

TRADE & TOURISM

Retail Trade Employment

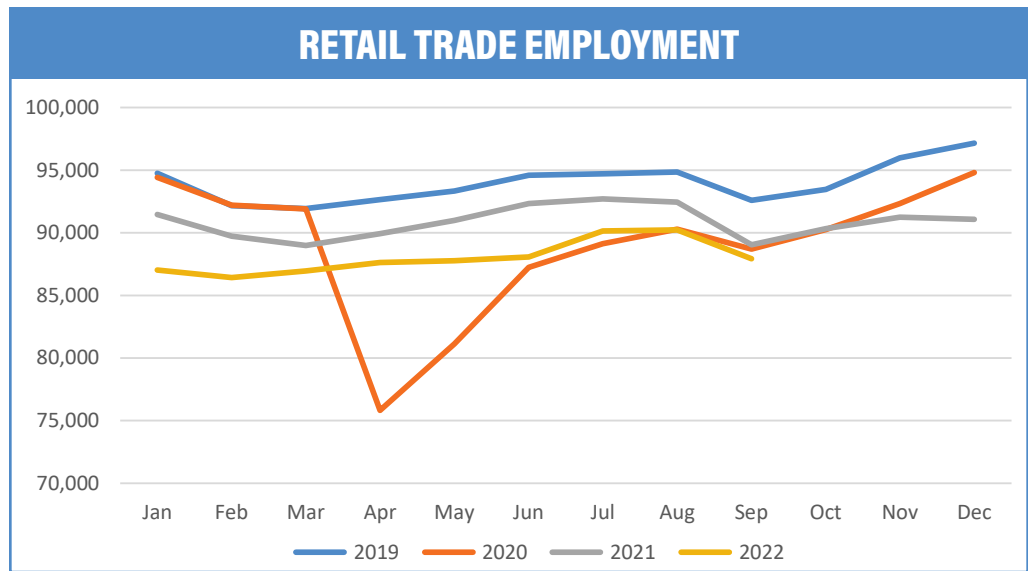
Retail trade employment in New Hampshire reached its peak in 2016, averaging 95,920 workers. Employment declined gradually over the next three years, falling to 94,020 workers in 2019, a loss of 1,900 workers (2.0 percent).

The coronavirus pandemic accelerated

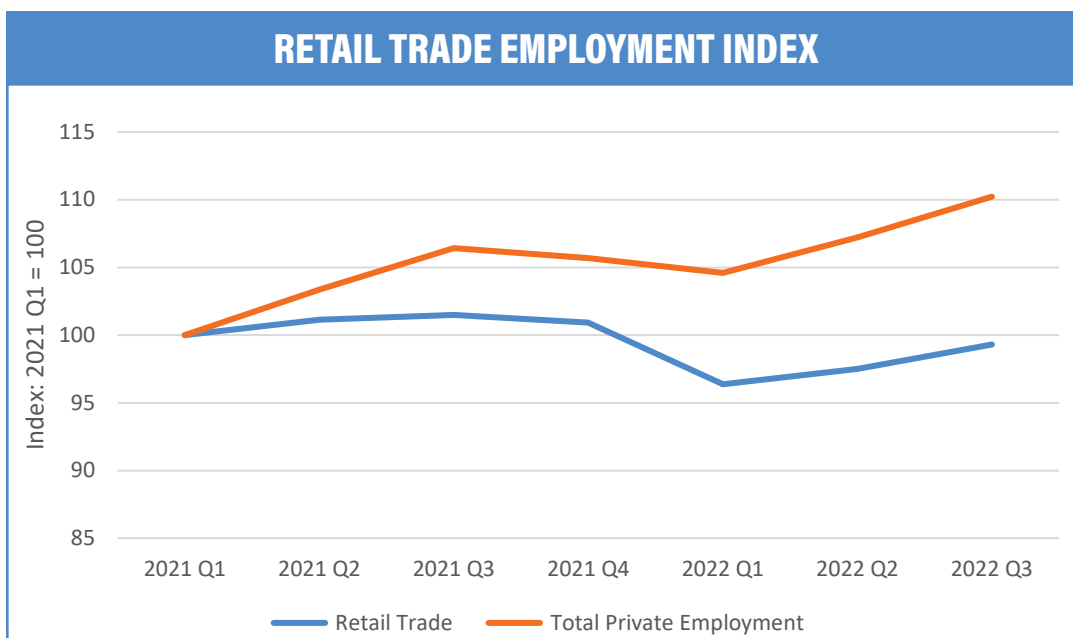
this decline, with employment falling to 88,760 in 2020, a loss of 5,300 workers (5.6 percent). Average employment in 2021 increased by 2,100 workers (2.4 percent), but declined in the fourth quarter. There were 1,600 fewer retail trade workers in the fourth quarter of 2021 than in the fourth quarter of 2020. Retail employment continued to decline in 2022, declining by 2,000 workers (2.1 percent) over-the-year. In contrast, total

private employment in New Hampshire increased 3.6 percent between the third quarter of 2021 and the third quarter of 2022.

Retail employment declined as consumers transitioned from in-person shopping to online retail, a trend that accelerated during the pandemic. Automation has also allowed retail businesses to provide more services with fewer employees. New Hampshire Employment Security's



Source: New Hampshire Employment Security, Quarterly Census of Employment and Wages



Source: New Hampshire Employment Security, Quarterly Census of Employment and Wages

Long-Term Industry Projections expect that the downward trend that started in 2017 will continue, with projected 2030 retail trade employment 3.0 percent lower than 2020 employment.¹

The North American Industry Classification System (NAICS) is used by the United States, Canada and Mexico to classify economic activity by industry. NAICS codes are reviewed and revised every five years to keep the classification system current with changes in economic activities. Starting with the first quarter of 2022, industry data were published using new coding. One of the most substantial changes to the coding structure was in the retail trade industry. With the prevalence of internet usage and generic methods of delivery for goods and services, establishments classified in two retail trade industry groups, direct selling establishments and electronic shopping and mail-order houses, were updated to eliminate the distinction between physical stores and online stores, and instead, classify establishments by broad product lines.²

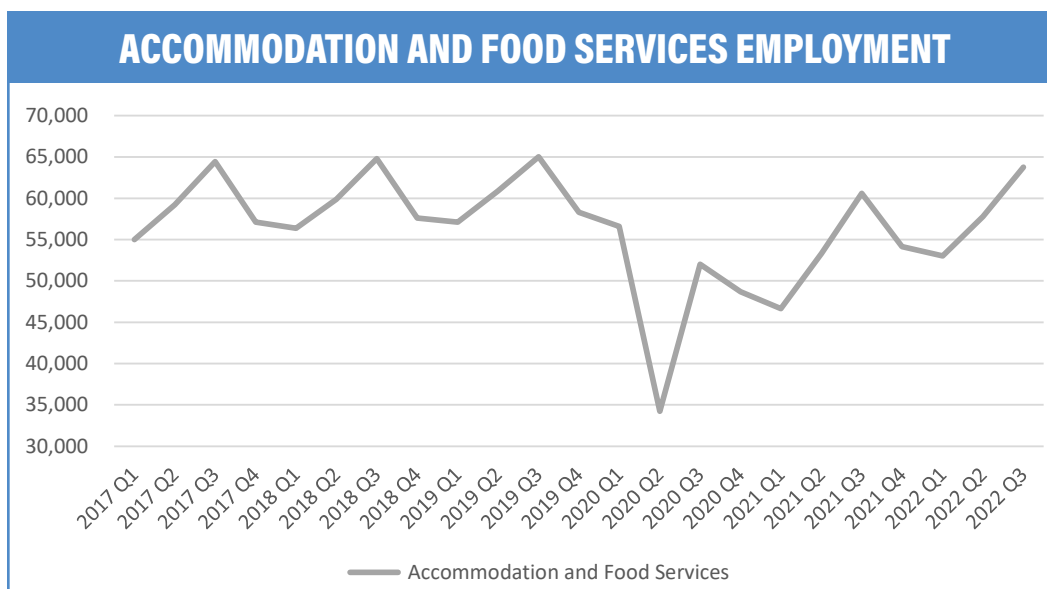
Accommodation and Food Services

Accommodation and food services employment increased from 59,950 workers in 2017 to 60,360 in 2019. Accommodation and food

services was one of the industry sectors most affected by the coronavirus pandemic; while total private employment fell 6.5 percent in 2020, employment in accommodation and food services declined 20.8 percent, a loss of 12,600 workers. Employment increased by 5,900 workers in 2021, although it remained 11.0 percent (6,700 workers) below 2019 employment. Employment growth continued through the first two quarters of 2022; employment in the third quarter was 2.0 percent (1,200 workers) below employment in the third quarter of 2019.³

While accommodation and food services employment increased prior to the pandemic, employment in the accommodation subsector declined slightly, decreasing by 130 workers (1.3 percent) between 2017 and 2019. Accommodation employment declined further than food services and drinking places employment during the pandemic, with employment declining 55 percent over-the-year in the second quarter of 2020. Employment in the food services and drinking place subsector declined 42 percent over the same period.

By the third quarter of 2022, accommodation employment was 5.6 percent (660 workers)



Source: New Hampshire Employment Security, Quarterly Census of Employment and Wages

1 Projections use a different methodology for employment estimates and are not directly comparable to other estimates.
 2 U.S. Bureau of Labor Statistics, 2022 North American Industry Classification System (NAICS) Revision, <https://www.bls.gov/respondents/ars/2022-naics.htm>
 3 Accommodation and food services employment has a seasonal employment pattern, so over-the-year comparisons are most appropriate.
 4 Because employment in accommodation and food services is highly seasonal, employment should be compared over-the-year.



below employment in the third quarter of 2019.⁴ Employment in food services and drinking places was 1.1 percent (590 workers) below third quarter of 2019 employment. Based on 2020 to 2030 long-term industry projections, food services and drinking places employment is expected to surpass pre-pandemic employment by 2030. Estimated 2018 food services and drinking places employment was 50,100 workers; 2030 employment is projected to be 51,100 workers.⁵ While accommodation regained nearly all workers lost during the pandemic by the third quarter of 2022, the long-term trend is less favorable. Accommodation employment is projected to be 7,900 workers in 2030, well below estimated 2018 employment of 9,900 workers.

Tourism

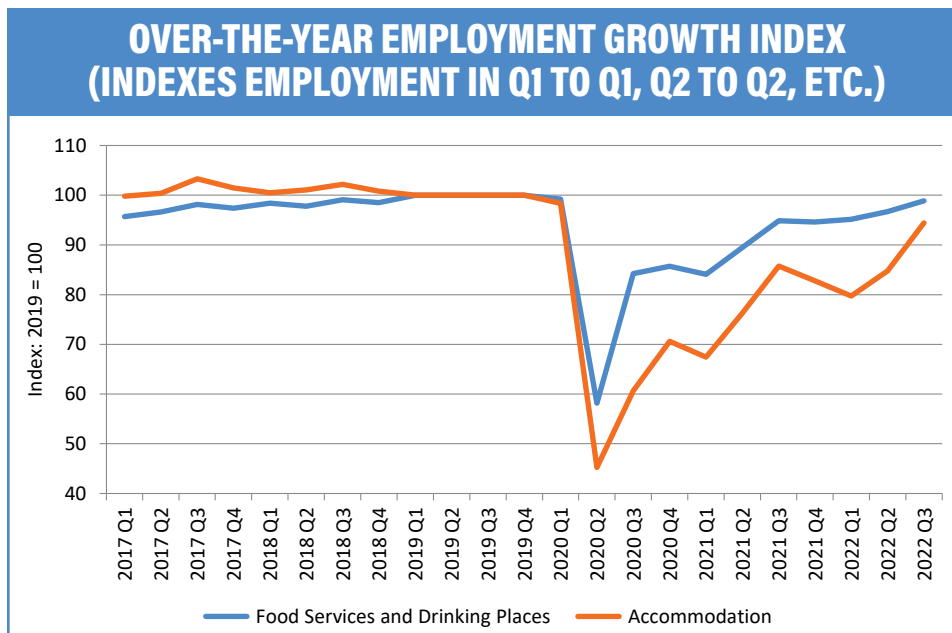
Tourism is a major driver of economic activity in New Hampshire, bringing millions of visitors to the state every year. Tourism-related spending increased from \$5.5 billion in 2017 to \$5.9 billion in 2019. Although the number of visitors to New Hampshire increased 0.7 percent during

the first year of the pandemic, the average trip was shorter and spending per trip decreased. As a result, total tourist spending declined to \$4.6 billion, a 21.6 percent decline.

Tourism-related spending recovered quickly, reaching \$6.3 billion in 2021, an eight percent increase over 2019 levels. While the average trip remained slightly shorter than pre-pandemic (2.8 nights per trip, compared to 3.0 in 2019), the number of visitor trips increased from 11.5 million in 2020 to 13.9 in 2021, a 20 percent increase. Per-night spending, which fell from \$136 per night in 2019 to \$110 in 2020, increased to \$133 per night in 2021.

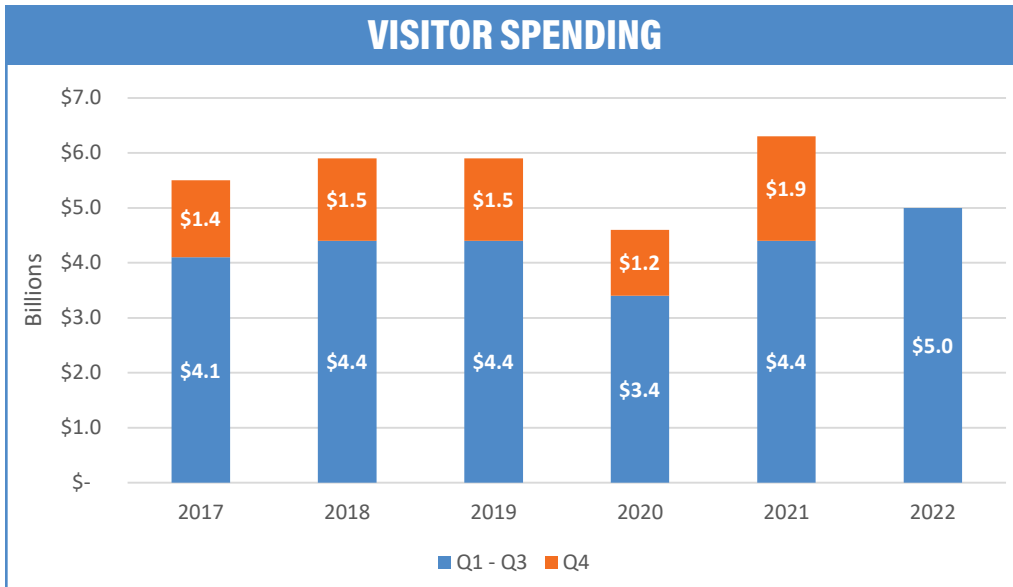
Through the first three quarters of 2022, tourism was on pace to surpass 2021 levels. While the number of trips was 0.1 percent lower than over the first three quarters of 2021, trips were slightly longer, and per-night spending increased. Tourism-related spending over the first three quarters of the year was \$5.0 billion, 14 percent above spending through the first three quarters of 2021.

– Greg David

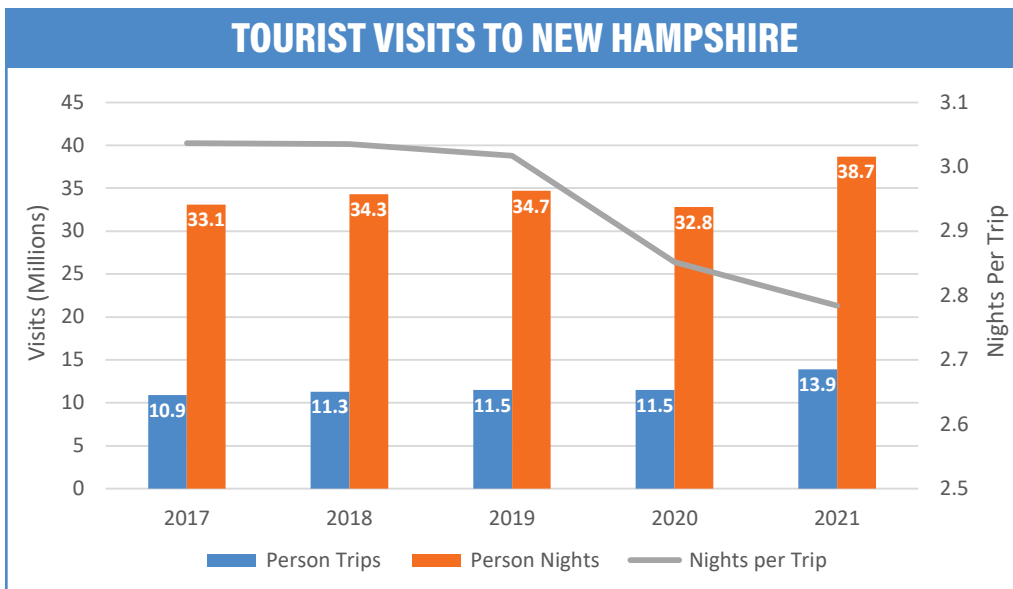


Source: New Hampshire Employment Security, Quarterly Census of Employment and Wages

⁵ Projections use a different methodology for employment estimates and are not directly comparable to other estimates.



Source: New Hampshire Division of Travel and Tourism, Dean Runyan Associates, TravelStats



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RETAIL EMPLOYMENT	2017	2018	2019	2020	2021
Food and beverage stores	22,037	21,729	22,173	22,418	21,904
Annual percent change	0.1%	-1.4%	2.0%	11%	-2.3%
General merchandise stores	15,151	14,691	14,157	13,369	13,967
Annual percent change	-0.9%	-3.0%	-3.6%	-5.6%	4.5%
Furniture and home furnishings stores	2,574	2,673	2,707	2,444	2,763
Annual percent change	0.9%	3.8%	1.3%	-9.7%	13.1%
Electronics and appliance stores	3,265	3,064	2,943	2,756	2,695
Annual percent change	-4.7%	-6.2%	-3.9%	-6.4%	-2.2%
Building material & garden supply stores	9,430	9,673	9,691	10,252	10,538
Annual percent change	0.4%	2.6%	0.2%	5.8%	2.8%
Health and personal care stores	4,301	4,242	4,155	3,786	3,894
Annual percent change	-1.5%	-1.4%	-2.1%	-8.9%	2.9%
Motor vehicle & parts dealers	12,456	12,590	12,702	11,506	11,695
Annual percent change	-0.7%	1.1%	0.9%	-9.4%	1.6%
Gasoline stations	4,465	4,442	4,496	4,278	4,250
Annual percent change	0.6%	-0.5%	1.2%	-4.8%	-0.7%
Clothing and clothing accessories stores	6,419	6,115	5,794	4,205	4,502
Annual percent change	-2.0%	-4.7%	-5.2%	-27.4%	7.1%
Nonstore retailers	5,512	5,584	5,878	6,085	6,169
Annual percent change	3.3%	1.3%	5.3%	3.5%	1.4%
Sporting Goods, Hobby, Book, and Music Stores	4,387	4,173	3,947	3,245	3,615
Annual percent change	-1.5%	-4.9%	-5.4%	-17.8%	11.4%
Miscellaneous Store Retailers	5,491	5,463	5,378	4,414	4,914
Annual percent change	-1.2%	-0.5%	-1.6%	-17.9%	11.3%
New Hampshire total	95,470	94,410	94,021	88,760	90,906
Annual percent change	-0.5%	-1.1%	-0.4%	-5.6%	2.4%
New England total	801,938	796,211	786,371	721,564	749,581
Annual percent change	-0.3%	-0.7%	-1.2%	-8.2%	3.9%
United States total	15,854,454	15,791,102	15,602,881	14,758,276	15,342,135
Annual percent change	0.2%	-0.4%	-1.2%	-5.4%	4.0%

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 1/20/2023

ACCOMMODATION AND FOOD SERVICES EMPLOYMENT	2017	2018	2019	2020	2021
Accommodation	9,537	9,527	9,411	6,328	7,423
Annual percent change	0.6%	-0.1%	-1.2%	-32.8%	17.3%
Food Services and Drinking Places	49,414	50,149	50,950	41,461	46,281
Annual percent change	1.5%	1.5%	1.6%	-18.6%	11.6%
New Hampshire total	58,951	59,676	60,362	47,788	53,704
Annual percent change	1.4%	1.2%	1.1%	-20.8%	12.4%
New England	635,732	643,282	650,353	473,459	537,232
Annual percent change	1.8%	1.2%	1.1%	-27.2%	13.5%
United States total	13,606,761	13,834,194	14,030,794	11,072,658	12,156,766
Annual percent change	2.2%	1.7%	1.4%	-21.1%	9.8%

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 1/20/2023

HOSPITALITY: ESTIMATED SALES (\$ millions)	2017	2018	2019	2020	2021
Meals	\$3,093.9	\$3,256.7	\$3,384.6	\$2,774.0	\$3,595.4
Annual percent change	3.7%	5.3%	3.9%	-18.0%	29.6%
Rentals (Includes Motor Vehicle Rentals)	\$636.0	\$695.3	\$711.8	\$517.6	\$805.5
Annual percent change	6.3%	9.3%	2.4%	-27.3%	55.6%

Source: New Hampshire Office of Strategic Initiatives, ELMI Analysis. Last Update 1/20/2023

LIQUOR SALES (State Fiscal Year - July 1 to June 30)	2016-17	2017-18	2018-19	2019-20	2020-21
Retail & Wholesale Gross Sales (\$ millions)	\$702.7	\$712.4	\$729.1	\$765.6	\$801.1
Fiscal year percent change	3.0%	1.4%	2.3%	5.0%	4.6%
Retail & Wholesale Net Sales ^a (\$ millions)	\$684.8	\$691.9	\$706.1	\$739.6	\$786.4
Fiscal year percent change	3.0%	1.4%	2.3%	5.0%	4.6%
Gross Profit From Sales (\$ millions)	\$200.0	\$200.8	\$208.0	\$206.6	\$230.8
Fiscal year percent change	2.6%	0.4%	3.6%	-0.7%	11.7%

^a Total sales less discounts and fees

Source: New Hampshire Liquor Commission, ELMI Analysis. Last Update 1/20/2023

HUNTING AND FISHING	2017	2018	2019	2020	2021
Hunting Licenses, Tags, Permits and Stamps					
Resident	45,893	45,590	45,644	49,742	
Non-resident	10,108	9,972	10,631	10,887	
Moose Hunt Lottery					
Applications	8,261	6,142	7,108	7,217	7,419
Permits Drawn	51	51	49	49	40
Fishing Licenses, Tags, Permits and Stamps					
Resident	105,872	106,242	108,060	135,521	
Non-resident	50,128	50,239	51,639	55,513	

Source: New Hampshire Department of Fish and Game. Last Update 1/20/2023

OUTDOOR RECREATION VALUE ADDED (\$ thousands)	2017	2018	2019	2020	2021
Total Outdoor Recreation Value Added	\$2,508,934	\$2,507,805	\$2,610,566	\$2,261,709	\$2,663,745
Total Core Outdoor Recreation	\$1,465,654	\$1,480,896	\$1,506,740	\$1,467,983	\$1,615,214
Multi-use Apparel and Accessories ^b	\$325,379	\$320,330	\$324,898	\$262,019	\$308,143
Hunting/Shooting/Trapping	\$194,043	\$184,725	\$171,657	\$228,965	\$264,942
Snow Activities	\$199,246	\$204,609	\$208,403	\$183,659	\$191,583
Boating/Fishing	\$133,722	\$138,293	\$146,947	\$199,576	\$158,931
Supporting Outdoor Recreation	\$1,043,280	\$1,026,909	\$1,103,826	\$793,726	\$1,048,531
Travel and Tourism ^c	\$703,424	\$699,973	\$757,146	\$472,887	\$693,826
^b Consists of backpacks, bug spray, coolers, general outdoor clothing, GPS equipment, hydration equipment, lighting, sports racks, sunscreen, watches, and other miscellaneous gear and equipment.					
^c Travel and tourism expenses includes only expenses for travel at least 50 miles away from home.					
Source: U.S. Bureau of Economic Analysis. Last Update 1/20/2023					

TRAVEL AND TOURISM ^d	2017	2018	2019	2020	2021
All Visitor Spending (\$ billions)	\$5.5	\$5.9	\$5.9	\$4.6	\$6.3
Annual percent change	3.0%	6.1%	0.4%	-21.6%	37.8%
Overnight Visitor Volume (Millions of Person Trips)	10.9	11.3	11.5	11.5	13.9
Annual percent change	2.4%	4.1%	0.9%	0.7%	20.4%
Average Overnight Spending: Per Person Night	\$132.1	\$136.6	\$135.7	\$110.0	\$132.5
Annual percent change	2.0%	3.4%	-0.7%	-18.9%	20.4%
^d Includes both resident and non-resident spending and volume					
Source: New Hampshire Department of Business and Economic Affairs. Last Update 1/20/2023					

VISITOR SPENDING BY TYPE OF ACCOMODATION (\$ millions)	2017	2018	2019	2020	2021
Hotel, Motel	\$3,100.3	\$3,337.9	\$3,341.7	\$2,406.7	\$3,790.7
Day Travel	\$861.9	\$903.8	\$904.8	\$768.0	\$880.1
Private Home	\$803.2	\$830.4	\$827.8	\$740.9	\$983.1
Vacation Home	\$259.7	\$264.0	\$264.8	\$226.1	\$305.9
Campground	\$211.9	\$246.0	\$264.0	\$269.7	\$234.6
Source: New Hampshire Department of Business and Economic Affairs. Last Update 1/20/2023					
Prepared by: New Hampshire Employment Security, Economic and Labor Market Information Bureau					
www.nhes.nh.gov/elmi (603) 228-4124					