

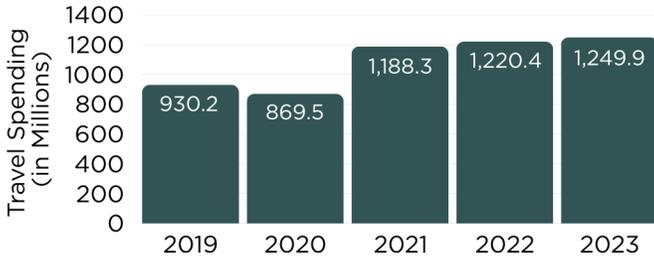


THE POWER OF IDAHO TOURISM: NORTHERN IDAHO



DIRECT TRAVEL SPEND

\$1.2B



TAXES



\$98.8M generated from travelers

\$11.8M in local tax receipts

\$87M state tax receipts

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

\$37 benefits employee earnings at supporting businesses

\$5.26 is tax revenue for the state



EMPLOYMENT

13,110 jobs

are generated by travel spending

Compare that to the average employment in other industries: ¹

- Ag, forestry, fishing & hunting - 1,088
- Manufacturing - 8,341
- Health care and social assistance - 16,677



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 Northern Idaho's economy and jobs that support community members.

\$1.2 billion spent on goods from Idaho businesses



\$395.9M
Food Service & Stores



\$225.3M
Accommodations



\$122.5M
Local Transportation



\$124.9M
Retail Sales



\$349.1M
Entertainment & Recreation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	\$190.7M	\$211.3M	\$38.2M
Increase since 2019	39.8%	42%	72.7%
Jobs generated from travel spending*	6,090	5,580	920
Increase since 2019	7.7%	16.7%	25.6%

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.