

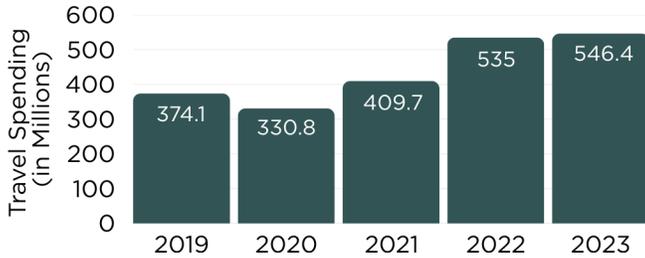


THE POWER OF IDAHO TOURISM: CENTRAL IDAHO



DIRECT TRAVEL SPEND

\$546.4M



TAXES



\$49.6M generated from travelers
\$9.7M in local tax receipts
\$39.9M state tax receipts

For every **\$100** spent by a visitor:

- \$44** benefits employee earnings at supporting businesses
- \$6.10** is tax revenue for the state



EMPLOYMENT

6,520 jobs
are generated by
travel spending



STATE LENS

1 in 10 private jobs in rural Idaho were directly supported by leisure and hospitality. ²

NATIONAL LENS

Travel industry employment in Idaho ranks **11th** in the Nation. ³



HOW TOURISM SUPPORTS INDUSTRIES IN IDAHO

Travelers to Idaho support our industries through spending that boosts Central Idaho's economy and jobs that support community members.

\$528.5 million spent on goods from Idaho businesses



\$154M
Food Service & Stores



\$120.3M
Accommodations



\$33M
Local Transportation



\$29.2M
Retail Sales



\$163.2M
Entertainment & Recreation



\$28.8M
Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	\$90M	\$122.3M	\$9.9M
Increase since 2019	38.1%	29.3%	61.7%
Jobs generated from travel spending*	2,140	3,970	240
Increase since 2019	0.4%	1.2%	13.3%

Learn more at industry.visitidaho.org.

Dean Runyan Associates, Idaho Economic Impact Report 2023 (except where otherwise cited)
https://commerce.idaho.gov/content/uploads/2024/11/2023p_ID_Travel-Impact-Report_11.13.24.pdf; travelstats.com/impacts/idaho

1. <https://www.labor.idaho.gov/wp-content/uploads/publications/LMI/PUBS/LMI-Report-2024.pdf>

2. <https://www.labor.idaho.gov/wp-content/uploads/2025/11/Rural-profile-of-Idaho-2025.pdf>

3. https://www.ustravel.org/sites/default/files/media_root/economic-impact/pdf/Travel_Impact_ID-.pdf

*Not all employment categories shown.