

# MONTANA

## 81% OF MONTANA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

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.



### SPENDING ON OUTDOOR RECREATION

in Montana (\$7.1 billion) exceeds the value of statewide agricultural crop, livestock, and poultry products sold (\$4.3 billion)<sup>1</sup>



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



**71,000**

DIRECT  
JOBS



**\$2.2  
BILLION**

IN WAGES AND  
SALARIES



**\$286  
MILLION**

IN STATE AND LOCAL  
TAX REVENUE



<sup>1</sup> 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



## 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.

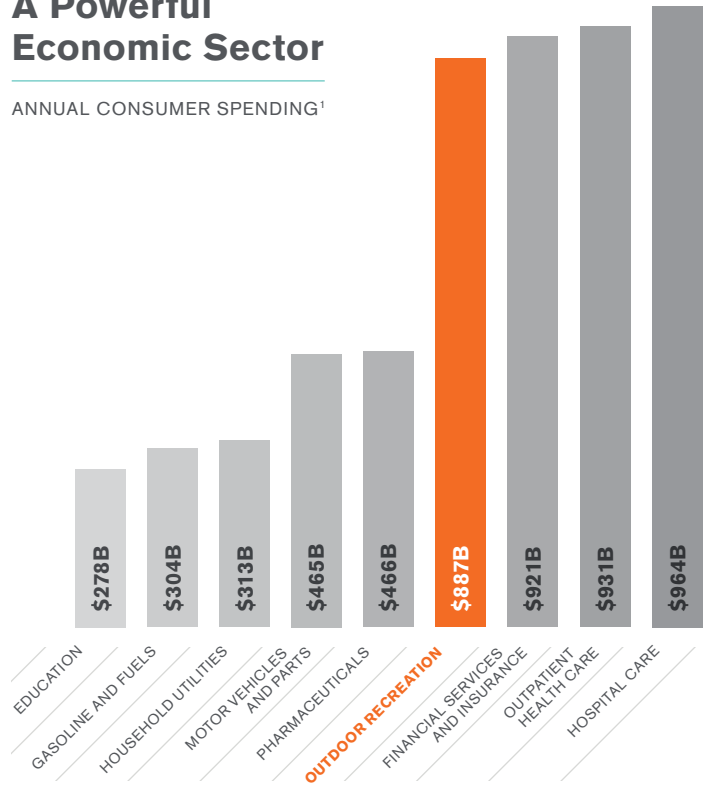
**OUTDOOR INDUSTRY ASSOCIATION**  
TOGETHER WE ARE A FORCE.

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SUITE 101  
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[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

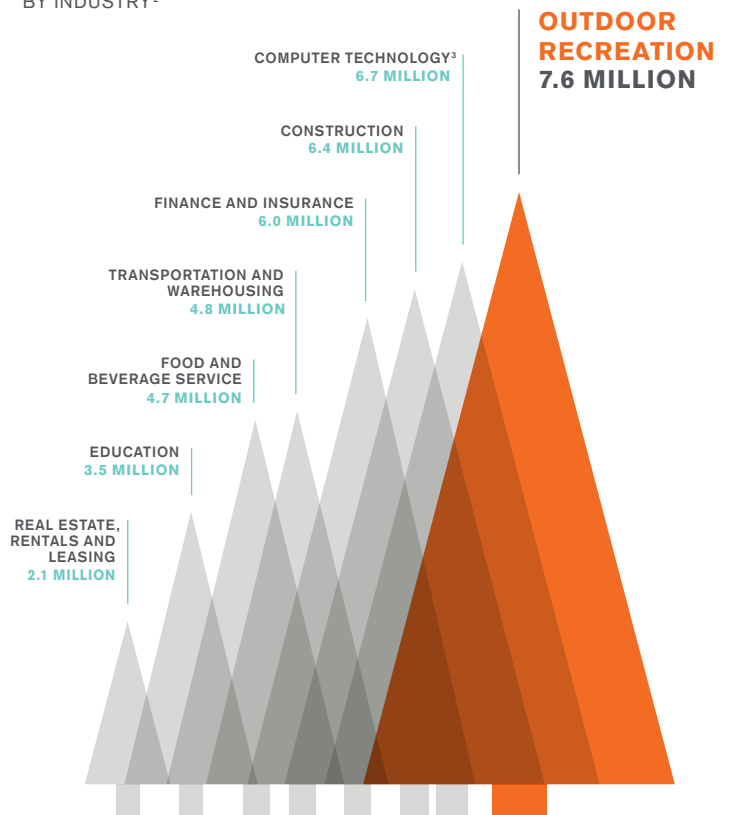
## A Powerful Economic Sector

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