



Foreign Travel Facts

The following data describe where foreign travelers come from, where they go in and outside Idaho, how much they spend, what they do, and when and how they desire to get information for future travel in Idaho.

Key Findings: *(Commercial tour groups are not included in these data)*

- Our analyses show that of the nonresident travelers who had Idaho as a major destination, .9 percent of business and 3 percent of pleasure travelers are foreign, while 6.8 percent of the combined business and pleasure travelers passing through Idaho are foreign (Table 1). The largest percentage of foreign travelers coming to and passing through Idaho (3% and 7.2% respectively), travel for pleasure.

Table 1. Percent of Foreign Travelers Coming to or Passing Through Idaho

Type of Travel Pattern and Traveler		% Foreign	% U.S.
Both resident and nonresident travelers who had Idaho as a major destination	Business Traveler	0.4%	99.6%
	Pleasure Traveler	1.3%	98.7%
	Business and Pleasure Combined	1.1%	98.9%
Only nonresident travelers who had Idaho as a major destination	Business Traveler	0.9%	99.1%
	Pleasure Traveler	3.0%	97.0%
	Business and Pleasure Combined	2.6%	97.4%
Travelers passing through Idaho who did not have Idaho as a major destination	Business Traveler	4.0%	96.0%
	Pleasure Traveler	7.2%	92.8%
	Business and Pleasure Combined	6.8%	93.2%

- Table 2 shows the top five non-Idaho destinations for the foreign pleasure travelers passing through Idaho who use private motor vehicles as their mode of travel. As expected, Yellowstone National Park is a top nature-based destination, especially for non-Canadian, foreign travelers. Las Vegas and Seattle consistently ranked in the top five man-built environments.

Table 2. Top Five Non-Idaho Destinations of Foreign Pass Through Pleasure Travelers

All foreign pass through pleasure travelers	Canadian pass through pleasure travelers	Non-Canadian, foreign pass through pleasure travelers
1. Las Vegas	1. Las Vegas	1. Yellowstone
2. Yellowstone	2. Quebec/Ottawa	2. Seattle
3. Quebec/Ottawa	3. Phoenix	3. Las Vegas
4. Seattle	4. Seattle	4. Salt Lake City
5. Phoenix	5. Yellowstone	5. Western States

- Most of the foreign business and pleasure travelers (48%) who have Idaho as a major destination and use private motor vehicles as their mode of travel are from Canada.

Table 3. Countries of Permanent Residence of Foreign Business and Pleasure Travelers with Idaho as a Major Destination

Foreign travelers with Idaho as a destination	Country of Residence	Percent of Travelers
Business Travelers	Foreign business mainly from Canada and Europe	<i>Too few cases to accurately determine</i>
Pleasure Travelers	Canada (Calgary-Edmonton corridor and Creston area)	48%
	Germany	35%
	England/UK	9%
	Mexico	5%

- The foreign travelers who pass through Idaho on their way to non-Idaho destinations in private motor vehicles are mainly from Canada regardless of whether they are traveling for business or pleasure.

Table 4. Countries of Permanent Residence of Foreign Business and Pleasure Travelers Passing Through Idaho

Foreign travelers passing through Idaho	Country of Residence	Percent of Travelers
Business Travelers	Canada (Calgary-Edmonton corridor)	95%
Pleasure Travelers	Canada (Vancouver and Calgary-Edmonton corridor)	83%
	Germany	4%
	England/UK	4%

- Idaho Travel Region 1 attracts the largest percentage of foreign pleasure travelers who travel in private motor vehicles and have Idaho as a major destination (*These data do not include commercial tours*).

Table 5. Regions of Destination in Idaho Traveled to by Foreign Pleasure Travelers

Idaho Travel Region	Region Number	Percent of Travelers
North	1	56%
North Central	2	1%
Southwestern	3	15%
South Central	4	4%
Southeastern	5	4%
Eastern	6	17%
Central	7	7%

- Foreign pleasure travelers coming to Idaho who travel in private motor vehicles spend more money than in-state or out-of-state pleasure travelers.

Table 6. Comparison of Median Travel Group Expenditures of Foreign and Domestic Pleasure Travelers Who Have Idaho as Their Destination

Type of Traveler	Median Group Expenditure^a
Foreign Pleasure	\$117
U.S. Pleasure (Instate and Out-of-state)	\$53
Instate Pleasure	\$42
Out-of-state Pleasure	\$71

^a Median group size for all types of traveler groups was 2 people. Median expenditures were used because they are less sensitive to extreme values. Median is the 50% point where half the values are above and half below.

- “General leisure” and “visiting friends and relatives” are the activity patterns most often reported by foreign pleasure travelers who use private motor vehicles while traveling in Idaho. “Hotels/motels” and “staying with friends and family” were the major types of lodging these travelers reported using.

Table 7. Activities of Foreign Pleasure Travelers as Reported in an Open-ended Question

Activity	% Of Travelers
General leisure ^a	39%
Visiting friends & relatives	27%
Outdoor recreation activity	16%
Shopping	7%
Driving for pleasure often to access outdoor recreation	6%

^a Relaxing, having fun, doing vacation type things, but no mention of a specific recreation activity.

- Most foreign pleasure travelers coming to Idaho using private motor vehicles as their mode of travel have Internet access and some 66% use it to gather travel information.

Table 8. Percent of Foreign Pleasure Travelers Who Have Internet Access and Use the Web for Gathering Travel Information

Web Access & Use	Percent
Internet Access	71%
Use Web for gathering travel information	66%

- Most foreign pleasure travelers who had Idaho as a major destination and who use private motor vehicles as their mode of travel, do advanced planning. As Table 9 shows, some 18% plan more than a month out, 8% plan more than three months out, and 4% plan more than 6 months out. When asked about their type of travel in another survey question, some 65% said they planned their trip before they left home and did pretty much what they had planned to do. Another 11% said although they had done a lot of planning before they left home, they were flexible and changed some of their plans while they were on the road. The remaining 24% did little or no advanced planning, or reported being much more flexible in changing their plans.

Table 9. Advanced Planning of Foreign Pleasure Travelers Who Travel Using a Motor Vehicle While in Idaho

Advance Planning	Percent
No Advance Planning	11%
Less Than 48 Hours (2 days)	2%
More Than 48 Hours, But Less Than A Week	4%
More Than One Week, But Less Than One Month	53%
More Than One Month, But Less Than Three Months	18%
More Than Three Months, But Less Than Six Months	8%
More Than Six Months	4%
I Don't Remember	1%

- Most foreign pleasure travelers desire to gather future travel information about Idaho by picking up free brochures, pamphlets, or guides and using the Web or e-mail. Making toll free phone calls and talking with friends and relatives are the next most often selected ways to gather information.

Table 10. Foreign Pleasure Travelers' Desired Information Channels

Desired ways to gather future travel information about Idaho	Percent ^a
Pick up free brochures, pamphlets, or guides	88%
Use the Web or e-mail	74%
Make a toll free phone call	47%
Talk with friends and relatives	36%
Buy commercially available guide books	10%
Read billboards along the way	10%
Ask questions of others in person	10%
Read directional signs along the way	9%
Watch TV	7%
Read magazines	6%
Mail a letter or postcard to an informant	2%

^a Percents do not equal 100 because respondents could choose more than one item