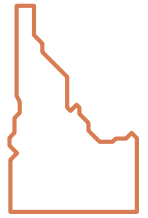




IDAHO TOURISM ECONOMIC IMPACT

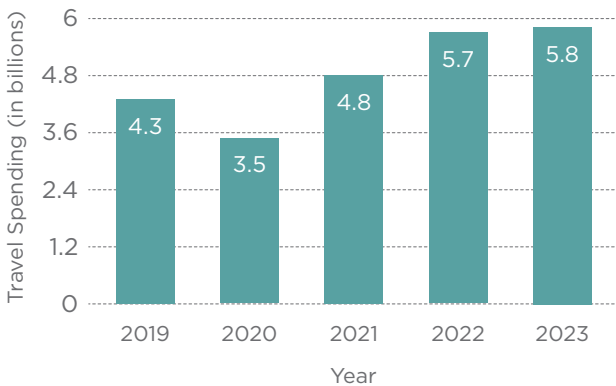
Tourism is the state's **3rd largest** industry, behind agriculture and technology



\$5.83 billion in direct travel spending

equal to

\$16 million per day



Travel Generated Employment: **55,360** jobs

37% increase in travel spending compared to 2019, and a **2% increase over 2022.**



\$5.3 billion spent by visitors at their destination



\$1.64B food service & stores



\$683M entertainment



\$913M local transportation



\$586M retail sales



\$1.16B accommodations

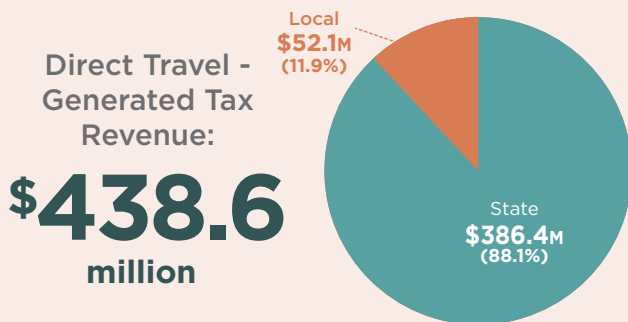


\$294M air transportation

Local and state tax revenue generated by travel spending increased **5.5% over 2022.**



Total local and state tax revenue generated approximately **\$649 per Idaho resident household.**



76%

of tourism spending is generated from **out-of-state** visitors, which includes **4.9% from international travelers**

\$2.2

billion spent by visitors staying in a hotel/motel (up **1.14% over 2022**)

\$916

million spent by visitors staying in short term vacation rentals (up **6.5% over 2022**)

\$164

million spent by visitors staying at campgrounds (no change from 2022)