



THE SOUTH 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

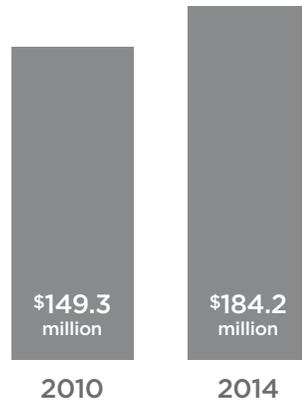
Top 5 visitor activities in South Central Idaho:

- shopping
- landmark/historic site
- swimming
- national/state park
- camping

Traveler Spending

Amount spent in South Central Idaho:

\$184.2 million



Tourism Employment

The South Central Idaho tourism industry employs:

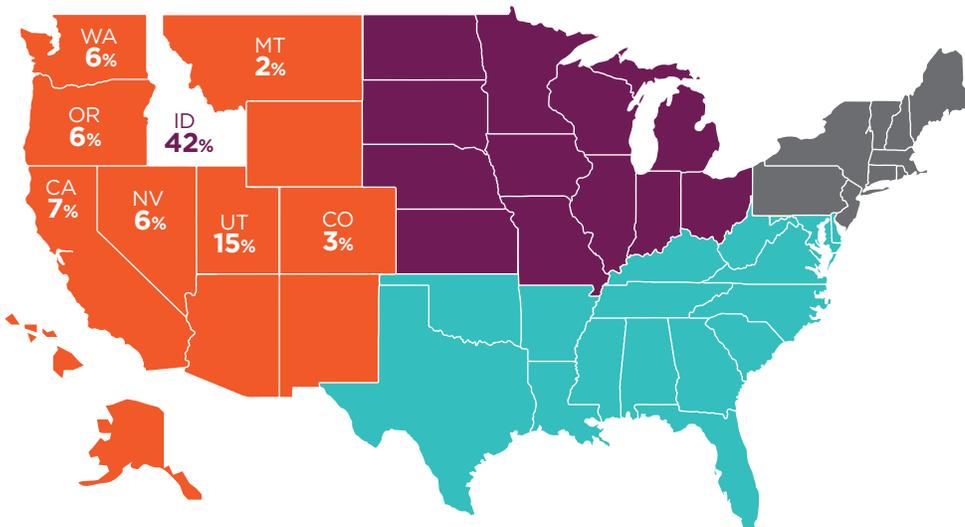
2,600 people

Overnight Stays

The average number of nights spent in South Central Idaho:

3.4 nights

Top states with visitors to South Central Idaho:



Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Portland, OR
5. Spokane, WA
6. Twin Falls, ID
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. Las Vegas, NV
10. Denver, CO
11. Fresno-Visalia, CA