

# CALIFORNIA

**OUTDOOR  
INDUSTRY  
ASSOCIATION**

## 56% OF CALIFORNIA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across California recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.



**OUTDOOR RECREATION EMPLOYS MORE CALIFORNIANS** (691,000) than the wine industry and film and television industry combined (516,000)<sup>1</sup>



California residents are more likely to **PARTICIPATE IN DAY HIKING AND SNOWBOARDING** than the average American



## IN CALIFORNIA OUTDOOR RECREATION GENERATES:

**\$92.0  
BILLION**

IN CONSUMER SPENDING ANNUALLY



**691,000**

DIRECT JOBS



**\$30.4  
BILLION**

IN WAGES AND SALARIES



**\$6.2  
BILLION**

IN STATE AND LOCAL TAX REVENUE



<sup>1</sup>Wine Institute, Motion Picture Association of America

# OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

## THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

**\$887 BILLION**  
IN CONSUMER SPENDING ANNUALLY



**7.6 MILLION**  
AMERICAN JOBS



**\$65.3 BILLION**  
IN FEDERAL TAX REVENUE



**\$59.2 BILLION**  
IN STATE AND LOCAL TAX REVENUE



## GET INVOLVED

- 1 Visit the OIA Advocacy Center at [outdoorindustry.org/advocacy](http://outdoorindustry.org/advocacy) to learn more about the issues and actions affecting outdoor recreation.
- 2 Educate your elected officials about the outdoor recreation economy, how it can support healthy economies and healthy communities in your neighborhood and encourage policies that promote it.
- 3 Go outside and enjoy the public lands and waters that are our nation's treasures. They belong to you.

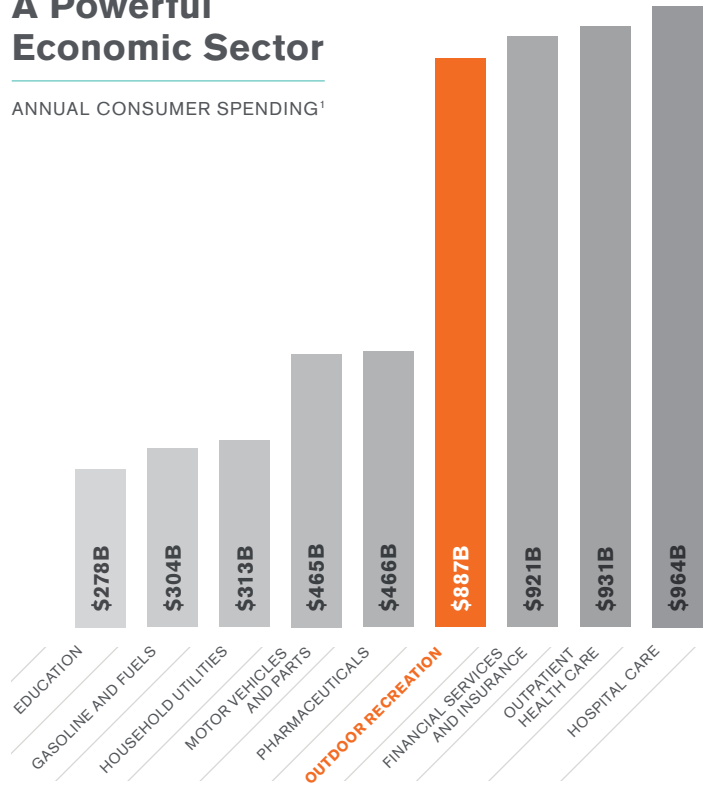
**OUTDOOR INDUSTRY ASSOCIATION**  
TOGETHER WE ARE A FORCE.

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

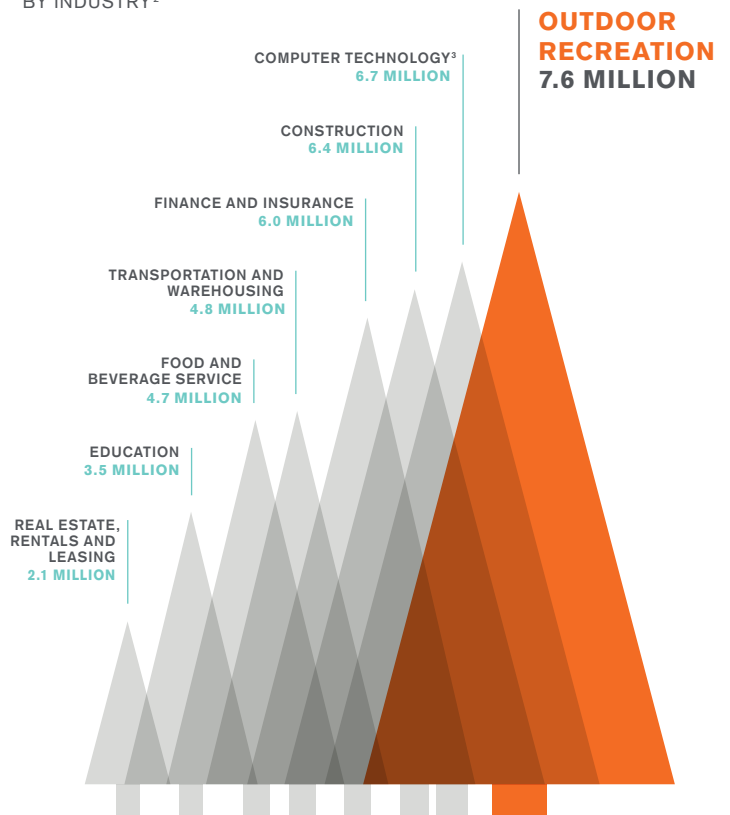
## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



## Job Comparison

BY INDUSTRY<sup>2</sup>



<sup>1</sup> Bureau of Economic Analysis

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> Computing Technology Industry Association