

THE ECONOMIC CONTRIBUTIONS OF IDAHO'S SKI INDUSTRY 2023/24

SKI IDAHO
THE SOUL OF SKIING™



**ISAA's 19 member resorts
are present in 16* of
Idaho's 44 counties.**

*Includes Grand Targhee

Employment:

7,653

year-round equivalent jobs

Most ID operators have a long history,
50+ years.

Skier Visits:

Exceeded 2 million visits

4th year running, 10th in
the US for skier visits.

Market share has risen in both
Western states and overall US.

Skier Spending:

**\$402 million
for Winter**

(About 1/2 of which made outside of resorts)

**\$66 million
for Summer**

Total Economic Output:

\$1 Billion

8% of Idaho's travel economy

0.4% of total GDP. Up 74%
from 20/21.

Taxable Lodging Sales:

Have more than 2x

Since 2016/17 in each of
the leading 5 ski counties.

(Blaine, Valley, Bonner, Teton
& Shoshone)

Idaho Skier Stats/Profile:

57.4% ID residents visitors

42.6% out of state/foreign visitors

WA, CA, MT, UT and OR are top 5 out of state markets, generating 25% of total visits.



Designated Market Area

Boise ID, OR	32.7%
Spokane ID, MT, OR, WA	16.4%
Idaho Falls - Pocatello ID, WY	9.4%
Twin Falls ID	5.9%
Seattle - Tacoma WA	5.3%
Los Angeles CA	2.4%
Salt Lake City ID, NV, UT, WY	2.4%
San Francisco - Oakland - San Jose CA	1.6%
New York CT, NJ, NY, PA	1.5%
Portland OR, WA	1.5%
Missoula MT	1.2%
Yakima - Pasco - Richland - Kennewick OR, WA	1.1%
Denver CO, NE, WY	1.0%
Butte - Bozeman MT	0.8%
Chicago IL, IN	0.8%
All Others	15.9%

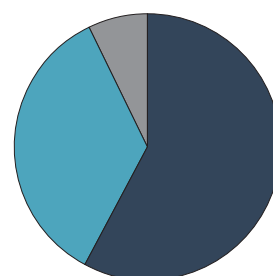
Average Age:

3-generation activity

Winter visitors have a broad age distribution

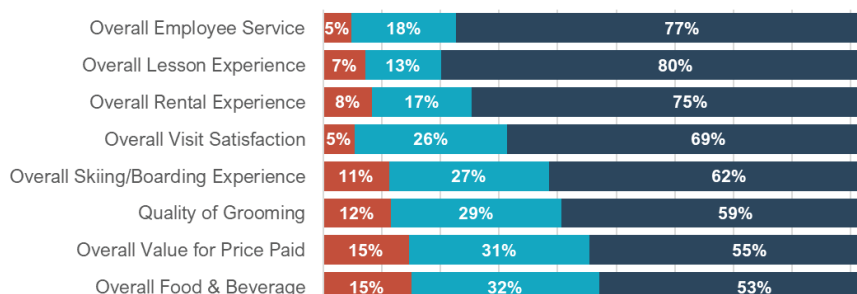
Comparatively affluent

62% household incomes of \$100,000+.



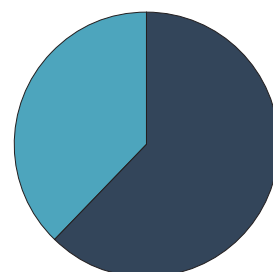
Satisfaction Ratings

■ % 1 - 6 ■ % 7 & 8 ■ % 9 & 10



Average satisfaction rate is high at 8.2-9.1 out of 10.

Season pass **58%**
Day ticket **35%**
Other **7%**



Daytrippers **61%**
Overnight **39%**