Communities across North Carolina 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.

56% OF NORTH CAROLINA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

IN NORTH CAROLINA OUTDOOR RECREATION GENERATES:

- $28.0 BILLION IN CONSUMER SPENDING ANNUALLY
- 260,000 DIRECT JOBS
- $8.3 BILLION IN WAGES AND SALARIES
- $1.3 BILLION IN STATE AND LOCAL TAX REVENUE

North Carolina residents are more likely to PARTICIPATE IN FISHING AND HUNTING than the average American

1 Bureau of Economic Analysis
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 annual consumer spending
- **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:

- **7.6 Million** in Outdoors Recreation
- **6.7 Million** in Computer Technology
- **5.6 Million** in Construction
- **6.0 Million** in Finance and Insurance
- **4.8 Million** in Transportation and Warehousing
- **4.7 Million** in Food and Beverage Service
- **2.5 Million** in Education
- **2.3 Million** in Real Estate, Rentals, and Leasing

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.

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