

# Finance in Outdoor Industry

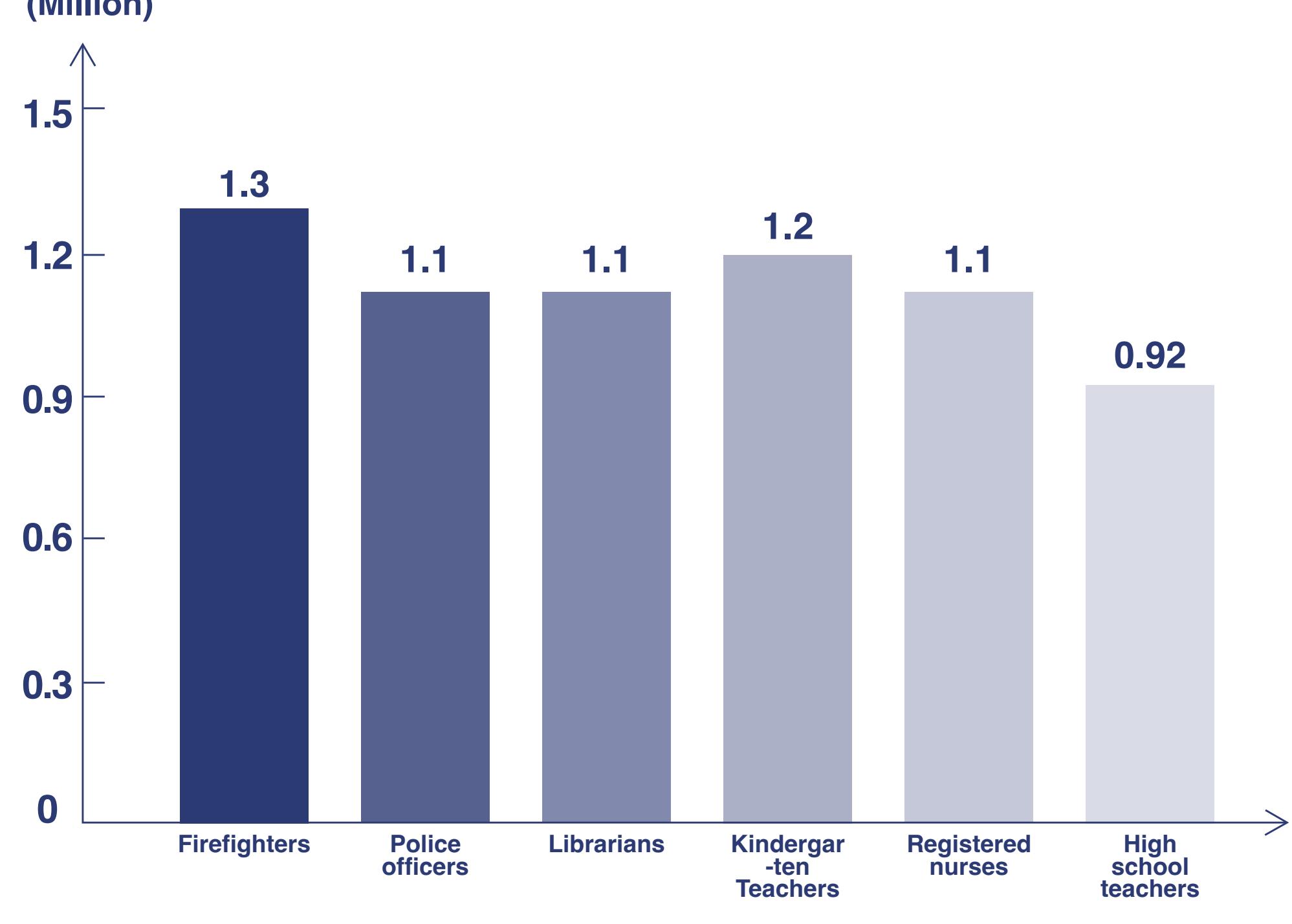
One of the largest economic sectors in the United States

Every year, the outdoor industry creates tremendous economic value which drives the development of the entire country and improves people's lives. It is the lifeblood of thousands of communities and providing livelihoods for millions of workers.

## Outdoor Recreation Drives Commerce

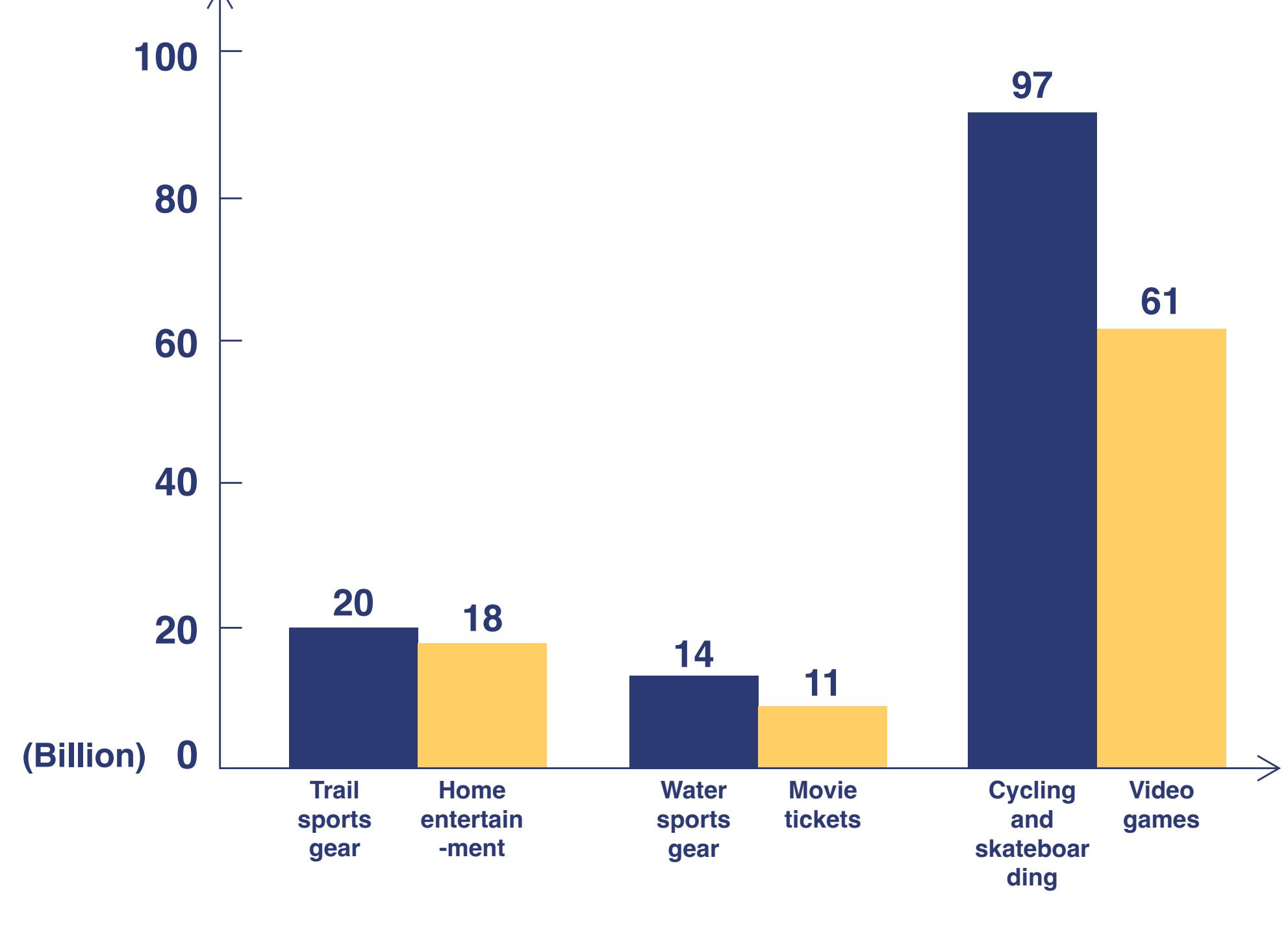
U.S. consumers spend \$887 billion on outdoor recreation every year. This \$887 billion in annual consumer spending creates the outdoor recreation economy that directly supports 7.6 million American jobs and generates \$125 billion in federal, state and local tax revenue.

### Number of people are paid by federal taxes generated by outdoor recreation



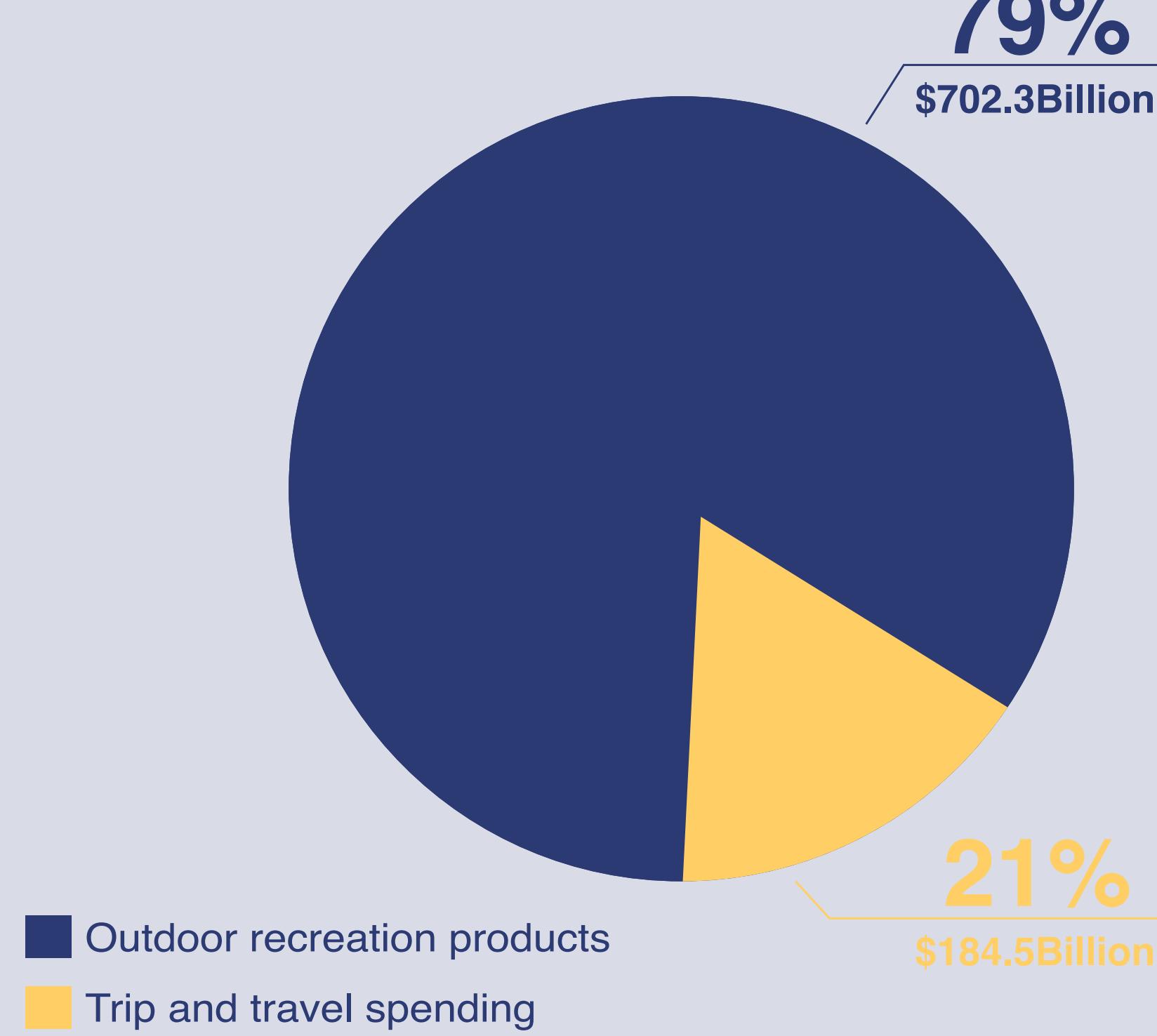
The outdoor recreation economy generates \$125 billion in federal, state and local tax revenues each year. This massive revenue directly supports wages in many industries.

### Comparison of American's annual outdoor industry spending with other industries



It can be seen that people are more willing to pay for outdoor entertainment than many other forms of entertainment, which means that the outdoor industry has huge market value.

### Consumer Spending on Outdoor Recreation (\$887 Billion)



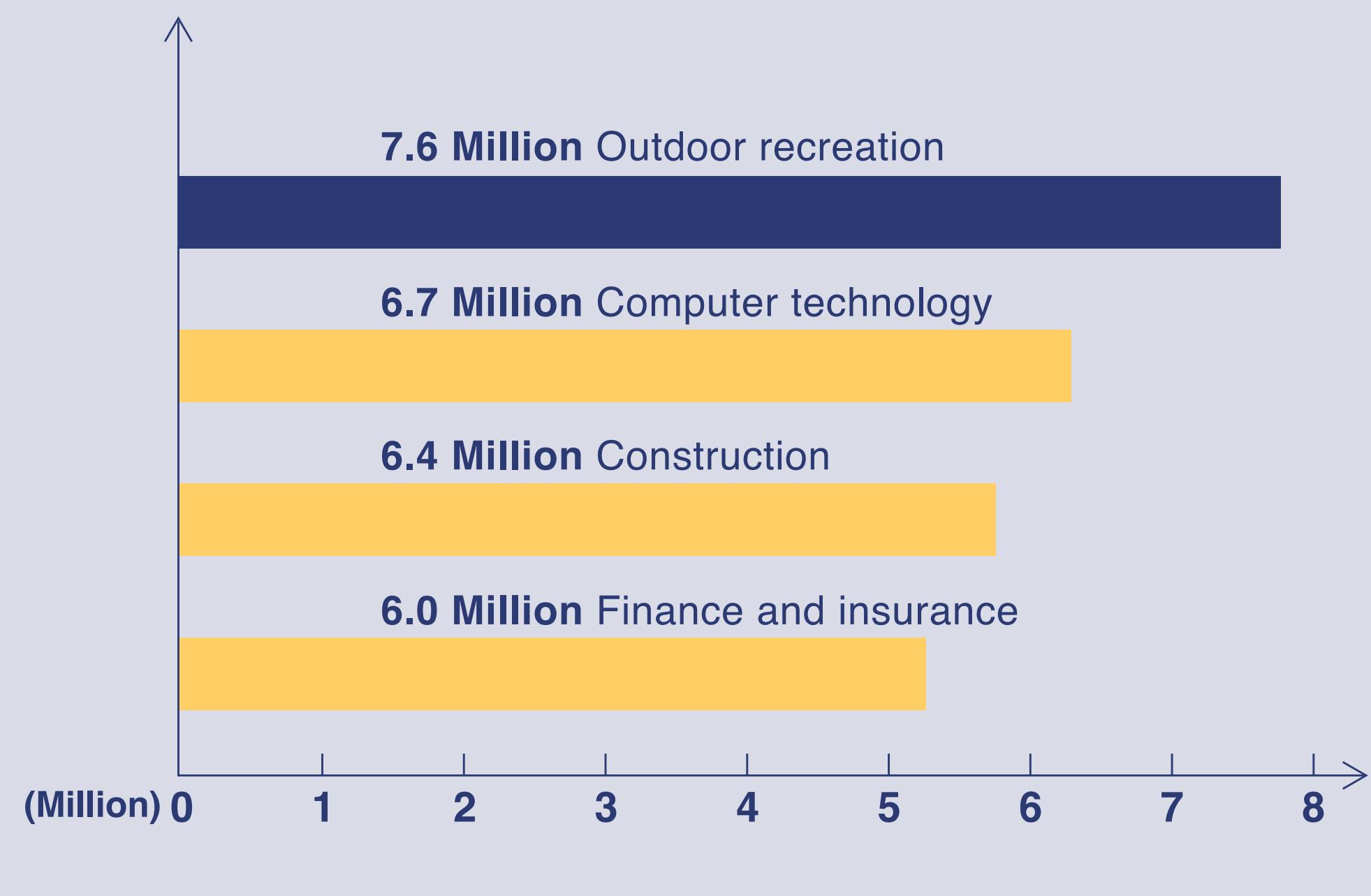
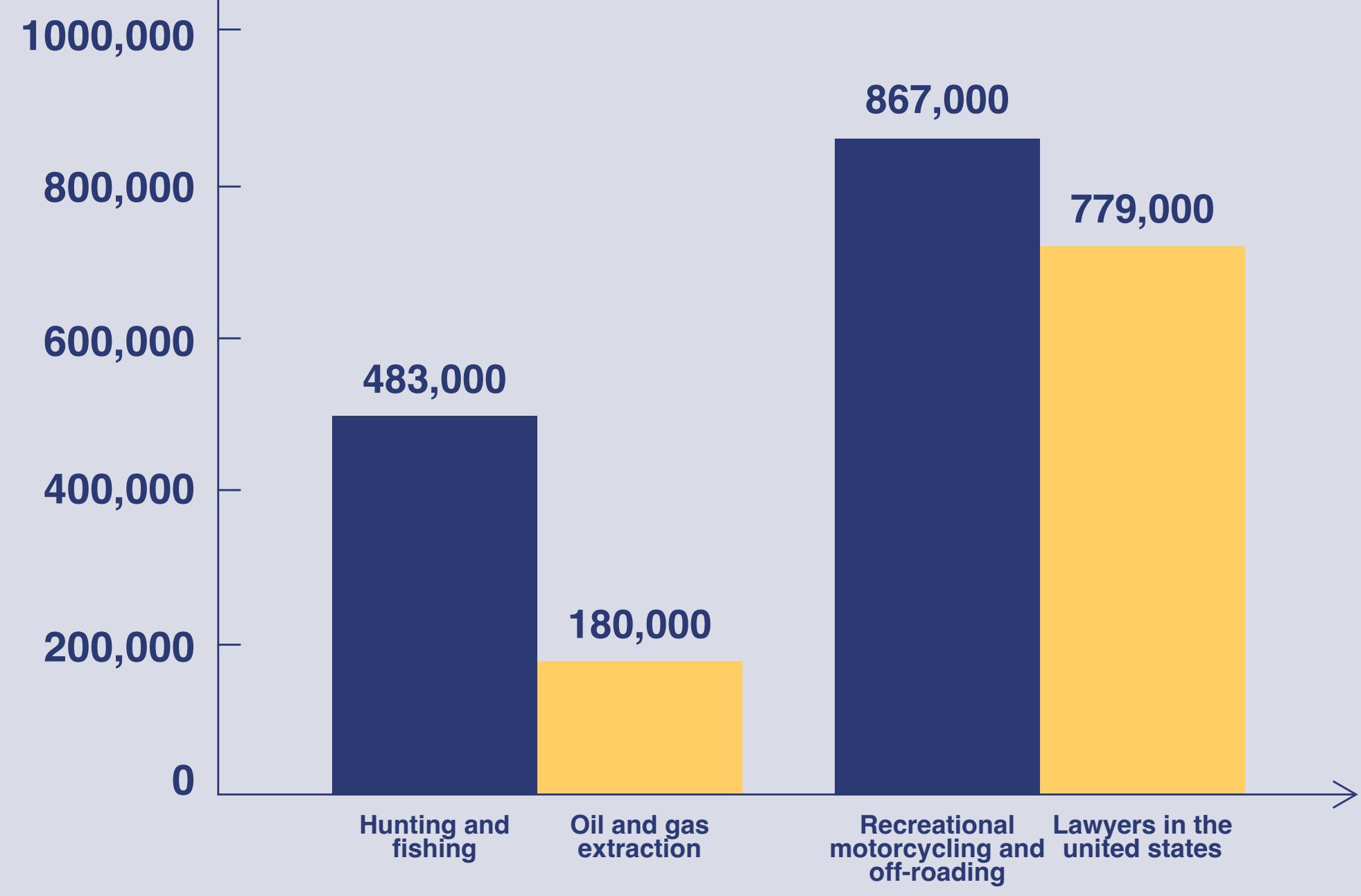
#### Outdoor Recreation Products

Including gear, apparel, footwear, equipment, services and vehicle purchases (\$184.5 billion)

#### Trip And Travel Spending

Including airfare, fuel, lodging, groceries, lift tickets, guides, lessons and more (\$702.3 billion)

### Comparison of employment in some outdoor recreation jobs with other industries



The outdoor industry brings many job opportunities. The number of people employed in the outdoor industry is higher than many other industries.