

# MICHIGAN

## 63% OF MICHIGAN RESIDENTS PARTICIPATE IN OUTDOOR RECREATION EACH YEAR

Communities across Michigan recognize that outdoor recreation supports health, 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.



More than twice as many direct Jobs in Michigan **DEPEND ON OUTDOOR RECREATION** (232,000) as on the aerospace industry (105,000)<sup>1</sup>



Michigan residents are more likely to **PARTICIPATE IN KAYAKING AND CAMPING** than the average American



## IN MICHIGAN OUTDOOR RECREATION GENERATES:

**\$26.6  
BILLION**

IN CONSUMER SPENDING ANNUALLY



**232,000**

DIRECT JOBS



**\$7.5  
BILLION**

IN WAGES AND SALARIES



**\$2.1  
BILLION**

IN STATE AND LOCAL TAX REVENUE



<sup>1</sup> Aerospace Industries Association

# 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](http://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.

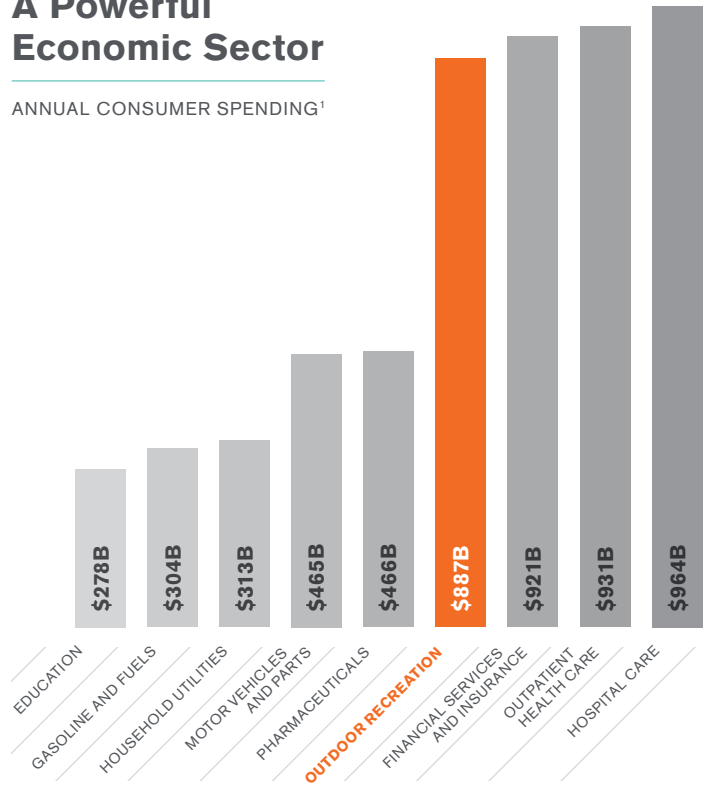
**OUTDOOR INDUSTRY ASSOCIATION**  
TOGETHER WE ARE A FORCE.

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[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

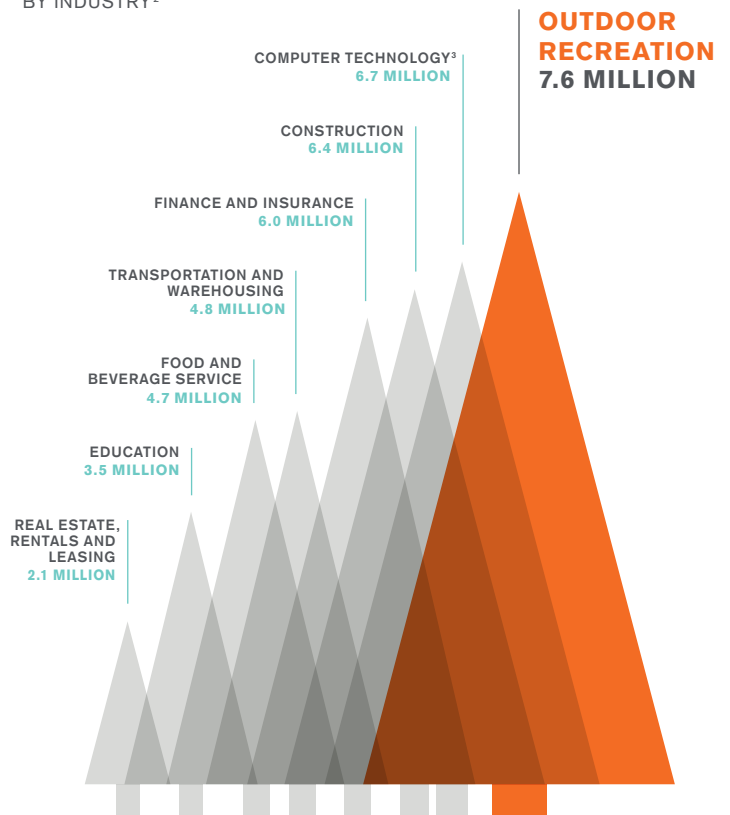
## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



## Job Comparison

BY INDUSTRY<sup>2</sup>



<sup>1</sup> Bureau of Economic Analysis

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> Computing Technology Industry Association