



## OUTDOOR RECREATION INDUSTRY



# IN IDAHO, ENJOYING NATURE IS A WAY OF LIFE.

Idahoans are turning their passion for the outdoors into business success, and manufacturers of outdoor products 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? In Idaho, you'll find a business environment that lets you operate at a fraction of the cost

of other states. Idaho is home to 200+ 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?

Idaho has 35 million acres of public lands. This includes

20 million acres on 9 National Forests, 12 million acres managed by the Bureau of Land Management, 2 million acres managed by the state of Idaho, 30 State Parks, 6 National Parks, and 3 National Historic Trails.

#### According to The Outdoor Industry Association, Idaho outdoor recreation generates:



**\$6.3 BILLION IN  
CONSUMER  
SPENDING**



**77,000 DIRECT  
IDAHO JOBS**



**\$1.8 BILLION IN  
WAGES AND  
SALARIES**



**\$461 MILLION IN  
STATE AND LOCAL  
TAX REVENUE**

## HUNTING

Idaho has a rich hunting heritage. 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 **ATK Ammunition** are all examples of world-class companies taking advantage of Idaho's outdoor and business ecosystem.



**Idaho Fact:** Idaho sells the second most non-resident hunting tags of all western states.

## 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.



**Idaho Fact:** Idaho has 107,651 miles of rivers and streams, 2,000 natural lakes, and 37 reservoirs.

## WHITEWATER

Known as “The Whitewater State,” no other state 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**.



**Idaho Fact:** The Salmon River – known as the “The River of No Return” – is the nation’s longest free-flowing river that heads and flows within a single state.

## CAMPING AND HIKING

Idaho’s parks and forests provide limitless camping and hiking opportunity for families and adventure seekers. **Lucky Bums**, **Partner Steel**, and **Asana** were all born in Idaho to help ensure that outdoor enthusiasts across the globe have all the gear they need for their next adventure.



**Idaho Fact:** The Frank Church River of No Return Wilderness Area is the largest wilderness area in the contiguous US.

## SNOW SPORTS

Idahoans enjoy light, Rocky Mountain powder at the state’s 18 ski resorts while having access to world-class ski instruction. Idaho’s winter recreation includes 1000’s of miles of cross country and snow shoeing trails, snowmobiling, backcountry yurts, helicopter skiing, and, snow cat skiing. **Big Wood Ski**, located in Sun Valley, and **ULLR Skis** in Sandpoint, are both companies that are manufacturing custom skis. **Burgess Custom** in Victor designs and manufactures custom outdoor gear for any snow sport enthusiast.



**Idaho Fact:** Sun Valley is home to the world’s first alpine chair lift and was the nation’s first ski resort.

## 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 has revolutionized the motorcycle industry by bringing a new technology to market.



**Idaho Fact:** Idaho off-highway vehicles enthusiasts spent \$434 million in Idaho in 2012. (University of Idaho)

## 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** of Sun Valley combines fashion with function for biking apparel while **K-Edge** and **Powercordz** are bringing new technology and design to the biking industry.



**Idaho Fact:** According to Outdoor Industry Foundation, 32% of Idahoans regularly participate in bicycling.

**IDAHO TAX REIMBURSEMENT INCENTIVE** - Your company could receive a tax credit of up to 30% on new income, payroll, and sales taxes for up to 15 years.

