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

**THE IDAHO TOURISM EFFECT**

**TOP REASONS visitors come to Idaho:**
- Visit friends and family
- Tour the region
- Experience the outdoors
- Attend events

**Average Length of Stay**
3.6 nights

**35.4 million** visitors to Idaho

- **40%** overnight trips
- **60%** day trips

**$3.41 billion** spent by day trippers and overnight visitors

- **$1B** food service & stores
- **$570M** local transportation
- **$759M** accommodations
- **$409M** entertainment
- **$668M** retail sales

**76%** of tourism spending is generated from out-of-state visitors

**11.3%** increase in visitor spending over 2017

- **$148** average spent per person on overnight trips
- **$61** average spent per person on day trips

**75%** of people are very satisfied with their overall trip experience