



OUTDOOR RECREATION PLAN, PROMOTE AND PROVIDE ACCESS

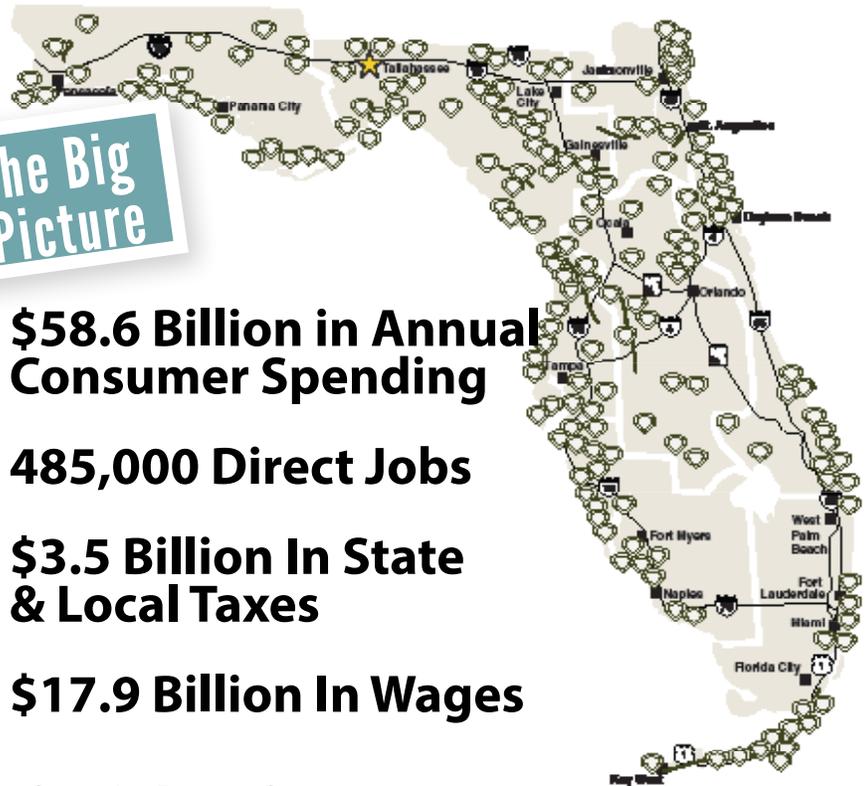
OUTDOOR RECREATION GENERATES BIG ECONOMIC IMPACTS FOR FLORIDA

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 \$2.7 BILLION TO LOCAL ECONOMIES

With more than 1,600 miles of multi-use trails, Florida State Parks receive over 28 million visitors annually, creating 33,587 jobs.

The Cross Florida Greenway had the greatest local economic impact totaling \$220 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 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

4,517,582 residents and visitors enjoyed healthy outdoor activities on Florida's eight state trails and Cross Florida Greenway in 2017/18.



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).



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.

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



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



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



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.