



# THE IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry, behind agriculture and technology



## TOP REASONS

visitors come to Idaho:



visit friends and family



tour the region



experience the outdoors



attend events

Average Length of Stay

**3.6**  
nights

**35.4 million** visitors to Idaho



**40%**

overnight trips

**60%**

day trips

**11.3%** increase in visitor spending over 2017

**\$148** average spent per person on overnight trips

**\$61** average spent per person on day trips

**\$3.41 billion** spent by day trippers and overnight visitors

**76%** of tourism spending is generated from **out-of-state** visitors



**\$1B**  
food service & stores



**\$570M**  
local transportation



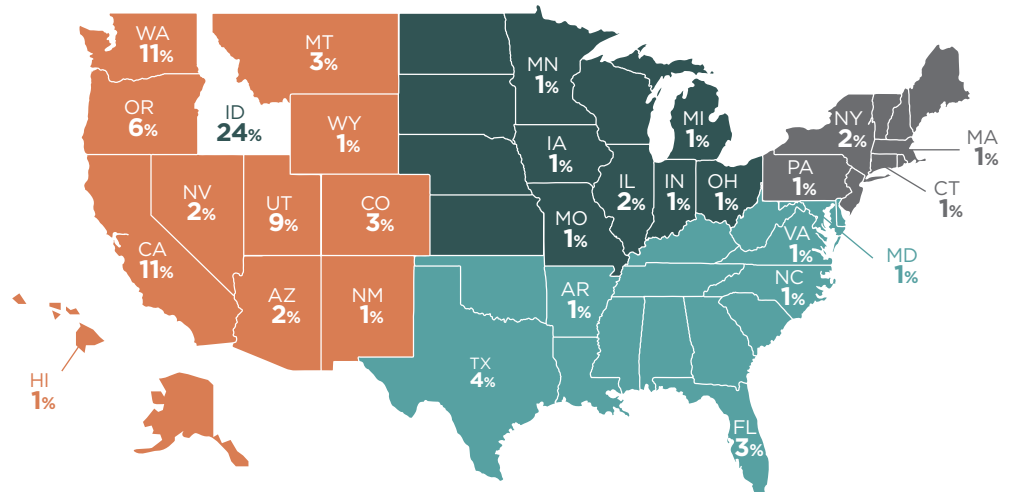
**\$759M**  
accommodations



**\$409M**  
entertainment



**\$668M**  
retail sales



**75%** of people are **very satisfied** with their overall trip experience

Compass - Longwoods International, Travel USA Visitor Profile, 2019 Edition. Figures reflect domestic travel only through 2019.

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