

Outdoor Industry Fact Sheet

Nationwide Impact:

Over 140 million Americans make outdoor recreation a priority in their daily lives resulting in (2012 OIA stats):

- \$646 billion in total spending each year
- \$120.7 billion in product sales
- \$524.8 billion spent on outdoor rec. trips and travel
- \$80 billion in federal, state and local tax revenue
- 6.1 million direct jobs

The outdoor recreational economy grew approximately 5% annually between 2005-2011 while many other sectors of the economy shrank due to the recession.

According to the Western Governors' Association, outdoor recreation in 19 western states (NM is included in this region) results in \$256 billion in direct spending and 2.3 million jobs.

New Mexico:

According to NM State Parks data, some 70% of New Mexicans live within 40 miles of a State Park. New Mexico has 34 diverse State Parks to explore, including lakes, mountains, forests, canyons, desert beauty, and fascinating historical sites – even dinosaur tracks. The Outdoor Recreation Industry in NM is responsible for:

- \$6.1 billion in consumer spending
- 68,400 direct NM jobs
- \$1.7 billion in wages and salaries
- \$458 million in state and local tax revenue
- A steady increase in state park attendance since 2005. In 2009 there were over 4.5million visitors to state parks across NM.

At least 65% of New Mexico residents participate in outdoor recreation each year.

NM Residents Participation in Outdoor Rec. broken down by sector (2005- SCORP report):

Activity Category	# of participants	% of population
Bicycling	322,662	23%
Camping	438,031	31%
Fishing/hunting	293,714	20%
Snow Sports	104,790	7%
Trail	584,852	41%
Wildlife Viewing	469,000	31%
Paddling	66,906	5%

Activities in NM by Residents and Nonresidents (2011)

	Total participation	Total expenditures	Average expenditure per day	Average expenditure per person
Fishing	278,000	\$418,249,000	\$60	\$1,488
Hunting	69,000	\$139,264,000	\$71	\$1,944
Wildlife Watching	566,000	\$327,117,000	\$25	\$567

Colorado:

Outdoor Rec. Companies contribute over \$10 billion annually to Colorado's economy.

- \$13.2 billion in consumer spending
- 124,600 direct CO jobs
- \$4.2 billion in wages and salaries
- \$994 million in state and local tax revenue
- \$7.6 billion produced annually in retail sales and services accounting for 4 percent of gross state product (according to the Outdoor Industry Association which is based in Colorado and represents more than 4,000 manufacturers, distributors, suppliers and retailers of outdoor recreation apparel, footwear, equipment and services)
- Home to 12% of the industry's companies

At least 65% of Colorado residents participate in outdoor recreation each year.

Utah:

More than 1,000 outdoor products companies are currently doing business in Utah. The state is host to the annual Outdoor Retailer Winter and Summer Markets, which bring together more than 40,000 outdoor industry leaders, buyers and senior level decision makers from all over the world.

- \$12 billion in consumer spending
- 122,400 direct UT jobs
- 3.6 billion in wages and salaries
- \$856 million in state and local tax revenue

At least 82% of Utah residents participate in outdoor recreation each year.

Case Study:

1. In Salt Lake City, the Outdoor Retailer summer and winter trade shows draw more than 46,000 people every year, generating more than \$40 million annually for the local community.

2014 Outside Bike and Brew Festival + Santa Fe Century economic impact:

- Over 8500 participants in all events throughout week of May 14-18
- Total Hotel/Restaurant expenditures: \$787,452
- Total daily spend: \$1.29 million
- 12 temporary jobs created; 1 non profit established

All information and statistics pulled from:

- <http://www.siteselection.com/issues/2012/jul/rocky-mountain-region.cfm>
- OIA Econ. Report 2012
- 2010-2014 SCORP New Mexico Report
- 2014 Outside Bike/Brew, SF Century
- National Survey of Fishing, Hunting, and Wildlife-Associated recreation 2011
- <http://outdoorindustry.org/education/library.php?newsId=19631&action=display>
- <http://outdoorindustry.org/advocacy/recreation/economy.html>