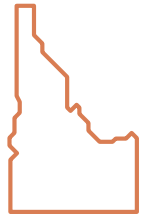




IDAHO TOURISM ECONOMIC IMPACT

Tourism is the state's **3rd largest** industry, behind agriculture and technology

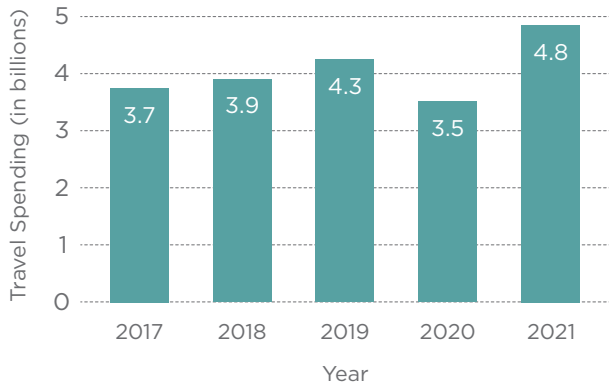


RECORD HIGH

\$4.8 billion in direct travel spending

equal to

\$13.1 million per day



Travel Generated Employment: **49,800 jobs**

(Sources: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan)

12.2%

increase in travel spending compared to 2019, while the U.S. travel industry declined by 27%



\$4.42 billion spent by visitors at their destination



\$1.36B

food service & stores



\$615M

entertainment



\$746M

local transportation



\$533M

retail sales



\$974M

accommodations



\$192M

air transportation

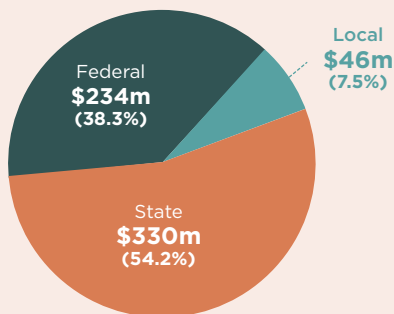
State and local tax receipts generated from **travel spending**: **\$376 million**

Travel-generated local and state tax revenue represents **2.1%** of all local and state tax collections.



Total local, state and federal tax revenue equated to **\$872 per Idaho resident household.**

Total Tax Revenue: **\$610 million**



84%

of tourism spending is generated from **out-of-state** visitors

(Longwoods International, Travel USA Visitor Profile 2021)

\$1.9 billion

spent by visitors staying in a hotel/motel (up 48.4% over 2020)

\$685 million

spent by visitors staying in short term vacation rentals (up 36.3% over 2020)

\$148 million

spent by visitors staying at campgrounds (up 9.9% over 2020)