



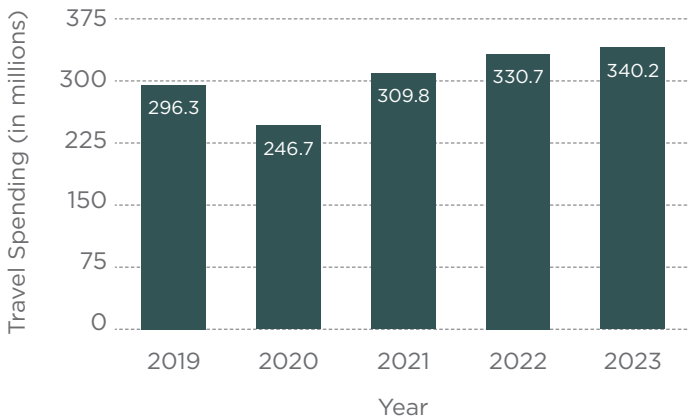
SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

Includes Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida and Power counties

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



\$340.2 million in direct travel spending



Travel-Generated Employment:

4,140 jobs

Travel Industry's Share of Overall Employment:

4%

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

Visitor Spending by Category



\$62.9M

accommodations



\$33.4M

entertainment



\$109.6M

food service



\$50.8M

retail sales



\$59.2M

local transportation



\$1.8M

air transportation

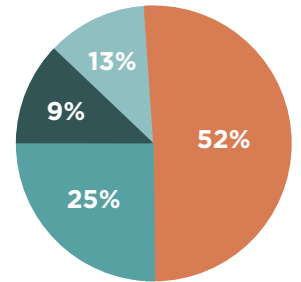
\$26.7 million state and local tax receipts generated from travel spending

\$2.3 million local tax revenue

\$24.4 million state tax receipts

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
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$145	\$387	\$340	\$905	2.3	2.7
Short-Term Vacation Rental	\$129	\$357	\$444	\$1,233	3.5	2.8
Private Home	\$27	\$98	\$74	\$264	2.7	3.6
Other Accommodations*	\$58	\$203	\$174	\$607	3.0	3.5

*camping, second homes