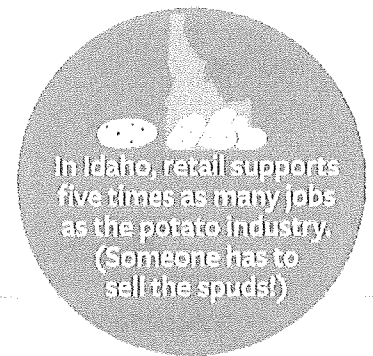


# RETAIL'S IMPACT IN IDAHO

1 in 4 Jobs

Retail is the nation's largest private sector employer driving the U.S. economy and creating jobs in communities around the country. Retail is everywhere — especially in Idaho. Here is a quick look at retail in your state, visit [NRF.com/retailsimpact](http://NRF.com/retailsimpact) for more information and to download the full report, The Economic Impact of the U.S. Retail Industry.



## BY THE NUMBERS

**22,246 - RETAIL ESTABLISHMENTS**

**3,775 - DIRECT LABOR INCOME**  
(\$MILLIONS)

**149,029 - DIRECT RETAIL EMPLOYMENT**

**5,583 - DIRECT IMPACT ON GDP**  
(\$MILLIONS)

**210,486 - TOTAL JOBS SUPPORTED**

**\$10.4 Billion - TOTAL IMPACT ON GDP**

## DIRECT EMPLOYMENT AND GDP VALUE BY MAJOR INDUSTRY IN IDAHO

INDUSTRY	EMPLOYMENT	GDP
	(JOBS)	(\$MILLION)
Retail trade (including food services and drinking places)	149,029	\$5,583
Administrative and waste management services	50,217	\$1,891
Agriculture, forestry, fishing, and related activities	49,926	\$4,039
Arts, entertainment, and recreation	18,518	\$380
Construction	50,617	\$2,355
Educational services	15,064	\$428
Finance and insurance	40,014	\$2,561
Health care and social assistance	92,441	\$4,403
Information	12,337	\$1,185
Management of companies and enterprises	6,356	\$736
Manufacturing	62,261	\$7,143
Mining	4,790	\$727
Other services, except public administration	44,668	\$1,192
Professional, scientific, and technical services	52,230	\$3,205
Real estate and rental and leasing	44,831	\$7,641
Transportation and warehousing	26,100	\$1,711
Utilities	3,001	\$877
Wholesale trade	30,283	\$3,384

LEARN MORE ABOUT RETAIL'S IMPACT AT [NRF.COM/RETAILS-IMPACT](http://NRF.COM/RETAILS-IMPACT)

#thisisretail

# Idaho

## RESTAURANT INDUSTRY AT A GLANCE

Restaurants are a driving force in Idaho's economy. They provide jobs and build careers for thousands of people, and play a vital role in local communities throughout the state.



**3,103**  
Eating and drinking place  
locations in Idaho in 2015



**\$2.3 billion**  
Projected sales in Idaho's  
restaurants in 2017

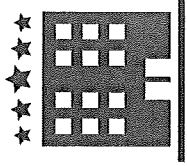


**68,200**  
Restaurant and foodservice jobs  
in Idaho in 2017 = 10% of  
employment in the state  
*AND BY 2027, THAT  
NUMBER IS PROJECTED  
TO GROW BY 13.6%*  
= 9,300 additional jobs,  
for a total of 77,500

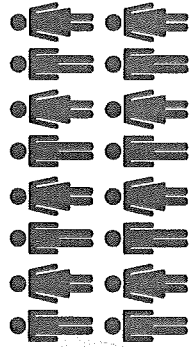
<b>HOW BIG IS AMERICA'S RESTAURANT INDUSTRY?</b>	LOCATIONS	<b>1 MILLION+</b> serving millions every day
	SALES	<b>\$799 BILLION</b> = 4% of the U.S. GDP
	EMPLOYMENT	<b>14.7 MILLION PEOPLE</b> = 10% of the nation's workforce



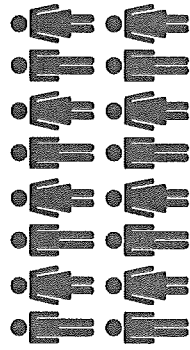
FOR MORE INFORMATION: [Restaurant.org](http://Restaurant.org) • [Idaho-Lodging-Restaurants.com](http://Idaho-Lodging-Restaurants.com)



**370 properties**  
in the hotel industry



**28,741**  
hospitality jobs



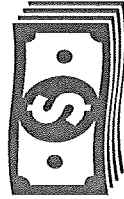
**16,260**  
hotel jobs



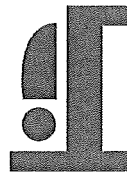
**21,000**  
guest rooms



**\$3.5 billion**  
in business sales



**\$1.6 billion**  
contributed to GDP



**4.7 million**  
occupied room  
nights annually



**\$1.6 billion**  
in guest spending  
at hotels, local businesses,  
and on transportation.

**ADDITIONAL STATE FACTS:**

- Hotel sales (revenue, plus certain taxes) increased to **\$890 million**.
- The hotel industry supports **\$983 million** of labor income, including **\$199 million** at hotel operations.
- Hotels support **\$432 million** of federal, state and local taxes. This is equivalent to **\$724** per household annually.

**NATIONAL DATA**

Hotels are an integral part of the fabric of each community across the country, advancing lifelong careers, investing in community development and boosting economic opportunities.

**8 million jobs**

Hotels support 8 million hospitality jobs, including 4.5 million hotel jobs.

**188,000 new jobs**

Hotels created 188,000 new hotel jobs in the past 5 years.

**\$1.1 trillion in U.S. sales**

Hotels support \$1.1 trillion in U.S. sales, including hotel revenue, guest spending, and taxes.

**\$167 billion in taxes**

Hotels generate \$167 billion in federal, state, and local taxes.

**\$483 billion**

\$483 billion in guest spending.

**54,200+ hotels**

There are 54,200+ hotel properties in the United States.

**5 million guestrooms**

There are 5 million guestrooms across the United States.

**1 billion guests**

More than 1 billion occupied room nights in American hotels every year.

# TRAVEL IS AN ECONOMIC ENGINE

## Why Travel Matters to Idaho

U.S. TRAVEL  
ASSOCIATION

SPENDING	PAYROLL	JOBS	TAX RECEIPTS	TRAVEL INDUSTRY EMPLOYMENT RANK
\$4.4 BILLION	\$617.4 MILLION	27,100	\$614.7 MILLION	9

### TRAVEL AND TOURISM WORKS FOR IDAHO

2015 Data

- Domestic and international travelers to Idaho spent \$4.4 billion in 2015 and generated \$614.7 million to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.
- The 27,100 jobs created by travelers to Idaho in 2015 represent 4.9% of the state's total private industry employment.
- Without these jobs generated by domestic and international travel, Idaho's 2015 unemployment rate of 4.1% would have been 7.5% of the labor force.
- For every \$1 million spent in Idaho by domestic and international travelers, 6.1 jobs are created.



#### IDAHO-BASED TRAVEL COMPANIES

- Visit Idaho
- Boise Airport
- Coeur D'Alene Resort on the Lake

### TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

2016 Data

#### Travel and Tourism is One of America's Largest Industries

- Generated more than **\$2.3 trillion** in **economic output**, with \$990.3 billion spent directly by domestic and international travelers that spurred an additional \$1.3 trillion in other industries.
- Directly generated **\$157.8 billion** in **tax revenue** for local, state and federal governments.
- Each U.S. household would pay **\$1,250 more in taxes** without the tax revenue generated by the travel and tourism industry.
- Direct spending by resident and international travelers in the U.S. averaged \$2.7 billion a day, \$113.1 million an hour, \$1.9 million a minute and \$31,403 a second.

#### Travel and Tourism is America's Largest Services Export Industry

- **\$153.7 billion\*** in international travel spending in the U.S.
- Created **\$43.2 billion** in **balance of travel spending surplus** for the U.S.

#### Travel and Tourism is One of America's Largest Employers

- Supported **15.3 million jobs**, including 8.6 million directly in the travel industry and 6.7 million in other industries.
- **\$248.2 billion** in travel-generated **payroll** for those employed directly in U.S. travel industry.
- One in every nine U.S. non-farm jobs is created directly or indirectly or is induced by travel and tourism.
- Travel is the 7th largest employer of all industries in the U.S.

*\*excluding medical/education/border, seasonal, and other short-term workers spending, and international passenger fares receipts*

# Fascinating Trends of Online Selling

- E-commerce will make up 17% of ALL U.S. retail sales by 2022.
- Only 56% of online sellers have a physical store.
- Over 8,600 retail stores were projected to close in 2017 across the U.S.
- 51% of Americans prefer to shop online.
- 96% of Americans with internet access have made an online purchase in their life, 80% in the past month alone.
- Ecommerce is growing 23% year-over-year.
  
- 67% of Millennials and 56% of Gen Xers prefer to shop online rather than in-store.
- 41% of Baby Boomers and 28% of Seniors will click to purchase.
  
- Parents spend more of their budget online in comparison to non-parents (40% vs. 34%) and spend 75% more time online shopping each week (7 hours vs. 4 hours for non-parents).
- Parents spend 61% more online than non-parents (\$1,071 vs. \$664).
  
- Men reported spending 28% more online than women during the past year.
  
- Although they have greater proximity to physical stores, customers in large or mid-size metropolitan areas spend more online annually (\$853) than suburban shoppers (\$768) or those in rural areas (\$684).
  
- 51% of Americans think shopping online is the best way to shop, with 49% preferring shopping in-store.
- Americans spend 64% of their shopping budget in-store, and 36% online.
- 52% of smartphone owners use online banking (or e-banking), indicative of a further trend towards mobile shopping
  
- 95% of Americans shop online at least yearly.
- 80% of Americans shop online at least monthly.
- 30% of Americans shop online at least weekly.
- 5% of Americans shop online daily.
  
- 43% of online shoppers have made a purchase while in bed.
- 23% of online shoppers have made an online purchase at the office.
  
- Most popular items purchased online: 1) clothing, shoes and accessories; 2) books, movies and music; 3) computers and electronics; 4) beauty items; and 5) flowers and gifts.
- The top three factors that are very or extremely influential in determining where Americans shop are price (87%), shipping cost and speed (80%) and discount offers (71%). Seniors are less influenced by discount offers than other generations.
  
- 48% of online shoppers have bought or spent more than planned when shopping online.
- 30% of online shoppers say they would be likely to make a purchase from a social media network like Facebook, Pinterest, Instagram, Twitter or Snapchat.

## Remote Seller Nexus Information *(from the Sales Tax Institute)*

**Click-Through Nexus:** If a retailer or service provider contracts with an individual or company located in-state who directly or indirectly refers potential customers to the retailer through a web link for a commission/other consideration upon sale, the retailer is considered to maintain a place of business in that state. Thresholds apply and vary by state. Pay-per-click, banner and other advertising do not qualify if payment is not contingent upon a sale. States with Laws: AR, CA, CO, CT, GA, IL, KS, LA, ME, MI, MN, MO, NV, NJ, NY, NC, OH, PA, RI, TN, VT, WA

**Affiliate Nexus:** If an affiliated person of the retailer with a physical presence, or employees or agents in state, has sufficient nexus in state to require the retailer to collect and remit sales and use taxes on taxable retail sales of tangible personal property or services. Some states have expanded these provisions to include activities by unrelated parties performed on the seller's behalf.

States with Laws: AL, AR, CA, CO, GA, IL, IA, KS, LA, ME, MI, MN (delayed), MO, NV, NY, OH, OK, PA, RI, SD, TN, TX, UT, VA, WV

**Economic Nexus:** Generally correlates with a set level of sales or gross receipts activity within the state. No physical presence is required.

States with Laws: AL, IN (challenged), ME, MA (pending), MS, ND (delayed), OH, PA, RI, SD (appealed), TN (delayed), VT (effective pending SD legislation), WA, WY (delayed)

**Marketplace Nexus:** If an online marketplace operates its business in a state and provides e-commerce infrastructure as well as customer service, payment processing services and marketing, the marketplace facilitator is required to register and collect tax as the retailer rather than the individual sellers. This could also impose reporting requirements on the marketplace facilitator.

States with Laws: AZ, MN (delayed), PA, RI, WA

**Reporting Requirements:** Retailer must notify buyers that they must pay and report state use tax on their purchases. Retailer may be required to send purchasers an annual statement of all of their purchases from the retailer.

States with Laws: AL, CO, KY, LA, OK, PA, RI, SD, TN, VT, WA

The first of these types of laws to pass was click-through nexus in 2008 in New York. The U.S. Supreme Court denied requests by Amazon.com and Overstock.com to review a New York Court of Appeals ruling which held that the online retailers failed to demonstrate that a statutory provision that required out-of-state Internet retailers with no physical presence in New York to collect sales and use taxes was facially unconstitutional under either the Commerce Clause or the Due Process Clause. The click-through nexus law created a rebuttable presumption that a retailer solicits business in New York if any in-state entity was compensated for directly or indirectly referring customers to the retailers, whether by a website link or otherwise, and the cumulative gross receipts from these and other New York affiliate referrals exceeded \$10,000. North Carolina and Rhode Island then followed with similar legislation in 2009, and New York went on to pass affiliate nexus legislation, leading the way for 37 of the 45 states to date that collect a sales tax to pass various pieces of legislation addressing the online sales tax issue within their state.