



# THE CENTRAL 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

## Top 5 visitor activities in Central Idaho:

- hiking/backpacking
- camping
- shopping
- fine dining
- fishing

## Traveler Spending

Amount spent in Central Idaho:

**\$281** million



## Tourism Employment

The Central Idaho tourism industry employs:

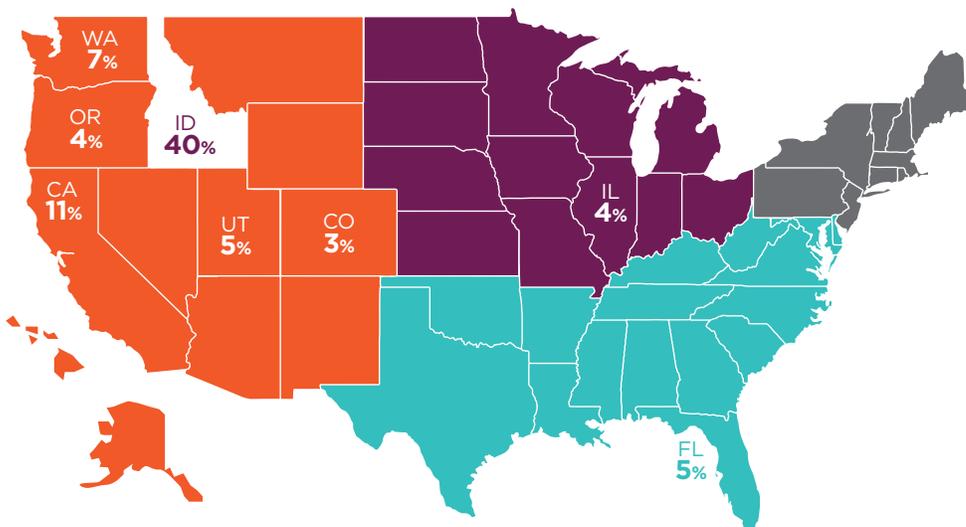
**4,000** people

## Overnight Stays

The average number of nights spent in Central Idaho:

**4.1** nights

## Top states with visitors to Central Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Idaho Falls-Pocatello, ID
3. Seattle-Tacoma, WA
4. Los Angeles, CA
5. Salt Lake City, UT
6. Chicago, IL
7. Spokane, WA
8. Washington, DC
9. Twin Falls, ID
10. Portland, OR