

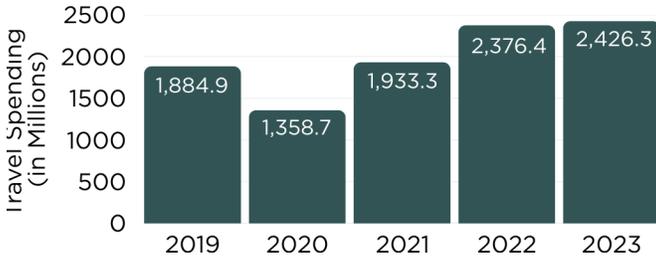


THE POWER OF IDAHO TOURISM: SOUTHWEST IDAHO



DIRECT TRAVEL SPEND

\$2.4B



TAXES



\$162.4M generated from travelers
\$19.4M in local tax receipts
\$143M state tax receipts

For every **\$100** spent by a visitor:
\$29 benefits employee earnings at supporting businesses
\$5.98 is tax revenue for the state



EMPLOYMENT

17,980 jobs

are generated by travel spending

Compare that to the average employment in other industries: ¹

- Ag, forestry, fishing & hunting - 6,593
- Manufacturing - 33,068
- Health care and social assistance - 60,756



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

\$1.9 billion

 spent on goods from Idaho businesses

\$599.6M
Food Service & Stores



\$422.8M
Accommodations



\$328.7M
Local Transportation



\$228.4M
Retail Sales



\$79.8M
Entertainment & Recreation



\$222.9M
Air Transportation

	Accommodations & Food Service	Entertainment & Recreation	Retail & Gas
Industry earnings supporting wages, taxes and business profits	\$330M	\$78.2M	\$67.2M
Increase since 2019	35.6%	67.3%	41.1%
Jobs generated from travel spending*	10,170	3,760	1,470
Increase since 2019	6.8%	22.3%	6.3%

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.