Outdoor Recreation Is a Powerful Economic Engine

RESIDENTS OF CALIFORNIA’S 49TH CONGRESSIONAL DISTRICT SPEND

$1.66 BILLION ON OUTDOOR RECREATION EACH YEAR\(^1\)

56% of California residents participate in outdoor recreation each year

Approximately 32% of outdoor recreation trips in California are close to home (taking place within 30 minutes of the participant’s home)

Spending by state residents represents 86% of outdoor recreation spending in California

Out-of-state visitors to California spend $13.3 BILLION on outdoor recreation

CALIFORNIA’S 49TH CONGRESSIONAL DISTRICT IS HOME TO AT LEAST 168 OUTDOOR COMPANIES

TRAIL SPORTS, CAMPING AND WATER SPORTS ARE THE MOST POPULAR OUTDOOR ACTIVITIES IN CALIFORNIA’S 49TH CONGRESSIONAL DISTRICT
GET INVOLVED

1 Visit the OIA Advocacy Center at outdoorindustry.org/advocacy to learn more about the issues and actions affecting outdoor recreation.

2 Recognize outdoor recreation’s role in creating healthy economies and healthy communities, and support policies that promote your outdoor recreation economy.

3 Go outside and enjoy the public lands and waters that are our nation’s treasures. They belong to you.

California’s Outdoor Recreation Economy Generates

$92 BILLION
IN ANNUAL CONSUMER SPENDING

691,000 JOBS STATEWIDE

America’s Outdoor Recreation Economy Generates

$887 BILLION
IN ANNUAL CONSUMER SPENDING

7.6 MILLION AMERICAN JOBS

These results report the economic contributions to the respective statewide economies from the outdoor recreation participants who reside within each congressional district. They do not represent the economic contributions that occur within any given district as a result of outdoor recreation.

1 Estimates are based on where outdoor recreation participants reside, not where the activity or spending occurred. Totals for district data and state data may differ. Estimates do not include spending by international visitors, nor by those who do not participate in outdoor recreation.