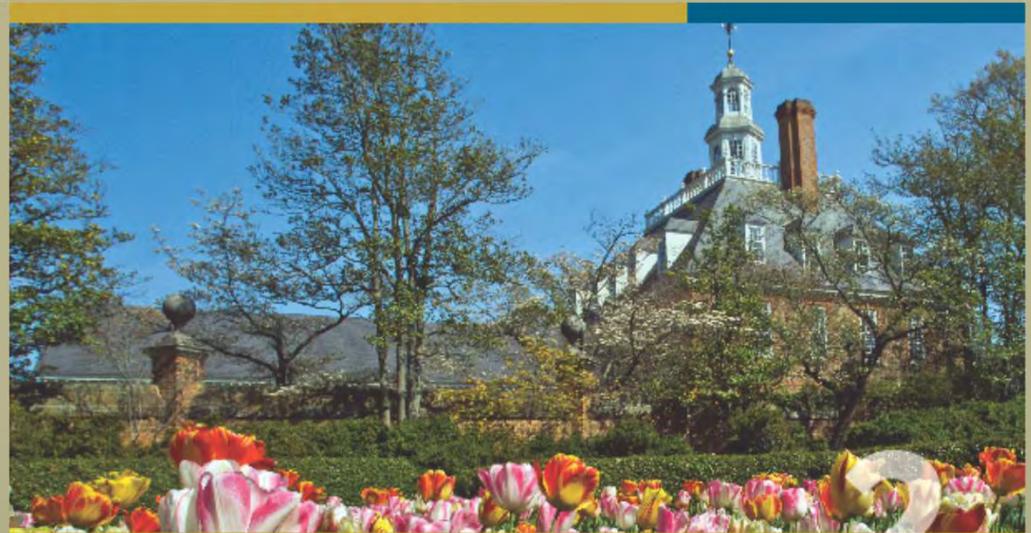


# Economics of Outdoor Recreation



Springtime in Colonial Williamsburg. Photo by Chuck Dinter, courtesy of Sesco Virginia.

CHAPTER

2

*Economics  
and Tourism*

*Presented by  
Janit Llewellyn Allen*

**2013 Virginia Outdoors Plan**

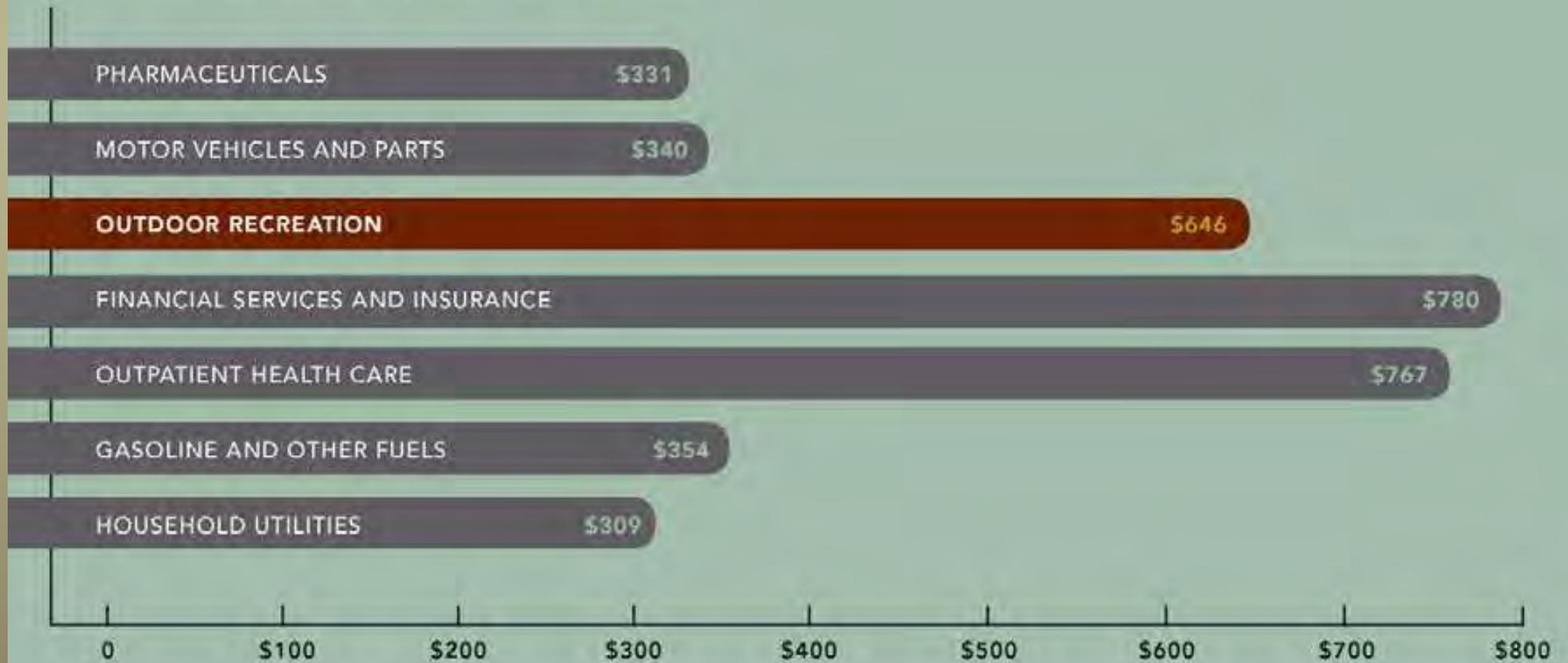
# Presentation Focus

## Assessing economic influences of water trails in Virginia



## An Overlooked Economic Giant

Annual Consumer Spending, in Billions



Excerpt from "The Outdoor Recreation Economy," Outdoor Industry Association. Source: Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product, based on available 2010 data.

# Participation in Outdoor Recreation

- State of economy
- Employment status
- Type employment
- Higher wages
- Home ownership
- Retirees



# Nationwide Economics of Outdoor Recreation, Natural Resources Conservation & Historic Preservation

- 9.4 million jobs
- \$107 billion in federal, state and local tax revenues
- 1.06 trillion in economic activity

(Southwick Associates for the USFWS, 2011)



# Hunting, Fishing, Wildlife viewing, Hiking, Camping, Skiing, Paddle sports and Bicycling

- \$821 billion a year
- 6,435,000 jobs



(Southwick Associates for the USFWS, 2011)

# Contribution of National Parks to Local Economies

- NPS properties receive 281 million visits annually
- Visitor spend \$12 billion



# Virginia Tourism & Recreation Grown Steadily Since 1980s



# Expenditures by Virginia Tourists and Residents



For every \$11 spent –  
\$1 is spent on state outdoor recreation

Source: Virginia State Parks – Chuck Wyatt, 2013)

# Virginia's Economy Benefits from Outdoor Recreation

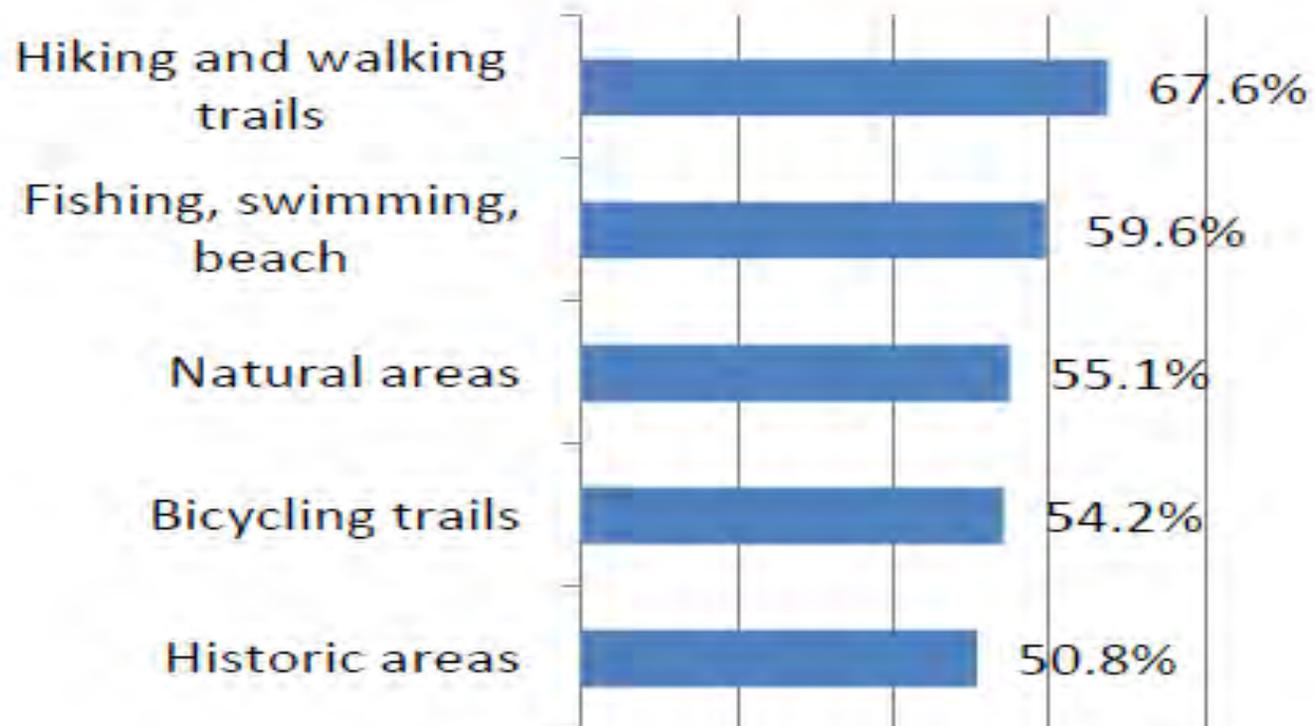
USA - \$730 billion annually – one in 20 jobs  
Virginia - \$18 billion annually



Source: Outdoor Industry Association

# Visiting Natural Areas in Virginia

**Figure III-13: Most needed outdoor recreation opportunities [A10]**



**2011 Virginia Outdoors Survey**

# Water Trails



**Table 2.2 Economic impact of water trails**

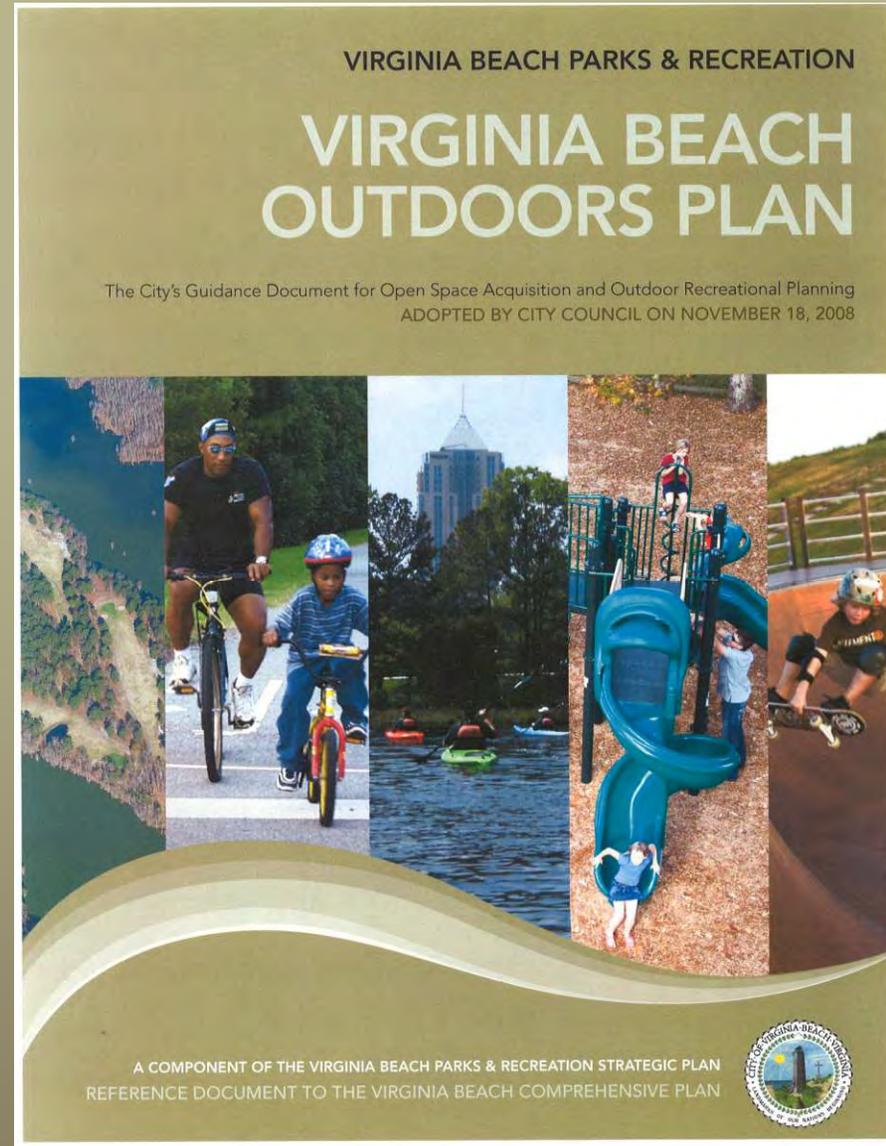
water trail	annual direct economic impact	paddler expenditures	number of outings annually
Kickapoo River, Wisconsin	\$1,230,800.00	non-local \$88 per trip locals \$41 per trip	1,600
Roanoke River Paddle Trail, North Carolina	\$193,695.00	\$26.63 per day \$87.25 per trip	2,220
Lake Superior Water Trail, Minnesota	\$106,191.00	435.50 per day \$63.00 per day with resort lodging	3,078

*Source: Lindsay Johnson, Univ. of Oregon, 2002.*

Virginia needs a local community impact study for water trails.

# Resources about Beaches

- Surfrider Foundation
- National Ocean Economics Program's Center for Blue Economy



# Wildlife Watching, Fishing, Hunting & Boating



Wildlife Watching  
**\$958,607**

Fishing  
**\$1,142,098**

Hunting  
**\$871,501**

# Boating



**Figure 2.2 2011 Boating industry employment impact**

employment impacts jobs	number
Direct effects	5,476
Indirect effects	1,602
Induced effects	1,655
<b>Total</b>	<b>8,732</b>

# Boating

## 2011 Expenditures by Power Boaters & Sail Boaters

Over \$ 1 billion - **\$1,110,658,023**

## Number of Power Boat & Sail Boats

251,028



# Thanks for sticking with me!



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