

DO BUSINESS OUTSIDE

Idaho outdoor recreation generates \$4.6 billion in sales annually.



IDAHOANS ARE TURNING THEIR PASSION FOR THE OUTDOORS INTO BUSINESS SUCCESS AND OUTDOOR PRODUCT MANUFACTURERS ARE TAKING NOTE.

What better place to run your outdoor recreation business than a state where you can field test your products right outside your back door? Recreation technology companies in Idaho have some of the most rigorous testing grounds for the products on earth. From the backcountry to whitewater, single track to powder, outdoor innovation is born in Idaho.

Throughout the state, you'll find a business environment that lets you operate at a fraction of the cost of other states. Idaho is home to hundreds of companies testing their products, and our workforce is dedicated and highly skilled — plus, they're using outdoor products every day, giving them a level of expertise you won't find anywhere else.

Did you know?

With access to over 35M acres of public land including nine national forests, nearly 79% of Idaho residents participate in outdoor recreation each year.



INDUSTRY LEADERS

Hyde Drift Boats (Idaho Falls) produces a diverse line of products ranging from power drifters, to self-bailing boats for running the Grand Canyon, to boats designed for peaceful rivers.

Krieg Climbing (Pocatello) designs climbing and cycling bags in endless colors and patterns for some of the largest retailers in the nation.

Kryptek (Boise) creates combat proven features and designs in ultra-high-performance technical and tactical outdoor adventure apparel.

MOHOC (Ketchum) rethinks wearable camera design and technology to create the world's first military-optimized helmet camera whose durability is able to withstand the most extreme environments.

Sego Ski Co. (Teton Valley) designs and manufactures sixteen total ski shapes including ultra-lightweight models, and offers the highest quality small brand skis available in the industry.

FISHING

Idaho is known for world-class, freshwater fishing. The state offers nearly 30 gamefish species and fishing opportunity is never more than 20 minutes from any location within the state. Idaho companies **Waterworks Lamson**, **RIO Products** and **Hyde Drift Boats** provide best in class products that have been tested and developed on the rivers and lakes of Idaho.



CAMPING AND CLIMBING

Idaho provides limitless camping and climbing opportunity for families and adventure seekers. **Partner Steel** and **Asana** were all born in Idaho to help ensure outdoor enthusiasts across the globe have the gear they need for their next adventure.



POWER SPORTS

Idaho's endless miles of whitewater have become the epicenter for the jet boat manufacturing industry. Boat manufacturers **Bentz Boats**, **Custom Weld Boats**, **Thunder Jet** and **SJX Jet Boats** are international leaders, while **Rekluse** of Boise revolutionized the motorcycle industry by bringing a new technology to market.

Quick Facts on the Idaho Outdoor Rec Industry

267

Establishments

5,600

Jobs

\$50,600

Average Wage

18%

10yr Projected Growth Rate

WHITewater

Known as "The Whitewater State," no other state in the lower 48 can claim as many recreational river miles as Idaho. The American Whitewater Affiliation counts more than 3,100 whitewater river miles in the state. Idaho is home to the top three whitewater raft and equipment companies in the world, **NRS**, **Aire** and **Maravia**.

BIKING

Idaho is a mountain biker's paradise with more than 12,000 miles of single-track trails, like Hiawatha, Ridges to Rivers and Teton Valley trails. **Club Ride** combines fashion with function for biking apparel while **K-Edge** and **Powercordz** are bringing new technology and design to the biking industry.



SNOW SPORTS

Idahoans enjoy Rocky Mountain powder at the state's 18 ski resorts with access to world-class instruction. Idaho's winter recreation includes thousands of miles of cross country and snow shoeing trails, snowmobiling, backcountry yurts, and helicopter and snow cat skiing. **Big Wood Ski** and **ULLR Skis** each manufacture custom skis. **Burgess Custom** designs and manufactures outerwear for any snow sport enthusiast.



HUNTING

Whether it's pursuing big game in the Frank Church Wilderness or upland game and waterfowl along the Snake River, Idaho offers unrivaled opportunity to hunting sportsmen and women. Companies like **Kryptek Outdoor Group**, **Nightforce Optics**, **Buck Knives** and **Vista Outdoor** are all examples of world-class companies taking advantage of Idaho's outdoor

Contact Idaho Commerce for information on doing business in Idaho
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