

WISCONSIN

**OUTDOOR
INDUSTRY
ASSOCIATION**

66% OF WISCONSIN RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Wisconsin recognize that outdoor recreation supports, 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.



More than twice as many direct jobs in Wisconsin **DEPEND ON OUTDOOR RECREATION** (168,000) as on the dairy industry (79,000)¹



Wisconsin residents are more likely to **PARTICIPATE IN FISHING AND CRUISING/ SIGHTSEEING** than the average American



IN WISCONSIN OUTDOOR RECREATION GENERATES:

**\$17.9
BILLION**

IN CONSUMER
SPENDING ANNUALLY



168,000

DIRECT
JOBS



**\$5.1
BILLION**

IN WAGES AND
SALARIES



**\$1.1
BILLION**

IN STATE AND LOCAL
TAX REVENUE



¹ University of Wisconsin Madison

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

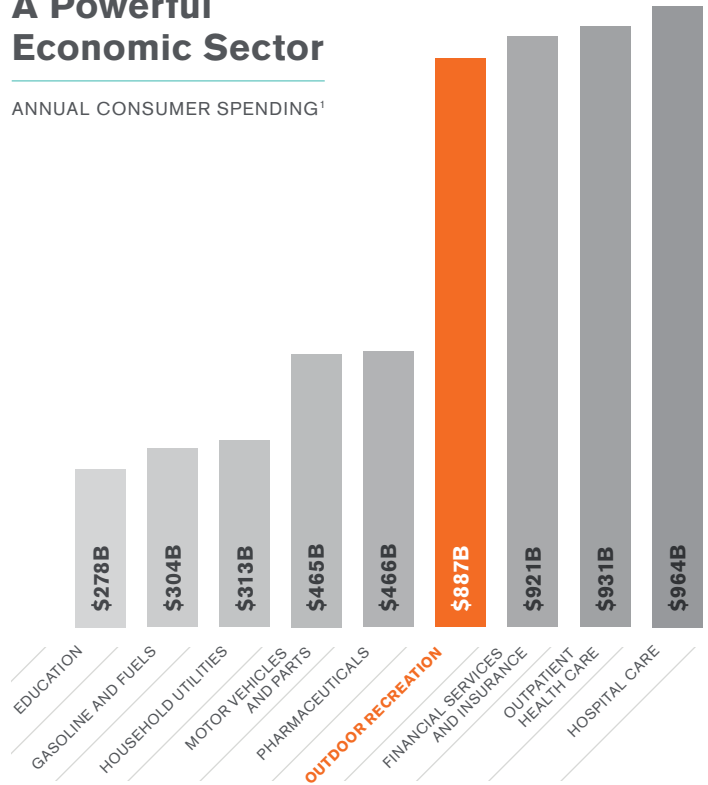
TOGETHER WE ARE A FORCE.

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SUITE 101
BOULDER, CO 80301

OUTDOORINDUSTRY.ORG

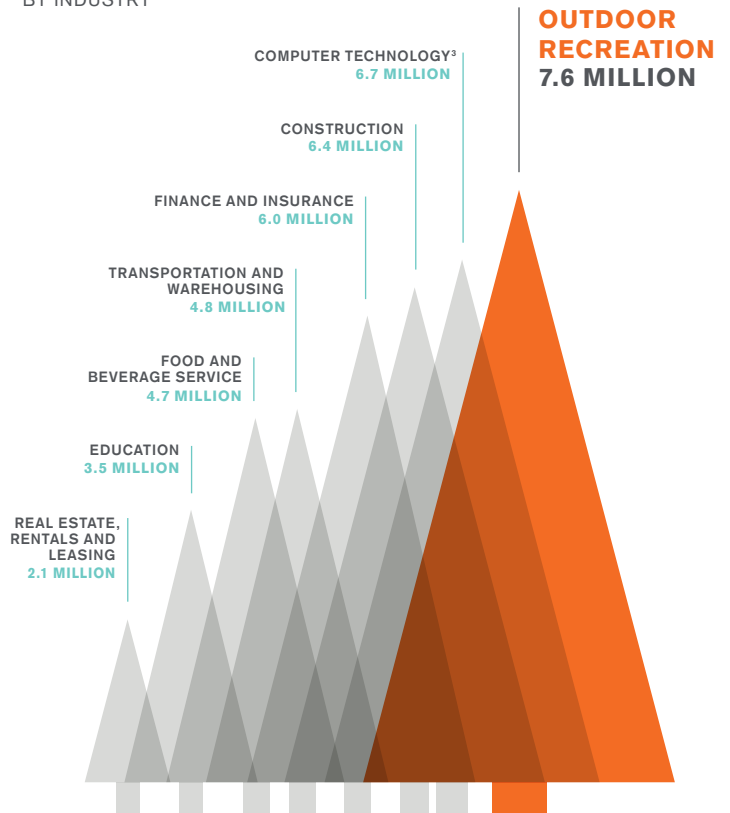
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



Job Comparison

BY INDUSTRY²



¹ Bureau of Economic Analysis

² Bureau of Labor Statistics

³ Computing Technology Industry Association