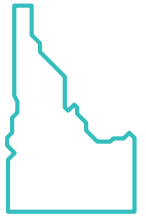




THE IDAHO TOURISM EFFECT

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

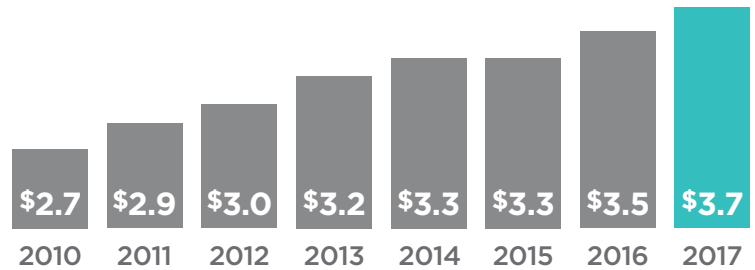
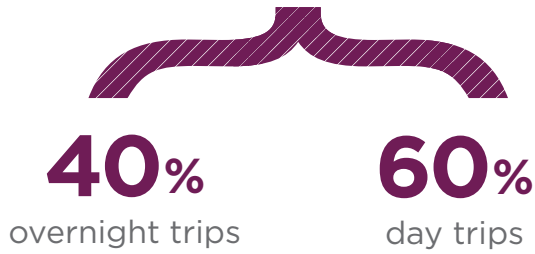
The number of jobs created by the Idaho tourism industry:

45,800

Jobs statewide

34.3 million trips were made by visitors to Idaho

\$3.7 billion spent in Idaho in direct travel spending



80% of people are **very satisfied** with their overall trip experience

75% 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
- \$547M** local transportation
- \$607M** accommodations
- \$487M** entertainment
- \$444M** retail sales
- \$212M** air transportation

