



OUTDOOR RECREATION & TRAILS

CONNECTING THE DOTS BETWEEN TRAILS & TOURISM

Outdoor recreation generates big economic impacts for Florida

\$33.2 BILLION
in annual consumer spending



384,000
number of jobs created



\$17.8 BILLION
in annual wages and salaries



(U.S. Dept. of Commerce 2020)

Florida State Parks visitation generates

\$3.9 BILLION
annually for local economies

Florida State Parks receive over
32 MILLION
visitors annually



Using more than
1,600
miles of multi-use trails



55,632
number of jobs created



(2021-2022 Economic Assessment Report, Florida State Parks)

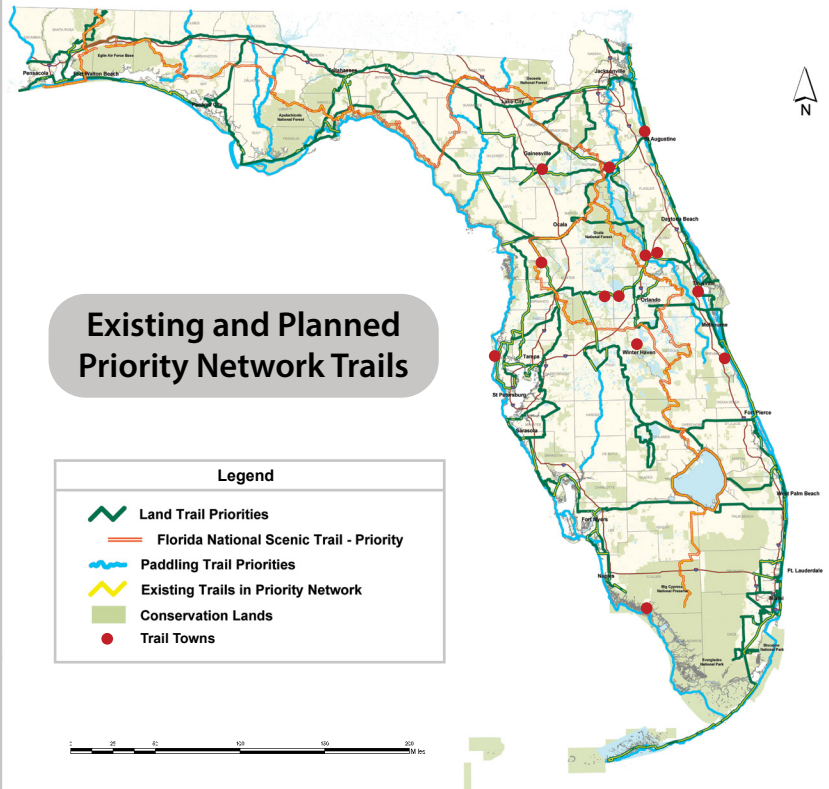
QUICK FACTS

- The Canaveral National Seashore and Big Cypress National Preserve experienced record numbers of visitors in 2021

(NPS)

- Beach or waterfront activities were the most popular activities for Florida visitors in 2021

(Visit Florida)



The Cross Florida Greenway

had a local economic impact of more than

\$385 MILLION

1 x 1,000 VISITORS = **~\$101,000** DIRECT LOCAL IMPACT

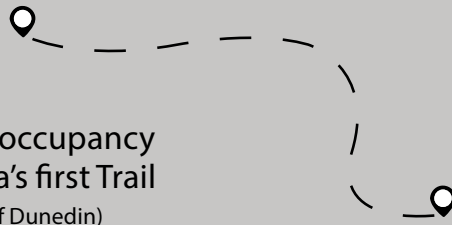
(2021-2022 Economic Assessment Report, Florida State Parks)

The Florida Keys Overseas Heritage Trail impact was more than

\$165 MILLION

(2021-2022 Economic Assessment Report, Florida State Parks)

TRAIL TOWN FACTS



- Thanks to the Pinellas Trail, business occupancy rates in downtown Dunedin—Florida's first Trail Town—rose from 30% to 100%. (City of Dunedin)
- Trail Towns are where trail users can venture off a trail to enjoy the amenities and unique heritage of a community, benefiting the town economically and socially.
- Florida currently has 13 recognized Trail Towns varying from small communities such as Everglades City to the Depot Park district of downtown Gainesville.

WHAT ARE FLORIDA VISITORS & RESIDENTS DOING OUTDOORS?

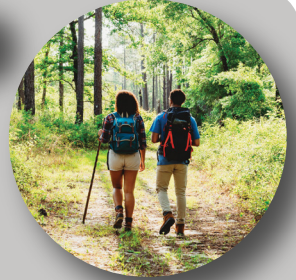
WILDLIFE VIEWING

- Annually brings in **\$5.8** BILLION (FWC)
- **#2** Most popular outdoor activity for both residents and visitors (SCORP 2017)



TRAILS

- **17** JOBS CREATED FOR EVERY \$1 MILLION INVESTED (Trust for Public Land 2020)



EQUESTRIAN ACTIVITIES

- **\$6.5** BILLION ANNUAL ECONOMIC IMPACT (Fl. Dept. of Agriculture and Consumer Services)
- **1,889** MILES OF EQUESTRIAN TRAILS IN FLORIDA STATE PARKS



BIKING

- Paved riding trails brings in **\$6** BILLION ANNUALLY
- Unpaved riding trails brings in **\$2** BILLION ANNUALLY (Balmoral 2017)



The 2021/2022 Outdoor Recreation Participation surveys highlight outdoor recreation preferences among Florida residents.

99%

said outdoor recreation is important to them.

#1

Greenways and Trails

were the number one outdoor recreation facility respondents would like to see built in their communities.

92%

support current levels of outdoor recreation services and opportunities

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

Visit www.floridagreenwaysandtrails.com to find a trail near you.