

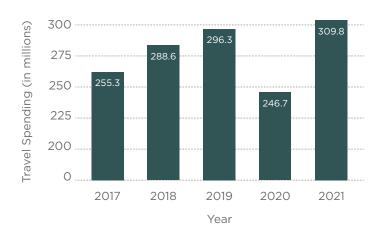
SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

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



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

\$2.1

million local tax revenue

\$22.9

million state tax receipts

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



\$58.6M

accommodations



\$30.8m

entertainment



\$94.5м

food service



\$46.6M

retail sales



\$53.4M

local transportation



\$3м

air transportation

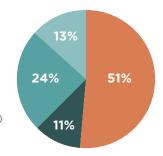
Share of Overnight Visitor Spending

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	\$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

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











