

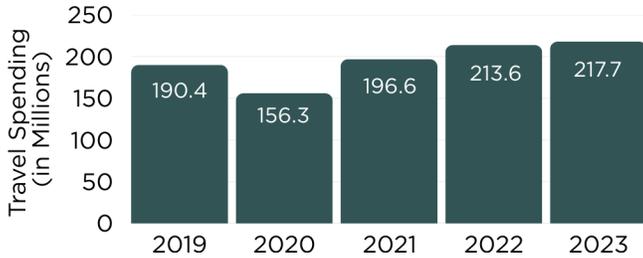


THE POWER OF IDAHO TOURISM: NORTH CENTRAL IDAHO



DIRECT TRAVEL SPEND

\$217.7M



TAXES



\$17.7M generated from travelers

\$1.8M in local tax receipts

\$16M state tax receipts

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

\$34 benefits employee earnings at supporting businesses

\$6.21 is tax revenue for the state



EMPLOYMENT

2,720 jobs

are generated by travel spending

Compare that to the average employment in other industries: ¹

- Ag, forestry, fishing & hunting - 944
- Manufacturing - 5,730
- Health care and social assistance - 7,013



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 North Central Idaho's economy and jobs that support community members.

\$197.8 million spent on goods from Idaho businesses



\$66.6M

Food Service & Stores



\$48.4M

Accommodations



\$35.7M

Local Transportation



\$26.4M

Retail Sales



\$15.7M

Entertainment & Recreation



\$4.9M

Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	\$43.1M	\$9.7M	\$9.5M
Increase since 2019	27.2%	15.6%	74.8%
Jobs generated from travel spending*	1,680	600	230
Increase since 2019	0.3%	3.1%	15.7%

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.