



THE SOUTH CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to South Central Idaho:

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

Top 5 visitor activities in South Central Idaho:

- sightseeing
- landmark/historic site
- shopping
- attending celebration
- hiking/backpacking

Top activities of special interest:

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

Total Size of Domestic Travel Market

4.3
million



2.8
day trips

1.5
overnight trips

Average Size of Overnight Travel Party

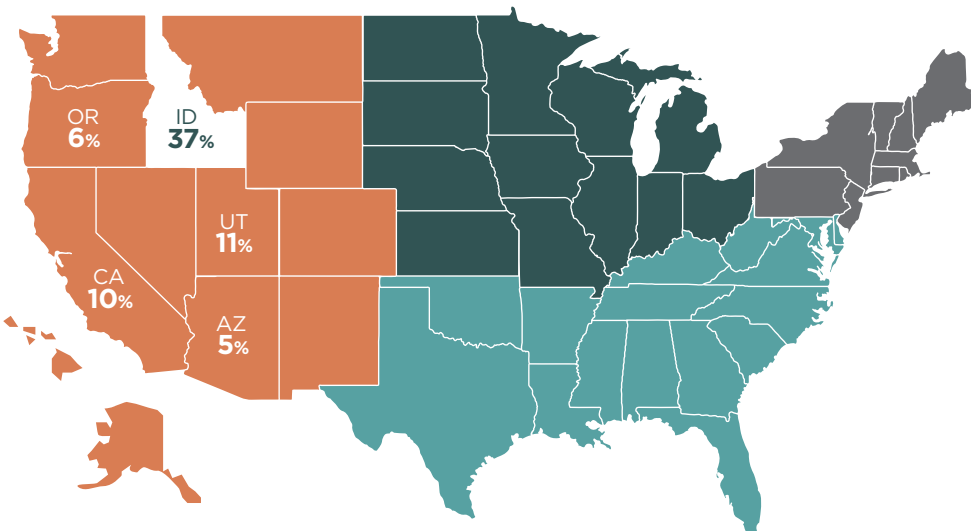
3.0 People

Overnight Stays

The average number of nights spent in South Central Idaho:

2.4 Nights

Top states with visitors to South Central Idaho:



Top cities of origin for overnight trips:

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