



The following is from *Roadways*, a technical document that is part of the *Communities in Motion 2050* (CIM 2050) long-range transportation plan. You can view the full document at <https://cim2050.compassidaho.org/Roadways.pdf>.

Visitors to the Valley

The Treasure Valley attracts visitors from around the globe for business and pleasure alike. In addition, the region is the “jumping off point” for accessing many of Idaho’s outdoor recreational areas and activities. These visitors provide a boon to the region’s economy; however, they also bring additional transportation needs.

To help inform *Communities in Motion 2050* and ensure that COMPASS is considering the transportation needs of the travel and tourism industry, COMPASS convened a discussion group of regional tourism leaders in February 2020.

The group identified and ranked transportation challenges faced by their industry, as well as solutions to those challenges. The top challenge identified by the group was the bottlenecks that occur at events and tourist destinations, hindering access and egress. To exacerbate this issue, many of these locations are at or near locations with recurring traffic congestion.

Many of the projects funded through this plan, or identified as high-priority needs, will help alleviate this congestion. In addition, the Congestion Management Process provides a toolkit of strategies, many of which are relatively easy and inexpensive to implement, that can alleviate event-related congestion to support the travel and tourism industry.

Additional top challenges identified included lack of air service to the East Coast and insufficient public transportation. While air service is beyond the scope of CIM 2050, plans are in place to bolster public transportation. These are addressed in [Public Transportation](#); however, a lack of dedicated funding to support those improvements remains a barrier.

Learn more about the discussion group, including the full list of the group’s identified challenges and solutions, in [Public Participation](#).