



# 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

## Tourism Employment

The Idaho tourism industry employs

**41,600**

workers statewide.

**33 million** trips were made by visitors to Idaho



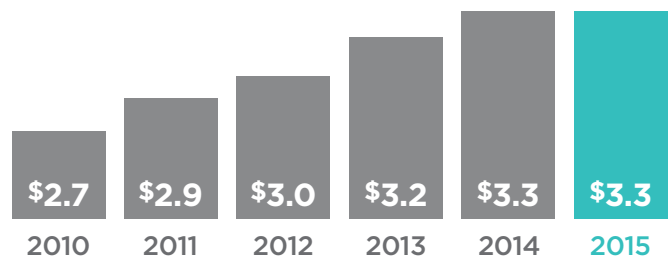
**40%**

overnight trips

**60%**

day trips

**\$3.3 billion** spent in Idaho in direct travel spending



**\$3 billion** spent by tourists at their destination

**72%** of tourism money is generated by **out-of-state** visitors



**\$693.8M**  
food service



**\$604.2M**  
local transportation



**\$457.6M**  
accommodations



**\$432M**  
entertainment



**\$414.7M**  
retail sales



**\$181.2M**  
air transportation

