



Outdoor Recreation Economy
UNIVERSITY OF COLORADO BOULDER



COLORADO
Outdoor Recreation
Industry Office

Bureau of Economic Analysis (BEA) Outdoor Recreation Satellite Account Colorado; 2019 Data

Value Added (GDP)*		Employment		Compensation**	
Total	Share of State	Total	Share of State	Total	Share of State
\$12.2 Billion	3.1%	149,140 Jobs	3.8%	\$6.4 Billion	2.9%

**Gross domestic product (GDP) or value added is the value of the goods and services produced by the nation's economy less the value of the goods and services used up in production. GDP is also equal to the sum of personal consumption expenditures, gross private domestic investment, net exports of goods and services, and government consumption expenditures and gross investment. Value added is the difference between gross output and intermediate inputs and represents the value of labor and capital used in producing gross output. The sum of value added across all industries is equal to gross domestic product for the economy*

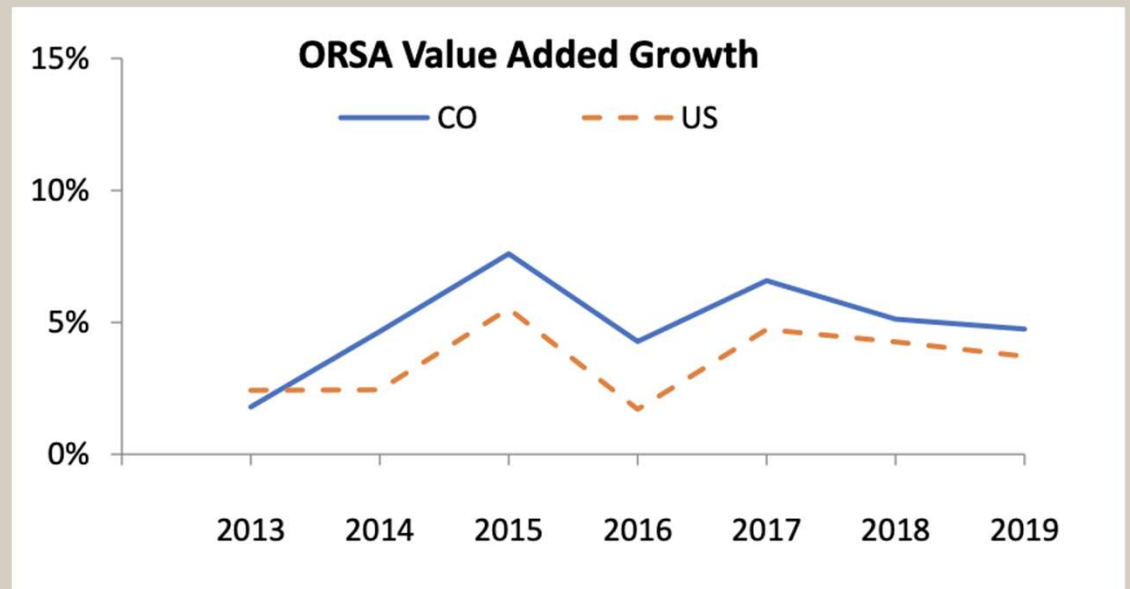
*** Compensation is the total remuneration of employees in return for their work. It consists of wages and salaries (primarily the monetary remuneration of employees) and supplements (employer contributions for employee pension and insurance funds and employer contributions for government social insurance). Employees include both part-time and full-time employees, as well as temporary (seasonal or short-term) employees, and employees on paid vacation or other paid leave.*

BEA -- Outdoor Recreation Satellite Account - Colorado, 2019 Data (continued)

Value Added by Select ORSA Activity (\$ 000s)				
Activity	2017	2018	2019	State Rank
Snow Activities	1,513,392	1,619,089	1,709,374	1
Boating/Fishing	332,306	344,038	371,539	24
RVing	335,929	350,604	368,585	13
Equestrian	170,065	189,019	194,078	18
Motorcycling/ATVing	119,094	119,999	128,995	22
Climbing/Hiking/Tent Camping	106,049	112,963	118,552	8
Hunting/Shooting/Trapping	92,133	95,896	110,320	30
Bicycling	61,281	62,459	66,622	8
Recreational Flying	14,821	15,051	15,707	27

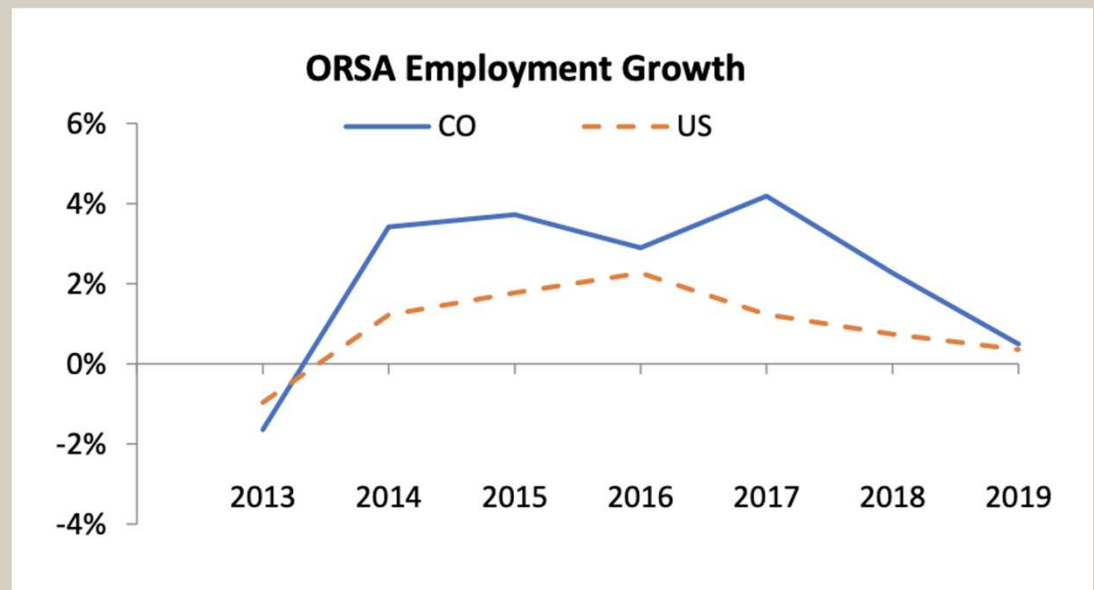
BEA -- Outdoor Recreation Satellite Account - Colorado, 2019 Data (continued)

In 2019, **Colorado ranked 9th** among all states in ORSA value added, and 14th among all states in ORSA value added growth. Since 2018, ORSA value added has grown 4.8 percent in Colorado, compared with an increase of 3.7 percent for the U.S.



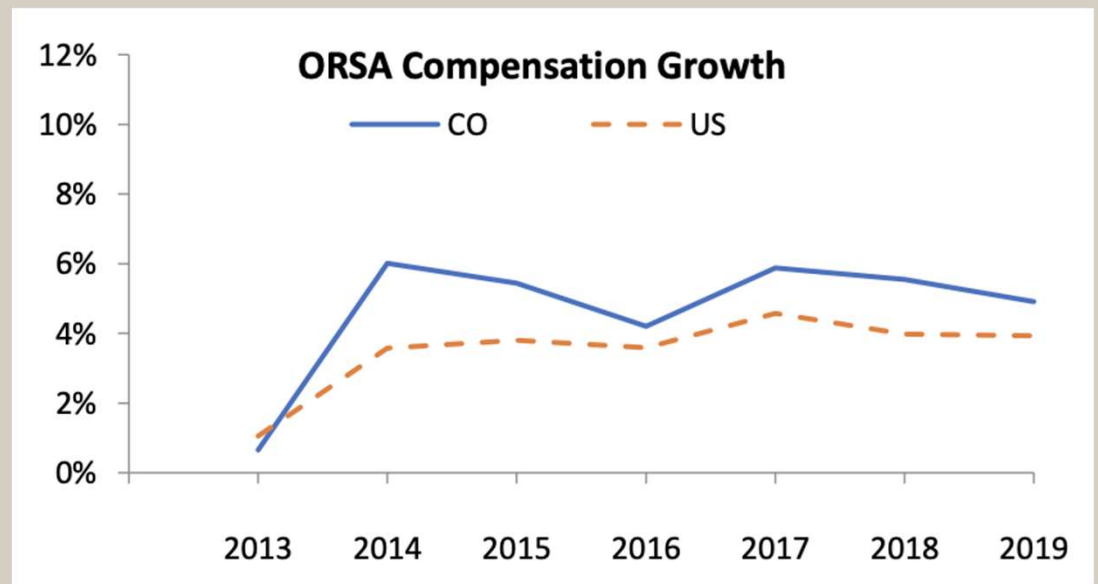
BEA -- Outdoor Recreation Satellite Account - Colorado, 2019 Data (continued)

In 2019, **Colorado ranked 8th** among all states in ORSA employment, and 28th among all states in ORSA employment growth. Since 2018, ORSA employment has grown 0.5 percent in Colorado, compared with an increase of 0.4 percent for the U.S.



BEA -- Outdoor Recreation Satellite Account - Colorado, 2019 Data (continued)

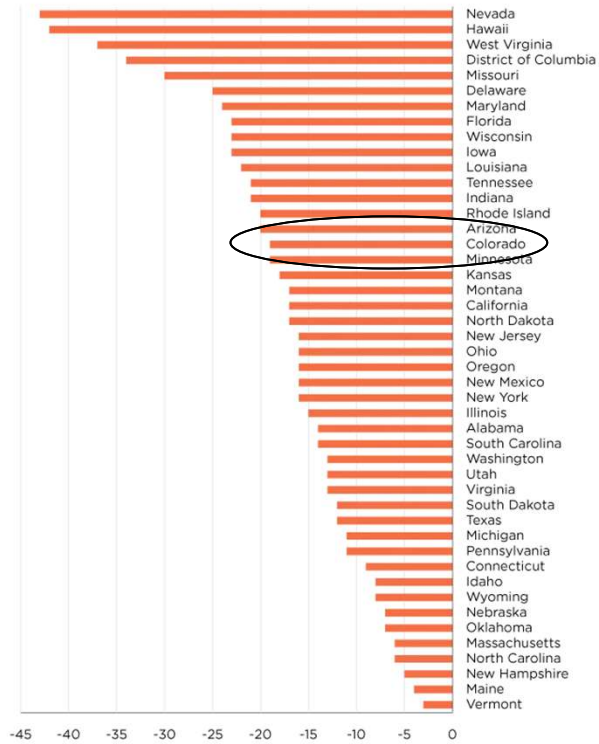
In 2019, **Colorado ranked 8th** among all states in ORSA compensation, and 17th among all states in ORSA compensation growth. Since 2018, ORSA compensation has grown 4.9 percent in Colorado, compared with an increase of 3.9 percent for the U.S.



Average compensation per wage-and-salary job in **Colorado's ORSA industries was \$43,002** in 2019, compared with \$74,904 for all salaried jobs in the state.

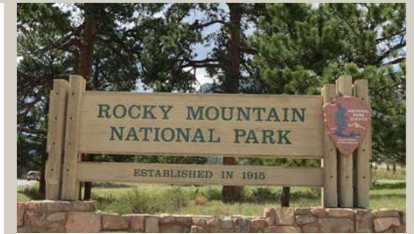
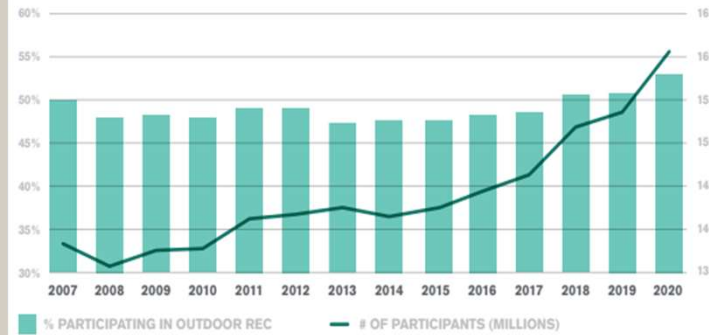
COVID's Impact on the Outdoor Economy

Decline in Tourism, Travel, and Outdoor Recreation Average Earnings by State: 2019Q2-2020Q2
(In percent)



Source: U.S. Census Bureau, Center for Economic Studies, Quarterly Workforce Indicators, Beginning-of-Quarter Employment; Average Monthly Earnings for NAICS Subsectors 481, 487, 711, 712, 713, 721, and a proportion of 722. <<https://lehd.ces.census.gov/data/#qwi>>

OUTDOOR PARTICIPATION GROWS AMID COVID-19



Rocky Mountain NP visitation down 29% in 2020 compared to 2019. 2021: visitation up by 20% from 2019 numbers.



Bike sales up 69% electric bike sales up 147% in 2020



RV sales up 6% in 2020 and 34% in 2021

Outdoor Recreation Workforce Development

Outdoor recreation accounts for 7.6 million jobs and \$887 billion in annual consumer spending.

Growing rapidly, and poised to expand and contribute to the resilience of local communities impacted by Covid-19.

The level of sophistication and innovation needed for outdoor recreation economy to grow demands diverse talent.

