EASTERN IDAHO TOURISM ECONOMIC IMPACT
Includes Bonneville, Clark, Fremont, Jefferson, Madison and Teton counties
Tourism is the state’s third-largest industry, behind agriculture and technology

- **$570 million** in direct travel spending
- **Travel-Generated Employment**: **6,050 jobs**
- **Travel Industry’s Share of Overall Employment**: **5%**

Travel Spending by Category:
- **$174.7M** accommodations
- **$158.8M** food service
- **$77.4M** local transportation
- **$31.2M** air transportation
- **$23M** entertainment

Visitor Spending by Category:
- **$316** $861 (Party)
- **$144** $401 (Day Trip)
- **$29** $105 (Private Home)
- **$23** $79 (Other Accommodations)*

Average Expenditure for Overnight Visitors:

<table>
<thead>
<tr>
<th>When staying in:</th>
<th>Person</th>
<th></th>
<th>Party</th>
<th></th>
<th>Party Size</th>
<th>Length of Stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>Day</td>
<td>$136</td>
<td>Trip</td>
<td>$364</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-Term Vacation Rental</td>
<td>Day</td>
<td>$144</td>
<td>Trip</td>
<td>$401</td>
<td>3.5</td>
<td>2.8</td>
</tr>
<tr>
<td>Private Home</td>
<td>Day</td>
<td>$29</td>
<td>Trip</td>
<td>$105</td>
<td>3.5</td>
<td>3.7</td>
</tr>
<tr>
<td>Other Accommodations*</td>
<td>Day</td>
<td>$23</td>
<td>Trip</td>
<td>$79</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

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