



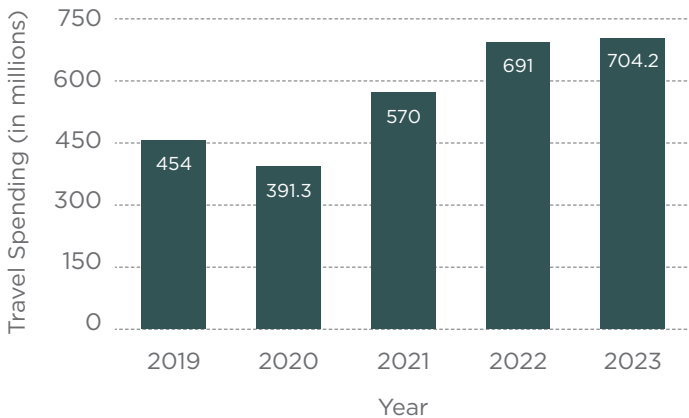
EASTERN IDAHO TOURISM ECONOMIC IMPACT

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