State of Downtown Boise Annual Meeting

Matt Borud
Idaho Tourism Update
September 10, 2020
$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

Traveler Spending

Amount spent in Southwest Idaho:

$1.6 billion

Lodging Collections

Source: Idaho Tax Commission

<table>
<thead>
<tr>
<th>FY</th>
<th>Lodging Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY16</td>
<td>$9,947,487</td>
</tr>
<tr>
<td>FY17</td>
<td>$11,006,382</td>
</tr>
<tr>
<td>FY18</td>
<td>$12,473,710</td>
</tr>
<tr>
<td>FY19</td>
<td>$13,653,240</td>
</tr>
<tr>
<td>FY20</td>
<td>$13,119,104</td>
</tr>
</tbody>
</table>

-3.9%
### Regional Lodging Collections

<table>
<thead>
<tr>
<th>Region</th>
<th>FY20 vs. FY19 % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Region 2</td>
<td>-13.2%</td>
</tr>
<tr>
<td>Region 3</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Region 4</td>
<td>-10.6%</td>
</tr>
<tr>
<td>Region 5</td>
<td>-8.9%</td>
</tr>
<tr>
<td>Region 6</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Region 7</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Source: Idaho Tax Commission
Impact Projections

Projected COVID-19 impact on tourism industry revenue

Source: Oxford Economics

Source: U.S. Travel Association and Oxford Economics
Boise STR Occupancy Rate %

YTD: -31.7%

Source: Smith Travel Research (STR)
Boise STR Average Daily Rate $

YTD: -14.7%

Source: Smith Travel Research (STR)
Ada Co. AirDNA Occupancy Rate %

YTD: -5.8%

Source: AirDNA
Ada Co. AirDNA Avg. Daily Rate $

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$78.36</td>
<td>$83.37</td>
<td>$86.63</td>
<td>$83.15</td>
<td>$90.80</td>
<td>$93.37</td>
<td>$92.68</td>
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<tr>
<td>2020</td>
<td>$77.94</td>
<td>$76.75</td>
<td>$76.90</td>
<td>$76.77</td>
<td>$82.09</td>
<td>$87.61</td>
<td>$93.84</td>
</tr>
</tbody>
</table>

YTD: -6.0%

Source: AirDNA
Downtown Boise Device Activity

 WoW: +2.4%
Boise “Search Shift”

Source: Expedia

 WoW: +5.5%
Impact Projections

Projected COVID-19 impact on tourism industry revenue

Source: Oxford Economics
Recent Lodging Collections

<table>
<thead>
<tr>
<th>Month</th>
<th>FY21 vs. FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>-38.3%</td>
</tr>
<tr>
<td>May</td>
<td>-76.2%</td>
</tr>
<tr>
<td>June</td>
<td>-53.4%</td>
</tr>
<tr>
<td>July</td>
<td>-31.0%</td>
</tr>
<tr>
<td>August</td>
<td>-16.4%</td>
</tr>
</tbody>
</table>

Source: Idaho Tax Commission
FY21 Projection

Source: Idaho Tax Commission and Idaho Tourism Internal Projections

-19%
Top reasons visitors come to Idaho:

- visit friends and family
- experience the outdoors
- tour the region

Top 5 visitor activities in Southwest Idaho:

- shopping
- fine dining
- hiking/backpacking
- swimming
- landmark/historic site

75% of people are **very satisfied** with their overall trip experience

65% are very satisfied with the **safety and security** on their trip
