

# CALIFORNIA

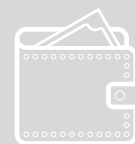
4TH CONGRESSIONAL DISTRICT

OUTDOOR  
INDUSTRY  
ASSOCIATION

## Outdoor Recreation Is a Powerful Economic Engine



RESIDENTS OF  
CALIFORNIA'S 4TH  
CONGRESSIONAL  
DISTRICT SPEND



**\$2.03  
BILLION**  
ON OUTDOOR RECREATION  
EACH YEAR<sup>1</sup>

**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

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 SPENDING<sup>1</sup>

# 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](https://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.™

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](https://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.

<sup>1</sup> 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.