



Lewis and Clark Facts

The following data reflect travelers' awareness of the Lewis and Clark Bicentennial and their preferences towards services and products offered in conjunction with the event.

People traveling in all regions of Idaho who participated in the 1999-2000 Motor Vehicle Travel Study were asked:

"Are you aware of the Lewis and Clark Bicentennial?"

Key Findings:

- Our analyses show that regardless of season of travel, gender, or access to the internet, Idaho residents are more aware of the Lewis and Clark Bicentennial than travelers from surrounding states, other parts of the US, or foreign countries (Figure 1). The overall awareness of the Lewis and Clark Bicentennial among travelers in all Idaho regions is 31%.

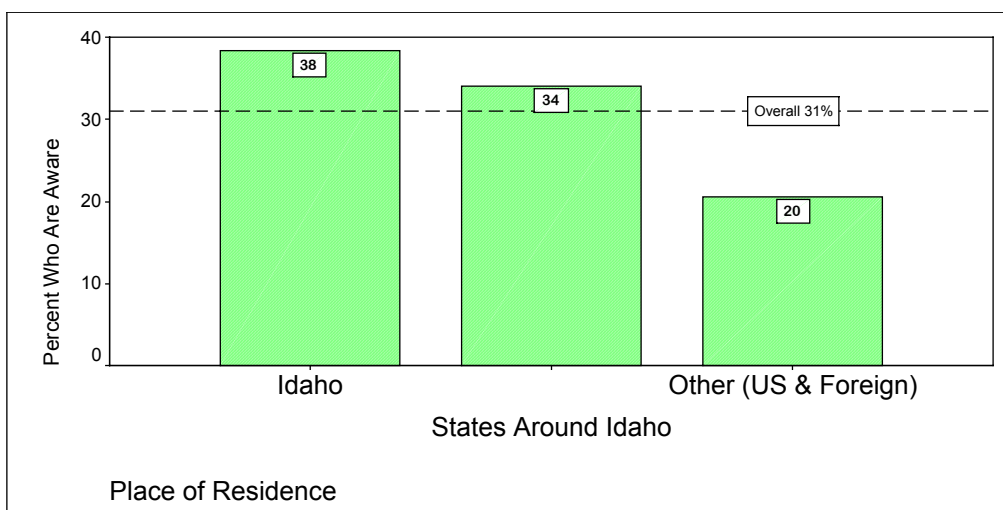


Figure 1: Awareness of the Lewis and Clark Bicentennial by Place of Residence For All Idaho Motor Vehicle Travelers

- Lewis and Clark traveled through parts of Idaho Tourism Regions 2 and 7. These regions also have developed brochures, historic sites, and viewing areas associated with the Lewis and Clark passage. As expected, regardless of season, travelers in Regions 2 and 7 were most aware of the Lewis and Clark Bicentennial (Table 1). Within Idaho, these regions have invested the most in advertising and product development around the Lewis and Clark Bicentennial.

Table 1: Comparison of Motor Vehicle Travelers' Awareness of the Lewis and Clark Bicentennial by Region Surveyed in and Region of Destination

Idaho Travel Region	Region Number	Region Surveyed In	Region of Destination
North	1	33%	30%
North Central	2	58%	57%
Southwestern	3	32%	34%
South Central	4	30%	35%
Southeastern	5	32%	26%
Eastern	6	31%	31%
Central	7	38%	37%

In addition, only those people traveling in Region 2 who participated in the study were asked:

Which of the following would you like to see offered in conjunction with the Lewis and Clark Bicentennial: (Travelers could choose more than one item and/or suggest their own idea)

- Visitor center**
- Re-enactments of historical events at scheduled times**
- Community theater focused on the period of Lewis and Clark**
- Interpretive Kiosks**
- Anything you can think of _____**

Key Findings:

- Across all the seasons, visitor centers and re-enactments of historical events at scheduled times were most popular (Table 2). Travelers also offered other suggestions of services and products they would like to see.

Table 2: Region 2 Travelers Preference for Potential Services and Products Offered in conjunction with the Lewis and Clark Bicentennial

Proposed Service/Product	Spring	Summer	Fall	Winter
Visitor Center	45%	46%	44%	50%
Re-enactments of historical events at scheduled times	42%	36%	36%	44%
Community theater focused on the period of Lewis and Clark	28%	25%	26%	32%
Interpretive Kiosks	29%	27%	27%	27%
Other items mentioned by three or less travelers (e.g., historical sites, more facilities, museums, Native American information, restrooms)	20%	29%	29%	12%