



# THE SOUTHEAST IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Southeastern Idaho:

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

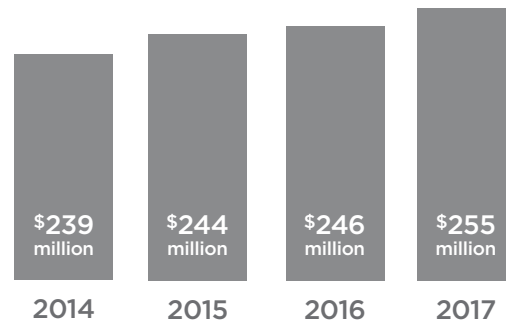
## Top 5 visitor activities in Southeast Idaho:

- shopping
- swimming
- landmark/historic site
- national/state park
- hiking/backpacking

## Traveler Spending

Amount spent in Southeast Idaho:

# \$255 million



## Job Creation

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

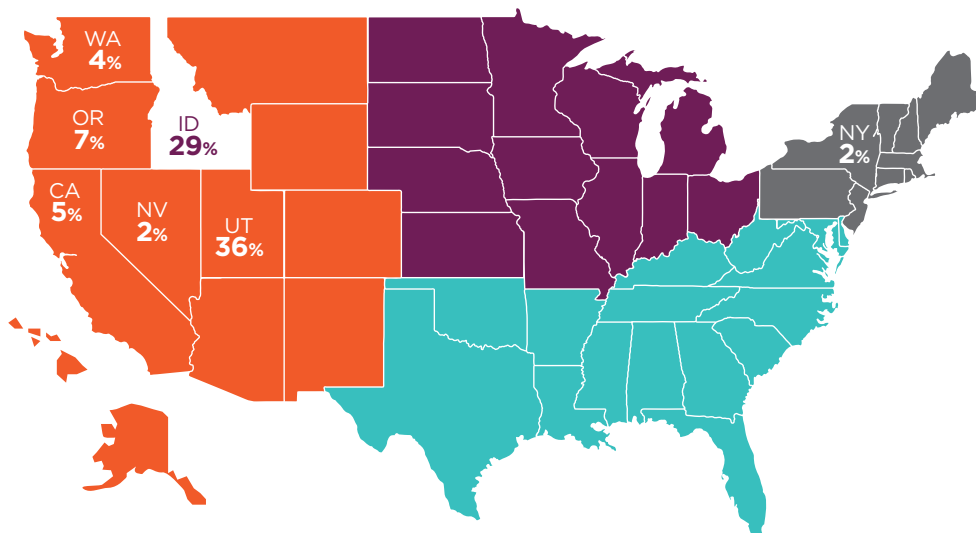
# 3,690 Jobs

## Overnight Stays

The average number of nights spent in Southeast Idaho:

# 2.5 nights

## Top states with visitors to Southeast Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Portland, OR
5. Twin Falls, ID
6. New York, NY/NJ/PA/CT
7. Los Angeles, CA
8. Seattle-Tacoma, WA
9. Las Vegas, NV