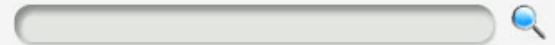




**WESTERN
GOVERNORS'
ASSOCIATION**

Serving the Governors of 19 States and 3 US-Flag Pacific Islands



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Get Out West!
Connecting kids to nature
and growing the tourism
and recreation economies
in the West

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A Governors' Initiative to Promote the West and Bolster Our Economies



Our Western states have long captured the hearts and imaginations of Americans and people around the world. These lands and waterways drive our local economies, define our culture and enrich our quality of life. Few places can match the West's expansive scenic landscapes and boundless opportunities for outdoor recreation and tourism. Yet to many Americans, the great outdoors is an elusive dream, something to be watched on TV, not enjoyed in person.

Washington Governor Chris Gregoire recognizes that our open lands and waterways are the underpinnings of a vibrant recreation and tourism industry and believes we share an obligation to teach our youth about the importance of enjoying — and caring for — our great outdoors.

Governor Gregoire, the 2011/2012 chair of the Western Governors' Association (WGA), is leading the Get Out West! initiative. Governor Gregoire is working with fellow governors to highlight the connection of outdoor recreation and tourism to the health of our local economies as well as our citizens. In addition to promoting outdoor recreation and tourism across the West, the initiative will generate jobs and draw attention to the importance of effective conservation strategies so these assets are available for future generations.

Highlighting the Importance of the Tourism and Recreation Industries



A 2006 study by the Outdoor Industry Association (OIA) found that certain types of outdoor recreation — bicycling, camping, fishing, hunting, paddling, snow sports, wildlife viewing, trailrunning, hiking and climbing — contribute more than \$730 billion a year to the U.S. economy.

The Get Out West! initiative is working with OIA and other recreation interests not represented in the 2006 study -- like off highway vehicles, boating and horseback riding -- to update and expand the study. Preliminary numbers will be released in June 2012 and state by state numbers in December 2012.

Agenda: Conduct an economic analysis of benefits of both outdoor recreation and tourism to state economies.



Through this initiative, we will also examine whether our public policies sufficiently recognize the societal and economic importance of outdoor recreation and tourism. Direct travel spending in the United States by domestic and international visitors was \$790 billion in 2010. This represents an 8.5 percent increase over 2009. Tourism matters to all Western states. In Washington, it drives a \$15.2 billion a year industry.

Agenda: Work with stakeholders to develop and promote policies that enhance outdoor recreation, ensure we

Governors' remarks on
YouTube

[Gov. Chris Gregoire](#),
Washington, WGA Chair

[Gov. Gary Herbert](#),
Utah, WGA Vice Chair

have open lands and waterways for recreation, and further engage our youth in outdoor activities.

Getting Kids and Families Outdoors



Enhancing nature-based education and volunteerism holds many benefits for Western states. Introducing young people to nature improves their health while it sparks an interest in nature-based recreation and careers. And by promoting volunteerism among children, college students, veterans, retirees and others to help maintain trails and facilities, states can better rely on private and nonprofit efforts to ease the strain on public funding sources.

Agenda: Engage families, our youth and volunteers in outdoor recreation and conservation activities.

1

2

The Active Outdoor Recreation Economy

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



MONTANA

Active Outdoor Recreation Creates Economic Growth

More than three out of every four Americans participate in active outdoor recreation each year. Americans spend money, generate jobs, and support local communities when they get outdoors. Simple, healthy outdoor activities such as hiking, biking, camping, or wildlife viewing generate enormous economic power.

THE NATIONAL ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes \$730 billion annually to the U.S. economy¹
- Supports nearly 6.5 million jobs across the U.S.
- Generates \$49 billion in annual national tax revenue
- Produces \$289 billion annually in retail sales and services across the U.S.
 - \$46 billion in active outdoor recreation gear sales and services²
 - \$243 billion in active outdoor recreation trip-related expenditures³
- Provides sustainable growth in rural communities

Active Outdoor Recreation Fuels Economic Growth In Montana

Montana offers spectacular recreation — including Big Sky and Glacier National Park — and other treasured destinations that bring in tourist dollars from out-of-state active outdoor recreation participants. Montanans also recreate close-to-home in local parks and venues.

THE MONTANA ACTIVE OUTDOOR RECREATION ECONOMY:

- Contributes over \$2.5 billion annually to Montana's economy
- Supports 34,000 jobs across Montana
- Generates \$118 million in annual state tax revenue
- Produces nearly \$2 billion annually in retail sales and services across Montana
 - accounting for 7.5% of gross state product

Active outdoor recreation creates sustainable long-term economic growth and community development throughout Montana.

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 report used multipliers ("ripple effect") from the IMPLAN model. The IMPLAN input/output model is a commonly used economic tool with over 1,500 active users including federal government, state government, academic, and private clients. 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. The economic contribution is a conservative estimate in that it does not include the bulk of large durable good purchases such as boats and RVs. State economic contribution and job creation should not be compared to the national and regional figure because of greater economic leakages at the state level. Individual state economic contribution and job creation can be compared against other individual state economic contribution and job creation.

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.

*Outdoor Industry Foundation conducted a survey for bicycling, camping, paddling, snow sports, and trail activities in October of 2005. 13,907 respondents completed the survey. 5,150 respondents were considered "qualified respondents" - by both participating in one of the activities and making a purchase related to the activity within the past year. 349 respondents from Montana completed the survey. 89 of the Montana respondents were "qualified".

Existing data from the "2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation" commissioned by the U.S. Fish and Wildlife Service was used to create the economic and participation data for fishing, hunting, and wildlife viewing.

MONTANANS PARTICIPATE IN ACTIVE OUTDOOR RECREATION

	ACTIVITY CATEGORY	# OF PARTICIPANTS*	% OF POPULATION*
	BICYCLING <ul style="list-style-type: none"> Paved-road bicycling Off-road bicycling 	239,448	33%
	CAMPING <ul style="list-style-type: none"> RV camping at a campsite Tent camping at a campsite Rustic lodging 	329,205	46%
	FISHING <ul style="list-style-type: none"> Recreational fly Recreational non-fly 	205,004	27%
	HUNTING <ul style="list-style-type: none"> Shotgun Rifle Bow 	167,110	22%
	PADDLING <ul style="list-style-type: none"> Kayaking (recreational, sea, or whitewater) Rafting Canoeing 	171,387	24%
	SNOW SPORTS <ul style="list-style-type: none"> Downhill skiing, including telemark Snowboarding Cross-country or Nordic skiing Snowshoeing 	133,293	19%
	TRAIL <ul style="list-style-type: none"> Trail running on an unpaved trail Day hiking on an unpaved trail Backpacking Rock climbing (natural rock or ice) 	352,206	49%
	WILDLIFE VIEWING <ul style="list-style-type: none"> Bird watching Other wildlife watching 	362,000	48%

*Wildlife-based participation is based on adult population 16 years of age and older living in Montana in 2005: 756,877 (US Census). Non wildlife-based participation is based on adult population 18 years of age and older living in Montana in 2005: 717,654 (US Census). Detailed activity definitions and participation calculations are available in the technical report.

Montana not only attracts those from out-of-state to take part in active outdoor recreation but also, with exceptional close-to-home recreation, generates economic activity from active Montanans.

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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