

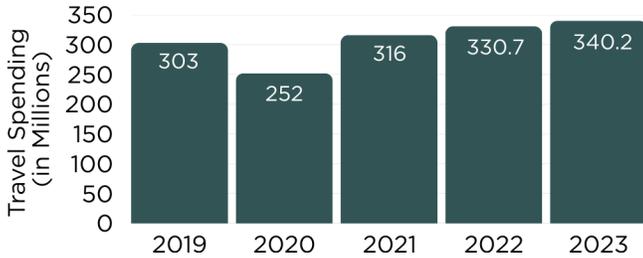


# THE POWER OF IDAHO TOURISM: SOUTHEAST IDAHO



## DIRECT TRAVEL SPEND

**\$340.2M**



## TAXES



**\$26.7M** generated from travelers

**\$2.3M** in local tax receipts

**\$24.4M** state tax receipts

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

**\$31** benefits employee earnings at supporting businesses

**\$5.99** is tax revenue for the state



## EMPLOYMENT

**4,140 jobs**

are generated by travel spending

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

- Ag, forestry, fishing & hunting - 2,503
- Manufacturing - 7,395
- Health care and social assistance - 11,118



## 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 Southeast Idaho's economy and jobs that support community members.

**\$317.6 million** spent on goods from Idaho businesses



**\$109.6M**  
Food Service & Stores



**\$62.9M**  
Accommodations



**\$59.2M**  
Local Transportation



**\$50.8M**  
Retail Sales



**\$33.4M**  
Entertainment & Recreation



**\$1.8M**  
Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	<b>\$51.2M</b>	<b>\$24.3M</b>	<b>\$15.7M</b>
Increase since 2019	40.5%	9.5%	45.6%
Jobs generated from travel spending*	<b>2,090</b>	<b>1,310</b>	<b>430</b>
Increase since 2019	11.4%	-8.5%	0.9%

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\\_11.13.24.pdf](https://commerce.idaho.gov/content/uploads/2024/11/2023p_ID_Travel-Impact-Report_11.13.24.pdf); [travelstats.com/impacts/idaho](https://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](https://www.ustravel.org/sites/default/files/media_root/economic-impact/pdf/Travel_Impact_ID-.pdf)

\*Not all employment categories shown.