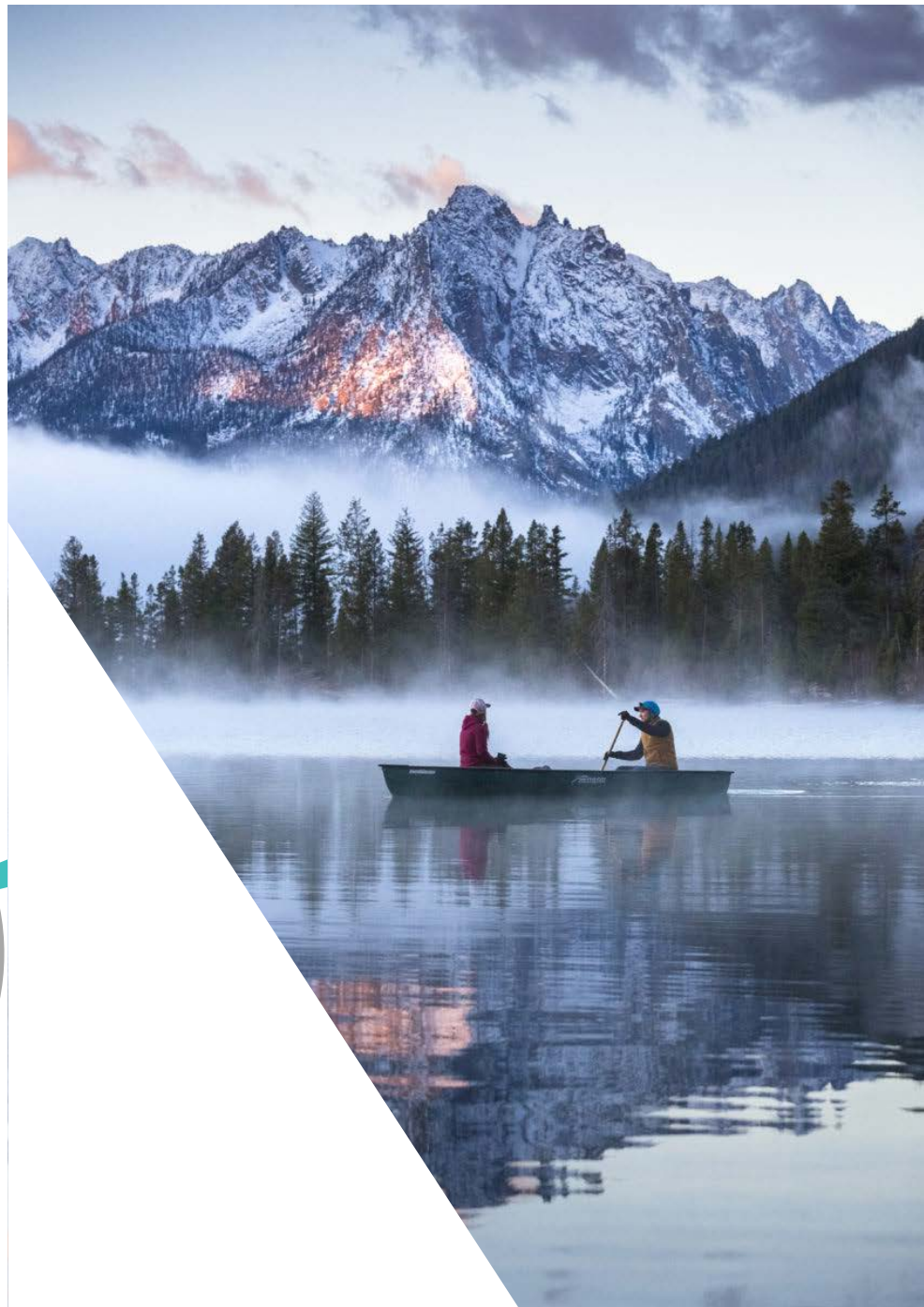


IDAHO TOURISM UPDATE

Economic Outlook and Revenue
Assessment Committee



Leisure and
hospitality
represent
approximately
**4.5% of
Idaho's GSP**



\$497M

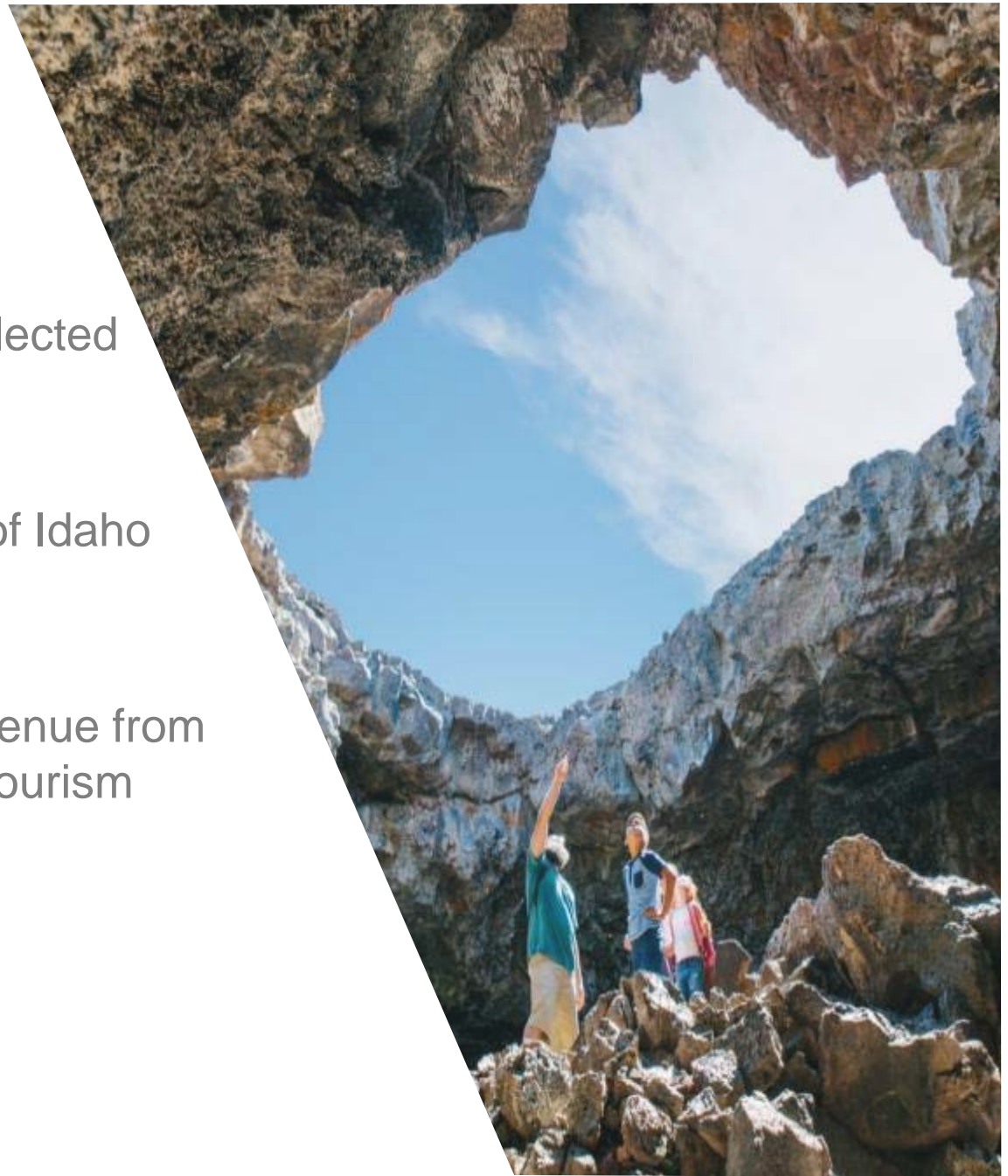
taxes collected
in 2020

\$262M

to State of Idaho
revenue

7%

State revenue from
travel & tourism



Leisure and hospitality accounts for

82,500

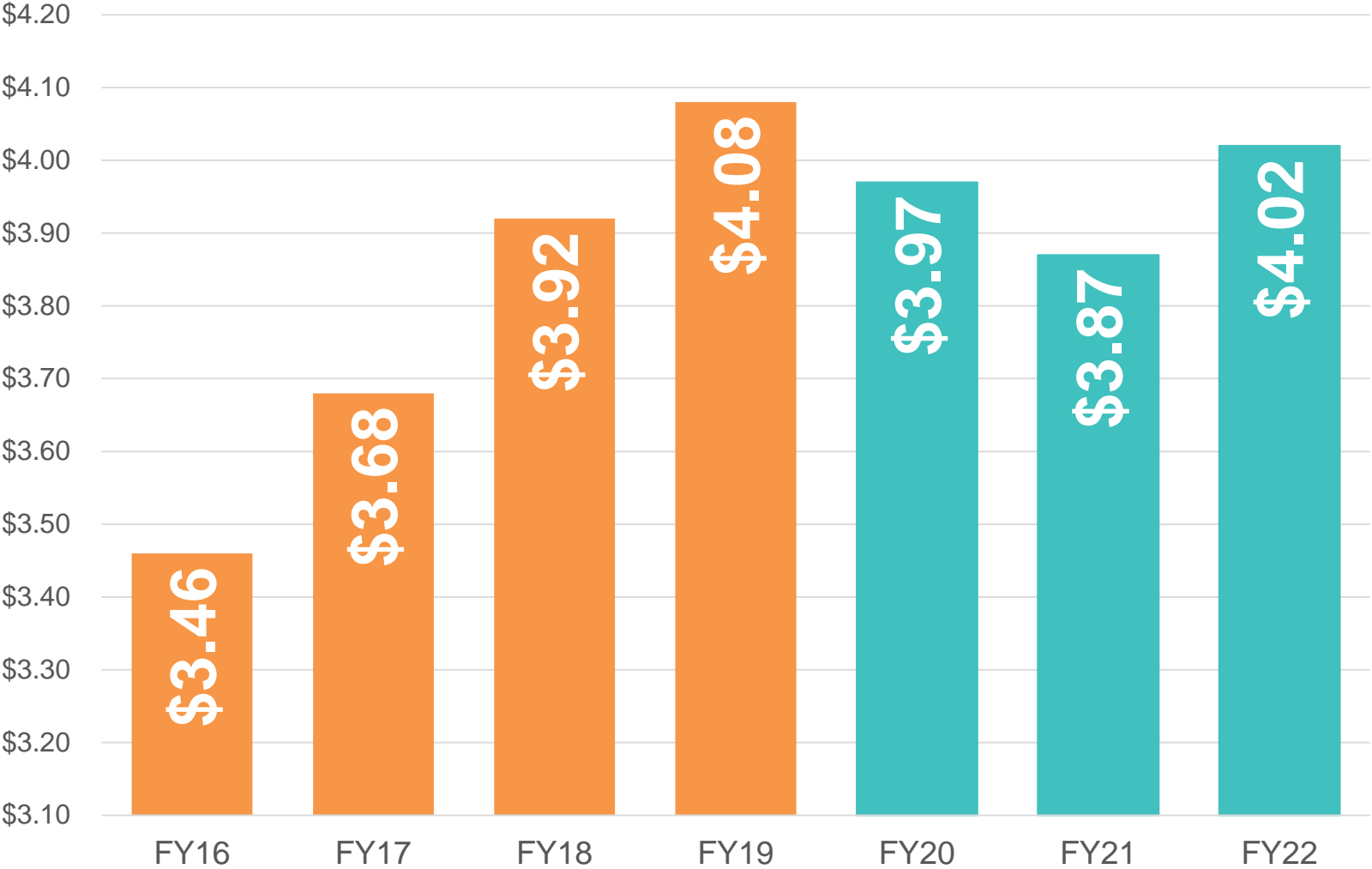
jobs statewide



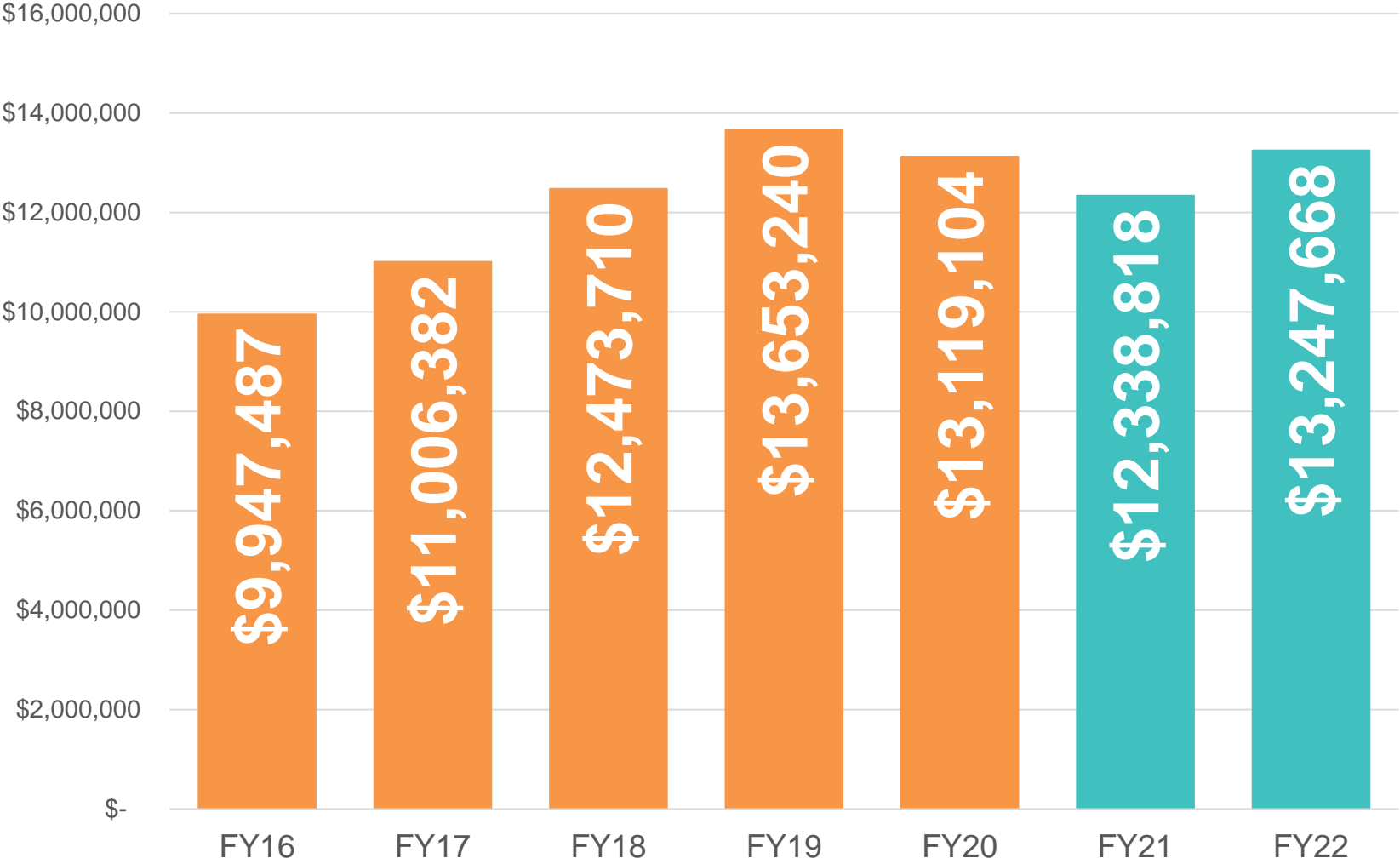
Meetings, conference and
events cancellations in Boise:
Loss of **52,000** room nights
Impact of **\$41 million**



Travel Spending (Billions)

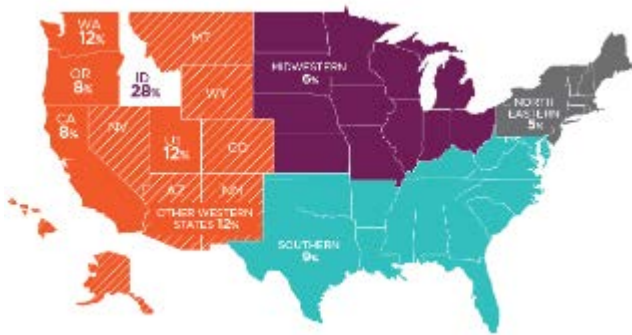


Lodging Tax Collections



Regional Highlights

	July '20 v. '19	Aug '20 v. '19	Sept '20 v. '19	Oct '20 v. '19	Nov '20 v. '19
Region 1	-9.58%	1.00%	1.29%	22.16%	24.76%
Region 2	-15.26%	-18.99%	-4.77%	-27.84%	-21.13%
Region 3	-27.79%	-34.04%	-19.01%	-13.51%	-6.41%
Region 4	-25.13%	-2.64%	-0.04%	9.55%	20.46%
Region 5	-21.00%	-8.63%	-1.48%	-13.18%	9.42%
Region 6	-21.22%	-12.85%	23.71%	18.13%	26.27%
Region 7	-23.47%	-22.95%	-7.11%	-4.84%	20.97%
State	-30.99%	-16.37%	-5.67%	2.96%	8.70%



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

Top reasons visitors come to Idaho:



visit friends and family



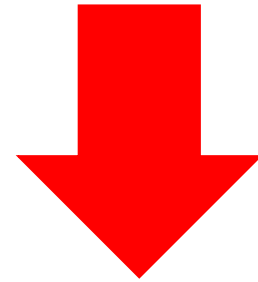
experience the outdoors



tour the region

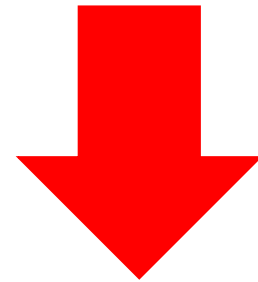


Room Revenue



-28.1%

Rooms Sold



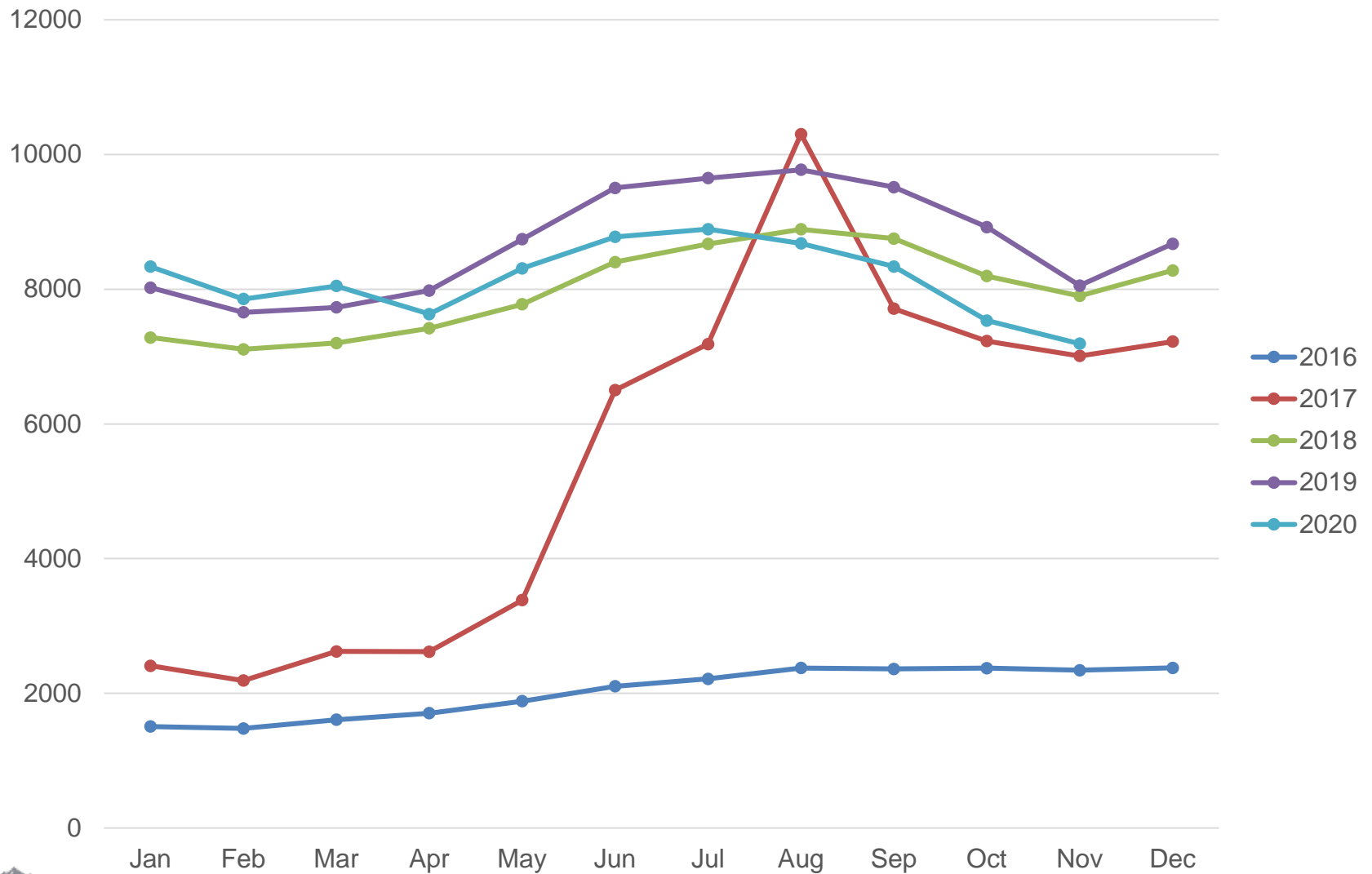
-21.1%

Available Rooms

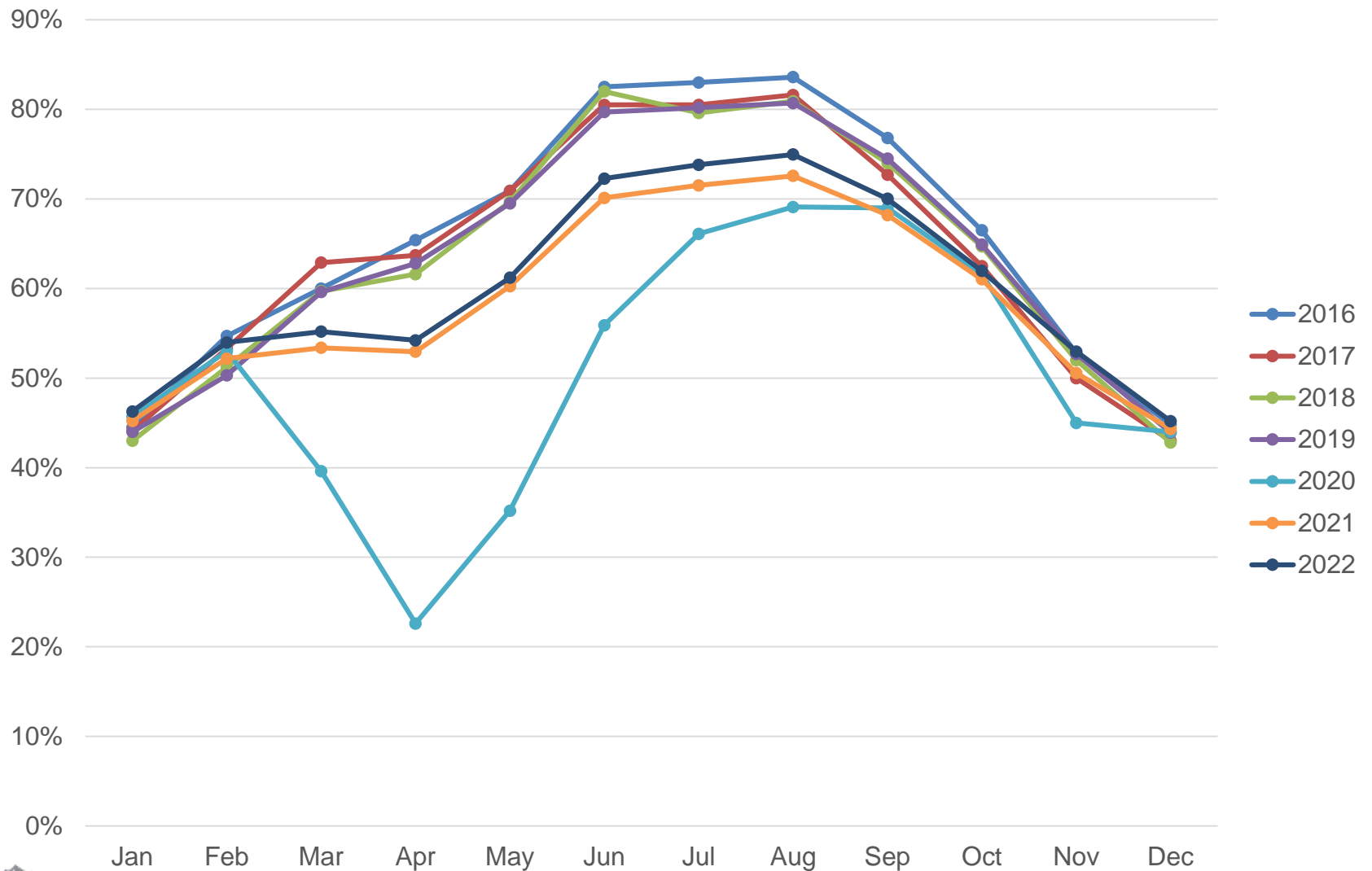


0.2%

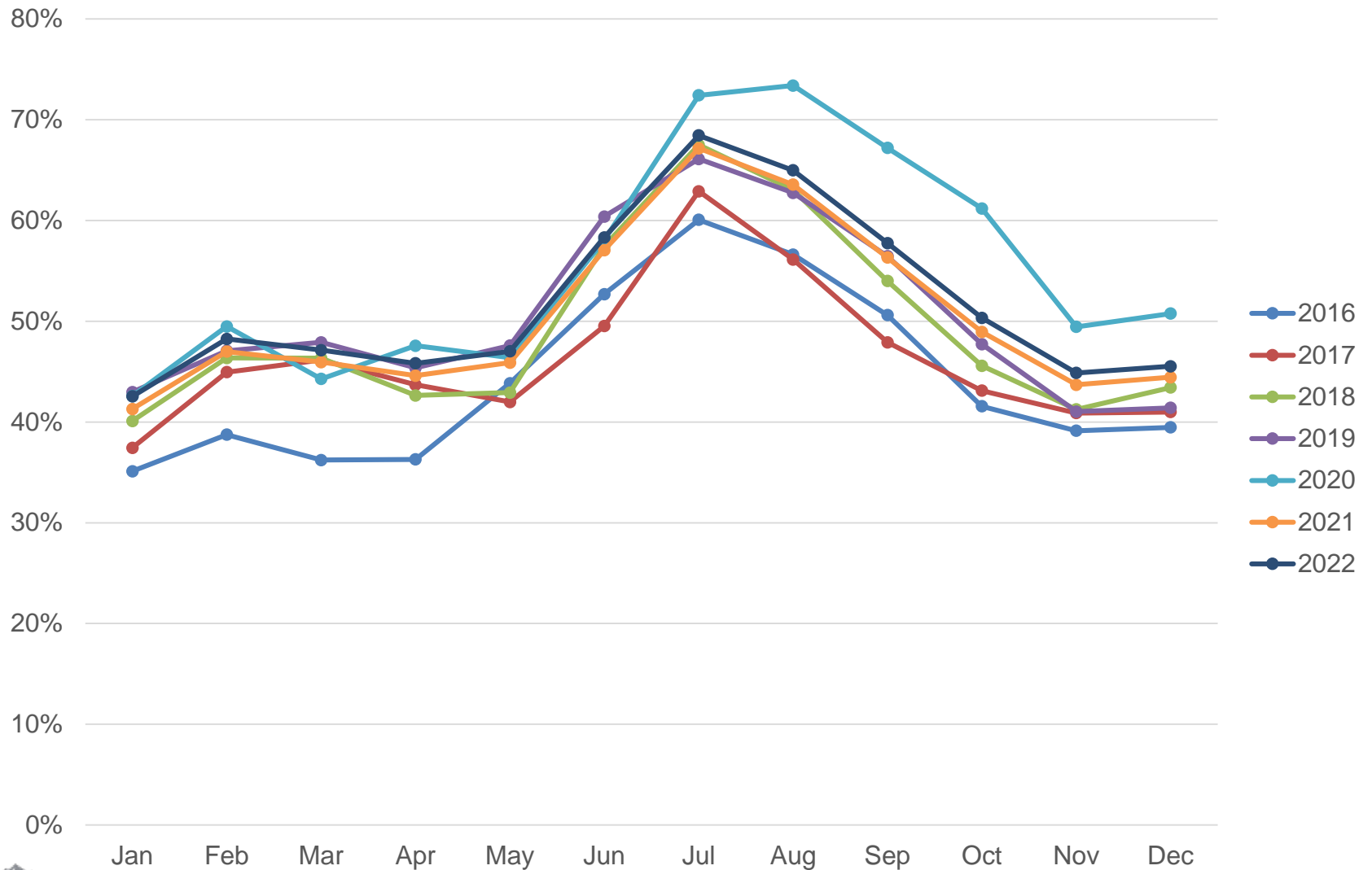
Available Vacation Rental Listings



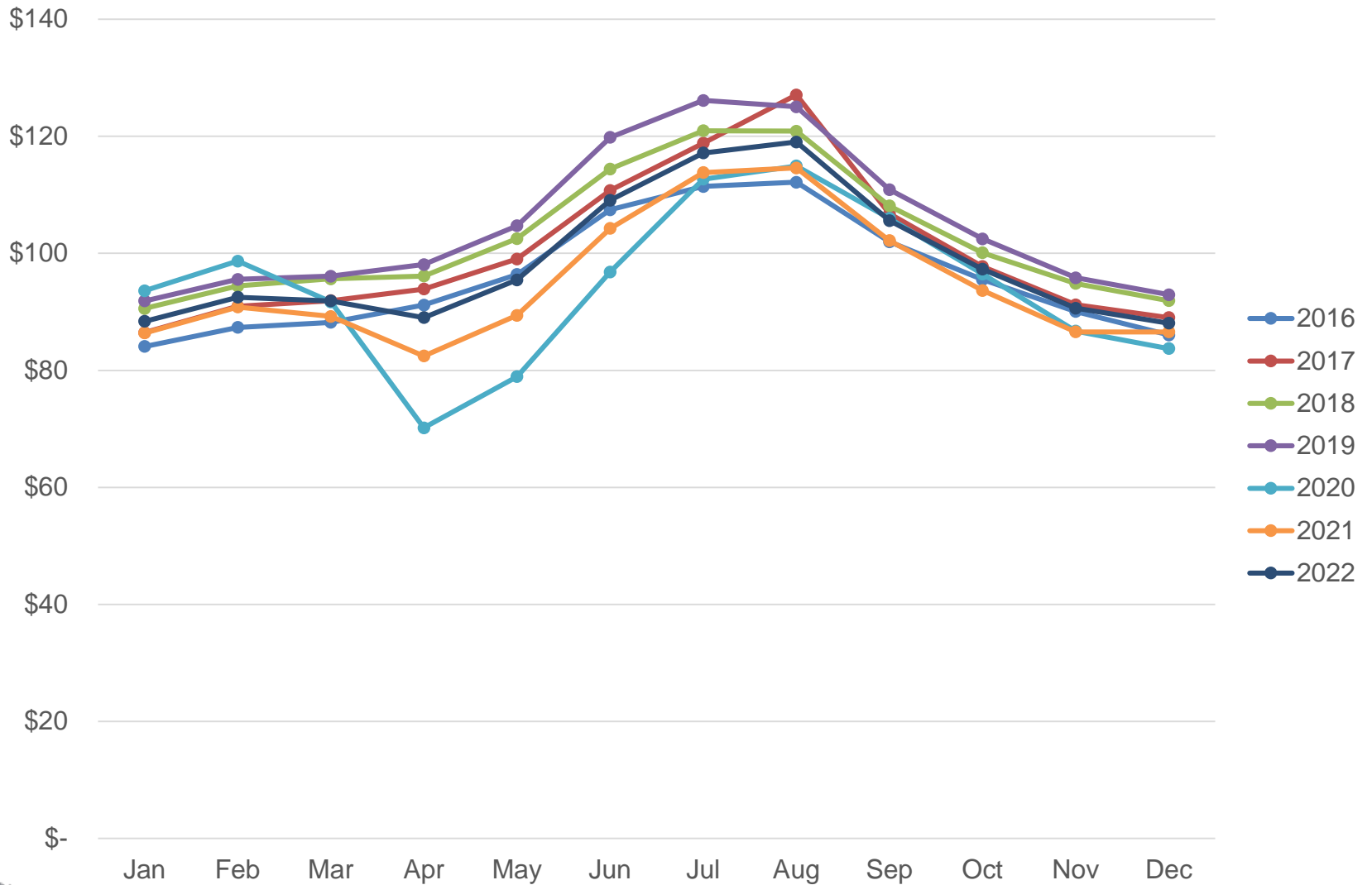
Traditional Lodging Occupancy %



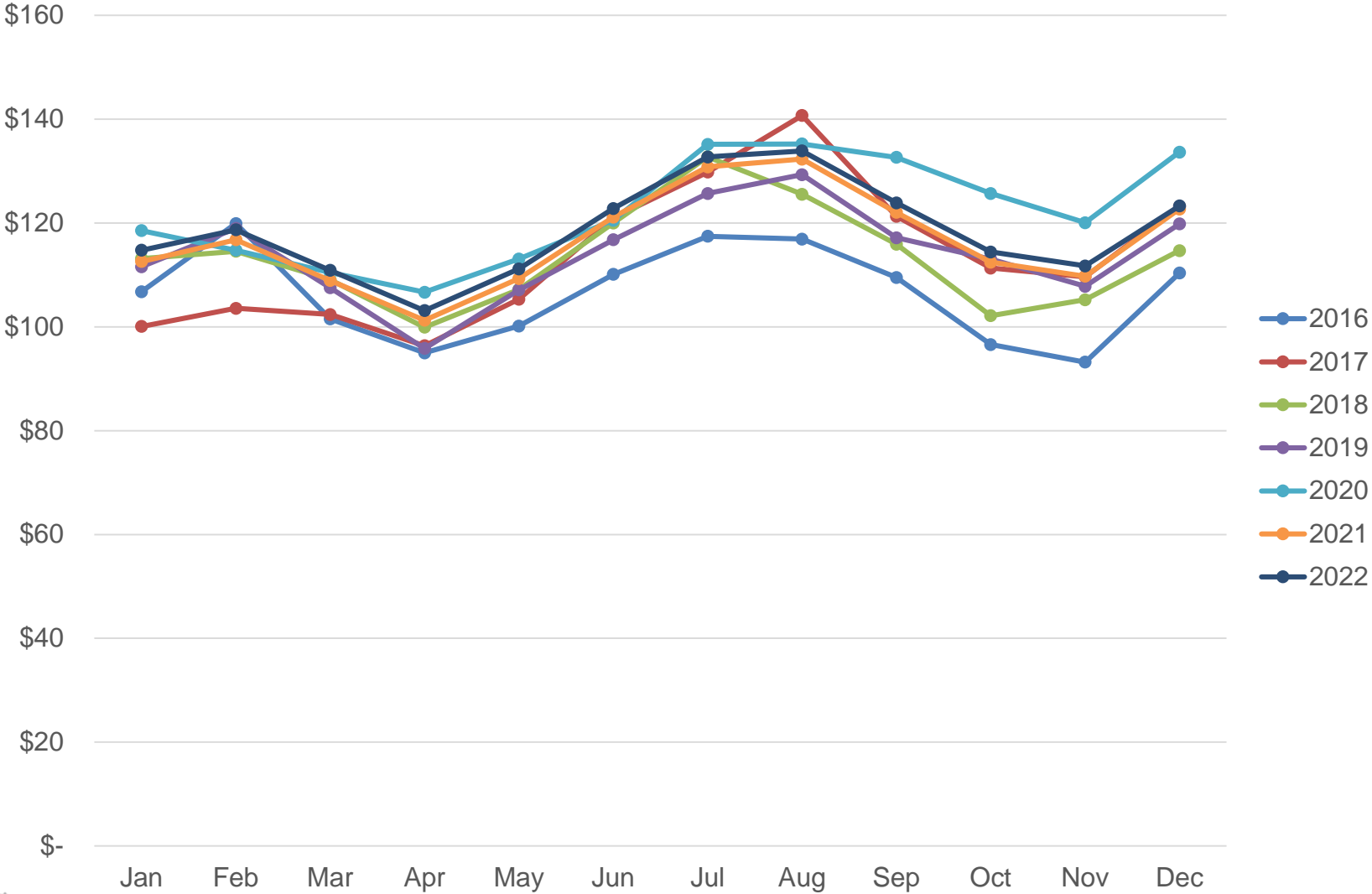
Vacation Rental Occupancy %



Traditional Lodging ADR \$



Vacation Rental ADR \$



75% Very satisfied with overall trip experience





commerce.idaho.gov
and visitidaho.org



Idaho Commerce
and Visit Idaho



@idahocommerce
@visitidaho



@visitidaho



Idaho Commerce