

ITC Aug 2011 - REPORT ON ECONOMIC
IMPACT RESEARCH

Project Overview.

- Joint effort with ITC/DTD & Idaho Dept of Labor
- Sub-contract with EMSI (Moscow, ID, economicmodeling.com) for sales, earnings and multiplier data
 - Economic Modeling Specialists Inc.
- IDOL budget: \$3,150
- EMSI budget: \$6,000
- DTD project manager: Cathy Bourner

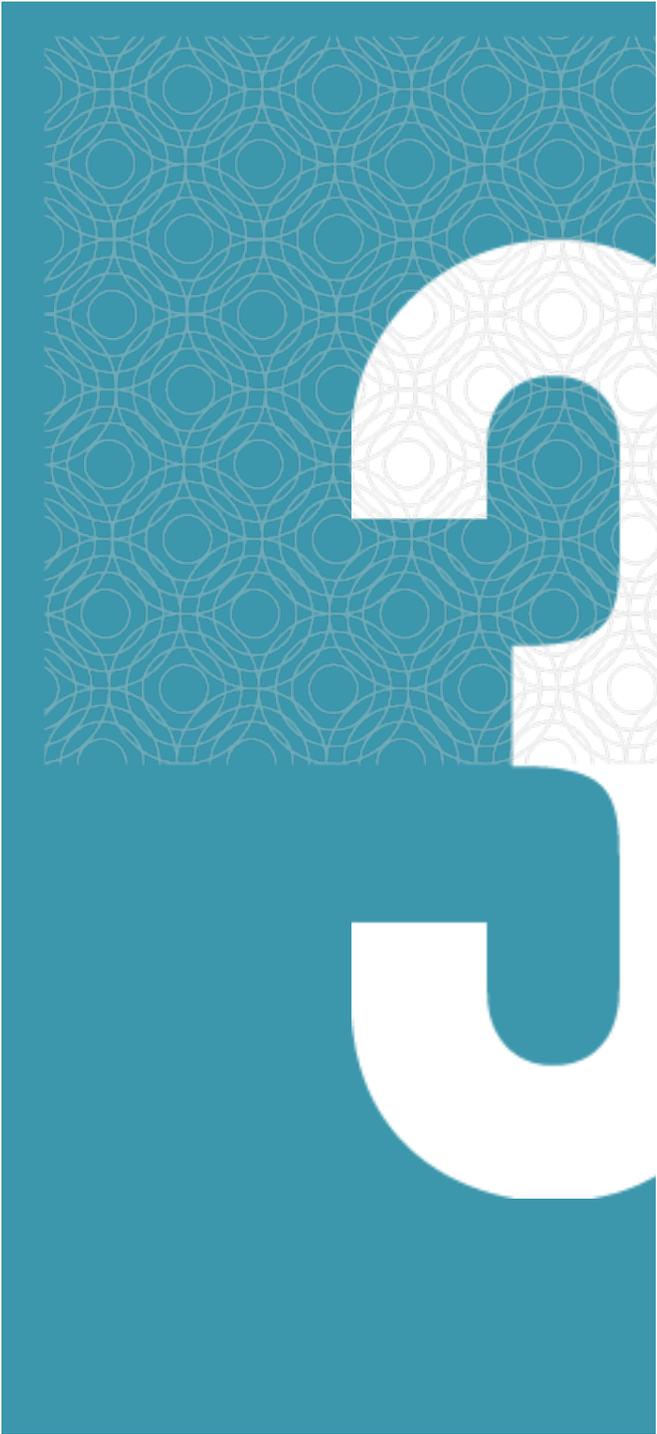




The Need for Economic Impact Information.

- Establish strength of industry
- Reliable data
- Regional and county data
- Update annually
- Use in communications by DTD





Methodology.

- Tourism taxonomy from US Bureau of Economic Analysis
- Measure employment, establishments, total wages by county
- 24 NAICS codes out of 294 constitute tourism and travel sectors
 - North American Industry Classification System
- Range of economic contribution:
 - 13%-99%



Findings.

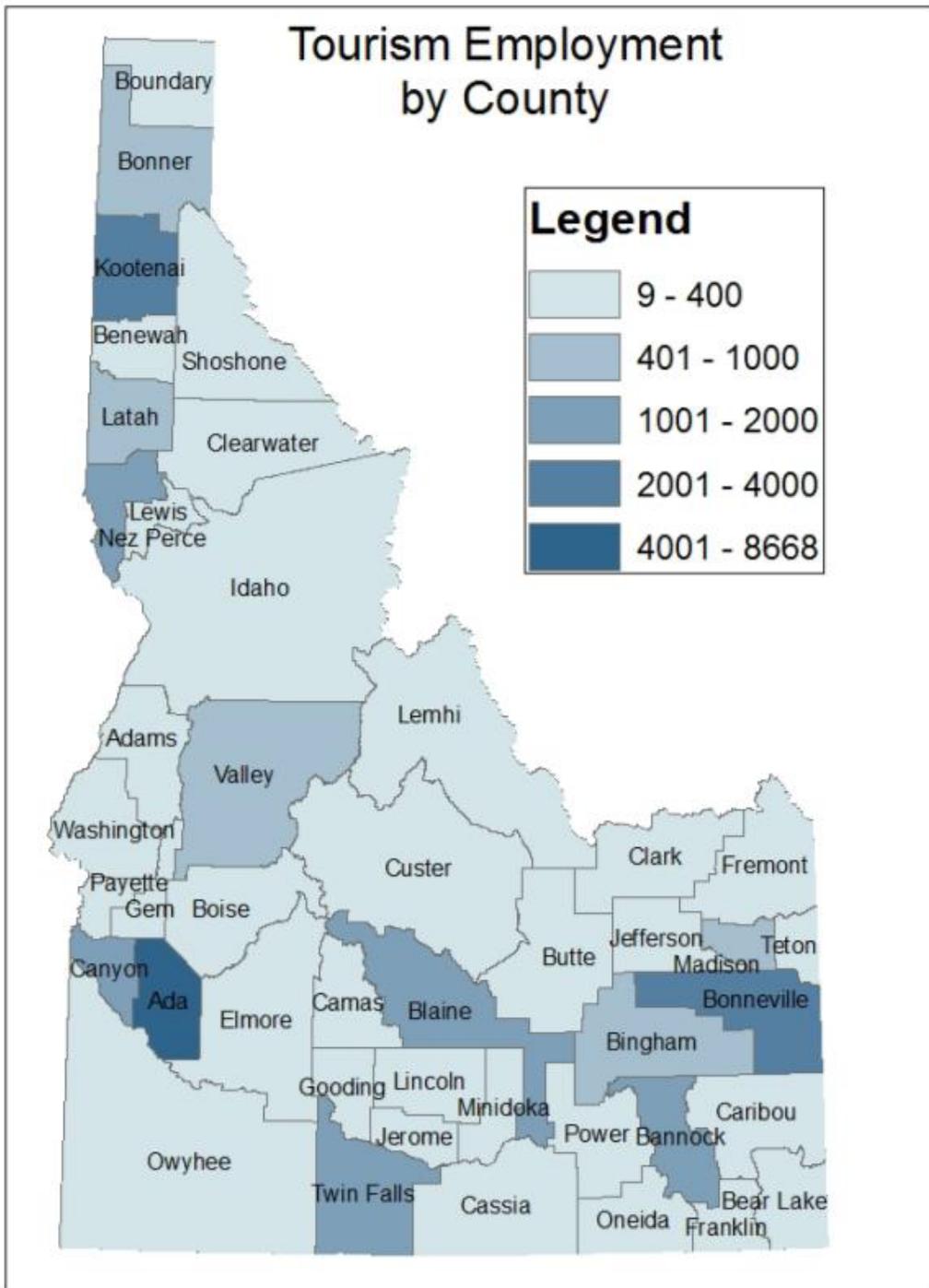
- Over 43,600 Idahoans are employed in tourism
- Tourism accounts for over \$1 Billion in wages
- Jobs in tourism account for nearly 5% of all jobs in Idaho
 - 31,000 direct jobs
 - 12,600 indirect jobs



Major Employers.

- Restaurants and bars 26%
- Hotels and campgrounds 20%
- Participant sports 12%
- Retail trade 8%
- 20 other sub-sectors 34%





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

- Largest County Jobs Multiplier – Bonner/Kootenai (1.43)
- Total Tourism Wages - \$106,000,000
- Total Tourism Employment – 5,538
- Regional Location Quotient – 1.38
- Largest County Location Quotient – Shoshone (1.66)



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

- Largest County Jobs Multiplier – Idaho (1.31)
- Total Tourism Wages - \$37,000,000
- Total Tourism Employment – 2,171
- Regional Location Quotient – 1.03
- Largest County Location Quotient – Lewis (1.30)



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

- Largest County Jobs Multiplier – Ada (1.41)
- Total Tourism Wages – \$250,000,000
- Total Tourism Employment – 12,189
- Regional Location Quotient – 0.88
- Largest County Location Quotient – Boise (3.53)



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

- Largest County Jobs Multiplier – Twin Falls (1.43)
- Total Tourism Wages - \$85,000,000
- Total Tourism Employment – 4,284
- Regional Location Quotient – 1.09
- Largest County Location Quotient – Blaine (2.51)



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

- Largest County Jobs Multiplier – Bannock (1.35)
- Total Tourism Wages - \$46,000,000
- Total Tourism Employment – 2,770
- Regional Location Quotient – 0.95
- Largest County Location Quotient – Bear Lake (1.71)



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

- Largest County Jobs Multiplier – Lemhi (1.42)
- Total Tourism Wages - \$66,000,000
- Total Tourism Employment – 4,014
- Regional Location Quotient – 0.98
- Largest County Location Quotient – Custer (2.12)





Next Steps.

- Work with EMSI for sales and revenues data
- Receive data
- Generate full report on economic impacts of travel and tourism
- Provide report to press, public officials, local & regional travel officials and update websites

