



THE NORTHERN 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 Northern Idaho:

- shopping
- swimming
- hiking/backpacking
- camping
- casino

Traveler Spending

Amount spent in Northern Idaho:

\$689 million



Tourism Employment

The Northern Idaho tourism industry employs:

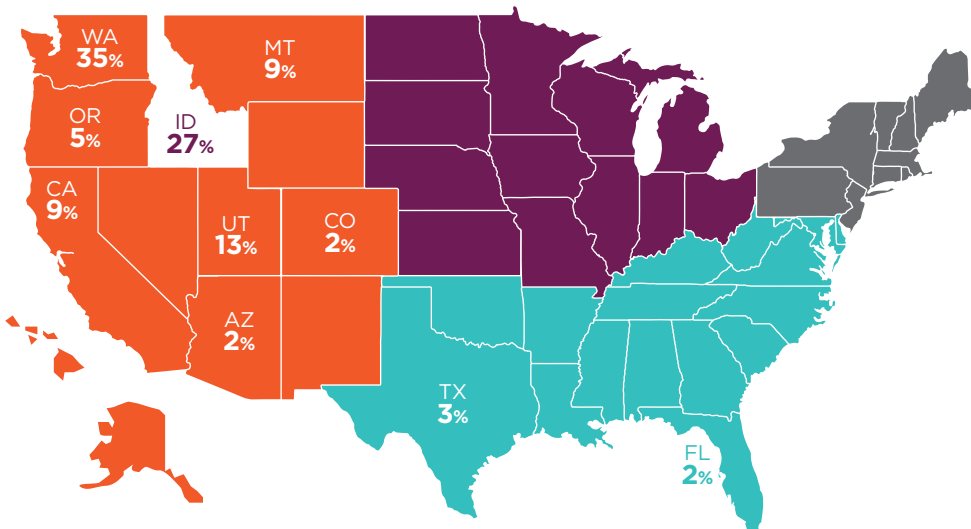
9,800 people

Overnight Stays

The average number of nights spent in Northern Idaho:

3.5 nights

Top states with visitors to Northern Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. Portland, OR
5. Missoula, MT
6. Idaho Falls-Pocatello, ID
7. San Fran-Oakland-San Jose, CA
8. Yakima, WA
9. Helena, MT
10. Butte, MT