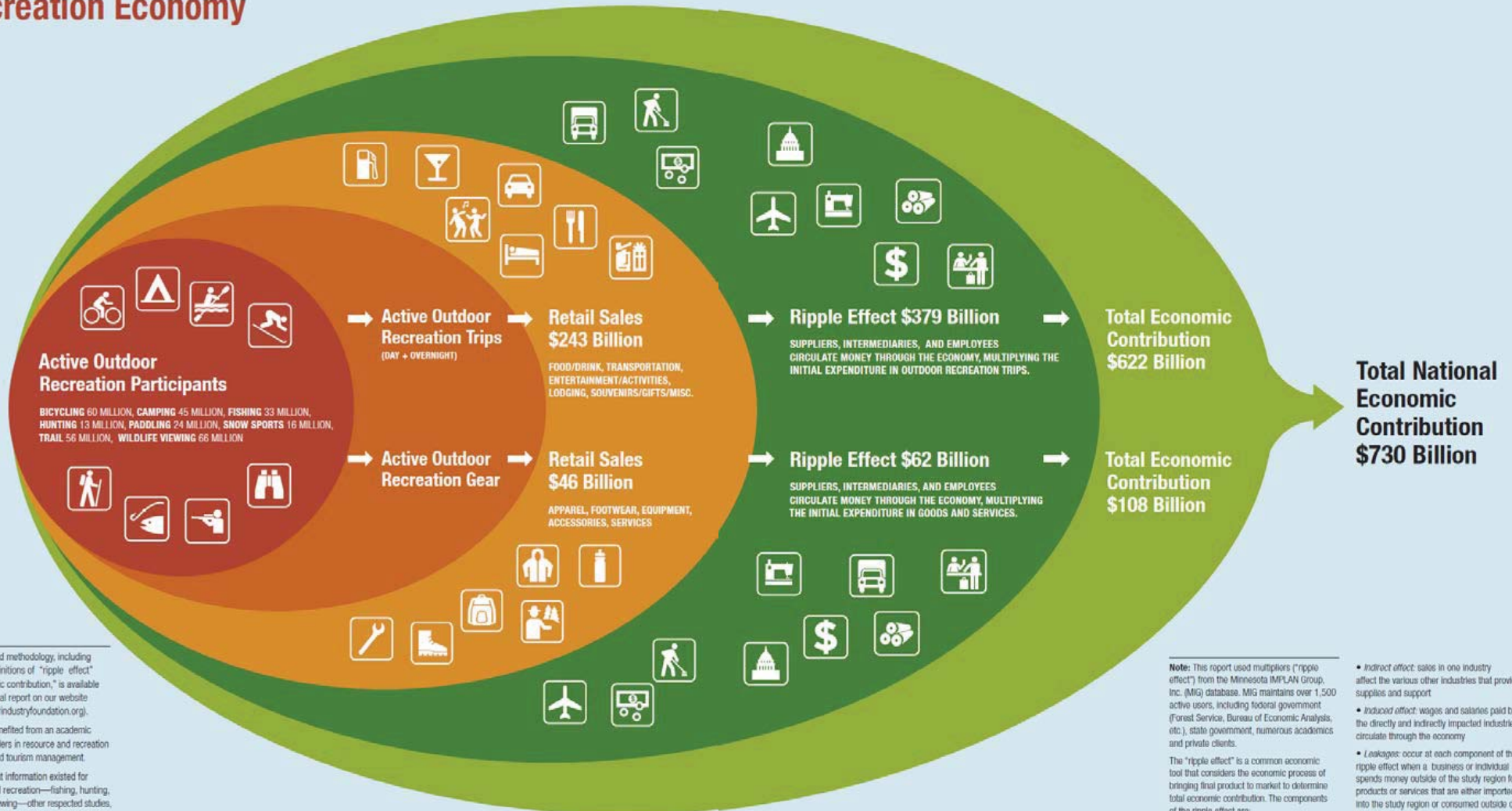


The Recreation Economy



Meet the \$730 Billion Active Outdoor Recreation Economy



Note: Detailed methodology, including additional definitions of "ripple effect" and "economic contribution," is available in the technical report on our website (www.outdoorindustryfoundation.org).

This report benefited from an academic review by leaders in resource and recreation economics and tourism management.

Because great information existed for wildlife-based recreation—fishing, hunting, and wildlife viewing—other respected studies, such as the U.S. Fish and Wildlife report, were used to gauge these contributions.

Note: This report used multipliers ("ripple effect") from the Minnesota IMPLAN Group, Inc. (MIG) database. MIG maintains over 1,500 active users, including federal government (Forest Service, Bureau of Economic Analysis, etc.), state government, numerous academics and private clients.

The "ripple effect" is a common economic tool that considers the economic process of bringing final product to market to determine total economic contribution. The components of the ripple effect are:

- **Direct effect:** the initial purchase made by the consumer

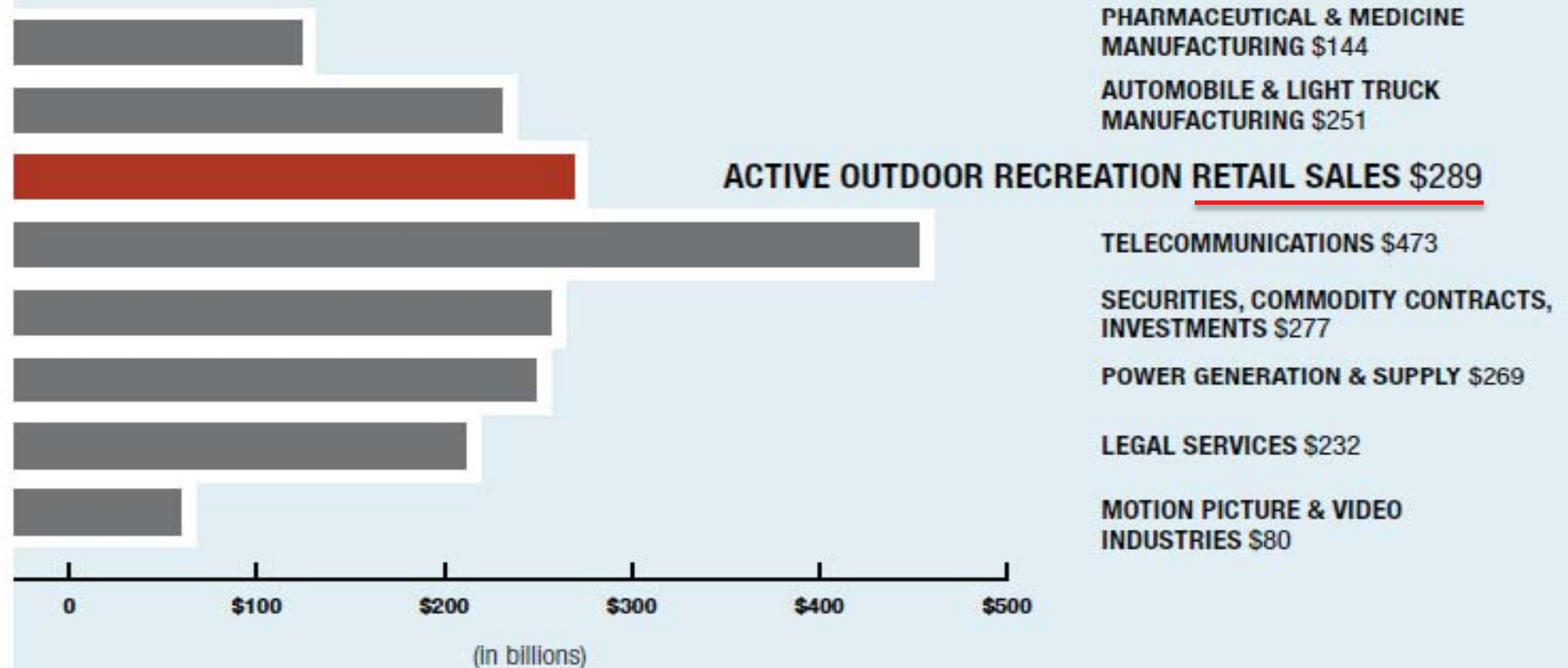
- **Indirect effect:** sales in one industry affect the various other industries that provide supplies and support

- **Induced effect:** wages and salaries paid by the directly and indirectly impacted industries circulate through the economy


- **Leakages:** occur at each component of the ripple effect when a business or individual spends money outside of the study region for products or services that are either imported into the study region or consumed outside of the region.

HOW ACTIVE OUTDOOR RECREATION STACKS UP¹²

Sales comparison to U.S. economic sectors.



Old Economic Constructs

 **sectors** impacted by the outdoor industry



Spanning the Old Construct

Outdoor Recreation
Embedded and Growing

A HORIZONTAL INDUSTRY

Natural Resources
& Mining

Construction

Manufacturing

Trade,
Transportation,
& Utilities

Information

Financial Services

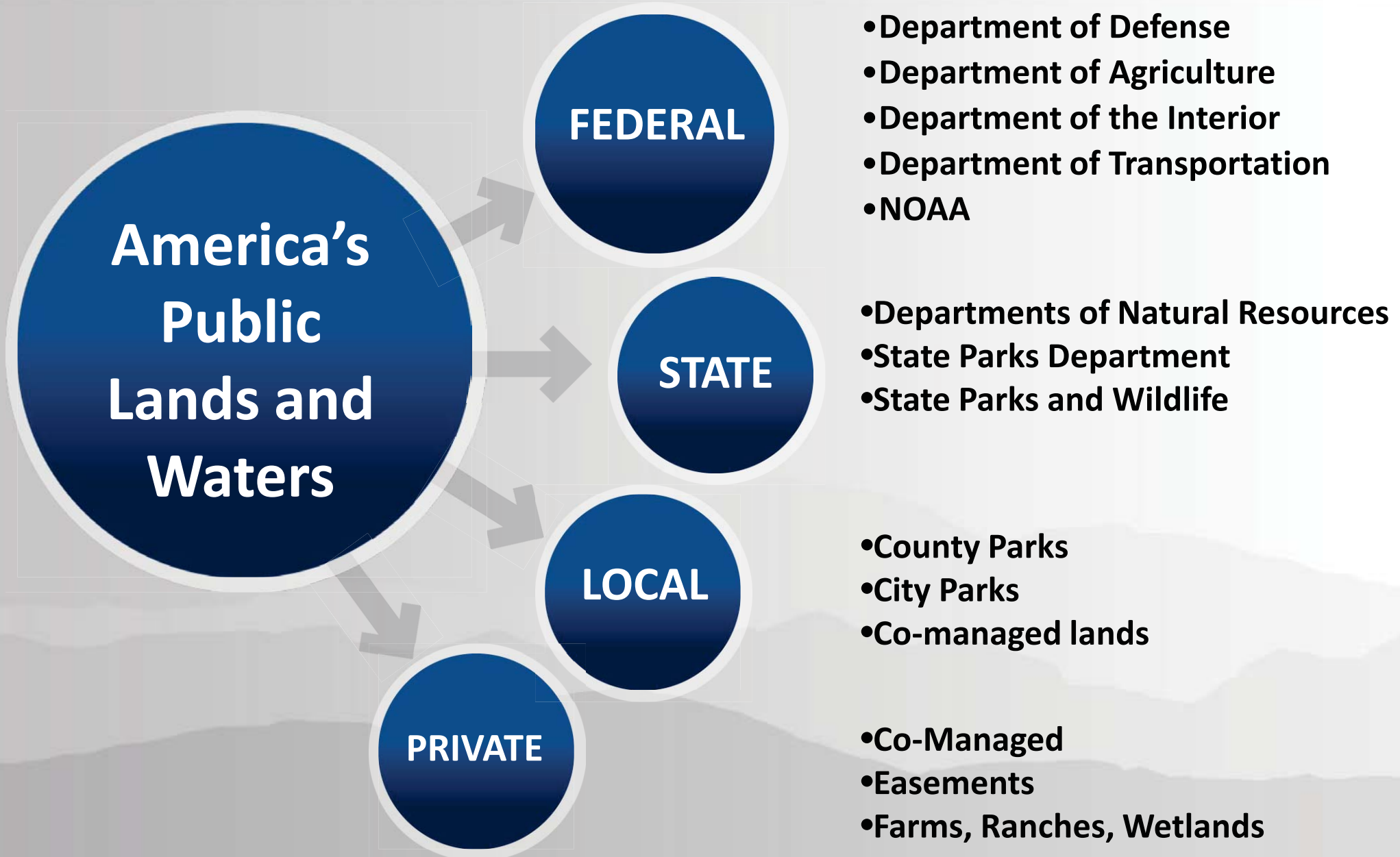
Professional &
Business Services

Arts, Entertainment
and Recreation

Leisure & Hospitality

Other Services

A Complex Infrastructure



Competing Needs

