



America's Outdoor Recreation Economy



RECREATION ECONOMY QUIZ

Rank the following activities in order of participation in the United States....

- Fishing 47.0M
- Camping 38.0M
- Hiking 34.5M
- Bicycling 42.3M
- Running/Jogging **53.2M**
- Wildlife Viewing 22.9M



RECREATION ECONOMY QUIZ

Rank the following industries in order of number of direct jobs they provide in America...

- **Golf** (2005 Data) 2.0M
- **Real Estate** 2.0M
- **Oil and Gas** 2.1M
- **Outdoor Recreation** 6.1M



RECREATION ECONOMY QUIZ

According to the latest U.S. Census, how many Americans currently live in urban areas?

- A. 19.3%
- B. 33.3%
- C. 52.0%
- D. 80.7%

X



RECREATION ECONOMY QUIZ

According to the American Journal of Preventive Medicine, enhanced access to parks increases physical activity by what percentage?

- A. 10.6%
- B. 25.0%
- C. 48.4%
- D. 57.1%

X



RECREATION ECONOMY QUIZ

Nationally, where does Utah rank in the number of Outdoor Industry Association member companies based within each state?

- A. Top 5 States
- B. Top 10 States
- C. Top 20 States
- D. Top 40 States

X



Utah

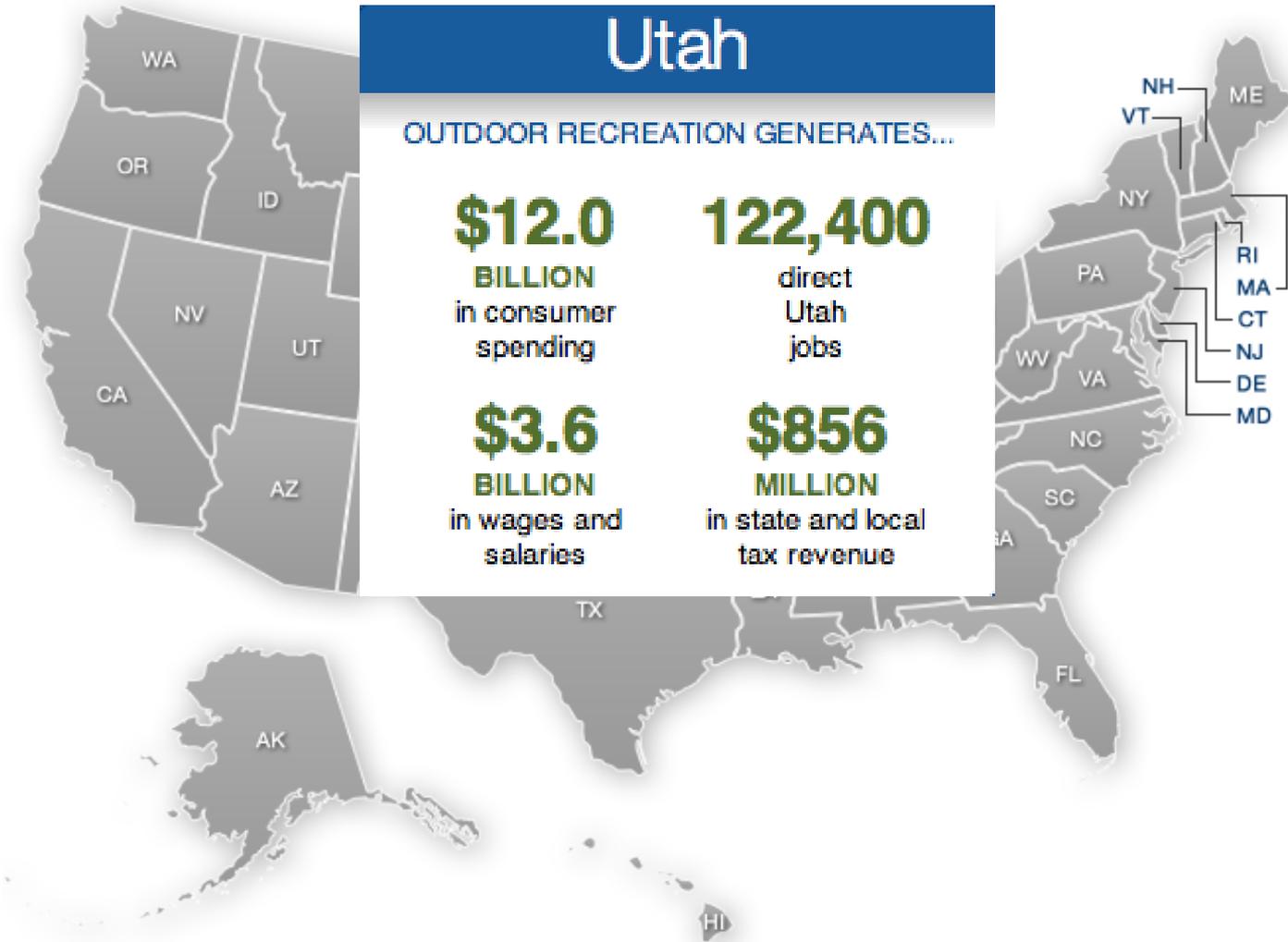
OUTDOOR RECREATION GENERATES...

\$12.0
BILLION
in consumer
spending

122,400
direct
Utah
jobs

\$3.6
BILLION
in wages and
salaries

\$856
MILLION
in state and local
tax revenue



Find your state:
Outdoorindustry.org/recreationeconomy



PLAY OUTSIDE SUPPORTS THE ECONOMY

Outdoor Recreation
Product Sales
\$120.7 Billion

APPAREL, FOOTWEAR,
EQUIPMENT, VEHICLES,
ACCESSORIES, SERVICES



+



=

Trips and Travel-
Related Spending
\$524.8 Billion

FOOD/DRINK, TRANSPORTATION,
ENTERTAINMENT/ACTIVITIES,
LODGING, SOUVENIRS/GIFTS/
MISC.



\$646
Billion
Direct
Sales



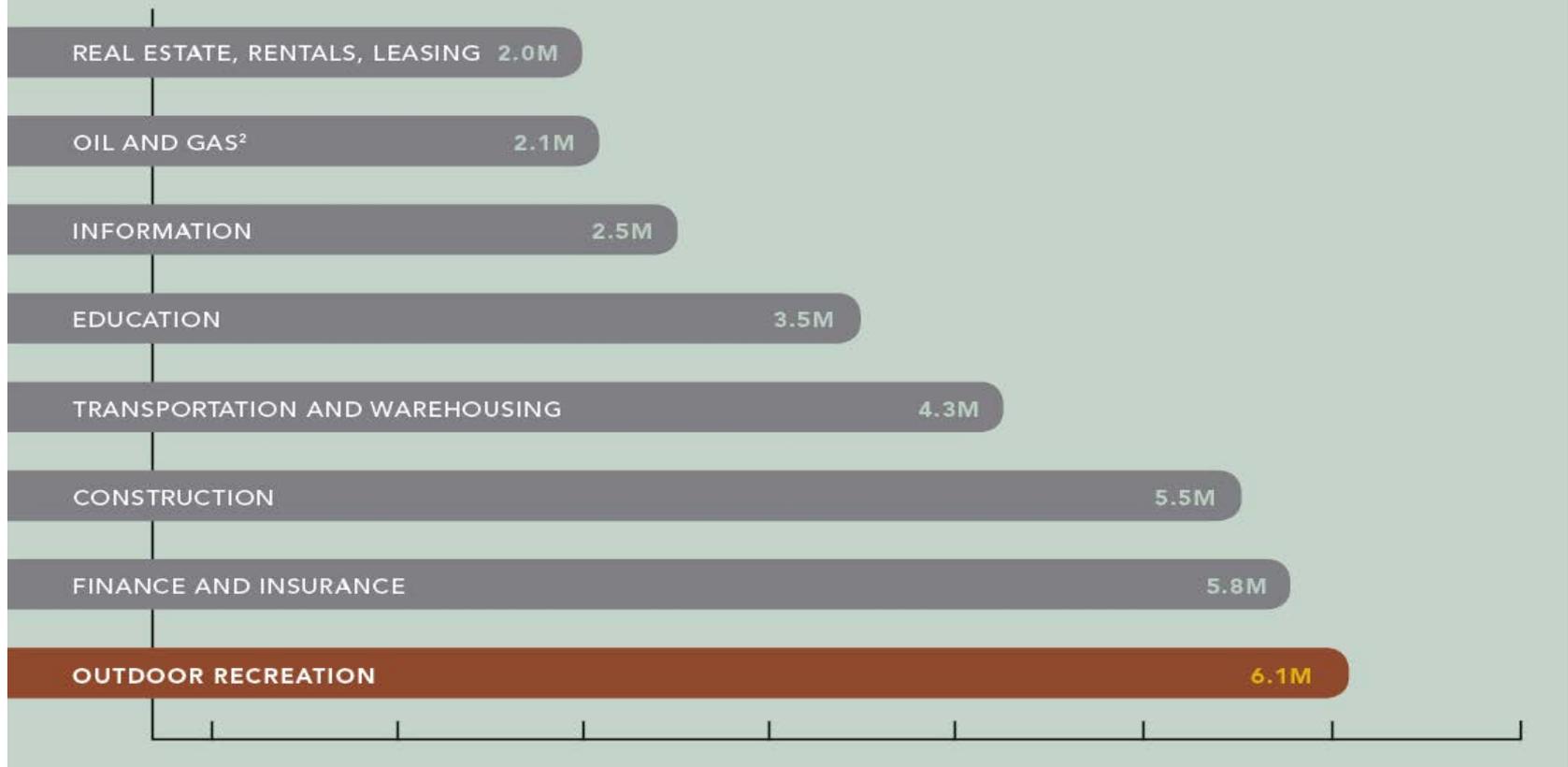
AN ECONOMIC GIANT THAT ATTRACTS BUSINESS

Annual Consumer Spending, in Billions



AN OVERLOOKED JOBS GIANT

Job Comparisons, by Industry¹



TAKE IT OUTSIDE FOR AMERICAN
JOBS AND A STRONG ECONOMY



THE BEST JOBS ARE IN AMERICA

Outdoor Recreation Creates Jobs

Average Salaries² Generated



TAKE IT OUTSIDE FOR AMERICAN JOBS AND A STRONG ECONOMY





**OUTDOOR RECREATION IS MULTI-ACTIVITY,
RESILIENT AND PRIORITIZED IN THE
HOUSEHOLD BUDGET**



Quality Places for All Americans to Play

Preserving access to outdoor recreation protects the economy, the businesses, the communities and the people who depend on the ability to play outside.



A DIVERSE RECREATION ECOSYSTEM



MARKET GROWTH OPPORTUNITIES

- *Impacts of an urbanized world, millennial outdoor consumer and technology*
 - ✓ *Understand the traditional outdoor consumer AND the more urbanized, digital native*
 - ✓ *Package convenience with a wide variety of experiences*
 - ✓ *Mobile and social connectivity must be...everywhere*
 - ✓ *Disruptive yet promising business models: Sharing economy, 3D printing, Crowdfunding & Crowdsourcing*



TAKE IT OUTSIDE FOR AMERICAN
JOBS AND A STRONG ECONOMY



MARKET GROWTH OPPORTUNITIES

- *Implement an intentional strategy that provides the full spectrum of recreational access and experiences*
- *Federal Funding: Land and Water Conservation Fund, PILT, Fire Prevention Impacts*
- *Leverage the 2016 Centennial Celebration of the National Park System*



TAKE IT OUTSIDE FOR AMERICAN
JOBS AND A STRONG ECONOMY





THE BUSINESS OF MEANINGFUL EXPERIENCES





Thank You

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outdoorindustry.org/recreationeconomy

