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.


FLORIDA STATE PARK VISITATION CONTRIBUTES OVER $2.6 BILLION TO LOCAL ECONOMIES

With more than 1,600 miles of multi-use trails, Florida State Parks receive over 29 million visitors annually, creating 37,119 jobs.

The Cross Florida Greenway had the greatest local economic impact totaling $264 million.

“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 biking trails and walking paths could save approximately $3 in medical expenses (American Heart Association)

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

Updated 10/2019
TRAILS

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?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Economic Impact</th>
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<tbody>
<tr>
<td><strong>VIEWING WILDLIFE</strong></td>
<td>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.</td>
<td>Across Florida's economy.</td>
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<td><strong>TRAILS</strong></td>
<td>A record of 5,168,085 residents and visitors enjoyed healthy outdoor activities on Florida's eight state trails and Cross Florida Greenway in 2018/2019.</td>
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<td><strong>EQUESTRIAN ACTIVITIES</strong></td>
<td>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.</td>
<td>$6.5 billion across Florida.</td>
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<td><strong>BIKING</strong></td>
<td>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.</td>
<td>Across Florida's economy.</td>
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The 2016/17 Outdoor Recreation Participation study highlights the tight link between recreation and tourism in Florida, determining:

- 98% of Florida’s visitors believe that outdoor recreation is important to them.
- 97% of visitors are satisfied with outdoor recreation opportunities in the state.
- 81% of all Florida residents state that being close to nature is an important motivation for participating in outdoor recreation.

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.