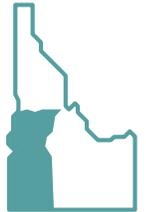




THE SOUTHWEST IDAHO TOURISM EFFECT



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

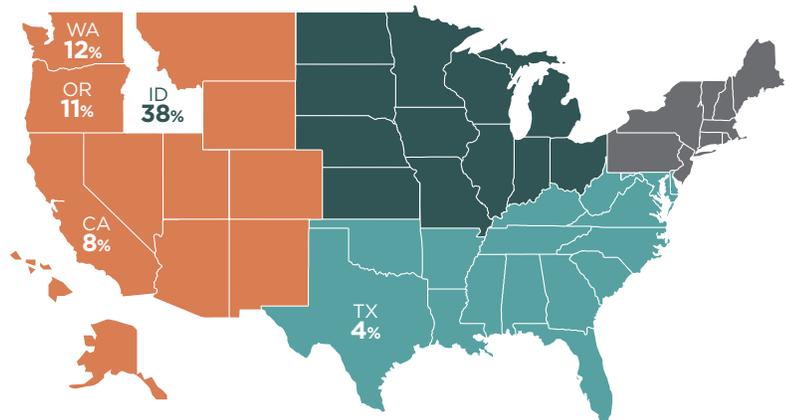
36%

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:



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