Take It Outside
LWCF Summit - Denver

OUTDOOR INDUSTRY ASSOCIATION

A STORY ABOUT A FAMILY.

Who said….*"I do agree that jobs are attracted by the quality of life. Unfortunately, it is usually by golf clubs, golf courses…"*?

A.   Congressman Paul Ryan (R-WI)
B.   Vice President Joe Biden (D-DE)
C.   Congressman Rob Bishop (R – UT)   X
D.   Tiger Woods (I - FL)

CURRENT EVENTS QUIZ

Rank the following activities in order of participation in the United States….

- Fishing   46.1M
- Camping   42.5M
- Hiking   34.4M
- Bicycling   42.9M
- Running/Jogging   51.4M
- Golf   25.6M

CURRENT EVENTS QUIZ

Rank the following industries in order of number of direct jobs they provide in America…

- Golf* (2005 Data)   2.0M
- Real Estate   2.0M
- Oil and Gas   2.1M
- Outdoor Recreation   6.1M

CURRENT EVENTS QUIZ

Which of the following activities generates the most direct annual consumer spending in the United States?

- Water Sports $ 86 B
- Camping   **$143 B**
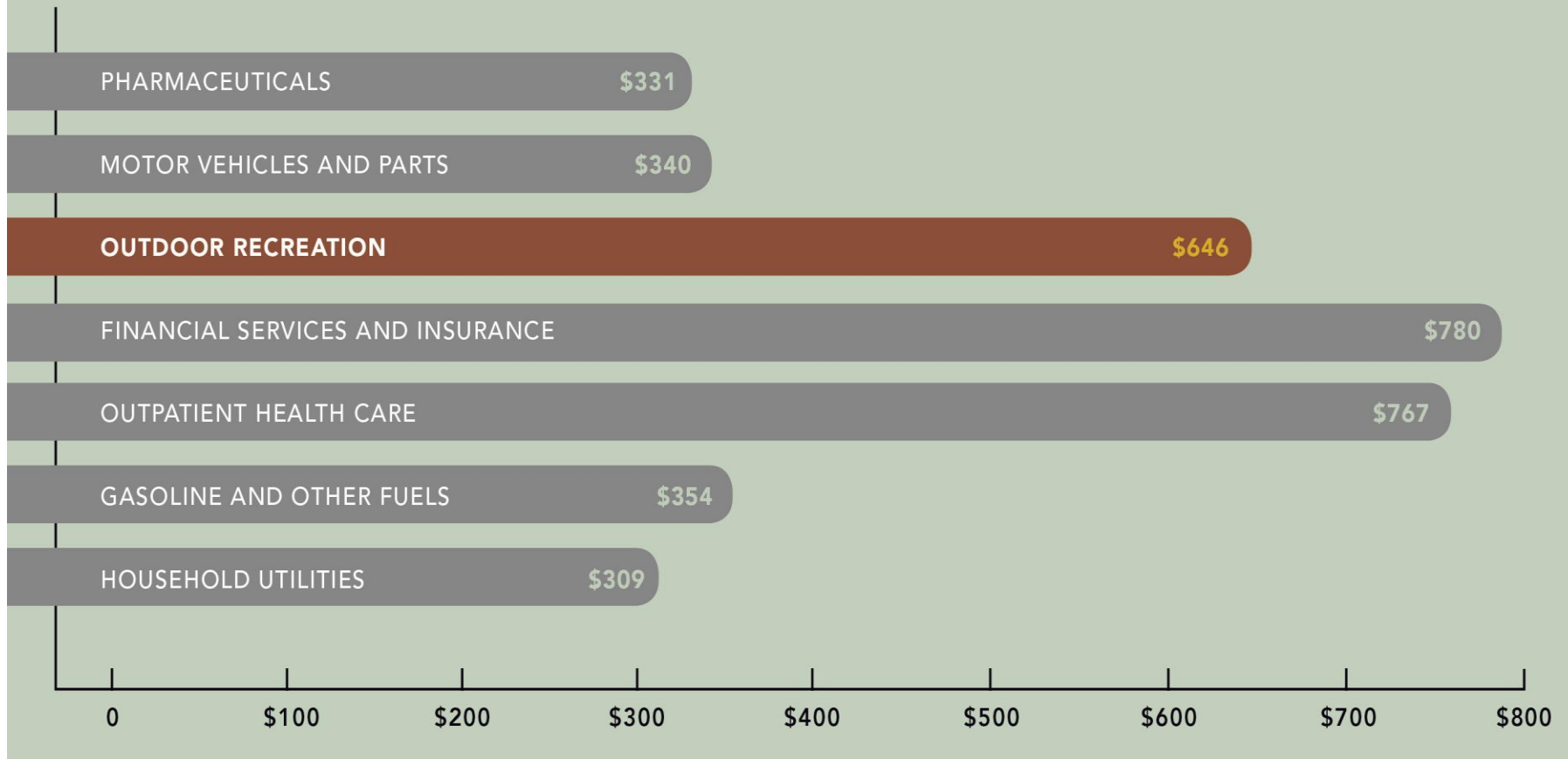- Trail Sports $ 80 B
- Golf* (2005 Data) $ 76 B

AN OVERLOOKED ECONOMIC GIANT

Annual Consumer Spending, in Billions

Category	Value
PHARMACEUTICALS	$331
MOTOR VEHICLES AND PARTS	$340
OUTDOOR RECREATION	**$646**
FINANCIAL SERVICES AND INSURANCE	$780
OUTPATIENT HEALTH CARE	$767
GASOLINE AND OTHER FUELS	$354
HOUSEHOLD UTILITIES	$309

0   $100 $200 $300 $400 $500 $600 $700 $800

AN OVERLOOKED JOBS GIANT

Job Comparisons, by Industry[1]

Industry	Jobs
REAL ESTATE, RENTALS, LEASING	2.0M
OIL AND GAS[2]	2.1M
INFORMATION	2.5M
EDUCATION	3.5M
TRANSPORTATION AND WAREHOUSING	4.3M
CONSTRUCTION	5.5M
FINANCE AND INSURANCE	5.8M
OUTDOOR RECREATION	6.1M
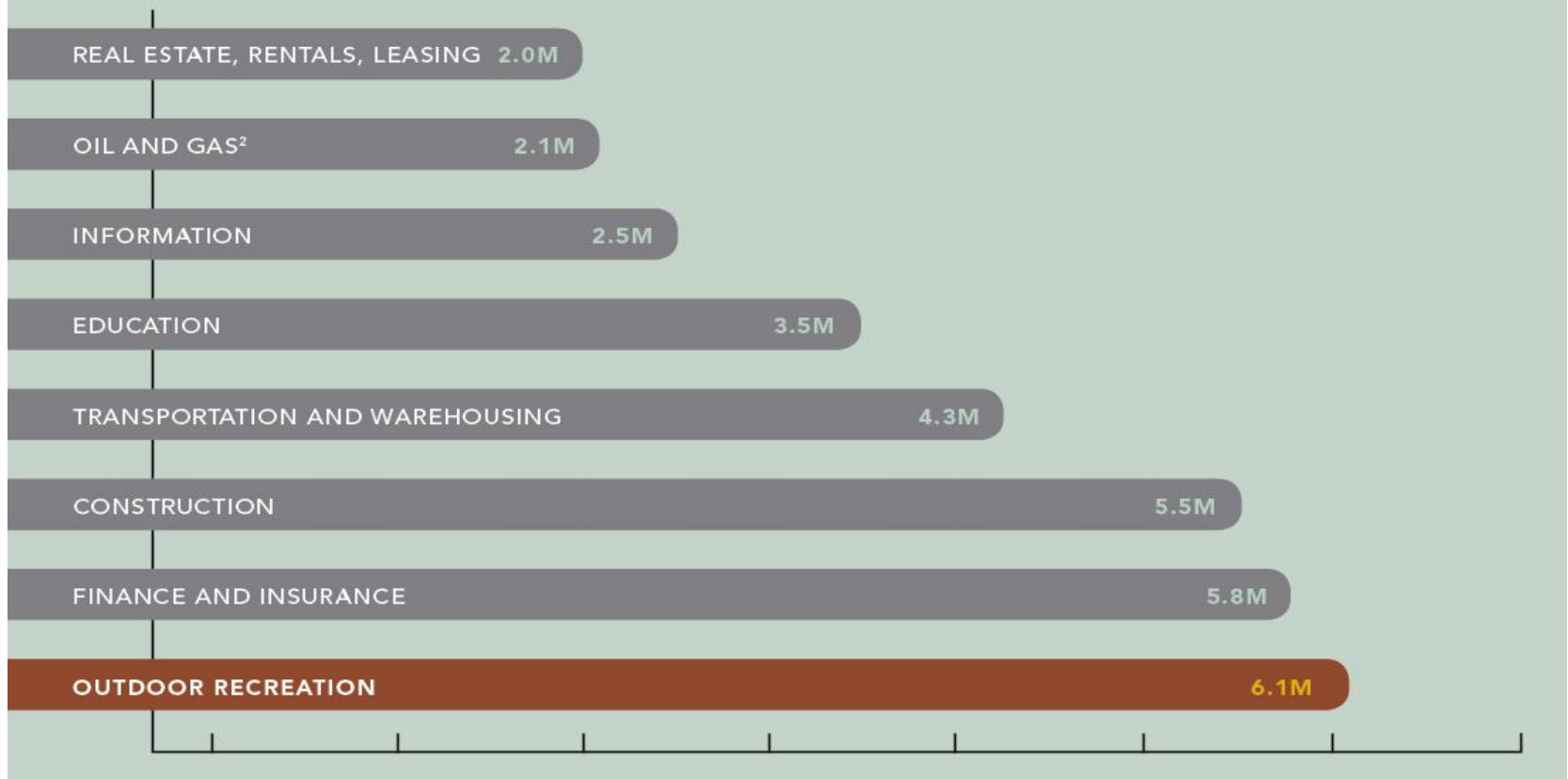
THE BEST JOBS ARE IN AMERICA

Outdoor Recreation Creates Jobs

Average Salaries[2] Generated

Materials Suppliers
- SALES
- MARKETING
- DESIGN

Wholesale Sales & Marketing
- VP SALES $144K
- MARKETING DIRECTORS $108K
- SALES MANAGERS $79K

Sourcing & Manufacturing
- SOURCING MANAGERS $80K+

Product Conception & Development
- VP PRODUCT DEVELOPMENT $145K
- PRODUCT DESIGNERS $70K
- PRODUCT LINE MANAGERS $90K

Business Strategy & Branding
- CEO $150K+
- CFO $125K+
- CMO $100K+
- HR MANAGER $75K
- IT MANAGER $80K

Consumer Demand

Inventory Planning & Production
- INVENTORY PLANNING MANAGERS $64K

Logistics & Distribution
- LOGISTICS MANAGERS $65K
- WAREHOUSE MANAGERS $42K

Retail Sales, Marketing & Customer Service[3]
- RETAIL STORE SUPERVISORS $44K
- RETAIL SALESPEOPLE $30K
- BUYERS $60K
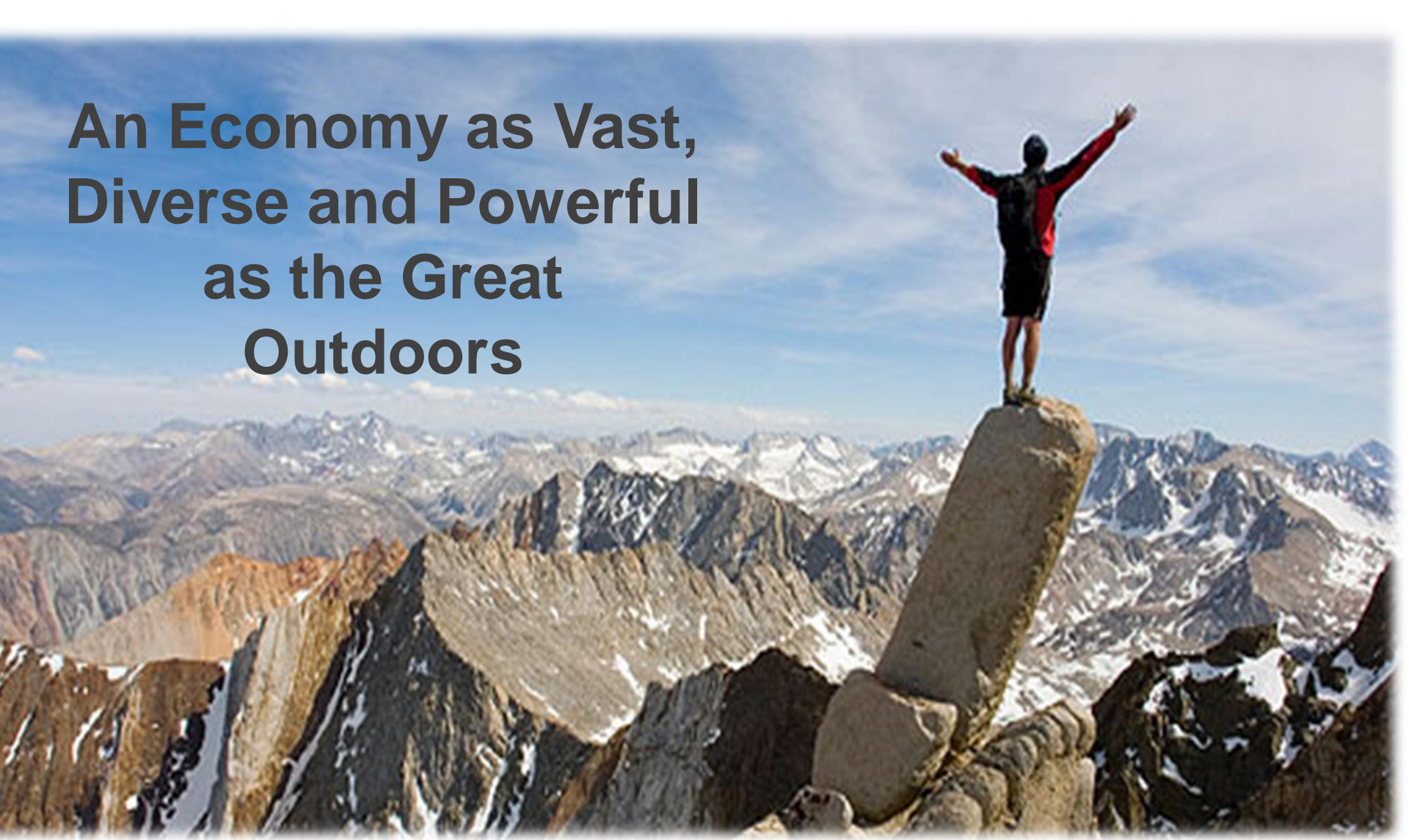
Consumer Use

OUTDOOR INDUSTRY ASSOCIATION

Outdoor recreation is in the household budget

An Economy as Vast, Diverse and Powerful as the Great Outdoors

TAKE IT OUTSIDE FOR AMERICAN JOBS AND A STRONG ECONOMY

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A DIVERSE RECREATION ECOSYSTEM

PLAY OUTSIDE SUPPORTS THE ECONOMY

Outdoor Recreation Product Sales $120.7 Billion
APPAREL, FOOTWEAR, EQUIPMENT, VEHICLES, ACCESSORIES, SERVICES

+

Trips and Travel-Related Spending $524.8 Billion
FOOD/DRINK, TRANSPORTATION, ENTERTAINMENT/ACTIVITIES, LODGING, SOUVENIRS/GIFTS/MISC.

=

$646 Billion Direct Sales

Colorado

OUTDOOR RECREATION GENERATES...

$13.2
BILLION
in consumer
spending

124,600
direct
Colorado
jobs

$4.2
BILLION
in wages and
salaries

$994
MILLION
in state and local
tax revenue

Find your state:
Outdoorindustry.org/recreationeconomy

TAKE IT OUTSIDE FOR AMERICAN
JOBS AND A STRONG ECONOMY

OUTDOOR INDUSTRY ASSOCIATION

Quality Places for **All** Americans to Play

Preserving access to outdoor recreation protects the economy, the businesses, the communities and the people who depend on the ability to play outside.

"Sometimes the thing that brings us together pulls us apart."

OIA'S Commitment

Opportunities:
Interior Secretary Sally Jewell

THREE GENERATIONS…

TAKE IT OUTSIDE FOR AMERICAN JOBS AND A STRONG ECONOMY

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Thank You

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