

# VIRGINIA

## 57% OF VIRGINIA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Virginia 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.



More jobs in Virginia **DEPEND ON OUTDOOR RECREATION** (197,000) than there are software developers, web developers, and systems and cyber security analysts combined (105,000)<sup>1</sup>



Virginia residents are more likely to **PARTICIPATE IN TRAIL/ROAD RUNNING AND SNOWBOARDING** than the average American



## IN VIRGINIA OUTDOOR RECREATION GENERATES:

**\$21.9  
BILLION**

IN CONSUMER  
SPENDING ANNUALLY



**197,000**

DIRECT  
JOBS



**\$6.5  
BILLION**

IN WAGES AND  
SALARIES



**\$1.2  
BILLION**

IN STATE AND LOCAL  
TAX REVENUE



<sup>1</sup> Computing Technology Industry Association

# 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**

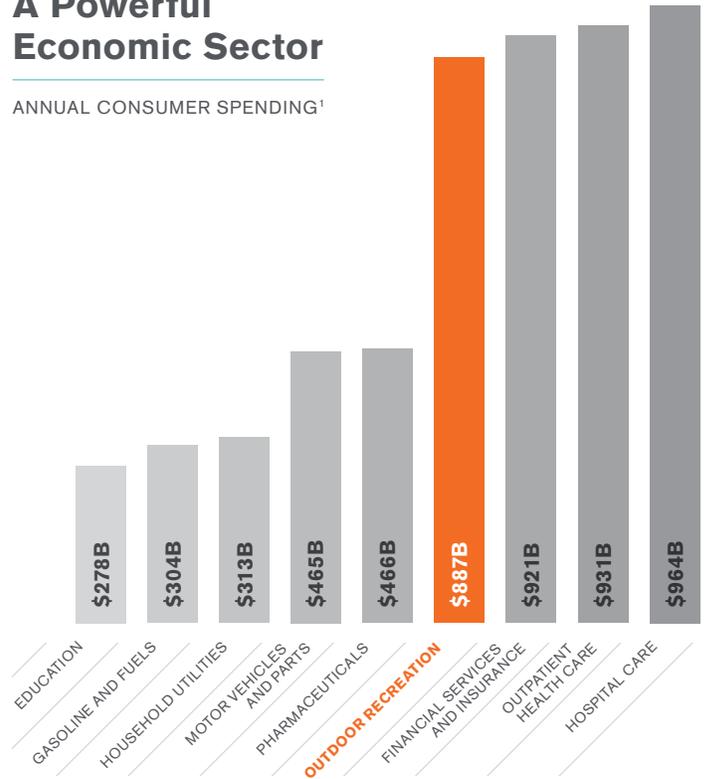
TOGETHER WE ARE A FORCE.

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

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

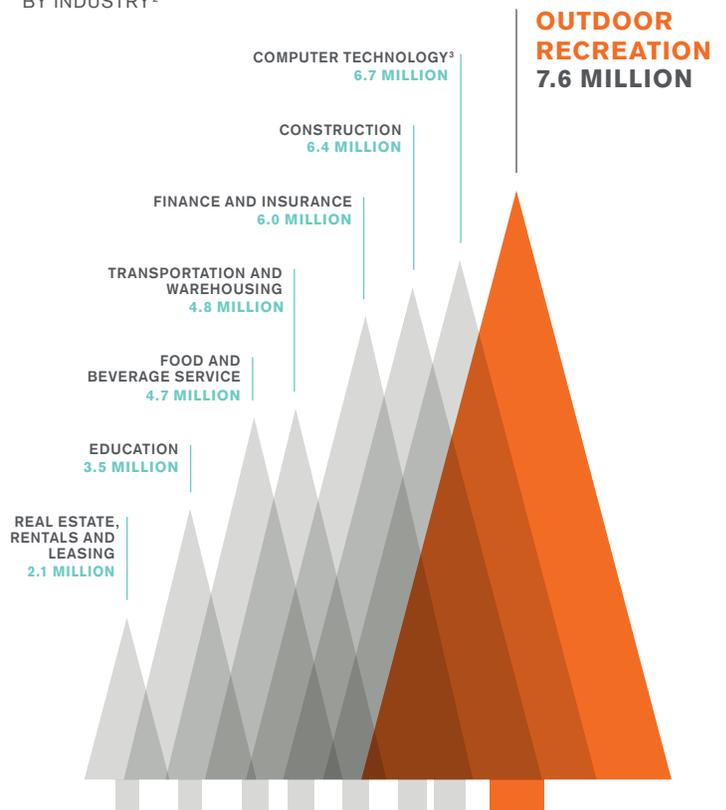
## A Powerful Economic Sector

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