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

**Traveler Spending**
Amount spent in Northern Idaho: **$754 million**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$689 million</td>
</tr>
<tr>
<td>2015</td>
<td>$710 million</td>
</tr>
<tr>
<td>2016</td>
<td>$726 million</td>
</tr>
<tr>
<td>2017</td>
<td>$754 million</td>
</tr>
</tbody>
</table>

**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:**
- **WA** 36%
- **OR** 6%
- **ID** 23%
- **CA** 6%
- **AZ** 2%
- **CO** 2%
- **MT** 9%

**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:
- WA 17%
- ID 39%
- MT 11%
- OR 6%
- CA 6%
- UT 3%
- NM 2%
- PA 2%
- KS 2%

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

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

**Job Creation**

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

$14,890$ Jobs

**Traveler Spending**

Amount spent in Southwest Idaho:

$1.6$ billion

**Overnight Stays**

The average number of nights spent in Southwest Idaho:

$3.4$ nights

**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

**Top states with visitors to Southwest Idaho:**

- WA 7%
- OR 11%
- CA 9%
- NV 3%
- UT 6%
- CO 3%
- MT 3%
- ID 44%
- TX 2%
- TX 2%
- ID 44%
- MT 3%
- OR 11%
- CA 9%
- NV 3%
- UT 6%
- CO 3%
- WA 7%

**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

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

**Traveler Spending**
Amount spent in South Central Idaho:

$209 million

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$184 million</td>
</tr>
<tr>
<td>2015</td>
<td>$189 million</td>
</tr>
<tr>
<td>2016</td>
<td>$203 million</td>
</tr>
<tr>
<td>2017</td>
<td>$209 million</td>
</tr>
</tbody>
</table>

**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:**

- WA 9%
- OR 4%
- CA 3%
- NV 6%
- UT 14%
- ID 44%
- KS 2%
- TX 2%

**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

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

**Traveler Spending**

Amount spent in Southeast Idaho: $255 million

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$239 million</td>
</tr>
<tr>
<td>2015</td>
<td>$244 million</td>
</tr>
<tr>
<td>2016</td>
<td>$246 million</td>
</tr>
<tr>
<td>2017</td>
<td>$255 million</td>
</tr>
</tbody>
</table>

**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 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

**Top states with visitors to Southeast Idaho:**

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA</td>
<td>4%</td>
</tr>
<tr>
<td>OR</td>
<td>7%</td>
</tr>
<tr>
<td>ID</td>
<td>29%</td>
</tr>
<tr>
<td>CA</td>
<td>5%</td>
</tr>
<tr>
<td>NV</td>
<td>2%</td>
</tr>
<tr>
<td>UT</td>
<td>36%</td>
</tr>
<tr>
<td>NY</td>
<td>2%</td>
</tr>
</tbody>
</table>

**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

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

**Traveler Spending**
Amount spent in Eastern Idaho:

$383 million

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$336 million</td>
</tr>
<tr>
<td>2015</td>
<td>$340 million</td>
</tr>
<tr>
<td>2016</td>
<td>$359 million</td>
</tr>
<tr>
<td>2017</td>
<td>$383 million</td>
</tr>
</tbody>
</table>

**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:**

<table>
<thead>
<tr>
<th>State</th>
<th>Visitor Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA</td>
<td>3%</td>
</tr>
<tr>
<td>ID</td>
<td>26%</td>
</tr>
<tr>
<td>UT</td>
<td>26%</td>
</tr>
<tr>
<td>CA</td>
<td>8%</td>
</tr>
<tr>
<td>MT</td>
<td>3%</td>
</tr>
<tr>
<td>OR</td>
<td>4%</td>
</tr>
<tr>
<td>NY</td>
<td>2%</td>
</tr>
<tr>
<td>WY</td>
<td>2%</td>
</tr>
<tr>
<td>CO</td>
<td>3%</td>
</tr>
<tr>
<td>FL</td>
<td>3%</td>
</tr>
<tr>
<td>FL</td>
<td>3%</td>
</tr>
</tbody>
</table>

**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

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