



# THE EASTERN 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 Eastern Idaho:

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

## Traveler Spending

Amount spent in Eastern Idaho:

**\$335.7** million



## Tourism Employment

The Eastern Idaho tourism industry employs:

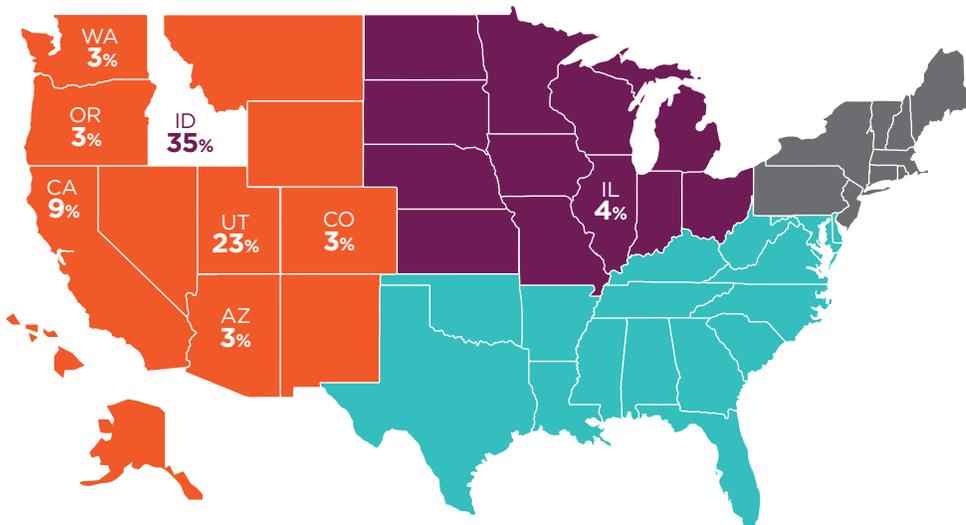
**4,400** people

## Overnight Stays

The average number of nights spent in Eastern Idaho:

**4** 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. Boise, ID
4. Portland, OR
5. Chicago, IL
6. Denver, CO
7. San Francisco-Sacramento, CA
8. Seattle-Tacoma, WA
9. Phoenix, AZ
10. Los Angeles, CA
11. Miami-Ft. Lauderdale, FL