

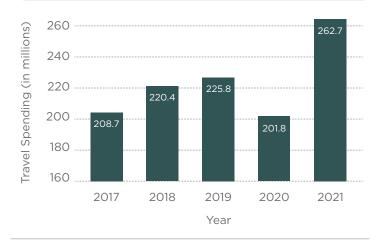
## **SOUTH CENTRAL** IDAHO TOURISM ECONOMIC IMPACT

Includes Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls counties

Tourism is the state's **third-largest** industry, behind agriculture and technology



\$262.7 million in direct travel spending



\$21.6 million state and local tax receipts generated from travel spending

\$1\_9 million local tax revenue

7 million state tax receipts

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**



\$61.6M

accommodations



\$13.3м

entertainment



\$94.2м

food service



**\$39.4**M retail sales



\$39.6M

local transportation



\$4.9м

air transportation

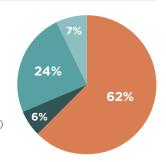
## **Share of Overnight Visitor Spending**

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



## **Average Expenditure for Overnight Visitors**

	Person		Party		Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$119	\$323	\$293	\$796	2.5	2.7
Short-Term Vacation Rental	\$98	\$272	\$337	\$937	3.5	2.8
Private Home	\$22	\$78	\$59	\$215	2.7	3.6
Other Accommodations*	\$26	\$91	\$79	\$275	3.0	3.5

\*camping, second homes

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









