Tourism is the state’s 3rd largest industry, behind agriculture and technology.

The Idaho tourism industry employs 41,600 workers statewide.

Top reasons visitors come to Idaho:
- Visit friends and family
- Experience the outdoors
- Tour the region

33 million trips were made by visitors to Idaho.

40% overnight trips
60% day trips

$3.3 billion spent in Idaho in direct travel spending.

$3 billion spent by tourists at their destination.

- $693.8M food service
- $604.2M local transportation
- $457.6M accommodations
- $432M entertainment
- $414.7M retail sales
- $181.2M air transportation

72% of tourism money is generated by out-of-state visitors.


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