

IDAHO TOURISM UPDATE

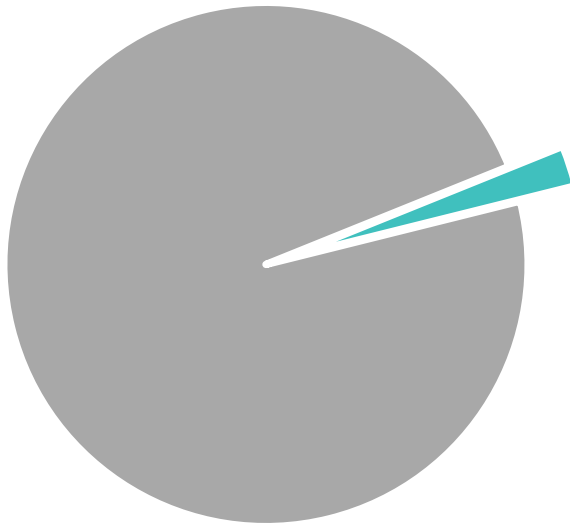
Economic Outlook and Revenue
Assessment Committee

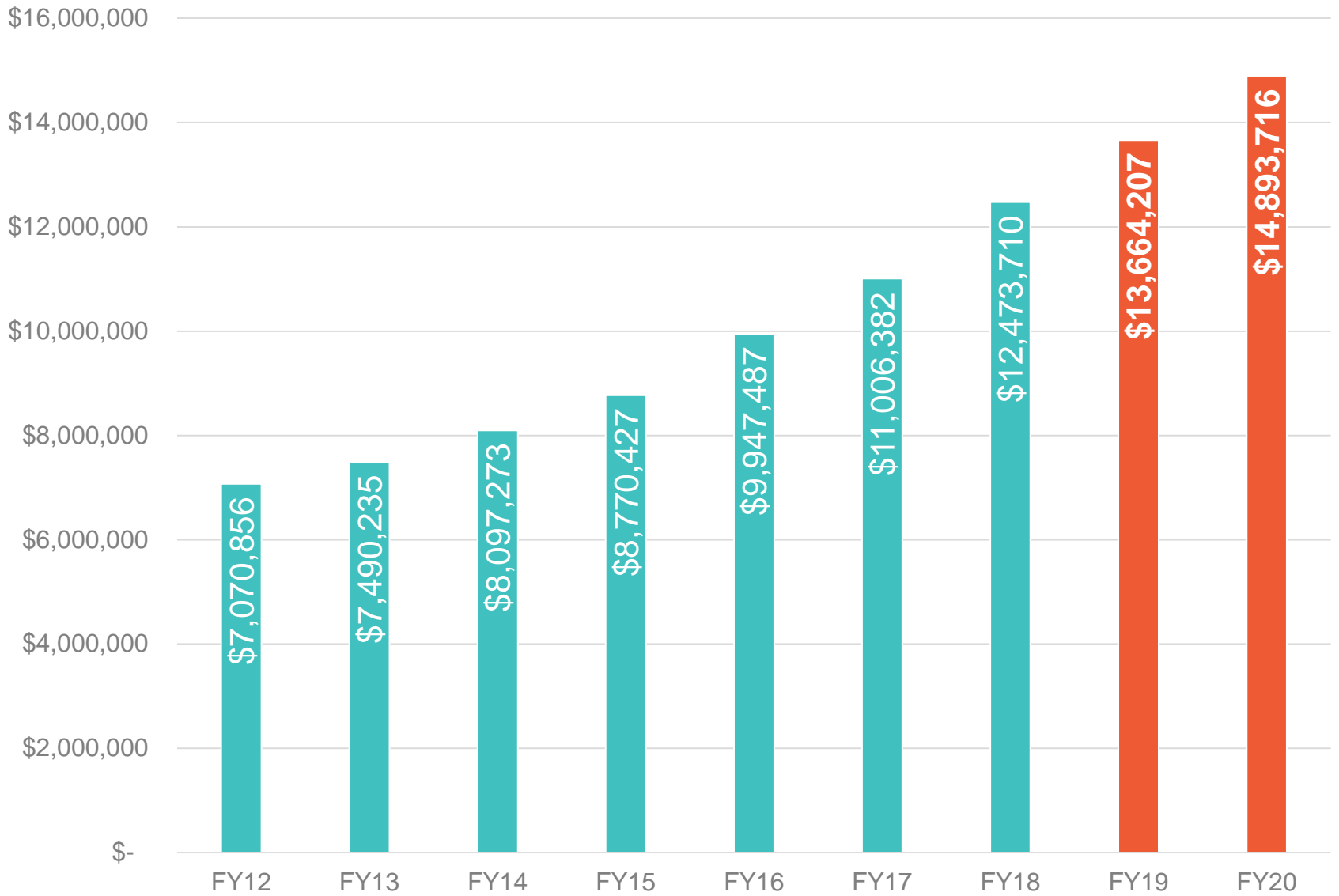


Program began in **FY1982**
2% tax on all private lodging stays
Collections over **\$12.4 million** in FY18

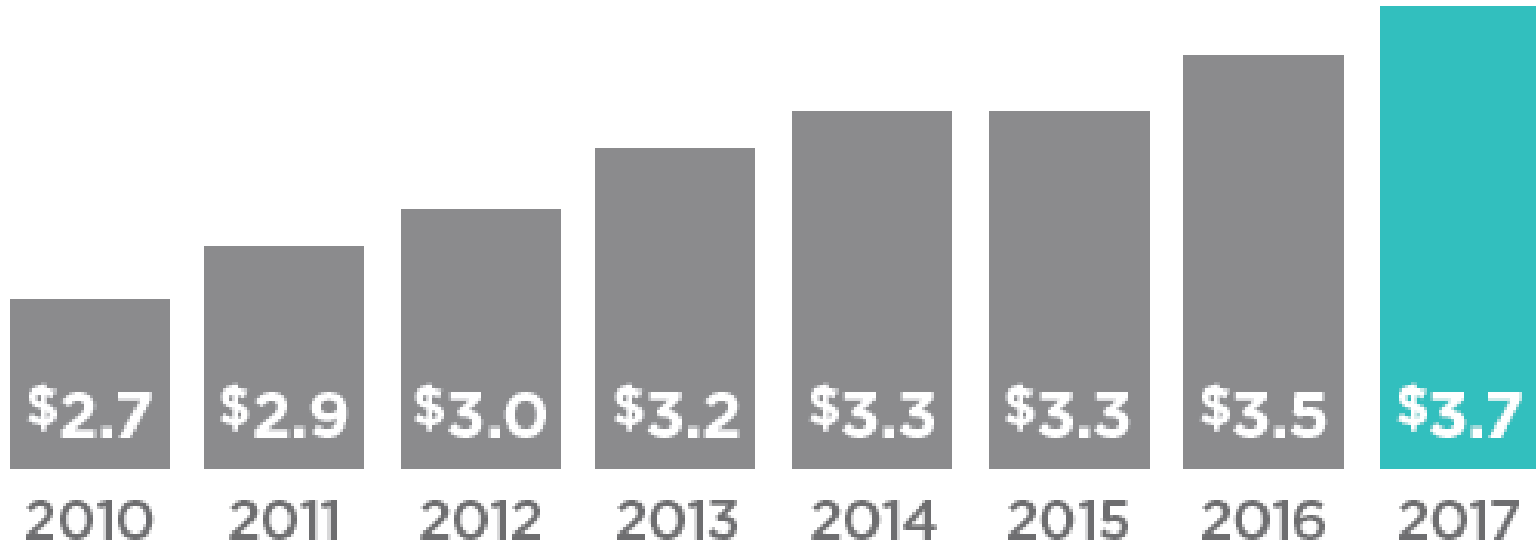


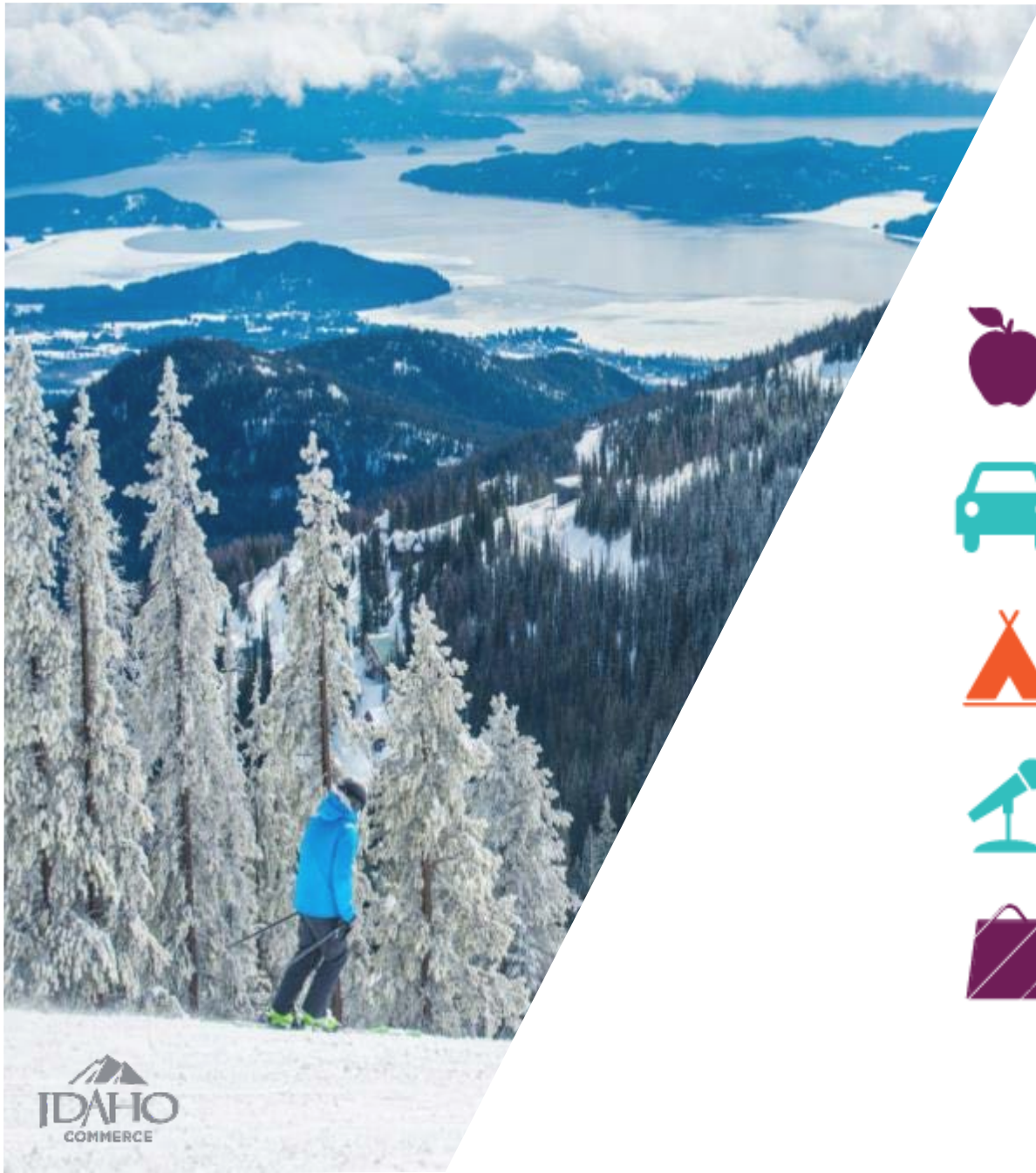
Travel industry
contributed
\$1.6 billion
to Idaho's GSP





\$3.7 billion spent in Idaho in direct travel spending





\$1.02B
food service & stores



\$547M
local transportation



\$607M
accommodations



\$487M
entertainment



\$444M
retail sales

The number of jobs created by the
Idaho tourism industry:

45,800

jobs statewide





\$475M

taxes collected
in 2017

\$286M

to state
and local

\$188M

to federal

\$740

Reduced tax burden
per household
annually





Photo Credit: Idaho Statesman

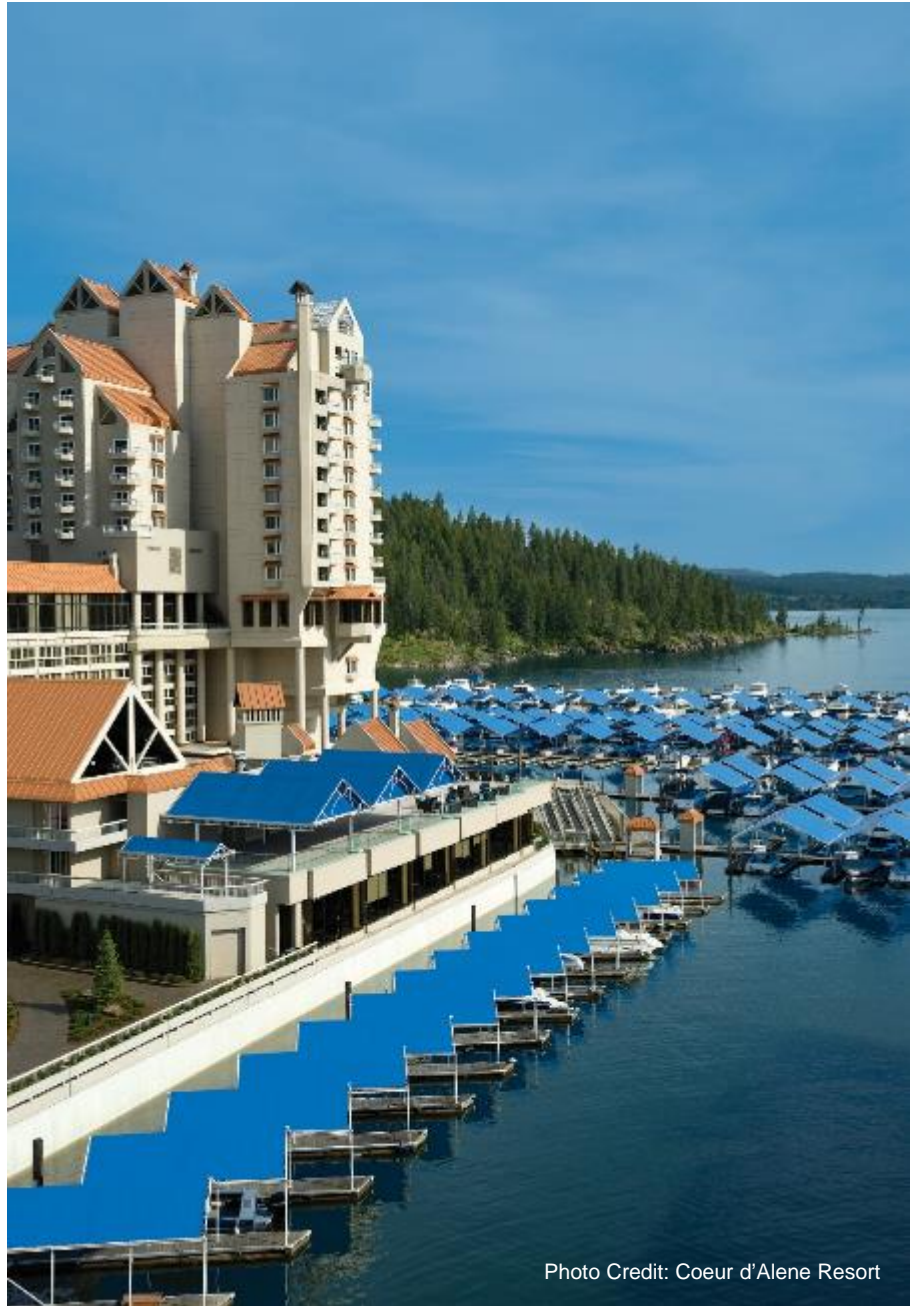
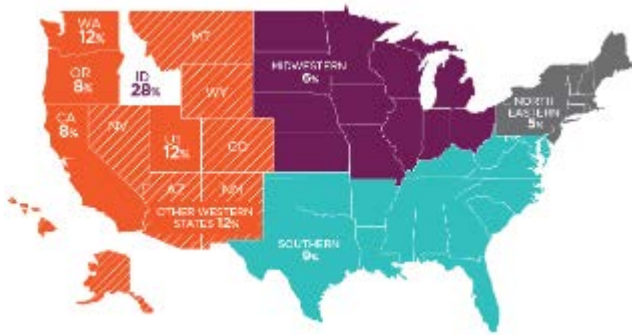


Photo Credit: Coeur d'Alene Resort



Photo Credit: Sun Valley Company



72% of tourism spending is generated from **out-of-state** visitors

Top reasons
visitors come
to Idaho:



visit friends
and family



experience
the outdoors



tour the
region

80% of people are **very satisfied** with their overall trip experience

75% are very satisfied with the **safety and security** on their trip





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