



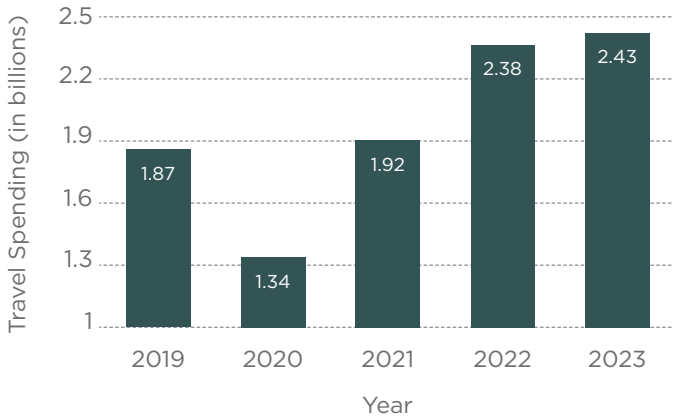
SOUTHWEST IDAHO TOURISM ECONOMIC IMPACT

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

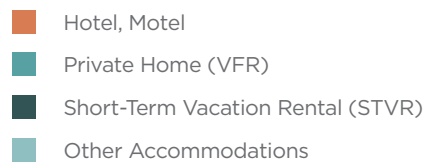


\$162.4 million state and local tax receipts generated from travel spending

\$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