



THE SOUTHWEST IDAHO TOURISM EFFECT



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

Top reasons visitors come to Southwestern Idaho:

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

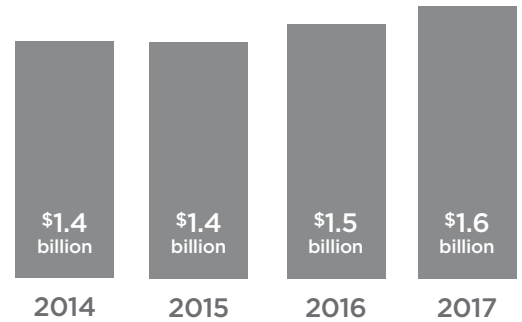
Top 5 visitor activities in Southwest Idaho:

- shopping
- fine dining
- hiking/backpacking
- swimming
- landmark/historic site

Traveler Spending

Amount spent in Southwest Idaho:

\$1.6 billion



Job Creation

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

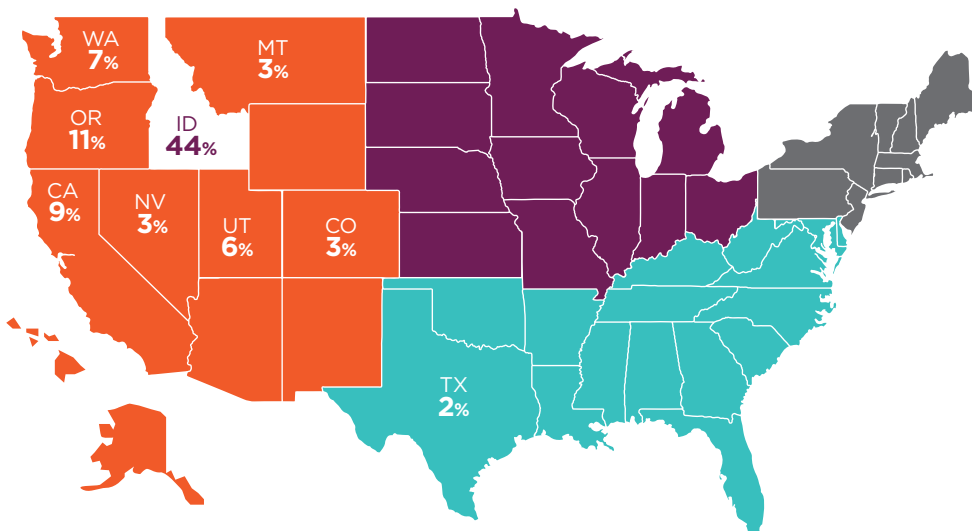
14,890 Jobs

Overnight Stays

The average number of nights spent in Southwest Idaho:

3.4 nights

Top states with visitors to Southwest Idaho:



Top cities of origin for overnight trips:

1. Boise, ID
2. Portland, OR
3. Salt Lake City, UT
4. Spokane, WA
5. Idaho Falls-Pocatello, ID
6. Twin Falls, ID
7. Seattle-Tacoma, WA
8. Los Angeles, CA
9. San Francisco-Oakland/San Jose, CA
10. Yakima, WA