

The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



PACIFIC REGION - BICYCLING

Bicycling Creates Economic Growth

\$133 BILLION ANNUAL CONTRIBUTION TO THE U.S. ECONOMY

60 million adult Americans (18 years of age and older) bicycle each year. American bicyclists spend money on their pursuit, creating jobs and supporting local communities. Whether bicycling for family recreation, transportation, or competition, the American bicyclist generates enormous economic power.

THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the Pacific Region

The Pacific region – AK, CA, HI, OR, WA – offers extraordinary bicycling destinations. Out-of-state bicyclists ride along the Pacific Coast Highway, explore the Cascade and Sierra Nevada mountain ranges, and enjoy trails and roads in-between, bringing tourist dollars with them. The people of the Pacific region cycle close-to-home, on local trails, roads, and highways.

THE PACIFIC REGION BICYCLING RECREATION ECONOMY:

- **Contributes \$15 billion to the regional economy**
- **Supports 135,000 jobs across the region**
- **Generates \$1.9 billion in annual state and federal tax revenues**
- **Produces \$10.4 billion annually in retail sales and services**
 - **\$1.4 billion in bicycling gear sales and services**
 - **\$9.0 billion in bicycling trip-related expenditures**

The Pacific region is home to more than 10 million bicyclists – 29% of the adult population.

The full report- *The Active Outdoor Recreation Economy: A \$730 Billion Annual Contribution to the U.S. Economy* - produced by OUTDOOR INDUSTRY FOUNDATION in fall 2006 is available for free download: www.outdoorindustryfoundation.org

¹ The survey was conducted in October 2005. The report used multipliers ("ripple effect") from the IMPLAN model. The ripple effect is a common economic tool that considers the economic process of bringing final product to market and the circulation of wages and salaries through the economy to determine total economic contribution. Regional economic contribution and job creation should not be compared to the national figures because of greater economic leakages at the regional level.

² Active outdoor recreation gear retail sales include apparel, footwear, equipment, accessories, and services.

³ Trip-related expenditures include the IMPLAN expense categories: food/drink, transportation, entertainment/activities, lodging, souvenirs/gifts/miscellaneous.

The economic analysis was conducted by Southwick Associates, Inc. The consumer survey was developed and executed by Harris Interactive@.

SOUTHWICK ASSOCIATES, INC. specializes in quantifying the economics of fish, wildlife, and outdoor-related activities for government agencies and industry. www.southwickassociates.com

OUTDOOR INDUSTRY FOUNDATION (OIF) is a not-for-profit organization whose mission is to inspire and grow future generations of outdoor enthusiasts.

Additional national, regional, and state Recreation Economy reports and technical background are available for free download: www.outdoorindustryfoundation.org

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