

An aerial photograph of a lush, green forest. A dirt path winds through a clearing in the center, leading towards a stream. The surrounding hills are covered in dense evergreen trees. In the background, blue mountains rise under a clear sky.

# 5 Reasons You Should Care About the Outdoor Recreation Economy

An aerial photograph of a lush forest valley. A dirt road winds through the center of the valley, flanked by dense evergreen trees. A stream flows through the lower right portion of the valley. The background shows rolling hills and mountains under a clear sky. The text "#1. It Sparks Awe and Reverence" is overlaid in white serif font in the upper left quadrant.

# #1. It Sparks Awe and Reverence

**re-creation: act of restoring; to make  
new, restore, revive.**









OUR PUBLIC LANDS ARE PART OF WHAT  
MAKES OUR STATE THE LAND OF  
ENCHANTMENT. BUT NOT EVERYONE GETS  
TO EXPERIENCE THE BEAUTY, HISTORY,  
AND CULTURE THAT'S TIED TO OUR LANDS  
AND WATERS. THE NEW MEXICO OUTDOOR  
EQUITY FUND IS THE BEGINNING OF A LONG  
EFFORT TO ENSURE THAT ALL OF OUR  
YOUTH GET THE OPPORTUNITY TO  
EXPLORE AND APPRECIATE OUR STATE'S  
UNFORGETTABLE LANDSCAPES.

– Rep. Angelica Rubio



An aerial photograph of a lush, green forested valley. A dirt road winds through the center of the valley, flanked by tall evergreen trees. A stream flows through the lower right portion of the valley. The background shows rolling hills and mountains under a clear sky. The text "#2. It's a Powerful Economic Force" is overlaid in white serif font in the upper center of the image.

# #2. It's a Powerful Economic Force



**\$2.3 billion**

**33,500 jobs**

**11% growth**

**between 2012-2017**

**(versus 4% for overall state GDP)\***



# Outdoor recreation jobs in New Mexico consist of a variety of professions.

For example, in 2017:

- ✓ 443 were employed in professional and business services;
- ✓ 702 in construction;
- ✓ 385 in manufacturing; and
- ✓ 563 in transportation and warehousing.

**Retail trade, accommodations, and food services create the most jobs related to outdoor recreation: about 26,000 total.**

**\$4.8 billion**

**8,000 jobs supported  
by hunting and  
fishing**

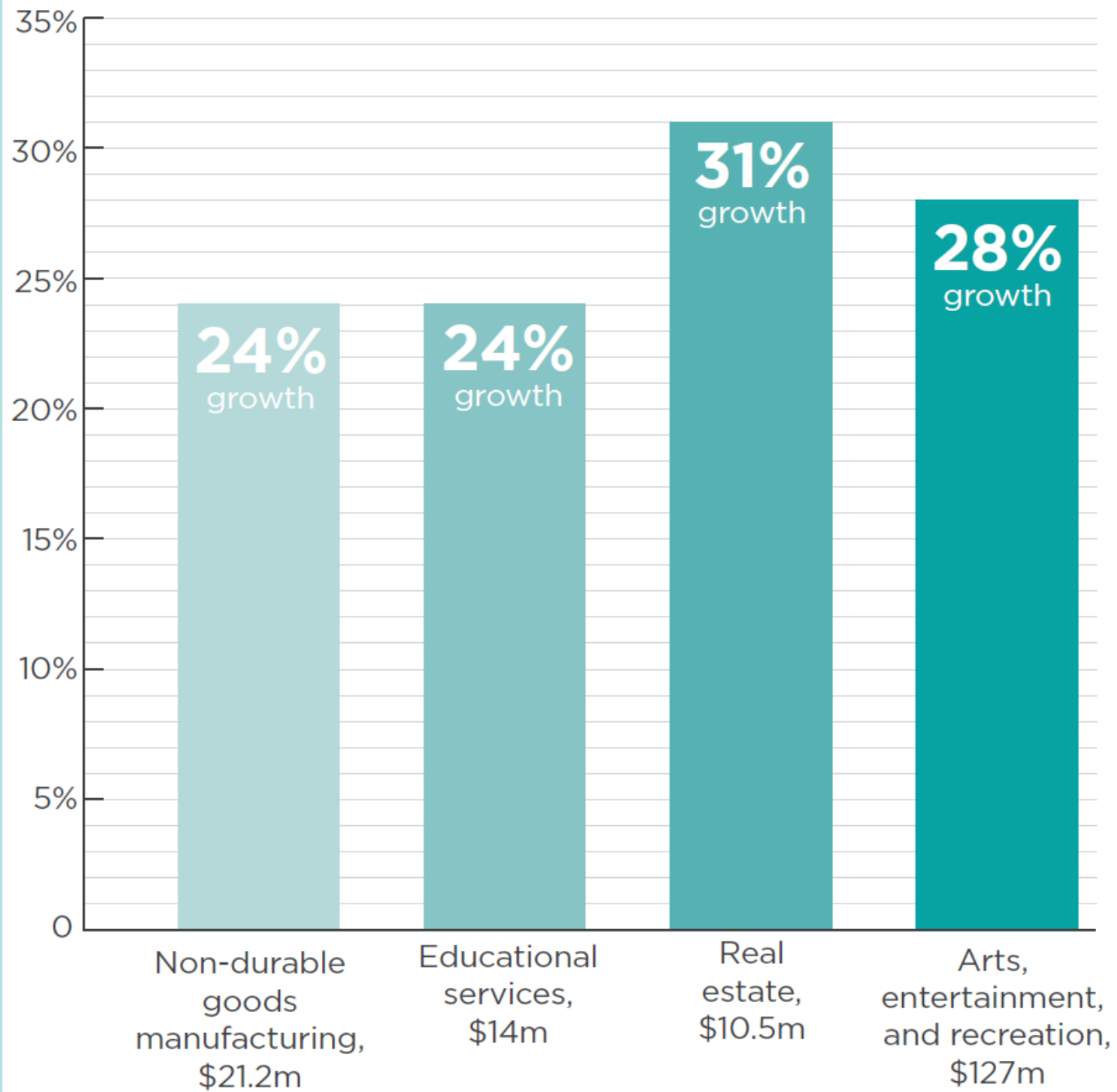
**\$51 million in state and  
local taxes**

**26% growth in number of licenses  
sold between 2013-2018**





Tourism has been one of the best performing sectors in the state's economy. Since 2011 there was **10.1% growth in direct tourism employment (or 6,511 additional jobs)**. Direct, indirect, and induced employment totaled 93,617, or **8.3% of all jobs in New Mexico.**



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# #3. It Inspires Us to Action



**IT'S TIME FOR OUR STATE TO EMPOWER OUR  
YOUTH TO BE AMBASSADORS FOR THEIR  
COMMUNITIES IN THE OUTDOORS. THEIR  
PRESENCE WILL REFLECT THE UNIQUE  
CULTURE AND HISTORY OF OUR STATE AND  
ENSURE FUTURE LAND POLICY  
ACKNOWLEDGES THE TEACHINGS OF OUR  
ANCESTORS. IT WILL ALSO ENSURE WE  
HAVE THE WORKFORCE NEEDED TO  
MANAGE AN "OUTDOOR ECONOMY" POISED  
TO BOOM.**

**– Dustin Martin, *Wings of America***



**THE GREAT END OF LIFE IS NOT  
KNOWLEDGE BUT ACTION.**

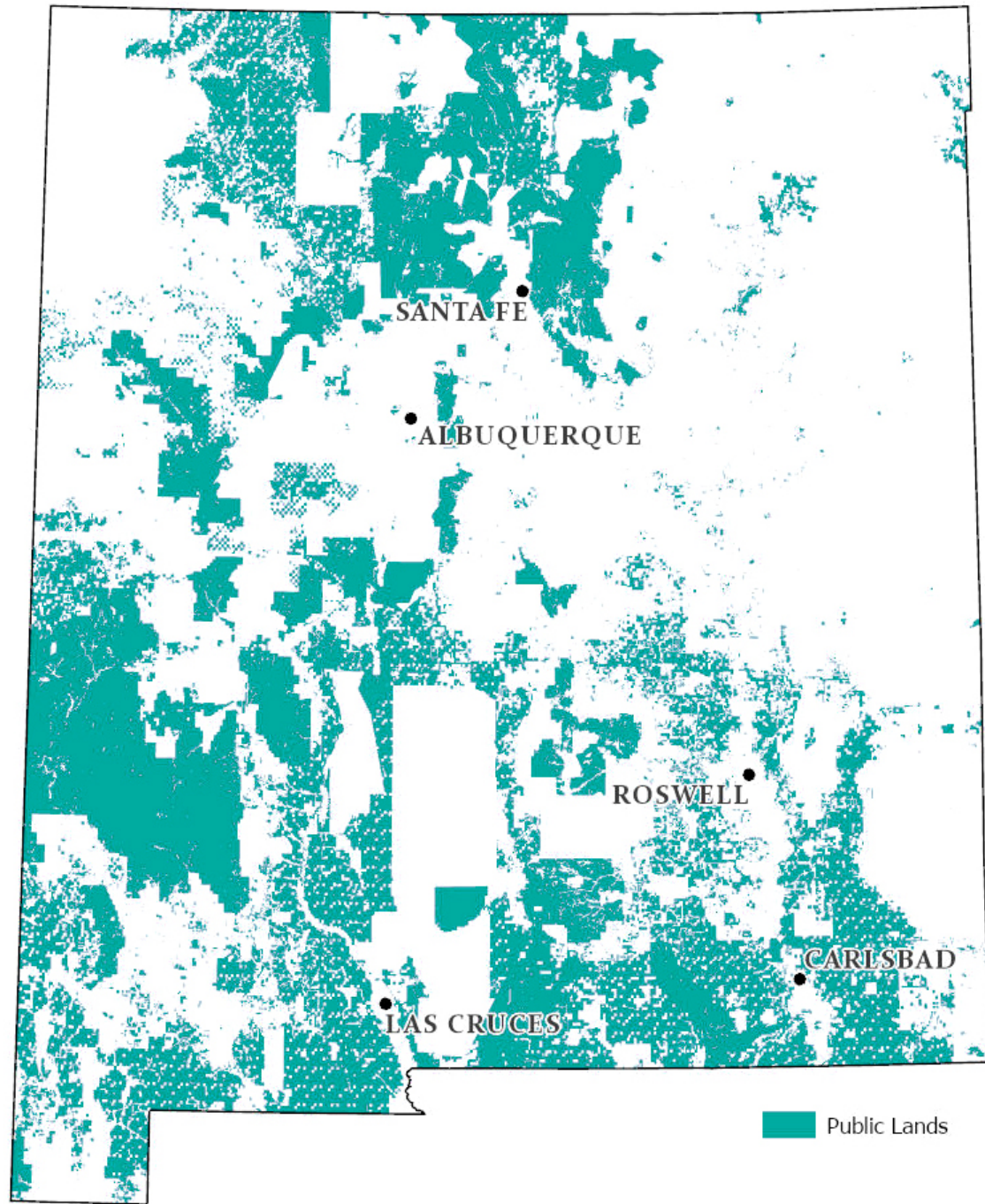
**- T.H. Huxley**

# #4. It Keeps Us Healthy

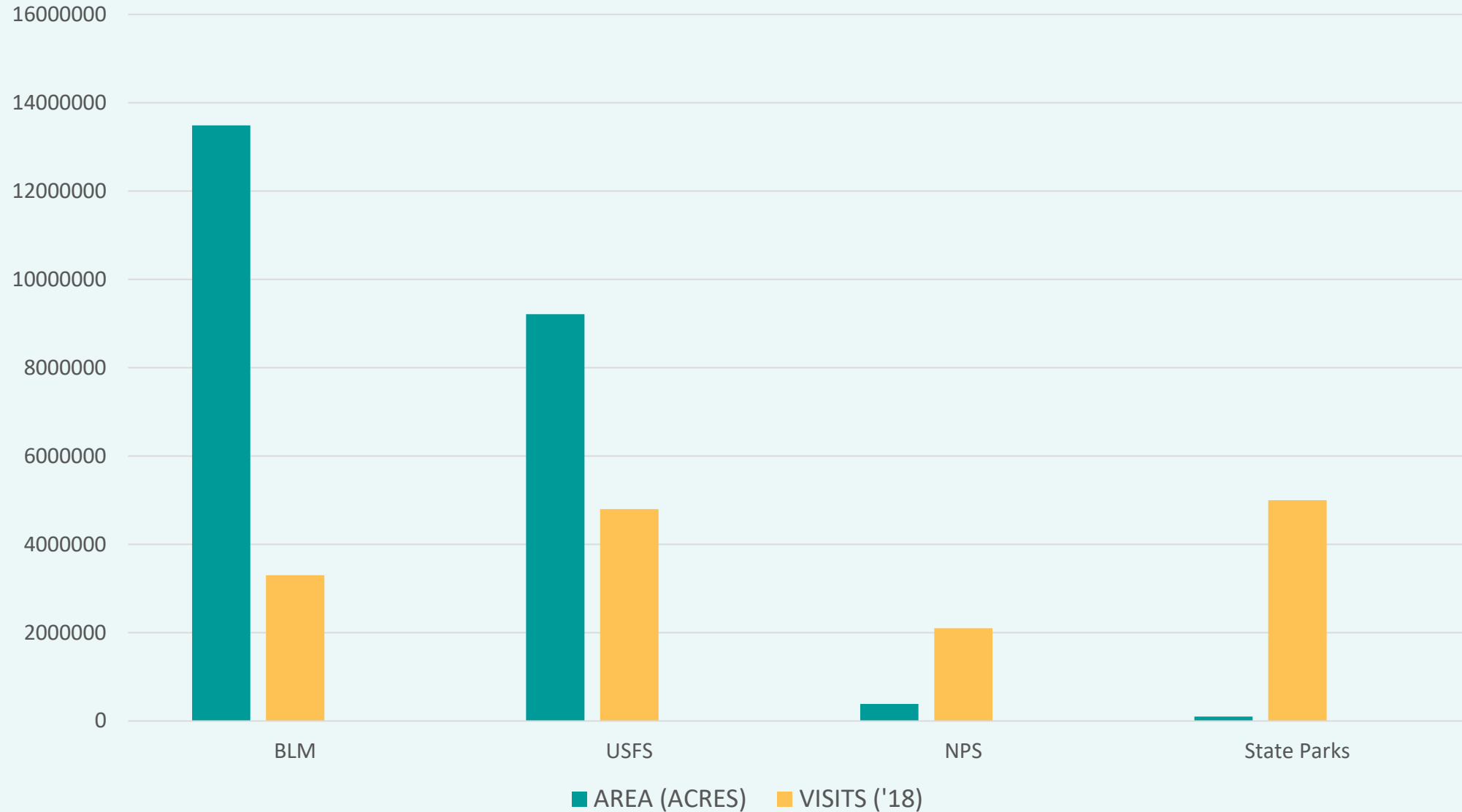








# VISITATION AND ACRERAGE BY PUBLIC LAND TYPE



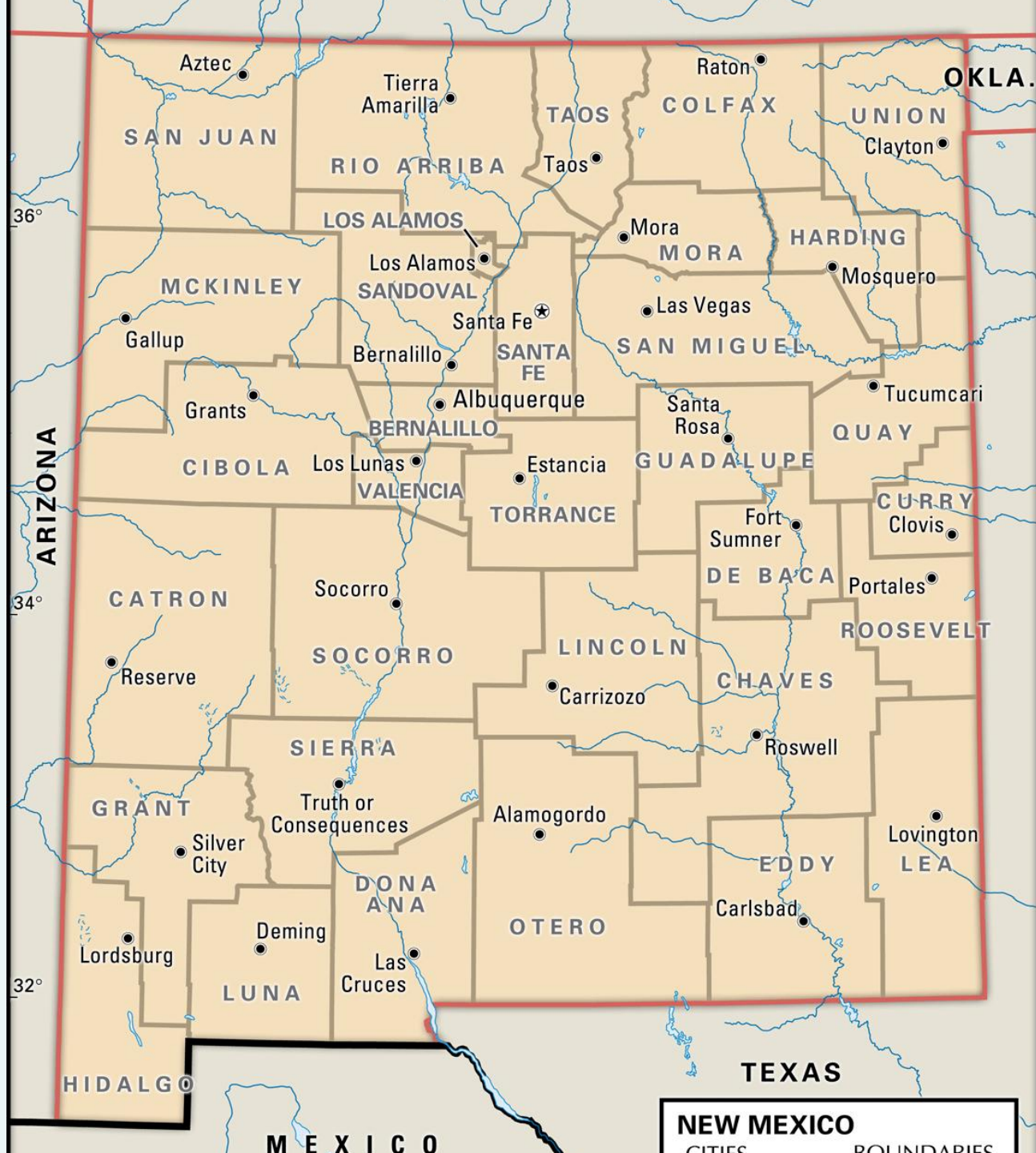


**More than 200,000 people spent more than 3 million days hunting, fishing, and trapping in New Mexico in 2013**



An aerial photograph of a lush, green forest valley. A dirt road winds through the center of the valley, flanked by dense evergreen trees. A stream flows through the lower right portion of the valley. In the background, rolling hills and mountains are visible under a clear sky. The text "#5. It's Our Way of Life" is overlaid in white serif font across the upper middle of the image.

# #5. It's Our Way of Life





**More than 65% of New  
Mexicans participate in  
outdoor recreation**



- ✓ 84% of New Mexicans believe **the outdoor recreation economy is important for the future of New Mexico** and the western U.S.
- ✓ 76% consider themselves an **outdoor recreation enthusiast**.
- ✓ 70% believe that **ensuring opportunities for outdoor recreation is important**.



# Many New Mexican communities are investing in outdoor recreation.

- ✓ Trail networks in **Gallup, New Mexico**, and associated events have brought \$17 million in new spending to the area. Running and biking events bring an estimated \$45,000 per event to the community.
- ✓ New Mexico legislators officially recognized the **state's bikepacking trail network** for its contribution to rural economic development.
- ✓ Since 2014, the **city of Farmington** has invested \$12 million into outdoor recreation infrastructure, including a motorized trail system and a public beach at the municipal lake.
- ✓ In 2020, the Outdoor Recreation Division launched the **Special Projects and Infrastructure Fund** to support projects that enhance outdoor recreation in communities across the state.

- #1. It Sparks Awe and Reverence
- #2. It's a Powerful Economic Force
- #3. It Inspires Us to Action
- #4. It Keeps Us Healthy
- #5. It's Our Way of Life





**SAVE THE DATE**  
**October 1-2, 2020**  
**Outdoor Economics**  
**Conference**  
**Farmington, NM**

## CONTACT US

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\*For complete references to the data  
cited in this presentation, see:  
**<http://bit.ly/NMoutside>**