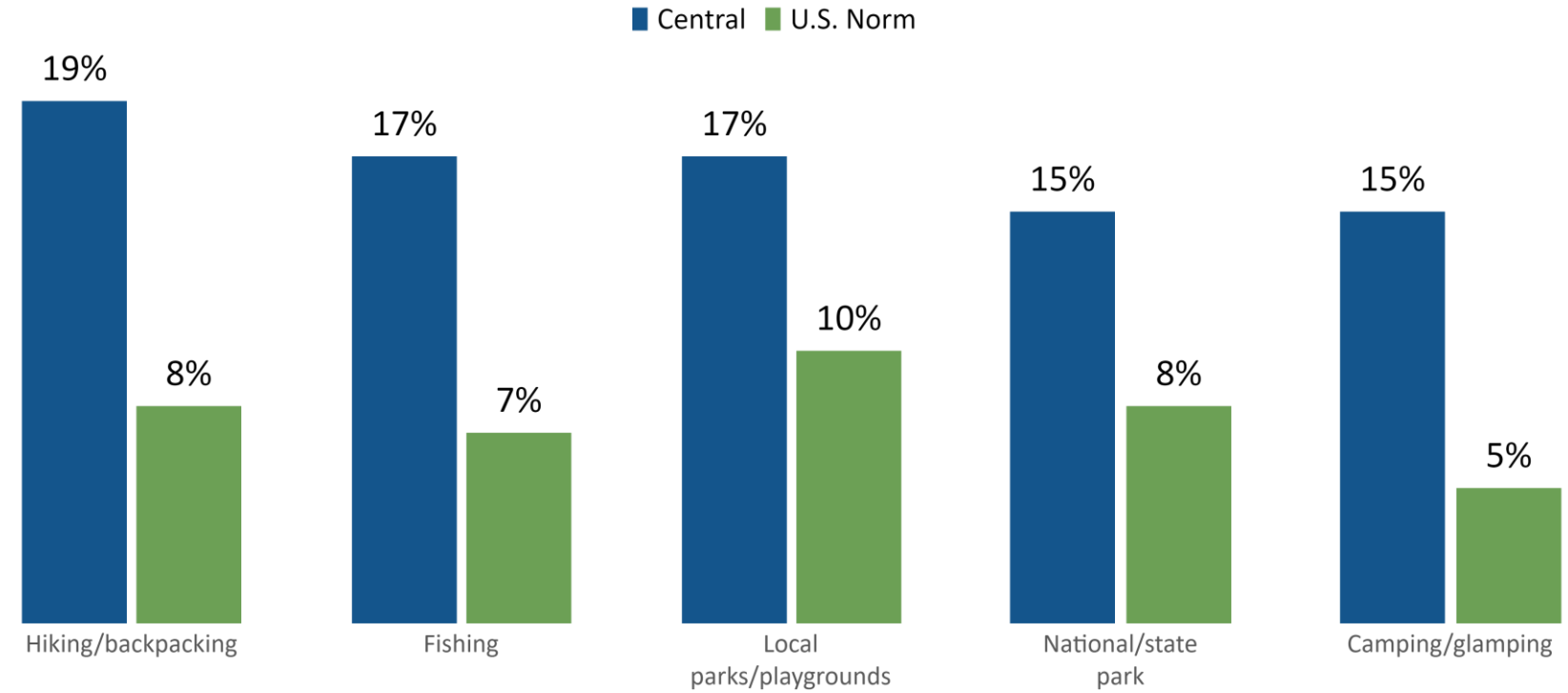
Recreational Activities

Top Recreational Activities for Central Travelers

74%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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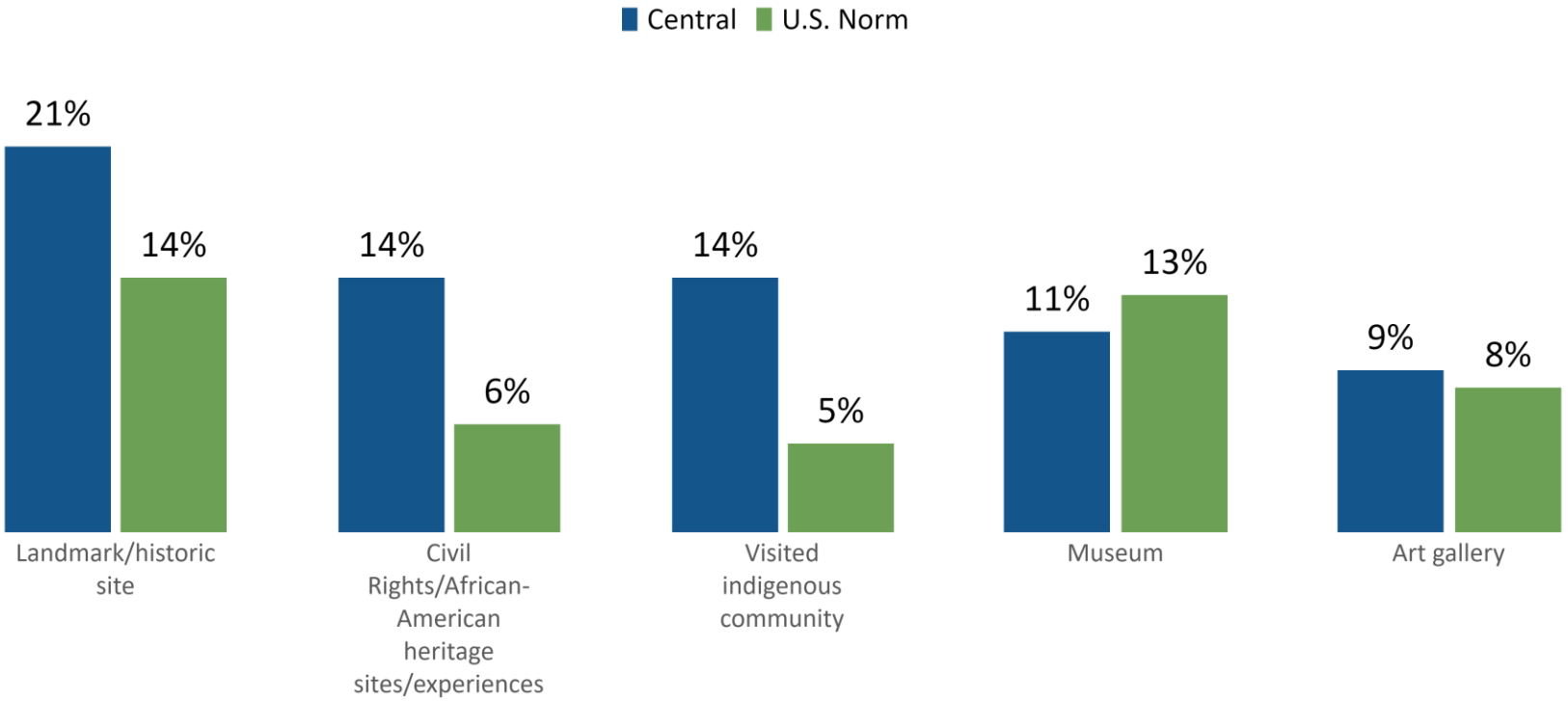
Cultural Activities

Top Cultural Activities for Central Travelers

50%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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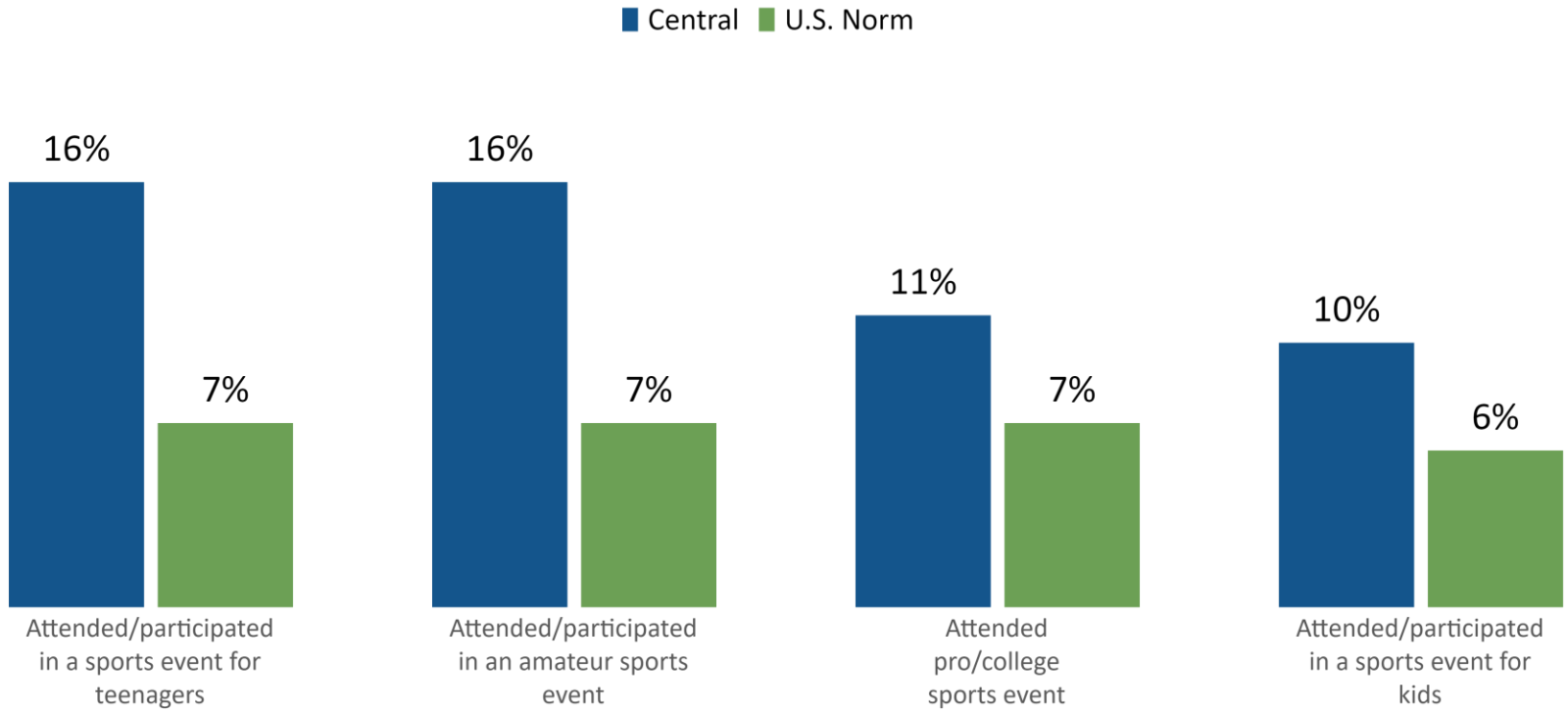
Sporting Events

Top Sporting Events for Central Travelers

36%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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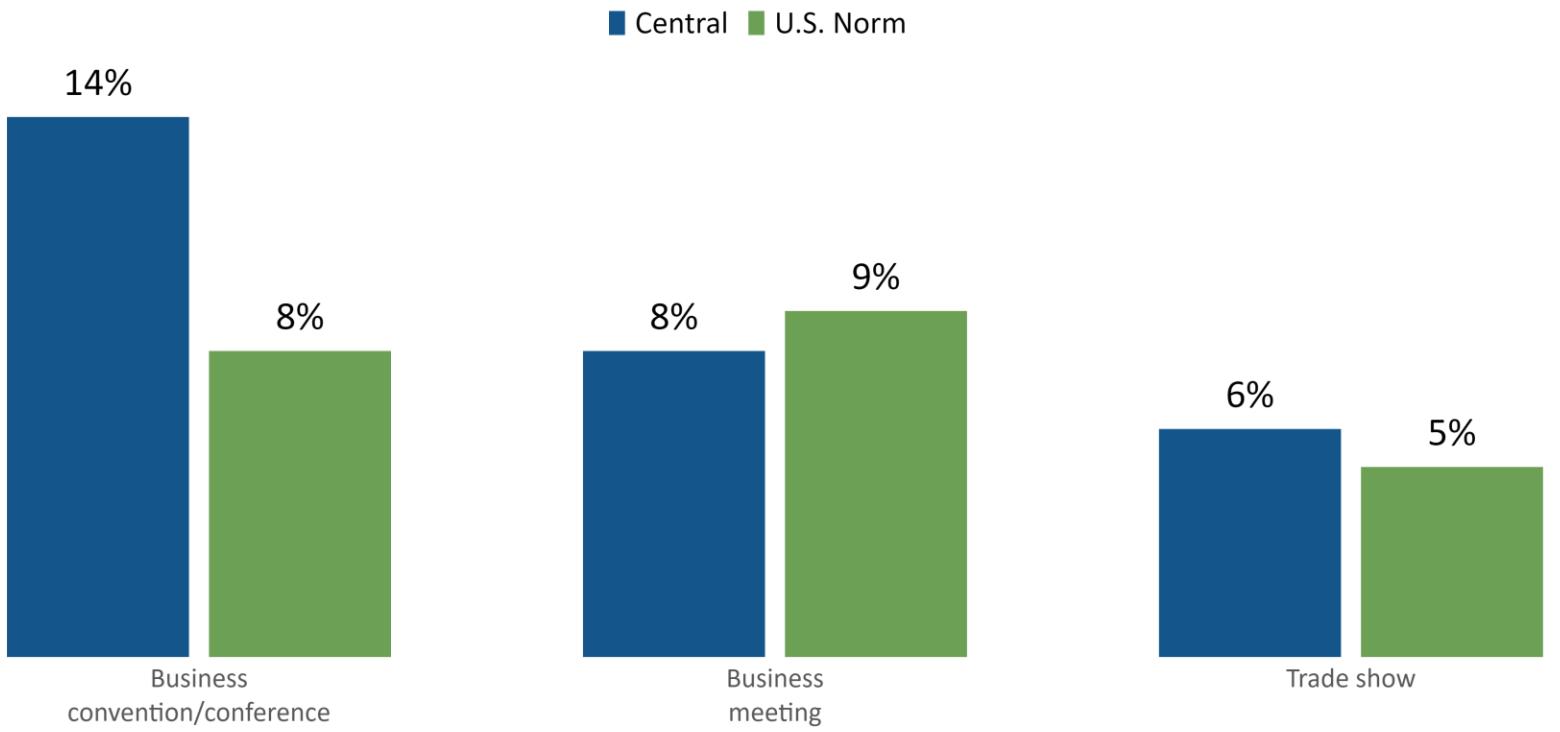
Business Activities

Top Business Activities for Central Travelers

23%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





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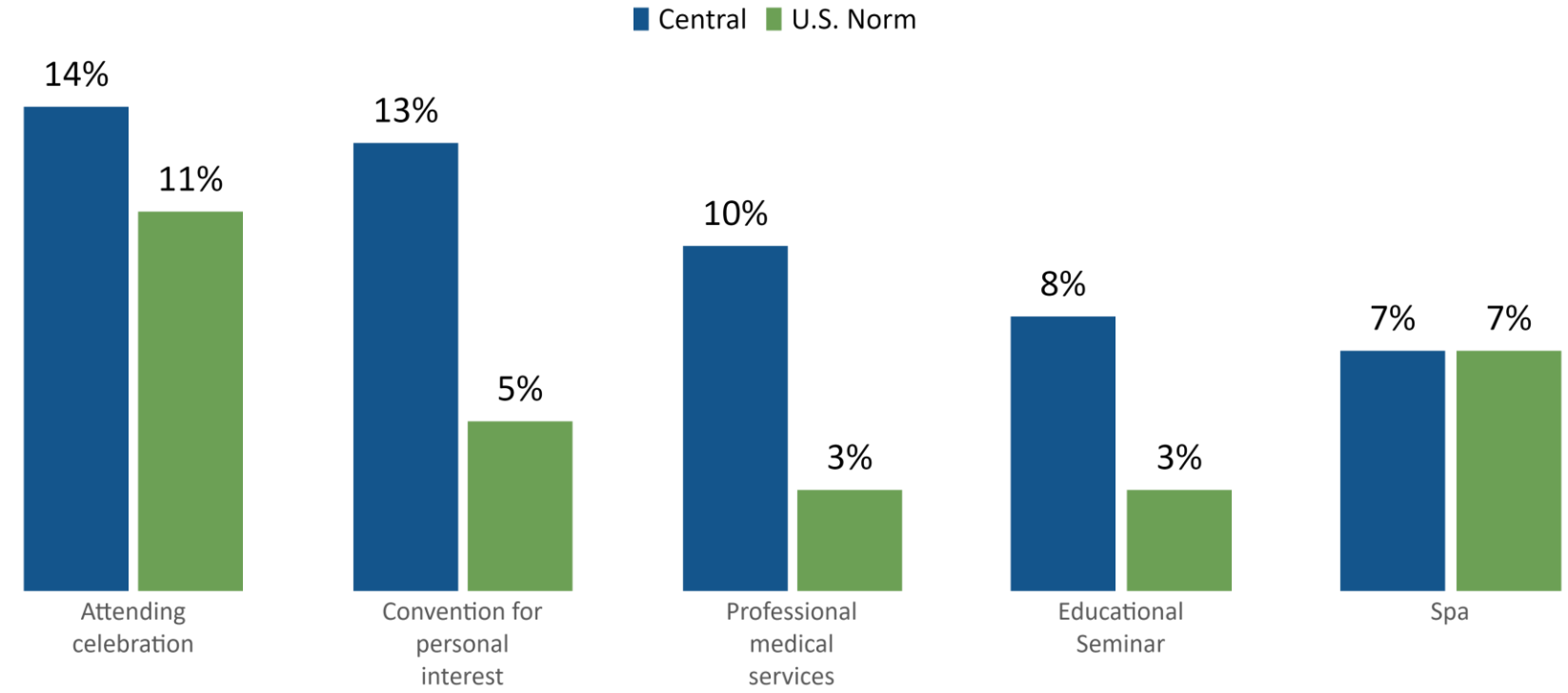
Other Activities

Top Other Activities for Central Travelers

47%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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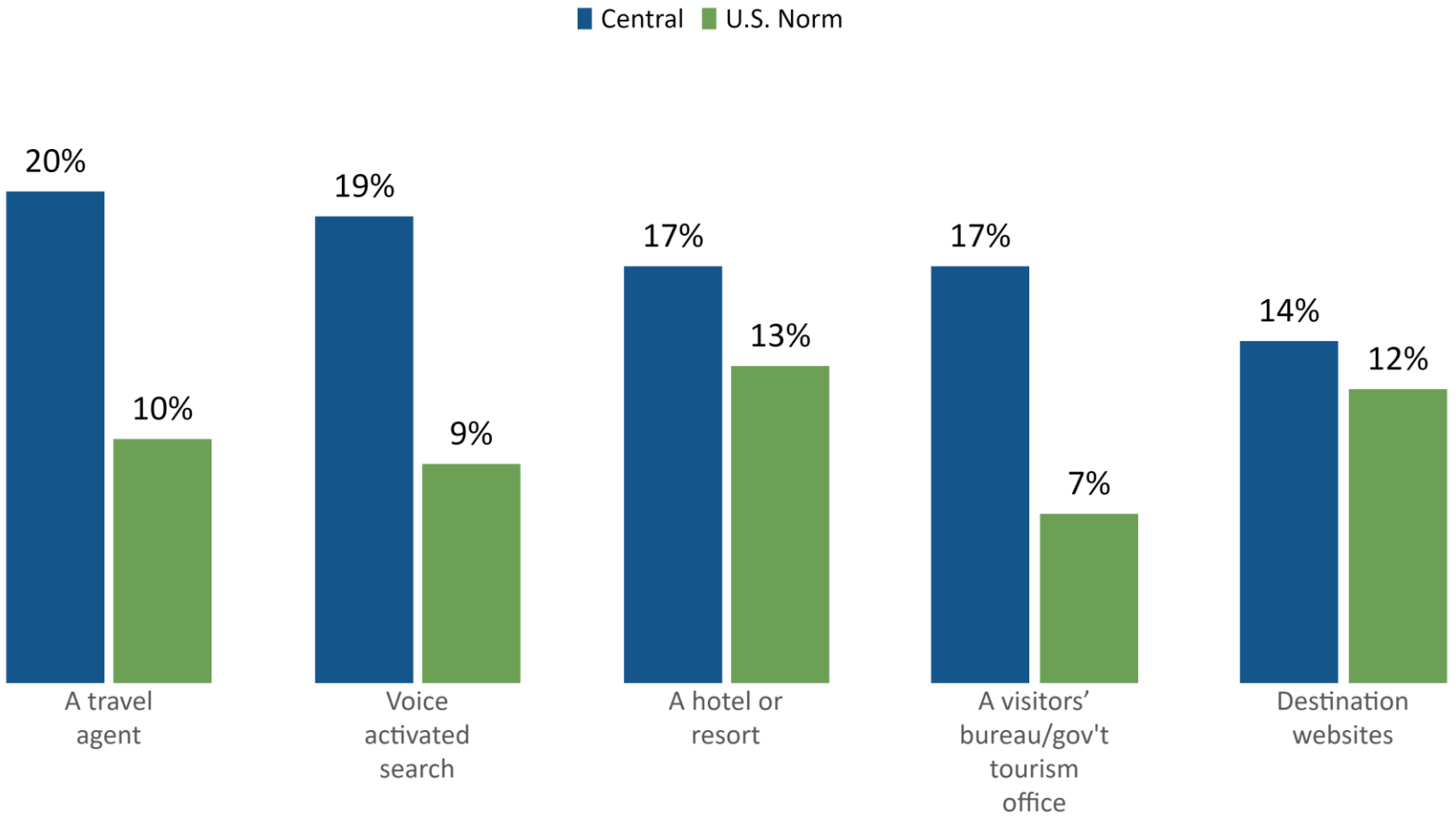
Booking: Dining

Top Booking Sources for Dining





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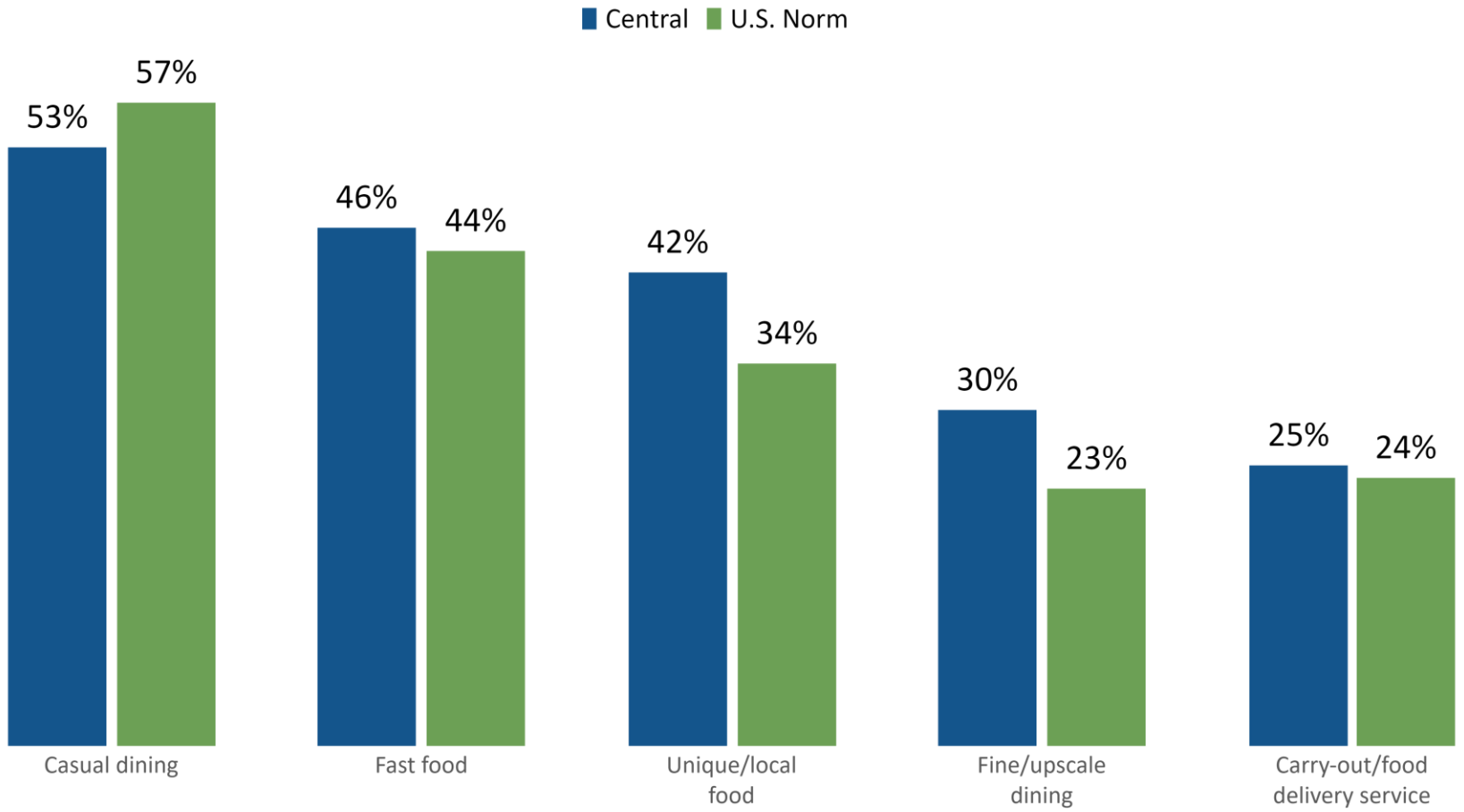
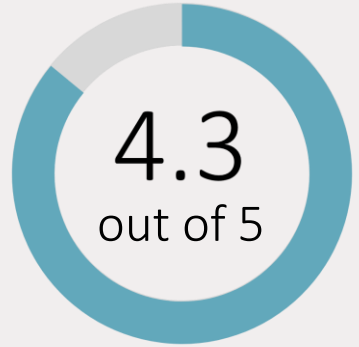
Dining

Top Dining Categories for Central Travelers



Quality of Food

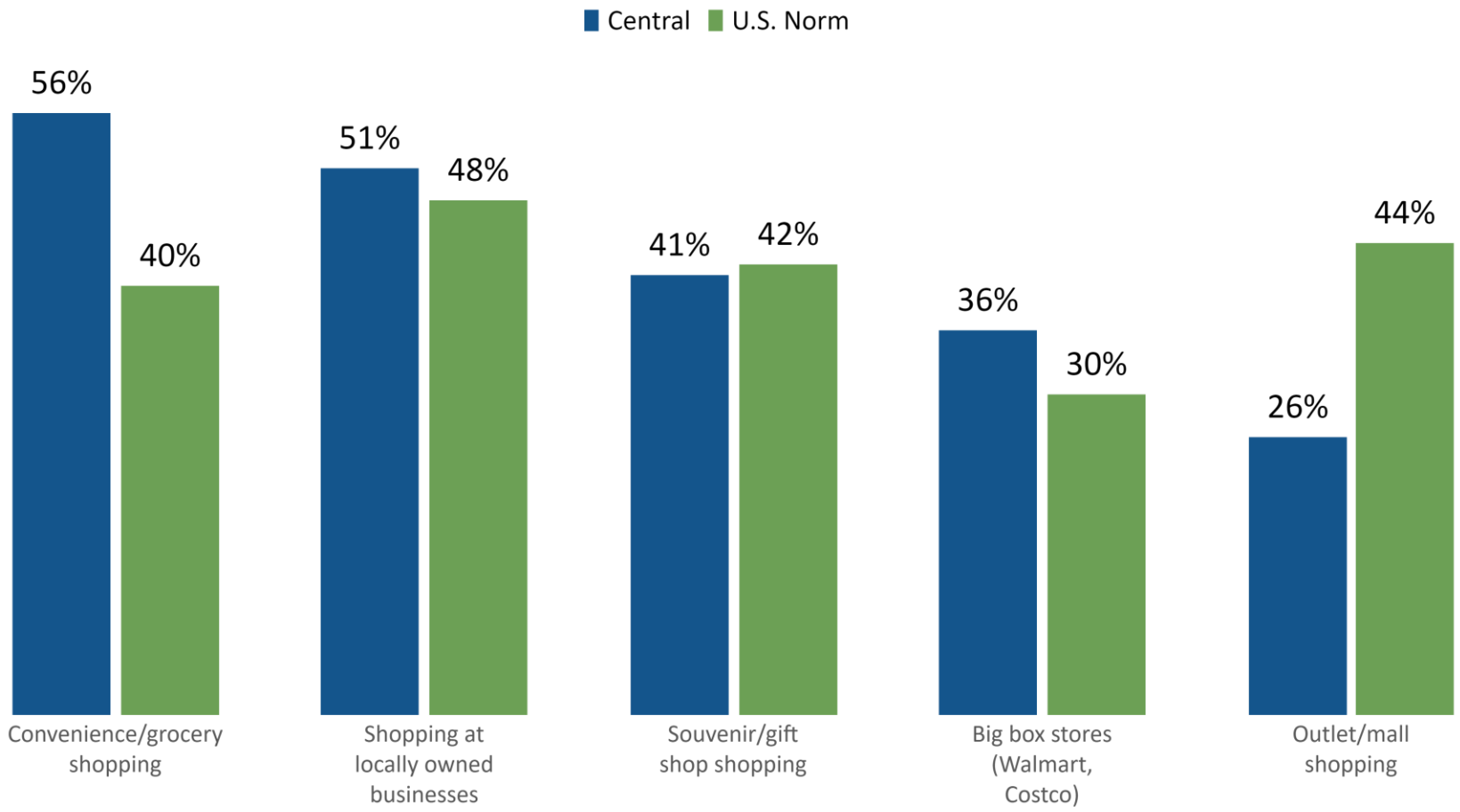


Average Satisfaction Rating

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.

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Post-Trip

Traveler Satisfaction & Retention

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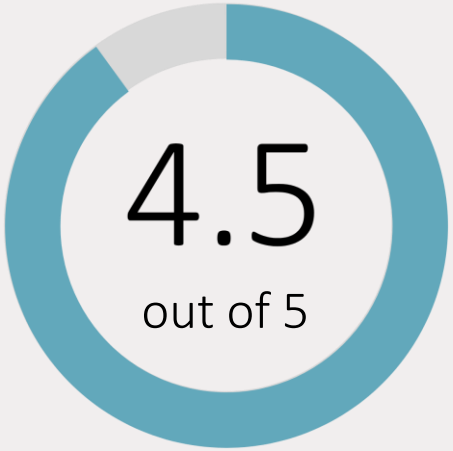
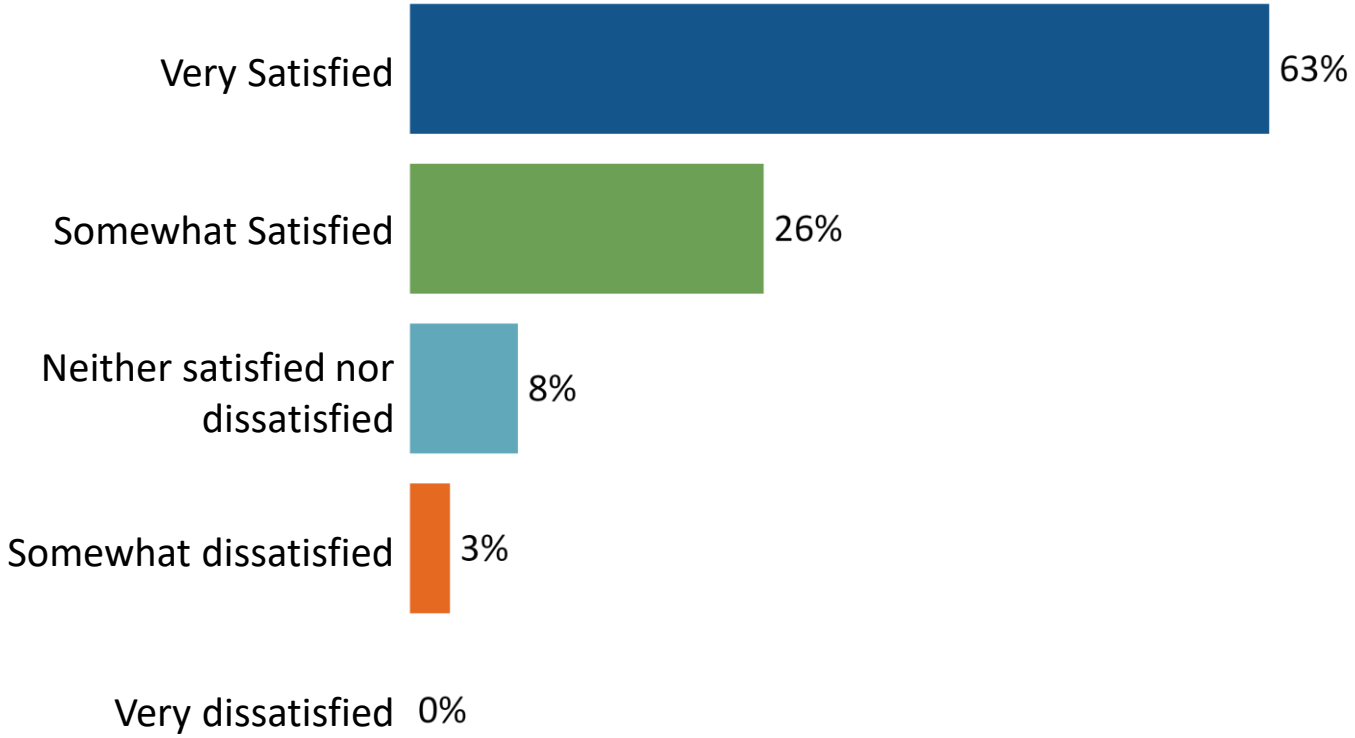
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Central Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Central Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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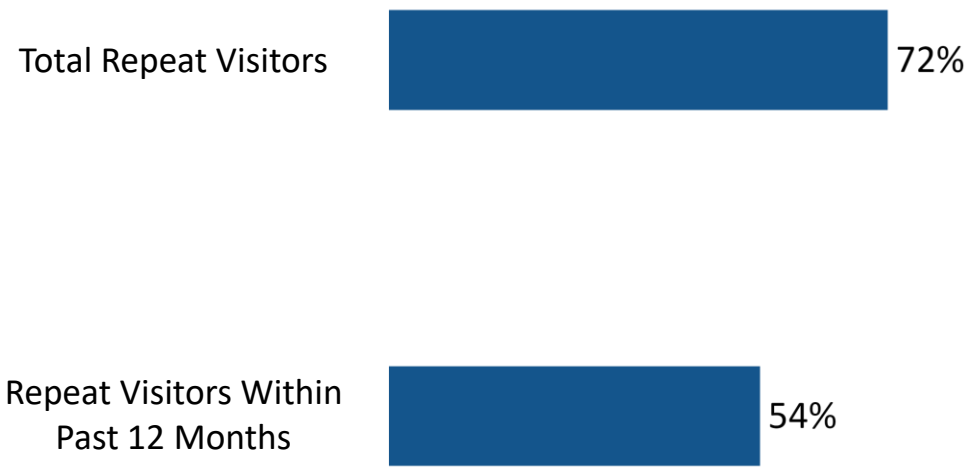
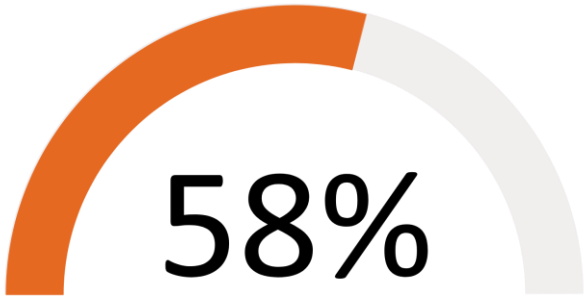
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Central

Past Visitation





Selected That They Were '*Very Likely*' to Return to Central

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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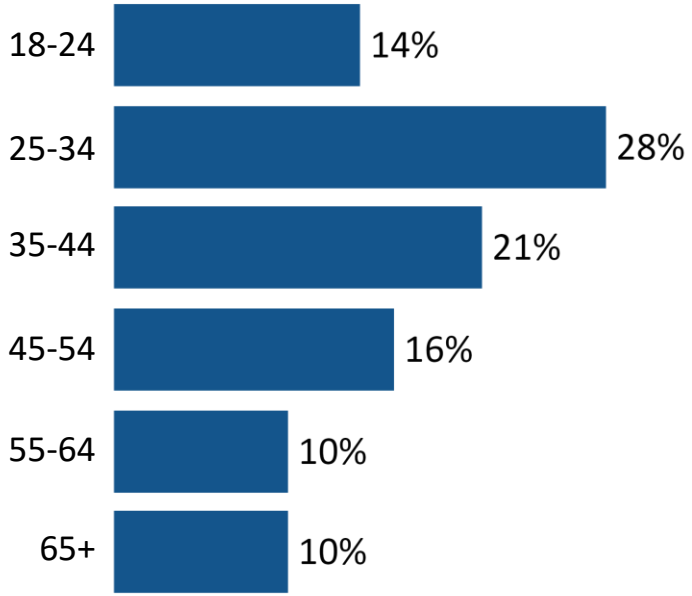
Age, Gender, & Household Income

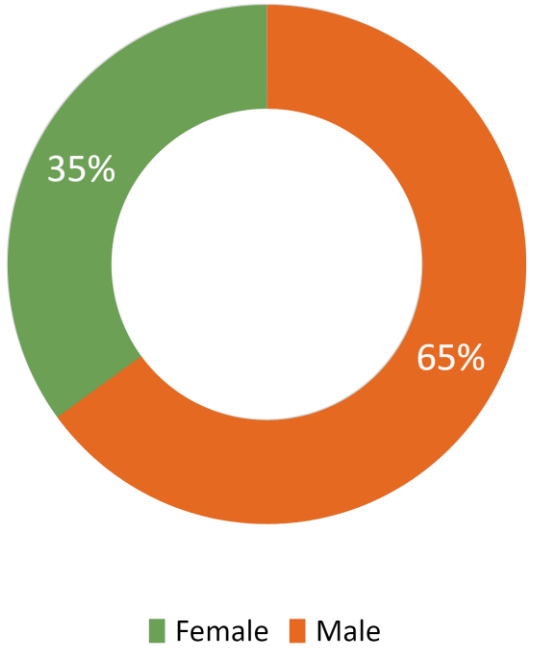
Respondent Demographics for Central

Age

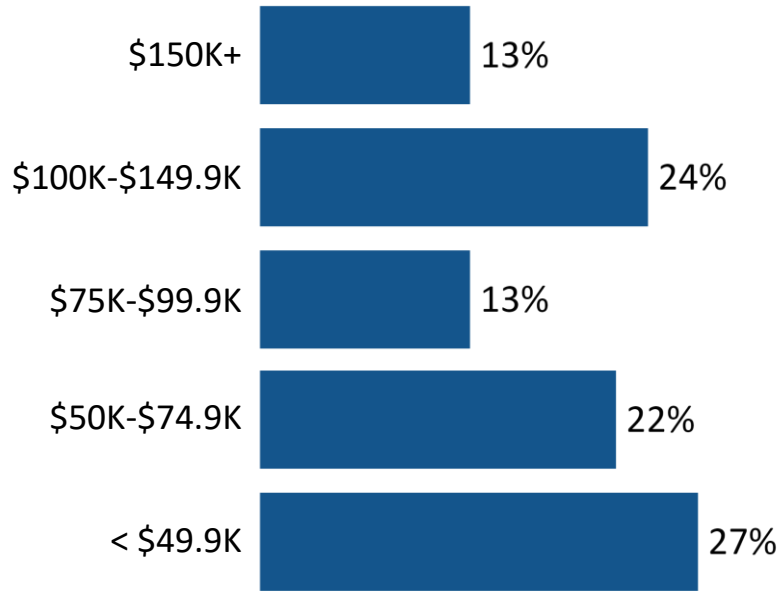


Average Age: 40.4

Gender



Household Income



Average Income: $90.4K

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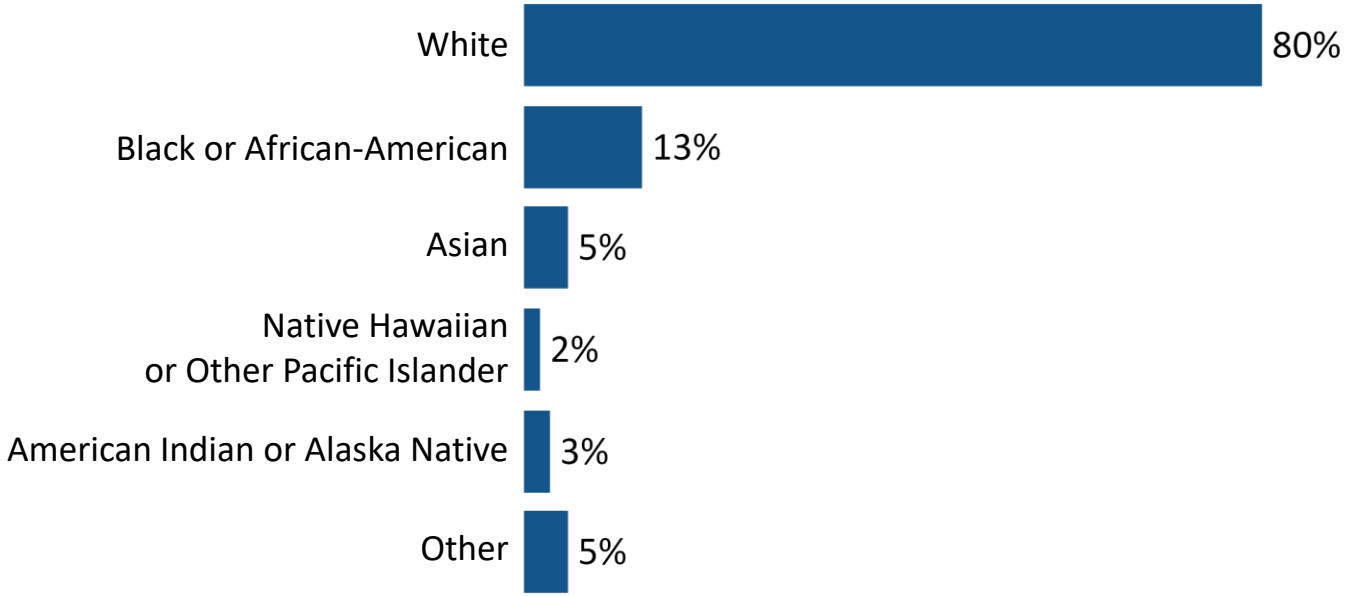
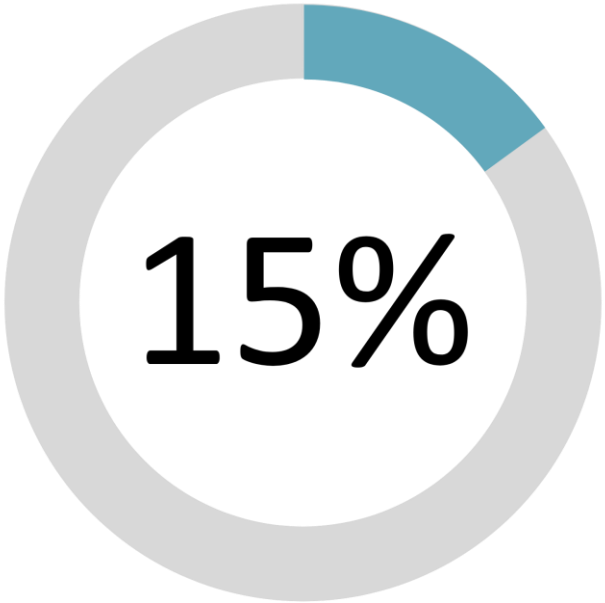
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for Central

Employment

67% full-time / self-employed

11% part-time

22% retired / not employed / other

Marital Status

61% married / living with a partner

24% single / never married

15% divorced / widowed / separated

Military Status*

80% never served in the military

6% veteran

11% currently on active duty

4% on active duty for training

Education

20% high school diploma or less / other

13% attended some college

38% associate's or bachelor's degree

28% graduate or professional degree

Sexual Orientation

87% straight

3% gay / lesbian

5% bisexual

5% other / not sure

Household Size

19% 1 member

25% 2 members

19% 3 members

26% 4 members

11% 5+ members

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

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Overnight 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 overnight trips in 2024/2025:

278 *

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* < 400

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 Eastern

	2024/2025
Idaho	29%
Utah	12%
California	8%
New York	6%
Florida	4%



	2024/2025
Idaho Falls-Pocatello, ID	15%
Salt Lake City, ID/UT	12%
New York, NY	7%
Boise, ID	6%
Spokane, ID/WA	6%

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

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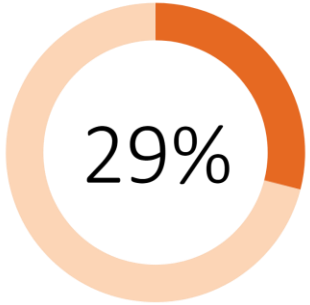
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

29%



Travel Parties with Pets



Travel Parties with Children

40%

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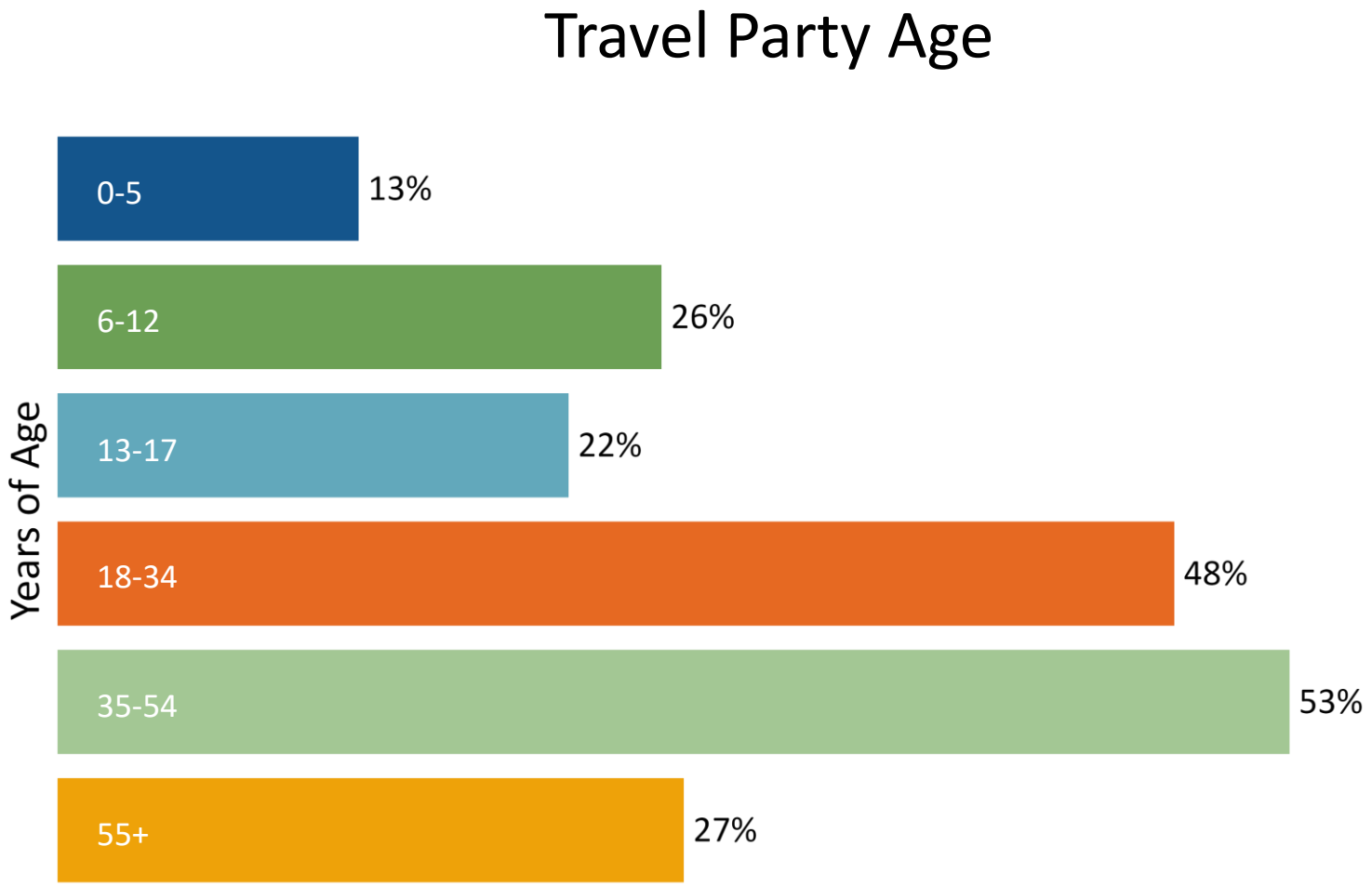
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

3.0





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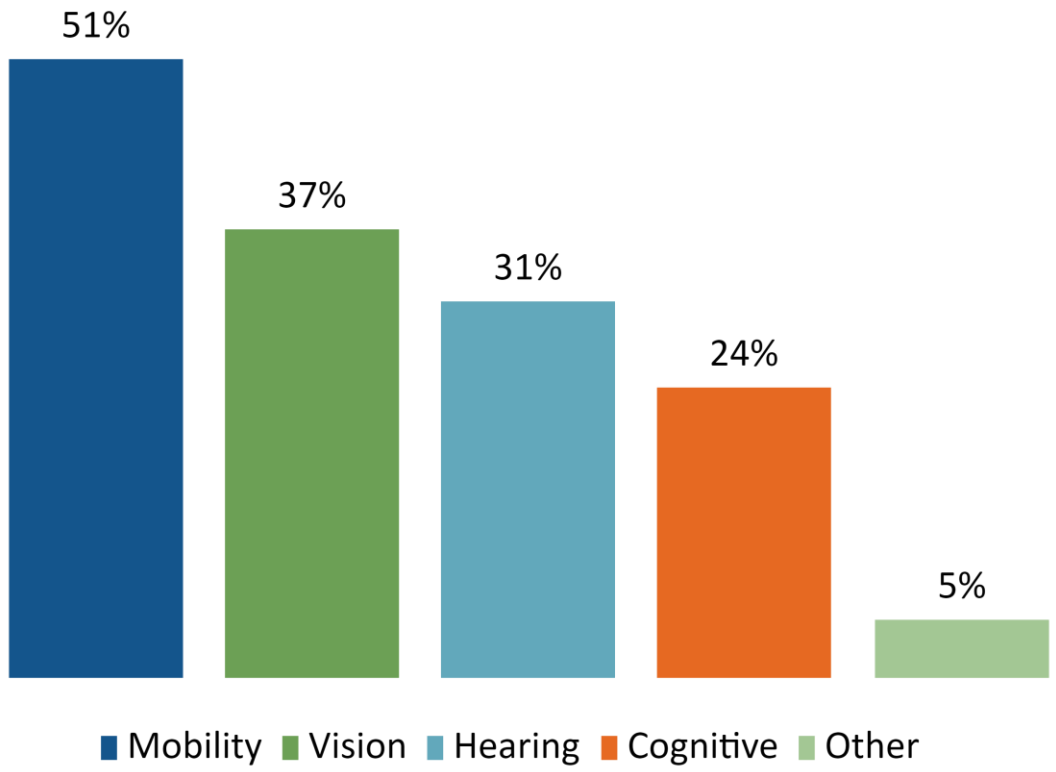
Travelers with Travel-Limiting Disabilities

Disability Categorizations

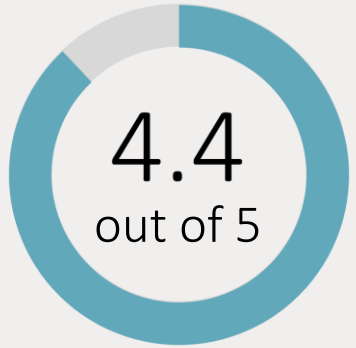
Travel Parties with an Individual Who Required Accessibility Services

28%

+11.0% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

35% Visiting friends / relatives
-3.9% vs U.S. Norm

13% Outdoors
+4.8% vs U.S. Norm

12% City trip
+4.9% vs U.S. Norm

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

6% Other business trip
+2.0% vs U.S. Norm

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

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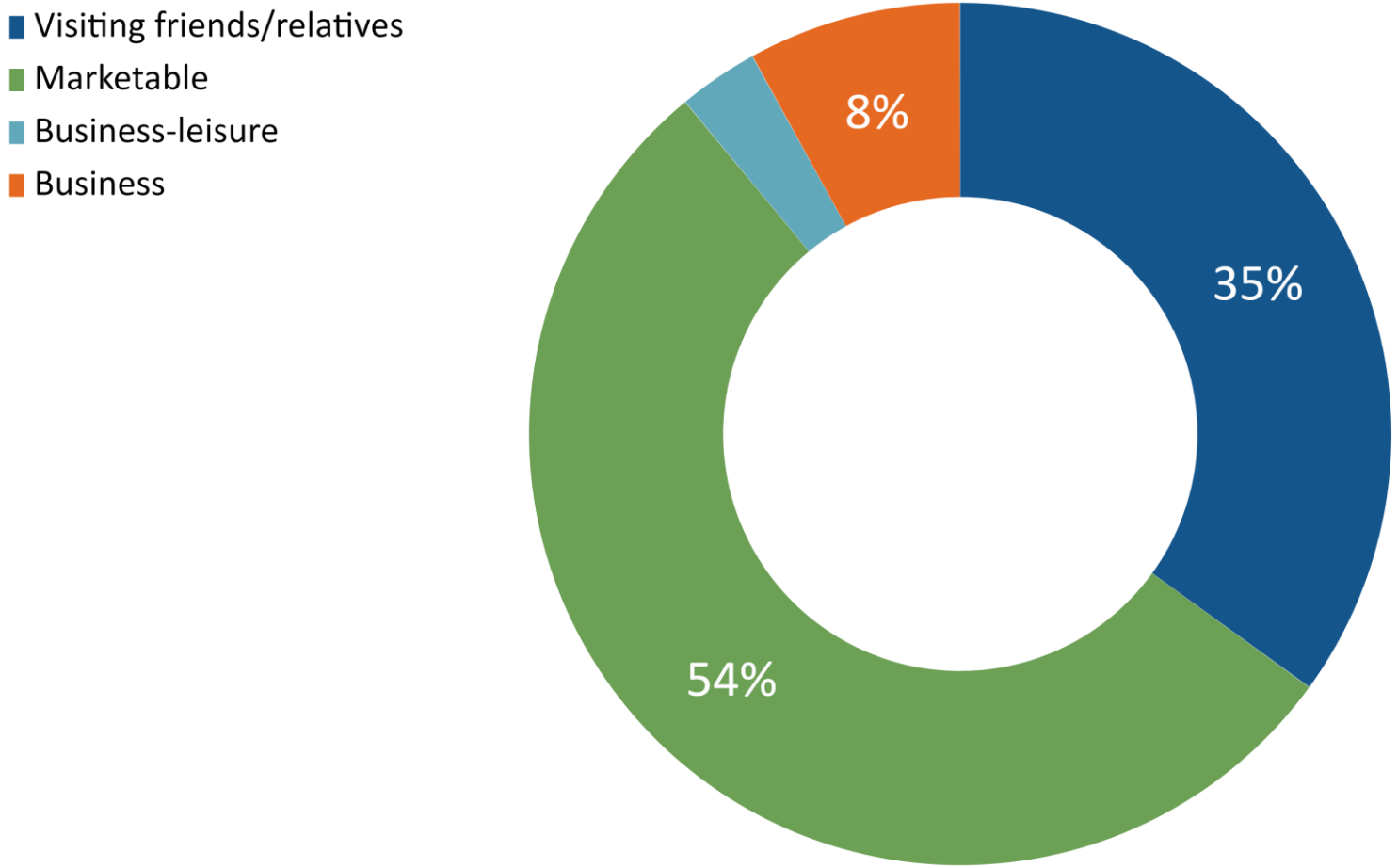
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



88%

Visited Friends/Relatives Who Live in Eastern

12%

Met Friends/Relatives in Eastern Who Live Elsewhere

See Reference Guide for market segment definitions.

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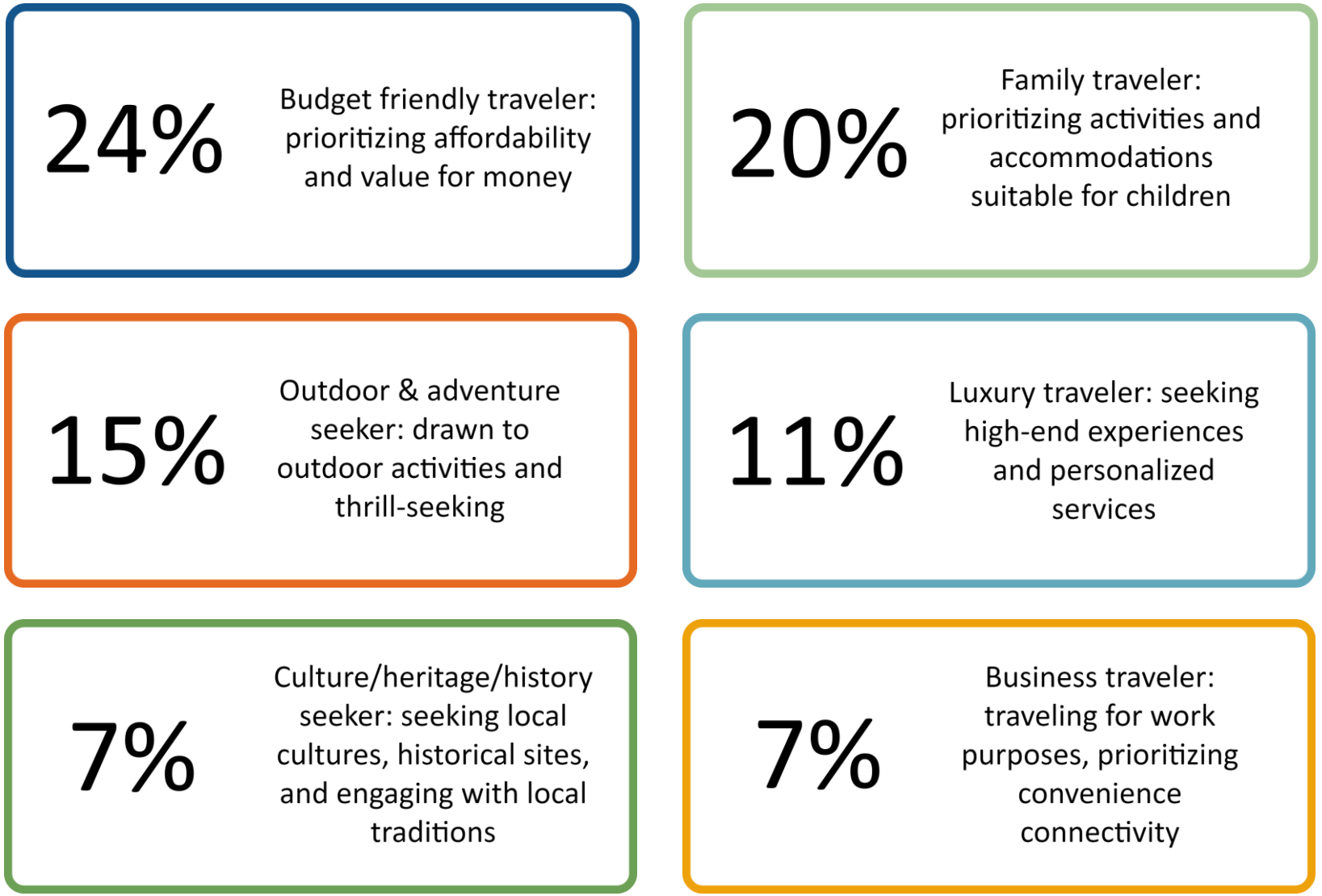
Top Traveler Personas

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



See Reference Guide for a full list of traveler personas.

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Pre-Trip

Travel Planning



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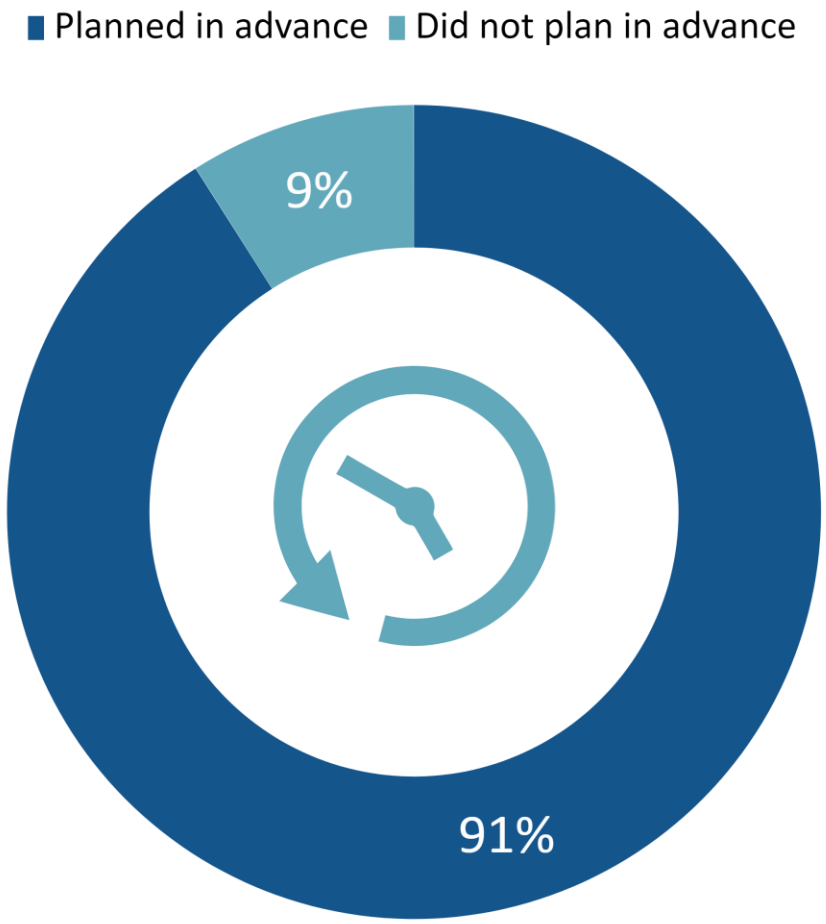
Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	9%	-1.7% vs U.S. Norm

2 months or less	46%	-1.5% vs U.S. Norm
3-5 months	29%	+8.4% vs U.S. Norm
6 months or more	15%	-5.2% vs U.S. Norm

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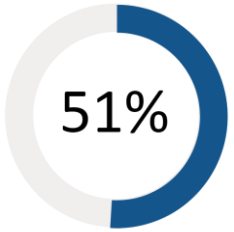
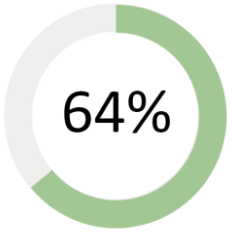
Sources of Trip Planning

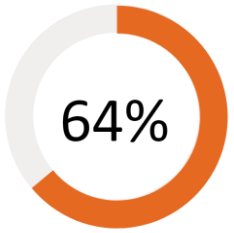
Share of Travelers Who Used Each Media Type for Trip Planning



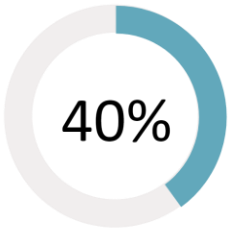
Print



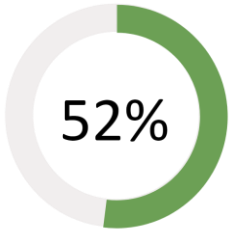
In-Person



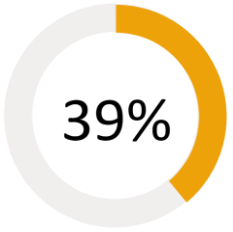
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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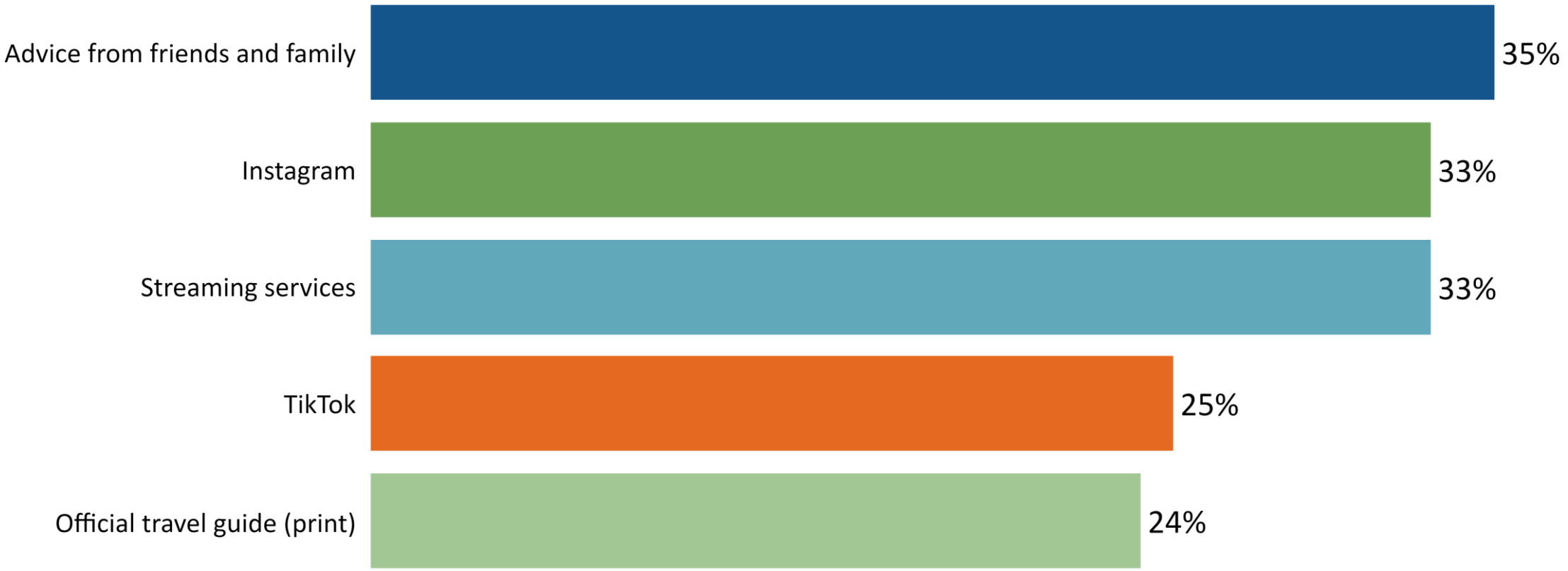
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



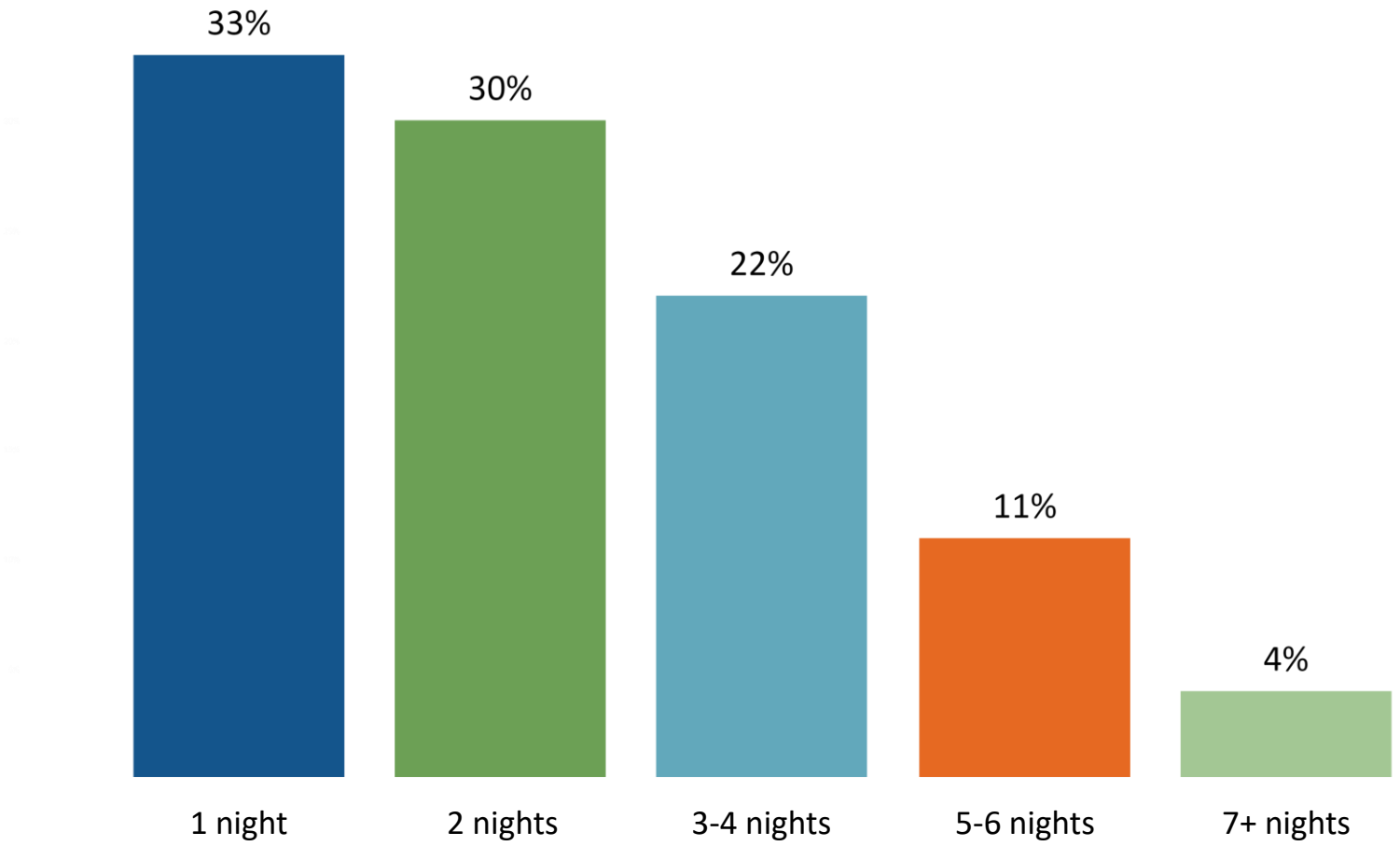
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in Eastern

Average
Number of Nights

2.6



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Trip Structure

Share of Total Trip Spent in Eastern

Average Number of Nights Spent in Eastern

2.6

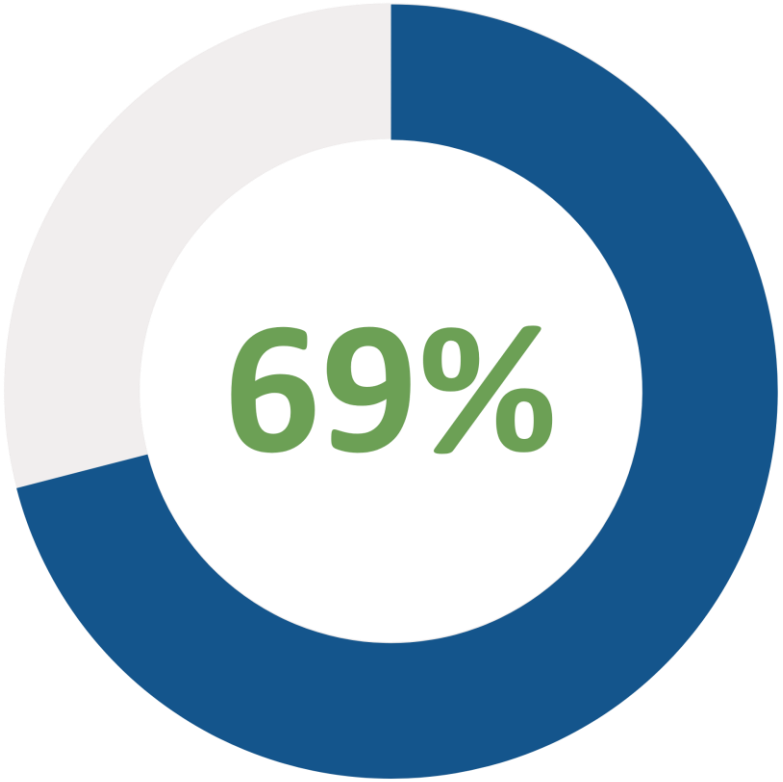
3.8

Average Number of Total Trip Nights

Accounts for trip nights that Eastern travelers spent in other destinations.

=

Share of Total Trip Spent in Eastern



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

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During Trip

Transportation & Accommodations

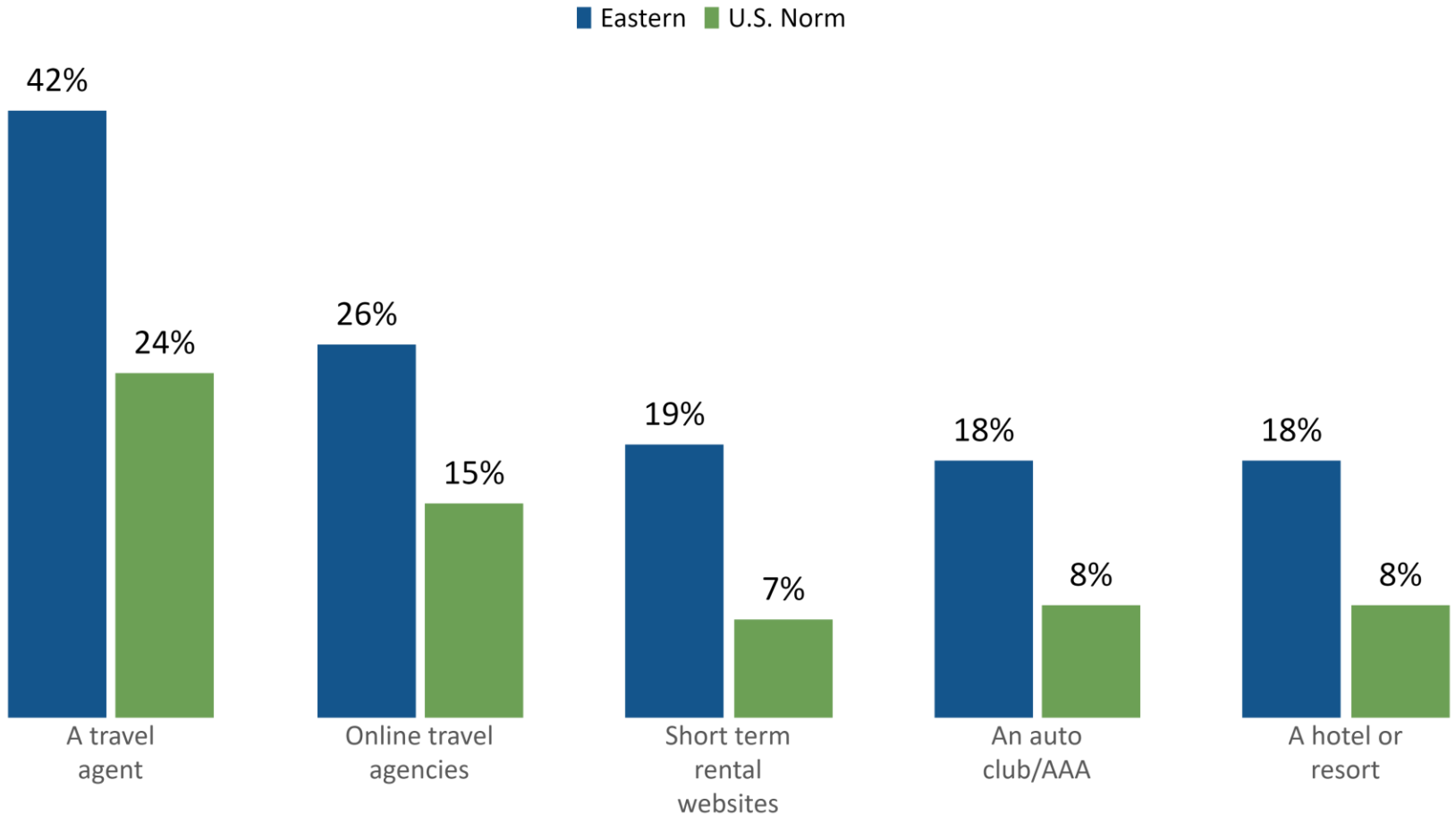


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation



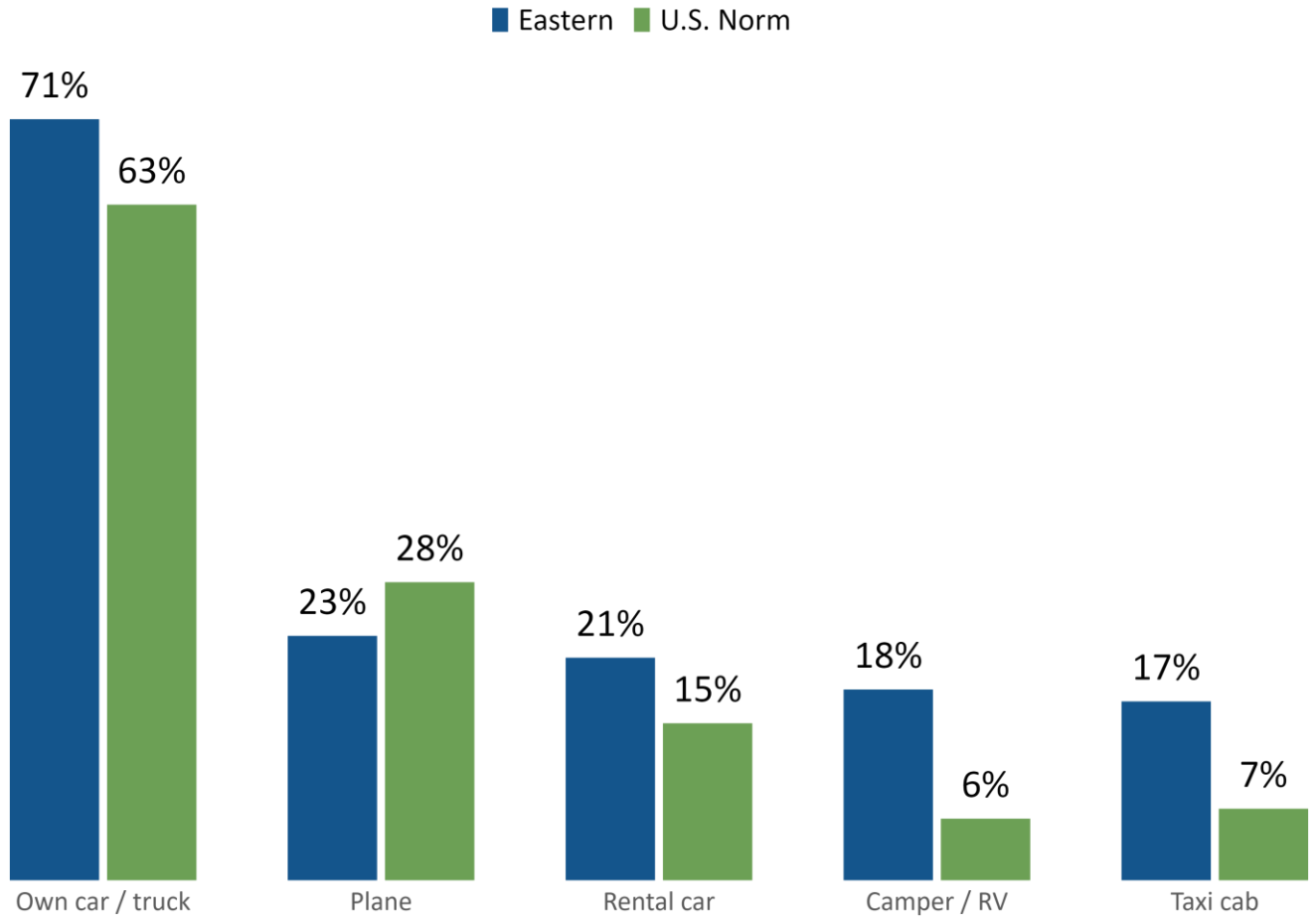


See Reference Guide for a full list of booking sources.

Longwoods INTERNATIONAL

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Eastern



Vehicle Type

Gasoline/diesel	67%	-11.8% vs U.S. Norm
Hybrid	17%	+5.2% vs U.S. Norm
Electric	19%	+8.4% vs U.S. Norm
Plug-in-hybrid	11%	+4.7% vs U.S. Norm

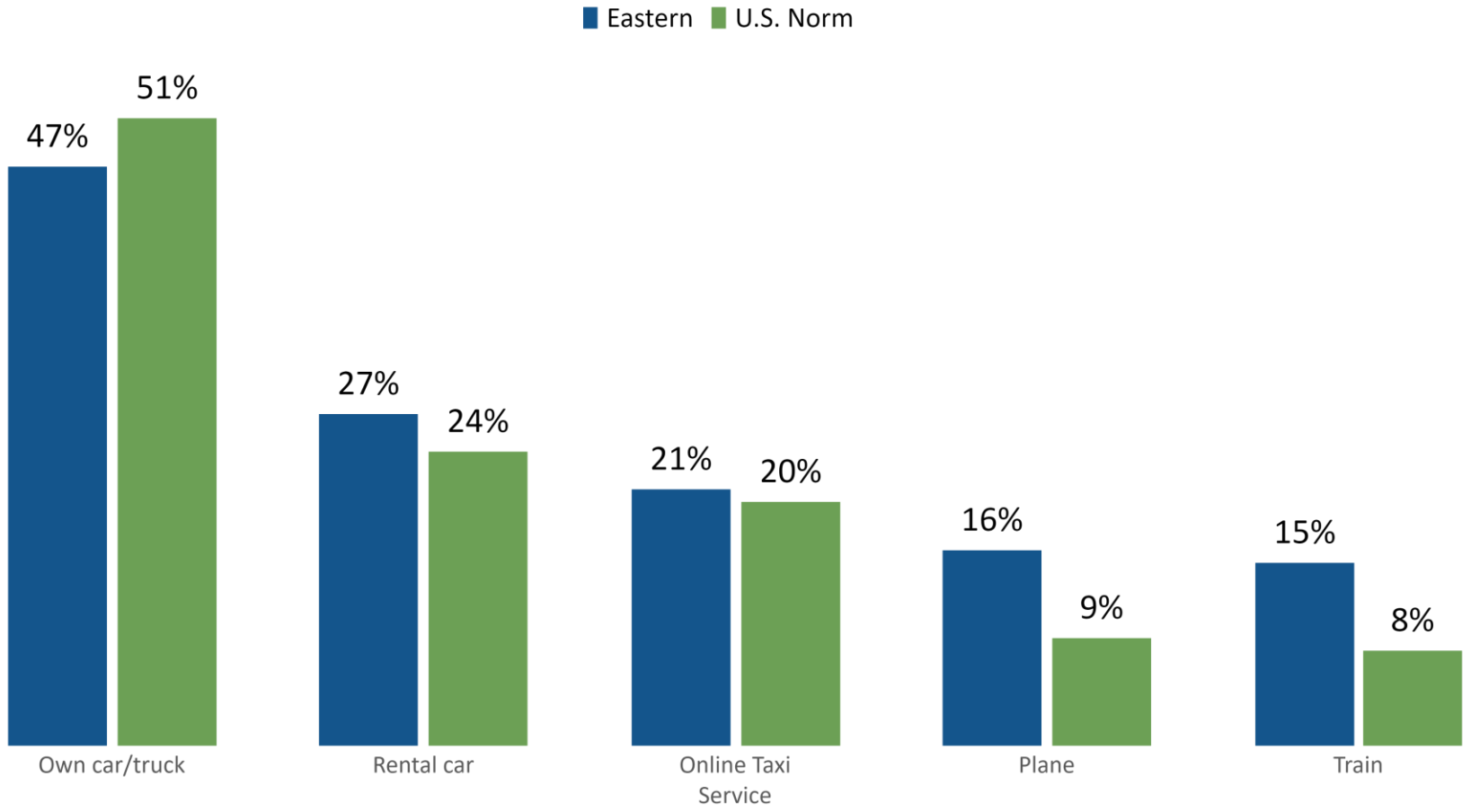
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

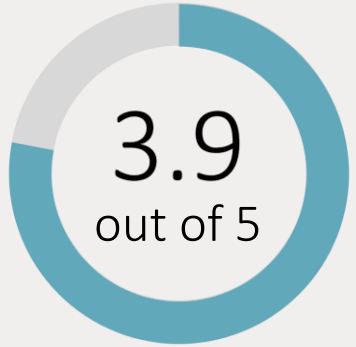
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Eastern



Public Transportation



Average Satisfaction Rating

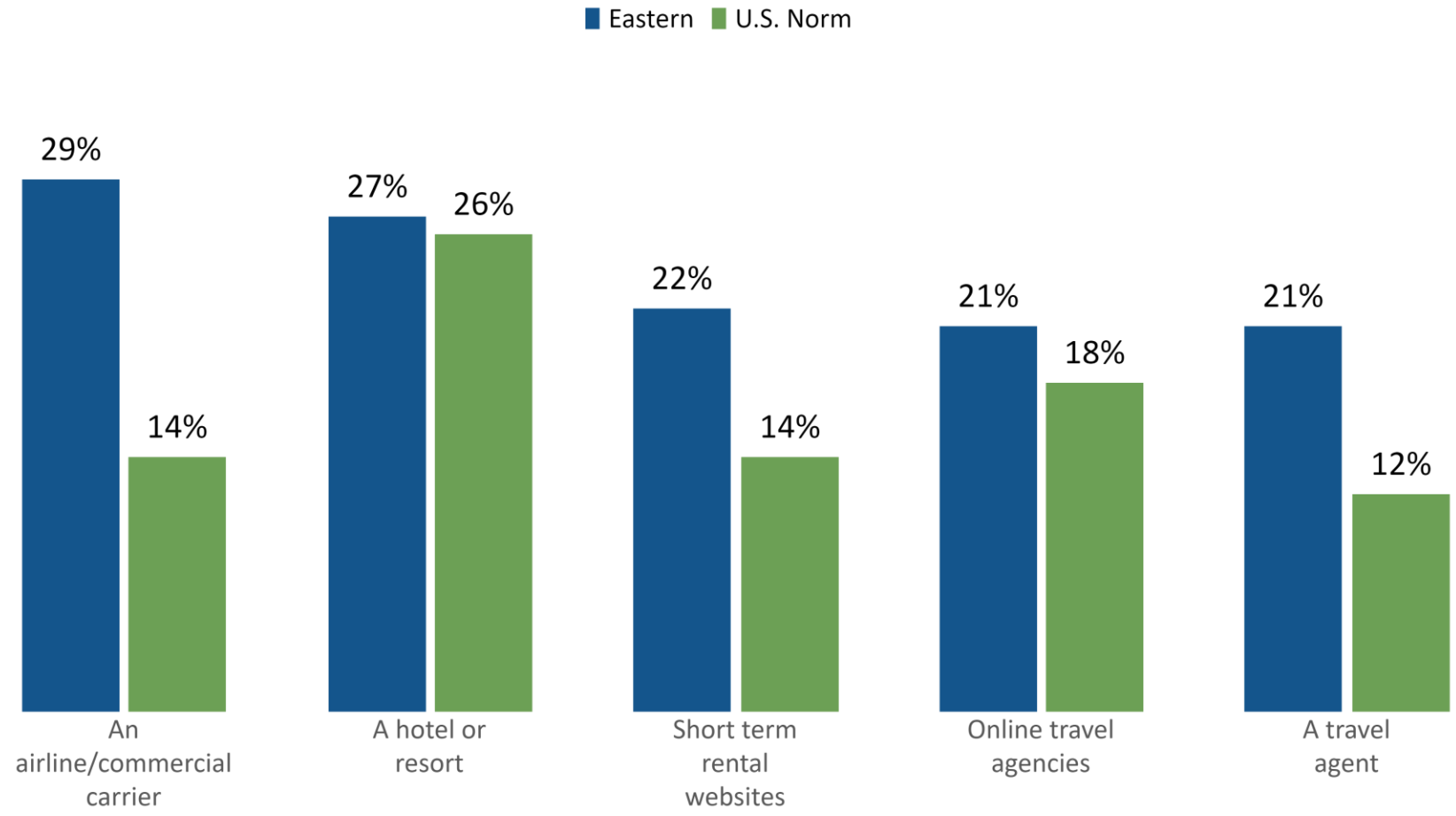
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



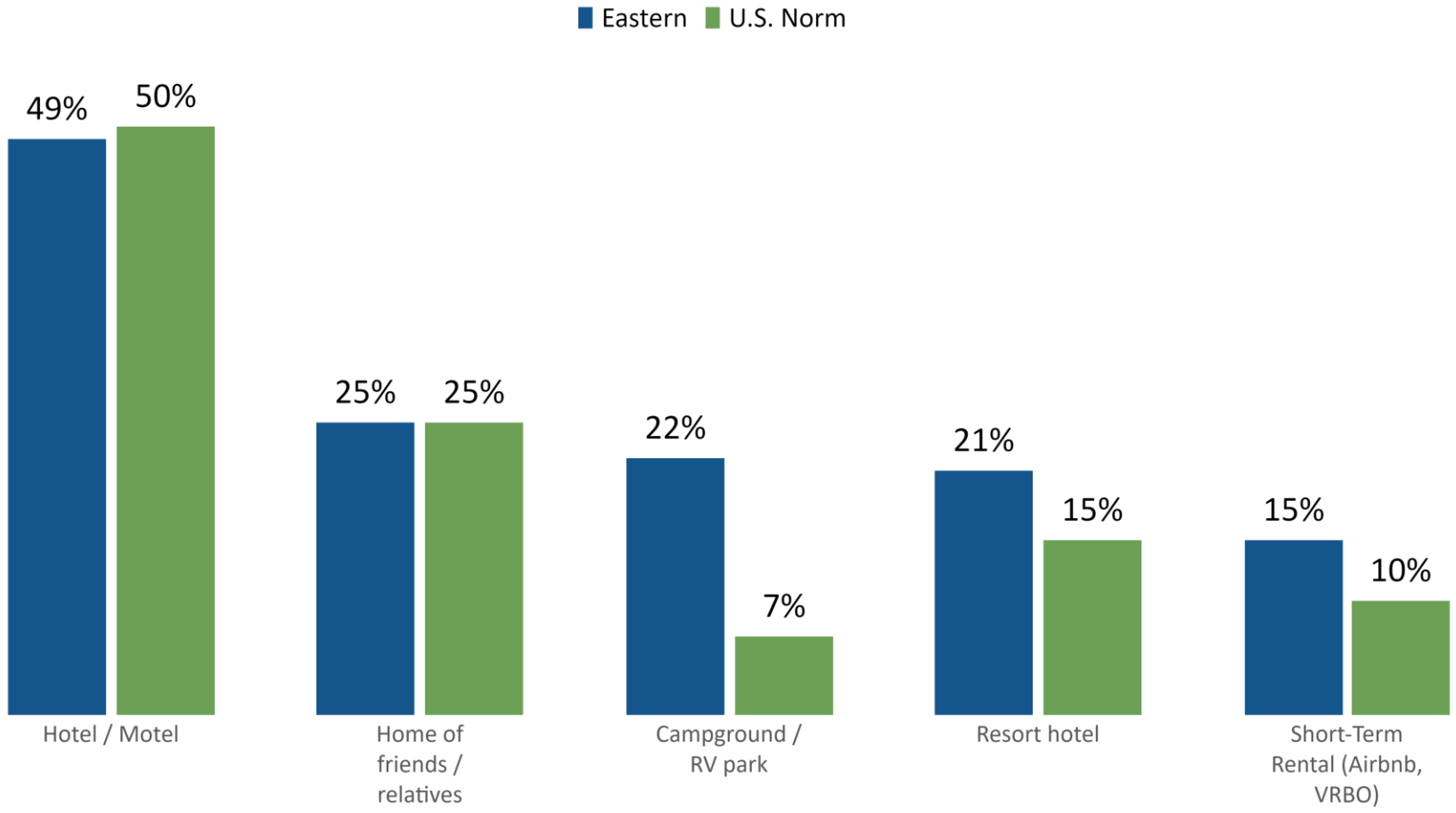


See Reference Guide for a full list of booking sources.

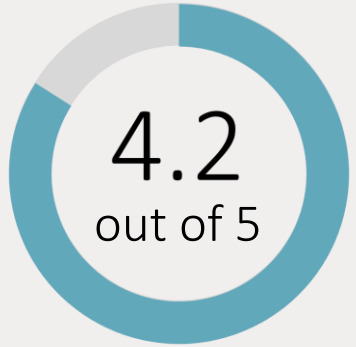
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for Eastern Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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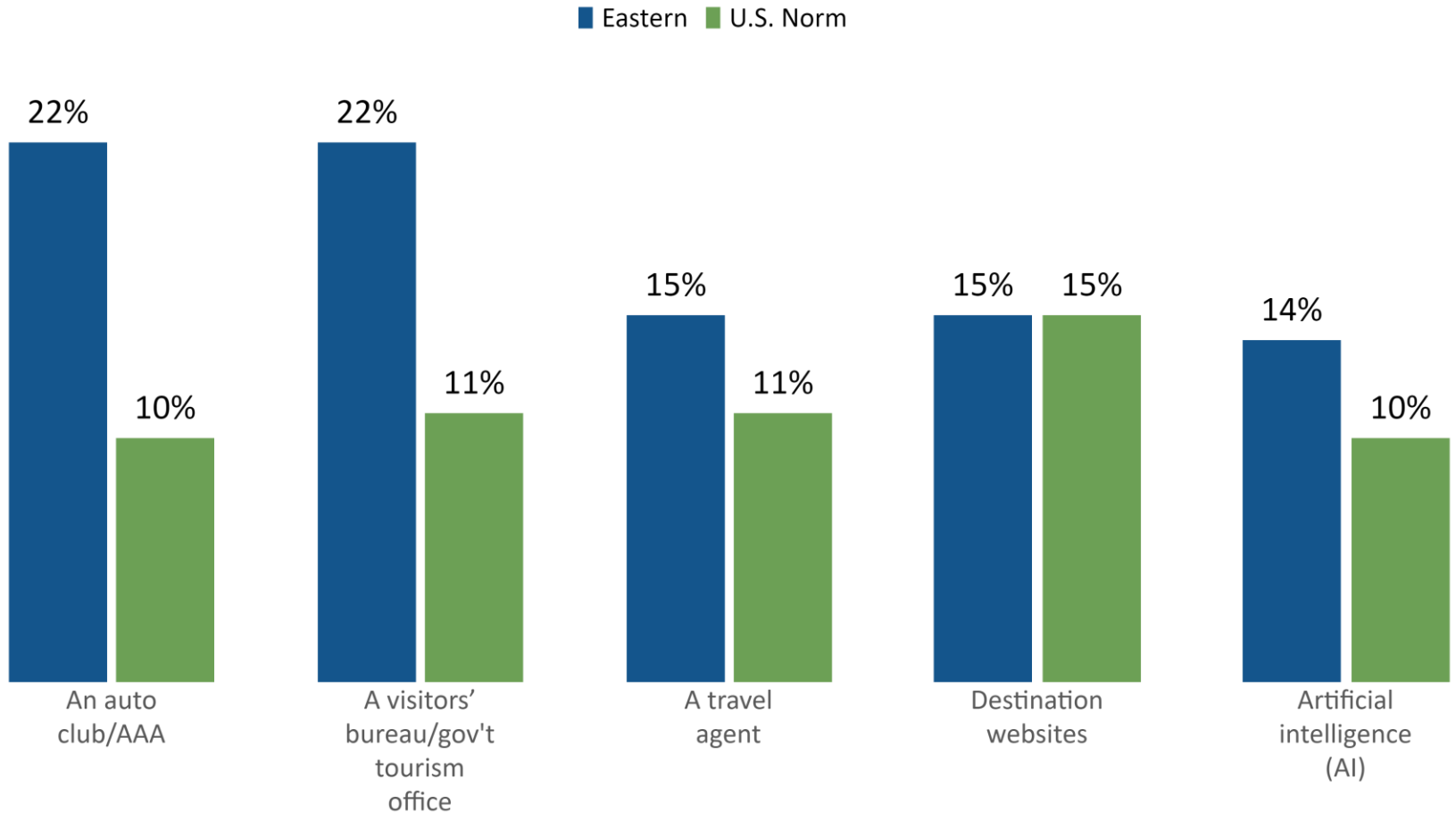
Booking: Activities

Top Booking Sources for Activities





Longwoods INTERNATIONAL

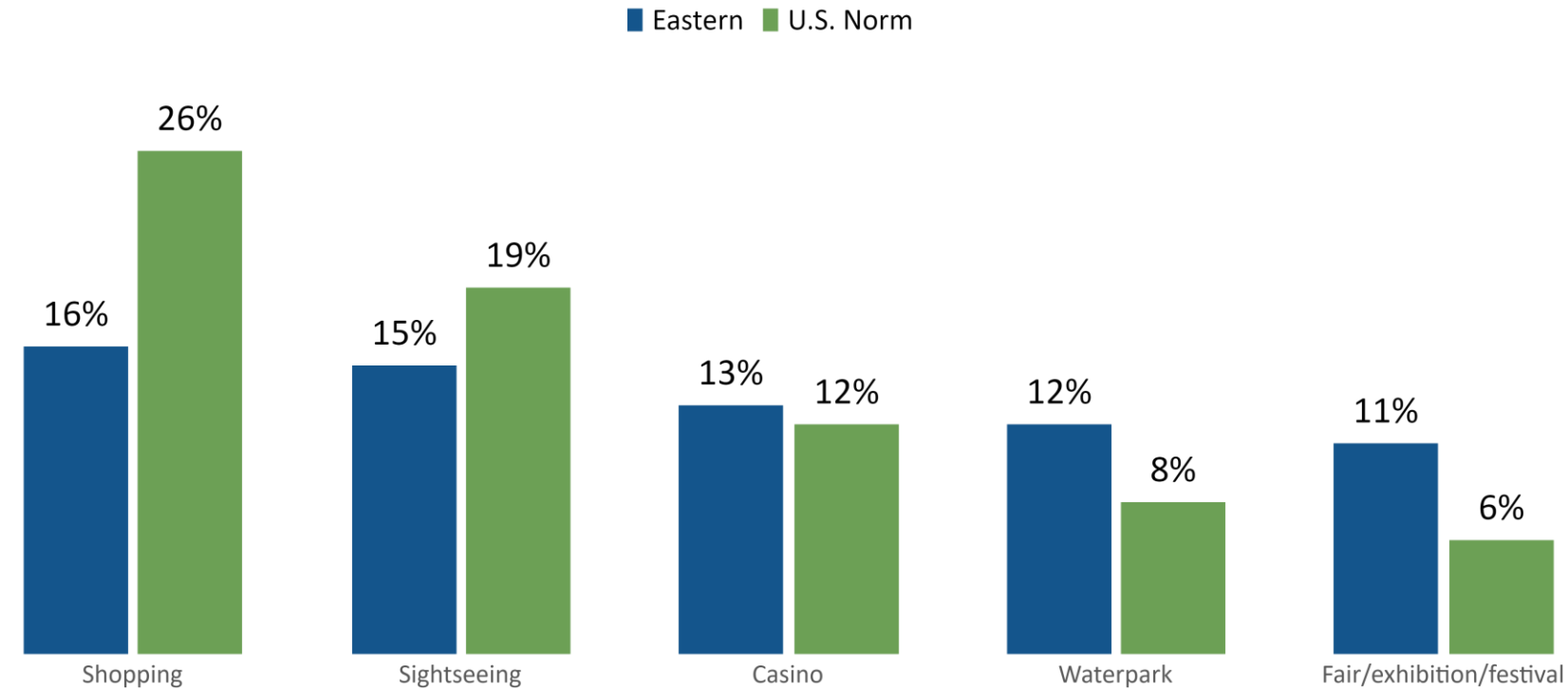
Entertainment Activities

Top Entertainment Activities for Eastern Travelers

56%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





Longwoods INTERNATIONAL

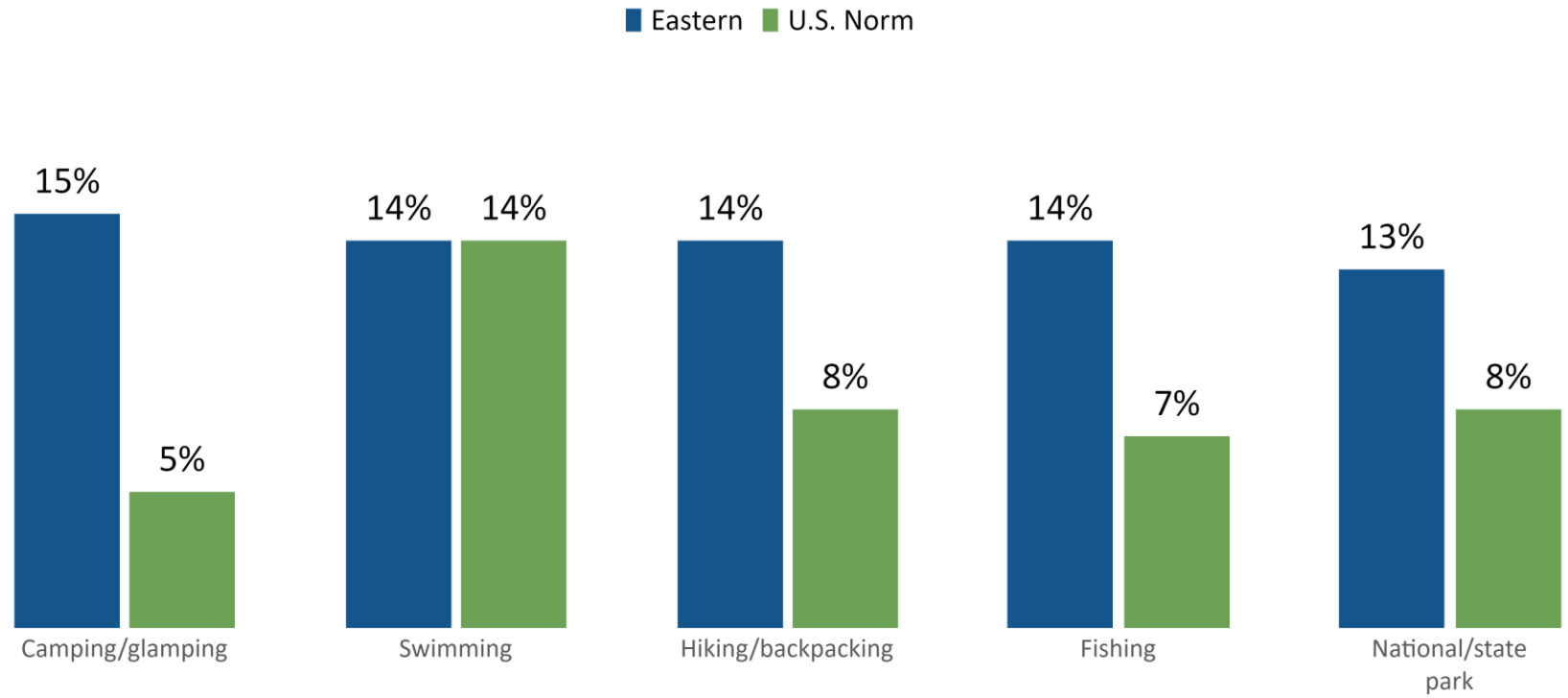
Recreational Activities

Top Recreational Activities for Eastern Travelers

66%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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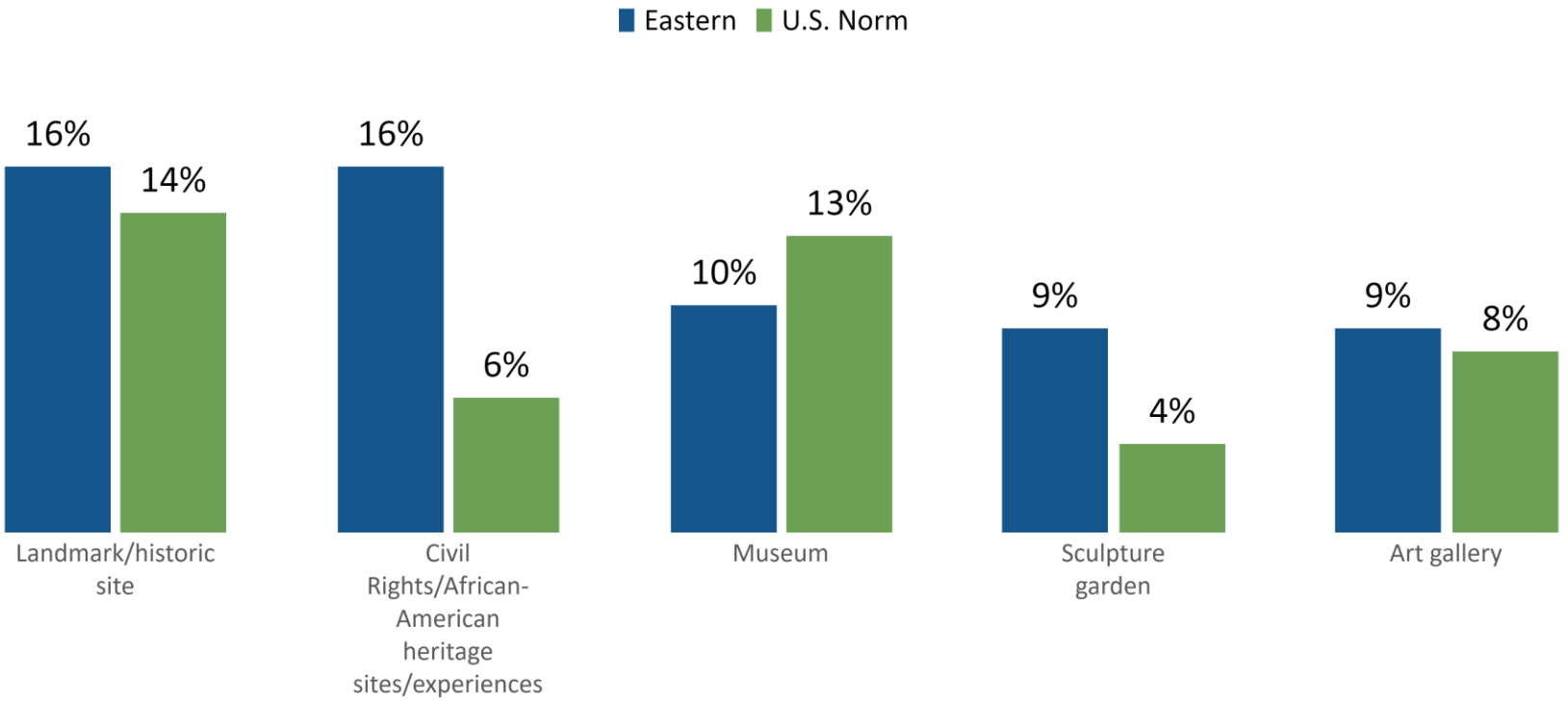
Cultural Activities

Top Cultural Activities for Eastern Travelers

43%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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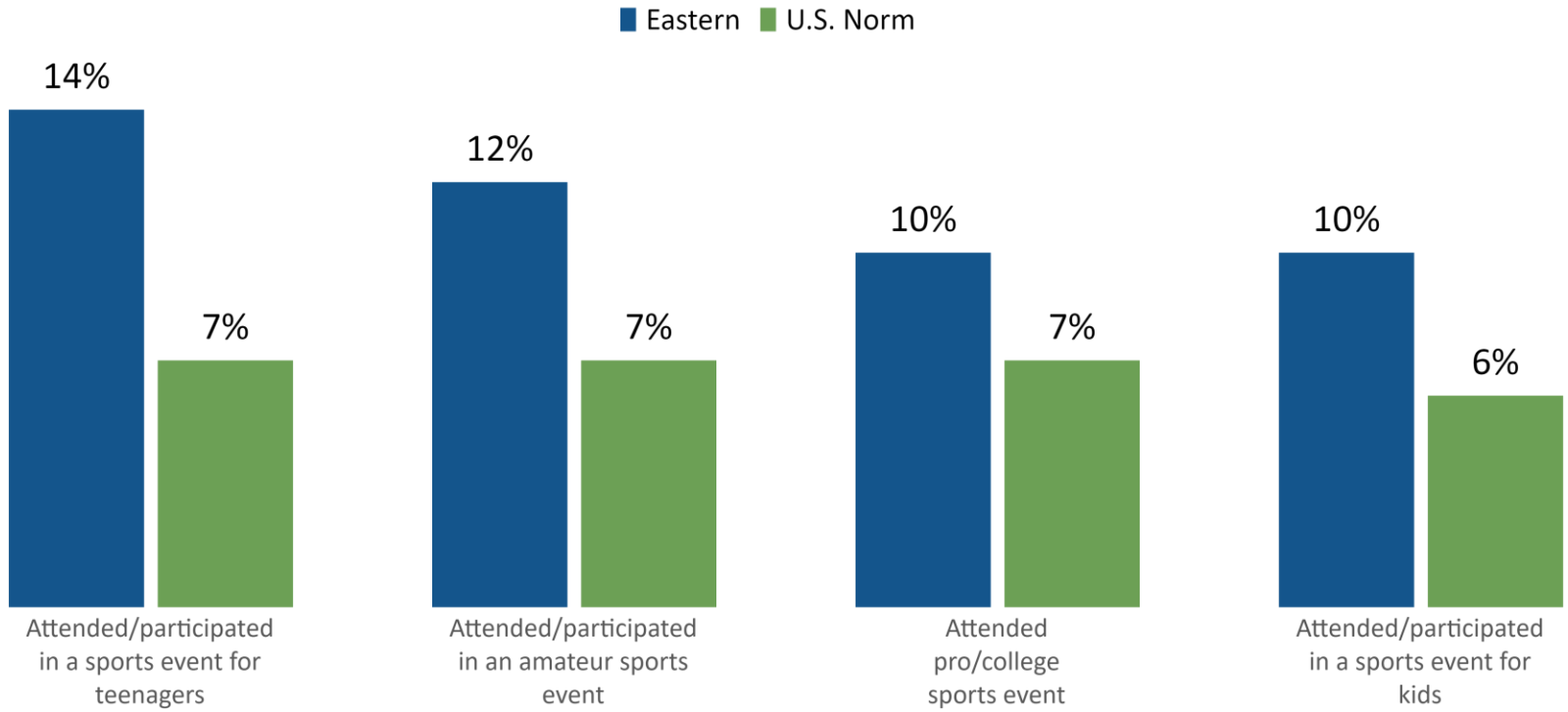
Sporting Events

Top Sporting Events for Eastern Travelers

30%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





Longwoods INTERNATIONAL

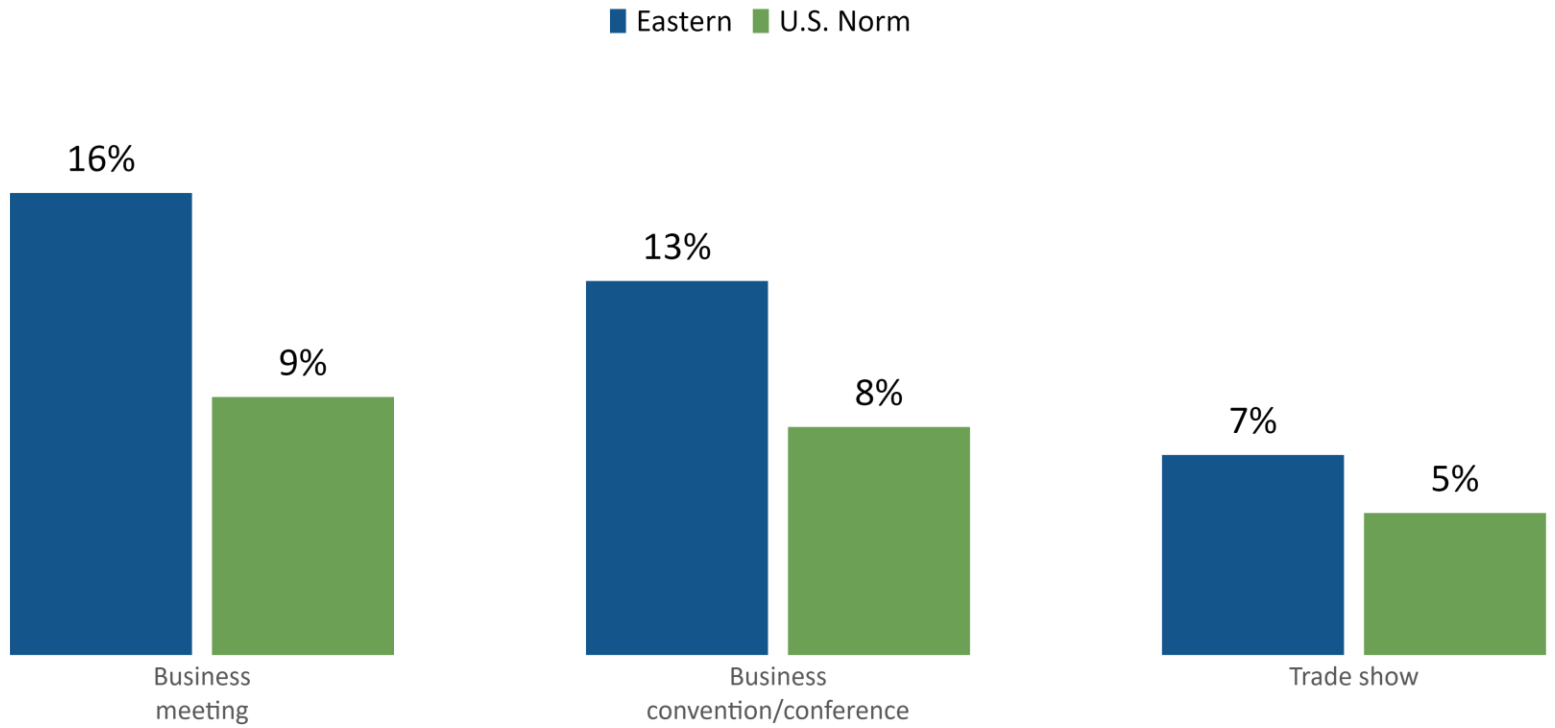
Business Activities

Top Business Activities for Eastern Travelers

30%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





Longwoods INTERNATIONAL

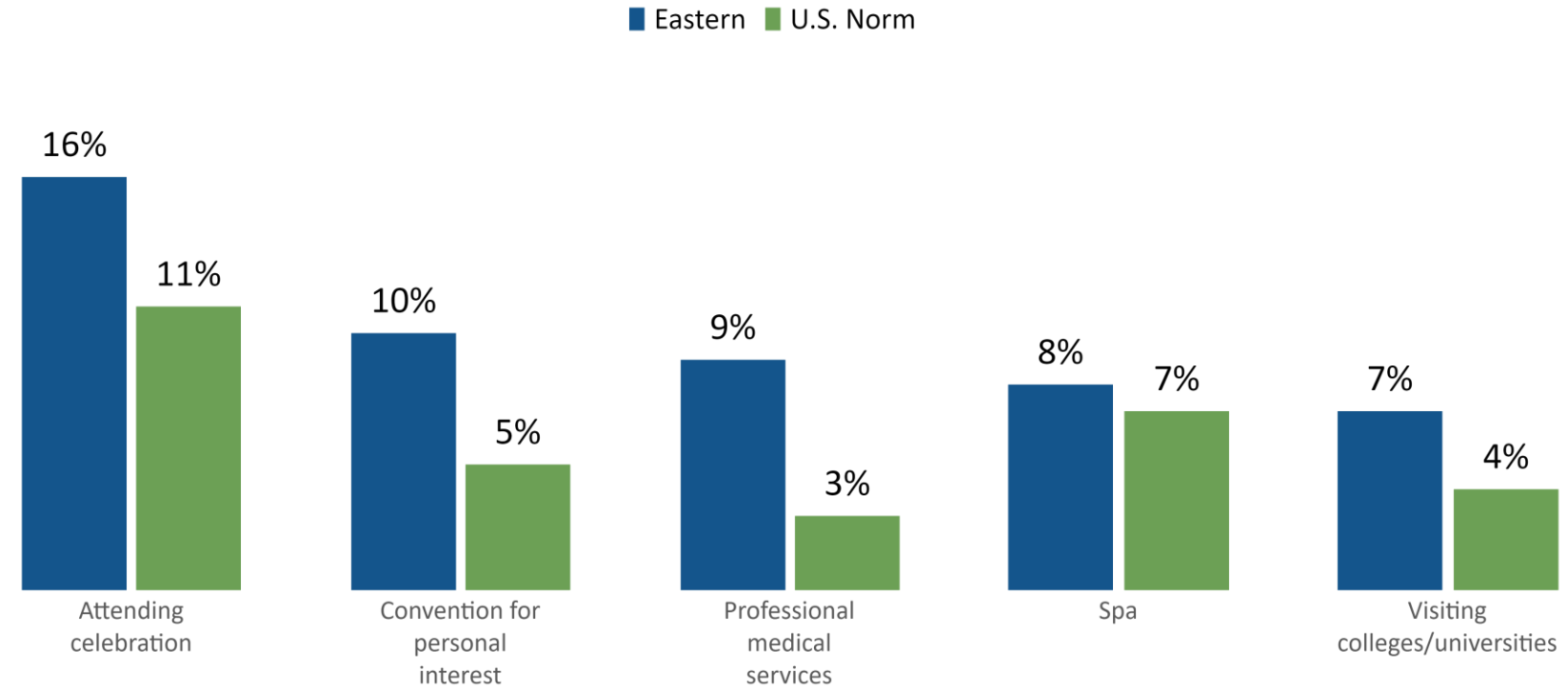
Other Activities

Top Other Activities for Eastern Travelers

51%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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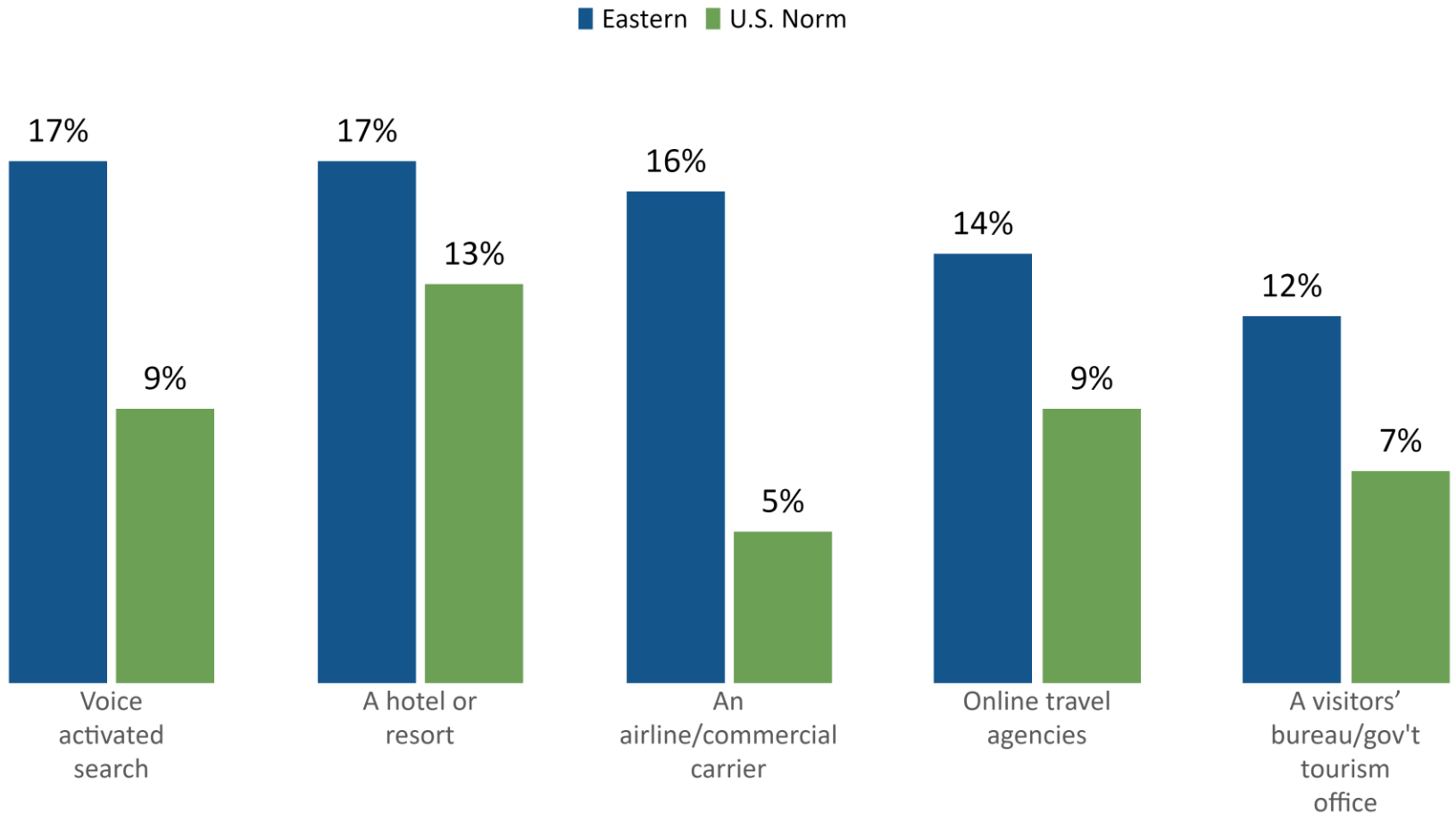
Booking: Dining

Top Booking Sources for Dining

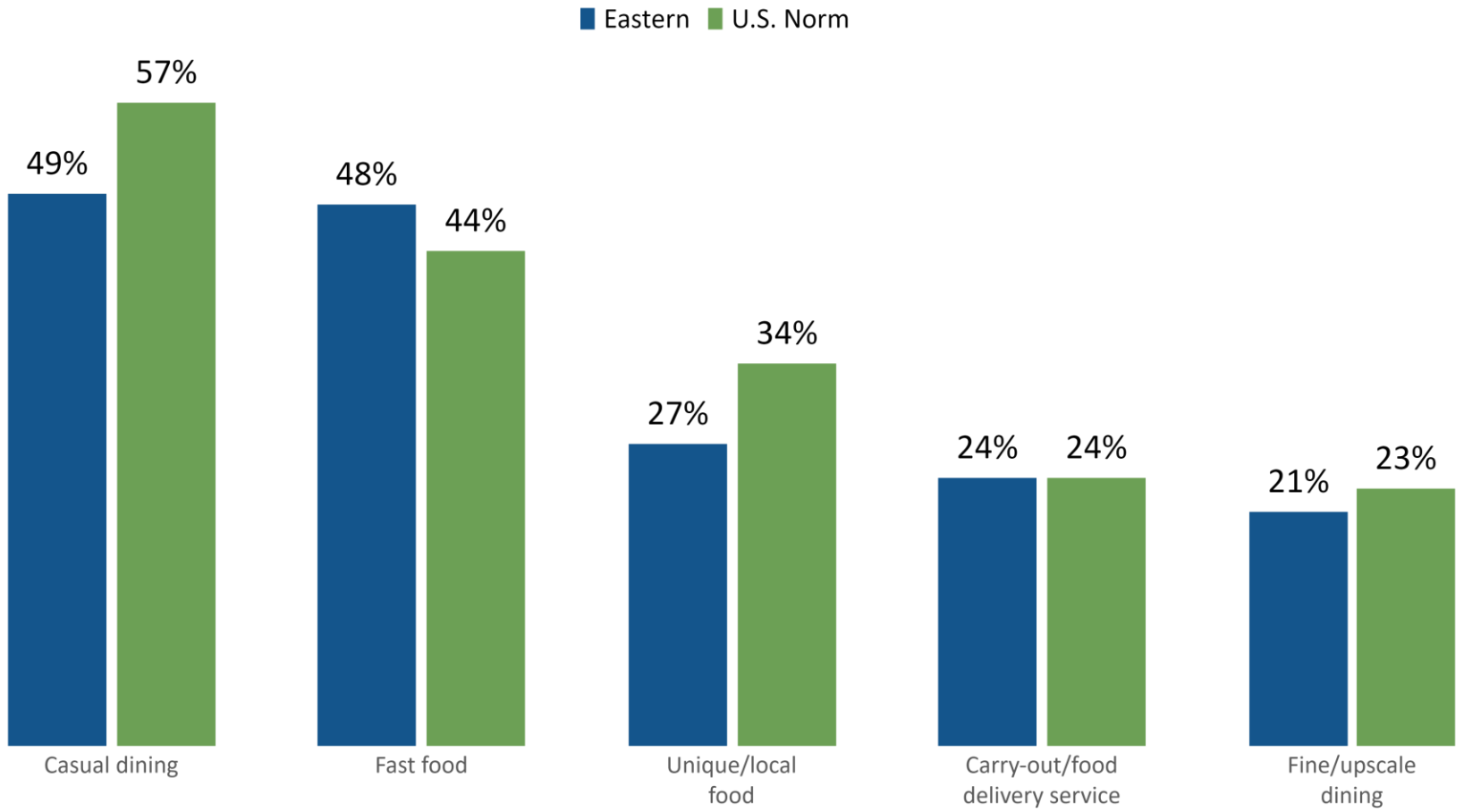




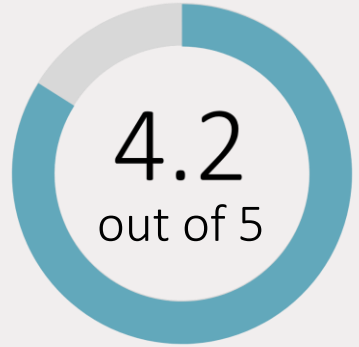
Longwoods INTERNATIONAL

Dining

Top Dining Categories for Eastern Travelers



Quality of Food

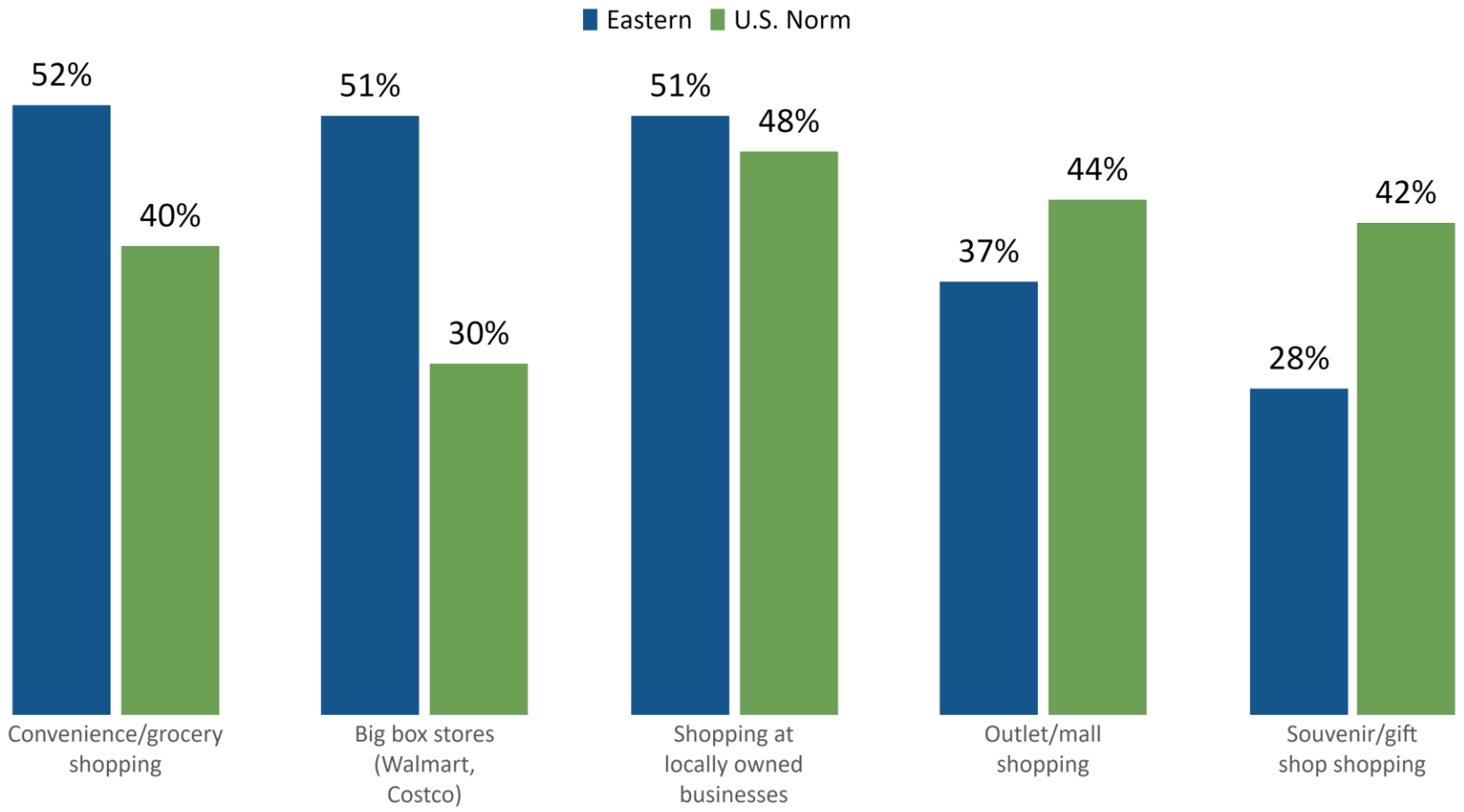


Average Satisfaction Rating

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.

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Post-Trip

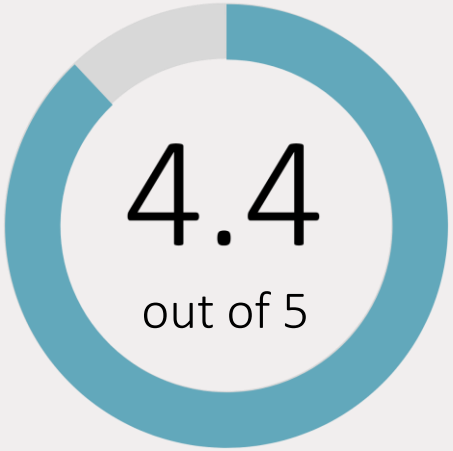
Traveler Satisfaction & Retention

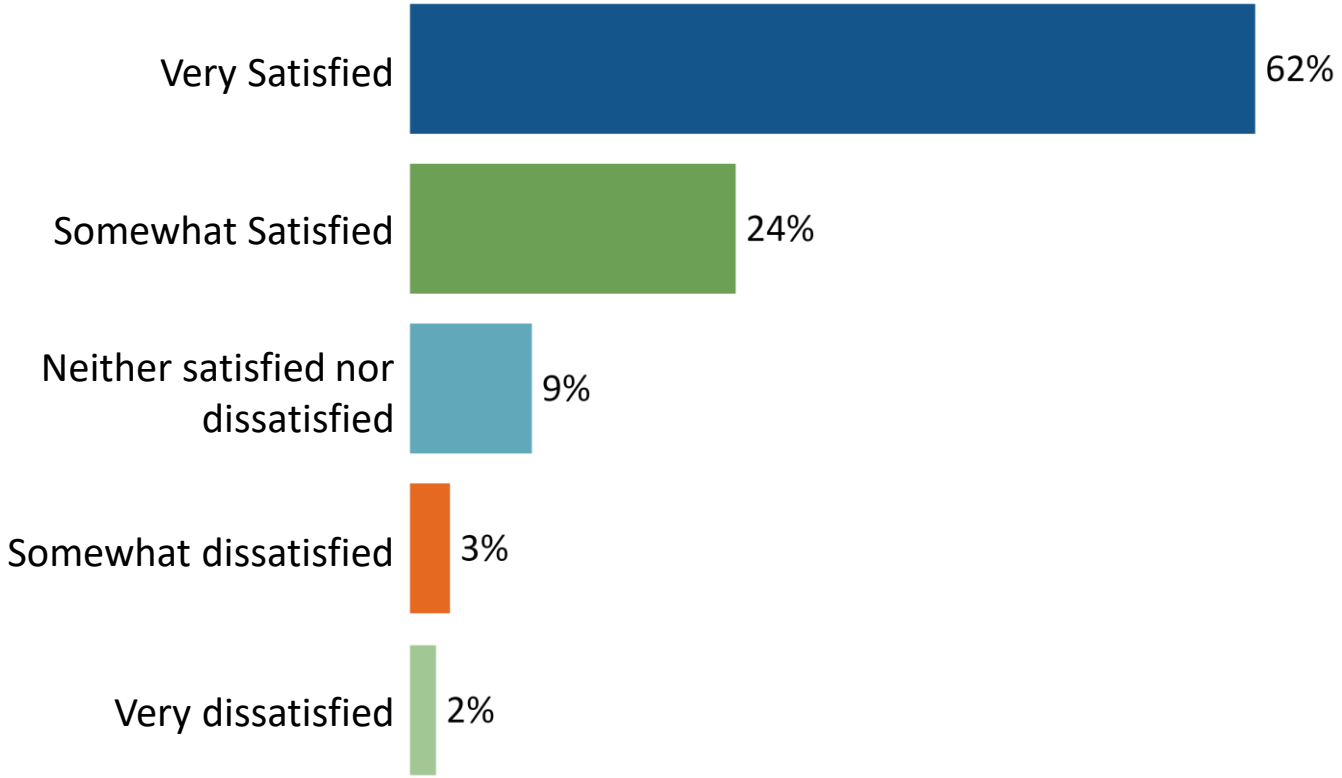
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their Eastern Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Eastern Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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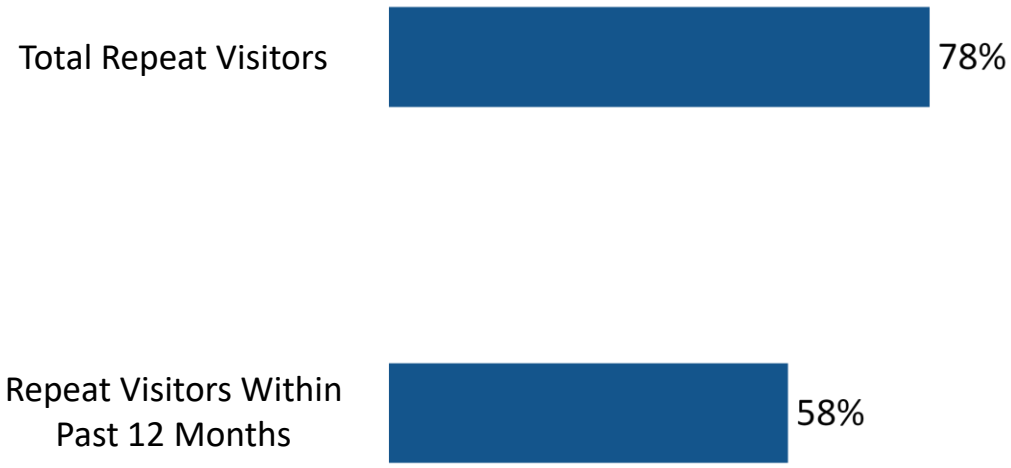
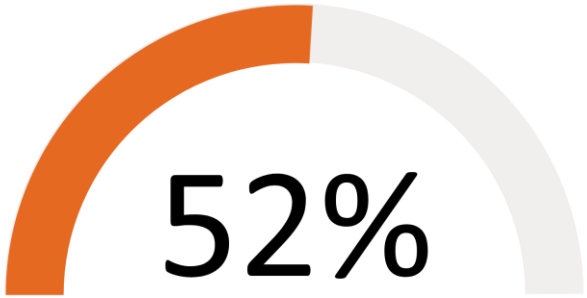
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Eastern

Past Visitation





Selected That They Were '*Very Likely*' to Return to Eastern

Repeat visitation is the strongest predictor of future travel.

Longwoods INTERNATIONAL

Respondent Demographics

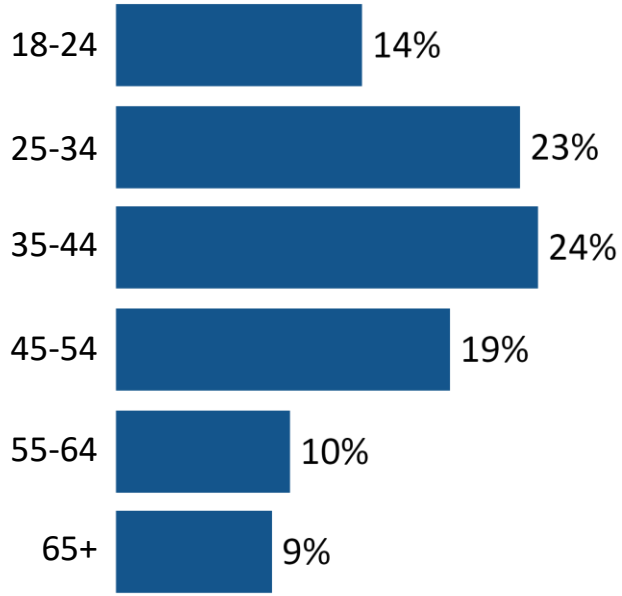


Longwoods INTERNATIONAL

Age, Gender, & Household Income

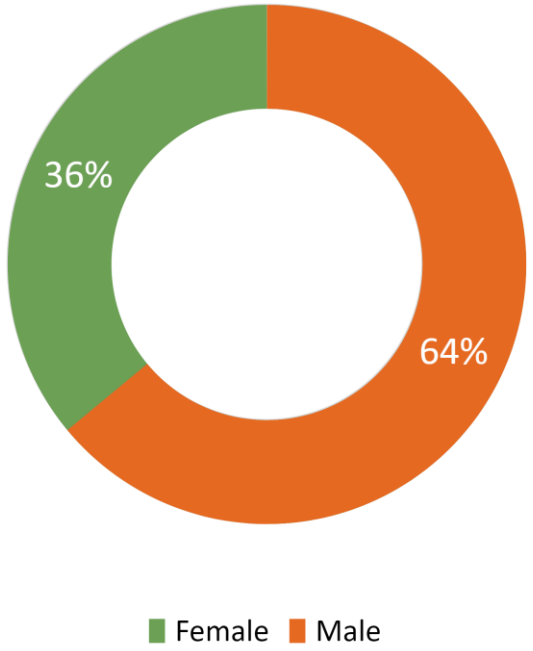
Respondent Demographics for Eastern

Age

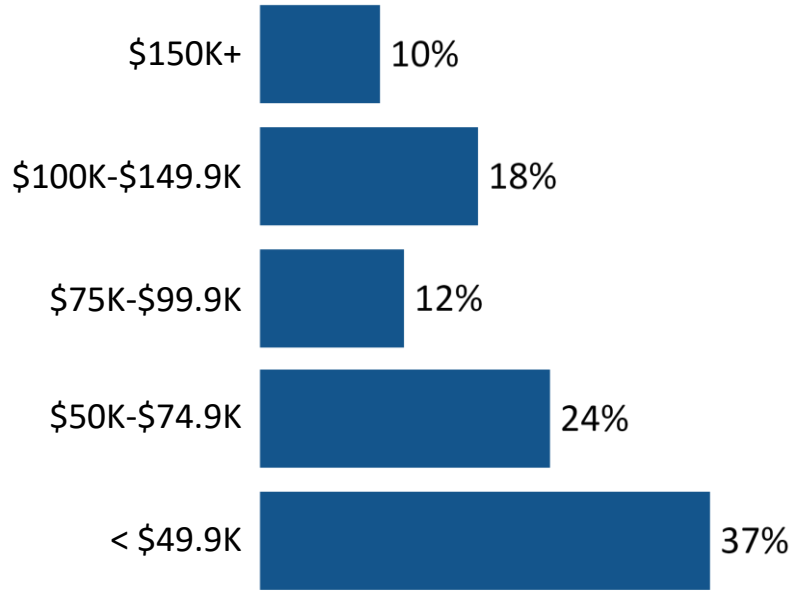


Average Age: 41.6

Gender



Household Income



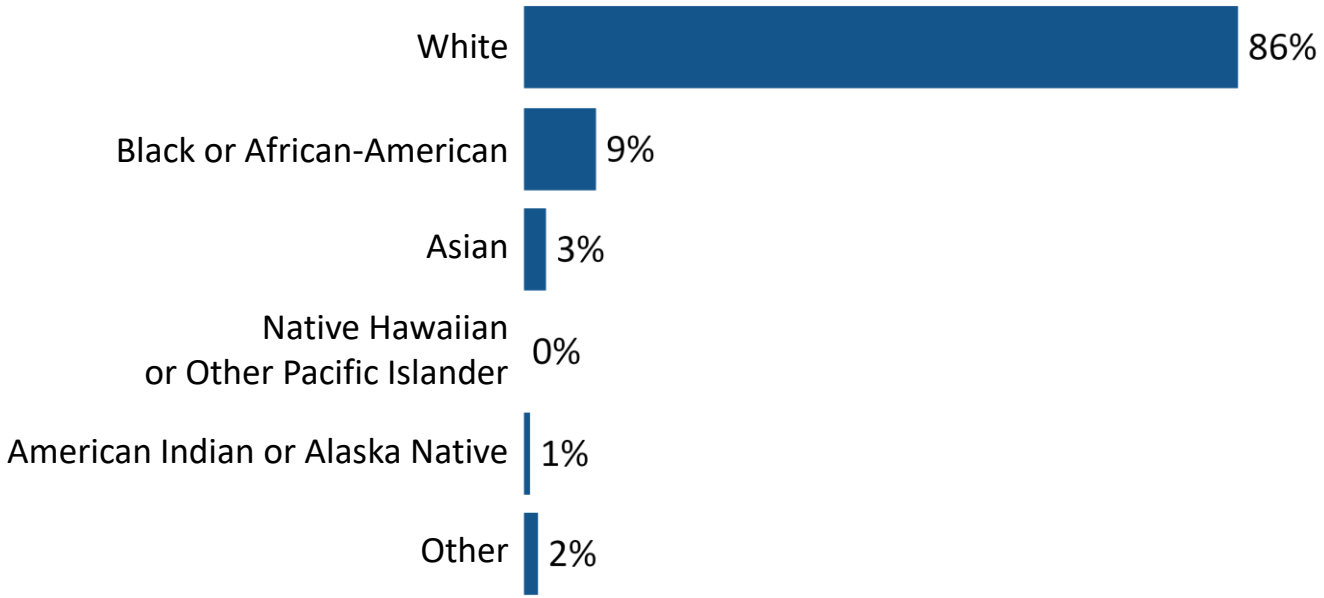
Average Income: $77.0K

Longwoods INTERNATIONAL

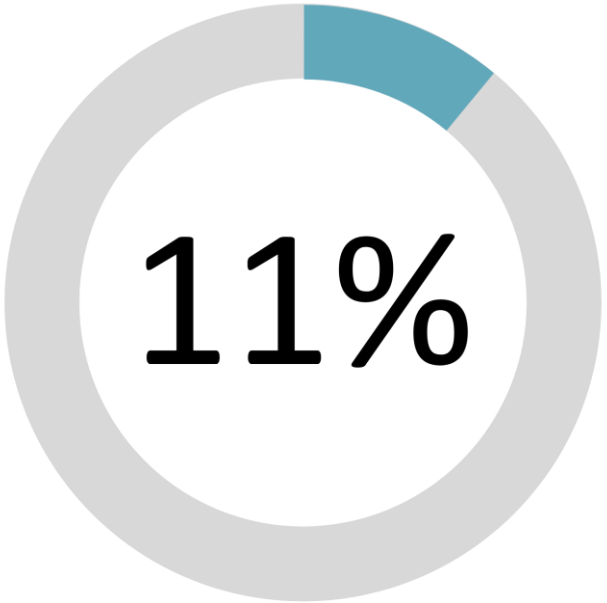
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for Eastern

Employment

61% full-time / self-employed

13% part-time

26% retired / not employed / other

Marital Status

56% married / living with a partner

31% single / never married

14% divorced / widowed / separated

Military Status*

75% never served in the military

8% veteran

12% currently on active duty

9% on active duty for training

Education

20% high school diploma or less / other

21% attended some college

37% associate's or bachelor's degree

23% graduate or professional degree

Sexual Orientation

90% straight

3% gay / lesbian

7% bisexual

0% other / not sure

Household Size

30% 1 member

18% 2 members

19% 3 members

24% 4 members

10% 5+ members

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

Longwoods INTERNATIONAL

Longwoods INTERNATIONAL

Travel USA®

Overnight 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 overnight trips in 2024/2025:

264 *

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* < 400

See Reference Guide for additional information on weighted base calculation.

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Pre-Trip

Traveler Profiles & Origins



Longwoods INTERNATIONAL

State & DMA of Origin

Top Traveler Markets for Southeastern

	2024/2025
Idaho	33%
Utah	16%
California	5%
Oregon	4%
North Carolina	4%



	2024/2025
Salt Lake City, ID/UT	18%
Idaho Falls-Pocatello, ID	15%
Boise, ID	11%
Twin Falls, ID	4%
Spokane, ID/WA	4%

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

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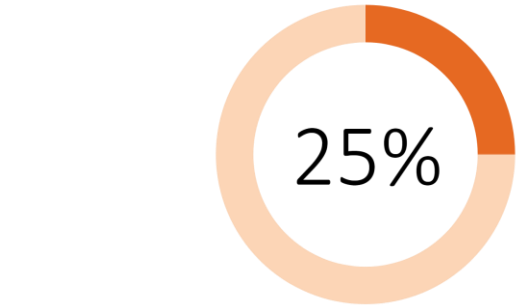
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

24%



Travel Parties with Pets



Travel Parties with Children

41%

Longwoods INTERNATIONAL

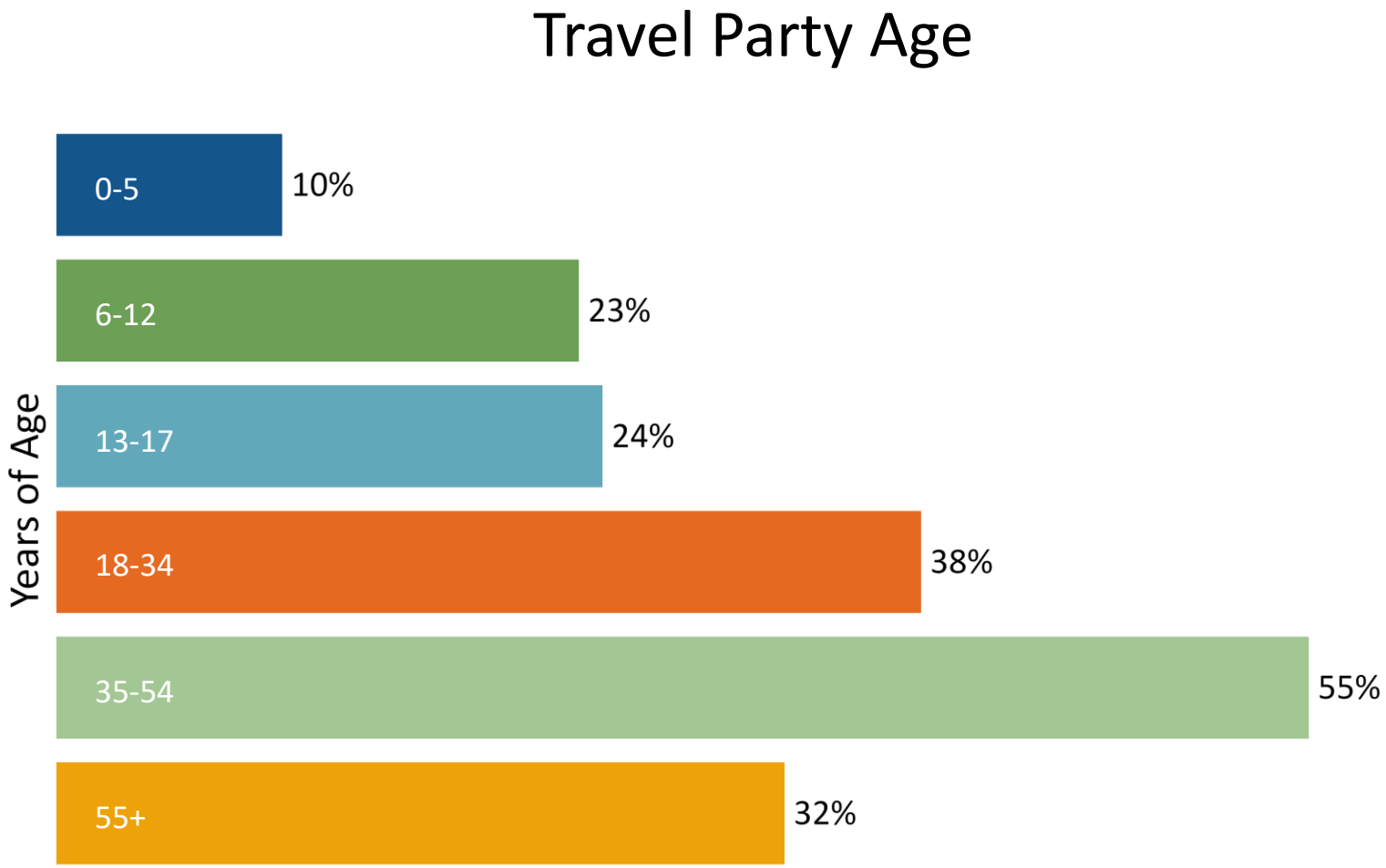
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.9





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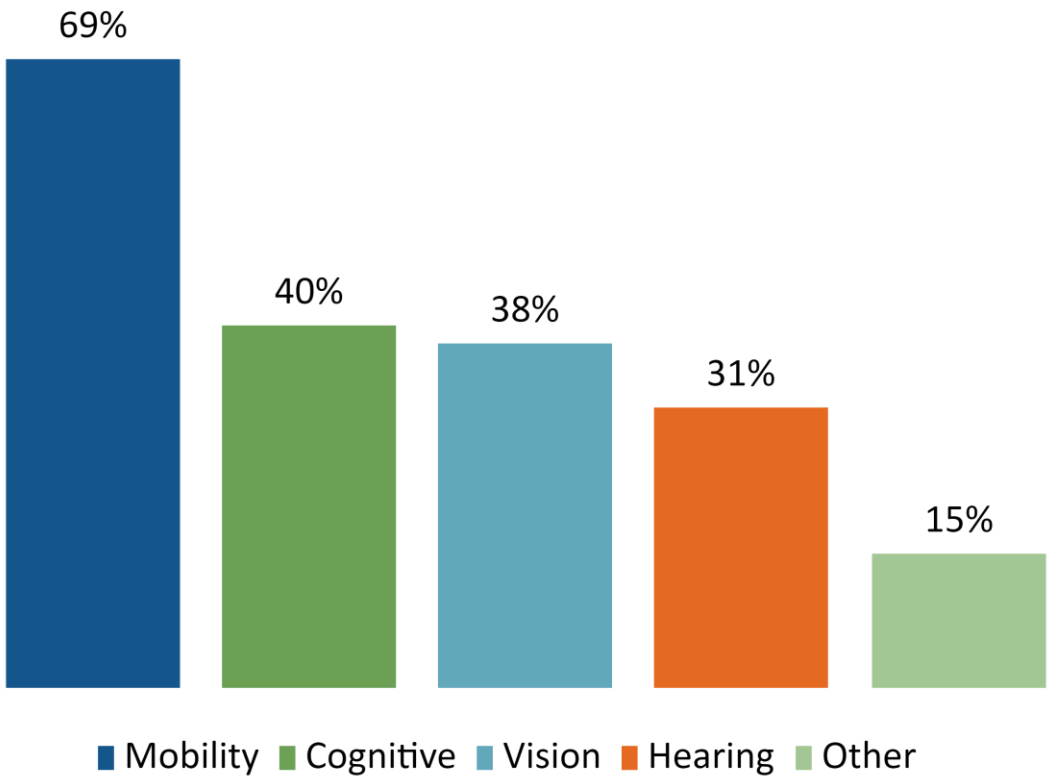
Travelers with Travel-Limiting Disabilities

Disability Categorizations

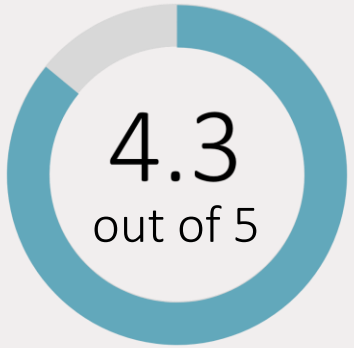
Travel Parties with an Individual Who Required Accessibility Services

26%

+8.9% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

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Pre-Trip

Traveler Motivators & Segmentation



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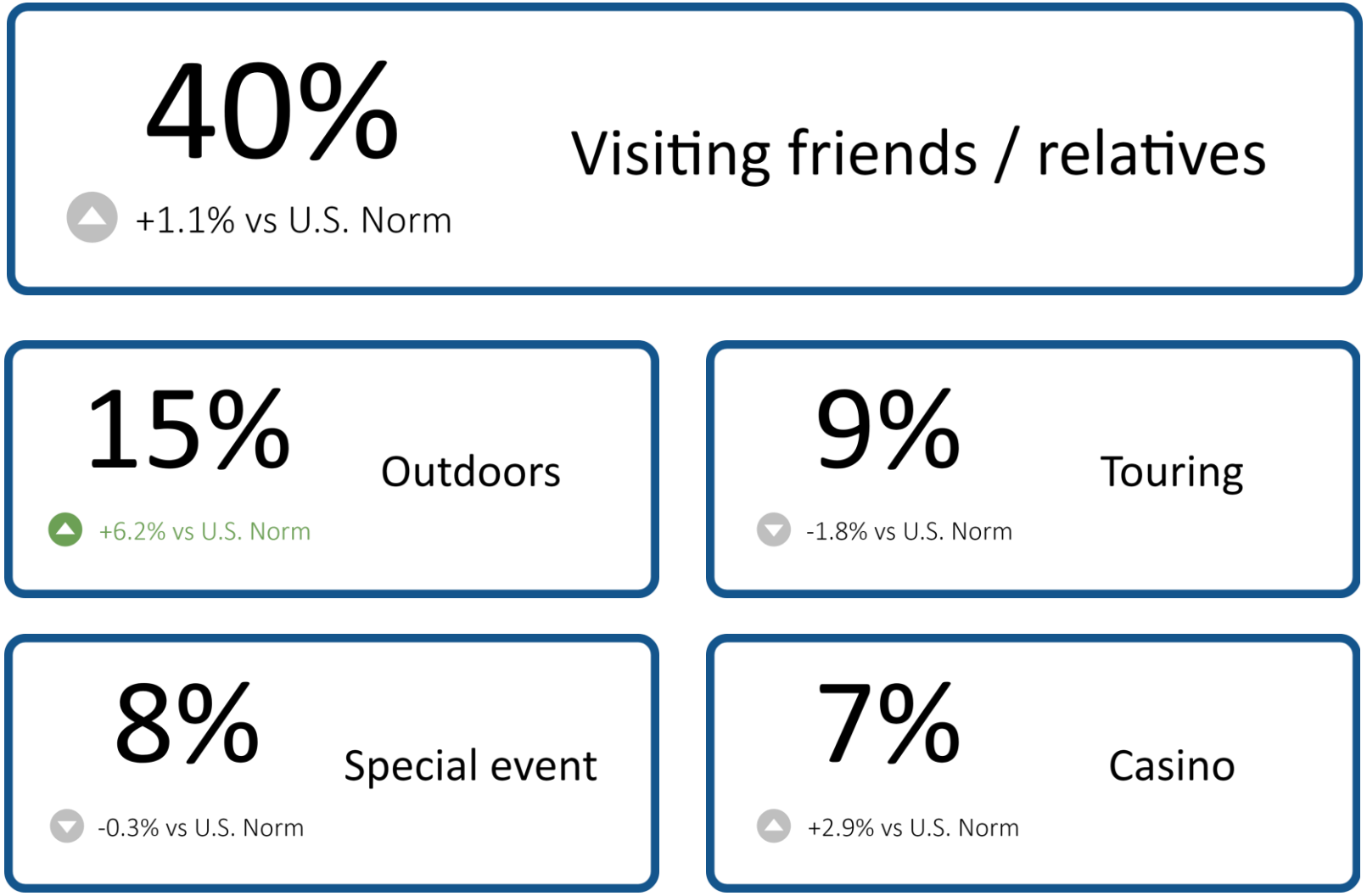
Main Purpose of Trip

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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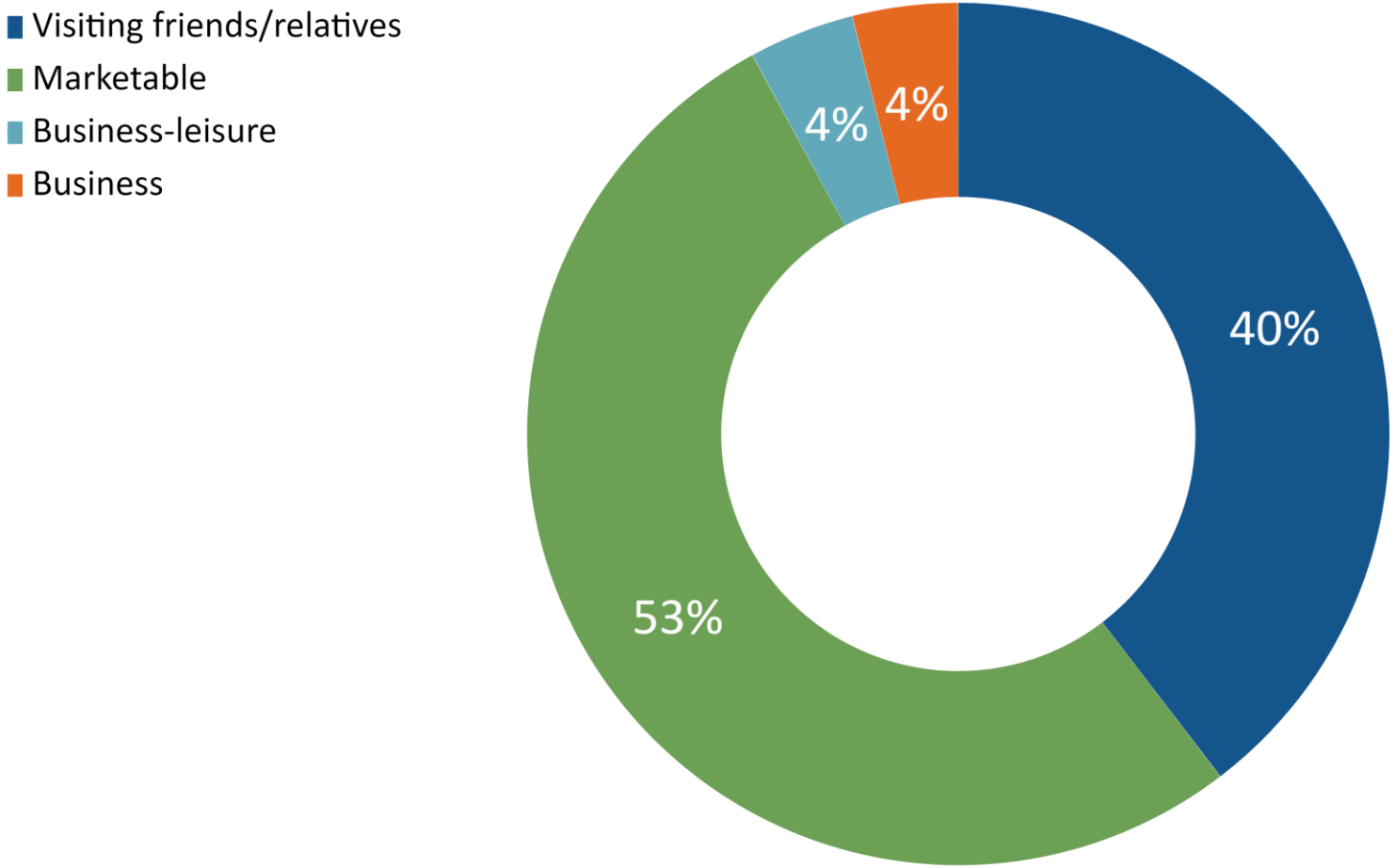
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



92%

Visited Friends/Relatives Who Live in Southeastern

8%

Met Friends/Relatives in Southeastern 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

19%	Budget friendly traveler: prioritizing affordability and value for money
18%	Family traveler: prioritizing activities and accommodations suitable for children
16%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
14%	Luxury traveler: seeking high-end experiences and personalized services
6%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions
6%	Food & wine traveler: seeking unique or local foods, food & wine tours

See Reference Guide for a full list of traveler personas.

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Pre-Trip

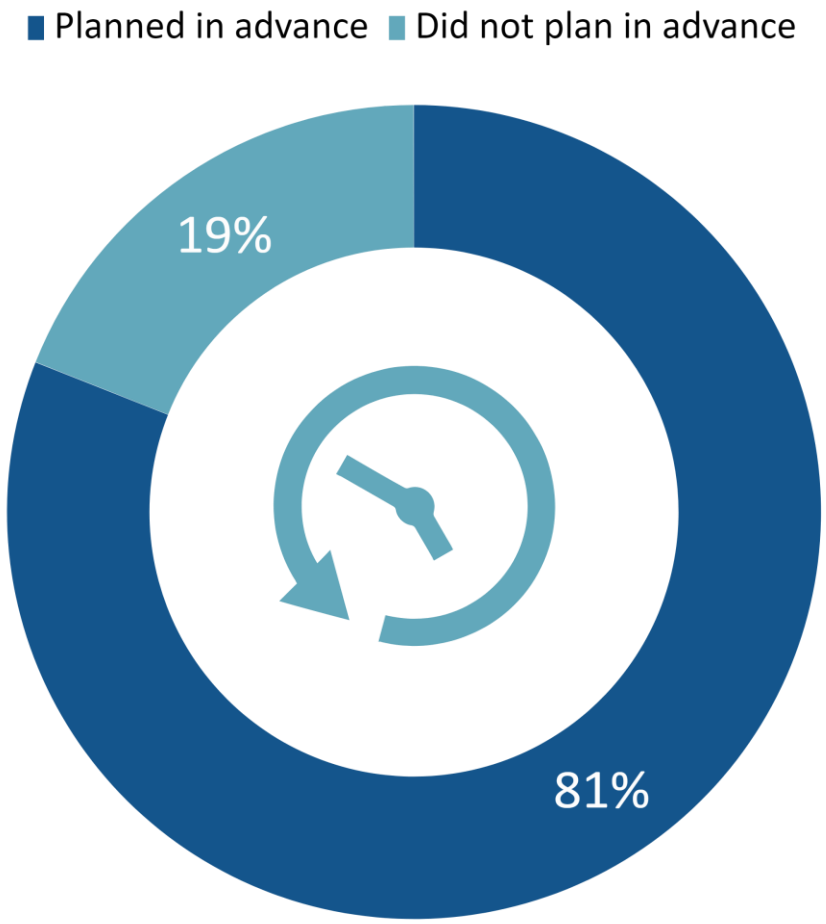
Travel Planning



Longwoods INTERNATIONAL

Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	19%	+8.4% vs U.S. Norm
2 months or less	46%	-2.3% vs U.S. Norm
3-5 months	21%	+0.3% vs U.S. Norm
6 months or more	14%	-6.5% vs U.S. Norm

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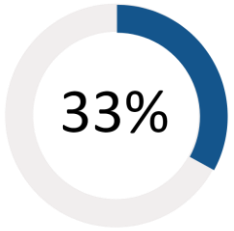
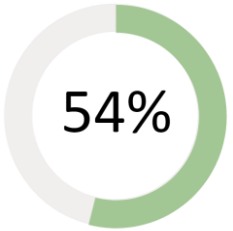
Sources of Trip Planning

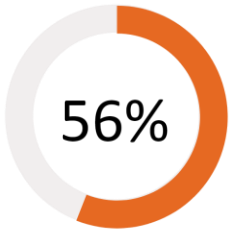
Share of Travelers Who Used Each Media Type for Trip Planning



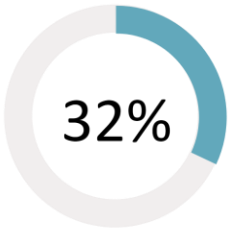
Print



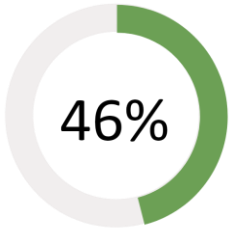
In-Person



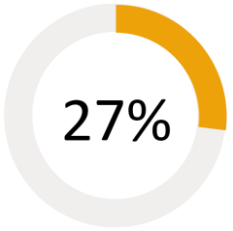
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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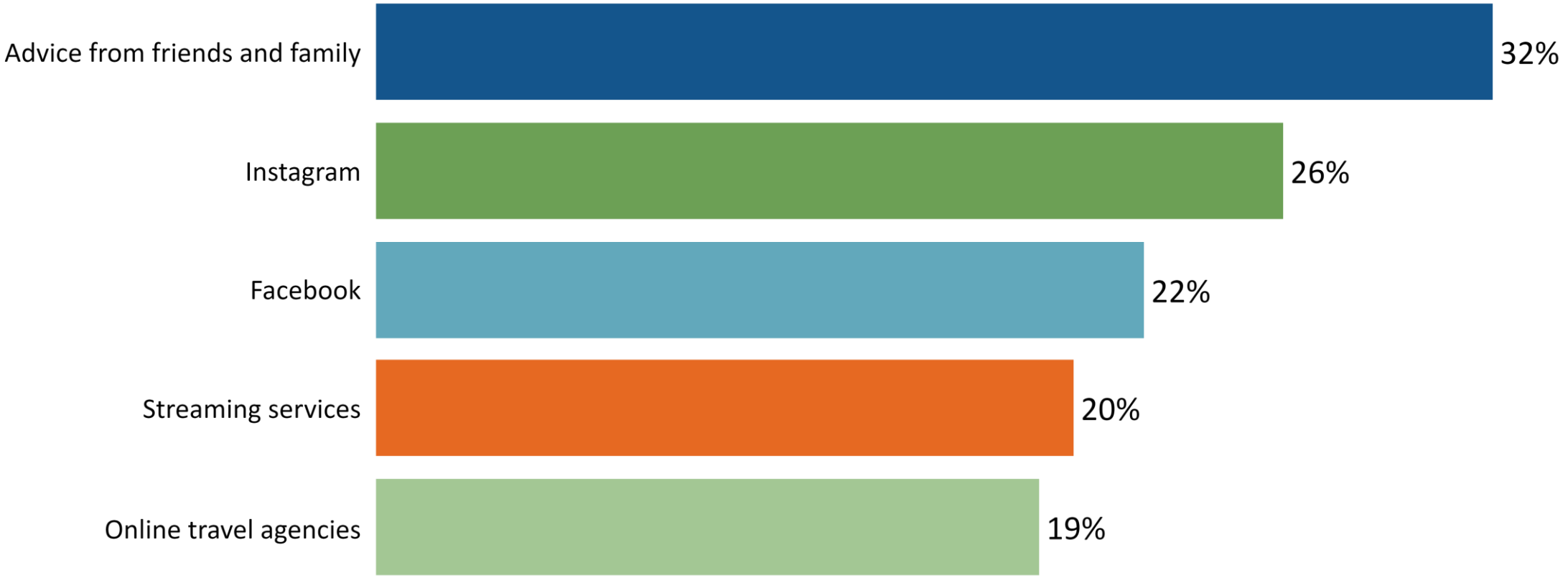
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

Longwoods INTERNATIONAL

During Trip

Trip Structure



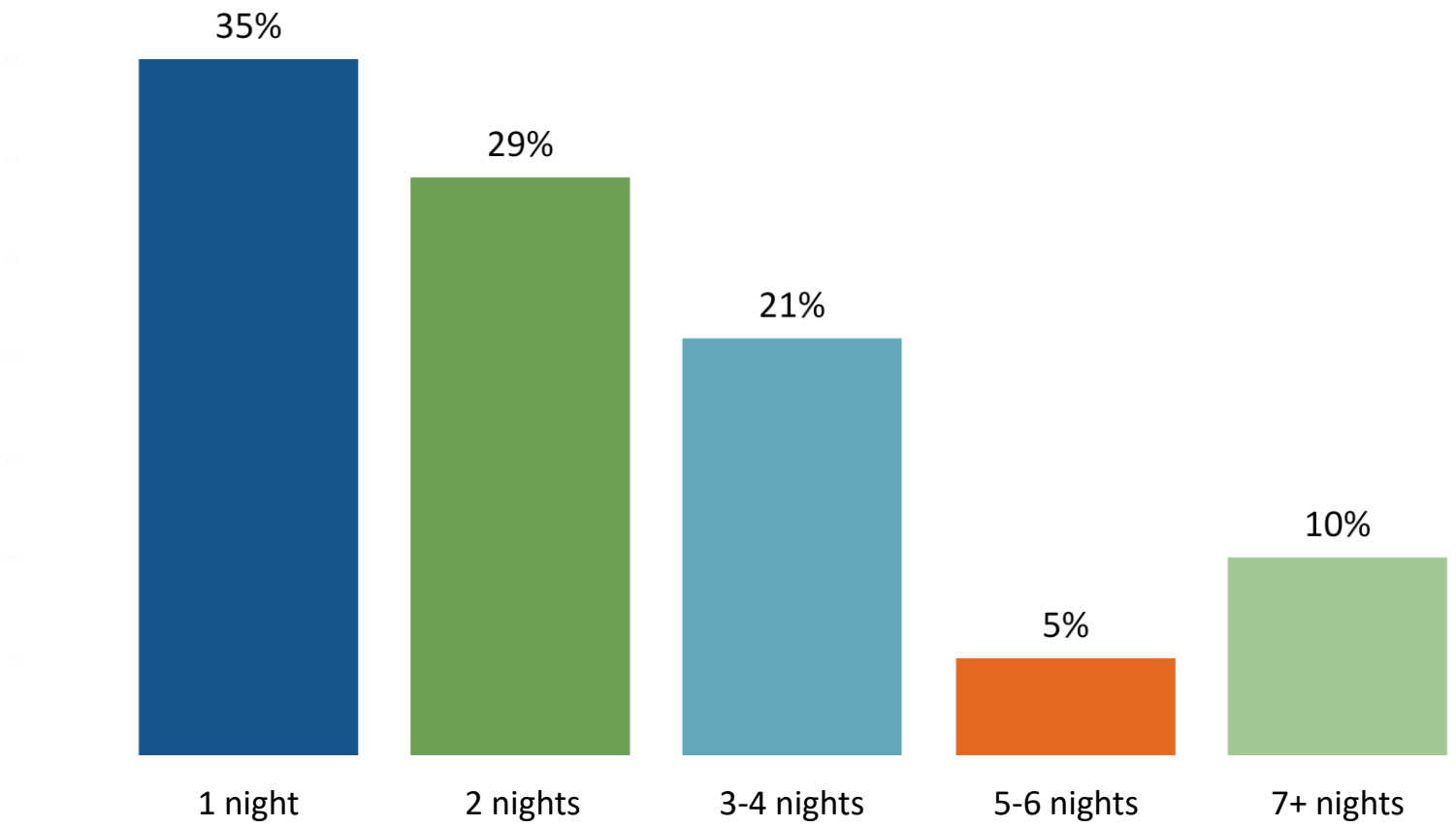
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in Southeastern

Average
Number of Nights

3.2



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Trip Structure

Share of Total Trip Spent in Southeastern

Average Number of Nights Spent in Southeastern

3.2

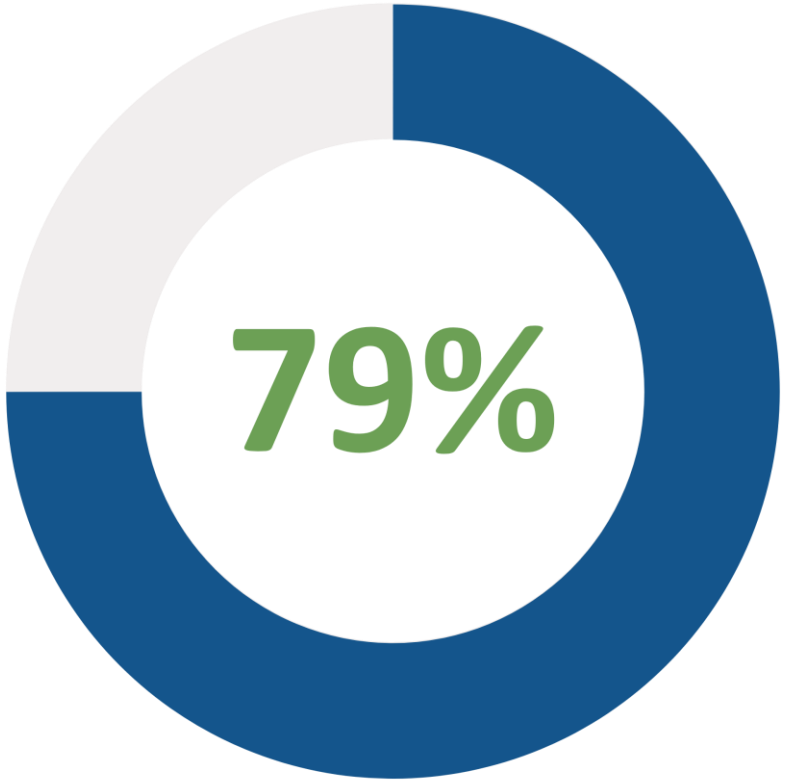
4.0

Average Number of Total Trip Nights

Accounts for trip nights that Southeastern travelers spent in other destinations.

=

Share of Total Trip Spent in Southeastern



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

Longwoods INTERNATIONAL

During Trip

Transportation & Accommodations

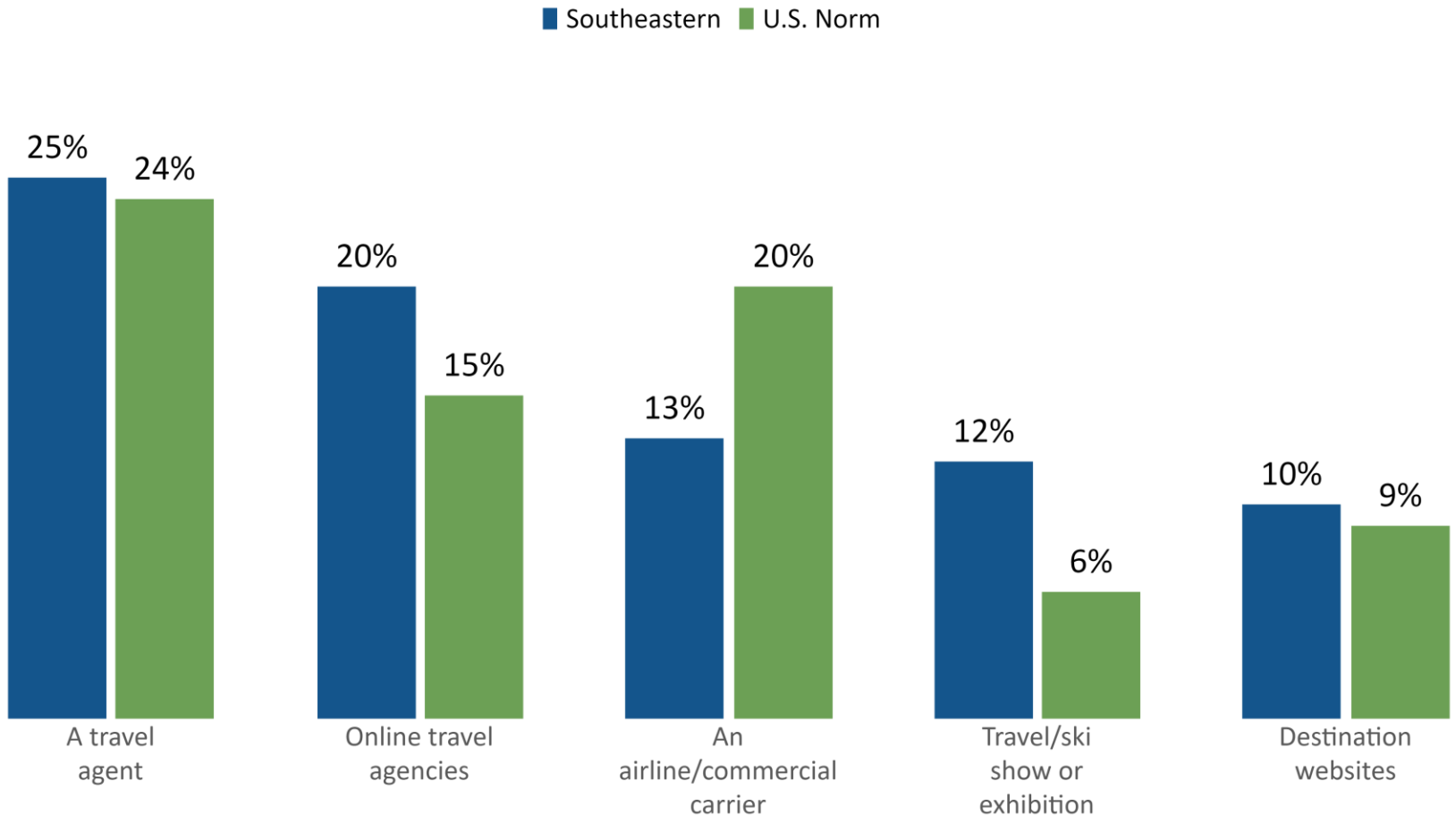


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation



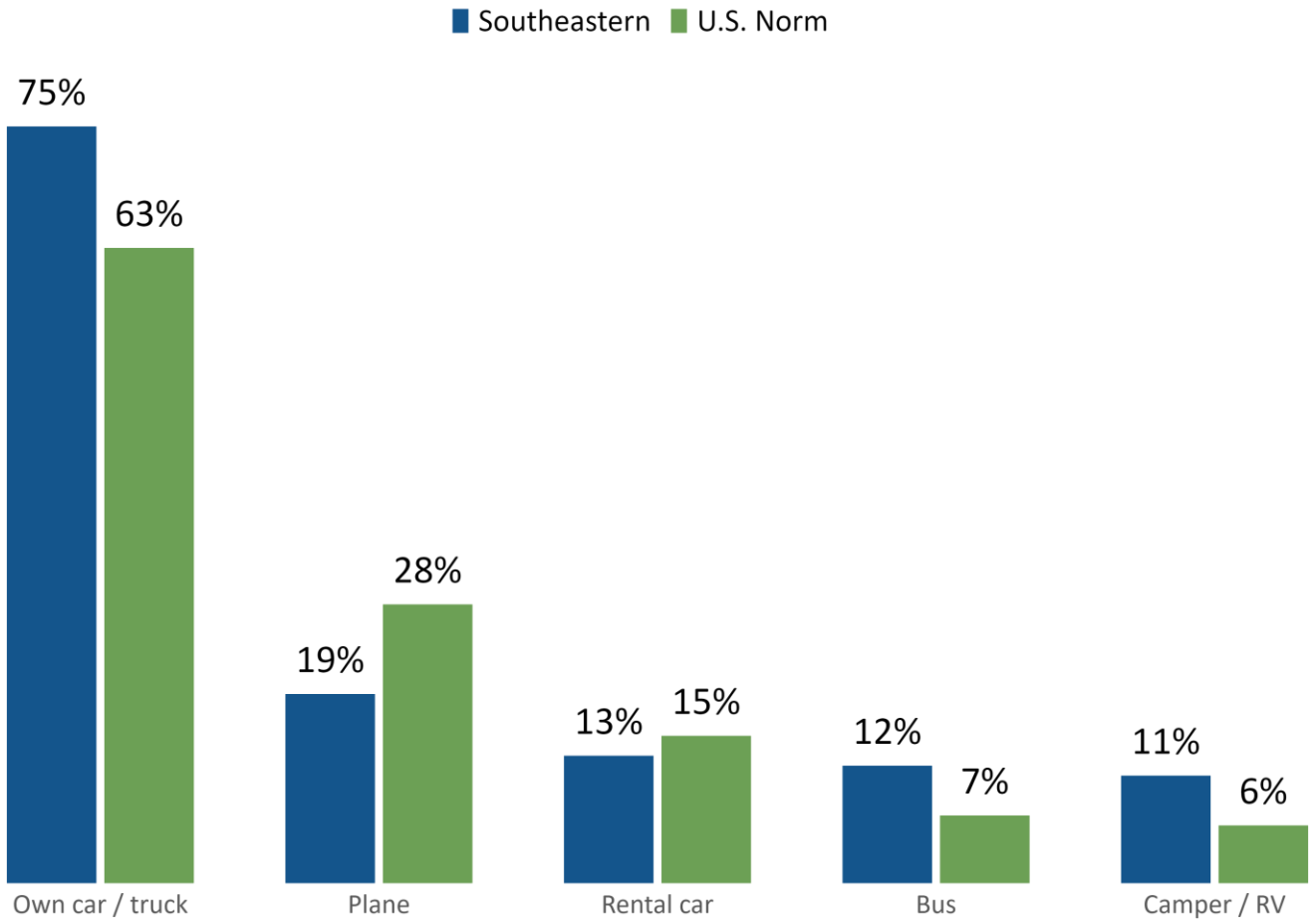


See Reference Guide for a full list of booking sources.

Longwoods INTERNATIONAL

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Southeastern



Vehicle Type

Gasoline/diesel	78%	-0.4% vs U.S. Norm
Hybrid	16%	+4.1% vs U.S. Norm
Electric	11%	+0.7% vs U.S. Norm
Plug-in-hybrid	7%	+1.3% vs U.S. Norm

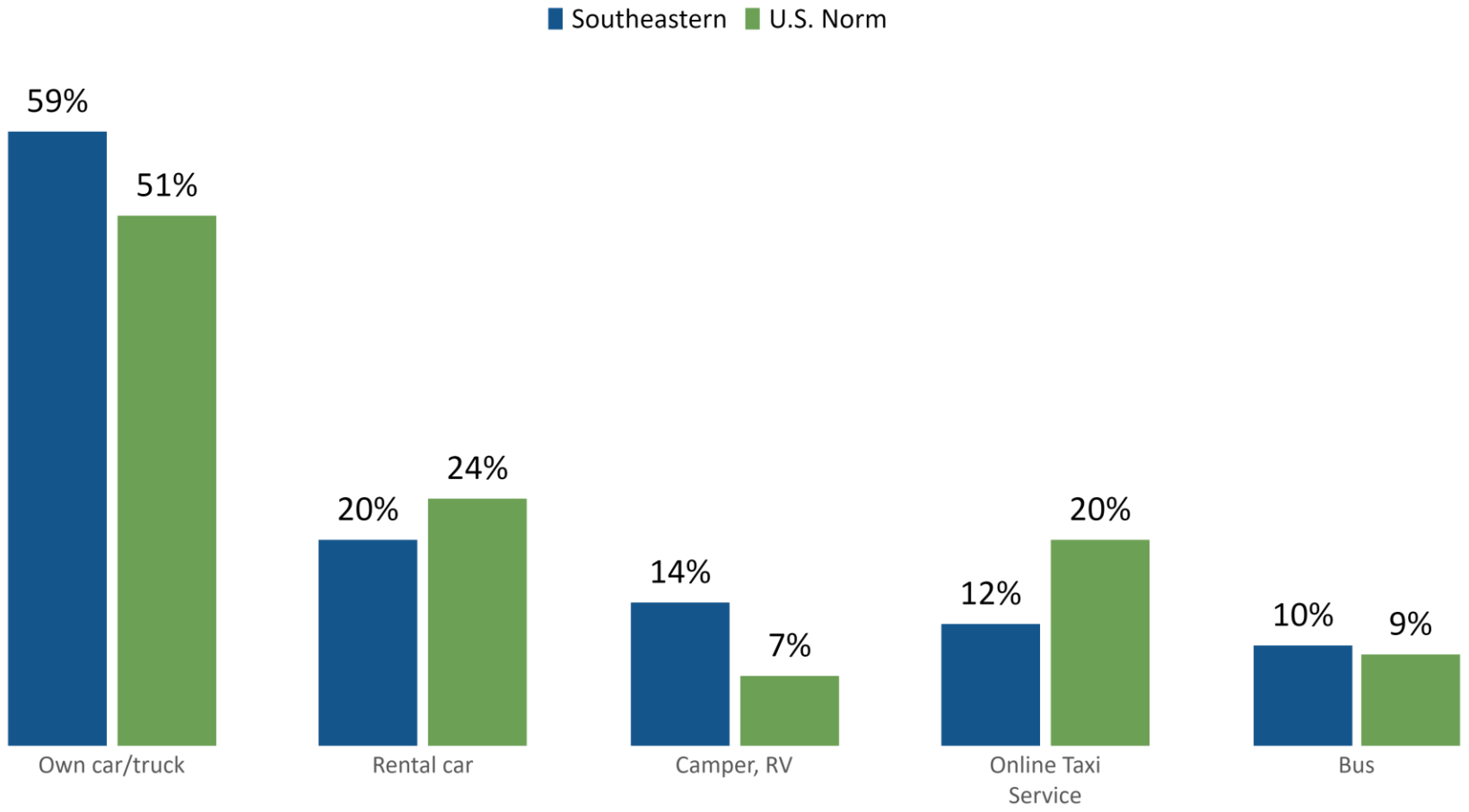
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

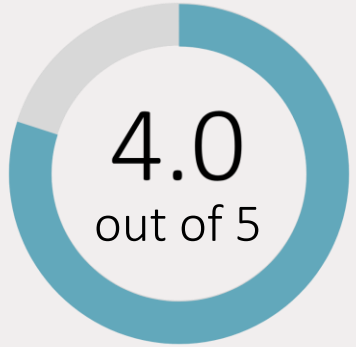
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Southeastern



Public Transportation



Average Satisfaction Rating

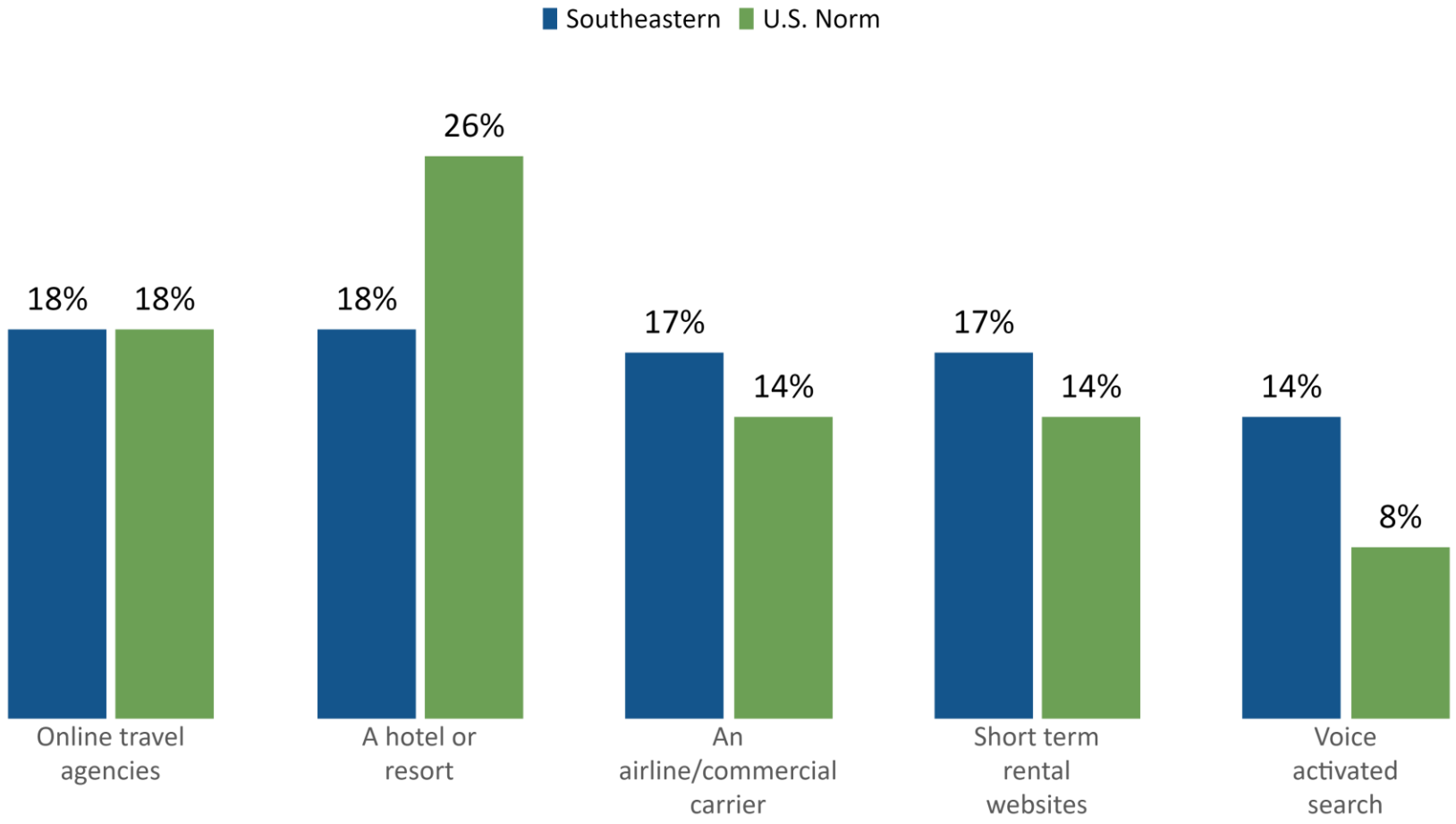
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



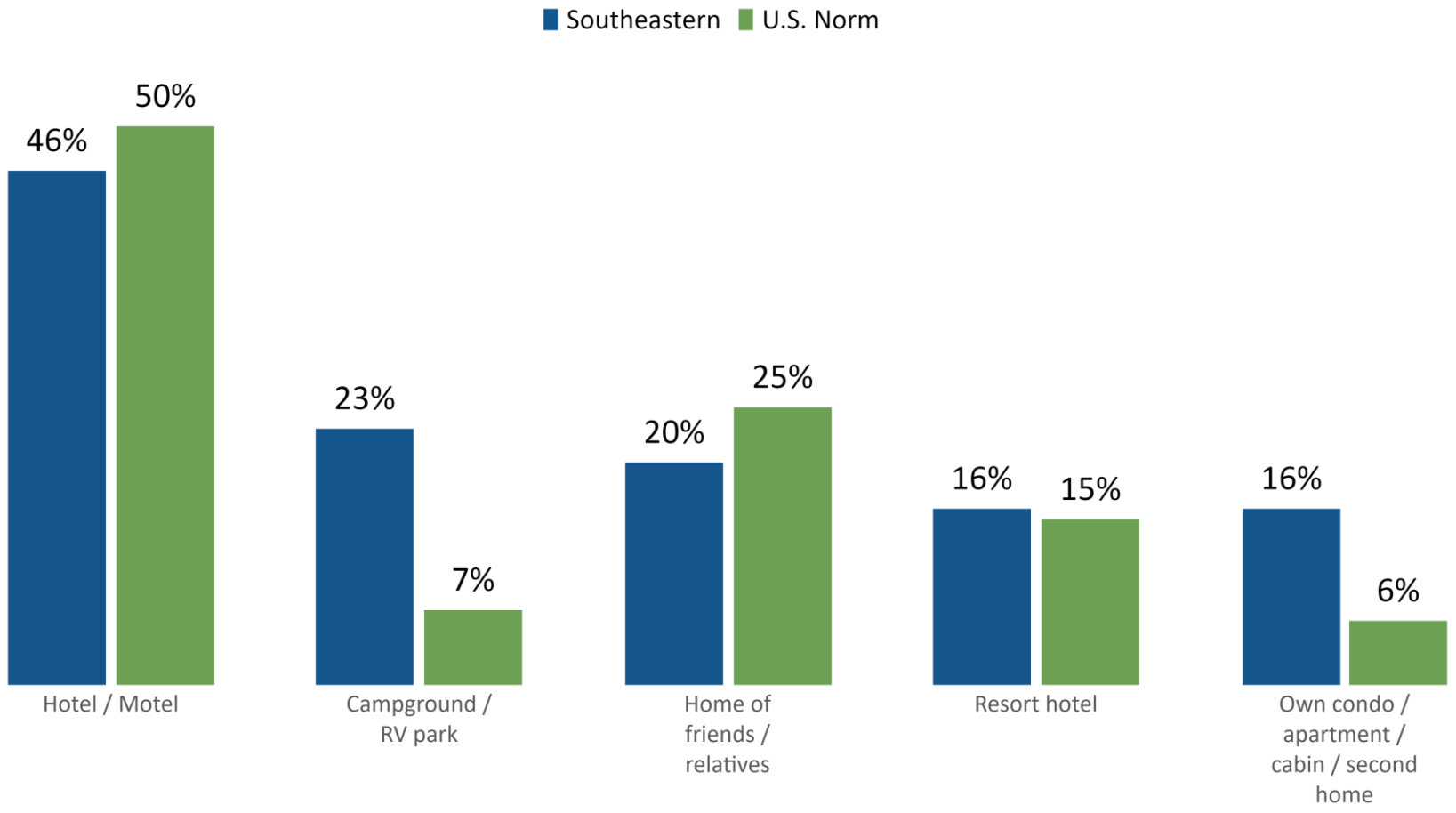


See Reference Guide for a full list of booking sources.

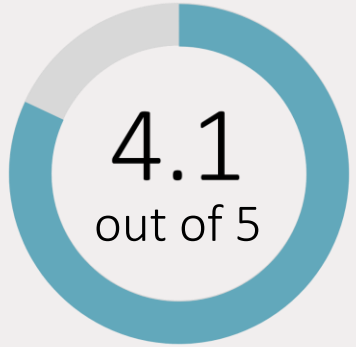
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for Southeastern Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

Longwoods INTERNATIONAL

During Trip

Destination Activities

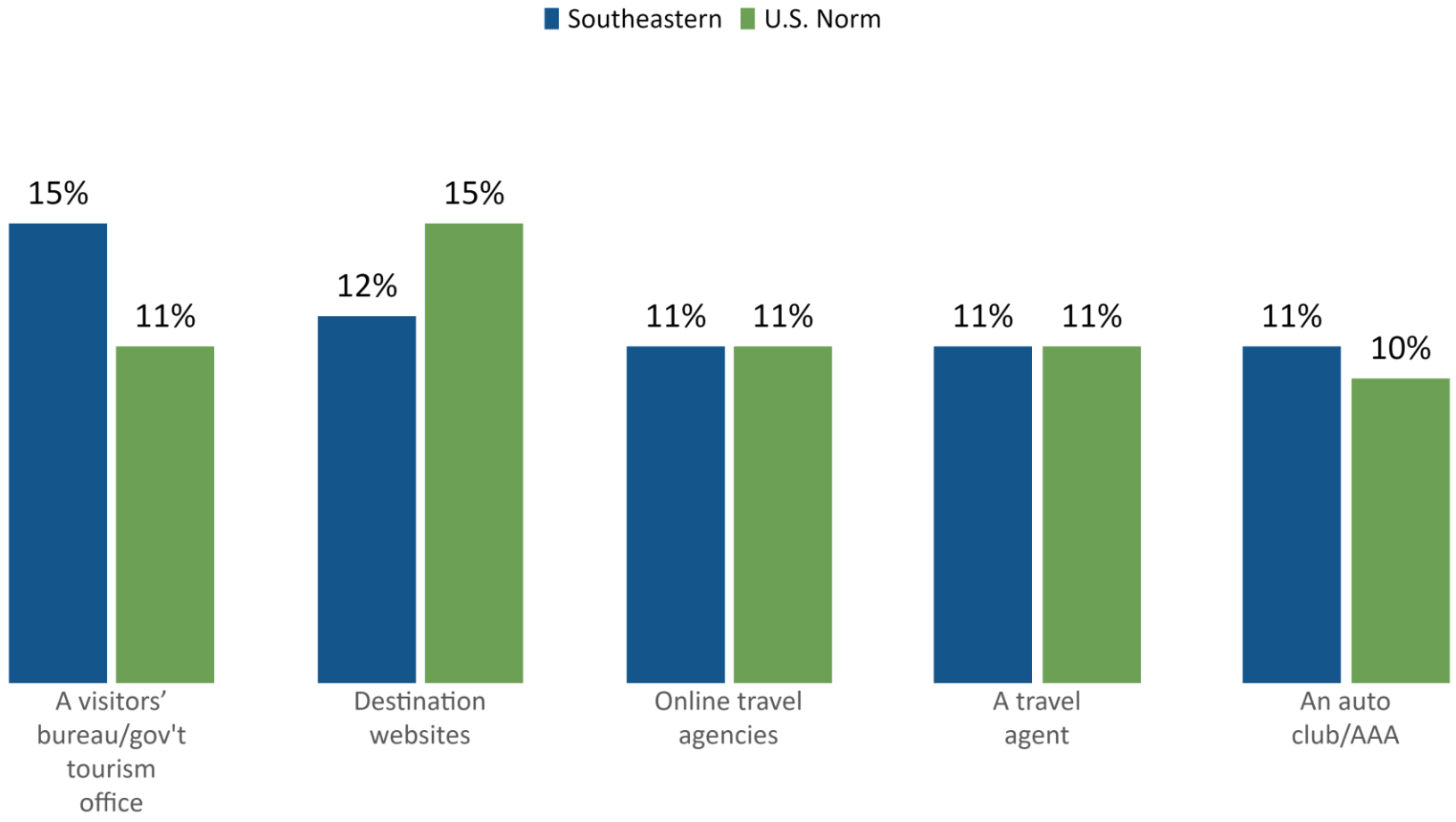


Longwoods INTERNATIONAL

Booking: Activities

Top Booking Sources for Activities





Longwoods INTERNATIONAL

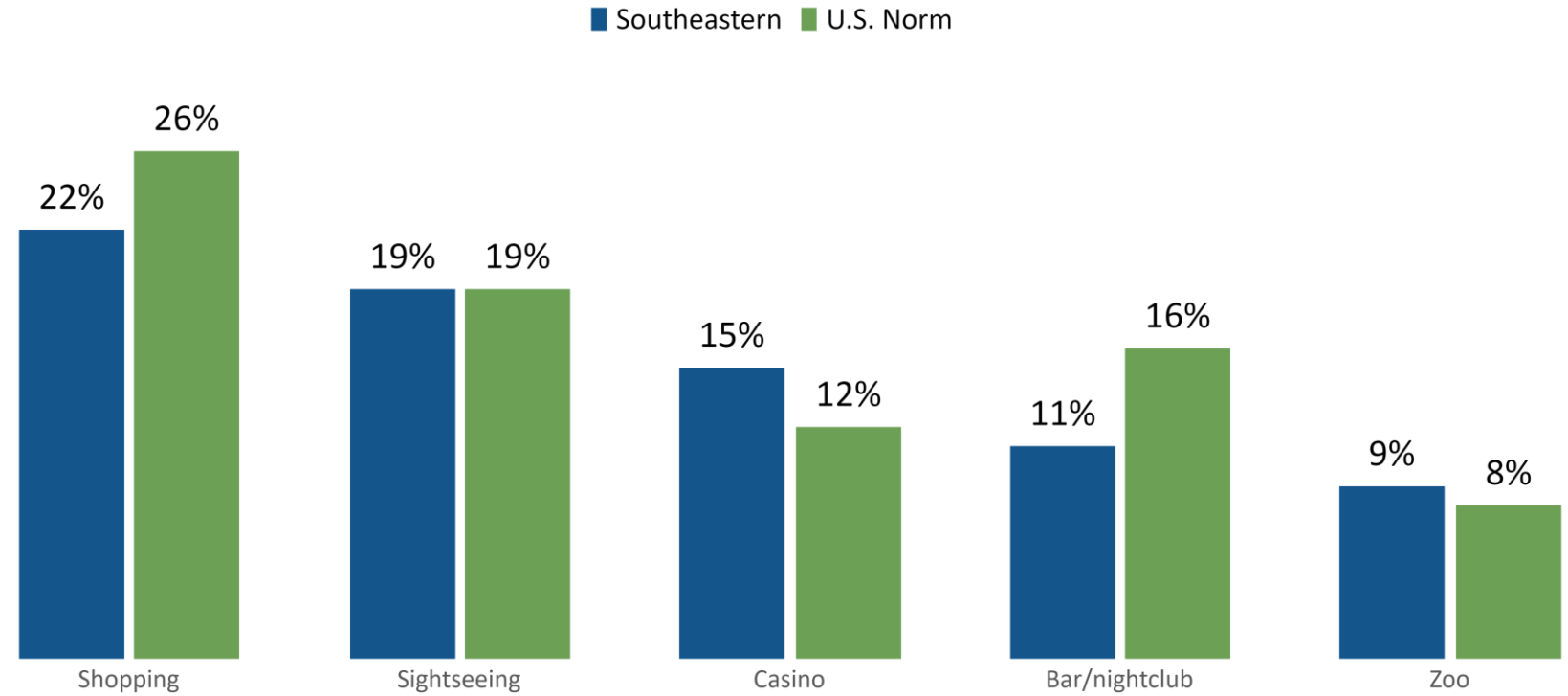
Entertainment Activities

Top Entertainment Activities for Southeastern Travelers

60%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





Longwoods INTERNATIONAL

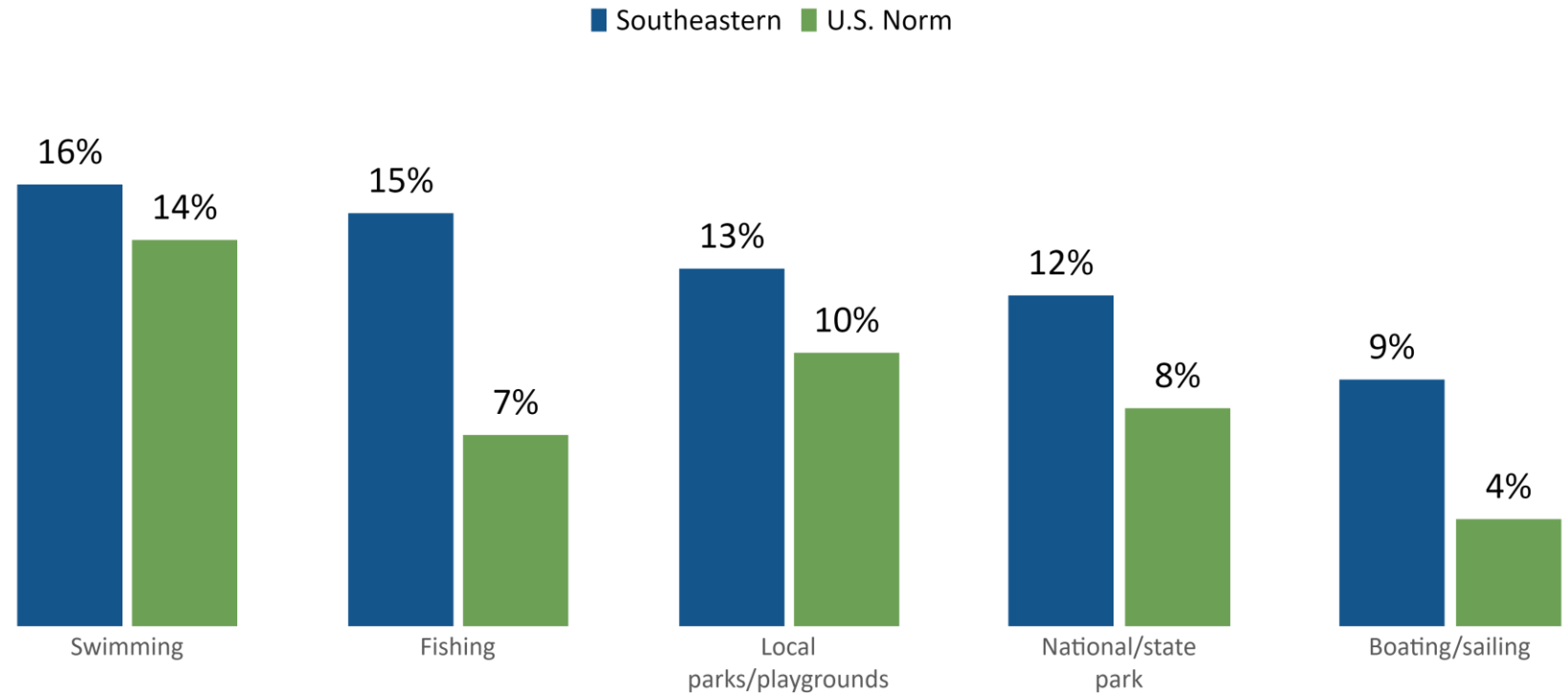
Recreational Activities

Top Recreational Activities for Southeastern Travelers

58%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





Longwoods INTERNATIONAL

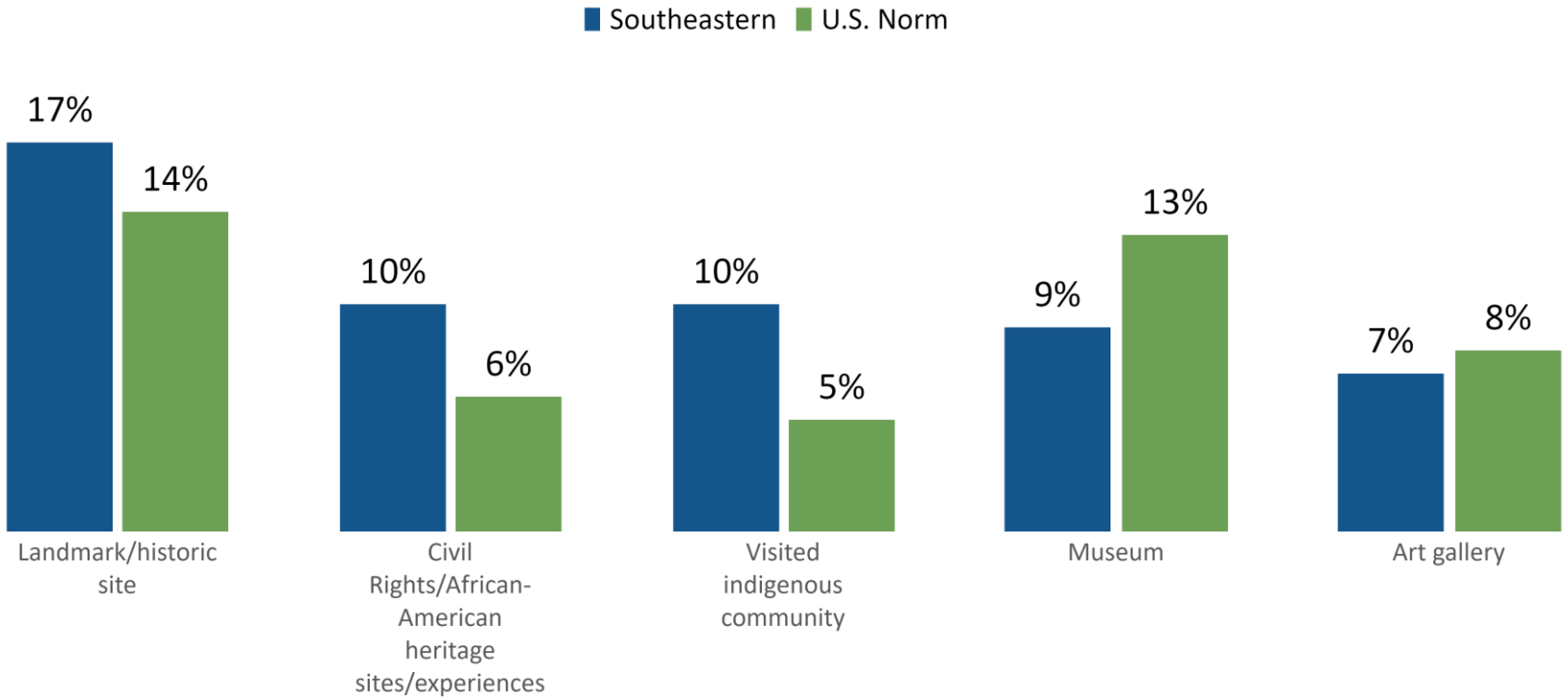
Cultural Activities

Top Cultural Activities for Southeastern Travelers

38%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





Longwoods INTERNATIONAL

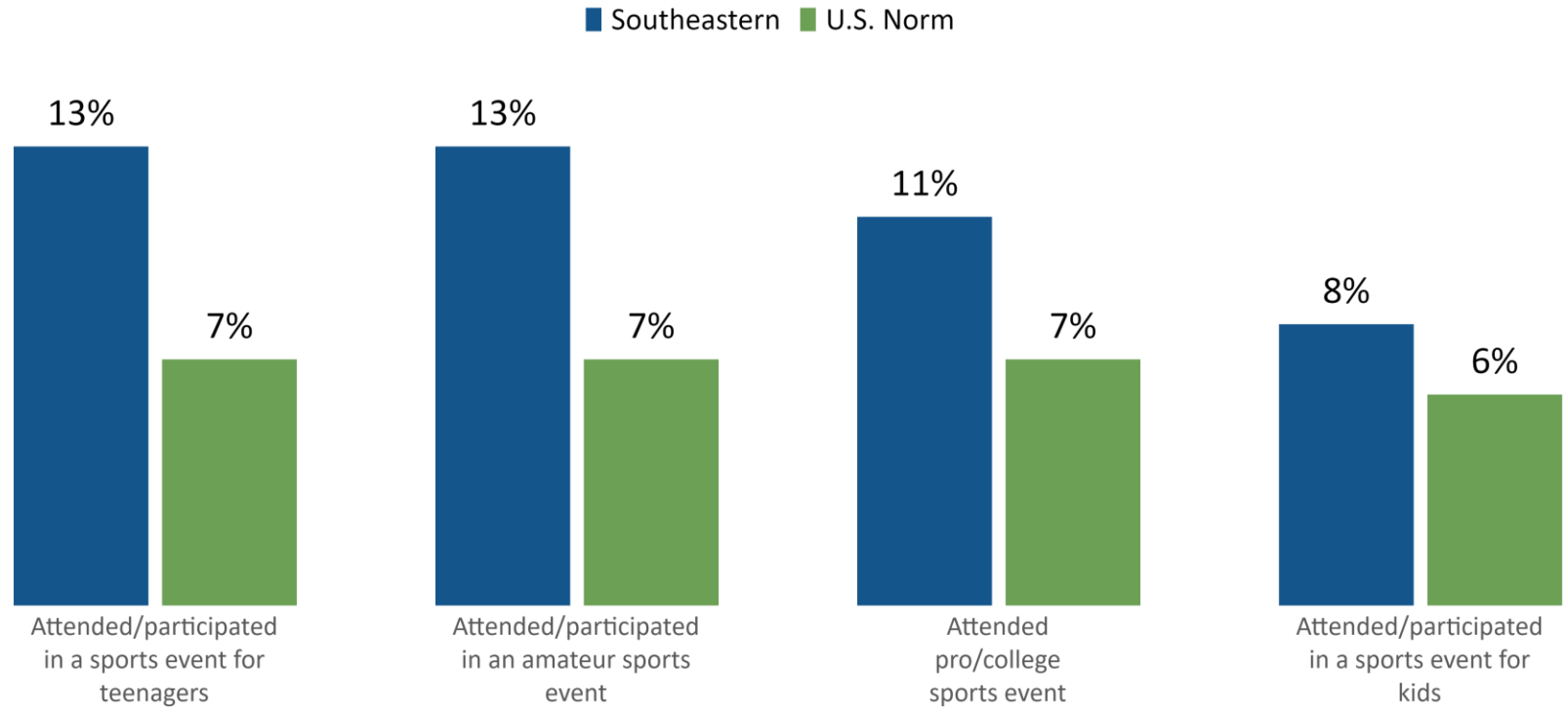
Sporting Events

Top Sporting Events for Southeastern Travelers

32%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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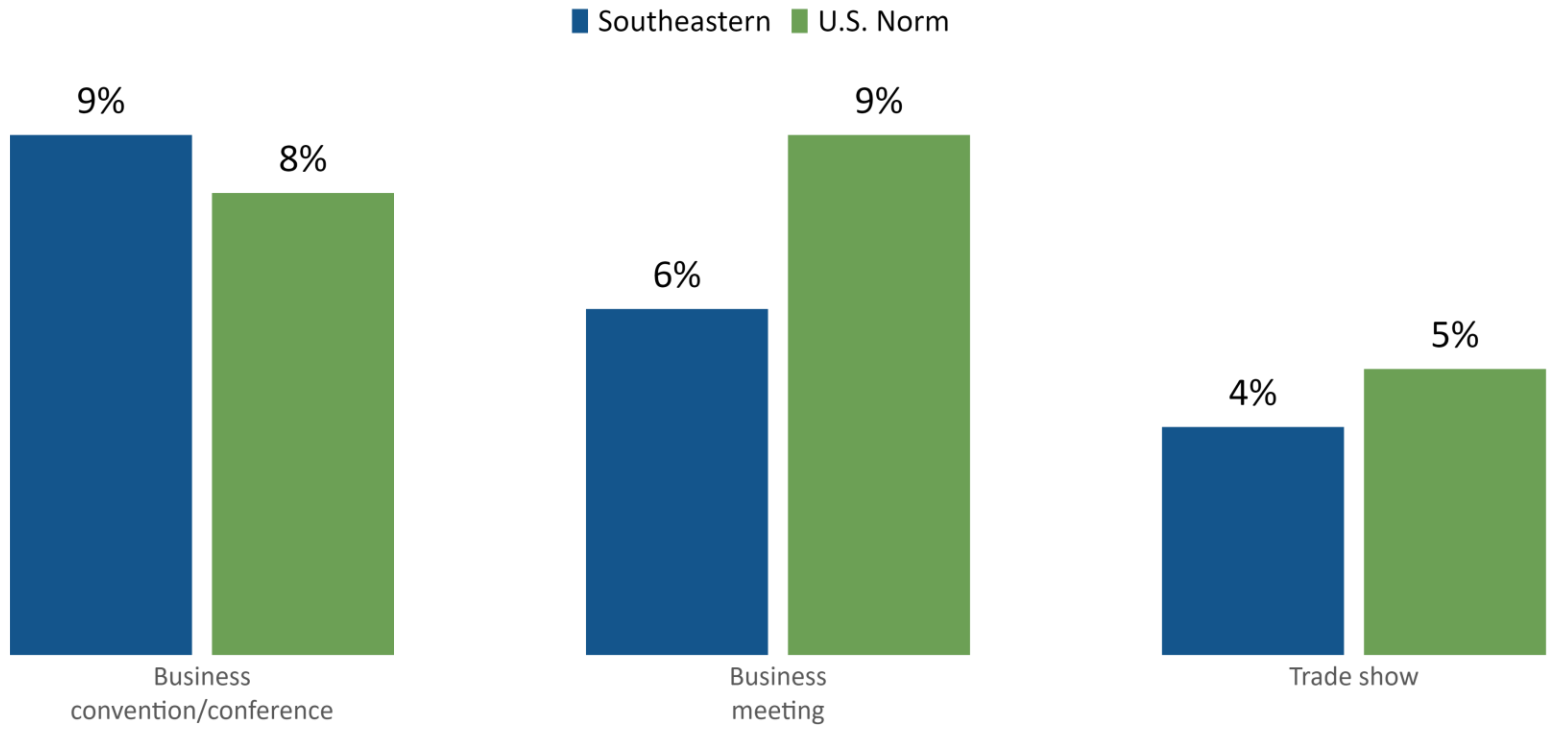
Business Activities

Top Business Activities for Southeastern Travelers

15%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





Longwoods INTERNATIONAL

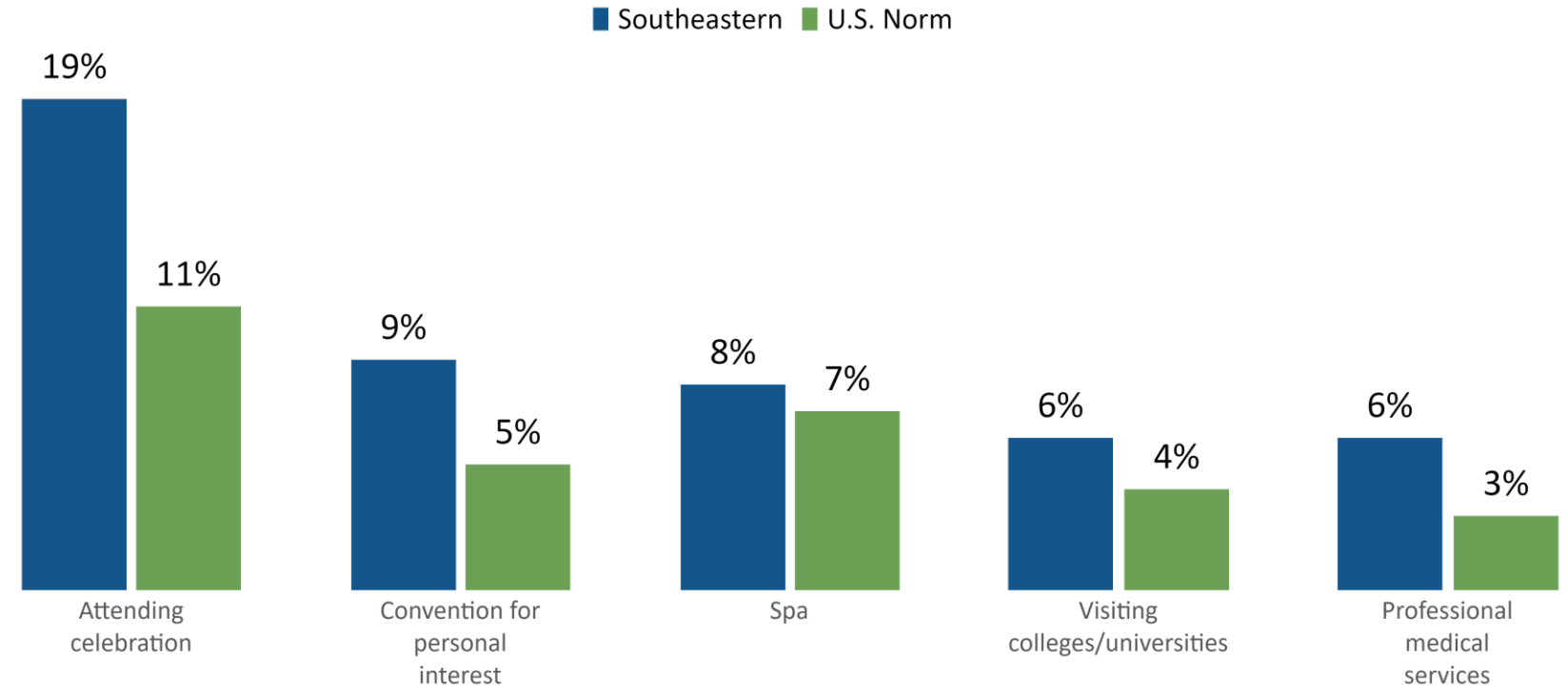
Other Activities

Top Other Activities for Southeastern Travelers

46%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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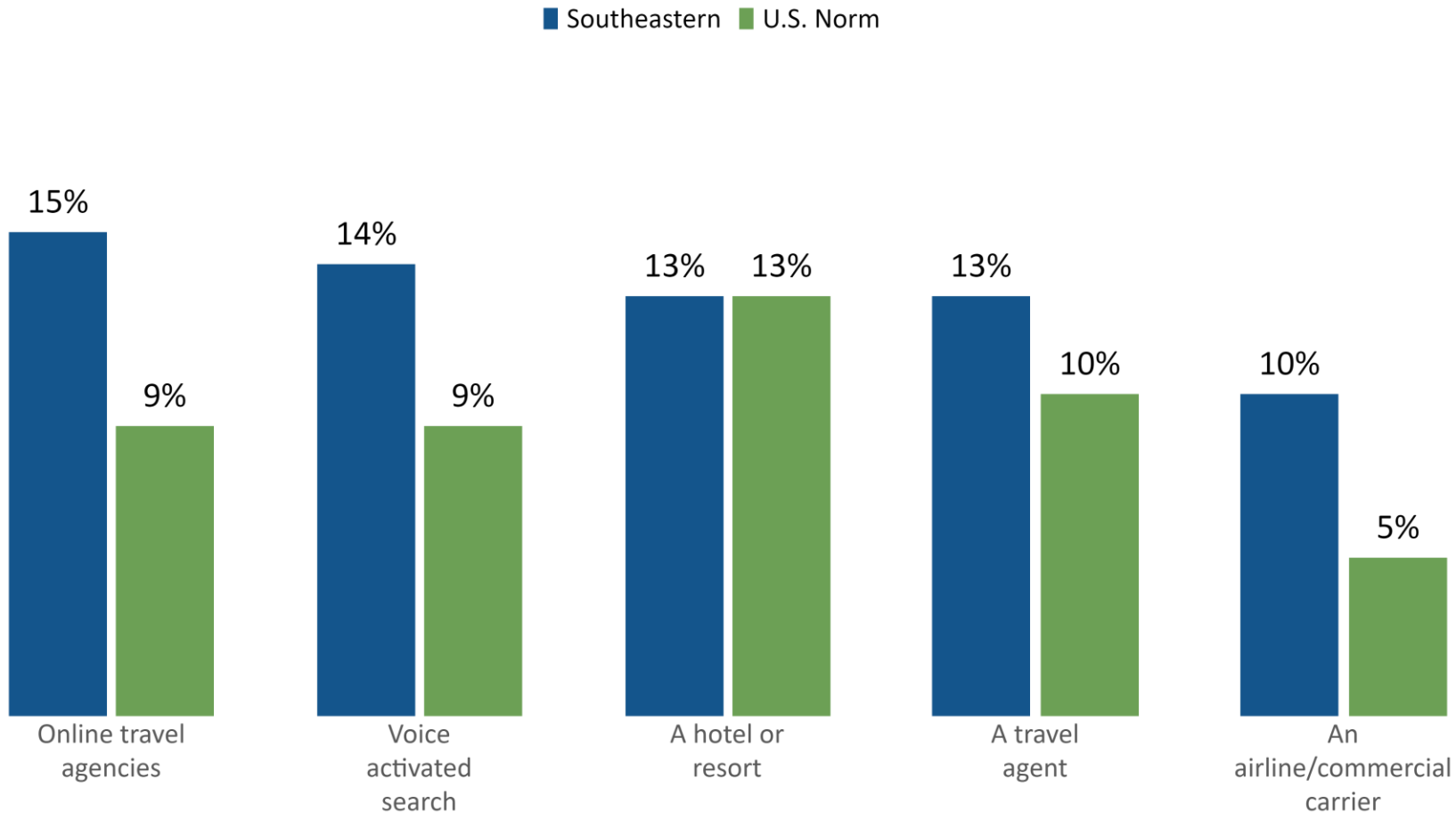
Booking: Dining

Top Booking Sources for Dining

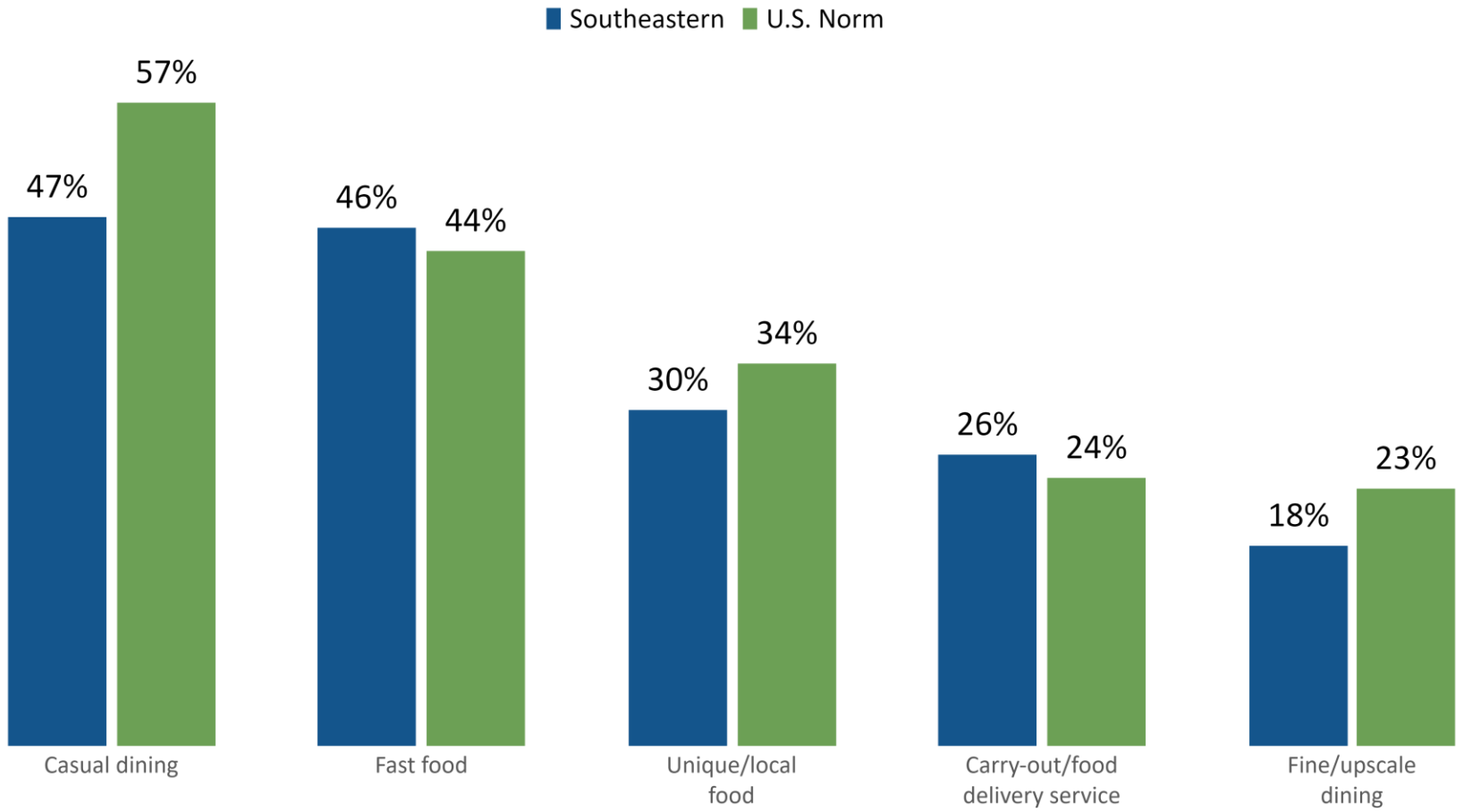




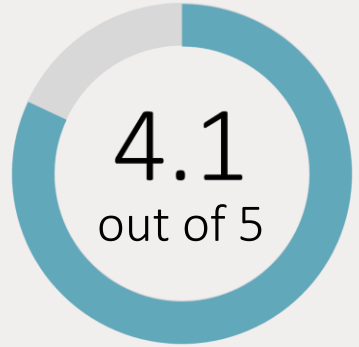
Longwoods INTERNATIONAL

Dining

Top Dining Categories for Southeastern Travelers



Quality of Food

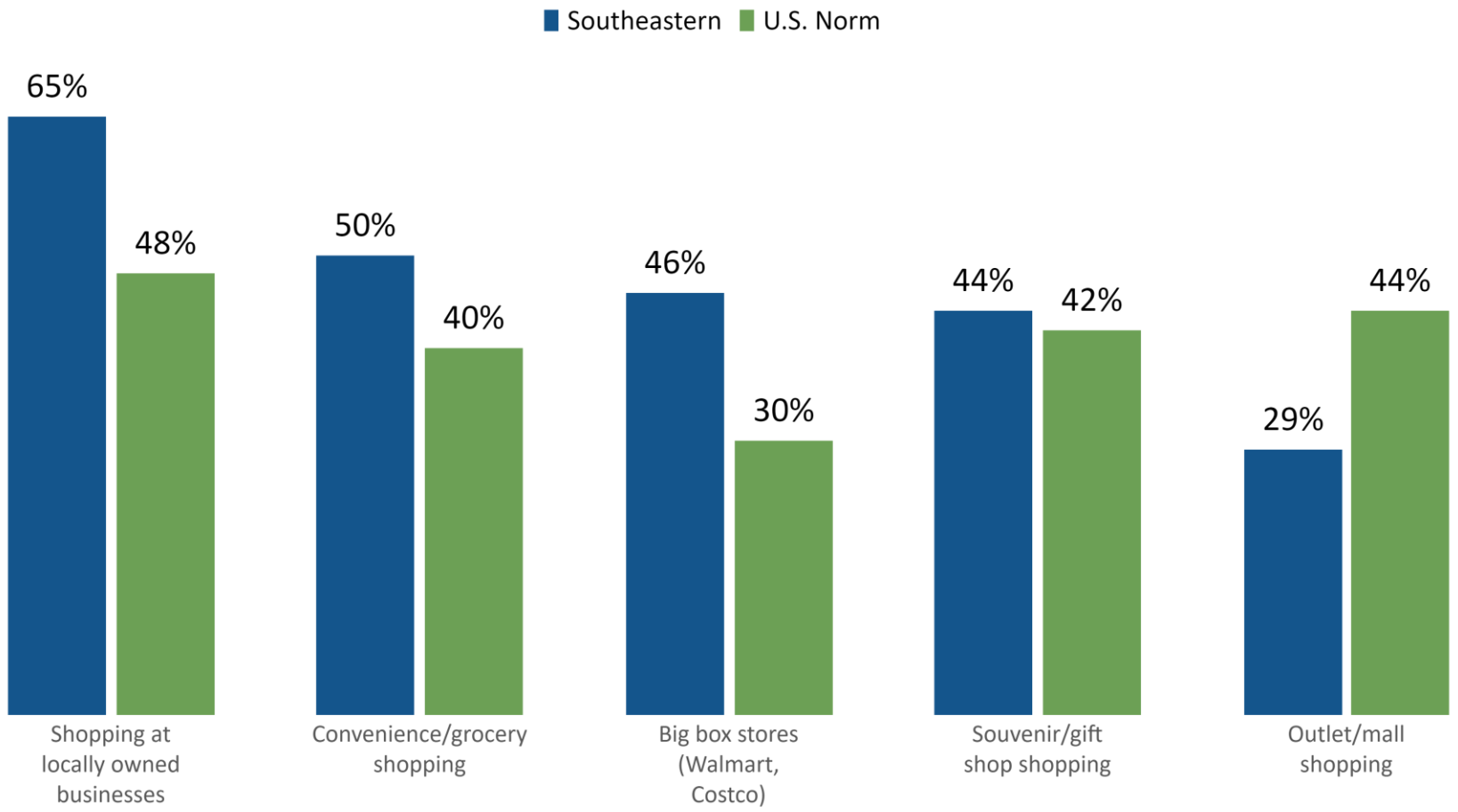


Average Satisfaction Rating

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.

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Post-Trip

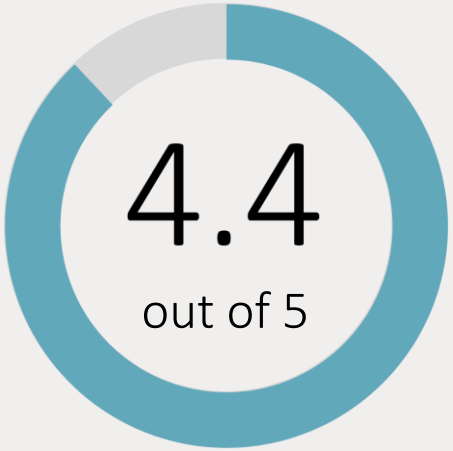
Traveler Satisfaction & Retention

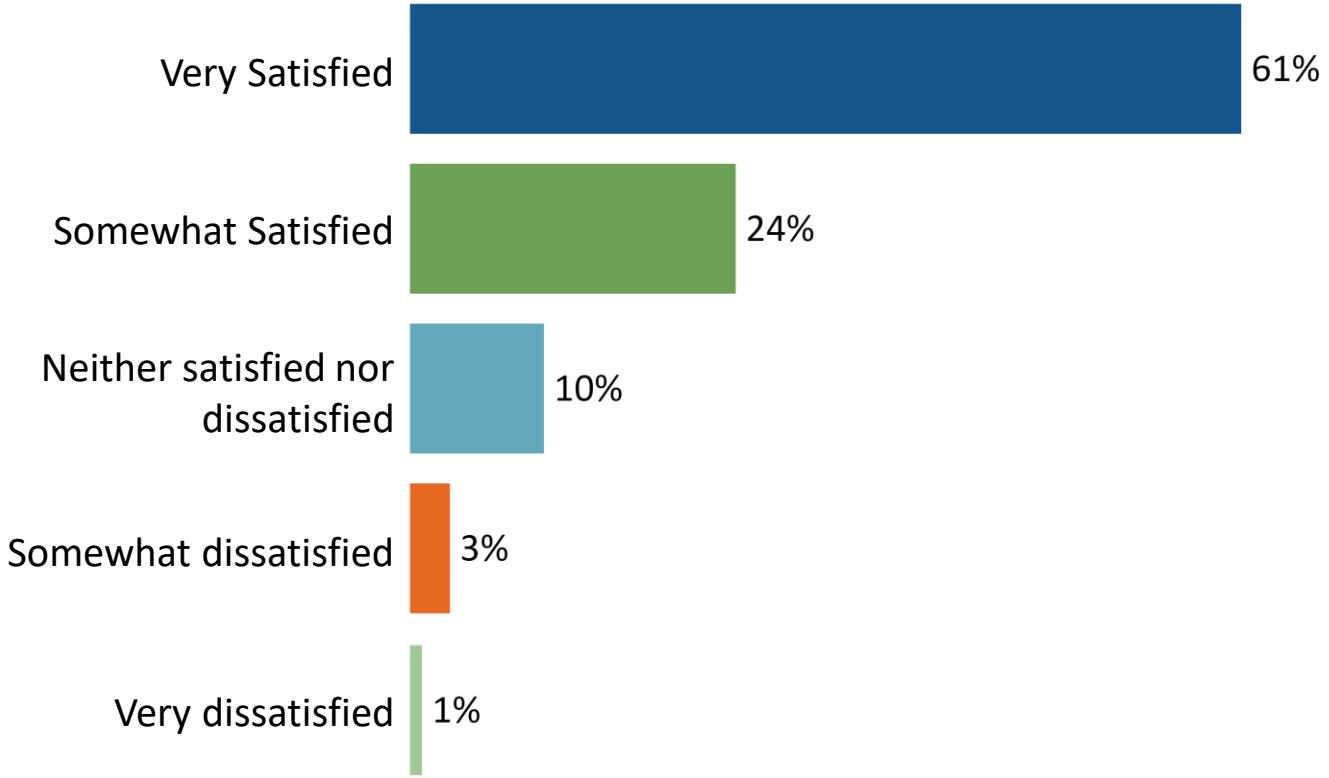
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their Southeastern Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Southeastern Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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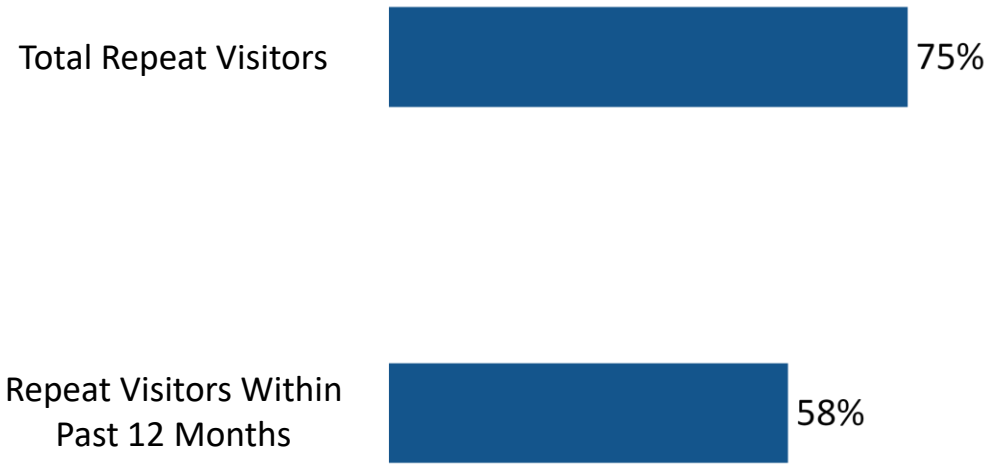
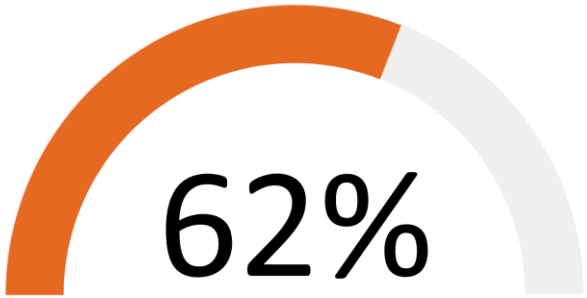
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Southeastern

Past Visitation





Selected That They Were '*Very Likely*' to Return to Southeastern

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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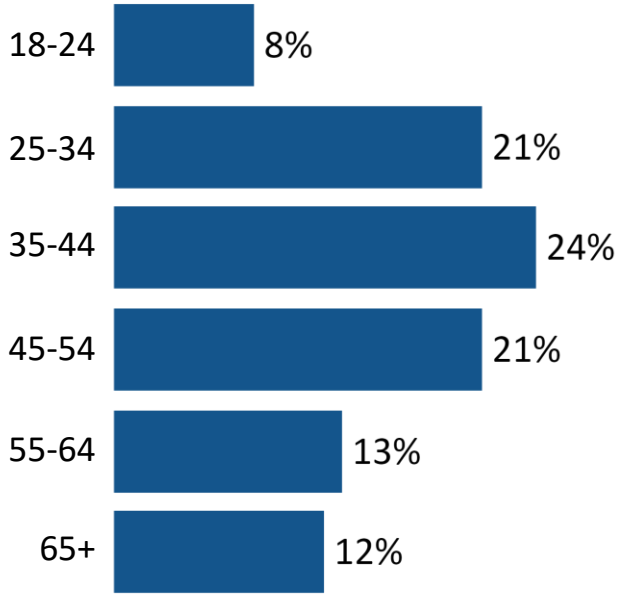
Age, Gender, & Household Income

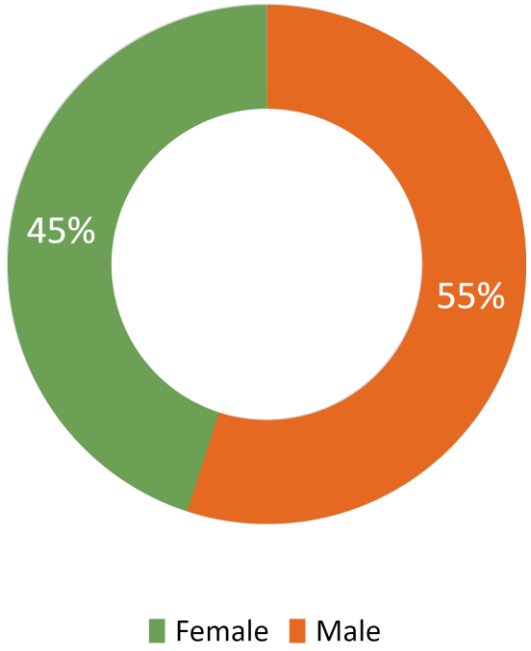
Respondent Demographics for Southeastern

Age

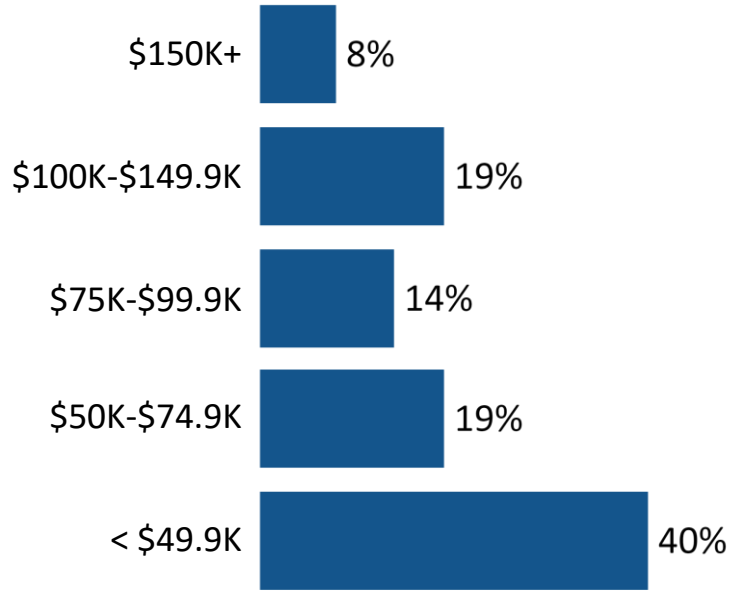


Average Age: 44.2

Gender



Household Income



Average Income: $74.5K

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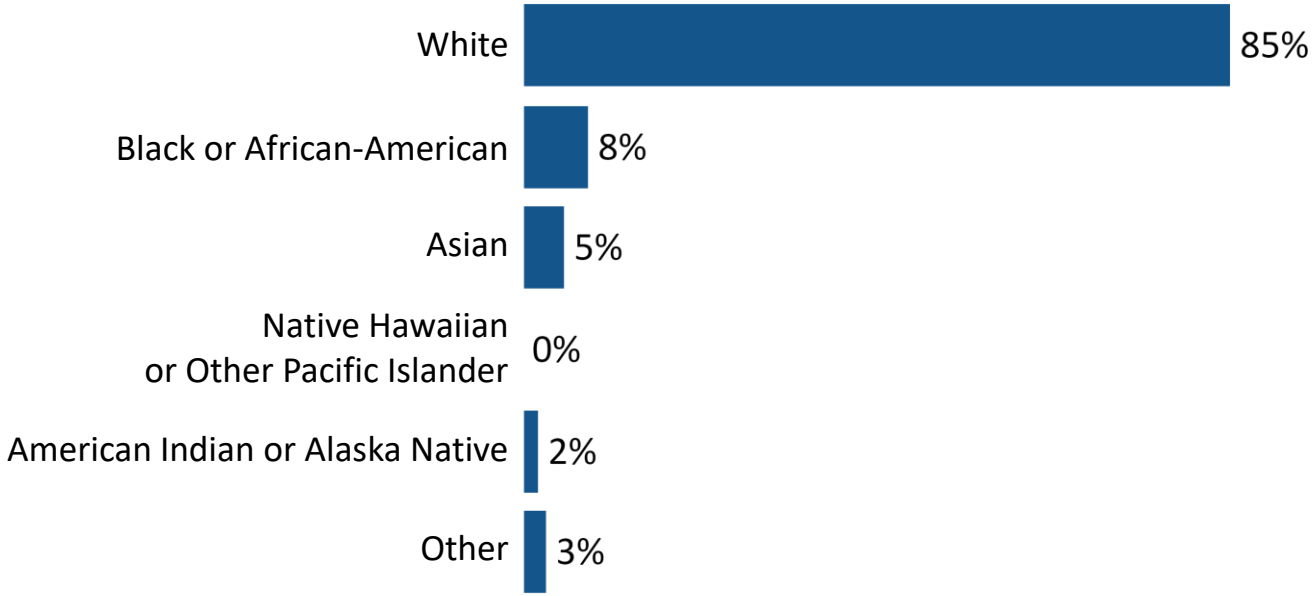
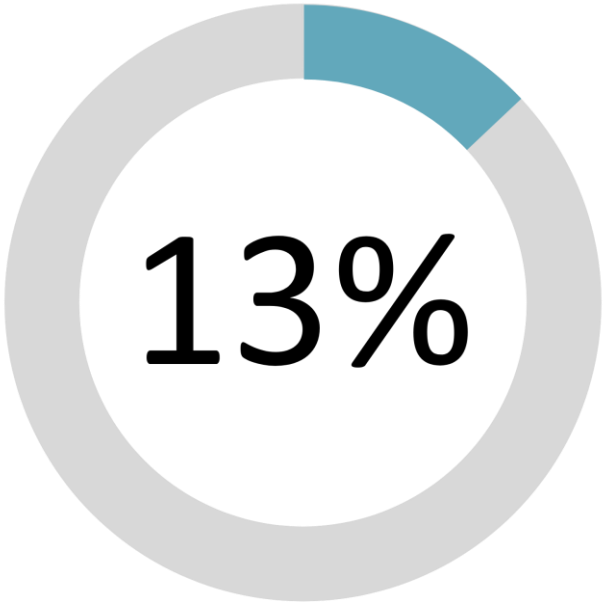
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for Southeastern

Employment

57% full-time / self-employed

8% part-time

35% retired / not employed / other

Marital Status

51% married / living with a partner

23% single / never married

26% divorced / widowed / separated

Military Status*

78% never served in the military

13% veteran

8% currently on active duty

5% on active duty for training

Education

27% high school diploma or less / other

22% attended some college

29% associate's or bachelor's degree

22% graduate or professional degree

Sexual Orientation

94% straight

0% gay / lesbian

4% bisexual

2% other / not sure

Household Size

21% 1 member

28% 2 members

19% 3 members

21% 4 members

11% 5+ members

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

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Travel USA®

Overnight 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 overnight trips in 2024/2025:

215 *

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* < 400

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 South Central

	2024/2025
Idaho	30%
Utah	14%
Washington	8%
California	8%
Oregon	7%



	2024/2025
Salt Lake City, ID/UT	17%
Boise, ID	15%
Twin Falls, ID	7%
Seattle-Tacoma, WA	7%
Los Angeles, CA	6%

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

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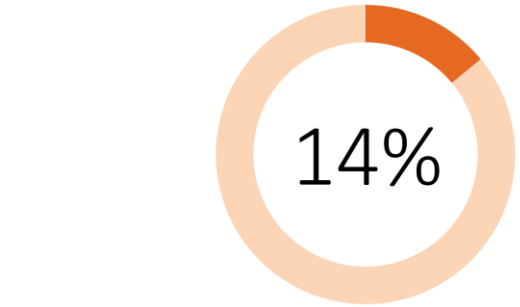
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

25%



Travel Parties with Pets



Travel Parties with Children

28%

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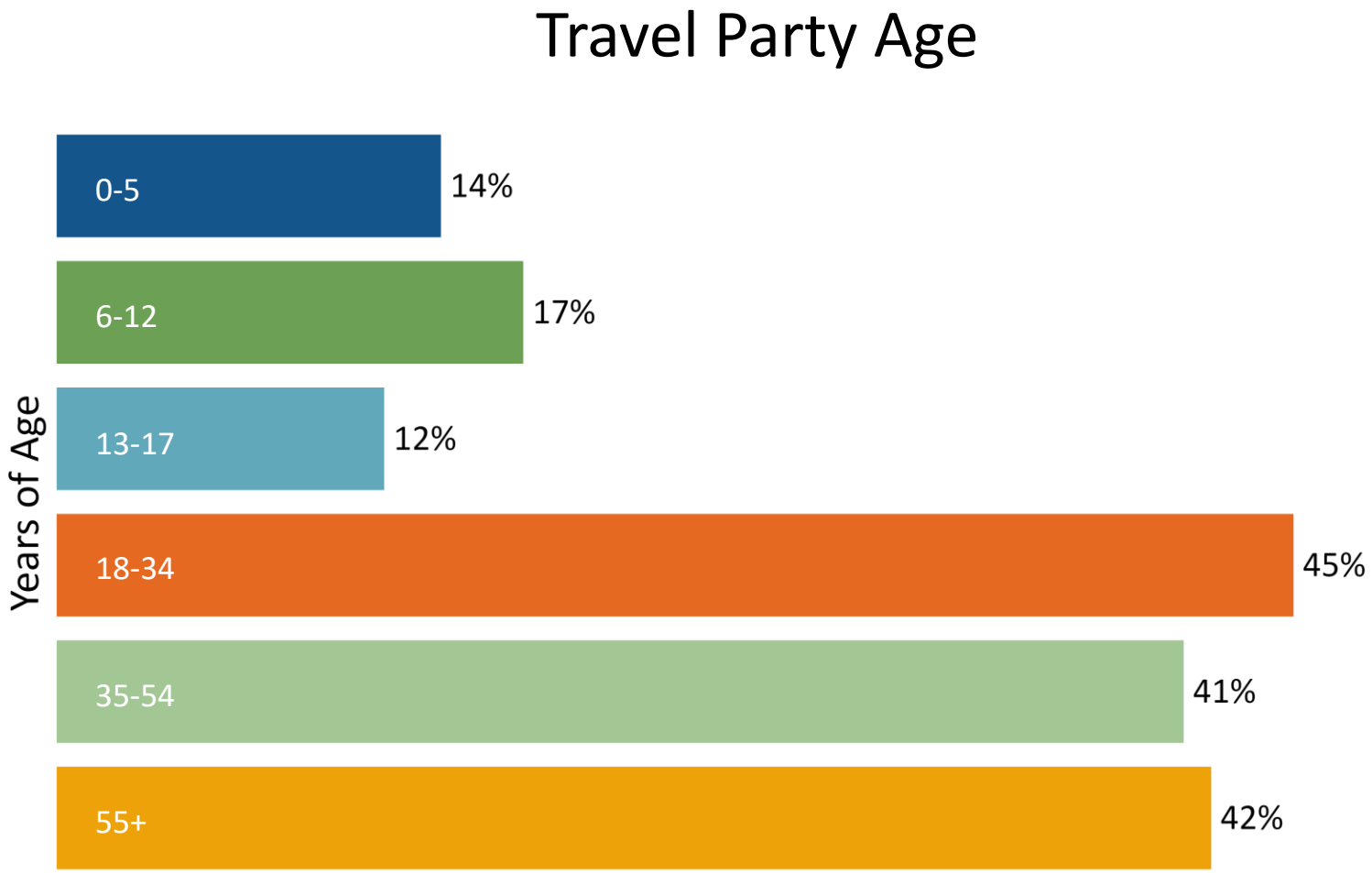
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.6





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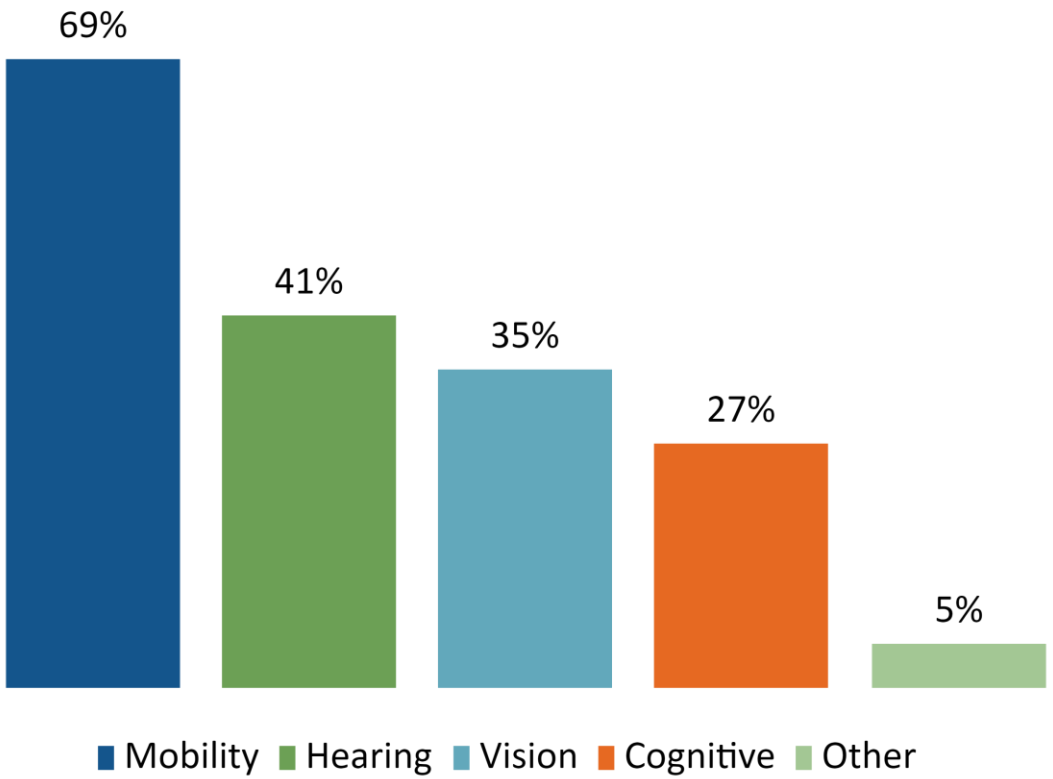
Travelers with Travel-Limiting Disabilities

Disability Categorizations

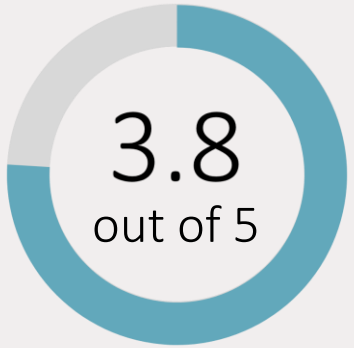
Travel Parties with an Individual Who Required Accessibility Services

18%

+0.4% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

46% Visiting friends / relatives
+7.3% vs U.S. Norm

15% Outdoors
+6.1% vs U.S. Norm

8% Touring
-2.5% vs U.S. Norm

8% Special event
-0.5% vs U.S. Norm

5% Business-Leisure
+2.2% vs U.S. Norm

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

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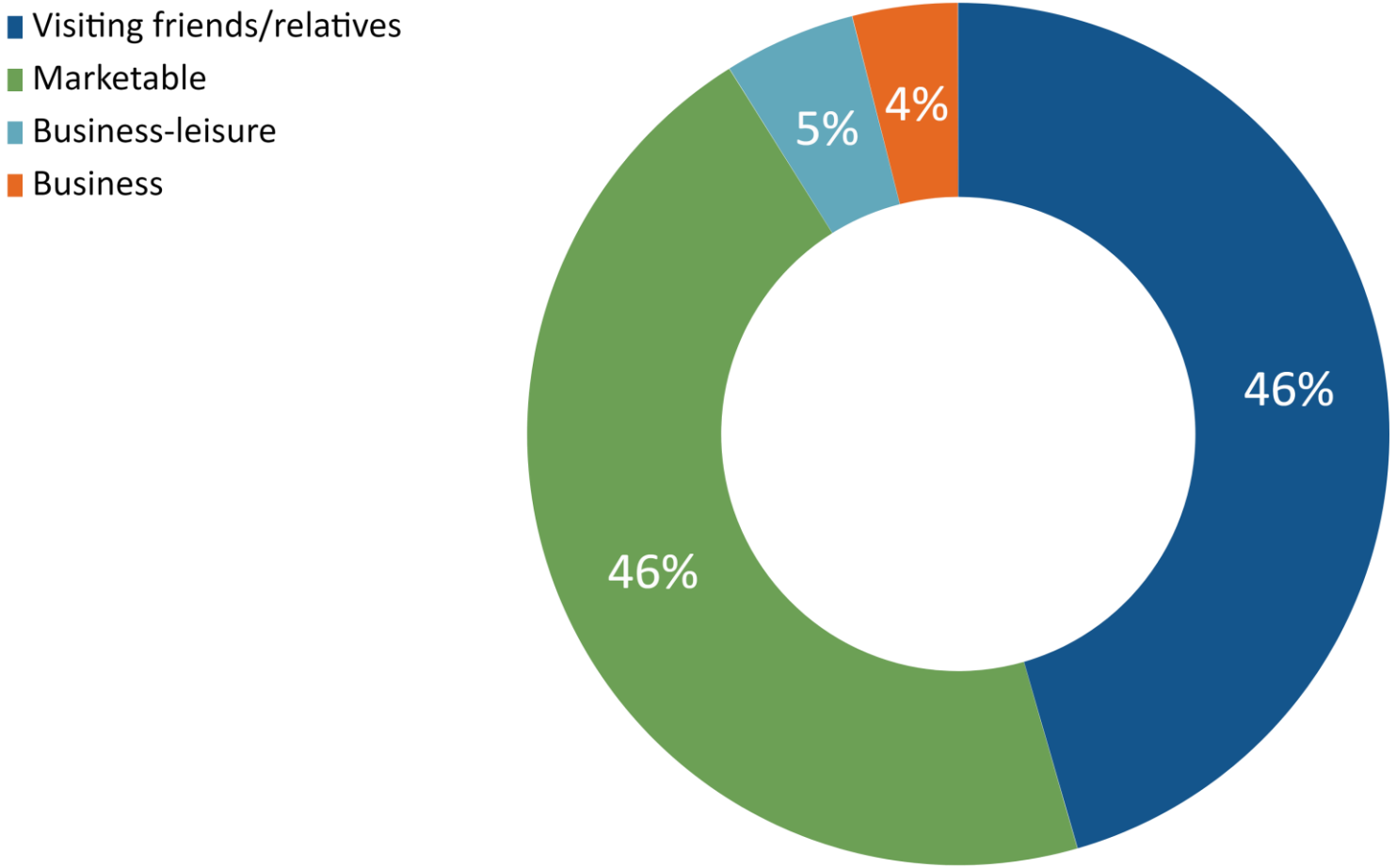
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



94%

Visited Friends/Relatives Who Live in South Central

6%

Met Friends/Relatives in South Central 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

26%	Budget friendly traveler: prioritizing affordability and value for money
24%	Outdoor & adventure seeker: drawn to outdoor activities and thrill-seeking
17%	Family traveler: prioritizing activities and accommodations suitable for children
10%	Business traveler: traveling for work purposes, prioritizing convenience connectivity
7%	Luxury traveler: seeking high-end experiences and personalized services
6%	Culture/heritage/history seeker: seeking local cultures, historical sites, and engaging with local traditions

See Reference Guide for a full list of traveler personas.

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Pre-Trip

Travel Planning



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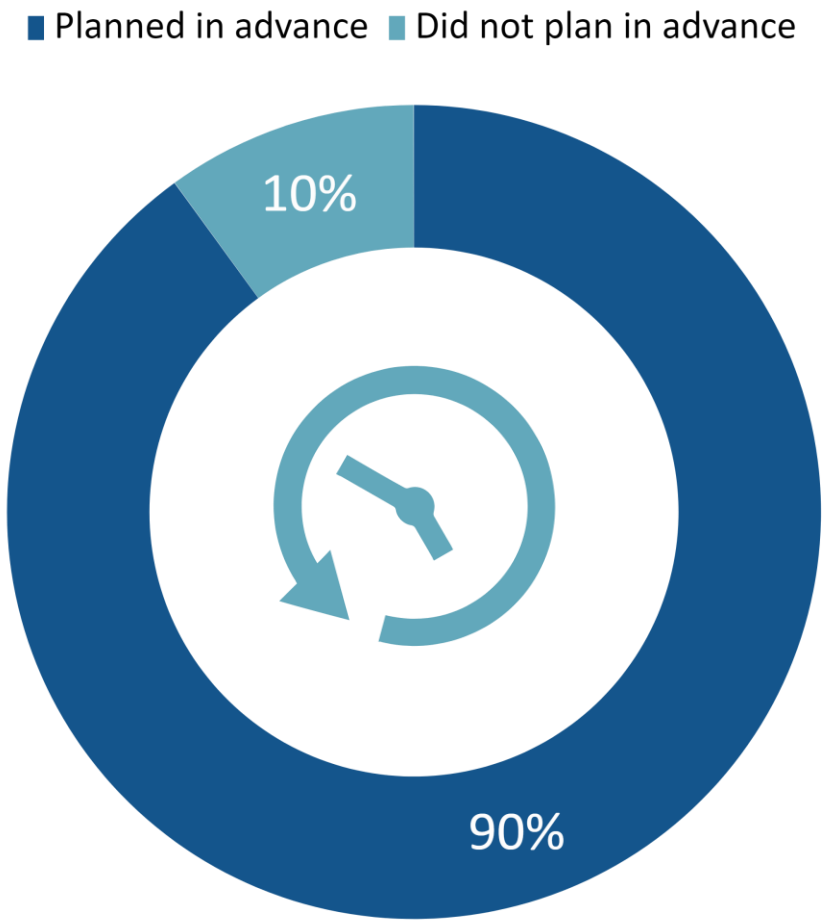
Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	10% -0.8% vs U.S. Norm
2 months or less	59% +11.5% vs U.S. Norm
3-5 months	20% -1.3% vs U.S. Norm
6 months or more	11% -9.5% vs U.S. Norm

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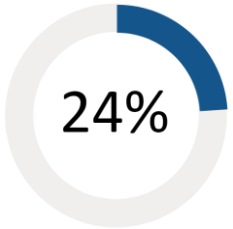
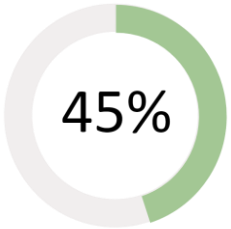
Sources of Trip Planning

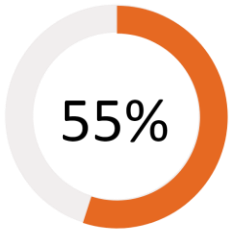
Share of Travelers Who Used Each Media Type for Trip Planning



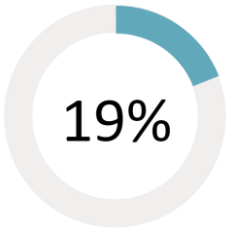
Print



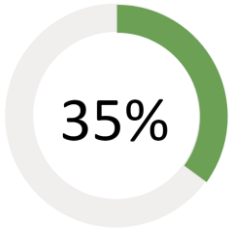
In-Person



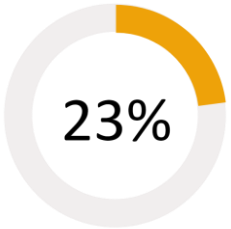
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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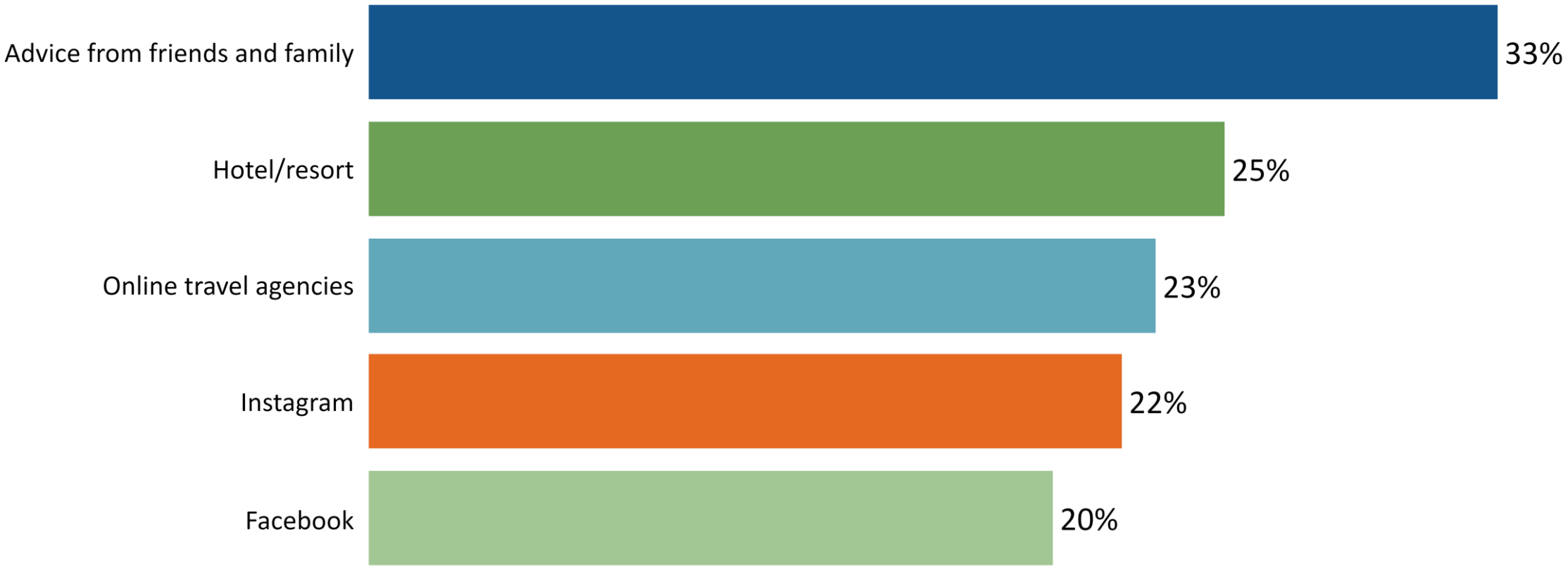
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



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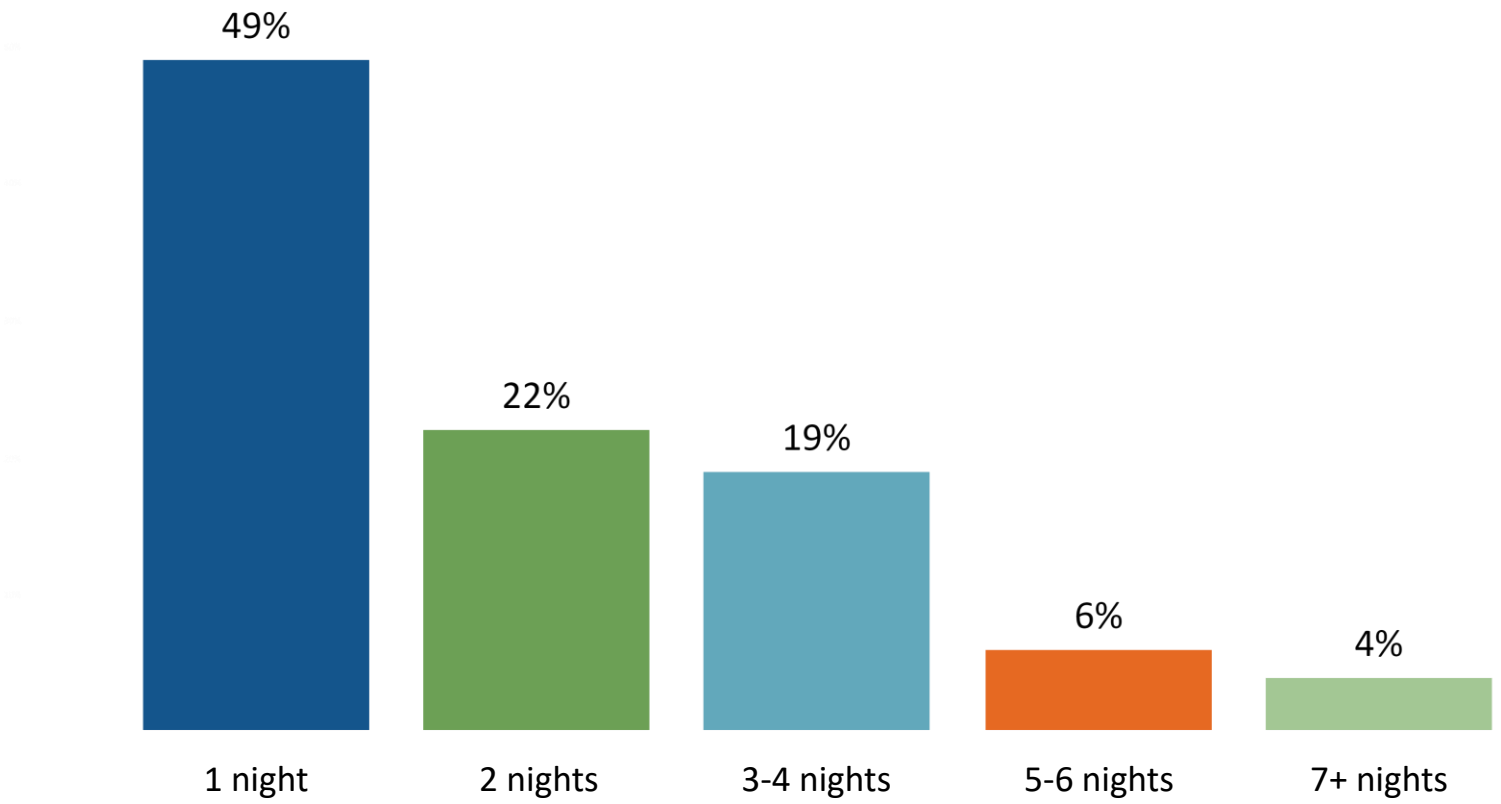
Trip Structure

Nights Spent in South Central

Average
Number of Nights

2.3



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Trip Structure

Share of Total Trip Spent in South Central

Average Number of Nights Spent in South Central

2.3

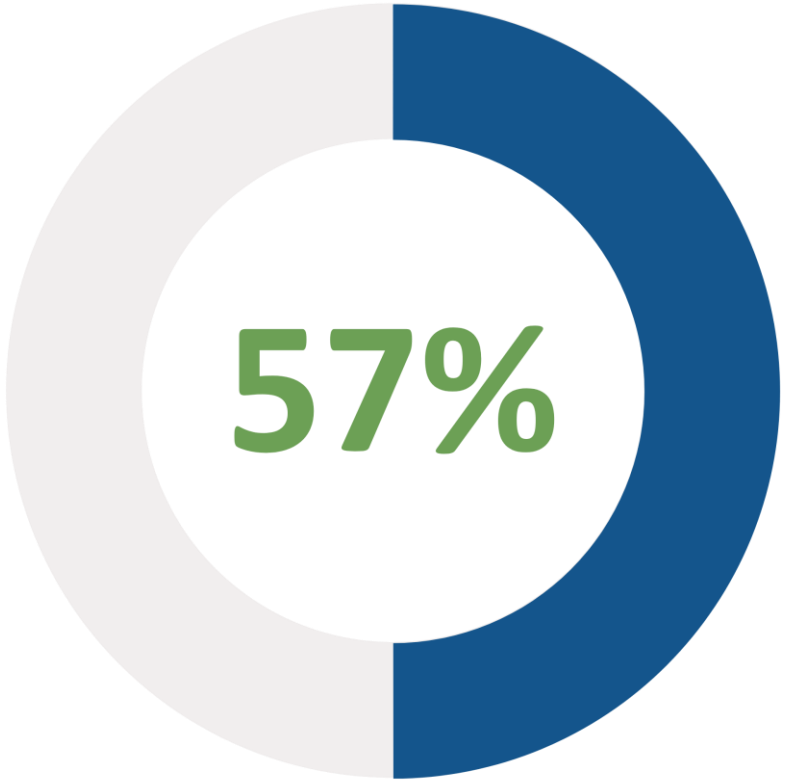
4.1

Average Number of Total Trip Nights

Accounts for trip nights that South Central travelers spent in other destinations.

=

Share of Total Trip Spent in South Central



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

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During Trip

Transportation & Accommodations

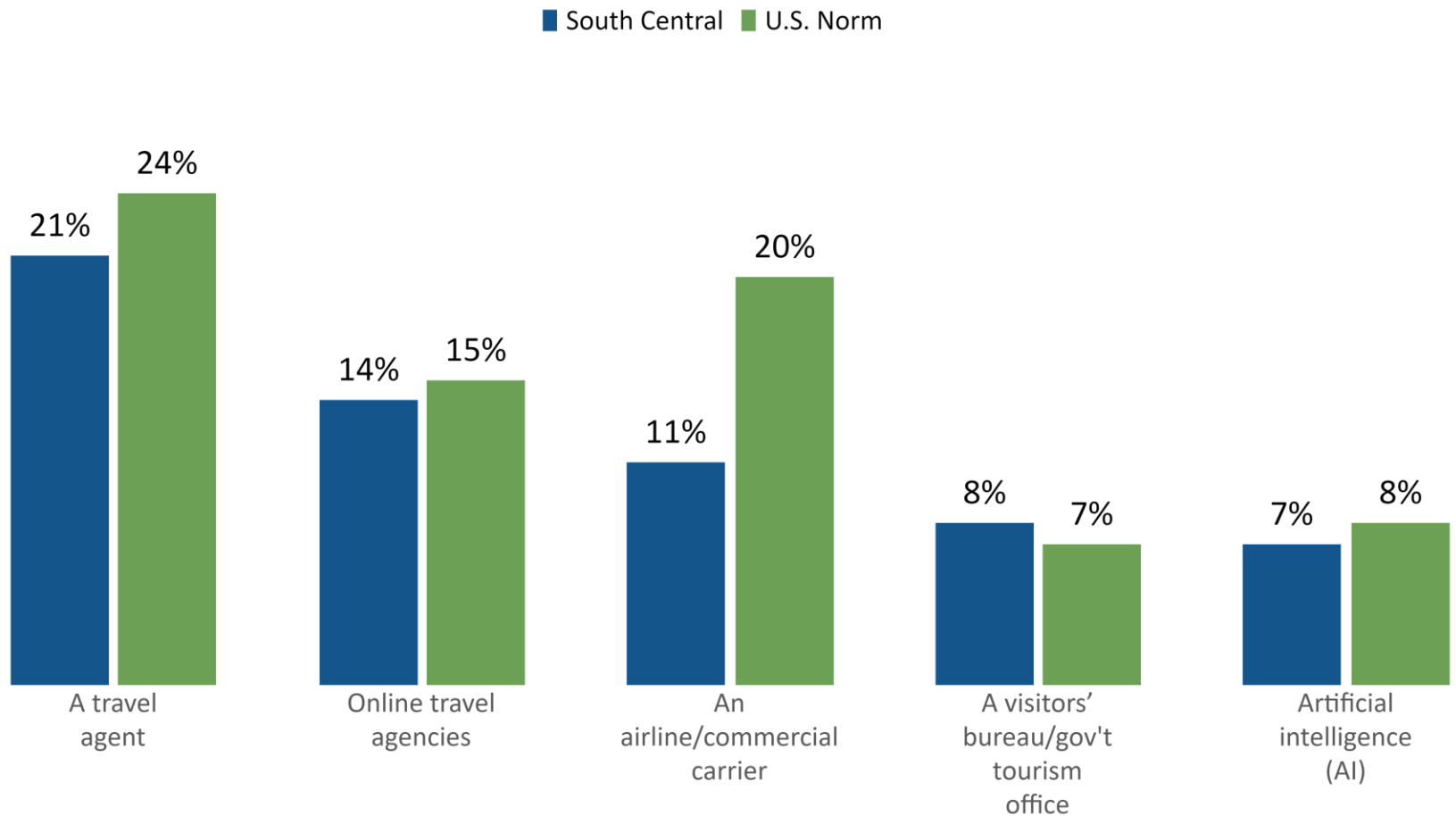


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation





See Reference Guide for a full list of booking sources.

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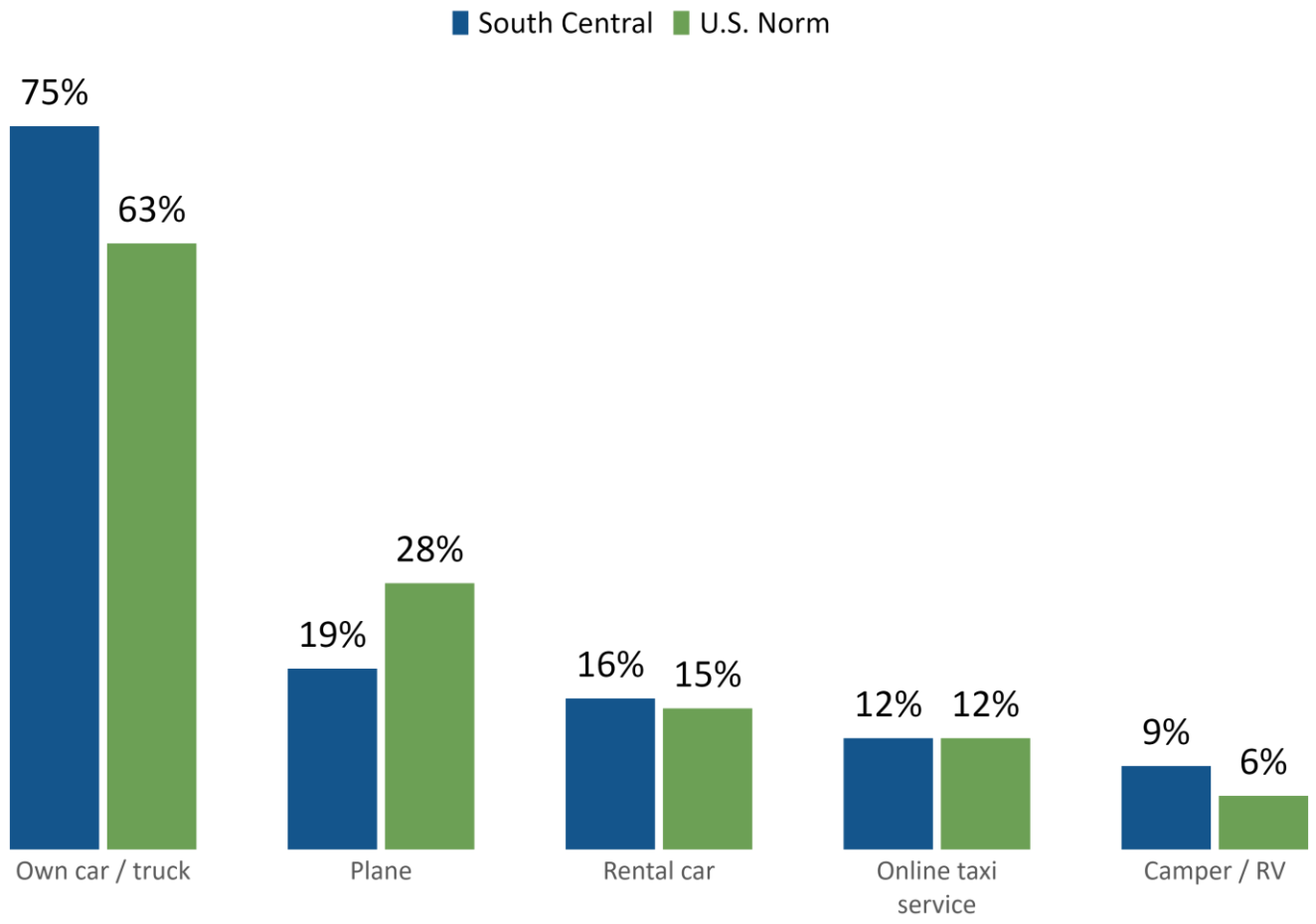
Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to South Central



Vehicle Type

Gasoline/diesel	83%	▲	+4.4% vs U.S. Norm
Hybrid	12%	◀	0.0% vs U.S. Norm
Electric	8%	▼	-2.0% vs U.S. Norm
Plug-in-hybrid	8%	▲	+2.1% vs U.S. Norm

Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

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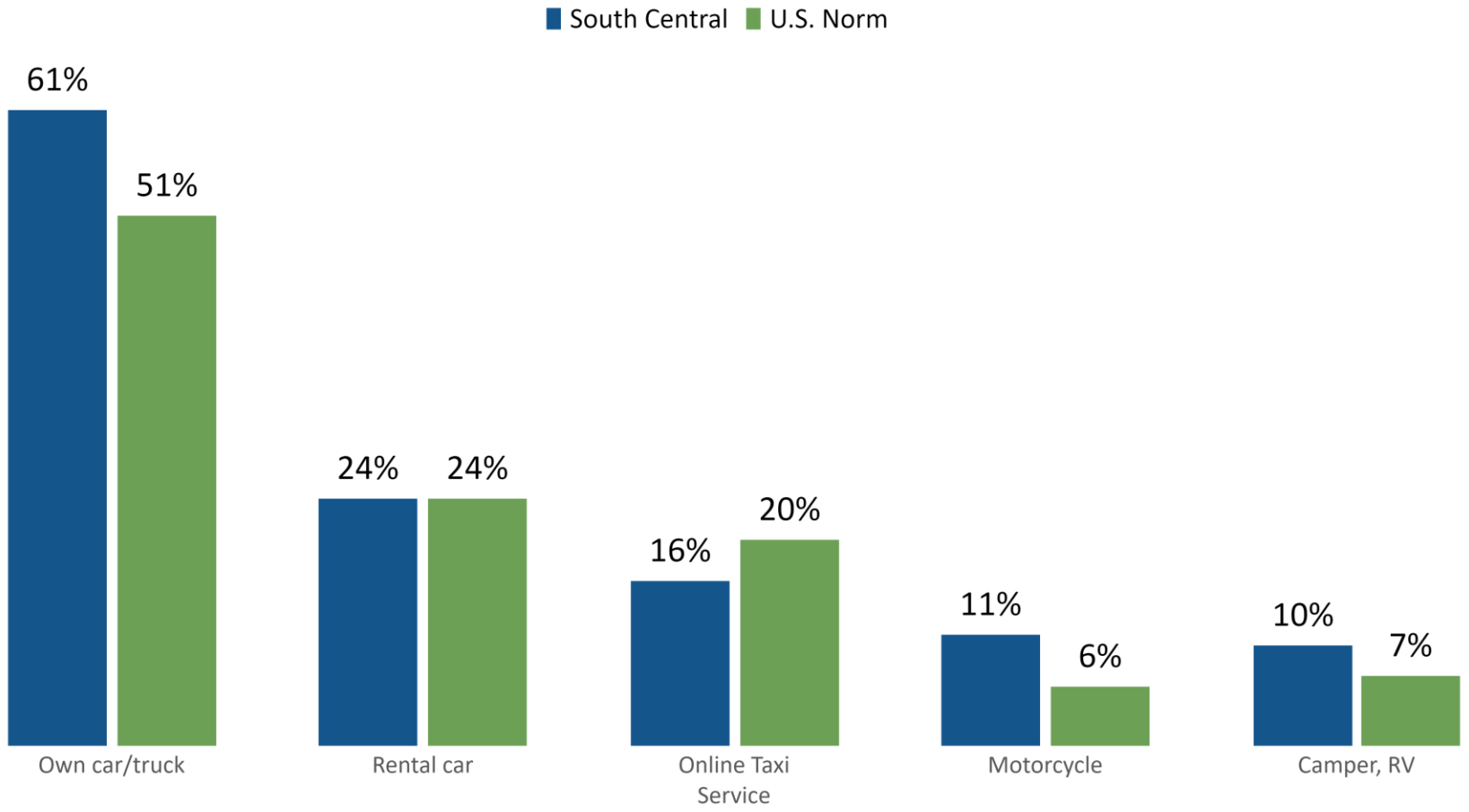
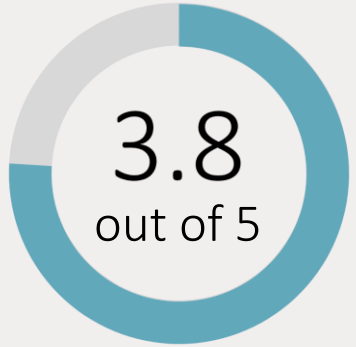
Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in South Central



Public Transportation



Average Satisfaction Rating

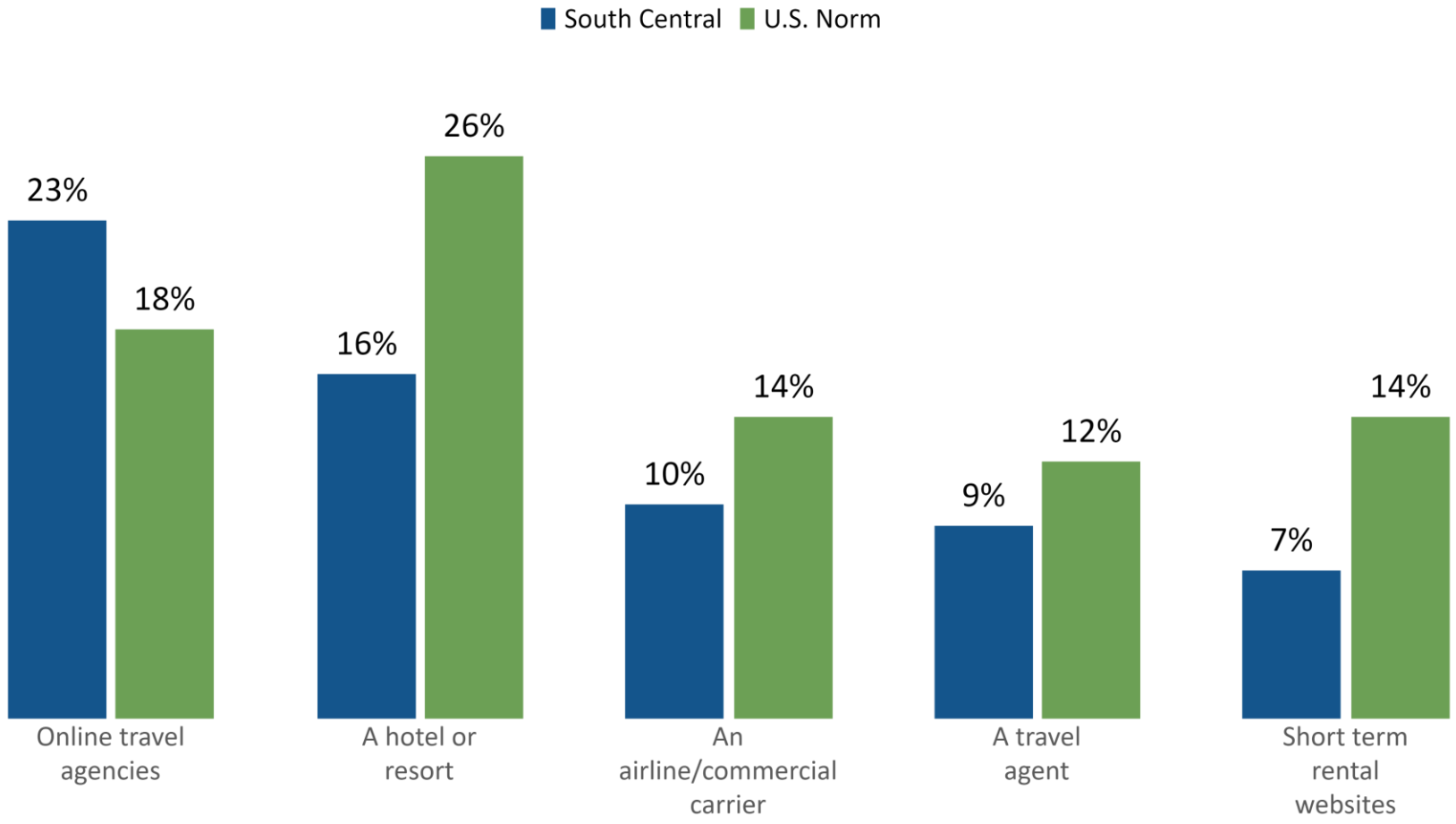
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations





See Reference Guide for a full list of booking sources.

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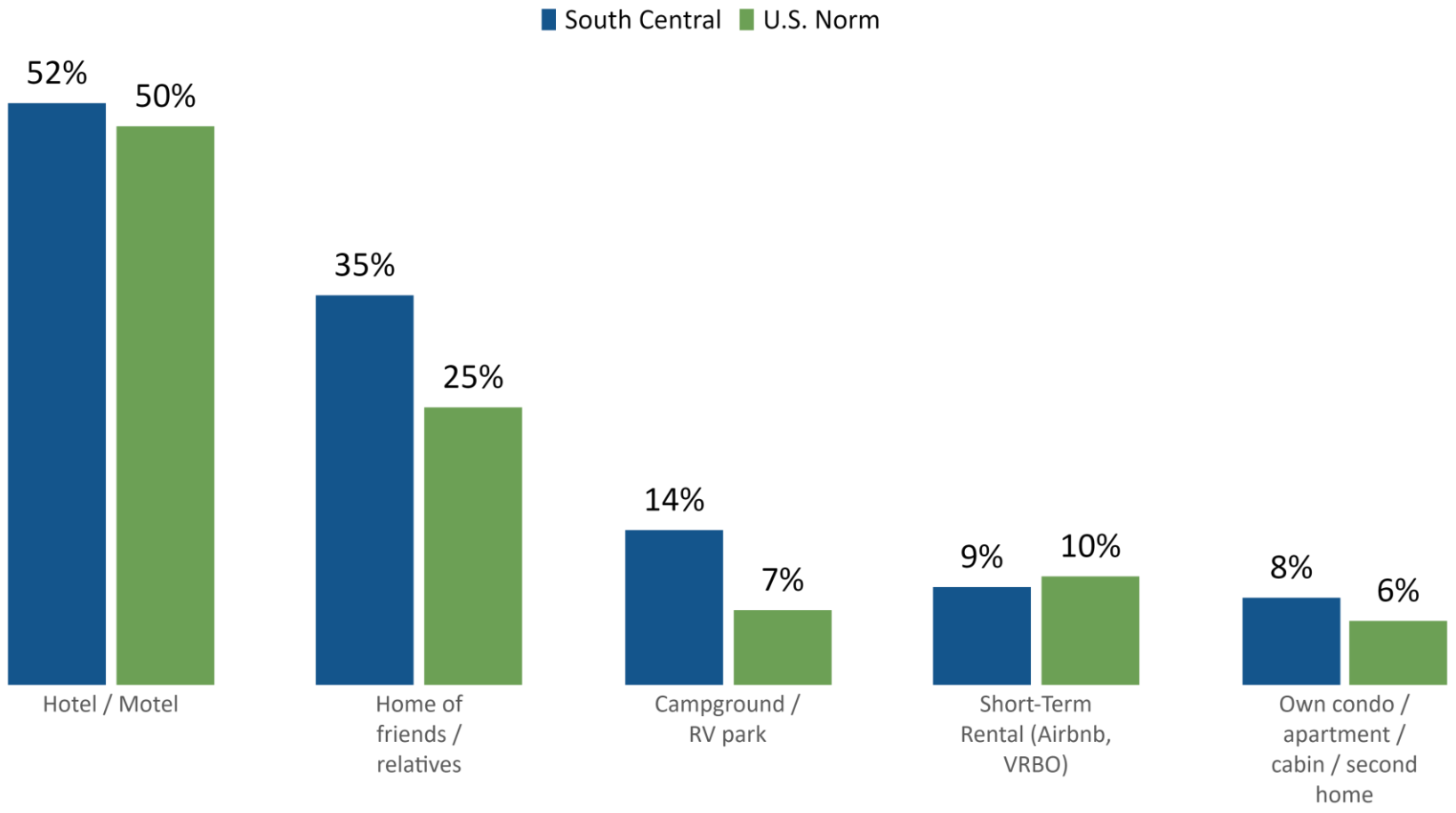
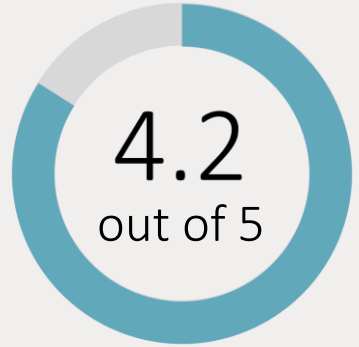
Accommodations

Top Accommodation Types for South Central Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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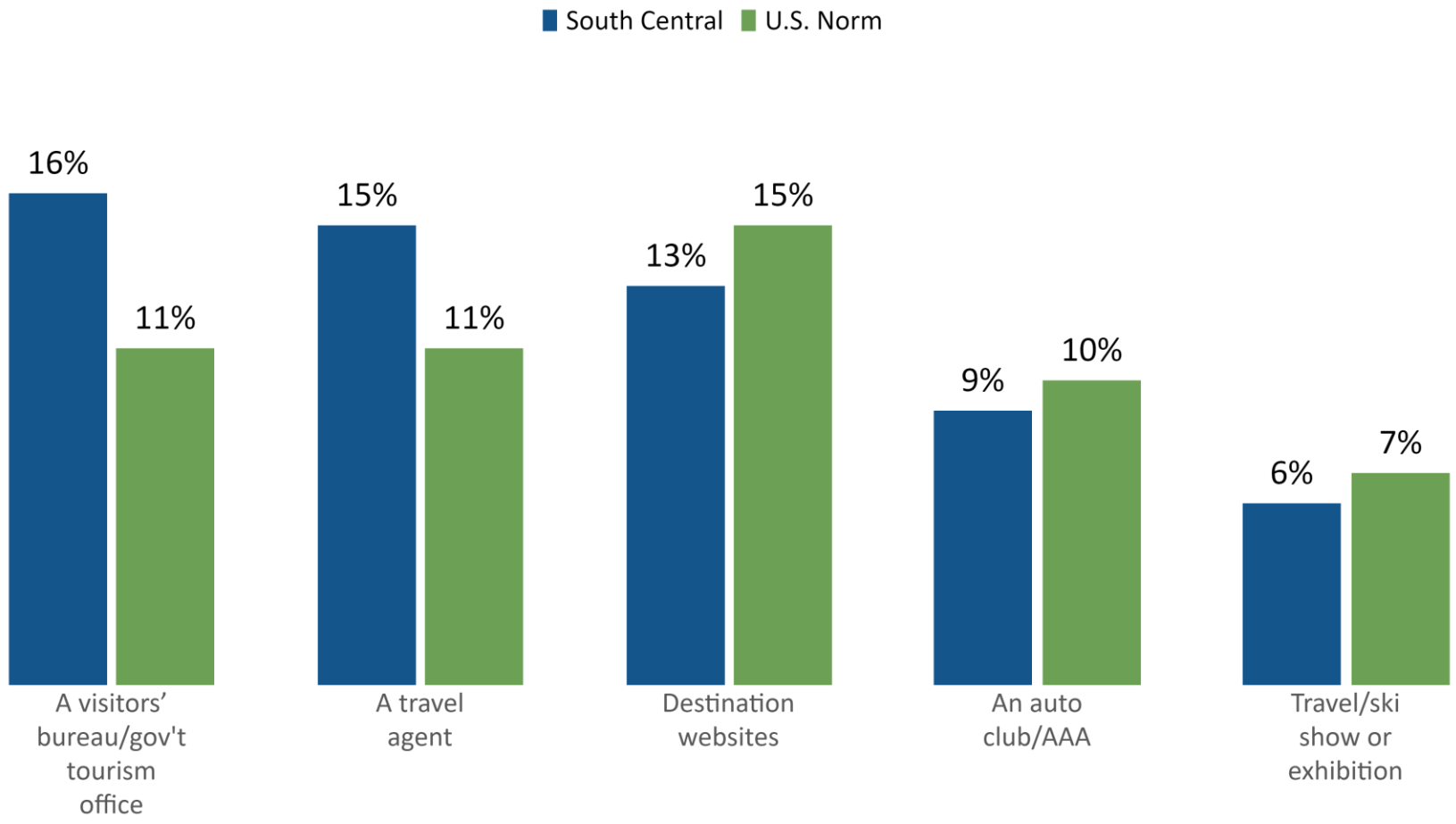
Booking: Activities

Top Booking Sources for Activities





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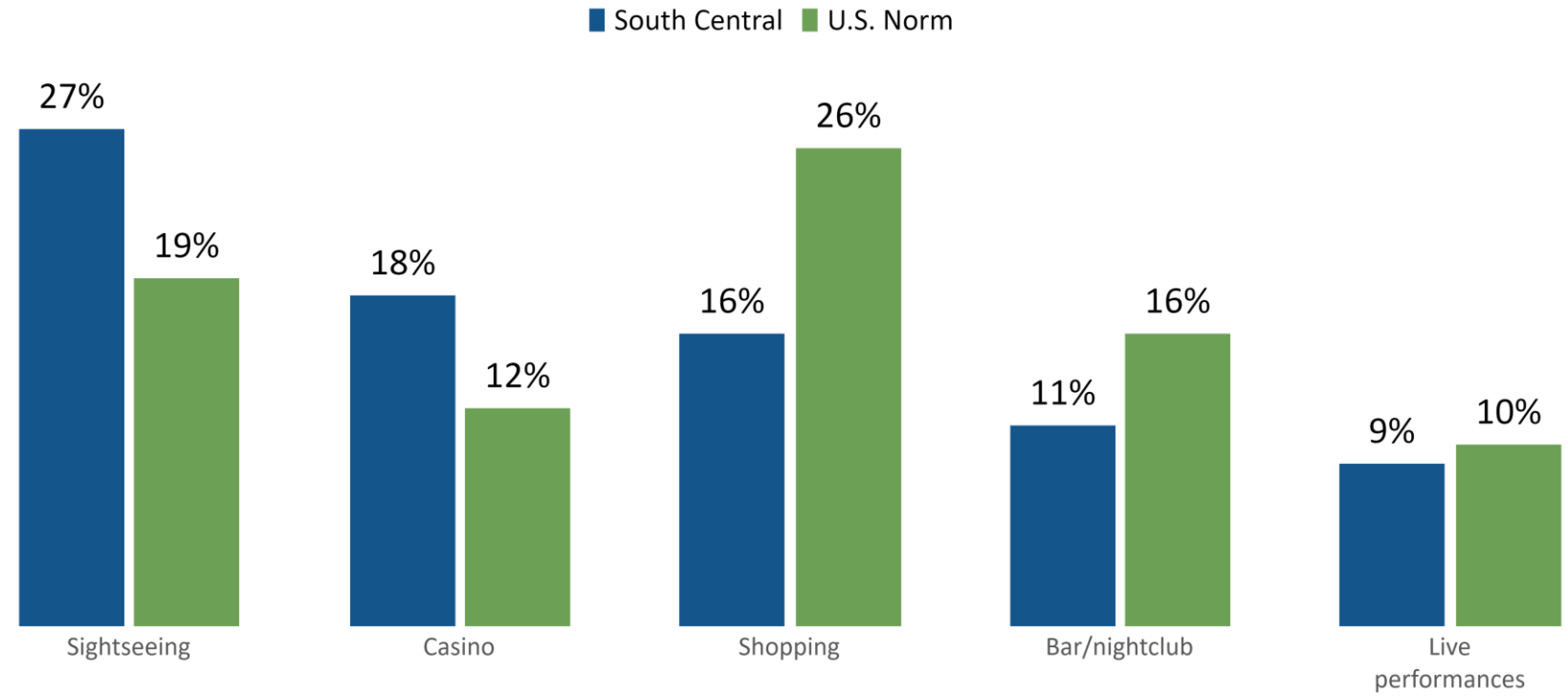
Entertainment Activities

Top Entertainment Activities for South Central Travelers

60%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





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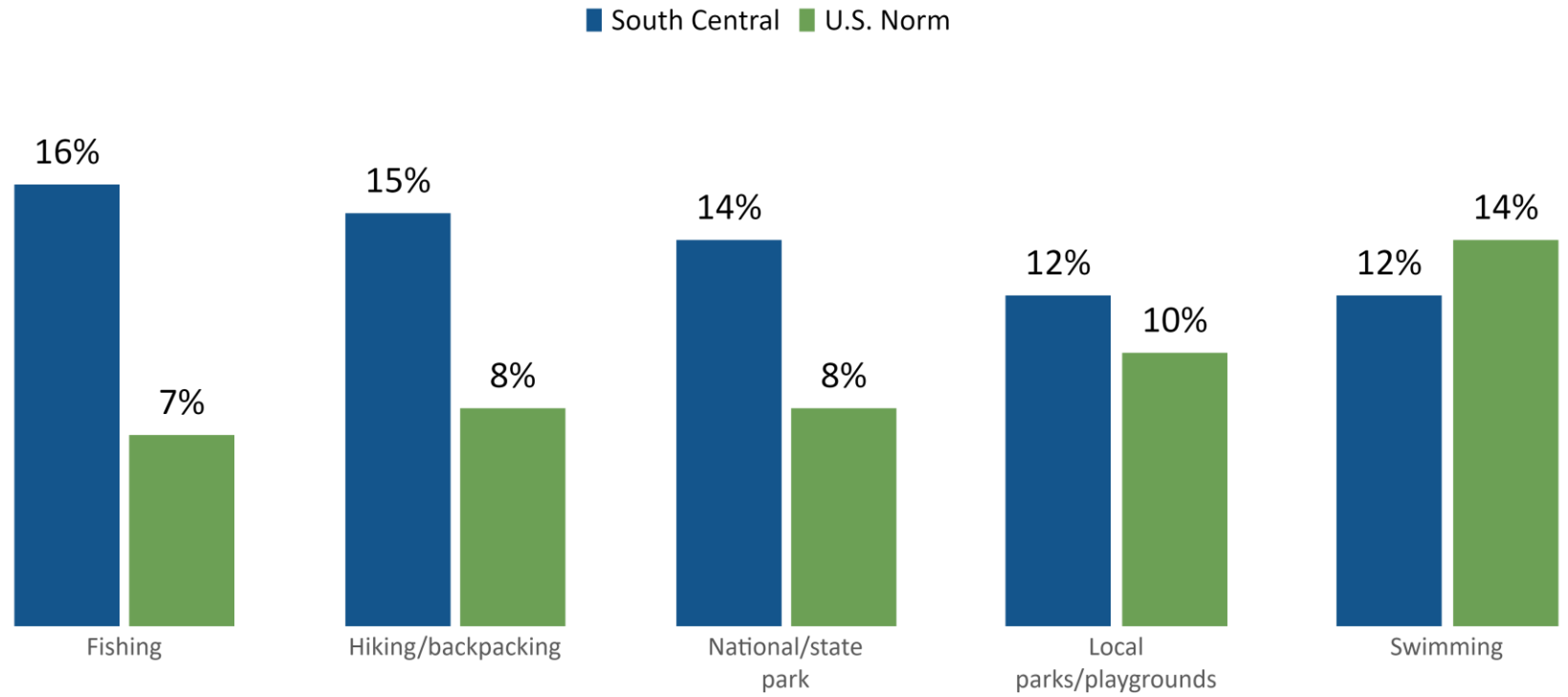
Recreational Activities

Top Recreational Activities for South Central Travelers

59%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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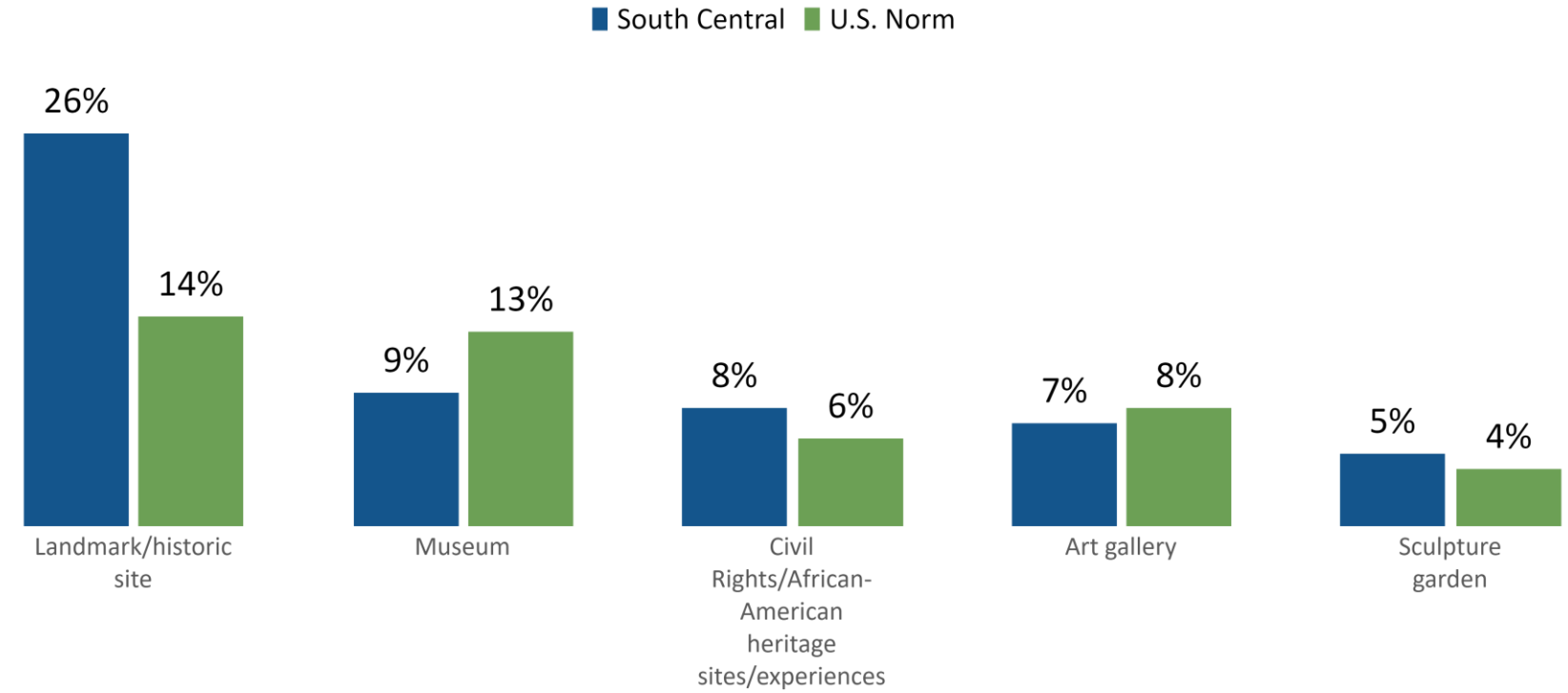
Cultural Activities

Top Cultural Activities for South Central Travelers

45%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





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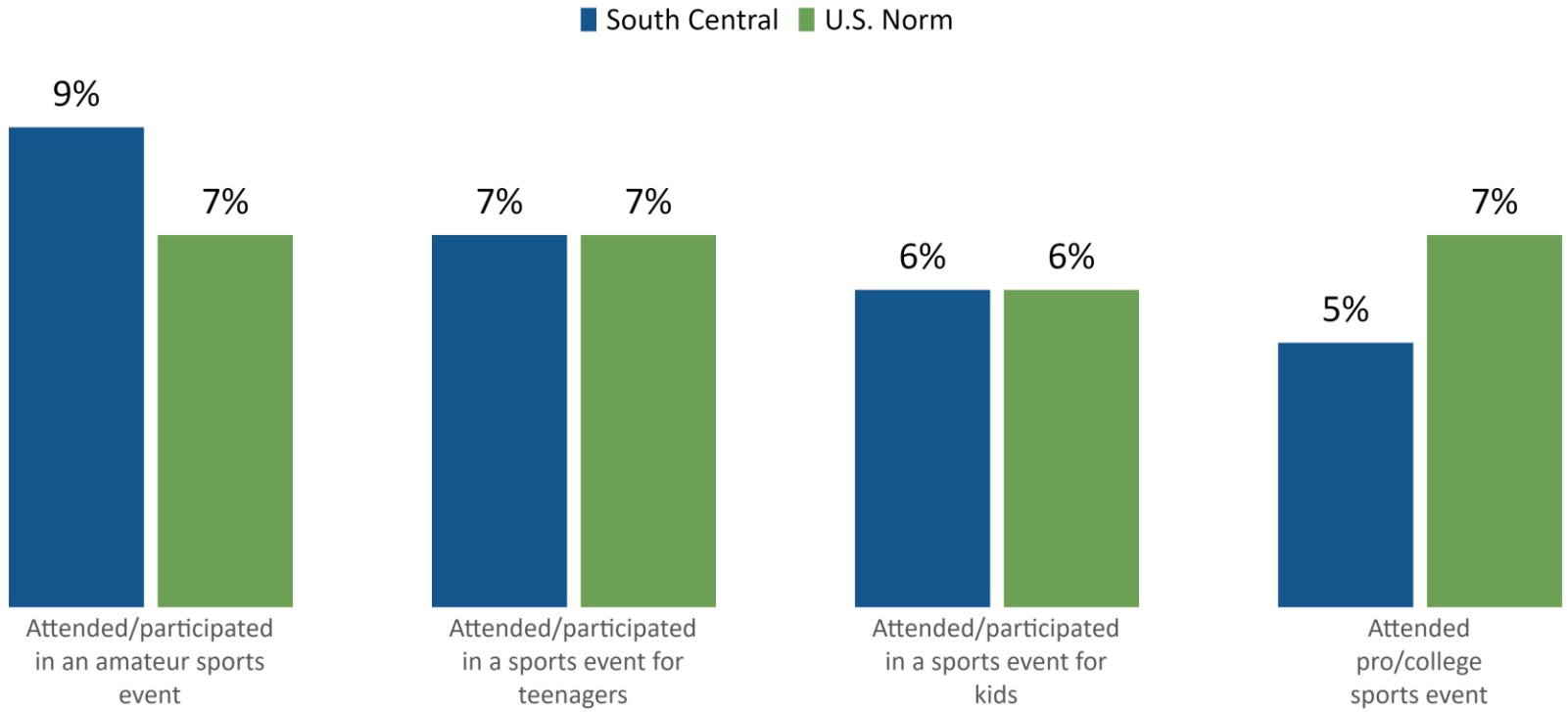
Sporting Events

Top Sporting Events for South Central Travelers

20%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





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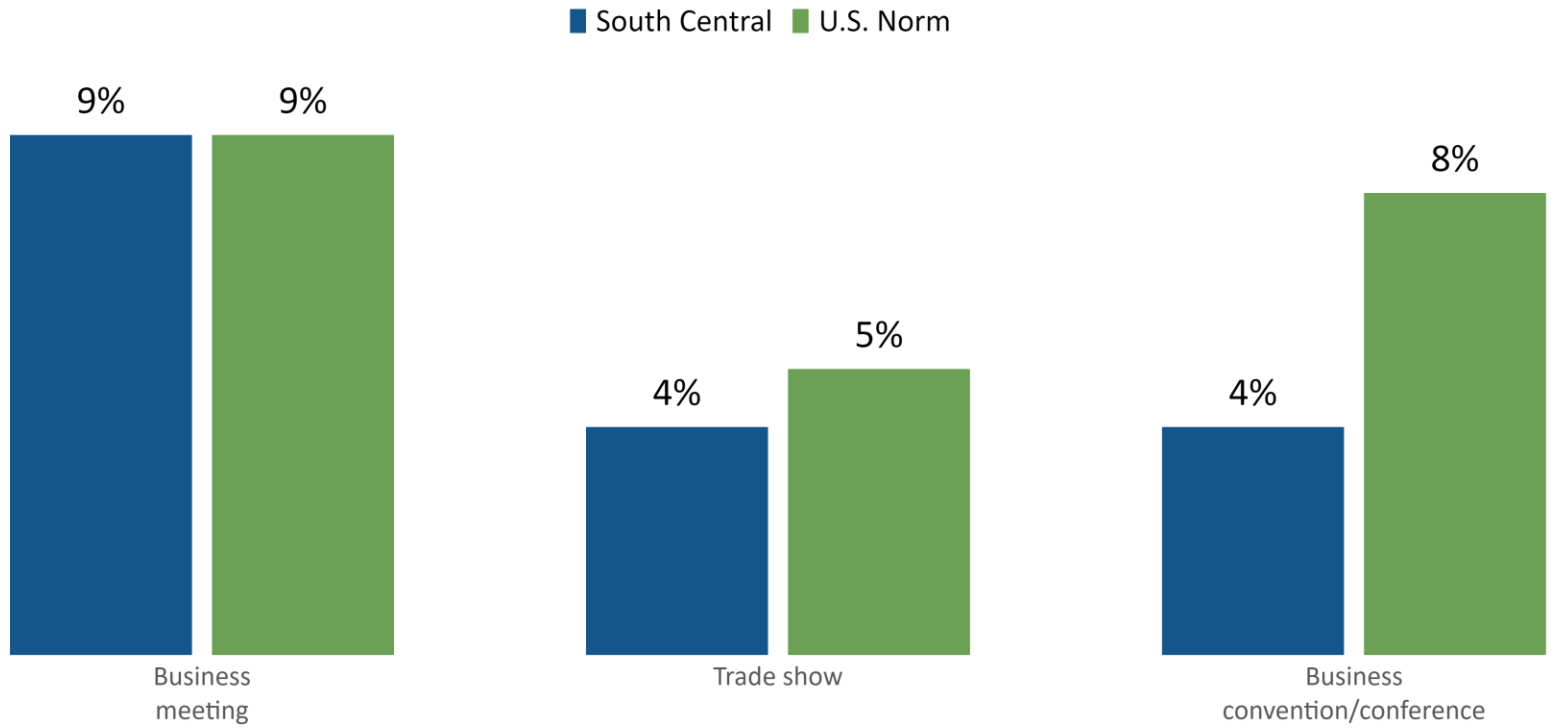
Business Activities

Top Business Activities for South Central Travelers

14%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





Longwoods INTERNATIONAL

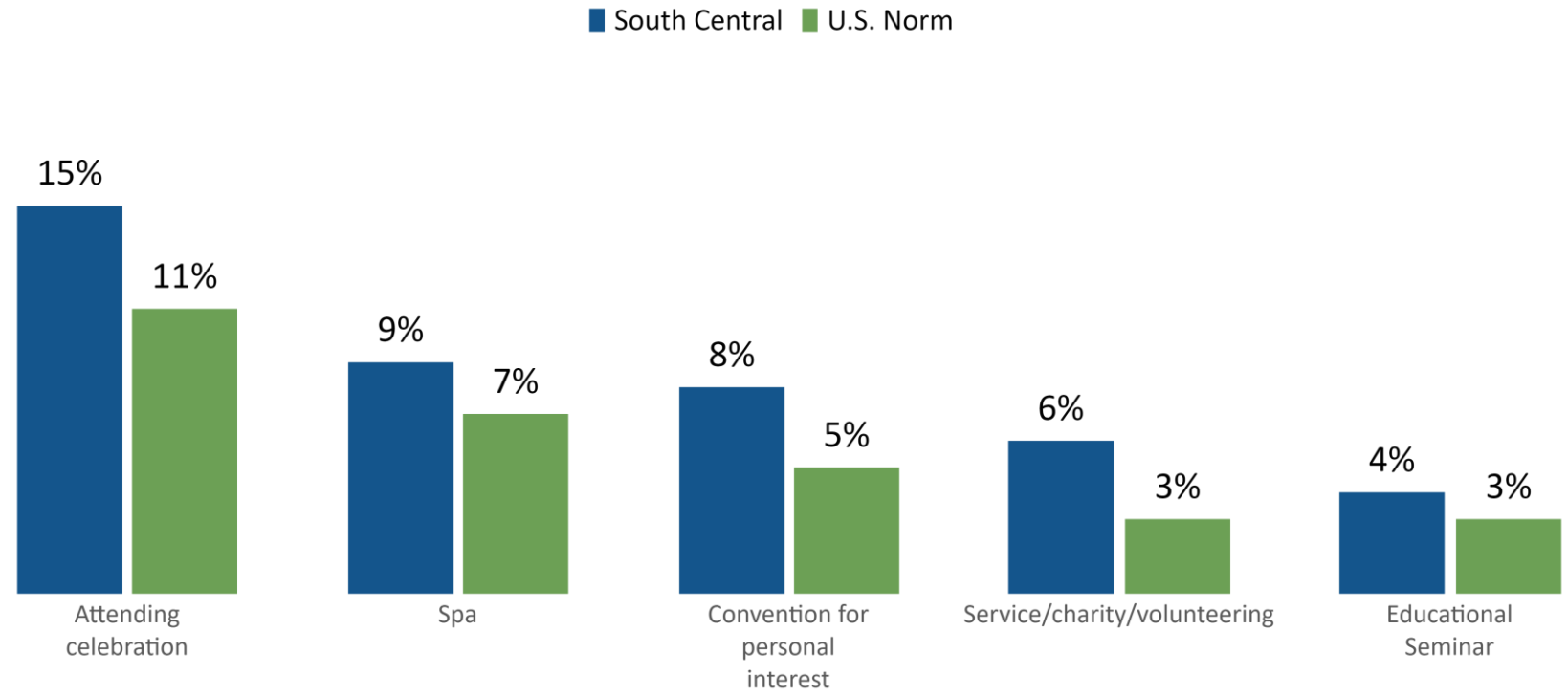
Other Activities

Top Other Activities for South Central Travelers

38%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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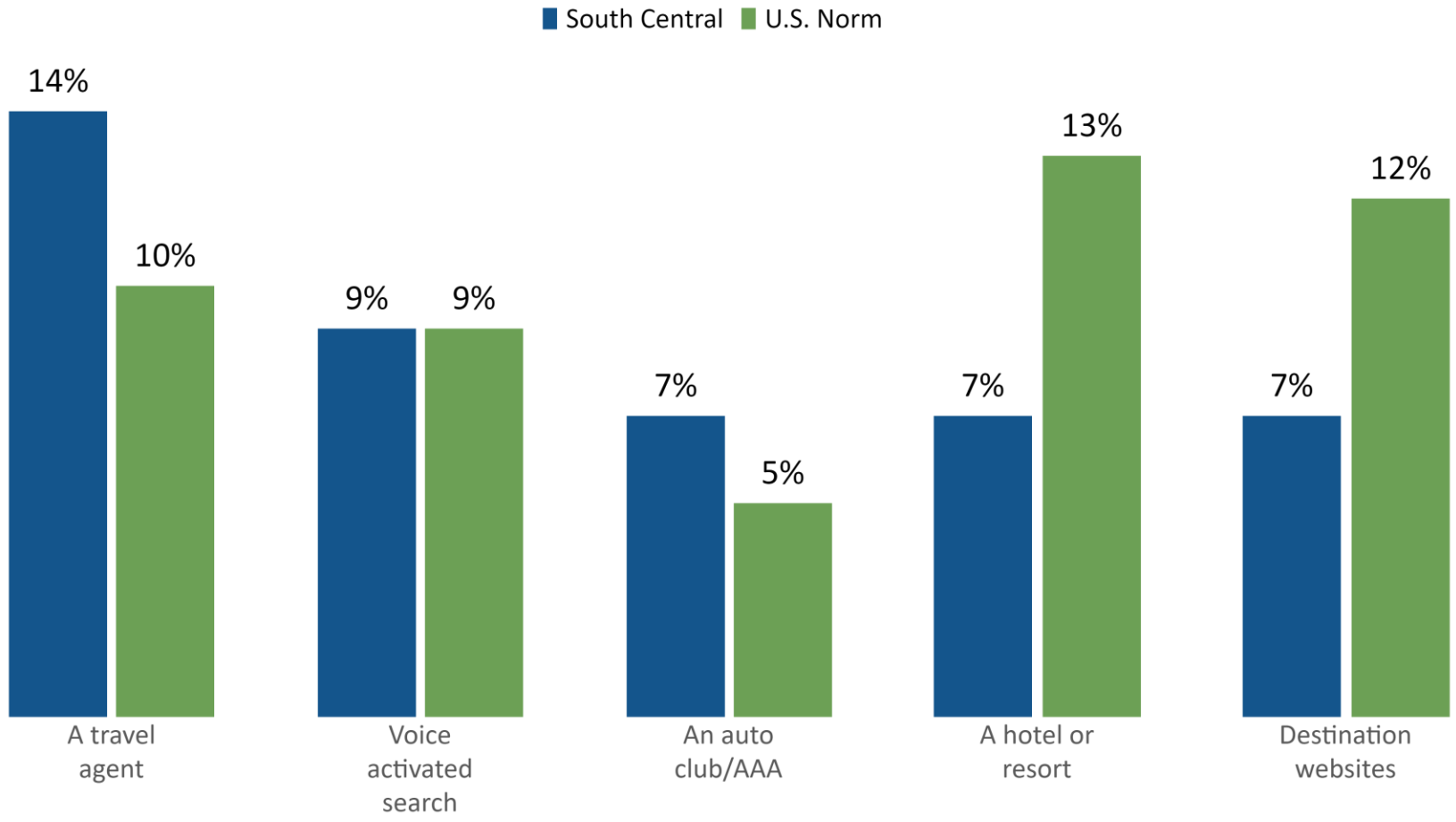
Booking: Dining

Top Booking Sources for Dining





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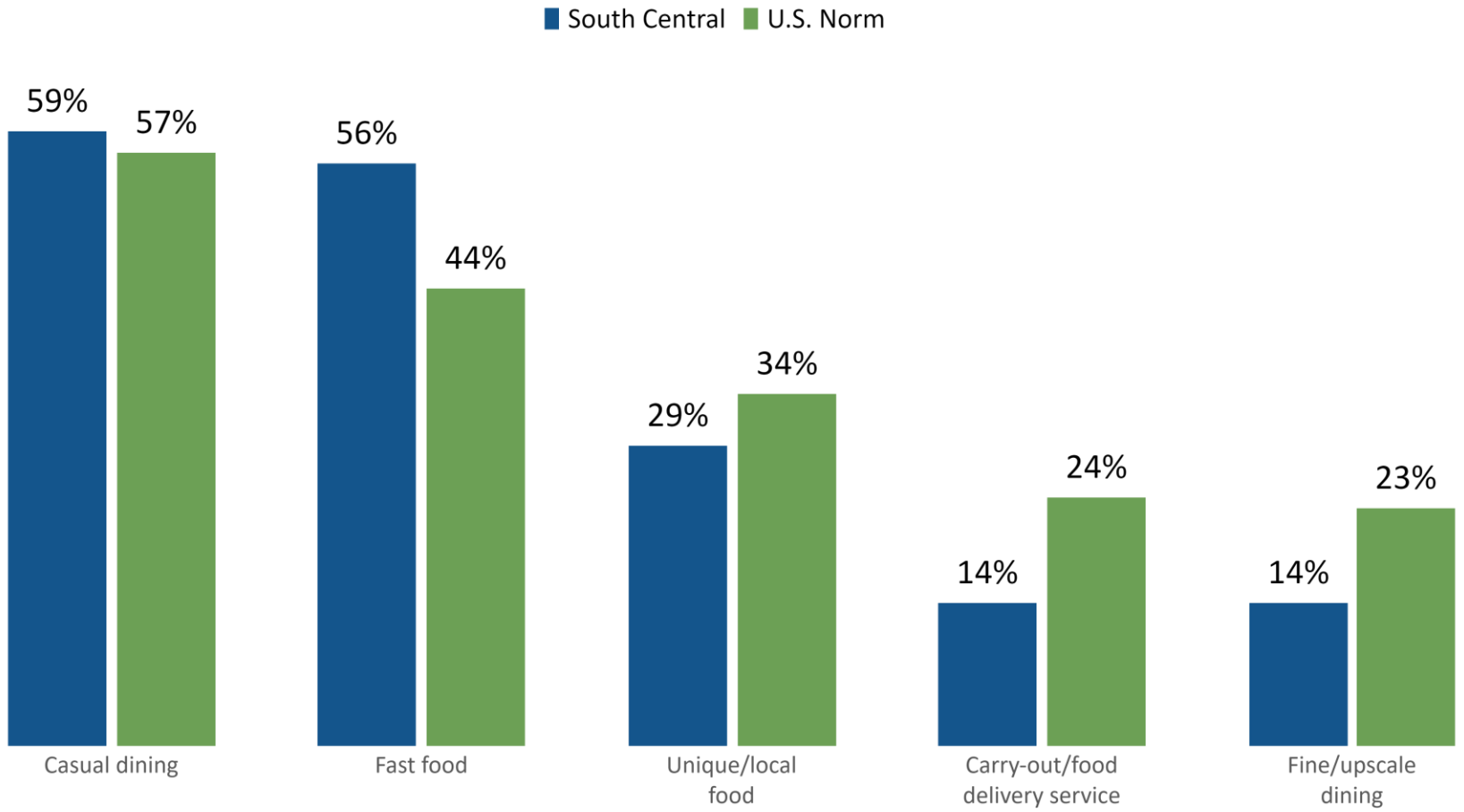
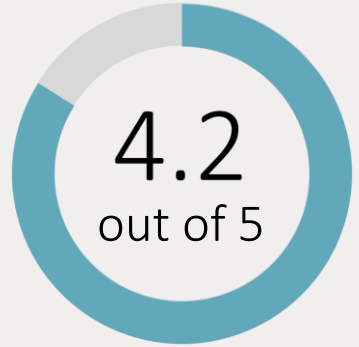
Dining

Top Dining Categories for South Central Travelers



Quality of Food

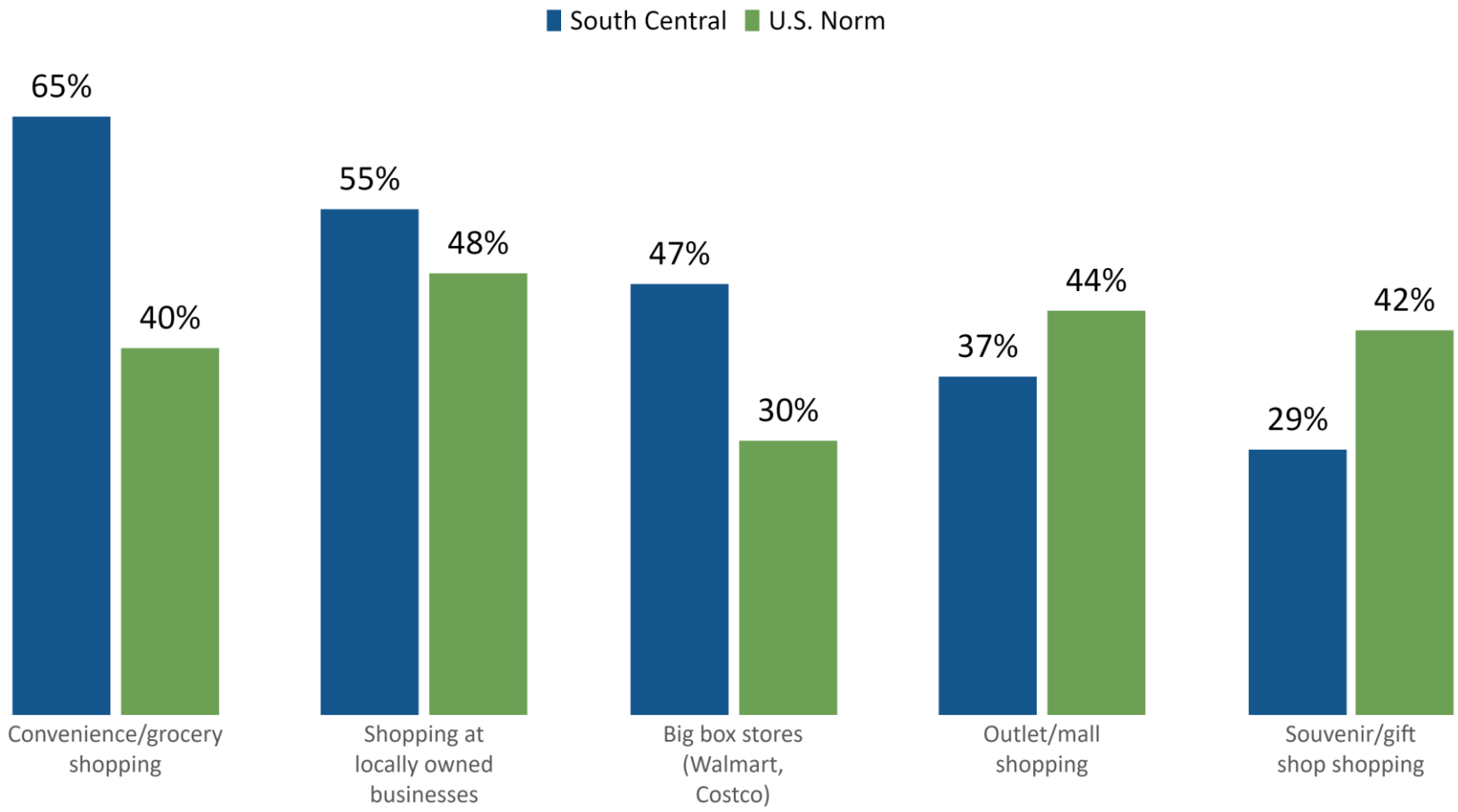


Average Satisfaction Rating

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.

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Post-Trip

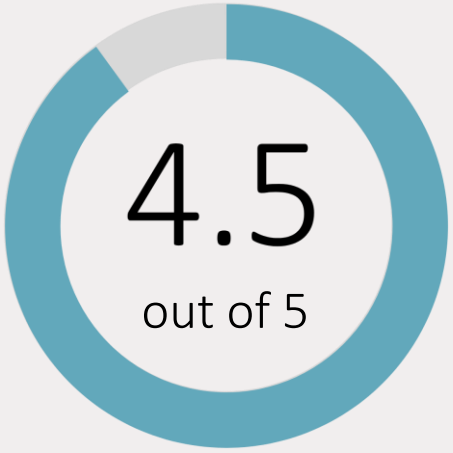
Traveler Satisfaction & Retention

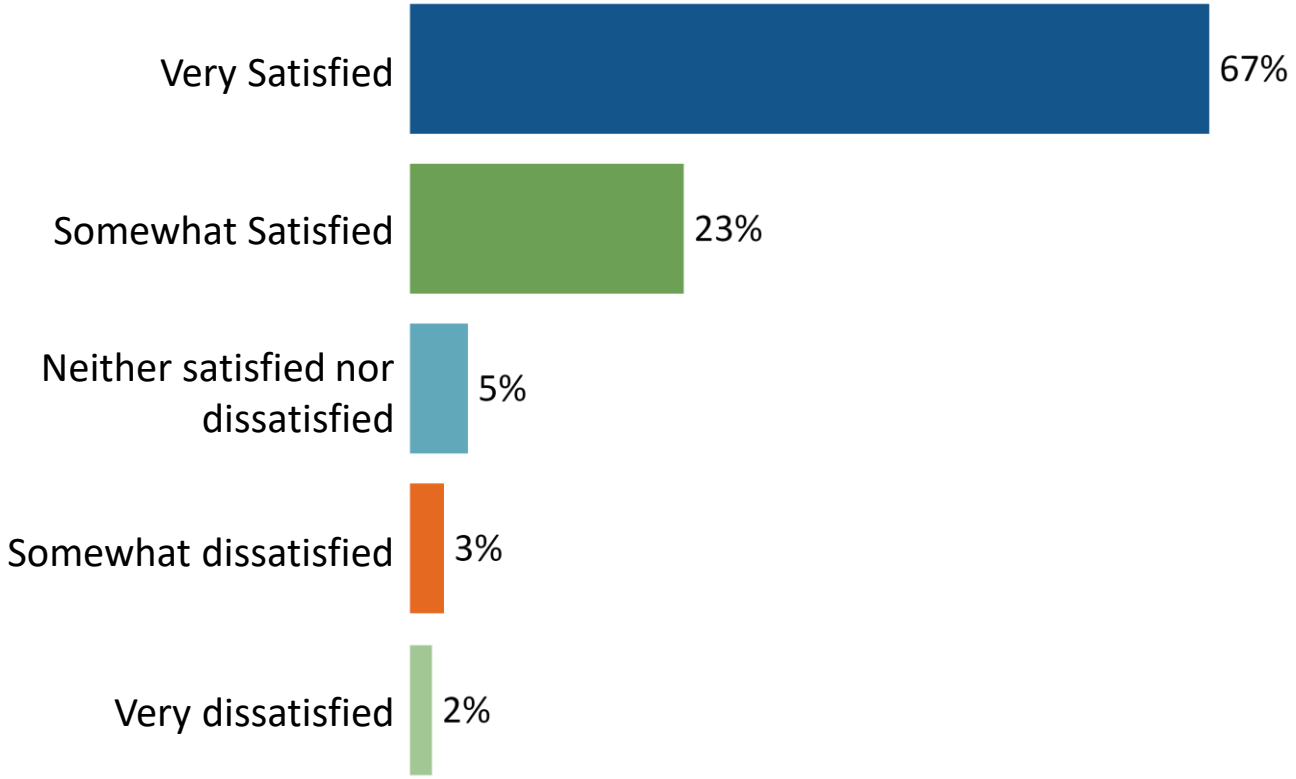
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their South Central Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the South Central Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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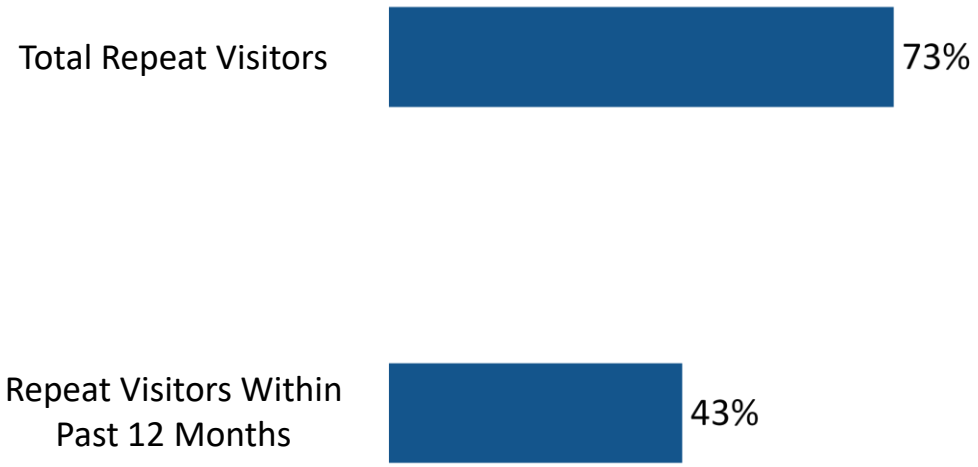
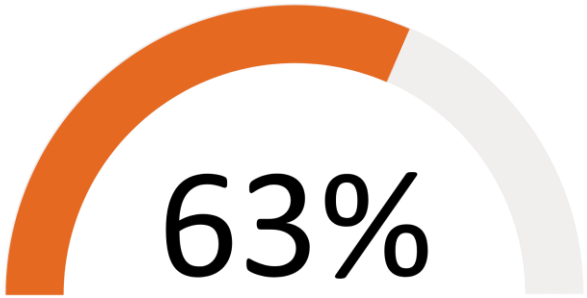
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to South Central

Past Visitation





Selected That They Were '*Very Likely*' to Return to South Central

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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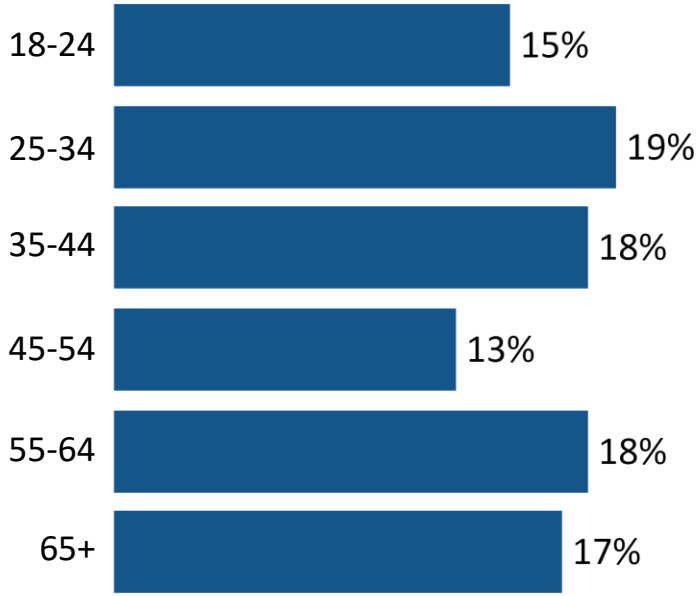
Age, Gender, & Household Income

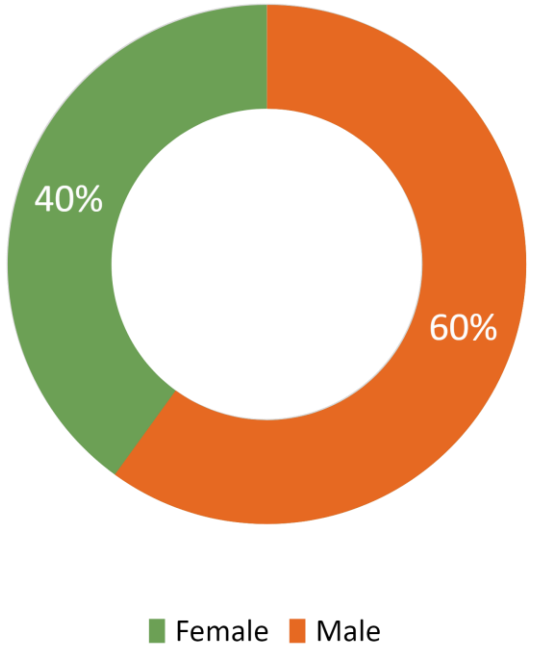
Respondent Demographics for South Central

Age

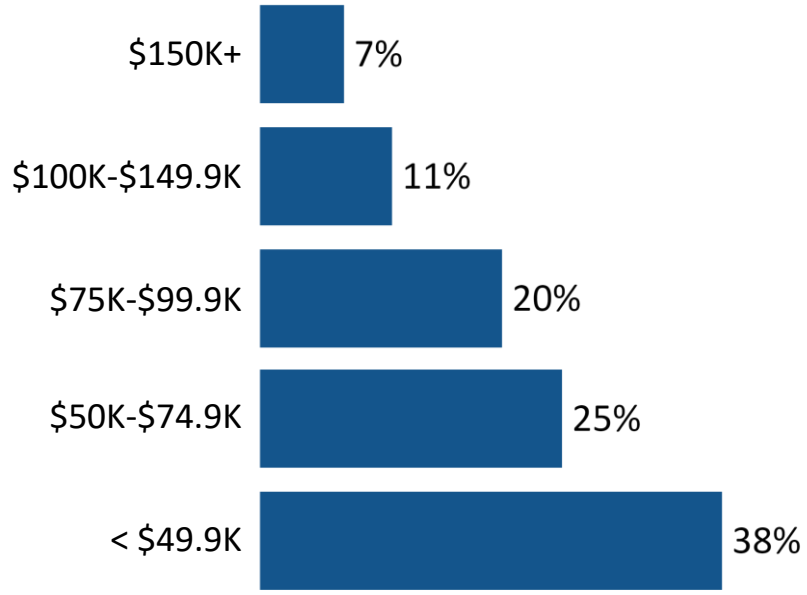


Average Age: 45.5

Gender



Household Income



Average Income: $70.2K

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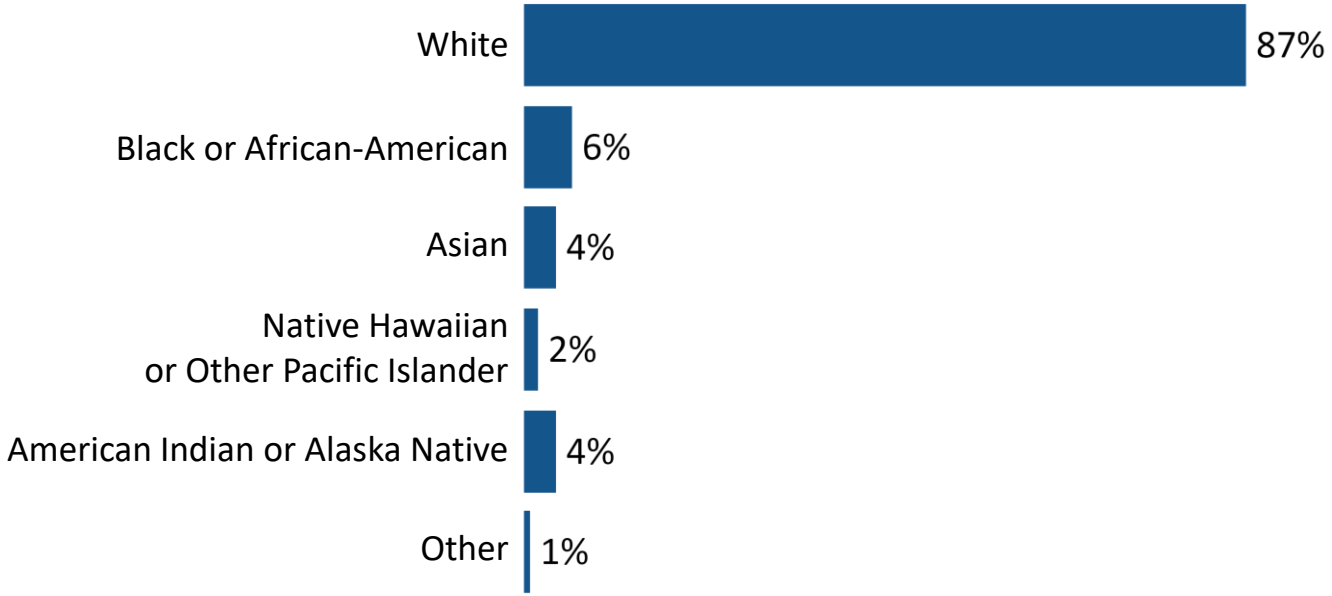
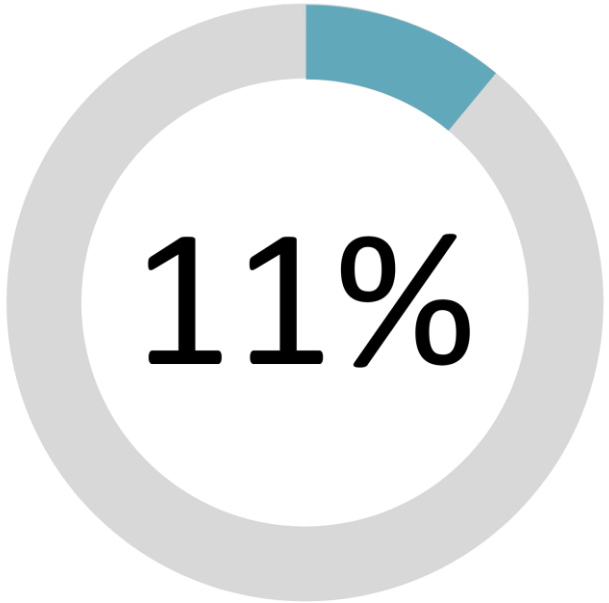
Race & Hispanic Background

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.

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Additional Demographics

Respondent Demographics for South Central

Employment

53% full-time / self-employed

12% part-time

36% retired / not employed / other

Marital Status

48% married / living with a partner

30% single / never married

21% divorced / widowed / separated

Military Status*

85% never served in the military

9% veteran

4% currently on active duty

3% on active duty for training

Education

29% high school diploma or less / other

24% attended some college

26% associate's or bachelor's degree

21% graduate or professional degree

Sexual Orientation

85% straight

6% gay / lesbian

4% bisexual

4% other / not sure

Household Size

26% 1 member

29% 2 members

15% 3 members

16% 4 members

14% 5+ members

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

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Travel USA®

Overnight 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 overnight trips in 2024/2025:

557

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 Southwestern

	2024/2025
Idaho	39%
Washington	13%
California	10%
Oregon	8%
Utah	8%



	2024/2025
Boise, ID	24%
Salt Lake City, ID/UT	9%
Portland, OR	7%
Idaho Falls-Pocatello, ID	7%
Twin Falls, ID	7%

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

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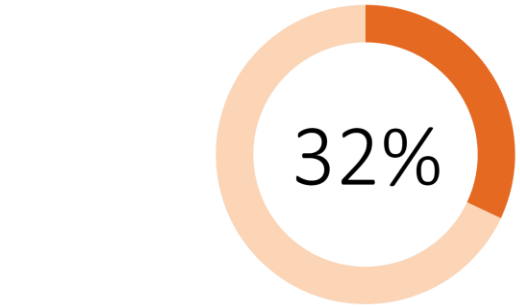
Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel Parties

25%



Travel Parties with Pets



Travel Parties with Children

29%

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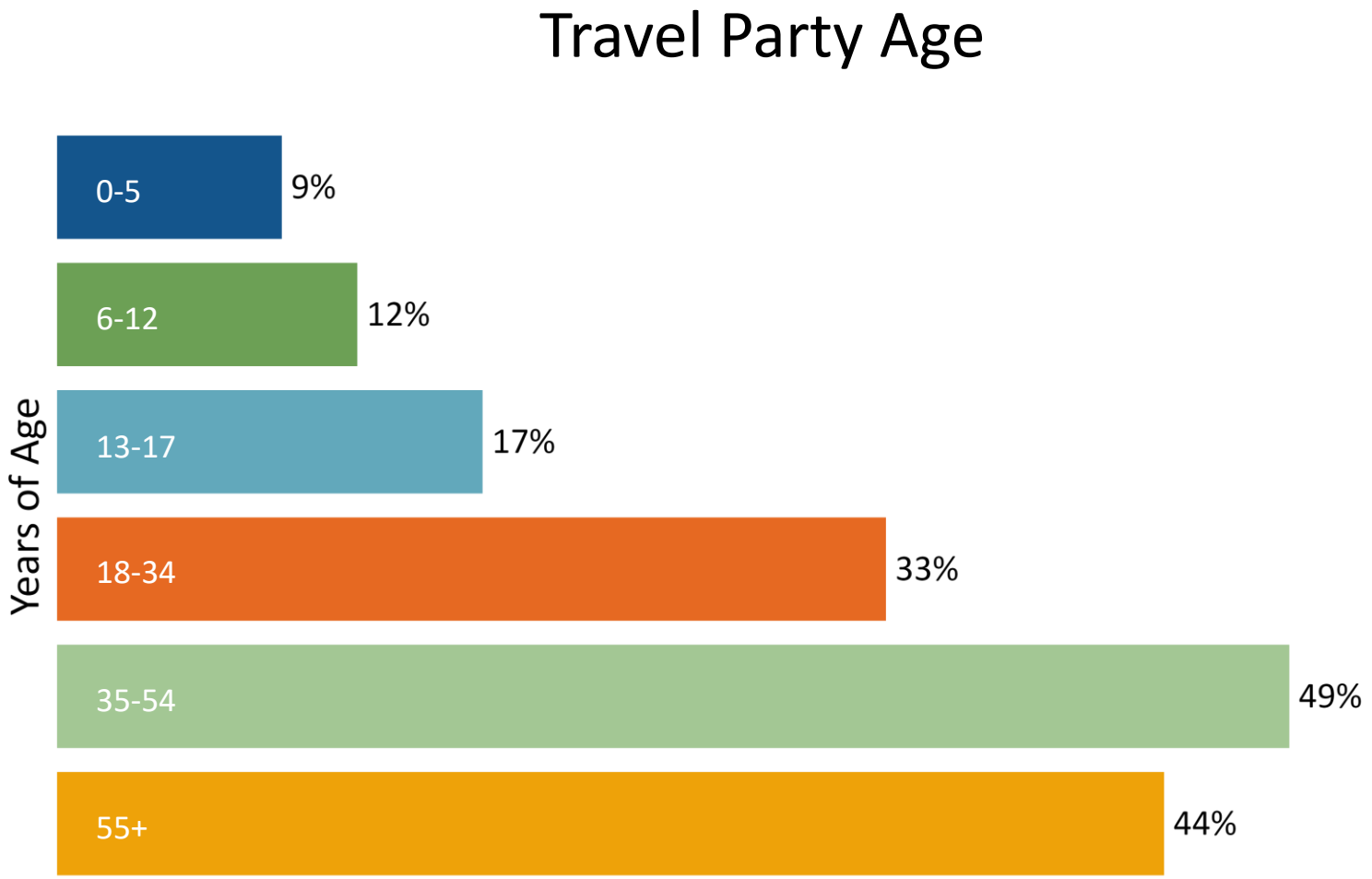
Travel Party Composition

Travel Party Size & Age

Average Travel Party Size

2.7





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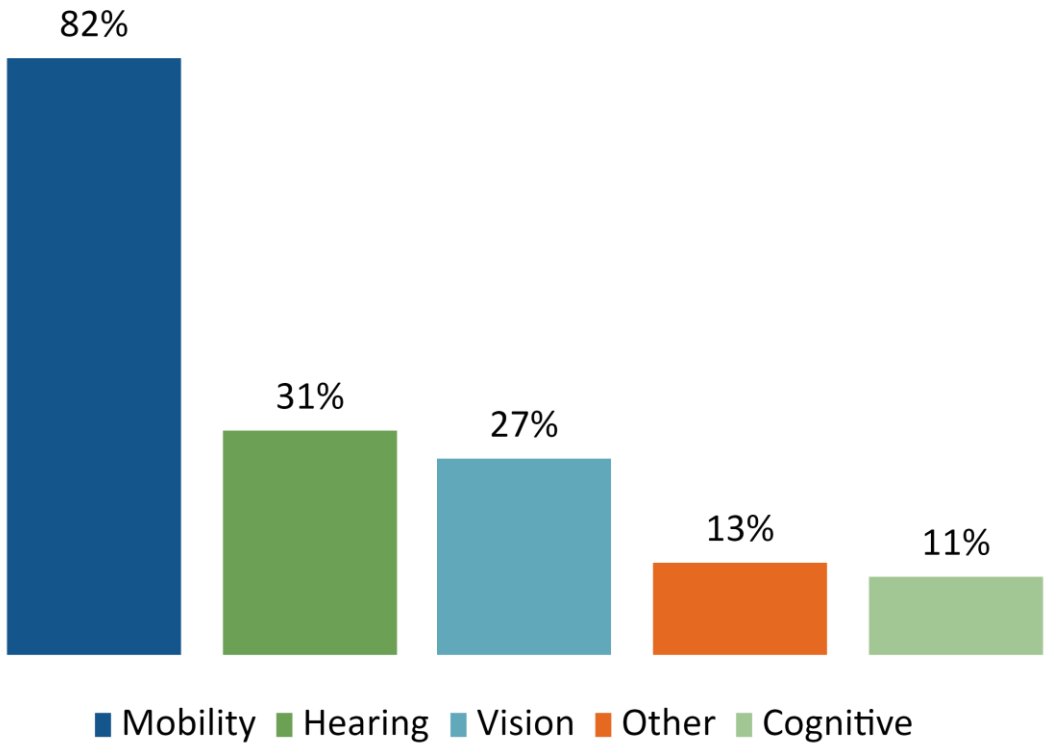
Travelers with Travel-Limiting Disabilities

Disability Categorizations

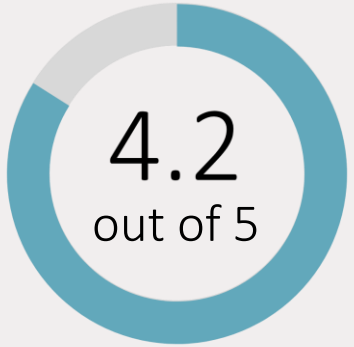
Travel Parties with an Individual Who Required Accessibility Services

16%

-1.3% vs U.S. Norm



Ease of Accessibility



Average Satisfaction Rating

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

51% Visiting friends / relatives
+12.5% vs U.S. Norm

12% Outdoors
+3.1% vs U.S. Norm

10% Special event
+1.8% vs U.S. Norm

7% Touring
-4.2% vs U.S. Norm

6% Other business trip
+1.9% vs U.S. Norm

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

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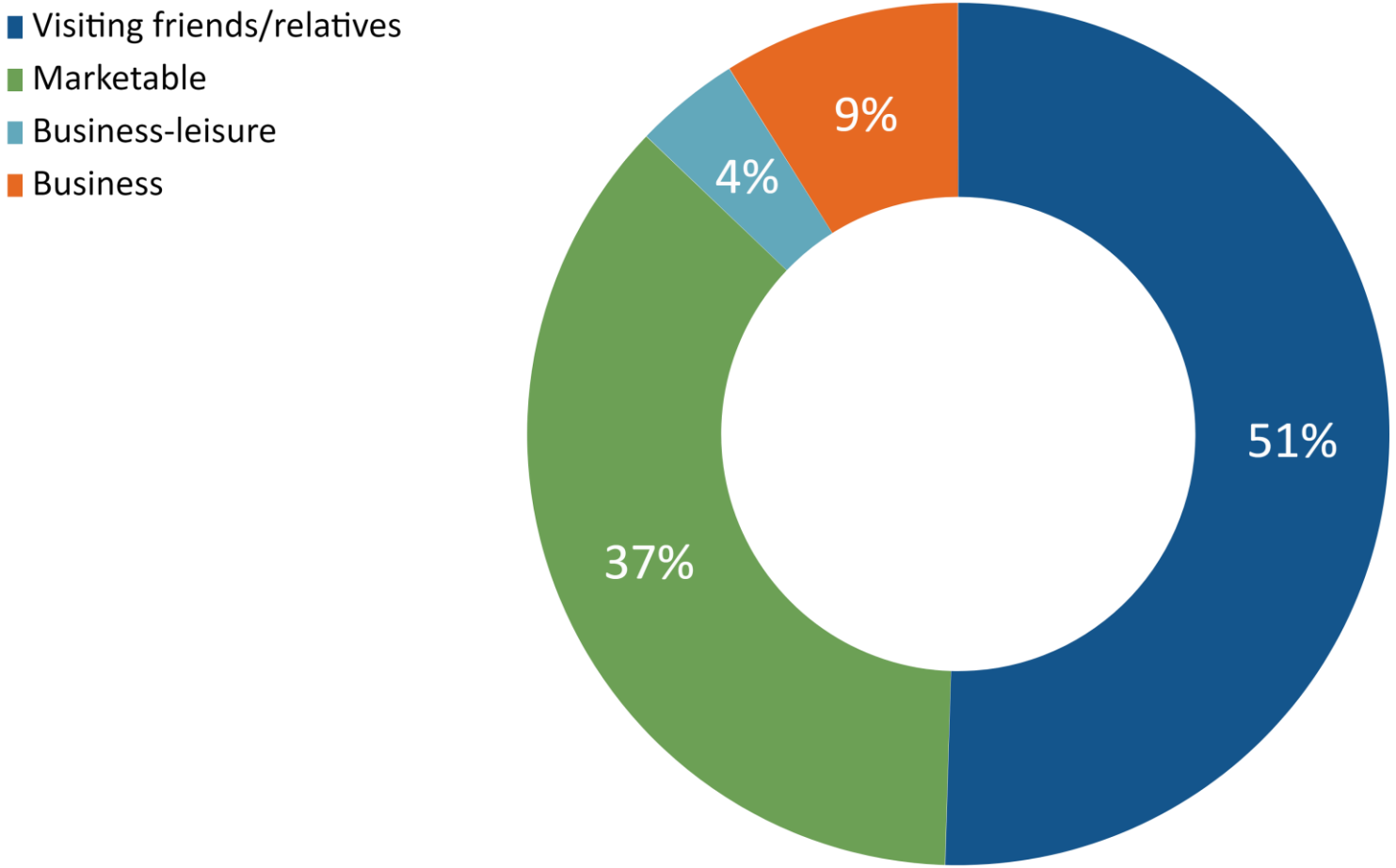
Market Segmentation

A Macro View of Travelers' Main Purpose of Trip



89%

Visited Friends/Relatives Who Live in Southwestern

11%

Met Friends/Relatives in Southwestern Who Live Elsewhere

See Reference Guide for market segment definitions.

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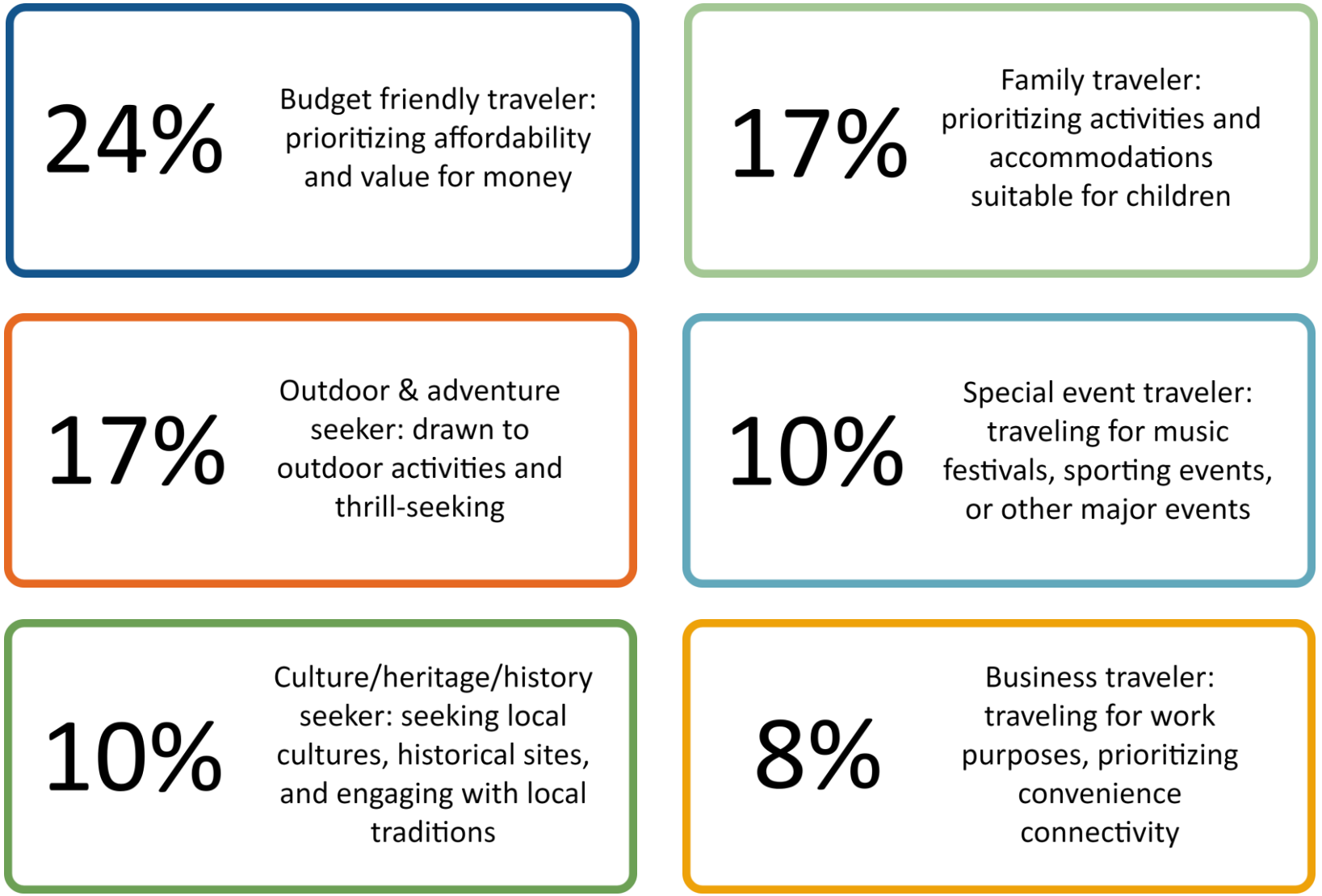
Top Traveler Personas

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



See Reference Guide for a full list of traveler personas.

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Pre-Trip

Travel Planning



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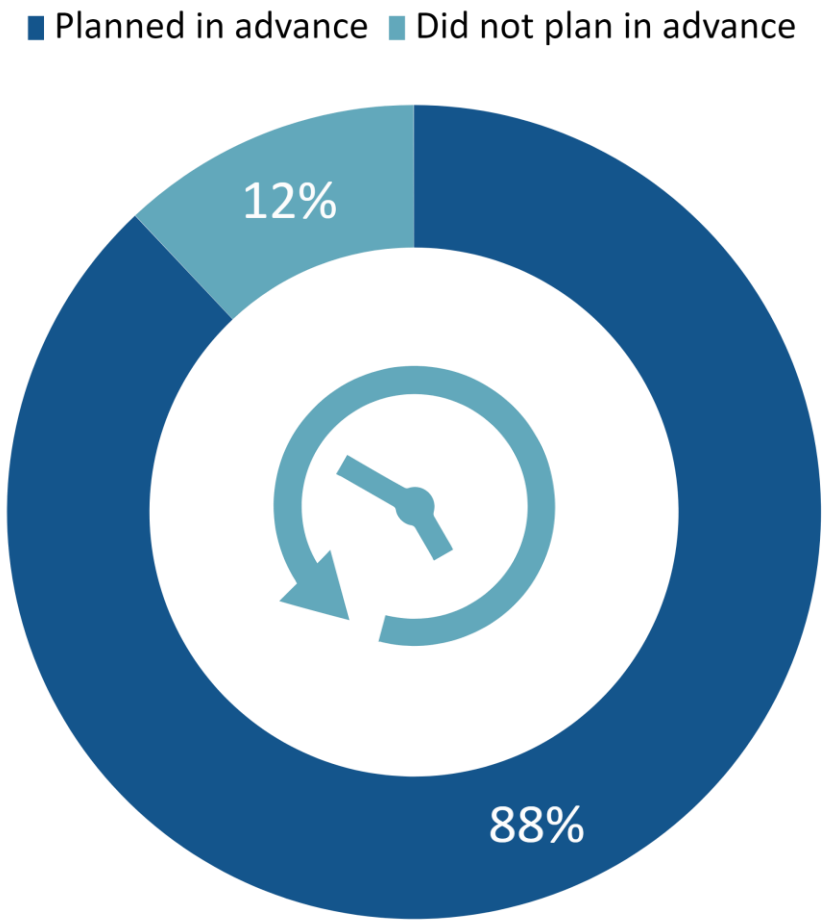
Duration of Travel Planning

When Travelers Began Research for Their Trip



Did not plan anything in advance	12% +1.5% vs U.S. Norm
2 months or less	54% +6.2% vs U.S. Norm
3-5 months	17% -3.5% vs U.S. Norm
6 months or more	16% -4.2% vs U.S. Norm

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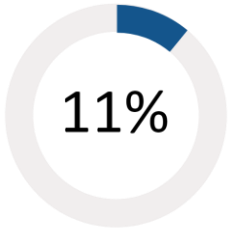
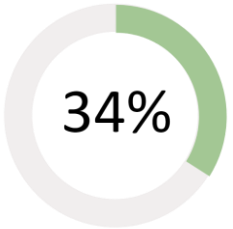
Sources of Trip Planning

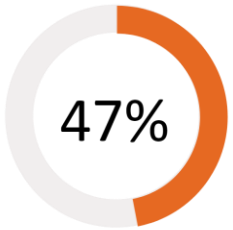
Share of Travelers Who Used Each Media Type for Trip Planning



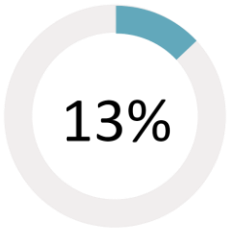
Print



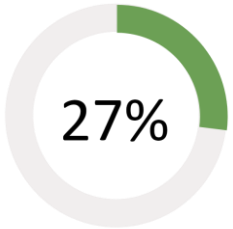
In-Person



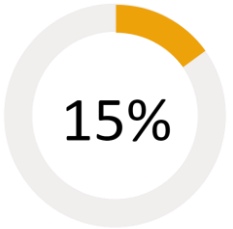
Online/Digital



TV/Video



Social Media



Radio/Audio

See Reference Guide for a full breakdown of media type categories.

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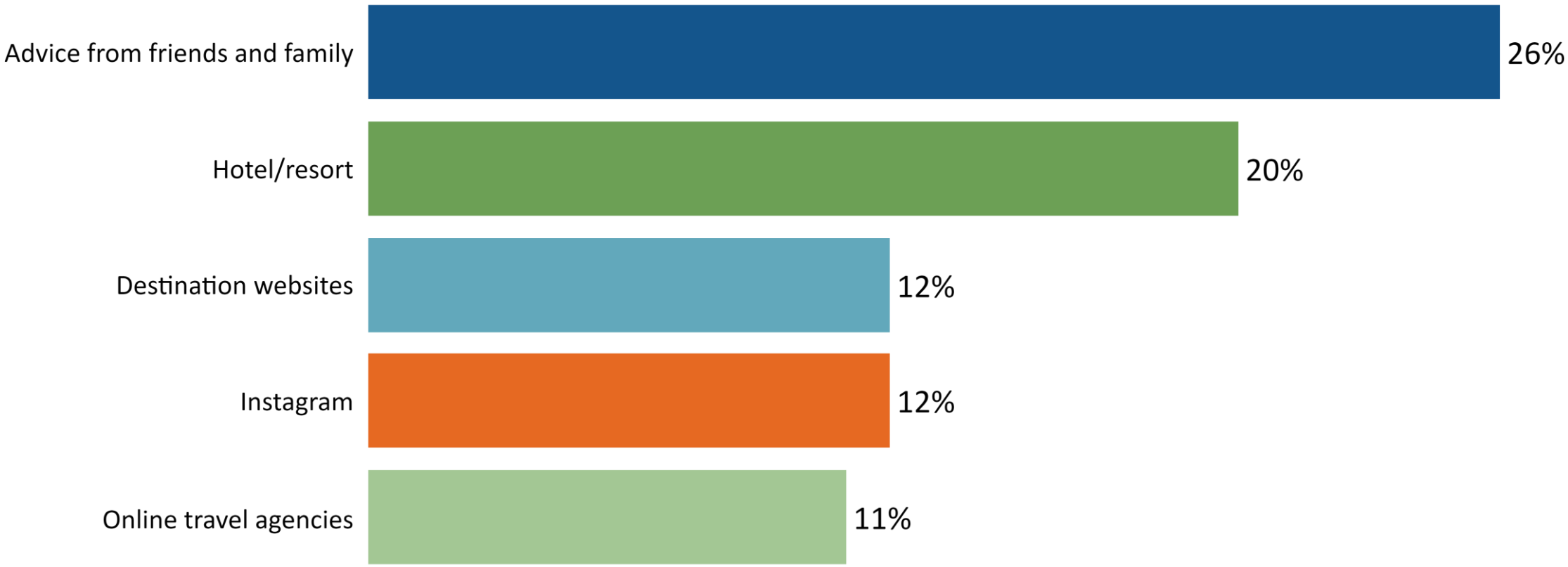
Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

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During Trip

Trip Structure



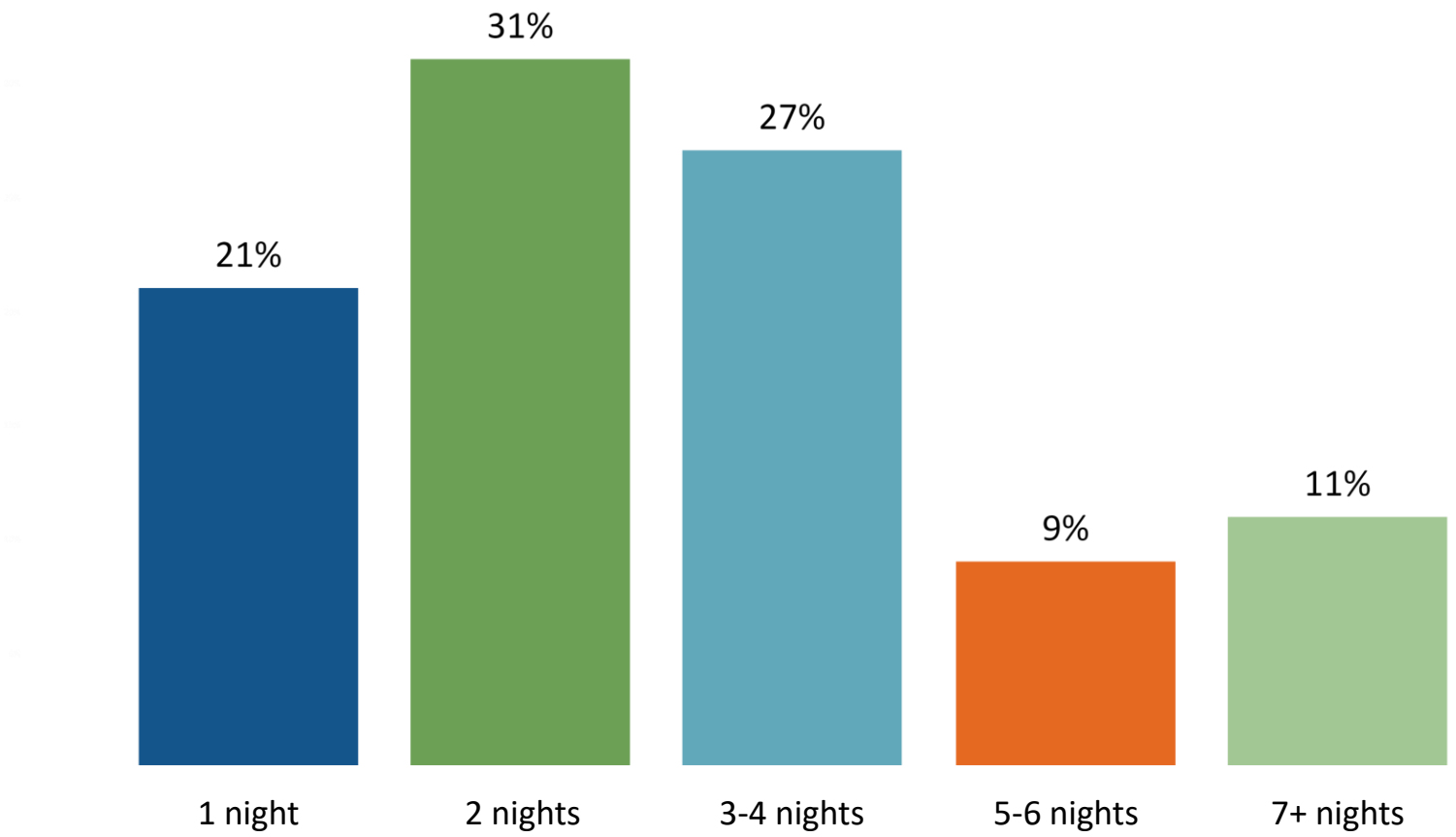
Longwoods INTERNATIONAL

Trip Structure

Nights Spent in Southwestern

Average
Number of Nights

3.6



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Trip Structure

Share of Total Trip Spent in Southwestern

Average Number of Nights Spent in Southwestern

3.6

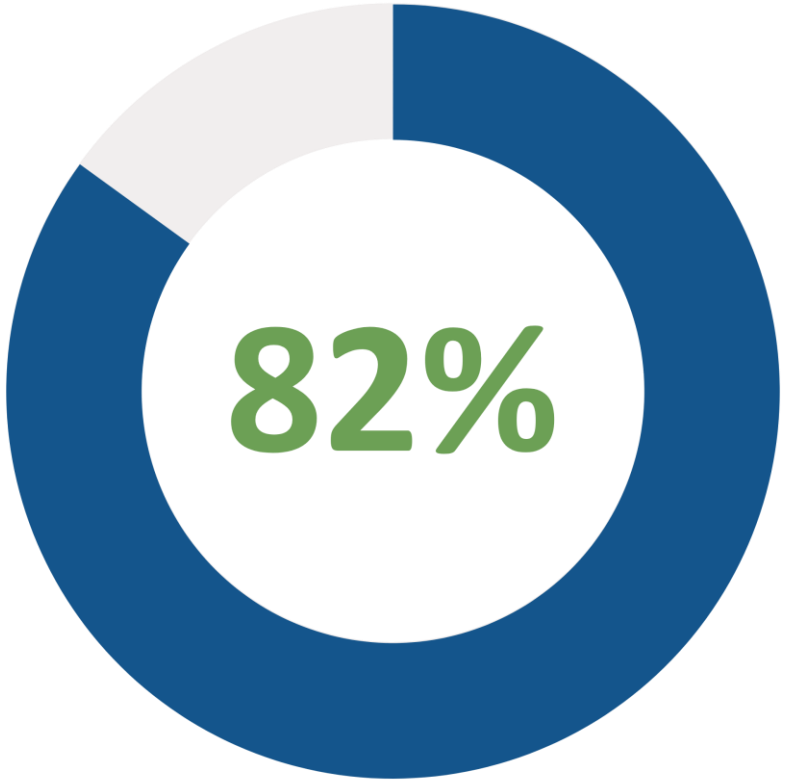
Average Number of Total Trip Nights

4.3

Accounts for trip nights that Southwestern travelers spent in other destinations.

=

Share of Total Trip Spent in Southwestern



A higher percentage identifies the destination as the primary focus of travelers' itinerary.

Longwoods INTERNATIONAL

During Trip

Transportation & Accommodations

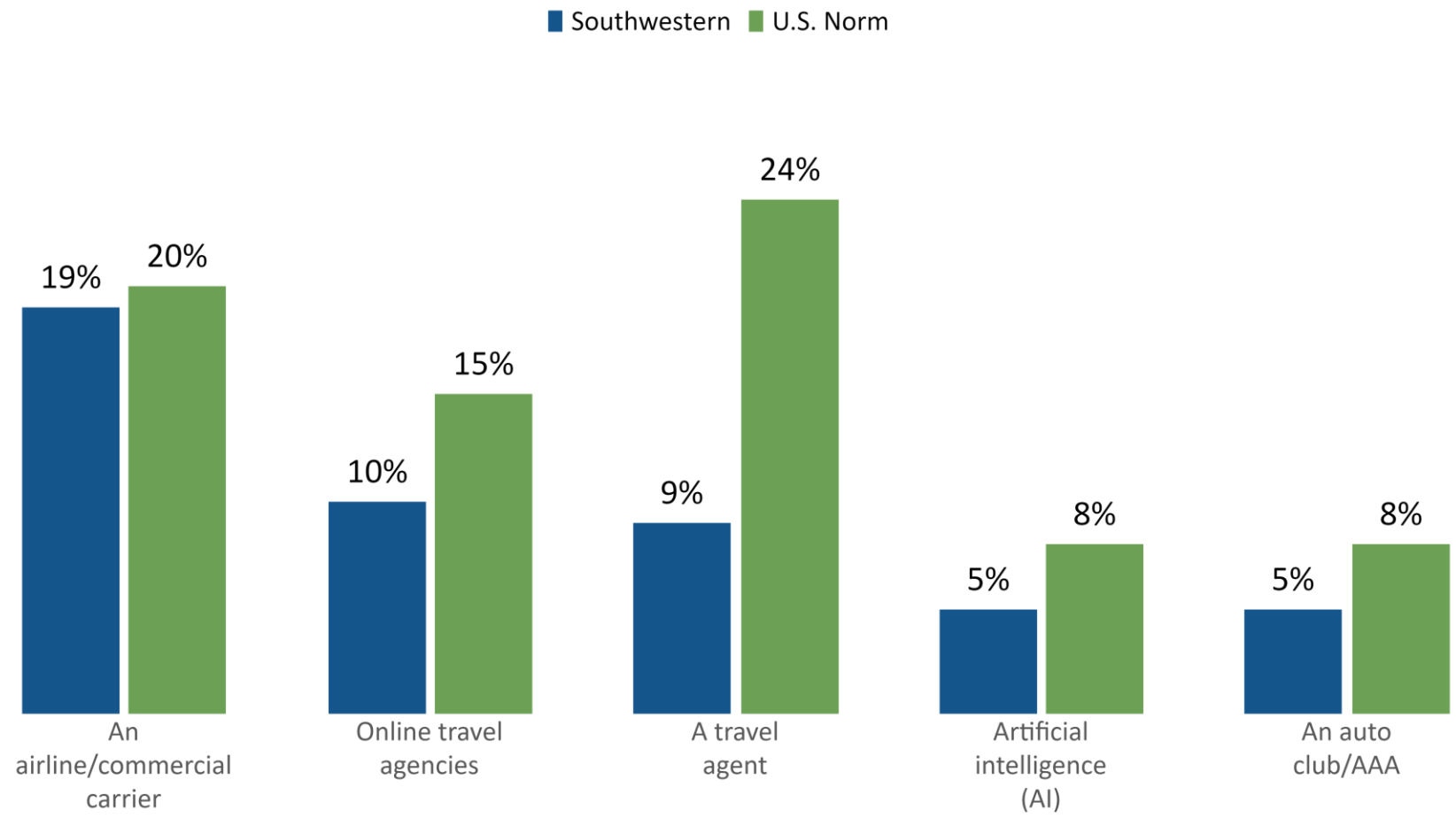


Longwoods INTERNATIONAL

Booking: Transportation

Top Booking Sources for Transportation





See Reference Guide for a full list of booking sources.

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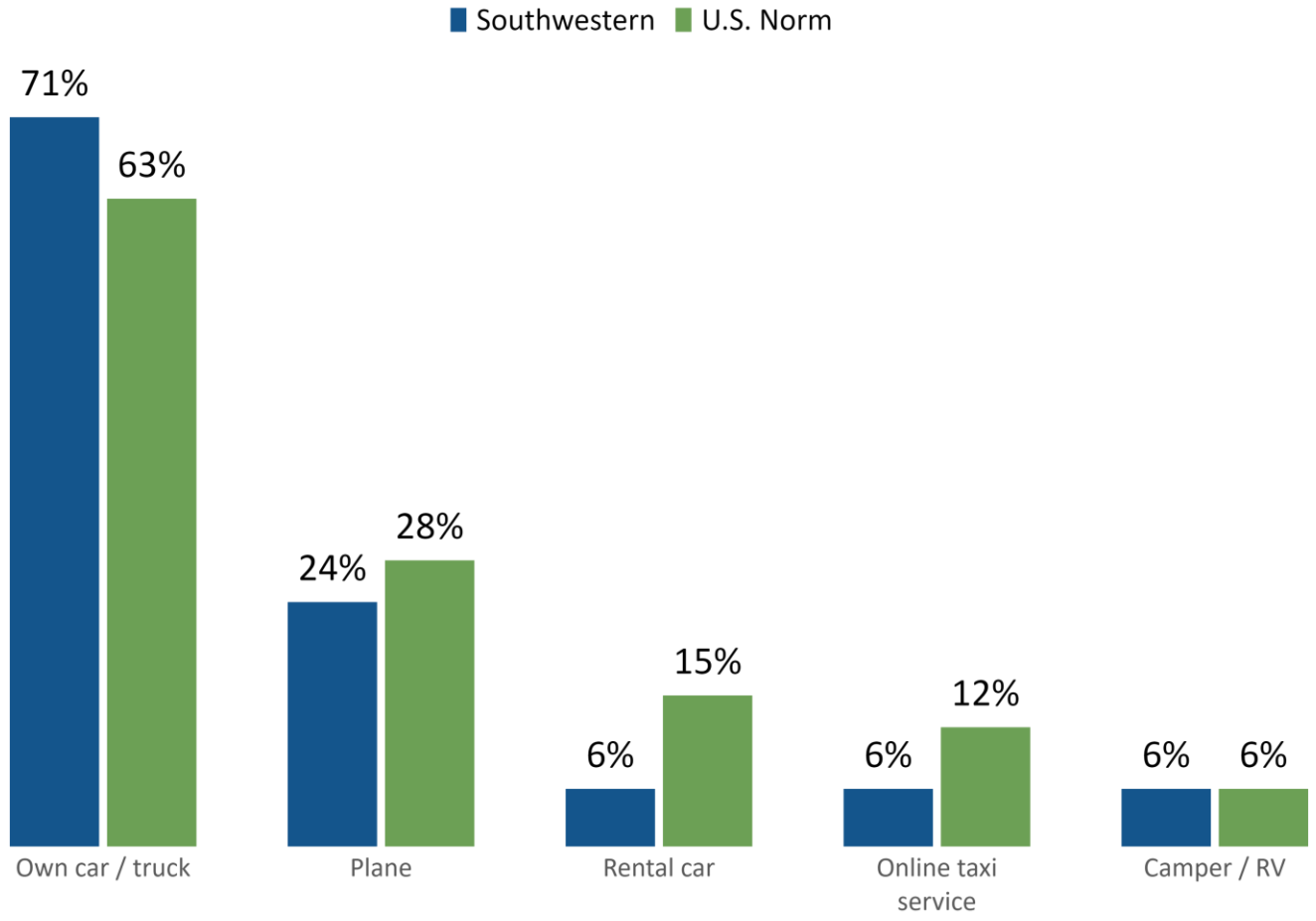
Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Southwestern



Vehicle Type

Gasoline/diesel	89%	+9.7% vs U.S. Norm
Hybrid	8%	-4.3% vs U.S. Norm
Electric	4%	-6.2% vs U.S. Norm
Plug-in-hybrid	2%	-4.1% vs U.S. Norm

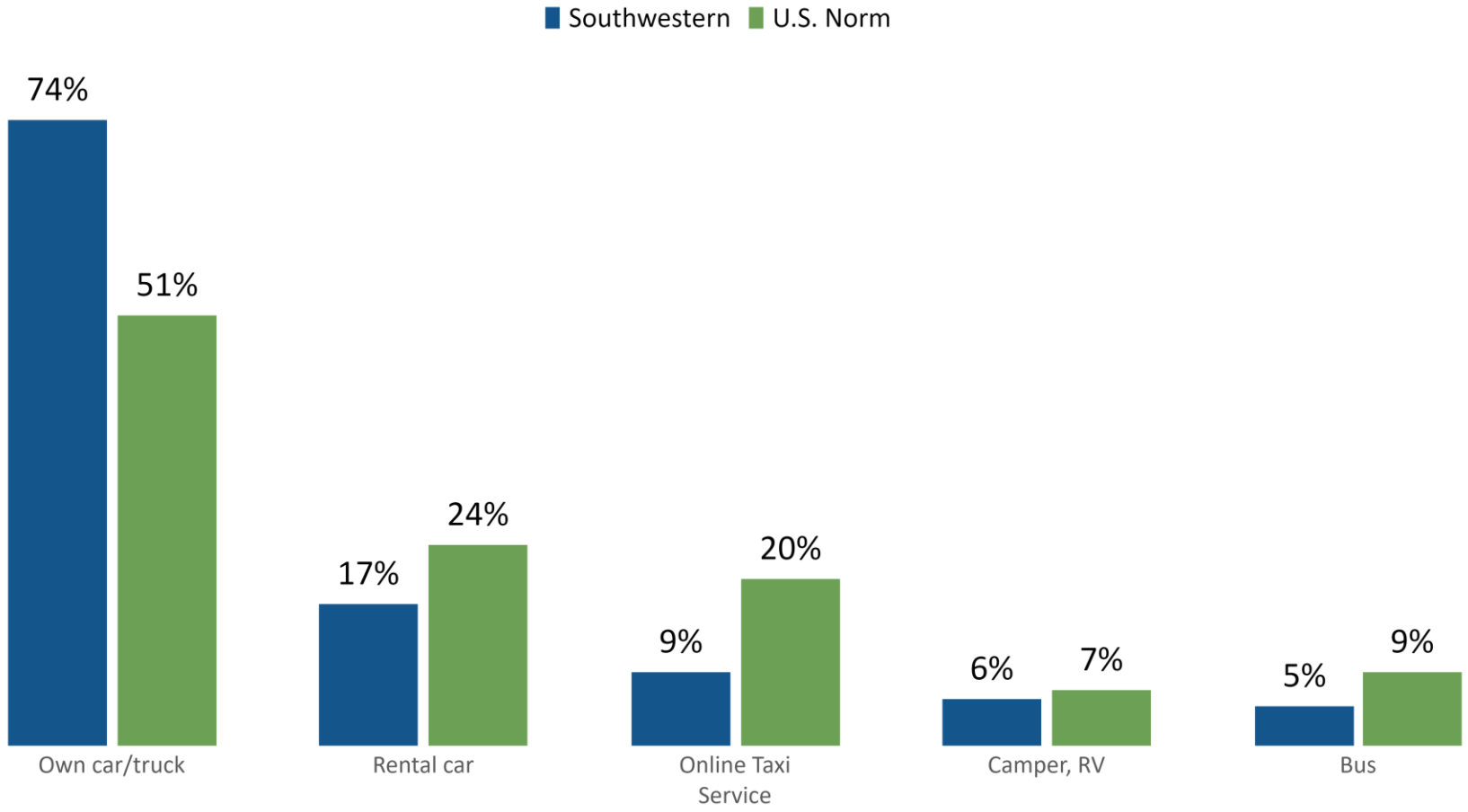
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

See Reference Guide for a full list of transportation modes.

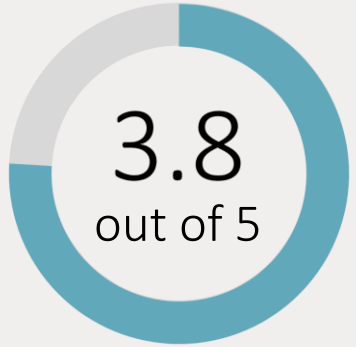
Longwoods INTERNATIONAL

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Southwestern



Public Transportation



Average Satisfaction Rating

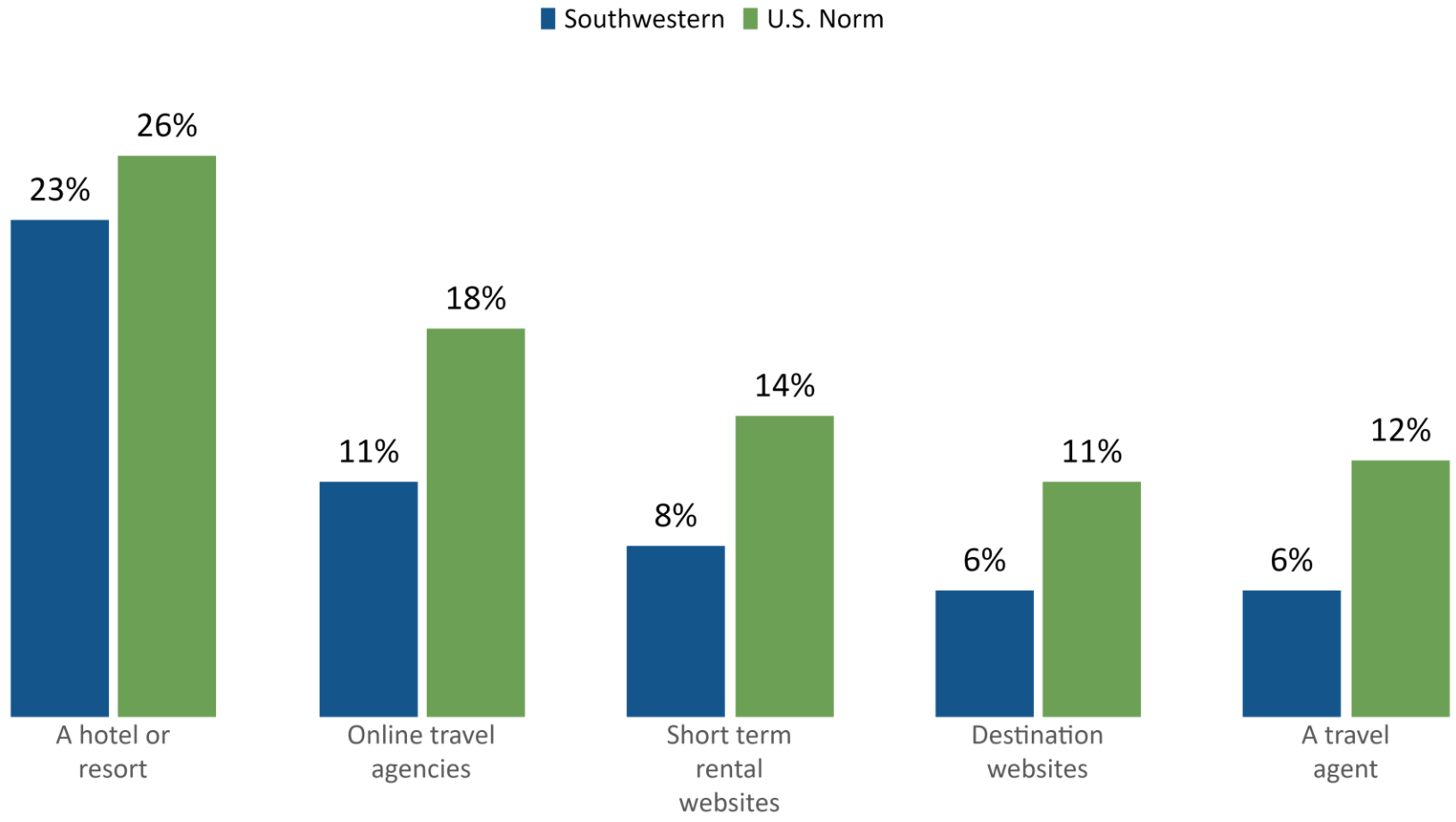
See Reference Guide for a full list of transportation modes.

Longwoods INTERNATIONAL

Booking: Accommodations

Top Booking Sources for Accommodations



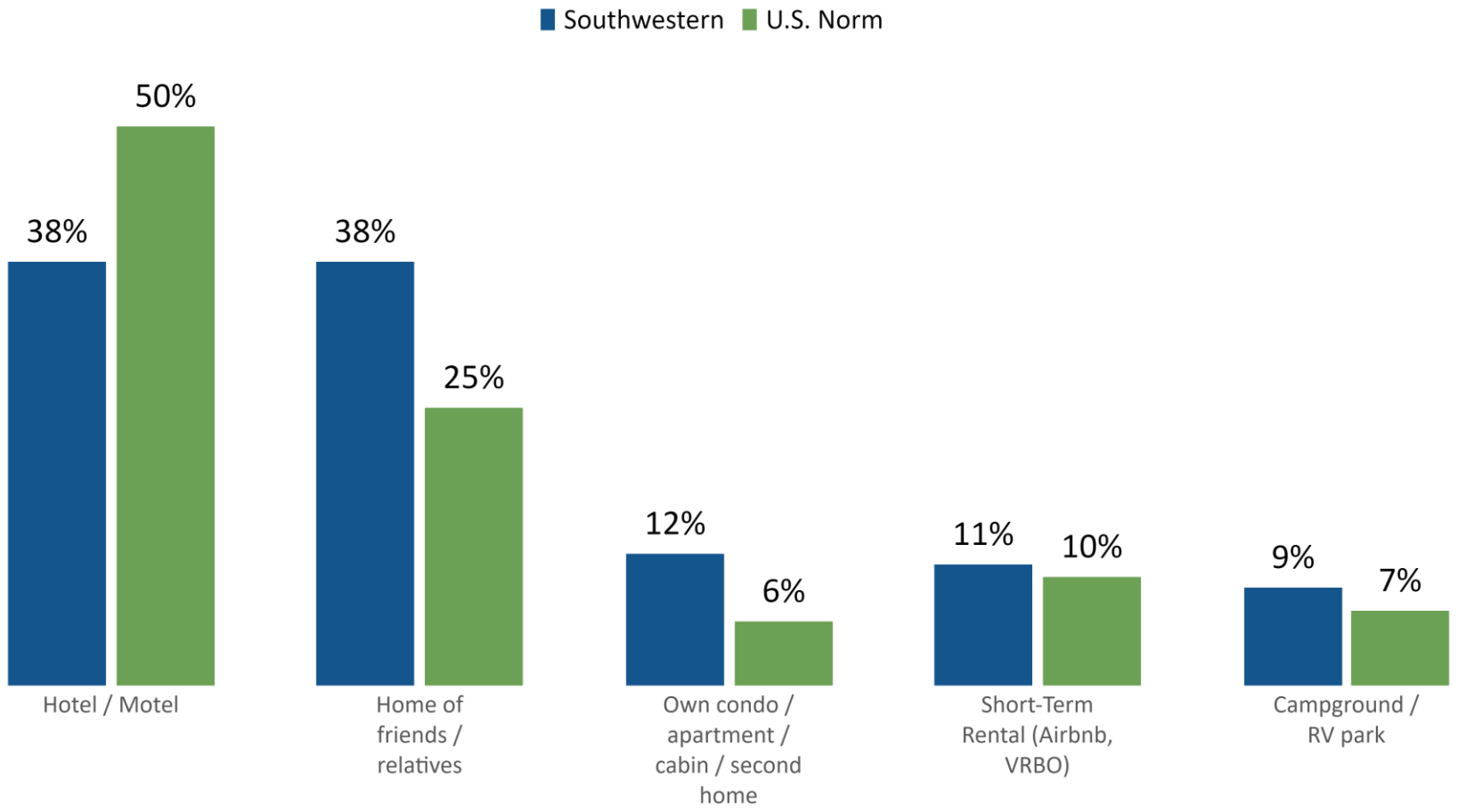


See Reference Guide for a full list of booking sources.

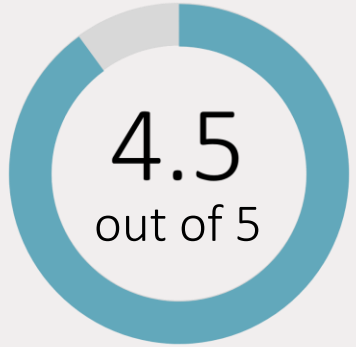
Longwoods INTERNATIONAL

Accommodations

Top Accommodation Types for Southwestern Travelers



Quality of Accommodations



Average Satisfaction Rating

Question revised in 2025; data shown is for 2025 only.
See Reference Guide for a full list of accommodation types.

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During Trip

Destination Activities



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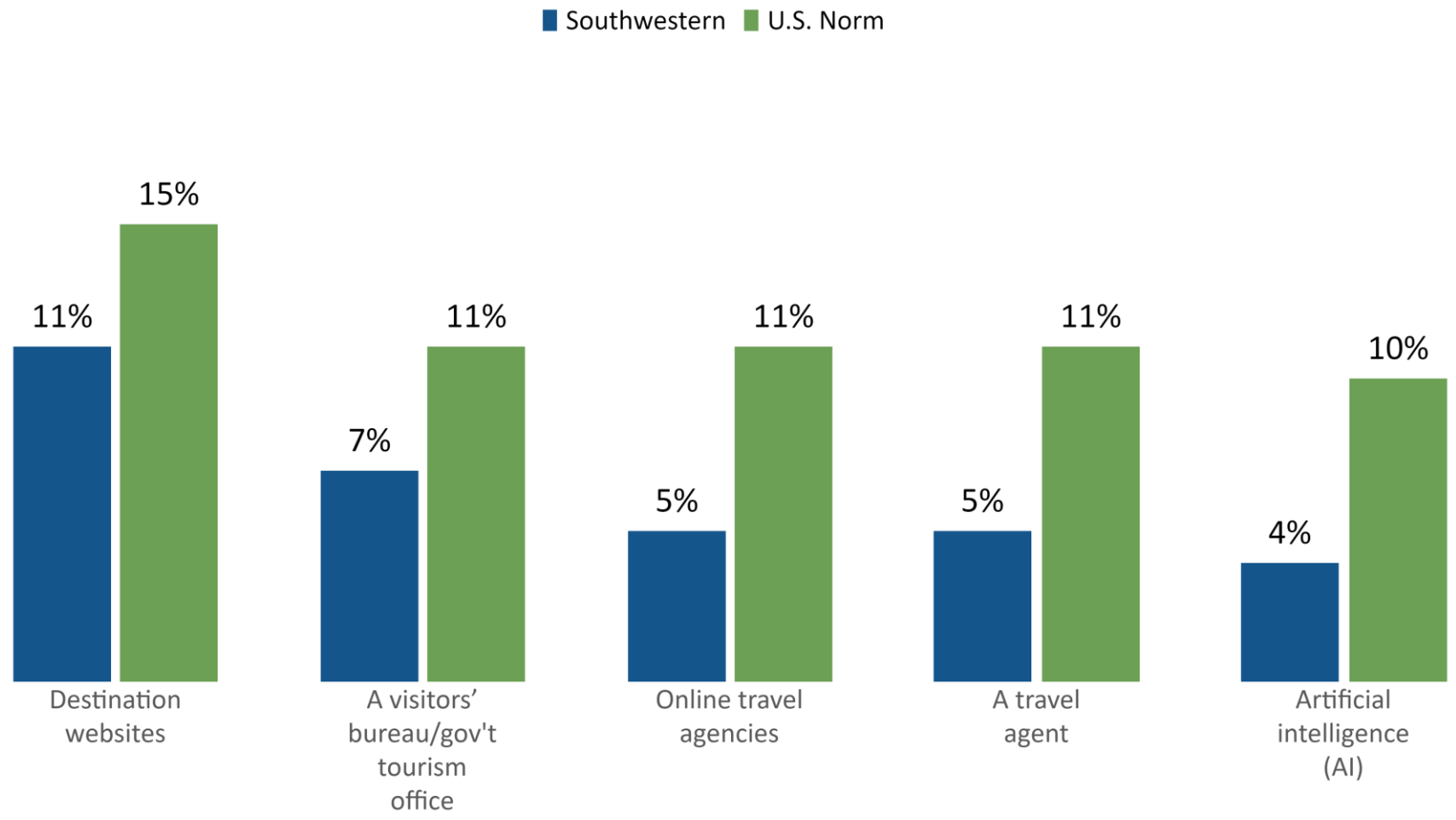
Booking: Activities

Top Booking Sources for Activities





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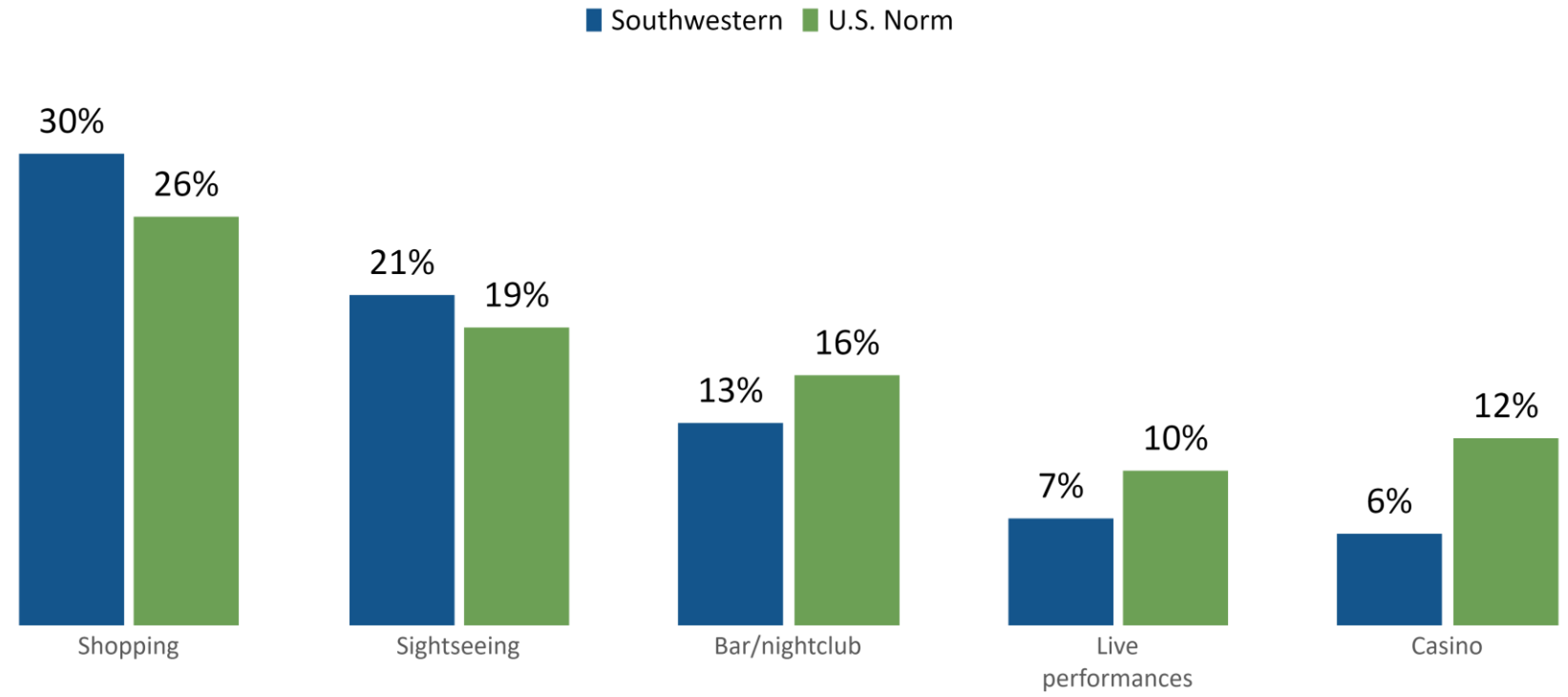
Entertainment Activities

Top Entertainment Activities for Southwestern Travelers

56%

Participated in Entertainment Activities During Their Trip

U.S. Norm: 62%





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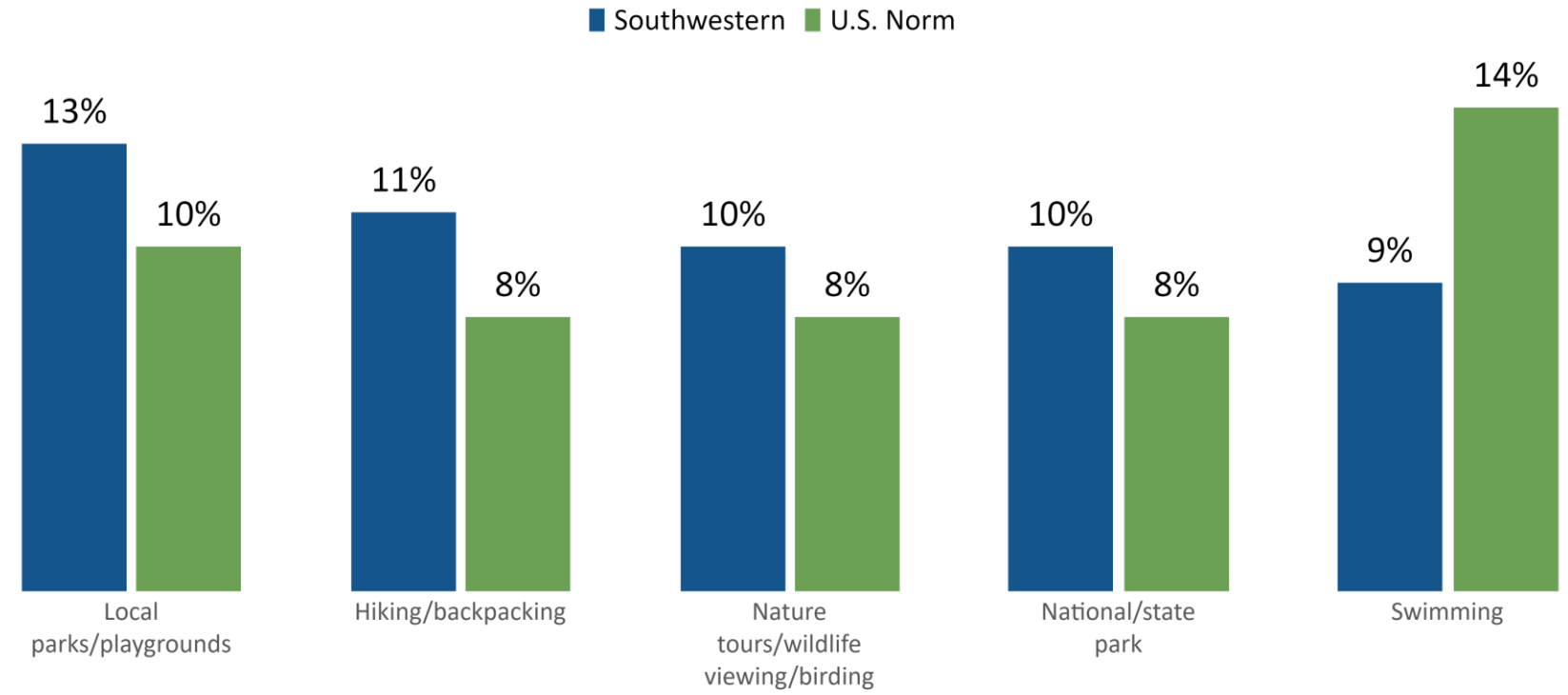
Recreational Activities

Top Recreational Activities for Southwestern Travelers

48%

Participated in Recreational Activities During Their Trip

U.S. Norm: 52%





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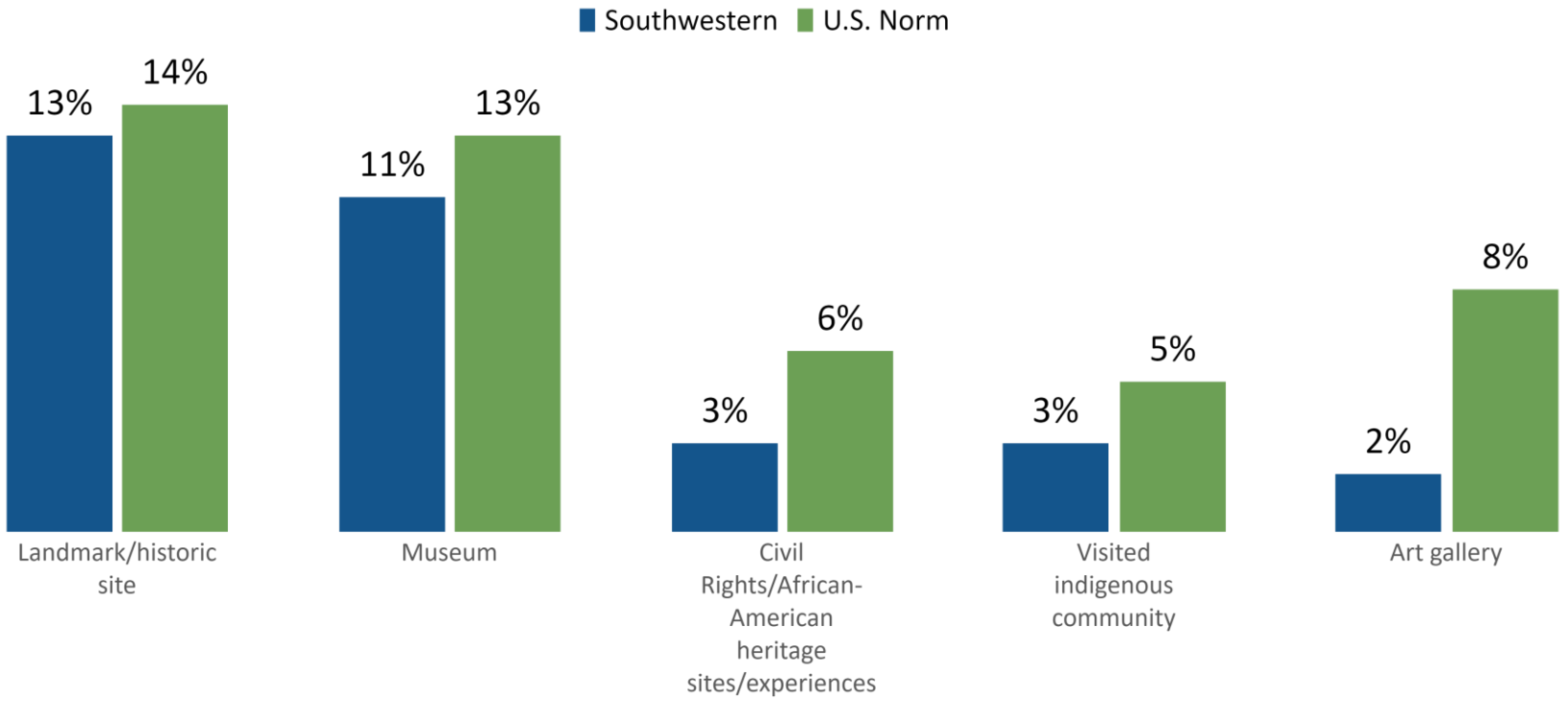
Cultural Activities

Top Cultural Activities for Southwestern Travelers

24%

Participated in Cultural Activities During Their Trip

U.S. Norm: 33%





Longwoods INTERNATIONAL

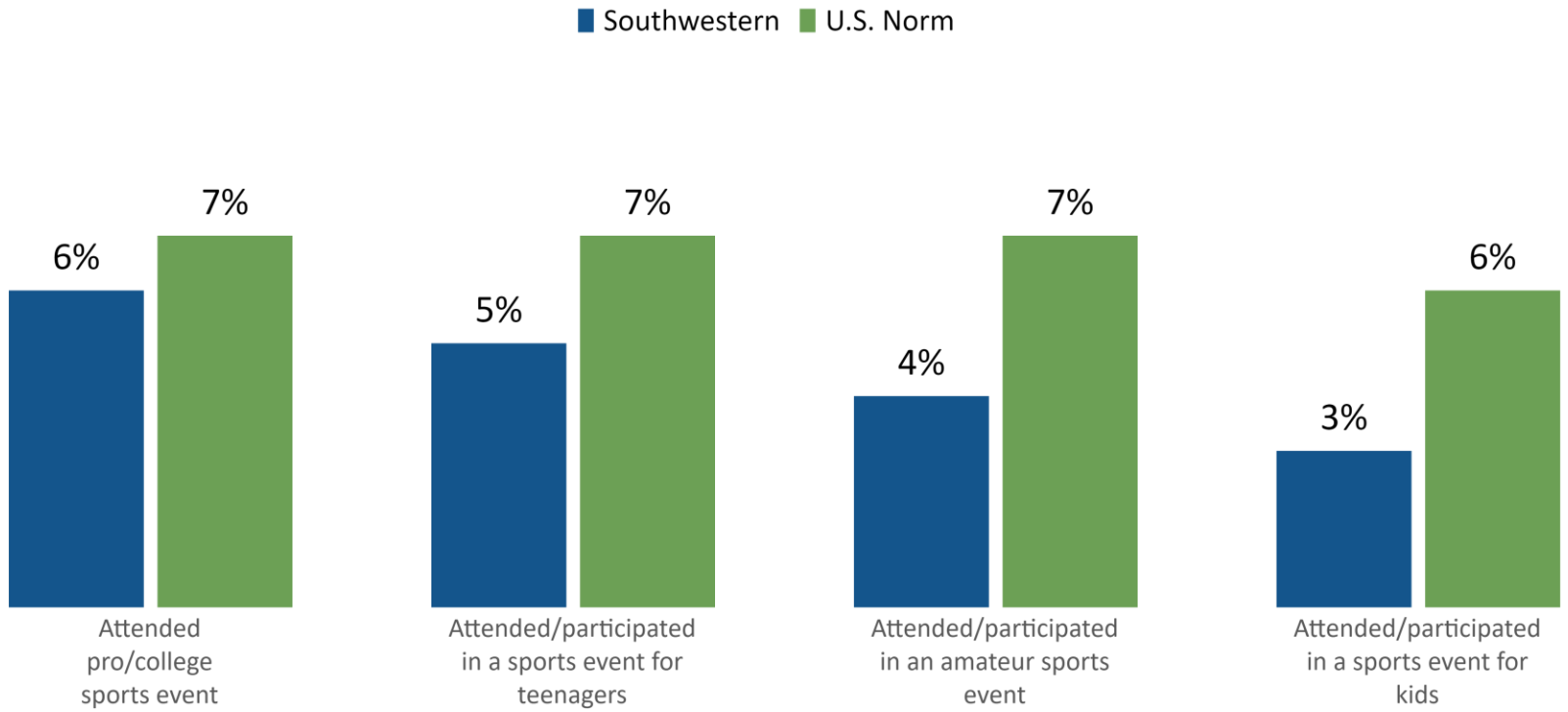
Sporting Events

Top Sporting Events for Southwestern Travelers

13%

Participated in Sporting Events During Their Trip

U.S. Norm: 21%





Longwoods INTERNATIONAL

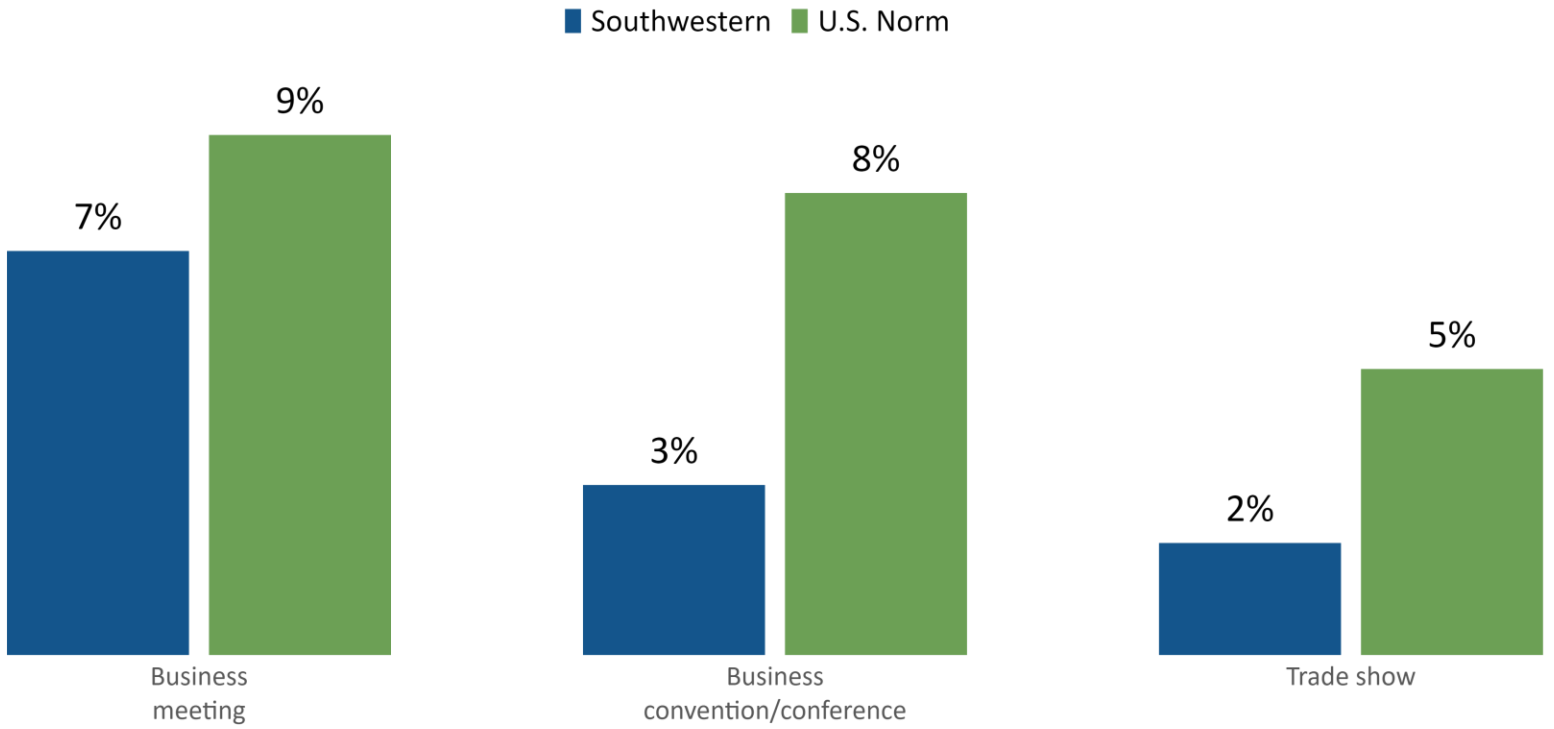
Business Activities

Top Business Activities for Southwestern Travelers

11%

Participated in Business Activities During Their Trip

U.S. Norm: 17%





Longwoods INTERNATIONAL

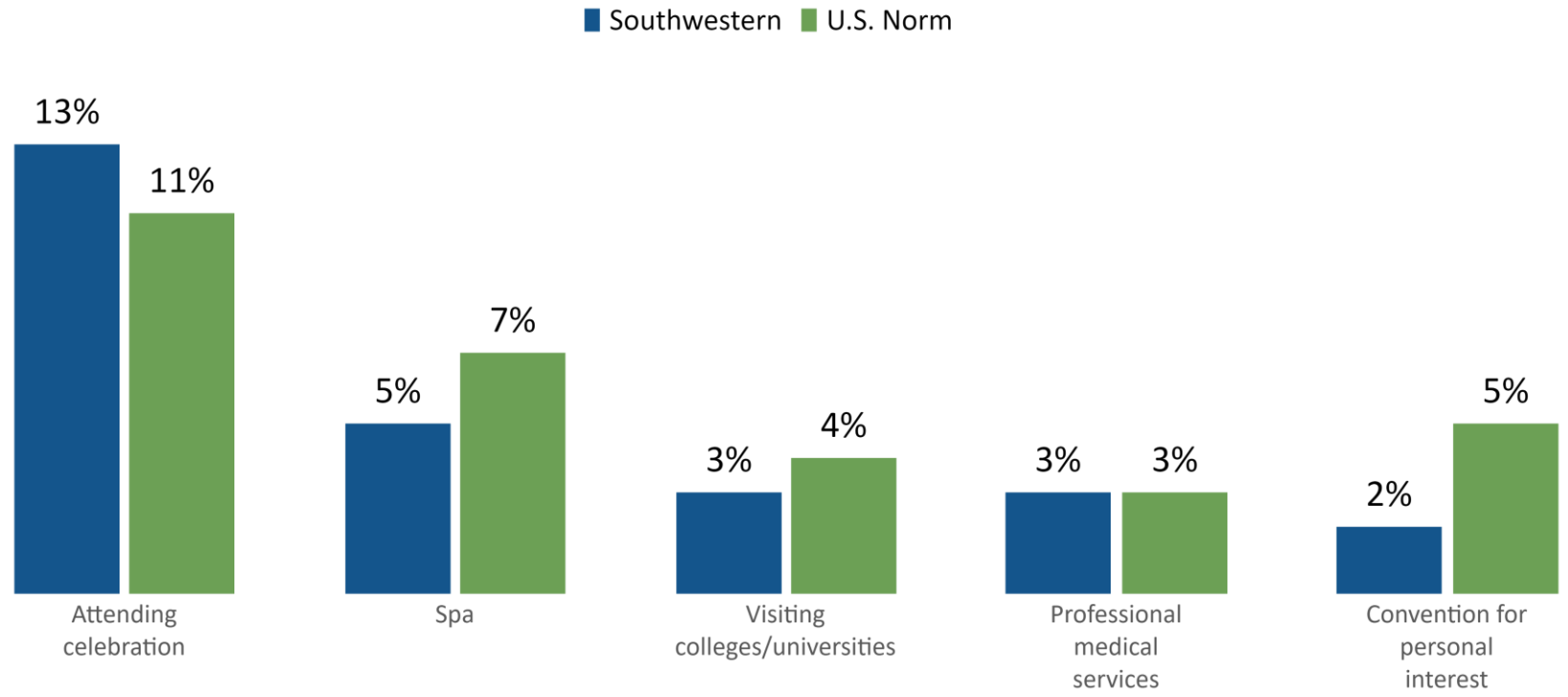
Other Activities

Top Other Activities for Southwestern Travelers

33%

Participated in Other Activities During Their Trip

U.S. Norm: 41%





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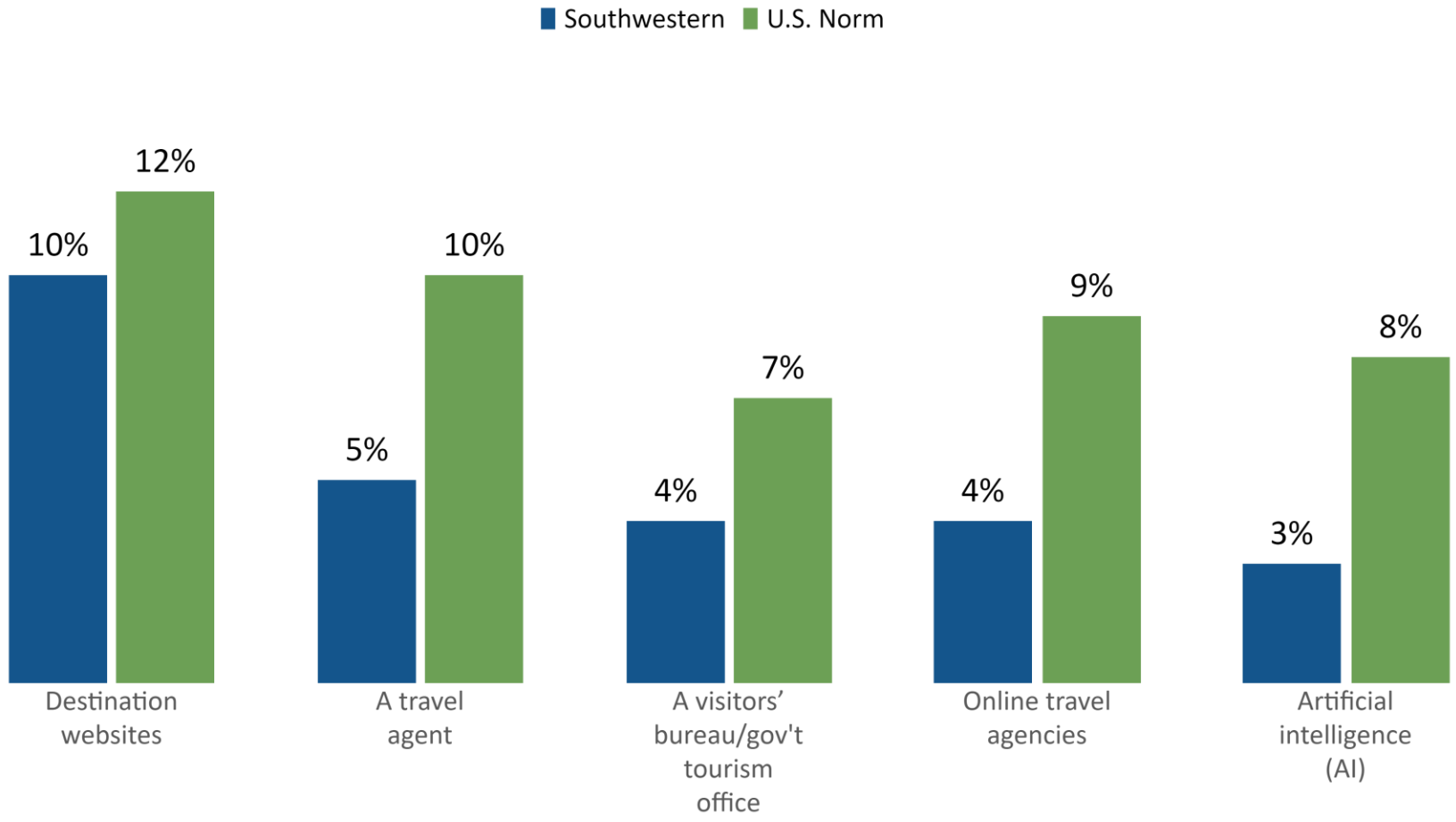
Booking: Dining

Top Booking Sources for Dining





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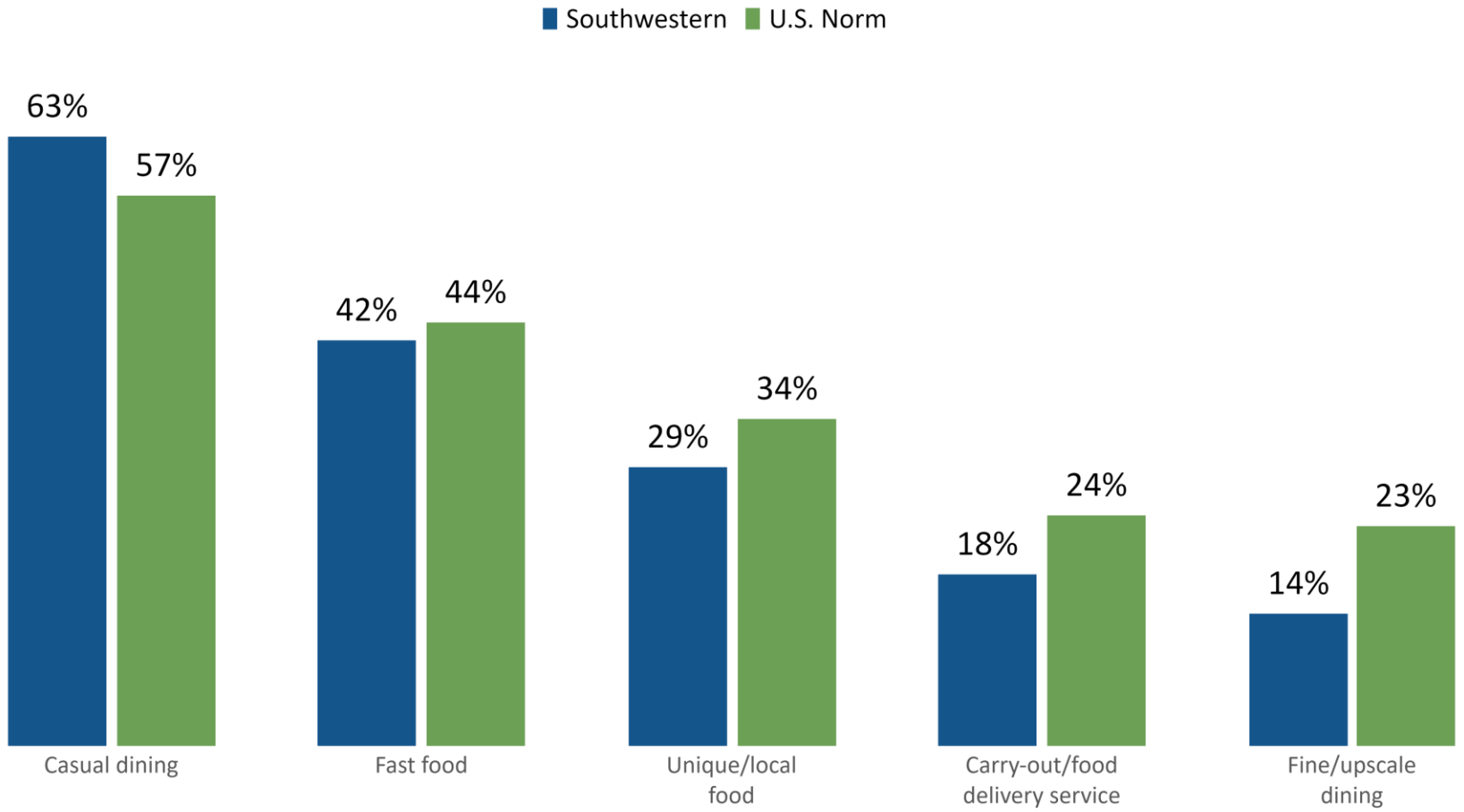
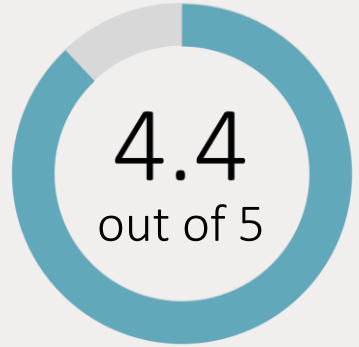
Dining

Top Dining Categories for Southwestern Travelers



Quality of Food

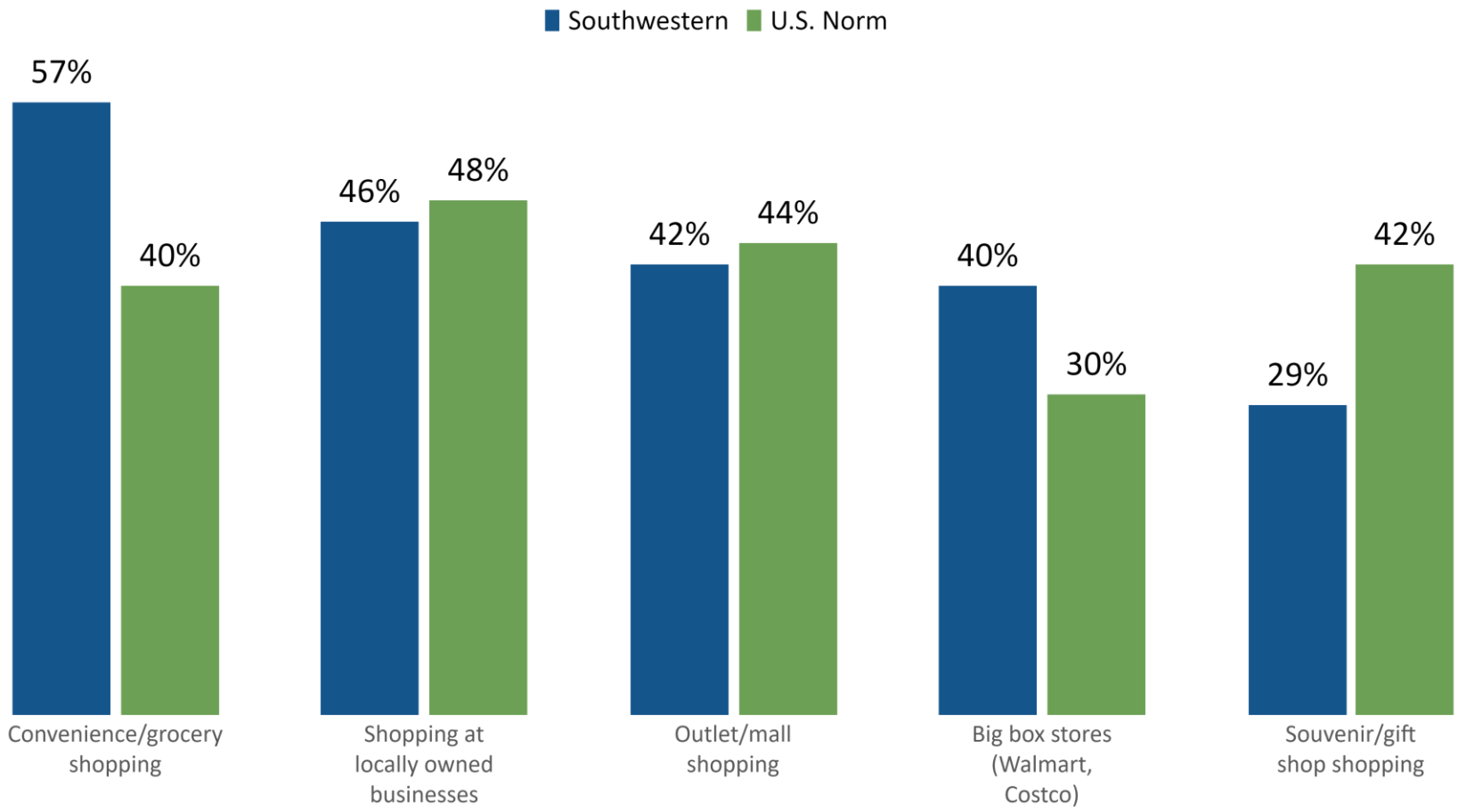


Average Satisfaction Rating

Longwoods INTERNATIONAL

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

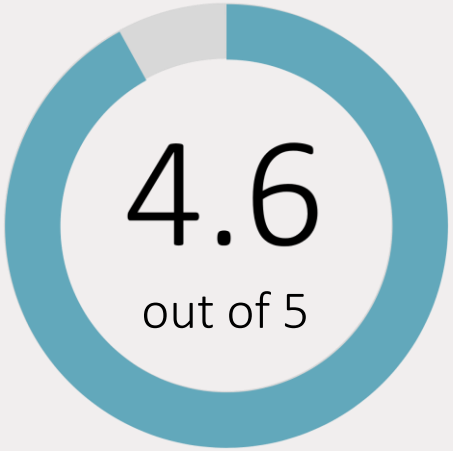
Traveler Satisfaction & Retention

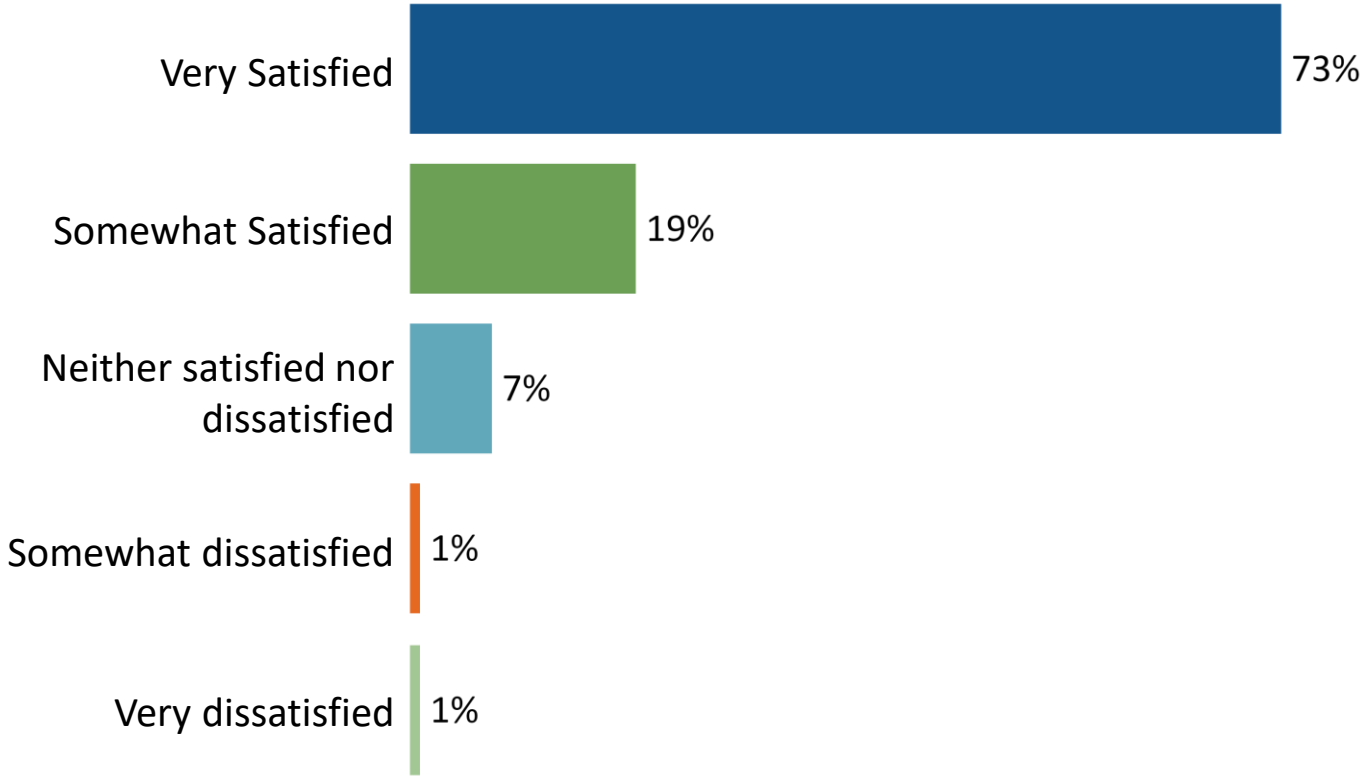
Longwoods INTERNATIONAL

Satisfaction with Overall Trip

How Overnight Visitors Rated Their Southwestern Experience

Average Satisfaction Rating





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Additional Satisfaction Indicators

Key Components of the Southwestern Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



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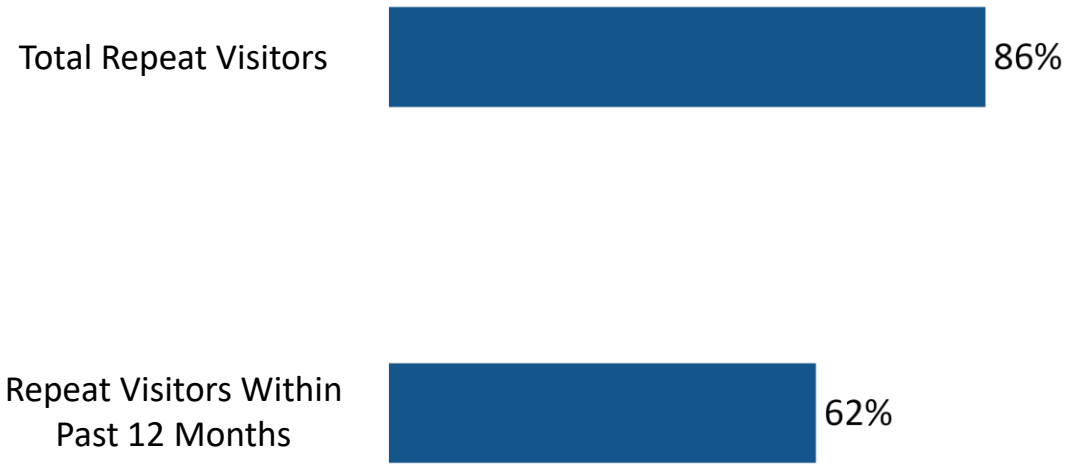
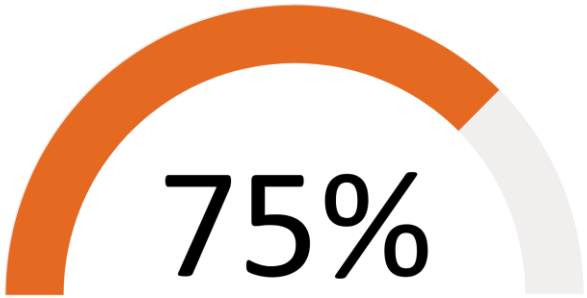
Average Satisfaction Rating out of 5

Visitor Retention Metrics

Key Predictors of Future Travel to Southwestern

Past Visitation





Selected That They Were '*Very Likely*' to Return to Southwestern

Repeat visitation is the strongest predictor of future travel.

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Respondent Demographics



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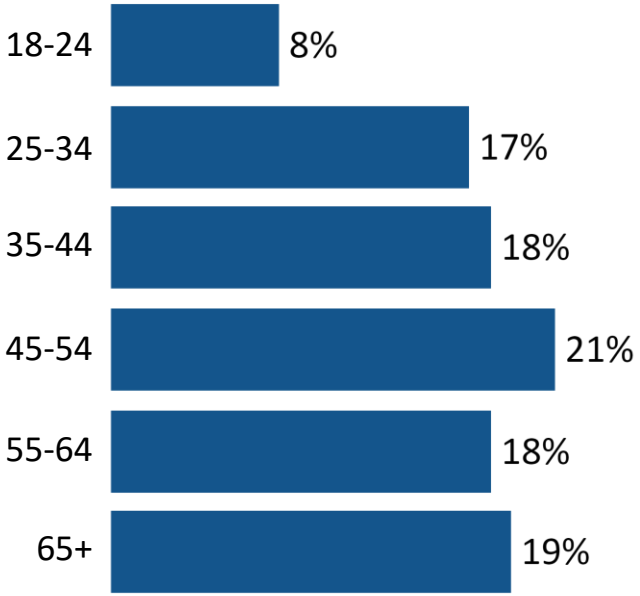
Age, Gender, & Household Income

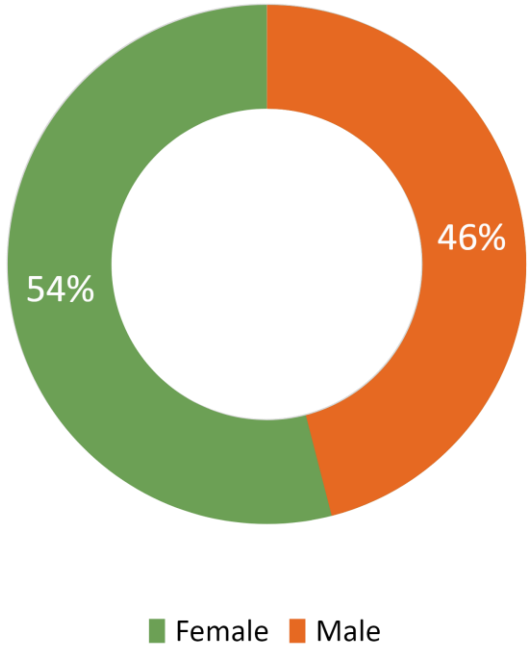
Respondent Demographics for Southwestern

Age

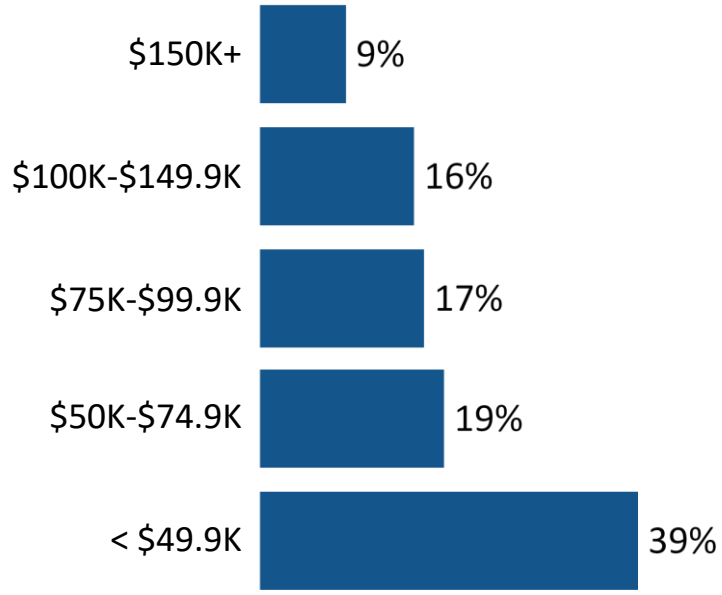


Average Age: 48.0

Gender



Household Income



Average Income: $76.8K

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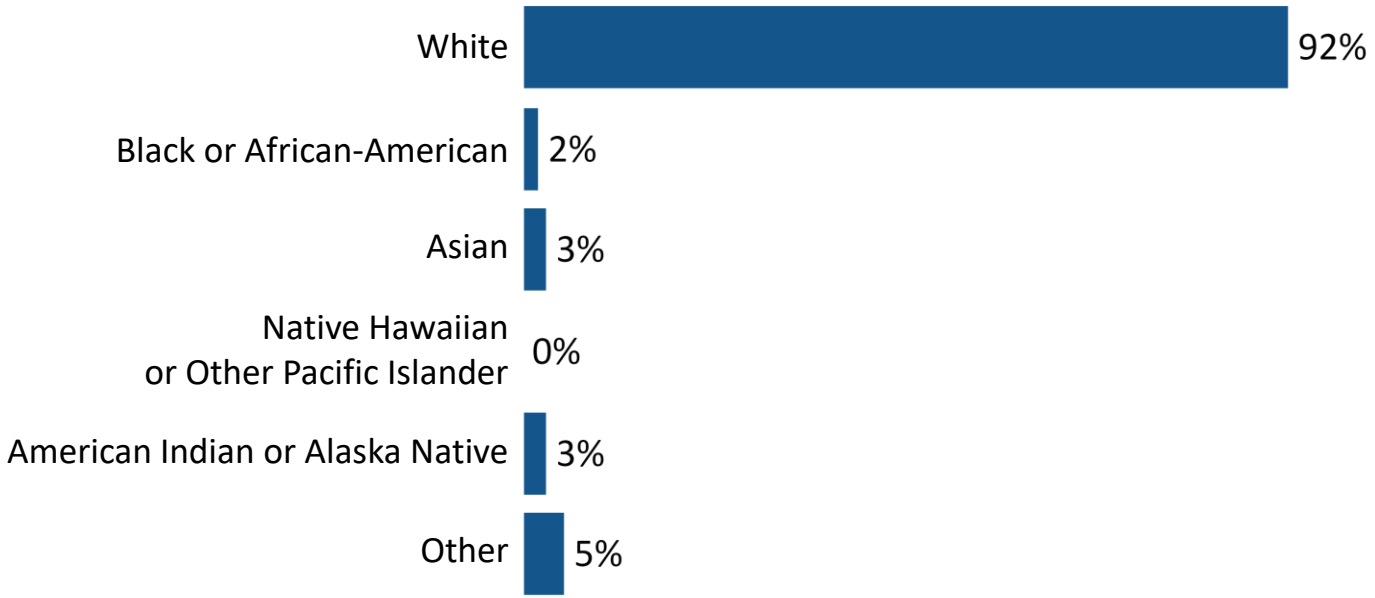
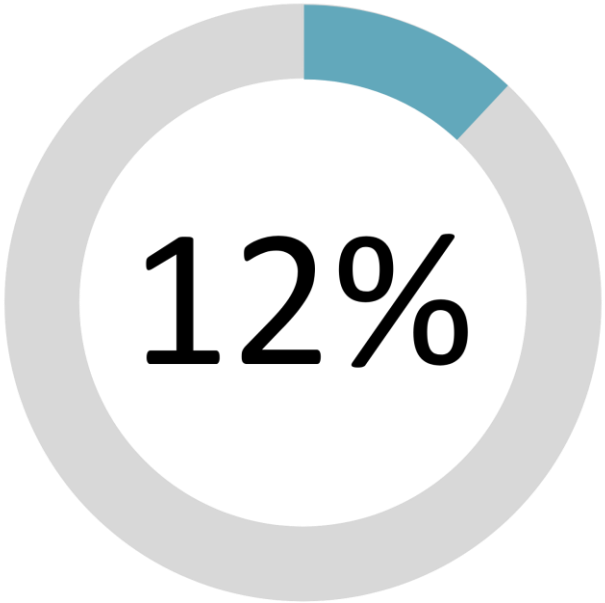
Race & Hispanic Background

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

53% full-time / self-employed

12% part-time

35% retired / not employed / other

Marital Status

59% married / living with a partner

21% single / never married

21% divorced / widowed / separated

Military Status*

88% never served in the military

11% veteran

1% currently on active duty

0% on active duty for training

Education

21% high school diploma or less / other

25% attended some college

33% associate's or bachelor's degree

21% graduate or professional degree

Sexual Orientation

94% straight

1% gay / lesbian

4% bisexual

1% other / not sure

Household Size

24% 1 member

33% 2 members

21% 3 members

11% 4 members

10% 5+ members

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

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