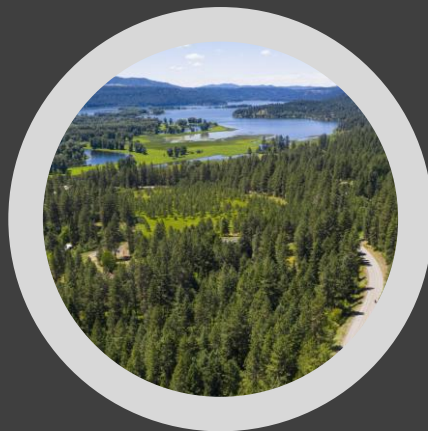


Tourism is Idaho's
3rd Largest Industry





Today's Agenda

- Tourism Funding
- National & Local Stats
- Outdoor Trends
- Tourism Resources

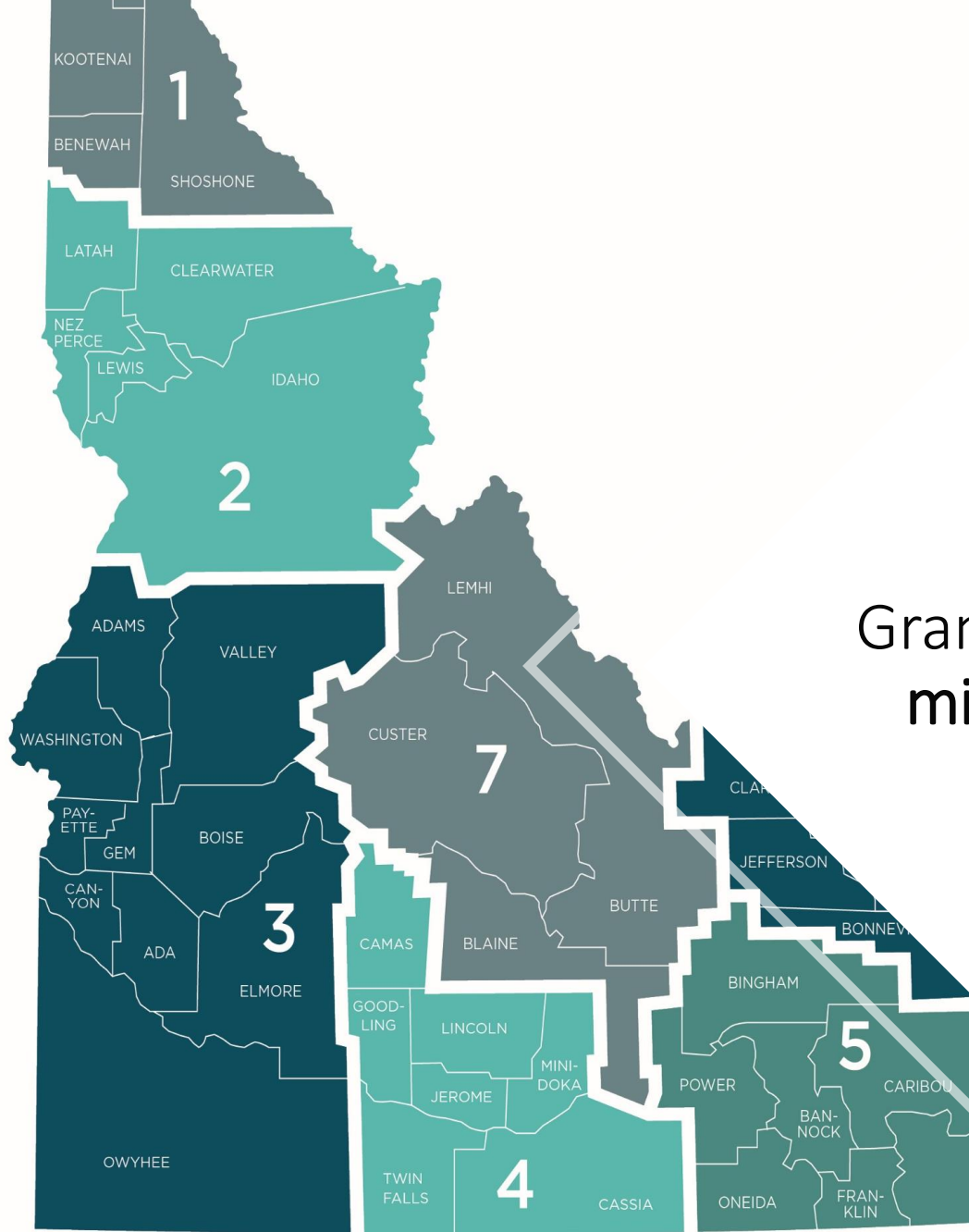


Idaho Tourism
program began in
FY1982

2% tax on all
private lodging
stays & vacation
rentals

Collections over
\$13.1 million in
FY20

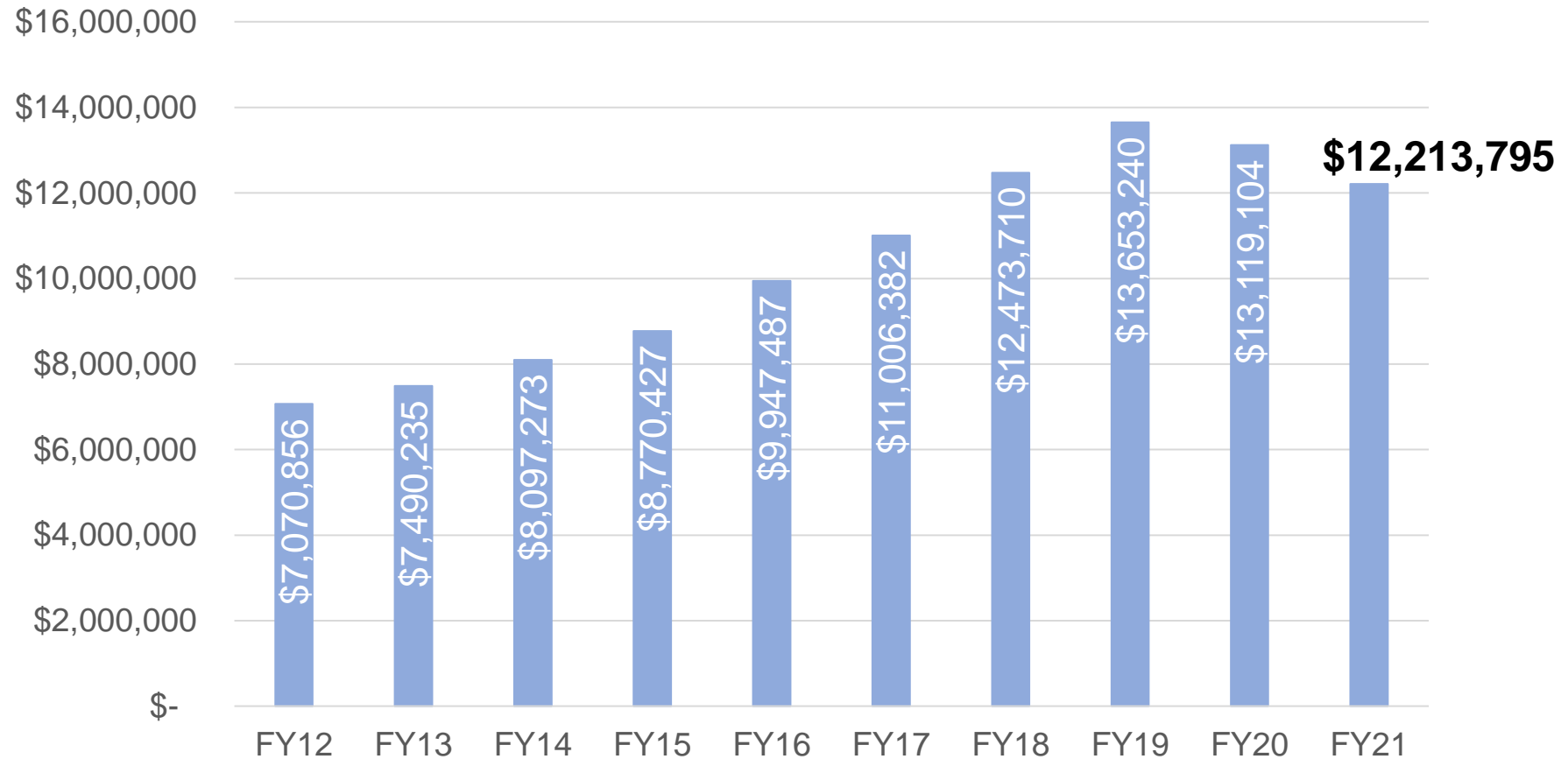




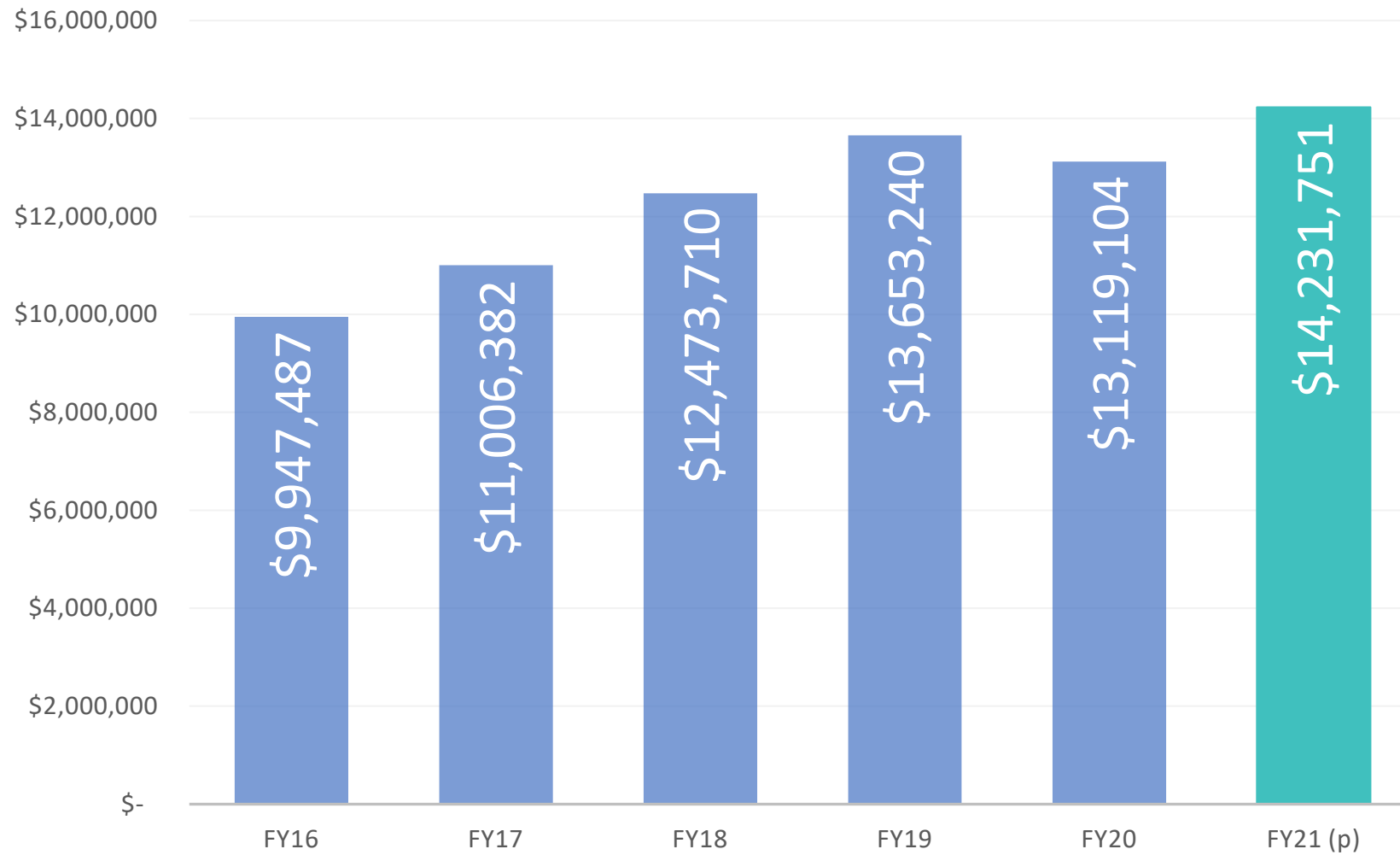
Granted over **\$5.9**
million in FY20



Collections



Lodging Tax Collections





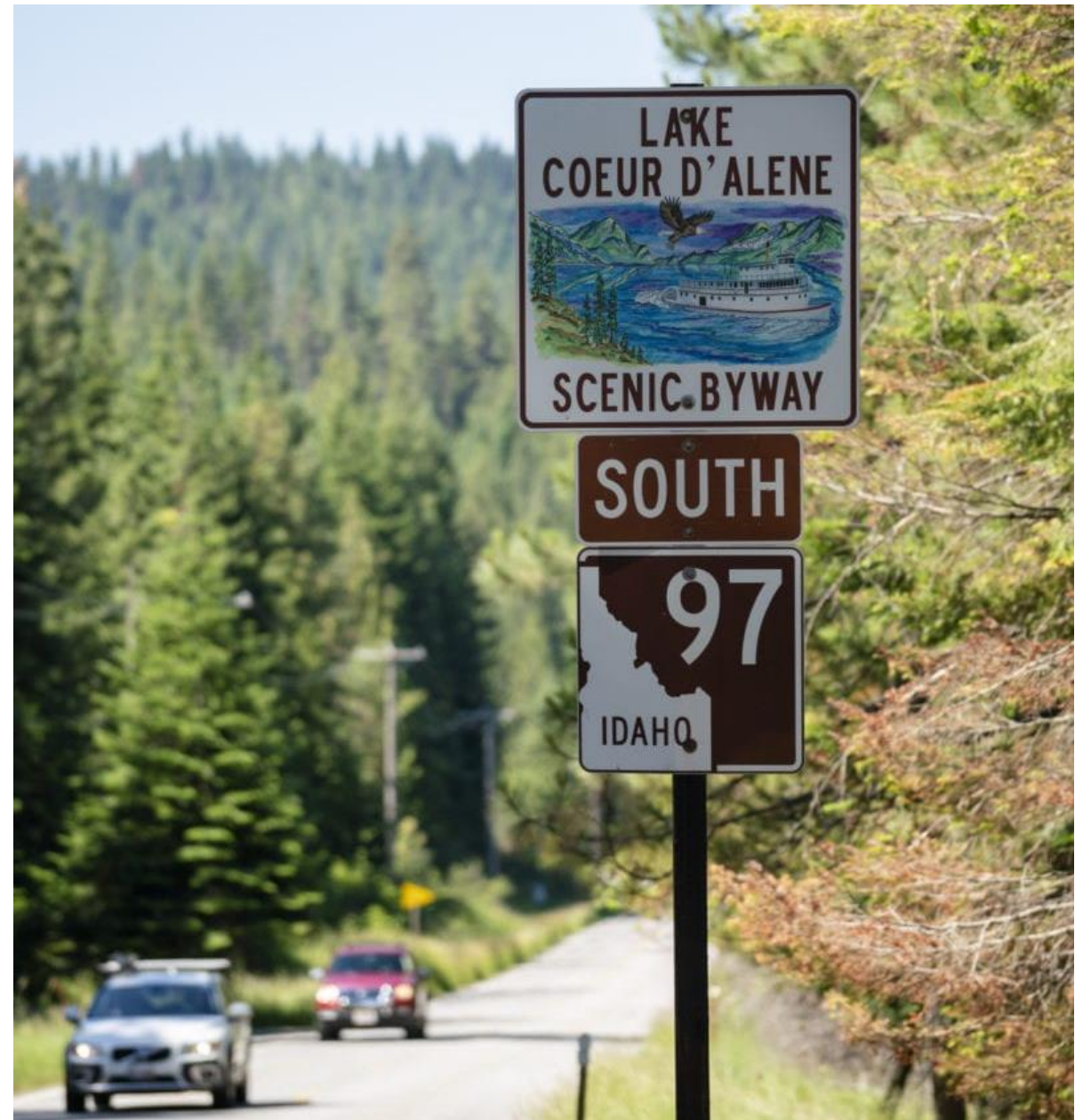
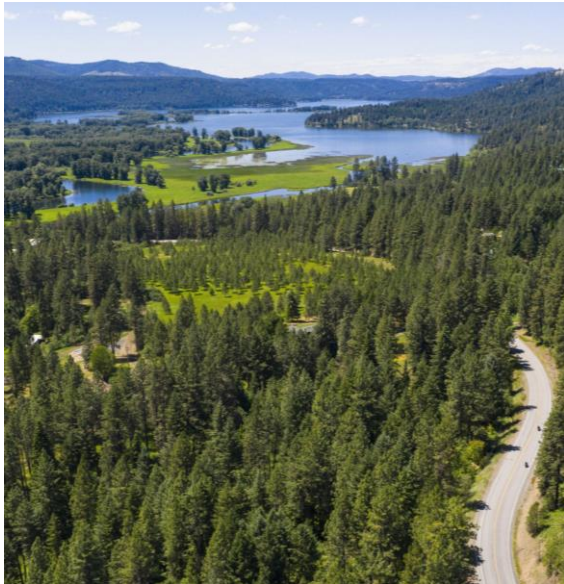
81% of American's
did some sort of
outdoor activity.





THE NORTHERN IDAHO TOURISM EFFECT

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



From
June 1 –
September 7,
2020.

69.97% of
Visitation to
Northern Idaho
was from
out-of-state
Visitors





Bookings at hotels and vacation-by-owner properties peaked at 75% and 84% in occupancy rate.

Source: AIRDNA and STR reports – August 2020





This Summer's Top Trending Destinations

HomeToGo's study shows that most travelers in the U.S. are currently searching for domestic getaways, such as escapes to sunny Florida beaches and secluded Idaho cabins. While many are opting to travel within the U.S., according to HomeToGo's search data, travelers are also beginning to consider destinations like Aruba, which tops the global list in terms of searches followed by: Gulf Coast, US; Tulum, Mexico; Reunion, Florida; Bali, Indonesia; North Captiva Island, Florida; Lido Key, Florida; the Maldives; St. Thomas, US Virgin Islands; Priest Lake, Idaho.





DISCONNECTING



ROADTRIPPING



EV TOURISM



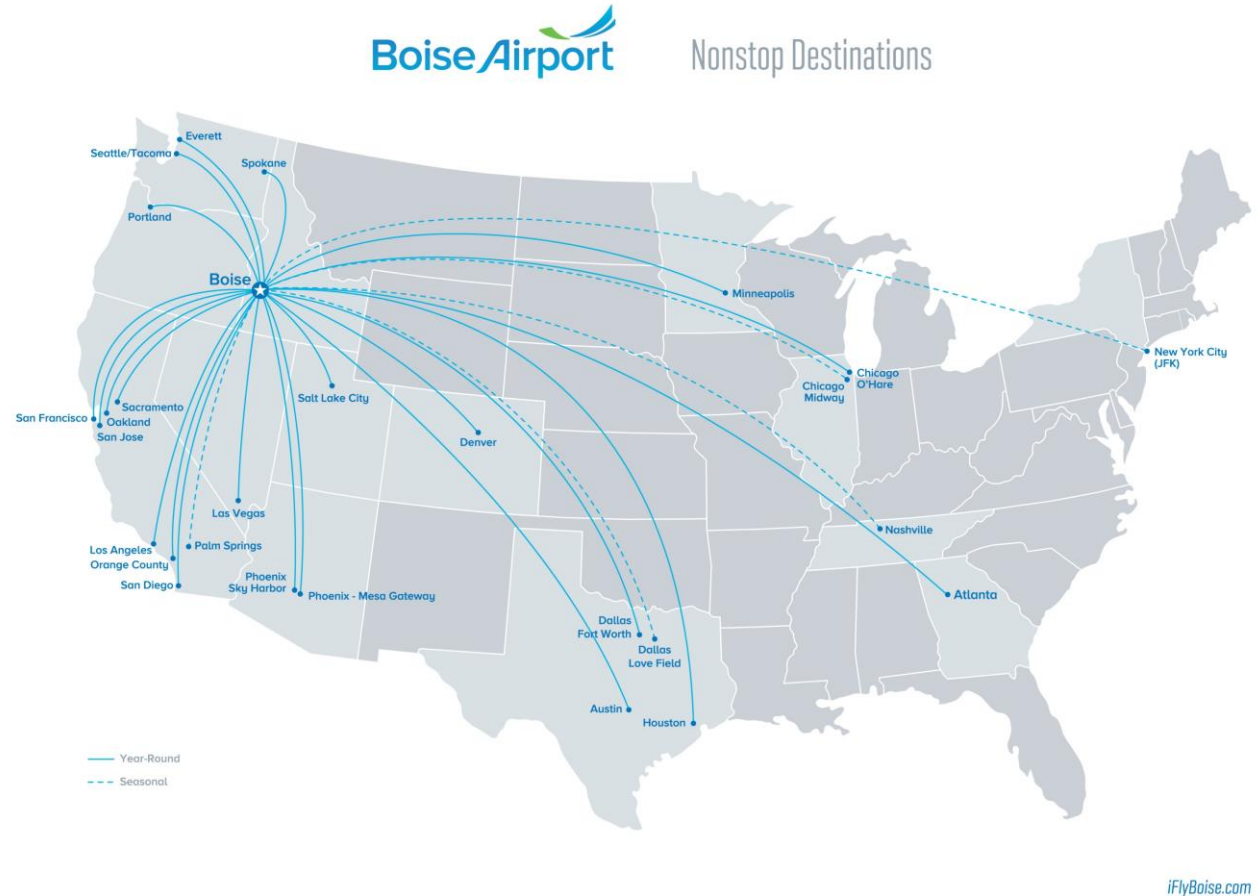
RESPONSIBLE TOURISM



The McCall Promise

There is something about McCall. The natural wonders, the people, the small-town charm. If you live here or have had a chance to visit, you get it. That spark, that uniqueness, is something we want to ensure isn't lost for future generations.

NEW DIRECT FLIGHTS



Top 20 Market Opportunities

Metro	Organic Users	Unique Devices	Avg LOS (days)
Boise ID	1,027,208	321,715	2.72
Salt Lake City UT	624,185	388,130	2.42
Seattle-Tacoma WA	415,336	195,596	2.57
Spokane WA	256,065	352,179	2.96
Los Angeles CA	175,372	55,481	2.91
Idaho Falls-Pocatello ID	172,524	134,828	2.99
Portland OR	165,542	107,505	2.76
San Francisco-Oakland-San Jose CA	148,599	24,611	3.08
Denver CO	141,606	50,412	2.80
Sacramento-Stockton-Modesto CA	130,349	31,441	3.14
Twin Falls ID	88,693	114,373	2.82
Phoenix AZ	78,868	62,965	2.80
Dallas-Ft. Worth TX	65,388	24,643	3.18
Chicago IL	55,773	22,284	3.03
San Diego CA	43,711	13,095	3.09
Yakima-Pasco-Richland-Kennewick WA	41,578	67,955	2.54
Columbia SC	40,573	1,594	3.22
Minneapolis-St. Paul MN	39,696	17,759	2.99
Washington DC (Hagerstown MD)	37,244	8,065	3.15
Missoula MT	36,312	44,403	2.30
Las Vegas NV	34,347	28,485	2.87

POWERED BY DOMO



THE NORTHERN IDAHO TOURISM EFFECT

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



visit friends
and family



experience
the outdoors



tour the
region

Top reasons visitors come to Northern Idaho:

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

Top 5 visitor activities in Northern Idaho:



shopping



hiking/backpacking



landmark/historic site



bar/night club



swimming



national/state park

Tie <

Top activities of special interest:

- + Historic Places
- + Cultural Activities
- + Exceptional Culinary
Experiences
- + Brewery Tours/Beer
Tasting
- + Winery Tours/Tasting

Total Size of Domestic Travel Market

8.2

million



5.3

day trips

2.9

overnight trips

Average Size of Travel Party

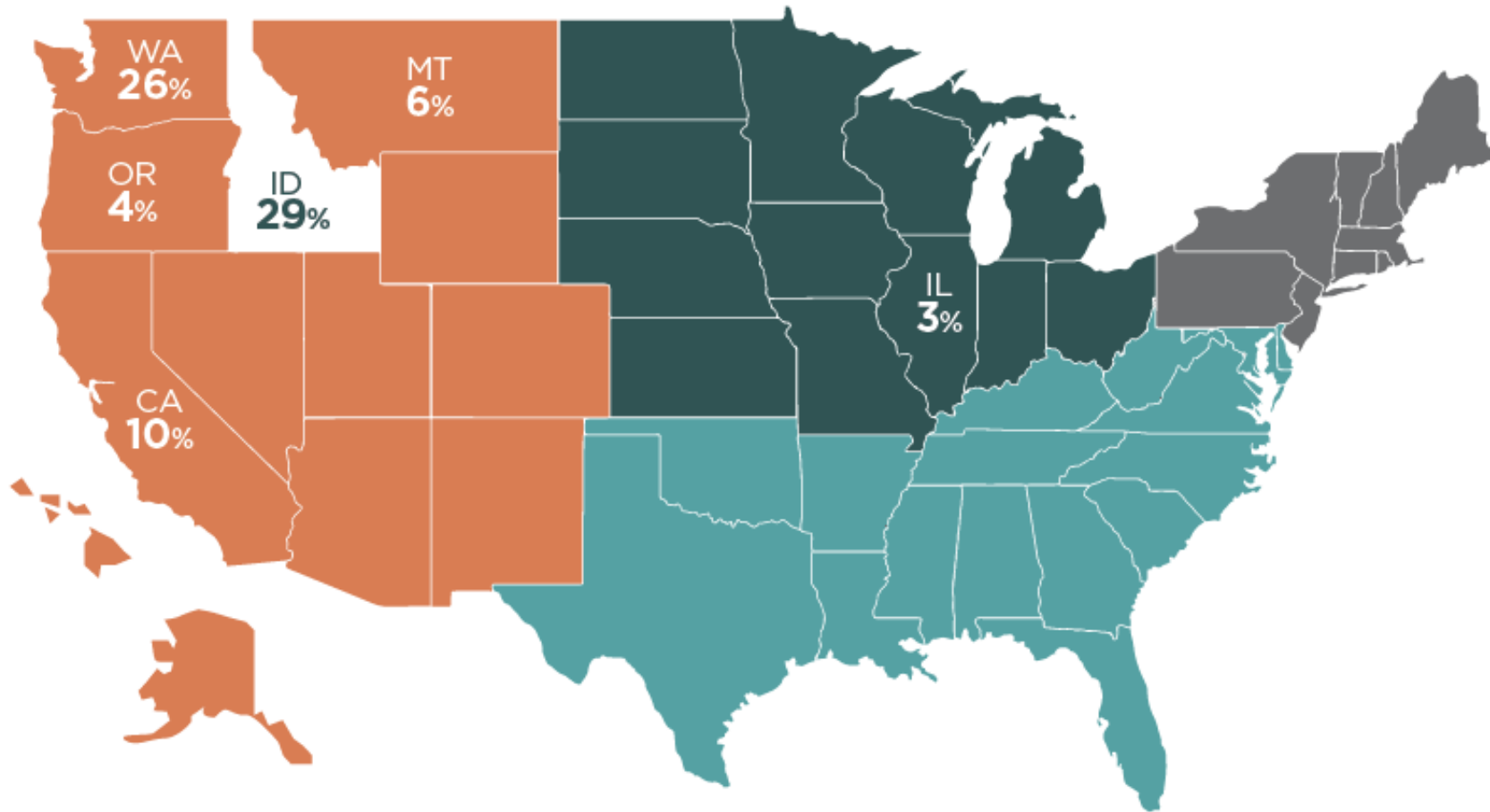
2.6 People

Overnight Stays

The average number of nights
spent in Northern Idaho:

3.0 Nights

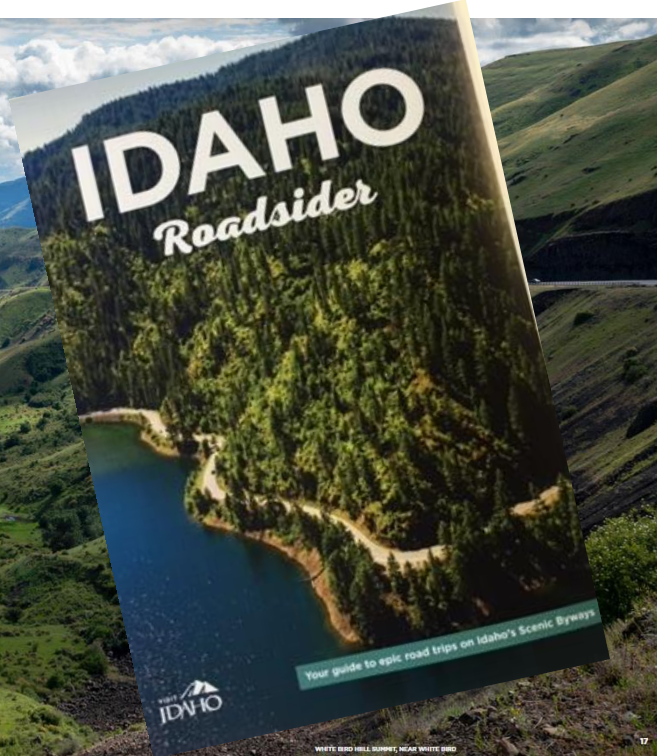
Top states with visitors to Northern Idaho:



Top cities of origin for overnight trips:

1. Spokane, WA
2. Seattle-Tacoma, WA
3. Boise, ID
4. Portland, OR
5. Los Angeles, CA

THE SCENIC ROUTE



EXPLORE IDAHO FROM HOME

Color, crossword and puzzle your way through Idaho with these downloadable activity sheets.

START PLAYING



RECREATE RESPONSIBLY | IDAHO

Activities

Guidelines

Fire Safety

Partners

Ready for Adventure?



Thank you!

diane.norton@tourism.idaho.gov

