



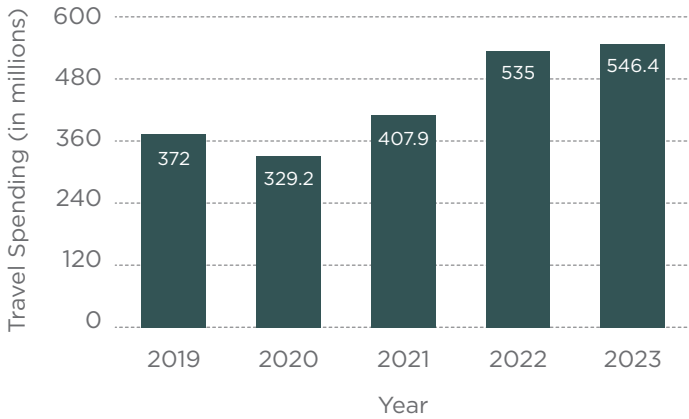
# CENTRAL IDAHO TOURISM ECONOMIC IMPACT

Includes Blaine, Butte, Custer and Lemhi counties

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



**\$546.4** million in direct travel spending



**Travel-Generated Employment:** **6,520** jobs

**Travel Industry's Share of Overall Employment:** **15%**

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

## Visitor Spending by Category

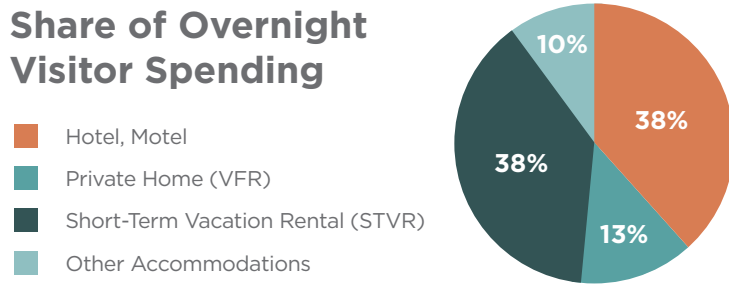


**\$49.6** million state and local tax receipts generated from travel spending

**\$9.7** million local tax revenue

**\$39.9** 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	\$316	\$854	\$841	\$2,276	2.7	2.7
Short-Term Vacation Rental	\$306	\$851	\$1,056	\$2,934	3.4	2.8
Private Home	\$98	\$281	\$256	\$737	2.6	2.9
Other Accommodations*	\$57	\$198	\$168	\$586	3.0	3.5

\*camping, second homes