



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

Average Size of Overnight Travel Party

3.0

 People

Overnight Stays

The average number of nights spent in Northern Idaho:

2.6

 Nights

Chosen Accommodations:

62%

Hotels/Motels/Resorts

9%

Bed & Breakfast

9%

Campground/RV Park

7%

Vacation Rental

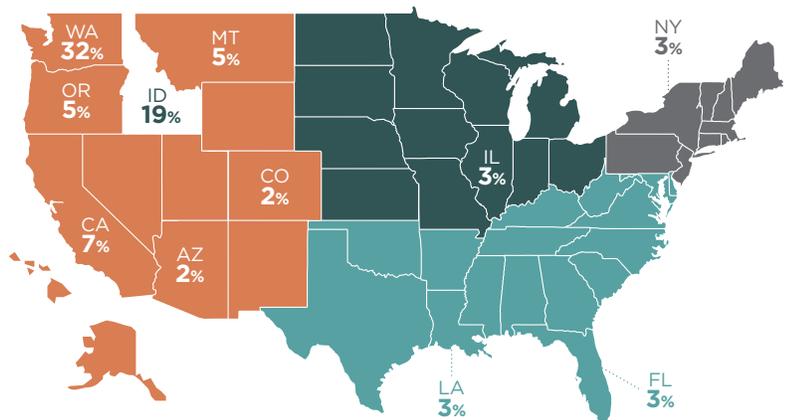
19%

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.