



THE NORTHERN IDAHO TOURISM EFFECT

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



Top reasons visitors come to Northern Idaho:

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

Top 5 visitor activities in Northern Idaho:



shopping



sightseeing



attending celebration



casino



bar/nightclub

81%

of travelers to the region
are **repeat visitors**

24%

of travel parties required
some **accessibility service**

Total Size of Domestic Travel Market

8.3M



5.4M

day trips

2.9M

overnight trips

Overnight Stays

The average number of nights
spent in Northern Idaho:

2.6

 Nights

Average Size of Overnight Travel Party

3.0

 People

Chosen Accommodations:

62%

Hotels/Motels/
Resorts

9%

Bed &
Breakfast

9%

Campground/
RV Park

7%

Vacation
Rental

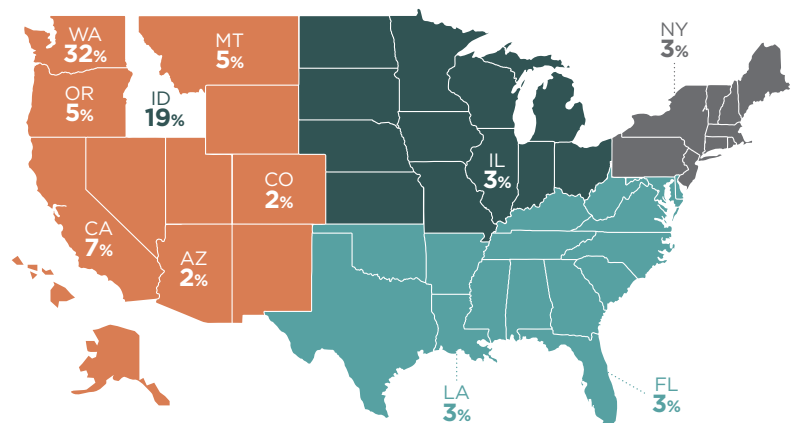
19%

Friends/
Family

Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Los Angeles, CA
4. Portland, OR
5. Boise, ID
6. Yakima, WA
7. New York, NY

Top states with visitors to Northern Idaho:



Compass - Longwoods International, Travel USA Visitor Profile, 2023 Edition. Figures reflect domestic travel only through 2023.



THE NORTH CENTRAL IDAHO TOURISM EFFECT

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



Top reasons visitors come to North Central Idaho:

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

Top 5 visitor activities in North Central Idaho:



shopping



sightseeing



attending celebration



camping



bar/nightclub

75%

of travelers to the region are **repeat visitors**

29%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

4.9M



3.1M

day trips

1.8M

overnight trips

Average Size of Overnight Travel Party

3.1

 People

Overnight Stays

The average number of nights spent in North Central Idaho:

2.6

 Nights

Chosen Accommodations:

63%

Hotels/Motels/
Resorts

14%

Bed &
Breakfast

18%

Campground/
RV Park

10%

Vacation
Rental

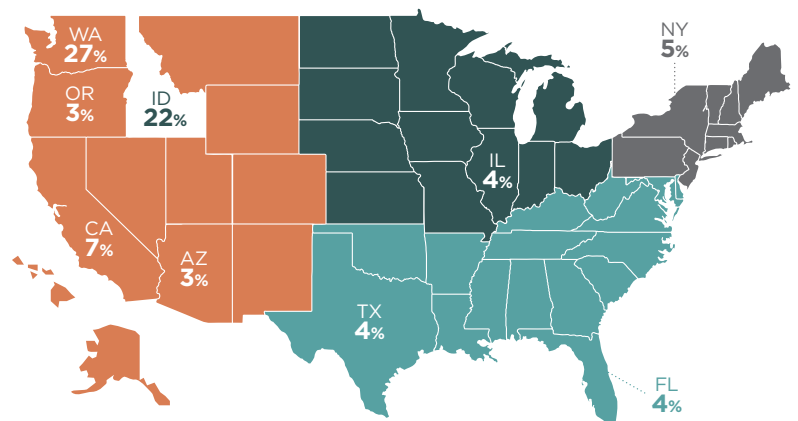
18%

Friends/
Family

Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. Yakima, WA
5. New York, NY
6. Los Angeles, CA
7. Twin Falls, ID

Top states with visitors to North Central Idaho:



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THE SOUTHWEST IDAHO TOURISM EFFECT

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



Top reasons visitors come to Southwestern Idaho:

- + visit friends and family
- + experience the outdoors
- + special event

Top 5 visitor activities in Southwest Idaho:



shopping



sightseeing



attending celebration



local parks/playgrounds



bar/nightclub

79%

of travelers to the region are **repeat visitors**

15%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

10.5M



6.2M

day trips

4.3M

overnight trips

Average Size of Overnight Travel Party

2.9

People

Overnight Stays

The average number of nights spent in Southwest Idaho:

3.3

Nights



Chosen Accommodations:

44%

Hotels/Motels/Resorts

5%

Second Home

8%

Campground/RV Park

14%

Vacation Rental

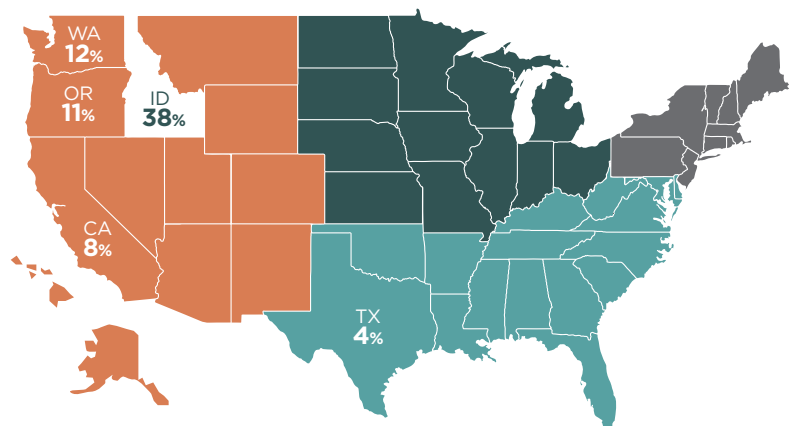
36%

Friends/Family

Top cities of origin for overnight trips:

1. Boise, ID
2. Portland, OR
3. Seattle-Tacoma, WA
4. Twin Falls, ID
5. Spokane, WA
6. Idaho Falls-Pocatello, ID
7. Salt Lake City, UT
8. Yakima, WA

Top states with visitors to Southwest Idaho:



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THE SOUTH CENTRAL IDAHO TOURISM EFFECT

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



Top reasons visitors come to South Central Idaho:

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

Top 5 visitor activities in South Central Idaho:

- shopping
- sightseeing
- local parks/playgrounds
- landmark/historic site
- attending celebration

73%

of travelers to the region are **repeat visitors**

26%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

4.5M



3M

day trips

1.5M

overnight trips

Overnight Stays

The average number of nights spent in South Central Idaho:

1.9 Nights

Average Size of Overnight Travel Party

2.7 People



Chosen Accommodations:

66%

Hotels/Motels/Resorts

8%

Bed & Breakfast

7%

Campground/RV Park

8%

Vacation Rental

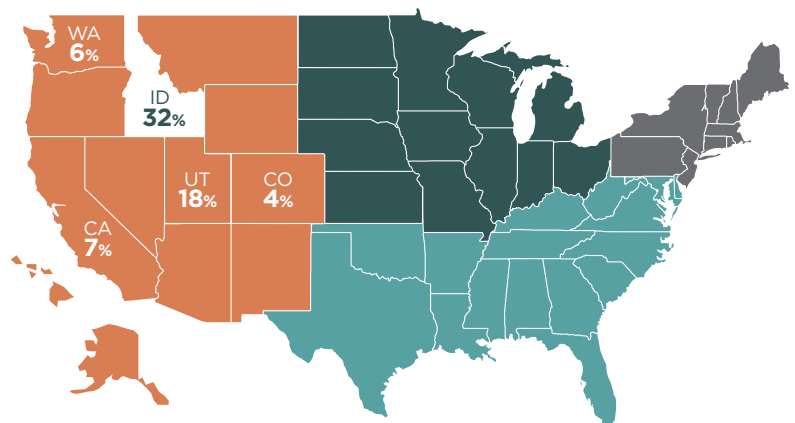
24%

Friends/Family

Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Boise, ID
3. Twin Falls, ID
4. Los Angeles, CA
5. Idaho Falls-Pocatello, ID

Top states with visitors to South Central Idaho:



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THE SOUTHEAST IDAHO TOURISM EFFECT






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



Top reasons visitors come to Southeastern Idaho:

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

Top 5 visitor activities in Southeast Idaho:

-  sightseeing
-  attending celebration
-  shopping
-  landmark/historic site
-  hiking/backpacking

83%

of travelers to the region are **repeat visitors**

25%

of travel parties required some **accessibility service**

Average Size of Overnight Travel Party

3.4

 People

Total Size of Domestic Travel Market

6.0M



3.7M

day trips

2.3M

overnight trips

Overnight Stays

The average number of nights spent in Southeast Idaho:

2.2

 Nights

Chosen Accommodations:

48%

Hotels/Motels/Resorts

8%

Time Share

14%

Campground/RV Park

24%

Vacation Rental

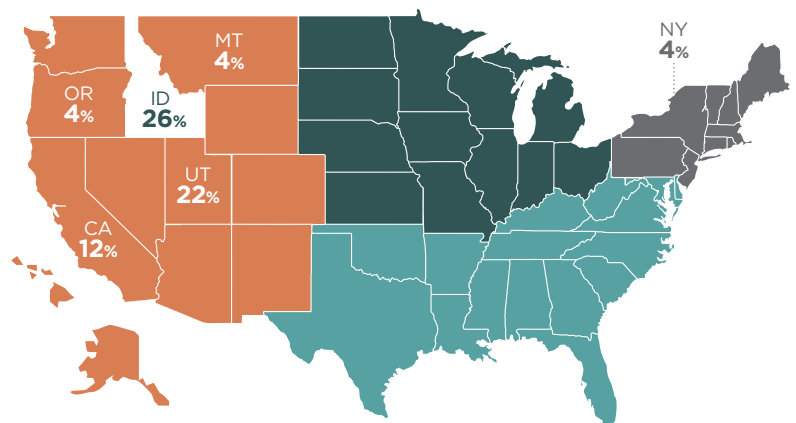
21%

Friends/Family

Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Los Angeles, CA
5. New York, NY

Top states with visitors to Southeast Idaho:



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THE EASTERN IDAHO TOURISM EFFECT






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



Top reasons visitors come to Eastern Idaho:

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

Top 5 visitor activities in Eastern Idaho:

-  attending celebration
-  shopping
-  sightseeing
-  hiking/backpacking
-  nature tours/birding/
wildlife viewing

81%

of travelers to the region
are **repeat visitors**

27%

of travel parties required
some **accessibility service**

Total Size of Domestic Travel Market

5.3M



3.1M

day trips

2.2M

overnight trips

Overnight Stays

The average number of nights
spent in Eastern Idaho:

2.7 Nights

Average Size of Overnight Travel Party

3.2 People



Chosen Accommodations:

56%

Hotels/Motels/
Resorts

10%

Country Inn/
Lodge

17%

Campground/
RV Park

16%

Vacation
Rental

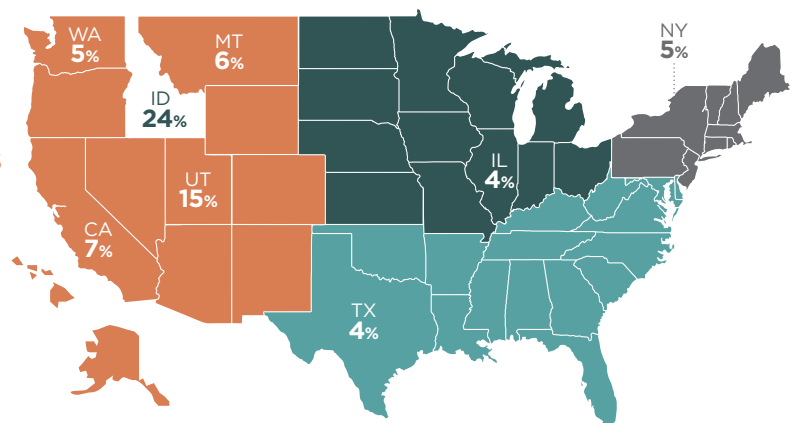
17%

Friends/
Family

Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-
Pocatello, ID
3. Los Angeles, CA
4. New York, NY
5. Missoula, MT

Top states with visitors to Eastern Idaho:



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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:



sightseeing



hiking/backpacking



landmark/historic site



camping



attending celebration

70%

of travelers to the region are **repeat visitors**

31%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

5.9M



3.9M

day trips

2.0M

overnight trips

Overnight Stays

The average number of nights spent in Central Idaho:

2.4 Nights

Average Size of Overnight Travel Party

3.0 People



Chosen Accommodations:

43%

Hotels/Motels/Resorts

13%

Bed & Breakfast

24%

Campground/RV Park

24%

Vacation Rental

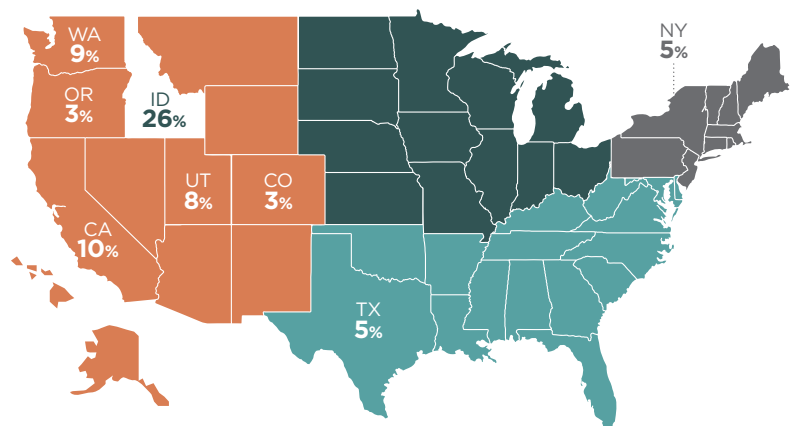
17%

Friends/Family

Top cities of origin for overnight trips:

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

Top states with visitors to Central Idaho:



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