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 states with visitors to Central Idaho:
- WA 5%
- ID 24%
- CA 8%
- UT 5%
- TX 6%
- WA 5%

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 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