



THE CENTRAL IDAHO TOURISM EFFECT



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

Top reasons visitors come to Central Idaho:

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

Top 5 visitor activities in Central Idaho:

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

70%

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

31%

of travel parties required some **accessibility service**

Total Size of Domestic Travel Market

5.9M



3.9M

day trips

2.0M

overnight trips

Average Size of Overnight Travel Party

3.0

 People

Overnight Stays

The average number of nights spent in Central Idaho:

2.4

 Nights

Chosen Accommodations:

43%

Hotels/Motels/Resorts

13%

Bed & Breakfast

24%

Campground/RV Park

24%

Vacation Rental

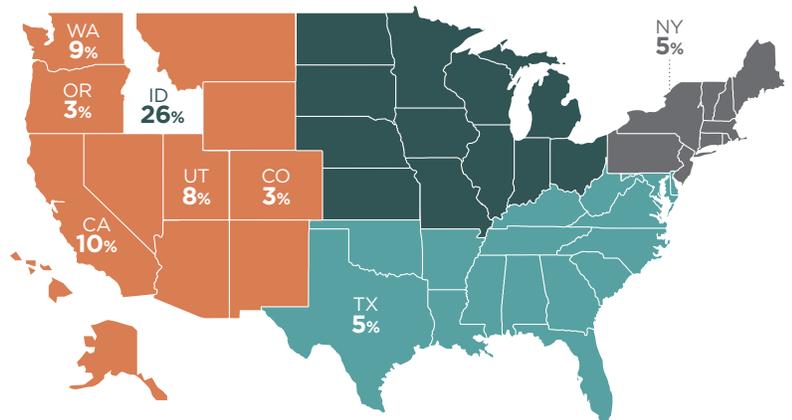
17%

Friends/Family

Top cities of origin for overnight trips:

1. Boise, ID
2. Salt Lake City, UT
3. Idaho Falls-Pocatello, ID
4. Los Angeles, CA
5. New York, NY
6. Seattle-Tacoma, WA
7. Twin Falls, ID

Top states with visitors to Central Idaho:



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