



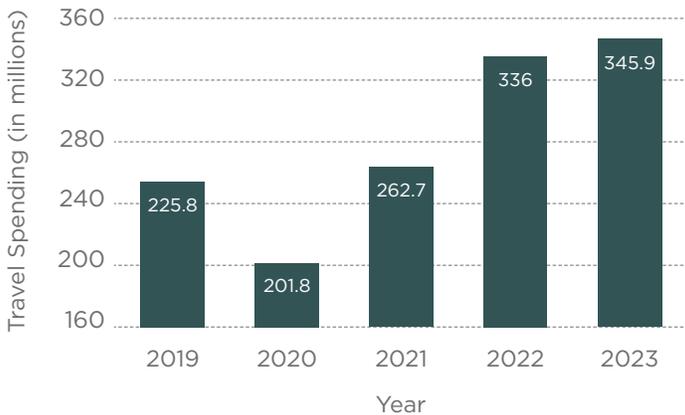
SOUTH CENTRAL IDAHO TOURISM ECONOMIC IMPACT

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