Growing our Outdoor Recreation Industry
OUTDOOR RECREATION INDUSTRY

• 2% of US GDP.
• OIA Report: $887 Billion in annual consumer spending; 7.6 Million jobs.
• US Commerce Dept BEA to conclude similar analysis in fall 2018.
• 11 states with similar state-level OR positions or commissions.
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 3+ miles
Horseback riding
Mountaineering

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

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

**WILDLIFE VIEWING**
<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Consumer Spending</th>
<th>Direct Jobs</th>
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<td>1</td>
<td>CA</td>
<td>$92.0B</td>
<td>691,000</td>
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<tr>
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<td>FL</td>
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<td>5</td>
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NEW PRIORITY For NORTH CAROLINA

- NC General Assembly created position in 2017 budget.
- Only State on east coast to have such a focus.
- Confluence Summit—Hosted 10 states in Asheville in July.
- Listening Tour—13 listening sessions across NC.
- Listening Tour Report on Findings.
- Advisory Council—volunteer OR stakeholders.
- NC Orec Coalition—creation of OR Trade Association.
BUILD & PROMOTE the OR Economy

Recruit OR Companies and support expansions by OR companies.
• Identify Leads, Qualified Leads, & Refer to Business Recruitment.
• Support, Promote, & Expand OR Employment Opportunities.
• Help build & promote environment to attract OR companies & allow them to thrive in NC.
OR Action Plan

• Target OR businesses: Manufacturers of OR hard-goods & OR/performance apparel; destination attractions, outfitters & guides.

• Attend OR Events: Domestic & International—Outdoor Retailers Shows (Denver), SHOT Show (Las Vegas), Eurobike Show (Germany), In-State Shows & Festivals.

• Stand Up OR Advisory Council: Business leaders & stakeholders to give direction & input in growing OR economy.

• Promote NC OR Economy Online – Webpage w/ resources; Facebook & other social media.

• Partner w/ strategic allies – NCSU Textile R&D; WCU OR programs; NC Outdoor Gear-Builders; NC Orec Coalition.