

# THE CENTRAL IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Central Idaho:

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

## Top 5 visitor activities in Central Idaho:

- shopping
- hiking/backpacking
- sightseeing
- business/conference
- attending celebration

## Top activities of special interest:

- + Historic Places
- + Agritourism
- + Cultural Activities
- + Eco-Tourism
- + Exceptional Culinary Experiences

## Total Size of Domestic Travel Market

**5.9**  
million



**3.8**  
day trips

**2.1**  
overnight trips

## Average Size of Overnight Travel Party

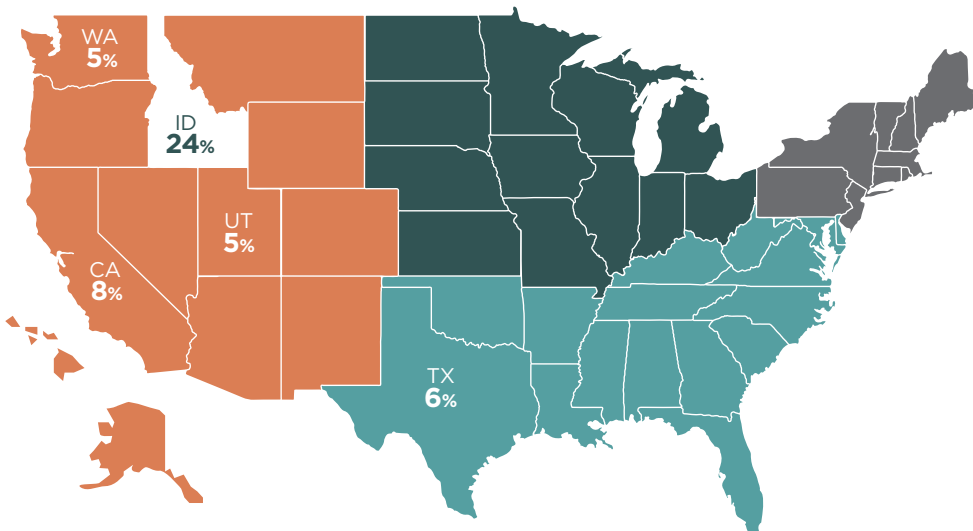
**3.1** People

## Overnight Stays

The average number of nights spent in Central Idaho:

**2.6** Nights

## Top states with visitors to Central Idaho:



## Top cities of origin for overnight trips:

1. Boise, ID
2. Idaho Falls-Pocatello, ID
3. Salt Lake City, UT
4. New York, NY
5. Twin Falls, ID
6. Los Angeles, CA
7. Seattle-Tacoma, WA
8. Spokane, WA