

10. Trade, Recreation, and Hospitality

Retail Employment	2011	2012	2013	2014	2015
Food and beverage stores	21,170	21,914	21,861	20,884	21,715
Annual percent change	1.7%	3.5%	-0.2%	-4.5%	4.0%
General merchandise stores	16,104	15,825	15,428	15,389	15,113
Annual percent change	6.3%	-1.7%	-2.5%	-0.3%	-1.8%
Furniture and home furnishings stores	2,329	2,376	2,380	2,364	2,465
Annual percent change	1.3%	2.0%	0.2%	-0.7%	4.3%
Electronics and appliance stores	3,542	3,491	3,446	3,415	3,447
Annual percent change	6.2%	-1.4%	-1.3%	-0.9%	0.9%
Building material & garden supply stores	9,088	8,969	9,089	9,292	9,104
Annual percent change	-0.3%	-1.3%	1.3%	2.2%	-2.0%
Health and personal care stores	4,247	4,328	4,377	4,434	4,411
Annual percent change	6.3%	1.9%	1.1%	1.3%	-0.5%
Motor vehicle & parts dealers	11,188	11,475	11,803	12,250	12,355
Annual percent change	2.7%	2.6%	2.9%	3.8%	0.9%
Gasoline stations	4,605	4,527	4,497	4,521	4,478
Annual percent change	-0.4%	-1.7%	-0.7%	0.5%	-1.0%
Clothing and clothing accessories stores	6,369	7,088	7,237	6,938	6,657
Annual percent change	-14.8%	11.3%	2.1%	-4.1%	-4.1%
Nonstore retailers	5,036	4,957	4,805	4,930	5,092
Annual percent change	-0.5%	-1.6%	-3.1%	2.6%	3.3%
Sporting Goods, Hobby, Book, and Music Stores	4,232	4,183	4,327	4,599	4,581
Annual percent change	-4.6%	-1.2%	3.4%	6.3%	-0.4%
Miscellaneous Store Retailers	5,139	5,228	5,373	5,394	5,497
Annual percent change	-0.1%	1.7%	2.8%	0.4%	1.9%
New Hampshire total	93,048	94,360	94,724	94,410	94,914
Annual percent change	0.8%	1.4%	0.4%	-0.3%	0.5%
New England total	782,431	787,900	791,094	795,822	800,451
Annual percent change	0.9%	0.7%	0.4%	0.6%	0.6%
United States total	14,666,625	14,864,946	15,073,504	15,343,711	15,642,116
Annual percent change	1.3%	1.4%	1.4%	1.8%	1.9%

Source: Bureau of Labor Statistics, ELMI Analysis. Last Update 10/31/2016

Accommodation and Food Services Employment	2011	2012	2013	2014	2015
Accommodation	8,859	8,741	9,002	9,198	9,441
Annual percent change	1.5%	-1.3%	3.0%	2.2%	2.6%
Food Services and Drinking Places	43,209	44,552	45,920	46,764	47,708
Annual percent change	1.4%	3.1%	3.1%	1.8%	2.0%
New Hampshire total	52,068	53,293	54,923	55,962	57,150
Annual percent change	1.4%	2.4%	3.1%	1.9%	2.1%
New England	554,432	572,807	588,379	600,488	610,445
Annual percent change	2.3%	3.3%	2.7%	2.1%	1.7%
United States total	11,371,959	11,763,460	12,165,508	12,531,941	12,939,965
Annual percent change	2.4%	3.4%	3.4%	3.0%	3.3%

Source: Bureau of Labor Statistics, ELMI Analysis. Last Update 10/31/2016

10. Trade, Recreation, and Hospitality

Hospitality: Estimated Sales (\$ millions) ^c	2011	2012	2013	2014	2015
Restaurants	\$1,618.5	\$1,710.3	\$1,773.7	\$1,891.7	\$2,028.6
Annual percent change	2.4%	5.7%	3.7%	6.7%	7.2%
Other food service	\$480.2	\$487.7	\$505.8	\$533.1	\$562.7
Annual percent change	7.9%	1.6%	3.7%	5.4%	5.5%
Rental of accommodations – short term (includes combinations ^d)	\$530.4	\$550.0	\$579.6	\$615.3	\$660.8
Annual percent change	6.7%	3.7%	5.4%	6.2%	7.4%
Motor vehicle rentals (\$ millions)	\$76.2	\$72.0	\$79.6	\$92.0	\$97.6
Annual percent change	9.3%	-5.5%	10.6%	15.5%	6.1%

^c Calculated using meals and rentals tax receipt data.

^d Combinations are lodging packages that include meals where the room and the meal(s) are not priced separately.

Source: New Hampshire Department of Revenue Administration, ELMI Analysis. Last Update 4/20/2016

Liquor Sales (State Fiscal Year – July 1 to June 30)	2010-11	2011-12	2012-13	2013-14	2014-15
Retail & Wholesale Gross Sales (\$ millions)	\$543.8	\$564.7	\$603.5	\$626.9	\$646.9
Fiscal year percent change	4.4%	3.8%	6.9%	3.9%	3.2%
Retail & Wholesale Net Sales ^a (\$ millions)	\$534.6	\$553.5	\$588.7	\$611.2	\$631.1
Fiscal year percent change	4.4%	3.8%	6.9%	3.9%	3.2%
Gross Profit From Sales (\$ millions)	\$160.1	\$162.9	\$170.3	\$177.4	\$185.4
Fiscal year percent change	4.2%	1.7%	4.6%	4.1%	4.5%
Percent sold in retail liquor stores	77.1%	77.6%	78.3%		

^a Total sales less discounts and fees

Source: New Hampshire Liquor Commission, ELMI Analysis. Last Update 12/28/2015

Winter Recreation (State Fiscal Year – July 1 to June 30)	2010-11	2011-12	2012-13	2013-14	2014-15
Skiing, state owned Cannon Mountain					
Number of skiers	148,243	109,222	148,144		
Lift sales, including season passes	\$5,723,120	\$4,097,971	\$5,674,405		

Source: Division of Parks and Recreation, New Hampshire Department of Resources and Economic Development.

Last Update 4/17/2014

Visitors to New Hampshire Travel Destinations (Includes New Hampshire Residents)	2010-11	2011-12	2012-13	2013-14	2014-15
Visitor Trips (millions)	34.00	34.20	34.23	36.55	38.40
Fiscal year percent change	1.2%	0.6%	0.1%	6.8%	5.1%
Visitor Days (millions)	52.90	53.70	53.77	57.06	60.16
Fiscal year percent change	2.9%	1.5%	0.1%	6.1%	5.4%
Total Tourist & Traveler Spending (\$ millions)	\$4,222.0	\$4,400.0	\$4,649.0	\$4,950.0	\$5,361.0
Fiscal year percent change	1.0%	4.2%	5.7%	6.5%	8.3%

Source: Institute for New Hampshire Studies, Plymouth State University. ELMI Analysis. Last Update 12/24/2015

10. Trade, Recreation, and Hospitality

Hunting and Fishing	2011	2012	2013	2014	2015
Hunting Licenses, Tags, Permits and Stamps					
Resident	46,508	48,506	50,294		
Non-resident	30,505	30,505	30,505		
Moose Hunt Lottery					
Applications	15,007	14,776	13,137	10,420	9,519
Permits Drawn	395	275	275	124	105
Fishing Licenses, Tags, Permits and Stamps^b					
Resident	105,055	107,843	109,444		
Non-resident	46,086	47,331	47,234		
Snowmobile Registrations, non-resident					
	17,912	9,057	13,545		

Source: New Hampshire Department of Fish and Game. Last Update 10/31/2016

Simulcast Racing, pari-mutuel pool (handle) (\$ thousands)	2011	2012	2013	2014	2015
Total simulcast	\$80,783.5	\$72,805.6	\$68,808.4	\$62,748.7	\$62,023.0
Thoroughbred	\$56,373.8	\$51,173.8	\$48,693.2	\$44,187.7	\$42,668.9
Harness	\$5,961.4	\$6,146.0	\$5,911.7	\$5,160.3	\$5,657.9
Greyhound	\$18,448.3	\$15,485.8	\$14,203.5	\$13,400.8	\$13,696.1

Source: New Hampshire Racing and Charitable Gaming Commission. Last Update 10/31/2016

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