

The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



ALASKA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Alaska

Alaska offers spectacular recreation — including the Inside Passage and Chugach National Forest — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Alaskans also recreate close-to-home in local parks and venues.

THE ALASKA ACTIVE OUTDOOR RECREATION ECONOMY

- Contributes nearly \$2.5 billion annually to Alaska's economy
- Supports 28,000 jobs across Alaska
- Generates \$66 million in annual state tax revenue
- Produces \$1.7 billion annually in retail sales and services across Alaska – more than 5% of gross state product

Active outdoor recreation creates sustainable economic growth and community development throughout Alaska.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 268 respondents from Alaska completed the survey. 105 of the Alaska respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

ALASKANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	158,526	33%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	179,861	35%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	176,961	35%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	70,776	14%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	92,296	19%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	92,249	19%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	183,504	38%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	235,000	46%

*Wildlife-based participation is based on adult population 16 years of age and older living in Alaska in 2005: 510,956 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Alaska in 2005: 477,865 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Alaska not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation right out-the-door, generates economic activity from active Alaskans.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

SOUTHWICK ASSOCIATES, INC. specializes in quantifying the economics of fish, wildlife, and outdoor-related activities for government agencies and industry.
www.southwickassociates.com

OUTDOOR INDUSTRY FOUNDATION (OIF) is a not-for-profit organization whose mission is to inspire and grow future generations of outdoor enthusiasts.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



ARIZONA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Arizona

Arizona offers spectacular recreation — including the De Anza Trail and the Grand Canyon — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Arizonans also recreate close-to-home in local parks and venues.

THE ARIZONA ACTIVE OUTDOOR RECREATION ECONOMY

- **Supports 82,000 jobs across Arizona**
- **Generates nearly \$350 million in annual state tax revenue**
- **Produces almost \$5 billion annually in retail sales and services across Arizona**

Active outdoor recreation creates sustainable economic growth and community development throughout Arizona.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

ARIZONANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	1,151,671	27%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	1,067,921	25%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	339,417	7%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	116,977	3%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	320,680	7%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	284,229	7%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,164,256	27%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	1,098,000	24%

*Wildlife-based participation is based on adult population 16 years of age and older living in Arizona in 2005: 4,591,010 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Arizona in 2005: 4,334,537 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Arizona not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Arizonans.

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CALIFORNIA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In California

California offers spectacular recreation — including Mount Shasta and Big Sur — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Californians also recreate close-to-home in local parks and venues.

THE CALIFORNIA ACTIVE OUTDOOR RECREATION ECONOMY

- **Contributes \$46 billion annually to California's economy**
- **Supports 408,000 jobs across California**
- **Generates \$3.1 billion in annual state tax revenue**
- **Produces \$28.1 billion annually in retail sales and services across California**

Active outdoor recreation creates sustainable economic growth and community development throughout California.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

CALIFORNIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	7,467,740	28%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	4,862,899	18%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	2,212,496	8%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	256,563	1%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	2,956,918	11%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	2,324,238	9%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	8,905,167	34%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	5,336,000	19%

*Wildlife-based participation is based on adult population 16 years of age and older living in California in 2005: 28,231,375 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in California in 2005: 26,576,445 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

California not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Californians.

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COLORADO

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Colorado

Colorado offers spectacular recreation — including Crested Butte and Rocky Mountain National Park — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Coloradans also recreate close-to-home in local parks and venues.

THE COLORADO ACTIVE OUTDOOR RECREATION ECONOMY

- **Contributes over \$10 billion annually to Colorado's economy**
- **Supports 107,000 jobs across Colorado**
- **Generates nearly \$500 million in annual state tax revenue**
- **Produces \$7.6 billion annually in retail sales and services across Colorado**
 - **accounting for 4% of gross state product**

Active outdoor recreation creates sustainable economic growth and community development throughout Colorado.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

COLORADANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	1,212,400	35%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	982,690	28%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	541,520	15%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	156,297	4%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	392,451	11%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	743,263	21%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,405,329	41%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	1,190,000	33%

*Wildlife-based participation is based on adult population 16 years of age and older living in Colorado in 2005: 3,659,733 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Colorado in 2005: 3,464,517 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Colorado not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Coloradans.

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The Active Outdoor Recreation Economy

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Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Idaho

Idaho offers spectacular recreation — including Sun Valley and Coeur d'Alene National Forest — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Idahoans also recreate close-to-home in local parks and venues.

THE IDAHO ACTIVE OUTDOOR RECREATION ECONOMY

- Supports 37,000 jobs across Idaho
- Generates \$154 million in annual state tax revenue
- Produces \$2.2 billion annually in retail sales and services across Idaho – more than 5 % of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Idaho.

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IDAHOANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	327,116	32%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	460,099	45%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	242,717	22%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	147,450	14%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	161,673	16%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	166,909	16%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	339,158	33%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	379,000	35%

*Wildlife-based participation is based on adult population 16 years of age and older living in Idaho in 2005: 1,089,310 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Idaho in 2005: 1,027,114 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Idaho not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Idahoans.

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LOUISIANA

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THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Louisiana

Louisiana offers spectacular recreation — including Sportsman's Paradise and Cajun Country — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Louisianans also recreate close-to-home in local parks and venues.

THE LOUISIANA ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes more than \$4.7 billion annually to Louisiana's economy**
- **Supports 48,000 jobs across Louisiana**
- **Generates \$225 million in annual state tax revenue**
- **Produces \$3.2 billion annually in retail sales and services across Louisiana**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Louisiana.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 479 respondents from Louisiana completed the survey. 83 of the Louisiana respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

LOUISIANANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	668,978	20%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	426,965	13%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	728,151	20%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	288,019	8%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	129,902	4%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	76,531	2%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	432,671	13%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	819,000	23%

*Wildlife-based participation is based on adult population 16 years of age and older living in Louisiana in 2005: 3,555,041 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Louisiana in 2005: 3,349,214 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Louisiana not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Louisianans.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

SOUTHWICK ASSOCIATES, INC. specializes in quantifying the economics of fish, wildlife, and outdoor-related activities for government agencies and industry. www.southwickassociates.com

OUTDOOR INDUSTRY FOUNDATION (OIF) is a not-for-profit organization whose mission is to inspire and grow future generations of outdoor enthusiasts.

Additional national, regional, and state Recreation Economy reports and technical background are available for free download: www.outdoorindustryfoundation.org

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Maine

Maine offers spectacular recreation — including the Southern Maine Coast and Acadia National Park — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Maine outdoor participants also recreate close-to-home in local parks and venues.

THE MAINE ACTIVE OUTDOOR RECREATION ECONOMY:

- **Supports 48,000 jobs across Maine**
- **Generates \$210 million in annual state tax revenue**
- **Produces nearly \$3 billion annually in retail sales and services across Maine**
 - **accounting for more than 7% of gross state product**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Maine.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 355 respondents from Maine completed the survey. 89 of the Maine respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

MAINERS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	266,782	26%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	228,047	22%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	205,004	19%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	120,909	11%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	293,990	28%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	240,820	23%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	389,424	38%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	518,000	48%

*Wildlife-based participation is based on adult population 16 years of age and older living in Maine in 2005: 1,089,496 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Maine in 2005: 1,036,627 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Maine not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Mainers.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



MONTANA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Montana

Montana offers spectacular recreation — including Big Sky and Glacier National Park — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Montanans also recreate close-to-home in local parks and venues.

THE MONTANA ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes over \$2.5 billion annually to Montana's economy
- Supports 34,000 jobs across Montana
- Generates \$118 million in annual state tax revenue
- Produces nearly \$2 billion annually in retail sales and services across Montana
 - accounting for 7.5% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Montana.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 349 respondents from Montana completed the survey. 89 of the Montana respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

MONTANANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	239,448	33%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	329,205	46%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	205,004	27%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	167,110	22%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	171,387	24%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	133,293	19%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	352,206	49%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	362,000	48%

*Wildlife-based participation is based on adult population 16 years of age and older living in Montana in 2005: 756,877 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Montana in 2005: 717,654 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Montana not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Montanans.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



NEVADA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Nevada

Nevada offers spectacular recreation — including the Sierra Nevada Mountains and Red Rock Conservation Area —and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Nevadans also recreate close-to-home in local parks and venues.

THE NEVADA ACTIVE OUTDOOR RECREATION ECONOMY:

- Supports nearly 20,000 jobs across Nevada
- Generates \$116 million in annual state tax revenue
- Produces \$1.8 billion annually in retail sales and services across Nevada

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Nevada.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 485 respondents from Nevada completed the survey. 72 of the Nevada respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

NEVADANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	376,009	21%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	359,715	20%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	115,073	6%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	41,286	2%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	78,067	4%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	104,745	6%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	528,203	30%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	320,000	17%

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

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*Wildlife-based participation is based on adult population 16 years of age and older living in Nevada in 2005: 1,852,838 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Nevada in 2005: 1,758,622 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Nevada not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Nevadans.

The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



NEW HAMPSHIRE

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In New Hampshire

New Hampshire offers spectacular recreation — including the Great Bay Estuary and White Mountain National Forest —and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. New Hampshire residents also recreate close-to-home in local parks and venues.

THE NEW HAMPSHIRE ACTIVE OUTDOOR RECREATION ECONOMY:

- Supports 53,000 jobs across New Hampshire
- Generates \$261 million in annual state tax revenue
- Produces nearly \$4 billion annually in retail sales and services across New Hampshire – accounting for 7.8% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout New Hampshire.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 370 respondents from New Hampshire completed the survey. 86 of the New Hampshire respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.



NEW HAMPSHIRITES PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	241,100	24%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	238,895	24%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	142,149	13%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	51,116	5%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	225,662	22%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	254,233	25%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	349,570	35%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	445,000	42%

*Wildlife-based participation is based on adult population 16 years of age and older living in New Hampshire in 2005: 1,063,065 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in New Hampshire in 2005: 1,007,415 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

New Hampshire not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active New Hampshire residents.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



NEW MEXICO

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In New Mexico

New Mexico offers spectacular recreation — including Taos and Carlsbad Caverns — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. New Mexicans also recreate close-to-home in local parks and venues.

THE NEW MEXICO ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$3.8 billion annually to New Mexico's economy**
- **Supports 47,000 jobs across New Mexico**
- **Generates \$184 million in annual state tax revenue**
- **Produces \$2.75 billion annually in retail sales and services across New Mexico**
 - **accounting for 4.6% of gross state product**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout New Mexico.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 431 respondents from New Mexico completed the survey. 88 of the New Mexico respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

NEW MEXICANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	322,662	23%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	438,031	31%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	190,499	13%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	103,215	7%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	66,906	5%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	104,790	7%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	584,852	41%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	469,000	31%

*Wildlife-based participation is based on adult population 16 years of age and older living in New Mexico in 2005: 1,501,226 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in New Mexico in 2005: 1,414,523 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

New Mexico not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from resident outdoor recreation participants.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

SOUTHWICK ASSOCIATES, INC. specializes in quantifying the economics of fish, wildlife, and outdoor-related activities for government agencies and industry.
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OUTDOOR INDUSTRY FOUNDATION (OIF) is a not-for-profit organization whose mission is to inspire and grow future generations of outdoor enthusiasts.

Additional national, regional, and state Recreation Economy reports and technical background are available for free download:
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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



NEW YORK

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In New York

New York offers spectacular recreation — including the Adirondacks and Long Island — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. New Yorkers also recreate close-to-home in local parks and venues.

THE NEW YORK ACTIVE OUTDOOR RECREATION ECONOMY:

- **Supports 130,000 jobs across New York**
- **Generates nearly \$800 million in annual state tax revenue**
- **Produces \$11.3 billion annually in retail sales and services across New York**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout New York.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 478 respondents from New York completed the survey. 82 of the New York respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

NEW YORKERS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	4,182,579	29%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	2,826,543	19%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	1,201,981	8%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	624,205	4%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	1,794,840	12%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	1,108,017	8%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	3,153,812	22%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	3,495,000	23%

*Wildlife-based participation is based on adult population 16 years of age and older living in New York in 2005: 15,481,693 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in New York in 2005: 14,650,778 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

New York not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active New Yorkers.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



NORTH CAROLINA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In North Carolina

North Carolina offers spectacular recreation — including Mt. Mitchell and the Outer Banks — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. North Carolinians also recreate close-to-home in local parks and venues.

THE NORTH CAROLINA ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes more than \$7.5 billion annually to North Carolina's economy
- Supports 95,000 jobs across North Carolina
- Generates \$430 million in annual state tax revenue
- Produces \$6.1 billion annually in retail sales and services across North Carolina

Active outdoor recreation creates sustainable long-term economic growth and community development throughout North Carolina.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 412 respondents from North Carolina completed the survey. 77 of the North Carolina respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

NORTH CAROLINIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	1,605,610	25%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	1,075,413	16%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	803,577	12%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	267,376	4%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	960,493	15%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	349,983	5%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,704,206	26%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	1,868,000	27%

*Wildlife-based participation is based on adult population 16 years of age and older living in North Carolina in 2005: 6,933,767 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in North Carolina in 2005: 6,550,388 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

North Carolina not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active North Carolinians.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



OREGON

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Oregon

Oregon offers spectacular recreation — including the Columbia River Gorge and Crater Lake — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Oregonians also recreate close-to-home in local parks and venues.

THE OREGON ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes more than \$5.8 billion annually to Oregon's economy**
- **Supports 73,000 jobs across Oregon**
- **Generates \$310 million in annual state tax revenue**
- **Produces \$4.6 billion annually in retail sales and services across Oregon — accounting for 3.4% of gross state product**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Oregon.

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¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

OREGONIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	773,028	28%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	1,016,631	37%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	496,071	17%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	230,022	8%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	368,043	13%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	247,491	9%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,126,627	41%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	1,280,000	44%

*Wildlife-based participation is based on adult population 16 years of age and older living in Oregon in 2005: 2,898,000 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Oregon in 2005: 2,752,582 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Oregon not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Oregonians.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



TENNESSEE

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes \$730 billion annually to the U.S. economy¹**
- **Supports nearly 6.5 million jobs across the U.S.**
- **Generates \$49 billion in annual national tax revenue**
- **Produces \$289 billion annually in retail sales and services across the U.S.**
 - **\$46 billion in active outdoor recreation gear sales and services²**
 - **\$243 billion in active outdoor recreation trip-related expenditures³**
- **Provides sustainable growth in rural communities**

Active Outdoor Recreation Fuels Economic Growth In Tennessee

Tennessee offers spectacular recreation — including the Great Smoky Mountains and the Tennessee River — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Tennesseans also recreate close-to-home in local parks and venues.

THE TENNESSEE ACTIVE OUTDOOR RECREATION ECONOMY:

- **Contributes more than \$6.3 billion annually to Tennessee's economy**
- **Supports 67,000 jobs across Tennessee**
- **Generates \$297 million in annual state tax revenue**
- **Produces \$4.6 billion annually in retail sales and services across Tennessee**

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Tennessee.

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¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

TENNESSEANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	771,509	17%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	945,588	21%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	685,603	14%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	283,104	6%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	362,741	8%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	195,498	4%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	944,677	21%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	1,701,000	36%

*Wildlife-based participation is based on adult population 16 years of age and older living in Tennessee in 2005: 4,767,907 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Tennessee in 2005: 4,516,751 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Tennessee not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Tennesseans.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Utah

Utah offers spectacular recreation — including Moab and Zion National Park — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Utahns also recreate close-to-home in local parks and venues.

THE UTAH ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$5.8 billion annually to Utah's economy
- Supports 65,000 jobs across Utah
- Generates nearly \$300 million in annual state tax revenues
- Produces nearly \$4 billion annually in retail sales and services across Utah — accounting for almost 5% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Utah.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

UTAHNS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	409,425	25%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	761,579	46%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	375,196	21%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	173,991	10%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	246,132	15%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	310,393	19%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	714,023	43%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	562,000	32%

*Wildlife-based participation is based on adult population 16 years of age and older living in Utah in 2005: 1,775,937 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Utah in 2005: 1,646,570 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Utah not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, boasts one of the highest participation rates in the country relative to other states.

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VERMONT

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Vermont

Vermont offers spectacular recreation — including Smugglers' Notch and Lake Champlain — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Vermont outdoor recreation participants also recreate close-to-home in local parks and venues.

THE VERMONT ACTIVE OUTDOOR RECREATION ECONOMY:

- Supports 35,000 jobs across Vermont
- Generates \$187 million in annual state tax revenue
- Produces \$2.5 billion annually in retail sales and services across Vermont
 - accounting for 12% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Vermont.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 313 respondents from Vermont completed the survey. 92 of the Vermont respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

VERMONTERS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	141,315	29%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	102,828	21%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	92,832	18%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	72,742	14%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	64,731	13%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	121,803	25%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	162,826	33%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	282,000	54%

*Wildlife-based participation is based on adult population 16 years of age and older living in Vermont in 2005: 519,977 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Vermont in 2005: 490,745 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Vermont not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Vermonters.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

SOUTHWICK ASSOCIATES, INC. specializes in quantifying the economics of fish, wildlife, and outdoor-related activities for government agencies and industry.
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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



WASHINGTON

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Washington

Washington offers spectacular recreation — including Olympic National Park and Lake Roosevelt — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Washington outdoor recreation participants also recreate close-to-home in local parks and venues.

THE WASHINGTON ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes more than \$11.7 billion annually to Washington's economy
- Supports 115,000 jobs across Washington
- Generates \$650 million in annual state tax revenue
- Produces \$8.5 billion annually in retail sales and services across Washington
 - accounting for 3.5% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Washington.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 370 respondents from Washington completed the survey. 76 of the Washington respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

WASHINGTONIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	1,522,469	32%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	1,685,523	36%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	781,336	16%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	206,430	4%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	555,625	12%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	543,671	12%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,837,100	39%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	2,210,000	44%

*Wildlife-based participation is based on adult population 16 years of age and older living in Washington in 2005: 4,983,250 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Washington in 2005: 4,713,756 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Washington not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Washingtonians.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



WEST VIRGINIA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In West Virginia

West Virginia offers spectacular recreation — including Harpers Ferry and the New River Watershed — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. West Virginia outdoor recreation participants also recreate close-to-home in local parks and venues.

THE WEST VIRGINIA ACTIVE OUTDOOR RECREATION ECONOMY:

- Supports 61,000 jobs across West Virginia
- Generates \$272 million in annual state taxes
- Produces \$4.3 billion annually in retail sales and services across West Virginia
 - accounting for more than 9% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout West Virginia.

The Active Outdoor Recreation Economy: a \$730 billion annual contribution to the U.S. Economy produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 346 respondents from West Virginia completed the survey. 83 of the West Virginia respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

WEST VIRGINIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	228,244	16%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	402,077	28%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	241,750	16%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	225,107	15%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	114,409	8%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	82,620	6%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	379,596	27%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	500,000	33%

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

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*Wildlife-based participation is based on adult population 16 years of age and older living in West Virginia in 2005: 1,495,467 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in West Virginia in 2005: 1,427,010 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

West Virginia not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active West Virginians.

The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



WISCONSIN

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Wisconsin

Wisconsin offers spectacular recreation — including the Wisconsin Dells and Minocqua — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Wisconsin outdoor recreation participants also recreate close-to-home in local parks and venues.

THE WISCONSIN ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes over \$9.7 billion annually to Wisconsin's economy
- Supports 129,000 jobs across Wisconsin
- Generates \$570 million in annual state tax revenue
- Produces \$7.5 billion annually in retail sales and services across Wisconsin
 - accounting for nearly 4% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Wisconsin.

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¹ The report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.



WISCONSINITES PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	1,524,056	36%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	1,133,121	27%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	909,947	20%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	578,004	13%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	786,937	19%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	530,253	13%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	1,040,242	25%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	2,159,000	48%

*Wildlife-based participation is based on adult population 16 years of age and older living in Wisconsin in 2005: 4,461,074 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Wisconsin in 2005: 4,220,053 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Wisconsin not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Wisconsinites.

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The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



WYOMING

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Wyoming

Wyoming offers spectacular recreation — including Yellowstone National Park and Devils Tower National Monument — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Wyoming outdoor recreation participants also recreate close-to-home in local parks and venues.

THE WYOMING ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes more than \$4.4 billion annually to Wyoming's economy
- Supports 52,000 jobs across Wyoming
- Generates \$250 million in annual state tax revenue
- Produces \$3.6 billion annually in retail sales and services across Wyoming
 - accounting for 17% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Wyoming.

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² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

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Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

WYOMINGITES PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	111,406	29%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	154,731	40%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	113,139	28%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	63,895	16%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	33,061	9%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	40,348	10%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	139,649	36%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	171,000	42%

*Wildlife-based participation is based on adult population 16 years of age and older living in Wyoming in 2005: 409,345 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Wyoming in 2005: 388,262 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Wyoming not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Wyomingites.

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