



# **ORR** OUTDOOR RECREATION ROUNDTABLE

**Defining and Driving the Outdoor  
Recreation Economy**

**ORR is the nation's leading coalition of outdoor recreation trade associations made up of 36 national trade association members and additional nonprofit organizations and business entities serving more than 110,000 American businesses**



# An Economic Force



	2019	2020	% Change
Boating/ Fishing	\$24B	\$31B	+30%
RVing	\$17B	\$19B	+9%
Motorcycling/ ATVing	\$8.3B	\$8.8B	+5%
Bicycling	\$2.1B	\$2.5B	+12%
Climbing/ Hiking/ Tent Camping	\$3.96B	\$3.99B	+1%

**\$689B**  
ECONOMIC OUTPUT

**1.8%**  
OF U.S. GDP

**4.3M**  
JOBS CREATED

**3%**  
OF U.S. EMPLOYEES



# Outdoor Rec Drives Quality of Life

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- Record visitation and participation growth
  - Federal lands/waters and close to home
- **74%** of Americans prioritize experiences over products
- **8 out of every 10 outdoor participants** want to try a new outdoor activity
  - **9 out of 10 campers** say they leave campgrounds to participate in other activities
- Population growth in communities with recreation assets
  - Survey found **82%** of Utah natives working in tech said outdoor rec and/or access to wilderness or public lands was most important factor in moving back
- How do we retain new participants?



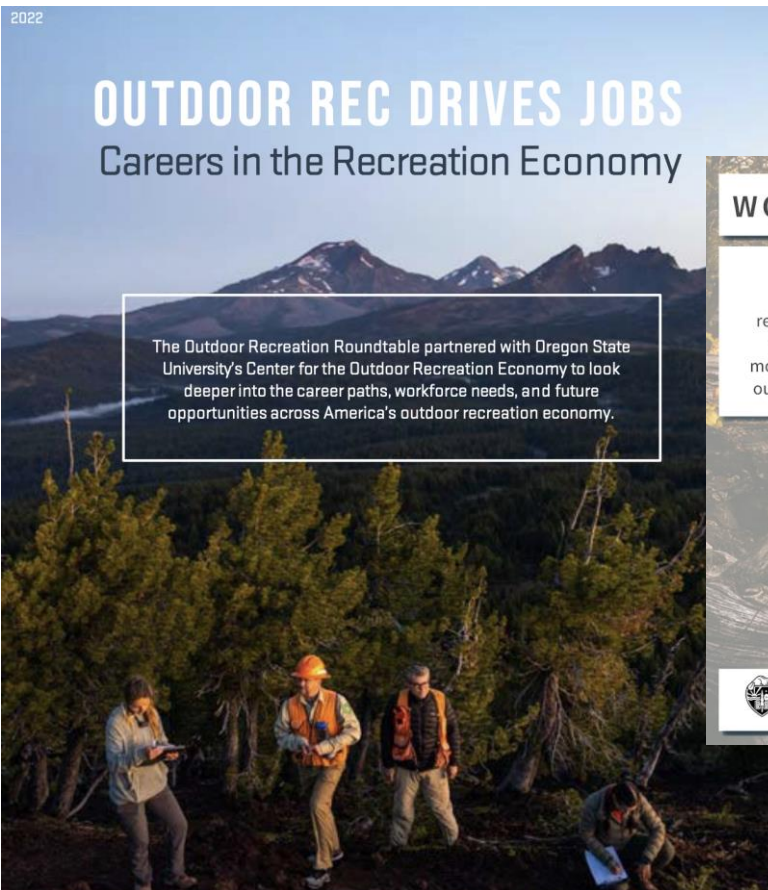
# Outdoor Rec Drives Business

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- **40%** of new boaters purchased a boat in 2020
- New-model powersports sales increased **18.4%** in 2020
- Sales of ATVs **rose 33.8%** over 2019 levels
- Net increase of **4.6 million** fishing participants in 2020
- RV shipments in 2021 increased **39.5%** over 2020 totals
- Leisure bike sales **rose 121%** over 2019 levels in the month of March



# Outdoor Rec Drives Jobs



### WORKFORCE PROFILES

To capture the real people behind these statistics and trends across the outdoor recreation industry, we're showcasing a wide variety of professionals in this career path module. Dive into career paths from across the outdoor industry through the profiles at right.

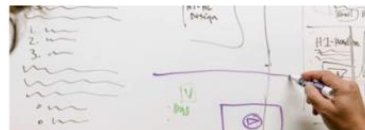
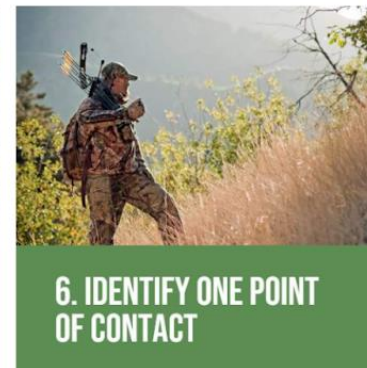
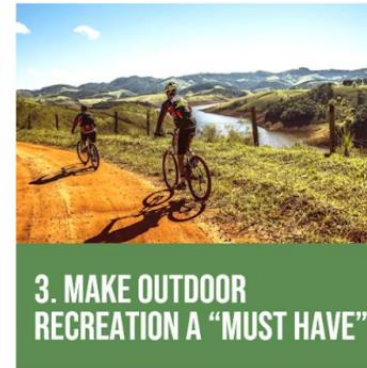
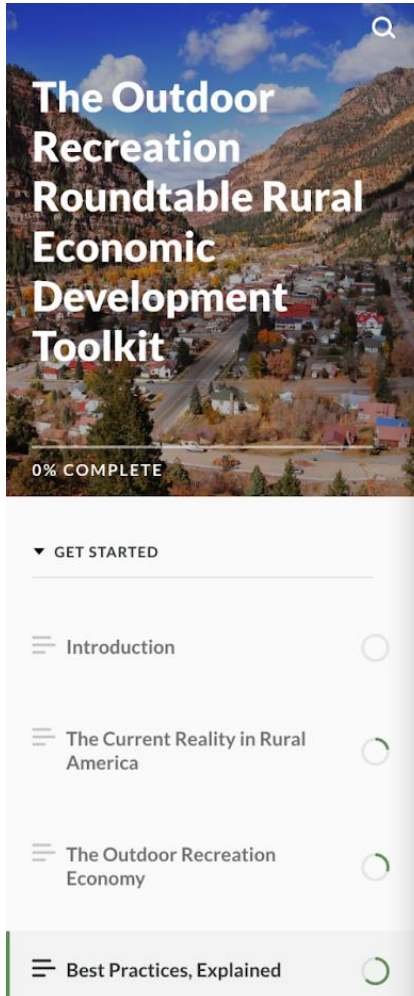
 J.DARYL ANTHONY	 KEN STAMPS	 TERESA MARTINEZ	 PATRICK GREEN	 KRIS ELLIOTT
 CAITI ANDERSON	 SHANNON WATERS	 KENNEDY REDDICK, JR	 ANGELA PILKINGTON	 LIZ OGILVIE
 TIM SCOTT	 ROBIN HALL	 ALICIA SMITH		

Oregon State University  
Center for the Outdoor Recreation Economy

O:R OUTDOOR RECREATION ROUNDTABLE



# Outdoor Rec Drives Rural Economies



# Outdoor Rec Drives Equity



## 2022 Grantmaking Focus Areas



### Research + Resources

Monetary support for the development of research and resources concerning inclusion in the outdoors, such as toolkits, educational resources, audio and video resources, and linguistic translations.

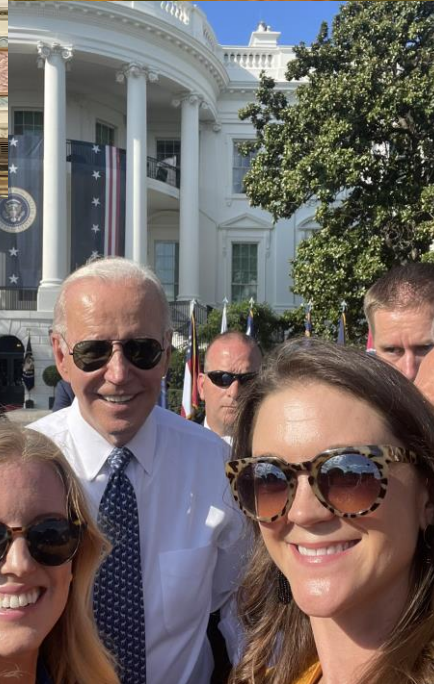


### Activating Change Outdoors

Outdoor recreation-related programming, events, and leadership development initiatives that benefit communities of color, LGBTQIA+, underserved regions, people with disabilities, and/or other intersecting minority groups.



# Outdoor Rec Drives Policy



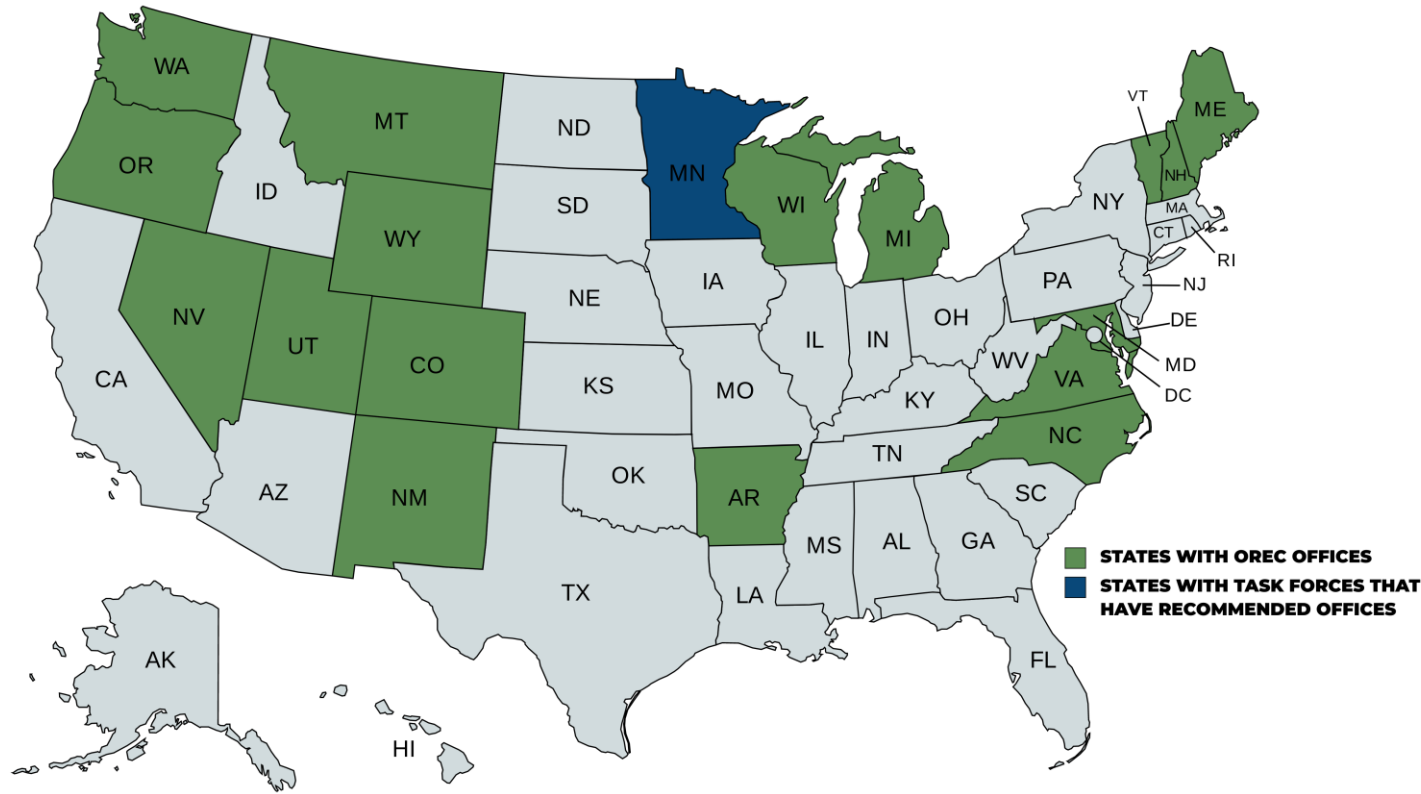
# New Tools

- **Forest Service Climbing Guidance**
- Biking on Long Distance Trails
- **Broadband Internet Connectivity at Rec Sites**
- Extension of Seasonal Rec Opportunities
- **Support for Gateway Communities**
- Public-Private Partnerships to Modernize Federally-Owned Campgrounds
- **Resorts, Cabins, and Visitor Centers on Federal Rec Lands and Waters**
- Federal Interagency Council on Outdoor Recreation (codification)
- **Improved Rec Visitation Data**
- Special Rec Permits and Fees
- **Permit Reform**
- Interagency Report on Special Rec Permits for Underserved Communities
- **Outdoor Recreation Legacy Partnership**



**Outdoor Recreation Package in U.S. Congress**

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- A map of the United States showing the status of OREC offices and task force recommendations by state. The legend indicates that green states have OREC offices, and dark blue states have task forces that have recommended offices.
- | State | Category  |
|-------|---|
| WA    | States with OREC Offices                              |
| OR    | States with OREC Offices                              |
| MT    | States with OREC Offices                              |
| WY    | States with OREC Offices                              |
| NV    | States with OREC Offices                              |
| UT    | States with OREC Offices                              |
| CO    | States with OREC Offices                              |
| NM    | States with OREC Offices                              |
| AR    | States with OREC Offices                              |
| WI    | States with OREC Offices                              |
| MI    | States with OREC Offices                              |
| VA    | States with OREC Offices                              |
| NC    | States with OREC Offices                              |
| ME    | States with OREC Offices                              |
| NH    | States with OREC Offices                              |
| VT    | States with OREC Offices                              |
| MN    | States with Task Forces that have Recommended Offices |
| CA    | Other States  |
| ID    | Other States  |
| ND    | Other States  |
| SD    | Other States  |
| NE    | Other States  |
| KS    | Other States  |
| OK    | Other States  |
| TX    | Other States  |
| IA    | Other States  |
| MO    | Other States  |
| IL    | Other States  |
| IN    | Other States  |
| OH    | Other States  |
| PA    | Other States  |
| NY    | Other States  |
| MA    | Other States  |
| CT    | Other States  |
| RI    | Other States  |
| NJ    | Other States  |
| DE    | Other States  |
| MD    | Other States  |
| DC    | Other States  |
| WV    | Other States  |
| WY    | Other States  |
| SC    | Other States  |
| GA    | Other States  |
| FL    | Other States  |
| AL    | Other States  |
| MS    | Other States  |
| LA    | Other States  |
| AK    | Other States  |
| HI    | Other States  |



# Maine Can Move the Needle

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- Office of Outdoor Recreation serves as point of contact for federal, state, and private efforts under Director **Carolann Ouellette**
- **Maine Outdoor Brands** bringing business together and supporting key policies and programs
- Fryeburg and Bangor chosen for **Recreation Economy for Rural Communities** grants to grow main streets around outdoor recreation





ORR envisions a world where **recreation is part of the national dialogue** when it comes to health people, communities, planet, and economies

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