

Do Business Outside

OVERVIEW

What better place to run your outdoor recreation business than a state where you can field test products right outside your back door?

Idahoans are turning their passion for the outdoors into business success, and outdoor product manufacturers are taking note.

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

KLIM (Rigby) is the leader in technical riding gear. KLIM sources advanced material technologies to create innovative riding gear designs.

Cordova Outdoors (Nampa) creates premium hard-sided coolers and other accessories that are crafted with skill and care by its team of artisans.

Waterworks-Lamson (Boise) is the industry leader in the design and manufacturing of premium fly fishing reels. It specializes in innovating, inventing, designing and engineering their fishing reels unlike any other.

Eberlestock (Boise) is a highly acclaimed gear company with roots in creating comfortable and functional packs for hunting, tactical operators, shooting sports or hardcore adventure.

Kryptek (Eagle) creates clothing and gear with performance in mind, from the battlefield to the backcountry. Kryptek is a technical hunting clothing line built on tactical military apparel attributes. It creates a technical clothing line that's functional, durable, reliable and won't break the bank.

NRS (Moscow) is the world's leading manufacturer of paddlesports equipment and apparel. NRS has become a major force in the outdoor industry, inspiring and equipping everything from rafters, paddleboarders and more.

QUICK FACTS ON THE OUTDOOR RECREATION INDUSTRY

\$112M

Contributed to
Idaho's GDP

473

Establishments

5,700

Jobs

\$41,613

Average wage

68%

10-Year Projected
Growth Rate

*All employment and wage numbers are from IDOL, and GDP data is from the Bureau of Economic Analysis.



BACKCOUNTRY

Idaho's backcountry can feel seemingly endless, providing a haven for a variety of recreation activities – from camping, fishing, hunting, climbing and more.

Companies like **Buck Knives**, **Ego Fishing Gear**, **Exo Mountain Gear** and **First Lite** are just a few of the companies ensuring whatever your backcountry needs, they've got you covered.



TRAILS

Idaho is home to over 30,000 hiking and backpacking trails, attracting not only hikers and mountain bikers, but also power sports

Serving power sport needs in Idaho is **Pro Moto Billet** and **Seat Concepts** both companies that create products for motorcycles and off-road and trail riding vehicles. For avid mountain and road bikers, **Club Ride** produces apparel for the most comfortable and efficient bike riding experience, while **K-Edge** produces bicycle accessories. For all the hikers out there, **Vista Outdoors** ensures your properly equipped. These companies make sure your ready to hit the trails, no matter your sport of choice.



SNOW SPORTS

Idaho's winter recreation includes thousands of miles of cross country and snowshoeing trails, providing a place for snowmobiling, backcountry yurts, helicopter, snowcat and downhill skiing.

Big names call Idaho home such as **Sego Ski Company** – a company offering a diverse selection of high-quality skis – **CAST Touring** – a company specializing in Alpine skiing products – and **22 Designs** – a company producing Telemark Ski bindings.

WATER SPORTS

With over 3,000 miles of raftable whitewater and beautiful scenic lakes, Idaho has attracted various water sports enthusiasts.

Companies like **Hyde Drift Boats**, **Aire**, **Hydrus**, **Maravia** and **Paddel Idaho** are just a few of the companies producing products no matter what water sport your interested in, from paddle boarding, boating, rafting and more.