



THE IDAHO TOURISM EFFECT

Tourism is the state's **third-largest** industry, behind agriculture and technology



TOP REASONS visitors come to Idaho:



visit friends and family



tour the region



experience the outdoors



city trip

Average Length of Stay

3.4

nights

37.0 million

 visitors to Idaho

40%

 overnight trips

60%

 day trips

12.2%

 increase in visitor spending compared to 2019

\$158

 average spent per person on overnight trips

\$62

 average spent per person on day trips

\$4.8 billion

 in direct travel spending

84%

 of tourism spending is generated from out-of-state visitors

\$1.36B food service & stores



\$746M local transportation



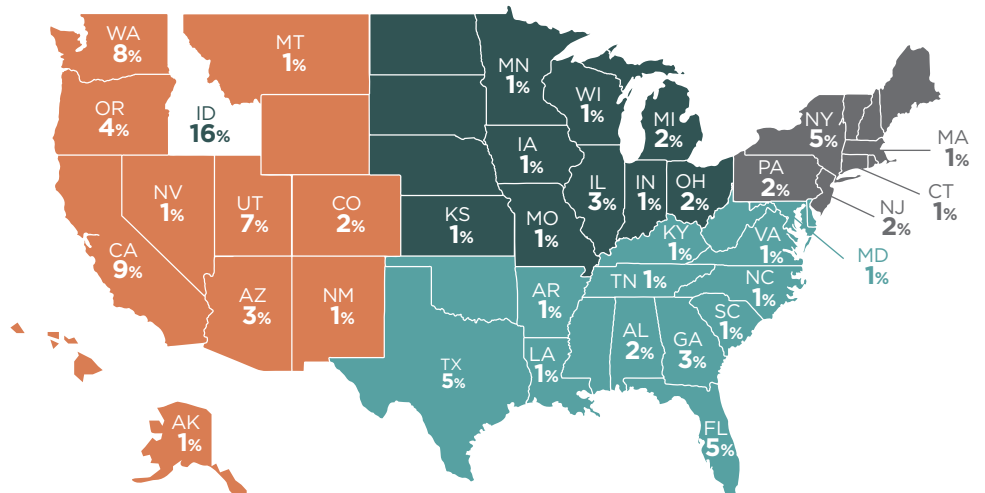
\$974M accommodations



\$615M entertainment



\$533M retail sales



These percentages reflect visitor origins.

Longwoods International, Travel USA Visitor Profile, 2021 & Dean Runyan Associates, 2021 Idaho Economic Impact Report. Figures reflect domestic travel only through 2021.