



The Outdoor Economy

Nevada Outdoor Business Coalition



**NEVADA
OUTDOOR
BUSINESS COALITION**

Introduction

Your Outdoor Industry Chamber

We advocate for the outdoor industry in Nevada, as well as the public land we recreate on. We offer our members the opportunity to network and collaborate with other business owners, policy makers, and industry professionals. We are working on business education opportunities that are specific to our industry.





Defining Terms

Gross Economic Output- cost of overall economic activity in the production of new goods and services

GDP (Gross Domestic Product)- monetary value of final (purchased by the consumer) goods and services

The BEA defines “outdoor recreation activity” into three general categories:

1. conventional activities such as bicycling, boating, hiking, and hunting.
2. activities such as gardening and outdoor concerts
3. supporting activities such as construction, travel and tourism, local trips, and government expenditures.

The U.S. Outdoor Economy

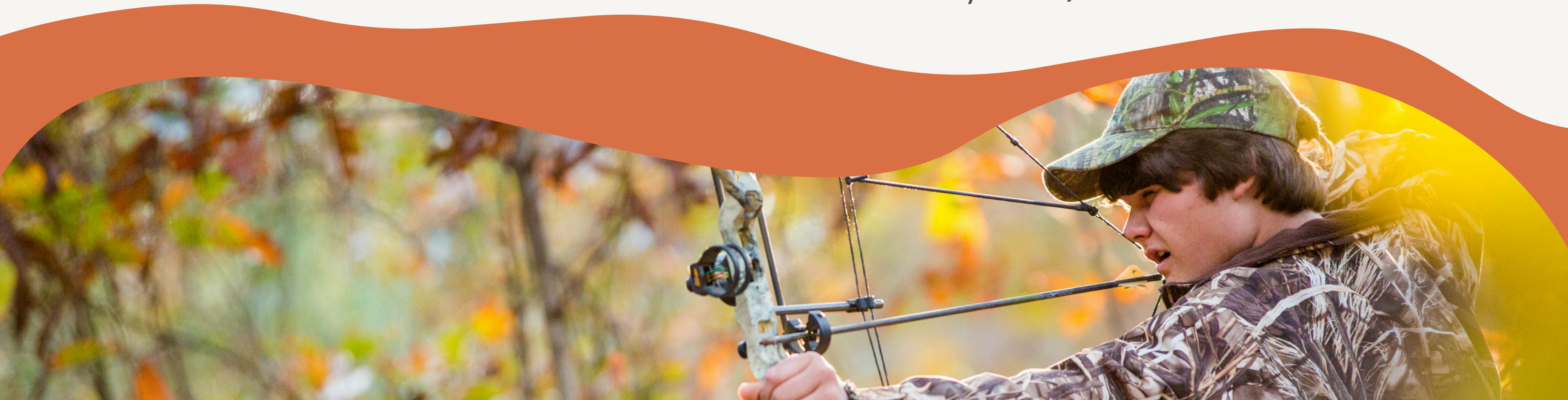
For the first time, the Outdoor Industry surpassed \$1 Trillion in Gross Economic Output.

Top Line Numbers:

- 2.2% of the US GDP
- 5.0 Million Jobs
- 3.2% of US Employment.

Percentage of Growth from 2021:

- GDP- 4.8% (compared to US Economy-1.9%)
- Jobs- 7.4% (compared to US Economy-3.9%)



The U.S.'s Favorite Activities

Top Economic Activities in U.S. by Size:

1. RVing
2. Boating/Fishing
3. Motorcycling/ATVing
4. Hunting/Shooting/Trapping
5. Snow Activities

Top Economic Activities in U.S. by Growth:

1. Recreational Flying
2. Snow Activities
3. Climbing/Hiking/Tent Camping
4. Motorcycling/ATVing
5. RVing





Nevada's Outdoor Economy

Top-Line Numbers:

- In Nevada, Outdoor Recreation creates \$6.1 billion in GDP.
- 2.7% of the state's GDP
- 54,000 jobs
- 3.5% of Nevada Employment

Percentage of Growth from 2021:

- 3.4% increase in GDP
- 7.8% increase in employment



How Do We Compare?

Category	Rank (out of 51)
Overall Size (GDP)	27
Growth 2021-2022	9
% of State's GDP	14



Why Does This Matter?

- 1** People want to work in the outdoor industry! Whether that is as an entrepreneur or an employee, more and more people are searching for employment in the outdoor space.
- 2** This data is critical for advocating for investment in the industry, prioritizing the industry, and for conservation/public land efforts.



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Thank you!