



Winter Recreation Activities

The following report describes the type of winter recreation activities in which business and pleasure travelers participate.

People traveling in all regions of Idaho who participated in the 1999-2000 Motor Vehicle Travel Study during the winter and spring were asked (November-April):

“What type of on-snow activities do you participate in? What type will you be participating in today--if any?” (Travelers responded to a list of activities but were allowed to add additional ones)

When interviewed people were not necessarily participating in the winter recreation activity. However, because they do engage in these activities they can be viewed as potential customers.

Key Findings:

- Table 1 displays the percent by region of business and pleasure travelers (having Idaho as their destination) participating in winter recreation activities. Statewide, less than half of the travelers interviewed participate in some kind of winter recreation activity, while only 6 percent reported engaging in a winter recreation activity on the day of the interview. In Region 7, 70 percent of the travelers reported that they participate in some kind of winter recreation activity while 20 percent reported that they engaged in some kind of winter recreation activity on the day of the interview.

Table 1. Percent of Business and Pleasure Travelers Participating in Winter Recreation Activities

Idaho Travel Region	Region Number	Percent who participate in winter recreation activities in general	Percent who engaged in winter recreation activities on the day interviewed
North	1	48%	6%
North Central	2	44%	3%
Southwestern	3	38%	3%
South Central	4	41%	3%
Southeastern	5	48%	4%
Eastern	6	47%	6%
Central	7	70%	20%
Statewide		46%	6%

- Figure 1 shows that of the business and pleasure travelers participating in Winter Recreation activities the largest proportions were traveling to Regions 1, 3 and 7, (27%, 19%, and 16% respectively). The major ski resorts in Idaho are located in these regions.

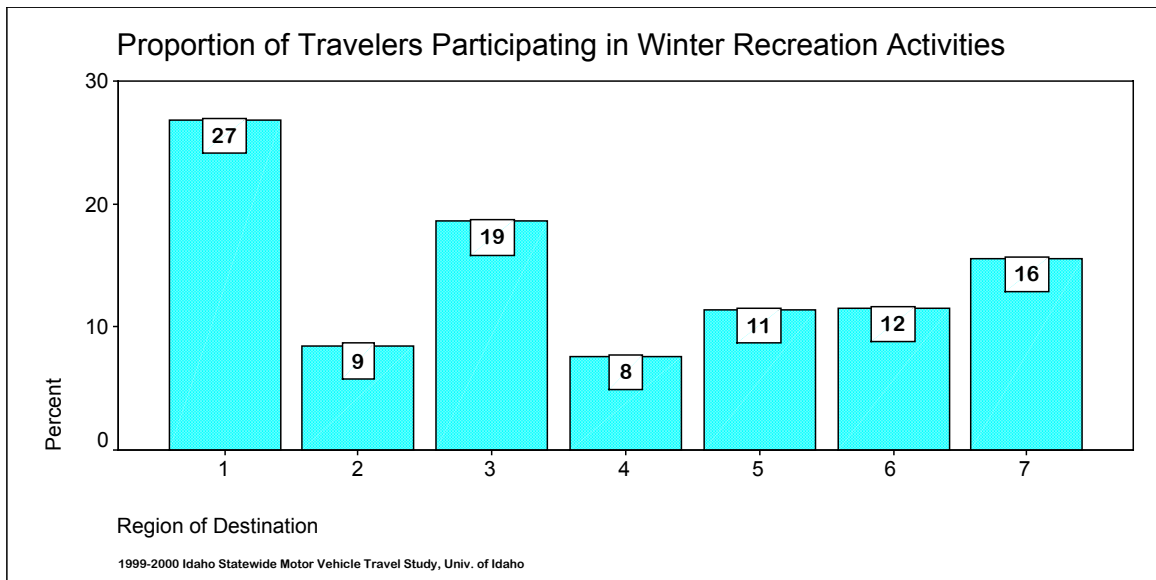


Figure 1. Proportion of Business and Pleasure Travelers Participating in Winter Recreation Activities

- The top three winter activities for resident and non-resident travelers were alpine skiing, snowmobiling and nordic skiing. A larger percent of nonresidents report participating in alpine skiing than Idaho resident travelers, while a larger percent of Idaho residents report participating in snowmobiling and nordic skiing than non-resident travelers. Examples of winter recreation activities included as part of the other category in Table 2 were ice fishing, hockey, hunting, and snowball fighting.

Table 2. Distribution of Winter Recreation Activities by Place of Residence

Winter Recreation Activity	Place of Residence		
	Idaho Residents	Non-residents	Resident and Non-resident travelers
Alpine ski (down-hill)	47%	66%	54%
Nordic ski (cross-country)	28%	21%	25%
Telemark ski	4%	1%	3%
Snowboard	14%	10%	12%
Snowshoe	12%	12%	12%
Snow skate / skiboard	2%	1%	2%
Snowmobile	34%	29%	32%
Sledding	10%	12%	11%
Other	24%	12%	20%
Total	175%	164%	171%

Percents do not add to 100 because respondents may have participated in more than one activity.

- Alpine skiing was the activity the largest proportion of Idaho residents traveling to Regions 1, 2, 3, 4, and 7 say they engage in during the winter. Snowmobiling was the activity Idaho residents going to Region 5 say they participate in most, while both snowmobiling and cross-country skiing were the activity Idahoans going to Region 6 say they participate in most.

Table 3. Distribution of Winter Recreation Activities for Idaho Resident Travelers by Region of Destination

Winter Recreation Activity	Region of Destination						
	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7
Alpine ski (down-hill)	42%	46%	51%	53%	41%	28%	56%
Nordic ski (cross-country)	22%	14%	33%	21%	16%	38%	44%
Telemark ski	6%	4%	5%	6%	<1%	2%	6%
Snowboard	11%	13%	13%	12%	9%	16%	20%
Snowshoe	11%	6%	16%	15%	3%	12%	16%
Snow skate / skiboard	<1%	<1%	2%	2%	<1%	<1%	6%
Snowmobile	28%	37%	34%	31%	52%	38%	27%
Sledding	12%	17%	11%	7%	5%	8%	9%
Other	33%	24%	18%	22%	36%	22%	18%
Total	165%	161%	183%	169%	162%	164%	202%

Percents do not add to 100 because respondents may have participated in more than one activity.

- Alpine skiing was the activity non-residents traveling to Regions 1, 2, 3, 5 and 7 say they participate in most. Compared to Idaho resident travelers (Table 3), a larger percent of non-resident travelers (Table 4) participate in Alpine skiing. Snowmobiling was the activity non-residents traveling to Region 4 say they participate in most, while both snowmobiling and alpine skiing were most popular in Region 6.

Table 4. Distribution of Winter Recreation Activities for Non-resident Travelers by Region of Destination

Winter Recreation Activity	Region of Destination						
	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7
Alpine ski (down-hill)	74%	68%	53%	47%	52%	57%	75%
Nordic ski (cross-country)	15%	17%	21%	27%	20%	17%	52%
Telemark ski	<1%	<1%	5%	<1%	<1%	2%	4%
Snowboard	2%	22%	13%	12%	36%	4%	10%
Snowshoe	10%	14%	15%	16%	7%	7%	27%
Snow skate / skiboard	<1%	1%	<1%	<1%	1%	1%	5%
Snowmobile	25%	40%	25%	54%	31%	55%	12%
Sledding	10%	2%	31%	8%	7%	17%	5%
Other	10%	22%	16%	13%	23%	9%	7%
Total	146%	186%	179%	177%	177%	169%	197%

Percents do not add to 100 because respondents may have participated in more than one activity.