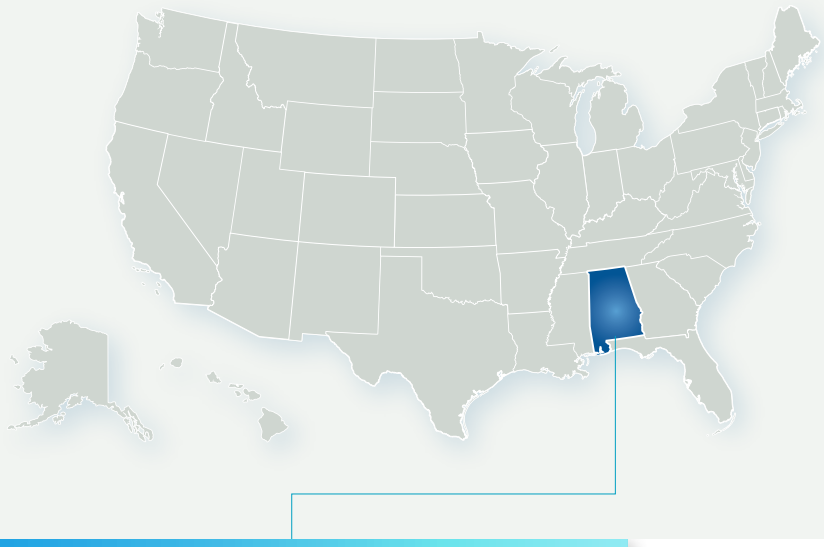
Alabama

The Outdoor Recreation Economy

TAKE IT OUTSIDE FOR ALABAMA JOBS AND A STRONG ECONOMY

Outdoor recreation is essential to the American economy.

Every year, Americans spend **$646 billion** on outdoor recreation — on gear, vehicles, trips, travel-related expenses and more. This creates jobs, supports communities, generates tax revenue and helps drive the economy. Throughout America, people recognize that outdoor recreation and open spaces attract and sustain families and businesses, create healthy communities and foster a high quality of life.



At least **57%** of **Alabama** residents participate in outdoor recreation each year.[1]

Alabama offers spectacular outdoor recreation opportunities at treasured destinations, including the **Bon Secour National Wildlife Refuge, Bankhead National Forest** and many others, bringing in dollars from residents and out-of-state visitors alike.

View all 50 states and learn more at:
outdoorindustry.org/recreationeconomy

In Alabama

OUTDOOR RECREATION GENERATES...

$7.5 BILLION in consumer spending

86K direct Alabama jobs[2]

$2.0 BILLION in wages and salaries

$494 MILLION in state and local tax revenue

Preserving access to outdoor recreation protects the economy, the businesses, the communities and the people who depend on the ability to play outside.

Nationally

OUTDOOR RECREATION GENERATES...

$646 BILLION in consumer spending

6.1 MILLION direct American jobs[2]

$39.9 BILLION in federal tax revenue

$39.7 BILLION in state and local tax revenue

1 Participants in hunting, fishing and wildlife viewing were estimated separately and are not part of this figure.

2 Direct employment in the outdoor recreation sector— as opposed to indirect, implied, multiplier or ripple effects that include impacts of spending, jobs and wages as they circulate throughout the economy.

Except as noted here, all results are based on national surveys of outdoor recreation conducted for OIA in 2011 and 2012. Motorcycle Industry Council® and National Marine Manufacturers Association® contributed funding and data to support this study. Hunting-related estimates were provided by the National Shooting Sports Foundation®. Fishing-related estimates were provided by the American Sportfishing Association®. Wildlife viewing estimates were developed from data provided by the U.S. Fish and Wildlife Service.

OUTDOOR INDUSTRY ASSOCIATION
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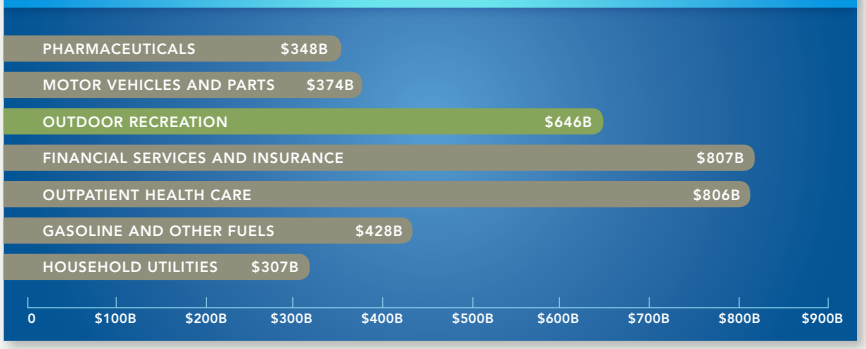
Outdoor Recreation Is Big Business IN THE UNITED STATES

Everything grows outside, including jobs and the economy.

Americans want and deserve access to a variety of quality places to play and enjoy the great outdoors. Outdoor recreation can grow jobs and drive the economy if we manage and invest in parks, waters and trails as an interconnected system designed to sustain economic dividends for America.

An Overlooked Economic Giant

Annual Consumer Spending, in Billions[1]

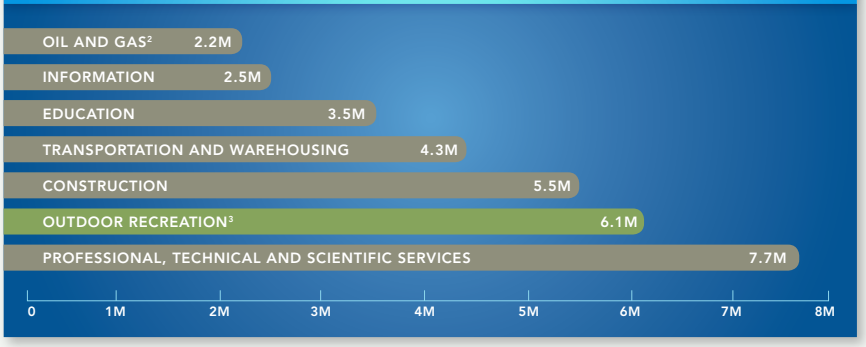


1 Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2011 data.

Nationally
outdoor recreation is bigger than you might think and a significant economic driver in the United States.

Outdoor Recreation Employs America

Job Comparisons by Industry, in Millions[1]



1 Bureau of Labor Statistics, 2011.
2 American Petroleum Institute, direct jobs in 2009 from *The Economic Impacts of the Oil and Natural Gas Industry on the U.S. Economy: Employment, Labor Income and Value Added*, updated June 2011.
3 Direct employment in the outdoor recreation sector — as opposed to indirect, implied, multiplier or ripple effects that include impacts of spending, jobs and wages as they circulate throughout the economy.

6.1 million
American livelihoods depend on outdoor recreation, making it a critical economic sector in the United States.

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