



# 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

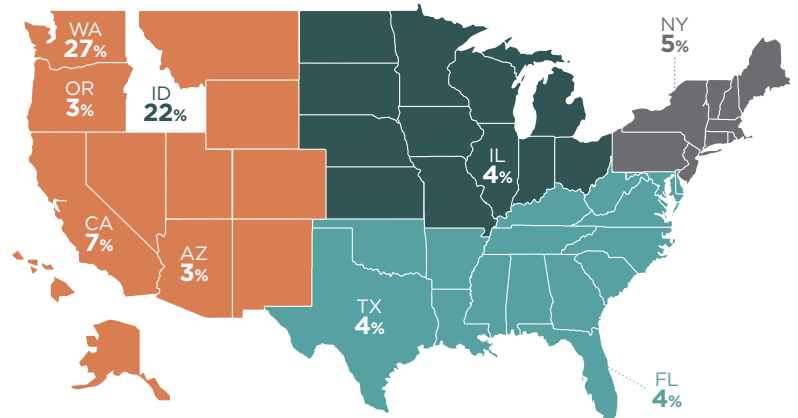
# 18%

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:



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