

# HAWAII

OUTDOOR  
INDUSTRY  
ASSOCIATION

## 59% OF HAWAII

RESIDENTS PARTICIPATE  
IN OUTDOOR RECREATION  
EACH YEAR

Communities across Hawaii recognize that outdoor recreation supports health, 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.

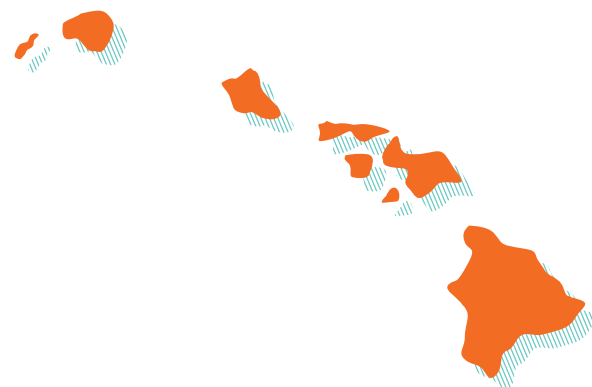


### TRAIL SPORTS SUSTAIN MORE JOBS IN HAWAII

(13,100) than real  
estate and rentals  
(12,300)<sup>1</sup>



Hawaii residents  
are more likely to  
**PARTICIPATE  
IN SURFING  
AND STAND UP  
PADDLE  
BOARDING**  
than the average  
American



## IN HAWAII OUTDOOR RECREATION GENERATES:

**\$7.8  
BILLION**

IN CONSUMER  
SPENDING ANNUALLY



**68,000**

DIRECT  
JOBS



**\$2.4  
BILLION**

IN WAGES AND  
SALARIES



**\$604  
MILLION**

IN STATE AND LOCAL  
TAX REVENUE



<sup>1</sup> UHERO data from University of Hawaii

# 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](http://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**

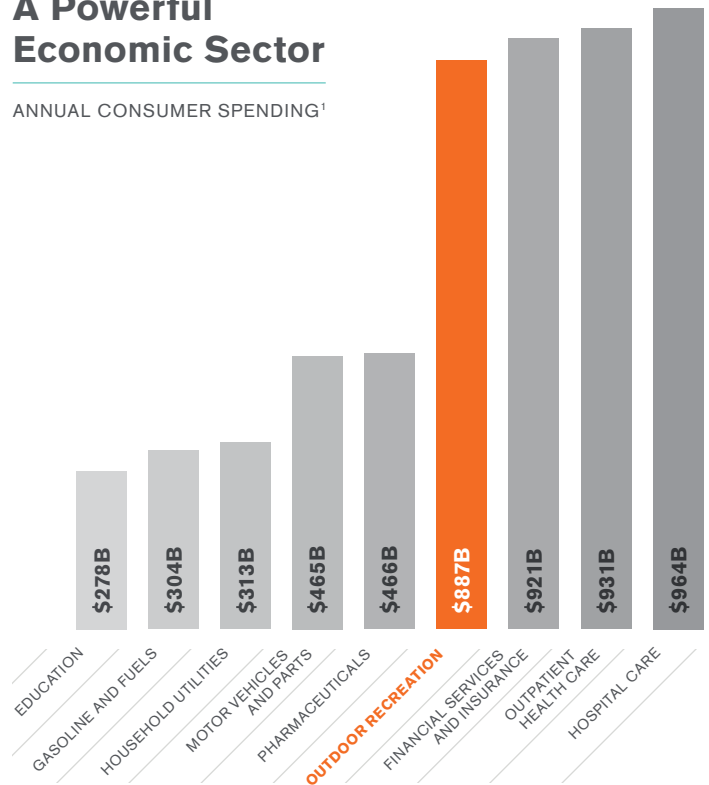
TOGETHER WE ARE A FORCE.

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

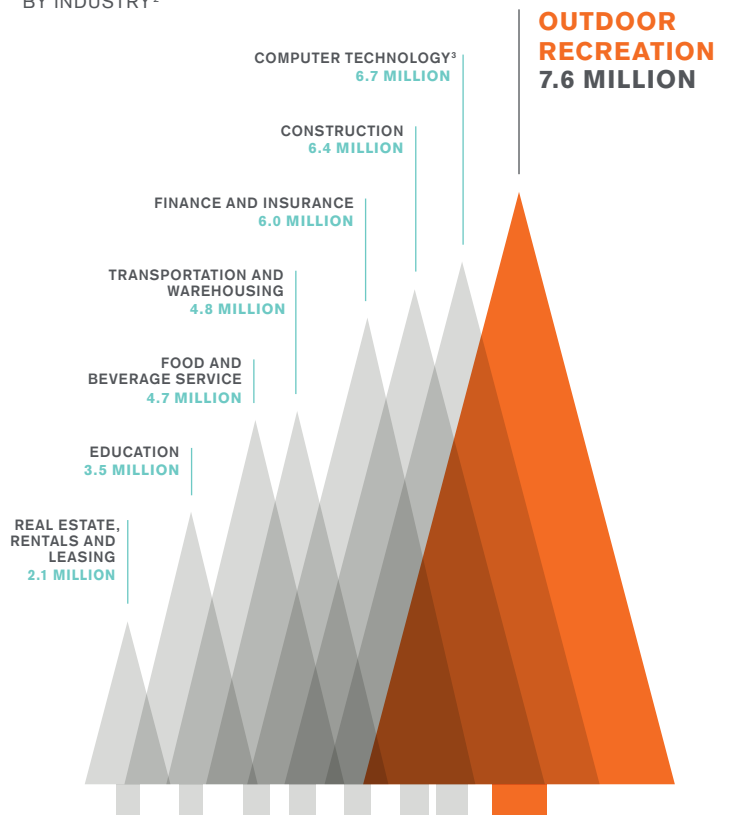
## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



## Job Comparison

BY INDUSTRY<sup>2</sup>



<sup>1</sup> Bureau of Economic Analysis

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> Computing Technology Industry Association