

IDAHO
DEPARTMENT OF LABOR

C.L. "Butch" Otter, Governor
Roger B. Madsen, Director

IDAHO'S TOURISM INDUSTRY



Communications and Research Division

Idaho's Tourism Industry

Fall 2011



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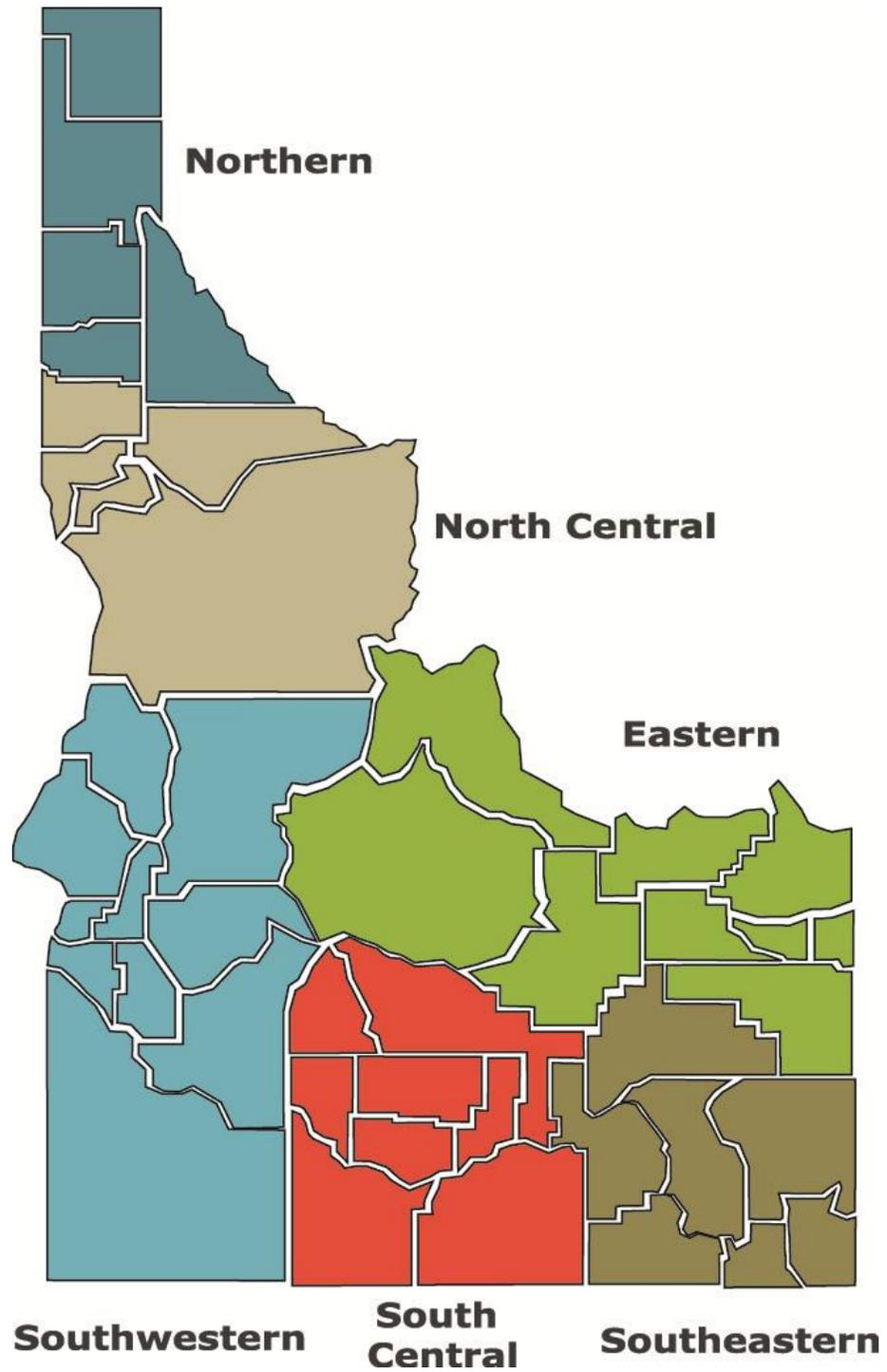
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Idaho's Tourism Industries – 2011

Key Findings

Idaho's tourism industry encompasses almost 2,000 businesses with nearly 31,000 jobs that generate almost \$600 million in wages – 5 percent of total jobs and 2.4 percent of total wages. Indirectly, tourism helps support an estimated 12,700 non-tourism-related jobs. This brings the economic impact to over 43,700 jobs and around \$1 billion in wages. Tourism employment declined at a faster rate than employment overall after the recent recession began. From 2007 to 2010, Idaho's tourism jobs fell 10 percent while employment across all sectors dropped 8 percent. This disproportionate decline may be attributed to budget-strapped consumers foregoing luxuries like vacations and eating out – mainstays of the tourism economy.

This report is the result of an agreement between the Idaho Department of Commerce and the Idaho Department of Labor. The goal is to develop a valid process to estimate the economic impact of tourism on Idaho's economy for the study period of 2004 through 2010. The June 2011 agreement was developed by analysts and administrators from both agencies, meeting over several weeks in a notable example of collaboration that produced great value for both agencies and their stakeholders.

Establishments (Business Location)

An estimated 2,000 businesses, or 4 percent of all Idaho businesses, are engaged in tourism. **Table 1** shows the regional share of these tourism establishments. Of the 2,000 establishments engaged in tourism, 38 percent are in southwestern Idaho, 16 percent are in northern Idaho, 15 percent in eastern Idaho, 13 percent in south central Idaho, 9 percent in southeastern Idaho and 8 percent in north central Idaho.

Over a quarter of all tourism establishments are food services or drinking places. An additional 18 percent are involved in traveler accommodations such as hotels, campgrounds and RV parks while 11 percent are in recreational activities such as operating skiing facilities, golf courses and sports centers. Eight percent are involved in retail trade for tourism. The remaining 35 percent of establishments are accounted for under the other 20 tourism groups not mentioned in **Table 2** but can be seen in **Appendix Table 3**.

Table 1. Regional Share of Tourism Establishments

Area	2004	2006	2008	2010
Northern	16%	16%	17%	16%
North Central	9%	9%	8%	8%
Southwestern	37%	38%	38%	38%
South Central	14%	14%	13%	13%
Southeastern	9%	9%	9%	9%
Eastern	14%	15%	15%	15%
Idaho	100%	100%	100%	100%

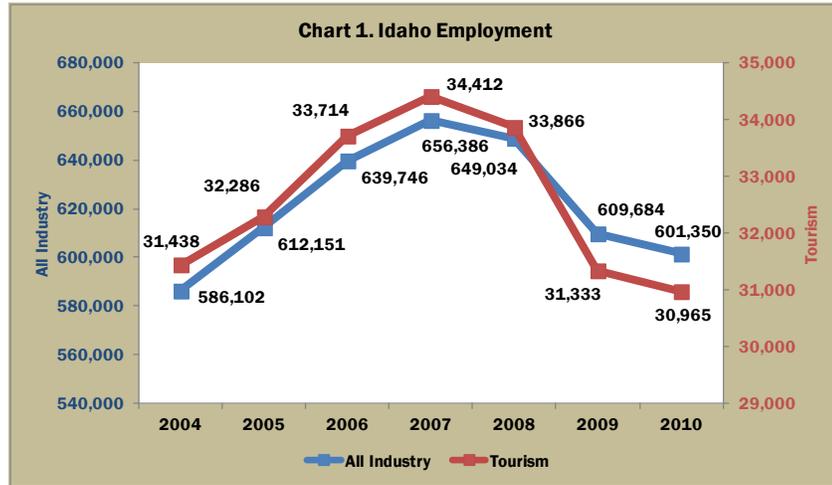
Table 2. Top Tourism Groups by Share of Establishments

Group	Percent
Food Services and Drinking Places	28%
Traveler Accommodations	18%
Participant Sports	11%
Retail Trade Services, Excluding Gasoline Service Stations	8%

Idaho Tourism



Idaho Tourism



Employment

Since 2004, tourism has accounted for 5 percent of Idaho’s jobs. As seen in Table 3, over a quarter of these tourism jobs are at food services and drinking places. An additional 20 percent are in traveler accommodations such as hotels, campgrounds and RV parks. These two groups account for nearly half of all Idaho’s tourism-related employment and half of the jobs lost from 2007 to 2010. Participant sports account for another 12 percent and retail trade 8 percent. The rest of the tourism jobs – just over a third – are spread across 20 smaller industry subsectors.

Group	%
Food Services and Drinking Places	26%
Traveler Accommodations	20%
Participant Sports	12%
Retail Trade Services, Excluding Gasoline Service Stations	8%

In 2007, when both tourism and all Idaho employment peaked, 34,400 people worked in tourism. From 2007 to 2010, all employment decreased 8 percent and tourism employment decreased 10 percent to just under 31,000. Of the six regions, southwestern, southeastern and eastern Idaho tourism employment also peaked in 2007 while north central and south central peaked in 2006 a year earlier and northern Idaho a year later. See Table 4.

Area	2004	2005	2006	2007	2008	2009	2010
Northern	5,492	5,686	5,967	6,177	6,225	5,691	5,538
North Central	2,330	2,376	2,410	2,354	2,286	2,180	2,171
Southwestern	12,795	13,192	13,845	14,257	13,816	12,441	12,189
South Central	4,238	4,343	4,442	4,308	4,382	4,261	4,284
Southeastern	2,716	2,842	2,904	2,930	2,911	2,790	2,770
Eastern	3,868	3,847	4,145	4,385	4,245	3,971	4,014
Idaho	31,438	32,286	33,714	34,412	33,866	31,333	30,965



5%

Employment

Every region experienced employment decreases from 2007 through 2010, but southwestern Idaho was hit the hardest followed by the northern, eastern, north central, southeastern and then south central Idaho. The south central region had the fewest tourism job losses at just 24, partly due to this area starting to shed jobs a year earlier.

The rate of employment decline was greatest from 2008 to 2009. During this time, the southwestern region experienced the largest drop at 10 percent, or 1,400 tourism jobs. Northern Idaho was next with a loss of 8.6 percent, or 530 jobs. The eastern, north central, southeastern and south central regions followed with Idaho experiencing a total loss of 2,500 jobs, or about 70 percent of the overall recession loss, in that one year. Statewide, the job declines slowed to 1 percent from 2009 to 2010 both overall and in tourism. Each region also experienced smaller reductions in tourism jobs. Northern Idaho had the highest at 2.7 percent and north central the lowest at 0.4 percent.

Chart 2 shows the regional share of tourism employment while Figure 2 on page 9 shows the employment ranges by county. The southwestern region is the state’s most populous with the largest share of tourism jobs at 39 percent.

Although Chart 2 does show the share of tourism employment for the six regions, it does not reveal how concentrated tourism jobs are in each area.

The concentration can start to reveal which areas specialize in tourism and are more dependent on outside dollars coming into the area from tourists.

For example, the southwestern region employs 39 percent of Idaho’s tourism workers, but the regional location quotient is 0.88, meaning the concentration of tourism jobs is below

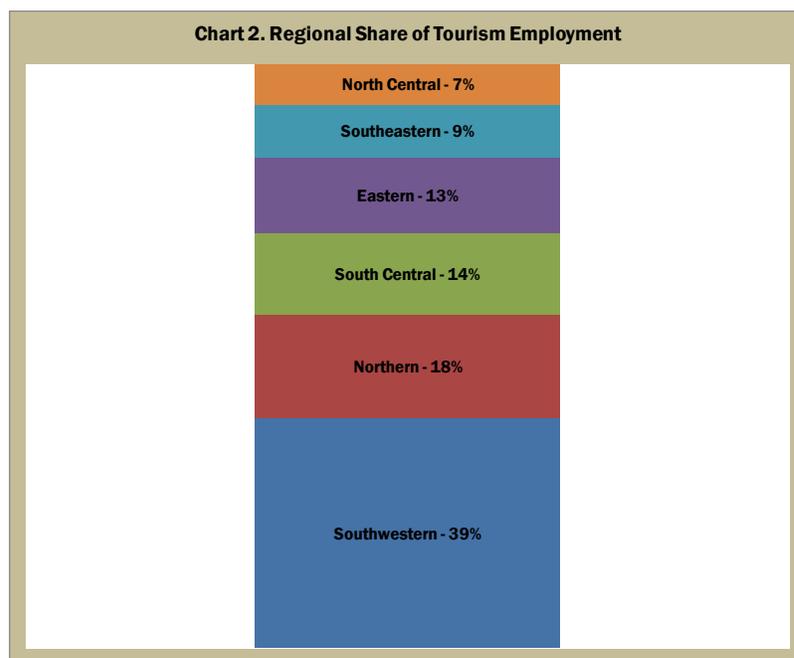
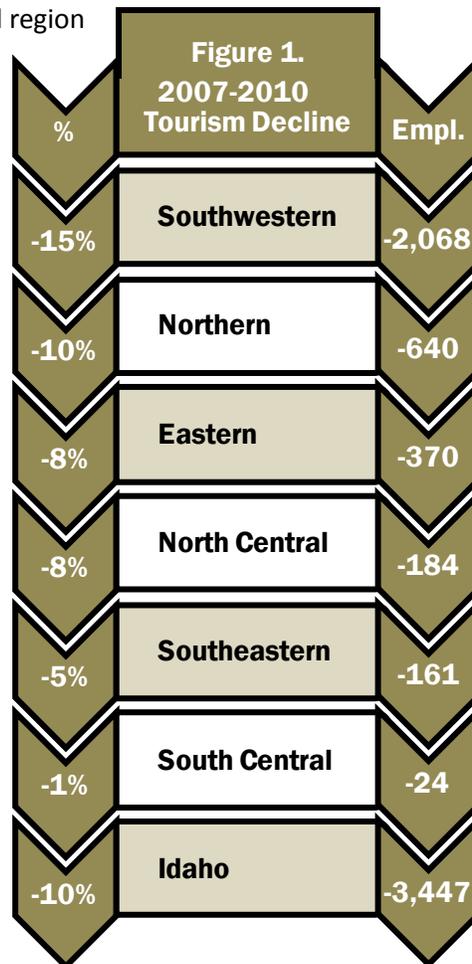
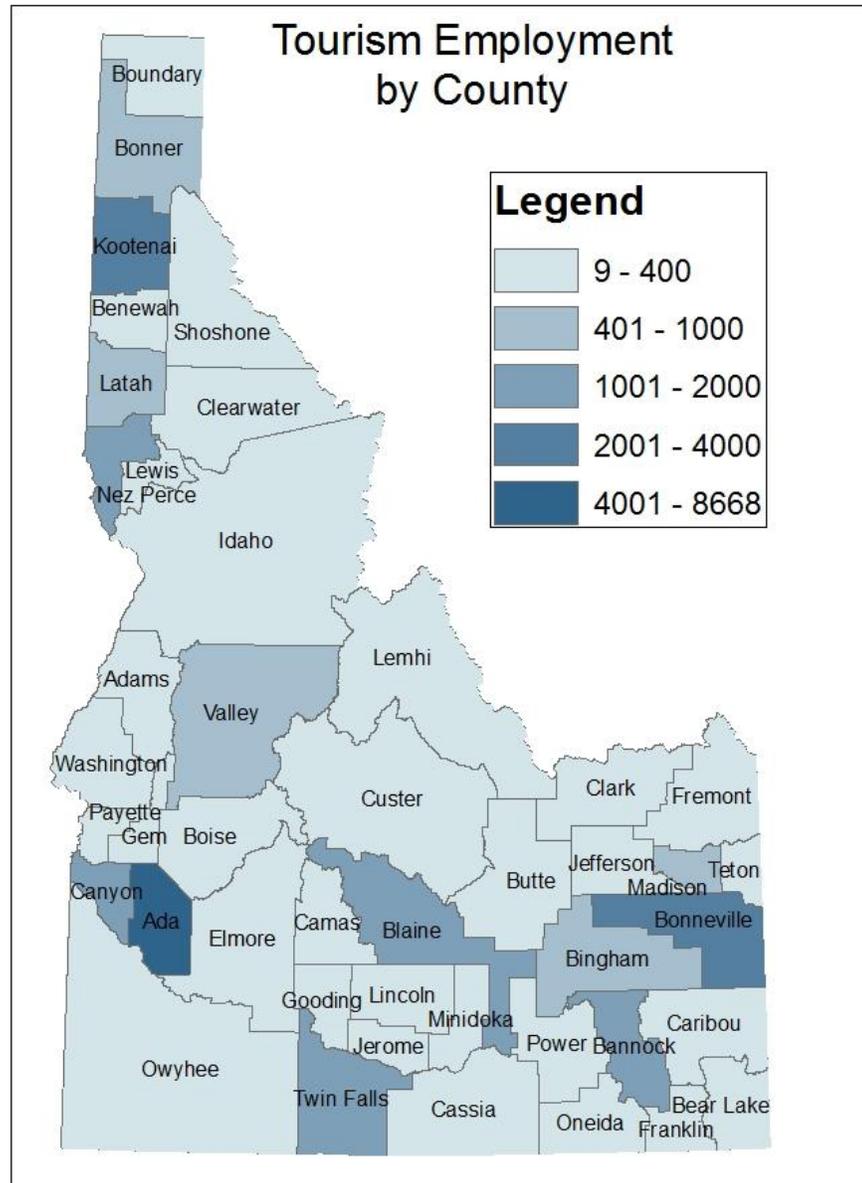
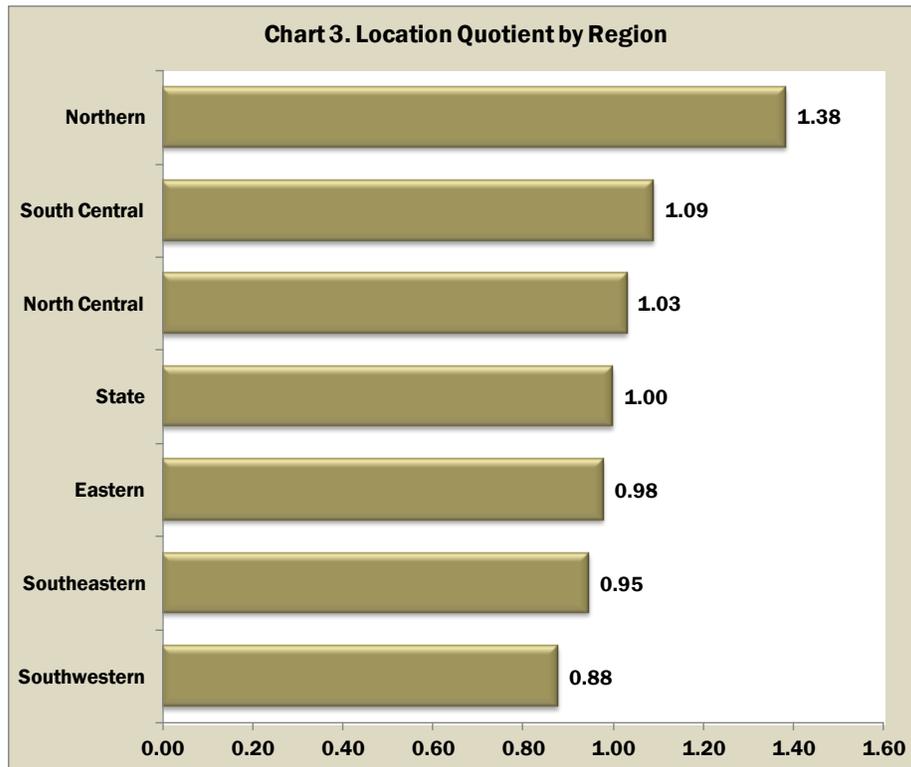


Figure 2.



the state average. As seen in [Chart 3](#), tourism jobs are concentrated in the northern, south central and north central regions, all regions with a location quotient greater than one. But as seen in [Chart 2](#), these three regions only account for around 40 percent of tourism employment.



[Chart 4](#) on page 11 shows location quotient by county and the associated region. [Figure 3](#) on page 12 shows location quotient ranges by county. Not surprisingly, the highest concentrations of tourism employment are in popular destinations such as the McCall-Donnelly area of Valley County and the Sun Valley-Ketchum area of Blaine County. Boise County in the Boise-Nampa metropolitan area has the highest concentration of tourism-related employment – three and a half times as great as the concentration of tourism jobs in Idaho’s overall economy. This is primarily due to employment at the Bogus Basin ski area – the county’s largest employer and less than an hour from downtown Boise.

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

Chart 4. Location Quotient by County

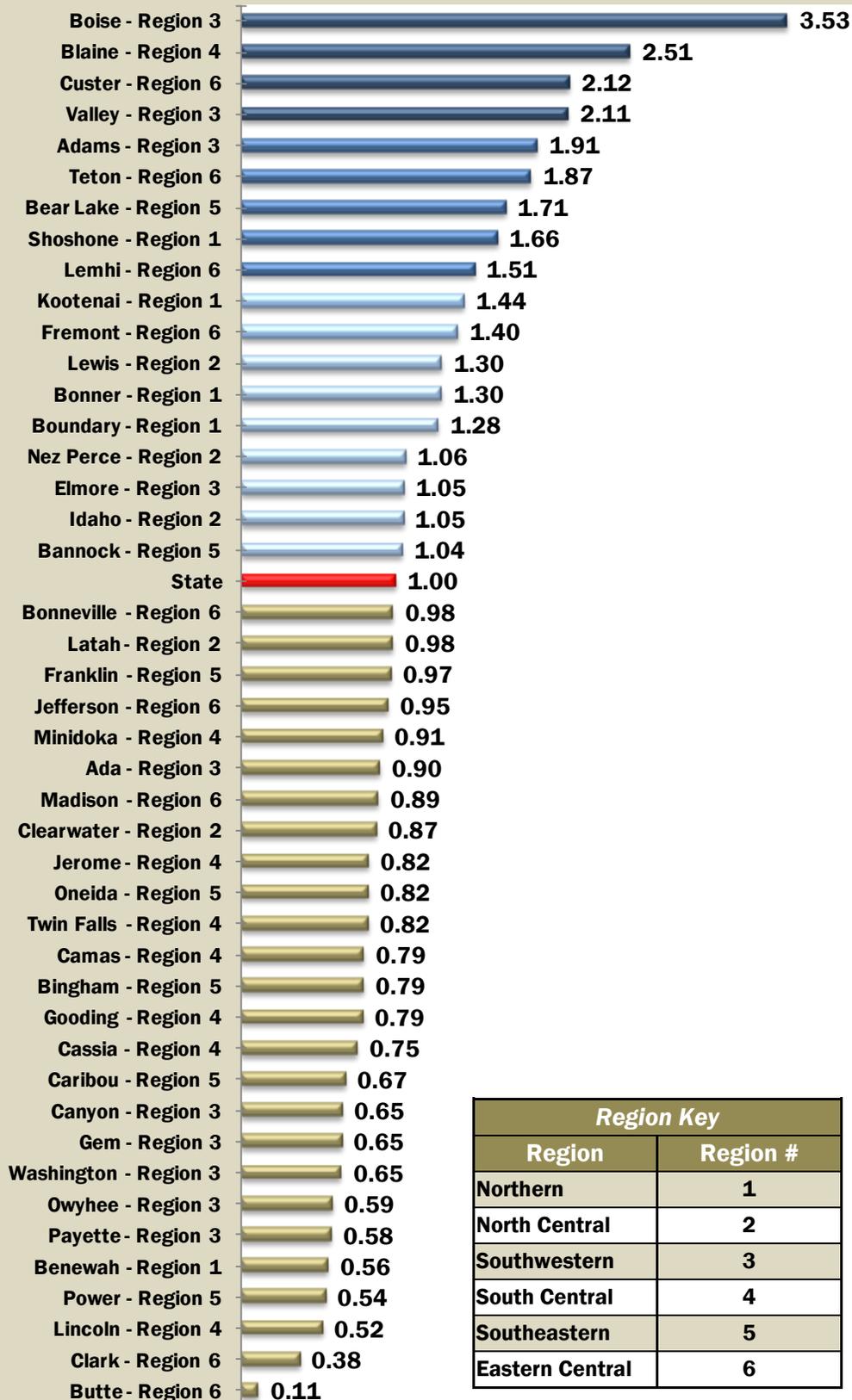
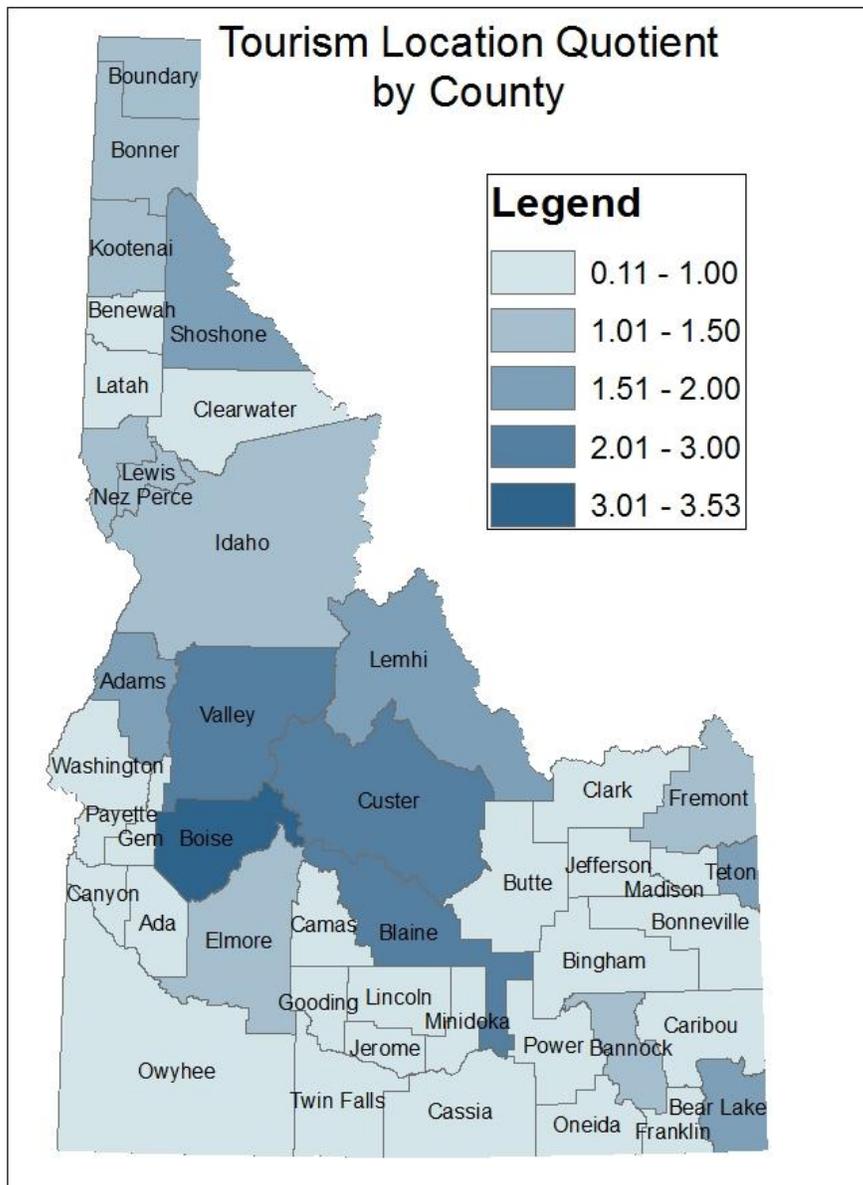


Figure 3.





2.4%

Wages

Wages

Statewide, wages paid to workers in a tourism industry accounted for 2.4 percent of all wages. The tourism share in individual counties varies. Adams, Blaine, Boise and Valley counties each pull 5 percent or more of their total wages directly from tourism as Table 5 shows. In the other 40 counties, tourism contributes less than 5 percent and, for most, less than 3 percent. Boise, Adams, Blaine, Lewis and Bear Lake counties all experienced an increase in the contribution of tourism to total wages over a five-year period while the remaining counties either saw the share of tourism wages decrease or remain the same. Statewide tourism decreased a tenth of a percent to 2.4 percent.

Top 5		Bottom 5	
BOISE	9.6%	LINCOLN	1.2%
BLAINE	7.8%	CLARK	1.1%
VALLEY	7.1%	PAYETTE	1.1%
ADAMS	5.2%	BENEWAH	1.0%
TETON	4.3%	BUTTE	0.1%

Area	2010
Idaho Average Annual Wage	\$34,700
Tourism Average Annual Wage	\$19,100
Southwestern	\$20,500
South Central	\$19,900
Northern	\$19,100
North Central	\$17,200
Eastern	\$16,600
Southeastern	\$16,500

Since tourism accounts for 5 percent of Idaho employment but only 2.4 percent of Idaho wages and is seasonal as well, it is no surprise to see lower-than-average wages. Idaho’s average annual wage is just under \$35,000 per year. The tourism average annual wage is \$19,100.

Southwestern Idaho had the highest average annual tourism wage yet this area also showed the slowest five-year wage growth at 6 percent. The eastern and southeastern regions had the lowest average annual tourism wage at \$16,600 and \$16,500 but five-year wage growth over 10 percent.

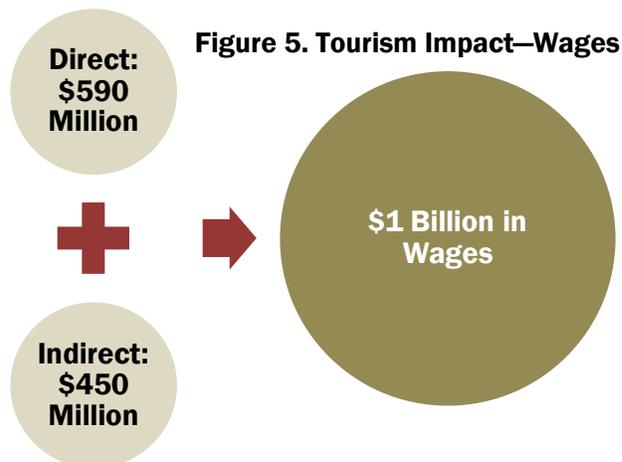
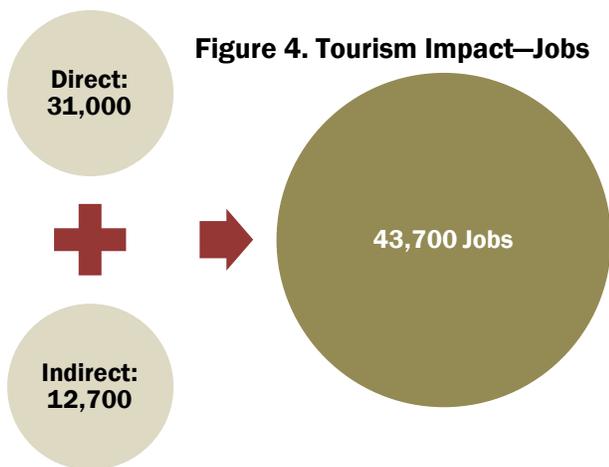
Area	2005	2010	% Change
Eastern	\$55,839,886	\$66,446,811	19%
South Central	\$76,704,287	\$85,203,547	11%
Northern	\$95,349,430	\$105,814,775	11%
Southeastern	\$42,228,409	\$45,811,979	8%
North Central	\$35,496,690	\$37,323,270	5%
Southwestern	\$254,059,791	\$249,735,441	-2%
Total Wages	\$559,678,493	\$590,335,824	5%

Indirect Labor and Wage Impact

Every economic sector has a certain amount of impact on unrelated industries. For example, the wages paid to a hotel worker in Blaine County are spread throughout the local economy adding partial support to a multitude of non-tourism industries. Because of this, these non-tourism employers are able to pay staff and order goods and services to supply the needs of the hotel worker. By aggregating the effects of Idaho’s tourism jobs with non-tourism jobs, tourism is estimated to support an extra 12,700 jobs and add an additional \$450 million in wages to Idaho’s economy.

Table 8 lists the share of these additional jobs and wages by region.

Area	Jobs	Wages
Southwestern	43%	50%
Northern	21%	20%
South Central	13%	11%
Eastern Central	10%	9%
Southeastern	8%	6%
North Central	5%	4%
Total Impact	100%	100%



Regional Summary

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

- Largest County Jobs Multiplier – Bonner/Kootenai at 1.43
- Total Tourism Wages – \$106 million
- Total Tourism Employment – 5,538
- Regional Location Quotient – 1.38
- Largest County Location Quotient – Shoshone at 1.66



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

- Largest County Jobs Multiplier – Idaho at 1.31
- Total Tourism Wages – \$37 million
- Total Tourism Employment – 2,171
- Regional Location Quotient – 1.03
- Largest County Location Quotient – Lewis at 1.30



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

- Largest County Jobs Multiplier – Ada at 1.41
- Total Tourism Wages – \$250 million
- Total Tourism Employment – 12,189
- Regional Location Quotient – 0.88
- Largest County Location Quotient – Boise at 3.53



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

- Largest County Jobs Multiplier – Twin Falls at 1.43
- Total Tourism Wages – \$85 million
- Total Tourism Employment – 4,284
- Regional Location Quotient – 1.09
- Largest County Location Quotient – Blaine at 2.51



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

- Largest County Jobs Multiplier – Bannock at 1.35
- Total Tourism Wages – \$46 million
- Total Tourism Employment – 2,770
- Regional Location Quotient – 0.95
- Largest County Location Quotient – Bear Lake at 1.71



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

- Largest County Jobs Multiplier – Lemhi at 1.42
- Total Tourism Wages – \$66 million
- Total Tourism Employment – 4,014
- Regional Location Quotient – 0.98
- Largest County Location Quotient – Custer at 2.12



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 2007 through 2010, 2007 nonemployer data were used due to the lack of disclosable cells in the more recent years. In addition, 2005 nonemployer data were used for the year 2004. 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 and 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 tourism employment ratios were applied directly to Labor Department wage data, and then average wage by county or tourism group was proportionally applied to the nonemployer 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. 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.

Labor and Wage Impact

The economic multipliers used in this analysis are from the Economic Modeling Specialist Inc. input/output model. 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 and wages. The results show the impact on non-tourism jobs and wages. Analysis was by individual six-digit industry code multipliers and individual geographies. Because of this, the counties will not add to the regions and the regions will not add to the state.

Idaho Regions

Appendix Table 7 lists Idaho's tourism statistics for employment, establishments and wages for the Idaho Department of Commerce regions. The Idaho Department of Labor organizes Idaho's 44 counties into six regions while the Idaho Department of Commerce organizes them into seven regions. The classification of northern, north central, southwestern and southeastern regions remains identical between the two agencies. The difference in organization comes from commerce's seventh region—central Idaho. Commerce's central region includes Butte, Custer and Lemhi counties from eastern Idaho and Blaine and Camas counties from south central Idaho.

Appendix B - Table 1.

Appendix Table 1. Bureau of Economic Analysis Tourism Groups and Ratios									
#	Group Name	2004	2005	2006	2007	2008	2009	2010	
1	Traveler Accommodations	0.73	0.73	0.73	0.73	0.72	0.72	0.72	
2	Food Services and Drinking Places	0.20	0.20	0.20	0.20	0.19	0.19	0.19	
3	Air Transportation Services	0.77	0.77	0.77	0.76	0.75	0.75	0.75	
4	Rail Transportation Services	0.04	0.04	0.04	0.04	0.04	0.04	0.04	
5	Water Transportation Services	0.25	0.25	0.27	0.27	0.26	0.26	0.26	
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	0.93	0.93	0.93	0.93	
8	Urban Transit Systems and Other Transportation	0.13	0.15	0.15	0.15	0.14	0.14	0.14	
9	Taxi Service	0.30	0.32	0.34	0.35	0.35	0.35	0.35	
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	0.57	0.56	0.55	0.55	0.56	0.56	0.56	
12	Automotive Repair Services	0.06	0.06	0.06	0.06	0.06	0.06	0.06	
13	Parking Lots and Garages	0.17	0.17	0.17	0.16	0.16	0.16	0.16	
14	Travel Arrangement and Reservation Services	0.96	0.96	0.96	0.95	0.95	0.95	0.95	
15	Motion Pictures and Performing Arts	0.16	0.15	0.14	0.14	0.13	0.13	0.13	
16	Spectator Sports	0.31	0.32	0.31	0.29	0.25	0.25	0.25	
17	Participant Sports	0.28	0.28	0.29	0.28	0.27	0.27	0.27	
18	Gambling	0.49	0.49	0.49	0.49	0.49	0.49	0.49	
19	All Other Recreation and Entertainment	0.29	0.29	0.29	0.28	0.26	0.26	0.26	
20	Petroleum Refineries	0.10	0.10	0.10	0.10	0.10	0.10	0.10	
21	Industries Producing Nondurable PCE Commodities, Except Petroleum Refineries	0.03	0.03	0.03	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	0.12	0.13	0.13	0.12	0.12	0.12	
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.

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

Continued on next page.

Appendix B - Table 2.

Continued from previous page.

Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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
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

Appendix B - Table 2.

Continued from previous page.

Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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
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

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Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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

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Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
21	322232	Envelope Manufacturing
21	322233	Stationery, Tablet and Related Product Manufacturing
21	322291	Sanitary Paper Product Manufacturing
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

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Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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
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

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Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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
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

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Appendix Table 2. NAICS by Bureau of Economic Analysis Tourism Group		
Group Number	NAICS	Description
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

*Idaho Department of Labor, Bureau of Economic Analysis

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See page 33 for a larger view of this table.

Area	Employment										Employment Location Quotient										Establishments										Wages									
	2004	2005	2006	2007	2008	2009	2010	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010				
Statewide	31,438	32,286	33,714	34,412	33,866	33,333	30,965	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824	320	310	\$89,844,197	\$95,349,430	\$106,345,868	\$115,118,502	\$116,158,948	\$107,221,978	\$105,814,775	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Northern Region	5,482	5,688	5,987	6,177	6,225	5,691	5,538	1.36	1.36	1.37	1.38	1.41	1.40	1.38	1.30	312	\$89,844,197	\$95,349,430	\$106,345,868	\$115,118,502	\$116,158,948	\$107,221,978	\$105,814,775	320	310	\$89,844,197	\$95,349,430	\$106,345,868	\$115,118,502	\$116,158,948	\$107,221,978	\$105,814,775	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Bonewah	121	126	114	101	100	101	97	0.66	0.68	0.62	0.53	0.55	0.60	0.56	9	11	\$1,594,948	\$1,734,555	\$1,658,810	\$1,592,663	\$1,578,290	\$1,471,031	\$1,497,033	12	11	\$1,594,948	\$1,734,555	\$1,658,810	\$1,592,663	\$1,578,290	\$1,471,031	\$1,497,033	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Bonner	1,063	1,016	1,062	1,003	975	973	937	1.40	1.29	1.30	1.20	1.21	1.31	1.30	74	16	\$45,708,758	\$45,930,998	\$47,172,630	\$47,280,796	\$47,111,726	\$46,986,607	\$46,227,894	17	14	\$45,708,758	\$45,930,998	\$47,172,630	\$47,280,796	\$47,111,726	\$46,986,607	\$46,227,894	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Boundary	243	258	259	238	227	228	228	1.21	1.31	1.31	1.26	1.22	1.28	1.19	18	18	\$3,403,538	\$3,900,003	\$4,172,630	\$4,210,630	\$4,545,641	\$4,595,049	\$4,389,533	17	18	\$3,403,538	\$3,900,003	\$4,172,630	\$4,210,630	\$4,545,641	\$4,595,049	\$4,389,533	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Kootenai	3,698	3,929	4,136	4,420	4,459	3,950	3,896	1.39	1.41	1.42	1.47	1.50	1.45	1.44	173	180	\$63,843,482	\$67,704,041	\$76,986,770	\$85,171,909	\$84,786,026	\$76,873,126	\$77,519,804	197	189	\$63,843,482	\$67,704,041	\$76,986,770	\$85,171,909	\$84,786,026	\$76,873,126	\$77,519,804	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Shoshone	367	357	396	404	453	439	380	1.59	1.51	1.66	1.60	1.75	1.86	1.66	27	28	\$5,259,472	\$6,079,873	\$7,055,455	\$6,821,204	\$7,326,165	\$6,180,512	\$6,180,512	27	24	\$5,259,472	\$6,079,873	\$7,055,455	\$6,821,204	\$7,326,165	\$6,180,512	\$6,180,512	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
North Central Region	2,330	2,476	2,440	2,354	2,286	2,180	2,171	1.07	1.06	1.02	1.03	1.02	1.03	1.02	178	174	\$34,821,476	\$35,496,690	\$37,639,432	\$37,338,780	\$36,927,653	\$36,274,481	\$37,323,270	163	163	\$34,821,476	\$35,496,690	\$37,639,432	\$37,338,780	\$36,927,653	\$36,274,481	\$37,323,270	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Clearwater	145	156	145	140	140	130	103	0.87	0.93	0.92	0.87	0.88	0.92	0.89	20	20	\$1,792,314	\$1,942,540	\$1,992,336	\$1,942,540	\$1,911,715	\$1,823,861	\$1,849,862	18	17	\$1,792,314	\$1,942,540	\$1,992,336	\$1,942,540	\$1,911,715	\$1,823,861	\$1,849,862	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Idaho	302	318	300	284	268	256	248	1.22	1.28	1.16	1.10	1.05	1.09	1.05	47	48	\$3,363,534	\$3,728,483	\$3,694,374	\$3,494,397	\$3,409,921	\$3,386,937	\$3,603,509	41	41	\$3,363,534	\$3,728,483	\$3,694,374	\$3,494,397	\$3,409,921	\$3,386,937	\$3,603,509	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Latah	690	717	761	751	722	663	670	0.93	0.98	1.00	1.01	0.97	0.95	0.98	36	39	\$7,791,112	\$8,400,973	\$8,349,967	\$8,571,641	\$8,524,149	\$8,634,511	\$8,877,892	36	36	\$7,791,112	\$8,400,973	\$8,349,967	\$8,571,641	\$8,524,149	\$8,634,511	\$8,877,892	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Lewis	90	86	121	106	106	102	101	1.29	1.15	1.71	1.35	1.32	1.35	1.30	11	10	\$1,118,449	\$1,128,407	\$2,065,249	\$1,929,574	\$1,994,505	\$1,846,787	\$1,796,545	9	9	\$1,118,449	\$1,128,407	\$2,065,249	\$1,929,574	\$1,994,505	\$1,846,787	\$1,796,545	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Near Perce	1,103	1,101	1,073	1,073	1,050	1,018	1,023	1.08	1.08	1.04	1.03	1.02	1.05	1.06	63	62	\$20,756,088	\$20,884,337	\$21,903,535	\$21,509,274	\$21,167,363	\$20,582,761	\$21,195,463	59	59	\$20,756,088	\$20,884,337	\$21,903,535	\$21,509,274	\$21,167,363	\$20,582,761	\$21,195,463	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Southwestern Region	12,795	13,192	13,845	14,257	13,816	12,441	12,189	0.91	0.91	0.90	0.91	0.90	0.89	0.88	715	747	\$323,429,061	\$354,089,791	\$373,122,046	\$279,784,534	\$273,953,403	\$249,983,199	\$249,735,441	747	747	\$323,429,061	\$354,089,791	\$373,122,046	\$279,784,534	\$273,953,403	\$249,983,199	\$249,735,441	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Ada	9,179	9,398	9,768	10,228	9,672	8,644	8,668	0.93	0.92	0.91	0.94	0.91	0.91	0.90	438	458	\$179,080,583	\$191,042,923	\$200,265,226	\$207,555,190	\$201,311,992	\$186,685,102	\$186,851,188	458	458	\$179,080,583	\$191,042,923	\$200,265,226	\$207,555,190	\$201,311,992	\$186,685,102	\$186,851,188	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Adams	92	95	151	129	129	111	119	1.59	1.57	2.11	1.81	1.93	1.79	1.91	7	8	\$1,075,219	\$1,145,378	\$2,423,982	\$2,003,986	\$2,044,441	\$1,873,180	\$1,825,711	10	10	\$1,075,219	\$1,145,378	\$2,423,982	\$2,003,986	\$2,044,441	\$1,873,180	\$1,825,711	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Boise	257	245	303	331	337	357	334	2.62	2.57	2.88	3.15	3.36	3.68	3.53	14	15	\$3,092,316	\$3,064,540	\$4,243,212	\$4,287,990	\$4,405,537	\$4,087,783	\$4,165,607	15	15	\$3,092,316	\$3,064,540	\$4,243,212	\$4,287,990	\$4,405,537	\$4,087,783	\$4,165,607	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Canyon	1,783	1,836	1,907	1,920	1,857	1,786	1,766	0.87	0.66	0.64	0.63	0.63	0.66	0.65	119	124	\$28,472,905	\$29,577,915	\$33,258,596	\$34,881,795	\$34,079,885	\$34,518,877	\$34,731,209	118	118	\$28,472,905	\$29,577,915	\$33,258,596	\$34,881,795	\$34,079,885	\$34,518,877	\$34,731,209	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Elmore	415	390	396	414	400	366	359	1.19	1.11	1.10	1.11	1.09	1.05	1.05	31	32	\$5,099,808	\$5,187,751	\$5,446,713	\$5,739,069	\$5,666,929	\$5,404,177	\$5,397,024	32	32	\$5,099,808	\$5,187,751	\$5,446,713	\$5,739,069	\$5,666,929	\$5,404,177	\$5,397,024	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Gem	133	153	149	127	124	122	122	0.71	0.78	0.71	0.61	0.61	0.65	0.65	16	16	\$1,578,631	\$2,498,486	\$2,236,149	\$1,795,089	\$1,705,439	\$1,611,698	\$1,726,676	14	14	\$1,578,631	\$2,498,486	\$2,236,149	\$1,795,089	\$1,705,439	\$1,611,698	\$1,726,676	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Owyhee	94	99	104	99	96	92	95	0.65	0.69	0.64	0.63	0.61	0.58	0.59	10	11	\$1,401,429	\$1,494,988	\$1,443,484	\$1,403,444	\$1,443,074	\$1,461,357	\$1,620,844	11	11	\$1,401,429	\$1,494,988	\$1,443,484	\$1,403,444	\$1,443,074	\$1,461,357	\$1,620,844	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Payette	220	219	239	208	209	182	183	0.68	0.66	0.69	0.58	0.47	0.58	0.58	17	16	\$3,511,433	\$3,760,362	\$4,143,148	\$3,187,788	\$3,441,939	\$3,082,172	\$3,102,962	16	16	\$3,511,433	\$3,760,362	\$4,143,148	\$3,187,788	\$3,441,939	\$3,082,172	\$3,102,962	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Valley	485	629	676	676	676	676	676	2.16	2.51	2.50	2.51	2.37	2.23	2.11	49	50	\$7,736,259	\$14,754,495	\$17,825,026	\$13,514,133	\$13,517,403	\$9,937,219	\$8,686,920	54	54	\$7,736,259	\$14,754,495	\$17,825,026	\$13,514,133	\$13,517,403	\$9,937,219	\$8,686,920	1,953	\$523,233,196	\$559,678,493	\$607,226,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Washington	126	128	153	121	101	93	98	0.79	0.80	0.91	0.73	0.61	0.61	0.65	14	14	\$1,380,479	\$1,531,984	\$1,785,036	\$1,422,037	\$1,366,763	\$1,301,655	\$1,627,307	14	14	\$1,380,479	\$1,531,984	\$1,785,036	\$1,422,037	\$1,366,763	\$1,301,655	\$1,627,307	1,953	\$523,233,						

Appendix B - Table 5.

Appendix Table 5. Idaho Tourism Share of Total Wages									Region Key	
Region	Area	2004	2005	2006	2007	2008	2009	2010	Region	Region #
-	Statewide	2.5%	2.5%	2.5%	2.5%	2.4%	2.4%	2.4%	Northern	1
3	ADA	2.3%	2.3%	2.2%	2.2%	2.2%	2.1%	2.1%	North Central	2
3	ADAMS	3.2%	3.1%	5.4%	5.3%	5.8%	5.4%	5.2%	Southwestern	3
5	BANNOCK	2.0%	2.2%	2.2%	2.2%	2.2%	2.3%	2.2%	South Central	4
5	BEAR LAKE	2.3%	2.5%	2.5%	2.0%	2.7%	3.3%	3.6%	Southeastern	5
1	BENEWAH	0.9%	1.0%	1.0%	1.0%	1.0%	1.1%	1.0%	Eastern Central	6
5	BINGHAM	2.6%	2.6%	2.5%	2.3%	2.3%	2.3%	2.4%		
7	BLAINE	6.6%	6.5%	6.5%	6.9%	6.9%	7.5%	7.8%		
3	BOISE	7.1%	7.2%	7.9%	8.4%	9.4%	9.7%	9.6%		
1	BONNER	3.6%	3.1%	3.1%	3.2%	3.3%	3.4%	3.4%		
6	BONNEVILLE	2.1%	1.9%	2.0%	2.3%	2.2%	2.3%	2.3%		
1	BOUNDARY	2.8%	3.5%	3.5%	3.4%	3.5%	3.6%	3.6%		
7	BUTTE	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%		
7	CAMAS	3.0%	2.3%	2.9%	2.8%	2.8%	2.1%	2.2%		
3	CANYON	1.7%	1.6%	1.6%	1.6%	1.6%	1.7%	1.7%		
5	CARIBOU	1.9%	1.9%	1.9%	1.5%	1.4%	1.5%	1.5%		
4	CASSIA	2.0%	2.0%	1.9%	1.6%	1.7%	1.7%	1.7%		
6	CLARK	1.6%	1.4%	1.4%	1.0%	1.1%	1.2%	1.1%		
2	CLEARWATER	1.3%	1.4%	1.4%	1.5%	1.5%	1.5%	1.4%		
7	CUSTER	4.5%	3.8%	3.2%	3.7%	3.9%	4.3%	3.8%		
3	ELMORE	2.6%	2.8%	2.7%	2.6%	2.5%	2.4%	2.4%		
5	FRANKLIN	1.5%	1.6%	1.5%	1.5%	1.6%	1.7%	1.8%		
6	FREMONT	3.3%	2.9%	2.8%	2.7%	2.9%	3.0%	3.1%		
3	GEM	1.5%	2.3%	1.8%	1.4%	1.4%	1.4%	1.5%		
4	GOODING	2.4%	2.3%	2.2%	1.8%	1.8%	1.9%	1.9%		
2	IDAHO	1.9%	2.1%	2.0%	1.9%	1.9%	1.9%	1.9%		
6	JEFFERSON	1.9%	1.9%	2.0%	2.3%	2.3%	2.5%	2.7%		
4	JEROME	2.7%	2.6%	2.5%	2.2%	2.3%	2.4%	2.5%		
1	KOOTENAI	4.2%	4.1%	4.2%	4.4%	4.3%	4.1%	4.1%		
2	LATAH	1.8%	1.8%	1.8%	1.8%	1.7%	1.7%	1.7%		
7	LEMHI	3.8%	4.1%	4.1%	4.1%	3.5%	2.8%	2.8%		
2	LEWIS	3.4%	2.8%	5.2%	4.7%	4.5%	4.4%	4.0%		
4	LINCOLN	1.2%	1.2%	1.2%	0.9%	1.1%	1.1%	1.2%		
6	MADISON	1.6%	1.8%	1.8%	1.7%	1.6%	1.6%	1.7%		
4	MINIDOKA	2.7%	2.7%	2.8%	2.4%	2.3%	2.3%	2.3%		
2	NEZ PERCE	3.1%	3.1%	3.0%	2.8%	2.7%	2.7%	2.8%		
5	ONEIDA	1.6%	1.5%	1.4%	1.5%	1.5%	1.5%	1.5%		
3	OWYHEE	1.2%	1.2%	1.1%	1.1%	1.1%	1.1%	1.2%		
3	PAYETTE	1.6%	1.6%	1.5%	1.1%	1.1%	1.1%	1.1%		
5	POWER	2.0%	1.8%	2.0%	1.6%	1.5%	1.5%	1.6%		
1	SHOSHONE	4.1%	4.3%	4.6%	4.0%	4.4%	4.6%	3.7%		
6	TETON	4.7%	4.4%	4.0%	5.5%	4.5%	4.2%	4.3%		
4	TWIN FALLS	2.4%	2.4%	2.2%	2.0%	2.2%	2.2%	2.3%		
3	VALLEY	7.4%	11.4%	11.4%	11.2%	9.6%	8.0%	7.1%		
3	WASHINGTON	1.4%	1.4%	1.5%	1.5%	1.4%	1.3%	1.7%		

Appendix B - Table 6.

Appendix Table 6. Tourism Industry Geographic Impact (Indirect totals do not add)				
Area	Direct Jobs	Indirect Jobs	Direct Wages	Indirect Wages
Statewide	30,965	12,696	\$590,335,824	\$448,655,226
Ada	8,668	2,860	\$186,851,188	\$110,242,201
Adams	119	25	\$1,825,711	\$365,142
Bannock	1,628	440	\$24,034,556	\$10,334,859
Bear Lake	152	29	\$1,921,222	\$441,881
Benewah	97	16	\$1,497,033	\$374,258
Bingham	596	167	\$13,273,352	\$4,247,473
Blaine	1,627	407	\$36,493,777	\$13,137,760
Boise	334	47	\$4,165,607	\$666,497
Bonner	937	319	\$16,227,894	\$8,600,784
Bonneville	2,153	538	\$36,885,251	\$16,967,215
Boundary	228	52	\$4,389,533	\$1,185,174
Butte	44	1	\$802,532	\$32,101
Camas	17	2	\$269,835	\$24,285
Canyon	1,766	477	\$34,731,209	\$14,587,108
Caribou	102	14	\$2,266,053	\$339,908
Cassia	368	107	\$6,279,275	\$1,695,404
Clark	9	1	\$259,357	\$23,342
Clearwater	130	26	\$1,849,862	\$351,474
Custer	196	18	\$2,883,755	\$259,538
Elmore	359	39	\$5,397,024	\$809,554
Franklin	163	26	\$1,789,115	\$357,823
Fremont	239	48	\$3,741,283	\$823,082
Gem	122	23	\$1,726,676	\$379,869
Gooding	240	38	\$4,545,684	\$772,766
Idaho	248	62	\$3,603,509	\$1,045,018
Jefferson	309	43	\$5,455,064	\$1,309,215
Jerome	349	59	\$7,402,345	\$1,480,469
Kootenai	3,896	1,325	\$77,519,804	\$41,085,496
Latah	670	121	\$8,877,892	\$2,219,473
Lemhi	211	72	\$3,130,643	\$876,580
Lewis	101	23	\$1,796,545	\$341,343
Lincoln	36	4	\$705,149	\$84,618
Madison	540	76	\$7,004,735	\$1,961,326
Minidoka	302	48	\$5,498,254	\$1,044,668
Nez Perce	1,023	194	\$21,195,463	\$7,630,367
Oneida	46	8	\$520,790	\$98,950
Owyhee	95	16	\$1,620,844	\$372,794
Payette	183	39	\$3,102,962	\$899,859
Power	82	13	\$2,006,891	\$301,034
Shoshone	380	76	\$6,180,512	\$1,297,907
Teton	312	62	\$6,284,191	\$1,696,731
Twin Falls	1,345	457	\$24,009,228	\$11,284,337
Valley	445	134	\$8,686,920	\$2,953,553
Washington	98	17	\$1,627,301	\$374,279

Appendix B - Table 3. (17 X 11)

Appendix Table 3. Idaho Tourism by Group																					
Group	Employment							Establishments							Wages						
	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010
Total	31,438	32,286	33,714	34,412	33,866	31,333	30,965	1,908	1,983	1,992	2,006	1,952	1,951	1,953	\$523,233,196	\$559,678,493	\$607,225,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
1 Traveler accommodations	6,274	6,440	6,588	6,956	7,029	6,240	6,341	323	337	337	354	346	341	350	\$89,770,306	\$95,348,596	\$105,639,937	\$115,903,276	\$115,310,431	\$102,235,777	\$102,187,727
2 Food services and drinking places	8,274	8,587	8,905	9,361	8,874	8,285	8,105	534	554	552	563	541	547	548	\$83,082,015	\$89,444,084	\$98,154,788	\$106,043,791	\$103,286,125	\$99,680,913	\$101,549,281
3 Air transportation services	1,433	1,532	1,503	1,607	1,574	1,552	1,543	103	109	100	103	104	104	108	\$54,704,813	\$57,416,246	\$52,409,969	\$56,944,126	\$57,400,447	\$60,025,012	\$62,529,037
4 Rail transportation services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 Water transportation services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6 Interurban bus transportation	46	59	68	68	69	68	50	4	6	6	6	6	6	6	\$899,985	\$1,120,126	\$1,296,341	\$1,283,940	\$1,399,545	\$1,401,794	\$1,076,143
7 Interurban charter bus transportation	141	171	219	229	229	194	168	16	14	12	10	8	7	8	\$2,035,045	\$2,435,266	\$3,243,017	\$3,692,921	\$3,384,533	\$3,134,540	\$2,765,162
8 Urban transit systems and other transportation	158	183	198	227	228	233	246	13	17	18	18	18	19	19	\$2,340,851	\$2,836,220	\$3,272,558	\$3,860,084	\$4,036,727	\$4,331,992	\$4,516,444
9 Taxi service	77	81	91	104	92	88	80	6	7	7	8	7	7	6	\$783,432	\$851,547	\$1,114,253	\$1,407,737	\$997,939	\$1,098,720	\$1,090,068
10 Scenic and sightseeing transportation services	345	340	370	379	426	386	343	18	17	15	14	15	17	16	\$5,447,114	\$5,626,907	\$6,158,819	\$5,823,498	\$6,664,674	\$6,105,244	\$5,231,205
11 Automotive equipment rental and leasing	519	514	565	588	595	520	511	39	40	40	38	39	36	32	\$10,344,137	\$10,589,641	\$12,110,080	\$12,527,505	\$12,411,068	\$10,915,617	\$11,114,574
12 Automotive repair services	492	493	496	494	486	463	446	65	67	68	68	68	67	65	\$9,426,788	\$9,927,199	\$10,632,453	\$11,221,238	\$11,139,600	\$10,627,964	\$10,381,151
13 Parking lots and garages	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14 Travel arrangement and reservation services	927	935	973	999	959	821	716	81	83	80	83	83	78	73	\$24,933,833	\$26,290,067	\$27,352,575	\$29,422,030	\$28,716,720	\$24,813,772	\$22,395,249
15 Motion pictures and performing arts	637	619	569	597	552	554	551	24	24	21	21	21	22	22	\$8,347,455	\$6,259,675	\$5,713,059	\$6,773,952	\$6,567,336	\$6,406,346	\$6,440,396
16 Spectator sports	321	308	317	347	601	310	323	18	22	22	23	21	23	22	\$4,654,288	\$5,634,317	\$7,013,370	\$6,457,876	\$11,150,686	\$4,376,597	\$4,813,791
17 Participant sports	3,383	3,563	3,985	4,169	3,984	3,765	3,707	202	209	221	221	213	215	216	\$45,945,587	\$54,194,188	\$63,929,033	\$70,961,270	\$66,926,578	\$60,795,540	\$58,353,596
18 Gambling	314	312	350	359	377	377	388	3	4	7	6	7	7	6	\$8,070,689	\$7,760,312	\$8,863,439	\$9,508,915	\$10,176,239	\$11,368,293	\$11,219,678
19 All other recreation and entertainment	1,711	1,689	1,731	1,803	1,702	1,643	1,654	107	108	107	105	97	99	101	\$24,288,436	\$25,246,576	\$26,479,168	\$28,732,192	\$27,913,433	\$28,091,941	\$28,243,915
20 Petroleum refineries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21 Industries producing nondurable PCE commodities, exc petroleum	2,355	2,368	2,469	1,693	1,709	1,690	1,671	58	63	66	44	44	44	44	\$59,031,637	\$62,099,130	\$67,152,880	\$48,245,879	\$49,682,533	\$51,046,380	\$51,358,201
22 Wholesale trade and transportation services	665	701	724	750	739	700	695	67	69	71	72	71	70	68	\$22,413,852	\$24,936,854	\$27,312,128	\$29,689,993	\$29,697,914	\$28,145,213	\$28,385,035
23 Gasoline service stations	714	644	702	718	682	670	700	67	67	71	73	68	69	74	\$9,403,286	\$8,923,540	\$10,209,204	\$10,872,573	\$10,706,956	\$10,872,368	\$12,281,035
24 Retail trade services, excluding gasoline service stations	2,422	2,516	2,630	2,722	2,694	2,507	2,458	158	164	169	173	173	168	163	\$53,110,532	\$59,648,016	\$65,652,520	\$66,865,715	\$64,828,081	\$60,506,118	\$60,049,137

Appendix B - Table 4. (17 X 11)

Appendix Table 4. Idaho Tourism by Area																												
Area	Employment							Employment Location Quotient							Establishments							Wages						
	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010
STATEWIDE	31,438	32,286	33,714	34,412	33,866	31,333	30,965	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1,908	1,983	1,992	2,006	1,952	1,951	1,953	\$523,233,196	\$559,678,493	\$607,225,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
NORTHERN REGION	5,492	5,686	5,967	6,177	6,225	5,691	5,538	1.36	1.36	1.37	1.38	1.41	1.40	1.38	301	312	314	325	323	320	310	\$89,841,197	\$95,349,430	\$106,345,868	\$115,118,502	\$116,158,948	\$107,221,978	\$105,814,775
BENEWAH	121	126	114	101	100	101	97	0.66	0.68	0.62	0.53	0.55	0.60	0.56	9	11	11	12	12	12	11	\$1,594,948	\$1,734,555	\$1,658,810	\$1,592,663	\$1,578,290	\$1,471,031	\$1,497,033
BONNER	1,063	1,016	1,062	1,003	975	973	937	1.40	1.29	1.30	1.20	1.21	1.31	1.30	73	74	76	73	71	74	70	\$15,708,738	\$15,930,958	\$17,062,223	\$17,280,796	\$17,711,726	\$16,956,607	\$16,227,894
BOUNDARY	243	258	259	250	238	227	228	1.21	1.34	1.31	1.26	1.22	1.22	1.28	19	19	16	18	17	19	18	\$3,434,558	\$3,900,003	\$4,172,610	\$4,251,930	\$4,545,641	\$4,595,049	\$4,389,533
KOOTENAI	3,698	3,929	4,136	4,420	4,459	3,950	3,896	1.39	1.41	1.42	1.47	1.50	1.45	1.44	173	180	182	194	197	189	186	\$63,843,482	\$67,704,041	\$76,396,770	\$85,171,909	\$84,786,026	\$76,873,126	\$77,519,804
SHOSHONE	367	357	396	404	453	439	380	1.59	1.51	1.66	1.60	1.75	1.86	1.66	27	27	28	28	27	27	24	\$5,259,472	\$6,079,873	\$7,055,455	\$6,821,204	\$7,537,264	\$7,326,165	\$6,180,512
NORTH CENTRAL REGION	2,330	2,376	2,410	2,354	2,286	2,180	2,171	1.03	1.06	1.06	1.03	1.01	1.02	1.03	176	179	178	174	165	163	163	\$34,821,476	\$35,496,690	\$37,539,432	\$37,338,750	\$36,927,653	\$36,274,481	\$37,323,270
CLEARWATER	145	156	155	142	140	140	130	0.87	0.93	0.92	0.87	0.88	0.92	0.87	19	20	20	21	20	18	17	\$1,792,314	\$1,917,540	\$1,926,306	\$1,893,861	\$1,911,715	\$1,823,485	\$1,849,862
IDAHO	302	318	300	284	268	256	248	1.22	1.28	1.16	1.10	1.05	1.09	1.05	47	48	45	43	41	41	41	\$3,363,514	\$3,728,433	\$3,694,374	\$3,434,397	\$3,409,921	\$3,386,937	\$3,603,509
LATAH	690	717	761	751	722	663	670	0.93	0.98	1.00	1.01	0.97	0.95	0.98	36	39	39	39	37	36	36	\$7,791,112	\$7,840,973	\$8,349,967	\$8,571,641	\$8,524,149	\$8,634,511	\$8,877,892
LEWIS	90	85	121	106	106	102	101	1.29	1.15	1.71	1.35	1.32	1.35	1.30	11	10	10	9	9	9	10	\$1,118,449	\$1,128,407	\$2,065,249	\$1,929,576	\$1,914,505	\$1,846,787	\$1,796,545
NEZ PERCE	1,103	1,101	1,073	1,073	1,050	1,018	1,023	1.08	1.08	1.04	1.03	1.02	1.05	1.06	63	62	63	62	59	59	59	\$20,756,088	\$20,881,337	\$21,503,535	\$21,509,274	\$21,167,363	\$20,582,761	\$21,195,463
SOUTHWESTERN REGION	12,795	13,192	13,845	14,257	13,816	12,441	12,189	0.91	0.91	0.90	0.91	0.90	0.89	0.88	715	747	759	763	742	743	747	\$232,429,061	\$254,059,791	\$273,122,046	\$279,784,514	\$273,953,403	\$249,963,199	\$249,735,441
ADA	9,179	9,398	9,768	10,228	9,672	8,844	8,668	0.93	0.92	0.91	0.94	0.91	0.91	0.90	438	458	465	473	454	460	458	\$179,080,583	\$191,042,923	\$200,265,226	\$207,555,190	\$201,311,992	\$186,685,102	\$186,851,188
ADAMS	92	95	151	129	129	111	119	1.59	1.57	2.11	1.81	1.93	1.79	1.91	7	8	9	9	11	9	10	\$1,075,219	\$1,145,378	\$2,423,952	\$2,003,986	\$2,014,441	\$1,873,180	\$1,825,711
BOISE	257	245	303	331	337	357	334	2.62	2.57	2.88	3.15	3.36	3.68	3.53	14	16	15	15	15	15	14	\$3,092,316	\$3,064,540	\$4,243,212	\$4,287,990	\$4,405,537	\$4,087,783	\$4,165,607
CANYON	1,793	1,836	1,907	1,920	1,857	1,786	1,766	0.67	0.66	0.64	0.63	0.63	0.66	0.65	119	124	125	121	120	117	118	\$28,472,905	\$29,577,915	\$33,258,596	\$34,881,795	\$34,079,885	\$34,518,877	\$34,731,209
ELMORE	415	390	396	414	400	366	359	1.19	1.11	1.10	1.11	1.09	1.05	1.05	31	32	33	31	32	32	34	\$5,099,808	\$5,187,751	\$5,446,713	\$5,739,069	\$5,666,929	\$5,404,177	\$5,397,024
GEM	133	153	149	127	124	120	122	0.71	0.78	0.71	0.61	0.61	0.65	0.65	16	16	16	15	16	16	14	\$1,578,631	\$2,498,456	\$2,236,149	\$1,755,080	\$1,705,439	\$1,611,698	\$1,726,676
OWYHEE	94	99	104	101	99	96	95	0.65	0.69	0.64	0.63	0.61	0.58	0.59	10	11	12	11	11	10	11	\$1,401,429	\$1,495,991	\$1,494,988	\$1,437,444	\$1,443,074	\$1,461,357	\$1,620,844
PAYETTE	220	219	239	208	509	182	183	0.68	0.66	0.69	0.58	1.47	0.58	0.58	17	20	19	18	17	16	16	\$3,511,433	\$3,760,362	\$4,143,148	\$3,187,788	\$8,441,939	\$3,082,172	\$3,102,962
VALLEY	485	629	676	676	588	487	445	2.16	2.51	2.50	2.51	2.37	2.23	2.11	49	50	52	54	52	54	57	\$7,736,259	\$14,754,495	\$17,825,026	\$17,514,133	\$13,517,403	\$9,937,219	\$8,686,920
WASHINGTON	126	128	153	121	101	93	98	0.79	0.80	0.91	0.73	0.61	0.61	0.65	14	14	14	15	14	14	14	\$1,380,479	\$1,531,981	\$1,785,036	\$1,422,037	\$1,366,763	\$1,301,635	\$1,627,301
SOUTH CENTRAL REGION	4,238	4,343	4,442	4,308	4,382	4,261	4,284	1.07	1.07	1.06	1.01	1.02	1.06	1.09	269	279	277	267	259	258	262	\$72,871,848	\$76,704,287	\$83,167,846	\$82,695,761	\$86,989,054	\$84,778,640	\$85,203,547
BLAINE	1,515	1,584	1,619	1,656	1,634	1,590	1,627	2.07	2.10	2.10	2.15	2.14	2.35	2.51	72	76	75	73	70	70	69	\$30,584,199	\$32,351,584	\$36,099,638	\$38,639,400	\$39,460,056	\$36,670,168	\$36,493,777
CAMAS	25	22	30	26	24	19	17	1.39	1.10	1.35	1.10	1.02	0.80	0.79	3	3	2	2	2	2	2	\$225,666	\$260,369	\$411,491	\$332,822	\$364,615	\$316,888	\$269,835
CASSIA	386	398	417	368	388	369	368	0.85	0.87	0.87	0.74	0.77	0.76	0.75	27	29	28	28	26	26	25	\$5,338,918	\$5,560,411	\$6,100,485	\$5,486,822	\$5,905,100	\$5,919,724	\$6,279,275
GOODING	243	251	251	226	233	241	240	0.81	0.79	0.76	0.70	0.72	0.80	0.79	18	19	18	18	18	18	19	\$4,083,389	\$4,439,003	\$4,522,515	\$4,027,805	\$4,363,912	\$4,522,638	\$4,545,684
JEROME	341	343	353	328	350	353	349	0.89	0.86	0.82	0.75	0.77	0.80	0.82	26	27	27	27	25	24	24	\$5,929,640	\$6,030,153	\$6,630,976	\$6,178,535	\$7,073,624	\$7,309,958	\$7,402,345
LINCOLN	34	35	39	39	36	39	36	0.52	0.50	0.54	0.51	0.48	0.53	0.52	4	4	5	4	4	4	4	\$526,363	\$625,772	\$725,997	\$627,272	\$682,458	\$711,703	\$705,149
MINIDOKA	340	331	359	337	320	305	302	0.94	0.93	1.00	0.91	0.89	0.89	0.91	18	19	19	18	17	16	17	\$5,153,061	\$5,244,991	\$5,922,945	\$5,401,172	\$5,282,028	\$5,392,782	\$5,498,254
TWIN FALLS	1,354	1,380	1,374	1,326	1,397	1,346	1,345	0.82	0.82	0.79	0.75	0.78	0.81	0.82	100	103	103	98	98	99	102	\$21,030,612	\$22,192,004	\$22,753,799	\$22,001,933	\$23,857,260	\$23,934,780	\$24,009,228
SOUTHEASTERN REGION	2,716	2,842	2,904	2,930	2,911	2,790	2,770	0.89	0.92	0.91	0.90	0.91	0.93	0.95	172	176	171	176	166	169	169	\$38,748,373	\$42,228,409	\$44,307,065	\$44,186,261	\$45,713,630	\$45,606,422	\$45,811,979
BANNOCK	1,559	1,696	1,715	1,772	1,774	1,657	1,628	0.92	0.97	0.97	0.98	1.03	1.04	1.04	95	98	93	95	89	92	92	\$19,737,171	\$23,185,671	\$23,668,199	\$24,495,397	\$25,028,244	\$24,231,335	\$24,034,556
BEAR LAKE	115	129	134	117	127	141	152	1.30	1.47	1.47	1.26	1.32	1.55	1.71	11	12	11	12	11	10	9	\$947,439	\$1,059,341	\$1,081,032	\$1,090,415	\$1,529,085	\$1,821,972	\$1,921,222
BINGHAM	622	613	618	628	613	600	596	0.84	0.83	0.82	0.80	0.77	0.79	0.79	30	29	30	31	32	33	32	\$11,375,490	\$11,493,115	\$12,105,965	\$12,214,796	\$12,564,567	\$13,012,657	\$13,273,352
CARIBOU	121	126	127	104	107	109	102	0.77	0.80	0.77	0.63	0.64	0.68	0.67	9	10	10	10	10	10	10	\$2,759,224	\$2,802,893	\$3,040,475	\$2,175,504	\$2,253,147	\$2,283,878	\$2,266,053
FRANKLIN	142	146	166	165	157	153	163	0.84	0.84	0.92	0.88	0.85	0.90	0.97	10	12	13	13	12	12	12	\$1,266,713	\$1,543,745	\$1,577,332	\$1,740,429	\$1,887,116	\$1,811,583	\$1,789,115
ONEIDA	51	46	47	54	49	45	46	0.95	0.80	0.77	0.86	0.83	0.79	0.82	5	4	4	4	4	4	5	\$446,092	\$514,354	\$567,767	\$601,174	\$515,841	\$499,041	\$520,790
POWER	107	87	98	90	85	84	82	0.65	0.63	0.63	0.56	0.52	0.54	0.54	11	11	10	11	7	8	9	\$2,216,243	\$1,629,290	\$2,266,295	\$1,868,547	\$1,935,631	\$1,945,955	\$2,006,891
EAST CENTRAL REGION	3,868	3,847	4,145	4,385	4,245	3,971	4,014																					

Appendix B - Table 7. (17 X 11)

Appendix Table 7. Idaho Tourism by Area (Idaho Department of Commerce Regions)																												
Area	Employment							Employment Location Quotient							Establishments							Wages						
	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010	2004	2005	2006	2007	2008	2009	2010
Statewide	31,438	32,286	33,714	34,412	33,866	31,333	30,965	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1,908	1,983	1,992	2,006	1,952	1,951	1,953	\$523,233,196	\$559,678,493	\$607,225,844	\$629,448,093	\$627,906,864	\$590,160,045	\$590,335,824
Northern Region	5,492	5,686	5,967	6,177	6,225	5,691	5,538	1.36	1.36	1.37	1.38	1.41	1.40	1.38	301	312	314	325	323	320	310	\$89,841,197	\$95,349,430	\$106,345,868	\$115,118,502	\$116,158,948	\$107,221,978	\$105,814,775
Benewah	121	126	114	101	100	101	97	0.66	0.68	0.62	0.53	0.55	0.60	0.56	9	11	11	12	12	12	11	\$1,594,948	\$1,734,555	\$1,658,810	\$1,592,663	\$1,578,290	\$1,471,031	\$1,497,033
Bonner	1,063	1,016	1,062	1,003	975	973	937	1.40	1.29	1.30	1.20	1.21	1.31	1.30	73	74	76	73	71	74	70	\$15,708,738	\$15,930,958	\$17,062,223	\$17,280,796	\$17,711,726	\$16,956,607	\$16,227,894
Boundary	243	258	259	250	238	227	228	1.21	1.34	1.31	1.26	1.22	1.22	1.28	19	19	16	18	17	19	18	\$3,434,558	\$3,900,003	\$4,172,610	\$4,251,930	\$4,545,641	\$4,595,049	\$4,389,533
Kootenai	3,698	3,929	4,136	4,420	4,459	3,950	3,896	1.39	1.41	1.42	1.47	1.50	1.45	1.44	173	180	182	194	197	189	186	\$63,843,482	\$67,704,041	\$76,396,770	\$85,171,909	\$84,786,026	\$76,873,126	\$77,519,804
Shoshone	367	357	396	404	453	439	380	1.59	1.51	1.66	1.60	1.75	1.86	1.66	27	27	28	28	27	27	24	\$5,259,472	\$6,079,873	\$7,055,455	\$6,821,204	\$7,537,264	\$7,326,165	\$6,180,512
North Central Region	2,330	2,376	2,410	2,354	2,286	2,180	2,171	1.03	1.06	1.06	1.03	1.01	1.02	1.03	176	179	178	174	165	163	163	\$34,821,476	\$35,496,690	\$37,539,432	\$37,338,750	\$36,927,653	\$36,274,481	\$37,323,270
Clearwater	145	156	155	142	140	140	130	0.87	0.93	0.92	0.87	0.88	0.92	0.87	19	20	20	21	20	18	17	\$1,792,314	\$1,917,540	\$1,926,306	\$1,893,861	\$1,911,715	\$1,823,485	\$1,849,862
Idaho	302	318	300	284	268	256	248	1.22	1.28	1.16	1.10	1.05	1.09	1.05	47	48	45	43	41	41	41	\$3,363,514	\$3,728,433	\$3,694,374	\$3,434,397	\$3,409,921	\$3,386,937	\$3,603,509
Latah	690	717	761	751	722	663	670	0.93	0.98	1.00	1.01	0.97	0.95	0.98	36	39	39	39	37	36	36	\$7,791,112	\$7,840,973	\$8,349,967	\$8,571,641	\$8,524,149	\$8,634,511	\$8,877,892
Lewis	90	85	121	106	106	102	101	1.29	1.15	1.71	1.35	1.32	1.35	1.30	11	10	10	9	9	9	10	\$1,118,449	\$1,128,407	\$2,065,249	\$1,929,576	\$1,914,505	\$1,846,787	\$1,796,545
Nez Perce	1,103	1,101	1,073	1,073	1,050	1,018	1,023	1.08	1.08	1.04	1.03	1.02	1.05	1.06	63	62	63	62	59	59	59	\$20,756,088	\$20,881,337	\$21,503,535	\$21,509,274	\$21,167,363	\$20,582,761	\$21,195,463
Southwestern Region	12,795	13,192	13,845	14,257	13,816	12,441	12,189	0.91	0.91	0.90	0.91	0.90	0.89	0.88	715	747	759	763	742	743	747	\$232,429,061	\$254,059,791	\$273,122,046	\$279,784,514	\$273,953,403	\$249,963,199	\$249,735,441
Ada	9,179	9,398	9,768	10,228	9,672	8,844	8,668	0.93	0.92	0.91	0.94	0.91	0.91	0.90	438	458	465	473	454	460	458	\$179,080,583	\$191,042,923	\$200,265,226	\$207,555,190	\$201,311,992	\$186,685,102	\$186,851,188
Adams	92	95	151	129	129	111	119	1.59	1.57	2.11	1.81	1.93	1.79	1.91	7	8	9	9	11	9	10	\$1,075,219	\$1,145,378	\$2,423,952	\$2,003,986	\$2,014,441	\$1,873,180	\$1,825,711
Boise	257	245	303	331	337	357	334	2.62	2.57	2.88	3.15	3.36	3.68	3.53	14	16	15	15	15	15	14	\$3,092,316	\$3,064,540	\$4,243,212	\$4,287,990	\$4,405,537	\$4,087,783	\$4,165,607
Canyon	1,793	1,836	1,907	1,920	1,857	1,786	1,766	0.67	0.66	0.64	0.63	0.63	0.66	0.65	119	124	125	121	120	117	118	\$28,472,905	\$29,577,915	\$33,258,596	\$34,881,795	\$34,079,885	\$34,518,877	\$34,731,209
Elmore	415	390	396	414	400	366	359	1.19	1.11	1.10	1.11	1.09	1.05	1.05	31	32	33	31	32	32	34	\$5,099,808	\$5,187,751	\$5,446,713	\$5,739,069	\$5,666,929	\$5,404,177	\$5,397,024
Gem	133	153	149	127	124	120	122	0.71	0.78	0.71	0.61	0.61	0.65	0.65	16	16	16	15	16	16	14	\$1,578,631	\$2,498,456	\$2,236,149	\$1,755,080	\$1,705,439	\$1,611,698	\$1,726,676
Owyhee	94	99	104	101	99	96	95	0.65	0.69	0.64	0.63	0.61	0.58	0.59	10	11	12	11	11	10	11	\$1,401,429	\$1,495,991	\$1,494,988	\$1,437,444	\$1,443,074	\$1,461,357	\$1,620,844
Payette	220	219	239	208	509	182	183	0.68	0.66	0.69	0.58	1.47	0.58	0.58	17	20	19	18	17	16	16	\$3,511,433	\$3,760,362	\$4,143,148	\$3,187,788	\$8,441,939	\$3,082,172	\$3,102,962
Valley	485	629	676	676	588	487	445	2.16	2.51	2.50	2.51	2.37	2.23	2.11	49	50	52	54	52	54	57	\$7,736,259	\$14,754,495	\$17,825,026	\$17,514,133	\$13,517,403	\$9,937,219	\$8,686,920
Washington	126	128	153	121	101	93	98	0.79	0.80	0.91	0.73	0.61	0.61	0.65	14	14	14	15	14	14	14	\$1,380,479	\$1,531,981	\$1,785,036	\$1,422,037	\$1,366,763	\$1,301,635	\$1,627,301
South Central Region	2,699	2,737	2,792	2,625	2,725	2,652	2,640	0.84	0.83	0.82	0.76	0.78	0.80	0.81	194	200	200	193	187	187	191	\$42,061,983	\$44,092,334	\$46,656,717	\$43,723,540	\$47,164,382	\$47,791,584	\$48,439,936
Cassia	386	398	417	368	388	369	368	0.85	0.87	0.87	0.74	0.77	0.76	0.75	27	29	28	28	26	26	25	\$5,338,918	\$5,560,411	\$6,100,485	\$5,486,822	\$5,905,100	\$5,919,724	\$6,279,275
Gooding	243	251	251	226	233	241	240	0.81	0.79	0.76	0.70	0.72	0.80	0.79	18	19	18	18	18	18	19	\$4,083,389	\$4,439,003	\$4,522,515	\$4,027,805	\$4,363,912	\$4,522,638	\$4,545,684
Jerome	341	343	353	328	350	353	349	0.89	0.86	0.82	0.75	0.77	0.80	0.82	26	27	27	27	25	24	24	\$5,929,640	\$6,030,153	\$6,630,976	\$6,178,535	\$7,073,624	\$7,309,958	\$7,402,345
Lincoln	34	35	39	39	36	39	36	0.52	0.50	0.54	0.51	0.48	0.53	0.52	4	4	5	4	4	4	4	\$526,363	\$625,772	\$725,997	\$627,272	\$682,458	\$711,703	\$705,149
Minidoka	340	331	359	337	320	305	302	0.94	0.93	1.00	0.91	0.89	0.89	0.91	18	19	19	18	17	16	17	\$5,153,061	\$5,244,991	\$5,922,945	\$5,401,172	\$5,282,028	\$5,392,782	\$5,498,254
Twin Falls	1,354	1,380	1,374	1,326	1,397	1,346	1,345	0.82	0.82	0.79	0.75	0.78	0.81	0.82	100	103	103	98	98	99	102	\$21,030,612	\$22,192,004	\$22,753,799	\$22,001,933	\$23,857,260	\$23,934,780	\$24,009,228
Southeastern Region	2,716	2,842	2,904	2,930	2,911	2,790	2,770	0.89	0.92	0.91	0.90	0.91	0.93	0.95	172	176	171	176	166	169	169	\$38,748,373	\$42,228,409	\$44,307,065	\$44,186,261	\$45,713,630	\$45,606,422	\$45,811,979
Bannock	1,559	1,696	1,715	1,772	1,774	1,657	1,628	0.92	0.97	0.97	0.98	1.03	1.04	1.04	95	98	93	95	89	92	92	\$19,737,171	\$23,185,671	\$23,668,199	\$24,495,397	\$25,028,244	\$24,231,335	\$24,034,556
Bear Lake	115	129	134	117	127	141	152	1.30	1.47	1.47	1.26	1.32	1.55	1.71	11	12	11	12	11	10	9	\$947,439	\$1,059,341	\$1,081,032	\$1,090,415	\$1,529,085	\$1,821,972	\$1,921,222
Bingham	622	613	618	628	613	600	596	0.84	0.83	0.82	0.80	0.77	0.79	0.79	30	29	30	31	32	33	32	\$11,375,490	\$11,493,115	\$12,105,965	\$12,214,796	\$12,564,567	\$13,012,657	\$13,273,352
Caribou	121	126	127	104	107	109	102	0.77	0.80	0.77	0.63	0.64	0.68	0.67	9	10	10	10	10	10	10	\$2,759,224	\$2,802,893	\$3,040,475	\$2,175,504	\$2,253,147	\$2,283,878	\$2,266,053
Franklin	142	146	166	165	157	153	163	0.84	0.84	0.92	0.88	0.85	0.90	0.97	10	12	13	13	12	12	12	\$1,266,713	\$1,543,745	\$1,577,332	\$1,740,429	\$1,887,116	\$1,811,583	\$1,789,115
Oneida	51	46	47	54	49	45	46	0.95	0.80	0.77	0.86	0.83	0.79	0.82	5	4	4	4	4	4	5	\$446,092	\$514,354	\$567,767	\$601,174	\$515,841	\$499,041	\$520,790
Power	107	87	98	90	85	84	82	0.65	0.63	0.63	0.56	0.52	0.54	0.54	11	11	10	11	7	8	9	\$2,216,243	\$1,629,290	\$2,266,295	\$1,868,547	\$1,935,631	\$1,945,955	\$2,006,891
Eastern Region	3,372	3,380	3,642	3,882	3,746	3,515	3,562	0.94	0.91	0.95	1.00	0.98	1.00	1.02	210	221	224	227	223	226	229	\$47,677,490	\$48,961,068	\$55,644,790	\$62,745,694	\$60,783,768	\$59,544,103	\$59,629,881
Bonneville	2,168	2,101	2,220	2,371	2,285	2,154	2,153	0.93	0.88	0.90	1.00	0.97	0.98	0.98	121	121	126	129	127	129	127	\$30,985,427	\$31,315,848	\$35,546,813	\$38,196,117	\$37,216,487	\$36,756,427	\$36,885,251
Clark	14	15	17	11</																								