

Economic Impact of Outdoor Recreation



Governor's Task Force on
Traditional Use & Access to
Land

National Trends

(Forest-Based Recreation and Tourism Trends in the US and Actual National Forest System Visitation, TIA Marketing Outlook Forum '04)

- ❑ Outdoor recreation is a fast growing use of forest in the United States, continuing a trend of steady growth since well before the 1950's.
- ❑ Outdoor recreation, *and more specifically forest recreational tourism*, is an important source of demand for the tourism industry. People travel millions of miles each year in all season to find and experience activities in forest settings.

Level of Participation in Outdoor Recreation Activities Nationally (in order of # of participants)

Activity	# of Participants (million)	% of Population
View/Photo Scenery	125.1	58.5
View/photo Wildlife	93.8	43.8
Boating	78.5	36.7
Fishing	73.1	34.2
Visit Wilderness Area	69.6	32.5
View/photo Birds	67.1	31.4
Mountain Biking	44.9	21.0
Hunting	24.0	11.2

Level of Participation in Outdoor Recreation Activities Nationally (in order of # of participants)

Activity	# of Participants (million)	% of Population
Whitewater Rafting	21.3	10.0
Canoeing	20.7	9.7
Downhill Skiing	18.0	8.4
Snowmobiling	11.9	5.5
Cross-country skiing	7.8	3.6
Ice Fishing	5.7	2.7
Snowshoeing	4.5	2.1

10 Fastest Growing Activities 1983-2001

National Survey on Recreation and the Environment (NSRE), 2001

Activity	Growth %	# of Participants	% of Population
Bird Watching	235.9	71.2	33.4
Hiking	195.9	73.1	34.3
Backpacking	165.9	23.4	10.9
Snowmobiling	107.5	66.9	31.4
Walking	91.2	179.0	83.9
Off-road driving	89.2	27.9	13.1
Primitive Camp	81.9	32.2	15.1
Develop Camp	76.0	52.8	24.8
Downhill Skiing	66.9	17.7	8.3
Swimming	64.4	78.1	36.6

Marketing Strengths

- ▣ Maine's strongest motivational appeals for overnight travel – touring, special events and outdoor travel far exceed the US norm.
- ▣ Outdoor recreation accounts for 21% of marketable overnight trips and 17% of marketable day trips and touring accounts for 38% of marketable overnight trips and 18% of marketable day trips.

Outdoors & Touring

- ❑ Outdoors - directly related to (dependent on) Maine's natural resource and is usually specific and centered on one activity such as hunting, fishing, rafting, snowmobiling, back packing, etc.
- ❑ Touring - also features opportunities for nature based sightseeing and "softer" outdoor recreation activities such as day hiking, bicycling, swimming, wildlife watching along side opportunities for shopping, dining & cultural activities.