

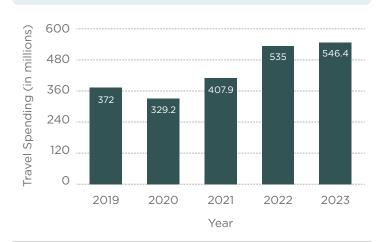
## **CENTRAL IDAHO** TOURISM ECONOMIC IMPACT

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



\$49.6

million state and local tax receipts generated from travel spending

million local tax revenue

million state tax receipts

**Travel-Generated Employment:** 

6,520 jobs

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

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

## **Visitor Spending by Category**



\$120.3M

accommodations



entertainment



\$154м

food service



\$29.2M retail sales



\$33м



\$28.8M

air transportation

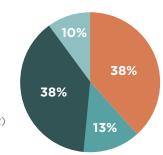
## **Share of Overnight Visitor Spending**

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	\$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

Dean Runyan Associates, Idaho Economic Impact Report 2023 (except where otherwise stated) • travelstats.com/dashboard/idaho











