

THE 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

Job Creation

The number of jobs created by the Idaho tourism industry:

45,800

Jobs statewide

34.3 million trips were made by visitors to Idaho

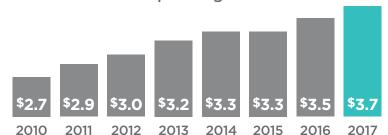


overnight trips

60%

day trips

\$3 7 billion spent in Idaho in direct travel spending



of people are very satisfied with their overall trip experience

are very satisfied with the safety and security on their trip

\$3_3 billion spent by tourists at their destination

72% of tourism spending is generated from out-of-state visitors



\$1.02B

food service & stores



\$547м

local transportation



\$607M

accommodations



\$487M

entertainment



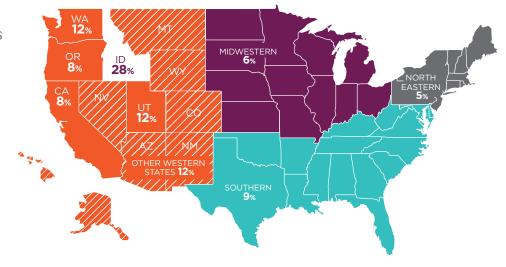
\$444M

retail sales



\$212M

air transportation



Dean Runyan, The Idaho Economic Impact Report and Longwoods International, Who is the Idaho Traveler? 2017 Edition. Figures reflect domestic travel only through 2017.

