Tourism is the state’s 3rd largest industry, behind agriculture and technology.

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**Top reasons visitors come to Northern Idaho:**
- visit friends and family
- experience the outdoors
- tour the region

**Top 5 visitor activities in Northern Idaho:**
- attending celebration
- sightseeing
- shopping
- hiking/backpacking
- camping

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**Top activities of special interest:**
- Historic Places
- Cultural Activities
- Brewery Tours/Beer Tasting
- Winery Tours/Tasting
- Exceptional Culinary Experiences

**Average Size of Overnight Travel Party**

**Total Size of Domestic Travel Market**

- 8.0 million
  - 5.1 day trips
  - 2.9 overnight trips

**Overnight Stays**

The average number of nights spent in Northern Idaho:

- 3.2 Nights
- 2.9 People

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**Top states with visitors to Northern Idaho:**

- WA 30%
- ID 23%
- CA 7%
- OR 4%
- MT 3%

**Top cities of origin for overnight trips:**

1. Spokane, WA
2. Boise, ID
3. Seattle-Tacoma, WA
4. Yakima, WA
5. Portland, OR
6. Los Angeles, CA
7. Missoula, MT
8. Salt Lake City, UT

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