

# THE EASTERN IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Eastern Idaho:

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

## Top 5 visitor activities in Eastern Idaho:

- sightseeing
- shopping
- attending celebration
- national/state park
- landmark/historic site

## Top activities of special interest:

- + Historic Places
- + Agritourism
- + Cultural Activities
- + Exceptional Culinary Experiences
- + Brewery Tours/Beer Tasting

## Total Size of Domestic Travel Market

**5.2**  
million



**2.9**  
day trips

**2.4**  
overnight trips

## Average Size of Overnight Travel Party

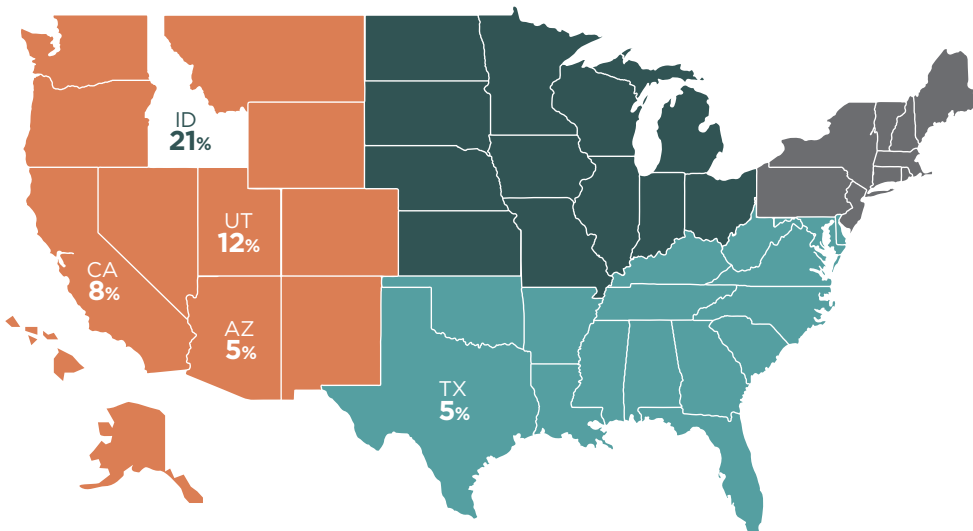
**3.8** People

## Overnight Stays

The average number of nights spent in Eastern Idaho:

**2.7** Nights

## Top states with visitors to Eastern Idaho:



## Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Chicago, IL
5. Los Angeles, CA
6. New York, NY
7. Portland, OR
8. San Francisco-Oakland/San Jose, CA