



# 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
- + visit a theme park

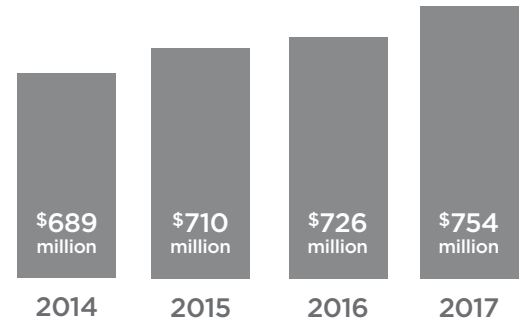
## Top 5 visitor activities in Northern Idaho:

-  swimming
-  shopping
-  hiking/backpacking
-  national/state park
-  camping

## Traveler Spending

Amount spent in  
Northern Idaho:

**\$754** million



## Job Creation

The number of jobs created  
by the Northern Idaho  
tourism industry:

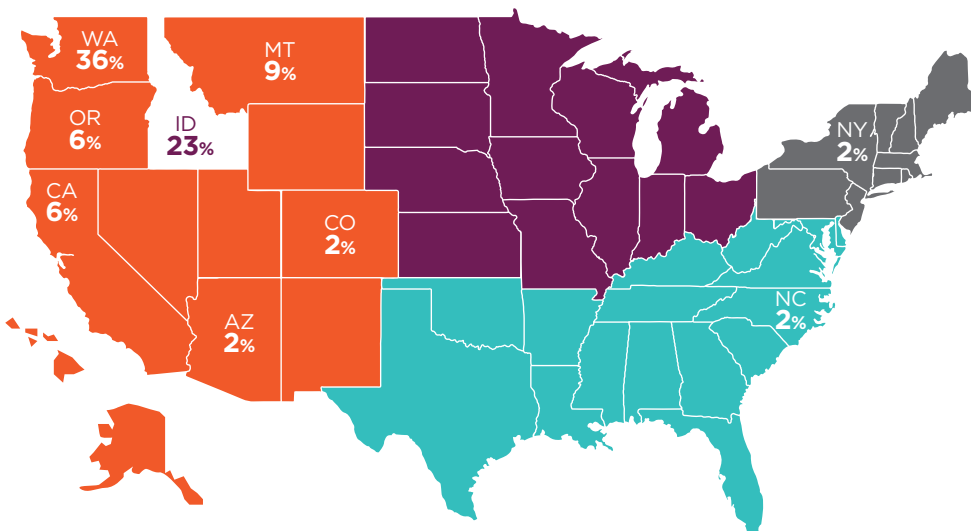
**10,520** Jobs

## Overnight Stays

The average number  
of nights spent in  
Northern Idaho:

**3.6** nights

## Top states with visitors to Northern Idaho:



## Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Portland, OR
4. Yakima, WA
5. Missoula, MT
6. Boise, ID
7. Butte, MT
8. New York, NY/NJ/PA/CT
9. Denver, CO
10. Los Angeles, CA



# 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
- + attend special events

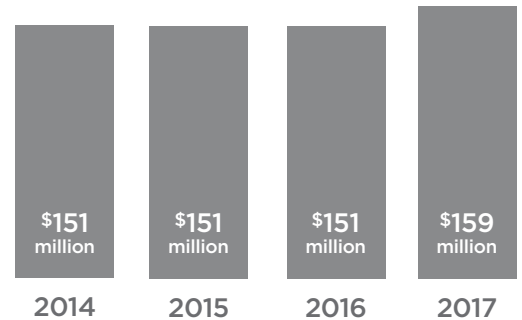
## Top 5 visitor activities in North Central Idaho:

-  shopping
-  camping
-  landmark/historic site
-  swimming
-  hiking/backpacking

## Traveler Spending

Amount spent in North Central Idaho:

**\$159 million**



## Job Creation

The number of jobs created by the North Central Idaho tourism industry:

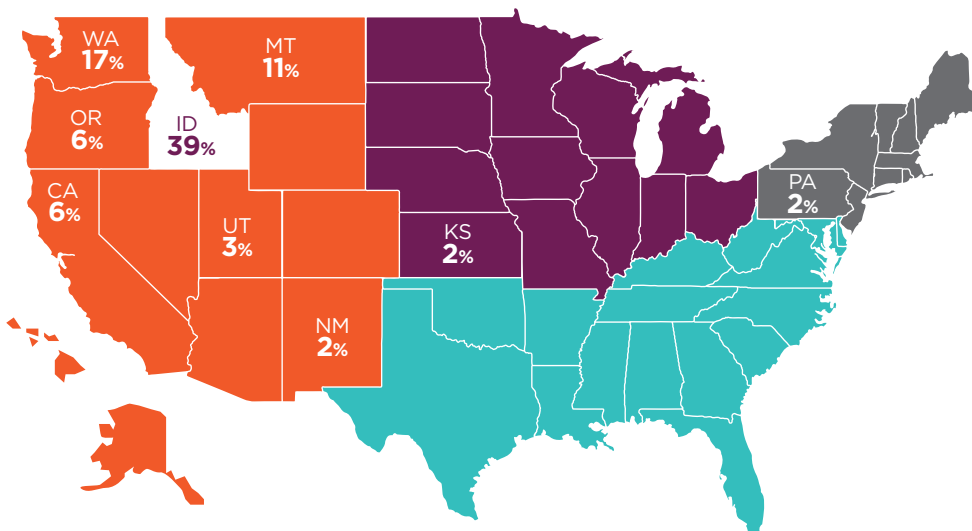
**2,430 Jobs**

## Overnight Stays

The average number of nights spent in North Central Idaho:

**2.6 nights**

## Top states with visitors to North Central Idaho:



## Top cities of origin for overnight trips:

1. Spokane, WA
2. Boise, ID
3. Seattle-Tacoma, WA
4. Missoula, MT
5. Idaho Falls-Pocatello, ID
6. Portland, OR
7. Salt Lake City, UT
8. Albuquerque/Santa Fe, NM
9. Los Angeles, CA





# 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
- + attend special events

## Top 5 visitor activities in Southwest Idaho:



shopping



fine dining



hiking/backpacking



swimming

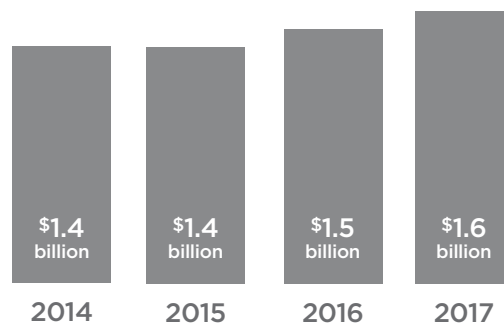


landmark/historic site

## Traveler Spending

Amount spent in Southwest Idaho:

**\$1.6 billion**



## Job Creation

The number of jobs created by the Southwest Idaho tourism industry:

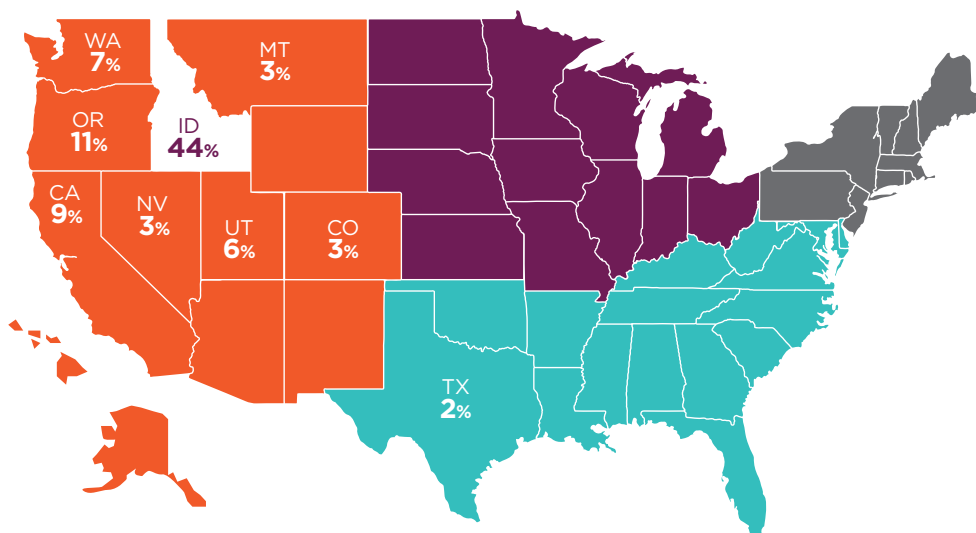
**14,890 Jobs**

## Overnight Stays

The average number of nights spent in Southwest Idaho:

**3.4 nights**

## Top states with visitors to Southwest Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Portland, OR
3. Salt Lake City, UT
4. Spokane, WA
5. Idaho Falls-Pocatello, ID
6. Twin Falls, ID
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. San Francisco-Oakland/San Jose, CA
10. Yakima, WA





# 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
- + tour the region
- + experience the outdoors

## Top 5 visitor activities in South Central Idaho:



shopping



national/state park



landmark/historic site



camping

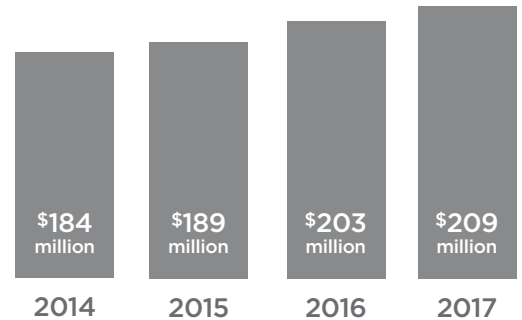


swimming

## Traveler Spending

Amount spent in South Central Idaho:

**\$209** million



## Job Creation

The number of jobs created by the South Central Idaho tourism industry:

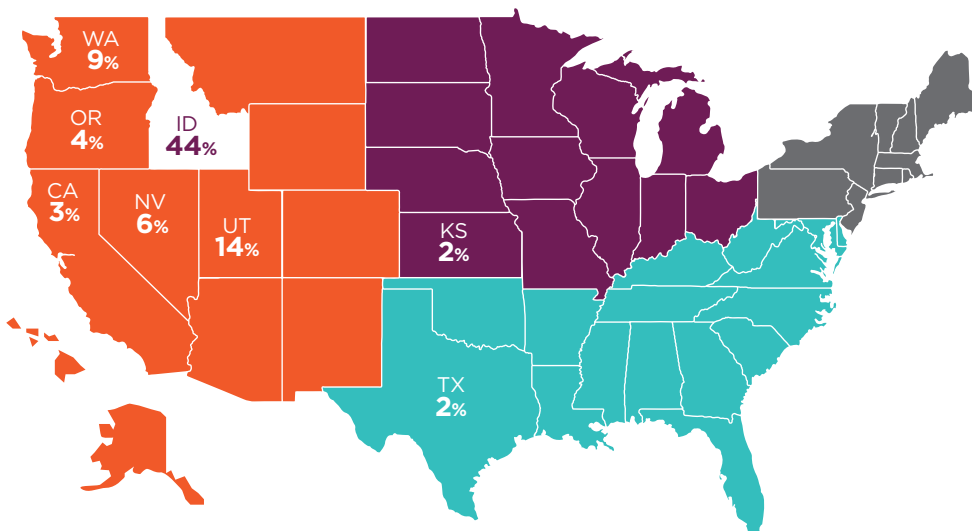
**3,020** Jobs

## Overnight Stays

The average number of nights spent in South Central Idaho:

**2.0** nights

## Top states with visitors to South Central Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Boise, ID
3. Idaho Falls-Pocatello, ID
4. Twin Falls, ID
5. Seattle-Tacoma, WA
6. Yakima, WA
7. Portland, OR
8. Las Vegas, NV





# 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
- + tour the region
- + experience the outdoors

## Top 5 visitor activities in Southeast Idaho:



shopping



swimming



landmark/historic site



national/state park

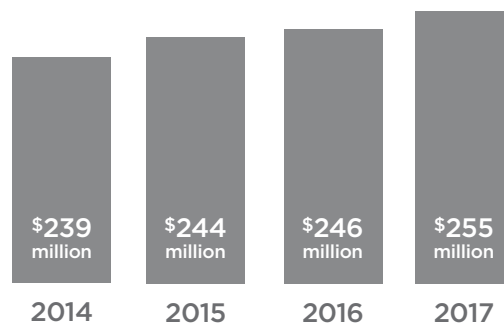


hiking/backpacking

## Traveler Spending

Amount spent in Southeast Idaho:

**\$255 million**



## Job Creation

The number of jobs created by the Southeast Idaho tourism industry:

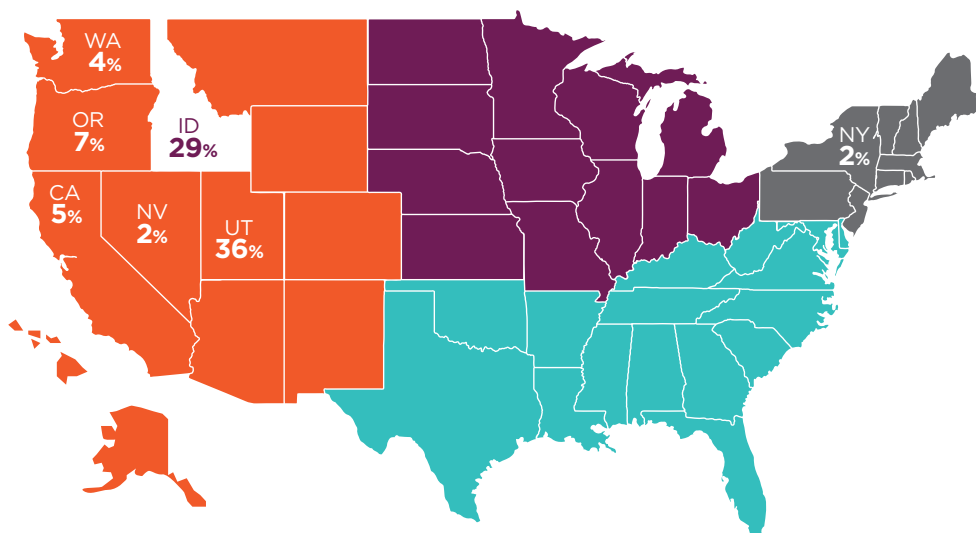
**3,690 Jobs**

## Overnight Stays

The average number of nights spent in Southeast Idaho:

**2.5 nights**

## Top states with visitors to Southeast Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Portland, OR
5. Twin Falls, ID
6. New York, NY/NJ/PA/CT
7. Los Angeles, CA
8. Seattle-Tacoma, WA
9. Las Vegas, NV





# 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
- + tour the region
- + experience the outdoors

## Top 5 visitor activities in Eastern Idaho:



shopping



hiking/backpacking



national/state park



landmark/historic site

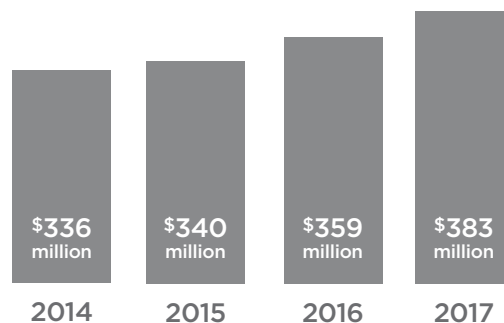


swimming

## Traveler Spending

Amount spent in Eastern Idaho:

**\$383** million



## Job Creation

The number of jobs created by the Eastern Idaho tourism industry:

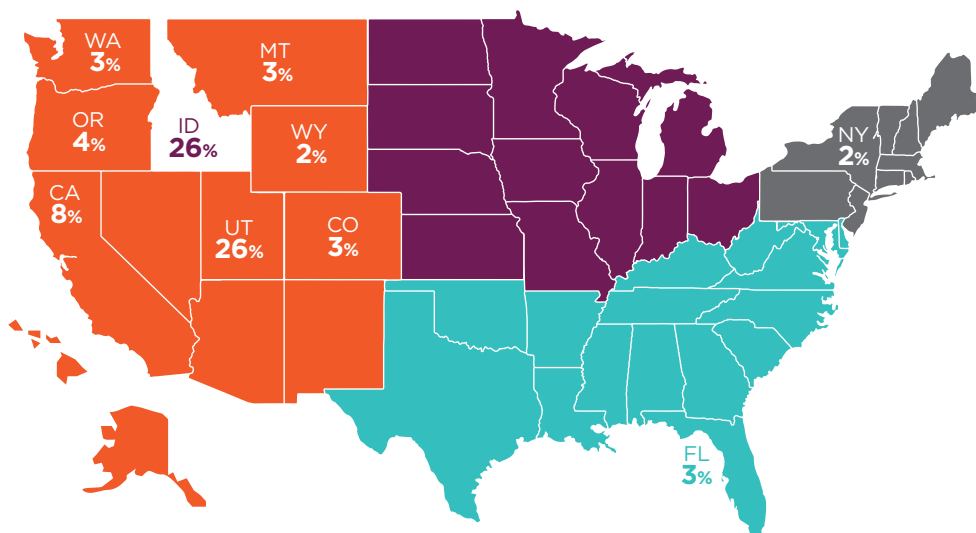
**5,320** Jobs

## Overnight Stays

The average number of nights spent in Eastern Idaho:

**2.8** 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. Los Angeles, CA
5. Portland, OR
6. Denver, CO
7. Spokane, WA
8. New York, NY/NJ/PA/CT
9. Raleigh-Durham, NC
10. Phoenix, AZ
11. Butte, MT





# 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

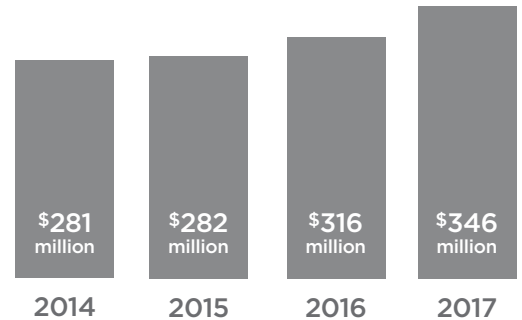
## Top 5 visitor activities in Central Idaho:

- hiking/backpacking
- camping
- fishing
- shopping
- national/state park

## Traveler Spending

Amount spent in  
Central Idaho:

**\$346** million



## Job Creation

The number of jobs created  
by the Central Idaho  
tourism industry:

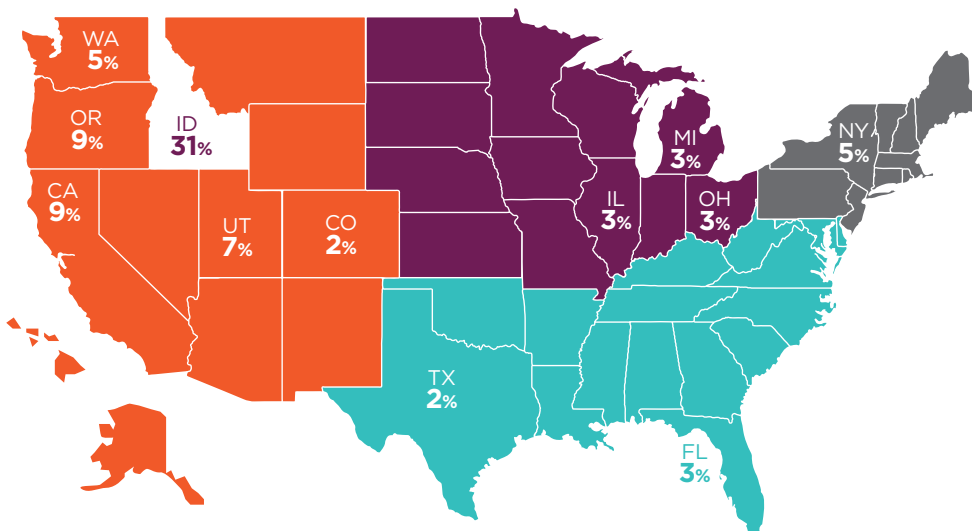
**5,950** Jobs

## Overnight Stays

The average number  
of nights spent in  
Central Idaho:

**3.0** 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. Portland, OR
5. New York, NY/NJ/PA/CT
6. Seattle-Tacoma, WA
7. Chicago, IL
8. Twin Falls, ID
9. San Francisco-Oakland/  
San Jose, CA
10. Los Angeles, CA