



## Idaho 2017 Regional Visitor Research



# Methodology

- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA®** survey:
  - Selected to be representative of the U.S. adult population
- Respondents who visited Idaho were asked to identify which regions they spent time in with the aid of a visual map.
- For the 2016 and 2017 travel years, the following samples were achieved:
  - Northern Region: 330
  - North Central Region: 164\*
  - Central Region: 195\*
  - Eastern Region: 302
  - Southeastern Region: 304
  - South Central Region: 195\*
  - Southwestern Region: 733

\*Caution should be used in interpreting these data in this report due to low sample size



# Analytical Note

- The results of this report are based on two time frames:
  - Idaho state norms are reported for the 2017 travel year
  - To maximize statistical reliability, regional data are based on two years' combined sample from 2016 and 2017 unless otherwise indicated



## North Central Region





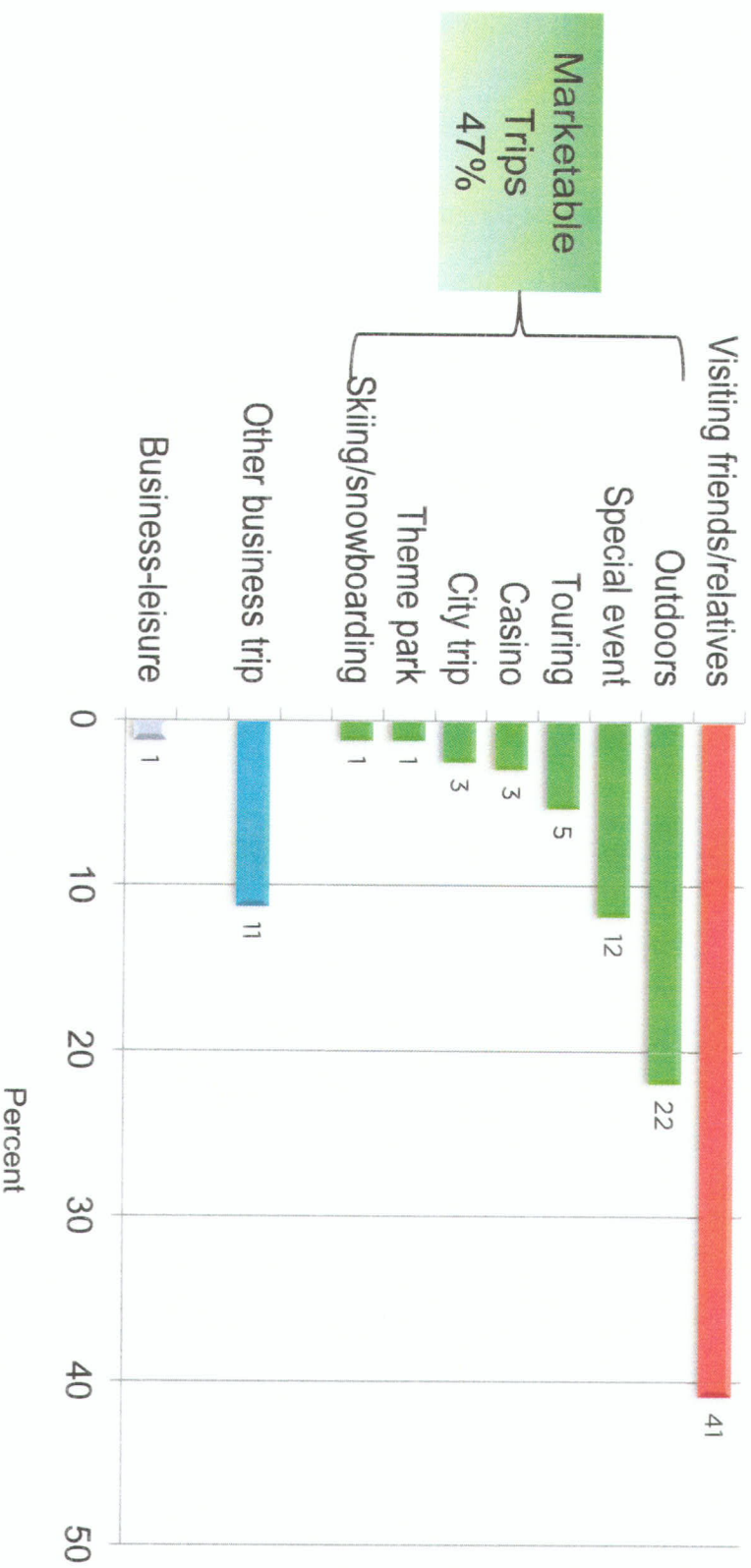
# North Central Region Key Findings

- When asked about the main purpose of their overnight trip, 47% were on a type of trip that can be influenced by marketing efforts. The most prevalent marketable trip type to the North Central region was an outdoor trip.
- The top three states of origin for visitors on overnight trips to the North Central region are Idaho, Washington and Montana. The top DMAs of origin are Spokane, Boise and Seattle.
- A high 74% of overnight visitors to the North Central region say they are very satisfied with their trip experience (rating 5 on a 5-point scale).
- Overnight trips that include the region are an average of 3.3 nights long, while 2.6 of those nights are actually spent in the region.
- The top activities on a trip to the region – other than shopping – are camping, visiting a landmark/historic site and swimming.
- The average age of overnight visitors to the region is 40.2, younger than the state average of 44.9 and the youngest average among the regions.



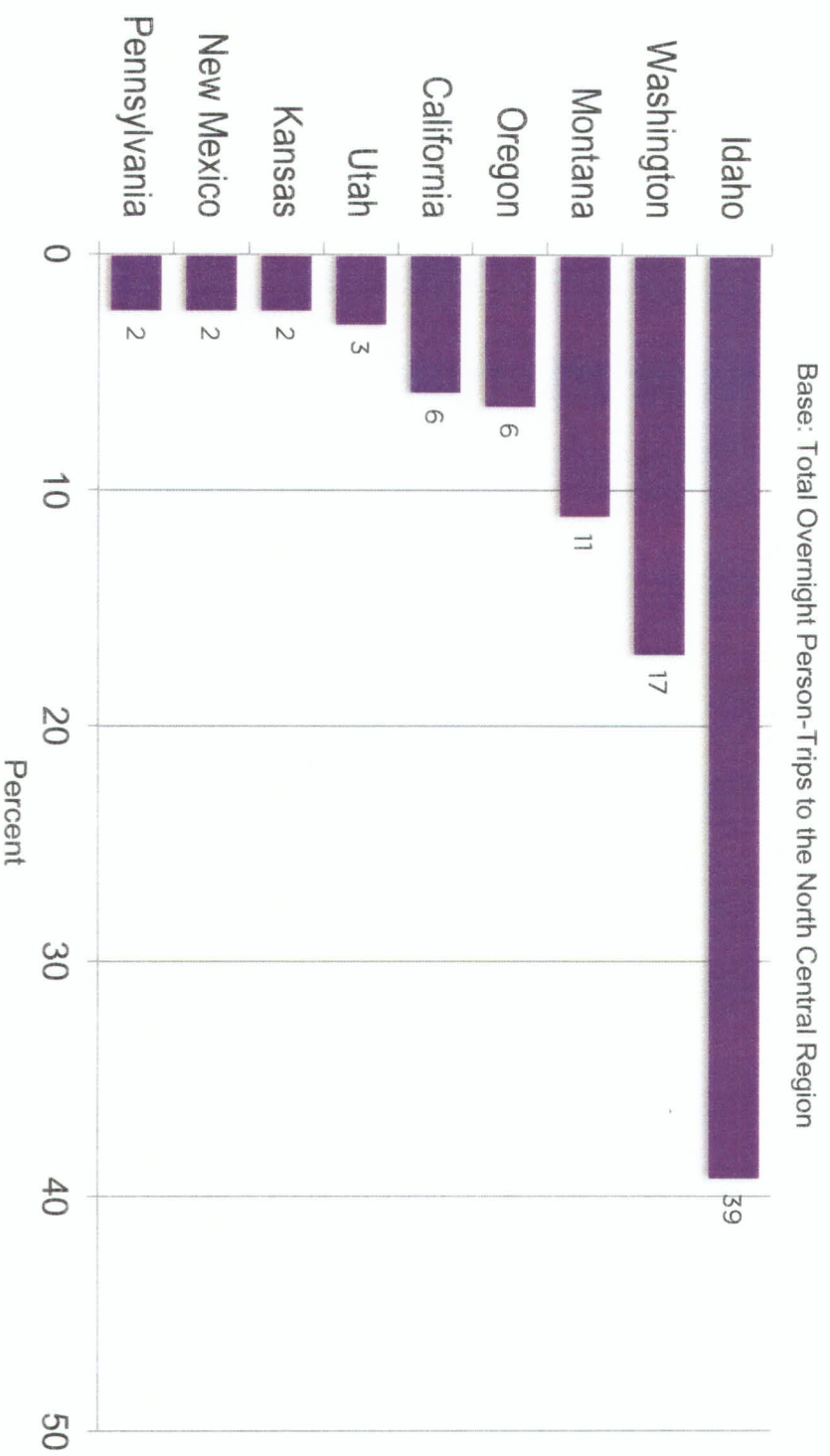
# Main Purpose of Trip

Base: Total Overnight Person-Trips to the North Central Region



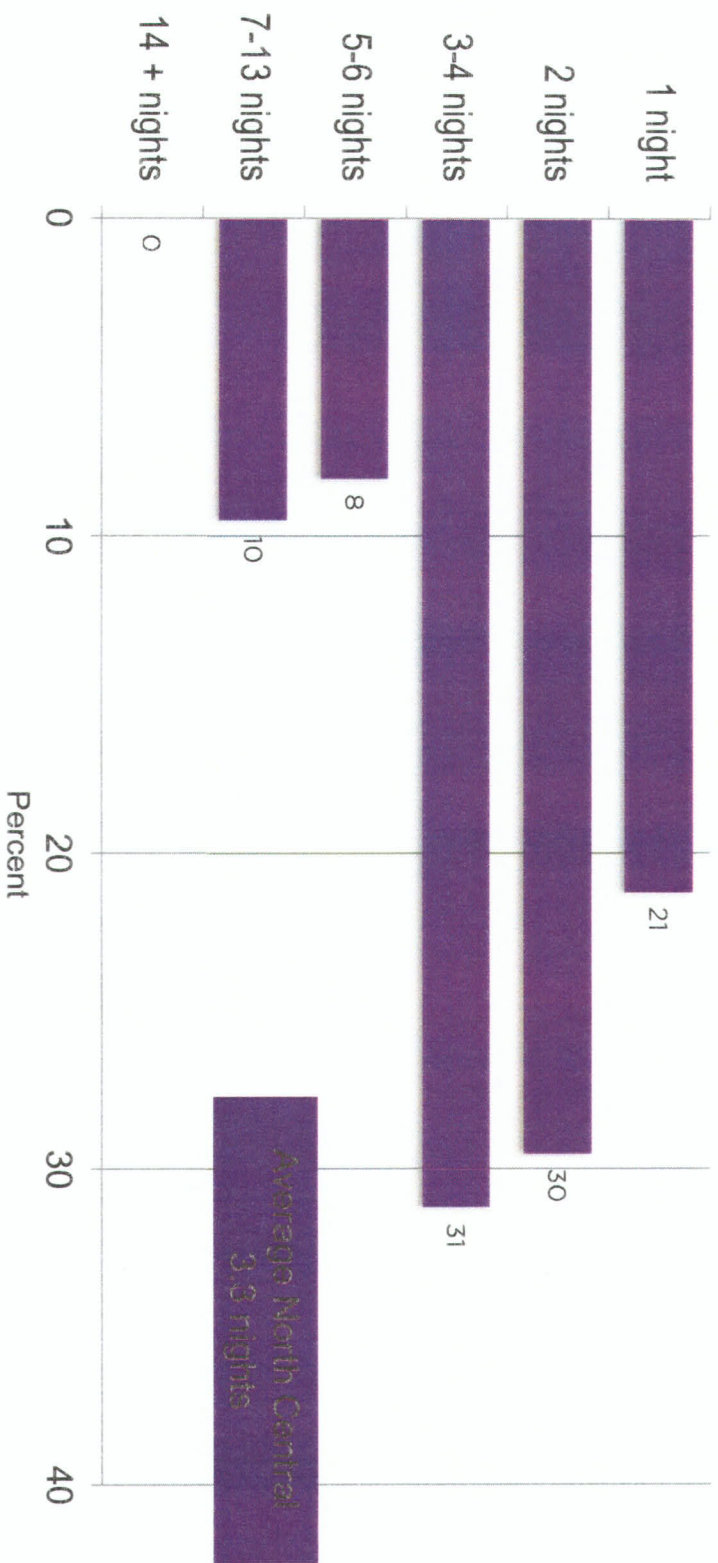


# State Origin Of Trip



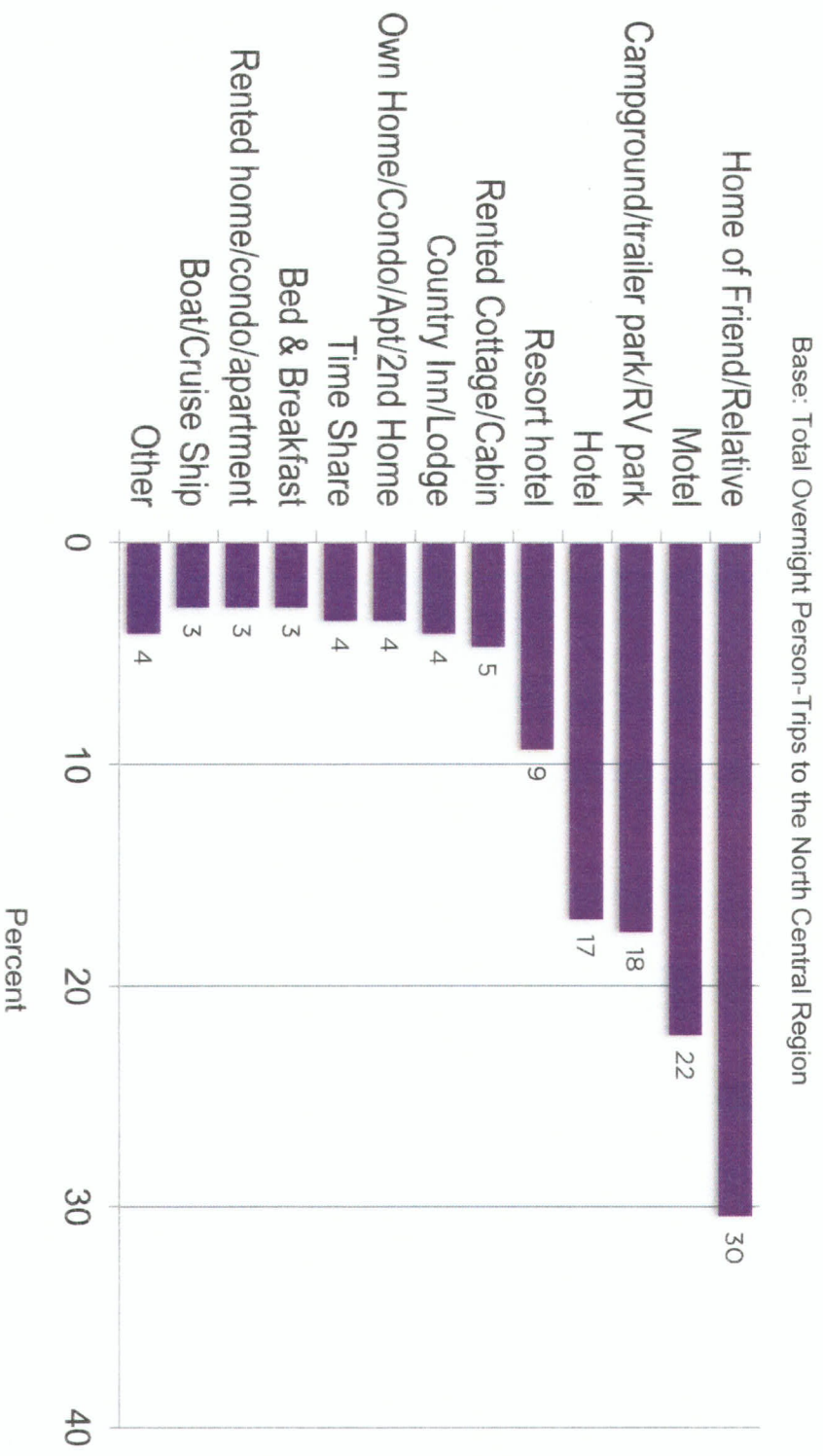
# Total Nights Away on Trip

Base: Total Overnight Person-Trips to the North Central Region





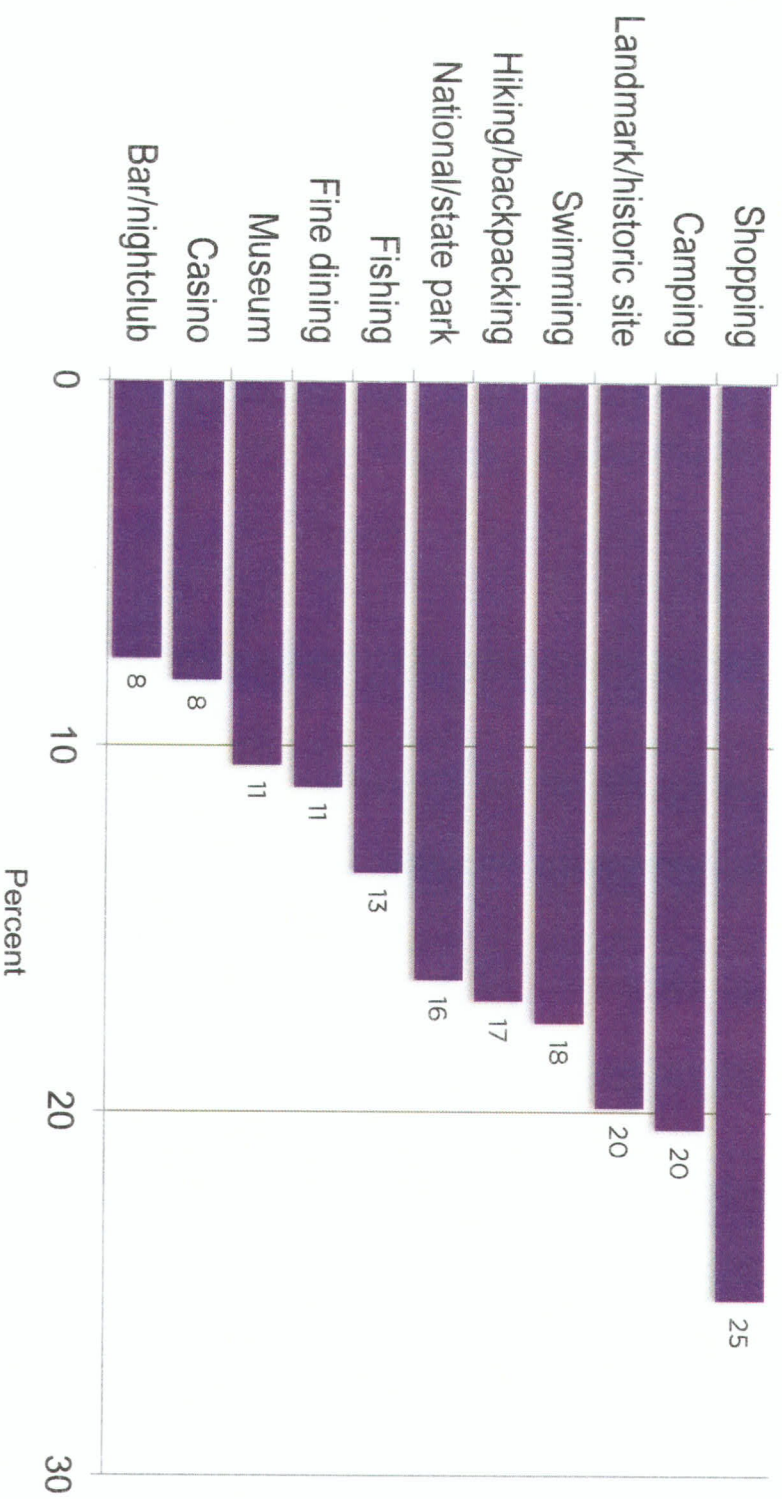
# Accommodations-North Central





# Activities and Experiences-North Central

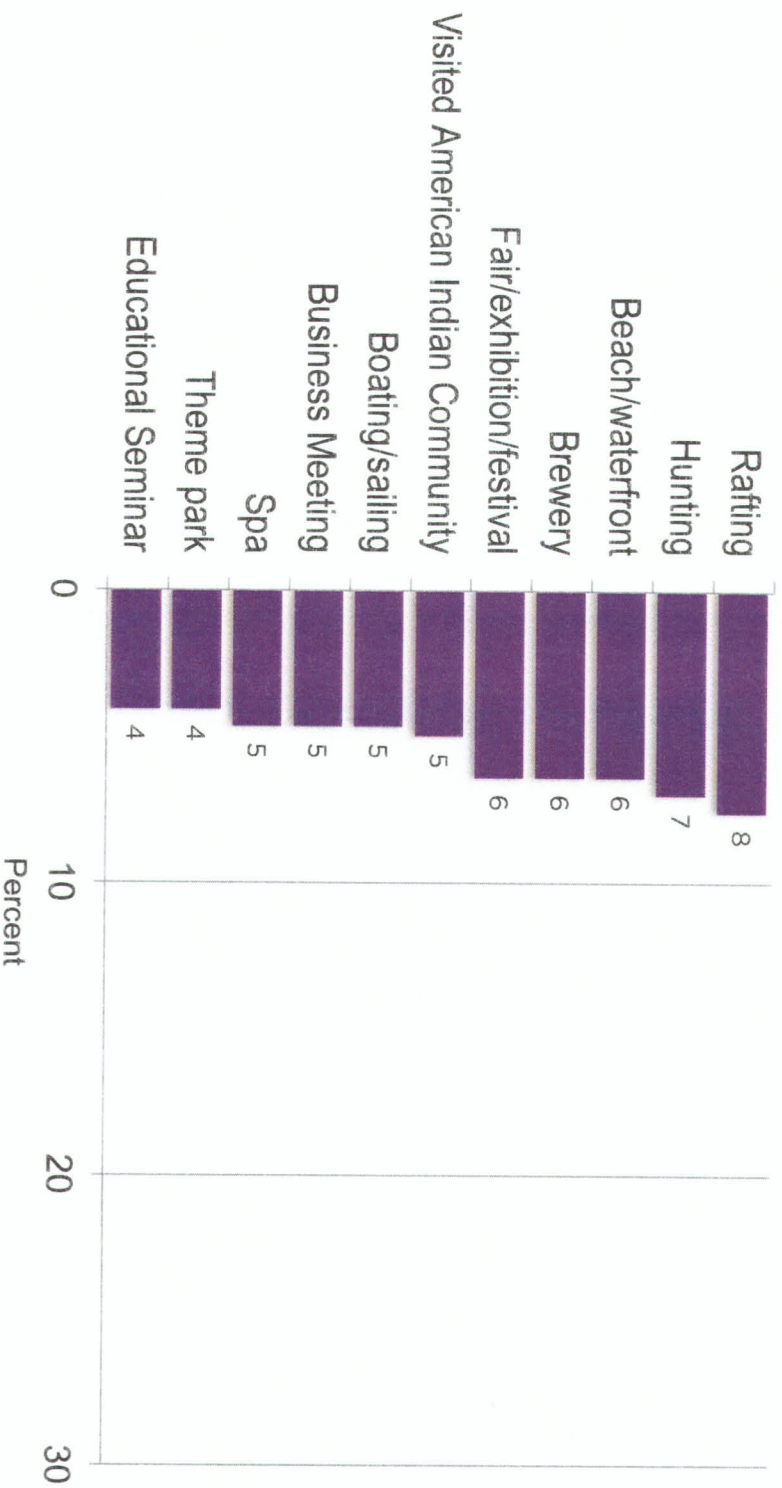
Base: Total Overnight Person-Trips to the North Central Region





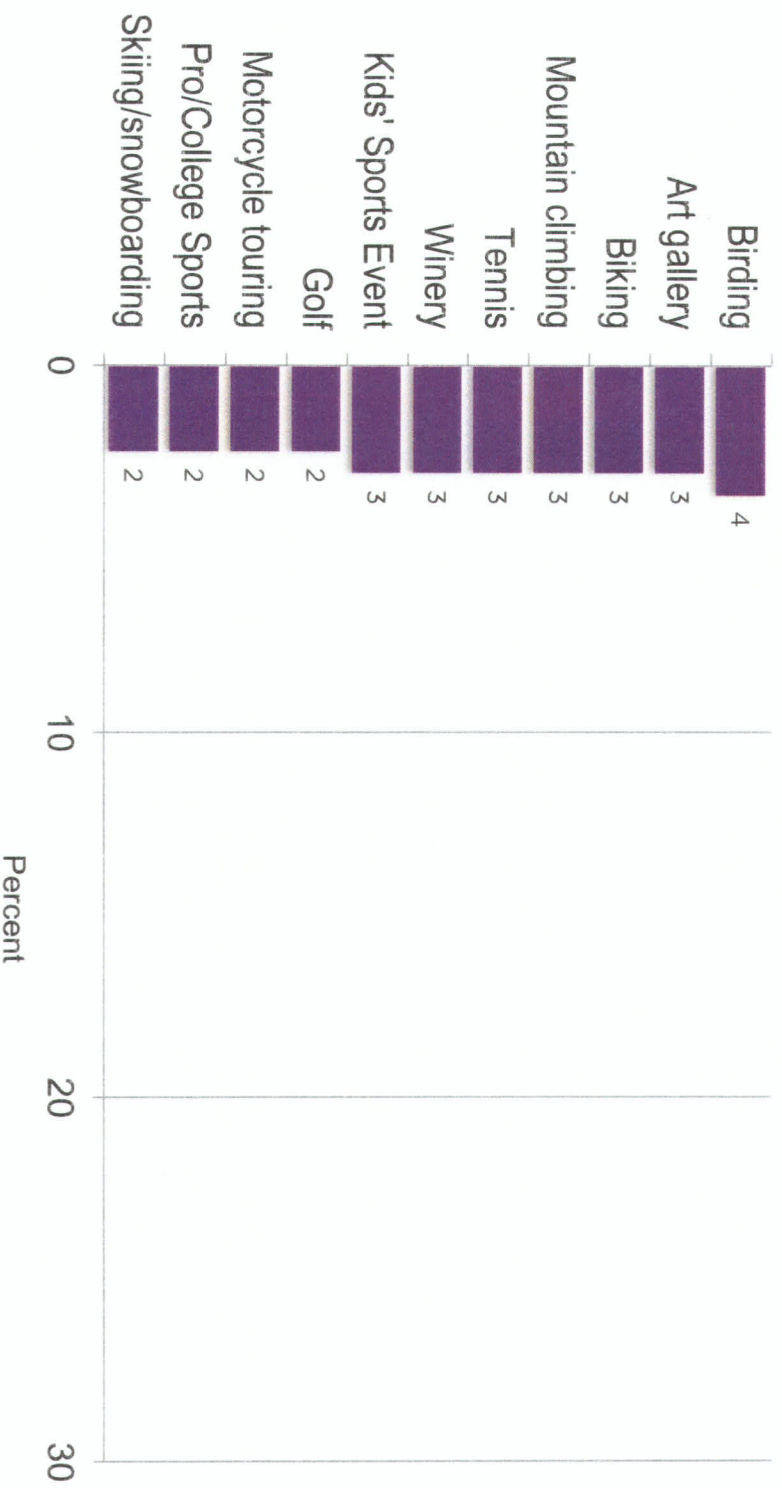
# Activities and Experiences-North Central (Cont'd)

Base: Total Overnight Person-Trips to the North Central Region



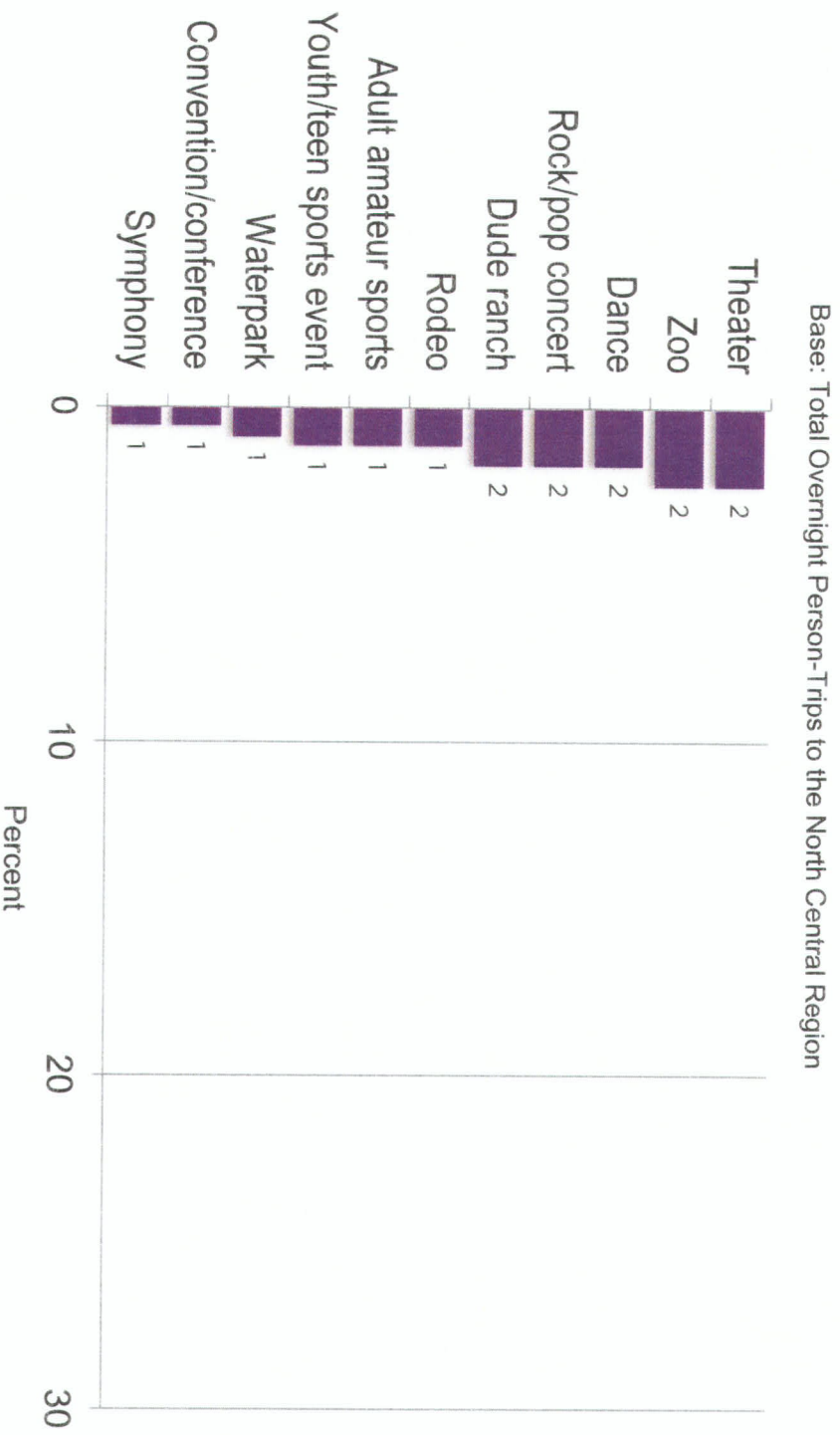
# Activities and Experiences-North Central (Cont'd)

Base: Total Overnight Person-Trips to the North Central Region



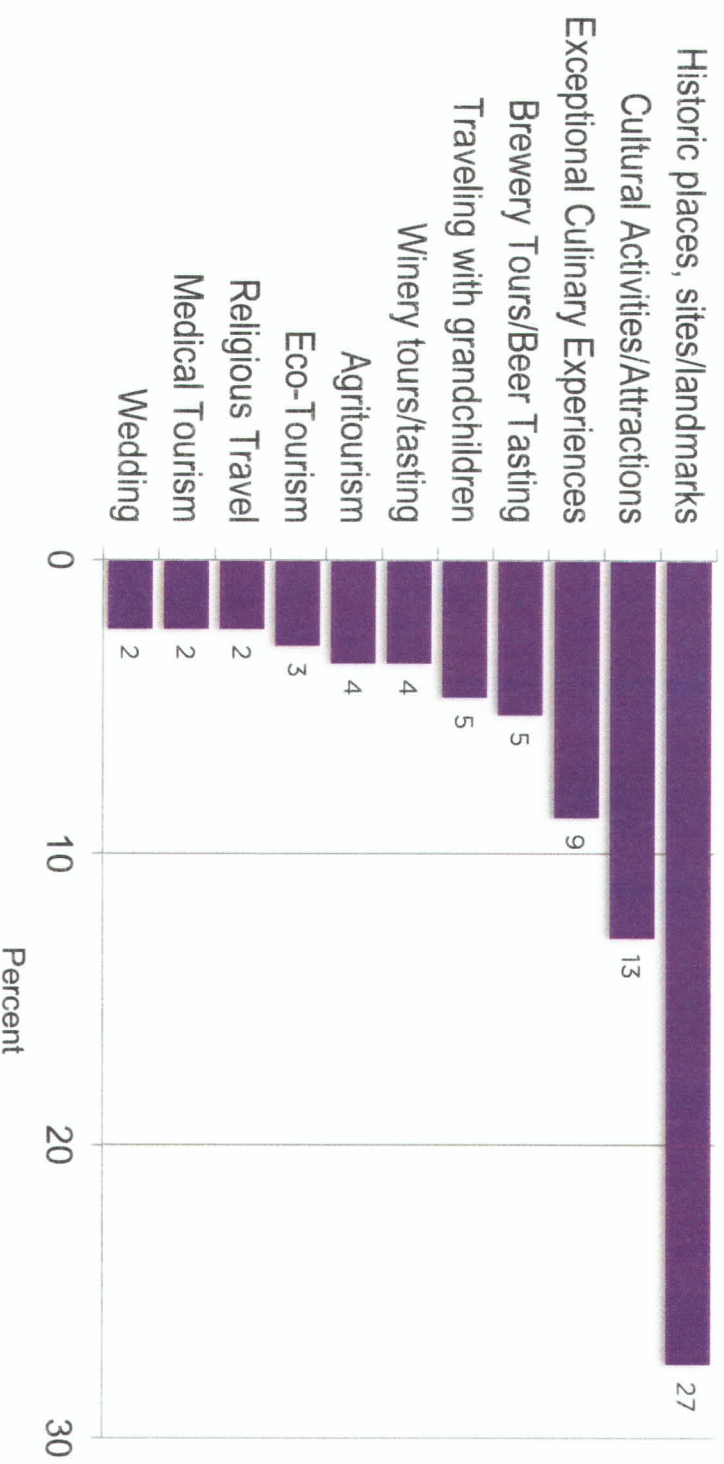


# Activities and Experiences-North Central (Cont'd)



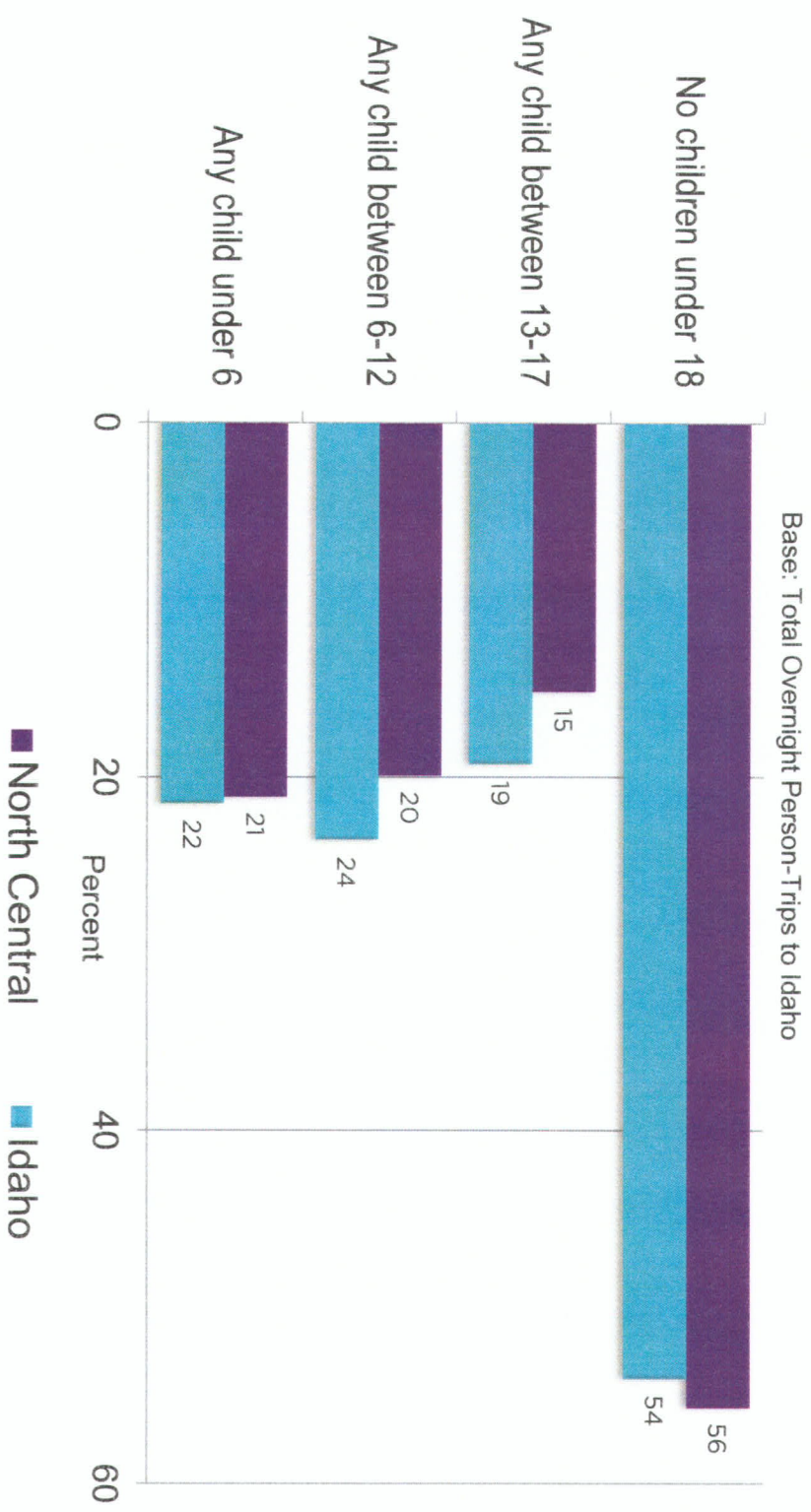
# Activities of Special Interest-North Central

Base: Total Overnight Person-Trips to the North Central Region





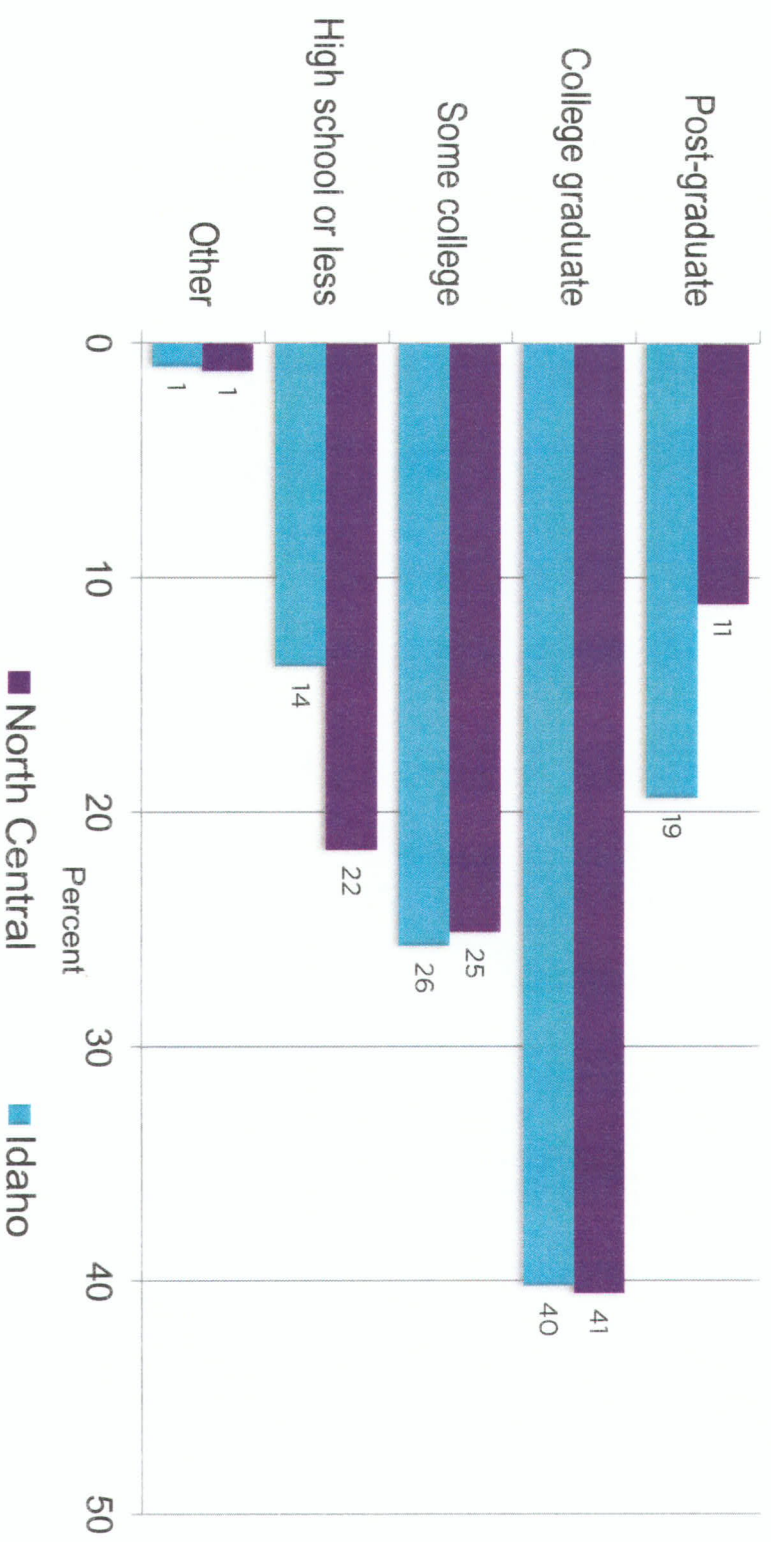
# Children in Household





# Education

Base: Total Overnight Person-Trips to Idaho





# Household Income

