

# 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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	158,526	33%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	179,861	35%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	176,961	35%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	70,776	14%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	92,296	19%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	92,249	19%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	183,504	38%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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@.

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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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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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<sup>2</sup> Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

<sup>3</sup> 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. 340 respondents from Arizona completed the survey. 89 of the Arizona 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.

# ARIZONANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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

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



**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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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\*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. Approximately 650 respondents from California completed the survey. 144 of the California respondents were "qualified". (California was originally combined with Hawaii - see technical report for details.)

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

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



**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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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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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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	1,212,400	35%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	982,690	28%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	541,520	15%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	156,297	4%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	392,451	11%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	743,263	21%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	1,405,329	41%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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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## 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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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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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.

# IDAHOANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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

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

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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



**LOUISIANA**

## 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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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.

*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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	668,978	20%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	426,965	13%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	728,151	20%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	288,019	8%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	129,902	4%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	76,531	2%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	432,671	13%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	266,782	26%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	228,047	22%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	205,004	19%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	120,909	11%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	293,990	28%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	240,820	23%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	389,424	38%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	239,448	33%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	329,205	46%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	205,004	27%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	167,110	22%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	171,387	24%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	133,293	19%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	352,206	49%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	376,009	21%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	359,715	20%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	115,073	6%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	41,286	2%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	78,067	4%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	104,745	6%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	528,203	30%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	320,000	17%

\*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.

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# 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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	241,100	24%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	238,895	24%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	142,149	13%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	51,116	5%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	225,662	22%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	254,233	25%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	349,570	35%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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](http://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](http://www.outdoorindustryfoundation.org)

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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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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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<sup>2</sup> Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	322,662	23%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	438,031	31%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	190,499	13%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	103,215	7%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	66,906	5%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	104,790	7%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	584,852	41%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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.

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<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	4,182,579	29%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	2,826,543	19%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	1,201,981	8%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	624,205	4%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	1,794,840	12%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	1,108,017	8%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	3,153,812	22%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	1,605,610	25%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	1,075,413	16%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	803,577	12%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	267,376	4%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	960,493	15%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	349,983	5%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	1,704,206	26%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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<sup>2</sup> Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

<sup>3</sup> 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. 337 respondents from Oregon completed the survey. 85 of the Oregon 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.

# OREGONIANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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

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

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[www.southwickassociates.com](http://www.southwickassociates.com)

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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. economy<sup>1</sup>**
- **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 services<sup>2</sup>**
  - **\$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>**
- **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.

*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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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. 417 respondents from Tennessee completed the survey. 85 of the Tennessee 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.

# TENNESSEANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	771,509	17%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	945,588	21%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	685,603	14%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	283,104	6%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	362,741	8%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	195,498	4%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	944,677	21%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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<sup>1</sup> 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.

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

<sup>3</sup> 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. 368 respondents from Utah completed the survey. 74 of the Utah 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.

# UTAHNS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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

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



**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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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.

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<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	141,315	29%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	102,828	21%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	92,832	18%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	72,742	14%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	64,731	13%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	121,803	25%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	162,826	33%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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.

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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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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<sup>2</sup> Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	1,522,469	32%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	1,685,523	36%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	781,336	16%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	206,430	4%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	555,625	12%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	543,671	12%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	1,837,100	39%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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](http://www.outdoorindustryfoundation.org)

<sup>1</sup> 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.

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

<sup>3</sup> 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*
	<b>BICYCLING</b> <ul style="list-style-type: none"> <li>Paved-road bicycling</li> <li>Off-road bicycling</li> </ul>	228,244	16%
	<b>CAMPING</b> <ul style="list-style-type: none"> <li>RV camping at a campsite</li> <li>Tent camping at a campsite</li> <li>Rustic lodging</li> </ul>	402,077	28%
	<b>FISHING</b> <ul style="list-style-type: none"> <li>Recreational fly</li> <li>Recreational non-fly</li> </ul>	241,750	16%
	<b>HUNTING</b> <ul style="list-style-type: none"> <li>Shotgun</li> <li>Rifle</li> <li>Bow</li> </ul>	225,107	15%
	<b>PADDLING</b> <ul style="list-style-type: none"> <li>Kayaking (recreational, sea, or whitewater)</li> <li>Rafting</li> <li>Canoeing</li> </ul>	114,409	8%
	<b>SNOW SPORTS</b> <ul style="list-style-type: none"> <li>Downhill skiing, including telemark</li> <li>Snowboarding</li> <li>Cross-country or Nordic skiing</li> <li>Snowshoeing</li> </ul>	82,620	6%
	<b>TRAIL</b> <ul style="list-style-type: none"> <li>Trail running on an unpaved trail</li> <li>Day hiking on an unpaved trail</li> <li>Backpacking</li> <li>Rock climbing (natural rock or ice)</li> </ul>	379,596	27%
	<b>WILDLIFE VIEWING</b> <ul style="list-style-type: none"> <li>Bird watching</li> <li>Other wildlife watching</li> </ul>	500,000	33%

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](http://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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\*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



## 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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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<sup>1</sup> 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.

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

<sup>3</sup> 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. 325 respondents from Wisconsin completed the survey. 83 of the Wisconsin 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.

# WISCONSINITES PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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

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



**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. economy<sup>1</sup>
- 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 services<sup>2</sup>
  - \$243 billion in active outdoor recreation trip-related expenditures<sup>3</sup>
- 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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<sup>1</sup> 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.

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

<sup>3</sup> 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. 269 respondents from Wyoming completed the survey. 98 of the Wyoming 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.

# WYOMINGITES PARTICIPATE IN ACTIVE OUTDOOR RECREATION

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