

10. Trade and Tourism

Retail Employment	2016	2017	2018	2019	2020
Food and beverage stores	22,023	22,037	21,729	22,173	22,418
Annual percent change	1.4%	0.1%	-1.4%	2.0%	1.1%
General merchandise stores	15,283	15,151	14,691	14,157	13,369
Annual percent change	1.1%	-0.9%	-3.0%	-3.6%	-5.6%
Furniture and home furnishings stores	2,551	2,574	2,673	2,707	2,444
Annual percent change	3.5%	0.9%	3.8%	1.3%	-9.7%
Electronics and appliance stores	3,425	3,265	3,064	2,943	2,756
Annual percent change	-0.6%	-4.7%	-6.2%	-3.9%	-6.4%
Building material & garden supply stores	9,389	9,430	9,673	9,691	10,252
Annual percent change	3.1%	0.4%	2.6%	0.2%	5.8%
Health and personal care stores	4,367	4,301	4,242	4,155	3,786
Annual percent change	-1.0%	-1.5%	-1.4%	-2.1%	-8.9%
Motor vehicle & parts dealers	12,544	12,456	12,590	12,702	11,506
Annual percent change	1.5%	-0.7%	1.1%	0.9%	-9.4%
Gasoline stations	4,438	4,465	4,442	4,496	4,278
Annual percent change	-0.9%	0.6%	-0.5%	1.2%	-4.8%
Clothing and clothing accessories stores	6,550	6,419	6,115	5,794	4,205
Annual percent change	-1.6%	-2.0%	-4.7%	-5.2%	-27.4%
Nonstore retailers	5,337	5,512	5,584	5,878	6,085
Annual percent change	4.8%	3.3%	1.3%	5.3%	3.5%
Sporting Goods, Hobby, Book, and Music Stores	4,454	4,387	4,173	3,947	3,245
Annual percent change	-2.8%	-1.5%	-4.9%	-5.4%	-17.8%
Miscellaneous Store Retailers	5,557	5,491	5,463	5,378	4,414
Annual percent change	1.1%	-1.2%	-0.5%	-1.6%	-17.9%
New Hampshire total	95,919	95,470	94,410	94,021	88,760
Annual percent change	1.1%	-0.5%	-1.1%	-0.4%	-5.6%
New England total	804,198	801,938	796,211	786,371	721,564
Annual percent change	0.5%	-0.3%	-0.7%	-1.2%	-8.2%
United States total	15,824,396	15,854,454	15,791,102	15,602,881	14,758,276
Annual percent change	1.2%	0.2%	-0.4%	-1.2%	-5.4%

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 12/15/2021

Accommodation and Food Services Employment	2016	2017	2018	2019	2020
Accommodation	9,478	9,537	9,527	9,411	6,328
Annual percent change	0.4%	0.6%	-0.1%	-1.2%	-32.8%
Food Services and Drinking Places	48,660	49,414	50,149	50,950	41,461
Annual percent change	2.0%	1.5%	1.5%	1.6%	-18.6%
New Hampshire total	58,138	58,951	59,676	60,362	47,788
Annual percent change	1.7%	1.4%	1.2%	1.1%	-20.8%
New England	624,405	635,732	643,282	650,353	473,459
Annual percent change	2.3%	1.8%	1.2%	1.1%	-27.2%
United States total	13,318,703	13,606,761	13,834,194	14,030,794	11,072,658
Annual percent change	2.9%	2.2%	1.7%	1.4%	-21.1%

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 12/15/2021

10. Trade and Tourism

Hospitality: Estimated Sales (\$ millions)	2016	2017	2018	2019	2020
Meals	\$2,982.8	\$3,093.9	\$3,256.7	\$3,384.6	\$2,774.0
Annual percent change	6.6%	3.7%	5.3%	3.9%	-18.0%
Rentals (Includes Motor Vehicle Rentals)	\$598.4	\$636.0	\$695.3	\$711.8	\$517.6
Annual percent change	4.2%	6.3%	9.3%	2.4%	-27.3%

Source: New Hampshire Office of Strategic Initiatives, ELMI Analysis. Last Update 12/15/2021

Liquor Sales (State Fiscal Year – July 1 to June 30)	2015-16	2016-17	2017-18	2018-19	2019-20
Retail & Wholesale Gross Sales (\$ millions)	\$682.4	\$702.7	\$712.4	\$729.1	\$765.6
Fiscal year percent change	5.5%	3.0%	1.4%	2.3%	5.0%
Retail & Wholesale Net Sales ^a (\$ millions)	\$665.7	\$684.8	\$691.9	\$706.1	\$739.6
Fiscal year percent change	5.5%	3.0%	1.4%	2.3%	5.0%
Gross Profit From Sales (\$ millions)	\$195.0	\$200.0	\$200.8	\$208.0	\$212.6
Fiscal year percent change	5.2%	2.6%	0.4%	3.6%	2.2%

^aTotal sales less discounts and fees

Source: New Hampshire Liquor Commission, ELMI Analysis. Last Update 12/15/2021

Hunting and Fishing	2016	2017	2018	2019	2020
Hunting Licenses, Tags, Permits and Stamps					
Resident	47,073	45,893	45,590		
Non-resident	10,599	10,108	9,972		
Moose Hunt Lottery					
Applications	9,590	8,261	6,142	7,108	7,217
Permits Drawn	71	51	51	49	49
Fishing Licenses, Tags, Permits and Stamps					
Resident	106,910	105,872	106,242		
Non-resident	49,657	50,128	50,239		

Source: New Hampshire Department of Fish and Game. Last Update 12/15/2021

Outdoor Recreation Value Added (\$ thousands)	2016	2017	2018	2019	2020
Total Outdoor Recreation Value Added	\$2,446,940	\$2,509,521	\$2,530,820	\$2,645,637	\$2,261,417
Total Core Outdoor Recreation	\$1,444,305	\$1,455,247	\$1,499,269	\$1,541,008	\$1,400,472
Multi-use Apparel and Accessories ^b	\$309,881	\$320,003	\$323,926	\$329,653	\$254,132
Hunting/Shooting/Trapping	\$215,014	\$187,424	\$193,479	\$176,406	\$174,104
Snow Activities	\$203,363	\$194,855	\$202,670	\$220,737	\$169,594
Boating/Fishing	\$123,847	\$130,068	\$135,813	\$144,531	\$204,174
Supporting Outdoor Recreation	\$1,002,635	\$1,054,275	\$1,031,551	\$1,104,629	\$860,944
Travel and Tourism ^c	\$661,017	\$705,682	\$696,231	\$749,423	\$538,620

^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 12/15/2021

10. Trade and Tourism

Travel and Tourism^d	2016	2017	2018	2019	2020
All Visitor Spending (\$ billions)	\$5.4	\$5.5	\$5.9	\$5.9	\$4.6
Annual percent change	-0.4%	3.0%	6.1%	0.4%	-21.6%
Overnight Visitor Volume (Millions of Person Trips)	10.6	10.9	11.3	11.5	11.5
Annual percent change	0.2%	2.4%	4.1%	0.9%	0.7%
Average Overnight Spending: Per Person Night	\$129.6	\$132.1	\$136.6	\$135.7	\$110.0
Annual percent change	-0.3%	2.0%	3.4%	-0.7%	-18.9%

^d Includes both resident and non-resident spending and volume

Source: New Hampshire Department of Business and Economic Affairs. Last Update 12/15/2021

Visitor Spending by Type of Accommodation (\$ millions)	2016	2017	2018	2019	2020
Hotel, Motel	\$2,970.6	\$3,100.3	\$3,337.9	\$3,341.7	\$2,406.7
Day Travel	\$845.7	\$861.9	\$903.8	\$904.8	\$768.0
Private Home	\$781.4	\$803.2	\$830.4	\$827.8	\$740.9
Vacation Home	\$256.4	\$259.7	\$264.0	\$264.8	\$226.1
Campground	\$197.8	\$211.9	\$246.0	\$264.0	\$269.7

Source: New Hampshire Department of Business and Economic Affairs. Last Update 12/15/2021

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