



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

Average Size of Overnight Travel Party

2.7

 People

Overnight Stays

The average number of nights spent in South Central Idaho:

1.9

 Nights

Chosen Accommodations:

66%

Hotels/Motels/Resorts

8%

Bed & Breakfast

7%

Campground/RV Park

8%

Vacation Rental

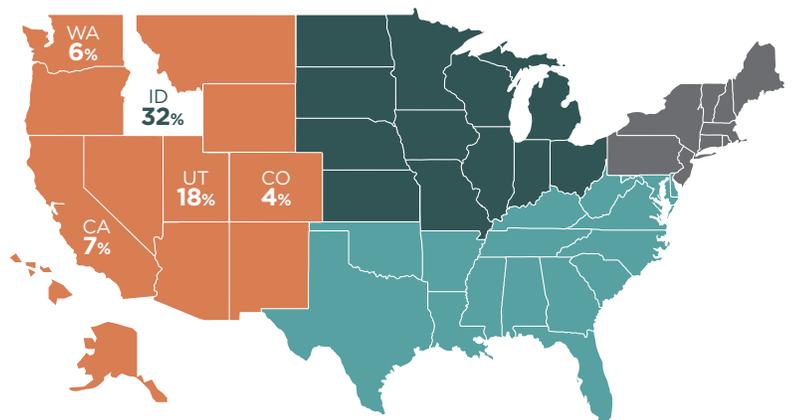
24%

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:



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