



# OUTDOOR RECREATION & TRAILS

Connecting the dots between Trails & tourism



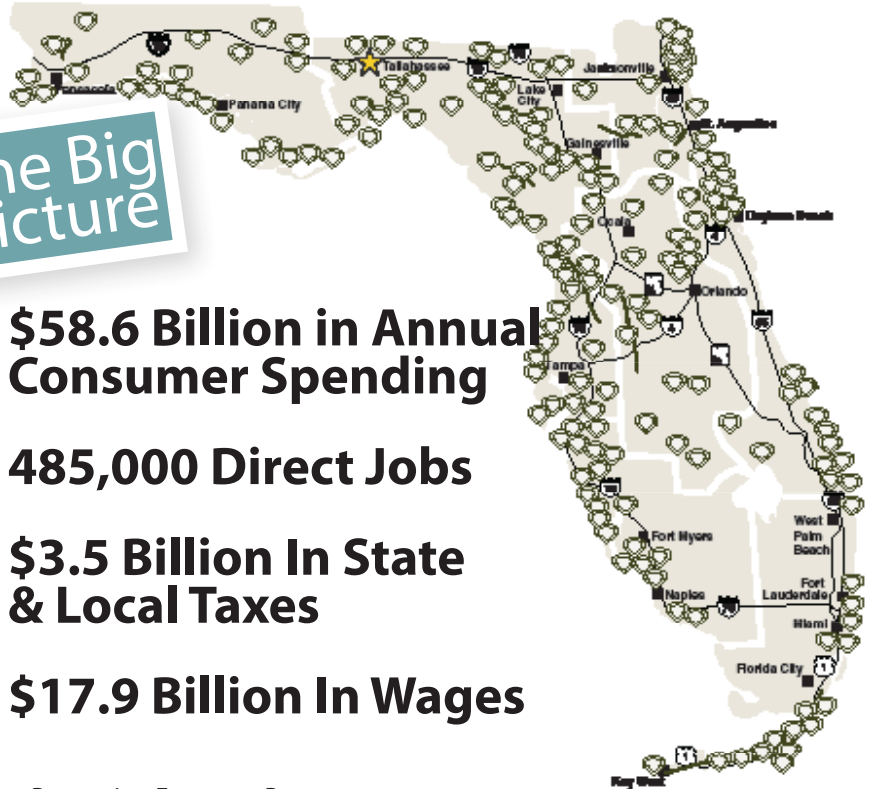
## OUTDOOR RECREATION GENERATES BIG ECONOMIC IMPACTS FOR FLORIDA

Recreation has long served as an economic driver in Florida, as the state remains a major destination for national and international tourism.

Outdoor Industries Association, 2017. The Florida Outdoor Recreation Economy Report

### The Big Picture

- > \$58.6 Billion in Annual Consumer Spending
- > 485,000 Direct Jobs
- > \$3.5 Billion In State & Local Taxes
- > \$17.9 Billion In Wages



## FLORIDA STATE PARK VISITATION GENERATES \$3 BILLION TO LOCAL ECONOMIES

With more than 1,600 miles of multi-use trails, Florida State Parks receive over 32 million visitors annually, creating 48,622 jobs.

The Cross Florida Greenway had the greatest local economic impact totaling \$277 million.


**x 1,000 VISITORS** = **~\$101,000<sub>2</sub> DIRECT LOCAL IMPACT**  
<sup>2</sup>ibid

“The West Orange, Little Econ, and Cady Way trails in Orange County supported 516 jobs and an estimated economic impact of \$42.6 million in 2010.”

East Central Florida Regional Planning Council (2011)

### Trail Facts

> Every \$1 spent on walking paths and programs could save approximately \$3 in medical expenses (American Heart Association)

> Every \$1 million spent on trails yields 9.6 jobs (University of Massachusetts, 2011)

## Trail Facts



> **Trails add value to new homes and consistently remain the number one community amenity sought by prospective homeowners**

(National Association of Homebuilders, 2008).

A 2011 study by the University of Cincinnati found that homes within 1000 ft. access to the Little Miami Scenic Trail increased in value by \$9K. The scenic, multipurpose trail beckons walkers, hikers, skaters and bicycle enthusiasts and also has horseback riding paths.

## WHAT ARE FLORIDA VISITORS & RESIDENTS DOING OUTDOORS?

### VIEWING WILDLIFE

The second most popular outdoor activity for both residents and visitors (SCORP 2017) and brings in almost **\$5 billion annually** to the state's economy.

Florida's rich diversity of wildlife attracts millions of visitors to public lands such as Florida's 175 State Parks, of which 96 are included as sites on the **Great Florida Birding and Wildlife Viewing Trail**.

### TRAILS

A record **5,775,175 residents and visitors** enjoyed healthy outdoor activities on Florida's eight state trails and Cross Florida Greenway in 2016/17.

### EQUESTRIAN ACTIVITIES

According to the Florida Department of Agriculture and Consumer Services, the **equestrian industry's economic impact on the gross state product is \$6.5**

**billion.** Florida's State Parks offer 1,889 miles of equestrian trails.

### BIKING

Bicycle riding on paved roads and trails brings in more than \$6 billion in **Florida annually** and riding on unpaved trails brings in almost \$2 billion (Balmoral 2017).

Outdoor fitness walking/jogging brings in \$13.5 billion annually and paddling activities bring in almost \$3 billion annually.

The 2017 Outdoor Recreation Participation study highlights the tight link between recreation and tourism in Florida, determining:

**98%**

of Florida's tourists believe that outdoor recreation is important to them.

**97%**

of tourists are satisfied with outdoor recreation opportunities in the state.

**75%**

of all Florida visitors participate in nature-based activities during their visit (Visit Florida, 2012).

**Trails boost fitness and well-being, a connection with the outdoors and economic growth.**

Visit [www.dep.state.fl.us/gwt/](http://www.dep.state.fl.us/gwt/) to find trail near you.