



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



experience the outdoors



tour the region



special event



city trip

Average Length of Stay in Idaho

3.1 nights

38.2 million visitors to Idaho



14.3M

overnight trips (37%)

23.9M

day trips (63%)

15% increase in visitor spending compared to 2021

\$180 average spent per person on overnight trips

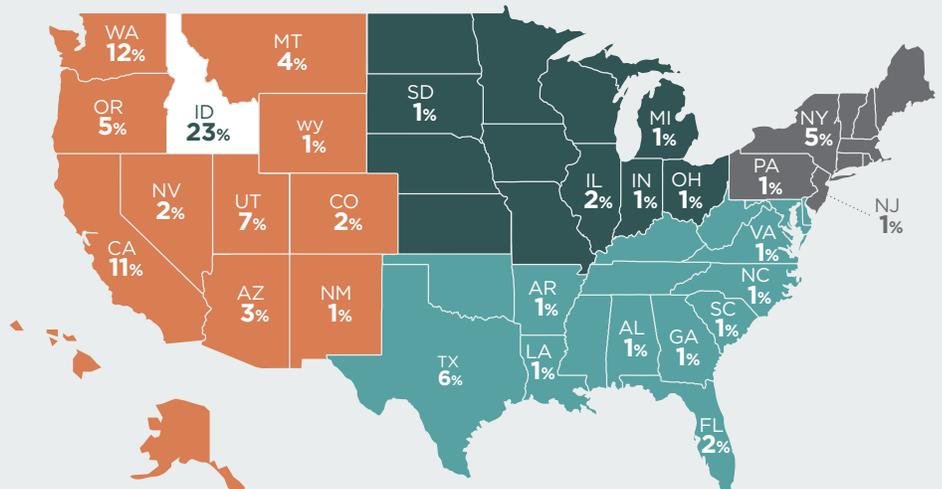
\$72 average spent per person on day trips

\$5.83 billion in direct travel spending

77% of tourism spending is generated from **out-of-state** visitors

87% of overnight travelers to Idaho are **repeat visitors**

25% of overnight travel parties required **accessibility services**



These percentages reflect visitor origins.

Longwoods International, Travel USA Visitor Profile, 2023 & Dean Runyan Associates, 2023 Idaho Economic Impact Report. Figures reflect domestic travel only through 2023.