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

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

**Top 5 visitor activities in Southwest Idaho:**
1. shopping
2. sightseeing
3. attending celebration
4. hiking/backpacking
5. swimming

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

![Map showing top states with visitors to Southwest Idaho]

- WA 11%
- OR 8%
- ID 39%
- CA 9%
- UT 8%

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**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

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**Average Size of Overnight Travel Party**
- **2.7** People

**Overnight Stays**
- The average number of nights spent in Southwest Idaho:
- **3.6** Nights

**Total Size of Domestic Travel Market**
- **10.2** million
- **5.7** day trips
- **4.5** overnight trips

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

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