

# OUTDOOR RECREATION

## ECONOMIC BENEFITS



A vital economic engine

Outdoor recreation generates over:

**\$646 BILLION**  
in direct spending<sup>1</sup>

Number of jobs outdoor recreation supports:

**\$6 MILLION<sup>1</sup>**

**3%**

of Montana tourists were mountain bikers in 2014, generating

**\$13 Million**

in state revenue<sup>2</sup>

## ARIZONA OUTDOOR RECREATION GENERATES:<sup>3</sup>

**\$10.6 Billion**  
consumer spending

**\$3.3 Billion**  
wages & salaries

**104,000**  
direct jobs

**\$787 Million**  
state & local tax revenues

## IMPACT OF MOUNTAIN BIKE EVENTS in Tucson & Southern Arizona<sup>4</sup>

**31** jobs created

**\$801,830**  
in labor income

**\$1.8M**  
in direct spending to the economy

**\$874,530**  
spent on lodging, fuel, restaurants, groceries and department stores

## TOURISM

Mountain bikers who destination travel **spend comparable amounts** per day, **spend as much time** and are willing to **travel as far** as other groups such as golfers, who tourism marketers typically chase.<sup>5</sup>



## OUT-OF-STATE BICYCLE TOURISM GENERATES:

**404** Arizona Jobs

**\$30.5M** in Outputs

**\$13.85M** in Disposable Income

**\$13.24M** in Salaries & Wages

## PERSONAL HEALTH & WELL-BEING

Per capita annual direct medical benefit of using the trails was **\$564**. The cost-benefit ratio was 2.94, which means that **every \$1 investment in trails for physical activity led to \$2.94 in direct medical benefit.**<sup>6</sup>

Increased demand for recreational/leisure goods and services.<sup>7</sup>

**Reduced health costs** (e.g., reduced risks of chronic diseases and ill-health; reduction of sick days in the workplace and increased worker productivity)



MORE BENEFITS ►►►

# OUTDOOR RECREATION

## QUALITY OF LIFE



A vital economic engine

## PROPERTY VALUES



Multiple studies indicate that **property values** for homes and businesses near trails are **greater** when compared to properties not along trails.

**4%-20% greater property value**

**#1 amenity**



Walking and biking trails is the top amenity desired by homebuyers.<sup>8</sup>

## BUSINESS BENEFITS



Furman University recently released an in-depth study of the health and economic impacts of the Greenville Hospital System Swamp Rabbit Tram Trail. Data from that study includes the following:

- Most businesses reported increases in sales/revenue ranging from 30% to as high as 85%.
- One business decided to open as a result of the trail being built.
- One business changed locations to a site on the trail and observed a 30% increase in sales.
- One business reported that 75% of Saturday and 40% of week business was related to trail use.

## SOURCES

<sup>1</sup>Western Governors' Association Get Out West! Initiative, The Economic Impact of Outdoor Recreation, 2012.

<sup>2</sup>IMBA, 2017.

<sup>3</sup>The Outdoor Recreation Economy in Arizona, Outdoor Industry Association, 2012.

<sup>4</sup>An Economic Impact Analysis of Bicycling in Arizona, ADOT-commissioned study by McClure Consulting, Phoenix, AZ 2013.

<sup>5</sup>Economic Impacts of Mountain Biking. Accessed at: [www.pinkbike.com/news/economic-impacts-of-mountain-biking-tourism-2014.html](http://www.pinkbike.com/news/economic-impacts-of-mountain-biking-tourism-2014.html)-PinkBike.com, 2014.

<sup>6</sup>A Cost-Benefit Analysis of Physical Activity Using Bike/Pedestrian Trails, Wang, G., et al., (2004)

<sup>7</sup>An Economic Impact Analysis of Bicycling in Arizona, ADOT-commissioned study by McClure Consulting, Phoenix, AZ 2013.

<sup>8</sup>National Association of Realtors Survey - Carolina Thread Trail, 2013.