



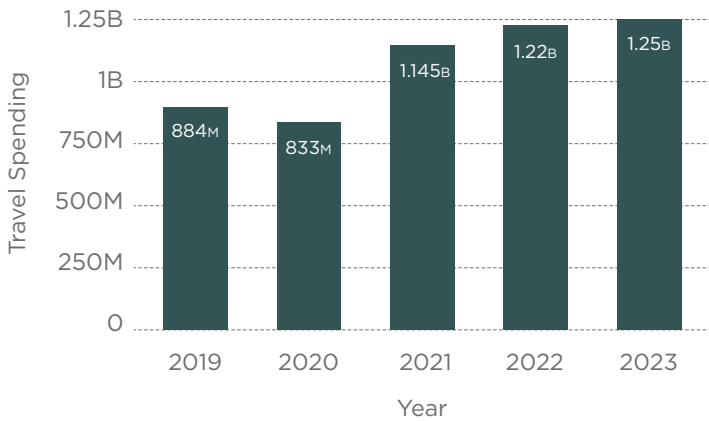
# NORTHERN IDAHO TOURISM ECONOMIC IMPACT

Includes Benewah, Bonner, Boundary, Kootenai and Shoshone counties

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



**\$1.25 billion** in direct travel spending



Travel-Generated Employment:

**13,110** jobs

Travel Industry's Share of Overall Employment:

**8%**

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

## Visitor Spending by Category



**\$225.3M**  
accommodations



**\$349.1M**  
entertainment



**\$395.9M**  
food service



**\$124.9M**  
retail sales



**\$122.5M**  
local transportation

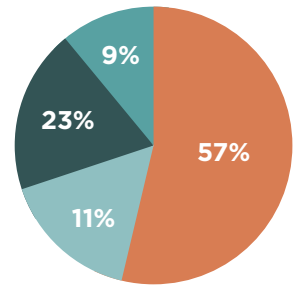
**\$98.8 million** state and local tax receipts generated from travel spending

**\$11.8 million** local tax revenue

**\$87 million** state tax receipts

## Share of Overnight Visitor Spending

- Hotel, Motel (57%)
- Private Home (VFR) (11%)
- Short-Term Vacation Rental (STVR) (23%)
- Other Accommodations (9%)



## Average Expenditure for Overnight Visitors

When staying in:	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$351	\$914	\$970	\$2,527	2.8	2.6
Short-Term Vacation Rental	\$291	\$808	\$1,002	\$2,787	3.5	2.8
Private Home	\$39	\$140	\$92	\$342	2.4	3.6
Other Accommodations*	\$56	\$196	\$166	\$579	3.0	3.5

\*camping, second homes