



THE SOUTHEAST IDAHO TOURISM EFFECT



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:

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



3.5
day trips

2.3
overnight trips

Average Size of Overnight Travel Party

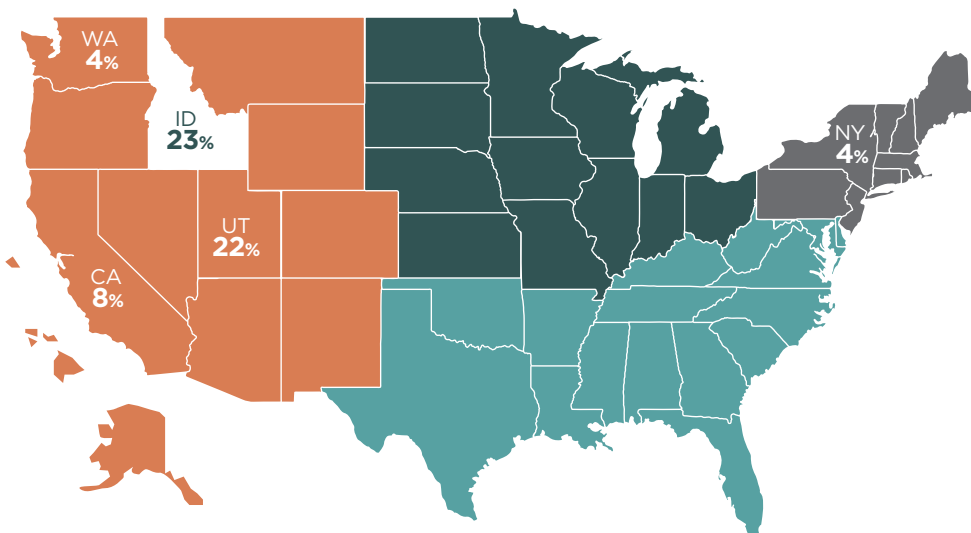
3.0 People

Overnight Stays

The average number of nights spent in Southeast Idaho:

2.7 Nights

Top states with visitors to Southeast Idaho:



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

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