



# 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



city trip

Average Length of Stay

# 3.4

nights

## 37.0 million

 visitors to Idaho

## 40%

 overnight trips

## 60%

 day trips

## 9.5%

 increase in visitor spending over 2019

## \$158

 average spent per person on overnight trips

## \$62

 average spent per person on day trips

## \$3.7 billion

 spent by day trippers and overnight visitors

## 84%

 of tourism spending is generated from out-of-state visitors

**\$1.046B** food service & stores



**\$650M** local transportation



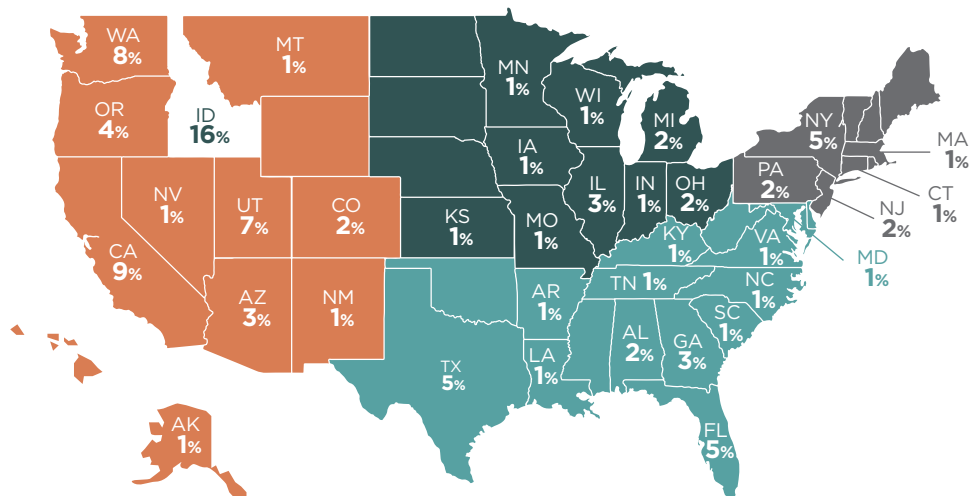
**\$906M** accommodations



**\$436M** entertainment



**\$693M** retail sales



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