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

Top states with visitors to Eastern Idaho:
- ID 21%
- CA 8%
- UT 12%
- AZ 5%
- TX 5%

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

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