

OUTDOOR INDUSTRY ASSOCIATION

TOGETHER WE ARE A FORCE.™



WHO WE ARE

Outdoor Industry Association (OIA) unifies the voices of more than 1,200 small and large companies — and their millions of consumers — across the United States to promote policies and programs that create jobs, invest in recreation infrastructure, support predictable and balanced trade, and foster a sense of stewardship for our natural resources and our environment. Together, the industry and the 50 million current and future voters whose lives are enriched by outdoor recreation represent a shared vision and purpose that bolsters the American economy. We work in a bipartisan fashion with policymakers at the local, state, and federal levels to help the outdoors thrive.

OIA is committed to ensuring all people, no matter their race, ethnicity, geography, or socio-economic status can easily access the benefits of the outdoors. We invite lawmakers to join us as a partner in expanding local recreation infrastructure, promoting climate justice, and ensuring the availability of close-to-home recreation for all communities.

OUR STAFF



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VALUE OF THE OUTDOORS



\$788 billion outdoor economy¹



5.2 million jobs supported nationwide²



Increase in outdoor participation³



Proven health benefits⁴



The outdoors are for everyone



Natural climate solutions can remove an additional 18% of U.S. greenhouse gas emissions⁵

Check the Facts

1. [Bureau of Economic Analysis](#)
2. [Outdoor Industry Association](#)
3. [Outdoor Industry Association](#)

4. [Harvard Health Publishing](#)
5. [Science Advances](#)

OIA'S POLICY PRIORITIES

Climate Change

Climate change is already causing disruption and financial harm to outdoor businesses and the communities that rely on outdoor recreation. It also threatens the uniquely American outdoor experience. Not only will solutions provide stability for the industry and the planet and sustain our ability to get outside, but they will also promote diversity, equity, and inclusion. **Outdoor businesses have committed to bold climate action and we need policy that will help us meet ambitious goals that create a model for other sectors to follow.** We urge Congress and the administration to:

- Incentivize businesses to take bold action to reverse the climate crisis
- Preserve our nation's lands and waters as natural climate solutions
- Invest in parks and paths to help build low-carbon, climate-resilient communities
- Accelerate our nation's transition to renewable energy

Trade

A stable and predictable federal trade policy is critical to **helping outdoor companies lower costs, create U.S. jobs, and fuel innovation.** Consistent with a balanced trade policy that supports global value chains and domestic manufacturers, we urge Congress and the administration to:

- Conclude an agreement with China that protects U.S. IP and lifts all punitive tariffs
- Rejoin the Trans-Pacific Partnership (TPP) and pursue new bilateral and multilateral trade deals
- Renew and expand the Generalized System of Preferences (GSP) and Miscellaneous Tariff Bill (MTB) process
- Prioritize sustainable trade initiatives
- Develop a North American supply chain for PPE

Public Lands and Waters

The importance of preserving our public lands and waters, not just for now, but for future generations, should be a bipartisan issue. The Outdoor Industry Association is supportive of legislation that works to conserve public lands and waterways in the United States as **the success of the industry relies on the health and availability of outdoor spaces.** We urge Congress and the administration to:

- Make public lands and waters a cornerstone of economic recovery by 1) making public lands an essential part of individual and community health and 2) making new investments in recreation and green infrastructure, including Civilian Conservation Corps (CCC) and close-to-home recreation
- Conserve public lands and waters, such as through 30x30 legislation that requires 30% of public lands be conserved by 2030
- Make the outdoors accessible, equitable, welcoming, and safe for everyone, regardless of geography, income, or prior experience
- Protect core conservation laws and reverse regulatory rollbacks
- Ensure the Great American Outdoors Act is fully implemented

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To learn more about our policy priorities within these issue areas, visit [outdoorindustry.org](https://www.outdoorindustry.org).