



# THE NORTH 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 North Central Idaho:

- shopping
- fishing
- swimming
- camping
- national/state park

## Traveler Spending

Amount spent in North Central Idaho:

# \$150.9 million



## Tourism Employment

The North Central Idaho tourism industry employs:

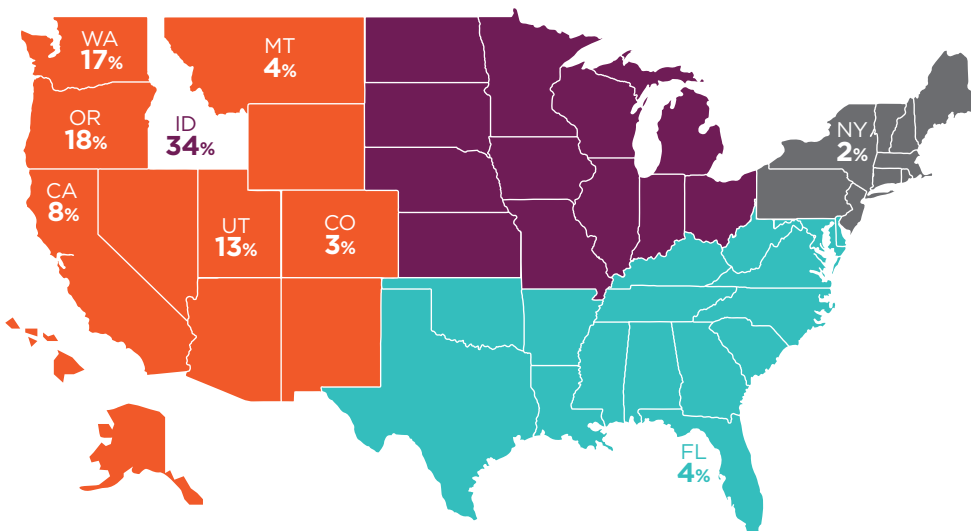
# 2,300 people

## Overnight Stays

The average number of nights spent in North Central Idaho:

# 3.6 nights

## Top states with visitors to North Central Idaho:



## Top cities of origin for overnight trips:

1. Spokane, WA
2. Boise, ID
3. Portland, OR
4. Seattle-Tacoma, WA
5. Idaho Falls-Pocatello, ID
6. Yakima, WA
7. Eugene, OR
8. Los Angeles, CA
9. Sacramento-Modesto, CA
10. Salt Lake City, UT
11. New York, NY
12. Jacksonville, FL

