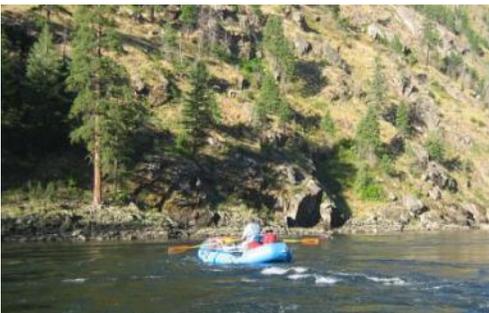




## IDAHO'S TOURISM INDUSTRY

2013



SPRING 2014

IDAHO DEPARTMENT OF LABOR  
COMMUNICATIONS & RESEARCH

# Idaho Tourism Industries 2013



Communications and Research  
Georgia Smith, Deputy Director

Report prepared by  
Janell Hyer

#### Acknowledgements:

Bob Uhlenkott, Chief Research Officer; Jean Cullen, Public Information Specialist; and Bob Fick, Communications Manager.

This publication is available online at [labor.idaho.gov/dnn/idl/Publications.aspx](http://labor.idaho.gov/dnn/idl/Publications.aspx)

For more information, contact Janell Hyer at (208) 332-3570 ext. 3220 or [Janell.Hyer@labor.idaho.gov](mailto:Janell.Hyer@labor.idaho.gov).

This publication is produced by the Idaho Department of Labor which is funded at least in part by federal grants from the U.S. Department of Labor. Costs associated with this publication are available by contacting the Idaho Department of Labor.

## KEY FINDINGS

Idaho's tourism industry encompasses just over 1,700 businesses with more than 28,000 jobs and a payroll of over \$500 million – 5 percent of total jobs and 2.3 percent of total wages. In addition, tourism indirectly supports another 11,600 jobs in other sectors of the economy, making tourism's total economic impact 40,000 jobs.

Idaho's tourism employment declined at a faster rate than employment overall after the recession began. From 2007 to 2010, tourism jobs fell 15 percent, or 4,600, from the 2007 peak of 31,500. Tourism jobs began recovering from the 2010 low point of 26,970 to reach 29,100 in 2013, but still nearly 2,500 below the 2007 peak.

Employment across all sectors dropped 8 percent from 2007 to 2010. The number of total jobs increased steadily since 2010 but remains more than 33,000 below the pre-recession peak. This disproportionate decline may be attributed to budget-strapped consumers foregoing luxuries like vacations and eating out – mainstays of Idaho's tourism economy.

## ESTABLISHMENT (BUSINESS LOCATION)

An estimated 1,700 businesses, or 3.5 percent of all Idaho businesses, are engaged in tourism, down nearly 200 since 2007. The largest loss was in restaurants and bars, which were down 44 percent. Table 1 shows the regional share of these tourism businesses. Thirty-eight percent of the 1,700 are in southwestern Idaho, 15 percent each in northern and eastern Idaho, 13 percent in south central Idaho, 10 percent in southeastern Idaho and 8 percent in north central Idaho. While all regions experienced a decline in the number of tourism businesses, total shares changed little through the recession and recovery.

Area	2007	2010	2013
Northern	16%	16%	15%
North Central	8%	8%	8%
Southwestern	38%	38%	38%
South Central	13%	13%	13%
Southeastern	9%	9%	10%
Eastern	15%	15%	15%
State of Idaho	100%	100%	100%

Source: : Quarterly Report of Covered Employment & Wages, 2007 – 2013

Nearly a third of all tourism establishments are restaurants or bars. Another 19 percent are hotels, motels, campgrounds and RV parks, and 9 percent are retailers excluding gasoline service stations. Seven percent are involved in air transportation. The distribution of tourism businesses among 24 categories has changed little since 2007.

<b>Table 2: Top Tourism Groups by Share of Establishments</b>			
<b>Group</b>	<b>2007</b>	<b>2010</b>	<b>2013</b>
Food services and drinking places	31%	29%	30%
Traveler accommodations	17%	19%	19%
Retail trade services, excluding gasoline service stations	9%	9%	9%
Air transportation services	6%	7%	7%
All other recreation and entertainment	6%	5%	5%
Gasoline service stations	4%	4%	5%
Travel arrangement and reservation services	5%	5%	4%
Wholesale trade and transportation services	4%	4%	4%
Participant sports	4%	3%	3%
Automotive repair services	3%	3%	3%
Industries producing nondurable PCE commodities, exc petroleum refineries	2%	3%	3%
Automotive equipment rental and leasing	3%	2%	2%
Spectator sports	2%	1%	1%
Motion pictures and performing arts	1%	1%	1%
Urban transit systems and other transportation	1%	1%	1%
Scenic and sightseeing transportation services	1%	1%	1%
Interurban charter bus transportation	1%	1%	1%
Water transportation services	0%	0%	0%
Gambling	0%	1%	0%
Taxi service	0%	0%	0%
Rail transportation services	0%	0%	0%
Interurban bus transportation	0%	0%	0%
Parking lots and garages	0%	0%	0%
Petroleum refineries	0%	0%	0%

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013

## EMPLOYMENT

Since 2006 tourism has averaged 3.87 percent of Idaho's jobs. As the number of tourism jobs declined between 2009 and 2011, so did the percentage of tourism jobs in the entire economy, dropping below 4 percent. It was not until 2012 that tourism jobs again approached 4 percent of total jobs. Overall economic growth will continue increasing jobs in tourism, but the expansion of the tourism sector needs to if it is to regain 4 percent of total jobs in Idaho.

Idaho's Tourism Industries



Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Nearly 30 percent of Idaho tourism jobs are at restaurants and bars. An additional 23 percent are in hotels, motels, campgrounds and RV parks. These two groups account for more than half of Idaho's tourism-related employment and two-thirds of the jobs lost from 2007 to 2009.

Group	2007	2010	2013
Food services and drinking places	30%	27%	28%
Traveler accommodations	21%	23%	23%
Air transportation services	8%	8%	8%
Retail trade services, excluding gasoline service stations	8%	8%	8%
Gasoline service stations	5%	5%	5%
Participant sports	5%	4%	5%
All Other recreation & entertainment	4%	4%	4%
Travel arrangement & reservation services	4%	3%	3%
Industries producing nondurable PCE commodities, exc petroleum	3%	4%	3%

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Every region experienced declines in tourism employment between 2007 and 2010. Southwestern Idaho, the largest region, lost almost 2,500 jobs, or 18 percent and more than half of the tourism job loss statewide. Tourism employment began to rebound in 2011, but south central Idaho was the only region where recession losses were more than recovered by 2013.

Table 4: Tourism - Peak Employment									
<i>Red Highlights = Peak Employment</i>									
Area	2005	2006	2007	2008	2009	2010	2011	2012	2013
Northern	4,778	4,926	5,223	5,069	4,524	4,404	4,396	4,518	4,688
North Central	3,726	2,092	2,054	1,949	1,821	1,826	1,827	1,844	1,861
Southwestern	12,450	13,173	13,773	12,805	11,538	11,309	11,690	12,157	12,493
South Central	3,898	3,931	3,878	3,871	3,675	3,677	3,754	3,820	4,029
Southeastern	3,292	3,292	3,387	3,255	3,041	2,926	2,866	2,883	2,929
Eastern	3,062	3,048	3,232	3,140	2,831	2,829	2,917	2,972	3,078
State of Idaho	31,206	30,462	31,546	30,088	27,430	26,971	27,449	28,194	29,078

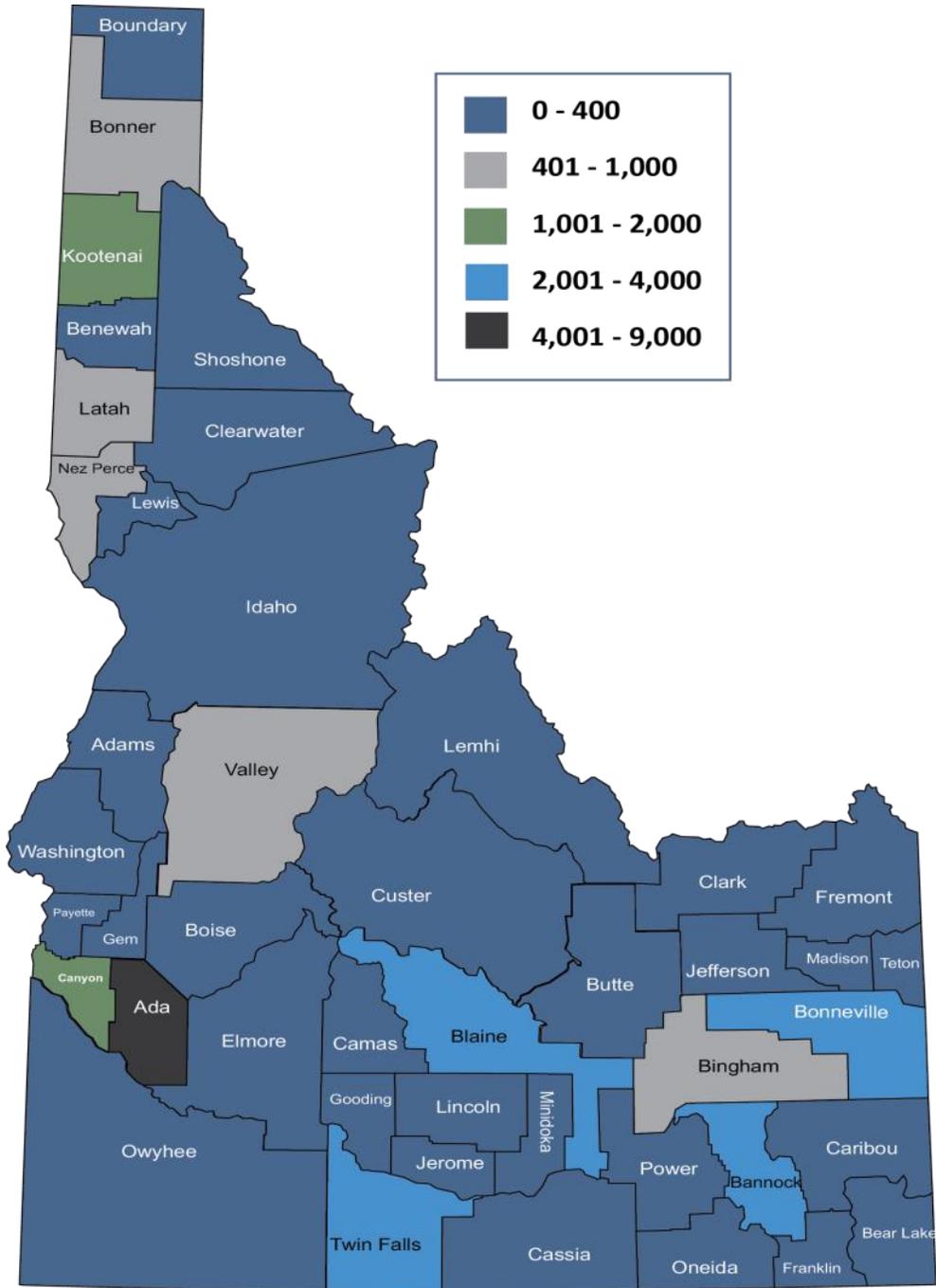
Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Southwestern Idaho is the state's most populous region and has the largest share of tourism jobs at 43 percent. Chart 2 on page 8 shows the employment ranges by county.

Table 5: 2007 - 2013 Tourism Decline						
2007 - 2010	2010 - 2013	2007 - 2013		2007 - 2010	2010 - 2013	2007 - 2013
Percent Change				Numeric		
-16%	6%	-10%	Northern	-819	285	-535
-11%	2%	-9%	North Central	-227	35	-193
-18%	10%	-9%	Southwestern	-2,464	1,184	-1,280
-5%	10%	4%	South Central	-201	353	152
-14%	0%	-14%	Southeastern	-461	3	-458
-12%	9%	-5%	Eastern	-403	249	-154
-15%	8%	-8%	State	-4,575	2,107	-2,468

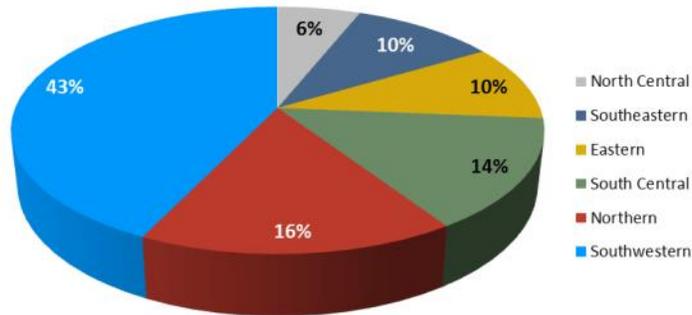
Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Figure 1. Tourism Employment by County 2013



Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

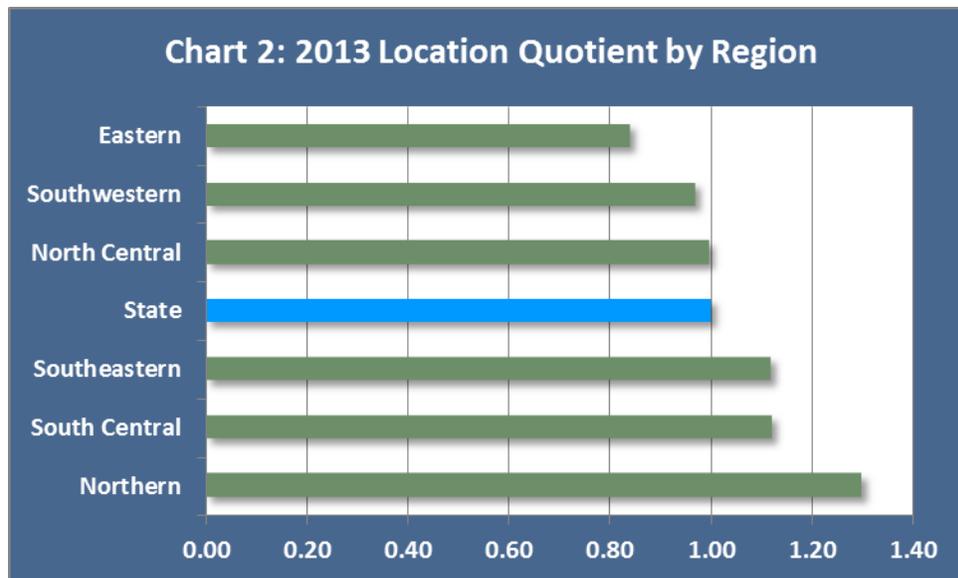
**Chart 2: 2013 Regional Share of Tourism Employment**



Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Regardless of the percentage share of tourism jobs in the six regions, the concentration of tourism jobs in each can reveal areas whose economies are more dependent on outside dollars from tourists.

While the southwestern region employs 43 percent of Idaho's tourism workers, the regional location quotient is 0.97, meaning the concentration of tourism jobs is below the state average. Tourism jobs are concentrated in northern, south central and southeastern Idaho, yet these three regions only account for 40 percent of the tourism employment.



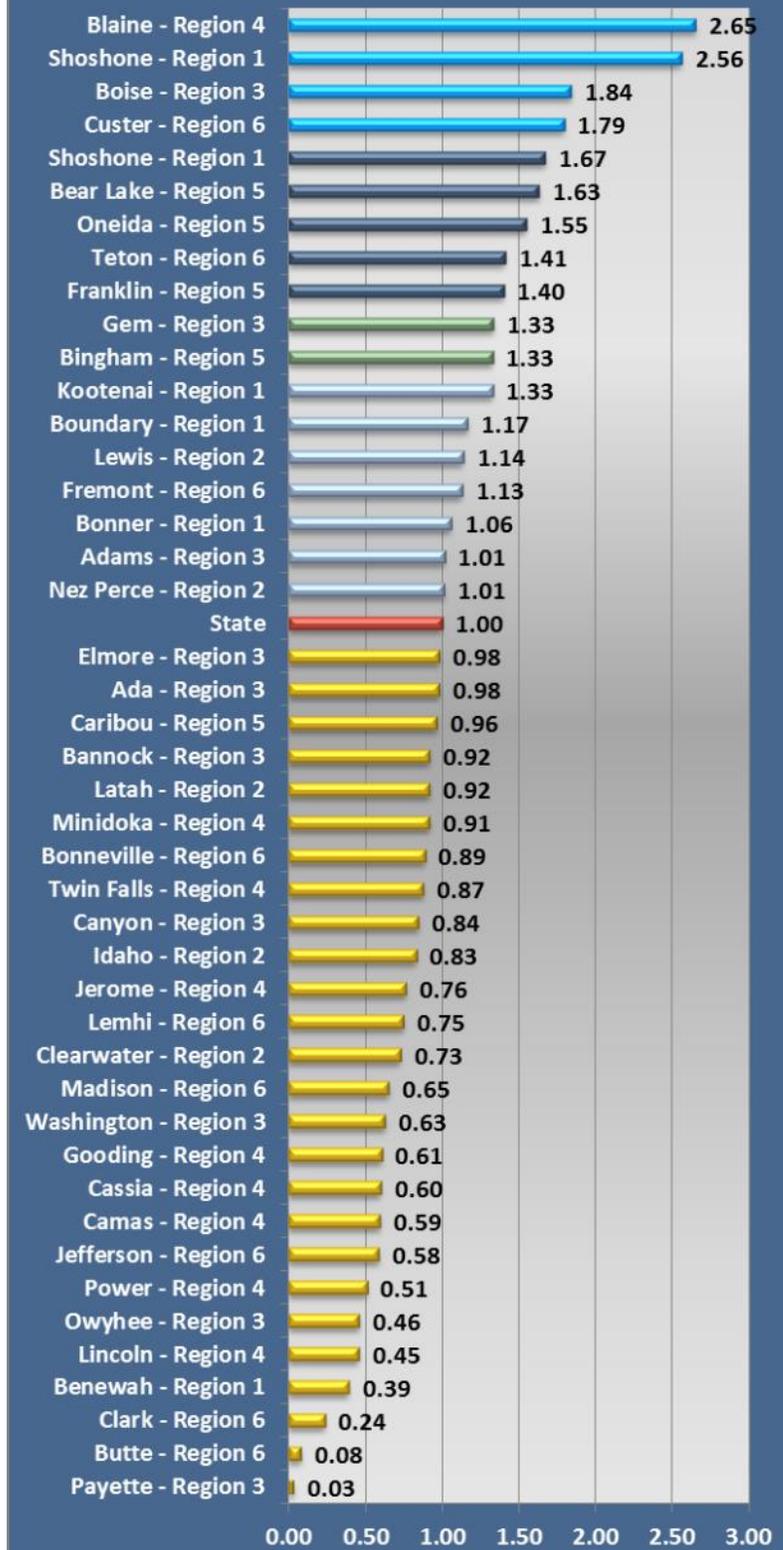
Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Using the location quotient to identify concentrations of tourism jobs, there are 18 counties with higher concentrations of tourism jobs than the state overall, and those concentrations have essentially been unchanged since 2006. Blaine and Shoshone counties have had the highest while Payette and Butte counties have the lowest.

## Idaho's Tourism Industries

The highest concentration of tourism employment is in popular winter ski destinations such as Sun Valley in Blaine County, the McCall-Donnelly area of Valley County, Bogus Basin in Boise County, Grand Targhee in Teton County and Silver Mountain in Shoshone County. Custer County is home to several mountain ranges and Redfish Lake that provide great outdoor activities both summer and winter. Bear Lake in Bear Lake County has been a major summer destination for water activities for people from Idaho, Utah and Wyoming. Except for Blaine County, none of these counties has over 13,000 residents, and they all rely heavily on their natural resources for jobs. The concentration of tourism jobs is more than double the state in Blaine and Shoshone counties and more than one and a half times in the other four counties.

### Chart 3: Location Quotient by County



Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

Despite natural tourist attractions such as Craters of the Moon National Monument and Preserve in parts of Butte County and historic landmarks in Clark County, both have very low tourism concentrations. Butte County has a high level of professional, scientific and technical services jobs at the Idaho National Laboratory. Clark County, with a small labor force and population, is known more for agriculture, livestock and related industries.

Payette County in western Idaho has the lowest tourism concentration and a population of more than 20,000, but the labor force is primarily engaged in manufacturing.

### WAGES

Statewide in 2012, wages paid to tourism workers accounted for 2.3 percent of all wages, but the share of total wages by county varied from less than 1 percent to over 8 percent.

- Teton County had the largest percentage increase from 4.1 percent in 2007 to 8.3 percent in 2012.
- 12 counties experienced no change.
- 17 counties posted a decrease.
- Adams had the largest percentage decrease from 3.6 percent in 2007 to 1.7 percent in 2012.

The increase in Teton County can be attributed to the growth in employment in the travel arrangements group. Adams County lost jobs in the participant sport category resulting in a decrease in wages.

Statewide tourism wages dropped a tenth of a percent in 2010 to 2.2 percent of total wages, but returned to 2.3 percent in 2012. The data for 2013 will be available mid-2014.

Table 6: 2012 Ranking of Percent of Tourism Wages Within County							
Top 5				Bottom 5			
	2007	2010	2012		2007	2010	2012
Teton	4.1%	3.6%	8.3%	Clark	1.0%	1.1%	1.2%
Blaine	6.6%	7.3%	7.3%	Owyhee	1.1%	1.2%	1.1%
Valley	8.4%	6.6%	6.9%	Payette	1.1%	1.0%	1.0%
Boise	5.3%	5.0%	4.4%	Benewah	1.0%	1.0%	0.9%
Bear Lake	2.0%	3.6%	3.8%	Butte	0.1%	0.1%	0.1%

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013

County details for the years 2007, 2010 and 2012 are located in Appendix B, Table 6.

Since tourism accounts for 4.1 percent of Idaho employment but only 2.3 percent of Idaho wages and is seasonal as well, it is no surprise to see lower-than-average wages in this sector. Idaho's average annual wage in 2012 was just under \$36,000. The tourism average annual wage in 2012 was \$18,700 statewide. Southwestern Idaho had the highest average wage in the tourism group at \$20,327. The lowest average wage was \$15,380 in eastern Idaho.

While the state showed a 14 percent increase in tourism wages between 2007 and 2012, not all regions were that lucky - half experienced increases and half experienced decreases. The largest increase was in south central Idaho at 8 percent. Cassia, Jerome, Lincoln Minidoka and Twin Fall counties all had over 10 percent growth, which was primarily in travel accommodations with smaller increases in wholesale trade, transportation services, air travel, gasoline stations, retail trade and auto equipment rental and repair. The largest decrease at 6 percent was in the northern region. Benewah County wages dropped nearly 15 percent and Shoshone fell 9 percent, but the critical decline was in Kootenai, the region's economic center with the attraction of Lake Coeur d'Alene. Wages fell 8 percent in Kootenai County with the loss of wages in travel arrangements and participant and spectator sports.

Table 7: Average Annual Wage Ordered by \$ Amount	
Area	2012
<b>Idaho Average Annual Wage</b>	<b>\$35,949</b>
<b>Tourism Average Annual Wage</b>	<b>\$18,712</b>
<b>State of Idaho</b>	<b>\$18,712</b>
<b>Southwestern</b>	\$20,327
<b>South Central</b>	\$19,345
<b>Northern</b>	\$18,315
<b>North Central</b>	\$17,185
<b>Southeastern</b>	\$16,511
<b>Eastern</b>	\$15,380

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013

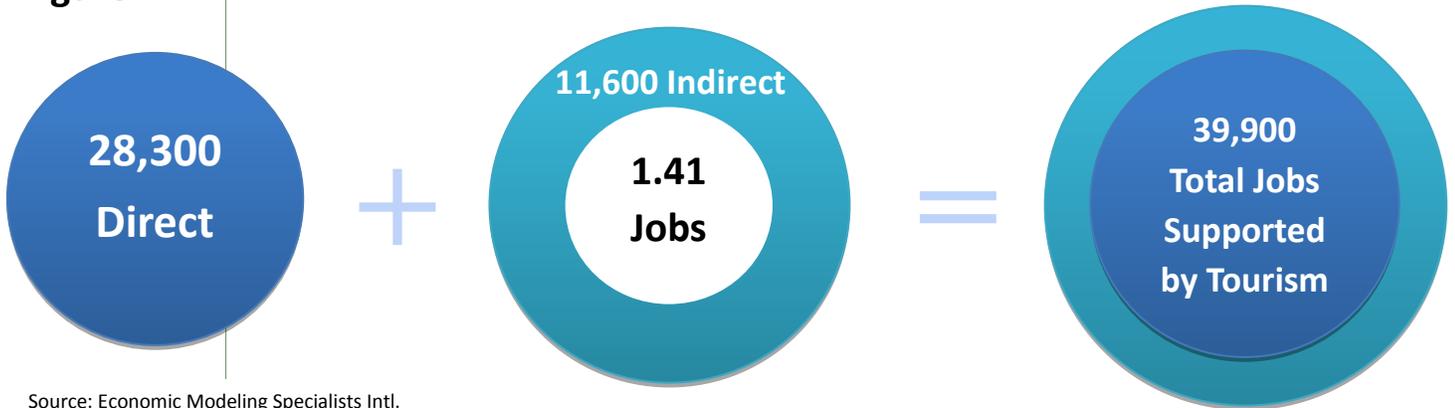
Table 8: Tourism Wages by Region Ordered by % Change				
Area	2007	2010	2012	2007-2012 % Change
<b>South Central</b>	\$69,950,516	\$70,145,473	\$75,220,740	8%
<b>Eastern</b>	\$52,811,935	\$48,332,977	\$56,186,970	6%
<b>North Central</b>	\$30,443,047	\$29,455,905	\$31,674,202	4%
<b>Southeastern</b>	\$37,687,882	\$37,337,000	\$37,237,453	-1%
<b>Southwestern</b>	\$235,018,885	\$201,242,551	\$222,852,124	-5%
<b>Northern</b>	\$88,494,037	\$76,353,282	\$83,068,501	-6%
<b>State of Idaho</b>	\$444,455,786	\$392,721,713	\$506,239,990	14%

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013

## INDIRECT LABOR IMPACT

While 28,300 jobs directly make up the tourism cluster in Idaho, there are as many as 11,600 jobs indirectly supported by this sector. Therefore around 40,000 jobs in total are supported by Idaho's tourism industries.

Figure 2.



Source: Economic Modeling Specialists Intl.

## REGIONAL SUMMARY

### Northern Idaho – Benewah, Bonner, Boundary, Kootenai and Shoshone Counties

- Total Tourism Wages – \$83 million
- Total Tourism Employment – 4,688
- Regional Location Quotient – 1.26
- Largest County Location Quotient – Shoshone at 2.56

### North Central Idaho – Clearwater, Idaho, Latah, Lewis and Nez Perce Counties

- Total Tourism Wages – \$32 million
- Total Tourism Employment – 1,861
- Regional Location Quotient – 0.97
- Largest County Location Quotient – Lewis at 1.14

### Southwestern Idaho – Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley and Washington Counties

- Total Tourism Wages – \$223 million
- Total Tourism Employment – 12,493
- Regional Location Quotient – 0.94
- Largest County Location Quotient – Boise at 1.84

**South Central Idaho – Blaine, Camas, Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls Counties**

- Total Tourism Wages – \$75 million
- Total Tourism Employment – 4,029
- Regional Location Quotient – 1.09
- Largest County Location Quotient – Blaine at 2.65

**Southeastern Idaho – Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida and Power Counties**

- Total Tourism Wages – \$37 million
- Total Tourism Employment – 2,929
- Regional Location Quotient – 1.09
- Largest County Location Quotient – Bear lake at 1.63

**Eastern Idaho – Bonneville, Butte, Clark, Custer, Fremont, Jefferson, Lemhi, Madison and Teton Counties**

- Total Tourism Wages – \$56 million
- Total Tourism Employment – 3,078
- Regional Location Quotient – 0.82
- Largest County Location Quotient – Custer at 1.79

## Appendix A—Methodology

### EMPLOYMENT

Employment data in this report came from official Idaho Department of Labor Quarterly Census of Employment and Wages data and the U.S. Census Bureau's Nonemployer Statistics. Only Labor Department data for establishments with an assigned county were used. These account for 99 percent of all data. The nonemployer data was assigned a North American Industry Classification System Industry code where possible. These data were then organized by industry code, region and county and summed. Then the Bureau of Economic Analysis satellite account tourism taxonomy and tourism employment ratios were applied. For the years 2011 through 2013, 2011 nonemployer data were used due to the lack of disclosable cells in the more recent years. A detailed explanation of nonemployer data is at <http://www.census.gov/econ/nonemployer/methodology.htm>.

### ESTABLISHMENTS

Establishment data within this report came from official Idaho Department of Labor Quarterly Census of Employment and Wages. These data were organized by industry code, region and county. Then the Bureau of Economic Analysis tourism satellite account taxonomy and tourism employment ratios were applied. For the purposes of this analysis, the Bureau of Economic Analysis employment ratios were applied directly to establishment data. Actual establishments may not be proportionally representative of employment.

### WAGES

Wage data within this report came from official Idaho Department of Labor Quarterly Census of Employment and Wages. These data were organized by industry code, region and county and summed. For the purposes of this analysis, the Bureau of Economic Analysis employment ratios were applied directly to wage data. Actual wages may not be proportionally representative of employment.

### LOCATION QUOTIENT

The location quotient is the regional concentration for the county or region divided by the regional concentration for Idaho as a whole. This is defined as  $(X/Y)/(X'/Y')$ , where

$X$  = Tourism Employment by defined area (County or Region);

$Y$  = Total Employment (County or Region)

$X'$  = Total Tourism Employment (State)

$Y'$  = Total Employment (State)

The location quotient can help determine which areas have a high concentration of employment in the tourism industry. For the purposes of this report, the six Idaho regions were compared to Idaho as a whole. The counties were also compared to Idaho as a whole. It is important to keep in mind that Idaho may have a higher tourism location quotient compared to the nation.

## NAICS TAXONOMY AND RATIOS

The tourism industry definition for this analysis uses the tourism satellite account taxonomy developed by the Bureau of Economic Analysis to identify a more finite or detailed tourism industry for Idaho. Idaho Department of Labor staff updated the Bureau of Economic Analysis North American Industry Classification System taxonomy to match 2007 industry codes, the current system in use. The industry code taxonomy was then categorized into 24 Bureau of Economic Analysis tourism groups. These 24 groups contain the tourism ratios used in this analysis. These ratios are directly carried over from the bureau's model – in essence, national ratios were applied to Idaho – and in further research could be adjusted to define more specifically the impact of tourism in Idaho. More information on the bureau's satellite accounts is at [http://www.bea.gov/industry/tourism\\_data.htm](http://www.bea.gov/industry/tourism_data.htm).

## LABOR IMPACT

The economic multipliers used in this analysis are from the Economic Modeling Specialist Inc. input/output mode. Indirect economic impact outside the tourism cluster was used to estimate existing indirect economic impact. Tourism multipliers are larger when accounting for new direct impact and disinvestment within the sector as that would also include new indirect impact inside the tourism cluster. The Bureau of Economic Analysis tourism employment ratios were applied to the input/output model to develop the tourism economic multipliers. These figures were then applied to Quarterly Census of Employment and Wages and Census Bureau nonemployer data to establish the existing economic impact in terms of jobs. The results show the impact on non-tourism jobs. Analysis was by individual six-digit industry code multipliers.

## Appendix B - Table 1

### Idaho's Tourism Industries

Table 1: Bureau of Economic Analysis Tourism Groups and Ratio								
#	Group Name	2005	2006	2007	2008	2009	2010	2011
1	Traveler accommodations	0.74	0.74	0.74	0.73	0.73	0.74	0.75
2	Food services and drinking places	0.21	0.21	0.21	0.19	0.18	0.18	0.18
3	Air transportation services	0.77	0.77	0.76	0.75	0.76	0.76	0.76
4	Rail transportation services	0.04	0.04	0.04	0.04	0.04	0.03	0.03
5	Water transportation services	0.21	0.22	0.21	0.19	0.19	0.19	0.19
6	Interurban bus transportation	0.97	0.97	0.97	0.97	0.97	0.97	0.97
7	Interurban charter bus transportation	0.94	0.94	0.94	0.94	0.93	0.93	0.93
8	Urban transit systems and other transportation	0.15	0.15	0.15	0.14	0.12	0.12	0.12
9	Taxi service	0.32	0.34	0.35	0.33	0.3	0.29	0.29
10	Scenic and sightseeing transportation services	0.99	0.99	0.99	0.99	0.99	0.99	0.99
11	Automotive equipment rental and leasing	0.61	0.62	0.65	0.65	0.66	0.66	0.66
12	Automotive repair services	0.06	0.06	0.06	0.05	0.07	0.05	0.05
13	Parking lots and garages	0.17	0.17	0.16	0.16	0.17	0.17	0.16
14	Travel arrangement and reservation services	0.96	0.96	0.96	0.96	0.95	0.95	0.95
15	Motion pictures and performing arts	0.15	0.15	0.14	0.12	0.12	0.12	0.12
16	Spectator sports	0.32	0.31	0.30	0.26	0.23	0.23	0.24
17	Participant sports	0.28	0.29	0.28	0.25	0.22	0.21	0.22
18	Gambling	0.50	0.50	0.50	0.5	0.49	0.49	0.49
19	All other recreation and entertainment	0.29	0.29	0.28	0.26	0.24	0.24	0.24
20	Petroleum refineries	0.10	0.10	0.10	0.09	0.09	0.09	0.10
21	Industries producing nondurable PCE commodities, exc petroleum refineries	0.03	0.03	0.02	0.02	0.02	0.02	0.02
22	Wholesale trade and transportation services	0.02	0.02	0.02	0.02	0.02	0.02	0.02
23	Gasoline service stations	0.12	0.13	0.12	0.12	0.12	0.12	0.13
24	Retail trade services, excluding gasoline service stations	0.03	0.03	0.03	0.03	0.03	0.03	0.03

## Appendix B – Table 2

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
1	72111	Hotels (except Casino Hotels) and Motels
1	72112	Casino Hotels
1	72119	Other Traveler Accommodation
1	721211	RV (Recreational Vehicle) Parks and Campgrounds
1	721214	Recreational and Vacation Camps (except Campgrounds)
2	722	Food Services and Drinking Places
3	481	Air Transportation
3	4881	Support Activities for Air Transportation
4	482	Rail Transportation
4	4882	Support Activities for Rail Transportation
5	483	Water Transportation
5	4883	Support Activities for Water Transportation
6	48521	Interurban and Rural Bus Transportation
7	4855	Charter Bus Industry
8	4851	Urban Transit Systems
8	48532	Limousine Service
8	4859	Other Transit and Ground Passenger Transportation
8	4884	Support Activities for Road Transportation
9	48531	Taxi Service
10	4871	Scenic and Sightseeing Transportation, Land
10	4872	Scenic and Sightseeing Transportation, Water
10	4879	Scenic and Sightseeing Transportation, Other
11	5321	Automotive Equipment Rental and Leasing
12	8111	Automotive Repair and Maintenance
12	811192	Car Washes
13	81293	Parking Lots and Garages
14	5615	Travel Arrangement and Reservation Services
15	51213	Motion Picture and Video Exhibition
15	7111	Performing Arts Companies
15	71151	Independent Artists, Writers, and Performers
16	7112	Spectator Sports
16	7113	Promoters of Performing Arts, Sports, and Similar Events
16	7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
17	7139	Other Amusement and Recreation Industries
17	71391	Golf Courses and Country Clubs
17	71392	Skiing Facilities
17	71394	Fitness and Recreational Sports Centers
18	7132	Gambling Industries
19	1142	Hunting and Trapping
19	51412	Libraries and Archives
19	711212	Racetracks
19	7121	Museums, Historical Sites, and Similar Institutions
19	7131	Amusement Parks and Arcades
19	71393	Marinas
19	71395	Bowling Centers
19	71399	All Other Amusement and Recreation Industries
20	32411	Petroleum Refineries
21	11114	Wheat Farming

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 2 (cont.)

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
21	11115	Corn Farming
21	11121	Vegetable and Melon Farming
21	1113	Fruit and Tree Nut Farming
21	1114	Greenhouse, Nursery, and Floriculture Production
21	11199	All Other Crop Farming
21	11212	Dairy Cattle and Milk Production
21	1123	Poultry and Egg Production
21	1129	Other Animal Production
21	1132	Forest Nurseries and Gathering of Forest Products
21	1141	Fishing
21	212111	Bituminous Coal and Lignite Surface Mining
21	212113	Anthracite Mining
21	212393	Other Chemical and Fertilizer Mineral Mining
21	212399	All Other Nonmetallic Mineral Mining
21	22133	Steam and Air-Conditioning Supply
21	311111	Dog and Cat Food Manufacturing
21	311119	Other Animal Food Manufacturing
21	311211	Flour Milling
21	311212	Rice Milling
21	311221	Wet Corn Milling
21	311222	Soybean Processing
21	311223	Other Oilseed Processing
21	311225	Fats and Oils Refining and Blending
21	311230	Breakfast Cereal Manufacturing
21	311312	Cane Sugar Refining
21	311313	Beet Sugar Manufacturing
21	311320	Chocolate and Confectionery Manufacturing from Cacao Beans
21	311330	Confectionery Manufacturing from Purchased Chocolate
21	311340	Nonchocolate Confectionery Manufacturing
21	31141	Frozen Food Manufacturing
21	31142	Fruit and Vegetable Canning, Pickling, and Drying
21	311511	Fluid Milk Manufacturing
21	311512	Creamery Butter Manufacturing
21	311513	Cheese Manufacturing
21	311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing
21	31152	Ice Cream and Frozen Dessert Manufacturing
21	311611	Animal (except Poultry) Slaughtering
21	311612	Meat Processed from Carcasses
21	311615	Poultry Processing
21	311711	Seafood Canning
21	311712	Fresh and Frozen Seafood Processing
21	311812	Commercial Bakeries
21	311813	Frozen Cakes, Pies, and Other Pastries Manufacturing
21	311821	Cookie and Cracker Manufacturing
21	311822	Flour Mixes and Dough Manufacturing from Purchased Flour
21	311823	Dry Pasta Manufacturing
21	311830	Tortilla Manufacturing
21	311911	Roasted Nuts and Peanut Butter Manufacturing
21	311919	Other Snack Food Manufacturing
21	311920	Coffee and Tea Manufacturing

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 2 (cont.)

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
21	311930	Flavoring Syrup and Concentrate Manufacturing
21	311941	Mayonnaise, Dressing, and Other Prepared Sauce Manufacturing
21	311942	Spice and Extract Manufacturing
21	311991	Perishable Prepared Food Manufacturing
21	311999	All Other Miscellaneous Food Manufacturing
21	312111	Soft Drink Manufacturing
21	312112	Bottled Water Manufacturing
21	312113	Ice Manufacturing
21	312120	Breweries
21	312130	Wineries
21	312140	Distilleries
21	312221	Cigarette Manufacturing
21	312229	Other Tobacco Product Manufacturing
21	313111	Yarn Spinning Mills
21	313113	Thread Mills
21	313210	Broadwoven Fabric Mills
21	313221	Narrow Fabric Mills
21	313222	Schiffli Machine Embroidery
21	313230	Nonwoven Fabric Mills
21	313241	Weft Knit Fabric Mills
21	313249	Other Knit Fabric and Lace Mills
21	313312	Textile and Fabric Finishing (except Broadwoven Fabric) Mills
21	31412	Curtain and Linen Mills
21	314911	Textile Bag Mills
21	314912	Canvas and Related Product Mills
21	314991	Rope, Cordage, and Twine Mills
21	314999	All Other Miscellaneous Textile Product Mills
21	315111	Sheer Hosiery Mills
21	315119	Other Hosiery and Sock Mills
21	3152	Cut and Sew Apparel Manufacturing
21	3159	Apparel Accessories and Other Apparel Manufacturing
21	316211	Rubber and Plastics Footwear Manufacturing
21	316212	House Slipper Manufacturing
21	316213	Men's Footwear (except Athletic) Manufacturing
21	316214	Women's Footwear (except Athletic) Manufacturing
21	316219	Other Footwear Manufacturing
21	316991	Luggage Manufacturing
21	316992	Women's Handbag and Purse Manufacturing
21	316993	Personal Leather Good (except Women's Handbag and Purse) Manufacturing
21	316999	All Other Leather Good Manufacturing
21	321999	All Other Miscellaneous Wood Product Manufacturing
21	32212	Paper Mills
21	32213	Paperboard Mills
21	322215	Nonfolding Sanitary Food Container Manufacturing
21	322222	Coated and Laminated Paper Manufacturing
21	322224	Uncoated Paper and Multiwall Bag Manufacturing
21	322225	Laminated Aluminum Foil Manufacturing for Flexible Packaging Uses
21	322232	Envelope Manufacturing
21	322233	Stationery, Tablet, and Related Product Manufacturing
21	322291	Sanitary Paper Product Manufacturing

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 2 (cont.)

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
21	322299	All Other Converted Paper Product Manufacturing
21	323110	Commercial Lithographic Printing
21	323112	Commercial Flexographic Printing
21	323113	Commercial Screen Printing
21	323116	Manifold Business Forms Printing
21	323118	Blankbook, Looseleaf Binders, and Devices Manufacturing
21	323119	Other Commercial Printing
21	324110	Petroleum Refineries
21	324191	Petroleum Lubricating Oil and Grease Manufacturing
21	324199	All Other Petroleum and Coal Products Manufacturing
21	325120	Industrial Gas Manufacturing
21	325181	Alkalies and Chlorine Manufacturing
21	325188	All Other Basic Inorganic Chemical Manufacturing
21	325191	Gum and Wood Chemical Manufacturing
21	325199	All Other Basic Organic Chemical Manufacturing
21	325311	Nitrogenous Fertilizer Manufacturing
21	325312	Phosphatic Fertilizer Manufacturing
21	325320	Pesticide and Other Agricultural Chemical Manufacturing
21	32541	Pharmaceutical and Medicine Manufacturing
21	32551	Paint and Coating Manufacturing
21	32552	Adhesive Manufacturing
21	325611	Soap and Other Detergent Manufacturing
21	325612	Polish and Other Sanitation Good Manufacturing
21	325620	Toilet Preparation Manufacturing
21	325992	Photographic Film, Paper, Plate, and Chemical Manufacturing
21	325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing
21	326111	Unsupported Plastics Bag Manufacturing
21	326113	Unsupported Plastics Film and Sheet (except Packaging) Manufacturing
21	326121	Unsupported Plastics Profile Shape Manufacturing
21	326140	Polystyrene Foam Product Manufacturing
21	326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing
21	326220	Rubber and Plastics Hoses and Belting Manufacturing
21	32629	Other Rubber Product Manufacturing
21	327212	Other Pressed and Blown Glass and Glassware Manufacturing
21	327910	Abrasive Product Manufacturing
21	327992	Ground or Treated Mineral and Earth Manufacturing
21	331111	Iron and Steel Mills
21	331222	Steel Wire Drawing
21	332211	Cutlery and Flatware (except Precious) Manufacturing
21	33261	Spring and Wire Product Manufacturing
21	332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing
21	332992	Small Arms Ammunition Manufacturing
21	332999	All Other Miscellaneous Fabricated Metal Product Manufacturing
21	334613	Magnetic and Optical Recording Media Manufacturing
21	33511	Electric Lamp Bulb and Part Manufacturing
21	335121	Residential Electric Lighting Fixture Manufacturing
21	335129	Other Lighting Equipment Manufacturing
21	335211	Electric Housewares and Household Fan Manufacturing
21	335311	Power, Distribution, and Specialty Transformer Manufacturing
21	335313	Switchgear and Switchboard Apparatus Manufacturing

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 2 (cont.)

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
21	335911	Storage Battery Manufacturing
21	335912	Primary Battery Manufacturing
21	335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing
21	336360	Motor Vehicle Seating and Interior Trim Manufacturing
21	339112	Surgical and Medical Instrument Manufacturing
21	339113	Surgical Appliance and Supplies Manufacturing
21	33992	Sporting and Athletic Goods Manufacturing
21	33993	Doll, Toy, and Game Manufacturing
21	339941	Pen and Mechanical Pencil Manufacturing
21	339942	Lead Pencil and Art Good Manufacturing
21	339943	Marking Device Manufacturing
21	339944	Carbon Paper and Inked Ribbon Manufacturing
21	339993	Fastener, Button, Needle, and Pin Manufacturing
21	339994	Broom, Brush, and Mop Manufacturing
21	339999	All Other Miscellaneous Manufacturing
21	51111	Newspaper Publishers
21	51112	Periodical Publishers
21	51114	Database and Directory Publishers
21	51119	Other Publishers
21	51222	Integrated Record Production/Distribution
21	51223	Music Publishers
21	561421	Telephone Answering Services
21	81121	Electronic and Precision Equipment Repair and Maintenance
21	8114	Personal and Household Goods Repair and Maintenance
22	423	Wholesale Trade, Durable Goods
22	424	Wholesale Trade, Nondurable Goods
22	484	Truck Transportation
22	48611	Pipeline Transportation of Crude Oil
22	48621	Pipeline Transportation of Natural Gas
22	48691	Pipeline Transportation of Refined Petroleum Products
22	48699	All Other Pipeline Transportation
22	48851	Freight Transportation Arrangement
23	447	Gasoline Stations
24	44111	New Car Dealers
24	44112	Used Car Dealers
24	44121	Recreational Vehicle Dealers
24	441221	Motorcycle Dealers
24	441222	Boat Dealers
24	441229	All Other Motor Vehicle Dealers
24	441310	Automotive Parts and Accessories Stores
24	441320	Tire Dealers
24	442110	Furniture Stores
24	442210	Floor Covering Stores
24	44229	Other Home Furnishings Stores
24	443111	Household Appliance Stores
24	443112	Radio, Television, and Other Electronics Stores
24	443120	Computer and Software Stores
24	443130	Camera and Photographic Supplies Stores
24	444110	Home Centers
24	444120	Paint and Wallpaper Stores

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 2 (cont.)

### Idaho's Tourism Industries

Appendix Table 2: NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
24	444130	Hardware Stores
24	444190	Other Building Material Dealers
24	4442	Lawn and Garden Equipment and Supplies Stores
24	4451	Grocery Stores
24	44521	Meat Markets
24	44522	Fish and Seafood Markets
24	44523	Fruit and Vegetable Markets
24	445291	Baked Goods Stores
24	445292	Confectionery and Nut Stores
24	445299	All Other Specialty Food Stores
24	44531	Beer, Wine, and Liquor Stores
24	44611	Pharmacies and Drug Stores
24	44612	Cosmetics, Beauty Supplies, and Perfume Stores
24	44613	Optical Goods Stores
24	44619	Other Health and Personal Care Stores
24	44811	Men's Clothing Stores
24	44812	Women's Clothing Stores
24	44813	Children's and Infants' Clothing Stores
24	44814	Family Clothing Stores
24	44815	Clothing Accessories Stores
24	44819	Other Clothing Stores
24	44821	Shoe Stores
24	44831	Jewelry Stores
24	44832	Luggage and Leather Goods Stores
24	45111	Sporting Goods Stores
24	45112	Hobby, Toy, and Game Stores
24	45113	Sewing, Needlework, and Piece Goods Stores
24	45114	Musical Instrument and Supplies Stores
24	45121	Book Stores and News Dealers
24	45122	Prerecorded Tape, Compact Disc, and Record Stores
24	45211	Department Stores
24	452910	Warehouse Clubs and Superstores
24	452990	All Other General Merchandise Stores
24	45311	Florists
24	453210	Office Supplies and Stationery Stores
24	453220	Gift, Novelty, and Souvenir Stores
24	453310	Used Merchandise Stores
24	45391	Pet and Pet Supplies Stores
24	45392	Art Dealers
24	45393	Manufactured (Mobile) Home Dealers
24	45399	All Other Miscellaneous Store Retailers
24	45411	Electronic Shopping and Mail-Order Houses
24	45421	Vending Machine Operators
24	45431	Fuel Dealers
24	45439	Other Direct Selling Establishments

Source: Bureau of Economic Analysis, Satellite Industry Accounts, Travel & Tourism, 2007 – 2012

## Appendix B - Table 3a

### Idaho's Tourism Industries

Appendix B Table 3a: Idaho Tourism Employment by Group									
#	Group	2006	2007	2008	2009	2010	2011	2012	2013
	<b>Total</b>	30,636	31,697	30,222	27,552	27,112	27,581	28,410	29,212
1	Traveler accommodations	6,302	6,770	6,821	6,034	6,200	6,319	6,610	6,781
2	Food services and drinking places	8,964	9,421	8,563	7,569	7,433	7,622	7,768	8,074
3	Air transportation services	2,297	2,417	2,293	2,291	2,186	2,186	2,229	2,374
4	Rail transportation services	*	*	*	*	*	*	*	*
5	Water transportation services	*	*	*	4	3	8	8	5
6	Interurban bus transportation	71	70	69	68	51	39	39	20
7	Interurban charter bus transportation	221	240	242	209	181	156	153	182
8	Urban transit systems and other transportation	102	111	123	111	118	122	118	116
9	Taxi service	79	88	76	66	65	54	72	42
10	Scenic and sightseeing transportation services	357	359	420	350	313	292	289	256
11	Automotive equipment rental and leasing	758	797	789	720	754	757	755	780
12	Automotive repair services	385	386	319	421	290	287	281	291
13	Parking lots and garages	*	*	*	*	*	*	*	*
14	Travel arrangement and reservation services	1,148	1,216	1,205	1,033	920	963	1,007	1,011
15	Motion pictures and performing arts	477	497	395	404	431	423	435	434
16	Spectator sports	319	379	242	288	285	304	310	312
17	Participant sports	1,613	1,692	1,490	1,242	1,165	1,206	1,239	1,403
18	Gambling	295	322	401	329	332	313	308	305
19	All other recreation and entertainment	1,184	1,249	1,173	1,032	1,045	1,088	1,151	1,198
20	Petroleum refineries	*	*	*	*	*	*	*	*
21	Industries producing nondurable PCE commodities, exc petroleum refineries	1,418	960	964	980	966	938	950	980
22	Wholesale trade and transportation services	748	775	758	717	707	719	758	762
23	Gasoline service stations	1,468	1,431	1,397	1,384	1,417	1,545	1,614	1,574
24	Retail trade services, excluding gasoline service stations	2,352	2,444	2,403	2,224	2,173	2,168	2,234	2,236

\* Data not published due to confidentiality

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

## Appendix B - Table 3b

### Idaho's Tourism Industries

Appendix B Table 3b: Idaho Tourism Establishments by Group									
#	Group	2006	2007	2008	2009	2010	2011	2012	2013
	<b>Total</b>	<b>1,863</b>	<b>1,882</b>	<b>1,793</b>	<b>1,770</b>	<b>1,746</b>	<b>1,752</b>	<b>1,744</b>	<b>1,747</b>
1	Traveler accommodations	310	327	317	317	328	343	338	325
2	Food services and drinking places	566	578	530	510	507	515	514	520
3	Air transportation services	115	119	121	123	130	126	124	119
4	Rail transportation services	*	*	*	*	*	*	*	*
5	Water transportation services	*	*	*	3	3	3	4	7
6	Interurban bus transportation	7	7	7	7	7	6	6	5
7	Interurban charter bus transportation	16	14	12	10	12	9	10	11
8	Urban transit systems and other transportation	17	17	17	16	16	15	15	15
9	Taxi service	7	8	7	6	5	5	6	6
10	Scenic and sightseeing transportation services	18	17	19	19	20	20	19	12
11	Automotive equipment rental and leasing	46	47	47	44	40	40	40	39
12	Automotive repair services	61	62	51	68	49	49	48	49
13	Parking lots and garages	*	*	*	*	*	*	*	*
14	Travel arrangement and reservation services	88	90	93	91	83	76	74	73
15	Motion pictures and performing arts	22	20	18	19	20	20	20	20
16	Spectator sports	26	30	25	24	22	23	23	26
17	Participant sports	70	72	65	60	54	56	57	59
18	Gambling	9	9	9	10	9	7	7	7
19	All other recreation and entertainment	111	110	100	93	95	95	95	96
20	Petroleum refineries	*	*	*	*	*	*	*	*
21	Industries producing nondurable PCE commodities, exc petroleum refineries	65	43	44	44	44	42	42	46
22	Wholesale trade and transportation services	70	71	70	69	67	66	67	70
23	Gasoline service stations	71	67	68	69	74	79	80	82
24	Retail trade services, excluding gasoline service stations	164	168	168	164	158	154	152	155

\* Data not published due to confidentiality

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013

## Appendix B - Table 3c

Appendix B Table 3c: Idaho Tourism Wages by Group		2006	2007	2008	2009	2010	2011	2012	2013
#	Group	2006	2007	2008	2009	2010	2011	2012	2013
	<b>Total</b>	\$493,814,225	\$514,406,302	\$501,978,993	\$464,641,610	\$462,867,186	\$482,979,936	\$506,239,990	NA
1	Traveler accommodations	\$100,600,880	\$112,063,347	\$111,833,351	\$98,392,748	\$99,774,073	\$103,645,159	\$111,711,118	NA
2	Food services and drinking places	\$101,351,092	\$109,511,602	\$101,644,705	\$92,767,013	\$94,478,413	\$98,031,251	\$102,269,552	NA
3	Air transportation services	\$42,421,625	\$44,564,017	\$45,196,432	\$47,313,746	\$49,315,612	\$52,090,251	\$53,670,863	NA
4	Rail transportation services	*	*	*	*	*	*	*	*
5	Water transportation services	*	*	*	\$31,236	\$33,930	\$51,902	\$70,650	NA
6	Interurban bus transportation	\$1,296,341	\$1,283,940	\$1,399,545	\$1,401,794	\$1,076,143	\$630,908	\$620,020	NA
7	Interurban charter bus transportation	\$3,243,017	\$3,732,630	\$3,420,926	\$3,134,540	\$2,765,162	\$2,259,672	\$2,230,650	NA
8	Urban transit systems and other transportation	\$2,090,748	\$2,330,413	\$2,705,473	\$2,491,114	\$2,665,479	\$2,646,756	\$2,677,641	NA
9	Taxi service	\$549,803	\$739,932	\$434,376	\$399,673	\$333,642	\$357,258	\$371,380	NA
10	Scenic and sightseeing transportation services	\$5,681,154	\$5,303,905	\$6,204,600	\$5,623,262	\$4,756,069	\$4,384,591	\$3,732,999	NA
11	Automotive equipment rental and leasing	\$10,335,314	\$11,183,812	\$10,952,323	\$9,198,553	\$9,314,736	\$9,807,624	\$10,279,700	NA
12	Automotive repair services	\$7,799,928	\$8,266,158	\$6,869,023	\$9,013,058	\$6,239,121	\$6,282,114	\$6,157,311	NA
13	Parking lots and garages	*	*	*	*	*	*	*	*
14	Travel arrangement and reservation services	\$25,944,413	\$27,522,279	\$26,847,671	\$22,561,474	\$20,078,740	\$24,108,899	\$25,883,347	NA
15	Motion pictures and performing arts	\$2,285,869	\$2,389,932	\$2,174,943	\$2,087,709	\$2,100,314	\$2,079,024	\$2,141,874	NA
16	Spectator sports	\$3,450,619	\$3,473,817	\$2,777,902	\$2,138,960	\$2,358,768	\$2,684,705	\$2,287,958	NA
17	Participant sports	\$24,092,851	\$26,897,361	\$23,030,363	\$18,037,333	\$16,318,165	\$16,828,780	\$17,328,253	NA
18	Gambling	\$8,929,075	\$9,569,268	\$10,252,850	\$11,219,661	\$11,078,557	\$11,133,214	\$11,211,364	NA
19	All other recreation and entertainment	\$16,934,669	\$18,106,792	\$18,022,976	\$16,144,953	\$16,366,240	\$17,906,730	\$19,364,053	NA
20	Petroleum refineries	*	*	*	*	*	*	*	*
21	Industries producing nondurable PCE commodities, exc petroleum refineries	\$41,808,731	\$29,448,508	\$31,070,346	\$31,597,781	\$31,567,466	\$32,068,130	\$33,147,399	NA
22	Wholesale trade and transportation services	\$25,757,078	\$27,896,696	\$27,940,261	\$26,322,874	\$26,559,689	\$27,751,546	\$29,253,858	NA
23	Gasoline service stations	\$10,194,925	\$10,016,553	\$10,687,342	\$10,851,313	\$12,231,115	\$13,280,775	\$14,053,367	NA
24	Retail trade services, excluding gasoline service stations	\$58,662,364	\$59,702,730	\$58,046,945	\$53,460,360	\$52,971,201	\$53,896,787	\$56,301,665	NA

NA - 2013 data will not be available until mid-2014

\* Data not published due to confidentiality

Quarterly Report of Covered Employment & Wages, 2007 - 2013

## Appendix B - Table 4

### Idaho's Tourism Industries

Appendix B Table 4: Tourism Employment by County								
County	2006	2007	2008	2009	2010	2011	2012	2013
<b>State</b>	<b>30,462</b>	<b>31,546</b>	<b>30,088</b>	<b>27,430</b>	<b>26,971</b>	<b>27,449</b>	<b>28,194</b>	<b>29,078</b>
Ada	9,415	9,873	9,071	8,126	7,931	8,235	8,625	8,922
Adams	99	89	91	73	77	54	57	58
Bannock	1,666	1,702	1,642	1,483	1,411	1,328	1,311	1,337
Bear Lake	156	147	119	119	98	122	124	136
Benewah	91	81	80	78	72	65	64	61
Bingham	935	1,023	990	926	889	878	939	941
Blaine	1,489	1,549	1,497	1,406	1,430	1,484	1,480	1,621
Boise	164	185	187	171	154	164	163	161
Bonner	723	781	686	710	682	622	685	715
Bonneville	1,844	1,942	1,873	1,711	1,701	1,770	1,775	1,829
Boundary	222	222	203	195	191	194	188	193
Butte	35	33	32	31	31	26	26	28
Camas	18	20	18	11	10	9	11	12
Canyon	2,097	2,178	2,149	1,964	1,967	2,051	2,095	2,141
Caribou	140	120	123	152	141	151	145	137
Cassia	308	278	294	263	261	267	261	274
Clark	12	9	11	10	8	7	6	5
Clearwater	151	119	111	109	101	98	100	100
Custer	99	117	154	140	141	145	141	155
Elmore	390	429	376	350	348	327	319	309
Franklin	245	249	227	215	237	233	212	224
Fremont	137	140	153	152	156	151	152	183
Gem	255	249	240	248	247	224	223	234
Gooding	208	184	182	185	186	167	169	173
Idaho	221	223	203	189	190	185	179	184
Jefferson	180	180	168	150	164	171	184	181
Jerome	298	278	299	295	288	289	294	300
Kootenai	3,540	3,778	3,690	3,153	3,128	3,173	3,233	3,363
Latah	662	660	618	546	552	555	580	583
Lemhi	177	173	139	114	109	100	101	97
Lewis	97	87	86	80	83	77	76	80
Lincoln	29	30	26	27	25	25	29	30
Madison	416	437	426	385	376	371	382	375
Minidoka	305	292	276	260	260	269	279	280
Nez Perce	961	965	932	896	901	912	910	914
Oneida	62	65	77	74	79	82	79	82
Owyhee	86	84	84	74	75	70	67	69
Payette	13	13	12	11	9	9	26	9
Power	87	81	77	72	71	72	72	72
Shoshone	350	361	410	389	331	341	348	355
Teton	148	200	183	139	143	177	204	224
Twin Falls	1,275	1,248	1,280	1,227	1,216	1,244	1,297	1,339
Valley	553	568	511	440	414	467	493	504
Washington	102	107	85	80	87	90	89	87

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

## Appendix B - Table 5

### Idaho's Tourism Industries

Appendix B Table 5: Location Quotient by County								
County	2006	2007	2008	2009	2010	2011	2012	2013
Payette - Region 3	0.04	0.04	0.04	0.04	0.03	0.03	0.09	0.03
Butte - Region 6	0.15	0.09	0.10	0.10	0.10	0.08	0.08	0.08
Clark - Region 6	0.53	0.37	0.43	0.41	0.37	0.29	0.23	0.24
Benewah - Region 1	0.55	0.46	0.49	0.53	0.49	0.45	0.43	0.39
Lincoln - Region 4	0.44	0.42	0.39	0.43	0.43	0.41	0.44	0.45
Owyhee - Region 3	0.58	0.57	0.58	0.51	0.60	0.54	0.45	0.46
Power - Region 4	0.62	0.55	0.53	0.53	0.56	0.54	0.52	0.51
Jefferson - Region 6	0.57	0.54	0.54	0.52	0.57	0.60	0.62	0.58
Camas - Region 4	0.90	0.89	0.82	0.55	0.51	0.45	0.52	0.59
Cassia - Region 4	0.71	0.61	0.66	0.62	0.68	0.66	0.60	0.60
Gooding - Region 4	0.70	0.62	0.63	0.70	0.74	0.64	0.62	0.61
Washington - Region 3	0.67	0.70	0.58	0.61	0.67	0.68	0.65	0.63
Madison - Region 6	0.71	0.67	0.70	0.70	0.68	0.66	0.68	0.65
Clearwater - Region 2	1.00	0.79	0.79	0.84	0.80	0.78	0.75	0.73
Lemhi - Region 6	1.27	1.23	1.05	0.94	0.90	0.84	0.82	0.75
Jerome - Region 4	0.77	0.69	0.74	0.78	0.84	0.79	0.75	0.76
Idaho - Region 2	0.95	0.94	0.90	0.92	0.95	0.90	0.84	0.83
Canyon - Region 3	0.78	0.78	0.82	0.83	0.82	0.86	0.86	0.84
Twin Falls - Region 4	0.81	0.77	0.81	0.84	0.87	0.87	0.87	0.87
Bonneville - Region 6	0.83	0.89	0.89	0.89	0.91	0.92	0.89	0.89
Minidoka - Region 4	0.94	0.86	0.87	0.88	0.92	0.94	0.92	0.91
Latah - Region 2	0.99	0.97	0.94	0.90	0.96	0.93	0.93	0.92
Bannock - Region 3	1.04	1.03	1.07	1.06	1.00	0.95	0.92	0.92
Caribou - Region 5	0.95	0.79	0.82	1.09	1.09	1.11	1.02	0.96
Ada - Region 3	0.97	0.99	0.96	0.95	0.93	0.95	0.98	0.98
Elmore - Region 3	1.19	1.25	1.15	1.16	1.21	1.11	1.03	0.98
State	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Nez Perce - Region 2	1.03	1.01	1.02	1.06	1.10	1.09	1.04	1.01
Adams - Region 3	1.54	1.36	1.54	1.39	1.39	1.02	1.04	1.01
Bonner - Region 1	0.98	1.02	0.96	1.09	1.06	0.96	1.03	1.06
Fremont - Region 6	0.85	0.84	0.97	1.00	1.10	1.04	0.97	1.13
Lewis - Region 2	1.51	1.22	1.21	1.26	1.32	1.23	1.16	1.14
Boundary - Region 1	1.24	1.22	1.16	1.21	1.23	1.24	1.13	1.17
Kootenai - Region 1	1.34	1.37	1.39	1.32	1.33	1.31	1.32	1.33
Bingham - Region 5	1.37	1.43	1.41	1.39	1.45	1.37	1.37	1.33
Gem - Region 3	1.35	1.31	1.33	1.53	1.52	1.37	1.34	1.33
Franklin - Region 5	1.51	1.44	1.39	1.42	1.60	1.55	1.37	1.40
Teton - Region 6	<b>0.92</b>	<b>1.04</b>	<b>1.00</b>	<b>0.90</b>	<b>0.85</b>	<b>1.04</b>	<b>1.28</b>	<b>1.41</b>
Oneida - Region 5	<b>1.13</b>	<b>1.13</b>	<b>1.46</b>	<b>1.48</b>	<b>1.60</b>	<b>1.69</b>	<b>1.54</b>	<b>1.55</b>
Bear Lake - Region 5	<b>1.89</b>	<b>1.73</b>	<b>1.39</b>	<b>1.49</b>	<b>1.36</b>	<b>1.57</b>	<b>1.51</b>	<b>1.63</b>
Shoshone - Region 1	<b>1.62</b>	<b>1.56</b>	<b>1.79</b>	<b>1.91</b>	<b>1.69</b>	<b>1.65</b>	<b>1.66</b>	<b>1.67</b>
Custer - Region 6	<b>1.20</b>	<b>1.37</b>	<b>1.78</b>	<b>1.74</b>	<b>1.93</b>	<b>1.84</b>	<b>1.71</b>	<b>1.79</b>
Boise - Region 3	<b>1.73</b>	<b>1.92</b>	<b>2.10</b>	<b>2.04</b>	<b>1.90</b>	<b>2.05</b>	<b>1.90</b>	<b>1.84</b>
Shoshone - Region 1	<b>2.26</b>	<b>2.30</b>	<b>2.31</b>	<b>2.32</b>	<b>1.99</b>	<b>2.33</b>	<b>2.53</b>	<b>2.56</b>
Blaine - Region 4	<b>2.14</b>	<b>2.19</b>	<b>2.21</b>	<b>2.36</b>	<b>2.37</b>	<b>2.39</b>	<b>2.42</b>	<b>2.65</b>

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013 and Nonemployer Statistics, US Census Bureau, 2007 – 2011

## Appendix B - Table 6

### Idaho's Tourism Industries

Appendix Table 6: Idaho Tourism Share of Total Wages								
Region	County	2006	2007	2008	2009	2010	2011	2012
3	Ada	2.2%	2.1%	2.1%	2.0%	2.0%	2.1%	2.1%
3	Adams	3.6%	3.6%	3.7%	3.3%	3.0%	1.6%	1.7%
5	Bannock	2.2%	2.2%	2.2%	2.2%	2.1%	1.9%	1.9%
5	Bear Lake	2.5%	2.0%	2.7%	3.3%	3.6%	3.9%	3.8%
1	Benewah	1.0%	1.0%	1.0%	1.0%	1.0%	0.9%	0.9%
5	Bingham	2.5%	2.3%	2.2%	2.3%	2.3%	2.3%	2.3%
4	Blaine	6.3%	6.6%	6.6%	7.0%	7.3%	7.4%	7.3%
3	Boise	5.0%	5.3%	5.6%	5.3%	5.0%	5.2%	4.4%
1	Bonner	2.6%	2.7%	2.7%	2.7%	2.8%	2.9%	3.1%
6	Bonneville	2.0%	2.3%	2.2%	2.2%	2.2%	2.4%	2.3%
1	Boundary	3.5%	3.4%	3.5%	3.6%	3.6%	3.5%	3.3%
6	Butte	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
4	Camas	2.2%	2.1%	2.1%	1.4%	1.5%	1.5%	1.6%
3	Canyon	1.6%	1.6%	1.6%	1.6%	1.6%	1.7%	1.7%
5	Caribou	1.9%	1.5%	1.4%	1.5%	1.5%	1.5%	1.4%
4	Cassia	1.8%	1.5%	1.6%	1.5%	1.6%	1.6%	1.6%
6	Clark	1.4%	1.0%	1.1%	1.2%	1.1%	1.2%	1.2%
2	Clearwater	1.6%	1.7%	1.7%	1.6%	1.6%	1.7%	1.8%
6	Custer	2.9%	3.4%	3.6%	4.0%	3.6%	3.6%	3.2%
3	Elmore	2.8%	2.7%	2.5%	2.3%	2.2%	2.3%	2.3%
5	Franklin	1.4%	1.5%	1.5%	1.6%	1.6%	1.6%	1.5%
6	Fremont	2.8%	2.7%	2.9%	3.0%	3.0%	3.1%	3.1%
3	Gem	1.8%	1.4%	1.3%	1.4%	1.3%	1.3%	1.3%
4	Gooding	2.2%	1.7%	1.8%	1.9%	1.9%	1.8%	1.8%
2	Idaho	1.8%	1.8%	1.7%	1.8%	1.8%	1.8%	1.8%
6	Jefferson	1.9%	2.1%	2.1%	2.4%	2.5%	2.8%	3.0%
4	Jerome	2.3%	2.0%	2.1%	2.2%	2.3%	2.4%	2.3%
1	Kootenai	3.7%	3.8%	3.6%	3.3%	3.4%	3.5%	3.6%
2	Latah	1.8%	1.8%	1.6%	1.6%	1.7%	1.7%	1.8%
6	Lemhi	3.6%	3.6%	2.9%	2.4%	2.4%	2.2%	2.1%
2	Lewis	5.2%	4.7%	4.4%	4.2%	3.8%	3.5%	3.3%
4	Lincoln	1.2%	1.0%	1.1%	1.1%	1.1%	1.1%	1.4%
3	Madison	1.8%	1.7%	1.6%	1.5%	1.6%	1.5%	1.5%
4	Minidoka	2.8%	2.4%	2.2%	2.2%	2.3%	2.3%	2.3%
2	Nez Perce	2.7%	2.6%	2.5%	2.5%	2.5%	2.5%	2.6%
5	Oneida	1.4%	1.4%	1.5%	1.4%	1.5%	1.6%	1.5%
3	Owyhee	1.1%	1.1%	1.1%	1.1%	1.2%	1.3%	1.1%
3	Payette	1.5%	1.1%	1.0%	1.0%	1.0%	1.0%	1.0%
5	Power	2.0%	1.6%	1.5%	1.5%	1.6%	1.5%	1.5%
1	Shoshone	4.5%	3.9%	4.2%	4.4%	3.4%	3.1%	2.9%
6	Teton	3.7%	4.1%	3.6%	3.4%	3.6%	6.9%	8.3%
4	Twin Falls	2.3%	2.1%	2.2%	2.2%	2.2%	2.1%	2.1%
3	Valley	8.3%	8.4%	7.7%	7.0%	6.6%	7.2%	6.9%
3	Washington	1.3%	1.3%	1.2%	1.2%	1.6%	1.6%	1.7%
	<b>State</b>	<b>2.4%</b>	<b>2.3%</b>	<b>2.3%</b>	<b>2.2%</b>	<b>2.2%</b>	<b>2.3%</b>	<b>2.3%</b>

Source: Quarterly Report of Covered Employment & Wages, 2007 – 2013