



# THE EASTERN IDAHO TOURISM EFFECT



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

## Top reasons visitors come to Eastern Idaho:

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

## Top 5 visitor activities in Eastern Idaho:

- attending celebration
- shopping
- sightseeing
- hiking/backpacking
- nature tours/birding/wildlife viewing

# 81%

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

# 27%

of travel parties required some **accessibility service**

## Total Size of Domestic Travel Market

# 5.3M



# 3.1M

day trips

# 2.2M

overnight trips

## Average Size of Overnight Travel Party

# 3.2 People

## Overnight Stays

The average number of nights spent in Eastern Idaho:

# 2.7 Nights



## Chosen Accommodations:

# 56%

Hotels/Motels/Resorts

# 10%

Country Inn/Lodge

# 17%

Campground/RV Park

# 16%

Vacation Rental

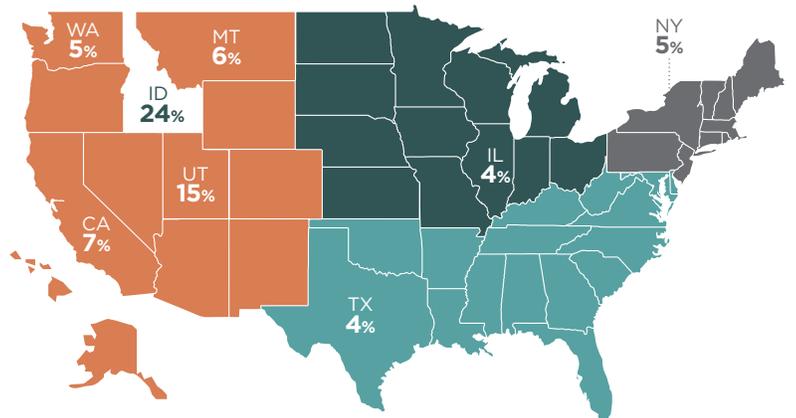
# 17%

Friends/Family

## Top cities of origin for overnight trips:

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

## Top states with visitors to Eastern Idaho:



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