Communities across New Jersey 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.

46% OF NEW JERSEY RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

New Jersey residents are more likely to participate in trail/road running and downhill skiing than the average American.

OUTDOOR RECREATION SUSTAINS THREE TIMES AS MANY JOBS in New Jersey (143,000) as the chemical industry (45,000)

IN NEW JERSEY OUTDOOR RECREATION GENERATES:

$18.9 BILLION IN CONSUMER SPENDING ANNUALLY

143,000 DIRECT JOBS

$5.9 BILLION IN WAGES AND SALARIES

$1.2 BILLION IN STATE AND LOCAL TAX REVENUE

1 Chemical Council of New Jersey
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 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