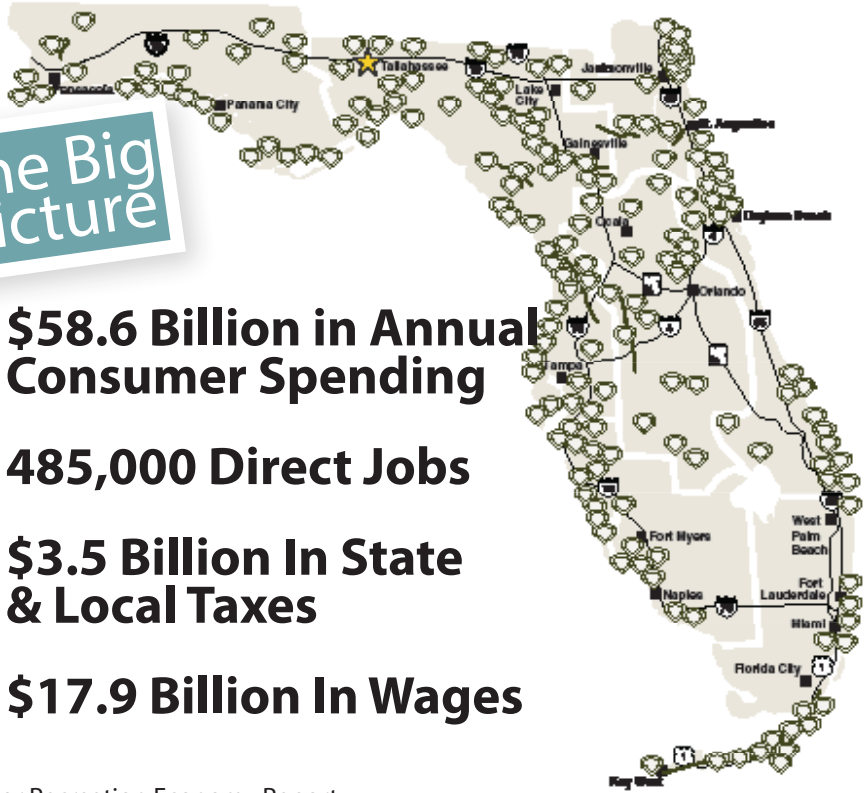




OUTDOOR RECREATION & TRAILS

Connecting the dots between Trails & tourism



The Big Picture

OUTDOOR RECREATION GENERATES BIG ECONOMIC IMPACTS FOR FLORIDA

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

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



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 = **~\$101,000₂ DIRECT LOCAL IMPACT**
²ibid

“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 are consistently among the top 4 community amenities sought by prospective homeowners of all ages**

(National Association of Homebuilders, 2016).

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/ to find trail near you.