

How BIG IS OUTDOOR REC?

\$412 billion of U.S. GDP in 2016

→ or **2.2%** of the economy



\$38.2 billion
Boating/Fishing



\$30.8 billion
RVing



\$19.5 billion
Motorcycling/ATVing

- Outdoor recreation GDP measures the value of production within the United States.
- Activities are measured by gross output, essentially sales or receipts.