

International travelers have different expectations, cultural perspectives and planning habits than U.S. audiences. By making a few simple adjustments to your language and imagery, you can make your destination or offering more welcoming, easier to understand and more appealing to visitors from around the world. Use this guide to respectfully and effectively engage and inspire international travelers.

Language & Clarity

For many International audiences, English is not their primary language, so they often read translated travel content. Simple, direct language ensures your message comes through clearly.

- Use clear, straightforward language. Keep sentences short.
- Limit adjectives and avoid clever turns of phrase that may not translate well.
- Avoid idioms, alliteration, slang and wordplay (e.g., say movie lover instead of movie buff).
- Choose words that translate cleanly: iconic instead of classic; legendary or famous instead of storied or Hall of Fame; explore or learn about instead of dive into or plow through.
- Repeat key information when needed to reinforce understanding.
- Use official, full names rather than local abbreviations or nicknames (e.g., Craters of the Moon National Monument & Preserve instead of Craters).
- When highlighting events, focus on annual or recurring events over one-time events, which are easier to plan for in advance.
- Incorporate storytelling to make your content memorable—share what makes a person, place or event unique in a way that resonates cross-culturally.

Cultural Sensitivity

How we talk about history, culture and wildlife shapes perceptions of Idaho and its communities.

Indigenous Culture

- Use tribal names (e.g., Nimiipuu) rather than broad terms.
- Don't add "people" after Nimiipuu—it's already part of the meaning.
- Keep explanations concise and respectful. Balance historical context with the tourism experience.

Animal Welfare

- Highlight experiences with a conservation focus (e.g., the Morley Nelson Snake River Birds of Prey Conservation Area, Coeur d'Alene Tribe's Eagle Aviary, etc.)
- When highlighting rodeos, emphasize their cultural traditions and community significance, rather than focusing solely on the competition aspect.

Hunting & Fishing

- Fishing is acceptable, but hunting is not recommended for international audiences due to cultural perceptions and regulations.
- For fishing imagery, follow a "happy fish" model: show fish in the water or being released, not trophy shots with hooks in their mouths or fish out of water in nets.



Presenting Information Clearly

International visitors rely heavily on precise distances, visuals and expectations when planning trips.

- Use kilometers first, with miles in parentheses (e.g., 37 km/23 mi).
- Include realistic drive times, especially for mountain roads or routes with slower travel speeds.
- If amenities (fuel, food, lodging) are limited or not available in a location, include this information so travelers can prepare accordingly.
- In photos and videos, use wide, scenic shots to establish both the scale and character of a place, paired with closer action shots to show experiences up close (rather than just close-ups of people).
- Highlight unique lodging like guest ranches, yurts or fire lookouts—experiences that feel distinctly “Idaho.” Avoid promoting accommodations that require a minimum stay.

Seasonal Positioning

Seasons may affect travel interest differently for international visitors.

- Winter can be a harder sell for some markets. Focus on soft adventures (e.g., snowshoeing, dog sledding, skijoring) and cultural celebrations.
- Showcase unique winter experiences such as night skiing, heli-skiing, cat/backcountry skiing, or snowmobile tours.
- Emphasize guided experiences, which international travelers often prefer for safety, expertise and cultural insight.
- If a ski area participates in international pass programs (e.g., IKON, Epic, Indy, Mountain Collective), highlight this.

Food & Drink

Authentic local flavors tell Idaho’s story better than imported ones.

- Highlight local, regional cuisine and dishes that residents love.
- Many international travelers come to the U.S. seeking authentic Mexican or Southwest-style cuisine. If your community has a well-reviewed restaurant(s) serving this delicious fare, be sure to include it.
- Avoid emphasizing Americanized versions of international food.
- Avoid relying solely on U.S.-specific awards (e.g., James Beard Awards) as proof of quality, as international audiences may not be familiar with them. If mentioned, briefly explain their significance or focus on describing the food experience.

Natural Hot Springs

- Highlight natural hot springs with light development (e.g., sites with signage, parking and clear trails) that are already well known to travelers (e.g., Gold Fork, Pine Flats, Kirkham, etc.).
- Provide information about available or nearby facilities, such as bathrooms and pull-outs.
- If featuring a developed hot spring, highlight its spa amenities and note that pools are fed by a natural spring.
- Avoid promoting lesser-known or fragile sites that lack infrastructure.

Sustainability

Many international travelers actively seek out destinations with strong sustainability practices.

- Spotlight eco-friendly initiatives and Travel With Care practices.
- Showcase stewardship efforts and any opportunities for visitors to participate.

