

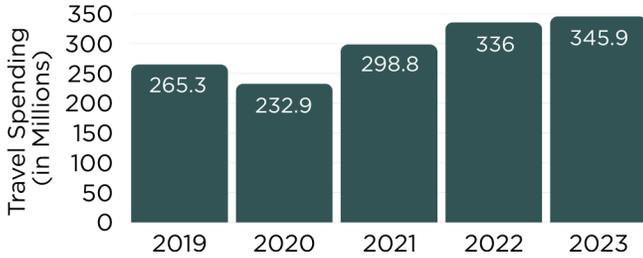


# THE POWER OF IDAHO TOURISM: SOUTH CENTRAL IDAHO



## DIRECT TRAVEL SPEND

**\$345.9M**



## TAXES



**\$28.4M** generated from travelers

**\$2.2M** in local tax receipts

**\$26.2M** state tax receipts

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

**\$29** benefits employee earnings at supporting businesses

**\$6.42** is tax revenue for the state



## EMPLOYMENT

**3,770 jobs**

are generated by travel spending

Compare that to the average employment in other industries\*: <sup>1</sup>

- Ag, forestry, fishing & hunting - 11,255
- Manufacturing - 12,327
- Health care and social assistance - 12,057



## STATE LENS

**1 in 10** private jobs in rural Idaho were directly supported by leisure and hospitality. <sup>2</sup>

## NATIONAL LENS

Travel industry employment in Idaho ranks **11th** in the Nation. <sup>3</sup>



## HOW TOURISM SUPPORTS INDUSTRIES IN IDAHO

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

**\$321.3 million** spent on goods from Idaho businesses



**\$115.6M**  
Food Service & Stores



**\$79.8M**  
Accommodations



**\$62.6M**  
Local Transportation



**\$45.6M**  
Retail Sales



**\$15.4M**  
Entertainment & Recreation



**\$2.3M**  
Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	<b>\$58.7M</b>	<b>\$11.2M</b>	<b>\$15.7M</b>
Increase since 2019	41.7%	50%	80.9%
Jobs generated from travel spending**	<b>2,190</b>	<b>870</b>	<b>360</b>
Increase since 2019	7.6%	17.8%	24.1%

Learn more at [industry.visitidaho.org](https://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\\_1113.24.pdf](https://commerce.idaho.gov/content/uploads/2024/11/2023p_ID_Travel-Impact-Report_1113.24.pdf); [travelstats.com/impacts/idaho](https://travelstats.com/impacts/idaho)

\*Visit Idaho and Idaho Labor classify Blaine and Camas counties in different regions.

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

\*\*Not all employment categories shown.