



# THE SOUTH CENTRAL IDAHO TOURISM EFFECT



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

## Top reasons visitors come to South Central Idaho:

- + visit friends and family
- + tour the region
- + experience the outdoors

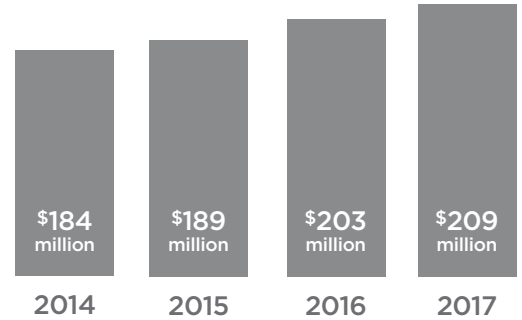
## Top 5 visitor activities in South Central Idaho:

- shopping
- national/state park
- landmark/historic site
- camping
- swimming

## Traveler Spending

Amount spent in South Central Idaho:

**\$209 million**



## Job Creation

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

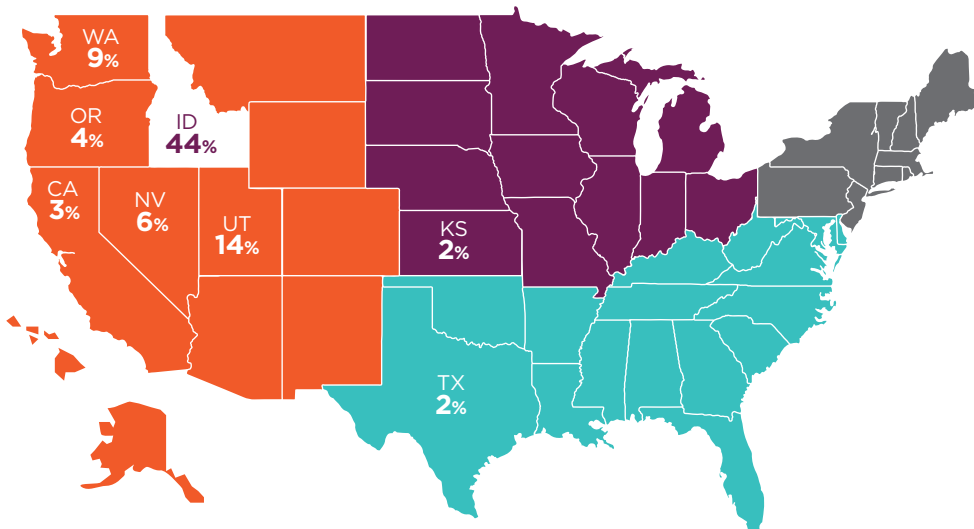
**3,020 Jobs**

## Overnight Stays

The average number of nights spent in South Central Idaho:

**2.0 nights**

## Top states with visitors to South Central Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Boise, ID
3. Idaho Falls-Pocatello, ID
4. Twin Falls, ID
5. Seattle-Tacoma, WA
6. Yakima, WA
7. Portland, OR
8. Las Vegas, NV