



THE EASTERN IDAHO TOURISM EFFECT



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

Top reasons visitors come to Eastern Idaho:

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

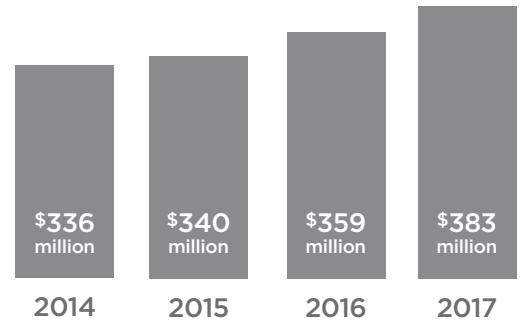
Top 5 visitor activities in Eastern Idaho:

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

Traveler Spending

Amount spent in Eastern Idaho:

\$383 million



Job Creation

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

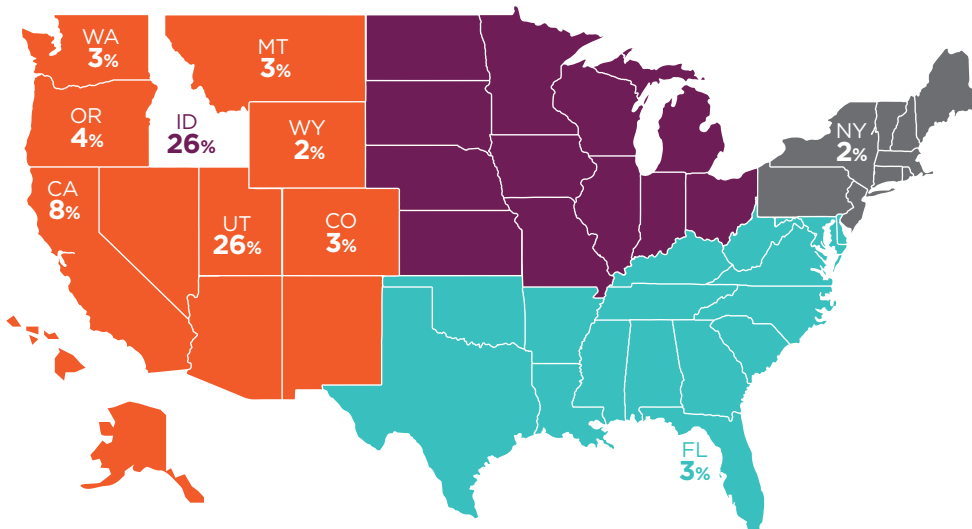
5,320 Jobs

Overnight Stays

The average number of nights spent in Eastern Idaho:

2.8 nights

Top states with visitors to Eastern Idaho:



Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Los Angeles, CA
5. Portland, OR
6. Denver, CO
7. Spokane, WA
8. New York, NY/NJ/PA/CT
9. Raleigh-Durham, NC
10. Phoenix, AZ
11. Butte, MT