



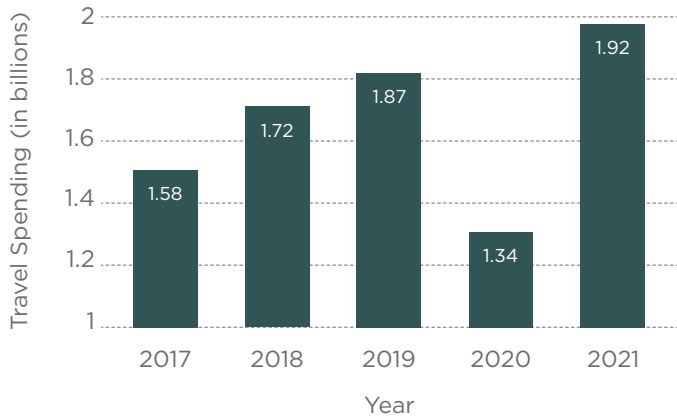
# SOUTHWEST IDAHO TOURISM ECONOMIC IMPACT

Includes Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley and Washington counties

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



**\$1.915** billion in direct travel spending



Travel-Generated Employment: **15,740** 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



**\$141** million state and local tax receipts generated from travel spending

**\$16.5** million local tax revenue

**\$124.5** 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	\$176	\$491	\$399	\$1,126	2.3	2.8
Short-Term Vacation Rental	\$146	\$405	\$503	\$1,399	3.5	2.8
Private Home	\$43	\$160	\$105	\$407	2.4	3.9
Other Accommodations*	\$26	\$91	\$77	\$270	3.0	3.5

\*camping, second homes