Communities across Montana recognize that outdoor recreation supports, 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.

81% OF MONTANA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Montana residents are more likely to PARTICIPATE IN DAY HIKING AND WILDLIFE VIEWING than the average American.

IN MONTANA OUTDOOR RECREATION GENERATES:

- **$7.1 BILLION** in consumer spending annually
- **$2.2 BILLION** in wages and salaries
- **$286 MILLION** in state and local tax revenue
- **$7.1 BILLION** in spending on outdoor recreation in Montana ($7.1 billion) exceeds the value of statewide agricultural crop, livestock, and poultry products sold ($4.3 billion) 1
- **71,000 DIRECT JOBS**
- **$2.2 BILLION** in wages and salaries
- **$286 MILLION** in state and local tax revenue

1 USDA National Agricultural Statistics Service
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

Job Comparison

BY INDUSTRY

OUTDOOR RECREATION 7.6 MILLION

1 Bureau of Economic Analysis
2 Bureau of Labor Statistics
3 Computing Technology Industry Association

GET INVOLVED

1. Visit the OIA Advocacy Center at 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.