



THE SOUTHEAST 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 Southeast Idaho:

- shopping
- swimming
- camping
- hiking/backpacking
- fishing

Traveler Spending

Amount spent in Southeast Idaho:

\$239.1 million



Tourism Employment

The Southeast Idaho tourism industry employs:

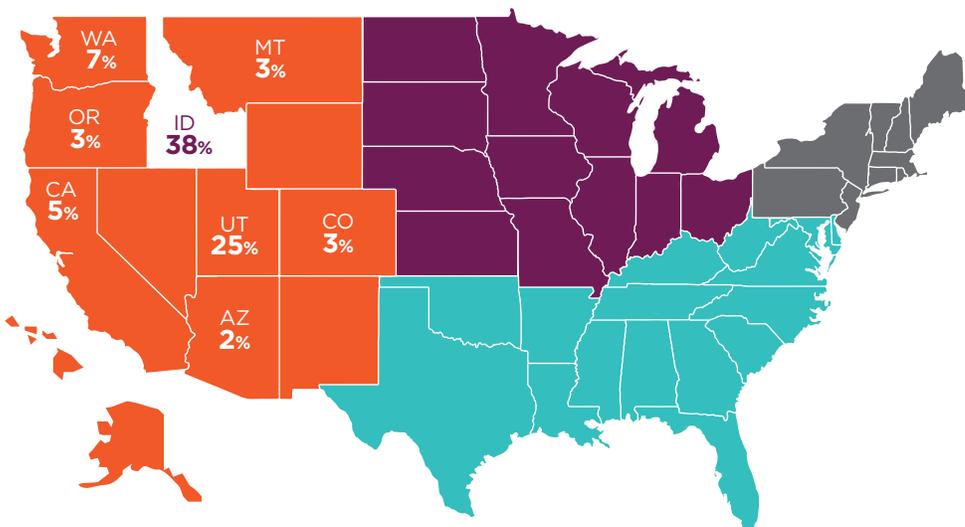
3,400 people

Overnight Stays

The average number of nights spent in Southeast Idaho:

3.7 nights

Top states with visitors to Southeast Idaho:



Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Spokane, WA
5. Twin Falls, ID
6. Portland, OR
7. Seattle-Tacoma, WA
8. Denver, CO
9. Los Angeles, CA
10. Phoenix, AZ
11. San Diego, CA