

CALIFORNIA

**OUTDOOR
INDUSTRY
ASSOCIATION**

56% OF CALIFORNIA RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across California recognize that outdoor recreation supports health, 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.



OUTDOOR RECREATION EMPLOYS MORE CALIFORNIANS (691,000) than the wine industry and film and television industry combined (516,000)¹



California residents are more likely to **PARTICIPATE IN DAY HIKING AND SNOWBOARDING** than the average American



IN CALIFORNIA OUTDOOR RECREATION GENERATES:

**\$92.0
BILLION**

IN CONSUMER SPENDING ANNUALLY



691,000

DIRECT JOBS



**\$30.4
BILLION**

IN WAGES AND SALARIES



**\$6.2
BILLION**

IN STATE AND LOCAL TAX REVENUE



¹Wine Institute, Motion Picture Association of America

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 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.

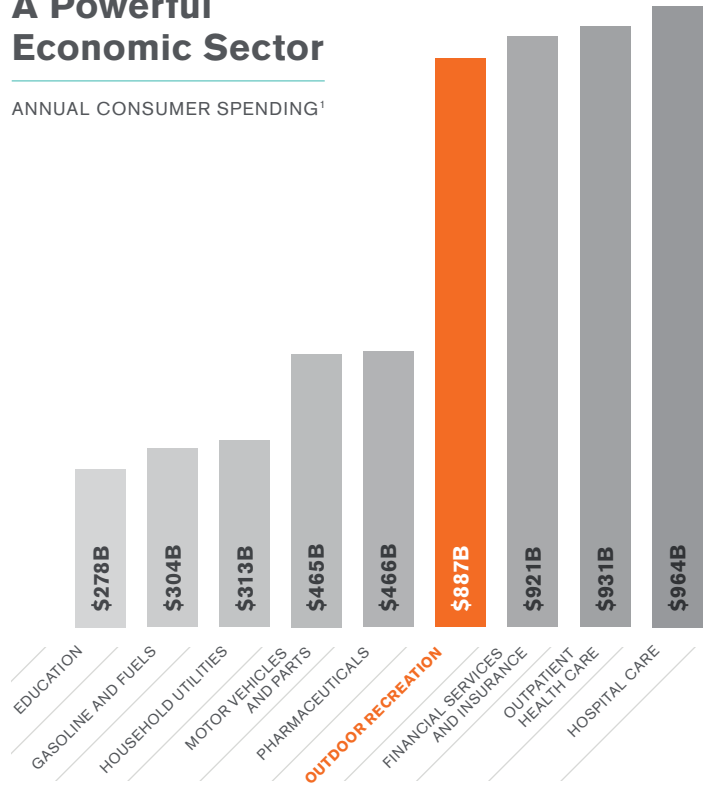
OUTDOOR INDUSTRY ASSOCIATION
TOGETHER WE ARE A FORCE.

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OUTDOORINDUSTRY.ORG

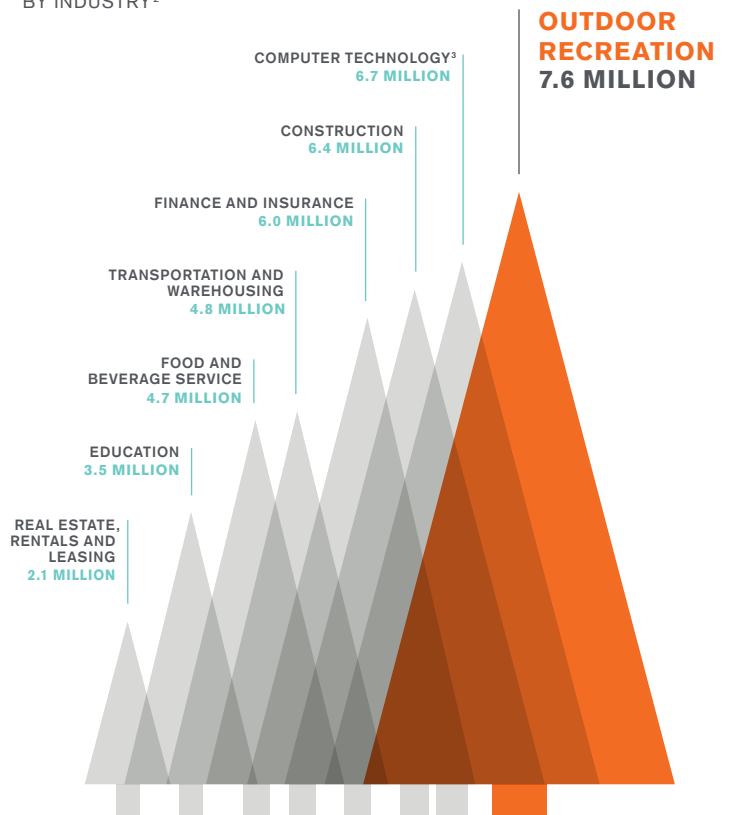
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



Job Comparison

BY INDUSTRY²



¹ Bureau of Economic Analysis

² Bureau of Labor Statistics

³ Computing Technology Industry Association