

CALIFORNIA

4TH CONGRESSIONAL DISTRICT

OUTDOOR
INDUSTRY
ASSOCIATION

Outdoor Recreation Is a Powerful Economic Engine



56%

of California residents participate in outdoor recreation each year

Approximately

32%

of outdoor recreation trips in California are close to home (taking place within 30 minutes of the participant's home)

Spending by state residents represents

86%

of outdoor recreation spending in California

Out-of-state visitors to California spend

\$13.3 BILLION

on outdoor recreation

RESIDENTS OF CALIFORNIA'S 4TH CONGRESSIONAL DISTRICT SPEND

\$2.03 BILLION

ON OUTDOOR RECREATION EACH YEAR¹



CALIFORNIA'S 4TH CONGRESSIONAL DISTRICT IS HOME TO AT LEAST **94 OUTDOOR COMPANIES**



CAMPING, WATER SPORTS AND TRAIL SPORTS

ARE THE MOST POPULAR OUTDOOR ACTIVITIES IN CALIFORNIA'S 4TH CONGRESSIONAL DISTRICT



California's Outdoor Recreation Economy Generates

**\$92
BILLION**

IN ANNUAL CONSUMER SPENDING¹

691,000
JOBS STATEWIDE



America's Outdoor Recreation Economy Generates

**\$887
BILLION**

IN ANNUAL CONSUMER SPENDING

7.6 MILLION
AMERICAN JOBS



GET INVOLVED

- 1 Visit the OIA Advocacy Center at outdoorindustry.org/advocacy to learn more about the issues and actions affecting outdoor recreation.
- 2 Recognize outdoor recreation's role in creating healthy economies and healthy communities, and support policies that promote your outdoor recreation economy.
- 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

These results report the economic contributions to the respective statewide economies from the outdoor recreation participants who reside within each congressional district. They do not represent the economic contributions that occur within any given district as a result of outdoor recreation.

¹ Estimates are based on where outdoor recreation participants reside, not where the activity or spending occurred. Totals for district data and state data may differ. Estimates do not include spending by international visitors, nor by those who do not participate in outdoor recreation.