



THE NORTHERN IDAHO TOURISM EFFECT



Tourism is the state's **3rd largest** industry, behind agriculture and technology

Top reasons visitors come to Northern Idaho:

- + visit friends and family
- + experience the outdoors
- + visit a theme park

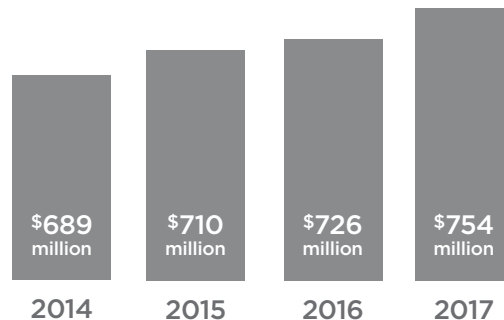
Top 5 visitor activities in Northern Idaho:

- swimming
- shopping
- hiking/backpacking
- national/state park
- camping

Traveler Spending

Amount spent in Northern Idaho:

\$754 million



Job Creation

The number of jobs created by the Northern Idaho tourism industry:

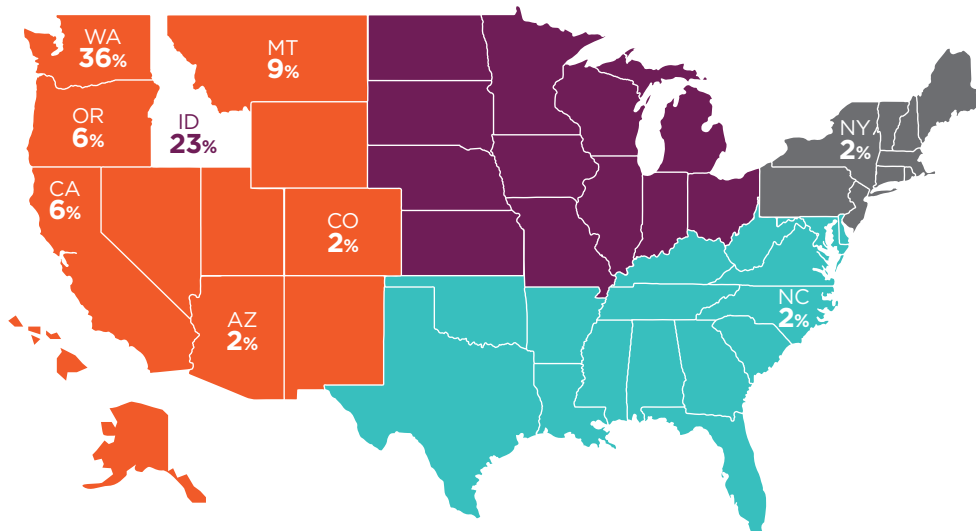
10,520 Jobs

Overnight Stays

The average number of nights spent in Northern Idaho:

3.6 nights

Top states with visitors to Northern Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Portland, OR
4. Yakima, WA
5. Missoula, MT
6. Boise, ID
7. Butte, MT
8. New York, NY/NJ/PA/CT
9. Denver, CO
10. Los Angeles, CA