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

**Travel-Generated Employment:** 3,410 jobs

**Travel Industry’s Share of Overall Employment:** 3%

(Source: Bureau of Economic Analysis, Bureau of Labor Statistics. Estimates by Dean Runyan.)

**Visitor Spending by Category**

- **Accommodations:** $61.6M
- **Entertainment:** $13.3M
- **Food Service:** $94.2M
- **Retail Sales:** $39.4M
- **Local Transportation:** $39.6M
- **Air Transportation:** $4.9M

**Share of Overnight Visitor Spending**

- Hotel, Motel: 62%
- Private Home (VFR): 7%
- Short-Term Vacation Rental (STVR): 6%
- Other Accommodations: 24%

**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>$119</td>
<td>$293</td>
<td>2.5</td>
<td>2.7</td>
</tr>
<tr>
<td>Short-Term Vacation Rental</td>
<td>$98</td>
<td>$337</td>
<td>3.5</td>
<td>2.8</td>
</tr>
<tr>
<td>Private Home</td>
<td>$22</td>
<td>$59</td>
<td>2.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Other Accommodations*</td>
<td>$26</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