OUTDOOR RECREATION INDUSTRY REPORT

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In conjunction with O.R. Task Force efforts

Synchronist Surveys across the State
OUTDOOR RECREATION IN WYOMING

• $5.6 Billion in consumer spending annually

• $1.6 Billion in Wages & Salaries

• $514 Million in State & Local Tax Revenue

• 50,000 Direct In-State Jobs
OUTDOOR RECREATION IS GROWING

• Over 60% of surveyed businesses have plans to expand

• 67% of businesses see their international sales increasing

• 56% of companies spent over 6% of their sales on R&D
OUTDOOR RECREATION AT WORK

- 50,000 Direct Jobs and $1.6 Billion in Wages
- Workforce Development Initiatives are Key
  - Lack of skilled workforce was a common barrier cited
OUTDOOR RECREATION IN THE COMMUNITY

• Strengths
  – *Great Quality of Life*
  – *Good accessibility to customers & suppliers*

• Weaknesses
  – *Inadequate supply of skilled workforce*
  – *High cost of living*
WHAT’S NEXT?

• Focus on Workforce Development initiatives

• Collaborate with OR Task Force

• Develop Tourism and Housing Toolkits

• Continue to listen to the challenges and opportunities of individual businesses, as well as this industry as a whole
WHAT’S NEXT?

• Industry Confluence Work

• ENDOW
  – Has identified Outdoor Recreation/Tourism as one of its economic engines

• IEDC Webinar - April 12
  – “Cultivating a Great Outdoor Recreation Economy”
RESOURCES

• Business Technical Assistance
• Access to Capital
• Access New Markets
• Workforce Development
THANK YOU!!

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