



THE NORTH CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to North Central Idaho:

- + visit friends and family
- + experience the outdoors
- + attend special events

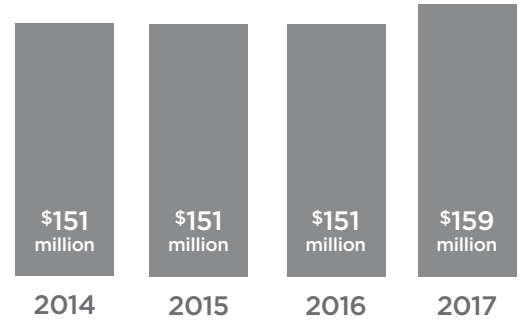
Top 5 visitor activities in North Central Idaho:

- shopping
- camping
- landmark/historic site
- swimming
- hiking/backpacking

Traveler Spending

Amount spent in North Central Idaho:

\$159 million



Job Creation

The number of jobs created by the North Central Idaho tourism industry:

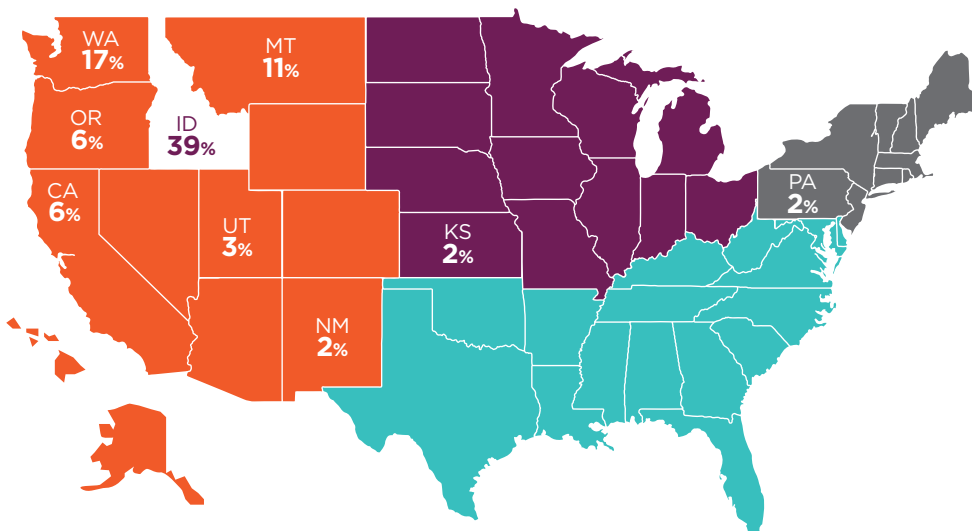
2,430 Jobs

Overnight Stays

The average number of nights spent in North Central Idaho:

2.6 nights

Top states with visitors to North Central Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Boise, ID
3. Seattle-Tacoma, WA
4. Missoula, MT
5. Idaho Falls-Pocatello, ID
6. Portland, OR
7. Salt Lake City, UT
8. Albuquerque/Santa Fe, NM
9. Los Angeles, CA