

The Active Outdoor Recreation Economy

A \$730 BILLION CONTRIBUTION TO THE U.S. ECONOMY



MOUNTAIN STATES - BICYCLING

Bicycling Creates Economic Growth

\$133 BILLION ANNUAL CONTRIBUTION TO THE U.S. ECONOMY

60 million adult Americans (18 years of age and older) bicycle each year. American bicyclists spend money on their pursuit, creating jobs and supporting local communities. Whether bicycling for family recreation, transportation, or competition, the American bicyclist generates enormous economic power.

THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the Mountain States

The Mountain States – AZ, CO, ID, NM, MT, UT, NV, WY – offer spectacular bicycling destination opportunities. Out-of-state bicyclists flock to Lake Tahoe, Nevada, the Rocky Mountains, and trails and roads in-between, bringing tourist dollars with them. The people of the West also cycle close-to-home on local trails, roads, and highways.

THE MOUNTAIN STATES BICYCLING RECREATION ECONOMY:

- **Contributes \$6.2 billion annually to the regional economy**
- **Supports more than 60,000 jobs across the region**
- **Generates more than \$1 billion in annual state and federal tax revenues**
- **Produces nearly \$4.1 billion annually in retail sales and services**
 - **\$429 million in bicycling gear sales and services**
 - **\$3.7 billion in bicycling trip-related expenditures**

The Mountain States are home to more than 4 million bicyclists – 27% of the adult population.

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NEW ENGLAND - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in New England

New England – CT, ME, MA, NH, RI, VT – offers spectacular bicycling destinations. Out-of-state bicyclists tour roads and trails from the Connecticut River Valley to the Maine Coastline, bringing tourist dollars with them. New Englanders also cycle close-to-home, on local trails, roads, and highways.

THE NEW ENGLAND BICYCLING RECREATION ECONOMY:

- **Supports more than 40,000 jobs across the region**
- **Generates more than \$555 million in annual state and federal tax revenues**
- **Produces nearly \$3.1 billion annually in retail sales and services**
 - **\$331 million in bicycling gear sales and services**
 - **\$2.8 billion in bicycling trip-related expenditures**

New England is home to nearly 2.5 million bicyclists – 23% of the adult population.

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MIDDLE ATLANTIC STATES - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the Middle Atlantic States

The Middle Atlantic region – NY, NJ, PA – offers wonderful bicycling opportunities. Out-of-state bicyclists visit the Adirondacks, The Great Allegheny Passage, and the trails and roads in-between, bringing tourist dollars with them. The people of the Middle Atlantic also cycle close-to-home, on local trails, roads, and highways.

THE MIDDLE ATLANTIC BICYCLING RECREATION ECONOMY:

- **Contributes \$4.8 billion to the regional economy**
- **Supports 44,000 jobs across the region**
- **Generates more than \$623 million in annual state and federal tax revenues**
- **Produces nearly \$3.8 billion annually in retail sales and services**
 - **\$677 million in bicycling gear sales and services**
 - **\$3.1 billion in bicycling trip-related expenditures**

The Middle Atlantic is home to more than 8 million bicyclists – 26% of the adult population.

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EAST NORTH CENTRAL REGION - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the East North Central Region

The East North Central region – IN, IL, MI, OH, WI – offers wonderful bicycling opportunities. Out-of-state bicyclists visit the Wisconsin Dells area and the region's vast countryside, bringing tourist dollars with them. The people of the East North Central region also cycle close-to-home, on local trails, roads, and highways.

THE EAST NORTH CENTRAL BICYCLING RECREATION ECONOMY:

- **Contributes \$17 billion to the regional economy**
- **Supports 191,000 jobs across the region**
- **Generates more than \$2.2 billion in annual state and federal tax revenues**
- **Produces nearly \$12.1 billion annually in retail sales and services**
 - **\$873 million in bicycling gear sales and services**
 - **\$11.2 billion in bicycling trip-related expenditures**

The East North Central region is home to more than 11 million bicyclists – 33% of the adult population.

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WEST NORTH CENTRAL REGION - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the West North Central Region

The West North Central region – IA, KS, MN, MO, NE, ND, SD – offers wonderful bicycling opportunities. Out-of-state bicyclists ride across Iowa in one of the world's oldest and most popular tours, while others cruise along Minnesota's Superior Trail, bringing tourist dollars with them. The people of the West North Central region also cycle close-to-home, on local trails, roads, and highways.

THE WEST NORTH CENTRAL BICYCLING RECREATION ECONOMY:

- **Contributes \$2.7 billion to the regional economy**
- **Supports 32,000 jobs across the region**
- **Generates more than \$359 million in annual state and federal tax revenues**
- **Produces nearly \$2.1 billion annually in retail sales and services**
 - **\$310 million in bicycling gear sales and services**
 - **\$1.8 billion in bicycling trip-related expenditures**

The West North Central region is home to more than 4 million bicyclists – 28% of the adult population.

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SOUTH ATLANTIC STATES - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the South Atlantic States

The South Atlantic – DE, DC, FL, GA, MD, NC, SC, VA, WV – offers great bicycling opportunities. Out-of-state bicyclists ride along the C&O Canal, cruise the Eastern Coastline, and explore trails and roads in-between, bringing tourist dollars with them. The people of the South Atlantic cycle close-to-home, on local trails, roads, and highways.

THE SOUTH ATLANTIC BICYCLING RECREATION ECONOMY:

- **Contributes \$11.3 billion to the regional economy**
- **Supports 135,000 jobs across the region**
- **Generates more than \$1.6 billion in annual state and federal tax revenues**
- **Produces nearly \$9.6 billion annually in retail sales and services**
 - **\$1.4 billion in bicycling gear sales and services**
 - **\$8.2 billion in bicycling trip-related expenditures**

The South Atlantic is home to more than 10 million bicyclists – 25% of the adult population.

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EAST SOUTH CENTRAL - BICYCLING

Bicycling Creates Economic Growth

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the East South Central Region

The East South Central region – AL, KY, MS, TN – offers excellent bicycling opportunities. Out-of-state bicyclists ride along the Mississippi Trail and cruise through Kentucky bluegrass country, spending tourist dollars along the way. The people of the East South Central region also cycle close-to-home, on local trails, roads, and highways.

THE EAST SOUTH CENTRAL BICYCLING RECREATION ECONOMY:

- **Contributes \$3.9 billion to the regional economy**
- **Supports 44,000 jobs across the region**
- **Generates \$310 million in annual state and federal tax revenues**
- **Produces \$3.3 billion annually in retail sales and services**
 - **\$219 million in bicycling gear sales and services**
 - **\$3.1 billion in bicycling trip-related expenditures**

The East South Central region is home to more than 1.6 million bicyclists – 20% of the adult population.

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WEST SOUTH CENTRAL - BICYCLING

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THE NATIONAL BICYCLING RECREATION ECONOMY:

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- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the West South Central States

The West South Central region – AR, LA, OK, TX – offers excellent bicycling opportunities. Out-of-state bicyclists tour the Arkansas Ozarks and the hills of Texas, bringing tourist dollars with them. The people of the West South Central region cycle close-to-home, on local trails, roads, and highways.

THE WEST SOUTH CENTRAL BICYCLING RECREATION ECONOMY:

- **Contributes \$6.9 billion to the regional economy**
- **Supports 66,000 jobs across the region**
- **Generates \$766 million in annual state and federal tax revenues**
- **Produces \$4.5 billion annually in retail sales and services**
 - **\$621 million in bicycling gear sales and services**
 - **\$3.9 billion in bicycling trip-related expenditures**

The West South Central region is home to nearly 6.5 million bicyclists – 26% of the adult population.

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PACIFIC REGION - BICYCLING

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THE NATIONAL BICYCLING RECREATION ECONOMY:

- **Contributes \$133 billion annually to the U.S. economy**¹
- **Supports nearly 1.1 million jobs across the U.S.**
- **Generates \$17.7 billion in annual federal and state tax revenue**
- **Produces \$53.1 billion annually in retail sales and services**
 - **\$6.2 billion in bicycling gear sales and services**²
 - **\$46.9 billion in bicycling trip-related expenditures**³
- **Provides sustainable growth in rural communities**

Bicycling Fuels Economic Growth in the Pacific Region

The Pacific region – AK, CA, HI, OR, WA – offers extraordinary bicycling destinations. Out-of-state bicyclists ride along the Pacific Coast Highway, explore the Cascade and Sierra Nevada mountain ranges, and enjoy trails and roads in-between, bringing tourist dollars with them. The people of the Pacific region cycle close-to-home, on local trails, roads, and highways.

THE PACIFIC REGION BICYCLING RECREATION ECONOMY:

- **Contributes \$15 billion to the regional economy**
- **Supports 135,000 jobs across the region**
- **Generates \$1.9 billion in annual state and federal tax revenues**
- **Produces \$10.4 billion annually in retail sales and services**
 - **\$1.4 billion in bicycling gear sales and services**
 - **\$9.0 billion in bicycling trip-related expenditures**

The Pacific region is home to more than 10 million bicyclists – 29% of the adult population.

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