

MICHIGAN

OUTDOOR
INDUSTRY
ASSOCIATION

63% OF MICHIGAN RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Michigan 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.



More than twice
as many direct
Jobs in Michigan
**DEPEND ON
OUTDOOR
RECREATION**
(232,000) as on the
aerospace industry
(105,000)¹



Michigan residents
are more likely to
**PARTICIPATE
IN KAYAKING
AND CAMPING**
than the average
American



IN MICHIGAN OUTDOOR RECREATION GENERATES:

**\$26.6
BILLION**

IN CONSUMER
SPENDING ANNUALLY



232,000

DIRECT
JOBS



**\$7.5
BILLION**

IN WAGES AND
SALARIES



**\$2.1
BILLION**

IN STATE AND LOCAL
TAX REVENUE



¹ Aerospace Industries Association

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 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**

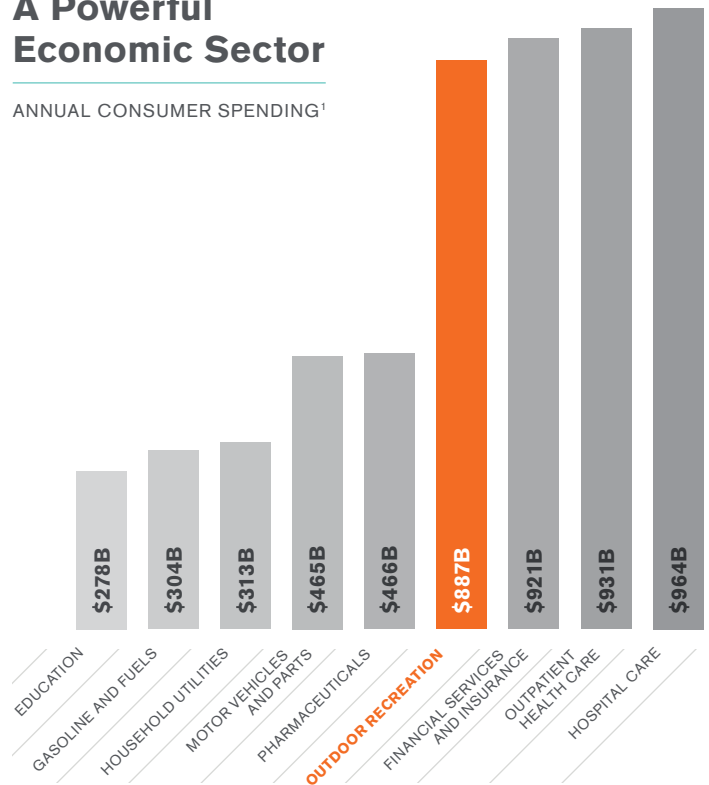
TOGETHER WE ARE A FORCE.™

2580 55TH STREET
SUITE 101
BOULDER, CO 80301

OUTDOORINDUSTRY.ORG

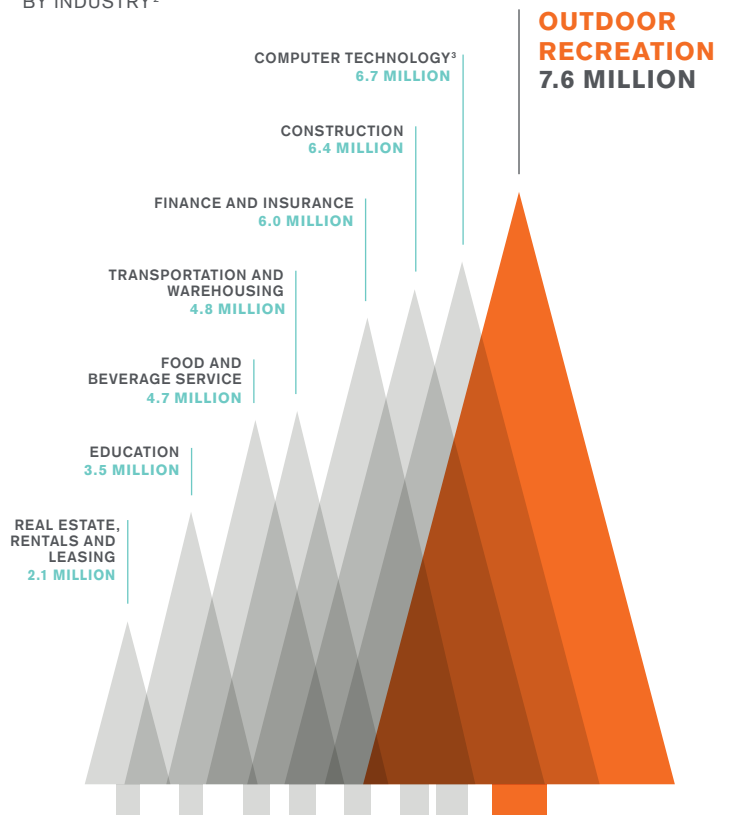
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



Job Comparison

BY INDUSTRY²



¹ Bureau of Economic Analysis

² Bureau of Labor Statistics

³ Computing Technology Industry Association