



# THE SOUTHWEST IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Southwestern Idaho:

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

## Top 5 visitor activities in Southwest Idaho:

- shopping
- sightseeing
- attending celebration
- hiking/backpacking
- swimming

## Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Brewery Tours/Beer Tasting
- + Winery Tours/Tasting
- + Agritourism

## Total Size of Domestic Travel Market

**10.2**  
million



**5.7**  
day trips

**4.5**  
overnight trips

## Average Size of Overnight Travel Party

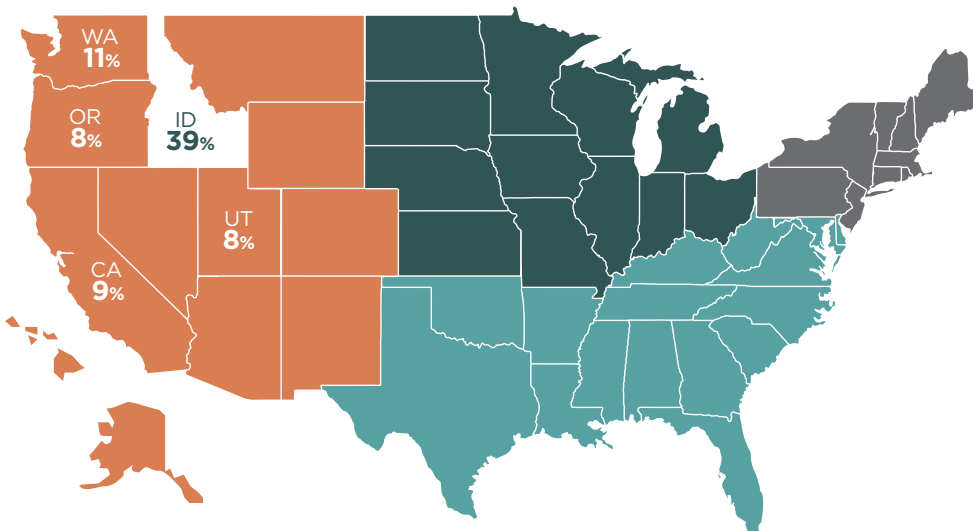
**2.7** People

## Overnight Stays

The average number of nights spent in Southwest Idaho:

**3.6** Nights

## Top states with visitors to Southwest Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Spokane, WA
4. Portland, OR
5. Twin Falls, ID
6. Los Angeles, CA
7. Seattle-Tacoma, WA
8. Idaho Falls-Pocatello, ID

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