



THE SOUTHWEST 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

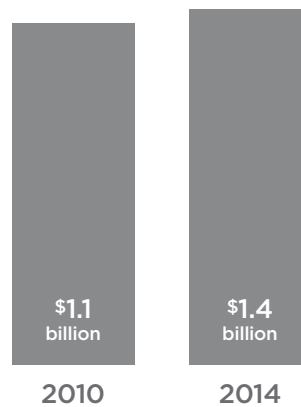
Top 5 visitor activities in Southwest Idaho:

- shopping
- fine dining
- swimming
- hiking/backpacking
- national/state park

Traveler Spending

Amount spent in Southwest Idaho:

\$1.4 billion



Tourism Employment

The Southwest Idaho tourism industry employs:

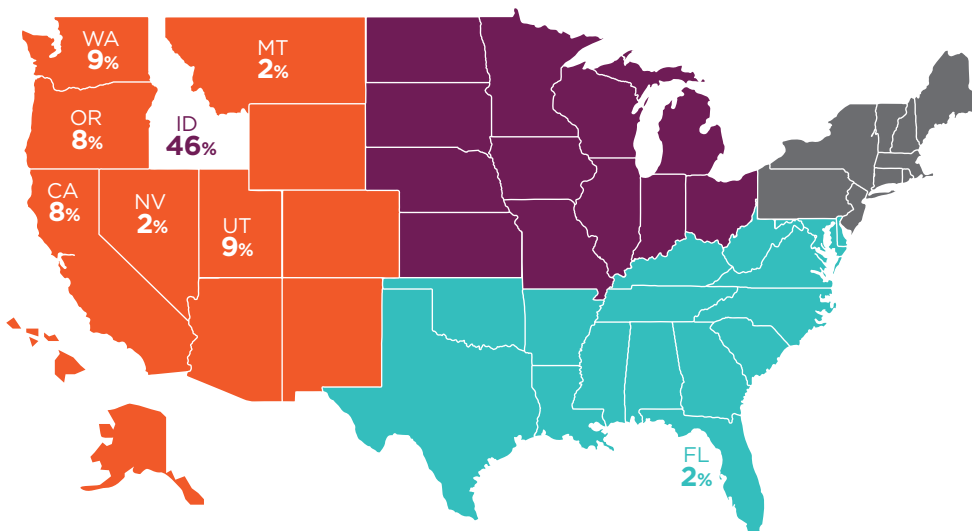
13,200 people

Overnight Stays

The average number of nights spent in Southwest Idaho:

3.8 nights

Top states with visitors to Southwest 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. Twin Falls, ID
6. Spokane, WA
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. New York, NY
10. Sacramento-Modesto, CA