

# ***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

# OUTDOOR RECREATION ECONOMY

## CONSUMER SPENDING TOP 10

1

**CA**

**\$92.0B**  
CONSUMER SPENDING  
**691,000**  
DIRECT JOBS

2

**FL**

**\$58.6B**  
CONSUMER SPENDING  
**485,000**  
DIRECT JOBS

3

**TX**

**\$52.6B**  
CONSUMER SPENDING  
**411,000**  
DIRECT JOBS

4

**NY**

**\$41.8B**  
CONSUMER SPENDING  
**313,000**  
DIRECT JOBS

5

**PA**

**\$29.1B**  
CONSUMER SPENDING  
**251,000**  
DIRECT JOBS

6

**CO**

**\$28.0B**  
CONSUMER SPENDING  
**229,000**  
DIRECT JOBS

7

**NC**

**\$28.0B**  
CONSUMER SPENDING  
**260,000**  
DIRECT JOBS

8

**GA**

**\$27.3B**  
CONSUMER SPENDING  
**238,000**  
DIRECT JOBS

9

**MI**

**\$26.6B**  
CONSUMER SPENDING  
**232,000**  
DIRECT JOBS

10

**WA**

**\$26.2B**  
CONSUMER SPENDING  
**201,000**  
DIRECT JOBS

# 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.



