



# THE CENTRAL IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Central Idaho:

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

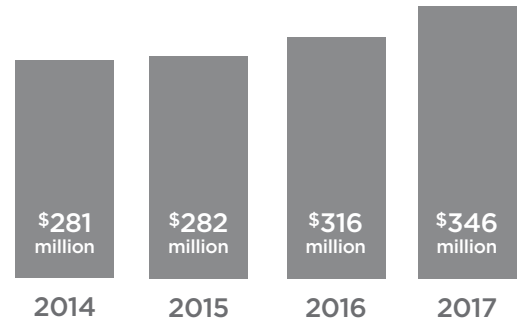
## Top 5 visitor activities in Central Idaho:

- hiking/backpacking
- camping
- fishing
- shopping
- national/state park

## Traveler Spending

Amount spent in Central Idaho:

# \$346 million



## Job Creation

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

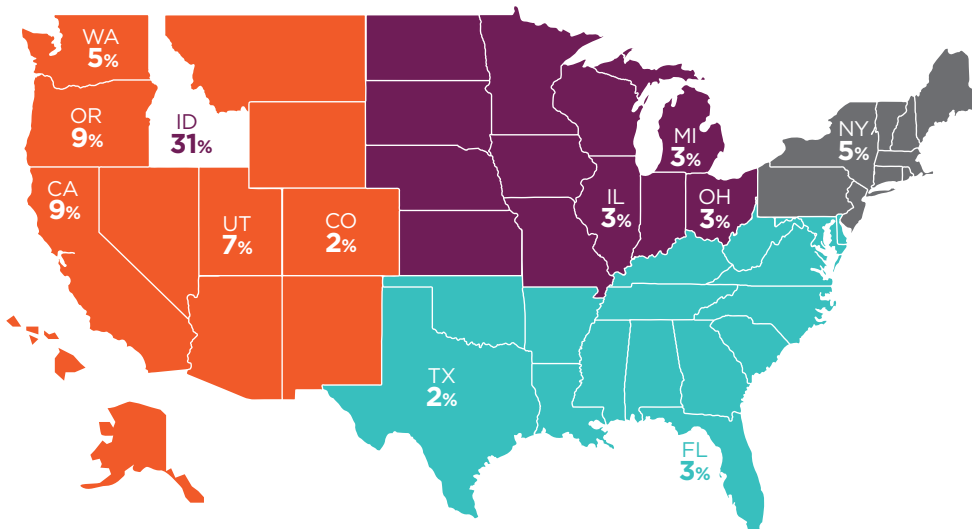
# 5,950 Jobs

## Overnight Stays

The average number of nights spent in Central Idaho:

# 3.0 nights

## Top states with visitors to Central Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Idaho Falls-Pocatello, ID
3. Salt Lake City, UT
4. Portland, OR
5. New York, NY/NJ/PA/CT
6. Seattle-Tacoma, WA
7. Chicago, IL
8. Twin Falls, ID
9. San Francisco-Oakland/San Jose, CA
10. Los Angeles, CA