Tourism is the state’s third-largest industry, behind agriculture and technology.

**THE IDAHO TOURISM EFFECT**

- **3.4** nights
- **12.2%** increase in visitor spending compared to 2019
- **$1.36B** in food service & stores
- **$746M** in local transportation
- **$974M** in accommodations
- **$615M** in entertainment
- **$533M** in retail sales

**TOP REASONS visitors come to Idaho:**
- visit friends and family
- tour the region
- experience the outdoors
- city trip

**37.0 million** visitors to Idaho

- **40%** overnight trips
- **60%** day trips

**$4.8 billion** in direct travel spending

- **84%** of tourism spending is generated from out-of-state visitors

**$158** average spent per person on overnight trips

**$62** average spent per person on day trips

**$594 million** in travel spending is generated from out-of-state visitors.