



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
- + tour the region

Top 5 visitor activities in Northern Idaho:

- shopping
 - hiking/backpacking
 - landmark/historic site
 - bar/night club
 - swimming
 - national/state park
- Tie <

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

8.2
million



5.3
day trips

2.9
overnight trips

Average Size of Travel Party

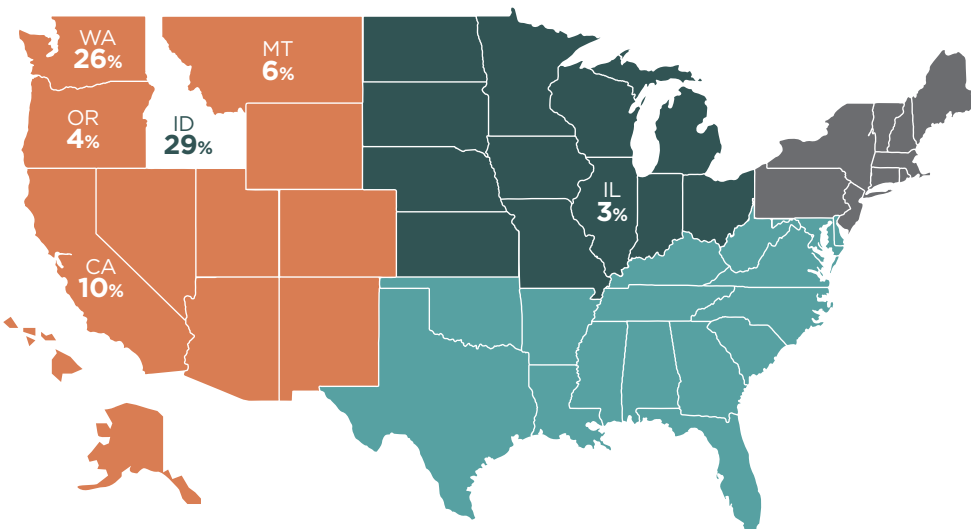
2.6 People

Overnight Stays

The average number of nights spent in Northern Idaho:

3.0 Nights

Top states with visitors to Northern Idaho:



Top cities of origin for overnight trips:

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

Compass - Longwoods International, Travel USA Visitor Profile, 2019 Edition. Figures reflect domestic travel only through 2019.



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
- + 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

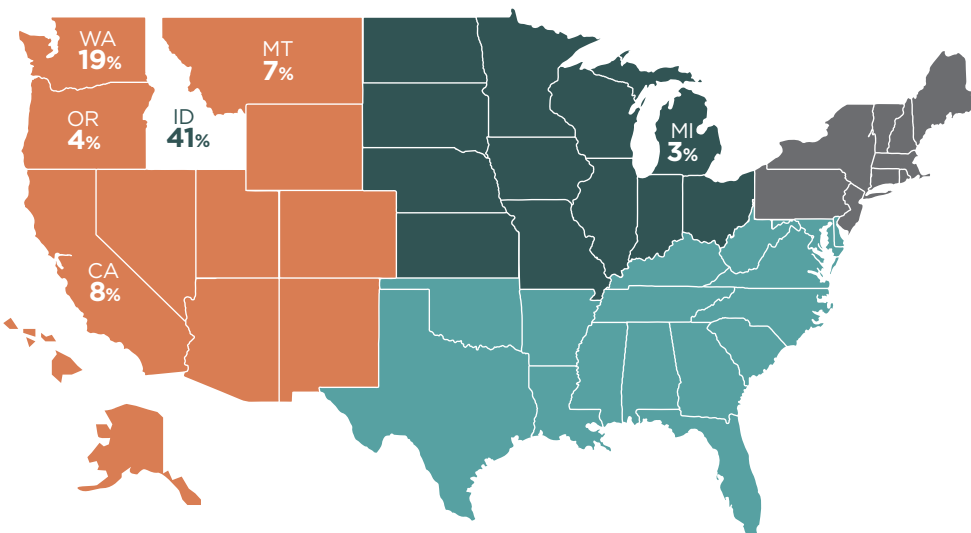
3.0 People

Overnight Stays

The average number of nights spent in North Central Idaho:

2.8 Nights

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. 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
- 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



6.1
day trips

4.8
overnight trips

Average Size of Travel Party

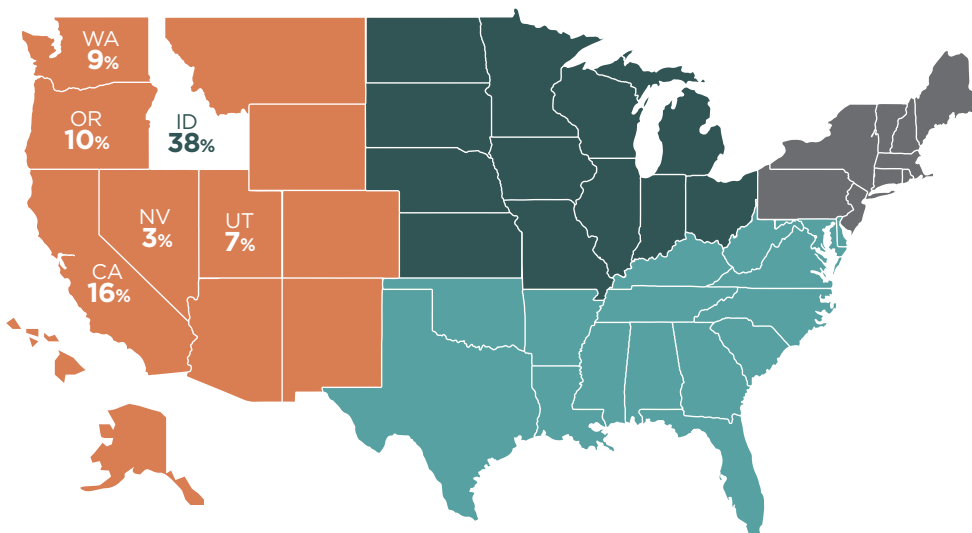
3.0 People

Overnight Stays

The average number of nights spent in Southwest Idaho:

3.3 Nights

Top states with visitors to Southwest Idaho:



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



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
- + 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



2.5
day trips

1.3
overnight trips

Average Size of Travel Party

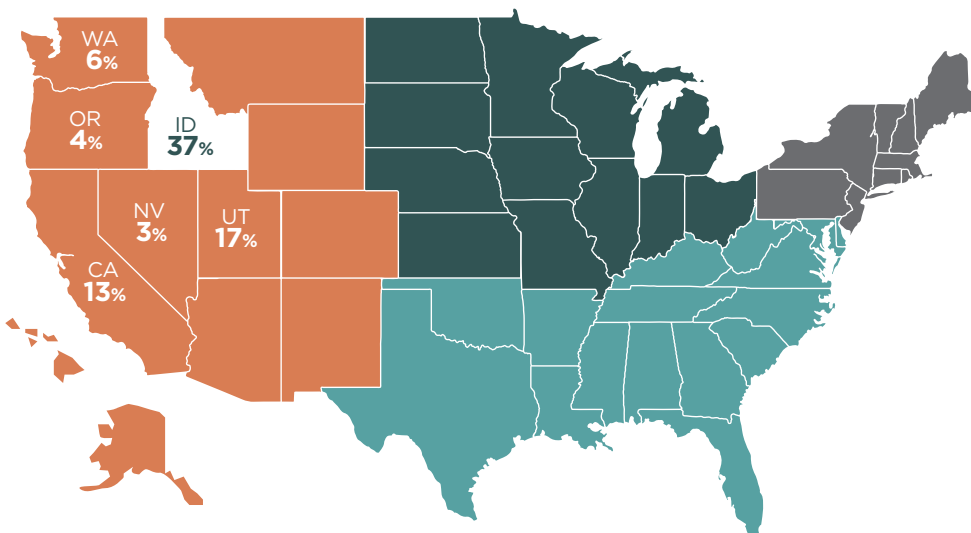
3.7 People

Overnight Stays

The average number of nights spent in South Central Idaho:

2.6 Nights

Top states with visitors to South Central Idaho:



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



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
- + 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

Total Size of Domestic Travel Market

5.5
million



3.2
day trips

2.3
overnight trips

Average Size of Travel Party

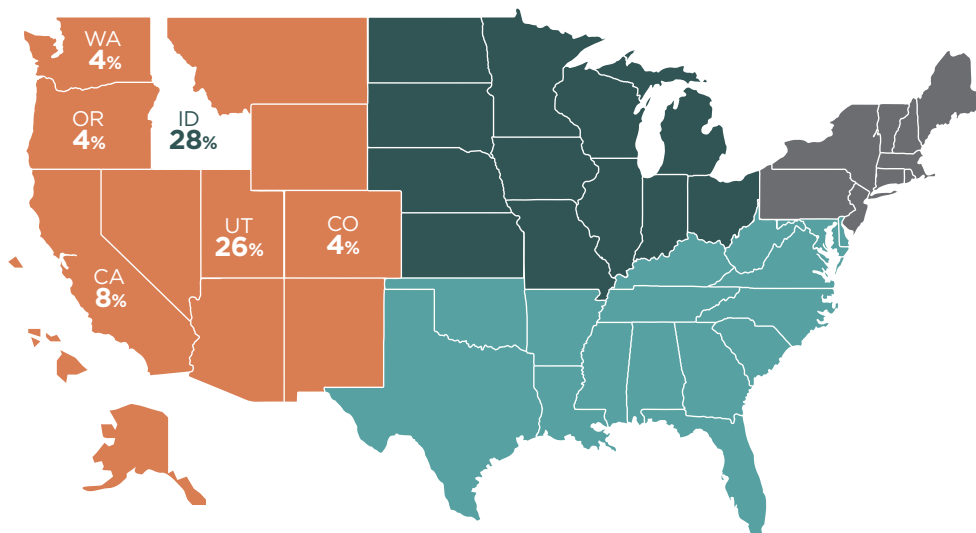
3.0 People

Overnight Stays

The average number of nights spent in Southeast Idaho:

2.9 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. Los Angeles, CA
5. Portland, OR

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
- + 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

Total Size of Domestic Travel Market

4.3
million



2.3
day trips

2.0
overnight trips

Average Size of Travel Party

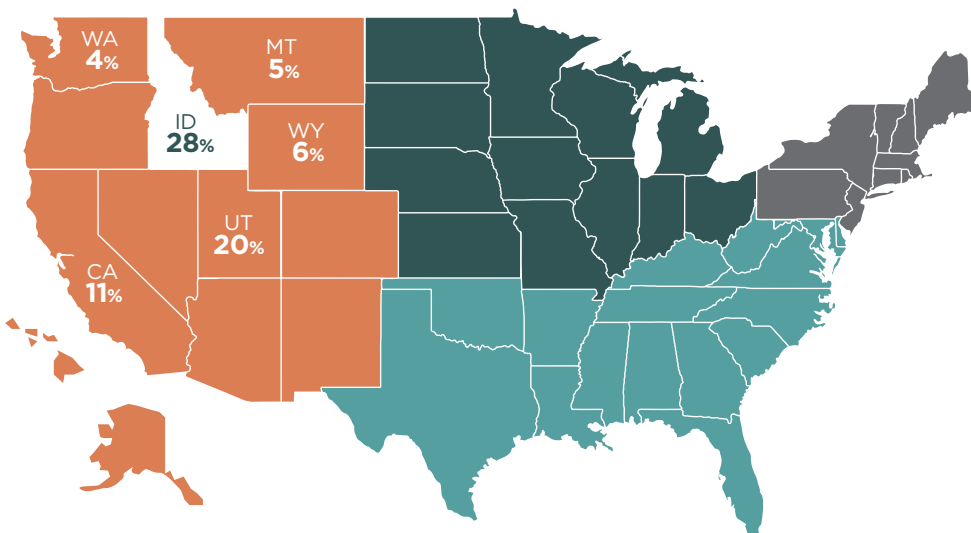
3.5 People

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. Los Angeles, CA
4. Boise, ID
5. Spokane, WA

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
- 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



2.5
day trips

1.8
overnight trips

Average Size of Travel Party

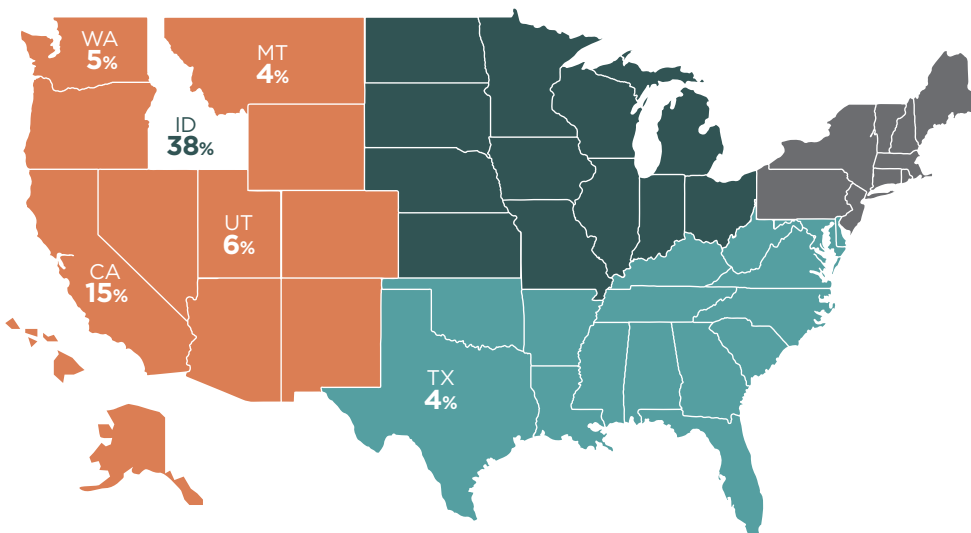
3.7 People

Overnight Stays

The average number of nights spent in Central Idaho:

3.2 Nights

Top states with visitors to Central Idaho:



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