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
- tour the region

### Top 5 visitor activities in Northern Idaho:
- shopping
- hiking/backpacking
- landmark/historic site
- bar/night club
- swimming
- national/state park

### Total Size of Domestic Travel Market

- **8.2 million**
- **5.3** day trips
- **2.9** overnight trips

### Average Size of Travel Party

- 2.6 People

### Overnight Stays

- The average number of nights spent in Northern Idaho: 3.0 Nights

### Top states with visitors to Northern Idaho:

<table>
<thead>
<tr>
<th>State</th>
<th>% of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA</td>
<td>26%</td>
</tr>
<tr>
<td>ID</td>
<td>29%</td>
</tr>
<tr>
<td>CA</td>
<td>10%</td>
</tr>
<tr>
<td>OR</td>
<td>4%</td>
</tr>
<tr>
<td>MT</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. Portland, OR
5. Los Angeles, CA

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

Top states with visitors to North Central Idaho:

- WA 19%
- OR 4%
- ID 41%
- CA 8%
- MT 7%
- MI 3%

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. Los Angeles, CA

Top reasons visitors come to North Central Idaho:

- visit friends and family
- experience the outdoors
- tour the region

Top 5 visitor activities in North Central Idaho:

- shopping
- hiking/backpacking
- camping
- national/state park
- landmark/historic site

Top activities of special interest:

- Historic Places
- Cultural Activities
- Winery Tours/Tasting
- Exceptional Culinary Experiences
- Brewery Tours/Beer Tasting

Total Size of Domestic Travel Market

- 3.8 million
- 2.4 day trips
- 1.4 overnight trips

Average Size of Travel Party

- 3.0 People

Overnight Stays

The average number of nights spent in North Central Idaho:

- 2.8 Nights

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

**THE SOUTHWEST IDAHO TOURISM EFFECT**

**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
- hiking/backpacking
- national/state park
- landmark/historic site
- camping

**Top activities of special interest:**
+ Historic Places
+ Cultural Activities
+ Exceptional Culinary Experiences
+ Brewery Tours/Beer Tasting
+ Agritourism

**Total Size of Domestic Travel Market**
- 10.9 million

**Top cities of origin for overnight trips:**
1. Boise, ID
2. Salt Lake City, UT
3. Portland, OR
4. Los Angeles, CA
5. Spokane, WA
6. Idaho Falls-Pocatello, ID
7. Twin Falls, ID
8. Seattle-Tacoma, WA
9. Sacramento-Stockton-Modesto, CA

**Average Size of Travel Party**
- 3.0 People

**Overnight Stays**
- The average number of nights spent in Southwest Idaho:
- 3.3 Nights
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
- attend special events

### Top 5 visitor activities in South Central Idaho:
- shopping
- landmark/historic site
- hiking/backpacking
- national/state park
- swimming

### Top activities of special interest:
- Historic Places
- Cultural Activities
- Exceptional Culinary Experiences
- Winery Tours/Tasting
- Brewery Tours/Beer Tasting

### Total Size of Domestic Travel Market
- 3.8 million

### Overnight Stays
- 2.5 day trips
- 1.3 overnight trips

### Average Size of Travel Party
- 3.7 People

### Top states with visitors to South Central Idaho:
- WA 6%
- OR 4%
- NV 3%
- CA 13%
- ID 37%
- UT 17%

### Top cities of origin for overnight trips:
1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Twin Falls, ID
5. Seattle-Tacoma, WA
6. Los Angeles, CA
7. Portland, OR

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

**Top reasons visitors come to Southeastern Idaho:**
- visit friends and family
- attend special events
- experience the outdoors

**Top 5 visitor activities in Southeast Idaho:**
- shopping
- hiking/backpacking
- landmark/historic site
- national/state park
- swimming

**Top activities of special interest:**
- Historic Places
- Cultural Activities
- Exceptional Culinary Experiences
- Brewery Tours/Beer Tasting
- Wedding

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

<table>
<thead>
<tr>
<th>State</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA</td>
<td>4%</td>
</tr>
<tr>
<td>OR</td>
<td>4%</td>
</tr>
<tr>
<td>CA</td>
<td>8%</td>
</tr>
<tr>
<td>UT</td>
<td>26%</td>
</tr>
<tr>
<td>ID</td>
<td>28%</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

**Total Size of Domestic Travel Market**
- 5.5 million

**Average Size of Travel Party**
- 3.0 People

**Overnight Stays**
- 3.2 day trips
- 2.3 overnight trips

**Compass – Longwoods International, Travel USA Visitor Profile, 2019 Edition. Figures reflect domestic travel only through 2019.**
Tourism is the state’s 3rd largest industry, behind agriculture and technology.

Top reasons visitors come to Eastern Idaho:
+ visit friends and family
+ experience the outdoors
+ tour the region

Top 5 visitor activities in Eastern Idaho:
- shopping
- hiking/backpacking
- national/state park
- landmark/historic site
- fishing

Top activities of special interest:
+ Historic Places
+ Cultural Activities
+ Exceptional Culinary Experiences
+ Brewery Tours/Beer Tasting
+ Religious Travel

Top states with visitors to Eastern Idaho:
- WA 4%
- ID 28%
- MT 5%
- WY 6%
- CA 11%
- UT 20%

Top cities of origin for overnight trips:
1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Los Angeles, CA
4. Boise, ID
5. Spokane, WA

Average Size of Travel Party
3.5 People

Overnight Stays
The average number of nights spent in Eastern Idaho:
2.8 Nights

Total Size of Domestic Travel Market
4.3 million

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
- shopping
- landmark/historic site
- national/state park

Top activities of special interest:

+ Historic Places
+ Cultural Activities
+ Exceptional Culinary Experiences
+ Brewery Tours/Beer Tasting
+ Winery Tours/Tasting

Total Size of Domestic Travel Market

- 4.3 million

Overnight Stays

- 2.5 day trips
- 1.8 overnight trips

Average Size of Travel Party

- 3.7 People

Overnight Stays

The average number of nights spent in Central Idaho:

- 3.2 Nights

Top states with visitors to Central Idaho:

- ID 38%
- CA 15%
- WA 5%
- UT 6%
- MT 4%
- TX 4%
- Other 7%

Top cities of origin for overnight trips:

1. Boise, ID
2. Twin Falls, ID
3. Los Angeles, CA
4. Idaho Falls-Pocatello, ID
5. Salt Lake City, UT
6. Seattle-Tacoma, WA