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

**THE IDAHO TOURISM EFFECT**

53,700 million trips were made by visitors to Idaho

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


$2.7 billion  $2.9 billion  $3.0 billion  $3.2 billion  $3.3 billion  $3.3 billion  $3.5 billion  $3.7 billion

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

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

- $1.02B food service & stores
- $547M local transportation
- $607M accommodations
- $487M entertainment
- $444M retail sales
- $212M air transportation

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


*Includes spending by Idaho residents for travel outside Idaho.

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