



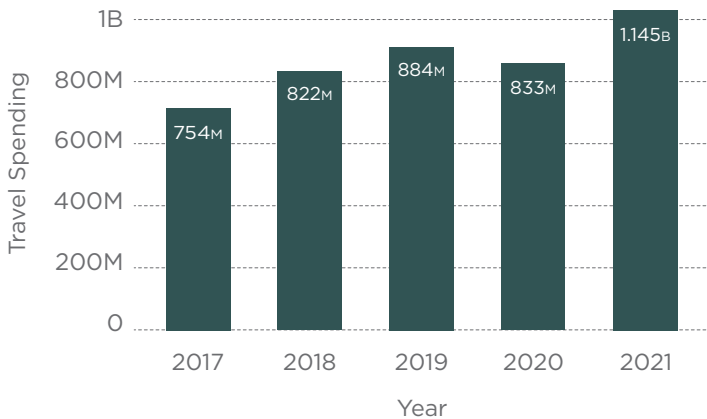
NORTHERN IDAHO TOURISM ECONOMIC IMPACT

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

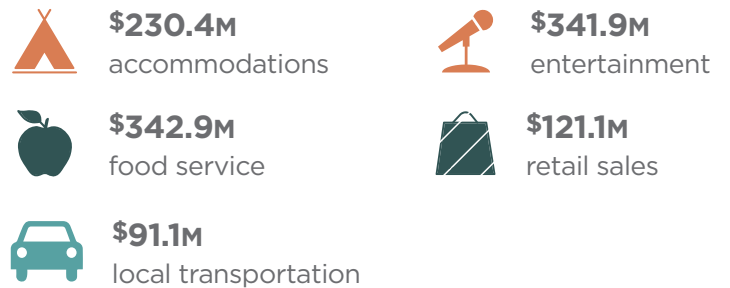


Travel-Generated Employment: **12,230 jobs**

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



\$88.2 million state and local tax receipts generated from travel spending

\$11 million local tax revenue

\$77.2 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

When staying in:	Person		Party		Party Size	Length of Stay
	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



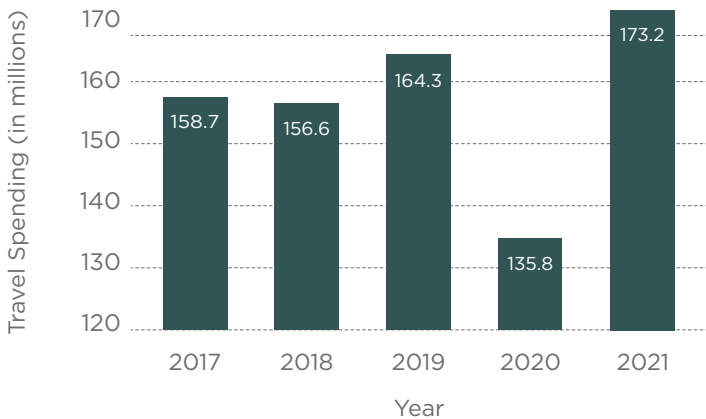
NORTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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



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

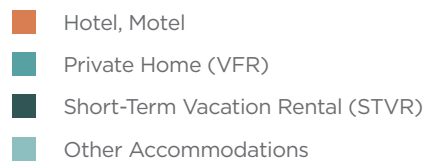


\$14.3 million state and local tax receipts generated from travel spending

\$1.6 million local tax revenue

\$12.6 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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



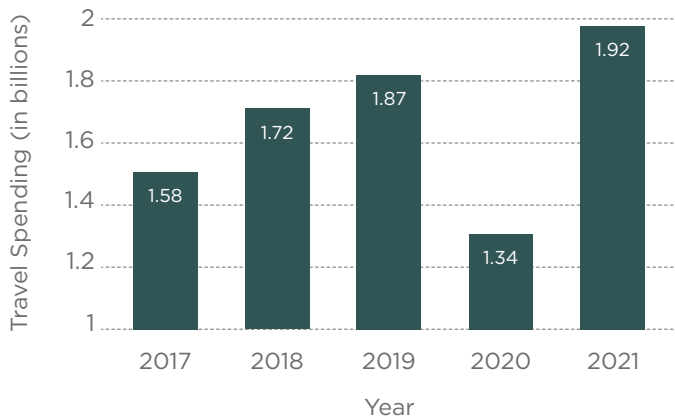
SOUTHWEST IDAHO TOURISM ECONOMIC IMPACT

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



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

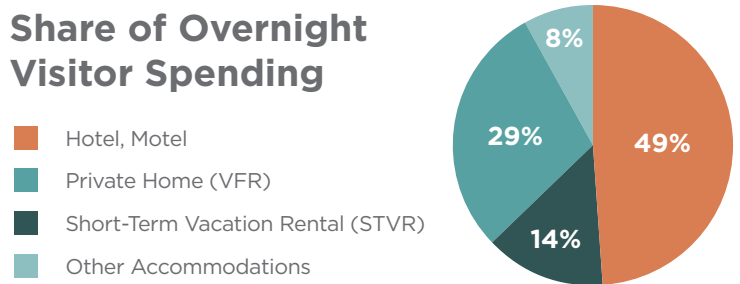


\$141 million state and local tax receipts generated from travel spending

\$16.5 million local tax revenue

\$124.5 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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



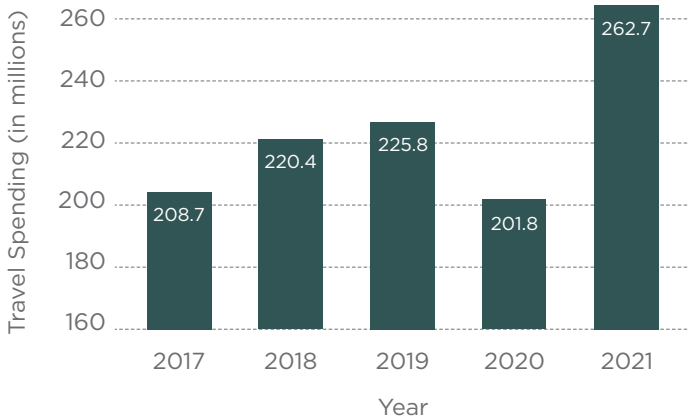
SOUTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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



Travel-Generated
Employment: **3,410** 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

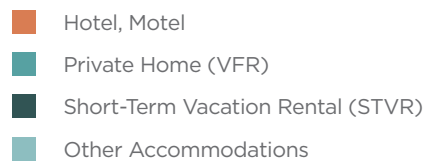


\$21.6 million state and local tax
receipts generated from
travel spending

\$1.9 million local tax revenue

\$19.7 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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



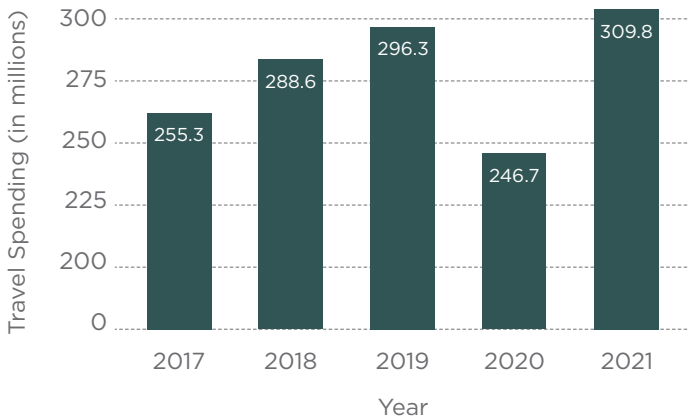
SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

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

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



\$309.8 million in direct travel spending



Travel-Generated Employment: **3,940** 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



\$25 million state and local tax receipts generated from travel spending

\$2.1 million local tax revenue

\$22.9 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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



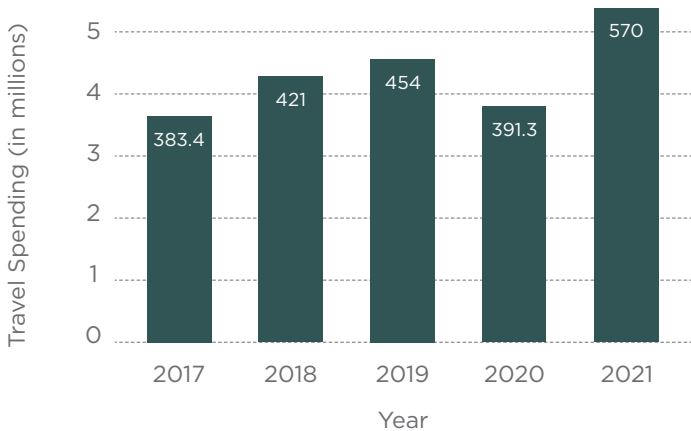
EASTERN IDAHO TOURISM ECONOMIC IMPACT

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



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



\$47.1 million state and local tax receipts generated from travel spending

\$4.6 million local tax revenue

\$42.5 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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



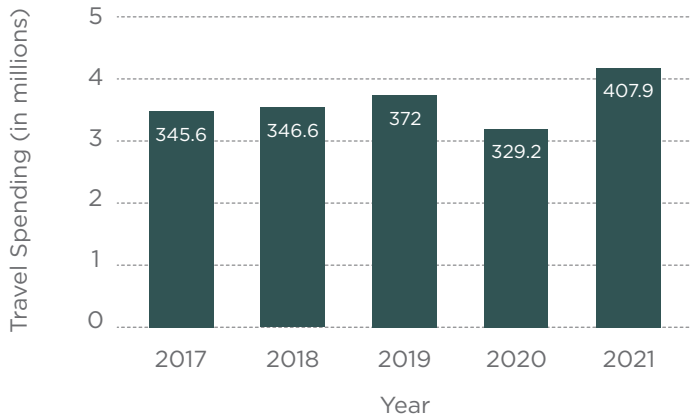
CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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



Travel-Generated Employment: **5,830** jobs

Travel Industry's Share of Overall Employment: **15%**

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

Visitor Spending by Category

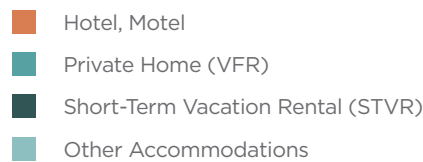


\$39.1 million state and local tax receipts generated from travel spending

\$8 million local tax revenue

\$31 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
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