



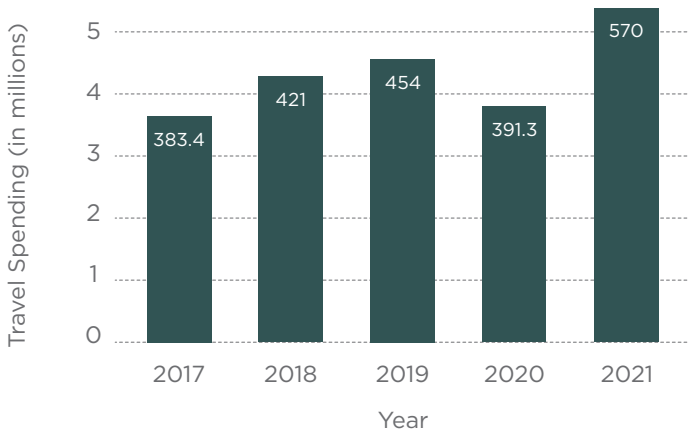
EASTERN IDAHO TOURISM ECONOMIC IMPACT

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

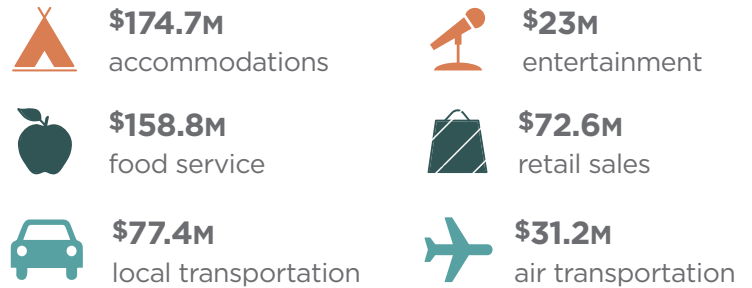


Travel-Generated Employment: **6,050** jobs

Travel Industry's Share of Overall Employment: **5%**

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

Visitor Spending by Category



\$47.1 million state and local tax receipts generated from travel spending

\$4.6 million local tax revenue

\$42.5 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$136	\$364	\$316	\$861	2.3	2.7
Short-Term Vacation Rental	\$144	\$401	\$498	\$1,384	3.5	2.8
Private Home	\$29	\$105	\$75	\$280	2.6	3.7
Other Accommodations*	\$23	\$79	\$67	\$233	3.0	3.5

*camping, second homes