

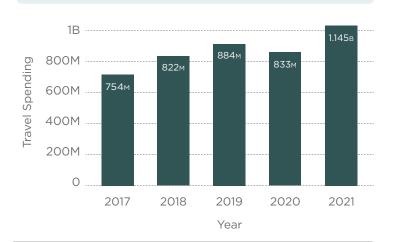
NORTHERN IDAHO TOURISM ECONOMIC IMPACT

Includes Benewah, Bonner, Boundary, Kootenai and Shoshone counties

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



\$1.145 billion in direct travel spending



\$88.2

million state and local tax receipts generated from travel spending

\$11

million local tax revenue

\$77.2

million state tax receipts

Travel-Generated Employment:

12,230 jobs

Travel Industry's Share of Overall Employment:

9%

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

Visitor Spending by Category



\$230.4M accommodations



\$341.9M entertainment



\$342.9M food service



\$121.1M retail sales



\$91.1M local transportation

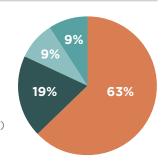
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Pa	rty	Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$304	\$791	\$874	\$2,275	2.9	2.6
Short-Term Vacation Rental	\$330	\$916	\$1,137	\$3,160	3.5	2.8
Private Home	\$31	\$113	\$78	\$287	2.5	3.7
Other Accommodations*	\$24	\$84	\$71	\$247	3.0	3.5

*camping, second homes













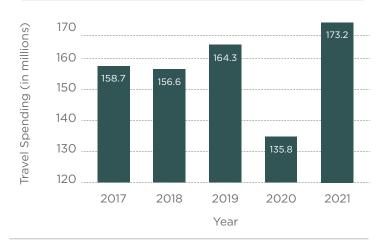
NORTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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

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



\$173.2 million in direct travel spending



\$14.3 million state and local tax receipts generated from travel spending

\$1_6 million local tax revenue

\$12_6 million state tax receipts

Travel-Generated Employment:

2,590 jobs

Travel Industry's Share of Overall Employment:

4%

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

Visitor Spending by Category



\$40.3M

accommodations



\$14.6M

entertainment



\$57.8M

food service



\$25.2M

retail sales



\$22.5M

local transportation



\$4.9_M

air transportation

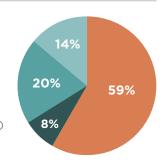
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Pa	rty	Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$123	\$342	\$313	\$873	2.6	2.8
Short-Term Vacation Rental	\$110	\$306	\$379	\$1,055	3.5	2.8
Private Home	\$22	\$77	\$61	\$212	2.7	3.5
Other Accommodations*	\$24	\$83	\$71	\$247	3.0	3.5

*camping, second homes















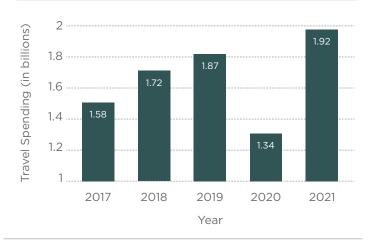
SOUTHWEST IDAHO TOURISM ECONOMIC IMPACT

Includes Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley and Washington counties

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



\$1.915 billion in direct travel spending



\$141 million state and local tax receipts generated from travel spending

\$16.5 million local tax revenue

#124_5 million state tax receipts

Travel-Generated Employment:

15,740 jobs

Travel Industry's Share of Overall Employment:

3%

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

Visitor Spending by Category



\$315.5м

accommodations



\$68.3м

entertainment



\$496.1M

food service



\$202.5м

retail sales



\$299.3M

local transportation



\$128.9м

air transportation

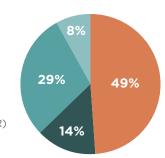
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person Pa		rty	Party Size	Length of Stay	
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$176	\$491	\$399	\$1,126	2.3	2.8
Short-Term Vacation Rental	\$146	\$405	\$503	\$1,399	3.5	2.8
Private Home	\$43	\$160	\$105	\$407	2.4	3.9
Other Accommodations*	\$26	\$91	\$77	\$270	3.0	3.5

*camping, second homes













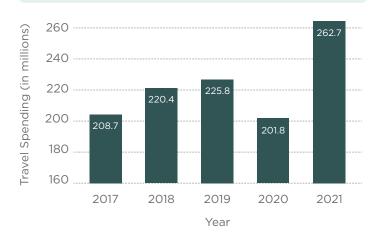
SOUTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

Includes Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls counties

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



\$262.7 million in direct travel spending



million state and local tax \$21.6 receipts generated from travel spending

million local tax revenue

million state tax receipts

Travel-Generated Employment:

3,410 jobs

Travel Industry's Share of Overall Employment:

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

Visitor Spending by Category



\$61.6M

accommodations



entertainment



\$94.2м

food service



\$39.4_M retail sales



\$39.6M

local transportation



\$4.9м

air transportation

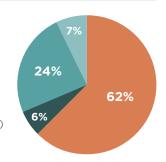
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Pa	Party		Length of Stay
When staying in:	Day	Trip	Day	Trip	Size	
Hotel, Motel	\$119	\$323	\$293	\$796	2.5	2.7
Short-Term Vacation Rental	\$98	\$272	\$337	\$937	3.5	2.8
Private Home	\$22	\$78	\$59	\$215	2.7	3.6
Other Accommodations*	\$26	\$91	\$79	\$275	3.0	3.5

*camping, second homes















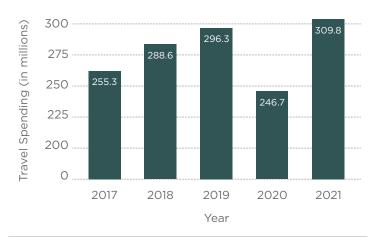
SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

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

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



\$309₈ million in direct travel spending



million state and local tax receipts generated from travel spending

million local tax revenue

million state tax receipts

Travel-Generated Employment:

3,94

Travel Industry's Share of Overall Employment:

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

Visitor Spending by Category



\$58.6M

accommodations



entertainment



\$94.5м

food service



\$46.6M retail sales



\$53.4M

local transportation



\$3м

air transportation

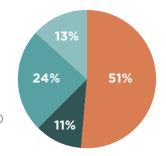
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Pa	rty	Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$124	\$329	\$297	\$791	2.4	2.7
Short-Term Vacation Rental	\$158	\$438	\$543	\$1,511	3.5	2.8
Private Home	\$24	\$88	\$66	\$239	2.7	3.6
Other Accommodations*	\$26	\$92	\$79	\$277	3.0	3.5

*camping, second homes















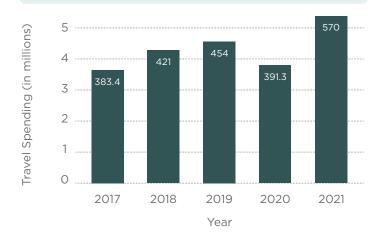
EASTERN IDAHO TOURISM ECONOMIC IMPACT

Includes Bonneville, Clark, Fremont, Jefferson, Madison and Teton counties

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



\$570 million in direct travel spending



\$47.1

million state and local tax receipts generated from travel spending

\$4.6

million local tax revenue

\$42.5

million state tax receipts

Travel-Generated Employment:

6,050 jobs

Travel Industry's Share of Overall Employment:

5%

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

Visitor Spending by Category



\$174.7M accommodations



\$23M entertainment



\$158.8M food service



\$72.6M retail sales



\$77.4M local transportation



\$31.2M air transportation

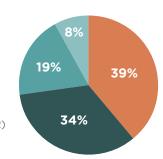
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$136	\$364	\$316	\$861	2.3	2.7
Short-Term Vacation Rental	\$144	\$401	\$498	\$1,384	3.5	2.8
Private Home	\$29	\$105	\$75	\$280	2.6	3.7
Other Accommodations*	\$23	\$79	\$67	\$233	3.0	3.5

*camping, second homes















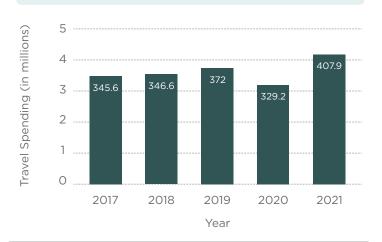
CENTRAL IDAHO TOURISM ECONOMIC IMPACT

Includes Blaine, Butte, Custer and Lemhi counties

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



\$407.9 million in direct travel spending



\$39.1

million state and local tax receipts generated from travel spending

million local tax revenue

million state tax receipts

Travel-Generated Employment:

5,830 jobs

Travel Industry's Share of Overall Employment:

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

Visitor Spending by Category



\$93.2M

accommodations



entertainment



\$112.2M

food service



\$25.6M retail sales



local transportation



\$18.9_M

air transportation

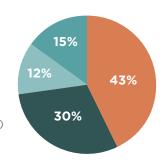
Share of Overnight Visitor Spending

Hotel, Motel

Private Home (VFR)

Short-Term Vacation Rental (STVR)

Other Accommodations



Average Expenditure for Overnight Visitors

	Person		Pa	rty	Party Size	Length of Stay
When staying in:	Day	Trip	Day	Trip		
Hotel, Motel	\$266	\$721	\$715	\$1,933	2.7	2.7
Short-Term Vacation Rental	\$292	\$813	\$1,009	\$2,805	3.5	2.8
Private Home	\$83	\$238	\$215	\$626	2.6	2.9
Other Accommodations*	\$25	\$88	\$75	\$260	3.0	3.5

*camping, second homes









