

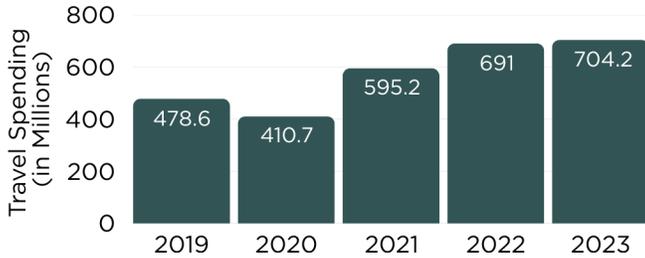


THE POWER OF IDAHO TOURISM: EASTERN IDAHO



DIRECT TRAVEL SPEND

\$704.2M



TAXES



\$55M generated from travelers

\$5M in local tax receipts

\$49.9M state tax receipts

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

\$30 benefits employee earnings at supporting businesses

\$6.21 is tax revenue for the state



EMPLOYMENT

7,120 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 Eastern Idaho's economy and jobs that support community members.

\$638 million spent on goods from Idaho businesses



\$193.5M
Food Service & Stores



\$203.2M
Accommodations



\$100M
Local Transportation



\$81M
Retail Sales



\$26.4M
Entertainment & Recreation



\$33.8M
Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	\$126.3M	\$19M	\$27.8M
Increase since 2019	49.9%	33.5%	66.5%
Jobs generated from travel spending*	4,380	1,510	710
Increase since 2019	16%	41.4%	30.1%

Learn more at industry.visitidaho.org.

Dean Runyan Associates, Idaho Economic Impact Report 2023 and TravelStats (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.