

THE NORTHERN IDAHO TOURISM EFFECT



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

Top reasons visitors come to Northern Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

Top 5 visitor activities in Northern Idaho:

- attending celebration
- sightseeing
- shopping
- hiking/backpacking
- camping

Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Brewery Tours/Beer Tasting
- + Winery Tours/Tasting
- + Exceptional Culinary Experiences

Total Size of Domestic Travel Market

8.0
million



5.1
day trips

2.9
overnight trips

Average Size of Overnight Travel Party

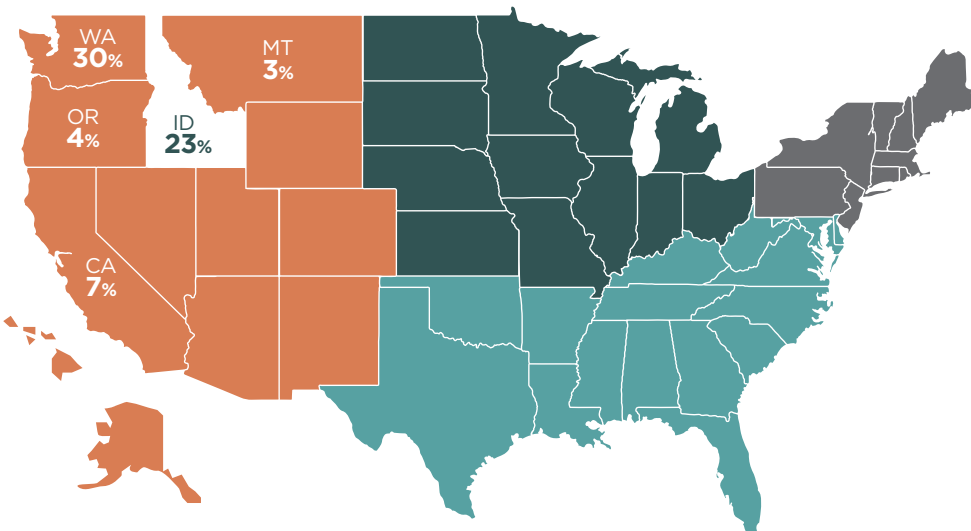
2.9 People

Overnight Stays

The average number of nights spent in Northern Idaho:

3.2 Nights

Top states with visitors to Northern Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Boise, ID
3. Seattle-Tacoma, WA
4. Yakima, WA
5. Portland, OR
6. Los Angeles, CA
7. Missoula, MT
8. Salt Lake City, UT



THE NORTH CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to North Central Idaho:

- + visit friends and family
- + experience the outdoors
- + city trip

Top 5 visitor activities in North Central Idaho:

- attending celebration
- shopping
- hiking/backpacking
- business meeting
- participate/attend amateur sports event

Top activities of special interest:

- + Historic Places
- + Agritourism
- + Winery Tours/Tasting
- + Film Tourism
- + Exceptional Culinary Experiences

Total Size of Domestic Travel Market

4.9
million



3.0
day trips

1.9
overnight trips

Average Size of Overnight Travel Party

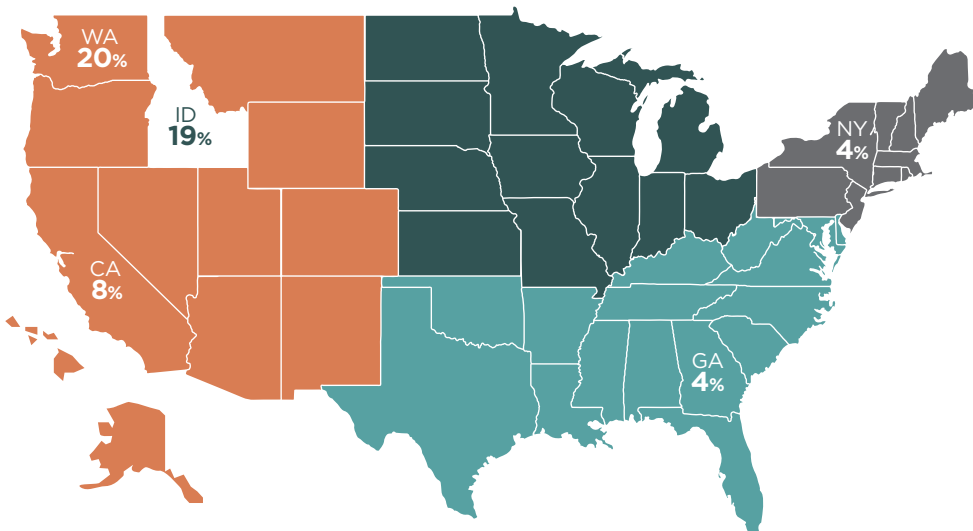
3.4 People

Overnight Stays

The average number of nights spent in North Central Idaho:

2.5 Nights

Top states with visitors to North Central Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. New York, NY
5. Portland, OR
6. Los Angeles, CA
7. Salt Lake City, UT
8. Atlanta, GA



THE SOUTHWEST IDAHO TOURISM EFFECT



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

Top reasons visitors come to Southwestern Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

Top 5 visitor activities in Southwest Idaho:

- shopping
- sightseeing
- attending celebration
- hiking/backpacking
- swimming

Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Brewery Tours/Beer Tasting
- + Winery Tours/Tasting
- + Agritourism

Total Size of Domestic Travel Market

10.2
million



5.7
day trips

4.5
overnight trips

Average Size of Overnight Travel Party

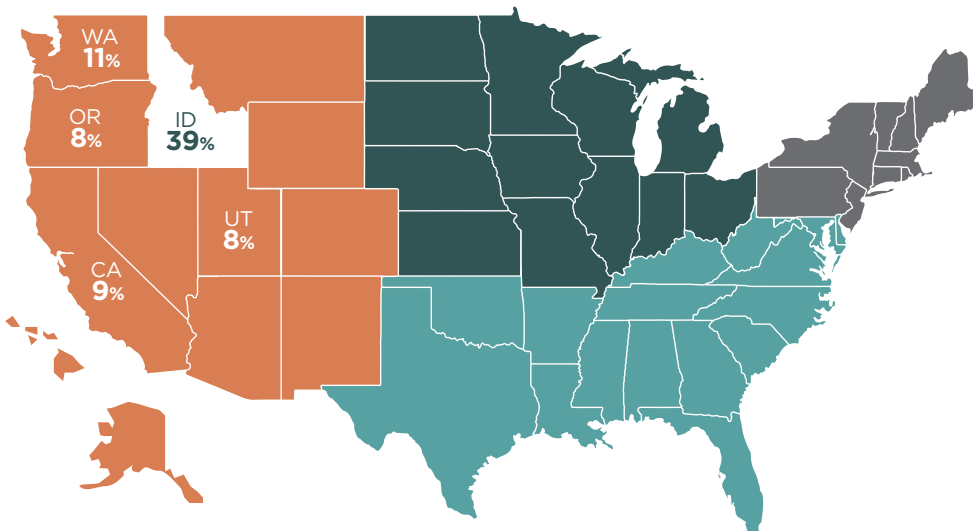
2.7 People

Overnight Stays

The average number of nights spent in Southwest Idaho:

3.6 Nights

Top states with visitors to Southwest Idaho:



Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Spokane, WA
4. Portland, OR
5. Twin Falls, ID
6. Los Angeles, CA
7. Seattle-Tacoma, WA
8. Idaho Falls-Pocatello, ID

Compass - Longwoods International, Travel USA Visitor Profile, 2021 Edition. Figures reflect domestic travel only through 2021.



THE SOUTH CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to South Central Idaho:

- + visit friends and family
- + experience outdoors
- + tour the region

Top 5 visitor activities in South Central Idaho:

- sightseeing
- landmark/historic site
- shopping
- attending celebration
- hiking/backpacking

Top activities of special interest:

- + Historic Places
- + Agritourism
- + Cultural Activities
- + Brewery Tours/Beer Tasting
- + Wedding

Total Size of Domestic Travel Market

4.3
million



2.8
day trips

1.5
overnight trips

Average Size of Overnight Travel Party

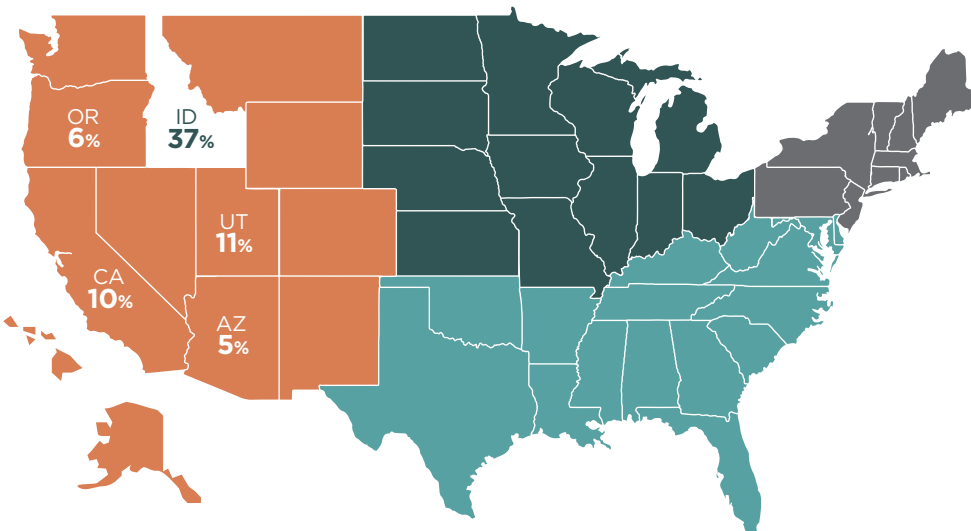
3.0 People

Overnight Stays

The average number of nights spent in South Central Idaho:

2.4 Nights

Top states with visitors to South Central Idaho:



Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Twin Falls, ID
5. Los Angeles, CA
6. Portland, OR
7. Phoenix, AZ
8. Spokane, WA

THE SOUTHEAST IDAHO TOURISM EFFECT



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

Top reasons visitors come to Southeastern Idaho:

- + visit friends and family
- + experience outdoors
- + tour the region

Top 5 visitor activities in Southeast Idaho:

- shopping
- landmark/historic site
- sightseeing
- hiking/backpacking
- attending celebration

Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Agritourism
- + Exceptional Culinary Experiences
- + Brewery Tours/Beer Tasting

Total Size of Domestic Travel Market

5.8
million



3.5
day trips

2.3
overnight trips

Average Size of Overnight Travel Party

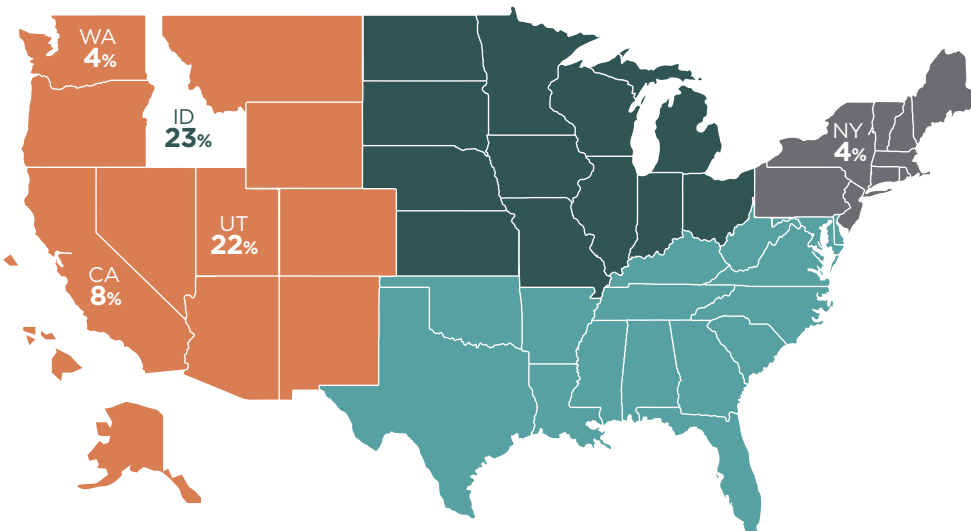
3.0 People

Overnight Stays

The average number of nights spent in Southeast Idaho:

2.7 Nights

Top states with visitors to Southeast Idaho:



Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Boise, ID
3. Idaho Falls-Pocatello, ID
4. Los Angeles, CA
5. New York, NY
6. Spokane, WA
7. Denver, CO
8. Atlanta, GA



THE EASTERN IDAHO TOURISM EFFECT



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

Top reasons visitors come to Eastern Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

Top 5 visitor activities in Eastern Idaho:

- sightseeing
- shopping
- attending celebration
- national/state park
- landmark/historic site

Top activities of special interest:

- + Historic Places
- + Agritourism
- + Cultural Activities
- + Exceptional Culinary Experiences
- + Brewery Tours/Beer Tasting

Total Size of Domestic Travel Market

5.2
million



2.9
day trips

2.4
overnight trips

Average Size of Overnight Travel Party

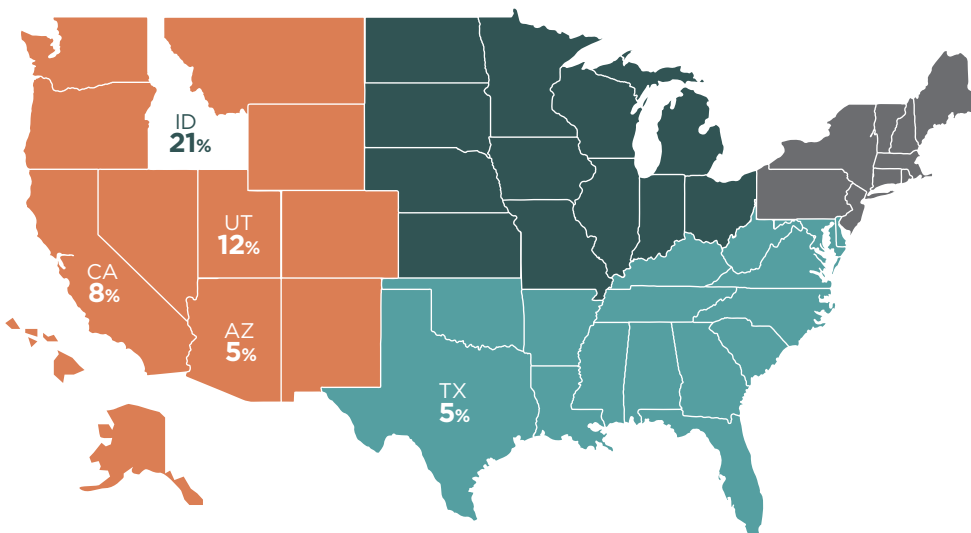
3.8 People

Overnight Stays

The average number of nights spent in Eastern Idaho:

2.7 Nights

Top states with visitors to Eastern Idaho:



Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Chicago, IL
5. Los Angeles, CA
6. New York, NY
7. Portland, OR
8. San Francisco-Oakland/San Jose, CA

THE CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to Central Idaho:

- + visit friends and family
- + experience the outdoors
- + tour the region

Top 5 visitor activities in Central Idaho:

- shopping
- hiking/backpacking
- sightseeing
- business/conference
- attending celebration

Top activities of special interest:

- + Historic Places
- + Agritourism
- + Cultural Activities
- + Eco-Tourism
- + Exceptional Culinary Experiences

Total Size of Domestic Travel Market

5.9
million



3.8
day trips

2.1
overnight trips

Average Size of Overnight Travel Party

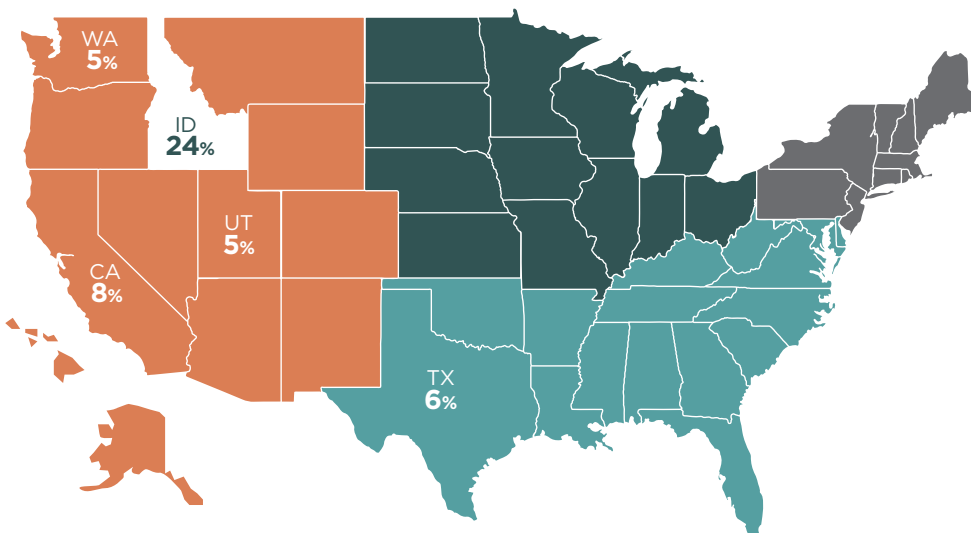
3.1 People

Overnight Stays

The average number of nights spent in Central Idaho:

2.6 Nights

Top states with visitors to Central Idaho:



Top cities of origin for overnight trips:

1. Boise, ID
2. Idaho Falls-Pocatello, ID
3. Salt Lake City, UT
4. New York, NY
5. Twin Falls, ID
6. Los Angeles, CA
7. Seattle-Tacoma, WA
8. Spokane, WA