



THE SOUTHEAST IDAHO TOURISM EFFECT

Tourism is the state's **3rd largest** industry, behind agriculture and technology



Top reasons visitors come to Southeastern Idaho:

- + visit friends and family
- + experience outdoors
- + tour the region

Top 5 visitor activities in Southeast Idaho:

- sightseeing
- attending celebration
- shopping
- landmark/historic site
- hiking/backpacking

83%

of travelers to the region are **repeat visitors**

25%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

6.0M



3.7M

day trips

2.3M

overnight trips

Average Size of Overnight Travel Party

3.4

 People

Overnight Stays

The average number of nights spent in Southeast Idaho:

2.2

 Nights

Chosen Accommodations:

48%

Hotels/Motels/Resorts

8%

Time Share

14%

Campground/RV Park

24%

Vacation Rental

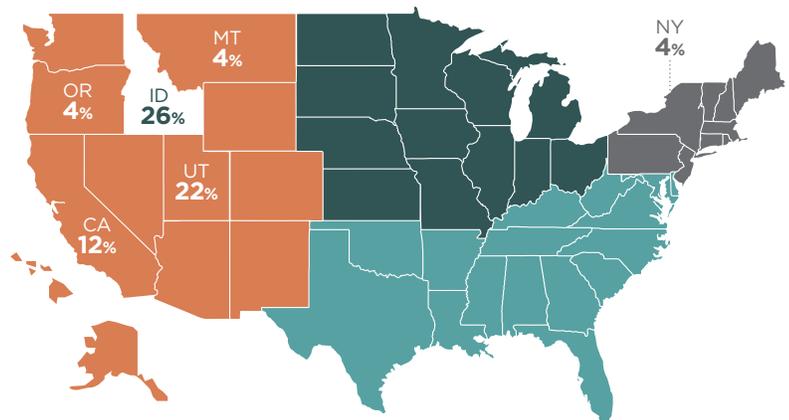
21%

Friends/Family

Top cities of origin for overnight trips:

1. Salt Lake City, UT
2. Idaho Falls-Pocatello, ID
3. Boise, ID
4. Los Angeles, CA
5. New York, NY

Top states with visitors to Southeast Idaho:



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