

# The Economic Impact of Travel

## Idaho

2020

March 2022

**PREPARED FOR**  
Visit Idaho



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# The Economic Impact of Travel in Idaho

2020

Visit Idaho

2/25/2022

## **PRIMARY RESEARCH CONDUCTED BY**

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Photo Credit: Idaho Tourism

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# National Impacts

2020

# National / Summary

## U.S. Travel Impacts 2020p

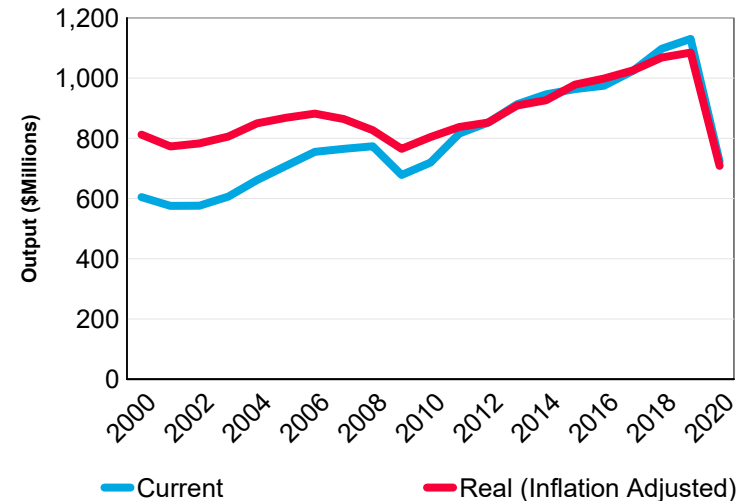
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 36% (-\$408B) in 2020, as compared to 2019 levels. Leisure & Hospitality and Transportation are two of the most affected industries. Prior to the first reported case in the U.S., the travel industry had reached \$1.13 trillion growing 3% between 2018 and 2019. Expectations were for continued growth in travel for 2020, as economic indicators like unemployment were at all-time lows.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2019; all 2020 estimates have been made by Dean Runyan Associates.

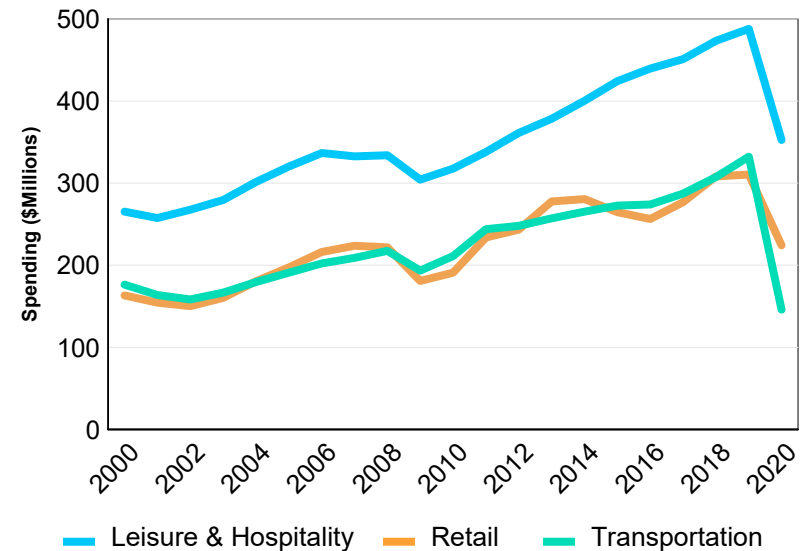
- Spending by resident and foreign visitors was \$723 billion in 2020 in current dollars. This represents a 36% decrease over 2019, where international travel accounted for 25% of total losses. When adjusted for inflation (real dollars), spending decreased by 35% from 2019 to 2020.
- Leisure & Hospitality, as a share of total spending, increased to 48%, compared to 43% in 2019. The overall shift in total spending was heavily impacted by the 56% decline in Transportation spending, influenced by reduced air volume and price decreases in gasoline.

The U.S. travel industry **contracted 36% in 2020**, with the largest losses occurring in Transportation: - \$186 billion.

### Direct Travel Output 2000-2020p

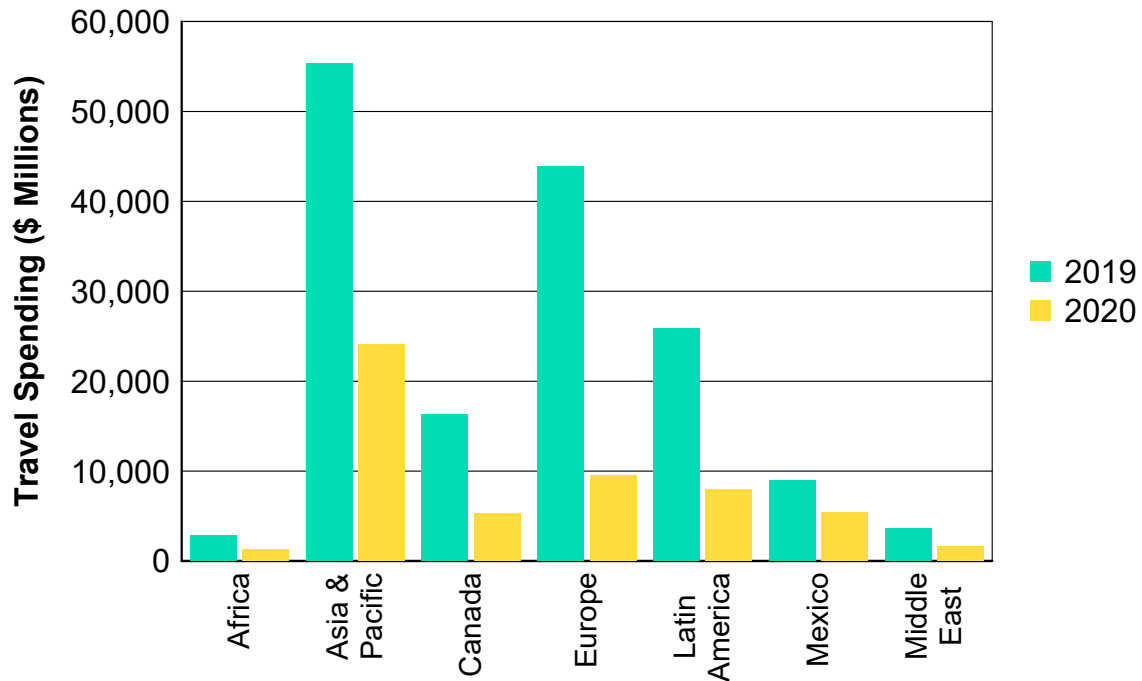


### Spending by Summary Commodity 2000-2020p



# National / Summary

## International Spending 2020p



### Travel restrictions active in 2020 due to COVID-19 (CDC):

China, Iran, Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Monaco, San Marino, Vatican City, United Kingdom, Republic of Ireland, Brazil, South America.

Border restrictions also apply to Canada and Mexico.

Many foreign countries implemented restrictions on their residents that likely affected travel to the U.S. and may not be included above.

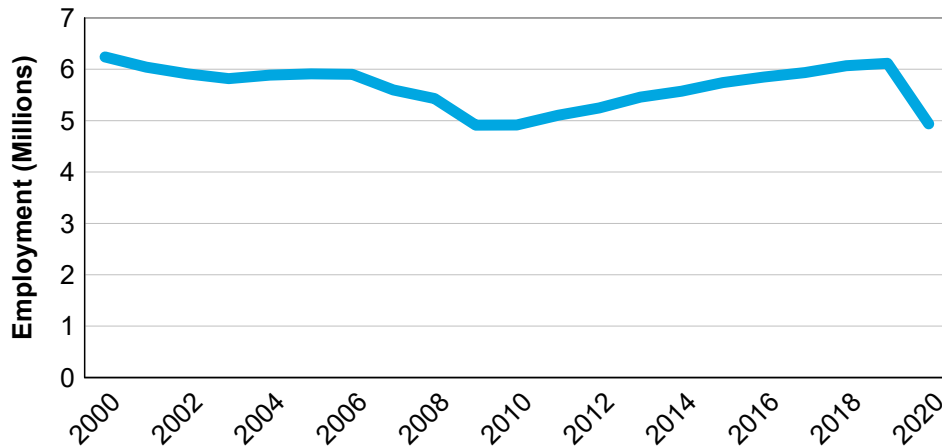
International spending was down 63% in 2020.

Spending from the Asia & Pacific countries decreased 44%, a loss of \$31 billion.

Sources: Dean Runyan Associates, Bureau of Economic Analysis

# National / Summary

## U.S. Travel Industry Employment

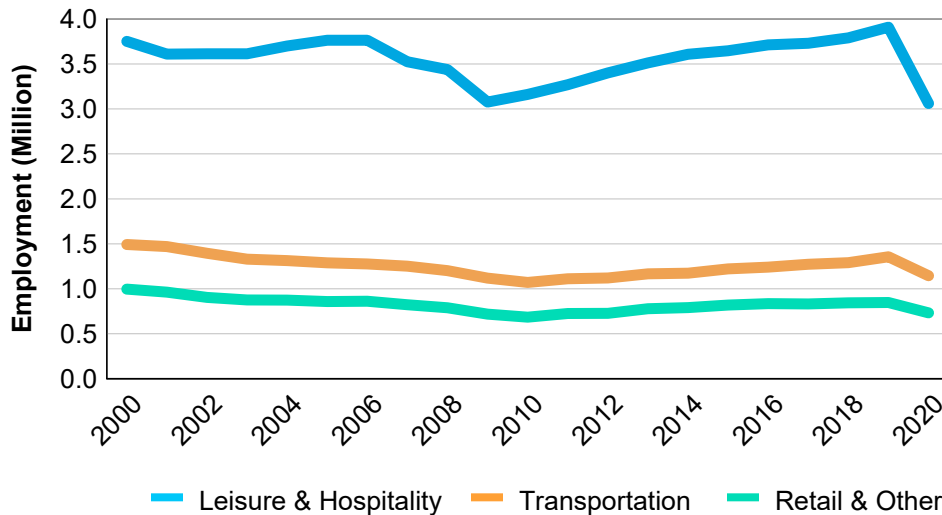


National employment in the travel industry decreased by 1.2 million jobs (-19% YOY).

*Employment includes CARES act support; data limitations prevent disaggregation.*

Sources: Bureau of Economic Analysis, Dean Runyan Associates

## U.S. Travel Industry Employment by Sector



The Leisure & Hospitality sector was the most heavily impacted, losing about 900,000 jobs in 2020 (-22% YOY).

*Employment includes CARES act support; data limitations prevent disaggregation.*

Sources: Bureau of Economic Analysis, Dean Runyan Associates





# State Impacts

2020

# Idaho / Summary

## State Travel Impacts 2020p

The COVID-19 pandemic has caused global economic hardship. The travel industry has been especially hard hit, even more so than during the Great Recession. U.S. travel spending declined an estimated 36% in 2020. The Idaho travel industry was much less affected, experiencing an estimated decline of 18.2% in travel spending.

- Travel spending declined 18.2% from \$4.3 billion in 2019 to \$3.5 billion in 2020.
- Direct employment declined by approximately 5,200 jobs across the state in 2020, a decrease of 10.3%.
- Tax receipts generated by travel spending were down 12.5% compared to 2019. Local and state taxes have declined 15.4% and 10.4% respectively.

These estimates for Idaho are subject to revision as more complete source data becomes available. This year has resulted in higher data variability and can lead to larger than normal revisions.

Travel spending in Idaho **lost \$775 million**, a decline of 18.2%.



Photo Credit: Visit Idaho

# Idaho / Trend

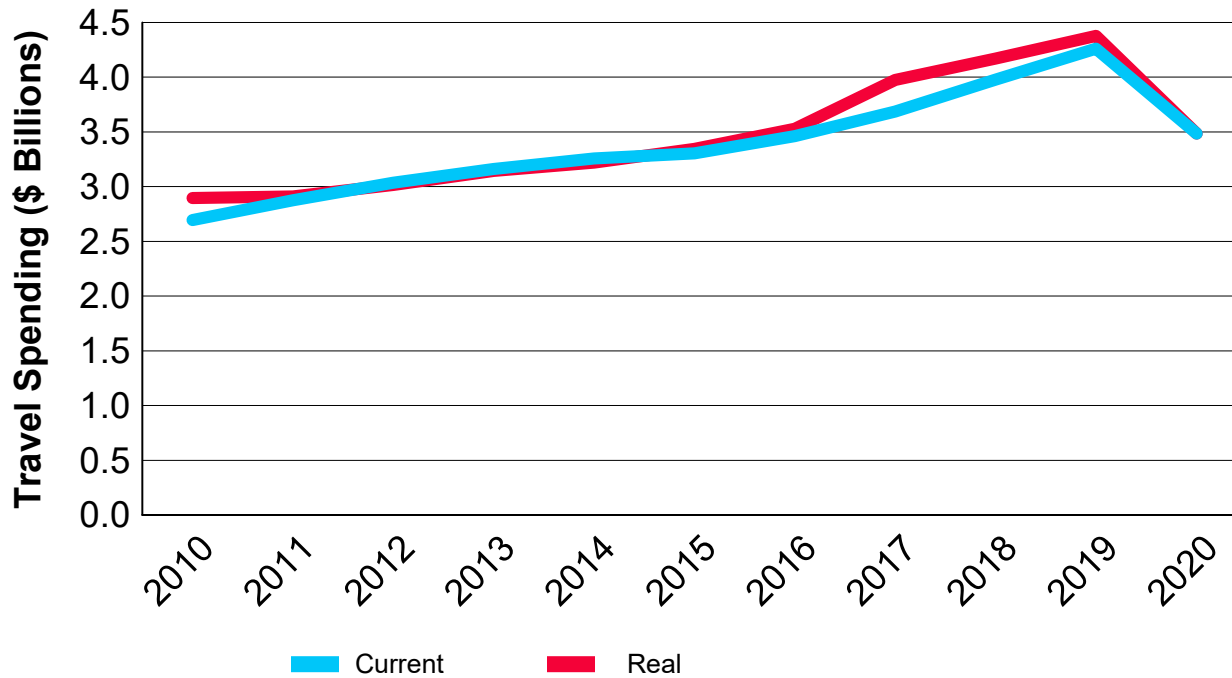
## Direct Travel Impacts 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	2,877	3,035	3,163	3,257	3,304	3,462	3,686	3,979	4,262	3,487	▼ -18.2%	▲ 2.2%
Other	298	310	316	300	312	336	370	406	458	214	▼ -53.2%	▼ -3.6%
Visitor	2,579	2,725	2,847	2,957	2,991	3,126	3,316	3,574	3,804	3,272	▼ -14.0%	▲ 2.7%
Non-transportation	1,825	1,939	2,057	2,172	2,293	2,440	2,557	2,722	2,926	2,667	▼ -8.9%	▲ 4.3%
Transportation	754	786	790	785	699	686	759	852	878	606	▼ -31.0%	▼ -2.4%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	771	808	846	901	952	1,029	1,113	1,256	1,350	1,241	▼ -8.1%	▲ 5.4%
<b>Employment (000's)</b>												
Employment	37.2	38.2	39.1	40.6	41.7	43.7	45.8	48.1	50.6	45.4	▼ -10.3%	▲ 2.2%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	331	346	372	390	411	444	475	515	546	477	▼ -12.5%	▲ 4.2%
Local	26	26	28	29	31	33	35	43	44	37	▼ -15.4%	▲ 4.2%
State	176	185	193	203	215	234	251	265	281	252	▼ -10.4%	▲ 4.1%
Federal	129	135	151	158	166	177	188	207	221	189	▼ -14.7%	▲ 4.3%



# Idaho / Trend

## Direct Spending / Real and Current Dollars



Adjusted for inflation the real dollar decline in travel spending was 20.3% compared to a 18.2% decline in current dollars.

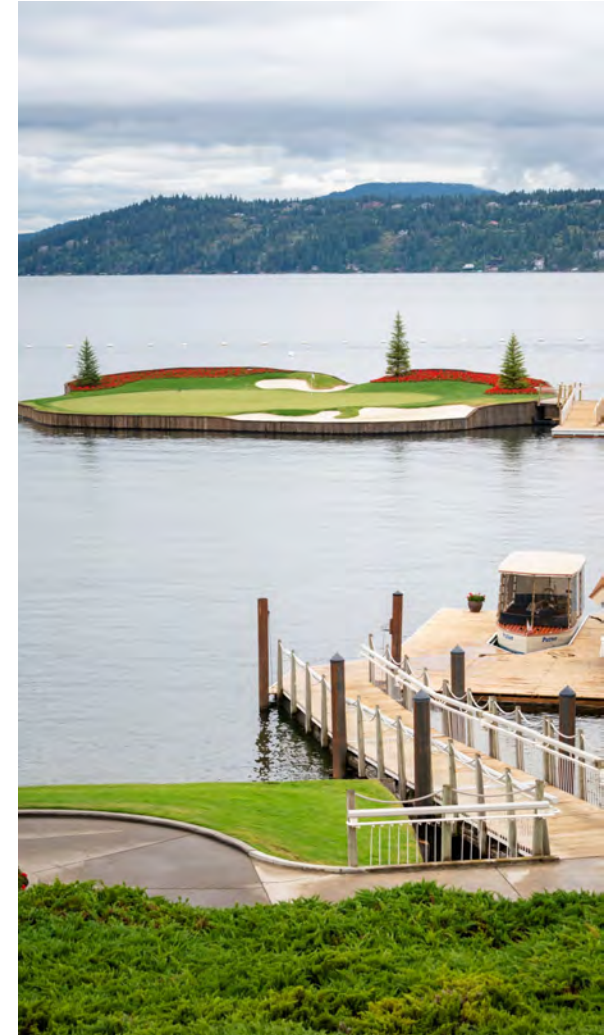
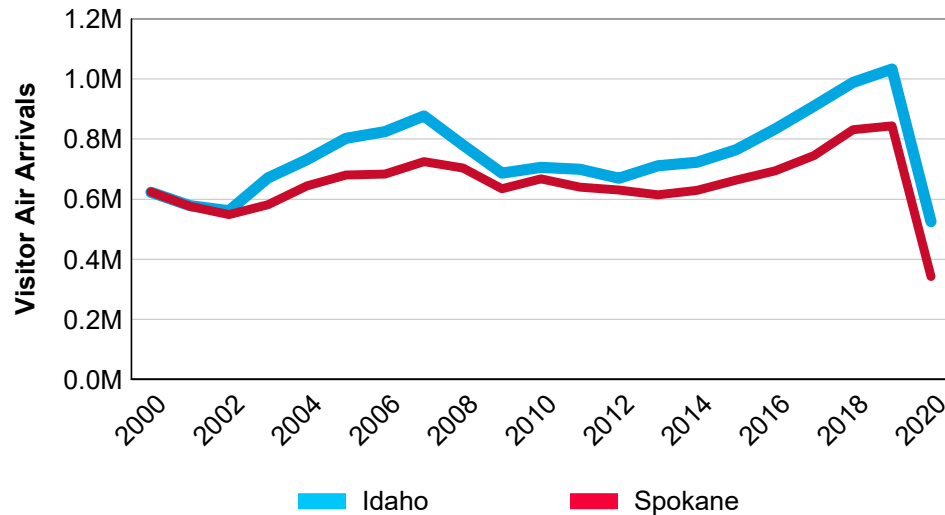


Photo Credit: Visit Idaho

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates

# Idaho / Trend

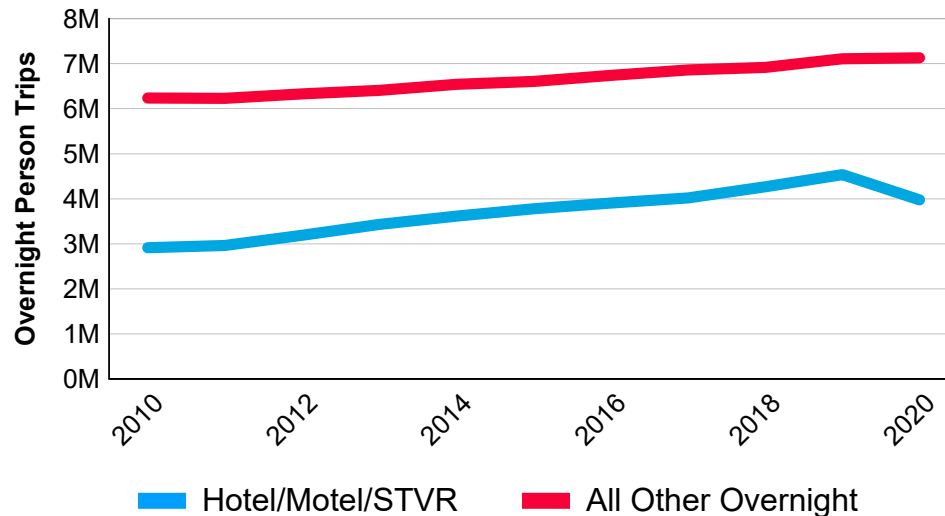
## Air Passenger Visitor Arrivals / U.S. Air Carriers



525 thousand domestic visitors traveled to Idaho by air in 2020. This is a decline of 49% from 2019 visitation of approximately 1 million.

Sources: Bureau of Transportation Statistics, Dean Runyan Associates

## Overnight Volume / Idaho



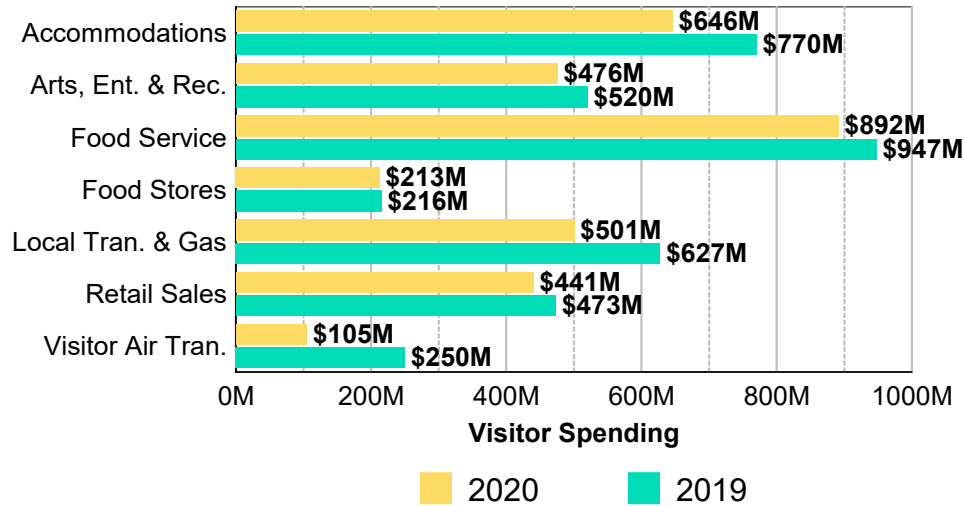
Overnight visitor volume has decreased 4.6% in 2020. Visitors who stay in hotels, motels declined 18.1%, while those who stayed in short term vacation rentals increased 8.9%.

The volume of all other overnight visitors was similar to the previous year.

Sources: Dean Runyan Associates, Omnitrak Group, STR LLC.

# Idaho / Trend

## Visitor Spending by Commodity Purchased / Idaho

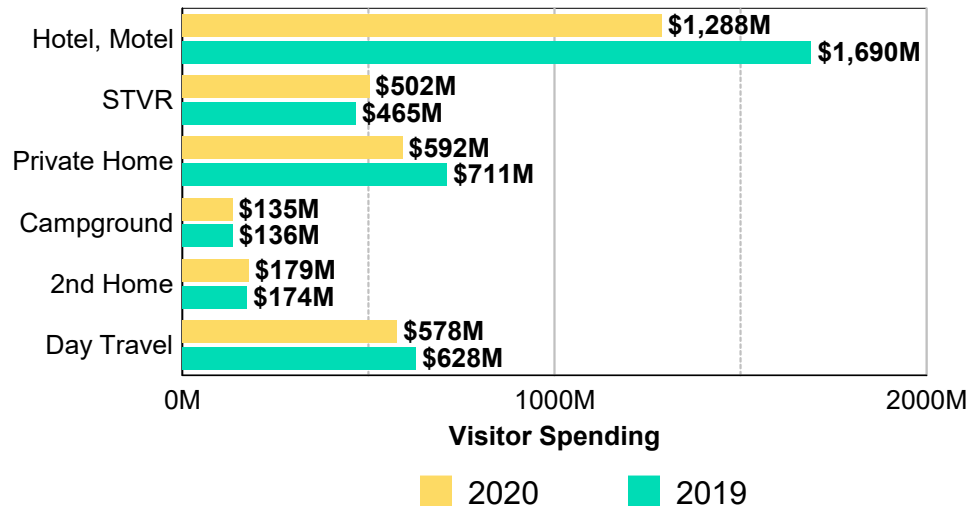


Sources: Idaho Department of Revenue, Dean Runyan Associates

Visitor spending on Food Service declined \$55 million in 2020 compared to 2019, a decline of 5.9%.

Visitor spending for Accommodations lost approximately \$124 million, a decline of 16.2%.

## Visitor Spending by Accommodation Type / Idaho



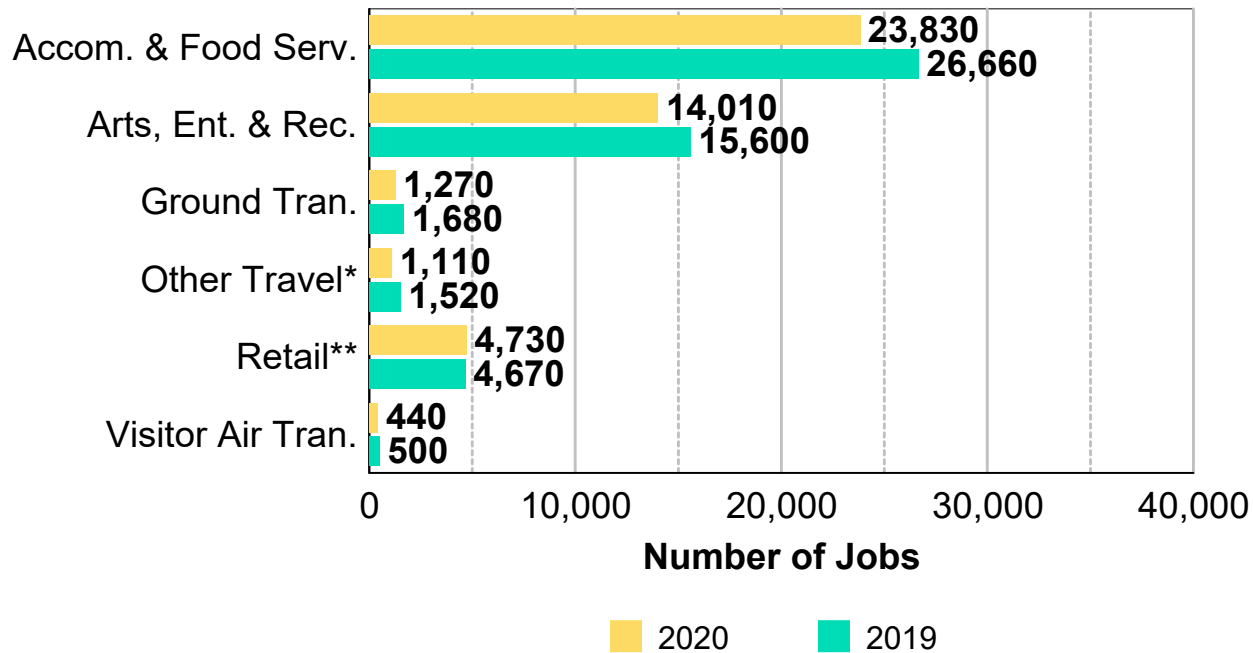
Sources: Idaho Department of Revenue, Dean Runyan Associates, STR LLC., Omnitrak Group

Visitors who stayed in a Hotel, Motel spent \$1.3 billion in 2020, a decrease of 23.8%.

Visitors who stayed in a Short term Vacation Rental spent \$502 million in 2020, an increase of 7.9%.

# Idaho / Trend

## Travel Industry Employment / Idaho



Total direct job loss is estimated at 5,240 jobs. Leisure and Hospitality (Accom & Food Service + Arts, Ent. & Rec.) lost approximately 4,420 jobs in 2020, representing 84% of the direct job loss. Overall, travel industry employment experienced a decline of 10.3%.



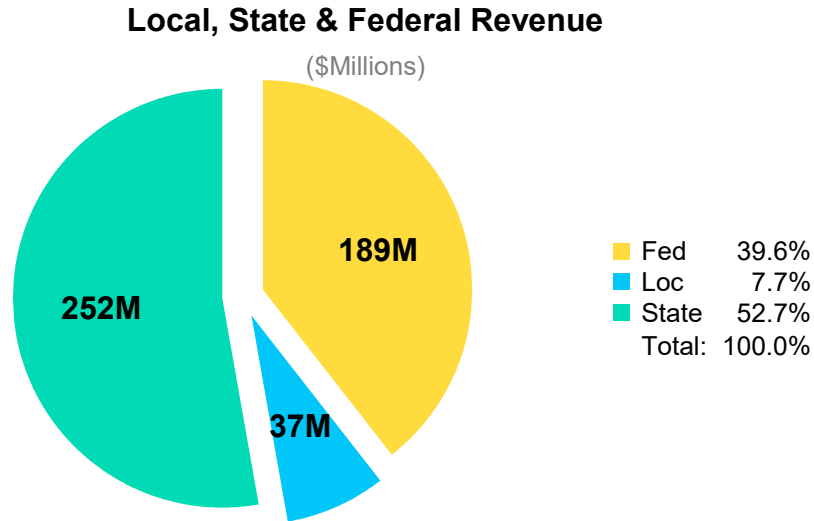
Photo Credit: Visit Idaho

Sources: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

# Idaho / Tax Revenue

## Travel-Generated Government Revenue, 2020

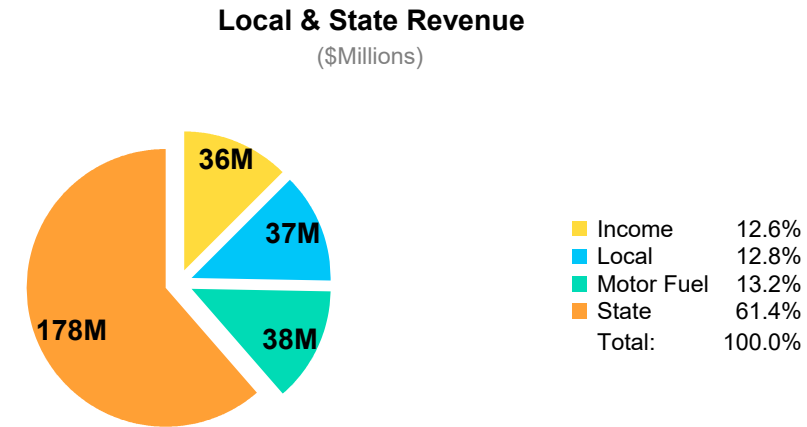
The chart below shows the distribution of travel-generated tax revenue. Federal taxes include income, payroll, airline ticket taxes, and motor fuel excise tax.



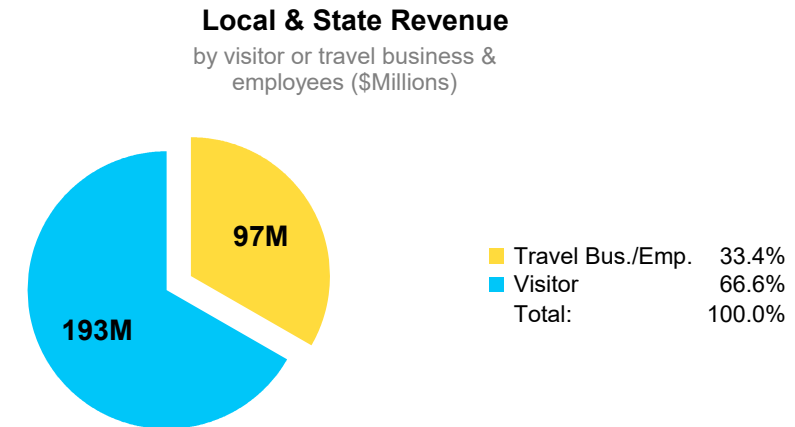
Detailed state and local taxes are shown to the right. Travel-generated local and state tax revenue represents about 2% of all local and state tax collections. For 2020, total local, state and federal tax revenue was equivalent to \$758 per resident Idaho household. State and local tax revenue amounted to \$458 per household.

Approximately two-thirds (66.6%) of all travel-generated local and state tax revenue is attributable to visitors (both Idaho residents and out-of-state visitors). In addition, travel business and employee tax payments include sales, income, and business property taxes.

**State sales & other taxes** include the mixed beverage gross receipts tax, the motor fuel tax and the auto rental tax. The sales tax payments of both visitors and travel business employees are included. Sales tax revenue reflects the state sales tax payments attributable to the income of travel industry employees.



**Local sales & other taxes** include lodging taxes and passenger facility charges for visitors traveling to Idaho by air. As with state sales tax revenue, the local sales tax payments of both visitors and travel industry employees are included.





# Idaho / Origin

## Visitor Spending by Origin, 2020p

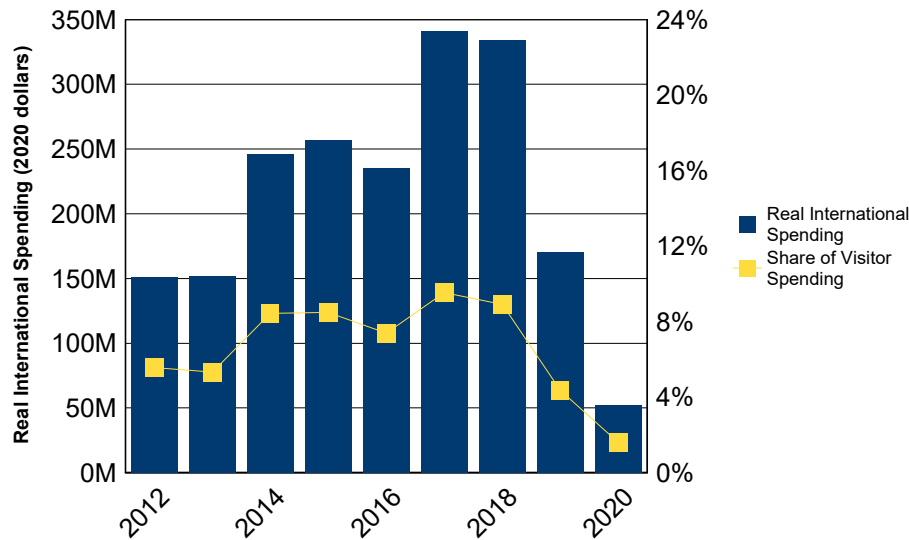
U.S. residents of states other than Idaho accounted for approximately 73.6% of travel spending in the state in 2020. Residents of Idaho accounted for 24.8%, while international visitors accounted for 1.6% of travel spending in the state.

Real international spending has historically constituted 5-9% of total travel spending in Idaho. The COVID-19 pandemic resulted in travel restrictions to the U.S. from multiple large travel markets, causing the share of international spending to drop to approximately 1.6%.

### Visitor Spending by Residence, 2020

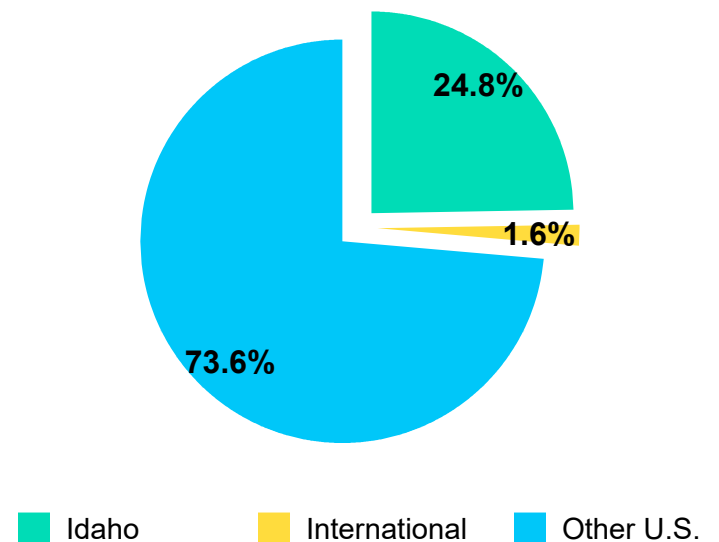
Origin	Spending (\$Billion)
International	\$0.05
Other U.S.	\$2.41
Idaho	\$0.81
<b>Visitor Spending</b>	<b>\$3.28</b>

### International Visitor Spending in Real Dollars



International spending impacts for Idaho were derived from the U.S. International Transaction estimates from the Bureau of Economic Analysis (BEA) and origin & destination counts from the National Travel and Tourism Office.

### Visitor Spending by Visitor Residence, 2020



# State Impacts / Detail

## Direct Travel Impacts 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	2,579	2,725	2,847	2,957	2,991	3,126	3,316	3,574	3,804	3,272	▼ -14.0%
Other Travel*	298	310	316	300	312	336	370	406	458	214	▼ -53.2%
<b>TOTAL</b>	<b>2,877</b>	<b>3,035</b>	<b>3,163</b>	<b>3,257</b>	<b>3,304</b>	<b>3,462</b>	<b>3,686</b>	<b>3,979</b>	<b>4,262</b>	<b>3,487</b>	<b>▼ -18.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel	1,245	1,346	1,448	1,532	1,605	1,717	1,828	1,617	1,690	1,288	▼ -23.8%
Private Home	598	616	618	617	587	590	634	680	711	592	▼ -16.7%
STVR								376	465	502	▲ 7.9%
Campground	104	108	113	124	118	123	127	133	136	135	▼ -0.8%
2nd Home	155	156	156	157	154	156	162	170	174	179	▲ 2.6%
Day Travel	476	499	512	527	527	539	566	598	628	578	▼ -8.1%
<b>TOTAL</b>	<b>2,579</b>	<b>2,725</b>	<b>2,847</b>	<b>2,957</b>	<b>2,991</b>	<b>3,126</b>	<b>3,316</b>	<b>3,574</b>	<b>3,804</b>	<b>3,272</b>	<b>▼ -14.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	355	384	417	458	503	566	607	705	770	646	▼ -16.2%
Food Service	569	612	655	694	735	784	832	873	947	892	▼ -5.9%
Food Stores	149	156	163	174	180	185	188	203	216	213	▼ -1.3%
Local Tran. & Gas	599	624	610	604	508	486	547	622	627	501	▼ -20.2%
Arts, Ent. & Rec.	374	397	418	432	450	470	487	488	520	476	▼ -8.6%
Retail Sales	377	391	405	415	424	435	444	453	473	441	▼ -6.9%
Visitor Air Tran.	156	162	180	181	190	200	212	230	250	105	▼ -58.0%
<b>TOTAL</b>	<b>2,579</b>	<b>2,725</b>	<b>2,847</b>	<b>2,957</b>	<b>2,991</b>	<b>3,126</b>	<b>3,316</b>	<b>3,574</b>	<b>3,804</b>	<b>3,272</b>	<b>▼ -14.0%</b>

Details may not add to totals due to rounding. Starting in 2018 short term vacation rentals (STVR) have been subsetted from Hotel, Motel. In prior years this STVR activity is captured in Hotel, Motel.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.



# State Impacts / Detail

## Direct Travel Impacts 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>											
Accom. & Food Serv.	355	375	392	425	454	494	536	587	641	598	▼ -6.7%
Arts, Ent. & Rec.	199	209	219	239	250	270	293	322	342	315	▼ -7.9%
Retail**	100	104	108	117	121	127	133	136	141	151	▲ 7.0%
Ground Tran.	36	37	37	41	43	45	47	53	57	46	▼ -19.7%
Visitor Air Tran.	22	22	26	25	27	28	31	53	54	48	▼ -11.4%
Other Travel*	59	60	64	55	58	64	73	105	114	83	▼ -27.4%
<b>TOTAL</b>	<b>771</b>	<b>808</b>	<b>846</b>	<b>901</b>	<b>952</b>	<b>1,029</b>	<b>1,113</b>	<b>1,256</b>	<b>1,350</b>	<b>1,241</b>	<b>▼ -8.1%</b>
<b>Industry Employment Generated by Travel Spending (Jobs)</b>											
Accom. & Food Serv.	19,020	19,550	20,210	21,270	22,040	23,130	24,120	25,230	26,660	23,830	▼ -10.6%
Arts, Ent. & Rec.	11,180	11,460	11,590	12,070	12,230	13,040	13,810	14,650	15,600	14,010	▼ -10.2%
Retail**	4,080	4,210	4,240	4,380	4,410	4,400	4,540	4,590	4,670	4,730	▲ 1.3%
Ground Tran.	1,400	1,380	1,380	1,490	1,520	1,560	1,570	1,650	1,680	1,270	▼ -24.4%
Visitor Air Tran.	390	390	440	420	440	450	480	510	500	440	▼ -11.9%
Other Travel*	1,150	1,200	1,200	990	1,020	1,110	1,290	1,460	1,520	1,110	▼ -26.6%
<b>TOTAL</b>	<b>37,220</b>	<b>38,180</b>	<b>39,060</b>	<b>40,630</b>	<b>41,660</b>	<b>43,690</b>	<b>45,820</b>	<b>48,100</b>	<b>50,640</b>	<b>45,400</b>	<b>▼ -10.3%</b>

Details may not add to totals due to rounding.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

\*\*Retail includes gasoline.

# State Impacts / Detail

## Direct Travel Impacts 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	26	26	28	29	31	33	35	43	44	37	▼ -15.4%
State Tax Receipts	176	185	193	203	215	234	251	265	281	252	▼ -10.4%
Federal Tax Receipts	129	135	151	158	166	177	188	207	221	189	▼ -14.7%
<b>TOTAL</b>	<b>331</b>	<b>346</b>	<b>372</b>	<b>390</b>	<b>411</b>	<b>444</b>	<b>475</b>	<b>515</b>	<b>546</b>	<b>477</b>	<b>▼ -12.5%</b>

Details may not add to totals due to rounding.



# Idaho / Travel GDP

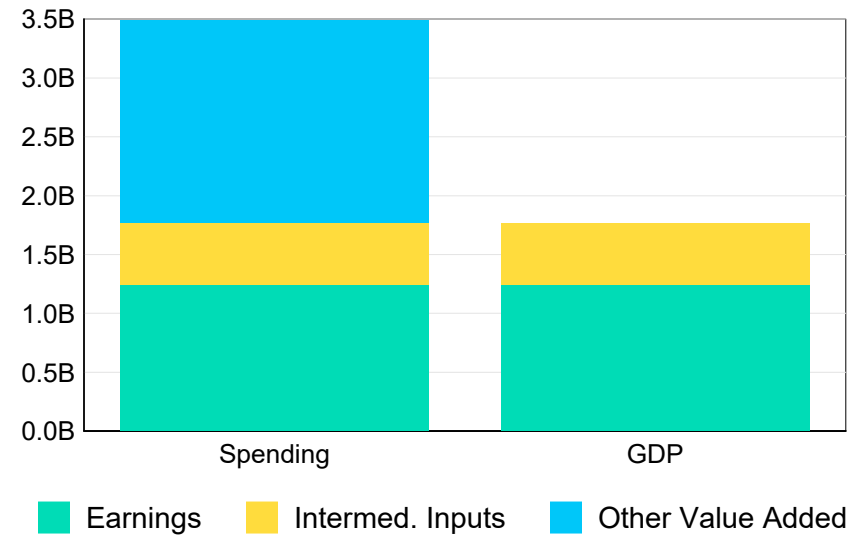
## Travel Industry GDP, 2020

Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations. The relationship between travel spending and the GDP of the Idaho travel industry is shown to the right. Idaho travel industry GDP of \$3.5 billion represents approximately 2.1% of the total Idaho GDP.

The estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Idaho will be delivered by other Idaho firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other Idaho businesses. These inputs are sometimes referred to as "indirect" effects.

**Travel Spending and GDP of Travel Industry**

(\$ Billions)



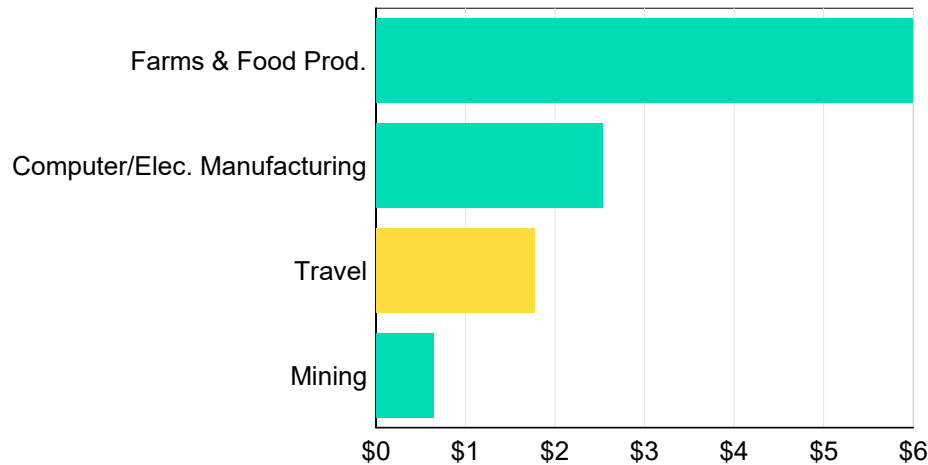
# Idaho / Travel GDP

## Export-Oriented Industries, 2020

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, extractive industries such as mining, and manufacturing are the best examples of goods-producing export industries. The travel industry is also an export-oriented industry because goods and services are sold to visitors, injecting money into the local economy, as do the exports of other industries.

### Idaho Gross Domestic Product

2020, GDP of Selected Export Industries

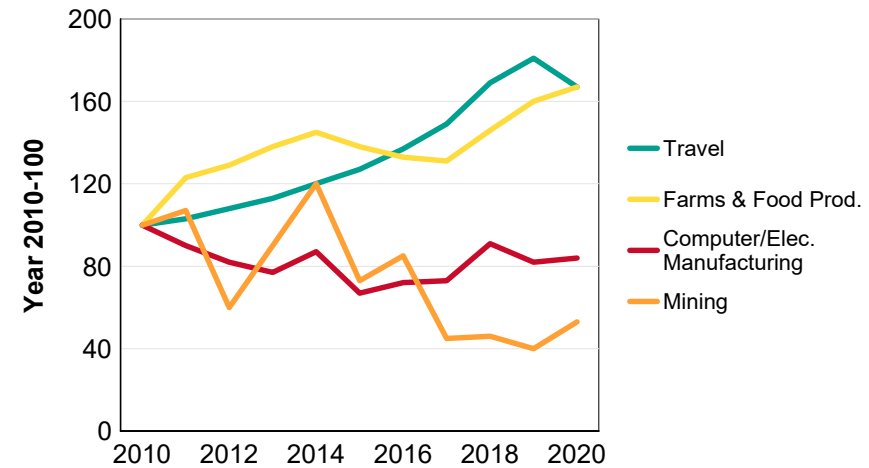


A comparison of the leading export-oriented industries in Idaho is shown for 2020. Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength - in part because they generate income that contributes to development of other local services and amenities.

Source: Dean Runyan Associates and Bureau of Economic Analysis. GDP estimates by Dean Runyan Associates.

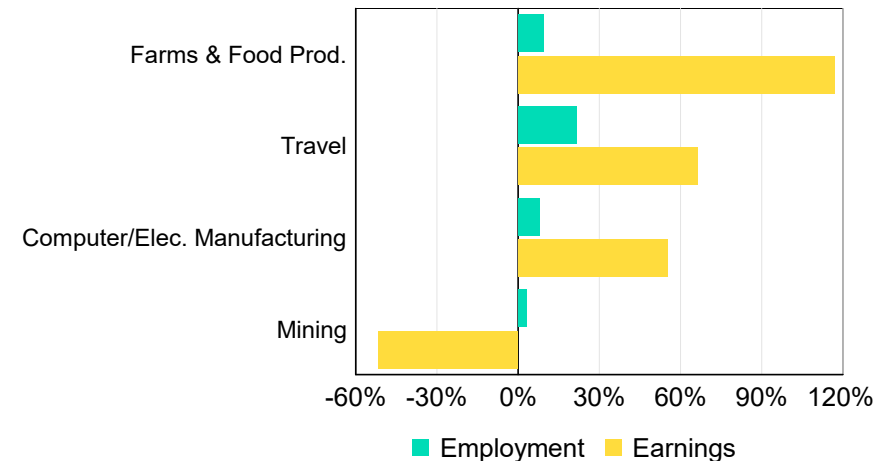
### Change in Idaho GDP

2010-2020, Selected Industries



### Change in Earnings and Employment

2010-2020, Selected Industries



# Idaho / Secondary Effects

Travel spending brings money into many Idaho communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates indirect and induced impacts.

**Direct** impacts represent effects attributable to traveler expenditures.

**Indirect** impacts represent effects associated with industries that supply goods and services to the direct businesses.

**Induced** impacts represent effects of purchases made by employees in both the direct and indirect businesses.

The impacts in this section are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories presented elsewhere in this report.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Idaho and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.

## Largest Secondary Industries 2020

**Professional Services** (3,440 jobs and \$195 million in earnings) A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses. Employees of these businesses also purchase professional services.

**Education & Health Services** (2,000 jobs and \$124 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.

**Financial Activities** (2,800 jobs and \$105 million in earnings) Both businesses and individuals make use of banking and insurance institutions.

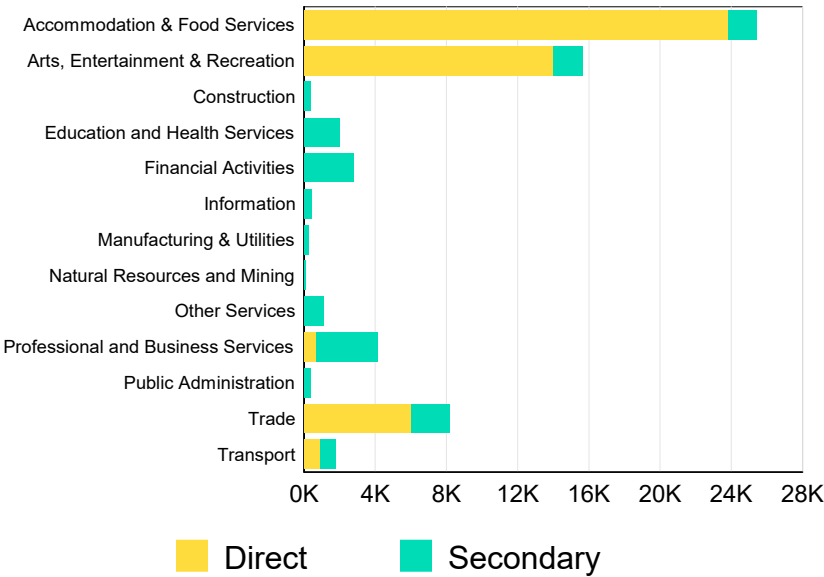
**Other Services** (1,080 jobs and \$53 million in earnings) Employees and travel businesses utilize a number of service providers such as repair shops, laundry, maintenance, and business services.



# Idaho / Secondary Effects

## Total Employment 2020

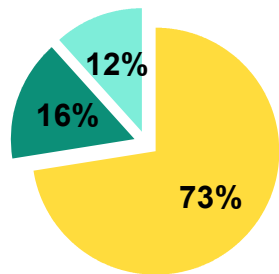
### Direct & Secondary Employment



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	23,830	630	980	1,610	25,440
Arts, Entertainment & Recreation	14,010	1,430	230	1,670	15,680
Trade	6,000	840	1,320	2,160	8,160
Transport	890	720	170	890	1,780
Professional and Business Services	670	2,740	710	3,440	4,110
Construction	0	250	90	350	350
Education and Health Services	0	130	1,860	2,000	2,000
Financial Activities	0	1,860	940	2,800	2,800
Information	0	310	110	430	430
Manufacturing & Utilities	0	200	80	280	280
Natural Resources and Mining	0	70	40	110	110
Other Services	0	390	690	1,080	1,080
Public Administration	0	290	90	380	380
<b>All Industries</b>	<b>45,400</b>	<b>9,880</b>	<b>7,320</b>	<b>17,200</b>	<b>62,600</b>

Values may not add to totals due to rounding.

### Share of Total Employment



Direct Indirect Induced



**MOST DIRECT JOBS**  
Accommodation & Food Services



**MOST SECONDARY JOBS**  
Professional & Business Services

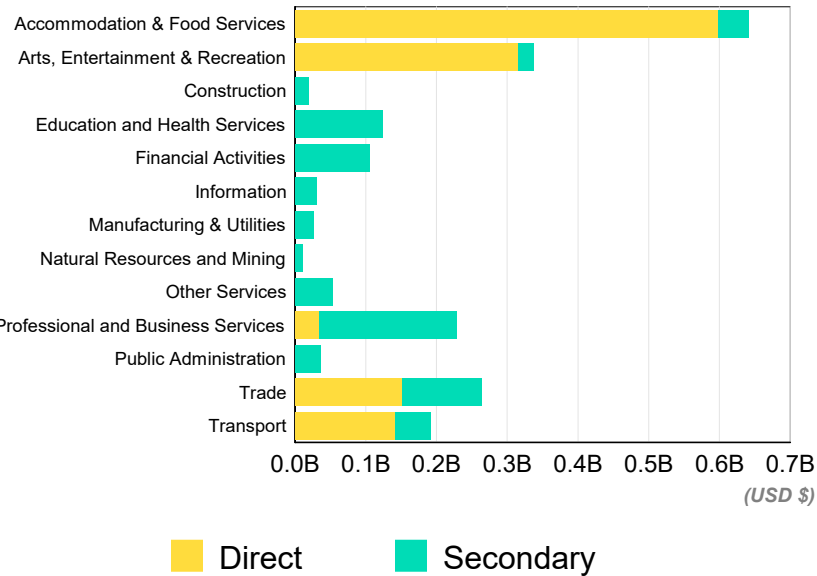




# Idaho / Secondary Effects

## Total Earnings 2020

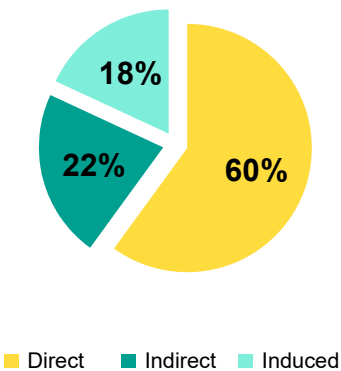
### Direct & Secondary Earnings



Industry Group	Direct	Secondary			Grand Total
		Indirect	Induced	Total	
Accommodation & Food Services	598	18	26	43	641
Arts, Entertainment & Recreation	315	18	5	22	338
Trade	151	43	70	113	264
Transport	143	39	10	50	192
Professional and Business Services	34	157	38	195	229
Construction	0	14	5	20	20
Education and Health Services	0	4	120	124	124
Financial Activities	0	63	42	105	105
Information	0	23	8	31	31
Manufacturing & Utilities	0	19	8	27	27
Natural Resources and Mining	0	6	4	11	11
Other Services	0	23	30	53	53
Public Administration	0	28	8	36	36
<b>All Industries</b>	<b>1,241</b>	<b>455</b>	<b>374</b>	<b>829</b>	<b>2,069</b>

Values may not add to totals due to rounding. Figures in \$Millions

### Share of Total Earnings





**MOST DIRECT Earnings**  
Accommodation & Food Services



**MOST SECONDARY Earnings**  
Professional & Business Services

# Idaho Impacts / Overnight Volume

## Overnight Visitor Volume and Average Spending

Overnight visitor volume figures for Idaho are based on the economic findings of this report and other source data. Day travel estimates are not provided because of data limitations. Although volume estimates derived from different methodologies and source data will necessarily vary to some extent, it should be noted that the overnight volume estimates reported here are consistent with other data, such as room demand, visitor air travel and other visitor surveys.


### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
<b>Hotel, Motel</b>						
All Modes	\$162	\$439	\$401	\$1,095	2.5	2.7
Air	\$201	\$707	\$326	\$1,146	1.6	3.5
Other	\$145	\$387	\$371	\$991	2.6	2.7
<b>Short Term Vacation Rental</b>						
All Modes	\$173	\$482	\$598	\$1,663	3.4	2.8
<b>Private Home</b>						
All Modes	\$31	\$112	\$82	\$300	2.6	3.7
Air	\$63	\$359	\$114	\$649	1.8	5.7
Other	\$28	\$98	\$77	\$269	2.7	3.5
<b>Other Overnight</b>						
All Modes	\$24	\$84	\$72	\$250	3.0	3.5
<b>All Overnight</b>						
All Modes	\$74	\$243	\$200	\$661	2.7	3.3

### Overnight Visitor Volume, 2018-2020 (Millions)

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	9.5	9.7	8.0	3.9	4.0	3.2
Short Term Vacation	2.1	2.7	2.9	0.6	0.8	0.8
Private Home	17.6	19.0	19.0	0.6	7.6	7.2
Other Overnight	6.3	6.4	6.5	2.1	2.2	2.2
<b>All Overnight</b>	<b>35.5</b>	<b>37.8</b>	<b>36.3</b>	<b>7.2</b>	<b>14.5</b>	<b>13.5</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	3.5	3.6	2.9	1.4	1.5	1.2
Short Term Vacation	0.8	1.0	1.0	0.2	0.3	0.3
Private Home	4.8	5.3	5.3	0.1	2.0	2.0
Other Overnight	1.8	1.8	1.9	0.6	0.6	0.6
<b>All Overnight</b>	<b>10.9</b>	<b>11.6</b>	<b>11.1</b>	<b>2.4</b>	<b>4.4</b>	<b>4.1</b>



**-18.1%**  
Decline in Hotel, Motel person trips.





# Region Impacts

2020

# Tourism Regions

## **Central**

Blaine  
Butte  
Custer  
Lemhi

## **Eastern**

Bonneville  
Clark  
Fremont  
Jefferson  
Madison  
Teton

## **North Central**

Clearwater  
Idaho  
Latah  
Lewis  
Nez Perce

## **Northern**

Benewah  
Bonner  
Boundary  
Kootenai  
Shoshone

## **South Central**

Camas  
Cassia  
Gooding  
Jerome  
Lincoln  
Minidoka  
Twin Falls

## **Southeastern**

Bannock  
Bear Lake  
Bingham  
Caribou  
Franklin

Oneida

Power

## **Southwestern**

Ada

Adams

Boise

Canyon

Elmore

Gem

Owyhee

Payette

Valley

Washington



# Northern Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$79,786
Employee Earnings generated by \$100 Visitor Spending	\$36
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.87
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$10,409
Additional employment from one additional overnight visitor per resident household	130
Visitor Shares	
Travel Share of Total Employment	8%
Overnight Visitor Day Share**	7%

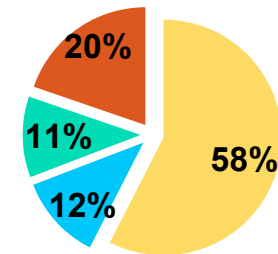
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

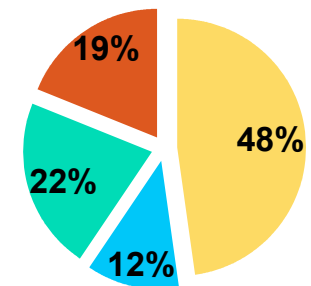
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### Northern Region



### Idaho



# Northern Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	573.6	626.6	659.4	689.1	710.2	726.0	753.6	821.7	884.0	836.2	▼ -5.4%	▲ 4.3%
Other	12.0	12.2	11.9	11.4	10.0	10.3	12.2	13.7	14.8	11.4	▼ -22.8%	▼ -0.5%
Visitor	561.6	614.4	647.5	677.7	700.2	715.7	741.5	808.0	869.2	824.7	▼ -5.1%	▲ 4.4%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	194.3	208.5	218.8	236.4	250.1	261.0	274.9	295.0	319.6	304.1	▼ -4.9%	▲ 5.1%
<b>Employment (Jobs)</b>												
Employment	9,140	9,470	9,560	9,840	10,100	10,190	10,520	10,970	11,520	10,420	▼ -9.5%	▲ 1.5%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	43.3	46.8	49.2	52.1	55.0	57.8	60.5	64.5	69.0	65.8	▼ -4.6%	▲ 4.8%
Local	5.6	5.9	6.3	6.7	7.0	7.3	7.6	9.0	9.2	8.5	▼ -8.3%	▲ 4.8%
State	37.7	40.9	43.0	45.4	48.0	50.5	53.0	55.5	59.8	57.4	▼ -4.0%	▲ 4.8%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Northern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	561.6	614.4	647.5	677.7	700.2	715.7	741.5	808.0	869.2	824.7	▼ -5.1%
Other Travel*	12.0	12.2	11.9	11.4	10.0	10.3	12.2	13.7	14.8	11.4	▼ -22.8%
<b>TOTAL</b>	<b>573.6</b>	<b>626.6</b>	<b>659.4</b>	<b>689.1</b>	<b>710.2</b>	<b>726.0</b>	<b>753.6</b>	<b>821.7</b>	<b>884.0</b>	<b>836.2</b>	<b>▼ -5.4%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	334.9	375.4	406.1	429.2	454.2	468.7	482.3	429.0	453.7	401.5	▼ -11.5%
Private Home	65.4	67.9	67.1	67.6	65.2	65.6	69.8	72.3	76.9	76.6	▼ -0.4%
STVR								108.0	128.9	138.1	▲ 7.1%
Campground	24.8	27.6	27.3	29.7	27.6	25.5	27.5	29.1	30.0	30.2	▲ 0.6%
2nd Home	41.9	42.4	42.6	43.3	43.2	44.0	45.5	47.5	49.0	50.8	▲ 3.7%
Day Travel	94.5	101.1	104.5	108.0	109.9	112.0	116.4	122.1	130.6	127.6	▼ -2.3%
<b>TOTAL</b>	<b>561.6</b>	<b>614.4</b>	<b>647.5</b>	<b>677.7</b>	<b>700.2</b>	<b>715.7</b>	<b>741.5</b>	<b>808.0</b>	<b>869.2</b>	<b>824.7</b>	<b>▼ -5.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	78.6	87.0	93.6	101.4	107.4	115.1	120.6	149.5	164.7	155.8	▼ -5.4%
Food Service	134.1	148.6	159.4	168.9	179.9	187.0	195.8	208.4	227.8	224.7	▼ -1.4%
Food Stores	28.8	30.9	31.9	33.9	34.8	34.5	35.4	38.8	41.7	43.1	▲ 3.3%
Local Tran. & Gas	66.9	71.3	69.4	68.9	58.8	55.4	61.8	70.4	71.9	61.3	▼ -14.8%
Arts, Ent. & Rec.	173.8	192.7	207.0	216.2	229.2	233.0	235.8	246.6	263.8	242.1	▼ -8.2%
Retail Sales	79.3	83.8	86.2	88.3	90.1	90.8	92.1	94.3	99.2	97.7	▼ -1.5%
<b>TOTAL</b>	<b>561.6</b>	<b>614.4</b>	<b>647.5</b>	<b>677.7</b>	<b>700.2</b>	<b>715.7</b>	<b>741.5</b>	<b>808.0</b>	<b>869.2</b>	<b>824.7</b>	<b>▼ -5.1%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# Northern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	80.6	85.4	90.6	97.5	102.9	108.2	115.3	126.3	136.5	133.1	▼ -2.4%
Arts, Ent. & Rec.	90.2	98.2	102.8	111.6	119.0	123.6	128.9	136.5	148.8	135.2	▼ -9.1%
Retail**	15.8	16.9	17.3	18.7	19.3	19.8	20.5	21.0	22.1	25.0	▲ 13.1%
Ground Tran.	5.4	5.6	5.5	6.1	6.4	6.6	6.9	7.8	8.4	7.3	▼ -12.7%
Other Travel*	2.4	2.4	2.5	2.5	2.5	2.8	3.2	3.5	3.8	3.3	▼ -13.0%
<b>TOTAL</b>	<b>194.3</b>	<b>208.5</b>	<b>218.8</b>	<b>236.4</b>	<b>250.1</b>	<b>261.0</b>	<b>274.9</b>	<b>295.0</b>	<b>319.6</b>	<b>304.1</b>	<b>▼ -4.9%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	4,340	4,470	4,620	4,820	4,940	4,970	5,130	5,390	5,660	5,160	▼ -8.8%
Arts, Ent. & Rec.	3,880	4,050	3,990	4,010	4,150	4,220	4,370	4,520	4,780	4,180	▼ -12.6%
Retail**	630	650	660	700	700	680	700	710	730	780	▲ 7.2%
Ground Tran.	210	210	210	230	230	230	230	250	250	210	▼ -16.8%
Other Travel*	80	80	80	80	80	80	90	100	100	90	▼ -10.4%
<b>TOTAL</b>	<b>9,140</b>	<b>9,470</b>	<b>9,560</b>	<b>9,840</b>	<b>10,100</b>	<b>10,190</b>	<b>10,520</b>	<b>10,970</b>	<b>11,520</b>	<b>10,420</b>	<b>▼ -9.5%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	5.6	5.9	6.3	6.7	7.0	7.3	7.6	9.0	9.2	8.5	▼ -8.3%
State Tax Receipts	37.7	40.9	43.0	45.4	48.0	50.5	53.0	55.5	59.8	57.4	▼ -4.0%
<b>TOTAL</b>	<b>43.3</b>	<b>46.8</b>	<b>49.2</b>	<b>52.1</b>	<b>55.0</b>	<b>57.8</b>	<b>60.5</b>	<b>64.5</b>	<b>69.0</b>	<b>65.8</b>	<b>▼ -4.6%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.



# Northern Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for Northern region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$280	\$729	\$804	\$2,093	2.9	2.6
Short Term Vacation Rental	\$279	\$776	\$962	\$2,676	3.5	2.8
Private Home	\$28	\$103	\$71	\$262	2.5	3.7
Other Overnight	\$22	\$78	\$66	\$231	3.0	3.5
<b>All Overnight</b>	<b>\$108</b>	<b>\$350</b>	<b>\$298</b>	<b>\$980</b>	<b>2.8</b>	<b>3.3</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	1,568,210	1,622,210	1,432,390	546,170	564,780	499,630
STVR	381,690	454,460	494,940	110,640	131,730	143,460
Private Home	2,500,710	2,690,700	2,690,190	1,005,780	1,081,840	1,081,220
Other Overnight	1,734,790	1,779,550	1,809,360	586,010	601,060	611,340
<b>All Overnight</b>	<b>6,185,410</b>	<b>6,546,920</b>	<b>6,426,890</b>	<b>2,248,600</b>	<b>2,379,410</b>	<b>2,335,650</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	603,420	624,310	550,560	209,950	217,150	191,850
STVR	137,300	163,470	178,040	39,800	47,380	51,600
Private Home	687,610	741,070	742,000	271,450	292,490	292,750
Other Overnight	497,630	510,460	519,050	168,130	172,440	175,400
<b>All Overnight</b>	<b>1,925,970</b>	<b>2,039,320</b>	<b>1,989,650</b>	<b>689,320</b>	<b>729,470</b>	<b>711,610</b>

# North Central Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$57,143
Employee Earnings generated by \$100 Visitor Spending	\$36
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.92
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$2,872
Additional employment from one additional overnight visitor per resident household	50
Visitor Shares	
Travel Share of Total Employment	4%
Overnight Visitor Day Share**	5%

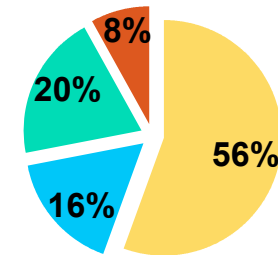
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

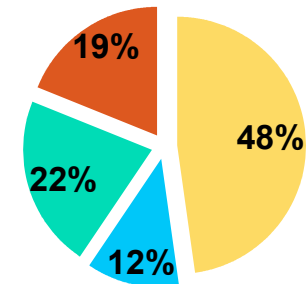
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### North Central Region



### Idaho



# North Central Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	136.0	139.6	145.2	150.9	150.6	150.8	158.7	156.6	164.3	134.4	▼ -18.2%	▼ -0.1%
Other	12.5	13.4	13.0	12.6	12.7	14.3	15.2	13.5	12.4	5.4	▼ -55.9%	▼ -8.8%
Visitor	123.4	126.2	132.1	138.4	137.9	136.5	143.6	143.2	151.9	128.9	▼ -15.1%	▲ 0.5%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	37.2	38.3	39.5	40.9	43.9	44.3	47.1	48.7	56.4	49.5	▼ -12.1%	▲ 3.2%
<b>Employment (Jobs)</b>												
Employment	2,230	2,230	2,270	2,270	2,290	2,340	2,430	2,340	2,620	2,310	▼ -11.8%	▲ 0.4%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	9.7	10.0	10.4	10.9	11.4	11.6	12.2	12.2	13.2	11.3	▼ -14.1%	▲ 1.7%
Local	1.2	1.2	1.2	1.3	1.4	1.3	1.4	1.6	1.6	1.3	▼ -17.7%	▲ 1.7%
State	8.6	8.8	9.2	9.6	10.0	10.3	10.8	10.7	11.6	10.0	▼ -13.6%	▲ 1.7%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# North Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	123.4	126.2	132.1	138.4	137.9	136.5	143.6	143.2	151.9	128.9	▼ -15.1%
Other Travel*	12.5	13.4	13.0	12.6	12.7	14.3	15.2	13.5	12.4	5.4	▼ -55.9%
<b>TOTAL</b>	<b>136.0</b>	<b>139.6</b>	<b>145.2</b>	<b>150.9</b>	<b>150.6</b>	<b>150.8</b>	<b>158.7</b>	<b>156.6</b>	<b>164.3</b>	<b>134.4</b>	<b>▼ -18.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	57.6	60.4	65.0	68.3	71.8	71.1	75.1	70.7	74.7	55.7	▼ -25.4%
Private Home	23.1	23.3	23.5	23.3	22.6	21.8	23.2	23.0	23.1	20.3	▼ -12.0%
STVR								5.1	7.5	8.0	▲ 6.8%
Campground	7.1	7.3	6.8	9.4	6.3	7.0	6.9	7.5	7.3	7.8	▲ 6.4%
2nd Home	7.8	7.9	7.8	7.8	7.8	7.8	8.0	8.2	8.3	8.5	▲ 2.2%
Day Travel	27.8	27.4	29.0	29.6	29.3	28.9	30.4	28.7	31.1	28.7	▼ -7.7%
<b>TOTAL</b>	<b>123.4</b>	<b>126.2</b>	<b>132.1</b>	<b>138.4</b>	<b>137.9</b>	<b>136.5</b>	<b>143.6</b>	<b>143.2</b>	<b>151.9</b>	<b>128.9</b>	<b>▼ -15.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	23.7	24.9	26.6	29.4	30.7	31.2	32.5	34.4	37.1	28.0	▼ -24.5%
Food Service	28.6	30.0	32.2	34.0	35.5	35.8	37.9	37.9	41.1	37.8	▼ -8.1%
Food Stores	9.6	9.8	10.2	11.0	10.7	10.7	10.9	10.8	11.4	11.1	▼ -2.0%
Local Tran. & Gas	21.8	22.2	21.8	21.6	18.1	16.6	18.6	20.0	20.3	16.1	▼ -20.7%
Arts, Ent. & Rec.	12.4	12.2	13.0	13.4	13.5	13.4	14.0	12.8	14.1	12.6	▼ -10.4%
Retail Sales	21.9	21.8	22.6	23.0	22.8	22.5	23.1	21.9	23.1	21.7	▼ -6.0%
Visitor Air Tran.	5.5	5.5	5.7	6.0	6.5	6.3	6.6	5.5	4.8	1.5	▼ -68.2%
<b>TOTAL</b>	<b>123.4</b>	<b>126.2</b>	<b>132.1</b>	<b>138.4</b>	<b>137.9</b>	<b>136.5</b>	<b>143.6</b>	<b>143.2</b>	<b>151.9</b>	<b>128.9</b>	<b>▼ -15.1%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# North Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	20.9	22.0	22.4	23.2	24.2	24.4	26.0	26.1	33.8	30.1	▼ -10.9%
Arts, Ent. & Rec.	7.3	7.1	7.6	7.9	8.0	8.1	8.8	8.6	8.4	7.4	▼ -11.6%
Retail**	4.6	4.6	4.8	5.2	5.2	5.2	5.5	5.2	5.4	5.8	▲ 7.6%
Ground Tran.	1.8	1.8	1.7	1.9	2.0	2.0	2.1	2.2	2.4	1.8	▼ -22.1%
Visitor Air Tran.	0.7	0.7	0.8	0.8	1.5	1.4	1.4	2.1	1.9	1.4	▼ -26.7%
Other Travel*	2.0	2.2	2.2	2.0	3.0	3.3	3.4	4.6	4.4	2.9	▼ -34.8%
<b>TOTAL</b>	<b>37.2</b>	<b>38.3</b>	<b>39.5</b>	<b>40.9</b>	<b>43.9</b>	<b>44.3</b>	<b>47.1</b>	<b>48.7</b>	<b>56.4</b>	<b>49.5</b>	<b>▼ -12.1%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,320	1,340	1,350	1,350	1,370	1,380	1,420	1,360	1,680	1,450	▼ -13.2%
Arts, Ent. & Rec.	580	560	580	580	570	600	640	620	580	530	▼ -8.5%
Retail**	190	200	200	210	200	200	200	200	200	200	▲ 3.1%
Ground Tran.	70	70	70	70	70	70	70	70	70	50	▼ -25.5%
Visitor Air Tran.	10	10	10	10	20	20	20	20	20	10	▼ -34.3%
Other Travel*	50	60	50	50	60	70	80	70	70	50	▼ -27.5%
<b>TOTAL</b>	<b>2,230</b>	<b>2,230</b>	<b>2,270</b>	<b>2,270</b>	<b>2,290</b>	<b>2,340</b>	<b>2,430</b>	<b>2,340</b>	<b>2,620</b>	<b>2,310</b>	<b>▼ -11.8%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.2	1.2	1.2	1.3	1.4	1.3	1.4	1.6	1.6	1.3	▼ -17.7%
State Tax Receipts	8.6	8.8	9.2	9.6	10.0	10.3	10.8	10.7	11.6	10.0	▼ -13.6%
<b>TOTAL</b>	<b>9.7</b>	<b>10.0</b>	<b>10.4</b>	<b>10.9</b>	<b>11.4</b>	<b>11.6</b>	<b>12.2</b>	<b>12.2</b>	<b>13.2</b>	<b>11.3</b>	<b>▼ -14.1%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# North Central Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for North Central region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$106	\$294	\$271	\$752	2.6	2.8
Short Term Vacation Rental	\$99	\$274	\$340	\$946	3.5	2.8
Private Home	\$19	\$63	\$51	\$176	2.8	3.4
Other Overnight	\$22	\$77	\$66	\$230	3.0	3.5
<b>All Overnight</b>	<b>\$48</b>	<b>\$156</b>	<b>\$134</b>	<b>\$430</b>	<b>2.8</b>	<b>3.2</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	637,770	666,000	527,640	248,580	260,680	206,000
STVR	48,700	69,780	80,750	14,120	20,230	23,410
Private Home	1,056,530	1,119,600	1,094,570	12,860	409,340	394,820
Other Overnight	361,670	360,710	368,110	121,300	121,010	123,450
<b>All Overnight</b>	<b>2,104,680</b>	<b>2,216,090</b>	<b>2,071,070</b>	<b>396,860</b>	<b>811,250</b>	<b>747,680</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	227,580	238,980	189,540	88,690	93,630	74,170
STVR	17,520	25,100	29,050	5,080	7,280	8,420
Private Home	311,090	326,280	320,540	2,430	118,300	115,200
Other Overnight	103,600	103,330	105,440	34,750	34,670	35,370
<b>All Overnight</b>	<b>659,790</b>	<b>693,680</b>	<b>644,570</b>	<b>130,950</b>	<b>253,880</b>	<b>233,150</b>

# Southwestern Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$83,585
Employee Earnings generated by \$100 Visitor Spending	\$33
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.95
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$40,244
Additional employment from one additional overnight visitor per resident household	481
Visitor Shares	
Travel Share of Total Employment	3%
Overnight Visitor Day Share**	4%

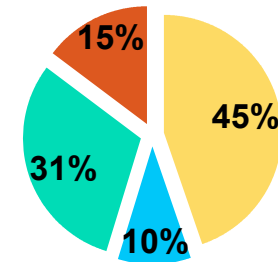
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

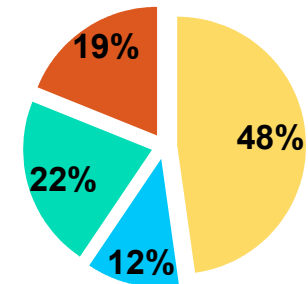
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### Southwestern Region



### Idaho



# Southwestern Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	1,227.1	1,291.7	1,354.5	1,377.3	1,387.8	1,461.6	1,580.5	1,724.3	1,865.4	1,346.3	▼ -27.8%	▲ 1.0%
Other	321.9	336.6	344.3	315.5	310.2	326.2	362.4	404.0	449.0	238.9	▼ -46.8%	▼ -3.3%
Visitor	905.2	955.1	1,010.2	1,061.8	1,077.6	1,135.5	1,218.1	1,320.2	1,416.4	1,107.4	▼ -21.8%	▲ 2.3%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	276.6	290.9	308.3	317.5	327.3	355.1	390.7	466.7	506.6	443.5	▼ -12.5%	▲ 5.4%
<b>Employment (Jobs)</b>												
Employment	11,690	12,220	12,700	13,230	13,410	14,070	14,890	16,120	16,850	14,620	▼ -13.2%	▲ 2.5%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	76.4	80.1	84.8	88.5	92.9	102.1	110.8	121.6	128.7	107.3	▼ -16.6%	▲ 3.8%
Local	10.0	10.2	10.8	11.1	11.5	12.2	13.3	16.8	17.2	13.3	▼ -22.8%	▲ 3.2%
State	66.4	70.0	74.0	77.4	81.4	89.9	97.6	104.8	111.5	94.1	▼ -15.7%	▲ 3.9%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.



# Southwestern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	905.2	955.1	1,010.2	1,061.8	1,077.6	1,135.5	1,218.1	1,320.2	1,416.4	1,107.4	▼ -21.8%
Other Travel*	321.9	336.6	344.3	315.5	310.2	326.2	362.4	404.0	449.0	238.9	▼ -46.8%
<b>TOTAL</b>	<b>1,227.1</b>	<b>1,291.7</b>	<b>1,354.5</b>	<b>1,377.3</b>	<b>1,387.8</b>	<b>1,461.6</b>	<b>1,580.5</b>	<b>1,724.3</b>	<b>1,865.4</b>	<b>1,346.3</b>	<b>▼ -27.8%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	391.4	426.3	471.4	508.6	535.5	576.0	618.7	581.0	614.5	406.0	▼ -33.9%
Private Home	282.4	290.0	291.1	295.3	286.8	293.6	317.3	342.6	363.7	278.2	▼ -23.5%
STVR								97.7	123.7	134.5	▲ 8.7%
Campground	29.6	28.9	31.6	34.3	33.7	36.4	38.7	39.1	40.8	40.7	▼ -0.4%
2nd Home	41.1	41.2	41.0	41.6	41.1	42.0	43.7	46.1	47.7	49.5	▲ 3.9%
Day Travel	160.8	168.7	175.1	181.9	180.6	187.4	199.8	213.7	225.9	198.5	▼ -12.2%
<b>TOTAL</b>	<b>905.2</b>	<b>955.1</b>	<b>1,010.2</b>	<b>1,061.8</b>	<b>1,077.6</b>	<b>1,135.5</b>	<b>1,218.1</b>	<b>1,320.2</b>	<b>1,416.4</b>	<b>1,107.4</b>	<b>▼ -21.8%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	118.7	130.3	146.6	163.3	183.6	209.2	227.0	252.8	276.7	205.9	▼ -25.6%
Food Service	207.9	223.4	243.1	260.4	274.4	294.3	315.0	335.9	366.4	330.0	▼ -9.9%
Food Stores	51.2	53.4	56.7	60.7	63.0	65.3	67.3	73.0	78.6	75.0	▼ -4.6%
Local Tran. & Gas	223.0	233.2	233.0	234.1	200.3	195.4	218.7	248.9	253.5	195.4	▼ -22.9%
Arts, Ent. & Rec.	42.3	44.8	48.1	50.6	52.3	54.5	57.4	58.2	62.7	57.4	▼ -8.5%
Retail Sales	140.3	145.3	152.7	158.0	161.1	167.2	172.4	177.9	187.1	165.3	▼ -11.7%
Visitor Air Tran.	121.8	124.8	130.1	134.8	142.9	149.6	160.2	173.6	191.3	78.4	▼ -59.0%
<b>TOTAL</b>	<b>905.2</b>	<b>955.1</b>	<b>1,010.2</b>	<b>1,061.8</b>	<b>1,077.6</b>	<b>1,135.5</b>	<b>1,218.1</b>	<b>1,320.2</b>	<b>1,416.4</b>	<b>1,107.4</b>	<b>▼ -21.8%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# Southwestern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	127.5	136.3	142.2	154.7	165.9	182.0	198.8	222.5	243.4	218.2	▼ -10.3%
Arts, Ent. & Rec.	21.3	23.2	25.0	26.4	27.4	30.1	33.4	41.7	46.7	45.0	▼ -3.7%
Retail**	31.8	33.2	35.0	38.1	39.5	41.8	44.1	45.3	47.7	48.7	▲ 2.1%
Ground Tran.	17.5	18.1	18.5	20.4	21.3	22.6	23.7	26.8	29.2	22.4	▼ -23.3%
Visitor Air Tran.	18.0	17.6	20.0	19.9	17.5	17.9	20.6	36.4	37.6	31.5	▼ -16.2%
Other Travel*	60.5	62.5	67.5	58.0	55.8	60.7	70.1	94.0	102.1	77.7	▼ -23.9%
<b>TOTAL</b>	<b>276.6</b>	<b>290.9</b>	<b>308.3</b>	<b>317.5</b>	<b>327.3</b>	<b>355.1</b>	<b>390.7</b>	<b>466.7</b>	<b>506.6</b>	<b>443.5</b>	<b>▼ -12.5%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	6,510	6,800	7,090	7,520	7,800	8,200	8,530	9,090	9,520	8,270	▼ -13.1%
Arts, Ent. & Rec.	1,650	1,820	1,910	2,140	2,150	2,300	2,510	2,900	3,080	2,740	▼ -10.9%
Retail**	1,150	1,180	1,200	1,240	1,240	1,260	1,320	1,350	1,390	1,340	▼ -3.7%
Ground Tran.	650	660	680	730	740	760	770	820	830	590	▼ -28.9%
Visitor Air Tran.	310	310	340	330	280	280	310	340	340	300	▼ -11.1%
Other Travel*	1,390	1,450	1,480	1,270	1,210	1,270	1,450	1,610	1,690	1,370	▼ -18.7%
<b>TOTAL</b>	<b>11,690</b>	<b>12,220</b>	<b>12,700</b>	<b>13,230</b>	<b>13,410</b>	<b>14,070</b>	<b>14,890</b>	<b>16,120</b>	<b>16,850</b>	<b>14,620</b>	<b>▼ -13.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	10.0	10.2	10.8	11.1	11.5	12.2	13.3	16.8	17.2	13.3	▼ -22.8%
State Tax Receipts	66.4	70.0	74.0	77.4	81.4	89.9	97.6	104.8	111.5	94.1	▼ -15.7%
<b>TOTAL</b>	<b>76.4</b>	<b>80.1</b>	<b>84.8</b>	<b>88.5</b>	<b>92.9</b>	<b>102.1</b>	<b>110.8</b>	<b>121.6</b>	<b>128.7</b>	<b>107.3</b>	<b>▼ -16.6%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Southwestern Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for Southwestern region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$144	\$401	\$335	\$944	2.3	2.8
Short Term Vacation Rental	\$127	\$352	\$437	\$1,215	3.5	2.8
Private Home	\$35	\$129	\$89	\$340	2.6	3.8
Other Overnight	\$24	\$84	\$71	\$249	3.0	3.5
<b>All Overnight</b>	<b>\$66</b>	<b>\$222</b>	<b>\$173</b>	<b>\$590</b>	<b>2.6</b>	<b>3.4</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	3,519,020	3,597,320	2,824,590	1,573,340	1,614,460	1,210,390
STVR	802,350	1,019,850	1,061,650	232,570	295,610	307,720
Private Home	7,382,410	7,934,000	7,948,850	509,140	3,381,910	3,117,190
Other Overnight	1,776,260	1,847,100	1,881,160	597,650	621,180	632,930
<b>All Overnight</b>	<b>13,480,040</b>	<b>14,398,270</b>	<b>13,716,240</b>	<b>2,912,690</b>	<b>5,913,160</b>	<b>5,268,240</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	1,264,220	1,292,960	1,013,050	556,860	571,360	429,910
STVR	288,620	366,850	381,890	83,660	106,330	110,690
Private Home	1,983,240	2,146,200	2,155,280	88,680	863,000	819,200
Other Overnight	509,130	529,390	539,200	171,330	178,060	181,450
<b>All Overnight</b>	<b>4,045,200</b>	<b>4,335,400</b>	<b>4,089,410</b>	<b>900,530</b>	<b>1,718,760</b>	<b>1,541,240</b>

# South Central Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$64,921
Employee Earnings generated by \$100 Visitor Spending	\$31
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.78
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$4,319
Additional employment from one additional overnight visitor per resident household	67
Visitor Shares	
Travel Share of Total Employment	3%
Overnight Visitor Day Share**	5%

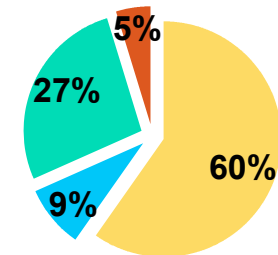
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

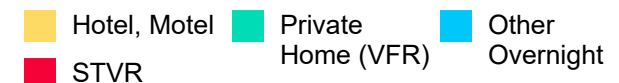
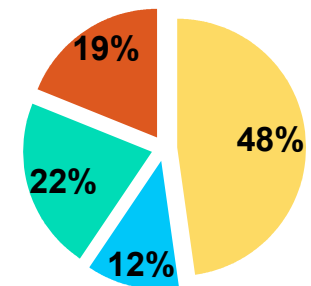
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### South Central Region



### Idaho



# South Central Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	166.4	172.5	184.4	185.8	190.5	204.2	208.7	220.4	225.8	201.2	▼ -10.9%	▲ 2.1%
Other	8.6	7.7	10.2	12.5	10.6	11.0	12.6	14.5	16.4	7.1	▼ -57.0%	▼ -2.2%
Visitor	157.8	164.8	174.1	173.3	179.9	193.1	196.1	205.9	209.4	194.1	▼ -7.3%	▲ 2.3%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	39.4	41.0	43.3	45.0	50.4	55.6	57.3	62.0	66.6	63.9	▼ -4.0%	▲ 5.5%
<b>Employment (Jobs)</b>												
Employment	2,320	2,380	2,490	2,650	2,850	3,020	3,020	3,140	3,300	3,060	▼ -7.0%	▲ 3.2%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	12.4	12.8	13.6	13.5	14.8	16.5	16.8	17.6	17.9	16.8	▼ -6.4%	▲ 3.4%
Local	1.1	1.1	1.2	1.2	1.3	1.4	1.5	1.7	1.7	1.5	▼ -10.8%	▲ 4.1%
State	11.3	11.7	12.4	12.3	13.5	15.0	15.4	15.8	16.2	15.2	▼ -5.9%	▲ 3.4%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# South Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	157.8	164.8	174.1	173.3	179.9	193.1	196.1	205.9	209.4	194.1	▼ -7.3%
Other Travel*	8.6	7.7	10.2	12.5	10.6	11.0	12.6	14.5	16.4	7.1	▼ -57.0%
<b>TOTAL</b>	<b>166.4</b>	<b>172.5</b>	<b>184.4</b>	<b>185.8</b>	<b>190.5</b>	<b>204.2</b>	<b>208.7</b>	<b>220.4</b>	<b>225.8</b>	<b>201.2</b>	<b>▼ -10.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	67.0	71.2	76.9	77.2	83.4	94.1	95.8	97.3	97.0	83.8	▼ -13.6%
Private Home	36.4	37.1	37.8	37.8	36.2	36.1	37.7	40.1	41.0	38.0	▼ -7.4%
STVR								3.3	5.0	6.7	▲ 33.2%
Campground	6.9	7.5	8.5	8.1	8.1	8.7	8.2	8.5	8.6	8.7	▲ 1.8%
2nd Home	3.0	3.0	3.0	3.0	3.0	3.0	3.1	3.2	3.3	3.3	▲ 2.7%
Day Travel	44.5	45.9	47.9	47.2	49.2	51.1	51.3	53.5	54.5	53.7	▼ -1.6%
<b>TOTAL</b>	<b>157.8</b>	<b>164.8</b>	<b>174.1</b>	<b>173.3</b>	<b>179.9</b>	<b>193.1</b>	<b>196.1</b>	<b>205.9</b>	<b>209.4</b>	<b>194.1</b>	<b>▼ -7.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	28.3	29.7	32.1	32.6	36.2	42.9	44.0	46.4	47.0	40.5	▼ -13.7%
Food Service	40.7	43.0	46.4	46.4	50.9	55.1	55.7	58.2	60.3	60.7	▲ 0.5%
Food Stores	14.3	14.8	15.8	15.8	16.9	17.4	17.0	17.4	17.8	18.2	▲ 2.1%
Local Tran. & Gas	33.8	34.7	34.4	32.3	28.5	27.8	29.8	33.5	32.6	27.9	▼ -14.4%
Arts, Ent. & Rec.	9.4	9.8	10.3	10.1	10.8	11.5	11.3	11.5	11.7	11.4	▼ -2.3%
Retail Sales	29.3	30.1	31.5	30.7	32.3	33.7	33.0	33.2	33.6	33.1	▼ -1.3%
Visitor Air Tran.	2.0	2.6	3.7	5.4	4.3	4.8	5.3	5.7	6.4	2.3	▼ -64.3%
<b>TOTAL</b>	<b>157.8</b>	<b>164.8</b>	<b>174.1</b>	<b>173.3</b>	<b>179.9</b>	<b>193.1</b>	<b>196.1</b>	<b>205.9</b>	<b>209.4</b>	<b>194.1</b>	<b>▼ -7.3%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# South Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	23.3	24.5	26.1	27.1	29.7	33.1	34.3	37.3	41.5	39.1	▼ -5.8%
Arts, Ent. & Rec.	4.6	5.0	5.3	5.7	6.1	6.8	7.1	7.6	7.5	7.0	▼ -6.7%
Retail**	6.9	7.1	7.5	7.7	8.2	8.7	8.7	8.6	8.7	9.8	▲ 13.0%
Ground Tran.	2.7	2.7	2.7	2.8	3.0	3.3	3.3	3.6	3.7	3.3	▼ -11.5%
Visitor Air Tran.	0.4	0.4	0.4	0.4	0.9	1.1	1.1	1.4	1.5	1.5	▲ 4.6%
Other Travel*	1.6	1.3	1.5	1.4	2.3	2.6	2.8	3.5	3.8	3.3	▼ -14.8%
<b>TOTAL</b>	<b>39.4</b>	<b>41.0</b>	<b>43.3</b>	<b>45.0</b>	<b>50.4</b>	<b>55.6</b>	<b>57.3</b>	<b>62.0</b>	<b>66.6</b>	<b>63.9</b>	<b>▼ -4.0%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,410	1,450	1,510	1,590	1,700	1,830	1,850	1,920	2,030	1,880	▼ -7.4%
Arts, Ent. & Rec.	450	480	520	610	640	650	630	690	740	680	▼ -8.2%
Retail**	290	290	300	300	310	320	310	300	290	310	▲ 6.7%
Ground Tran.	110	100	100	100	110	120	110	120	110	90	▼ -15.8%
Visitor Air Tran.	10	10	10	10	30	30	30	30	30	20	▼ -13.6%
Other Travel*	50	50	50	50	80	80	90	90	90	70	▼ -20.1%
<b>TOTAL</b>	<b>2,320</b>	<b>2,380</b>	<b>2,490</b>	<b>2,650</b>	<b>2,850</b>	<b>3,020</b>	<b>3,020</b>	<b>3,140</b>	<b>3,300</b>	<b>3,060</b>	<b>▼ -7.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.1	1.1	1.2	1.2	1.3	1.4	1.5	1.7	1.7	1.5	▼ -10.8%
State Tax Receipts	11.3	11.7	12.4	12.3	13.5	15.0	15.4	15.8	16.2	15.2	▼ -5.9%
<b>TOTAL</b>	<b>12.4</b>	<b>12.8</b>	<b>13.6</b>	<b>13.5</b>	<b>14.8</b>	<b>16.5</b>	<b>16.8</b>	<b>17.6</b>	<b>17.9</b>	<b>16.8</b>	<b>▼ -6.4%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# South Central Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for South Central region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$101	\$275	\$251	\$681	2.5	2.7
Short Term Vacation Rental	\$90	\$250	\$311	\$863	3.5	2.8
Private Home	\$19	\$67	\$52	\$186	2.8	3.6
Other Overnight	\$24	\$85	\$73	\$257	3.0	3.5
<b>All Overnight</b>	<b>\$44</b>	<b>\$145</b>	<b>\$120</b>	<b>\$392</b>	<b>2.7</b>	<b>3.3</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	932,540	906,030	826,860	376,910	366,830	333,780
STVR	34,600	56,820	73,900	10,030	16,470	21,420
Private Home	2,036,580	2,019,520	2,030,490	13,200	735,690	732,220
Other Overnight	245,680	246,410	248,700	81,210	81,450	82,220
<b>All Overnight</b>	<b>3,249,400</b>	<b>3,228,780</b>	<b>3,179,940</b>	<b>481,350</b>	<b>1,200,440</b>	<b>1,169,630</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	342,460	332,990	304,240	138,460	134,830	123,020
STVR	12,450	20,440	26,580	3,610	5,920	7,710
Private Home	573,280	564,150	567,530	2,090	203,790	203,830
Other Overnight	70,170	70,380	71,040	23,200	23,270	23,490
<b>All Overnight</b>	<b>998,360</b>	<b>987,970</b>	<b>969,400</b>	<b>167,360</b>	<b>367,820</b>	<b>358,040</b>



# Southeastern Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$64,961
Employee Earnings generated by \$100 Visitor Spending	\$30
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.78
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$4,652
Additional employment from one additional overnight visitor per resident household	72
Visitor Shares	
Travel Share of Total Employment	4%
Overnight Visitor Day Share**	5%

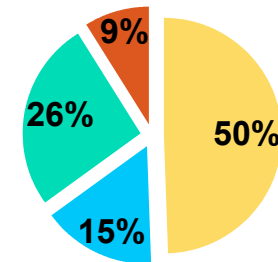
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

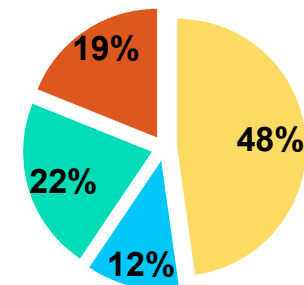
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### Southeastern Region



### Idaho



# Southeastern Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	225.0	232.4	231.6	239.1	244.1	245.9	255.3	288.6	296.3	245.8	▼ -17.0%	▲ 1.0%
Other	22.7	22.7	19.2	22.1	21.1	19.9	23.4	27.3	27.4	16.5	▼ -39.8%	▼ -3.5%
Visitor	202.3	209.7	212.4	216.9	222.9	226.0	231.9	261.3	268.8	229.3	▼ -14.7%	▲ 1.4%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	54.1	55.4	56.2	59.1	64.7	68.3	70.7	77.7	82.7	75.9	▼ -8.2%	▲ 3.8%
<b>Employment (Jobs)</b>												
Employment	3,380	3,400	3,390	3,420	3,570	3,640	3,690	3,800	4,080	3,710	▼ -9.0%	▲ 1.1%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	16.2	16.6	16.6	17.3	18.6	19.8	20.5	22.6	23.1	20.0	▼ -13.7%	▲ 2.4%
Local	1.5	1.5	1.6	1.6	1.7	1.8	1.8	2.2	2.2	1.9	▼ -13.9%	▲ 2.6%
State	14.7	15.1	15.0	15.7	16.9	18.0	18.7	20.4	20.9	18.1	▼ -13.6%	▲ 2.3%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Southeastern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	202.3	209.7	212.4	216.9	222.9	226.0	231.9	261.3	268.8	229.3	▼ -14.7%
Other Travel*	22.7	22.7	19.2	22.1	21.1	19.9	23.4	27.3	27.4	16.5	▼ -39.8%
<b>TOTAL</b>	<b>225.0</b>	<b>232.4</b>	<b>231.6</b>	<b>239.1</b>	<b>244.1</b>	<b>245.9</b>	<b>255.3</b>	<b>288.6</b>	<b>296.3</b>	<b>245.8</b>	<b>▼ -17.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	76.3	80.9	81.8	86.4	94.0	96.6	97.3	105.1	107.9	78.3	▼ -27.5%
Private Home	44.2	45.1	46.4	43.3	40.5	39.0	41.4	45.9	45.4	41.5	▼ -8.6%
STVR								9.9	12.6	14.0	▲ 11.1%
Campground	9.0	9.1	10.0	10.9	10.7	12.8	13.8	14.4	14.5	14.5	▲ 0.3%
2nd Home	9.1	9.2	9.1	9.1	9.0	9.0	9.3	9.6	9.8	9.9	▲ 1.2%
Day Travel	63.7	65.3	65.1	67.2	68.8	68.6	70.1	76.4	78.6	71.0	▼ -9.6%
<b>TOTAL</b>	<b>202.3</b>	<b>209.7</b>	<b>212.4</b>	<b>216.9</b>	<b>222.9</b>	<b>226.0</b>	<b>231.9</b>	<b>261.3</b>	<b>268.8</b>	<b>229.3</b>	<b>▼ -14.7%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	28.2	29.6	29.4	32.8	37.1	39.9	39.8	49.1	50.9	39.7	▼ -22.1%
Food Service	43.9	46.4	47.2	50.4	54.4	56.5	58.0	63.7	67.3	61.3	▼ -9.0%
Food Stores	16.4	16.9	17.2	18.3	19.3	19.6	19.6	20.8	21.4	20.7	▼ -3.6%
Local Tran. & Gas	50.8	52.1	49.1	48.3	40.9	38.0	42.0	49.2	48.7	38.2	▼ -21.5%
Arts, Ent. & Rec.	23.7	24.4	24.4	25.5	27.2	27.5	27.6	30.2	31.5	27.1	▼ -14.0%
Retail Sales	37.5	38.3	38.3	39.3	40.9	41.0	41.0	43.5	44.7	40.7	▼ -9.0%
Visitor Air Tran.	1.7	2.0	6.8	2.3	3.1	3.5	4.0	4.8	4.4	1.7	▼ -60.6%
<b>TOTAL</b>	<b>202.3</b>	<b>209.7</b>	<b>212.4</b>	<b>216.9</b>	<b>222.9</b>	<b>226.0</b>	<b>231.9</b>	<b>261.3</b>	<b>268.8</b>	<b>229.3</b>	<b>▼ -14.7%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# Southeastern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	24.7	25.3	25.8	27.0	29.4	31.0	32.1	33.9	36.5	33.7	▼ -7.7%
Arts, Ent. & Rec.	14.7	15.1	15.4	16.2	17.4	17.9	18.4	19.8	22.2	20.2	▼ -9.1%
Retail**	8.2	8.5	8.5	9.2	9.7	10.0	10.2	10.6	10.8	11.4	▲ 5.6%
Ground Tran.	3.0	2.9	2.7	3.0	3.3	3.3	3.4	4.0	4.2	3.3	▼ -23.3%
Visitor Air Tran.	0.2	0.3	0.8	0.3	0.6	1.0	1.0	1.9	1.6	1.4	▼ -13.8%
Other Travel*	3.3	3.2	3.0	3.4	4.3	5.0	5.6	7.6	7.4	6.1	▼ -18.0%
<b>TOTAL</b>	<b>54.1</b>	<b>55.4</b>	<b>56.2</b>	<b>59.1</b>	<b>64.7</b>	<b>68.3</b>	<b>70.7</b>	<b>77.7</b>	<b>82.7</b>	<b>75.9</b>	<b>▼ -8.2%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,570	1,560	1,560	1,610	1,700	1,740	1,740	1,780	1,880	1,700	▼ -9.2%
Arts, Ent. & Rec.	1,100	1,130	1,120	1,090	1,130	1,170	1,200	1,240	1,430	1,280	▼ -10.2%
Retail**	410	410	410	420	430	420	430	430	430	440	▲ 2.4%
Ground Tran.	120	110	100	110	120	120	110	130	130	90	▼ -26.9%
Visitor Air Tran.	0	0	10	0	10	10	10	10	10	10	▼ -22.7%
Other Travel*	180	180	170	180	190	190	200	210	200	180	▼ -10.5%
<b>TOTAL</b>	<b>3,380</b>	<b>3,400</b>	<b>3,390</b>	<b>3,420</b>	<b>3,570</b>	<b>3,640</b>	<b>3,690</b>	<b>3,800</b>	<b>4,080</b>	<b>3,710</b>	<b>▼ -9.1%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	1.5	1.5	1.6	1.6	1.7	1.8	1.8	2.2	2.2	1.9	▼ -13.9%
State Tax Receipts	14.7	15.1	15.0	15.7	16.9	18.0	18.7	20.4	20.9	18.1	▼ -13.6%
<b>TOTAL</b>	<b>16.2</b>	<b>16.6</b>	<b>16.6</b>	<b>17.3</b>	<b>18.6</b>	<b>19.8</b>	<b>20.5</b>	<b>22.6</b>	<b>23.1</b>	<b>20.0</b>	<b>▼ -13.7%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Southeastern Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for Southeastern region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$107	\$286	\$259	\$688	2.4	2.7
Short Term Vacation Rental	\$137	\$381	\$472	\$1,313	3.5	2.8
Private Home	\$21	\$75	\$57	\$207	2.8	3.6
Other Overnight	\$24	\$85	\$73	\$254	3.0	3.5
<b>All Overnight</b>	<b>\$48</b>	<b>\$157</b>	<b>\$129</b>	<b>\$425</b>	<b>2.7</b>	<b>3.3</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	948,600	962,520	728,890	394,770	401,950	302,620
STVR	55,690	81,460	102,590	16,140	23,610	29,740
Private Home	1,789,000	2,022,950	1,990,520	21,430	743,940	722,810
Other Overnight	494,250	498,210	503,420	164,750	166,090	167,800
<b>All Overnight</b>	<b>3,287,530</b>	<b>3,565,130</b>	<b>3,325,420</b>	<b>597,090</b>	<b>1,335,590</b>	<b>1,222,960</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	356,040	362,510	273,800	148,050	151,270	113,720
STVR	20,030	29,300	36,900	5,810	8,490	10,700
Private Home	470,510	560,180	553,400	4,180	204,320	200,050
Other Overnight	141,410	142,540	144,030	47,140	47,530	48,020
<b>All Overnight</b>	<b>987,980</b>	<b>1,094,530</b>	<b>1,008,130</b>	<b>205,180</b>	<b>411,610</b>	<b>372,480</b>

# Eastern Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$71,005
Employee Earnings generated by \$100 Visitor Spending	\$35
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$0.91
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$5,817
Additional employment from one additional overnight visitor per resident household	82
Visitor Shares	
Travel Share of Total Employment	4%
Overnight Visitor Day Share**	6%

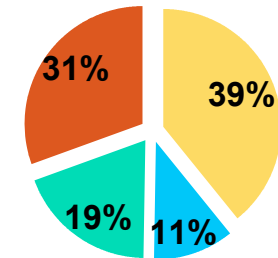
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

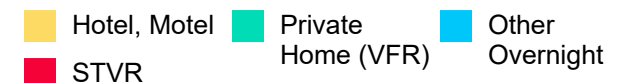
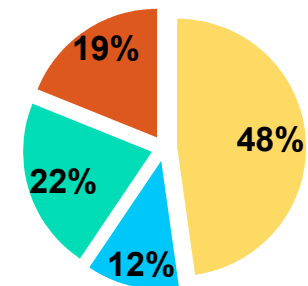
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### Eastern Region



### Idaho



# Eastern Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	284.1	306.4	314.8	335.7	339.8	358.8	383.4	421.0	454.0	392.6	▼ -13.5%	▲ 3.7%
Other	36.1	38.6	35.0	36.6	32.9	31.9	33.7	37.1	40.3	21.4	▼ -47.0%	▼ -5.6%
Visitor	248.0	267.8	279.8	299.1	306.9	326.8	349.7	383.9	413.8	371.2	▼ -10.3%	▲ 4.6%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	70.9	75.1	79.5	85.8	98.8	108.1	116.9	137.7	146.6	143.2	▼ -2.4%	▲ 8.1%
<b>Employment (Jobs)</b>												
Employment	3,830	3,980	4,120	4,360	4,620	5,030	5,320	5,690	5,860	5,390	▼ -7.9%	▲ 3.9%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	20.3	21.6	22.7	24.4	26.7	29.6	32.0	35.1	37.4	34.7	▼ -7.2%	▲ 6.2%
Local	2.1	2.3	2.4	2.6	2.9	3.0	3.2	4.1	4.1	3.7	▼ -9.5%	▲ 6.3%
State	18.1	19.4	20.3	21.8	23.8	26.5	28.8	31.0	33.2	30.9	▼ -6.9%	▲ 6.1%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Eastern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	248.0	267.8	279.8	299.1	306.9	326.8	349.7	383.9	413.8	371.2	▼ -10.3%
Other Travel*	36.1	38.6	35.0	36.6	32.9	31.9	33.7	37.1	40.3	21.4	▼ -47.0%
<b>TOTAL</b>	<b>284.1</b>	<b>306.4</b>	<b>314.8</b>	<b>335.7</b>	<b>339.8</b>	<b>358.8</b>	<b>383.4</b>	<b>421.0</b>	<b>454.0</b>	<b>392.6</b>	<b>▼ -13.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	106.5	116.9	127.4	142.1	152.4	168.5	186.0	154.8	159.0	117.1	▼ -26.3%
Private Home	57.0	60.9	59.9	60.9	57.2	56.8	59.4	63.6	66.1	56.7	▼ -14.2%
STVR								56.8	76.0	89.3	▲ 17.5%
Campground	9.5	10.3	11.6	12.3	13.6	15.3	13.5	14.1	14.2	14.1	▼ -0.5%
2nd Home	17.6	17.6	17.5	17.5	17.3	17.4	18.0	18.6	18.9	19.3	▲ 2.3%
Day Travel	57.4	62.0	63.4	66.3	66.5	68.7	72.8	76.0	79.7	74.8	▼ -6.2%
<b>TOTAL</b>	<b>248.0</b>	<b>267.8</b>	<b>279.8</b>	<b>299.1</b>	<b>306.9</b>	<b>326.8</b>	<b>349.7</b>	<b>383.9</b>	<b>413.8</b>	<b>371.2</b>	<b>▼ -10.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	41.9	45.5	50.4	57.7	65.6	76.5	84.8	102.2	115.6	105.6	▼ -8.6%
Food Service	53.5	59.0	63.2	68.8	73.6	79.8	86.3	90.8	99.0	94.8	▼ -4.2%
Food Stores	19.6	21.1	22.1	23.8	25.1	26.1	26.3	28.2	30.2	30.2	▲ 0.1%
Local Tran. & Gas	55.3	58.9	57.7	58.1	49.7	48.4	55.0	61.7	62.8	51.5	▼ -17.9%
Arts, Ent. & Rec.	13.1	14.0	14.7	15.6	16.4	17.4	18.3	18.7	19.9	18.5	▼ -6.6%
Retail Sales	48.1	51.2	52.8	54.7	56.0	58.0	59.6	60.1	62.7	59.4	▼ -5.2%
Visitor Air Tran.	16.5	18.1	18.8	20.5	20.6	20.6	19.4	22.1	23.7	11.2	▼ -52.9%
<b>TOTAL</b>	<b>248.0</b>	<b>267.8</b>	<b>279.8</b>	<b>299.1</b>	<b>306.9</b>	<b>326.8</b>	<b>349.7</b>	<b>383.9</b>	<b>413.8</b>	<b>371.2</b>	<b>▼ -10.3%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.



# Eastern Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	40.2	43.0	45.8	50.0	54.5	60.8	67.5	75.8	84.3	82.9	▼ -1.6%
Arts, Ent. & Rec.	9.3	9.0	10.0	9.9	10.5	11.6	12.9	15.0	14.2	11.9	▼ -15.9%
Retail**	11.3	12.1	12.6	13.7	14.4	15.2	15.9	16.0	16.7	18.3	▲ 9.3%
Ground Tran.	3.8	3.9	3.9	4.5	4.8	5.1	5.6	6.2	6.7	5.6	▼ -16.7%
Visitor Air Tran.	1.8	2.1	2.4	2.5	6.0	6.2	5.7	10.6	10.2	11.0	▲ 7.7%
Other Travel*	4.5	4.9	4.9	5.2	8.8	9.1	9.2	14.2	14.4	13.4	▼ -7.4%
<b>TOTAL</b>	<b>70.9</b>	<b>75.1</b>	<b>79.5</b>	<b>85.8</b>	<b>98.8</b>	<b>108.1</b>	<b>116.9</b>	<b>137.7</b>	<b>146.6</b>	<b>143.2</b>	<b>▼ -2.4%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	2,220	2,320	2,450	2,570	2,710	2,980	3,210	3,480	3,770	3,490	▼ -7.5%
Arts, Ent. & Rec.	840	850	870	930	950	1,090	1,120	1,210	1,070	920	▼ -13.7%
Retail**	470	490	490	510	530	530	540	550	540	580	▲ 6.0%
Ground Tran.	150	150	150	170	170	180	190	200	200	160	▼ -20.6%
Visitor Air Tran.	30	40	40	40	80	80	70	80	80	80	▼ -3.5%
Other Travel*	120	130	120	130	180	170	170	180	190	160	▼ -12.3%
<b>TOTAL</b>	<b>3,830</b>	<b>3,980</b>	<b>4,120</b>	<b>4,360</b>	<b>4,620</b>	<b>5,030</b>	<b>5,320</b>	<b>5,690</b>	<b>5,860</b>	<b>5,390</b>	<b>▼ -8.0%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	2.1	2.3	2.4	2.6	2.9	3.0	3.2	4.1	4.1	3.7	▼ -9.5%
State Tax Receipts	18.1	19.4	20.3	21.8	23.8	26.5	28.8	31.0	33.2	30.9	▼ -6.9%
<b>TOTAL</b>	<b>20.3</b>	<b>21.6</b>	<b>22.7</b>	<b>24.4</b>	<b>26.7</b>	<b>29.6</b>	<b>32.0</b>	<b>35.1</b>	<b>37.4</b>	<b>34.7</b>	<b>▼ -7.2%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Eastern Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for Eastern region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$109	\$291	\$260	\$698	2.4	2.7
Short Term Vacation Rental	\$128	\$357	\$443	\$1,230	3.5	2.8
Private Home	\$22	\$80	\$59	\$220	2.7	3.7
Other Overnight	\$21	\$73	\$62	\$216	3.0	3.5
<b>All Overnight</b>	<b>\$57</b>	<b>\$186</b>	<b>\$158</b>	<b>\$515</b>	<b>2.8</b>	<b>3.3</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	1,307,100	1,329,620	1,075,230	549,600	561,040	450,570
STVR	464,760	608,130	695,790	134,710	176,270	201,680
Private Home	2,267,230	2,613,500	2,598,490	42,520	979,580	956,400
Other Overnight	785,330	792,440	799,970	264,390	266,770	269,370
<b>All Overnight</b>	<b>4,824,410</b>	<b>5,343,690</b>	<b>5,169,480</b>	<b>991,210</b>	<b>1,983,660</b>	<b>1,878,010</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	488,150	497,300	402,110	203,850	208,260	167,650
STVR	167,180	218,750	250,280	48,460	63,410	72,550
Private Home	595,230	713,220	709,930	6,740	262,100	258,090
Other Overnight	225,120	227,160	229,330	75,800	76,480	77,230
<b>All Overnight</b>	<b>1,475,680</b>	<b>1,656,430</b>	<b>1,591,650</b>	<b>334,850</b>	<b>610,250</b>	<b>575,530</b>

# Central Region / Insights

## Direct Travel Impacts 2020p

Visitor Spending Impacts	
Amount of Visitor Spending that supports 1 job	\$55,602
Employee Earnings generated by \$100 Visitor Spending	\$49
Visitor Tax Revenues generated by \$100 Visitor Spending*	\$1.20
Visitor Volume	
Additional visitor spending from one additional overnight visitor per resident household (in thousands)	\$3,318
Additional employment from one additional overnight visitor per resident household	60
Visitor Shares	
Travel Share of Total Employment	16%
Overnight Visitor Day Share**	18%

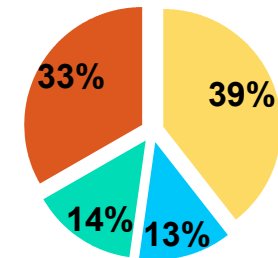
Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates. Visitor spending that supports one job does not include employment in Other Travel.

\*\*Annual Overnight Visitor Days divided by Resident Population multiplied by 365.

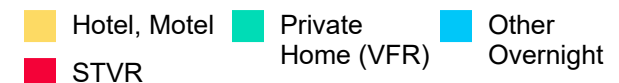
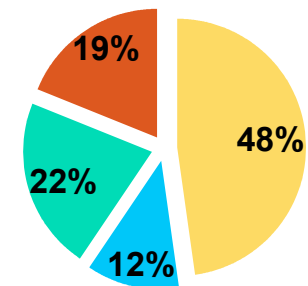
Visitors staying in hotel, motel account for 48% of overnight visitor spending for the state of Idaho, while short term vacation rentals account for 19% and private home (VFR) and other overnight together account for 34%. Generally, areas that are primarily rural or suburban have higher shares of private home visitation and other overnight stays, while urban areas have a greater share of stays in hotels, motels, and short term vacation rentals. "Other Overnight" includes camping and 2nd home spending.

## 2020 Share of Overnight Visitor Spending

### Central Region



### Idaho



# Central Region / Summary Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Spending (\$Millions)</b>												
Total (Current \$)	264.5	265.9	273.2	279.4	280.9	314.7	345.6	346.6	372.0	330.4	▼ -11.2%	▲ 2.5%
Other	8.0	7.5	5.4	9.2	8.8	9.1	10.2	12.0	13.0	5.6	▼ -57.2%	▼ -4.0%
Visitor	256.5	258.5	267.8	270.2	272.0	305.6	335.4	334.5	359.0	324.8	▼ -9.5%	▲ 2.7%
<b>Earnings (\$Millions)</b>												
Earnings (Current \$)	98.4	98.9	100.5	116.3	117.1	136.6	155.6	168.5	171.2	160.6	▼ -6.2%	▲ 5.6%
<b>Employment (Jobs)</b>												
Employment	4,640	4,500	4,530	4,860	4,800	5,400	5,950	6,050	6,420	5,880	▼ -8.4%	▲ 2.7%
<b>Tax Revenue (\$Millions)</b>												
Total (Current \$)	22.9	23.0	23.5	25.3	25.8	29.8	33.2	33.9	35.3	32.8	▼ -7.3%	▲ 4.1%
Local	4.1	4.1	4.3	4.9	4.9	5.7	6.4	7.5	7.5	6.6	▼ -11.6%	▲ 5.4%
State	18.8	18.9	19.2	20.4	20.8	24.0	26.8	26.4	27.8	26.1	▼ -6.1%	▲ 3.7%

Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Direct Travel Spending (\$Millions)</b>											
Destination Spending	256.5	258.5	267.8	270.2	272.0	305.6	335.4	334.5	359.0	324.8	▼ -9.5%
Other Travel*	8.0	7.5	5.4	9.2	8.8	9.1	10.2	12.0	13.0	5.6	▼ -57.2%
<b>TOTAL</b>	<b>264.5</b>	<b>265.9</b>	<b>273.2</b>	<b>279.4</b>	<b>280.9</b>	<b>314.7</b>	<b>345.6</b>	<b>346.6</b>	<b>372.0</b>	<b>330.4</b>	<b>▼ -11.2%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Millions)</b>											
Hotel, Motel	177.6	178.4	183.7	185.7	185.7	216.3	242.5	149.3	153.7	124.6	▼ -18.9%
Private Home	38.3	39.5	43.3	42.2	42.3	44.6	47.0	48.2	51.1	45.2	▼ -11.5%
STVR								89.6	105.4	105.7	▲ 0.2%
Campground	6.3	5.8	6.1	7.3	8.8	8.9	8.8	9.1	9.1	9.1	▼ -0.4%
2nd Home	27.6	27.9	27.9	28.1	28.1	28.4	29.1	30.4	31.3	32.1	▲ 2.6%
Day Travel	6.7	6.7	6.8	7.0	7.1	7.5	8.0	7.9	8.4	8.2	▼ -2.6%
<b>TOTAL</b>	<b>256.5</b>	<b>258.5</b>	<b>267.8</b>	<b>270.2</b>	<b>272.0</b>	<b>305.6</b>	<b>335.4</b>	<b>334.5</b>	<b>359.0</b>	<b>324.8</b>	<b>▼ -9.5%</b>
<b>Visitor Spending by Commodity Purchased (\$Millions)</b>											
Accommodations	35.8	36.7	38.2	40.5	42.3	51.2	57.9	70.9	78.0	70.1	▼ -10.1%
Food Service	60.4	61.3	63.0	64.9	66.8	75.7	83.7	78.5	85.4	82.5	▼ -3.4%
Food Stores	9.3	9.3	9.5	10.0	10.5	11.0	11.4	13.5	14.6	14.6	▲ 0.6%
Local Tran. & Gas	22.9	22.8	21.7	21.2	18.0	18.1	20.8	21.7	22.0	18.4	▼ -16.3%
Arts, Ent. & Rec.	99.5	98.9	100.0	100.5	100.2	113.0	122.6	109.6	116.6	106.5	▼ -8.6%
Retail Sales	20.5	20.6	20.6	20.8	21.1	21.8	22.3	22.1	22.8	22.7	▼ -0.1%
Visitor Air Tran.	8.1	8.9	14.7	12.3	13.0	14.8	16.6	18.3	19.7	9.9	▼ -49.5%
<b>TOTAL</b>	<b>256.5</b>	<b>258.5</b>	<b>267.8</b>	<b>270.2</b>	<b>272.0</b>	<b>305.6</b>	<b>335.4</b>	<b>334.5</b>	<b>359.0</b>	<b>324.8</b>	<b>▼ -9.5%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other spending includes resident air travel, travel arrangement and convention services, and ground transportation of visitors traveling to other Idaho destinations.

# Central Region / Detail Trend

## Direct Travel Impacts 2011-2020p

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020
<b>Travel Industry Earnings (\$Millions)</b>											
Accom. & Food Serv.	37.7	38.8	38.7	45.8	47.0	54.8	62.2	65.0	65.2	60.8	▼ -6.7%
Arts, Ent. & Rec.	51.9	51.5	52.9	60.8	61.3	72.0	82.9	92.7	94.6	88.5	▼ -6.5%
Retail**	4.6	4.6	4.7	5.0	5.2	5.5	5.8	5.9	6.1	6.9	▲ 13.1%
Ground Tran.	2.0	1.9	1.8	1.9	1.9	2.2	2.5	2.4	2.6	2.3	▼ -13.6%
Visitor Air Tran.	1.0	1.0	1.6	1.5	0.6	0.8	0.9	1.1	1.1	1.0	▼ -14.0%
Other Travel*	1.2	1.0	0.8	1.4	1.0	1.1	1.2	1.4	1.5	1.2	▼ -23.7%
<b>TOTAL</b>	<b>98.4</b>	<b>98.9</b>	<b>100.5</b>	<b>116.3</b>	<b>117.1</b>	<b>136.6</b>	<b>155.6</b>	<b>168.5</b>	<b>171.2</b>	<b>160.6</b>	<b>▼ -6.2%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,640	1,610	1,630	1,820	1,820	2,040	2,240	2,220	2,130	1,870	▼ -12.2%
Arts, Ent. & Rec.	2,680	2,570	2,590	2,710	2,650	3,010	3,350	3,470	3,920	3,670	▼ -6.4%
Retail**	190	180	180	190	200	200	200	210	210	220	▲ 4.6%
Ground Tran.	80	70	70	70	70	80	80	80	80	60	▼ -18.3%
Visitor Air Tran.	20	20	30	20	20	20	30	20	30	20	▼ -28.1%
Other Travel*	40	40	30	40	40	40	40	50	50	40	▼ -23.0%
<b>TOTAL</b>	<b>4,640</b>	<b>4,500</b>	<b>4,530</b>	<b>4,860</b>	<b>4,800</b>	<b>5,400</b>	<b>5,950</b>	<b>6,050</b>	<b>6,420</b>	<b>5,880</b>	<b>▼ -8.4%</b>
<b>Tax Receipts Generated by Travel Spending (\$Millions)</b>											
Local Tax Receipts	4.1	4.1	4.3	4.9	4.9	5.7	6.4	7.5	7.5	6.6	▼ -11.6%
State Tax Receipts	18.8	18.9	19.2	20.4	20.8	24.0	26.8	26.4	27.8	26.1	▼ -6.1%
<b>TOTAL</b>	<b>22.9</b>	<b>23.0</b>	<b>23.5</b>	<b>25.3</b>	<b>25.8</b>	<b>29.8</b>	<b>33.2</b>	<b>33.9</b>	<b>35.3</b>	<b>32.8</b>	<b>▼ -7.3%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*\*Retail includes gasoline.

\*Other Travel includes resident air travel, travel arrangement, and convention/ trade shows.

Earnings and Employment include CARES act support, data limitations prevent disaggregation.

# Central Region / Visitor Details

## Visitor Details 2020p

Overnight visitor volume for Central region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

### Average Expenditure for Overnight Visitors, 2020

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$225	\$613	\$605	\$1,643	2.7	2.7
Short Term Vacation Rental	\$274	\$762	\$946	\$2,629	3.5	2.8
Private Home	\$71	\$204	\$188	\$543	2.6	2.9
Other Overnight	\$23	\$82	\$69	\$242	3.0	3.5
<b>All Overnight</b>	<b>\$129</b>	<b>\$388</b>	<b>\$370</b>	<b>\$1,113</b>	<b>2.9</b>	<b>3.0</b>

### Overnight Visitor Volume, 2018-2020

	Person-Nights			Party-Nights		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	627,490	635,950	553,580	233,700	236,860	206,130
STVR	315,870	367,430	385,480	91,560	106,500	111,730
Private Home	570,450	642,660	636,880	5,950	245,750	241,040
Other Overnight	861,840	871,290	878,310	291,100	294,350	296,770
<b>All Overnight</b>	<b>2,375,640</b>	<b>2,517,340</b>	<b>2,454,250</b>	<b>622,300</b>	<b>883,460</b>	<b>855,670</b>

	Person-Trips			Party-Trips		
	2018	2019	2020	2018	2019	2020
Hotel, Motel	231,740	234,790	203,470	86,460	87,600	75,870
STVR	113,620	132,170	138,660	32,930	38,310	40,190
Private Home	198,450	223,310	221,310	1,370	84,680	83,350
Other Overnight	247,220	249,940	251,960	83,510	84,450	85,150
<b>All Overnight</b>	<b>791,030</b>	<b>840,200</b>	<b>815,400</b>	<b>204,280</b>	<b>295,040</b>	<b>284,550</b>



# County Impacts

2020



# County / Earnings & Employment

## Direct Travel Industry Earnings & Employment, 2020

County	Earnings (\$M)			Employment (Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Ada	21,739.2	314.9	1.4%	344,534	9,420	2.7%
Adams	83.9	2.8	3.3%	2,220	140	6.1%
Bannock	2,144.1	58.3	2.7%	47,710	2,660	5.6%
Bear Lake	115.4	4.5	3.9%	3,433	250	7.3%
Benewah	242.9	3.4	1.4%	5,097	140	2.7%
Bingham	987.1	7.4	0.7%	22,362	490	2.2%
Blaine	1,125.6	144.9	12.9%	20,612	5,220	25.3%
Boise	93.4	5.0	5.3%	2,828	260	9.1%
Bonner	966.1	45.5	4.7%	23,594	1,850	7.8%
Bonneville	4,125.4	92.0	2.2%	75,873	3,430	4.5%
Boundary	261.1	7.6	2.9%	6,104	350	5.7%
Butte	1,076.7	0.8	0.1%	9,729	50	0.5%
Camas	37.4	0.4	1.0%	698	30	3.6%
Canyon	4,837.2	39.2	0.8%	103,447	2,060	2.0%
Caribou	298.8	2.0	0.7%	4,980	120	2.3%
Cassia	993.4	4.4	0.4%	16,140	210	1.3%
Clark	25.3	1.8	7.0%	493	120	24.1%
Clearwater	184.0	3.1	1.7%	4,058	190	4.7%
Custer	95.3	11.1	11.7%	2,790	430	15.5%
Elmore	860.9	10.3	1.2%	13,786	680	4.9%
Franklin	247.5	1.1	0.4%	6,971	80	1.2%
Fremont	253.9	14.7	5.8%	6,490	690	10.6%
Gem	252.3	1.6	0.6%	7,436	110	1.5%
Gooding	704.7	2.0	0.3%	9,278	130	1.4%
Idaho	302.8	6.8	2.2%	7,950	380	4.8%
Jefferson	522.6	3.8	0.7%	13,138	220	1.7%

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, Dean Runyan Associates

Note: 2020 Total Employment & Earnings has been estimated by Dean Runyan Associates. CARES Act support is included, data limitations prevent disaggregation.



# County / Earnings & Employment

## Direct Travel Industry Earnings & Employment, 2020

County	Earnings (\$M)			Employment (Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Jerome	791.8	5.5	0.7%	12,744	260	2.1%
Kootenai	4,536.8	240.5	5.3%	93,096	7,800	8.4%
Latah	941.4	8.3	0.9%	21,670	530	2.4%
Lemhi	172.5	3.4	2.0%	4,461	170	3.9%
Lewis	99.1	1.0	1.1%	2,404	70	3.0%
Lincoln	168.9	0.3	0.2%	2,635	10	0.6%
Madison	983.1	8.4	0.9%	24,707	460	1.8%
Minidoka	579.9	5.9	1.0%	11,533	270	2.3%
Nez Perce	1,465.7	29.9	2.0%	26,147	1,130	4.3%
Oneida	77.5	0.9	1.1%	2,343	40	1.8%
Owyhee	256.5	1.6	0.6%	5,125	140	2.8%
Payette	518.5	1.7	0.3%	10,649	90	0.8%
Power	296.5	1.0	0.3%	5,010	70	1.4%
Shoshone	285.5	7.1	2.5%	6,522	300	4.6%
Teton	255.5	13.4	5.2%	7,107	500	7.1%
Twin Falls	2,681.7	85.4	3.2%	52,681	2,130	4.0%
Valley	314.6	42.6	13.6%	7,171	1,410	19.6%
Washington	163.4	1.0	0.6%	4,606	60	1.3%
Idaho	57,165.6	1,247.1	2.2%	1,062,361	45,130	4.2%



# County / Summary

## Direct Travel Impacts 2020

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Visitor Tax (Millions)	*Emp Tax (Millions)	Total Tax (Millions)
Ada	\$979.3	\$337.6	9,680	\$48.6	\$26.2	\$74.8
Adams	\$6.2	\$2.8	140	\$0.4	\$0.2	\$0.6
Bannock	\$190.1	\$59.1	2,660	\$10.5	\$4.5	\$15.0
Bear Lake	\$15.5	\$4.5	250	\$1.0	\$0.4	\$1.3
Benewah	\$9.4	\$3.4	140	\$0.6	\$0.2	\$0.8
Bingham	\$21.7	\$7.4	490	\$1.6	\$0.6	\$2.1
Blaine	\$286.0	\$145.3	5,230	\$17.2	\$11.3	\$28.5
Boise	\$22.0	\$5.0	260	\$1.4	\$0.4	\$1.7
Bonner	\$152.5	\$45.5	1,850	\$10.4	\$3.6	\$14.0
Bonneville	\$241.0	\$102.4	3,510	\$13.9	\$7.9	\$21.8
Boundary	\$19.2	\$7.5	340	\$0.8	\$0.6	\$1.4
Butte	\$2.8	\$0.8	50	\$0.2	\$0.1	\$0.2
Camas	\$1.7	\$0.4	30	\$0.1	\$0.0	\$0.1
Canyon	\$147.9	\$39.2	2,060	\$10.4	\$3.1	\$13.4
Caribou	\$7.3	\$2.0	120	\$0.5	\$0.2	\$0.7
Cassia	\$18.8	\$4.4	210	\$1.2	\$0.3	\$1.6
Clark	\$1.0	\$0.2	20	\$0.1	\$0.0	\$0.1
Clearwater	\$12.1	\$3.1	190	\$0.8	\$0.2	\$1.0
Custer	\$28.8	\$11.1	430	\$2.0	\$0.8	\$2.8
Elmore	\$33.1	\$10.3	680	\$2.1	\$0.8	\$2.9
Franklin	\$4.9	\$1.1	80	\$0.3	\$0.1	\$0.4
Fremont	\$65.9	\$15.0	700	\$4.3	\$1.2	\$5.4
Gem	\$4.5	\$1.6	110	\$0.3	\$0.1	\$0.4
Gooding	\$6.1	\$2.0	130	\$0.4	\$0.2	\$0.5
Idaho	\$21.7	\$6.8	380	\$1.5	\$0.5	\$2.0
Jefferson	\$10.6	\$3.4	200	\$0.6	\$0.3	\$0.9
Jerome	\$20.8	\$5.5	260	\$1.2	\$0.4	\$1.7
Kootenai	\$627.6	\$240.5	7,800	\$28.7	\$18.6	\$47.3
Latah	\$23.4	\$8.3	530	\$1.4	\$0.7	\$2.1
Lemhi	\$12.8	\$3.4	170	\$0.9	\$0.3	\$1.2



# County / Summary

## Direct Travel Impacts 2020

	Spending (Millions)	Earnings (Millions)	Employ. (Jobs)	Visitor Tax (Millions)	*Emp Tax (Millions)	Total Tax (Millions)
Lewis	\$4.6	\$1.0	70	\$0.3	\$0.1	\$0.4
Lincoln	\$0.9	\$0.3	10	\$0.1	\$0.0	\$0.1
Madison	\$27.9	\$8.4	460	\$1.7	\$0.6	\$2.3
Minidoka	\$18.7	\$5.9	270	\$1.1	\$0.5	\$1.6
Nez Perce	\$72.6	\$30.3	1,130	\$3.6	\$2.4	\$5.9
Oneida	\$2.2	\$0.9	40	\$0.1	\$0.1	\$0.2
Owyhee	\$5.1	\$1.6	140	\$0.3	\$0.1	\$0.4
Payette	\$6.1	\$1.7	90	\$0.3	\$0.1	\$0.5
Power	\$4.0	\$1.0	70	\$0.2	\$0.1	\$0.3
Shoshone	\$27.4	\$7.1	300	\$1.7	\$0.6	\$2.3
Teton	\$46.2	\$13.7	510	\$3.1	\$1.1	\$4.1
Twin Falls	\$134.3	\$45.6	2,160	\$7.6	\$3.6	\$11.2
Valley	\$138.0	\$42.6	1,410	\$8.8	\$3.5	\$12.3
Washington	\$4.1	\$1.0	60	\$0.2	\$0.1	\$0.3
<b>Idaho</b>	<b>\$3,486.8</b>	<b>\$1,240.7</b>	<b>45,400</b>	<b>\$192.3</b>	<b>\$96.5</b>	<b>\$288.7</b>

Note: Total Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.

Earnings and Employment include CARES act support.

\*Employee and Business tax contributions based on the associated travel activity.



# Ada County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	972.7	1,019.8	1,074.8	1,086.8	1,107.4	1,173.4	1,267.3	1,374.4	1,490.6	979.3	▼ -34.3%	▲ 0.1%	
Other Travel*	341.4	357.4	364.4	335.3	325.4	340.0	378.5	422.9	467.4	253.6	▼ -45.7%	▼ -2.9%	
Visitor Spending	631.3	662.4	710.3	751.5	782.0	833.4	888.8	951.5	1,023.2	725.6	▼ -29.1%	▲ 1.4%	
Overnight	513.9	540.2	581.7	617.1	645.2	690.3	737.0	790.2	851.4	582.8	▼ -31.6%	▲ 1.3%	
Day	117.5	122.2	128.7	134.4	136.8	143.2	151.8	161.2	171.8	142.8	▼ -16.9%	▲ 2.0%	
Visitor Spending	631.3	662.4	710.3	751.5	782.0	833.4	888.8	951.5	1,023.2	725.6	▼ -29.1%	▲ 1.4%	
Non-transportation	401.0	424.5	463.2	496.6	529.8	573.9	608.5	643.9	693.8	546.9	▼ -21.2%	▲ 3.2%	
Transportation	230.3	237.9	247.2	254.9	252.2	259.5	280.3	307.5	329.4	178.7	▼ -45.7%	▼ -2.5%	
Total Direct Earnings	218.3	229.3	244.2	246.8	253.6	275.9	304.0	369.9	401.9	337.6	▼ -16.0%	▲ 4.5%	
Total Direct Employment	8,130	8,540	8,940	9,080	9,230	9,690	10,260	11,120	11,590	9,680	▼ -16.5%	▲ 1.8%	
Government Revenue	57.0	59.5	63.4	65.7	69.2	76.2	82.6	90.2	95.4	74.8	▼ -21.6%	▲ 2.8%	
Local Revenue	8.2	8.3	8.8	8.9	9.2	9.8	10.7	13.5	13.8	9.9	▼ -28.4%	▲ 1.8%	
State Revenue	48.7	51.2	54.6	56.8	60.0	66.4	72.0	76.7	81.5	64.9	▼ -20.4%	▲ 2.9%	

\*Other Travel includes resident air travel and travel arrangement services.



# Adams County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	4.9	4.9	4.9	5.0	4.5	4.4	4.5	5.9	6.3	6.2	▼ -2.8%	▲ 2.4%	
Other Travel*	1.0	1.0	0.9	0.9	0.7	0.6	0.8	0.9	0.9	0.7	▼ -19.6%	▼ -3.5%	
Visitor Spending	3.9	3.9	4.0	4.2	3.8	3.8	3.7	5.0	5.5	5.5	▼ -0.1%	▲ 3.5%	
Overnight	3.7	3.7	3.7	3.9	3.6	3.6	3.5	4.7	5.2	5.2	▼ -0.2%	▲ 3.6%	
Day	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▲ 1.6%	▲ 2.3%	
Visitor Spending	3.9	3.9	4.0	4.2	3.8	3.8	3.7	5.0	5.5	5.5	▼ -0.1%	▲ 3.5%	
Non-transportation	3.3	3.3	3.4	3.6	3.4	3.4	3.4	4.4	4.9	5.0	▲ 1.4%	▲ 4.2%	
Transportation	0.6	0.6	0.6	0.6	0.4	0.3	0.4	0.5	0.6	0.5	▼ -13.8%	▼ -1.9%	
Total Direct Earnings	1.3	1.4	1.4	1.6	1.5	1.5	1.4	2.4	2.8	2.8	▲ 0.1%	▲ 8.1%	
Total Direct Employment	90	90	100	100	90	90	80	130	150	140	▼ -6.6%	▲ 4.0%	
Government Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6	0.6	▼ -3.1%	▲ 4.7%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	▼ -4.8%	▲ 7.1%	
State Revenue	0.3	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.5	0.5	▼ -2.9%	▲ 4.5%	

\*Other Travel includes resident air travel and travel arrangement services.



# Bannock County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	171.4	175.7	176.0	182.9	191.3	192.4	199.2	228.5	237.8	190.1	▼ -20.0%	▲ 1.0%	
Other Travel*	25.8	25.9	22.2	25.0	23.4	22.0	25.8	30.2	30.2	18.7	▼ -38.1%	▼ -3.2%	
Visitor Spending	145.5	149.7	153.8	157.8	167.9	170.3	173.4	198.3	207.5	171.4	▼ -17.4%	▲ 1.6%	
Overnight	93.4	96.3	100.1	102.4	110.1	112.6	114.6	133.7	140.6	111.4	▼ -20.8%	▲ 1.8%	
Day	52.1	53.4	53.7	55.5	57.8	57.8	58.7	64.7	67.0	60.0	▼ -10.3%	▲ 1.4%	
Visitor Spending	145.5	149.7	153.8	157.8	167.9	170.3	173.4	198.3	207.5	171.4	▼ -17.4%	▲ 1.6%	
Non-transportation	118.8	122.2	122.8	131.2	143.0	146.4	147.2	166.8	176.2	149.1	▼ -15.4%	▲ 2.3%	
Transportation	26.8	27.5	31.0	26.6	24.9	24.0	26.2	31.5	31.3	22.3	▼ -28.7%	▼ -1.8%	
Total Direct Earnings	42.9	43.2	43.9	46.4	51.7	54.3	56.2	61.7	66.4	59.1	▼ -10.9%	▲ 3.3%	
Total Direct Employment	2,510	2,490	2,500	2,520	2,680	2,690	2,700	2,730	3,000	2,660	▼ -11.4%	▲ 0.6%	
Government Revenue	12.2	12.4	12.4	13.0	14.3	15.1	15.5	17.2	17.9	15.0	▼ -16.2%	▲ 2.1%	
Local Revenue	1.2	1.2	1.3	1.3	1.4	1.5	1.5	1.8	1.8	1.5	▼ -16.6%	▲ 2.2%	
State Revenue	11.0	11.2	11.2	11.7	12.9	13.6	14.0	15.4	16.1	13.5	▼ -16.1%	▲ 2.1%	

\*Other Travel includes resident air travel and travel arrangement services.



# Bear Lake County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	12.7	13.7	13.4	14.4	13.7	14.0	15.0	14.8	15.2	15.5	▲ 2.0%	▲ 2.0%	
Other Travel*	1.5	1.5	1.4	1.4	1.1	1.0	1.1	1.3	1.2	1.0	▼ -22.1%	▼ -4.2%	
Visitor Spending	11.2	12.2	12.0	13.0	12.7	13.1	13.9	13.6	13.9	14.5	▲ 4.1%	▲ 2.6%	
Overnight	10.2	11.1	10.9	11.8	11.5	11.9	12.7	12.4	12.8	13.4	▲ 4.2%	▲ 2.7%	
Day	1.0	1.1	1.1	1.2	1.1	1.2	1.2	1.1	1.1	1.2	▲ 2.8%	▲ 1.3%	
Visitor Spending	11.2	12.2	12.0	13.0	12.7	13.1	13.9	13.6	13.9	14.5	▲ 4.1%	▲ 2.6%	
Non-transportation	9.5	10.3	10.2	11.2	11.2	11.7	12.3	12.1	12.5	13.2	▲ 5.7%	▲ 3.4%	
Transportation	1.7	1.9	1.7	1.8	1.4	1.4	1.6	1.5	1.4	1.3	▼ -10.3%	▼ -3.0%	
Total Direct Earnings	3.2	3.5	3.6	3.9	3.9	4.1	4.4	4.2	4.3	4.5	▲ 4.5%	▲ 3.5%	
Total Direct Employment	220	230	250	250	240	250	280	260	260	250	▼ -4.5%	▲ 1.1%	
Government Revenue	1.0	1.1	1.1	1.1	1.1	1.2	1.3	1.3	1.3	1.3	▲ 1.5%	▲ 2.9%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -0.6%	▲ 2.5%	
State Revenue	0.9	1.0	1.0	1.0	1.1	1.1	1.2	1.2	1.2	1.2	▲ 1.6%	▲ 2.9%	

\*Other Travel includes resident air travel and travel arrangement services.





# Benewah County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	8.6	9.1	8.9	9.4	8.8	8.2	8.4	9.6	10.0	9.4	▼ -6.0%	▲ 0.9%	
Other Travel*	2.3	2.3	2.2	2.1	1.6	1.5	1.7	1.9	1.9	1.5	▼ -21.3%	▼ -4.3%	
Visitor Spending	6.3	6.7	6.7	7.3	7.2	6.7	6.7	7.7	8.2	8.0	▼ -2.5%	▲ 2.3%	
Overnight	5.7	6.1	6.1	6.7	6.5	6.1	6.0	7.0	7.4	7.2	▼ -2.6%	▲ 2.3%	
Day	0.6	0.6	0.6	0.7	0.7	0.6	0.6	0.7	0.7	0.7	▼ -1.3%	▲ 2.1%	
Visitor Spending	6.3	6.7	6.7	7.3	7.2	6.7	6.7	7.7	8.2	8.0	▼ -2.5%	▲ 2.3%	
Non-transportation	5.1	5.4	5.5	6.1	6.2	5.8	5.7	6.5	7.0	6.9	▼ -0.4%	▲ 3.2%	
Transportation	1.2	1.3	1.2	1.3	1.0	0.9	1.0	1.2	1.2	1.0	▼ -15.1%	▼ -2.0%	
Total Direct Earnings	2.3	2.4	2.4	2.6	2.7	2.6	2.6	2.9	3.2	3.4	▲ 6.9%	▲ 4.1%	
Total Direct Employment	110	120	110	120	120	110	120	130	140	140	▼ -1.5%	▲ 1.9%	
Government Revenue	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	0.8	▼ -5.3%	▲ 2.6%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.6%	▲ 3.1%	
State Revenue	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.8	▼ -6.0%	▲ 2.5%	

\*Other Travel includes resident air travel and travel arrangement services.



# Bingham County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	26.7	27.2	26.4	27.0	24.8	24.5	25.9	26.0	24.6	21.7	▼ -11.8%	▼ -2.0%	
Other Travel*	11.4	11.6	10.9	10.4	8.2	7.3	8.4	9.6	9.4	7.4	▼ -21.7%	▼ -4.3%	
Visitor Spending	15.3	15.6	15.5	16.6	16.6	17.2	17.5	16.4	15.2	14.4	▼ -5.7%	▼ -0.6%	
Overnight	10.2	10.4	10.4	11.2	11.3	11.7	12.0	11.0	9.9	9.2	▼ -7.0%	▼ -1.0%	
Day	5.1	5.1	5.1	5.4	5.4	5.4	5.5	5.4	5.3	5.2	▼ -3.2%	▲ 0.1%	
Visitor Spending	15.3	15.6	15.5	16.6	16.6	17.2	17.5	16.4	15.2	14.4	▼ -5.7%	▼ -0.6%	
Non-transportation	11.6	11.9	12.1	13.2	13.8	14.5	14.6	13.4	12.4	12.0	▼ -3.3%	▲ 0.3%	
Transportation	3.7	3.7	3.4	3.5	2.9	2.7	3.0	3.1	2.8	2.4	▼ -16.2%	▼ -4.3%	
Total Direct Earnings	4.6	5.0	5.3	5.4	5.7	6.0	6.3	6.7	7.1	7.4	▲ 3.9%	▲ 4.7%	
Total Direct Employment	380	410	400	410	420	450	450	480	510	490	▼ -2.4%	▲ 2.6%	
Government Revenue	1.9	2.0	2.0	2.0	2.1	2.3	2.4	2.5	2.4	2.1	▼ -10.5%	▲ 1.0%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	▼ -1.2%	▲ 3.7%	
State Revenue	1.8	1.9	1.8	1.9	2.0	2.2	2.3	2.3	2.2	2.0	▼ -11.2%	▲ 0.8%	

\*Other Travel includes resident air travel and travel arrangement services.

# Blaine County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	234.7	235.7	243.5	247.5	247.4	280.1	307.7	304.7	328.4	286.0	▼ -12.9%	▲ 2.0%	
Other Travel*	9.1	8.6	6.5	10.2	9.5	9.6	10.6	12.6	13.4	5.9	▼ -55.7%	▼ -4.2%	
Visitor Spending	225.6	227.1	237.0	237.3	237.9	270.6	297.1	292.1	315.0	280.1	▼ -11.1%	▲ 2.2%	
Overnight	219.9	221.3	230.8	231.1	231.7	263.8	289.8	285.0	307.5	273.3	▼ -11.1%	▲ 2.2%	
Day	5.7	5.8	6.2	6.1	6.2	6.7	7.2	7.1	7.6	6.8	▼ -9.7%	▲ 1.8%	
Visitor Spending	225.6	227.1	237.0	237.3	237.9	270.6	297.1	292.1	315.0	280.1	▼ -11.1%	▲ 2.2%	
Non-transportation	202.5	203.2	207.9	211.1	213.0	243.4	266.3	259.8	281.0	258.3	▼ -8.1%	▲ 2.5%	
Transportation	23.1	23.8	29.1	26.1	24.8	27.1	30.8	32.3	34.1	21.8	▼ -36.1%	▼ -0.6%	
Total Direct Earnings	89.7	90.2	91.6	105.9	105.8	124.6	142.2	154.6	156.5	145.3	▼ -7.2%	▲ 4.9%	
Total Direct Employment	4,150	4,010	4,030	4,320	4,230	4,790	5,300	5,390	5,750	5,230	▼ -9.1%	▲ 2.3%	
Government Revenue	20.3	20.4	20.9	22.4	22.6	26.4	29.5	29.9	31.2	28.5	▼ -8.5%	▲ 3.5%	
Local Revenue	3.7	3.7	3.9	4.4	4.4	5.2	5.8	6.8	6.8	5.9	▼ -12.9%	▲ 4.8%	
State Revenue	16.6	16.7	17.0	18.0	18.2	21.2	23.7	23.1	24.4	22.6	▼ -7.3%	▲ 3.1%	

\*Other Travel includes resident air travel and travel arrangement services.



# Boise County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	12.2	12.3	12.1	12.2	11.3	12.1	13.1	21.8	22.9	22.0	▼ -4.1%	▲ 6.1%	
Other Travel*	1.7	1.7	1.6	1.6	1.2	1.1	1.3	1.6	1.6	1.3	▼ -20.0%	▼ -3.2%	
Visitor Spending	10.4	10.5	10.5	10.6	10.0	11.0	11.7	20.2	21.4	20.7	▼ -2.9%	▲ 7.1%	
Overnight	9.3	9.4	9.4	9.5	8.9	9.8	10.5	18.7	19.8	19.1	▼ -3.4%	▲ 7.4%	
Day	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.5	1.6	1.7	▲ 2.9%	▲ 4.2%	
Visitor Spending	10.4	10.5	10.5	10.6	10.0	11.0	11.7	20.2	21.4	20.7	▼ -2.9%	▲ 7.1%	
Non-transportation	9.0	9.1	9.1	9.3	9.1	10.0	10.6	18.3	19.4	19.0	▼ -2.2%	▲ 7.8%	
Transportation	1.4	1.4	1.3	1.3	1.0	1.0	1.1	1.9	1.9	1.7	▼ -10.6%	▲ 2.0%	
Total Direct Earnings	3.3	3.3	3.4	3.4	3.3	3.8	4.1	4.4	4.7	5.0	▲ 5.1%	▲ 4.1%	
Total Direct Employment	200	210	210	220	200	230	240	260	270	260	▼ -3.3%	▲ 2.4%	
Government Revenue	0.9	0.9	0.9	0.9	0.9	1.0	1.1	1.7	1.8	1.7	▼ -4.3%	▲ 6.3%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -0.1%	▲ 3.1%	
State Revenue	0.8	0.9	0.8	0.9	0.8	1.0	1.0	1.6	1.7	1.6	▼ -4.5%	▲ 6.6%	

\*Other Travel includes resident air travel and travel arrangement services.



# Bonner County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	108.8	115.8	117.7	122.2	118.6	120.0	129.7	140.8	151.2	152.5	▲ 0.9%	▲ 3.4%	
Other Travel*	10.1	10.3	9.8	9.6	7.5	6.9	7.9	9.3	9.2	7.3	▼ -20.5%	▼ -3.2%	
Visitor Spending	98.7	105.4	107.9	112.7	111.0	113.1	121.8	131.5	142.0	145.2	▲ 2.3%	▲ 3.9%	
Overnight	92.4	98.9	101.3	105.8	104.3	106.3	114.4	123.9	133.9	136.9	▲ 2.3%	▲ 4.0%	
Day	6.3	6.6	6.6	6.8	6.7	6.8	7.4	7.7	8.1	8.3	▲ 1.9%	▲ 2.8%	
Visitor Spending	98.7	105.4	107.9	112.7	111.0	113.1	121.8	131.5	142.0	145.2	▲ 2.3%	▲ 3.9%	
Non-transportation	83.1	89.0	92.3	97.2	98.4	101.4	108.2	116.2	126.5	131.4	▲ 3.8%	▲ 4.7%	
Transportation	15.6	16.4	15.7	15.5	12.6	11.7	13.6	15.3	15.5	13.8	▼ -10.7%	▼ -1.2%	
Total Direct Earnings	28.7	31.0	32.3	34.6	34.9	36.6	40.2	42.8	46.1	45.5	▼ -1.1%	▲ 4.7%	
Total Direct Employment	1,720	1,780	1,800	1,840	1,800	1,760	1,880	1,970	2,030	1,850	▼ -8.7%	▲ 0.7%	
Government Revenue	9.0	9.6	9.9	10.4	10.5	11.3	12.3	13.2	14.1	14.0	▼ -0.8%	▲ 4.6%	
Local Revenue	1.2	1.3	1.4	1.5	1.5	1.8	1.9	2.3	2.4	2.4	▼ -3.0%	▲ 6.6%	
State Revenue	7.7	8.2	8.5	8.9	9.0	9.5	10.4	10.9	11.7	11.7	▼ -0.4%	▲ 4.2%	

\*Other Travel includes resident air travel and travel arrangement services.



# Bonneville County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	214.6	234.2	237.5	251.8	249.7	259.2	276.7	292.1	308.1	241.0	▼ -21.8%	▲ 1.2%	
Other Travel*	49.1	52.1	47.8	49.0	42.7	40.9	44.1	49.1	52.2	30.8	▼ -40.9%	▼ -4.5%	
Visitor Spending	165.6	182.0	189.7	202.8	207.1	218.2	232.6	243.0	255.9	210.2	▼ -17.9%	▲ 2.4%	
Overnight	119.8	132.1	138.5	149.1	152.9	162.3	173.7	182.2	191.9	151.3	▼ -21.2%	▲ 2.4%	
Day	45.7	49.9	51.3	53.7	54.1	55.9	58.9	60.8	64.0	58.9	▼ -8.0%	▲ 2.6%	
Visitor Spending	165.6	182.0	189.7	202.8	207.1	218.2	232.6	243.0	255.9	210.2	▼ -17.9%	▲ 2.4%	
Non-transportation	120.0	132.3	139.8	150.8	159.2	170.9	182.9	187.1	197.8	171.6	▼ -13.3%	▲ 3.6%	
Transportation	45.6	49.7	49.9	52.0	47.9	47.4	49.7	55.9	58.1	38.5	▼ -33.6%	▼ -1.7%	
Total Direct Earnings	52.7	56.1	59.5	63.7	74.1	80.0	86.2	102.6	107.5	102.4	▼ -4.7%	▲ 6.9%	
Total Direct Employment	2,700	2,820	2,920	3,060	3,220	3,460	3,640	3,850	3,890	3,510	▼ -9.8%	▲ 2.7%	
Government Revenue	14.8	15.9	16.6	17.7	19.2	21.0	22.7	24.2	25.0	21.8	▼ -12.7%	▲ 4.0%	
Local Revenue	1.6	1.7	1.8	2.0	2.2	2.3	2.4	3.1	3.0	2.6	▼ -12.9%	▲ 4.9%	
State Revenue	13.1	14.2	14.8	15.7	17.0	18.7	20.3	21.1	22.0	19.2	▼ -12.7%	▲ 3.8%	

\*Other Travel includes resident air travel and travel arrangement services.



# Boundary County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	14.4	15.6	15.3	14.5	14.5	13.2	15.7	16.0	18.0	19.2	▲ 6.5%	▲ 3.0%	
Other Travel*	2.7	2.8	2.6	2.5	2.0	1.9	2.2	2.5	2.5	2.0	▼ -19.8%	▼ -3.0%	
Visitor Spending	11.7	12.9	12.7	12.0	12.5	11.4	13.5	13.5	15.6	17.2	▲ 10.7%	▲ 4.0%	
Overnight	10.9	12.0	11.9	11.2	11.7	10.6	12.7	12.7	14.6	16.2	▲ 11.0%	▲ 4.1%	
Day	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9	1.0	1.0	▲ 6.2%	▲ 2.6%	
Visitor Spending	11.7	12.9	12.7	12.0	12.5	11.4	13.5	13.5	15.6	17.2	▲ 10.7%	▲ 4.0%	
Non-transportation	10.3	11.3	11.3	10.7	11.4	10.4	12.4	12.3	14.3	16.0	▲ 12.1%	▲ 4.5%	
Transportation	1.4	1.5	1.4	1.2	1.1	0.9	1.2	1.2	1.3	1.2	▼ -5.0%	▼ -1.1%	
Total Direct Earnings	4.6	4.9	5.0	5.0	5.4	4.9	5.9	6.1	6.9	7.5	▲ 8.8%	▲ 5.1%	
Total Direct Employment	240	260	260	240	250	240	280	300	330	340	▲ 4.2%	▲ 3.5%	
Government Revenue	0.9	1.0	1.0	1.0	1.0	1.0	1.2	1.2	1.4	1.4	▲ 4.1%	▲ 4.1%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▲ 3.4%	▲ 4.1%	
State Revenue	0.8	0.9	0.9	0.8	0.9	0.9	1.0	1.1	1.2	1.2	▲ 4.2%	▲ 4.1%	

\*Other Travel includes resident air travel and travel arrangement services.



# Butte County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	2.5	2.3	2.3	2.3	2.3	2.5	2.8	2.9	2.7	2.8	▲ 5.2%	▲ 1.4%	
Other Travel*	0.7	0.7	0.6	0.6	0.5	0.4	0.5	0.5	0.5	0.4	▼ -20.9%	▼ -5.1%	
Visitor Spending	1.8	1.6	1.6	1.7	1.8	2.1	2.4	2.3	2.1	2.4	▲ 11.6%	▲ 3.1%	
Overnight	1.7	1.5	1.6	1.6	1.7	2.0	2.3	2.2	2.0	2.3	▲ 11.5%	▲ 3.2%	
Day	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 13.4%	▲ 2.5%	
Visitor Spending	1.8	1.6	1.6	1.7	1.8	2.1	2.4	2.3	2.1	2.4	▲ 11.6%	▲ 3.1%	
Non-transportation	1.4	1.3	1.3	1.4	1.5	1.8	2.0	2.0	1.8	2.1	▲ 13.8%	▲ 4.2%	
Transportation	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▼ -1.9%	▼ -2.2%	
Total Direct Earnings	0.5	0.5	0.5	0.5	0.6	0.7	0.8	0.8	0.7	0.8	▲ 17.5%	▲ 5.3%	
Total Direct Employment	40	30	30	40	40	40	50	40	40	50	▲ 7.5%	▲ 3.2%	
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	▲ 5.3%	▲ 3.3%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 11.7%	▲ 4.3%	
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 4.7%	▲ 3.2%	

\*Other Travel includes resident air travel and travel arrangement services.





# Camas County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	1.9	1.8	1.9	1.6	1.6	1.4	1.4	1.6	1.6	1.7	▲ 4.1%	▼ -1.4%	
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -20.7%	▼ -4.3%	
Visitor Spending	1.7	1.5	1.7	1.4	1.4	1.2	1.2	1.3	1.4	1.5	▲ 8.1%	▼ -1.0%	
Overnight	1.6	1.5	1.6	1.3	1.3	1.2	1.2	1.3	1.3	1.4	▲ 8.2%	▼ -1.0%	
Day	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 5.7%	▼ -0.7%	
Visitor Spending	1.7	1.5	1.7	1.4	1.4	1.2	1.2	1.3	1.4	1.5	▲ 8.1%	▼ -1.0%	
Non-transportation	1.4	1.3	1.4	1.2	1.2	1.1	1.1	1.2	1.2	1.4	▲ 10.0%	▼ 0.0%	
Transportation	0.3	0.3	0.3	0.2	0.2	0.1	0.1	0.2	0.2	0.1	▼ -6.1%	▼ -6.7%	
Total Direct Earnings	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	▲ 15.4%	▲ 0.7%	
Total Direct Employment	20	20	20	20	20	20	20	20	20	30	▲ 4.2%	▲ 1.0%	
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 4.2%	▲ 0.0%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 9.7%	▼ -0.3%	
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 3.9%	▲ 0.0%	

\*Other Travel includes resident air travel and travel arrangement services.



# Canyon County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	121.2	131.0	133.2	135.7	124.9	127.0	139.4	159.6	166.5	147.9	▼ -11.2%	▲ 2.0%	
Other Travel*	48.5	50.4	48.4	47.3	37.3	34.8	40.3	47.2	47.3	37.8	▼ -20.0%	▼ -2.5%	
Visitor Spending	72.7	80.6	84.8	88.4	87.6	92.2	99.2	112.4	119.2	110.1	▼ -7.7%	▲ 4.2%	
Overnight	49.5	55.4	58.6	61.3	60.7	64.2	69.3	79.3	84.5	77.6	▼ -8.1%	▲ 4.6%	
Day	23.3	25.2	26.2	27.2	26.9	28.0	29.8	33.1	34.8	32.5	▼ -6.5%	▲ 3.4%	
Visitor Spending	72.7	80.6	84.8	88.4	87.6	92.2	99.2	112.4	119.2	110.1	▼ -7.7%	▲ 4.2%	
Non-transportation	55.3	61.8	66.3	70.3	72.7	77.8	82.7	92.5	99.2	93.5	▼ -5.7%	▲ 5.4%	
Transportation	17.5	18.8	18.5	18.2	15.0	14.4	16.4	19.9	20.0	16.5	▼ -17.4%	▼ -0.6%	
Total Direct Earnings	22.4	23.5	24.9	27.1	28.0	30.3	33.1	37.1	39.7	39.2	▼ -1.3%	▲ 5.7%	
Total Direct Employment	1,460	1,550	1,600	1,770	1,780	1,860	1,960	2,100	2,210	2,060	▼ -7.0%	▲ 3.5%	
Government Revenue	8.9	9.5	9.8	10.2	10.6	11.8	12.8	14.5	15.1	13.4	▼ -10.8%	▲ 4.2%	
Local Revenue	0.6	0.6	0.6	0.7	0.7	0.7	0.8	1.0	1.0	0.9	▼ -6.1%	▲ 4.7%	
State Revenue	8.3	8.9	9.1	9.5	9.9	11.0	12.0	13.6	14.1	12.5	▼ -11.2%	▲ 4.2%	

\*Other Travel includes resident air travel and travel arrangement services.

# Caribou County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	5.6	6.0	6.3	5.7	5.2	5.5	5.5	8.4	8.5	7.3	▼ -13.9%	▲ 2.8%	
Other Travel*	1.7	1.7	1.6	1.6	1.2	1.1	1.3	1.5	1.4	1.1	▼ -22.7%	▼ -4.2%	
Visitor Spending	3.8	4.3	4.6	4.1	3.9	4.4	4.2	7.0	7.1	6.2	▼ -12.0%	▲ 4.9%	
Overnight	3.4	3.9	4.2	3.7	3.5	3.9	3.8	6.4	6.4	5.6	▼ -12.5%	▲ 5.1%	
Day	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.6	0.6	0.6	▼ -7.7%	▲ 3.2%	
Visitor Spending	3.8	4.3	4.6	4.1	3.9	4.4	4.2	7.0	7.1	6.2	▼ -12.0%	▲ 4.9%	
Non-transportation	3.2	3.6	3.9	3.4	3.4	3.9	3.7	6.1	6.2	5.5	▼ -10.7%	▲ 5.7%	
Transportation	0.7	0.8	0.8	0.6	0.5	0.5	0.5	0.9	0.9	0.7	▼ -21.6%	▼ -0.1%	
Total Direct Earnings	1.3	1.3	1.3	1.2	1.2	1.4	1.3	2.3	2.3	2.0	▼ -12.9%	▲ 4.8%	
Total Direct Employment	100	90	90	80	80	90	90	140	130	120	▼ -12.0%	▲ 1.7%	
Government Revenue	0.4	0.5	0.5	0.4	0.4	0.5	0.5	0.8	0.8	0.7	▼ -14.9%	▲ 4.2%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	▼ -17.2%	▲ 3.8%	
State Revenue	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.7	0.7	0.6	▼ -14.7%	▲ 4.2%	

\*Other Travel includes resident air travel and travel arrangement services.



# Cassia County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	24.9	25.6	26.8	27.3	27.3	26.2	28.1	16.0	17.2	18.8	▲ 9.4%	▼ -2.8%	
Other Travel*	6.1	6.3	6.0	5.8	4.7	4.3	4.9	5.6	5.6	4.3	▼ -22.0%	▼ -3.4%	
Visitor Spending	18.8	19.3	20.8	21.5	22.6	22.0	23.2	10.5	11.6	14.5	▲ 24.3%	▼ -2.6%	
Overnight	14.7	15.0	16.3	16.8	17.9	17.4	18.4	7.3	8.2	10.6	▲ 29.1%	▼ -3.2%	
Day	4.1	4.3	4.5	4.6	4.8	4.6	4.8	3.1	3.4	3.8	▲ 12.8%	▼ -0.7%	
Visitor Spending	18.8	19.3	20.8	21.5	22.6	22.0	23.2	10.5	11.6	14.5	▲ 24.3%	▼ -2.6%	
Non-transportation	15.2	15.6	17.1	17.8	19.4	19.1	20.0	8.5	9.6	12.4	▲ 28.7%	▼ -2.0%	
Transportation	3.6	3.7	3.7	3.6	3.2	2.9	3.2	1.9	2.0	2.1	▲ 3.5%	▼ -5.4%	
Total Direct Earnings	5.9	5.6	6.4	6.9	7.5	7.5	8.0	3.8	4.2	4.4	▲ 4.2%	▼ -2.9%	
Total Direct Employment	370	360	390	400	420	410	420	200	210	210	▲ 0.4%	▼ -5.7%	
Government Revenue	1.9	1.9	2.1	2.2	2.3	2.4	2.5	1.4	1.5	1.6	▲ 5.0%	▼ -2.1%	
Local Revenue	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	▼ -0.9%	▼ -3.8%	
State Revenue	1.8	1.8	1.9	2.0	2.2	2.2	2.3	1.3	1.4	1.5	▲ 5.4%	▼ -2.0%	

\*Other Travel includes resident air travel and travel arrangement services.

# Clark County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	0.9	0.9	0.9	0.9	0.9	1.0	1.0	1.0	1.1	1.0	▼ -5.4%	▲ 0.6%	
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	▼ -21.7%	▼ -5.6%	
Visitor Spending	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	▼ -2.4%	▲ 2.1%	
Overnight	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	▼ -3.2%	▲ 2.4%	
Day	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	▼ -0.3%	▲ 1.4%	
Visitor Spending	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	▼ -2.4%	▲ 2.1%	
Non-transportation	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	▼ -0.5%	▲ 2.7%	
Transportation	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -14.5%	▼ -1.6%	
Total Direct Earnings	0.2	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 1.6%	▲ 4.6%	
Total Direct Employment	10	10	10	10	10	20	20	20	20	20	▼ -4.4%	▲ 1.6%	
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -6.0%	▲ 2.3%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -3.4%	▲ 3.6%	
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▼ -6.2%	▲ 2.2%	

\*Other Travel includes resident air travel and travel arrangement services.



# Clearwater County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	10.4	11.0	10.8	11.0	10.9	11.3	11.1	12.7	11.6	12.1	▲ 4.4%	▲ 1.5%	
Other Travel*	2.1	2.2	2.1	2.0	1.5	1.4	1.6	1.8	1.8	1.4	▼ -21.6%	▼ -4.3%	
Visitor Spending	8.3	8.8	8.7	9.0	9.4	10.0	9.5	10.9	9.9	10.7	▲ 9.0%	▲ 2.6%	
Overnight	8.0	8.4	8.4	8.7	9.0	9.6	9.1	10.4	9.4	10.3	▲ 9.0%	▲ 2.6%	
Day	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	▲ 10.7%	▲ 2.6%	
Visitor Spending	8.3	8.8	8.7	9.0	9.4	10.0	9.5	10.9	9.9	10.7	▲ 9.0%	▲ 2.6%	
Non-transportation	6.8	7.3	7.3	7.6	8.2	8.8	8.3	9.4	8.6	9.5	▲ 10.5%	▲ 3.3%	
Transportation	1.5	1.5	1.4	1.4	1.2	1.2	1.2	1.5	1.3	1.3	▼ -0.7%	▼ -1.2%	
Total Direct Earnings	2.7	2.8	3.0	2.8	3.0	3.3	3.1	3.1	2.9	3.1	▲ 7.7%	▲ 1.3%	
Total Direct Employment	180	190	200	200	210	220	220	200	180	190	▲ 7.0%	▲ 0.3%	
Government Revenue	0.8	0.9	0.9	0.9	0.9	1.0	1.0	1.1	1.0	1.0	▲ 2.2%	▲ 2.0%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 2.3%	▲ 0.3%	
State Revenue	0.8	0.8	0.8	0.8	0.9	0.9	0.9	1.0	0.9	0.9	▲ 2.2%	▲ 2.2%	

\*Other Travel includes resident air travel and travel arrangement services.



# Custer County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	17.6	17.7	17.4	18.8	20.2	20.8	23.4	25.7	27.7	28.8	▲ 3.8%	▲ 5.0%	
Other Travel*	1.7	1.7	1.6	1.6	1.4	1.4	1.7	1.9	2.1	1.6	▼ -24.2%	▼ -0.7%	
Visitor Spending	15.9	15.9	15.8	17.2	18.8	19.3	21.7	23.8	25.7	27.2	▲ 6.1%	▲ 5.5%	
Overnight	15.3	15.3	15.1	16.4	17.9	18.5	20.8	22.8	24.6	26.1	▲ 6.2%	▲ 5.5%	
Day	0.7	0.7	0.7	0.8	0.8	0.8	0.9	1.0	1.0	1.1	▲ 3.5%	▲ 4.7%	
Visitor Spending	15.9	15.9	15.8	17.2	18.8	19.3	21.7	23.8	25.7	27.2	▲ 6.1%	▲ 5.5%	
Non-transportation	13.5	13.6	13.6	14.9	16.6	17.4	19.3	21.0	22.8	24.6	▲ 7.7%	▲ 6.2%	
Transportation	2.4	2.4	2.2	2.3	2.1	2.0	2.4	2.7	2.8	2.6	▼ -7.4%	▲ 0.8%	
Total Direct Earnings	5.6	5.6	5.9	6.9	7.6	8.1	9.2	9.8	10.4	11.1	▲ 6.7%	▲ 7.1%	
Total Direct Employment	300	290	310	340	370	390	410	420	440	430	▼ -0.8%	▲ 3.6%	
Government Revenue	1.6	1.6	1.6	1.7	1.9	2.0	2.3	2.5	2.6	2.8	▲ 5.4%	▲ 6.0%	
Local Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	▲ 5.3%	▲ 6.4%	
State Revenue	1.3	1.3	1.3	1.4	1.6	1.7	1.9	2.0	2.2	2.3	▲ 5.4%	▲ 5.9%	

\*Other Travel includes resident air travel and travel arrangement services.



# Elmore County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	26.7	29.3	27.6	29.6	28.4	30.6	32.5	30.8	31.4	33.1	▲ 5.4%	▲ 2.2%	
Other Travel*	7.1	7.3	6.9	6.6	5.4	5.0	5.8	6.7	6.7	5.2	▼ -22.9%	▼ -3.1%	
Visitor Spending	19.6	22.0	20.7	22.9	23.0	25.6	26.7	24.1	24.7	27.9	▲ 13.1%	▲ 3.6%	
Overnight	14.8	16.8	15.7	17.5	17.7	19.9	20.7	18.7	18.9	21.5	▲ 14.0%	▲ 3.8%	
Day	4.8	5.3	5.0	5.4	5.4	5.8	6.0	5.4	5.8	6.4	▲ 10.1%	▲ 2.9%	
Visitor Spending	19.6	22.0	20.7	22.9	23.0	25.6	26.7	24.1	24.7	27.9	▲ 13.1%	▲ 3.6%	
Non-transportation	15.8	17.8	17.0	19.0	19.8	22.3	23.0	20.7	21.1	24.4	▲ 15.6%	▲ 4.4%	
Transportation	3.8	4.2	3.7	3.9	3.3	3.3	3.7	3.4	3.6	3.5	▼ -1.7%	▼ -0.7%	
Total Direct Earnings	6.6	6.9	6.9	7.7	8.0	9.0	9.6	10.1	10.8	10.3	▼ -4.5%	▲ 4.6%	
Total Direct Employment	470	480	480	570	570	640	660	730	780	680	▼ -12.9%	▲ 3.7%	
Government Revenue	2.0	2.2	2.1	2.3	2.4	2.7	2.9	2.8	2.8	2.9	▲ 1.2%	▲ 3.4%	
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	▼ -9.2%	▲ 3.6%	
State Revenue	1.9	2.0	1.9	2.1	2.2	2.5	2.6	2.5	2.6	2.6	▲ 2.3%	▲ 3.4%	

\*Other Travel includes resident air travel and travel arrangement services.



# Franklin County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	3.2	3.4	4.4	3.6	3.6	3.7	3.9	4.7	4.2	4.9	▲ 16.4%	▲ 4.5%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	3.2	3.4	4.4	3.6	3.6	3.7	3.9	4.7	4.2	4.9	▲ 16.4%	▲ 4.5%	
Overnight	2.7	2.9	3.8	3.0	3.1	3.2	3.3	4.1	3.6	4.3	▲ 17.3%	▲ 4.7%	
Day	0.5	0.5	0.6	0.5	0.5	0.5	0.6	0.6	0.6	0.7	▲ 11.0%	▲ 3.5%	
Visitor Spending	3.2	3.4	4.4	3.6	3.6	3.7	3.9	4.7	4.2	4.9	▲ 16.4%	▲ 4.5%	
Non-transportation	2.4	2.6	3.5	2.8	3.0	3.2	3.3	3.9	3.5	4.2	▲ 20.0%	▲ 5.8%	
Transportation	0.8	0.8	0.9	0.7	0.6	0.6	0.6	0.8	0.7	0.7	▼ -1.9%	▼ -1.0%	
Total Direct Earnings	0.7	0.7	0.8	0.7	0.8	0.8	0.9	1.0	0.9	1.1	▲ 22.9%	▲ 4.3%	
Total Direct Employment	60	60	70	60	60	60	60	80	70	80	▲ 19.6%	▲ 3.0%	
Government Revenue	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.4	▲ 17.7%	▲ 5.1%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 16.9%	▲ 3.3%	
State Revenue	0.2	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.4	▲ 17.8%	▲ 5.3%	

\*Other Travel includes resident air travel and travel arrangement services.



# Fremont County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	28.5	29.7	32.9	35.9	38.9	42.3	44.4	51.2	60.1	65.9	▲ 9.5%	▲ 8.7%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	28.5	29.7	32.9	35.9	38.9	42.3	44.4	51.2	60.1	65.9	▲ 9.5%	▲ 8.7%	
Overnight	26.5	27.7	30.7	33.6	36.5	39.8	41.8	48.8	57.5	63.2	▲ 9.9%	▲ 9.1%	
Day	2.0	2.0	2.2	2.3	2.4	2.5	2.6	2.4	2.6	2.7	▲ 1.9%	▲ 3.1%	
Visitor Spending	28.5	29.7	32.9	35.9	38.9	42.3	44.4	51.2	60.1	65.9	▲ 9.5%	▲ 8.7%	
Non-transportation	23.4	24.4	27.3	30.1	33.6	37.0	38.5	45.6	54.1	60.4	▲ 11.6%	▲ 9.9%	
Transportation	5.1	5.3	5.5	5.8	5.3	5.3	5.8	5.6	6.0	5.5	▼ -8.9%	▲ 0.8%	
Total Direct Earnings	6.3	6.4	7.2	8.1	9.1	10.1	10.8	11.9	13.4	15.0	▲ 12.4%	▲ 9.1%	
Total Direct Employment	390	380	440	470	510	550	580	630	680	700	▲ 3.2%	▲ 6.1%	
Government Revenue	2.1	2.2	2.5	2.8	3.1	3.5	3.7	4.2	4.9	5.4	▲ 10.6%	▲ 9.8%	
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4	▲ 6.8%	▲ 8.0%	
State Revenue	2.0	2.1	2.3	2.5	2.9	3.2	3.4	3.9	4.6	5.1	▲ 10.9%	▲ 9.9%	

\*Other Travel includes resident air travel and travel arrangement services.



# Gem County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	3.4	3.5	3.6	3.5	3.6	3.7	4.0	4.0	4.2	4.5	▲ 8.1%	▲ 2.9%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	3.4	3.5	3.6	3.5	3.6	3.7	4.0	4.0	4.2	4.5	▲ 8.1%	▲ 2.9%	
Overnight	2.4	2.5	2.6	2.5	2.5	2.6	2.8	2.9	3.0	3.2	▲ 7.7%	▲ 2.9%	
Day	1.0	1.0	1.1	1.0	1.1	1.1	1.1	1.1	1.2	1.3	▲ 9.0%	▲ 2.8%	
Visitor Spending	3.4	3.5	3.6	3.5	3.6	3.7	4.0	4.0	4.2	4.5	▲ 8.1%	▲ 2.9%	
Non-transportation	2.5	2.6	2.7	2.7	2.9	3.0	3.2	3.2	3.4	3.8	▲ 11.1%	▲ 4.2%	
Transportation	0.9	0.9	0.9	0.8	0.7	0.6	0.7	0.8	0.8	0.8	▼ -4.8%	▼ -1.7%	
Total Direct Earnings	0.9	0.9	0.9	1.0	1.1	1.1	1.3	1.3	1.4	1.6	▲ 15.8%	▲ 6.5%	
Total Direct Employment	80	80	80	80	90	90	100	100	100	110	▲ 12.7%	▲ 3.9%	
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	▲ 9.2%	▲ 4.4%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 10.1%	▲ 5.5%	
State Revenue	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4	▲ 9.1%	▲ 4.3%	

\*Other Travel includes resident air travel and travel arrangement services.



# Gooding County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	5.3	5.4	5.9	5.2	5.3	5.2	5.6	6.3	6.2	6.1	▼ -2.4%	▲ 1.3%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	5.3	5.4	5.9	5.2	5.3	5.2	5.6	6.3	6.2	6.1	▼ -2.4%	▲ 1.3%	
Overnight	3.7	3.7	4.1	3.5	3.6	3.5	3.8	4.4	4.4	4.2	▼ -4.1%	▲ 1.4%	
Day	1.7	1.7	1.8	1.7	1.7	1.6	1.7	1.9	1.8	1.9	▲ 1.5%	▲ 1.1%	
Visitor Spending	5.3	5.4	5.9	5.2	5.3	5.2	5.6	6.3	6.2	6.1	▼ -2.4%	▲ 1.3%	
Non-transportation	4.1	4.2	4.6	4.1	4.4	4.3	4.6	5.2	5.2	5.1	▼ -0.4%	▲ 2.3%	
Transportation	1.3	1.3	1.3	1.1	0.9	0.8	0.9	1.1	1.1	0.9	▼ -12.5%	▼ -3.1%	
Total Direct Earnings	1.3	1.4	1.5	1.5	1.6	1.6	1.8	1.8	1.9	2.0	▲ 9.5%	▲ 4.5%	
Total Direct Employment	100	100	110	110	120	120	120	120	120	130	▲ 10.0%	▲ 2.6%	
Government Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	▼ -0.1%	▲ 2.5%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 4.1%	▲ 3.5%	
State Revenue	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	▼ -0.6%	▲ 2.4%	

\*Other Travel includes resident air travel and travel arrangement services.



# Idaho County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>												
Total Direct Spending	17.0	18.9	17.8	17.9	18.9	17.6	18.4	23.8	24.1	21.7	▼ -10.0%	▲ 2.4%
Other Travel*	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 100.0%
Visitor Spending	16.7	18.5	17.4	17.9	18.9	17.6	18.4	23.8	24.1	21.7	▼ -10.0%	▲ 2.7%
Overnight	15.9	17.6	16.6	17.1	18.1	16.8	17.6	22.8	23.1	20.7	▼ -10.3%	▲ 2.7%
Day	0.8	0.8	0.8	0.8	0.8	0.8	0.8	1.0	1.0	0.9	▼ -4.1%	▲ 1.9%
Visitor Spending	16.7	18.5	17.4	17.9	18.9	17.6	18.4	23.8	24.1	21.7	▼ -10.0%	▲ 2.7%
Non-transportation	13.9	15.4	14.7	15.3	16.6	15.7	16.2	20.8	21.2	19.3	▼ -8.9%	▲ 3.4%
Transportation	2.8	3.0	2.7	2.6	2.3	1.9	2.2	3.0	2.9	2.3	▼ -18.7%	▼ -1.7%
Total Direct Earnings	5.4	5.7	5.7	5.7	6.2	5.8	6.2	6.9	7.3	6.8	▼ -7.4%	▲ 2.3%
Total Direct Employment	370	400	390	380	400	380	380	400	430	380	▼ -10.7%	▲ 0.3%
Government Revenue	1.5	1.6	1.6	1.6	1.8	1.7	1.7	2.2	2.2	2.0	▼ -10.6%	▲ 2.9%
Local Revenue	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	▼ -11.8%	▲ 2.8%
State Revenue	1.2	1.4	1.3	1.3	1.5	1.4	1.5	1.8	1.8	1.7	▼ -10.3%	▲ 2.9%

\*Other Travel includes resident air travel and travel arrangement services.



# Jefferson County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	6.8	7.6	7.1	7.8	7.4	8.1	9.9	11.4	10.9	10.6	▼ -2.9%	▲ 4.6%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	6.8	7.6	7.1	7.8	7.4	8.1	9.9	11.4	10.9	10.6	▼ -2.9%	▲ 4.6%	
Overnight	4.3	4.9	4.6	5.1	4.7	5.3	6.7	7.9	7.5	7.1	▼ -4.7%	▲ 5.1%	
Day	2.4	2.7	2.5	2.7	2.7	2.8	3.2	3.4	3.4	3.5	▲ 1.1%	▲ 3.5%	
Visitor Spending	6.8	7.6	7.1	7.8	7.4	8.1	9.9	11.4	10.9	10.6	▼ -2.9%	▲ 4.6%	
Non-transportation	5.0	5.7	5.4	6.1	6.0	6.7	8.1	9.3	8.9	8.9	▼ -0.7%	▲ 5.9%	
Transportation	1.8	1.9	1.7	1.8	1.4	1.4	1.8	2.1	2.0	1.7	▼ -13.0%	▼ -0.4%	
Total Direct Earnings	1.8	2.0	1.8	2.0	2.0	2.2	2.7	3.1	3.1	3.4	▲ 10.7%	▲ 6.4%	
Total Direct Employment	140	150	140	150	140	160	180	200	190	200	▲ 3.5%	▲ 3.3%	
Government Revenue	0.5	0.6	0.5	0.6	0.6	0.6	0.8	0.9	0.9	0.9	▼ -0.9%	▲ 5.5%	
Local Revenue	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	▲ 5.2%	▲ 5.4%	
State Revenue	0.5	0.5	0.5	0.5	0.5	0.6	0.7	0.8	0.8	0.8	▼ -1.5%	▲ 5.5%	

\*Other Travel includes resident air travel and travel arrangement services.



# Jerome County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	15.7	16.4	18.3	17.6	18.6	21.4	20.2	21.8	21.6	20.8	▼ -4.1%	▲ 2.9%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	15.7	16.4	18.3	17.6	18.6	21.4	20.2	21.8	21.6	20.8	▼ -4.1%	▲ 2.9%	
Overnight	12.1	12.7	14.2	13.7	14.4	16.8	15.8	17.2	17.0	16.1	▼ -5.1%	▲ 3.0%	
Day	3.6	3.7	4.1	3.9	4.1	4.5	4.3	4.6	4.6	4.6	▼ -0.1%	▲ 2.5%	
Visitor Spending	15.7	16.4	18.3	17.6	18.6	21.4	20.2	21.8	21.6	20.8	▼ -4.1%	▲ 2.9%	
Non-transportation	12.5	13.1	14.8	14.4	15.7	18.4	17.2	18.4	18.4	17.9	▼ -2.5%	▲ 3.7%	
Transportation	3.2	3.3	3.4	3.2	2.8	2.9	2.9	3.4	3.2	2.8	▼ -12.7%	▼ -1.2%	
Total Direct Earnings	3.6	3.7	3.8	4.0	4.4	5.1	4.9	5.1	5.2	5.5	▲ 5.6%	▲ 4.3%	
Total Direct Employment	200	200	200	220	230	260	250	250	250	260	▲ 5.4%	▲ 2.7%	
Government Revenue	1.2	1.2	1.4	1.3	1.5	1.7	1.6	1.7	1.7	1.7	▼ -2.9%	▲ 3.5%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 0.4%	▲ 3.3%	
State Revenue	1.1	1.1	1.3	1.2	1.3	1.6	1.5	1.6	1.6	1.5	▼ -3.2%	▲ 3.5%	

\*Other Travel includes resident air travel and travel arrangement services.



# Kootenai County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	422.9	466.0	497.1	522.0	546.8	563.2	577.1	629.1	678.0	627.6	▼ -7.4%	▲ 4.0%	
Other Travel*	4.4	4.5	4.6	4.3	4.4	5.2	6.3	6.9	8.1	6.1	▼ -24.7%	▲ 3.2%	
Visitor Spending	418.4	461.4	492.5	517.7	542.4	558.1	570.9	622.2	669.9	621.6	▼ -7.2%	▲ 4.0%	
Overnight	336.2	373.1	400.8	422.7	445.2	458.7	468.0	514.6	554.5	509.1	▼ -8.2%	▲ 4.2%	
Day	82.2	88.4	91.7	95.0	97.2	99.4	102.8	107.6	115.5	112.4	▼ -2.6%	▲ 3.2%	
Visitor Spending	418.4	461.4	492.5	517.7	542.4	558.1	570.9	622.2	669.9	621.6	▼ -7.2%	▲ 4.0%	
Non-transportation	380.5	420.5	451.8	477.0	506.6	523.9	533.5	579.9	626.2	584.9	▼ -6.6%	▲ 4.4%	
Transportation	38.0	41.0	40.7	40.7	35.8	34.2	37.3	42.3	43.7	36.7	▼ -16.0%	▼ -0.3%	
Total Direct Earnings	153.6	165.1	173.6	188.9	201.6	211.4	220.1	236.5	255.9	240.5	▼ -6.0%	▲ 4.6%	
Total Direct Employment	6,780	7,030	7,100	7,370	7,650	7,800	7,950	8,270	8,690	7,800	▼ -10.3%	▲ 1.4%	
Government Revenue	31.1	33.9	36.0	38.4	40.9	42.9	44.4	47.1	50.4	47.3	▼ -6.0%	▲ 4.3%	
Local Revenue	4.0	4.2	4.5	4.9	5.1	5.2	5.3	6.3	6.4	5.7	▼ -10.7%	▲ 3.6%	
State Revenue	27.1	29.6	31.5	33.5	35.8	37.7	39.1	40.8	44.0	41.6	▼ -5.4%	▲ 4.4%	

\*Other Travel includes resident air travel and travel arrangement services.





# Latah County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	22.5	25.3	26.9	30.9	28.4	29.0	30.6	32.7	32.7	23.4	▼ -28.4%	▲ 0.4%	
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.7	0.5	▼ -24.7%	▲ 4.2%	
Visitor Spending	22.2	24.9	26.5	30.5	28.1	28.5	30.0	32.0	32.0	22.9	▼ -28.5%	▲ 0.3%	
Overnight	20.2	22.8	24.3	27.8	25.8	26.3	27.7	29.6	29.5	20.8	▼ -29.7%	▲ 0.3%	
Day	1.9	2.1	2.2	2.7	2.3	2.3	2.4	2.5	2.5	2.1	▼ -14.7%	▲ 0.7%	
Visitor Spending	22.2	24.9	26.5	30.5	28.1	28.5	30.0	32.0	32.0	22.9	▼ -28.5%	▲ 0.3%	
Non-transportation	18.0	20.3	22.0	25.5	24.2	25.0	26.0	27.5	27.7	19.9	▼ -28.2%	▲ 1.0%	
Transportation	4.2	4.6	4.6	5.0	3.9	3.6	4.0	4.5	4.3	3.0	▼ -30.5%	▼ -3.3%	
Total Direct Earnings	6.9	7.5	7.7	8.3	8.0	8.3	8.9	9.3	9.6	8.3	▼ -13.4%	▲ 1.9%	
Total Direct Employment	570	570	580	600	560	580	610	630	620	530	▼ -15.5%	▼ -0.8%	
Government Revenue	1.9	2.1	2.3	2.5	2.4	2.5	2.7	2.8	2.8	2.1	▼ -25.4%	▲ 0.8%	
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -17.7%	▲ 0.9%	
State Revenue	1.7	1.9	2.1	2.3	2.2	2.3	2.5	2.6	2.6	1.9	▼ -26.1%	▲ 0.8%	

\*Other Travel includes resident air travel and travel arrangement services.



# Lemhi County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	9.6	10.2	10.0	10.8	11.1	11.4	11.7	13.3	13.2	12.8	▼ -3.1%	▲ 2.9%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	9.6	10.2	10.0	10.8	11.1	11.4	11.7	13.3	13.2	12.8	▼ -3.1%	▲ 2.9%	
Overnight	9.2	9.7	9.6	10.3	10.6	10.9	11.2	12.8	12.6	12.2	▼ -3.3%	▲ 2.9%	
Day	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	▲ 0.2%	▲ 2.0%	
Visitor Spending	9.6	10.2	10.0	10.8	11.1	11.4	11.7	13.3	13.2	12.8	▼ -3.1%	▲ 2.9%	
Non-transportation	8.1	8.6	8.5	9.3	9.8	10.2	10.4	11.8	11.7	11.5	▼ -2.0%	▲ 3.5%	
Transportation	1.5	1.6	1.4	1.5	1.3	1.2	1.3	1.6	1.5	1.3	▼ -12.5%	▼ -1.6%	
Total Direct Earnings	2.6	2.6	2.6	2.9	3.0	3.2	3.3	3.4	3.5	3.4	▼ -4.7%	▲ 2.7%	
Total Direct Employment	160	160	150	160	170	180	190	180	190	170	▼ -7.3%	▲ 0.8%	
Government Revenue	0.9	0.9	0.9	1.0	1.0	1.1	1.1	1.3	1.3	1.2	▼ -5.0%	▲ 3.3%	
Local Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	▼ -9.4%	▲ 3.9%	
State Revenue	0.7	0.7	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.0	▼ -3.8%	▲ 3.2%	

\*Other Travel includes resident air travel and travel arrangement services.



# Lewis County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>												
Total Direct Spending	2.9	2.9	3.2	3.5	3.8	4.1	4.0	3.2	4.3	4.6	▲ 8.0%	▲ 4.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%
Visitor Spending	2.9	2.9	3.2	3.5	3.8	4.1	4.0	3.2	4.3	4.6	▲ 8.0%	▲ 4.8%
Overnight	2.6	2.7	2.9	3.2	3.5	3.8	3.7	2.9	3.9	4.2	▲ 8.0%	▲ 4.9%
Day	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	▲ 8.6%	▲ 4.1%
Visitor Spending	2.9	2.9	3.2	3.5	3.8	4.1	4.0	3.2	4.3	4.6	▲ 8.0%	▲ 4.8%
Non-transportation	2.3	2.3	2.6	2.9	3.3	3.6	3.4	2.6	3.6	4.0	▲ 10.1%	▲ 5.8%
Transportation	0.6	0.6	0.6	0.6	0.5	0.5	0.6	0.5	0.6	0.6	▼ -4.2%	▲ 0.3%
Total Direct Earnings	0.8	0.7	0.8	0.9	1.0	1.1	1.1	0.6	1.2	1.0	▼ -10.8%	▲ 3.3%
Total Direct Employment	60	60	60	70	80	80	80	40	90	70	▼ -19.2%	▲ 1.3%
Government Revenue	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.4	▲ 2.1%	▲ 4.8%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -15.2%	▲ 2.3%
State Revenue	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	▲ 3.7%	▲ 5.1%

\*Other Travel includes resident air travel and travel arrangement services.



# Lincoln County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.9	0.9	0.9	0.9	▲ 3.3%	▲ 1.0%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%
Visitor Spending	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.9	0.9	0.9	0.9	▲ 3.3%	▲ 1.0%
Overnight	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	▲ 3.8%	▲ 0.8%
Day	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 1.2%	▲ 1.6%
Visitor Spending	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.9	0.9	0.9	0.9	▲ 3.3%	▲ 1.0%
Non-transportation	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	▲ 7.7%	▲ 2.3%
Transportation	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	▼ -13.0%	▼ -3.5%
Total Direct Earnings	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	▲ 12.4%	▲ 3.5%
Total Direct Employment	10	10	10	10	10	10	10	10	10	10	10	▲ 1.8%	▲ 0.6%
Government Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 4.9%	▲ 2.2%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 6.9%	▲ 2.5%
State Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 4.7%	▲ 2.1%

\*Other Travel includes resident air travel and travel arrangement services.



# Madison County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	16.3	16.8	17.3	18.2	18.8	19.6	21.7	29.5	30.8	27.9	▼ -9.5%	▲ 5.5%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	16.3	16.8	17.3	18.2	18.8	19.6	21.7	29.5	30.8	27.9	▼ -9.5%	▲ 5.5%	
Overnight	12.1	12.4	12.9	13.6	14.2	14.9	16.7	23.4	24.6	21.9	▼ -11.0%	▲ 6.1%	
Day	4.2	4.3	4.4	4.6	4.7	4.7	5.0	6.1	6.2	6.0	▼ -3.2%	▲ 3.7%	
Visitor Spending	16.3	16.8	17.3	18.2	18.8	19.6	21.7	29.5	30.8	27.9	▼ -9.5%	▲ 5.5%	
Non-transportation	12.9	13.3	13.9	14.8	15.9	16.9	18.6	25.1	26.4	24.2	▼ -8.3%	▲ 6.5%	
Transportation	3.4	3.5	3.4	3.4	2.9	2.8	3.2	4.4	4.4	3.7	▼ -16.1%	▲ 0.8%	
Total Direct Earnings	5.0	5.2	5.1	5.4	5.8	6.2	7.0	8.5	8.9	8.4	▼ -6.2%	▲ 5.2%	
Total Direct Employment	340	350	330	350	370	400	440	500	530	460	▼ -13.1%	▲ 2.8%	
Government Revenue	1.4	1.4	1.4	1.5	1.6	1.7	1.9	2.5	2.6	2.3	▼ -9.6%	▲ 5.7%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	▼ -10.8%	▲ 4.2%	
State Revenue	1.2	1.3	1.3	1.4	1.5	1.6	1.8	2.3	2.4	2.1	▼ -9.5%	▲ 5.8%	

\*Other Travel includes resident air travel and travel arrangement services.



# Minidoka County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	8.0	8.3	8.5	8.0	8.8	8.7	9.0	25.2	24.5	18.7	▼ -23.8%	▲ 8.9%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	8.0	8.3	8.5	8.0	8.8	8.7	9.0	25.2	24.5	18.7	▼ -23.8%	▲ 8.9%	
Overnight	5.6	5.9	6.0	5.7	6.3	6.2	6.4	20.2	19.6	14.5	▼ -25.8%	▲ 9.9%	
Day	2.3	2.4	2.5	2.4	2.6	2.5	2.6	5.1	4.9	4.1	▼ -15.7%	▲ 5.8%	
Visitor Spending	8.0	8.3	8.5	8.0	8.8	8.7	9.0	25.2	24.5	18.7	▼ -23.8%	▲ 8.9%	
Non-transportation	6.2	6.5	6.7	6.4	7.4	7.3	7.5	21.7	21.2	16.3	▼ -23.1%	▲ 10.2%	
Transportation	1.8	1.9	1.8	1.6	1.5	1.3	1.5	3.6	3.3	2.4	▼ -28.1%	▲ 2.8%	
Total Direct Earnings	2.2	2.2	2.2	2.3	2.7	2.7	2.8	7.9	7.7	5.9	▼ -23.8%	▲ 10.3%	
Total Direct Employment	140	140	140	140	160	150	160	390	360	270	▼ -26.8%	▲ 6.7%	
Government Revenue	0.6	0.6	0.7	0.6	0.7	0.7	0.8	2.2	2.1	1.6	▼ -24.7%	▲ 9.9%	
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	▼ -27.6%	▲ 9.2%	
State Revenue	0.6	0.6	0.6	0.6	0.7	0.7	0.7	2.0	1.9	1.5	▼ -24.5%	▲ 10.0%	

\*Other Travel includes resident air travel and travel arrangement services.

# Nez Perce County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	83.1	81.6	86.5	87.7	88.5	88.7	94.6	84.3	91.7	72.6	▼ -20.8%	▼ -1.3%	
Other Travel*	10.8	11.6	11.2	11.2	11.5	13.1	13.8	11.9	10.7	4.2	▼ -60.8%	▼ -8.9%	
Visitor Spending	72.4	70.0	75.3	76.5	76.9	75.6	80.8	72.4	80.9	68.4	▼ -15.5%	▼ -0.6%	
Overnight	47.8	46.1	49.8	50.9	51.2	50.3	54.1	47.7	53.9	43.6	▼ -19.1%	▼ -0.9%	
Day	24.6	23.9	25.5	25.6	25.7	25.3	26.7	24.7	27.0	24.8	▼ -8.2%	▲ 0.1%	
Visitor Spending	72.4	70.0	75.3	76.5	76.9	75.6	80.8	72.4	80.9	68.4	▼ -15.5%	▼ -0.6%	
Non-transportation	55.1	53.2	58.0	59.4	61.0	60.6	64.4	57.3	65.7	58.6	▼ -10.8%	▲ 0.6%	
Transportation	17.2	16.8	17.2	17.1	15.9	15.0	16.5	15.1	15.2	9.8	▼ -35.7%	▼ -5.5%	
Total Direct Earnings	21.5	21.6	22.2	23.3	25.6	25.9	27.8	28.9	35.4	30.3	▼ -14.4%	▲ 3.5%	
Total Direct Employment	1,040	1,020	1,030	1,030	1,040	1,060	1,140	1,060	1,290	1,130	▼ -12.4%	▲ 0.9%	
Government Revenue	5.3	5.1	5.5	5.6	5.9	6.0	6.5	5.9	6.9	5.9	▼ -13.8%	▲ 1.2%	
Local Revenue	0.7	0.6	0.7	0.7	0.8	0.7	0.8	0.9	0.9	0.7	▼ -21.4%	▲ 1.2%	
State Revenue	4.6	4.5	4.8	4.9	5.2	5.3	5.7	5.1	5.9	5.2	▼ -12.6%	▲ 1.1%	

\*Other Travel includes resident air travel and travel arrangement services.



# Oneida County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>												
Total Direct Spending	2.3	2.7	2.3	2.2	2.2	2.5	2.5	2.5	2.3	2.2	▼ -4.0%	▼ -0.2%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%
Visitor Spending	2.3	2.7	2.3	2.2	2.2	2.5	2.5	2.5	2.3	2.2	▼ -4.0%	▼ -0.2%
Overnight	1.6	1.9	1.7	1.6	1.5	1.8	1.7	1.8	1.6	1.5	▼ -5.2%	▼ -0.6%
Day	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	▼ -1.4%	▲ 0.7%
Visitor Spending	2.3	2.7	2.3	2.2	2.2	2.5	2.5	2.5	2.3	2.2	▼ -4.0%	▼ -0.2%
Non-transportation	1.8	2.2	1.9	1.9	1.9	2.1	2.1	2.1	2.0	1.9	▼ -2.0%	▲ 0.5%
Transportation	0.4	0.5	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.3	▼ -15.3%	▼ -3.9%
Total Direct Earnings	0.7	0.8	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9	▲ 0.6%	▲ 1.7%
Total Direct Employment	40	50	40	40	40	50	50	50	50	40	▼ -6.5%	▲ 0.0%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -3.9%	▲ 0.4%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -4.3%	▲ 0.8%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▼ -3.8%	▲ 0.3%

\*Other Travel includes resident air travel and travel arrangement services.



# Owyhee County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	3.9	4.1	4.1	4.1	3.9	4.1	4.2	4.7	4.9	5.1	▲ 3.2%	▲ 2.6%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	3.9	4.1	4.1	4.1	3.9	4.1	4.2	4.7	4.9	5.1	▲ 3.2%	▲ 2.6%	
Overnight	3.7	3.9	3.8	3.9	3.7	3.8	3.9	4.4	4.6	4.8	▲ 3.2%	▲ 2.7%	
Day	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	▲ 1.9%	▲ 2.4%	
Visitor Spending	3.9	4.1	4.1	4.1	3.9	4.1	4.2	4.7	4.9	5.1	▲ 3.2%	▲ 2.6%	
Non-transportation	3.0	3.2	3.2	3.3	3.3	3.5	3.5	3.9	4.1	4.4	▲ 6.6%	▲ 3.8%	
Transportation	0.9	0.9	0.8	0.8	0.6	0.6	0.7	0.8	0.8	0.7	▼ -14.1%	▼ -2.4%	
Total Direct Earnings	0.9	0.9	1.0	1.1	1.1	1.1	1.2	1.3	1.5	1.6	▲ 8.2%	▲ 5.9%	
Total Direct Employment	90	90	90	100	100	110	120	130	130	140	▲ 6.0%	▲ 4.2%	
Government Revenue	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	▲ 4.1%	▲ 4.1%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 2.9%	▲ 4.9%	
State Revenue	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	▲ 4.2%	▲ 4.0%	

\*Other Travel includes resident air travel and travel arrangement services.



# Payette County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	4.7	4.9	4.6	4.9	5.0	4.9	5.6	5.5	5.9	6.1	▲ 4.3%	▲ 2.6%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	4.7	4.9	4.6	4.9	5.0	4.9	5.6	5.5	5.9	6.1	▲ 4.3%	▲ 2.6%	
Overnight	2.8	2.9	2.7	2.9	2.9	2.9	3.4	3.3	3.5	3.7	▲ 4.0%	▲ 2.7%	
Day	1.9	2.0	1.9	2.0	2.1	2.0	2.2	2.2	2.3	2.4	▲ 4.7%	▲ 2.5%	
Visitor Spending	4.7	4.9	4.6	4.9	5.0	4.9	5.6	5.5	5.9	6.1	▲ 4.3%	▲ 2.6%	
Non-transportation	3.4	3.6	3.4	3.7	4.0	4.0	4.5	4.3	4.7	5.0	▲ 7.8%	▲ 3.9%	
Transportation	1.3	1.4	1.2	1.2	1.0	0.9	1.1	1.2	1.2	1.1	▼ -9.1%	▼ -1.8%	
Total Direct Earnings	1.1	1.1	1.0	1.1	1.2	1.2	1.4	1.5	1.6	1.7	▲ 10.6%	▲ 4.7%	
Total Direct Employment	80	80	70	80	80	80	90	90	90	90	▲ 0.5%	▲ 0.6%	
Government Revenue	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	▲ 4.7%	▲ 3.6%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 5.2%	▲ 3.7%	
State Revenue	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	▲ 4.7%	▲ 3.6%	

\*Other Travel includes resident air travel and travel arrangement services.

# Power County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	3.2	3.7	2.8	3.4	3.2	3.3	3.4	3.7	3.7	4.0	▲ 8.8%	▲ 2.1%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	3.2	3.7	2.8	3.4	3.2	3.3	3.4	3.7	3.7	4.0	▲ 8.8%	▲ 2.1%	
Overnight	2.9	3.3	2.5	3.0	2.8	3.0	3.0	3.2	3.2	3.5	▲ 9.1%	▲ 2.1%	
Day	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▲ 7.0%	▲ 2.2%	
Visitor Spending	3.2	3.7	2.8	3.4	3.2	3.3	3.4	3.7	3.7	4.0	▲ 8.8%	▲ 2.1%	
Non-transportation	2.4	2.8	2.1	2.6	2.6	2.8	2.8	3.0	3.0	3.4	▲ 12.5%	▲ 3.4%	
Transportation	0.8	0.9	0.7	0.7	0.6	0.5	0.6	0.7	0.7	0.6	▼ -7.9%	▼ -2.8%	
Total Direct Earnings	0.7	0.8	0.6	0.7	0.7	0.8	0.8	0.9	0.9	1.0	▲ 14.5%	▲ 3.6%	
Total Direct Employment	60	70	40	60	60	60	60	60	70	70	▲ 3.5%	▲ 1.7%	
Government Revenue	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 9.5%	▲ 3.1%	
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 8.8%	▲ 2.6%	
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	▲ 9.6%	▲ 3.1%	

\*Other Travel includes resident air travel and travel arrangement services.



# Shoshone County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>												
Total Direct Spending	19.0	20.2	20.4	20.9	21.5	21.3	22.7	26.2	26.7	27.4	▲ 2.4%	▲ 3.7%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%
Visitor Spending	19.0	20.2	20.4	20.9	21.5	21.3	22.7	26.2	26.7	27.4	▲ 2.4%	▲ 3.7%
Overnight	15.7	16.8	16.9	17.5	17.9	17.9	19.1	22.2	22.6	23.2	▲ 2.5%	▲ 4.0%
Day	3.2	3.4	3.5	3.5	3.5	3.4	3.6	4.0	4.1	4.2	▲ 1.9%	▲ 2.5%
Visitor Spending	19.0	20.2	20.4	20.9	21.5	21.3	22.7	26.2	26.7	27.4	▲ 2.4%	▲ 3.7%
Non-transportation	15.8	16.8	17.2	17.8	18.7	18.8	19.8	22.7	23.3	24.2	▲ 4.2%	▲ 4.4%
Transportation	3.2	3.4	3.2	3.1	2.8	2.5	2.9	3.5	3.5	3.1	▼ -9.2%	▼ -0.2%
Total Direct Earnings	5.1	5.1	5.4	5.3	5.5	5.6	6.1	6.7	7.5	7.1	▼ -5.5%	▲ 3.2%
Total Direct Employment	280	290	290	270	280	280	300	310	330	300	▼ -10.8%	▲ 0.6%
Government Revenue	1.6	1.6	1.7	1.7	1.8	1.8	1.9	2.2	2.3	2.3	▼ 0.0%	▲ 3.8%
Local Revenue	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▼ -10.1%	▲ 2.2%
State Revenue	1.4	1.5	1.5	1.6	1.6	1.7	1.8	2.0	2.1	2.1	▲ 0.9%	▲ 3.9%

\*Other Travel includes resident air travel and travel arrangement services.

# Teton County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	16.9	17.3	19.1	21.1	24.2	28.6	29.8	35.8	43.1	46.2	▲ 7.4%	▲ 10.6%	
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%	
Visitor Spending	16.9	17.3	19.1	21.1	24.2	28.6	29.8	35.8	43.1	46.2	▲ 7.4%	▲ 10.6%	
Overnight	15.5	15.9	17.6	19.5	22.4	26.6	27.8	33.8	40.8	43.9	▲ 7.6%	▲ 10.9%	
Day	1.3	1.4	1.5	1.6	1.8	2.0	2.0	2.0	2.3	2.4	▲ 4.2%	▲ 6.0%	
Visitor Spending	16.9	17.3	19.1	21.1	24.2	28.6	29.8	35.8	43.1	46.2	▲ 7.4%	▲ 10.6%	
Non-transportation	14.3	14.6	16.3	18.1	21.4	25.6	26.5	32.3	39.2	42.7	▲ 8.9%	▲ 11.6%	
Transportation	2.6	2.6	2.8	2.9	2.8	3.0	3.3	3.5	3.9	3.6	▼ -7.6%	▲ 3.3%	
Total Direct Earnings	4.9	5.2	5.7	6.5	7.7	9.4	10.1	11.4	13.5	13.7	▲ 1.1%	▲ 10.8%	
Total Direct Employment	240	260	290	320	370	450	460	500	550	510	▼ -7.4%	▲ 7.7%	
Government Revenue	1.4	1.5	1.6	1.8	2.2	2.6	2.8	3.3	3.9	4.1	▲ 6.0%	▲ 11.3%	
Local Revenue	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.5	0.5	▼ -0.1%	▲ 10.8%	
State Revenue	1.3	1.3	1.4	1.6	1.9	2.3	2.5	2.9	3.5	3.7	▲ 6.8%	▲ 11.4%	

\*Other Travel includes resident air travel and travel arrangement services.



# Twin Falls County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	109.7	114.1	122.2	125.2	128.0	140.5	143.7	148.6	153.7	134.3	▼ -12.6%	▲ 2.0%	
Other Travel*	5.2	4.3	6.9	9.3	8.0	8.6	9.8	11.3	13.1	4.5	▼ -65.6%	▼ -1.5%	
Visitor Spending	104.5	109.9	115.3	115.9	120.1	131.9	133.9	137.3	140.6	129.8	▼ -7.7%	▲ 2.2%	
Overnight	72.4	76.8	80.8	81.9	84.5	94.5	96.4	99.0	101.3	91.1	▼ -10.0%	▲ 2.3%	
Day	32.0	33.1	34.4	34.1	35.5	37.5	37.5	38.4	39.3	38.7	▼ -1.6%	▲ 1.9%	
Visitor Spending	104.5	109.9	115.3	115.9	120.1	131.9	133.9	137.3	140.6	129.8	▼ -7.7%	▲ 2.2%	
Non-transportation	82.2	86.2	90.8	91.0	98.3	109.6	110.0	111.1	114.1	110.1	▼ -3.5%	▲ 3.0%	
Transportation	22.3	23.6	24.4	24.9	21.8	22.3	24.0	26.2	26.5	19.7	▼ -25.7%	▼ -1.2%	
Total Direct Earnings	25.9	27.7	28.8	29.8	33.7	38.3	39.3	42.9	47.2	45.6	▼ -3.4%	▲ 5.8%	
Total Direct Employment	1,460	1,540	1,610	1,750	1,890	2,050	2,030	2,140	2,320	2,160	▼ -7.0%	▲ 3.9%	
Government Revenue	8.0	8.4	8.8	8.8	9.7	11.0	11.2	11.5	11.9	11.2	▼ -5.5%	▲ 3.4%	
Local Revenue	0.7	0.8	0.8	0.8	0.9	1.0	1.0	1.2	1.2	1.1	▼ -10.9%	▲ 4.3%	
State Revenue	7.3	7.7	8.0	8.0	8.8	10.0	10.2	10.2	10.6	10.1	▼ -4.8%	▲ 3.3%	

\*Other Travel includes resident air travel and travel arrangement services.

# Valley County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.		
											2019-20	2011-20	
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>													
Total Direct Spending	74.5	78.9	86.7	92.2	95.8	98.6	106.6	113.6	128.6	138.0	▲ 7.3%	▲ 6.4%	
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.7	0.5	▼ -24.7%	▲ 4.2%	
Visitor Spending	74.1	78.5	86.3	91.8	95.4	98.1	106.0	113.0	127.9	137.5	▲ 7.5%	▲ 6.4%	
Overnight	71.9	76.2	83.9	89.3	92.8	95.4	103.1	110.1	124.7	134.1	▲ 7.6%	▲ 6.4%	
Day	2.2	2.3	2.4	2.6	2.6	2.7	2.9	2.9	3.2	3.3	▲ 4.0%	▲ 4.2%	
Visitor Spending	74.1	78.5	86.3	91.8	95.4	98.1	106.0	113.0	127.9	137.5	▲ 7.5%	▲ 6.4%	
Non-transportation	64.9	68.9	76.4	81.9	87.0	90.2	96.8	103.2	117.6	128.0	▲ 8.9%	▲ 7.0%	
Transportation	9.2	9.6	9.9	9.9	8.4	8.0	9.2	9.8	10.3	9.4	▼ -8.7%	▲ 0.2%	
Total Direct Earnings	21.1	22.9	23.9	26.9	28.9	30.2	33.7	37.8	41.3	42.6	▲ 3.1%	▲ 7.3%	
Total Direct Employment	1,030	1,050	1,080	1,180	1,220	1,220	1,310	1,420	1,480	1,410	▼ -4.7%	▲ 3.2%	
Government Revenue	6.1	6.6	7.1	7.7	8.3	8.7	9.6	10.3	11.6	12.3	▲ 6.6%	▲ 7.2%	
Local Revenue	0.8	0.9	1.0	1.1	1.2	1.2	1.3	1.7	1.8	1.9	▲ 4.3%	▲ 8.9%	
State Revenue	5.3	5.7	6.2	6.7	7.1	7.5	8.2	8.7	9.7	10.4	▲ 7.1%	▲ 6.9%	

\*Other Travel includes resident air travel and travel arrangement services.



# Washington County / Detail Trend

## Direct Travel Impacts & Visitor Volume 2011-2020

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Avg. Annual % Chg.	
											2019-20	2011-20
<b>Direct Economic Impacts (\$Millions except Employment (Jobs))</b>												
Total Direct Spending	2.8	3.0	2.9	3.2	2.9	2.8	3.4	4.0	4.0	4.1	▲ 2.5%	▲ 3.8%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ 0.0%	▼ 0.0%
Visitor Spending	2.8	3.0	2.9	3.2	2.9	2.8	3.4	4.0	4.0	4.1	▲ 2.5%	▲ 3.8%
Overnight	2.4	2.5	2.5	2.7	2.5	2.4	2.9	3.5	3.5	3.6	▲ 2.1%	▲ 4.0%
Day	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	▲ 5.2%	▲ 2.8%
Visitor Spending	2.8	3.0	2.9	3.2	2.9	2.8	3.4	4.0	4.0	4.1	▲ 2.5%	▲ 3.8%
Non-transportation	2.2	2.3	2.3	2.6	2.5	2.4	2.8	3.3	3.4	3.5	▲ 4.4%	▲ 5.0%
Transportation	0.6	0.7	0.6	0.6	0.5	0.4	0.5	0.6	0.6	0.6	▼ -8.1%	▼ -1.3%
Total Direct Earnings	0.7	0.7	0.7	0.8	0.7	0.7	0.9	0.9	1.0	1.0	▲ 1.4%	▲ 3.8%
Total Direct Employment	50	50	40	50	40	40	50	50	60	60	▲ 1.1%	▲ 2.4%
Government Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 1.3%	▲ 4.3%
Local Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -3.6%	▲ 2.8%
State Revenue	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	▲ 1.8%	▲ 4.4%

\*Other Travel includes resident air travel and travel arrangement services.



# Glossary

<b>Term</b>	<b>Definition</b>
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home	Personal residences used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Person Trips	Individual trips to the destination for all age groups.
NAICS	North American Industry Classification System.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
2nd Home	Homes under private ownership for personal use as a vacation property.
Taxes	Taxes generated by visitor spending
Seasonal Home	Homes under private ownership for personal use as a seasonal property.



# Assumptions / Methodology

## Travel Impacts Methodology

Dean Runyan Associates uses our proprietary Regional Travel Impact Model (RTIM). This input-output model uses a fiscal based approach to accurately quantify travel and reduce reliance and variability of survey data. Each accommodation type (Hotel/Motel, Short Term Vacation Rental, Private Home, 2nd Home, Camping, and Day) is modeled uniquely to capture the different types of economic contributions from these visitors. Earnings and employment data are derived from the relationship between business income and employee expenses. Tax receipts are generated based on each unique tax rate that applies to the underlying economic activity.

Our approach starts at local levels of geography building up to state findings.

The RTIM is in use in 12 states covering over 400 counties and local jurisdictions. Findings from this study are directly comparable to any of our research publications.

## Travel Impacts Assumptions

- Overnight visitors are defined as non-local overnight visitation utilizing accommodations that are Hotels/Motels, Short Term Vacation Rentals (STVR), Camping, Private Home (VFR), and 2nd home ownership.
- Day visitors include anyone that has traveled 50 miles one way, and is not routine travel (commuting or periodic retail trips).
- Travel contains tourism activity, business activity, and other transient activity.
- Source data is accurate and complete. (Sources include: Bureau of Labor Statistics, Census Bureau, Bureau of Economic Analysis, STR LLC., U.S. Department of Transportation, Omnitrak Group, AirDNA, Local Governmental Entities, State Tax Departments).