

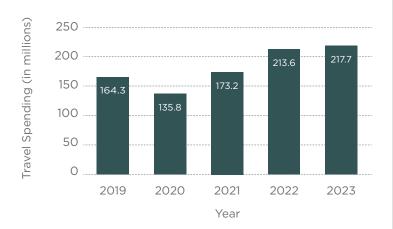
NORTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

Includes Clearwater, Idaho, Latah, Lewis and Nez Perce counties

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



\$217.7 million in direct travel spending



\$17.7

million state and local tax receipts generated from travel spending

million local tax revenue

million state tax receipts

Travel-Generated Employment:

2,720 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



\$48.4_M

accommodations



entertainment



\$66.6M

food service



\$26.4M

retail sales



\$35.7_M

local transportation



\$4.9м

air transportation

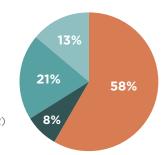
Share of Overnight Visitor Spending

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	\$154	\$430	\$386	\$1,073	2.5	2.8
Short-Term Vacation Rental	\$112	\$311	\$387	\$1,075	3.5	2.8
Private Home	\$29	\$98	\$77	\$265	2.7	3.4
Other Accommodations*	\$57	\$200	\$171	\$598	3.0	3.5

*camping, second homes

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











