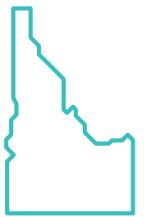




THE IDAHO TOURISM EFFECT

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



Top reasons visitors come to Idaho:



visit friends and family



experience the outdoors



tour the region

Job Creation

The number of jobs created by the Idaho tourism industry:

45,800

Jobs statewide

34.3 million trips were made by visitors to Idaho



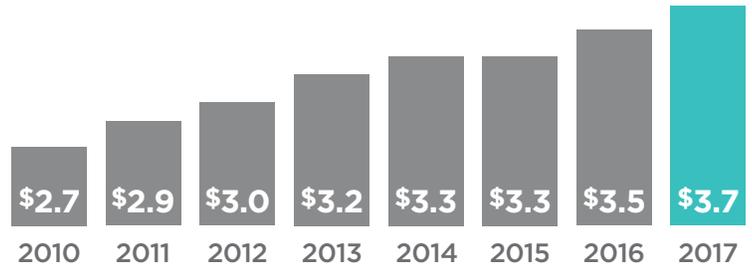
40%

overnight trips

60%

day trips

\$3.7 billion spent in Idaho in total direct travel spending*



80% of people are **very satisfied** with their overall trip experience

75% are very satisfied with the **safety and security** on their trip

\$3.3 billion spent by visitors at their destination

72% of tourism spending is generated from **out-of-state** visitors



\$1.02B food service & stores



\$547M local transportation



\$607M accommodations



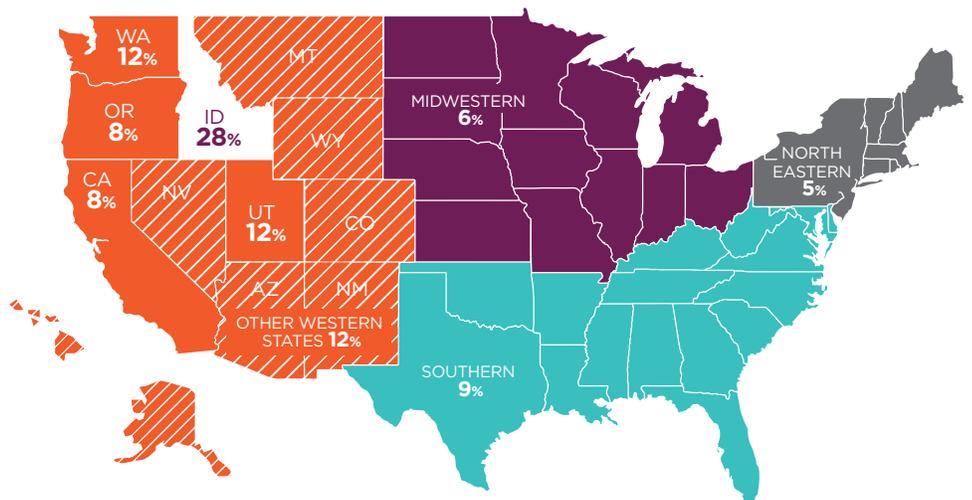
\$487M entertainment



\$444M retail sales



\$212M air transportation



Dean Runyan, The Idaho Economic Impact Report and Longwoods International, Who is the Idaho Traveler? 2017 Edition. Figures reflect domestic travel only through 2017. *Includes spending by Idaho residents for travel outside Idaho.