



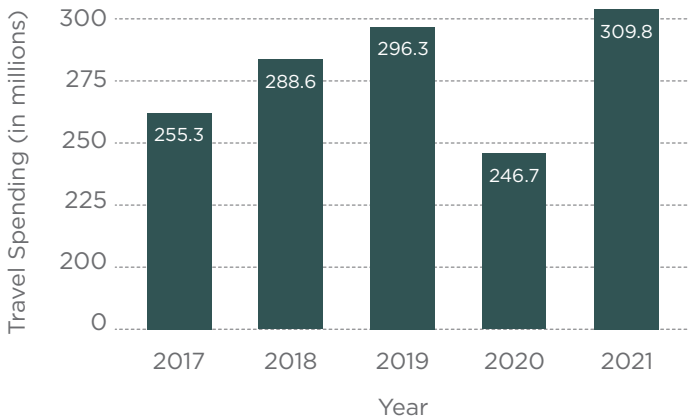
# SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

Includes Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida and Power counties

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



**\$309.8** million in direct travel spending



Travel-Generated Employment: **3,940** jobs

Travel Industry's Share of Overall Employment: **4%**

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

## Visitor Spending by Category



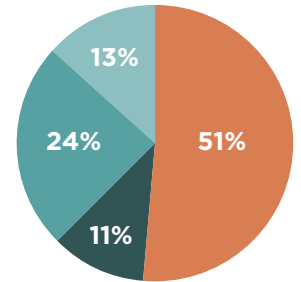
**\$25** million state and local tax receipts generated from travel spending

**\$2.1** million local tax revenue

**\$22.9** million state tax receipts

## 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
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$124	\$329	\$297	\$791	2.4	2.7
Short-Term Vacation Rental	\$158	\$438	\$543	\$1,511	3.5	2.8
Private Home	\$24	\$88	\$66	\$239	2.7	3.6
Other Accommodations*	\$26	\$92	\$79	\$277	3.0	3.5

\*camping, second homes