VERMONT

OUTDOOR INDUSTRY ASSOCIATION

72%
OF VERMONT
RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Vermont recognize that outdoor recreation supports, 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.



An estimated one in seven jobs in Vermont **DEPENDS ON OUTDOOR RECREATION**[1]

Vermont residents are more likely to **PARTICIPATE IN SNOWSHOEING AND DAY HIKING** than the average American



IN VERMONT OUTDOOR RECREATION GENERATES:

$5.5 BILLION
IN CONSUMER SPENDING ANNUALLY

51,000
DIRECT JOBS

$1.5 BILLION
IN WAGES AND SALARIES

$505 MILLION
IN STATE AND LOCAL TAX REVENUE

[1] Vermont Department of Labor

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.

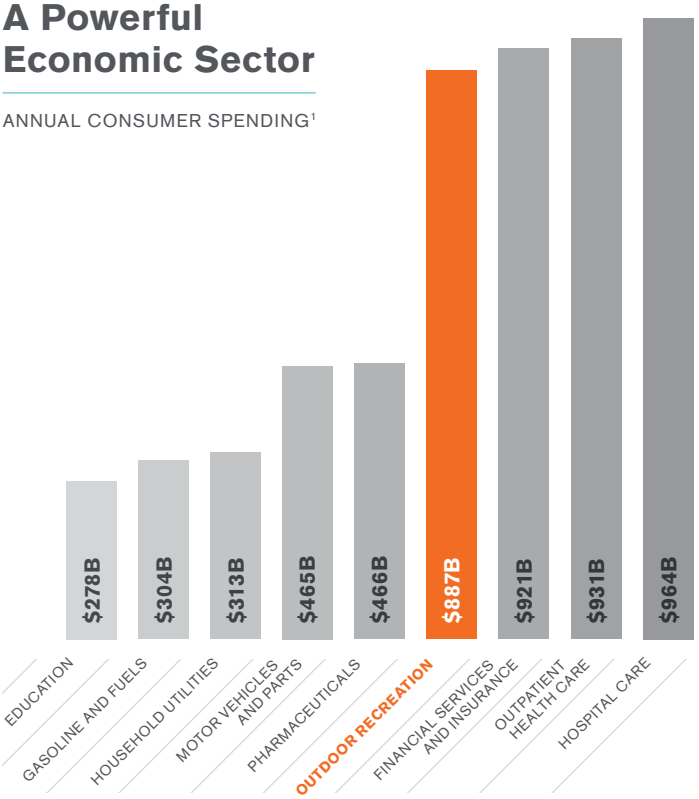
OUTDOOR INDUSTRY ASSOCIATION
TOGETHER WE ARE A FORCE.

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OUTDOORINDUSTRY.ORG

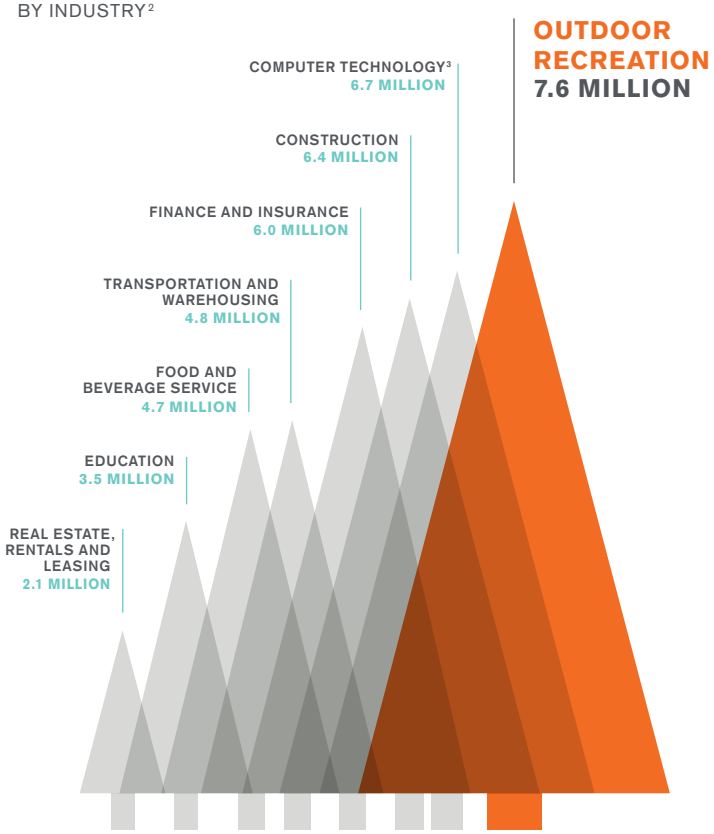
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING[1]



Job Comparison

BY INDUSTRY[2]



[1] Bureau of Economic Analysis
[2] Bureau of Labor Statistics
[3] Computing Technology Industry Association