THE OUTDOOR RECREATION ECONOMY
WHO ARE OIA MEMBERS
OIA MEMBERS HELP DRIVE THE OUTDOOR RECREATION ECONOMY

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

outdoorindustry.org/advocacy | #ThriveOutside
#thriveoutside

OUTDOOR RECREATION ECONOMY REPORT

Media Coverage Over 350 Million Impressions

The outdoor recreation industry is a force that is here to stay

The Denver Post

Trump orders review of national monuments, vows to ‘end these abuses and return control to the people’

The Washington Post

Outdoor recreation industry at a crossroads

POLITICO Morning Energy

The one-stop source for energy and environment news

Outdoor recreation industry at a crossroads

THE HILL

The outdoor recreation economy is a force that is here to stay

338 SHARES

DOD rep: Trump deeply disappointed in tweet about embassy

The Hill

Sotomayor Act would make Trump's immigration agenda law of the land

Sports Illustrated

Outdoor recreation industry at a crossroads

USA TODAY

Amid public land battle, outdoor industry boasts $887 billion impact

The Denver Post

Trump orders review of national monuments, vows to ‘end these abuses and return control to the people’
These Activities Make Up The Outdoor Recreation Economy

**CAMPING**
- RV campsite
- Tent campsite
- Rustic lodge

**FISHING**
- Recreational fly
- Recreational non-fly

**HUNTING**
- Shotgun
- Rifle
- Bow

**MOTORCYCLING**
- On-road
- Off-road

**OFF-ROADING**
- ATV
- ROV
- Dune buggy
- 4x4 and Jeep

**SNOW SPORTS**
- Cross-country skiing
- Downhill skiing
- Nordic skiing
- Snowboarding
- Snowmobiling
- Snowshoeing
- Telemark skiing

**TRAIL SPORTS**
- Day hiking on trail
- Backpacking
- Rock or ice climbing
- Running 5+ miles
- Horseback riding
- Mountaineering

**WHEEL SPORTS**
- Bicycling, paved road
- Bicycling, off-road
- Skateboarding

**WATER SPORTS**
- Kayaking
- Rafting
- Canoeing
- Surfing
- Scuba diving
- Sailing
- Stand-up paddling
- Boating: cruising, sightseeing, wakeboarding, tubing, kneeboarding, waterskiing
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING

- Education: $276B
- Gasoline and fuels: $304B
- Household utilities: $313B
- Motor vehicles and parts: $165B
- Pharmaceuticals: $46B
- Outdoors Recreation: $887B
- Financial services and insurance: $921B
- Outpatient health care: $931B
- Hospital care: $964B

1 Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

THE OUTDOOR RECREATION ECONOMY
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Job Comparison, by Industry

- Outdoor Recreation: 7.6 million
- Construction: 6.4 million
- Computer Technology: 6.3 million
- Finance and Insurance: 5.9 million
- Transportation and Warehousing: 4.8 million
- Food and Beverage Service: 4.7 million
- Education: 2.9 million
- Real Estate, Rentals and Leasing: 1.1 million

THE OUTDOOR RECREATION ECONOMY
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OUTDOOR RECREATION ECONOMY
STATES WITH TASK FORCES

VERMONT

$5.5 BILLION
IN CONSUMER SPENDING ANNUALLY
Outdoorindustry.org/state/montana

MONTANA

Here you’ll find information on Montana’s outdoor recreation economy, as well as the issues OIA and outdoor businesses are working on relating to climate change, international trade, regulatory and recreation policy. Dig in and take action.

THE OUTDOOR RECREATION ECONOMY GENERATES

71,000
Direct Jobs

$7.1 BILLION
In Consumer Spending

$2.2 BILLION
In Wages and Salaries

$286 MILLION
In State and Local Tax Revenue

81% OF MONTANA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

communities across Montana 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 employees and active workforces, ensuring those communities thrive economically and socially.

IN MONTANA OUTDOOR RECREATION GENERATES:

$7.1 BILLION
In Consumer Spending Annually

71,000
Direct Jobs

$2.2 BILLION
In Wages and Salaries

$286 MILLION
In State and Local Tax Revenue

MONTANA residents are more likely to PARTICIPATE IN DAY HIKING AND WILDLIFE VIEWING than the average American

ADDITIONAL RESOURCES

DOWNLOAD FULL REPORT

LEGISLATOR LOOKUP

SPENDING ON OUTDOOR RECREATION IN MONTANA ($7.1 billion) exceeds the value of statewide agricultural crop, livestock, and poultry products sold ($4.3 billion)\(^1\)

\(^1\) USDA National Agricultural Statistics Service
• 144.4 million Americans (48.8%)

• Running #1 activity, total trips and #participants
  • Fish, bike, hike, camp

• 77 trips/year, down from 82.5 – 11 billion outings

• Motivation – fitness, family/friends, nature, adventure, solitude
State Funding Programs For Outdoor Recreation

Explore revenue sources:
- (All)
- Bonds
- General Appropriations
- Oil & Gas Revenue
- Other Tax
- Real Estate Transfer Tax
- Sales Tax
- Sporting Goods Sales Tax
- State Lottery

Explore enabling mechanisms:
- (All)
- Constitutional Amendment
- Other Voter Approved Measure
- Legislative Measure

The highlighted states have programs that emphasize outdoor recreation. This is not an exhaustive list, and programs that focus on conservation may not be reflected here. See also www.conservationalmanac.org.
WHAT’S NEXT FOR REC ECONOMY?

The Outdoor Recreation Jobs and Economic Impact (REC) Act