

The Economic Impact of Travel

Idaho

2023 Preliminary
State, Regional, & County Impacts

November, 2024

PREPARED FOR
Visit Idaho



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The Economic Impact of Travel in Idaho

2023 Preliminary

State, Regional, & County Impacts

Visit Idaho

11/13/2024

PRIMARY RESEARCH CONDUCTED BY

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Introduction

Purpose of the Report

This report was commissioned by Visit Idaho to assess the economic impact of travel to the state of Idaho. The travel industry represents an important component of Idaho's state economy. Spending associated with travel in Idaho generates earnings, employment and taxes throughout the state. Many counties in Idaho contain attractive travel destinations and consider the travel industry a primary economic industry in their area. This report describes economic activity associated with travel throughout the state, detailing important trends within the industry.

How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Idaho. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impacts of travel.

What are travel impacts?

Travel impacts measure the economic impact of travel activity within a region. Because travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make economic impact estimates for each travel related activity to determine the total travel impact. Travel impact reports are used by industry stakeholders to benchmark the travel industry against other local industries, understand the makeup of travel activity in their region, and communicate the economic relevance of the regional travel industry.





U.S. Travel Impacts

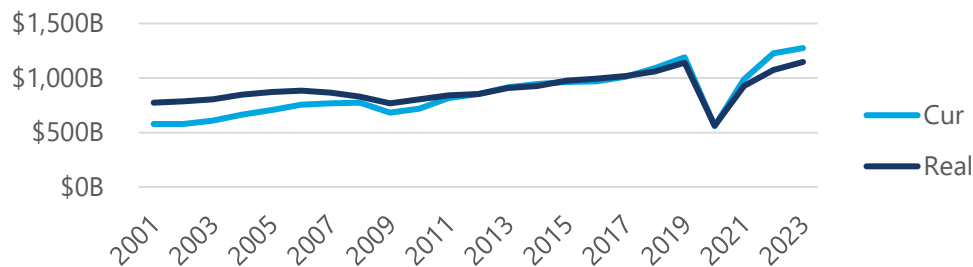
2023

U.S. Travel Impacts

Direct Travel Spending

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, with total travel spending declining by 47% (-\$632B) in 2020. Travel spending recovered fully in 2023, exceeding 2019 real spending by 0.6%

Direct Travel Spending 2001-2023

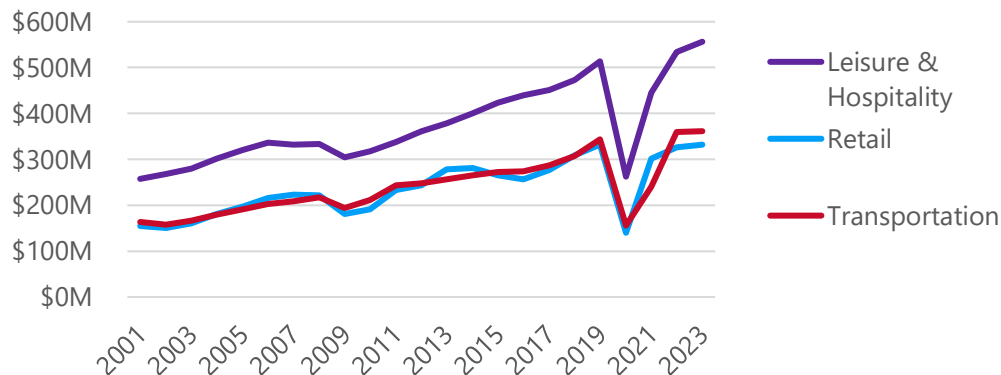


Source: Dean Runyan Associates

Note: Real spending is in chained 2017 dollars.

National travel-related spending was \$1.3 trillion in 2023, a **3.9% (6.8% when adjusted for inflation) increase** compared to the previous year.

Direct Travel Spending by Commodity 2001-2023



Source: Dean Runyan Associates

Note: DRA estimates 2023 national direct spend using Bureau of Economic Analysis (BEA) Travel and Tourism Satellite Account data from 2022 and available annual industry trends for 2023.

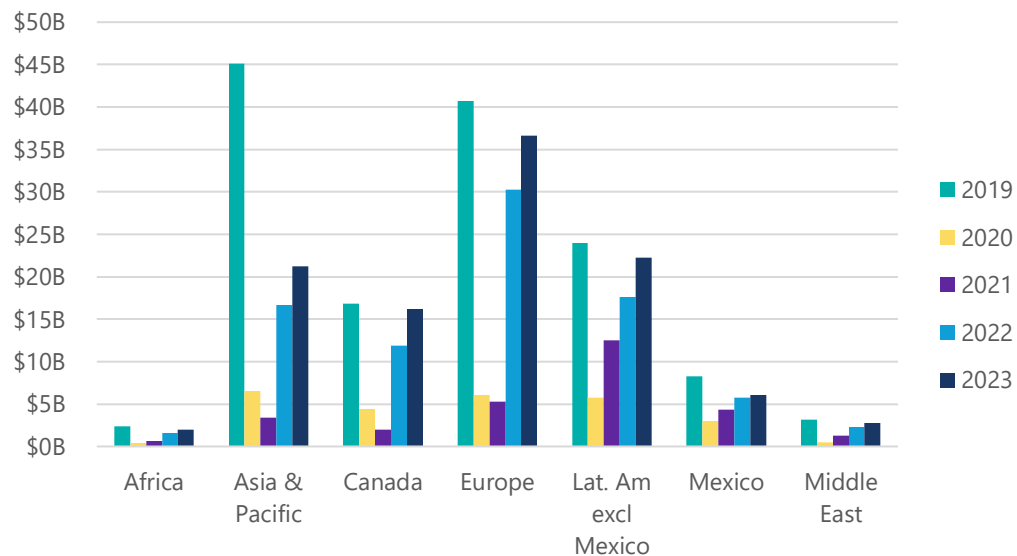
Travelers spent \$556.4 million on Leisure & Hospitality in 2023, accounting **for 44.5% of the total direct expenditures.**

U.S. Travel Impacts

Direct Travel Spending

While international travel spending was up 21.0% in 2023 compared to the previous year, all regions were still below 2019 levels. Travel from Asia & Pacific is still significantly lower than before the pandemic. The increased cost of airline travel associated with inflation of oil prices also had a major impact on international travel.

International Travel Spending 2019-2023



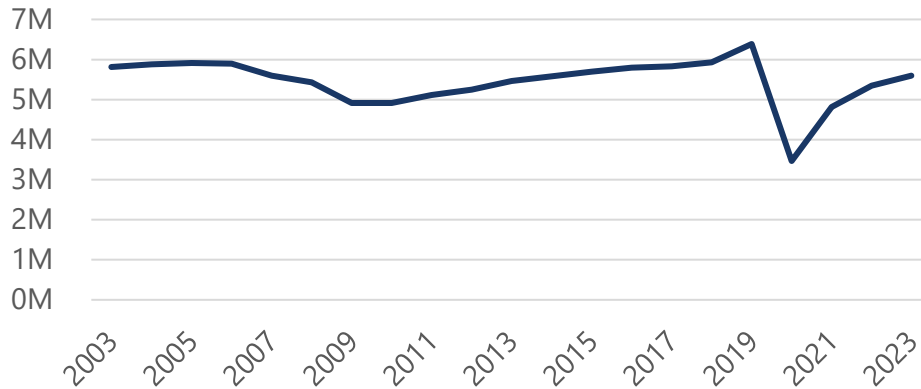
Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

European travelers spent \$36.6 million on U.S. travel in 2023, **a 21.0% increase** compared to the previous year.



U.S. Travel Impacts

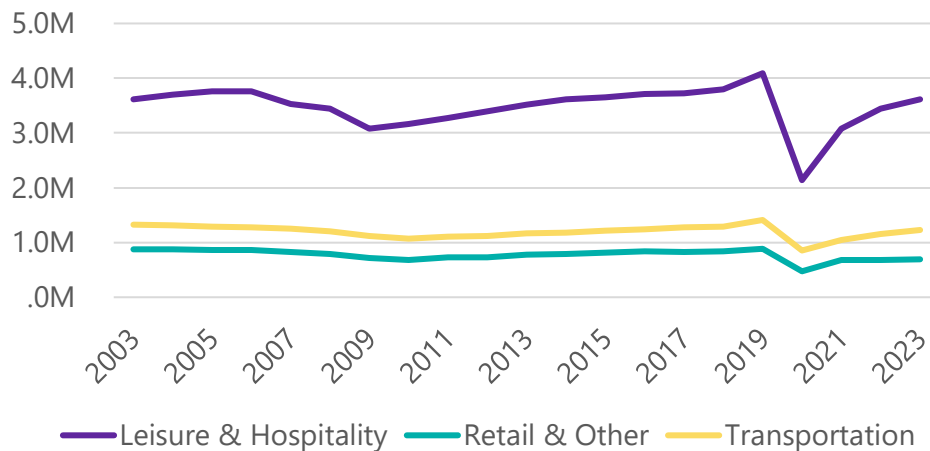
Direct Travel-Generated Employment



Travel industry employment continues to recover nationally. Approximately **253.9 thousand jobs were gained in 2023, a 4.7% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis

Direct Employment by Industry Sector



Travel supported 3.6 million jobs in the Leisure and Hospitality industry in 2023, a **4.8% increase** compared to the previous year.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



Idaho Travel Impacts

2023p

Idaho Travel Impacts

Direct Travel Impacts

2023p Summary



2.2% Increase in Travel Spending

Direct travel spending in Idaho increased 2.2% from \$5.7 billion in 2022 to \$5.8 billion in 2023.



2,510 Jobs Gained

Direct travel-generated employment grew from 52,850 in 2022 to 55,360 in 2023. Approximately 2,510 jobs were generated, representing a 4.7% increase compared to the previous year.



9.3% Growth in Earnings

Direct travel-generated earnings grew from \$1.7 billion in 2022 to \$1.8 billion in 2023, an increase of approximately \$155.5 million or 9.3%.



5.5% Increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$415.8 million in 2022 to \$438.6 million in 2023, a 5.5% increase. In 2023, state and local tax revenue generated approximately \$649 per Idaho household.

Source: Dean Runyan Associates

Note: Estimates are subject to revision when more complete or additional data becomes available.

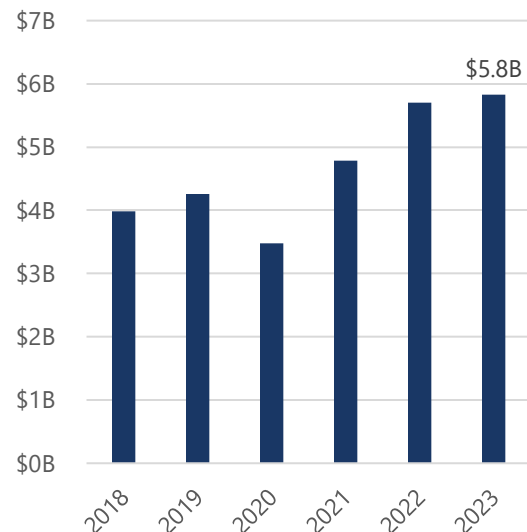


Photo by Visit Idaho

Idaho Travel Impacts

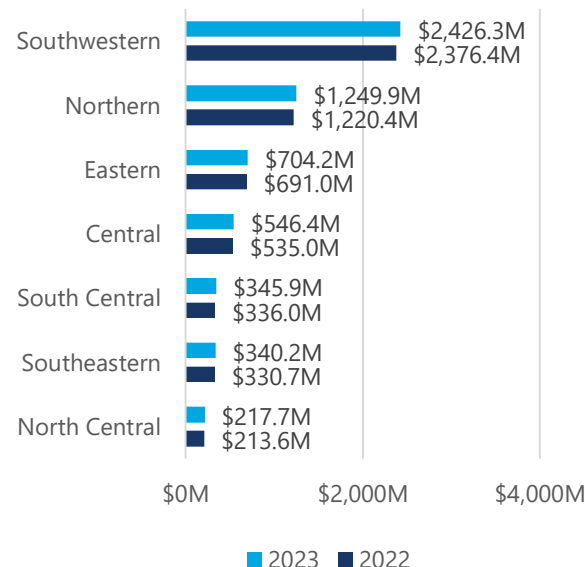
Direct Travel Spending

Direct travel spending increased by \$127.4 million in 2023.



Direct travel spending grew from \$5.7 billion in 2022 to \$5.8 billion in 2023, a 2.2% increase.

Direct travel spending increased in most Idaho regions.



Direct travel spending increased throughout most of Idaho's regions between 2022 and 2023. The Southwestern Region generated \$2.4 billion travel spending in 2023, which was 41.6% of the statewide total.



Visitor + Other Travel

=

Direct Travel Spending

What is direct travel spending?

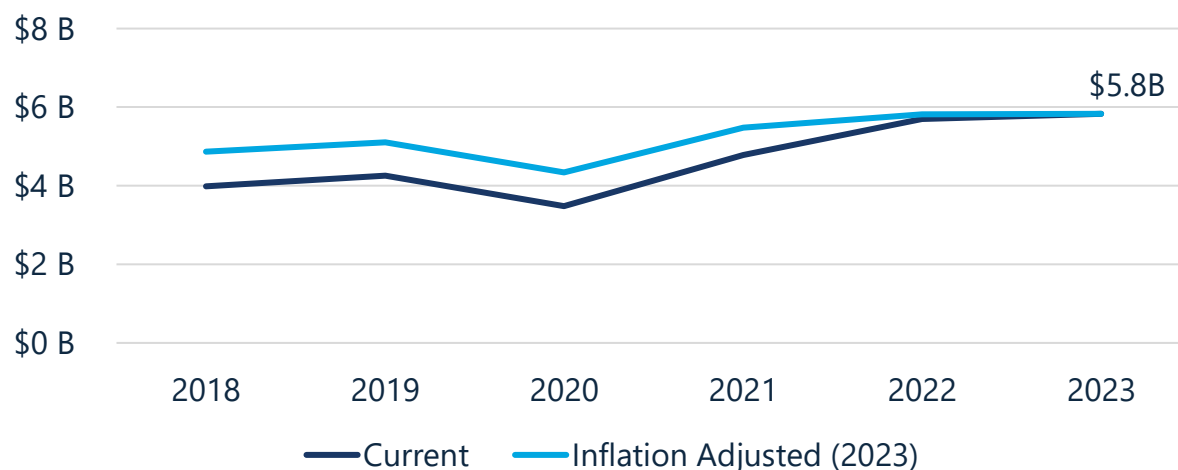
Direct travel spending includes both destination spending and other spending. **Visitor spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Idaho, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Idaho but are not considered visitor spending in our methodology.

Idaho Travel Impacts

Direct Travel Spending

Direct travel spending grew from \$5.7 billion in 2022 to \$5.8 billion in 2023, an increase of \$127.4 million in current dollars. However, considering the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers increased \$11.8 million.

Current and Inflation-Adjusted Direct Travel Spending



In 2023, travel spending increased \$127.4 million or 2.2% in current dollars, but only \$11.8 million or 0.2% in inflation-adjusted dollars.

Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics CPI

Note: Inflation-Adjusted values are in 2024 dollars as of September 2024



Inflation is the **rate of increase** in prices of goods and services.

How does inflation affect the travel industry?

Inflation is the rate of increase in prices of goods and services. An increase in the rate of inflation translates into reduced purchasing power for consumers. To track the quantity of goods and services that consumers purchase when they travel, we report the "Inflation Adjusted" travel spending in the chart to the left. This is also known as "real" spending, as it shows the quantity of goods and services that were purchased while keeping the purchasing power constant across time.

U.S. CPI (annual % chg.)

2022: 8.0%

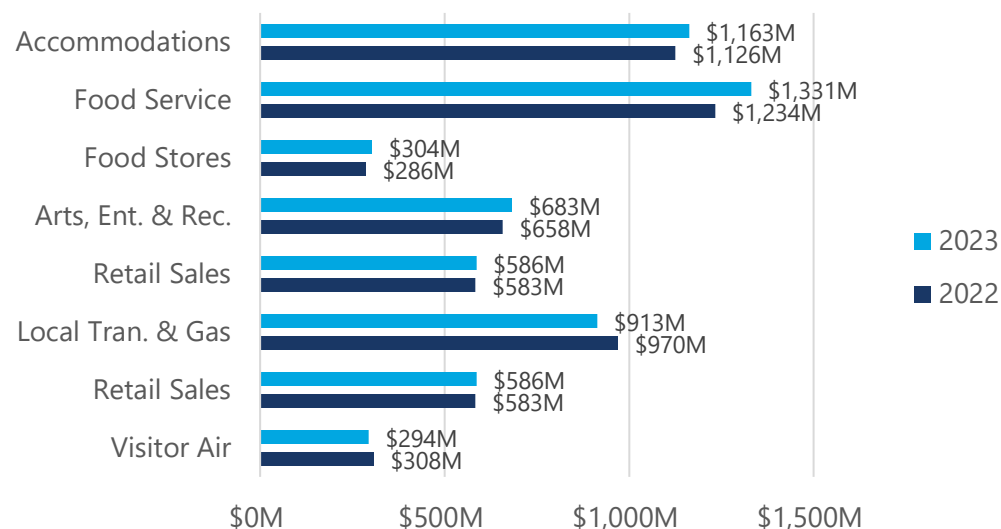
2023: 4.3%

Target: 2% Annually

Idaho Travel Impacts

Direct Travel Spending

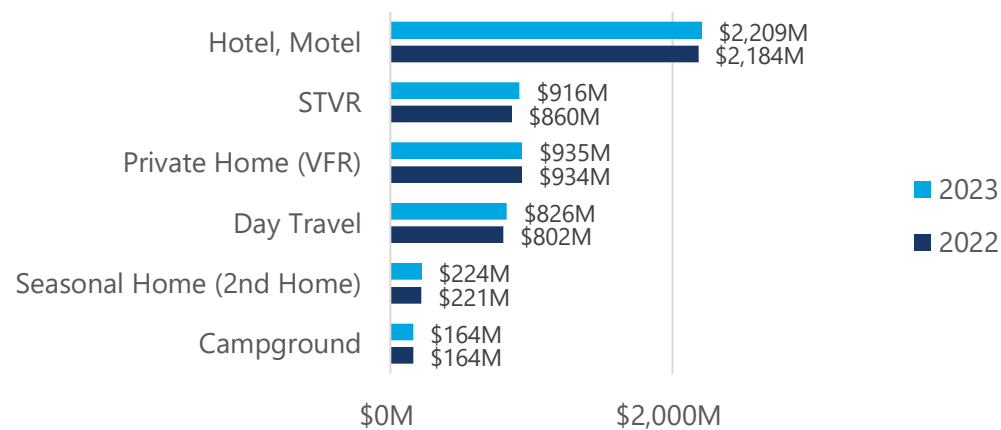
Visitor Spending by Commodity Purchased



Visitor spending on accommodations grew to \$1.2 billion in 2023, **an increase of 3.3%**. Spending on food service generated \$1.3 billion, **an increase of 7.9%**.

Sources: Idaho Department of Revenue, Dean Runyan Associates

Visitor Spending by Accommodation Type



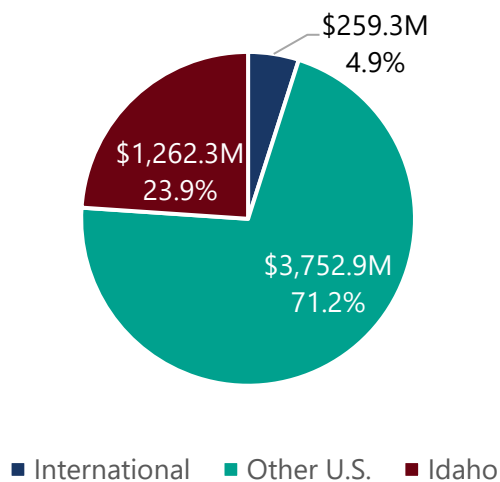
Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$3.1 billion in 2023, **an increase of 2.7%** compared to 2022.

Sources: Idaho Department of Revenue, Dean Runyan Associates, Smith Travel Research, Omnitrak Group

Idaho Travel Impacts

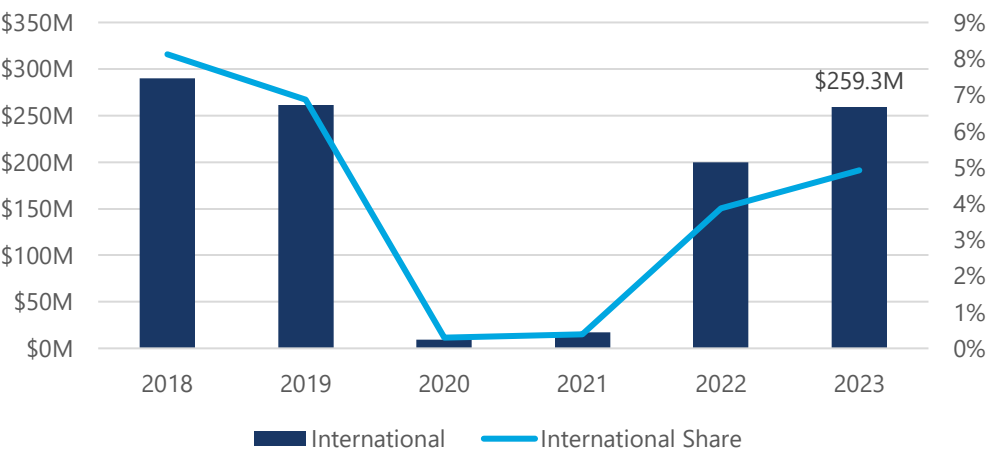
Direct Travel Spending

Visitor Spending by Origin, 2023p



In 2023, **most (71.2%) of Idaho's visitor spending was generated by domestic visitors**, 23.9% was generated by Idaho residents, and 4.9% was generated by international travelers.

International Visitor Spending



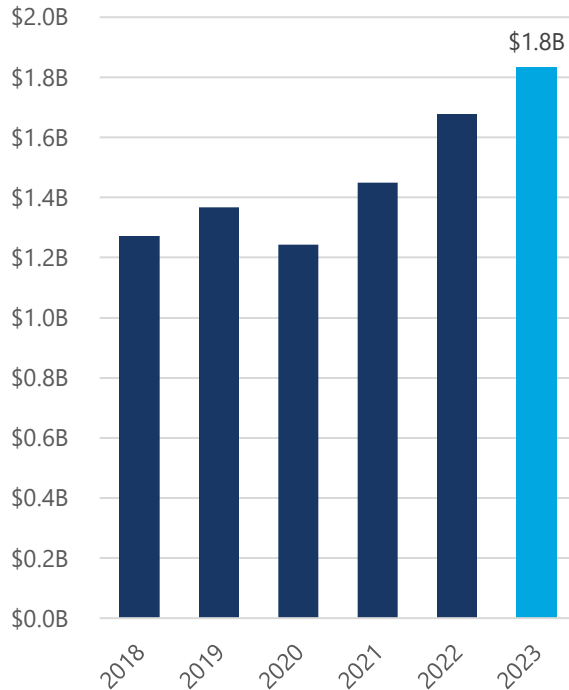
International visitors spent \$259.3 million in 2023, **up 29.8%** compared to the previous year. International visitors contributed 4.9% of visitor spending in Idaho.

Sources: U.S. Bureau of Economic Analysis, U.S. Office of Travel and Tourism, Dean Runyan Associates

Idaho Travel Impacts

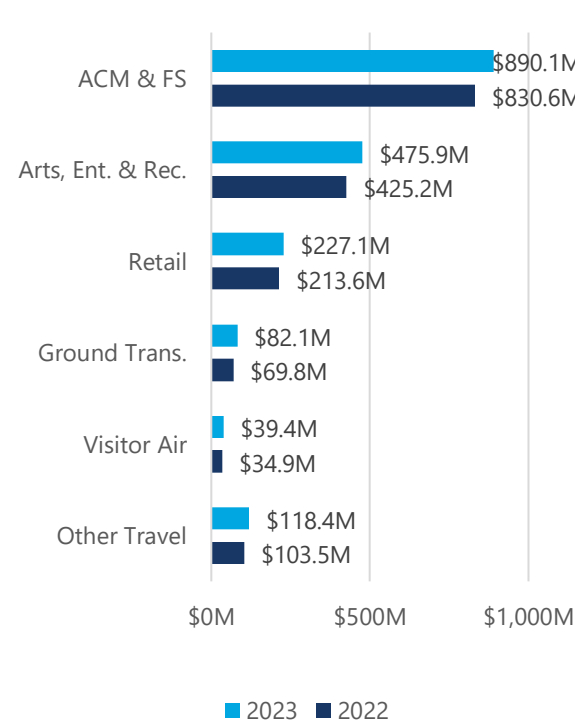
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$155.5 million in 2023.



Direct travel-generated earnings grew from \$1.7 billion in 2022 to \$1.8 billion in 2023, an increase of 9.3%.

Component sectors of the travel industry showed mixed growth.



Accommodation & Food Services (ACM & FS) earnings reached \$890.1 million contributing 48.6% of industry earnings state-wide.



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\quad \text{Expenses} - \text{Sales Tax}) \\
 &= \\
 &\quad \textbf{Earnings}
 \end{aligned}$$

What are direct travel-generated earnings?

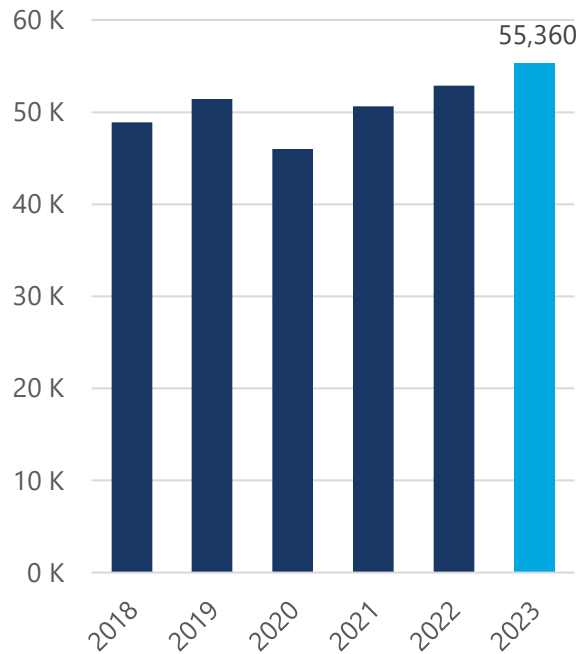
Direct travel-generated earnings represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

Idaho Travel Impacts

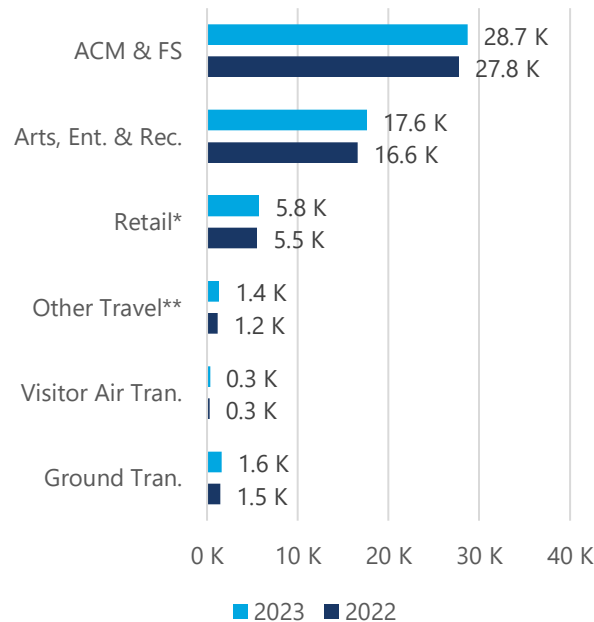
Direct Travel-Generated Employment

Direct travel-generated employment increased by 2,510 jobs in 2023.



Direct travel-generated employment grew from 52,850 to 55,360 jobs in 2023, a 4.7% increase.

Direct travel-generated employment in the Accom. & Food Serv. Sector increased 3.5% in 2023.



Employment in the Accommodations and Food Services (ACM & FS) sector totaled 28,730 in 2023, a gain of 960 jobs (3.5%) from 2022. Arts, Entertainment, and Recreation grew by 5.9%, gaining 970 jobs.



In 2023, every \$1 million in travel-related spending resulted in 10 jobs for the industry.

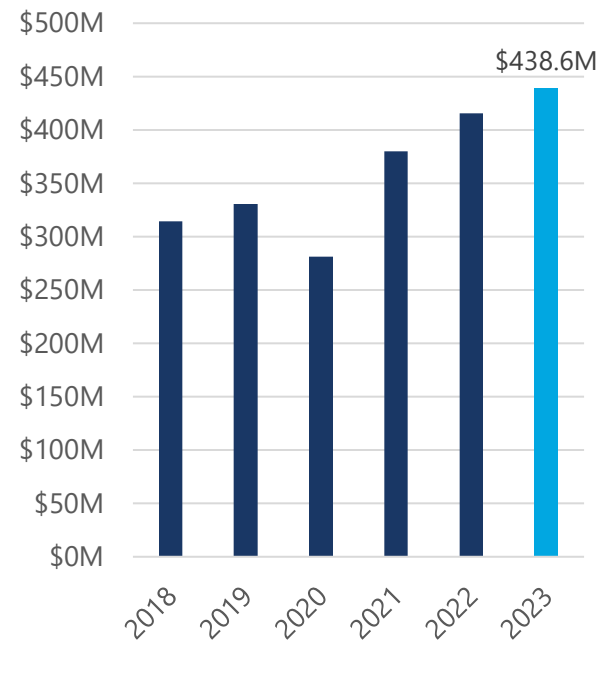
What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Idaho, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

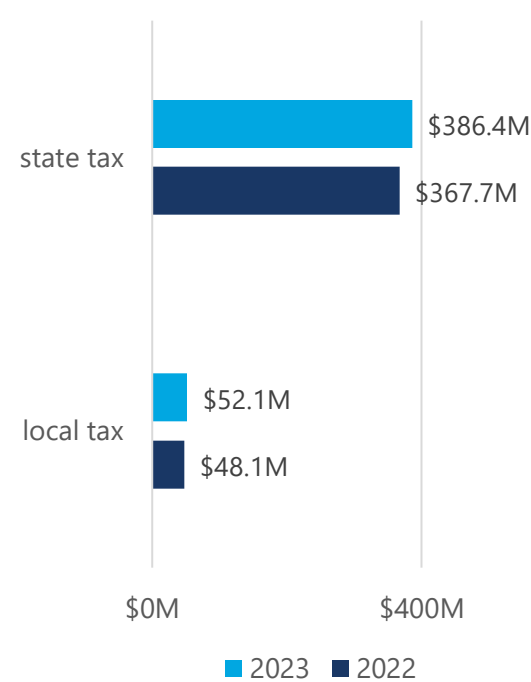
Idaho Travel Impacts

Direct Tax Revenue

Direct travel-generated tax revenue increased by \$22.8 million in 2023.



Direct travel-generated tax revenue increased across state and local sources.



State tax + Local tax
=
Tax Revenue

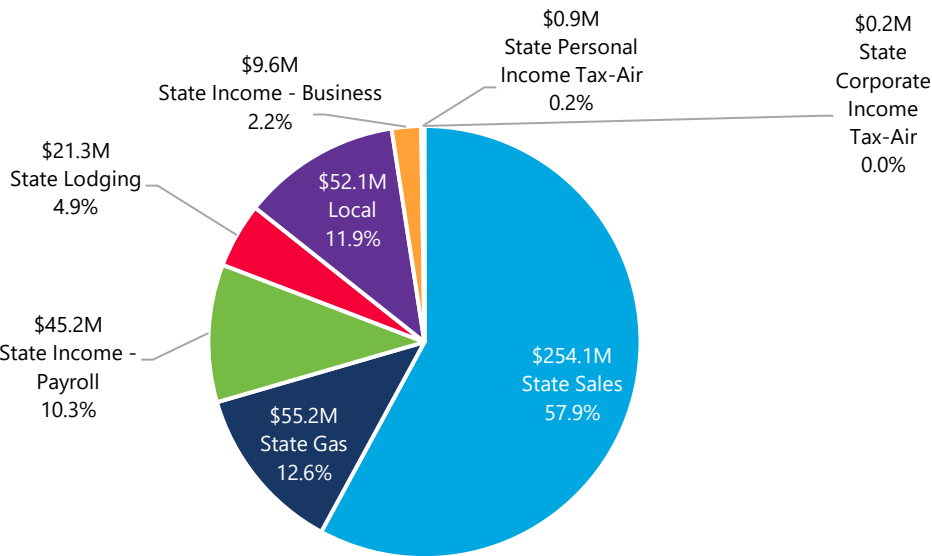
What is direct travel-generated tax revenue?

Direct travel-generated tax revenue includes state, and local tax revenue generated from travel spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Idaho. They also include a share of property taxes paid by travel industry business and employees.

Idaho Travel Impacts

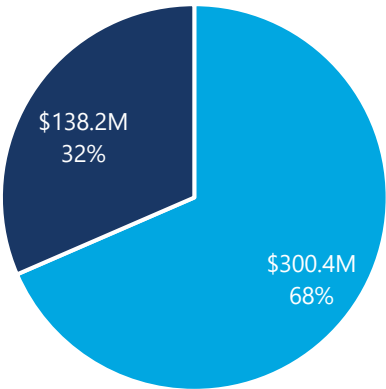
Direct Tax Revenue

Local and State Tax Revenue by Tax Type, 2023p



State sales tax generated most (57.9%) of Idaho's travel-generated tax revenue.

Local and State Tax Revenue by Taxpayer, 2023p



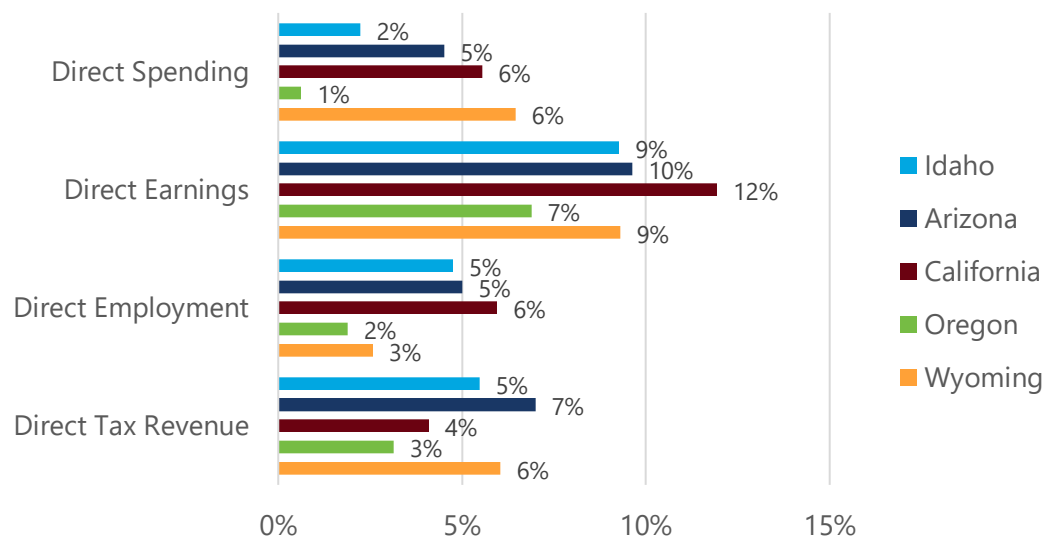
Visitors paid \$300.4 million or 68% of local and state tax revenue generated by travel.

■ Visitor ■ Travel Industry Employee/Business

Idaho Travel Impacts

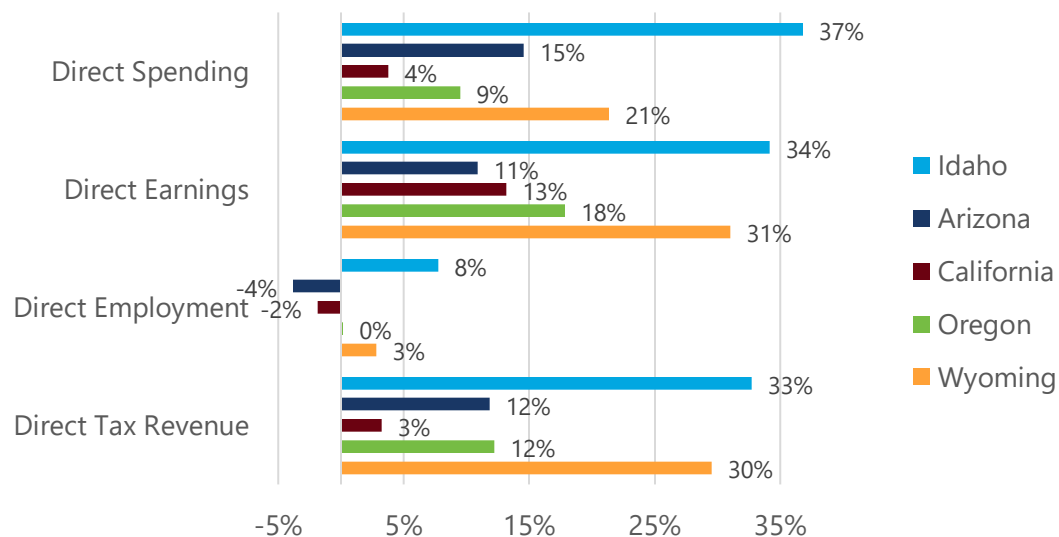
Comparing Idaho's Direct Travel Impacts to Other States

Percent Change of Direct Travel Impacts, 2022-2023p



Between 2022 and 2023, travel-generated earnings and employment increased most in Arizona and California.

Percent Change of Direct Travel Impacts,, 2019-2023p



Idaho's direct travel impacts increased more than other comparable states between 2019 and 2023.

Idaho Travel Impacts

Comparing Idaho's Direct Travel Impacts to Other States

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Idaho	3,979	4,262	3,480	4,783	5,703	5,830	2%	37%
Arizona	24,446	25,591	14,930	23,564	28,054	29,320	5%	15%
California	140,300	144,900	68,300	105,000	142,500	150,400	6%	4%
Oregon	12,324	12,834	6,609	10,902	13,964	14,051	1%	9%
Wyoming	3,814	3,957	3,068	332	4,512	4,803	6%	21%
Direct Earnings (\$Millions)								
Idaho	1,273	1,366	1,243	1,450	1,678	1,833	9%	34%
Arizona	7,397	7,667	6,322	6,824	7,755	8,502	10%	11%
California	52,300	54,700	41,300	35,300	55,300	61,900	12%	13%
Oregon	3,569	3,807	3,089	3,415	4,197	4,486	7%	18%
Wyoming	982	1,031	940	1,071	1,236	1,351	9%	31%
Direct Employment (Thousands of Jobs)								
Idaho	49	51	46	51	53	55	5%	8%
Arizona	192	194	157	166	178	187	5%	-4%
California	1,163	1,177	871	932	1,090	1,155	6%	-2%
Oregon	116	119	94	101	117	119	2%	0%
Wyoming	32	33	29	31	33	33	3%	3%
Direct Tax Revenue (\$Millions)								
Idaho	314	330	281	380	416	439	5%	33%
Arizona	4	4	3	3	4	4	7%	12%
California	11,800	12,300	7,400	9,300	12,200	12,700	4%	3%
Oregon	1,279	1,344	948	1,167	1,462	1,508	3%	12%
Wyoming	197	203	160	245	248	263	6%	30%

Idaho Travel Impacts

Historical Trend Tables

Direct Travel Impact Summary

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	3,573.6	3,804.1	3,266.0	4,416.3	5,165.1	5,274.6	2.1%	38.7%
Transportation	851.7	877.7	604.6	938.0	1,277.9	1,207.6	-5.5%	37.6%
Non-transportation	2,721.9	2,926.4	2,661.4	3,478.3	3,887.2	4,066.9	4.6%	39.0%
Other travel*	405.5	457.7	214.4	366.7	537.9	555.9	3.3%	21.5%
Total	3,979.2	4,261.8	3,480.4	4,783.0	5,703.0	5,830.5	2.2%	36.8%
Direct Earnings (\$Millions)								
Earnings	1,272.9	1,366.3	1,242.5	1,450.0	1,677.5	1,833.0	9.3%	34.2%
Direct Employment (Jobs)								
Employment	48,890	51,380	45,960	50,640	52,850	55,360	4.7%	7.7%
Direct Tax Revenue (\$Millions)								
Local	42.9	43.6	32.2	45.8	48.1	52.1	8.3%	19.5%
State	271.4	286.8	249.1	334.2	367.7	386.4	5.1%	34.7%
Total	314.3	330.4	281.3	380.0	415.8	438.6	5.5%	32.7%

Source: Dean Runyan Associates

Notes: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Employment rounded to the nearest 10. Percent change calculated on unrounded figures.

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

Idaho Travel Impacts

Historical Trend Tables

Direct Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	3,573.6	3,804.1	3,266.0	4,416.3	5,165.1	5,274.6	2.1%	38.7%
Other travel*	405.5	457.7	214.4	366.7	537.9	555.9	3.3%	21.5%
Total	3,979.2	4,261.8	3,480.4	4,783.0	5,703.0	5,830.5	2.2%	36.8%
Direct Travel Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	1,993.0	2,155.4	1,784.5	2,587.3	3,043.5	3,125.4	2.7%	45.0%
Hotel, Motel	1,617.4	1,690.0	1,282.1	1,902.3	2,183.5	2,209.3	1.2%	30.7%
STVR	375.6	465.4	502.4	684.9	859.9	916.1	6.5%	96.9%
Campground	133.0	135.6	134.6	147.8	164.5	163.5	-0.6%	20.6%
Private Home (VFR)	679.9	711.0	591.6	765.7	933.8	935.1	0.1%	31.5%
Seasonal Home (2nd Home)	169.7	174.0	178.5	200.4	221.3	224.0	1.2%	28.7%
Day Travel	597.9	628.1	576.9	715.1	802.1	826.5	3.0%	31.6%
Total	3,573.6	3,804.1	3,266.0	4,416.3	5,165.1	5,274.6	2.1%	38.7%
Direct Travel Spending by Commodity Purchased (\$Millions)								
Accommodations	705.3	770.1	645.7	974.4	1,126.1	1,162.8	3.3%	51.0%
Food Service	873.4	947.3	889.1	1,109.1	1,233.8	1,331.0	7.9%	40.5%
Food Stores	202.5	215.6	212.7	247.3	286.3	303.8	6.1%	40.9%
Arts, Ent. & Rec.	487.7	520.2	473.9	614.6	657.8	683.0	3.8%	31.3%
Retail Sales	453.0	473.2	440.0	532.9	583.3	586.3	0.5%	23.9%
Visitor Air	229.9	250.3	105.0	191.9	308.3	294.4	-4.5%	17.6%
Local Tran. & Gas	621.8	627.4	499.6	746.0	969.6	913.2	-5.8%	45.6%
Total	3,573.6	3,804.1	3,266.0	4,416.3	5,165.1	5,274.6	2.1%	38.7%

Source: Dean Runyan Associates

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

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

Idaho Travel Impacts

Historical Trend Tables

Direct Travel Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Earnings (\$Millions)								
Accom. & Food Serv.	586.9	641.2	597.0	722.5	830.6	890.1	7.2%	38.8%
Arts, Ent. & Rec.	321.9	342.4	314.0	379.4	425.2	475.9	11.9%	39.0%
Retail*	152.6	157.7	168.3	186.9	213.6	227.1	6.3%	44.0%
Ground Trans.	53.0	57.2	45.8	56.5	69.8	82.1	17.7%	43.4%
Visitor Air	53.4	54.0	41.4	27.5	34.9	39.4	13.0%	-27.1%
Other travel**	105.1	113.8	76.0	77.2	103.5	118.4	14.4%	4.1%
Total	1,272.9	1,366.3	1,242.5	1,450.0	1,677.5	1,833.0	9.3%	34.2%
Direct Employment (Jobs)								
Accom. & Food Serv.	25,230	26,660	23,790	26,360	27,770	28,730	3.5%	7.8%
Arts, Ent. & Rec.	14,650	15,590	13,970	15,890	16,620	17,590	5.9%	12.8%
Retail*	5,400	5,430	5,520	5,810	5,530	5,750	4.0%	5.9%
Ground Trans.	1,650	1,670	1,260	1,390	1,460	1,600	9.4%	-4.4%
Visitor Air	500	500	380	210	290	330	14.2%	-34.1%
Other travel**	1,460	1,520	1,050	970	1,180	1,350	14.4%	-11.1%
Total	48,890	51,380	45,960	50,640	52,850	55,360	4.7%	7.7%
Direct Tax Revenue (\$Millions)								
Local Tax Receipts	42.9	43.6	32.2	45.8	48.1	52.1	8.3%	19.5%
State Tax Receipts	271.4	286.8	249.1	334.2	367.7	386.4	5.1%	34.7%
Total	314.3	330.4	281.3	380.0	415.8	438.6	5.5%	32.7%

Source: Dean Runyan Associates

Note: Earnings include wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Employment rounded to the nearest 10. Percent change calculated on unrounded figures.

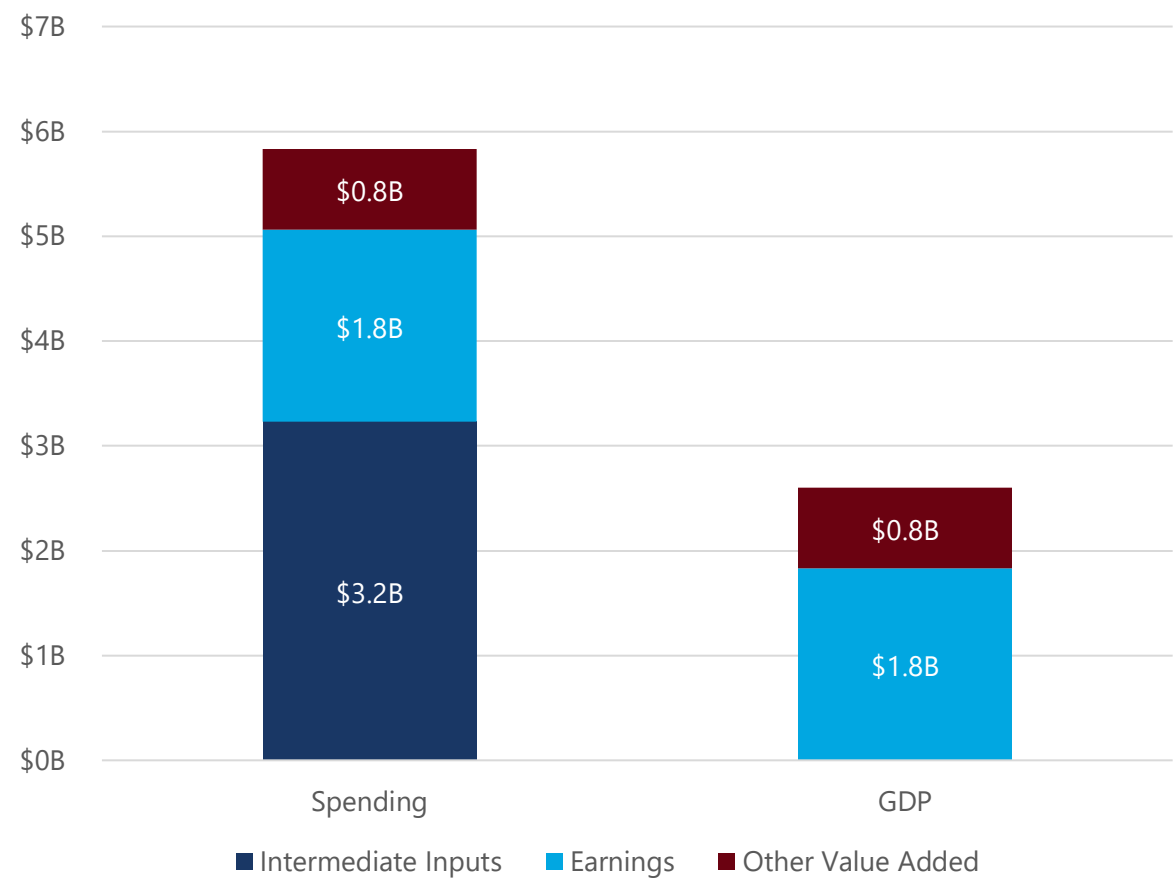
*Retail includes gasoline.

**Other travel includes resident air travel, travel arrangement and convention services.

Idaho Travel Impacts

GDP of the Travel Industry

Direct Travel Spending and GDP of Travel Industry



Source: Dean Runyan Associates, U.S. Bureau of Economic Analysis
Note: 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.



The travel industry contributed \$2.6 billion to Idaho's GDP.

What is Gross Domestic Product (GDP)?

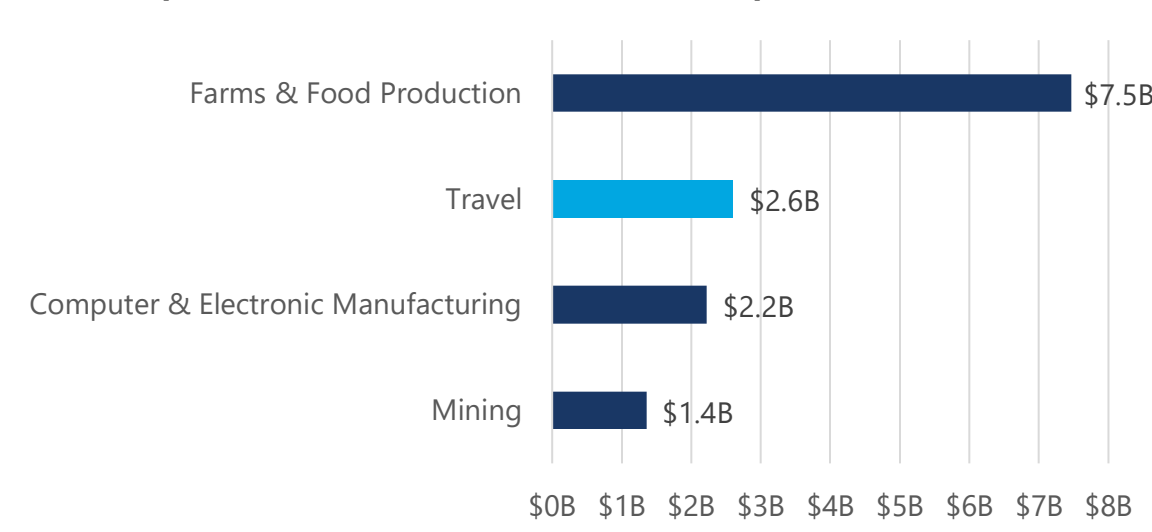
Gross Domestic Product (GDP, also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The GDP for a particular industry within a state excludes the intermediate inputs purchased by businesses from other 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.

Idaho Travel Impacts

GDP of the Travel Industry

The travel industry is considered 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.

GDP of Export-Oriented Industries in Idaho, 2023p



Travel was a is a leading export industry in Idaho contributing more than Computer & Electronic Manufacturing and Mining in 2023.

Sources: Dean Runyan Associates, U.S. Bureau of Economic Analysis



Farms & Food Production is Idaho's largest export-oriented industry

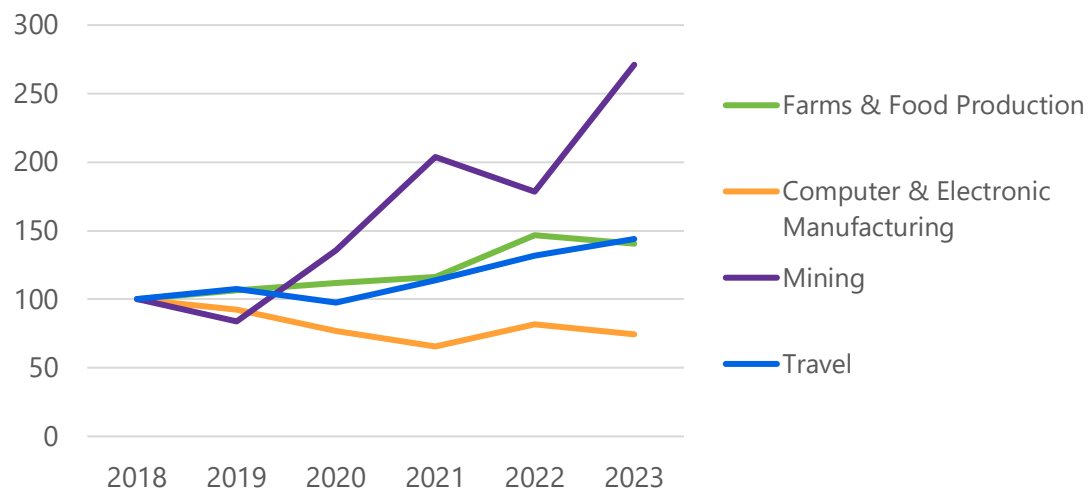
What are export-oriented industries?

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. 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.

Idaho Travel Impacts

GDP of the Travel Industry

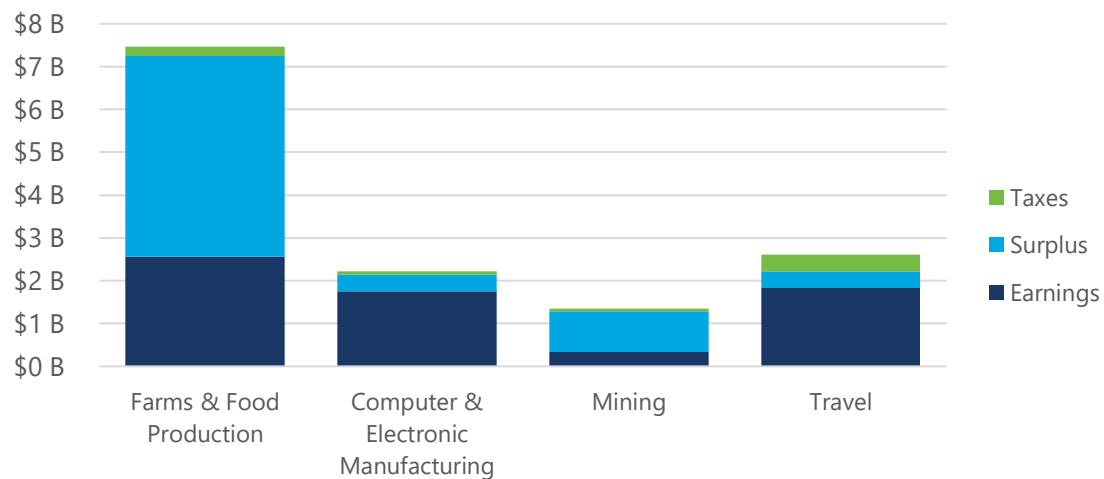
Change in GDP of Idaho's Export Industries, 2018-2023p



Note: Index 2018=100

In 2023, Idaho's travel industry GDP showed moderate gains to the historical rate of change since 2018.

Composition of Export Industries GDP, 2023p



Most (70.4%) of Idaho's travel industry GDP is attributable to earnings.

Idaho Travel Impacts

Total Travel Impacts

The total travel impacts—which include direct and secondary earnings, and employment attributable to travel spending—are presented in eleven major industry groups. These industry groups are similar, but not identical to the business categories used to report the direct impacts in this report. The specific industries that comprise these groups are listed in IMPLAN/Secondary Effects. The largest secondary impact industries are reported below.

- **Professional Services** (Secondary impacts include 4.2 thousand jobs and \$286.1 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 and Health Services** (Secondary impacts include 2.4 thousand jobs, and \$181.6 million in earnings) The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.
- **Financial Activities** (Secondary impacts include 3.4 thousand jobs, and \$154.3 million in earnings) Both businesses and individuals make use of banking and insurance institutions.
- **Trade** (Secondary impacts include 2.6 thousand jobs and \$166.3 million in earnings) Employees and travel businesses utilize service providers such as repair shops, laundry, maintenance, and business services.

Note: The indirect and induced impact estimates reported here apply to the entire state and do not necessarily reflect economic patterns for individual counties. In general, geographic areas with lower levels of economic activity will have smaller secondary impacts within those same geographic boundaries.



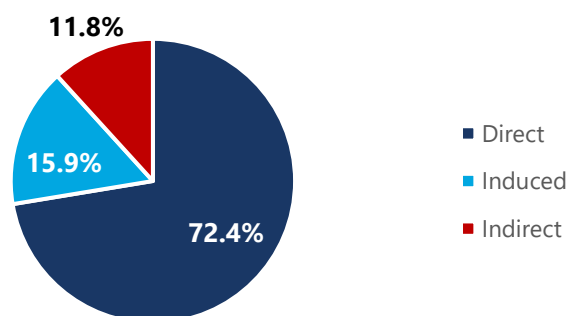
Indirect and induced impacts are the two categories of secondary economic impacts.

What are secondary impacts?

Secondary impacts are the result of re-spending of travel-related revenues. **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.

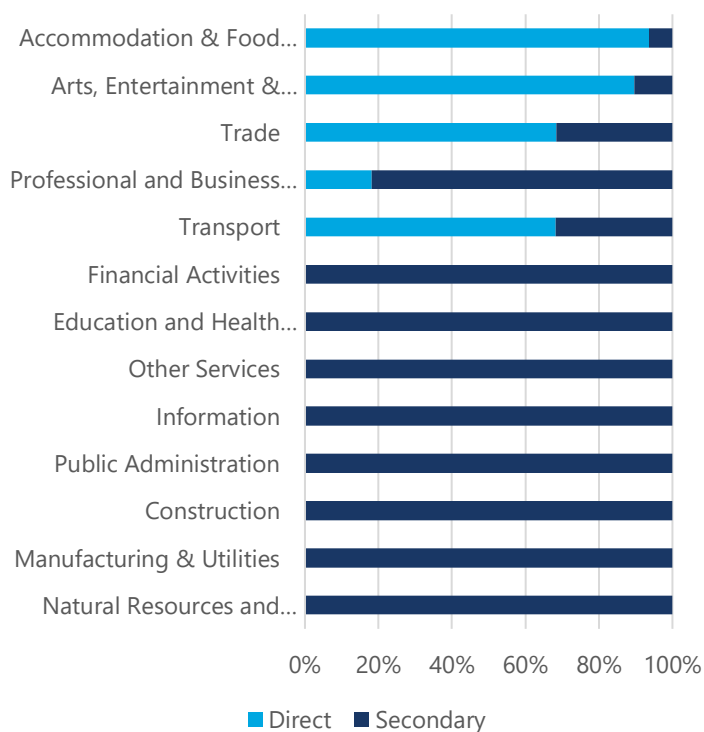
Idaho Travel Impacts

Total Employment, 2023p



In 2023, 27.6% of total employment was secondary. Secondary spending supported **4,220 jobs in the Professional and Business Services industry group.**

Total Employment by Industry Group, 2023p



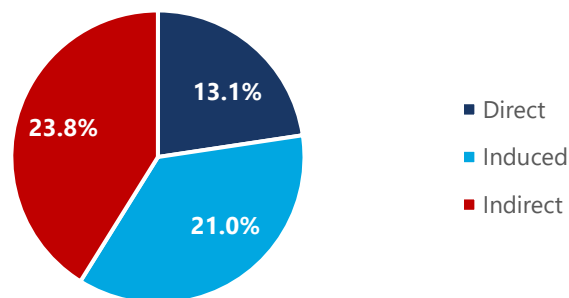
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	28,730	780	1,200	1,980	30,710
Arts, Entertainment & Recreation	17,590	1,760	280	2,040	19,640
Trade	5,750	1,030	1,620	2,650	8,400
Professional and Business Services	940	3,360	870	4,220	5,160
Transport	2,350	880	210	1,090	3,440
Financial Activities	0	2,280	1,160	3,440	3,440
Education and Health Services	0	160	2,290	2,450	2,450
Other Services	0	480	840	1,330	1,330
Information	0	390	140	520	520
Public Administration	0	360	110	470	470
Construction	0	310	120	430	430
Manufacturing & Utilities	0	240	100	340	340
Natural Resources and Mining	0	90	50	140	140
All industries	55,360	12,120	8,980	21,110	76,470

Source: Dean Runyan Associates

Note: Values may not add to total due to rounding.

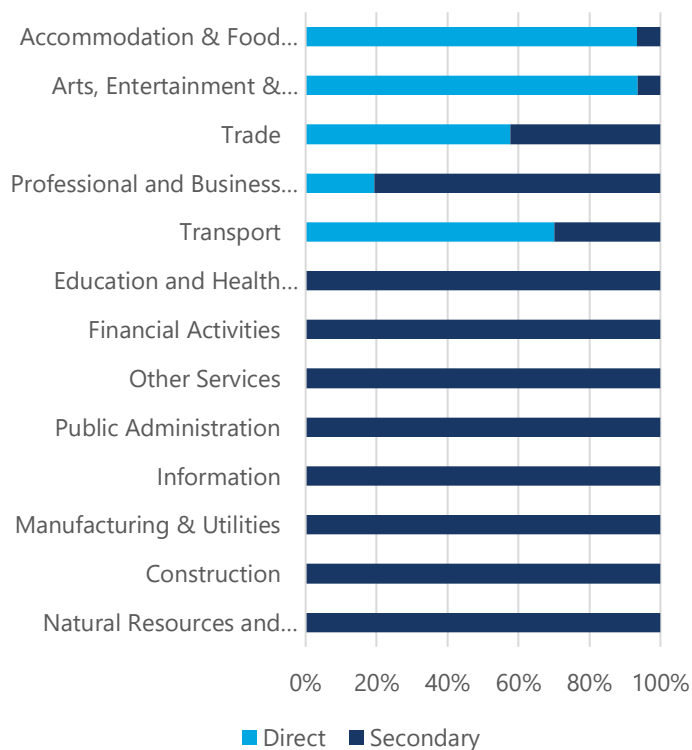
Idaho Travel Impacts

Total Earnings, 2023p



In 2023, 44.8% of total earnings were secondary.
Professional and Business Services industry group generated \$286.1 million in secondary earnings which was highest among industry groups.

Total Earnings by Industry Group, 2023p



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	890.1	26.3	37.6	63.9	954.0
Arts, Entertainment & Recreation	475.9	26.0	7.0	32.9	508.8
Trade	227.1	63.5	102.8	166.3	393.4
Professional and Business Services	69.1	230.5	55.6	286.1	355.2
Transport	170.8	57.6	15.3	72.9	243.7
Education and Health Services	0.0	5.2	176.4	181.6	181.6
Financial Activities	0.0	92.7	61.6	154.3	154.3
Other Services	0.0	34.0	43.9	77.9	77.9
Public Administration	0.0	41.7	11.7	53.3	53.3
Information	0.0	33.2	11.8	44.9	44.9
Manufacturing & Utilities	0.0	27.5	11.5	39.1	39.1
Construction	0.0	21.1	7.8	29.0	29.0
Natural Resources and Mining	0.0	9.1	6.6	15.7	15.7
All industries	1,833.0	2,936.7	3,332.2	6,268.9	13,972.8

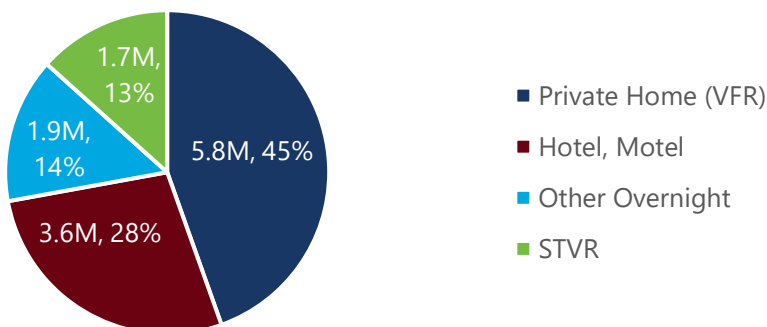
Source: Dean Runyan Associates

Note: Figures reported in millions, values may not add total due to rounding.

Idaho Travel Impacts

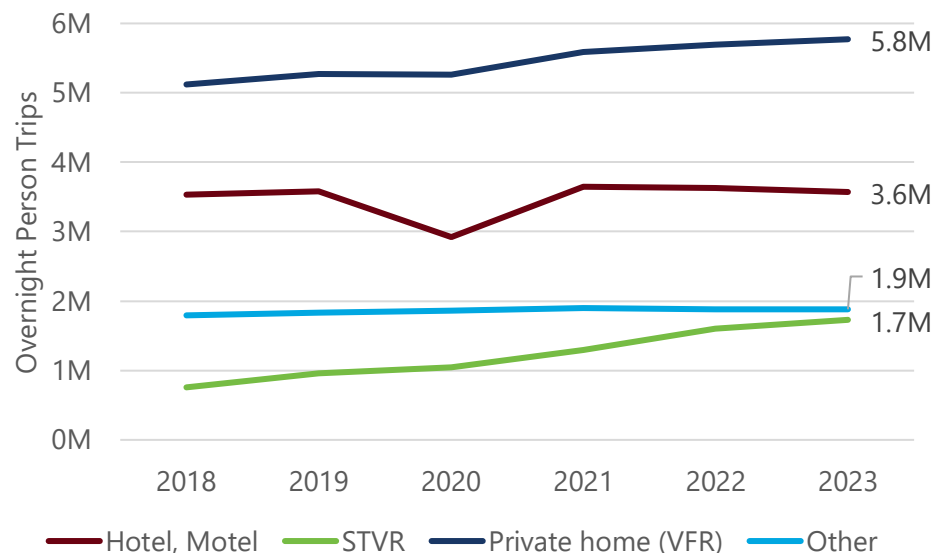
Overnight Visitor Volume

Overnight Visitor Volume by Accommodation Type, 2023



Idaho welcomed **12.9 million visitors in 2023, a 1.2% increase** compared to the previous year. Most visitors stayed in a private home (45%) followed by hotel, motel (28%).

Overnight Visitor Volume



In 2023, the volume of visitors staying in a **short-term vacation rental (STVR) increased 8.2%**, which was the largest increase among accommodation categories.

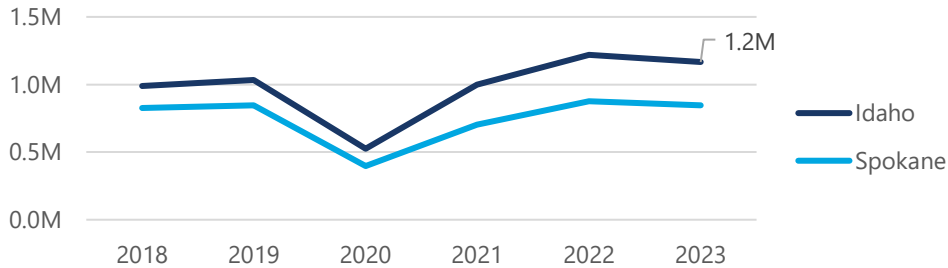
Sources: Dean Runyan Associates, Omnitrak Group, Smith Travel Research

Note: STVR (short term vacation rental), Other includes seasonal home (2nd home) and camping.

Idaho Travel Impacts

Overnight Visitor Volume

Air Passenger Visitor Arrivals / U.S. Carriers



Approximately **1.2 million visitors** arrived in Idaho via U.S. air travel in 2023, a 4.1% decline compared to the previous year.

Sources: U.S. Bureau of Transportation Statistics, Dean Runyan Associates

Overnight Visitor Volume by Accommodation Type, 2021-2023

	Person Volume			Party Volume		
	2021	2022	2023	2021	2022	2023
Nights						
Hotel, Motel	9,884,690	9,856,720	9,699,020	4,031,980	4,119,210	4,047,950
STVR	3,601,640	4,443,680	4,808,490	1,043,950	1,288,020	1,393,770
Private Home (VFR)	20,141,240	20,511,260	20,774,660	7,956,630	7,946,250	8,047,380
Other Overnight	6,625,600	6,558,790	6,558,790	2,231,370	2,209,980	2,209,980
Total	40,253,170	41,370,450	41,840,960	15,263,930	15,563,460	15,699,080
Trips						
Hotel, Motel	3,647,110	3,629,620	3,572,870	3,647,110	3,629,620	3,572,870
STVR	1,295,550	1,598,450	1,729,670	1,295,550	1,598,450	1,729,670
Private Home (VFR)	5,586,480	5,695,860	5,772,220	5,586,480	5,695,860	5,772,220
Other Overnight	1,899,450	1,880,540	1,880,540	1,899,450	1,880,540	1,880,540
Total	12,428,590	12,804,470	12,955,300	12,428,590	12,804,470	12,955,300

Source: Dean Runyan Associates

Note: Figures rounded to the nearest 10. Other Overnight includes camping and Seasonal home (2nd home) stays.

Idaho Travel Impacts

Overnight Visitor Trip Details

In 2023, overnight visitors spent between \$40 (private home VFR) to \$231 (Hotel, Motel) per day. Visitors who stayed in a short-term vacation rental (STVR) had the largest average party size (3.5). The length of stay was longer for visitors staying in a private home (VFR) or Other Overnight (Seasonal/2nd home, camping).

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Accommodation Type						
Hotel, Motel	\$231	\$627	\$553	\$1,501	2.4	2.7
STVR	\$213	\$591	\$733	\$2,038	3.5	2.8
Private Home (VFR)	\$40	\$146	\$104	\$379	2.6	3.6
Other Overnight	\$62	\$216	\$184	\$641	3.0	3.5
All Overnight	\$106	\$343	\$283	\$918	2.7	3.2

Source: Dean Runyan Associates

Note: Other Overnight includes camping and Seasonal home (2nd home) stays.





Regional Travel Impacts

2023p

Regional Travel Impacts

Definition of Tourism Regions

Idaho has seven tourism regions segmented by county boundaries. The counties within each tourism region are listed below.

Central	Eastern	North Central	Northern	South Central	Southeastern	Southwestern
						
<ul style="list-style-type: none">•Blaine•Butte•Custer•Lemhi	<ul style="list-style-type: none">•Bonneville•Clark•Fremont•Jefferson•Madison•Teton	<ul style="list-style-type: none">•Clearwater•Idaho•Latah•Lewis•Nez Perce	<ul style="list-style-type: none">•Benewah•Bonner•Boundary•Kootenai•Shoshone	<ul style="list-style-type: none">•Camas•Cassia•Gooding•Jerome•Lincoln•Minidoka•Twin Falls	<ul style="list-style-type: none">•Bannock•Bear Lake•Bingham•Caribou•Franklin•Oneida•Power	<ul style="list-style-type: none">•Ada•Adams•Boise•Canyon•Elmore•Gem•Owyhee•Payette•Valley•Washington

Regional Travel Impacts

Direct Travel Impacts

2023p Summary

Region	Direct Spending			Direct Tax Revenue				
	Visitor	Other travel*	Total	Direct Earnings	Direct Employment	Local	State	Total
Central	\$528.5M	\$17.9M	\$546.4M	\$233.9M	6,520	\$9.7M	\$39.9M	\$49.6M
Eastern	\$638.0M	\$66.1M	\$704.2M	\$204.6M	7,120	\$5.0M	\$49.9M	\$55.0M
North Central	\$197.8M	\$19.9M	\$217.7M	\$72.4M	2,720	\$1.8M	\$16.0M	\$17.7M
Northern	\$1,217.8M	\$32.1M	\$1,249.9M	\$463.5M	13,110	\$11.8M	\$87.0M	\$98.8M
South Central	\$321.3M	\$24.5M	\$345.9M	\$102.0M	3,770	\$2.2M	\$26.2M	\$28.4M
Southeastern	\$317.6M	\$22.5M	\$340.2M	\$102.7M	4,140	\$2.3M	\$24.4M	\$26.7M
Southwestern	\$1,882.0M	\$544.3M	\$2,426.3M	\$653.9M	17,980	\$19.4M	\$143.0M	\$162.4M
Total	\$5,103.2M	\$727.3M	\$5,830.5M	\$1,833.0M	55,360	\$52.1M	\$386.4M	\$438.6M

Source: Dean Runyan Associates

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

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

Regional Travel Impacts

Direct Travel Impacts

2023p Insights Summary

	Central	Eastern	North Central	Northern	South Central	Southeastern	Southwestern
Impact of Direct Visitor Spending							
Amount of Visitor Spending that supports 1 job*	\$81,831	\$93,145	\$76,747	\$94,556	\$90,336	\$80,681	\$115,039
Employee Earnings generated by \$100 of Visitor Spending	\$44	\$30	\$34	\$37	\$29	\$31	\$29
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6.10	\$6.21	\$6.21	\$5.26	\$6.42	\$5.99	\$5.98
Impact of Visitor Volume							
Additional visitor spending from 1 additional overnight visitor per resident household	\$8.2M	\$19.2M	\$10.2M	\$46.2M	\$13.9M	\$12.8M	\$104.5M
Additional employment from 1 additional overnight visitor per resident household	101	206	133	489	154	159	909
Impact of Travel Industry							
Travel Share of Total Employment	15%	5%	4%	8%	3%	4%	3%
Overnight Visitor Day Share**	19%	7%	5%	7%	5%	5%	5%
Share of Overnight Visitor Spending							
Hotel, Motel	38%	42%	58%	57%	62%	52%	50%
STVR	38%	32%	8%	23%	6%	9%	15%
Private home (VFR)	13%	18%	21%	11%	24%	25%	28%
Seasonal Home (2nd Home)	8%	5%	6%	5%	3%	6%	4%
Campground	2%	3%	7%	4%	5%	7%	3%

Regional Travel Impacts

Central Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$81,831	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$44	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6.10	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$8.2M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	101	2,372
Impact of Travel Industry		
Travel Share of Total Employment	15%	5%
Overnight Visitor Day Share**	19%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	38%	50%
STVR	38%	21%
Private home (VFR)	13%	21%
Seasonal Home (2nd Home)	8%	5%
Campground	2%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

Central / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	335.6	360.1	324.4	398.9	519.0	528.5	1.8%	46.8%
Other Travel*	13.1	14.0	6.4	10.8	16.0	17.9	11.9%	27.4%
Total	348.7	374.1	330.8	409.7	535.0	546.4	2.1%	46.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	239.3	259.5	229.4	286.8	391.9	397.1	1.3%	53.0%
Hotel, Motel	149.6	154.1	123.6	168.2	194.3	198.2	2.0%	28.6%
STVR	89.6	105.5	105.8	118.6	197.5	198.9	0.7%	88.6%
Campground	9.3	9.3	9.2	9.8	10.8	10.9	0.8%	16.9%
Private Home (VFR)	48.5	51.3	45.4	56.9	65.2	67.9	4.1%	32.3%
Seasonal Home (2nd Home)	30.6	31.4	32.2	36.0	39.9	41.0	2.6%	30.4%
Day Travel	8.0	8.4	8.2	9.4	11.2	11.7	4.1%	38.3%
Total	335.6	360.1	324.4	398.9	519.0	528.5	1.8%	46.8%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	70.9	78.0	70.1	93.2	120.5	120.3	-0.2%	54.2%
Food Service	78.5	85.4	82.0	95.9	123.9	130.7	5.5%	53.0%
Food Stores	13.5	14.6	14.6	16.3	22.6	23.3	2.9%	59.9%
Arts, Ent. & Rec.	109.6	116.6	105.9	122.7	159.4	163.2	2.4%	40.0%
Retail Sales	22.1	22.8	22.7	25.6	29.3	29.2	0.0%	28.5%
Visitor Air	18.3	19.7	9.9	18.9	28.2	28.8	1.9%	46.1%
Local Tran. & Gas	22.7	23.0	19.1	26.4	35.1	33.0	-5.9%	43.4%
Total	335.6	360.1	324.4	398.9	519.0	528.5	1.8%	46.8%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

Central / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	65.0	65.2	60.7	71.3	81.5	90.0	10.5%	38.1%
Arts, Ent. & Rec.	92.7	94.6	87.9	92.6	109.7	122.3	11.5%	29.3%
Retail**	5.9	6.1	6.9	7.3	9.3	9.9	6.4%	61.7%
Ground Trans.	2.4	2.6	2.2	2.5	3.4	4.0	19.1%	53.2%
Visitor Air	1.1	1.1	0.8	0.6	3.0	4.3	44.8%	277.7%
Other Travel*	1.6	1.7	1.3	1.6	2.5	3.3	33.8%	93.4%
Total	167.1	169.7	158.6	174.3	206.8	230.6	11.5%	35.9%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	2,220	2,130	1,860	2,010	2,040	2,140	4.9%	0.4%
Arts, Ent. & Rec.	3,470	3,920	3,650	3,500	3,740	3,970	6.0%	1.2%
Retail*	210	210	220	220	230	240	5.8%	13.3%
Ground Trans.	80	80	60	60	70	80	13.6%	-2.6%
Visitor Air	20	30	20	10	30	40	56.0%	44.4%
Other Travel*	60	70	50	60	60	60	7.3%	-10.6%
Total	6,060	6,430	5,860	5,850	6,150	6,520	5.9%	1.3%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	7.5	7.5	6.0	8.0	9.1	9.7	7.3%	29.2%
State Tax Receipts	21.6	22.5	20.3	25.1	37.9	39.9	5.2%	76.7%
Total	29.1	30.1	26.4	33.1	47.0	49.6	5.6%	64.8%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

Eastern Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$93,145	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$30	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6.21	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$19.2M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	206	2,372
Impact of Travel Industry		
Travel Share of Total Employment	5%	5%
Overnight Visitor Day Share**	7%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	42%	50%
STVR	32%	21%
Private home (VFR)	18%	21%
Seasonal Home (2nd Home)	5%	5%
Campground	3%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

Eastern / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	396.3	426.1	379.6	550.3	615.0	638.0	3.7%	49.8%
Other Travel*	49.5	52.6	31.0	44.9	76.0	66.1	-13.0%	25.8%
Total	445.8	478.6	410.7	595.2	691.0	704.2	1.9%	47.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	215.1	238.5	207.9	328.4	367.3	390.5	6.3%	63.8%
Hotel, Motel	157.7	161.7	117.9	176.1	211.4	220.0	4.1%	36.1%
STVR	57.5	76.8	90.0	152.3	156.0	170.5	9.3%	122.0%
Campground	15.1	15.2	14.9	15.8	17.0	16.9	-0.1%	11.6%
Private Home (VFR)	68.9	71.2	61.1	88.2	101.6	94.9	-6.6%	33.2%
Seasonal Home (2nd Home)	18.8	19.1	19.4	21.2	25.3	25.6	1.1%	34.1%
Day Travel	78.4	82.1	76.4	96.7	103.9	110.1	6.0%	34.1%
Total	396.3	426.1	379.6	550.3	615.0	638.0	3.7%	49.8%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	102.2	115.6	105.6	174.7	191.0	203.2	6.4%	75.8%
Food Service	90.8	99.0	94.1	121.5	131.4	148.2	12.8%	49.8%
Food Stores	28.2	30.2	30.1	37.3	41.6	45.3	9.0%	50.2%
Arts, Ent. & Rec.	18.7	19.9	18.4	23.0	24.1	26.4	9.6%	33.2%
Retail Sales	60.1	62.7	59.1	72.6	78.3	81.0	3.5%	29.3%
Visitor Air	22.1	23.7	11.2	31.2	46.8	33.8	-27.8%	42.2%
Local Tran. & Gas	74.1	75.1	61.0	90.0	101.8	100.0	-1.7%	33.3%
Total	396.3	426.1	379.6	550.3	615.0	638.0	3.7%	49.8%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

Eastern / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	75.8	84.3	82.6	102.5	117.9	126.3	7.2%	49.9%
Arts, Ent. & Rec.	15.0	14.2	11.9	13.2	16.9	19.0	12.0%	33.5%
Retail**	16.0	16.7	18.2	21.0	27.0	27.8	3.1%	66.5%
Ground Trans.	6.2	6.7	5.6	7.3	8.8	10.1	15.7%	50.7%
Visitor Air	10.6	10.2	9.5	8.1	6.5	6.7	3.8%	-34.2%
Other Travel*	17.1	17.3	15.0	11.1	13.3	14.6	10.2%	-15.6%
Total	123.5	132.2	127.8	152.0	177.1	190.0	7.3%	43.7%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	3,480	3,770	3,480	3,980	4,220	4,380	3.7%	16.0%
Arts, Ent. & Rec.	1,210	1,070	910	1,070	1,320	1,510	14.4%	41.4%
Retail*	550	540	580	630	700	710	0.9%	30.1%
Ground Trans.	200	200	160	190	190	200	5.3%	-0.5%
Visitor Air	80	80	70	50	60	60	10.9%	-27.4%
Other Travel*	350	350	310	310	270	270	1.9%	-21.6%
Total	5,860	6,010	5,510	6,230	6,750	7,120	5.5%	18.5%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	4.1	4.1	3.2	4.6	4.8	5.0	4.7%	22.4%
State Tax Receipts	33.2	35.3	31.6	44.3	46.6	49.9	7.0%	41.5%
Total	37.3	39.4	34.8	48.9	51.5	55.0	6.8%	39.5%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

North Central Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$76,747	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$34	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6.21	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$10.2M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	133	2,372
Impact of Travel Industry		
Travel Share of Total Employment	4%	5%
Overnight Visitor Day Share**	5%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	58%	50%
STVR	8%	21%
Private home (VFR)	21%	21%
Seasonal Home (2nd Home)	6%	5%
Campground	7%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

North Central / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	156.6	165.0	140.6	177.0	191.0	197.8	3.5%	19.9%
Other Travel*	26.9	25.4	15.7	19.6	22.5	19.9	-11.7%	-21.7%
Total	183.4	190.4	156.3	196.6	213.6	217.7	1.9%	14.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	80.5	87.0	68.2	92.2	99.7	105.3	5.6%	21.1%
Hotel, Motel	75.1	79.1	59.8	81.1	87.9	92.3	5.0%	16.7%
STVR	5.4	7.9	8.4	11.2	11.8	13.0	10.0%	65.0%
Campground	8.7	8.5	8.7	9.7	10.7	10.7	0.1%	25.6%
Private Home (VFR)	28.2	28.1	24.5	30.2	33.8	33.3	-1.2%	18.8%
Seasonal Home (2nd Home)	8.7	8.8	8.9	9.7	9.3	9.4	1.4%	6.9%
Day Travel	30.3	32.7	30.2	35.2	37.6	39.0	3.8%	19.4%
Total	156.6	165.0	140.6	177.0	191.0	197.8	3.5%	19.9%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	34.4	37.1	28.0	40.3	45.3	48.4	6.8%	30.5%
Food Service	37.9	41.1	38.4	45.1	47.6	51.8	8.9%	25.9%
Food Stores	10.8	11.4	11.2	12.7	14.1	14.8	5.6%	30.6%
Arts, Ent. & Rec.	12.8	14.1	12.8	14.6	14.7	15.7	6.6%	11.3%
Retail Sales	21.9	23.1	22.0	25.2	26.1	26.4	1.1%	14.2%
Visitor Air	5.5	4.8	1.5	4.9	5.6	4.9	-12.7%	2.3%
Local Tran. & Gas	33.4	33.4	26.6	34.2	37.6	35.7	-5.0%	6.9%
Total	156.6	165.0	140.6	177.0	191.0	197.8	3.5%	19.9%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

North Central / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	26.1	33.8	30.4	37.0	40.7	43.1	5.9%	27.2%
Arts, Ent. & Rec.	8.6	8.4	7.6	9.0	9.2	9.7	5.7%	15.6%
Retail**	5.2	5.4	5.9	6.3	9.0	9.5	5.7%	74.8%
Ground Trans.	2.2	2.4	1.9	2.2	3.0	3.5	15.9%	47.9%
Visitor Air	2.1	1.9	1.2	1.1	0.7	1.0	32.5%	-49.1%
Other Travel*	7.1	6.8	5.1	4.6	5.0	5.6	11.9%	-17.1%
Total	44.1	52.0	47.0	55.6	62.6	66.7	6.6%	28.4%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	1,360	1,680	1,470	1,650	1,690	1,680	-0.4%	0.3%
Arts, Ent. & Rec.	620	580	550	620	550	600	9.1%	3.1%
Retail*	200	200	210	210	220	230	4.6%	15.7%
Ground Trans.	70	70	50	60	60	60	5.3%	-16.7%
Visitor Air	20	20	10	10	10	10	33.3%	-46.7%
Other Travel*	190	180	160	160	130	140	8.3%	-18.2%
Total	2,450	2,720	2,440	2,700	2,650	2,720	2.6%	0.1%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	1.6	1.6	1.2	1.6	1.6	1.8	8.9%	9.0%
State Tax Receipts	13.1	13.9	11.7	14.7	15.1	16.0	5.4%	14.7%
Total	14.6	15.5	12.8	16.4	16.8	17.7	5.7%	14.1%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

Northern Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$94,556	\$97,664
Employee Earnings generated by \$100 of Visitor S	\$37	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$5.26	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$46.2M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	489	2,372
Impact of Travel Industry		
Travel Share of Total Employment	8%	5%
Overnight Visitor Day Share**	7%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	57%	50%
STVR	23%	21%
Private home (VFR)	11%	21%
Seasonal Home (2nd Home)	5%	5%
Campground	4%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

Northern / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	831.1	892.3	839.7	1,149.3	1,187.2	1,217.8	2.6%	36.5%
Other Travel*	36.9	37.9	29.9	39.0	33.2	32.1	-3.4%	-15.4%
Total	868.0	930.2	869.5	1,188.3	1,220.4	1,249.9	2.4%	34.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	544.4	590.1	542.3	795.1	805.1	825.8	2.6%	39.9%
Hotel, Motel	435.3	459.9	402.8	613.9	580.8	586.8	1.0%	27.6%
STVR	109.1	130.2	139.5	181.1	224.3	239.0	6.5%	83.5%
Campground	32.0	32.9	32.5	34.6	37.5	37.7	0.4%	14.6%
Private Home (VFR)	79.1	83.8	81.9	96.4	113.5	116.5	2.6%	39.0%
Seasonal Home (2nd Home)	49.0	50.5	52.1	58.8	54.7	55.6	1.5%	10.0%
Day Travel	126.6	135.1	130.9	164.4	176.3	182.3	3.4%	34.9%
Total	831.1	892.3	839.7	1,149.3	1,187.2	1,217.8	2.6%	36.5%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	149.5	164.7	155.8	230.4	229.5	225.3	-1.8%	36.8%
Food Service	208.4	227.8	223.3	294.4	309.7	334.9	8.1%	47.1%
Food Stores	38.8	41.7	43.0	48.5	57.1	61.0	6.9%	46.3%
Arts, Ent. & Rec.	246.6	263.8	240.7	341.9	338.1	349.1	3.2%	32.3%
Retail Sales	94.3	99.2	97.4	121.1	124.6	124.9	0.2%	25.8%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Local Tran. & Gas	93.5	95.0	79.4	113.0	128.2	122.5	-4.4%	28.9%
Total	831.1	892.3	839.7	1,149.3	1,187.2	1,217.8	2.6%	36.5%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

Northern / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	126.3	136.5	132.6	163.0	178.6	190.7	6.8%	39.8%
Arts, Ent. & Rec.	136.5	148.8	134.5	179.5	193.3	211.3	9.3%	42.0%
Retail**	21.0	22.1	24.9	28.2	36.7	38.2	4.1%	72.7%
Ground Trans.	7.8	8.4	7.3	9.7	11.7	13.9	18.6%	65.4%
Visitor Air	0.0	0.0	0.0	0.0	0.0	0.0	NA	NA
Other Travel*	7.8	8.1	7.9	9.2	8.6	9.4	9.1%	15.8%
Total	291.5	315.8	299.3	380.4	420.3	454.0	8.0%	43.8%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	5,390	5,660	5,140	5,740	5,920	6,090	3.0%	7.7%
Arts, Ent. & Rec.	4,520	4,780	4,160	5,330	5,380	5,580	3.7%	16.7%
Retail*	710	730	780	820	890	920	2.7%	25.6%
Ground Trans.	250	250	210	250	260	280	11.4%	12.3%
Visitor Air	0	0	0	0	0	0	NA	NA
Other Travel*	280	270	290	310	220	240	4.9%	-12.3%
Total	11,160	11,690	10,570	12,440	12,670	13,110	3.5%	12.2%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	9.0	9.2	7.4	11.0	10.9	11.8	8.4%	27.8%
State Tax Receipts	60.4	64.6	59.9	81.8	83.3	87.0	4.4%	34.7%
Total	69.3	73.8	67.2	92.8	94.2	98.8	4.9%	33.8%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

South Central Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$90,336	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$29	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$6.42	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$13.9M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	154	2,372
Impact of Travel Industry		
Travel Share of Total Employment	3%	5%
Overnight Visitor Day Share**	5%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	62%	50%
STVR	6%	21%
Private home (VFR)	24%	21%
Seasonal Home (2nd Home)	3%	5%
Campground	5%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

South Central / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	226.1	229.1	210.3	271.1	311.4	321.3	3.2%	40.2%
Other Travel*	34.6	36.2	22.6	27.8	24.6	24.5	-0.1%	-32.2%
Total	260.7	265.3	232.9	298.8	336.0	345.9	2.9%	30.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	105.6	106.9	94.5	134.4	157.7	164.1	4.0%	53.5%
Hotel, Motel	102.2	101.7	87.6	121.7	145.3	150.1	3.3%	47.6%
STVR	3.4	5.2	6.9	12.7	12.4	14.0	12.5%	166.8%
Campground	10.4	10.4	10.2	11.4	12.1	12.1	-0.2%	16.3%
Private Home (VFR)	49.1	50.0	45.2	54.0	58.6	59.1	0.9%	18.3%
Seasonal Home (2nd Home)	3.5	3.5	3.5	3.9	6.8	6.8	1.3%	94.5%
Day Travel	57.5	58.4	56.9	67.4	76.3	79.2	3.8%	35.7%
Total	226.1	229.1	210.3	271.1	311.4	321.3	3.2%	40.2%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	46.4	47.0	40.6	61.6	76.1	79.8	4.9%	69.8%
Food Service	58.2	60.3	60.9	73.1	82.7	89.6	8.4%	48.6%
Food Stores	17.4	17.8	18.2	21.1	24.5	26.0	5.9%	45.8%
Arts, Ent. & Rec.	11.5	11.7	11.4	13.3	14.6	15.4	5.9%	32.1%
Retail Sales	33.2	33.6	33.2	39.4	45.3	45.6	0.6%	35.8%
Visitor Air	5.7	6.4	2.3	4.9	2.4	2.3	-4.9%	-64.4%
Local Tran. & Gas	53.6	52.4	43.6	57.7	65.9	62.6	-5.0%	19.5%
Total	226.1	229.1	210.3	271.1	311.4	321.3	3.2%	40.2%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

South Central / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	37.3	41.5	39.2	47.4	53.7	58.7	9.3%	41.7%
Arts, Ent. & Rec.	7.6	7.5	7.0	8.4	10.2	11.2	9.3%	50.0%
Retail**	8.6	8.7	9.8	10.8	14.6	15.7	7.9%	80.9%
Ground Trans.	3.6	3.7	3.3	4.0	5.3	6.5	23.4%	75.5%
Visitor Air	1.4	1.5	1.3	1.3	1.3	1.1	-15.3%	-21.8%
Other Travel*	7.5	7.8	7.1	6.7	7.6	8.8	15.8%	12.6%
Total	58.5	62.8	60.6	71.9	85.2	93.3	9.5%	48.6%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	1,920	2,040	1,890	2,080	2,140	2,190	2.3%	7.6%
Arts, Ent. & Rec.	690	740	680	840	870	870	-0.3%	17.8%
Retail*	290	290	310	330	350	360	4.3%	24.1%
Ground Trans.	120	110	100	100	110	130	14.5%	12.5%
Visitor Air	30	30	20	10	10	10	-7.1%	-48.0%
Other Travel*	260	260	230	220	180	210	16.2%	-19.7%
Total	3,300	3,460	3,230	3,580	3,660	3,770	2.9%	8.8%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	1.7	1.7	1.3	1.9	1.9	2.2	12.8%	24.9%
State Tax Receipts	20.0	20.3	18.3	23.5	24.9	26.2	5.3%	29.2%
Total	21.7	22.0	19.6	25.4	26.8	28.4	5.8%	28.8%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

Southeastern Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$80,681	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$31	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$5.99	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$12.8M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	159	2,372
Impact of Travel Industry		
Travel Share of Total Employment	4%	5%
Overnight Visitor Day Share**	5%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	52%	50%
STVR	9%	21%
Private home (VFR)	25%	21%
Seasonal Home (2nd Home)	6%	5%
Campground	7%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

Southeastern / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	264.8	272.2	232.9	290.0	308.8	317.6	2.9%	16.7%
Other Travel*	30.7	30.8	19.1	25.9	21.9	22.5	2.8%	-26.9%
Total	295.5	303.0	252.0	316.0	330.7	340.2	2.9%	12.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	115.2	120.5	93.1	128.3	132.7	137.8	3.8%	14.3%
Hotel, Motel	105.2	107.8	79.0	105.2	113.9	117.1	2.8%	8.6%
STVR	9.9	12.7	14.1	23.1	18.8	20.6	9.6%	63.1%
Campground	14.7	14.8	14.7	15.6	16.8	16.8	0.2%	13.4%
Private Home (VFR)	48.1	47.8	43.3	52.3	56.8	57.1	0.6%	19.5%
Seasonal Home (2nd Home)	9.8	10.0	10.0	11.2	13.1	13.3	1.3%	33.2%
Day Travel	77.0	79.1	71.7	82.6	89.3	92.6	3.7%	17.1%
Total	264.8	272.2	232.9	290.0	308.8	317.6	2.9%	16.7%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	49.1	50.9	39.7	58.6	60.8	62.9	3.4%	23.5%
Food Service	63.7	67.3	61.7	71.4	76.1	82.5	8.4%	22.5%
Food Stores	20.8	21.4	20.7	23.1	25.7	27.1	5.5%	26.5%
Arts, Ent. & Rec.	30.2	31.5	27.2	30.8	31.7	33.4	5.6%	6.2%
Retail Sales	43.5	44.7	40.9	46.6	50.4	50.8	0.8%	13.6%
Visitor Air	4.8	4.4	1.7	3.0	1.8	1.8	2.2%	-58.4%
Local Tran. & Gas	52.7	52.0	41.0	56.5	62.4	59.2	-5.2%	13.7%
Total	264.8	272.2	232.9	290.0	308.8	317.6	2.9%	16.7%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

Southeastern / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	33.9	36.5	33.8	39.6	47.2	51.2	8.6%	40.5%
Arts, Ent. & Rec.	19.8	22.2	20.3	22.3	24.0	24.3	1.3%	9.5%
Retail**	10.6	10.8	11.4	12.1	15.0	15.7	4.8%	45.6%
Ground Trans.	4.0	4.2	3.3	3.8	4.7	5.5	17.0%	29.5%
Visitor Air	1.9	1.6	1.2	0.8	0.2	0.3	32.0%	-82.9%
Other Travel*	8.4	8.3	6.6	5.8	4.6	5.7	24.1%	-30.7%
Total	70.1	75.3	70.0	78.6	91.0	97.0	6.5%	28.8%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	1,780	1,880	1,710	1,830	2,010	2,090	4.2%	11.4%
Arts, Ent. & Rec.	1,230	1,430	1,290	1,380	1,420	1,310	-7.6%	-8.5%
Retail*	430	430	440	450	430	430	0.7%	0.9%
Ground Trans.	130	130	100	100	90	100	8.5%	-19.0%
Visitor Air	10	10	10	10	0	0	100.0%	-84.6%
Other Travel*	260	260	240	240	180	200	14.8%	-21.1%
Total	3,850	4,130	3,780	4,000	4,120	4,140	0.4%	0.2%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	2.2	2.2	1.6	2.1	2.1	2.3	9.8%	3.7%
State Tax Receipts	16.3	16.6	13.9	18.4	23.4	24.4	4.4%	47.2%
Total	18.5	18.8	15.5	20.5	25.5	26.7	4.8%	42.1%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

*Retail includes gasoline.

Regional Travel Impacts

Southwestern Direct Travel Impact Insights, 2023p

	Region	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$115,039	\$97,664
Employee Earnings generated by \$100 of Visitor Spending	\$29	\$33
Direct Tax Revenue generated by \$100 of Visitor Spending	\$5.98	\$5.69
Impact of Visitor Volume		
Additional visitor spending from 1 additional overnight visitor per resident household	\$104.5M	\$231.6M
Additional employment from 1 additional overnight visitor per resident household	909	2,372
Impact of Travel Industry		
Travel Share of Total Employment	3%	5%
Overnight Visitor Day Share**	5%	6%
Share of Overnight Visitor Spending		
Hotel, Motel	50%	50%
STVR	15%	21%
Private home (VFR)	28%	21%
Seasonal Home (2nd Home)	4%	5%
Campground	3%	4%

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

*Amount of Visitor Spending that supports 1 job does not include other travel spending.

** (Annual overnight visitor days by resident / Resident population) * 365

Regional Travel Impacts

Southwestern / Travel Spending Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Spending (\$Millions)								
Visitor	1,330.1	1,426.1	1,112.1	1,519.8	1,847.1	1,882.0	1.9%	32.0%
Other Travel*	413.9	458.8	246.6	413.5	529.3	544.3	2.8%	18.6%
Total	1,743.9	1,884.9	1,358.7	1,933.3	2,376.4	2,426.3	2.1%	28.7%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	679.0	738.4	538.6	798.4	1,025.2	1,045.3	2.0%	41.6%
Hotel, Motel	581.9	615.3	404.8	619.8	804.8	803.7	-0.1%	30.6%
STVR	97.1	123.1	133.8	178.6	220.3	241.6	9.7%	96.4%
Campground	38.6	40.5	40.1	44.0	43.4	43.6	0.4%	7.7%
Private Home (VFR)	350.5	371.6	284.6	371.8	438.8	445.8	1.6%	20.0%
Seasonal Home (2nd Home)	45.4	46.9	48.7	53.9	61.7	62.6	1.6%	33.5%
Day Travel	216.5	228.8	200.2	251.7	278.0	284.6	2.4%	24.4%
Total	1,330.1	1,426.1	1,112.1	1,519.8	1,847.1	1,882.0	1.9%	32.0%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	252.8	276.7	205.9	315.5	402.9	422.8	4.9%	52.8%
Food Service	335.9	366.4	328.6	407.7	462.4	493.3	6.7%	34.6%
Food Stores	73.0	78.6	74.8	88.4	100.7	106.3	5.5%	35.2%
Arts, Ent. & Rec.	58.2	62.7	57.3	68.3	75.3	79.8	6.0%	27.1%
Retail Sales	177.9	187.1	164.7	202.5	229.2	228.4	-0.4%	22.0%
Visitor Air	173.6	191.3	78.4	128.9	223.5	222.9	-0.3%	16.5%
Local Tran. & Gas	258.7	263.3	202.4	308.5	353.0	328.7	-6.9%	24.9%
Total	1,330.1	1,426.1	1,112.1	1,519.8	1,847.1	1,882.0	1.9%	32.0%

Source: Dean Runyan Associates

Note: Percent change calculated on unrounded figures.

*Other travel spending includes resident air travel, travel arrangement, conventions, and ground transportation of visitors traveling to other ID destinations.

Regional Travel Impacts

Southwestern / Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Industry Earnings (\$Millions)								
Accom. & Food Serv.	222.5	243.4	217.7	261.9	311.1	330.0	6.1%	35.6%
Arts, Ent. & Rec.	41.7	46.7	44.8	54.3	61.8	78.2	26.4%	67.3%
Retail**	45.3	47.7	48.5	55.2	63.5	67.2	6.0%	41.1%
Ground Trans.	26.8	29.2	22.2	27.0	32.9	38.5	17.0%	32.1%
Visitor Air	36.4	37.6	27.3	15.6	23.1	26.0	12.3%	-31.0%
Other Travel*	95.9	104.0	75.4	84.3	100.5	114.0	13.4%	9.7%
Total	372.7	404.6	360.5	413.9	492.5	539.9	9.6%	33.4%
Direct Travel Industry Employment (Jobs)								
Accom. & Food Serv.	9,090	9,520	8,250	9,080	9,770	10,170	4.1%	6.8%
Arts, Ent. & Rec.	2,900	3,070	2,730	3,160	3,340	3,760	12.7%	22.3%
Retail*	1,360	1,390	1,330	1,390	1,410	1,470	4.7%	6.3%
Ground Trans.	820	830	580	640	690	750	9.0%	-9.5%
Visitor Air	340	340	260	120	190	210	10.1%	-38.6%
Other Travel*	1,710	1,790	1,430	1,460	1,450	1,620	11.7%	-9.3%
Total	16,220	16,930	14,580	15,850	16,840	17,980	6.8%	6.2%
Direct Tax Receipts Generated by Travel Spending (\$Millions)								
Local Tax Receipts	16.8	17.2	11.5	16.5	17.8	19.4	9.1%	12.6%
State Tax Receipts	106.9	113.6	93.4	126.5	136.3	143.0	4.9%	26.0%
Total	123.6	130.8	105.0	142.9	154.1	162.4	5.4%	24.2%

Source: Dean Runyan Associates

Note: Employment rounded to the nearest 10. Percent change calculated with unrounded figures. Earnings and employment include CARES Act support.

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

**Retail includes gasoline.

Regional Travel Impacts

Overnight Visitor Volume

	Person Volume (Thousands)						Party Volume (Thousands)					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
Central												
Hotel, Motel	631.2	233.0	631.0	233.6	627.7	232.0	234.9	86.9	236.9	87.7	235.6	87.1
STVR	405.2	145.8	663.1	238.5	650.2	233.9	117.5	42.3	192.2	69.1	188.5	67.8
Private Home (VFR)	685.7	238.2	689.2	239.5	695.2	241.5	263.2	90.5	263.1	91.4	265.4	92.2
Other Overnight	900.8	258.5	911.0	261.4	911.0	261.4	304.7	87.4	308.3	88.5	308.3	88.5
Total	2,622.9	875.4	2,894.4	973.0	2,884.1	968.9	920.2	307.1	1,000.5	336.7	997.8	335.5
Eastern												
Hotel, Motel	1,274.6	475.7	1,321.3	492.7	1,386.5	516.8	547.8	201.4	560.3	209.5	587.7	219.7
STVR	1,050.9	378.0	1,076.6	387.3	1,217.9	438.1	304.6	109.6	312.1	112.3	353.0	127.0
Private Home (VFR)	2,856.0	786.4	2,900.7	799.6	2,935.8	808.7	1,100.4	293.6	1,071.1	295.2	1,084.1	298.5
Other Overnight	806.5	231.2	845.3	242.5	845.3	242.5	271.7	77.9	285.3	81.9	285.3	81.9
Total	5,988.1	1,871.4	6,144.0	1,922.0	6,385.5	2,006.1	2,224.5	682.5	2,228.8	698.8	2,310.1	727.1
North Central												
Hotel, Motel	630.7	226.2	592.9	212.2	600.0	214.9	247.2	88.7	236.3	84.9	239.4	86.1
STVR	97.1	34.9	106.6	38.3	115.9	41.7	28.2	10.1	30.9	11.1	33.6	12.1
Private Home (VFR)	1,145.4	333.6	1,163.1	339.0	1,167.6	340.7	420.7	121.3	429.3	125.1	430.9	125.7
Other Overnight	374.5	107.3	350.6	100.4	350.6	100.4	125.6	36.0	117.4	33.6	117.4	33.6
Total	2,247.7	702.0	2,213.1	690.0	2,234.1	697.7	821.7	256.1	813.9	254.7	821.3	257.5

Note: Other Overnight includes camping and Seasonal home (2nd home) stays.

Regional Travel Impacts

Overnight Visitor Volume

	Person Volume (Thousands)						Party Volume (Thousands)					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
Northern												
Hotel, Motel	1,997.5	768.3	1,666.7	640.5	1,670.6	641.8	695.3	267.2	602.1	231.2	604.9	232.2
STVR	545.5	196.2	781.2	281.0	822.4	295.8	158.1	56.9	226.4	81.5	238.4	85.8
Private Home (VFR)	2,886.3	794.4	2,973.2	820.4	3,013.6	832.7	1,160.8	313.6	1,244.1	335.6	1,260.4	340.5
Other Overnight	1,861.9	534.2	1,661.7	476.7	1,661.7	476.7	629.7	180.7	561.2	161.0	561.2	161.0
Total	7,291.2	2,293.2	7,083.0	2,218.6	7,168.3	2,247.0	2,643.9	818.4	2,633.9	809.2	2,664.8	819.4
South Central												
Hotel, Motel	988.5	363.7	1,025.3	377.4	1,023.6	376.0	400.6	147.4	426.4	157.6	424.4	156.5
STVR	125.8	45.3	121.8	43.8	140.4	50.5	36.5	13.1	35.3	12.7	40.7	14.6
Private Home (VFR)	2,136.3	595.3	2,169.3	604.5	2,200.4	612.9	777.7	215.0	801.0	223.1	812.4	226.2
Other Overnight	258.7	73.9	307.8	88.0	307.8	88.0	85.5	24.4	102.5	29.3	102.5	29.3
Total	3,509.3	1,078.2	3,624.2	1,113.8	3,672.2	1,127.5	1,300.2	400.0	1,365.1	422.7	1,380.0	426.7
Southeastern												
Hotel, Motel	850.6	319.6	806.1	302.1	808.2	302.6	354.4	133.0	344.4	129.4	344.8	129.4
STVR	146.2	52.6	144.3	51.9	160.6	57.8	42.4	15.2	41.8	15.0	46.5	16.7
Private Home (VFR)	2,043.2	569.3	2,076.8	579.1	2,099.5	585.7	757.9	209.2	766.8	213.8	775.2	216.2
Other Overnight	502.8	143.9	518.6	148.5	518.6	148.5	167.8	48.0	173.4	49.6	173.4	49.6
Total	3,542.7	1,085.3	3,545.7	1,081.5	3,586.9	1,094.4	1,322.5	405.5	1,326.4	407.8	1,339.9	412.0

Note: Other Overnight includes camping and Seasonal home (2nd home) stays.

Regional Travel Impacts

Overnight Visitor Volume

	Person Volume (Thousands)						Party Volume (Thousands)					
	2021		2022		2023		2021		2022		2023	
	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips	Nights	Trips
Southwestern												
Hotel, Motel	3,511.7	1,260.6	3,813.4	1,371.1	3,582.4	1,288.8	1,551.7	549.4	1,712.9	616.4	1,611.2	580.1
STVR	1,230.9	442.8	1,550.0	557.6	1,701.1	611.9	356.8	128.3	449.3	161.6	493.1	177.4
Private Home (VFR)	8,388.3	2,269.2	8,538.9	2,313.7	8,662.6	2,349.9	3,476.0	895.1	3,370.9	905.1	3,419.0	919.0
Other Overnight	1,920.4	550.5	1,963.7	563.1	1,963.7	563.1	646.4	185.3	661.9	189.8	661.9	189.8
Total	15,051.3	4,523.2	15,866.2	4,805.5	15,909.8	4,813.7	6,030.9	1,758.2	6,195.0	1,872.9	6,185.2	1,866.3

Note: Other Overnight includes camping and Seasonal home (2nd home) stays.

Regional Travel Impacts

Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Central						
Hotel, Motel	\$316	\$854	\$841	\$2,276	2.7	2.7
Short term Vacation Rental (STVR)	\$306	\$851	\$1,056	\$2,934	3.4	2.8
Private Home (VFR)	\$98	\$281	\$256	\$737	2.6	2.9
Other Overnight	\$57	\$198	\$168	\$586	3.0	3.5
All Overnight	\$179	\$534	\$518	\$1,541	2.9	3.0
Eastern						
Hotel, Motel	\$159	\$426	\$374	\$1,001	2.4	2.7
Short term Vacation Rental (STVR)	\$140	\$389	\$483	\$1,343	3.4	2.8
Private Home (VFR)	\$32	\$117	\$88	\$318	2.7	3.6
Other Overnight	\$50	\$175	\$149	\$519	3.0	3.5
All Overnight	\$83	\$263	\$229	\$726	2.8	3.2
North Central						
Hotel, Motel	\$154	\$430	\$386	\$1,073	2.5	2.8
Short term Vacation Rental (STVR)	\$112	\$311	\$387	\$1,075	3.5	2.8
Private Home (VFR)	\$29	\$98	\$77	\$265	2.7	3.4
Other Overnight	\$57	\$200	\$171	\$598	3.0	3.5
All Overnight	\$71	\$228	\$193	\$617	2.7	3.2

Note: Other overnight includes camping and seasonal home (2nd home) stays.

Regional Travel Impacts

Overnight Trip Details

	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Northern						
Hotel, Motel	\$351	\$914	\$970	\$2,527	2.8	2.6
Short term Vacation Rental (STVR)	\$291	\$808	\$1,002	\$2,787	3.5	2.8
Private Home (VFR)	\$39	\$140	\$92	\$342	2.4	3.6
Other Overnight	\$56	\$196	\$166	\$579	3.0	3.5
All Overnight	\$144	\$461	\$389	\$1,264	2.7	3.2
South Central						
Hotel, Motel	\$147	\$399	\$354	\$959	2.4	2.7
Short term Vacation Rental (STVR)	\$99	\$276	\$343	\$953	3.4	2.8
Private Home (VFR)	\$27	\$96	\$73	\$261	2.7	3.6
Other Overnight	\$61	\$215	\$185	\$645	3.0	3.5
All Overnight	\$66	\$215	\$175	\$567	2.7	3.3
Southeastern						
Hotel, Motel	\$145	\$387	\$340	\$905	2.3	2.7
Short term Vacation Rental (STVR)	\$129	\$357	\$444	\$1,233	3.5	2.8
Private Home (VFR)	\$27	\$98	\$74	\$264	2.7	3.6
Other Overnight	\$58	\$203	\$174	\$607	3.0	3.5
All Overnight	\$63	\$206	\$168	\$546	2.7	3.3
Southwestern						
Hotel, Motel	\$224	\$624	\$499	\$1,386	2.2	2.8
Short term Vacation Rental (STVR)	\$142	\$395	\$490	\$1,362	3.5	2.8
Private Home (VFR)	\$51	\$190	\$130	\$485	2.5	3.7
Other Overnight	\$54	\$189	\$161	\$560	3.0	3.5
All Overnight	\$100	\$332	\$258	\$856	2.6	3.3

Note: Other overnight includes camping and seasonal home (2nd home) stays.



County Travel Impacts

2023p

County Travel Impacts

Direct Impacts

2023p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other travel*	Total			Visitor Tax	Employee Tax**	Total
Ada	1,358.0	552.4	1,910.5	488.9	11,860	80.1	10.2	90.3
Adams	8.3	0.9	9.1	3.3	120	0.6	0.1	0.6
Bannock	233.6	22.3	255.9	76.8	2,950	13.7	1.6	15.4
Bear Lake	21.7	1.2	22.9	7.0	280	1.4	0.1	1.5
Benewah	10.9	1.8	12.7	5.7	150	0.7	0.1	0.9
Bingham	20.5	8.8	29.3	10.6	520	1.9	0.2	2.1
Blaine	468.4	17.2	485.6	210.2	5,770	28.0	4.5	32.5
Boise	24.1	1.5	25.6	6.7	260	1.5	0.1	1.7
Bonner	206.6	9.2	215.8	65.2	2,130	14.5	1.4	15.9
Bonneville	348.6	67.4	416.1	134.1	4,490	21.0	2.8	23.8
Boundary	16.5	2.4	18.9	11.2	450	0.8	0.2	1.1
Butte	2.7	0.5	3.2	0.9	40	0.2	0.0	0.2
Camas	2.3	0.2	2.5	0.4	20	0.1	0.0	0.2
Canyon	150.8	46.5	197.3	61.5	2,710	12.6	1.3	13.9
Caribou	11.1	1.3	12.4	3.0	160	0.8	0.1	0.9
Cassia	27.7	5.4	33.1	6.7	230	2.0	0.1	2.1
Clark	1.1	0.1	1.2	0.4	10	0.1	0.0	0.1
Clearwater	14.8	1.6	16.4	5.0	220	1.0	0.1	1.1
Custer	34.9	2.3	37.2	17.2	510	2.5	0.4	2.9
Elmore	26.0	6.7	32.7	15.8	730	1.9	0.3	2.2
Franklin	6.8	2.7	9.5	1.8	110	1.7	0.0	1.8
Fremont	116.8	2.5	119.3	23.5	930	7.8	0.5	8.3

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

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

**Employee tax contributions are based on the associated travel activity.



County Travel Impacts

Direct Travel Impacts

2023p Summary

County	Direct Spending (\$Millions)			Earnings (\$Millions)	Employment (Jobs)	Direct Tax Revenue (\$Millions)		
	Visitor	Other travel*	Total			Visitor Tax	Employee Tax**	Total
Gem	7.1	3.7	10.8	3.8	160	0.7	0.1	0.8
Gooding	10.0	2.8	12.8	4.0	170	0.8	0.1	0.9
Idaho	27.8	3.1	30.9	11.6	540	2.1	0.3	2.4
Jefferson	17.6	6.0	23.5	7.2	330	1.5	0.2	1.6
Jerome	30.9	4.4	35.4	11.7	350	2.2	0.2	2.5
Kootenai	914.5	40.3	954.8	368.8	9,990	45.0	7.7	52.7
Latah	42.8	8.1	50.9	13.2	640	3.3	0.3	3.5
Lemhi	19.0	1.5	20.4	5.6	200	1.6	0.1	1.7
Lewis	6.3	0.7	6.9	1.5	60	0.4	0.0	0.4
Lincoln	1.2	1.0	2.2	0.4	10	3.5	0.0	3.5
Madison	50.2	9.5	59.7	13.8	630	3.8	0.3	4.1
Minidoka	31.4	3.9	35.3	10.8	350	2.2	0.2	2.5
Nez Perce	96.1	16.5	112.6	41.1	1,270	5.5	0.9	6.3
Oneida	2.8	0.9	3.6	1.7	60	0.2	0.0	0.3
Owyhee	6.9	2.2	9.1	3.1	180	0.5	0.1	0.6
Payette	8.6	4.8	13.4	4.0	150	0.8	0.1	0.9
Power	5.1	1.4	6.6	1.9	80	0.4	0.0	0.4
Shoshone	45.2	2.4	47.7	12.6	400	3.0	0.3	3.2
Teton	82.2	2.2	84.3	25.6	730	5.5	0.5	6.1
Twin Falls	201.1	23.5	224.6	68.1	2,650	13.1	1.4	14.5
Valley	206.6	3.1	209.7	65.1	1,740	13.3	1.4	14.7
Washington	6.3	2.0	8.3	1.8	70	0.5	0.0	0.6

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

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

**Employee tax contributions are based on the associated travel activity.

County Travel Impacts

Direct Travel Impacts

Earnings and Employment Summary, 2023p

County	Earnings (\$Millions)				Employment (Jobs)		
	Travel	Total	Travel % of Total		Travel	Total	Travel % of Total
Ada	488.9	28,041.5	2%		11,858	399,405	3%
Adams	3.3	117.8	3%		118	2,546	5%
Bannock	76.8	2,626.2	3%		2,946	52,904	6%
Bear Lake	7.0	155.2	5%		275	3,729	7%
Benewah	5.7	297.6	2%		152	5,225	3%
Bingham	10.6	1,376.8	1%		519	24,737	2%
Blaine	210.2	1,582.7	13%		5,765	24,835	23%
Boise	6.7	131.5	5%		262	3,455	8%
Bonner	65.2	1,343.0	5%		2,131	27,080	8%
Bonneville	134.1	5,958.3	2%		4,490	88,957	5%
Boundary	11.2	328.5	3%		447	6,809	7%
Butte	0.9	1,354.8	0%		36	10,987	0%
Camas	0.4	53.1	1%		15	726	2%
Canyon	61.5	6,822.8	1%		2,707	124,761	2%
Caribou	3.0	363.2	1%		156	5,353	3%
Cassia	6.7	1,165.9	1%		227	18,121	1%
Clark	0.4	31.5	1%		10	494	2%
Clearwater	5.0	221.3	2%		218	4,246	5%
Custer	17.2	123.0	14%		513	2,956	17%
Elmore	15.8	978.3	2%		730	14,723	5%
Franklin	1.8	354.8	1%		105	7,882	1%
Fremont	23.5	338.2	7%		931	7,326	13%

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



County Travel Impacts

Direct Travel Impacts

Earnings and Employment Summary, 2023p

County	Earnings (\$Millions)				Employment (Jobs)		
	Travel	Total	Travel % of Total		Travel	Total	Travel % of Total
Gem	3.8	334.6	1%		159	8,440	2%
Gooding	4.0	911.0	0%		174	9,766	2%
Idaho	11.6	388.1	3%		537	8,549	6%
Jefferson	7.2	689.7	1%		328	14,278	2%
Jerome	11.7	985.3	1%		345	14,214	2%
Kootenai	368.8	6,203.4	6%		9,987	108,675	9%
Latah	13.2	1,241.7	1%		640	24,133	3%
Lemhi	5.6	222.1	3%		204	4,819	4%
Lewis	1.5	130.3	1%		57	2,542	2%
Lincoln	0.4	216.3	0%		8	2,835	0%
Madison	13.8	1,262.7	1%		631	28,509	2%
Minidoka	10.8	773.4	1%		349	12,642	3%
Nez Perce	41.1	1,832.5	2%		1,269	28,687	4%
Oneida	1.7	107.8	2%		58	2,939	2%
Owyhee	3.1	325.7	1%		183	5,475	3%
Payette	4.0	617.2	1%		150	11,605	1%
Power	1.9	381.1	0%		80	5,541	1%
Shoshone	12.6	359.7	3%		397	6,896	6%
Teton	25.6	432.7	6%		733	8,952	8%
Twin Falls	68.1	3,292.0	2%		2,647	57,771	5%
Valley	65.1	447.3	15%		1,741	8,539	20%
Washington	1.8	201.6	1%		71	4,944	1%

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

County Travel Impacts

Ada County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	951.5	1,023.2	722.9	1,027.1	1,331.7	1,358.0	2.0%	32.7%
Other travel*	422.9	467.4	253.5	426.6	539.4	552.4	2.4%	18.2%
Total	1,374.4	1,490.6	976.4	1,453.7	1,871.1	1,910.5	2.1%	28.2%
Visitor Spending by Trip Type (\$Millions)								
Day	152.6	162.2	138.4	174.7	202.5	208.4	2.9%	28.5%
Overnight	798.9	861.0	584.4	852.4	1,129.2	1,149.6	1.8%	33.5%
Total	951.5	1,023.2	722.9	1,027.1	1,331.7	1,358.0	2.0%	32.7%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	307.5	329.4	178.0	291.0	434.1	418.1	-3.7%	26.9%
Non-Transportation	643.9	693.8	544.8	736.1	897.7	939.9	4.7%	35.5%
Total	951.5	1,023.2	722.9	1,027.1	1,331.7	1,358.0	2.0%	32.7%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	369.9	401.9	328.1	372.6	447.9	488.9	9.2%	21.6%
Employment (Jobs)	11,120	11,580	9,560	10,280	11,130	11,860	6.3%	2.4%
Tax Revenue	82.0	86.4	64.6	90.4	101.2	105.5	4.2%	22.1%
Local Taxes	13.5	13.8	8.5	12.2	13.5	14.5	7.9%	5.2%
State Taxes	68.5	72.6	56.1	78.1	87.8	91.0	3.7%	25.3%

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

County Travel Impacts

Adams County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	5.0	5.5	5.5	6.9	7.4	8.3	12.3%	51.0%
Other travel*	0.9	0.9	0.7	1.0	0.9	0.9	-7.2%	-0.9%
Total	5.9	6.3	6.2	7.9	8.3	9.1	10.1%	43.9%
Visitor Spending by Trip Type (\$Millions)								
Day	0.2	0.3	0.3	0.3	0.4	0.4	8.8%	47.2%
Overnight	4.7	5.2	5.2	6.6	7.0	7.9	12.4%	51.2%
Total	5.0	5.5	5.5	6.9	7.4	8.3	12.3%	51.0%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.5	0.6	0.5	0.7	0.9	0.9	3.1%	61.4%
Non-Transportation	4.4	4.9	5.0	6.2	6.5	7.4	13.5%	49.8%
Total	5.0	5.5	5.5	6.9	7.4	8.3	12.3%	51.0%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	2.4	2.8	2.8	3.3	3.1	3.3	7.5%	20.4%
Employment (Jobs)	130	140	130	160	120	120	2.1%	-17.5%
Tax Revenue	0.5	0.5	0.5	0.7	0.6	0.7	11.4%	28.9%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	10.4%	1.5%
State Taxes	0.4	0.5	0.5	0.6	0.6	0.6	11.5%	32.9%

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

County Travel Impacts

Bannock County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	198.3	207.5	172.2	212.3	227.4	233.6	2.8%	12.6%
Other travel*	30.2	30.2	18.7	25.8	21.7	22.3	2.7%	-26.3%
Total	228.5	237.8	190.9	238.1	249.1	255.9	2.8%	7.6%
Visitor Spending by Trip Type (\$Millions)								
Day	64.4	66.7	60.2	68.2	74.7	77.7	3.9%	16.4%
Overnight	133.9	140.8	112.0	144.1	152.6	155.9	2.2%	10.8%
Total	198.3	207.5	172.2	212.3	227.4	233.6	2.8%	12.6%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	31.5	31.3	22.4	31.2	36.4	34.9	-4.3%	11.3%
Non-Transportation	166.8	176.2	149.7	181.1	190.9	198.8	4.1%	12.8%
Total	198.3	207.5	172.2	212.3	227.4	233.6	2.8%	12.6%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	61.7	66.4	58.9	65.1	71.6	76.8	7.3%	15.7%
Employment (Jobs)	2,730	3,000	2,670	2,850	2,920	2,950	1.0%	-1.7%
Tax Revenue	11.1	11.4	8.9	11.9	17.0	17.7	3.7%	55.2%
Local Taxes	1.8	1.8	1.3	1.7	1.6	1.7	9.5%	-3.2%
State Taxes	9.3	9.6	7.6	10.2	15.5	15.9	3.1%	66.1%

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

County Travel Impacts

Bear Lake County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	13.6	13.9	14.6	18.3	20.5	21.7	6.2%	55.8%
Other travel*	1.3	1.2	1.0	1.5	1.3	1.2	-8.2%	-4.1%
Total	14.8	15.2	15.5	19.8	21.7	22.9	5.3%	50.9%
Visitor Spending by Trip Type (\$Millions)								
Day	1.1	1.1	1.2	1.3	1.5	1.6	5.7%	44.3%
Overnight	12.4	12.8	13.4	16.9	18.9	20.1	6.2%	56.8%
Total	13.6	13.9	14.6	18.3	20.5	21.7	6.2%	55.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.5	1.4	1.3	1.7	2.3	2.3	-3.4%	59.0%
Non-Transportation	12.1	12.5	13.3	16.5	18.1	19.5	7.4%	55.4%
Total	13.6	13.9	14.6	18.3	20.5	21.7	6.2%	55.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	4.2	4.3	4.5	4.9	5.9	7.0	18.6%	63.8%
Employment (Jobs)	260	260	250	260	260	280	7.6%	4.6%
Tax Revenue	1.2	1.2	1.2	1.5	1.6	1.8	8.9%	46.0%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	21.9%	38.1%
State Taxes	1.1	1.1	1.1	1.4	1.5	1.6	7.9%	46.7%

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

County Travel Impacts

Benewah County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	7.7	8.2	8.0	9.3	11.4	10.9	-4.6%	33.9%
Other travel*	1.9	1.9	1.5	2.2	2.0	1.8	-8.9%	-3.2%
Total	9.6	10.0	9.4	11.5	13.4	12.7	-5.2%	26.9%
Visitor Spending by Trip Type (\$Millions)								
Day	0.7	0.7	0.7	0.8	1.0	1.0	0.4%	40.2%
Overnight	7.0	7.4	7.2	8.4	10.4	9.9	-5.1%	33.2%
Total	7.7	8.2	8.0	9.3	11.4	10.9	-4.6%	33.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.2	1.2	1.0	1.4	1.9	1.7	-11.0%	44.1%
Non-Transportation	6.5	7.0	6.9	7.9	9.5	9.2	-3.3%	32.1%
Total	7.7	8.2	8.0	9.3	11.4	10.9	-4.6%	33.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	2.9	3.2	3.4	3.8	6.3	5.7	-8.3%	80.3%
Employment (Jobs)	130	140	140	150	160	150	-7.9%	9.4%
Tax Revenue	0.8	0.8	0.7	0.9	1.0	1.0	-5.0%	20.6%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	-5.8%	52.1%
State Taxes	0.7	0.7	0.7	0.9	0.9	0.9	-4.9%	17.2%

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

County Travel Impacts

Bingham County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	16.4	15.2	14.4	18.6	20.2	20.5	1.5%	34.8%
Other travel*	9.6	9.4	7.4	11.0	9.6	8.8	-8.0%	-6.6%
Total	26.0	24.6	21.8	29.7	29.8	29.3	-1.5%	19.0%
Visitor Spending by Trip Type (\$Millions)								
Day	5.4	5.3	5.2	6.5	6.7	6.9	4.0%	30.1%
Overnight	11.0	9.9	9.3	12.2	13.6	13.6	0.3%	37.3%
Total	16.4	15.2	14.4	18.6	20.2	20.5	1.5%	34.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.1	2.8	2.4	3.5	4.1	3.9	-5.5%	39.1%
Non-Transportation	13.4	12.4	12.1	15.2	16.1	16.6	3.3%	33.8%
Total	16.4	15.2	14.4	18.6	20.2	20.5	1.5%	34.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	6.7	7.1	7.4	8.1	10.2	10.6	4.0%	49.4%
Employment (Jobs)	480	500	500	510	580	520	-11.7%	3.0%
Tax Revenue	2.3	2.2	1.9	2.7	2.4	2.4	1.8%	8.0%
Local Taxes	0.2	0.2	0.1	0.2	0.2	0.2	6.8%	26.0%
State Taxes	2.2	2.1	1.8	2.5	2.2	2.2	1.4%	6.4%

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

County Travel Impacts

Blaine County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	292.1	315.0	278.9	344.5	462.0	468.4	1.4%	48.7%
Other travel*	12.6	13.4	5.9	10.5	15.6	17.2	10.5%	28.4%
Total	304.7	328.4	284.9	355.0	477.6	485.6	1.7%	47.9%
Visitor Spending by Trip Type (\$Millions)								
Day	6.2	6.6	6.3	7.3	9.1	9.4	3.7%	43.0%
Overnight	285.9	308.5	272.6	337.2	453.0	459.1	1.3%	48.8%
Total	292.1	315.0	278.9	344.5	462.0	468.4	1.4%	48.7%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	32.3	34.1	21.7	35.4	53.1	51.9	-2.2%	52.3%
Non-Transportation	259.8	281.0	257.2	309.0	408.9	416.6	1.9%	48.3%
Total	292.1	315.0	278.9	344.5	462.0	468.4	1.4%	48.7%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	154.6	156.5	144.4	158.1	186.4	210.2	12.8%	34.3%
Employment (Jobs)	5,390	5,750	5,200	5,130	5,400	5,770	6.4%	0.3%
Tax Revenue	21.8	22.7	19.5	24.4	37.1	38.7	4.2%	70.7%
Local Taxes	6.8	6.8	5.4	7.2	8.1	8.7	7.4%	27.3%
State Taxes	15.0	15.9	14.1	17.2	29.1	30.1	3.4%	89.2%

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

County Travel Impacts

Boise County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	20.2	21.4	20.8	19.7	22.5	24.1	7.3%	12.8%
Other travel*	1.6	1.6	1.3	1.8	1.6	1.5	-6.8%	-5.6%
Total	21.8	22.9	22.0	21.5	24.1	25.6	6.3%	11.5%
Visitor Spending by Trip Type (\$Millions)								
Day	1.5	1.6	1.7	1.7	1.9	2.0	6.7%	23.5%
Overnight	18.7	19.8	19.1	18.1	20.6	22.1	7.3%	11.9%
Total	20.2	21.4	20.8	19.7	22.5	24.1	7.3%	12.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.9	1.9	1.7	1.9	2.6	2.6	0.0%	32.0%
Non-Transportation	18.3	19.4	19.0	17.9	19.9	21.5	8.2%	10.9%
Total	20.2	21.4	20.8	19.7	22.5	24.1	7.3%	12.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	4.4	4.7	5.0	5.0	6.6	6.7	1.4%	42.7%
Employment (Jobs)	260	270	260	250	270	260	-1.1%	-1.9%
Tax Revenue	1.6	1.7	1.6	1.6	1.7	1.8	6.4%	8.3%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	4.2%	20.6%
State Taxes	1.5	1.6	1.5	1.5	1.6	1.7	6.5%	7.4%

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

County Travel Impacts

Bonner County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	131.5	142.0	143.5	161.1	187.8	206.6	10.0%	45.5%
Other travel*	9.3	9.2	7.3	11.2	9.8	9.2	-6.8%	-0.3%
Total	140.8	151.2	150.8	172.3	197.7	215.8	9.2%	42.7%
Visitor Spending by Trip Type (\$Millions)								
Day	7.7	8.1	8.2	9.1	10.1	11.1	10.1%	36.3%
Overnight	123.9	133.9	135.3	152.0	177.8	195.5	10.0%	46.0%
Total	131.5	142.0	143.5	161.1	187.8	206.6	10.0%	45.5%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	15.3	15.5	13.6	16.7	22.3	23.4	4.9%	50.9%
Non-Transportation	116.2	126.5	129.9	144.4	165.5	183.2	10.7%	44.8%
Total	131.5	142.0	143.5	161.1	187.8	206.6	10.0%	45.5%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	42.8	46.1	44.9	52.5	58.9	65.2	10.7%	41.6%
Employment (Jobs)	1,970	2,030	1,830	1,970	2,040	2,130	4.4%	5.1%
Tax Revenue	12.3	13.1	12.6	15.6	16.7	18.0	7.8%	37.0%
Local Taxes	2.3	2.4	2.2	3.1	3.3	3.4	3.4%	42.0%
State Taxes	10.0	10.7	10.4	12.5	13.3	14.5	8.9%	35.9%

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

County Travel Impacts

Bonneville County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	243.0	255.9	209.1	296.2	341.5	348.6	2.1%	36.2%
Other travel*	49.1	52.2	30.8	46.6	77.3	67.4	-12.8%	29.3%
Total	292.1	308.1	239.9	342.8	418.8	416.1	-0.7%	35.1%
Visitor Spending by Trip Type (\$Millions)								
Day	59.7	62.8	58.1	72.2	76.7	81.5	6.3%	29.7%
Overnight	183.3	193.0	151.1	224.0	264.7	267.1	0.9%	38.4%
Total	243.0	255.9	209.1	296.2	341.5	348.6	2.1%	36.2%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	55.9	58.1	38.3	71.4	95.3	81.8	-14.2%	40.9%
Non-Transportation	187.1	197.8	170.8	224.8	246.2	266.8	8.4%	34.9%
Total	243.0	255.9	209.1	296.2	341.5	348.6	2.1%	36.2%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	102.6	107.5	99.2	107.8	122.7	134.1	9.3%	24.7%
Employment (Jobs)	3,850	3,890	3,470	3,790	4,140	4,490	8.9%	15.3%
Tax Revenue	21.9	22.6	18.7	25.4	26.1	27.9	6.6%	23.4%
Local Taxes	3.1	3.0	2.2	3.2	3.2	3.3	3.7%	10.0%
State Taxes	18.8	19.6	16.5	22.2	22.9	24.6	7.0%	25.4%

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

County Travel Impacts

Boundary County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	13.5	15.6	17.4	20.3	16.2	16.5	2.2%	6.1%
Other travel*	2.5	2.5	2.0	2.8	2.6	2.4	-7.4%	-3.9%
Total	16.0	18.0	19.4	23.1	18.7	18.9	0.9%	4.8%
Visitor Spending by Trip Type (\$Millions)								
Day	0.9	1.0	1.0	1.1	1.2	1.2	4.3%	30.5%
Overnight	12.7	14.6	16.4	19.2	15.0	15.3	2.0%	4.5%
Total	13.5	15.6	17.4	20.3	16.2	16.5	2.2%	6.1%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.2	1.3	1.2	1.6	1.8	1.7	-5.2%	31.4%
Non-Transportation	12.3	14.3	16.1	18.6	14.4	14.8	3.1%	3.8%
Total	13.5	15.6	17.4	20.3	16.2	16.5	2.2%	6.1%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	6.1	6.9	7.6	9.1	9.4	11.2	19.1%	61.4%
Employment (Jobs)	300	330	340	390	370	450	23.1%	35.9%
Tax Revenue	1.1	1.2	1.2	1.5	1.3	1.4	8.1%	16.7%
Local Taxes	0.2	0.2	0.2	0.2	0.2	0.2	22.3%	36.1%
State Taxes	0.9	1.0	1.0	1.3	1.1	1.2	5.7%	13.5%

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

County Travel Impacts

Butte County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	2.3	2.1	2.4	2.8	2.4	2.7	11.0%	25.0%
Other travel*	0.5	0.5	0.4	0.6	0.5	0.5	-6.3%	-7.8%
Total	2.9	2.7	2.8	3.4	2.9	3.2	8.0%	18.6%
Visitor Spending by Trip Type (\$Millions)								
Day	0.1	0.1	0.1	0.1	0.1	0.1	10.5%	25.8%
Overnight	2.2	2.0	2.3	2.7	2.3	2.6	11.0%	25.0%
Total	2.3	2.1	2.4	2.8	2.4	2.7	11.0%	25.0%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.3	0.3	0.3	0.4	0.4	0.4	-1.1%	37.1%
Non-Transportation	2.0	1.8	2.1	2.4	2.0	2.3	13.6%	23.0%
Total	2.3	2.1	2.4	2.8	2.4	2.7	11.0%	25.0%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	0.8	0.7	0.8	0.9	0.9	0.9	-9.1%	22.2%
Employment (Jobs)	40	40	50	50	30	40	6.8%	-18.2%
Tax Revenue	0.2	0.2	0.2	0.3	0.2	0.2	6.2%	8.3%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	-6.6%	3.0%
State Taxes	0.2	0.2	0.2	0.3	0.2	0.2	7.4%	8.7%

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

County Travel Impacts

Camas County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	1.3	1.4	1.5	1.6	2.3	2.3	-0.6%	63.5%
Other travel*	0.2	0.2	0.2	0.3	0.2	0.2	-2.6%	-3.3%
Total	1.6	1.6	1.7	1.8	2.5	2.5	-0.8%	54.3%
Visitor Spending by Trip Type (\$Millions)								
Day	0.1	0.1	0.1	0.1	0.1	0.1	3.4%	59.3%
Overnight	1.3	1.3	1.4	1.5	2.2	2.2	-0.8%	63.7%
Total	1.3	1.4	1.5	1.6	2.3	2.3	-0.6%	63.5%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.2	0.2	0.1	0.2	0.3	0.3	-7.5%	64.0%
Non-Transportation	1.2	1.2	1.4	1.4	2.0	2.0	0.4%	63.4%
Total	1.3	1.4	1.5	1.6	2.3	2.3	-0.6%	63.5%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	0.3	0.3	0.4	0.3	0.4	0.4	-6.5%	36.0%
Employment (Jobs)	20	20	20	20	20	20	-4.5%	-31.8%
Tax Revenue	0.1	0.1	0.1	0.1	0.2	0.2	-0.9%	39.7%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	-3.9%	14.6%
State Taxes	0.1	0.1	0.1	0.1	0.2	0.2	-0.7%	41.4%

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

County Travel Impacts

Canyon County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	112.4	119.2	109.5	143.1	149.4	150.8	0.9%	26.5%
Other Travel	47.2	47.3	37.7	56.1	49.5	46.5	-5.9%	-1.5%
Total	159.6	166.5	147.3	199.2	198.9	197.3	-0.8%	18.5%
Visitor Spending by Trip Type (\$Millions)								
Day	33.1	34.8	32.3	39.5	38.6	39.9	3.4%	14.9%
Overnight	79.3	84.5	77.2	103.6	110.8	110.8	0.0%	31.2%
Total	112.4	119.2	109.5	143.1	149.4	150.8	0.9%	26.5%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	19.9	20.0	16.4	23.3	25.6	24.1	-5.9%	20.1%
Non-Transportation	92.5	99.2	93.1	119.8	123.8	126.7	2.3%	27.8%
Total	112.4	119.2	109.5	143.1	149.4	150.8	0.9%	26.5%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	37.1	39.7	39.0	47.4	55.8	61.5	10.4%	55.1%
Employment (Jobs)	2,100	2,210	2,050	2,400	2,550	2,710	7.0%	22.3%
Tax Revenue	13.7	14.2	12.3	17.0	15.5	15.9	2.9%	12.2%
Local Taxes	1.0	1.0	0.8	1.1	1.1	1.3	13.4%	30.8%
State Taxes	12.7	13.2	11.5	15.9	14.3	14.6	2.1%	10.8%

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

County Travel Impacts

Caribou County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	7.0	7.1	6.2	8.2	9.5	11.1	16.6%	57.8%
Other travel*	1.5	1.4	1.1	1.6	1.4	1.3	-8.5%	-12.5%
Total	8.4	8.5	7.3	9.8	10.9	12.4	13.4%	45.9%
Visitor Spending by Trip Type (\$Millions)								
Day	0.6	0.6	0.6	0.7	0.8	0.9	13.0%	46.5%
Overnight	6.4	6.4	5.7	7.5	8.8	10.2	16.9%	58.8%
Total	7.0	7.1	6.2	8.2	9.5	11.1	16.6%	57.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.9	0.9	0.7	1.0	1.3	1.4	7.3%	56.6%
Non-Transportation	6.1	6.2	5.5	7.2	8.3	9.8	18.0%	57.9%
Total	7.0	7.1	6.2	8.2	9.5	11.1	16.6%	57.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	2.3	2.3	2.0	2.3	2.8	3.0	5.8%	28.6%
Employment (Jobs)	140	130	120	130	140	160	15.2%	18.2%
Tax Revenue	0.7	0.7	0.6	0.8	0.8	0.9	13.3%	31.5%
Local Taxes	0.1	0.1	0.0	0.1	0.1	0.1	8.7%	8.4%
State Taxes	0.7	0.7	0.6	0.8	0.8	0.9	13.7%	33.5%

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

County Travel Impacts

Cassia County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	10.5	11.6	14.5	19.7	26.2	27.7	5.7%	137.8%
Other travel*	5.6	5.6	4.3	6.5	5.7	5.4	-5.7%	-3.3%
Total	16.0	17.2	18.8	26.2	31.9	33.1	3.7%	92.2%
Visitor Spending by Trip Type (\$Millions)								
Day	3.1	3.4	3.9	4.7	5.8	6.1	5.3%	78.5%
Overnight	7.3	8.2	10.7	15.1	20.4	21.6	5.8%	162.3%
Total	10.5	11.6	14.5	19.7	26.2	27.7	5.7%	137.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.9	2.0	2.1	3.0	4.4	4.3	-2.8%	111.2%
Non-Transportation	8.5	9.6	12.4	16.7	21.8	23.4	7.4%	143.3%
Total	10.5	11.6	14.5	19.7	26.2	27.7	5.7%	137.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	3.8	4.2	4.4	5.9	6.6	6.7	1.2%	59.2%
Employment (Jobs)	200	200	210	250	240	230	-5.9%	11.8%
Tax Revenue	1.3	1.4	1.4	2.1	2.2	2.3	4.4%	66.2%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	4.0%	34.2%
State Taxes	1.2	1.3	1.4	1.9	2.1	2.2	4.4%	68.8%

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

County Travel Impacts

Clark County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	0.8	0.9	0.9	0.9	1.2	1.1	-8.0%	22.4%
Other travel*	0.2	0.2	0.1	0.2	0.2	0.1	-9.4%	-17.7%
Total	1.0	1.1	1.0	1.1	1.3	1.2	-8.2%	16.0%
Visitor Spending by Trip Type (\$Millions)								
Day	0.2	0.3	0.3	0.2	0.3	0.3	0.6%	31.2%
Overnight	0.6	0.6	0.6	0.6	0.9	0.8	-11.3%	18.9%
Total	0.8	0.9	0.9	0.9	1.2	1.1	-8.0%	22.4%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.1	0.1	0.1	0.1	0.2	0.1	-11.6%	20.1%
Non-Transportation	0.7	0.8	0.8	0.8	1.0	1.0	-7.4%	22.8%
Total	0.8	0.9	0.9	0.9	1.2	1.1	-8.0%	22.4%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	0.2	0.2	0.2	0.2	0.4	0.4	2.7%	47.6%
Employment (Jobs)	10	20	20	10	10	10	-6.3%	-37.5%
Tax Revenue	0.1	0.1	0.1	0.1	0.1	0.1	-6.3%	9.4%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	5.5%	24.7%
State Taxes	0.1	0.1	0.1	0.1	0.1	0.1	-7.3%	8.2%

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

County Travel Impacts

Clearwater County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	10.9	9.9	10.8	12.9	13.7	14.8	7.9%	49.8%
Other travel*	1.8	1.8	1.4	2.0	1.7	1.6	-6.8%	-8.7%
Total	12.7	11.6	12.2	14.9	15.4	16.4	6.3%	41.0%
Visitor Spending by Trip Type (\$Millions)								
Day	0.4	0.4	0.5	0.5	0.5	0.6	6.7%	40.1%
Overnight	10.4	9.4	10.4	12.4	13.1	14.2	8.0%	50.2%
Total	10.9	9.9	10.8	12.9	13.7	14.8	7.9%	49.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.5	1.3	1.3	1.7	2.0	2.0	-2.2%	54.3%
Non-Transportation	9.4	8.6	9.5	11.3	11.6	12.8	9.7%	49.1%
Total	10.9	9.9	10.8	12.9	13.7	14.8	7.9%	49.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	3.1	2.9	3.1	3.9	4.8	5.0	3.5%	72.7%
Employment (Jobs)	200	180	190	240	210	220	6.2%	23.2%
Tax Revenue	1.0	0.9	0.9	1.2	1.2	1.3	7.2%	34.8%
Local Taxes	0.1	0.1	0.1	0.1	0.1	0.1	6.3%	45.6%
State Taxes	0.9	0.9	0.9	1.1	1.1	1.2	7.2%	33.9%

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

County Travel Impacts

Custer County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	23.8	25.7	27.2	31.6	32.7	34.9	6.7%	36.0%
Other travel*	1.9	2.1	1.6	2.3	2.2	2.3	4.4%	9.4%
Total	25.7	27.7	28.8	33.9	34.9	37.2	6.6%	34.0%
Visitor Spending by Trip Type (\$Millions)								
Day	1.0	1.0	1.1	1.2	1.2	1.3	7.0%	24.3%
Overnight	22.8	24.6	26.1	30.4	31.5	33.6	6.7%	36.5%
Total	23.8	25.7	27.2	31.6	32.7	34.9	6.7%	36.0%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	2.7	2.8	2.6	3.2	3.8	3.8	-0.3%	34.5%
Non-Transportation	21.0	22.8	24.6	28.3	28.9	31.1	7.7%	36.1%
Total	23.8	25.7	27.2	31.6	32.7	34.9	6.7%	36.0%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	9.8	10.4	11.1	12.8	16.3	17.2	6.1%	65.3%
Employment (Jobs)	430	440	430	460	500	510	3.7%	17.7%
Tax Revenue	2.0	2.1	2.1	2.6	3.1	3.3	7.5%	60.7%
Local Taxes	0.4	0.4	0.4	0.6	0.6	0.6	9.1%	44.0%
State Taxes	1.5	1.6	1.7	2.0	2.5	2.7	7.1%	65.3%

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

County Travel Impacts

Elmore County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	24.1	24.7	27.8	32.6	29.0	26.0	-10.4%	5.4%
Other travel*	6.7	6.7	5.2	7.9	6.9	6.7	-3.9%	-1.1%
Total	30.8	31.4	33.0	40.4	36.0	32.7	-9.1%	4.0%
Visitor Spending by Trip Type (\$Millions)								
Day	5.4	5.8	6.4	7.2	7.2	7.0	-3.0%	20.0%
Overnight	18.7	18.9	21.5	25.4	21.9	19.1	-12.8%	0.9%
Total	24.1	24.7	27.8	32.6	29.0	26.0	-10.4%	5.4%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.4	3.6	3.5	4.6	5.0	4.3	-13.9%	19.7%
Non-Transportation	20.7	21.1	24.3	28.0	24.1	21.7	-9.7%	2.9%
Total	24.1	24.7	27.8	32.6	29.0	26.0	-10.4%	5.4%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	10.1	10.8	10.3	11.9	14.4	15.8	9.7%	45.4%
Employment (Jobs)	730	780	680	720	740	730	-1.7%	-6.5%
Tax Revenue	2.6	2.6	2.6	3.2	2.7	2.6	-4.5%	0.5%
Local Taxes	0.3	0.3	0.2	0.3	0.3	0.3	12.7%	22.6%
State Taxes	2.3	2.3	2.3	2.9	2.4	2.3	-6.6%	-2.0%

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

County Travel Impacts

Franklin County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	4.7	96.1	70.0	98.0	109.1	112.2	2.9%	16.7%
Other travel*	3.6	3.6	2.9	3.3	2.9	2.7	-7.0%	-24.7%
Total	8.3	99.7	72.9	101.3	112.0	114.9	2.6%	15.2%
Visitor Spending by Trip Type (\$Millions)								
Day	0.6	22.0	17.6	23.0	25.1	24.8	-1.0%	12.6%
Overnight	4.1	74.1	52.4	75.0	84.0	87.4	4.1%	18.0%
Total	4.7	96.1	70.0	98.0	109.1	112.2	2.9%	16.7%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.8	31.3	21.4	32.7	40.3	36.9	-8.3%	18.0%
Non-Transportation	3.9	64.8	48.7	65.3	68.8	75.3	9.5%	16.1%
Total	4.7	96.1	70.0	98.0	109.1	112.2	2.9%	16.7%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.3	17.4	15.3	17.8	22.0	24.7	12.3%	41.8%
Employment (Jobs)	120	1,000	830	930	990	1,040	4.6%	4.0%
Tax Revenue	0.7	7.9	6.1	7.9	8.4	9.2	9.8%	17.0%
Local Taxes	0.0	1.2	0.9	1.3	1.5	1.9	22.6%	52.2%
State Taxes	0.7	6.7	5.2	6.7	6.9	7.4	7.0%	10.4%

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

County Travel Impacts

Fremont County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	51.2	60.1	65.8	99.6	107.3	116.8	8.9%	94.3%
Other travel*	3.5	3.4	2.7	3.1	2.7	2.5	-7.4%	-26.9%
Total	54.7	63.5	68.5	102.7	110.0	119.3	8.5%	87.8%
Visitor Spending by Trip Type (\$Millions)								
Day	2.4	2.6	2.7	3.5	4.0	4.4	9.3%	66.7%
Overnight	48.8	57.5	63.1	96.1	103.3	112.4	8.8%	95.6%
Total	51.2	60.1	65.8	99.6	107.3	116.8	8.9%	94.3%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	5.6	6.0	5.5	8.6	11.0	11.5	4.7%	91.3%
Non-Transportation	45.6	54.1	60.3	91.0	96.3	105.3	9.3%	94.6%
Total	51.2	60.1	65.8	99.6	107.3	116.8	8.9%	94.3%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	12.3	13.8	15.4	19.2	22.1	23.5	6.5%	71.0%
Employment (Jobs)	650	700	720	830	910	930	2.4%	33.0%
Tax Revenue	4.3	5.0	5.3	8.0	8.2	8.9	8.6%	79.7%
Local Taxes	0.3	0.3	0.3	0.4	0.5	0.5	9.4%	48.3%
State Taxes	4.0	4.6	5.0	7.5	7.8	8.4	8.6%	82.0%

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

County Travel Impacts

Gem County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	4.0	4.2	4.5	5.2	6.7	7.1	6.9%	69.9%
Other travel*	4.7	4.7	3.8	4.5	3.9	3.7	-5.9%	-21.6%
Total	8.7	8.9	8.3	9.7	10.6	10.8	2.2%	21.7%
Visitor Spending by Trip Type (\$Millions)								
Day	1.1	1.2	1.3	1.4	1.8	1.9	7.3%	58.9%
Overnight	2.9	3.0	3.2	3.8	4.9	5.2	6.8%	74.3%
Total	4.0	4.2	4.5	5.2	6.7	7.1	6.9%	69.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.8	0.8	0.8	1.0	1.4	1.4	-2.7%	70.3%
Non-Transportation	3.2	3.4	3.8	4.2	5.3	5.8	9.5%	69.8%
Total	4.0	4.2	4.5	5.2	6.7	7.1	6.9%	69.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.7	1.8	2.1	2.3	3.3	3.8	12.7%	104.7%
Employment (Jobs)	120	120	130	140	150	160	8.3%	31.4%
Tax Revenue	0.8	0.8	0.7	0.9	0.8	0.9	6.6%	10.1%
Local Taxes	0.0	0.0	0.0	0.0	0.1	0.1	15.8%	127.1%
State Taxes	0.8	0.8	0.7	0.8	0.8	0.8	5.8%	4.9%

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

County Travel Impacts

Gooding County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	6.3	6.2	6.1	7.7	9.6	10.0	4.8%	61.2%
Other travel*	4.0	3.9	3.1	3.6	3.0	2.8	-6.8%	-28.7%
Total	10.3	10.1	9.2	11.3	12.6	12.8	2.0%	26.4%
Visitor Spending by Trip Type (\$Millions)								
Day	1.9	1.8	1.9	2.1	2.7	2.8	6.0%	53.8%
Overnight	4.4	4.4	4.2	5.6	6.9	7.2	4.3%	64.2%
Total	6.3	6.2	6.1	7.7	9.6	10.0	4.8%	61.2%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.1	1.1	0.9	1.2	1.7	1.7	-3.2%	59.6%
Non-Transportation	5.2	5.2	5.2	6.5	7.8	8.3	6.5%	61.5%
Total	6.3	6.2	6.1	7.7	9.6	10.0	4.8%	61.2%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	2.1	2.2	2.4	3.0	3.6	4.0	12.3%	81.6%
Employment (Jobs)	140	140z	150	180	170	170	2.9%	27.0%
Tax Revenue	0.9	0.9	0.8	1.0	0.9	1.0	5.7%	14.1%
Local Taxes	0.0	0.0	0.0	0.1	0.1	0.1	15.4%	82.8%
State Taxes	0.8	0.8	0.7	0.9	0.9	0.9	4.9%	10.3%

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

County Travel Impacts

Idaho County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	23.8	24.1	21.8	24.0	26.2	27.8	6.2%	15.4%
Other travel*	4.4	4.3	3.4	3.9	3.4	3.1	-7.3%	-27.6%
Total	28.2	28.4	25.2	27.8	29.5	30.9	4.7%	8.8%
Visitor Spending by Trip Type (\$Millions)								
Day	1.0	1.0	0.9	1.0	1.1	1.1	5.6%	16.8%
Overnight	22.8	23.1	20.9	23.0	25.1	26.6	6.2%	15.3%
Total	23.8	24.1	21.8	24.0	26.2	27.8	6.2%	15.4%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.0	2.9	2.4	2.8	3.6	3.5	-2.7%	21.8%
Non-Transportation	20.8	21.2	19.5	21.1	22.6	24.3	7.6%	14.5%
Total	23.8	24.1	21.8	24.0	26.2	27.8	6.2%	15.4%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	7.3	7.7	7.3	8.8	10.9	11.6	5.9%	49.4%
Employment (Jobs)	430	450	410	490	520	540	4.2%	18.5%
Tax Revenue	2.1	2.1	1.8	2.1	2.5	2.7	6.4%	27.6%
Local Taxes	0.4	0.4	0.3	0.4	0.4	0.4	9.2%	26.1%
State Taxes	1.8	1.8	1.5	1.7	2.1	2.2	5.8%	27.9%

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

County Travel Impacts

Jefferson County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	11.4	10.9	10.6	13.2	16.6	17.6	5.7%	60.9%
Other travel*	7.8	7.7	6.1	7.3	6.4	6.0	-6.7%	-22.8%
Total	19.2	18.6	16.7	20.5	23.0	23.5	2.3%	26.2%
Visitor Spending by Trip Type (\$Millions)								
Day	3.4	3.4	3.5	4.0	4.9	5.2	7.0%	53.6%
Overnight	7.9	7.5	7.1	9.2	11.7	12.3	5.2%	64.2%
Total	11.4	10.9	10.6	13.2	16.6	17.6	5.7%	60.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	2.1	2.0	1.7	2.3	3.4	3.3	-2.5%	66.7%
Non-Transportation	9.3	8.9	8.9	10.9	13.2	14.3	7.8%	59.6%
Total	11.4	10.9	10.6	13.2	16.6	17.6	5.7%	60.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	4.3	4.2	4.6	5.3	7.7	7.2	-6.5%	70.9%
Employment (Jobs)	260	240	240	280	320	330	3.8%	36.7%
Tax Revenue	1.7	1.6	1.4	1.7	1.8	1.8	2.5%	12.9%
Local Taxes	0.1	0.1	0.1	0.1	0.2	0.2	-3.9%	98.6%
State Taxes	1.6	1.5	1.3	1.7	1.6	1.7	3.1%	8.6%

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

County Travel Impacts

Jerome County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	21.8	21.6	20.9	25.4	28.9	30.9	6.9%	42.9%
Other travel*	6.4	6.3	4.9	5.6	4.8	4.4	-8.2%	-29.6%
Total	28.2	28.0	25.8	31.0	33.8	35.4	4.7%	26.5%
Visitor Spending by Trip Type (\$Millions)								
Day	4.6	4.6	4.6	5.2	6.0	6.4	6.1%	37.2%
Overnight	17.2	17.0	16.2	20.2	23.0	24.6	7.1%	44.5%
Total	21.8	21.6	20.9	25.4	28.9	30.9	6.9%	42.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.4	3.2	2.9	3.7	4.7	4.6	-2.1%	42.7%
Non-Transportation	18.4	18.4	18.0	21.7	24.2	26.3	8.6%	43.0%
Total	21.8	21.6	20.9	25.4	28.9	30.9	6.9%	42.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	5.8	5.9	6.3	6.8	9.3	11.7	24.9%	97.1%
Employment (Jobs)	270	270	290	290	300	350	15.8%	26.4%
Tax Revenue	2.3	2.3	2.0	2.5	2.5	2.8	9.6%	23.1%
Local Taxes	0.1	0.1	0.1	0.1	0.2	0.2	28.3%	90.4%
State Taxes	2.2	2.1	1.9	2.3	2.4	2.5	8.1%	19.1%

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

County Travel Impacts

Kootenai County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	622.2	669.9	619.4	887.3	900.6	914.5	1.5%	36.5%
Other travel*	49.8	50.9	40.3	49.6	42.3	40.3	-4.6%	-20.8%
Total	672.0	720.9	659.7	936.9	942.9	954.8	1.3%	32.5%
Visitor Spending by Trip Type (\$Millions)								
Day	107.6	115.5	112.2	142.2	153.4	158.5	3.3%	37.2%
Overnight	514.6	554.5	507.2	745.1	747.3	756.0	1.2%	36.3%
Total	622.2	669.9	619.4	887.3	900.6	914.5	1.5%	36.5%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	42.3	43.7	36.6	58.0	69.6	65.5	-5.9%	49.9%
Non-Transportation	579.9	626.2	582.8	829.2	831.0	848.9	2.2%	35.6%
Total	622.2	669.9	619.4	887.3	900.6	914.5	1.5%	36.5%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	240.5	260.0	243.9	314.6	341.8	368.8	7.9%	41.9%
Employment (Jobs)	8,430	8,850	7,950	9,560	9,700	9,990	3.3%	12.9%
Tax Revenue	46.3	49.1	43.9	61.8	61.6	63.7	3.4%	29.6%
Local Taxes	6.3	6.4	4.8	7.4	7.0	7.7	10.9%	21.5%
State Taxes	40.0	42.8	39.1	54.4	54.6	55.9	2.4%	30.8%

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

County Travel Impacts

Latah County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	32.0	32.0	23.1	34.1	40.8	42.8	4.8%	33.8%
Other travel*	11.3	11.1	8.7	9.9	8.6	8.1	-6.2%	-27.1%
Total	43.3	43.1	31.8	44.0	49.4	50.9	2.9%	18.1%
Visitor Spending by Trip Type (\$Millions)								
Day	2.5	2.5	2.1	2.7	3.0	3.1	3.9%	28.4%
Overnight	29.6	29.5	21.0	31.5	37.8	39.6	4.9%	34.2%
Total	32.0	32.0	23.1	34.1	40.8	42.8	4.8%	33.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	4.5	4.3	3.0	4.6	6.0	5.8	-4.2%	34.5%
Non-Transportation	27.5	27.7	20.1	29.5	34.8	37.0	6.4%	33.7%
Total	32.0	32.0	23.1	34.1	40.8	42.8	4.8%	33.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	10.2	10.6	9.4	10.9	12.3	13.2	7.9%	25.3%
Employment (Jobs)	670	670	580	610	600	640	5.5%	-4.2%
Tax Revenue	3.7	3.7	2.7	3.7	3.8	4.0	5.0%	8.0%
Local Taxes	0.2	0.2	0.2	0.2	0.2	0.3	10.8%	16.2%
State Taxes	3.5	3.4	2.6	3.5	3.5	3.7	4.6%	7.5%

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

County Travel Impacts

Lemhi County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	13.3	13.2	12.7	15.6	18.1	19.0	5.0%	44.1%
Other travel*	2.1	2.1	1.6	1.8	1.6	1.5	-6.6%	-29.1%
Total	15.5	15.2	14.3	17.4	19.6	20.4	4.1%	34.1%
Visitor Spending by Trip Type (\$Millions)								
Day	0.5	0.5	0.5	0.6	0.6	0.7	6.4%	29.4%
Overnight	12.8	12.6	12.2	15.0	17.4	18.3	4.9%	44.7%
Total	13.3	13.2	12.7	15.6	18.1	19.0	5.0%	44.1%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.6	1.5	1.3	1.7	2.1	2.1	-1.3%	44.1%
Non-Transportation	11.8	11.7	11.4	13.9	15.9	16.8	5.8%	44.1%
Total	13.3	13.2	12.7	15.6	18.1	19.0	5.0%	44.1%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	3.6	3.7	3.6	4.1	5.7	5.6	-2.5%	48.6%
Employment (Jobs)	200	200	190	210	230	200	-11.3%	0.5%
Tax Revenue	1.4	1.4	1.3	1.6	1.8	1.8	3.6%	31.9%
Local Taxes	0.3	0.3	0.2	0.3	0.4	0.4	2.7%	54.5%
State Taxes	1.2	1.1	1.0	1.3	1.4	1.4	3.9%	26.8%

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

County Travel Impacts

Lewis County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	3.2	4.3	4.6	5.9	5.9	6.3	6.9%	48.0%
Other travel*	1.0	1.0	0.8	0.8	0.7	0.7	-9.4%	-34.3%
Total	4.2	5.2	5.4	6.7	6.6	6.9	5.2%	32.4%
Visitor Spending by Trip Type (\$Millions)								
Day	0.3	0.3	0.4	0.4	0.4	0.5	5.8%	34.6%
Overnight	2.9	3.9	4.2	5.4	5.4	5.8	7.0%	49.2%
Total	3.2	4.3	4.6	5.9	5.9	6.3	6.9%	48.0%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.5	0.6	0.6	0.8	1.0	1.0	-3.6%	51.1%
Non-Transportation	2.6	3.6	4.0	5.0	4.9	5.3	9.1%	47.5%
Total	3.2	4.3	4.6	5.9	5.9	6.3	6.9%	48.0%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	0.7	1.3	1.2	1.3	1.5	1.5	1.4%	18.8%
Employment (Jobs)	50	90	80	80	60	60	-5.4%	-38.0%
Tax Revenue	0.3	0.4	0.4	0.5	0.5	0.5	5.9%	16.8%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	4.2%	8.4%
State Taxes	0.3	0.4	0.4	0.5	0.4	0.5	6.0%	17.5%

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

County Travel Impacts

Lincoln County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	102.3	103.3	81.8	110.0	117.9	119.8	1.6%	15.9%
Other travel*	2.8	4.1	2.4	3.0	3.6	3.7	4.3%	-8.7%
Total	105.0	107.4	84.2	113.0	121.5	123.5	1.7%	15.0%
Visitor Spending by Trip Type (\$Millions)								
Day	23.2	23.5	19.5	28.1	30.3	25.2	-16.9%	7.3%
Overnight	79.1	79.8	62.3	81.9	87.6	94.6	8.0%	18.5%
Total	102.3	103.3	81.8	110.0	117.9	119.8	1.6%	15.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	14.4	14.5	9.9	12.5	15.4	13.1	-14.9%	-9.5%
Non-Transportation	87.8	88.9	72.0	97.5	102.6	106.7	4.1%	20.1%
Total	102.3	103.3	81.8	110.0	117.9	119.8	1.6%	15.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	27.2	26.8	26.2	27.5	31.8	34.7	9.4%	29.5%
Employment (Jobs)	1,550	1,520	1,440	1,390	1,470	1,540	4.9%	1.4%
Tax Revenue	9.0	9.0	6.9	9.8	10.1	10.7	6.3%	19.5%
Local Taxes	2.5	2.5	1.5	2.9	3.1	3.4	8.4%	36.7%
State Taxes	6.5	6.5	5.4	6.8	7.0	7.3	5.4%	13.0%

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

County Travel Impacts

Madison County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	29.5	30.8	27.7	40.4	45.8	50.2	9.6%	62.8%
Other travel*	10.4	10.3	8.1	12.2	10.5	9.5	-9.6%	-7.8%
Total	40.0	41.2	35.8	52.5	56.3	59.7	6.0%	45.1%
Visitor Spending by Trip Type (\$Millions)								
Day	6.1	6.2	6.0	8.5	9.7	10.6	8.5%	69.5%
Overnight	23.4	24.6	21.7	31.9	36.0	39.6	9.9%	61.1%
Total	29.5	30.8	27.7	40.4	45.8	50.2	9.6%	62.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	4.4	4.4	3.7	5.8	7.6	7.7	2.4%	74.4%
Non-Transportation	25.1	26.4	24.0	34.5	38.2	42.5	11.0%	60.9%
Total	29.5	30.8	27.7	40.4	45.8	50.2	9.6%	62.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	9.5	9.9	9.4	11.7	13.0	13.8	6.4%	39.0%
Employment (Jobs)	570	600	530	650	620	630	2.4%	6.1%
Tax Revenue	3.4	3.5	2.9	4.3	4.2	4.5	7.0%	28.8%
Local Taxes	0.2	0.2	0.2	0.2	0.3	0.3	9.3%	30.6%
State Taxes	3.2	3.2	2.8	4.1	3.9	4.2	6.9%	28.7%

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

County Travel Impacts

Minidoka County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	25.2	24.5	18.7	24.5	27.9	31.4	12.3%	28.1%
Other travel*	5.5	5.4	4.3	5.0	4.2	3.9	-7.7%	-28.0%
Total	30.8	29.9	23.0	29.5	32.2	35.3	9.6%	17.9%
Visitor Spending by Trip Type (\$Millions)								
Day	5.1	4.9	4.1	5.1	5.7	6.3	10.6%	28.2%
Overnight	20.2	19.6	14.6	19.4	22.3	25.1	12.7%	28.0%
Total	25.2	24.5	18.7	24.5	27.9	31.4	12.3%	28.1%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.6	3.3	2.4	3.4	4.2	4.4	3.4%	32.2%
Non-Transportation	21.7	21.2	16.3	21.1	23.7	27.0	13.9%	27.4%
Total	25.2	24.5	18.7	24.5	27.9	31.4	12.3%	28.1%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	8.5	8.2	6.4	7.4	10.0	10.8	8.1%	31.5%
Employment (Jobs)	420	380	290	310	340	350	2.3%	-9.1%
Tax Revenue	2.6	2.5	1.9	2.4	2.5	2.8	10.3%	10.1%
Local Taxes	0.2	0.2	0.1	0.2	0.2	0.2	11.1%	18.4%
State Taxes	2.4	2.3	1.8	2.3	2.3	2.6	10.2%	9.4%

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

County Travel Impacts

Nez Perce County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	72.4	80.9	69.3	87.5	93.6	96.1	2.7%	18.8%
Other travel*	22.7	21.2	12.4	15.6	19.0	16.5	-13.5%	-22.3%
Total	95.1	102.1	81.7	103.1	112.6	112.6	0.0%	10.3%
Visitor Spending by Trip Type (\$Millions)								
Day	24.4	26.8	24.9	29.0	31.1	32.4	4.2%	21.3%
Overnight	48.0	54.2	44.3	58.5	62.4	63.7	2.0%	17.6%
Total	72.4	80.9	69.3	87.5	93.6	96.1	2.7%	18.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	15.1	15.2	9.9	16.5	19.6	18.4	-6.5%	21.0%
Non-Transportation	57.3	65.7	59.4	71.0	73.9	77.8	5.2%	18.3%
Total	72.4	80.9	69.3	87.5	93.6	96.1	2.7%	18.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	29.8	36.3	31.1	35.2	38.1	41.1	7.7%	13.2%
Employment (Jobs)	1,100	1,330	1,180	1,280	1,260	1,270	0.5%	-4.4%
Tax Revenue	6.4	7.2	6.0	7.4	7.3	7.6	4.5%	6.2%
Local Taxes	0.9	0.9	0.6	0.9	0.9	0.9	8.6%	-2.0%
State Taxes	5.5	6.2	5.3	6.5	6.4	6.7	4.0%	7.4%

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

County Travel Impacts

Oneida County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	2.5	2.3	2.2	2.5	2.6	2.8	4.8%	19.2%
Other travel*	1.2	1.2	0.9	1.0	0.9	0.9	-4.2%	-26.3%
Total	3.7	3.5	3.1	3.6	3.5	3.6	2.5%	4.0%
Visitor Spending by Trip Type (\$Millions)								
Day	0.8	0.7	0.7	0.8	0.8	0.9	7.0%	24.3%
Overnight	1.8	1.6	1.5	1.7	1.8	1.9	3.7%	16.9%
Total	2.5	2.3	2.2	2.5	2.6	2.8	4.8%	19.2%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.4	0.4	0.3	0.4	0.5	0.5	-2.8%	34.9%
Non-Transportation	2.1	2.0	1.9	2.1	2.2	2.3	6.5%	16.4%
Total	2.5	2.3	2.2	2.5	2.6	2.8	4.8%	19.2%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.2	1.1	1.2	1.2	1.7	1.7	1.7%	48.7%
Employment (Jobs)	60	60	50	60	60	60	-5.4%	3.6%
Tax Revenue	0.3	0.3	0.3	0.3	0.3	0.3	3.3%	-1.1%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	4.5%	67.5%
State Taxes	0.3	0.3	0.2	0.3	0.2	0.3	3.1%	-6.5%

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

County Travel Impacts

Owyhee County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	4.7	4.9	5.1	6.2	6.4	6.9	6.7%	38.6%
Other travel*	3.1	3.1	2.4	2.8	2.4	2.2	-8.1%	-27.5%
Total	7.8	8.0	7.5	8.9	8.8	9.1	2.7%	13.3%
Visitor Spending by Trip Type (\$Millions)								
Day	0.3	0.3	0.3	0.4	0.4	0.4	6.8%	31.9%
Overnight	4.4	4.6	4.8	5.8	6.0	6.4	6.7%	39.0%
Total	4.7	4.9	5.1	6.2	6.4	6.9	6.7%	38.6%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.8	0.8	0.7	1.0	1.3	1.2	-3.7%	51.8%
Non-Transportation	3.9	4.1	4.4	5.1	5.1	5.6	9.3%	35.9%
Total	4.7	4.9	5.1	6.2	6.4	6.9	6.7%	38.6%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.6	1.8	1.9	2.1	2.6	3.1	16.5%	73.3%
Employment (Jobs)	140	140	160	170	190	180	-1.4%	28.0%
Tax Revenue	0.7	0.7	0.6	0.7	0.7	0.7	7.5%	3.2%
Local Taxes	0.0	0.0	0.0	0.0	0.1	0.1	19.8%	75.0%
State Taxes	0.6	0.6	0.6	0.7	0.6	0.6	6.4%	-0.9%

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

County Travel Impacts

Payette County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	5.5	5.9	6.1	7.1	8.2	8.6	5.3%	46.8%
Other travel*	6.3	6.2	5.0	6.0	5.2	4.8	-7.8%	-23.2%
Total	11.8	12.1	11.1	13.0	13.4	13.4	0.2%	10.9%
Visitor Spending by Trip Type (\$Millions)								
Day	2.2	2.3	2.4	2.8	3.2	3.4	5.6%	46.4%
Overnight	3.3	3.5	3.7	4.3	5.0	5.2	5.0%	47.1%
Total	5.5	5.9	6.1	7.1	8.2	8.6	5.3%	46.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	1.2	1.2	1.1	1.5	2.0	1.9	-4.2%	54.9%
Non-Transportation	4.3	4.7	5.0	5.6	6.2	6.8	8.2%	44.8%
Total	5.5	5.9	6.1	7.1	8.2	8.6	5.3%	46.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	2.1	2.2	2.4	2.6	3.1	4.0	30.4%	80.1%
Employment (Jobs)	120	130	120	130	110	150	30.4%	20.0%
Tax Revenue	1.0	1.1	0.9	1.1	1.0	1.0	7.5%	-1.4%
Local Taxes	0.0	0.0	0.0	0.0	0.1	0.1	34.0%	116.6%
State Taxes	1.0	1.0	0.9	1.1	0.9	1.0	5.6%	-5.9%

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

County Travel Impacts

Power County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	3.7	3.7	4.0	4.2	4.9	5.1	5.6%	39.9%
Other travel*	2.1	2.0	1.5	1.8	1.5	1.4	-6.8%	-27.6%
Total	5.7	5.6	5.5	6.0	6.4	6.6	2.6%	16.2%
Visitor Spending by Trip Type (\$Millions)								
Day	0.4	0.4	0.4	0.5	0.5	0.6	6.7%	36.1%
Overnight	3.2	3.2	3.5	3.8	4.3	4.6	5.4%	40.4%
Total	3.7	3.7	4.0	4.2	4.9	5.1	5.6%	39.9%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.7	0.7	0.6	0.8	1.0	1.0	-4.6%	45.2%
Non-Transportation	3.0	3.0	3.4	3.5	3.8	4.2	8.2%	38.8%
Total	3.7	3.7	4.0	4.2	4.9	5.1	5.6%	39.9%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.1	1.1	1.2	1.3	1.7	1.9	9.8%	70.9%
Employment (Jobs)	70	80	70	80	80	80	5.3%	6.7%
Tax Revenue	0.5	0.5	0.4	0.5	0.5	0.5	6.0%	3.6%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	12.9%	78.0%
State Taxes	0.5	0.4	0.4	0.5	0.4	0.4	5.5%	-0.1%

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

County Travel Impacts

Shoshone County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	26.2	26.7	27.6	41.4	45.0	45.2	0.5%	69.3%
Other travel*	3.4	3.3	2.6	3.1	2.7	2.4	-8.8%	-26.6%
Total	29.6	30.1	30.2	44.4	47.7	47.7	0.0%	58.7%
Visitor Spending by Trip Type (\$Millions)								
Day	4.0	4.1	4.2	5.7	5.9	6.0	2.8%	48.2%
Overnight	22.2	22.6	23.4	35.7	39.1	39.2	0.2%	73.1%
Total	26.2	26.7	27.6	41.4	45.0	45.2	0.5%	69.3%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.5	3.5	3.2	5.3	6.4	6.1	-4.2%	77.8%
Non-Transportation	22.7	23.3	24.4	36.1	38.6	39.1	1.3%	68.0%
Total	26.2	26.7	27.6	41.4	45.0	45.2	0.5%	69.3%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	7.0	7.8	7.4	9.6	12.6	12.6	-0.1%	61.7%
Employment (Jobs)	330	350	320	370	400	400	-0.6%	13.4%
Tax Revenue	2.4	2.4	2.3	3.4	3.6	3.6	0.3%	49.7%
Local Taxes	0.2	0.2	0.1	0.2	0.3	0.3	2.7%	41.6%
State Taxes	2.2	2.2	2.2	3.2	3.4	3.4	0.1%	50.4%

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

County Travel Impacts

Teton County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	35.8	43.1	46.2	72.9	79.2	82.2	3.7%	90.8%
Other travel*	3.1	3.1	2.5	2.8	2.4	2.2	-8.8%	-30.3%
Total	38.9	46.2	48.7	75.7	81.6	84.3	3.4%	82.5%
Visitor Spending by Trip Type (\$Millions)								
Day	2.0	2.3	2.4	3.2	3.8	4.0	7.1%	77.8%
Overnight	33.8	40.8	43.8	69.7	75.4	78.1	3.6%	91.5%
Total	35.8	43.1	46.2	72.9	79.2	82.2	3.7%	90.8%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	3.5	3.9	3.6	5.8	7.7	7.7	0.4%	100.1%
Non-Transportation	32.3	39.2	42.6	67.1	71.5	74.4	4.1%	89.9%
Total	35.8	43.1	46.2	72.9	79.2	82.2	3.7%	90.8%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	11.7	13.8	14.0	18.9	24.5	25.6	4.5%	84.8%
Employment (Jobs)	520	570	530	670	750	730	-2.1%	29.0%
Tax Revenue	2.9	3.4	3.5	5.5	6.7	6.9	3.6%	101.3%
Local Taxes	0.4	0.5	0.4	0.7	0.7	0.8	6.4%	68.6%
State Taxes	2.5	3.0	3.1	4.8	5.9	6.1	3.3%	106.3%

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

County Travel Impacts

Twin Falls County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	137.3	140.6	130.1	170.1	197.3	201.1	1.9%	43.0%
Other travel*	34.2	35.6	22.3	26.8	23.6	23.5	-0.4%	-34.0%
Total	171.5	176.2	152.4	196.8	220.9	224.6	1.7%	27.5%
Visitor Spending by Trip Type (\$Millions)								
Day	38.1	39.0	38.7	45.9	52.3	54.1	3.3%	38.6%
Overnight	99.2	101.6	91.5	124.2	145.0	147.0	1.4%	44.8%
Total	137.3	140.6	130.1	170.1	197.3	201.1	1.9%	43.0%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	26.2	26.5	19.8	29.8	34.6	32.7	-5.4%	23.5%
Non-Transportation	111.1	114.1	110.4	140.3	162.7	168.4	3.5%	47.6%
Total	137.3	140.6	130.1	170.1	197.3	201.1	1.9%	43.0%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	45.0	49.3	47.5	54.7	62.3	68.1	9.2%	38.1%
Employment (Jobs)	2,240	2,410	2,240	2,510	2,580	2,650	2.6%	9.7%
Tax Revenue	12.9	13.1	11.8	15.2	16.1	16.7	3.7%	27.0%
Local Taxes	1.2	1.2	0.9	1.3	1.3	1.5	11.7%	16.2%
State Taxes	11.7	11.9	10.8	13.9	14.8	15.2	3.0%	28.1%

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

County Travel Impacts

Valley County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	113.0	127.9	137.8	167.9	194.6	206.6	6.1%	61.5%
Other travel*	3.6	3.7	2.9	3.6	3.2	3.1	-2.5%	-15.8%
Total	116.6	131.6	140.8	171.5	197.8	209.7	6.0%	59.4%
Visitor Spending by Trip Type (\$Millions)								
Day	2.9	3.2	3.3	3.8	4.4	4.7	6.7%	47.7%
Overnight	110.1	124.7	134.5	164.1	190.2	201.8	6.1%	61.9%
Total	113.0	127.9	137.8	167.9	194.6	206.6	6.1%	61.5%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	9.8	10.3	9.5	12.6	17.1	16.8	-2.0%	62.6%
Non-Transportation	103.2	117.6	128.4	155.3	177.5	189.8	6.9%	61.4%
Total	113.0	127.9	137.8	167.9	194.6	206.6	6.1%	61.5%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	38.1	41.6	43.1	49.4	54.6	65.1	19.1%	56.3%
Employment (Jobs)	1,430	1,490	1,420	1,530	1,520	1,740	14.6%	16.8%
Tax Revenue	9.8	11.0	11.4	14.3	15.6	16.9	8.5%	54.3%
Local Taxes	1.7	1.8	1.8	2.4	2.5	2.8	11.9%	50.8%
State Taxes	8.1	9.1	9.6	11.9	13.1	14.1	7.8%	55.0%

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

County Travel Impacts

Washington County / Direct Travel Impacts

	2018	2019	2020	2021	2022	2023	% Change	
							22-23	19-23
Direct Travel Spending (\$Millions)								
Visitor	4.0	4.0	4.1	4.9	5.4	6.3	15.6%	56.6%
Other*	2.7	2.6	2.1	2.5	2.1	2.0	-6.1%	-24.4%
Total	6.7	6.6	6.2	7.4	7.5	8.3	9.5%	24.4%
Visitor Spending by Trip Type (\$Millions)								
Day	0.5	0.5	0.5	0.6	0.7	0.7	10.5%	47.0%
Overnight	3.5	3.5	3.6	4.4	4.7	5.5	16.3%	58.0%
Total	4.0	4.0	4.1	4.9	5.4	6.3	15.6%	56.6%
Visitor Spending by Commodity Type (\$Millions)								
Transportation	0.6	0.6	0.6	0.7	0.9	1.0	2.3%	58.1%
Non-Transportation	3.3	3.4	3.5	4.2	4.5	5.3	18.4%	56.3%
Total	4.0	4.0	4.1	4.9	5.4	6.3	15.6%	56.6%
Direct Travel Impacts (\$Millions Except Employment (Jobs))								
Earnings	1.2	1.3	1.3	1.6	1.6	1.8	12.8%	44.6%
Employment (Jobs)	70	70	70	80	70	70	7.6%	7.6%
Tax Revenue	0.6	0.6	0.5	0.6	0.6	0.6	12.2%	9.0%
Local Taxes	0.0	0.0	0.0	0.0	0.0	0.0	15.9%	51.0%
State Taxes	0.6	0.6	0.5	0.6	0.5	0.6	11.9%	7.1%

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

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected.
Day Travel	A trip that involves non-routine travel of greater than 50 miles to the destination and but no overnight stay in the destination.
Destination Spending	Direct spending made by visitors in a destination. Interchangeable with "Visitor 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 travel spending. It includes full-time employees, part-time employees, seasonal employees, and proprietors.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Local Taxes	City and county taxes generated by travel spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Other Spending	Spending by residents on travel arrangement services and/or spending for convention activity.
Private Home (VFR)	Personal residences used to host friends and family visiting overnight in the destination.
State Taxes	State taxes generated by travel spending.
STVR	STVR stands for "short term vacation rental." The category includes private and semi-private lodging rented by owners or property management companies (e.g., Airbnb & VRBO).
Visitor Spending	Spending by visitors in a destination.

Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology.

Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Idaho, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

Methodology

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Idaho travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

The table below demonstrates how our reported “Travel Industries” translate to the North American Industry Classification System (NAICS) codes.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food services and drinking places (722) Residential property managers (531311) Breweries, wineries, distilleries (312120, 312130, 312140)
Arts, Entertainment, & Recreation	Arts, entertainment, and recreation (71) Scenic and sightseeing transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & beverage stores (445) Gasoline stations (447) Clothing and clothing accessories (448) Sporting goods, hobby, book and music stores (451) General merchandise stores (452) Miscellaneous store retailers (453)
Transportation	Rail transportation (482114) Water transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking lots and garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and trade show organizers (56192)

Note: Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories. NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.



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