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

Top reasons visitors come to Southeastern Idaho:
+ visit friends and family
+ experience outdoors
+ tour the region

Top 5 visitor activities in Southeast Idaho:
1. shopping
2. landmark/historic site
3. sightseeing
4. hiking/backpacking
5. attending celebration

Top activities of special interest:
+ Historic Places
+ Cultural Activities
+ Agritourism
+ Exceptional Culinary Experiences
+ Brewery Tours/Beer Tasting

Total Size of Domestic Travel Market
- 5.8 million

Top states with visitors to Southeast Idaho:
- WA 4%
- NY 4%
- ID 23%
- CA 8%
- UT 22%
- Spoke, WA
- Boise, ID
- Idaho Falls-Pocatello, ID
- Los Angeles, CA
- New York, NY
- Denver, CO
- Atlanta, GA

Average Size of Overnight Travel Party
- 3.0 People
- 2.7 Nights

Top cities of origin for overnight trips:
1. Salt Lake City, UT
2. Boise, ID
3. Idaho Falls-Pocatello, ID
4. Los Angeles, CA
5. New York, NY
6. Spokane, WA
7. Denver, CO
8. Atlanta, GA