



# THE NORTHERN IDAHO TOURISM EFFECT



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

## 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

## Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Brewery Tours/Beer Tasting
- + Winery Tours/Tasting
- + Exceptional Culinary Experiences

## Total Size of Domestic Travel Market

**8.0**  
million



**5.1**  
day trips

**2.9**  
overnight trips

## Average Size of Overnight Travel Party

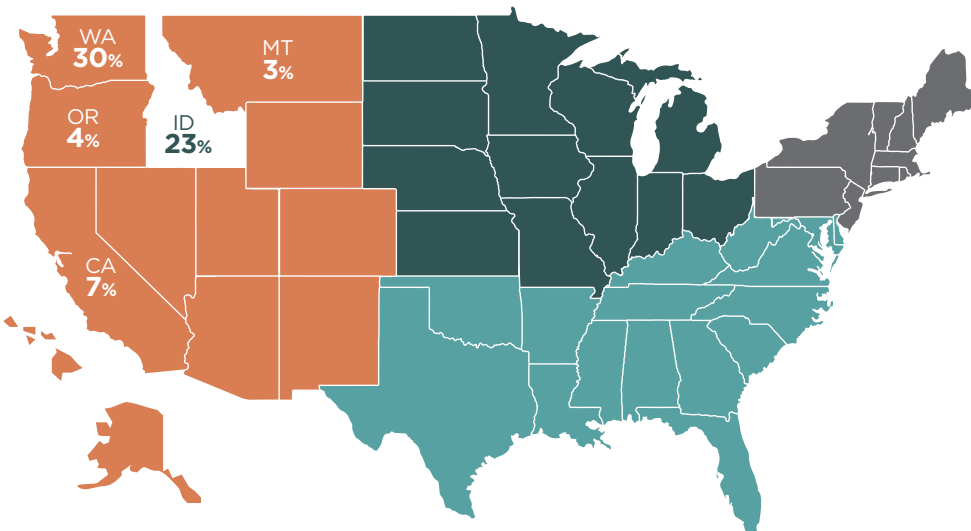
**2.9** People

## Overnight Stays

The average number of nights spent in Northern Idaho:

**3.2** Nights

## Top states with visitors to Northern Idaho:



## 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

Compass - Longwoods International, Travel USA Visitor Profile, 2021 Edition. Figures reflect domestic travel only through 2021.