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

$1.915 billion in direct travel spending

Travel-Generated Employment: 15,740 jobs

Travel Industry’s Share of Overall Employment: 3%

Visitor Spending by Category

- $315.5M accommodations
- $496.1M food service
- $299.3M local transportation
- $68.3M entertainment
- $202.5M retail sales
- $128.9M air transportation

Share of Overnight Visitor Spending

- Hotel, Motel: 49%
- Private Home (VFR): 29%
- Short-Term Vacation Rental (STVR): 14%
- Other Accommodations: 8%

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>Day $176</td>
<td>Trip $491</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-Term Vacation Rental</td>
<td>Day $146</td>
<td>Trip $405</td>
<td>2.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Private Home</td>
<td>Day $43</td>
<td>Trip $160</td>
<td>2.4</td>
<td>3.9</td>
</tr>
<tr>
<td>Other Accommodations*</td>
<td>Day $26</td>
<td>Trip $91</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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