



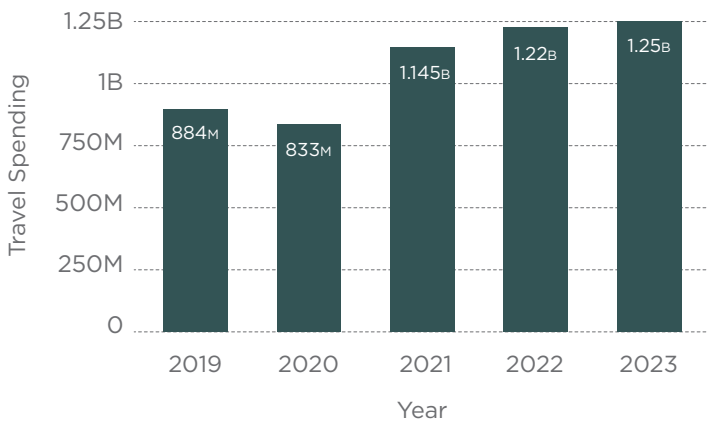
NORTHERN IDAHO TOURISM ECONOMIC IMPACT

Includes Benewah, Bonner, Boundary, Kootenai and Shoshone counties

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



\$1.25 billion in direct travel spending



Travel-Generated Employment:

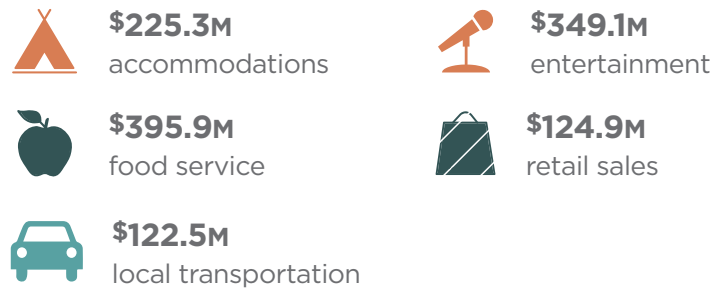
13,110 jobs

Travel Industry's Share of Overall Employment:

8%

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

Visitor Spending by Category



\$98.8 million state and local tax receipts generated from travel spending

\$11.8 million local tax revenue

\$87 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$351	\$914	\$970	\$2,527	2.8	2.6
Short-Term Vacation Rental	\$291	\$808	\$1,002	\$2,787	3.5	2.8
Private Home	\$39	\$140	\$92	\$342	2.4	3.6
Other Accommodations*	\$56	\$196	\$166	\$579	3.0	3.5

*camping, second homes



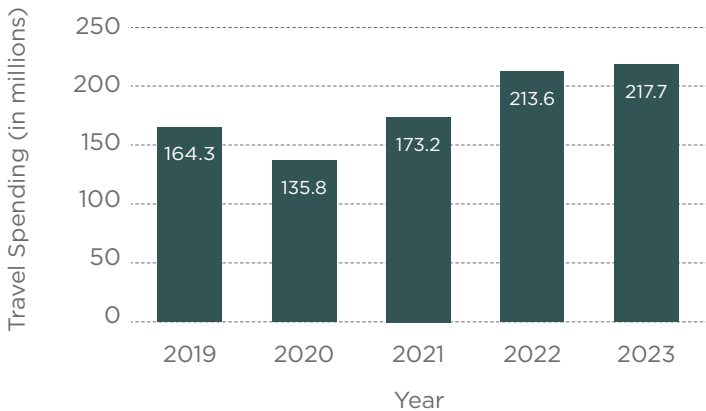
NORTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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

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



\$217.7 million in direct travel spending



Travel-Generated Employment: **2,720** jobs

Travel Industry's Share of Overall Employment: **4%**

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

Visitor Spending by Category

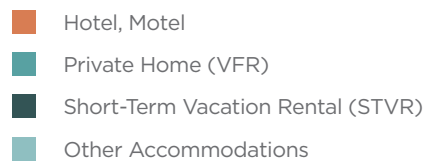


\$17.7 million state and local tax receipts generated from travel spending

\$1.8 million local tax revenue

\$16 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$154	\$430	\$386	\$1,073	2.5	2.8
Short-Term Vacation Rental	\$112	\$311	\$387	\$1,075	3.5	2.8
Private Home	\$29	\$98	\$77	\$265	2.7	3.4
Other Accommodations*	\$57	\$200	\$171	\$598	3.0	3.5

*camping, second homes



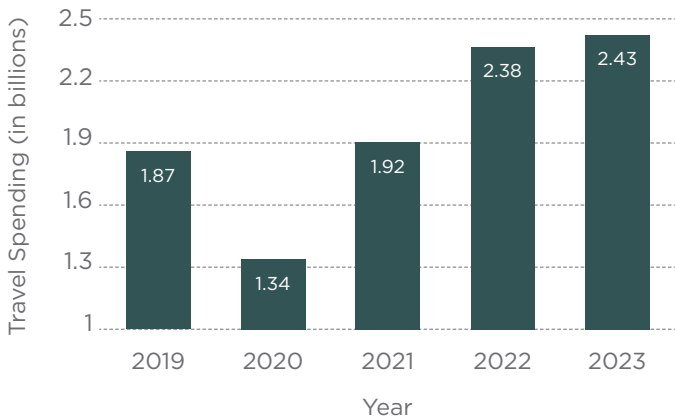
SOUTHWEST IDAHO TOURISM ECONOMIC IMPACT

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

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



\$2.43 billion in direct travel spending



Travel-Generated Employment: **17,980** jobs

Travel Industry's Share of Overall Employment: **3%**

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

Visitor Spending by Category

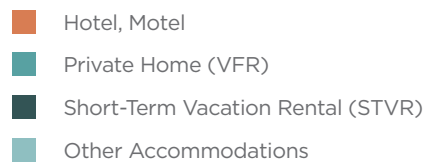


\$162.4 million state and local tax receipts generated from travel spending

\$19.4 million local tax revenue

\$143 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$224	\$624	\$499	\$1,386	2.2	2.8
Short-Term Vacation Rental	\$142	\$395	\$490	\$1,362	3.5	2.8
Private Home	\$51	\$190	\$130	\$485	2.5	3.7
Other Accommodations*	\$54	\$189	\$161	\$560	3.0	3.5

*camping, second homes



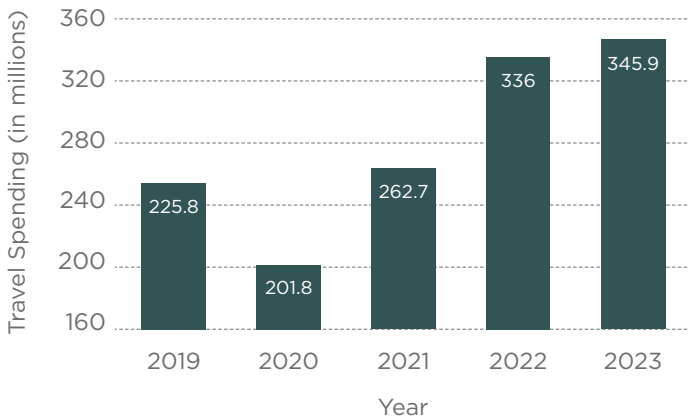
SOUTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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

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



\$345.9 million in direct
travel spending



Travel-Generated
Employment: **3,770** jobs

Travel Industry's Share
of Overall Employment: **3%**

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

Visitor Spending by Category



\$28.4 million state and local tax
receipts generated from
travel spending

\$2.2 million local tax revenue

\$26.2 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in:						
Hotel, Motel	\$147	\$399	\$354	\$959	2.4	2.7
Short-Term Vacation Rental	\$99	\$276	\$343	\$953	3.4	2.8
Private Home	\$27	\$96	\$73	\$261	2.7	3.6
Other Accommodations*	\$61	\$215	\$185	\$645	3.0	3.5

*camping, second homes



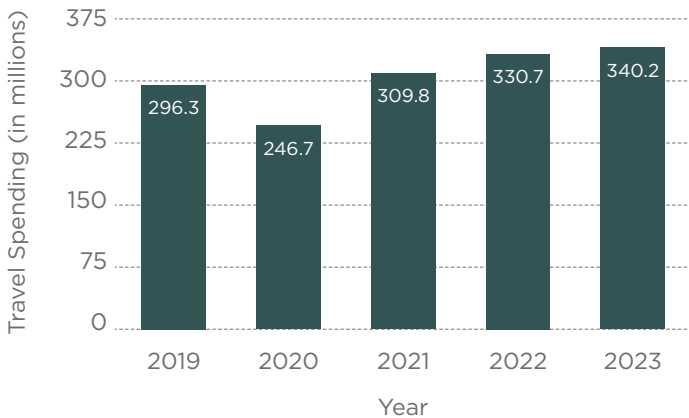
SOUTHEAST IDAHO TOURISM ECONOMIC IMPACT

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

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



\$340.2 million in direct travel spending



Travel-Generated Employment:

4,140 jobs

Travel Industry's Share of Overall Employment:

4%

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

Visitor Spending by Category



\$62.9M

accommodations



\$33.4M

entertainment



\$109.6M

food service



\$50.8M

retail sales



\$59.2M

local transportation



\$1.8M

air transportation

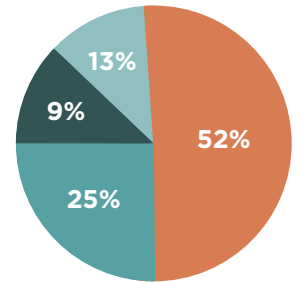
\$26.7 million state and local tax receipts generated from travel spending

\$2.3 million local tax revenue

\$24.4 million state tax receipts

Share of Overnight Visitor Spending

- Hotel, Motel
- Private Home (VFR)
- Short-Term Vacation Rental (STVR)
- Other Accommodations



Average Expenditure for Overnight Visitors

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

*camping, second homes



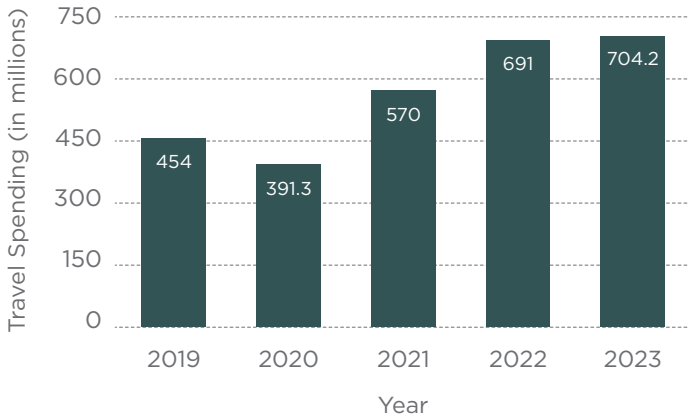
EASTERN IDAHO TOURISM ECONOMIC IMPACT

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

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



\$704.2 million in direct travel spending

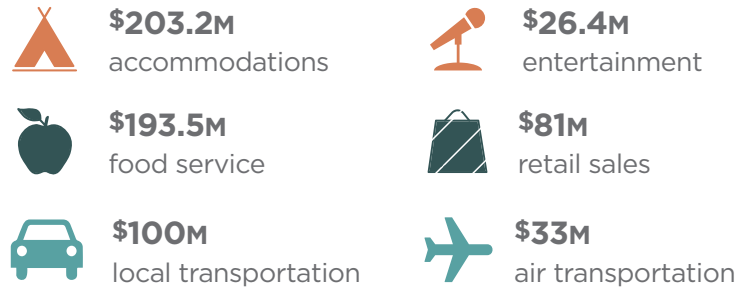


Travel-Generated Employment: **7,120 jobs**

Travel Industry's Share of Overall Employment: **5%**

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

Visitor Spending by Category



\$55 million state and local tax receipts generated from travel spending

\$5 million local tax revenue

\$49.9 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

When staying in:	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel	\$159	\$426	\$374	\$1,001	2.4	2.7
Short-Term Vacation Rental	\$140	\$389	\$483	\$1,343	3.4	2.8
Private Home	\$32	\$117	\$88	\$318	2.7	3.6
Other Accommodations*	\$50	\$175	\$149	\$519	3.0	3.5

*camping, second homes



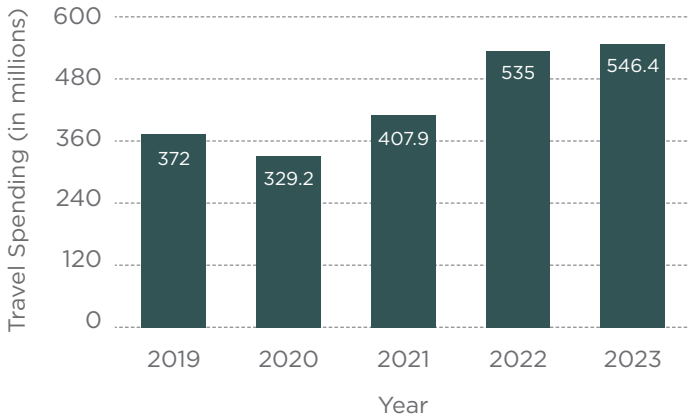
CENTRAL IDAHO TOURISM ECONOMIC IMPACT

Includes Blaine, Butte, Custer and Lemhi counties

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



\$546.4 million in direct travel spending



Travel-Generated Employment: **6,520** jobs

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

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

Visitor Spending by Category

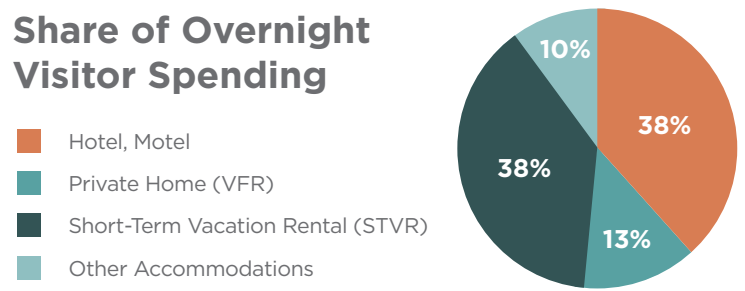


\$49.6 million state and local tax receipts generated from travel spending

\$9.7 million local tax revenue

\$39.9 million state tax receipts

Share of Overnight Visitor Spending



Average Expenditure for Overnight Visitors

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
When staying in: Hotel, Motel	\$316	\$854	\$841	\$2,276	2.7	2.7
Short-Term Vacation Rental	\$306	\$851	\$1,056	\$2,934	3.4	2.8
Private Home	\$98	\$281	\$256	\$737	2.6	2.9
Other Accommodations*	\$57	\$198	\$168	\$586	3.0	3.5

*camping, second homes