



THE NORTH CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to North Central Idaho:

- + visit friends and family
- + experience the outdoors
- + city trip

Top 5 visitor activities in North Central Idaho:

- attending celebration
- shopping
- hiking/backpacking
- business meeting
- participate/attend amateur sports event

Top activities of special interest:

- + Historic Places
- + Agritourism
- + Winery Tours/Tasting
- + Film Tourism
- + Exceptional Culinary Experiences

Total Size of Domestic Travel Market

4.9
million



3.0
day trips

1.9
overnight trips

Average Size of Overnight Travel Party

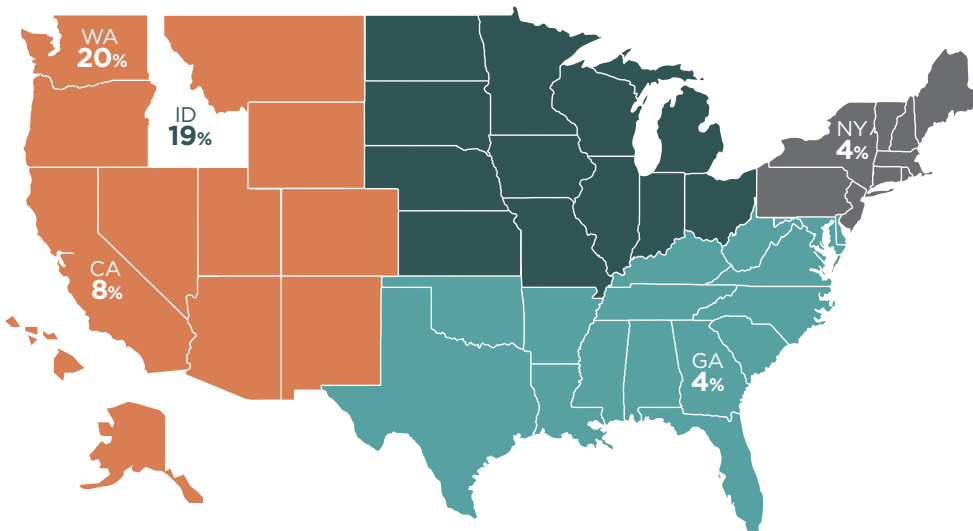
3.4 People

Overnight Stays

The average number of nights spent in North Central Idaho:

2.5 Nights

Top states with visitors to North Central Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. New York, NY
5. Portland, OR
6. Los Angeles, CA
7. Salt Lake City, UT
8. Atlanta, GA