

## Trip Purpose Market Segment Profiles of 1999-2000 Business and Pleasure Motor Vehicle Travelers In Idaho

The following tables summarize findings for market segments who had one of the following as a trip purpose when traveling to Idaho: (1) Convention Travel; (2) Cultural Travel; (3) Family Travel; (4) RV Travel; (5) Fishing Travel; (6) Hunting travel. Also, Pleasure versus Business trip purpose segments are compared. These segments were selected because of their importance to the Idaho travel industry and because the sample size of these segments was large enough to produce defensible statistics. Each trip purpose segment is profiled according to the same set of characteristics: (1) Traveler Characteristics; (2) Trip Characteristics; and (3) Trip Planning Characteristics.

Travelers passing through Idaho who did not report Idaho as one of their major destinations are not included in these analyses. Information highlighted in bold shows how the profiled market segment differs statistically from the all other business and pleasure travelers coming to Idaho. Expenditure data is added to the profile table that compares the business and pleasure traveler trip purpose segments. Scientifically defensible statistics are not available for any other trip purpose segments due to sample size and non-response issues.

### Definitions of the Trip Purpose Segments

- 1) **Convention Travelers** -This trip purpose segment includes all travelers having Idaho as a destination who reported that one purpose for traveling was to attend a convention, workshop, meeting, etc. in Idaho.
- (2) **Cultural Travelers** - This trip purpose segment includes all travelers having Idaho as a destination who reported that one purpose for traveling was to visit a cultural or historic site in Idaho.
- (3) **Family Travelers** - This trip purpose segment includes all travelers having Idaho as a destination who were traveling with children under 17 and were members of one household.
- (4) **RV Travelers** -This trip purpose segment includes all travelers having Idaho as a destination who were traveling in, or towing a recreation vehicle that is used for lodging (motorhome, camper trailer; etc. but not just a pick-up with a topper or shell).
- (5) **Fishing Travelers** -This trip purpose segment includes all travelers having Idaho as a destination who reported that a purpose for traveling was to go fishing in Idaho.
- (6) **Hunting Travelers** - This trip purpose segment includes all travelers having Idaho as a destination who reported that a purpose for traveling was to go hunting in Idaho.
- (7) **Pleasure Travelers** -This trip purpose segment includes all people in non-commercial motor vehicles traveling to engage in leisure activities, outdoor recreation, relaxing, visiting friends and relatives, or to attend sporting or cultural events in Idaho.
- (8) **Business Travelers** - This trip purpose segment includes all people in non-commercial motor vehicles traveling to conduct business, attend business meetings or workshops, engage in selling or purchasing products, etc. in Idaho.

## 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Convention Travelers<sup>1</sup>

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-Convention Traveler	Convention Traveler
<b>Traveler Characteristics</b>		
Travel motivations stronger than the norm	Norm	None
Percent first time visitors	11%	8%
% who are male	68%	67%
<b>Median Age</b>	<b>54 years</b>	<b>49 years</b>
<b>1998 Household Income</b>		
< 39,999	37%	30%
<b>40,000-79,999</b>	<b>40%</b>	<b>55%</b>
<b>80,000 &gt;</b>	<b>24%</b>	<b>15%</b>
Employment		
Full time	50%	54%
Retired	32%	28%
<b>Trip Characteristics</b>		
<b>Length of stay in Idaho</b>		
<b>Did not overnight</b>	<b>48%</b>	<b>24%</b>
1-2 nights	24%	25%
3 nights	8%	11%
<b>4 or more</b>	<b>20%</b>	<b>40%</b>
<b>Median length of stay</b>	<b>1 night</b>	<b>3 nights</b>
<b>Travel Pattern</b>		
<b>Resident within region</b>	<b>28%</b>	<b>17%</b>
Resident between region	28%	25%
<b>Nonresident visitor</b>	<b>44%</b>	<b>58%</b>
<b>State of Origin</b>	ID WA <b>UT</b>	ID WA <b>OR</b>
<b>Travel Region of Destination</b>	Region 3 Region 1 <b>Region 6</b>	Region 3 Region 1 <b>Region 7</b>
<b>Trip Planning Characteristics</b>		
3 most helpful Idaho travel information sources	Maps Printed media Roadside facilities	Maps Printed media Roadside facilities
<b>Desired future Idaho travel information sources</b>	Free brochures <b>Web</b> Friends	Free brochures Friends <b>Toll free phone call</b>
<b>Travel planning horizon</b>		
<b>No advanced planning</b>	<b>12%</b>	<b>5%</b>
Less than 1 week	35%	37%
1-3 weeks	21%	15%
<b>1-6 months</b>	<b>32%</b>	<b>42%</b>
<b>Percent with internet access</b>	<b>68%</b>	<b>57%</b>
<b>Percent who use the internet to get travel information</b>	<b>50%</b>	<b>40%</b>

<sup>1</sup> Major differences between groups are **bold**

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## 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Cultural Travelers

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-Cultural Traveler	Cultural Traveler
<b>Traveler Characteristics</b>		
<b>Travel motivations stronger than the norm</b>	Norm	<b>To learn and discover Escape usual demands of life</b>
Percent first time visitors	11%	10%
% who are male	68%	64%
Median Age	54 years	50 years
<b>1998 Household Income</b>		
< 39,999	37%	31%
<b>40,000-79,999</b>	<b>40%</b>	<b>51%</b>
80,000 >	24%	18%
<b>Employment</b>		
<b>Full time</b>	<b>50%</b>	<b>63%</b>
<b>Retired</b>	<b>32%</b>	<b>22%</b>
<b>Trip Characteristics</b>		
<b>Length of stay in Idaho</b>		
<b>Did not overnight</b>	<b>48%</b>	<b>28%</b>
1-2 nights	24%	28%
3 nights	8%	8%
<b>4 or more</b>	<b>20%</b>	<b>27%</b>
<b>Median length of stay</b>	<b>1 night</b>	<b>2 nights</b>
<b>Travel Pattern</b>		
Resident within region	28%	27%
Resident between region	28%	21%
<b>Nonresident visitor</b>	<b>44%</b>	<b>52%</b>
State of Origin	ID WA UT	ID WA UT
Travel Region of Destination	Region 3 Region 1 Region 6	Region 1 Region 3 Region 6
<b>Trip Planning Characteristics</b>		
<b>3 most helpful Idaho travel information sources</b>	Maps <b>Printed media</b> Roadside facilities	Maps <b>Word of mouth</b> Roadside facilities
Desired future Idaho travel information sources	Free brochures Web Friends	Friends Free brochures Web
<b>Travel planning horizon</b>		
No advanced planning	12%	10%
Less than 1 week	35%	41%
<b>1-3 weeks</b>	<b>21%</b>	<b>14%</b>
1-6 months	32%	37%
Percent with internet access	68%	62%
Percent who use the internet to get travel information	50%	46%

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# 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Family Travelers<sup>1</sup>

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-Family Traveler	Family Traveler
<b>Traveler Characteristics</b>		
Travel motivations stronger than the norm	Norm	<b>Being with family</b>
Percent first time visitors	10%	14%
% who are male	<b>72%</b>	<b>62%</b>
Median Age	<b>58 years</b>	<b>41 years</b>
1998 Household Income		
< 39,999	<b>39%</b>	<b>29%</b>
40,000-79,999	<b>38%</b>	<b>52%</b>
80,000 >	23%	20
Employment		
Full time	<b>45%</b>	<b>74%</b>
Retired	<b>40%</b>	<b>2%</b>
<b>Trip Characteristics</b>		
Length of stay in Idaho		
Did not overnight	<b>50%</b>	<b>27%</b>
1-2 nights	24%	25%
3 nights	8%	12%
<b>4 or more</b>	<b>21%</b>	<b>37%</b>
Median length of stay	<b>1 night</b>	<b>2 nights</b>
Travel Pattern		
Resident within region	28%	23%
Resident between region	27%	26%
Nonresident visitor	45%	51%
State of Origin	ID WA UT	ID WA UT
Travel Region of Destination	<b>Region 3</b> Region 1 Region 6	Region 1 Region 6 <b>Region 5&amp;7</b>
<b>Trip Planning Characteristics</b>		
3 most helpful Idaho travel information sources	Maps Printed media Roadside facilities	Maps Roadside facilities Printed media
Desired future Idaho travel information sources	Free brochures Web Friends	Free brochures Web Friends
Travel planning horizon		
No advanced planning	<b>12%</b>	<b>5%</b>
Less than 1 week	35%	34%
1-3 weeks	21%	19%
<b>1-6 months</b>	<b>32%</b>	<b>41%</b>
Percent with internet access	<b>66%</b>	<b>85%</b>
Percent who use the internet to get travel information	<b>49%</b>	<b>65%</b>

<sup>1</sup> Major differences between groups are **bold**

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# 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of RV Travelers<sup>1</sup>

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-RV Traveler	RV Traveler
<b>Traveler Characteristics</b>		
Travel motivations stronger than the norm	Norm	Escape routine Engage in outdoor recreation Learn and discover
Percent first time visitors	11%	9
% who are male	<b>66%</b>	<b>82%</b>
Median Age	<b>53 years</b>	<b>60 years</b>
1998 Household Income		
< 39,999	<b>38%</b>	<b>23%</b>
40,000-79,999	<b>39%</b>	<b>46%</b>
80,000 >	<b>23%</b>	<b>31%</b>
Employment		
Full time	<b>51%</b>	<b>32%</b>
Retired	<b>30%</b>	<b>59%</b>
<b>Trip Characteristics</b>		
Length of stay in Idaho		
Did not overnight	<b>49%</b>	<b>9%</b>
1-2 nights	25%	24%
3 nights	8%	12%
4 or more	<b>19%</b>	<b>56%</b>
Median length of stay	<b>1 night</b>	<b>4 nights</b>
Travel Pattern		
Resident within region	<b>28%</b>	<b>14%</b>
Resident between region	28%	28
Nonresident visitor	<b>45%</b>	<b>58%</b>
State of Origin	ID <b>WA</b> UT	ID <b>OR</b> UT
Travel Region of Destination	Region 3 <b>Region 1</b> Region 6	Region 6 Region 3 <b>Region 7</b>
<b>Trip Planning Characteristics</b>		
3 most helpful Idaho travel information sources	Maps Printed media Roadside facilities	Maps Printed media Roadside facilities
Desired future Idaho travel information sources	Free brochures Friends <b>Web</b>	Free brochures Friends <b>Ask questions in person</b>
Travel planning horizon		
No advanced planning	<b>12%</b>	<b>4%</b>
Less than 1 week	<b>37%</b>	<b>21%</b>
1-3 weeks	21%	23%
1-6 months	<b>29%</b>	<b>52%</b>
Percent with internet access	<b>68%</b>	<b>56%</b>
Percent who use the internet to get travel information	<b>51%</b>	<b>37%</b>

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# 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Fishing Travelers<sup>1</sup>

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-Fishing Traveler	Fishing Traveler
<b>Traveler Characteristics</b>		
Travel motivations stronger than the norm	Norm	Engage in outdoor recreation Escape usual demands of life Seek memorable places / experiences
Percent first time visitors	11%	0%
% who are male	66%	91%
Median Age	54 years	52 years
1998 Household Income		
< 39,999	37%	37%
40,000-79,999	39%	44%
80,000 >	24%	19%
Employment		
Full time	49%	53%
Retired	32%	35%
<b>Trip Characteristics</b>		
<b>Length of stay in Idaho</b>		
Did not overnight	48%	44%
1-2 nights	25%	23%
3 nights	9%	7%
<b>4 or more</b>	<b>20%</b>	<b>27%</b>
Median length of stay	1 night	1 night
<b>Travel Pattern</b>		
<b>Resident within region</b>	<b>27%</b>	<b>36%</b>
Resident between region	27%	33%
<b>Nonresident visitor</b>	<b>46%</b>	<b>32%</b>
State of Origin	ID WA UT	ID WA UT
<b>Travel Region of Destination</b>	Region 3 <b>Region 1</b> Region 6	Region 6 Region 3 <b>Region 7</b>
<b>Trip Planning Characteristics</b>		
3 most helpful Idaho travel information sources	Maps Printed media Roadside facilities	Maps Printed media Roadside facilities
Desired future Idaho travel information sources	Free brochures Friends Web	Free brochures Friends Web
<b>Travel planning horizon</b>		
No advanced planning	12%	12%
Less than 1 week	35%	35%
<b>1-3 weeks</b>	<b>22%</b>	<b>11%</b>
<b>1-6 months</b>	<b>32%</b>	<b>41%</b>
<b>Percent with internet access</b>	<b>69%</b>	<b>55%</b>
<b>Percent who use the internet to get travel information</b>	<b>51%</b>	<b>36%</b>

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# 1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Hunter Travelers<sup>1</sup>

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Non-Hunting Traveler	Hunting Traveler
<b>Traveler Characteristics</b>		
Travel motivations stronger than the norm	Norm	Engage in outdoor recreation Escape usual demands of life Seek memorable places / experiences Be with friends
Percent first time visitors	11%	13%
% who are male	<b>66%</b>	<b>97%</b>
Median Age	54 years	49 years
<b>1998 Household Income</b>		
< 39,999	<b>37%</b>	<b>27%</b>
40,000-79,999	<b>39%</b>	<b>46%</b>
80,000 >	24%	27%
<b>Employment</b>		
Full time	<b>49%</b>	<b>64%</b>
Retired	32%	29%
<b>Trip Characteristics</b>		
<b>Length of stay in Idaho</b>		
Did not overnight	48%	43%
1-2 nights	25%	22%
3 nights	9%	8%
<b>4 or more</b>	<b>20%</b>	<b>27%</b>
Median length of stay	1 night	1 night
<b>Travel Pattern</b>		
Resident within region	<b>27%</b>	<b>45%</b>
Resident between region	<b>27%</b>	<b>36%</b>
Nonresident visitor	<b>46%</b>	<b>19%</b>
<b>State of Origin</b>	ID WA UT	ID WA CA
<b>Travel Region of Destination</b>	Region 3 <b>Region 1</b> Region 6	Region 3 <b>Region 7</b> Region 2
<b>Trip Planning Characteristics</b>		
<b>3 most helpful Idaho travel information sources</b>	Maps <b>Printed media</b> <b>Roadside facilities</b>	Maps
<b>Desired future Idaho travel information sources</b>	Free brochures Friends <b>Web</b>	Friends Free brochures <b>Ask questions in person</b>
<b>Travel planning horizon</b>		
No advanced planning	12%	14%
Less than 1 week	35%	30%
1-3 weeks	22%	18%
<b>1-6 months</b>	<b>31%</b>	<b>39%</b>
Percent with internet access	69%	63%
<b>Percent who use the internet to get travel information</b>	<b>51%</b>	<b>44%</b>

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**1999-2000 Business and Pleasure Motor Vehicle Travelers With Idaho as Their Destination: Profile of Business and Pleasure Travelers<sup>1</sup>**

Useful Marketing Information	TRIP PURPOSE SEGMENT	
	Business Traveler	Pleasure Traveler
<b>Traveler Characteristics</b>		
Percent first time visitors	10%	11%
<b>% who are male</b>	<b>76%</b>	<b>67%</b>
Median Age	50 years	55 years
1998 Household Income		
< 39,999	33%	37%
40,000-79,999	39%	40%
80,000 >	27%	23%
<b>Employment</b>		
<b>Full time</b>	<b>66%</b>	<b>47%</b>
<b>Retired</b>	<b>15%</b>	<b>35%</b>
<b>Trip Characteristics</b>		
<b>Length of stay in Idaho</b>		
<b>Did not overnight</b>	<b>65%</b>	<b>43%</b>
<b>1-2 nights</b>	<b>19%</b>	<b>26%</b>
3 nights	5%	9%
<b>4 or more</b>	<b>11%</b>	<b>22%</b>
<b>Median length of stay</b>	<b>0 nights</b> (Includes instate business travel)	<b>1 night</b>
Travel Pattern		
Resident within region	25%	28%
<b>Resident between region</b>	<b>34%</b>	<b>26%</b>
Nonresident visitor	41%	45%
State of Origin	ID	ID
	WA	WA
	UT	UT
Travel Region of Destination	Region 3	Region 3
	Region 1	Region 1
	Region 6	Region 6
<b>Trip Planning Characteristics</b>		
3 most helpful Idaho travel information sources	Maps Roadside facilities Printed media	Maps Printed media Roadside facilities
Desired future Idaho travel information sources	Free brochures Friends Ask questions in person	Free brochures Friends Ask questions in person
<b>Travel planning horizon</b>		
No advanced planning	15%	11%
<b>Less than 1 week</b>	<b>49%</b>	<b>32%</b>
<b>1-3 weeks</b>	<b>30%</b>	<b>40%</b>
<b>1-6 months</b>	<b>5%</b>	<b>16%</b>
<b>Percent with internet access</b>	<b>73%</b>	<b>66%</b>
Percent who use the internet to get travel information	53%	49%
<b>Average total daily expenditure per person</b>	<b>\$112 plus or minus \$23</b>	<b>\$50 plus or minus \$4</b>

<sup>1</sup> Major differences between groups are **bold**

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