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ECONOMIC IMPACT OF INDIGENOUS TOURISM BUSINESSES REPORT



Prepared for:

**American Indian Alaska Native Tourism
Association (AIANTA), October 2021**

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EXECUTIVE SUMMARY

- In 2017, American Indian, Alaska Native, and Native Hawaiians (AIANNH) owned 40,618 firms in the U.S. tourism sector, or 26 percent of all 154,350 AIANNH-owned firms.
- Of the 40,618 AIANNH-owned tourism firms, most (82%) were self-employed individuals (33,300 non-employer firms) while another 7,318 (18%) of them were firms with paid employees.
- AIANNH-owned firms in the tourism sector directly provided 117,852 jobs for workers across the United States.
- In 2017, AIANNH-owned tourism firms' annual sales contributed close to \$14.0 billion to the U.S. economy.

Table E-1: Direct Impact of AIANNH-owned firms in the Tourism Sector, 2017

Economic Indicator	Direct Impact	Percent of US Tourism Economy	Percent of All AIANNH-Owned Firms
Firms	40,618	0.54%	26.3%
Employment (Jobs)	117,852	0.27%	29.5%
Annual Sales	\$ 13,963,346,000	0.19%	27.7%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

- AIANNH tourism firms were more likely to be in transportation and warehousing (39%) than in the other tourism-intensive industries.
- AIANNH-owned firms with paid employees were more likely to be engaged in the retail trade (43%). This is a significant difference from AIANNH-owned firms without employees where most of them were likely to be in the transportation and warehousing (44%).
- The accommodation and food services sector employed the most workers (45,756 jobs). While the retail trade sector accounted for the highest annual sales (\$7.79 billion).

Table E-2: Direct Impact of AIANNH-owned firms in the Tourism Sector by Industry

Industry	Direct Impact			Percent of U.S. Tourism Economy		
	Firms	Jobs	Annual Sales (mil.)	Firms	Jobs	Annual Sales
Transportation and warehousing	15,771	26,240	\$2,725	0.7%	0.4%	0.3%
Retail trade	12,853	34,689	\$7,791	0.5%	0.2%	0.2%
Arts, entertainment, and recreation	7,104	11,167	\$938	0.5%	0.3%	0.3%
Accommodation and food services	4,890	45,756	\$2,509	0.5%	0.3%	0.3%
Tourism Sector	40,618	117,852	\$13,963	0.5%	0.3%	0.2%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: Employment is defined as the number of payroll and self-employed jobs, including part-time jobs.

- AIANNH-owned firms are smaller in terms of employees. The average number of employees for AIANNH-owned firms with paid employees was 11.6 for the tourism sector and 8.8 for all sectors. That was two-fold less than the average firm in the U.S. where the number of employees was 25.0 for the tourism sector and 22.2 for all sectors.
- AIANNH-owned tourism firms were smaller in scale (payroll, wages, sales) than tourism firms in the U.S on average.
- Compared to all AIANNH-owned firms, AIANNH-owned tourism firms were at an advantage since the average number of employees for firms with paid employees was larger and the average sales across all firms were also greater.

Table E-3: Average Company Size for Firms with Paid Employees

	Avg. number of employees	Avg. wage per employee (\$1,000)	Avg. sales per company (\$1,000)
All companies			
- Tourism	25.0	\$ 27.6	\$ 4,834.15
- All sectors	22.2	\$ 51.2	\$ 6,367.60
Native owned			
- Tourism	11.6	\$ 26.1	\$ 1,908.08
- All sectors	8.8	\$ 38.9	\$ 1,480.65

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: The average was calculated based on non-missing data.

INTRODUCTION

The American Indian Alaska Native Tourism Association (AIANTA) is interested in developing a strategic tourism data program to support their efforts in serving as the national voice for indigenous peoples engaged in cultural tourism in the United States. A strong tourism data program is also a key component of developing resources to support implementation of their technical assistance and training programs to Tribal nations and Native-owned enterprises. An important first step in this research is to understand the economic contribution of American Indian, Alaska Native and Native Hawaiian (AIANNH) owned businesses in the tourism and hospitality sector.

This report describes the American Indian, Alaska Native, and Native Hawaiians (AIANNH) owned businesses in the United States' tourism and hospitality sector. In this study, the tourism sector was defined as a combination of industries that had tourism intensive activity: (1) accommodations and food services; (2) arts, entertainment, and recreation; (3) retail trade; and (4) transportation and warehousing. The data used in this analysis were obtained from the U.S. Census, Annual Business Survey 2017 (ABS) and U.S. Census Non-Employer Statistics by Demographics 2017 (NESD). The ABS contained information on business ownership, while the NESD data contain non-employer's statistics by demographics in the U.S.

The definition of sectors follows the North American Industry Classification System (NAICS). This is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data to the U.S. business economy.¹ NAICS codes are comprised of two to six digits, with two-digit codes being the broadest industries that include all the associated subindustries. The more digits a NAICS code has, the narrower the subindustry it represents. But ABS and NESD only report industries at the 2-digit level. Hence, we include all subindustries that fall under the 2-digit codes.

This study focused on the indigenous peoples of the United States, which included those who indicated their race as American Indian (AI), Alaska Native (AN), or Native Hawaiian (NH). We should point out that the original intent of the study was to include only Native Hawaiians. However, the NESD did not include data that separated Native Hawaiians from Other Pacific Islanders (the ABS did report data on Native Hawaiians separately). We therefore included the Other Pacific Islander group together with Native Hawaiians to make the calculations consistent.

Lastly, business ownerships, or firms are defined as having 51 percent or more of the stock or equity in the business and is categorized by firms classifiable by sex, ethnicity, race, and veteran status, and firms unclassifiable by sex, ethnicity, race, and veteran status.²

Note: The figures in this report refer to total U.S. as reported specifically in the U.S. Census reports and is not the sum of data reported for each individual state in the same reports. For state level data, sometimes, the sum of the state data is still off slightly from the total without additional explanation. Also, there may be some unreported state level data labeled with an "S", which indicates estimates do not meet publication standards because of high sampling variability, poor response quality, or other concerns about the estimate's quality. Further, for the number of paid employees in ABS, sometimes the data will give a range (ex. 0 to 19 employees). However, range data cannot be summed directly.

¹ U.S. Census Bureau North American Industry Classification System.

² U.S. Census Bureau Annual Business Survey Methodology.

DATA ANALYSIS

Number of AIANNH-Owned Firms in the Tourism Sector

Number of Firms by Employee Status

In the U.S. In 2017, there were a total of 31,054,643 firms (See Table 1A). Among these firms, about 23,494,839 firms are classified as non-tourism sector (76%), meaning that these firms were not in one of the four tourism-intensive industries described above. The remaining 7,559,804 firms fell under the definition of the tourism sector (24%).

Of the 31,054,643 firms, about 154,350 firms, or 0.5 percent were AIANNH-owned. The rest of the 30,900,293 firms were owned by non-AIANNH business owners. Of these 154,350 firms, some 40,618 firms were in the tourism sector (26%) and the remaining 113,732 firms were in the non-tourism sector (74%). This ratio was quite close to the overall set and differed only by 2 percent. Among the AIANNH-owned firms with paid employees (31,350), AIANNH-owned firms in the tourism sector represented only 7,318, or 23 percent of all AIANNH-owned firms. This percentage is slightly lower than the national level (26%).

Table 1A. Number of AIANNH-owned and Non-AIANNH-owned Firms by Sectors, 2017.

		Firms with Paid Employees Only	Firms without Paid Employees	Total
Non-Native owned Businesses	Non-Tourism	4,221,807	19,159,300	23,381,107
	Tourism	1,491,486	6,027,700	7,519,186
	Total	5,713,293	25,187,000	30,900,293
AIANNH-owned Businesses	Non-Tourism	24,032	89,700	113,732
	Tourism	7,318	33,300	40,618
	Total	31,350	123,000	154,350
Total	Non-Tourism	4,245,839	19,249,000	23,494,839
	Tourism	1,498,804	6,061,000	7,559,804
	Total	5,744,643	25,310,000	31,054,643

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Number of Firms by Race of Owners

Table 1B is an extension of Table 1A, which provides a further breakdown of the AIANNH group. Of the 154,350 total number of AIANNH-owned firms, approximately 109,003 businesses owners indicated themselves as either American Indian or Alaskan Native (71%). The remaining 45,347, or 29 percent of AIANNH-owned firms were either Native-Hawaiian or Other Pacific Islander (NHOPi). Among tourism sector firms AIAN-owned firms accounted for 66 percent while NHOPi owned-firms made up 34 percent of firms.

Table 1B. Number of AIANNH-owned and Non-AIANNH-owned Firms Breakdown by Race, 2017.

	Non-Tourism Sector	Percent	Tourism Sector	Percent	Total
AIANNH Total	113,732	73.7%	40,618	26.3%	154,350
AI and AN	82,063	75.3%	26,940	24.7%	109,003
NHOPi	31,669	69.8%	13,678	30.2%	45,347
Non-AIANNH Total	23,381,107	75.7%	7,519,186	24.3%	30,900,293
Total	23,494,839	75.7%	7,559,804	24.3%	31,054,643

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: AI = American Indian; AA = Alaskan Native; NHOPi = Native Hawai'ian and Other Pacific Islander

Within the 109,003 American Indian- or Alaskan Native-owned firms, some 26,940 of them were in the tourism sector. That accounted for 25 percent of all American Indian or Alaskan Native firms. On the other hand, 13,678 out of 45,347 Native-Hawaiian or Other Pacific Islander-owned firms were considered in the tourism sectors (30%). The fact that Native-Hawaiian and Other Pacific Islander group had a higher percent of firms in the tourism sector was expected, given the dominance of the tourism industry in Hawai'i.

Number of Firms by Sector

Of the 7,559,804 firms in the tourism sector, the retail trade industry had the highest number of firms. It accounted for a total of 2,710,335, or 36 percent of all firms in the tourism sector. The industry that had the second highest number of firms was transportation and warehousing; it had slightly lower number of firms than the retail trade industry at 2,366,227 firms (31%). Arts, entertainment, and recreation industry accounted for slightly more than one-fifth of all firms in the tourism sector (21%). On the other hand, the accommodation and food services industry had the least number of firms out of all four tourism-intensive industries (12%). It was the only industry that had less than one million firms in the tourism sector.

Table 2. All Firms by Tourism-Intensive Industries

Tourism-Intensive Industry	Firms w/ Paid Employees	Percent	Firms w/o Paid Employees	Percent	Total	Percent
Retail Trade	648,335	43.3%	2,062,000	34.0%	2,710,335	35.9%
Transportation and Warehousing	188,227	12.6%	2,178,000	35.9%	2,366,227	31.3%
Arts, Entertainment, and Recreation	129,066	8.6%	1,425,000	23.5%	1,554,066	20.6%
Accommodation and Food Services	533,176	35.6%	396,000	6.5%	929,176	12.3%
Tourism Sector	1,498,804	100.0%	6,061,000	100.0%	7,559,804	100.0%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Table 3 shows the number of firms owned by AIANNH and their associated distribution within the tourism sector. Of the 40,618 firms, as much as 39 percent of AIANNH-owned firms were in the transportation and warehousing industry. Close to one-third of AIANNH-owned firms fell under the retail trade industry (32%). Another 18 percent of firms were in the arts, entertainment, and recreation industry with the remaining 12 percent of firms went to the accommodation and food services industry.

However, the distribution changed completely when considering only firms with paid employees. The number one industry that had the highest concentration of AIANNH-owned firms with paid employees was retail trade. It accounted for 3,153 firms (43%) out of 7,318 of total firms in the tourism sector. The second highest industry with concentration of AIANNH-owned firms was accommodation and food services at 2,390 firms (33%). The transportation and warehousing, and arts, entertainment, and food services industries had relatively less AIANNH-owned firms. The data suggest that the retail trade and accommodation and food services industries were more likely to employ workers than the other two tourism-intensive industries, while the transportation and warehousing industry was dominated by self-employed individuals.

Table 3. AIANNH-Owned Firms by Tourism-Intensive Industries

Tourism-Intensive Industry	Firms w/ Paid Employees	Percent	Firms w/o Paid Employees	Percent	All Tourism Firms	Percent
Transportation and warehousing	1,171	16.0%	14,600	43.8%	15,771	38.8%
Retail trade	3,153	43.1%	9,700	29.1%	12,853	31.6%
Arts, entertainment, and recreation	604	8.3%	6,500	19.5%	7,104	17.5%
Accommodation and food services	2,390	32.7%	2,500	7.5%	4,890	12.0%
Total	7,318	100.0%	33,300	100.0%	40,618	100.0%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Comparisons of AIANNH-Owned Firms to All Firms in Tourism Sector

How do the AIANNH-owned firms compare to all firms in the tourism sector? In this section, we compare the AIANNH-owned firms against all firms in the tourism sector in terms of number of firms and annual sales.

Number of Firms

In 2017, there were a total of 2,366,227 firms in the transportation and warehousing industry, while only 15,771 of them were owned by AIANNH. The ratio was approximately 0.7 percent. Compared to the rest of the tourism-intensive industries, the transportation and warehousing industry had the highest percent of AIANNH-owned firms. Interestingly, the number of AIANNH-owned firms in the remaining tourism-intensive industries each represents about 0.5 percent of the total firms in the respective sector.

Table 4. Percent of AIANNH-Owned Firms to All Firms in Tourism Sector

	Firms w/Paid Employees		Firms w/o Paid Employees		Total Number of Firms	Total Number of Native-American Owned Firms	Percent of Firms Owned by Native-American
	Total Number of Firms	Native-American Owned Firms	Total Number of Firms	Native-American Owned Firms			
Transportation and warehousing	188,227	1,171	2,178,000	14,600	2,366,227	15,771	0.7%
Accommodation and food services	533,176	2,390	396,000	2,500	929,176	4,890	0.5%
Retail trade	648,335	3,153	2,062,000	9,700	2,710,335	12,853	0.5%
Arts, entertainment, and recreation	129,066	604	1,425,000	6,500	1,554,066	7,104	0.5%
Tourism sector	1,498,804	7,318	6,061,000	33,300	7,559,804	40,618	0.5%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Annual Sales

In 2017, the AIANNH-owned firms within the tourism sector made a total of \$13.96 billion dollars of annual sales. These \$13.96 billion dollars accounted for 0.2 percent of the total annual sales in the overall tourism sector of \$7.25 trillion. Of the \$13.96 billion dollars made, the retail trade industry had the largest share of total annual sales at \$7.79 billion dollars (56%). Still, these \$7.79 billion dollars only accounted for about 0.2 percent of all annual sales made in the retail industry.

The AIANNH-owned firms made the second largest share of total annual sales in the transportation and warehousing industry (\$2.73 billion, or 20 percent of all annual sales made in the tourism sector by AIANNH-owned firms). It represents 0.3 percent of all total annual sales made within that industry nationally.

The share of annual sales in the accommodation and food services industry was slightly lower than the transportation and warehousing industry. The AIANNH-owned firms made \$2.51 billion dollars in the accommodation and food services industry, or 18 percent of annual sales within the tourism industry. As in the case with the transportation and warehousing industry, the accommodation and food services industry represent approximately 0.3 percent of all annual sales made in that sector.

Lastly, the AIANNH-owned firms generated only \$938 million dollars of total annual sales in the arts, entertainment, and recreation industry (7%). It was the lowest among all four tourism-intensive industries and represented 0.3 percent of all annual sales within the arts, entertainment, and recreation industry in 2017.

Table 5. Percent of Annual Sales by AIANNH-Owned Firms to All Firms in Tourism Sector

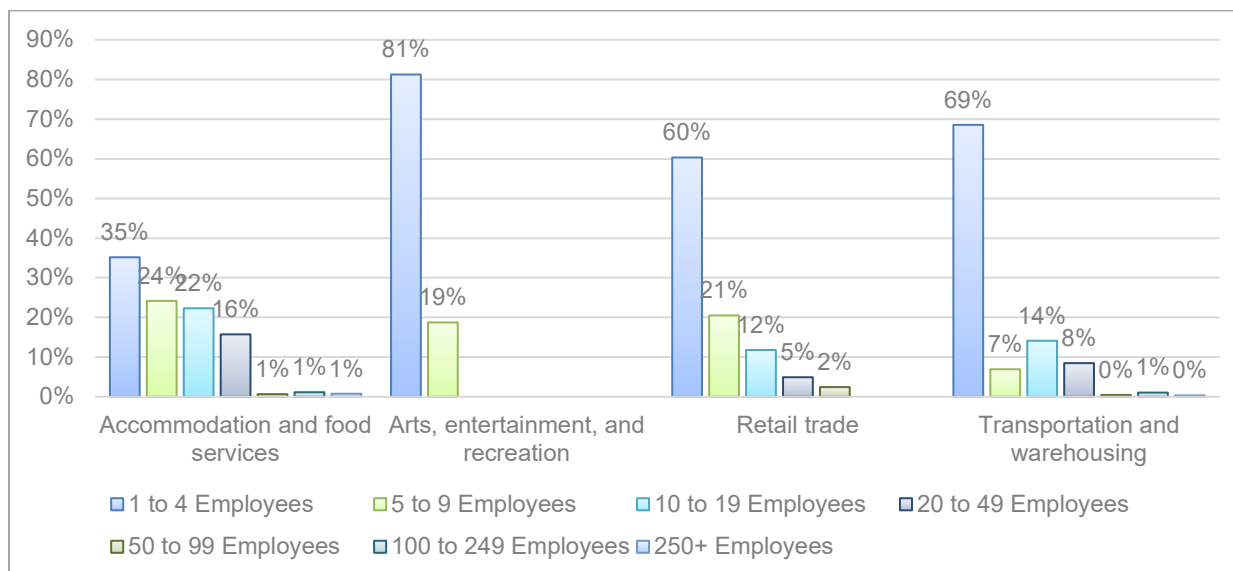
	Firms w/Paid Employees		Firms w/o Paid Employees		Total Annual Sales (Mil.)	Native-American Owned Businesses Annual Sales (Mil.)	Percent of Annual Sales Generated by Native-American Owned Businesses (Mil.)
	Native-American Owned Businesses Annual Sales (Mil.)	Annual Sales (Mil.)	Native-American Owned Businesses Annual Sales (Mil.)	Annual Sales (Mil.)			
Arts, entertainment, and recreation	\$ 254,309	\$ 805	\$ 36,267	\$ 133	\$ 290,577	\$ 938	0.3%
Accommodation and food services	\$ 917,878	\$ 2,409	\$ 17,595	\$ 99	\$ 935,473	\$ 2,509	0.3%
Transportation and warehousing	\$ 925,404	\$ 2,171	\$ 95,622	\$ 555	\$ 1,021,026	\$ 2,725	0.3%
Retail trade	\$ 4,912,094	\$ 7,470	\$ 86,273	\$ 322	\$ 4,998,368	\$ 7,791	0.2%
Tourism sector	\$ 7,009,685	\$ 12,855	\$ 235,758	\$ 1,108	\$ 7,245,443	\$ 13,963	0.2%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Number of Employees

From Table 1A, approximately 18 percent of the AIANNH-owned firms in the tourism sector had paid employees in 2017. Figure 1 and Figure 2 below present the distribution of firms by employment size within each tourism-intensive industry. The former looks at the distribution of AIANNH-firms and the latter looks at the distribution of all firms in the U.S.

Figure 1. Distribution of AIANNH-Owned Firms by Employee Size in Tourism Sectors (Firms with Paid Employees)



Source: American Business Survey 2017.

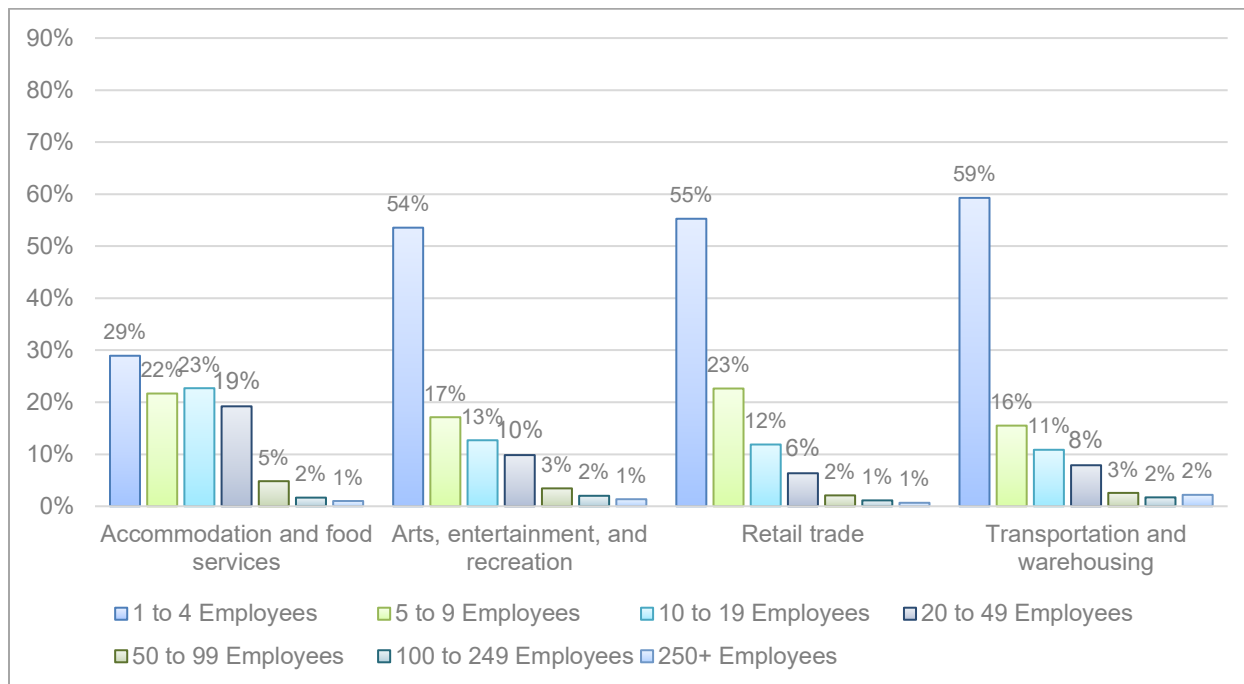
Note: Part of the data were not reported by Census due to high sampling variability, poor response quality, or other concerns about the estimate's quality.

The arts, entertainment, and recreation industry had significantly higher proportion of AIANNH-owned firms that hired only 1 to 4 employees (81%). This is radically different from all firms in this industry, where only 54 percent of them reported hiring 1 to 4 employees. This suggests that the AIANNH-owned firms may be significantly smaller compared to all firms in the arts, entertainment, and recreation industry.

Overall, there were a relatively larger proportion of AIANNH-owned firms reported hiring 1 to 4 employees than all firms in the tourism-intensive industries. For instance, 35 percent of the AIANNH-owned firms hired 1 to 4 employees in the accommodation and food services industry, whereas only 29 percent of all firms reported the same. More than 10 percentage points of AIANNH-owned firms hired 1 to 4 employees compared to all firms in the transportation and warehousing industry.

For firms with 5 to 49 employees, however, the proportion of AIANNH-owned firms and all firms mostly differed only by two to three percentage points. This suggests that there was not much difference between the two types of ownerships for this employee size. On the other hand, less than 3 percent of AIAANH-owned firms had employees greater than 50 in each tourism-intensive industry. This is relatively less than all firms in the tourism sector where approximately 4 to 7 percent of firms reported hiring 50 or more employees in 2017.

Figure 2. Distribution of All Firms by Employee Size in Tourism Sectors (Firms with Paid Employees)



Source: American Business Survey 2017.

Note: Part of the data were not reported by Census due to high sampling variability, poor response quality, or other concerns about the estimate's quality.

Table 6 presents the number of employment (paid employees plus non-employers) in AIANNH-owned firms and all firms by industries in 2017. Within the tourism sector, about 117,852 employees

were employed by AIANNH-owned firms out of 43,546,174 employees in all firms. The number of employees in AIANNH-owned firms accounted for 0.3 percent of all firms in the tourism sector.

In the non-tourism sector, the pattern was quite similar. Of the 109,501,099 employees in the non-tourism sector, approximately 0.3 percent, or 283,045 employees were employed by AIANNH-owned firms. Together, there were a total of 400,897 employees who worked at AIANNH-owned firms out of 153,047,273 employees of all firms in the U.S.

Table 6. Employment by Industry, 2017.

	Number of Jobs in AIANNH-Owned Firms	Number of Jobs in All Firms	Percent of All Firms
Accommodation and food services	45,756	14,571,776	0.3%
Arts, entertainment, and recreation	11,167	3,770,541	0.3%
Retail trade	34,689	18,043,504	0.2%
Transportation and warehousing	26,240	7,160,353	0.4%
Tourism Sector	117,852	43,546,174	0.3%
Administrative and support and waste management and remediation services	45,822	14,289,966	0.3%
Agriculture, forestry, fishing and hunting	6,360	578,139	1.1%
Construction	58,650	9,555,067	0.6%
Educational services	6,705	4,442,828	0.2%
Finance and insurance	6,203	7,433,534	0.1%
Health care and social assistance	37,560	21,030,146	0.2%
Industries not classified	120	66,925	0.2%
Information	4,278	3,958,231	0.1%
Management of companies and enterprises	1,436	3,664,205	0.0%
Manufacturing	18,200	12,084,579	0.2%
Mining, quarrying, and oil and gas extraction	1,555	729,712	0.2%
Other services (except public administration)	27,804	6,525,905	0.4%
Professional, scientific, and technical services	47,371	12,834,138	0.4%
Real estate and rental and leasing	9,453	4,900,122	0.2%
Wholesale trade	11,327	6,737,391	0.2%
Utilities	202	670,211	0.0%
Non-Tourism Sector	283,045	109,501,099	0.3%
All Sectors	400,897	153,047,273	0.3%

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017.

Note: The sum of sectors does not equal to overall sector because of non-reporting due sampling, quality, and privacy concerns.

Average Annual Wages

In 2017, the number of paid employees working in AIANNH-owned firms in the tourism sector was 84,552. This represents 0.2 percent of all paid employees in the tourism sector. The ratio remains approximately the same for three of the four tourism-intensive industries except the accommodation and food services sector, which was only 0.1 percentage point higher. Of the 84,552 paid employees, slightly more than half of them worked in the accommodation and food services industry (51%). There were 24,989 employees, or 30 percent of employees worked in the retail industry. The arts, entertainment, and recreation industry hired the least number of employees among all four tourism-intensive industries (4,667, or 6%), with the remaining 11,640 employees worked in the transportation and warehousing industry (14%).

Overall, the employees in AIANNH-owned firms earned slightly less wage than employees in all firms in the tourism sector. Employees who worked in AIANNH-owned firms in the tourism sector earned \$26,097 on average, whereas employees who worked for all firms in U.S. earned \$27,569. The wage difference between the two types of employees was smallest in the retail trade industry (\pm \$508) and was largest in the arts, entertainment, and recreation industry (\pm \$29,645). Among the four tourism-intensive industries, the employees who worked in AIANNH-owned firms earned as much as \$64,266 in the arts, entertainment, and recreation industry. That was approximately 1.9 times higher than the national average (\$34,621).

Table 7. Comparisons of Number of Paid Employees, Annual Payroll, and Average Wage between AIANNH-owned Firms to All Firms by Tourism Sector in U.S.

Sector	All Firms in U.S.			AIANNH-Owned Firms in U.S.		
	Employees	Annual Payroll (mil.)	Average Wage (\$1,000)	Employees	Annual Payroll (mil.)	Average Wage (\$1,000)*
Accommodation and food services	14,175,776	\$264,653	\$18.7	43,256	\$708	\$16.4
Arts, entertainment, and recreation	2,345,541	\$81,206	\$34.6	4,667	\$300	\$64.3
Retail trade	15,981,504	\$443,796	\$27.8	24,989	\$707	\$28.3
Transportation and warehousing	4,982,353	\$243,757	\$48.9	11,640	\$492	\$42.3
Tourism Sector	37,485,174	\$1,033,412	\$27.6	84,552	\$2,207	\$26.1

* The average wage was calculated based on paid employees with payroll provided only.

Employees in AIANNH-owned firms earned \$16,360 in the accommodation and food services industry whereas in all firms, the employees earned \$18,669. Firms in the transportation and warehousing sector usually offer a relatively higher salary to their employees compared to most of the tourism-intensive industries. That was true for both AIANNH-owned firms (\$42,292) as well as all firms in the U.S (\$48,924).

Overall Findings

AIANNH-owned firms were smaller in terms of number of employees. For instance, the average number of employees for AIANNH-owned firms with paid employees was 11.6 for the tourism sector and 8.8 for all sectors. That was about two times less than the average firm in the U.S. where the number of employees was 25.0 for the tourism sector and 22.2 for all sectors.

Not only were the average number of employees much smaller in AIANNH-owned firms but also the average wages per employee. The average wages for AIANNH-owned firms were \$26,097 in the tourism sector and \$38,881 in all sectors. Both are less than the average wages for all firms in the tourism sector (\$27,569) as well as in all sectors (\$51,154), respectively.

AIANNH-owned tourism firms made less in average sales (\$343,772) than the typical tourism company (\$958,417) in the United States – close to three times less (See Table 8C, that included all firms with paid employees and non-employer firms).

These figures all suggest that AIANNH-owned tourism firms tended to be smaller in scale (number of firms, wages, sales) than tourism firms in the U.S on average.

Still, AIANNH-owned tourism firms were actually at an advantage compared to AIANNH-owned firms in general. More specifically, the average number of employees for firms with paid employees was larger and the average sales across all firms were also greater. However, the average wages per employee continued to be lower for AIANNH-owned firms in the tourism sector than in all AIANNH-owned firms.

Table 8. Average Number of Employees, Average Wage per Employee, and Average Sales per Firm by Type of Businesses.

A: All Firms with Paid Employees Only

	Avg. number of employees	Avg. wage per employee (\$1,000)	Avg. sales per company (\$1,000)
All companies			
- Tourism	25.0	\$ 27.6	\$ 4,834.15
- All sectors	22.2	\$ 51.2	\$ 6,367.60
Native owned			
- Tourism	11.6	\$ 26.1	\$ 1,908.08
- All sectors	8.8	\$ 38.9	\$ 1,480.65

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: The average was calculated based on non-missing data.

B: All Firms without Paid Employees Only

	Avg. number of employees	Avg. wage per employee (\$1,000)	Avg. sales per company (\$1,000)
All companies			
- Tourism	N/A	N/A	\$ 38.9
- All sectors	N/A	N/A	\$ 46.8
Native owned			
- Tourism	N/A	N/A	\$ 33.2
- All sectors	N/A	N/A	\$ 32.2

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: The average was calculated based on non-missing data.

C: All Firms with and without Paid Employees

	Avg. number of employees	Avg. wage per employee (\$1,000)	Avg. sales per company (\$1,000)
All companies			
- Tourism	5.0	\$ 27.6	\$ 958.4
- All sectors	4.1	\$ 51.2	\$ 1,216.1
Native owned			
- Tourism	2.1	\$ 26.1	\$ 343.8
- All sectors	1.8	\$ 38.9	\$ 326.4

Source: Annual Business Survey 2017 and Non-Employer Statistics by Demographic Data 2017

Note: The average was calculated based on non-missing data.

Note: Table B and Table C are two supplementary tables that only look at the non-employer data as well as the combined business ownership (ABS) and non-employer data (NESD), respectively.