

Economic Contribution of Outdoor Recreation in California



Summary

- The average Californian participates in some form of outdoor recreation activity — ranging from walking for pleasure in their neighborhood to visiting a National Park — on at least 96 days per year.
- Trip and equipment expenditures related to outdoor recreation in California totaled almost \$21 billion dollars in 2008.
- Including “multiplier effects,” outdoor recreation contributed nearly \$40 billion to California’s economy in 2008 and supported about 313,000 jobs.



Note: A portion of the total statewide economic contribution could not be attributed to specific regions.

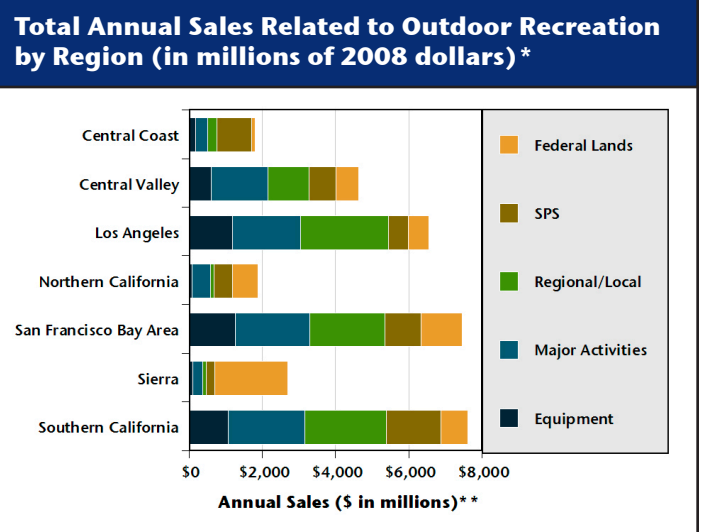


Study Background

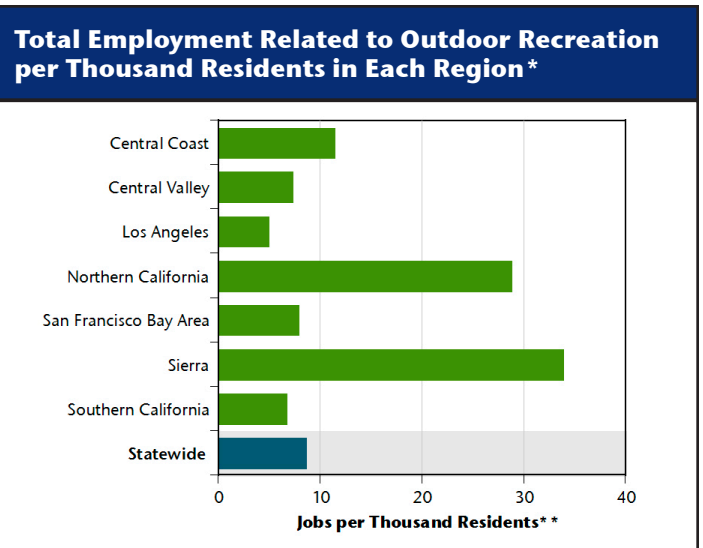
On behalf of California State Parks, BBC Research & Consulting examined the annual contribution to the California economy resulting from recreation on public lands and in common spaces throughout the state. The study evaluated the economic effects from outdoor recreation at federally-managed lands, the State Park System (SPS), local and regional parks and other, outdoor public locations. In addition to statewide economic effects, the study evaluated the economic contribution in each of seven distinct regions in California.

Additional Findings

- The \$20.8 billion of direct expenditures for outdoor recreation ranks among the output of the top 45 sectors (out of 440) in California. Examples of industries with comparable output include aircraft manufacturing; accounting, tax preparation, bookkeeping, and payroll services; and insurance agencies, brokerages and related activities.
- Excluding multiplier effects, expenditures related to outdoor recreation supported approximately 200,000 jobs. This level of employment ranks outdoor recreation among the top 30 sectors (out of 440). Other California sectors with similar employment levels include the trucking transportation industry; legal services sector; and firms that support activities associated with agriculture and forestry.
- Although the largest total economic contributions from recreation occurred in the state's most populous regions, outdoor recreation has the most significant economic effects in the Sierra Region and the Northern California Region where the proportion of jobs related to recreation is more than three times the statewide average.



Note: * These region-specific estimates understate the actual totals because of some multiplier effects that could not be attributed to particular regions.
 ** Includes indirect and induced effects, also referred to as “multiplier effects.”



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