



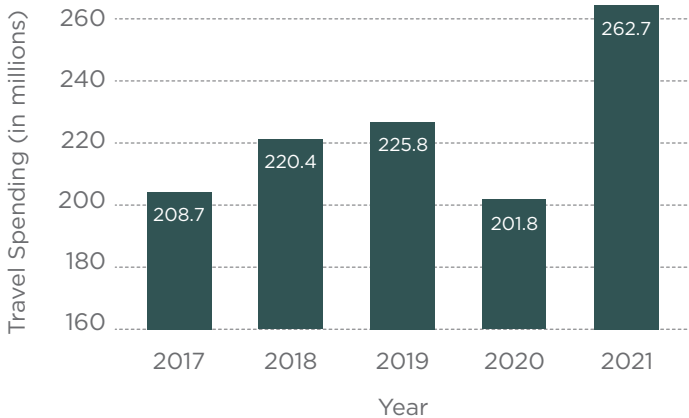
SOUTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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



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

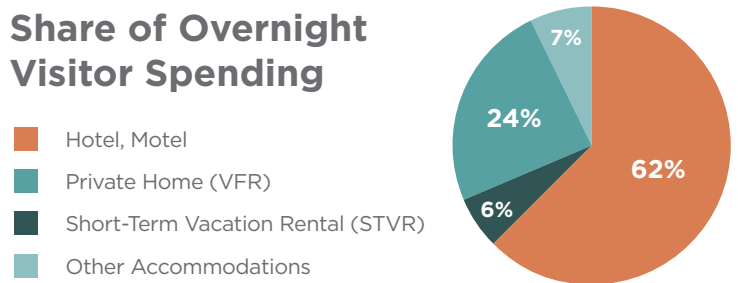


\$21.6 million state and local tax
receipts generated from
travel spending

\$1.9 million local tax revenue

\$19.7 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	\$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