Central Idaho Tourism Economic Impact

Tourism is the state’s third-largest industry, behind agriculture and technology.

- **$407.9 million** in direct travel spending
- **$39.1 million** state and local tax receipts generated from travel spending
- **$31 million** state tax receipts
- **$8 million** local tax revenue
- **5,830 jobs** travel-generated employment
- **15%** travel industry’s share of overall employment

Visitor Spending by Category

- **$93.2M** accommodations
- **$122.7M** entertainment
- **$112.2M** food service
- **$25.6M** retail sales
- **$25.5M** local transportation
- **$18.9M** air transportation

Share of Overnight Visitor Spending

- **Hotel, Motel**: 43%
- **Private Home (VFR)**: 30%
- **Short-Term Vacation Rental (STVR)**: 15%
- **Other Accommodations**: 12%

Average Expenditure for Overnight Visitors

<table>
<thead>
<tr>
<th>When staying in:</th>
<th>Person</th>
<th>Party</th>
<th>Party Size</th>
<th>Length of Stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>$266</td>
<td>$715</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>Short-Term Vacation Rental</td>
<td>$292</td>
<td>$1,009</td>
<td>3.5</td>
<td>2.8</td>
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<tr>
<td>Private Home</td>
<td>$83</td>
<td>$215</td>
<td>2.6</td>
<td>2.9</td>
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<tr>
<td>Other Accommodations*</td>
<td>$25</td>
<td>$75</td>
<td>3.0</td>
<td>3.5</td>
</tr>
</tbody>
</table>

*camping, second homes

Dean Runyan Associates, Idaho Economic Impact Report 2021 (except where otherwise stated) • travelstats.com/dashboard/idaho