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OUTDOOR RECREATION THRIVING IN IDAHO'S 2ND CONGRESSIONAL DISTRICT WITH \$2.36 BILLION IN ANNUAL RESIDENT SPENDING

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WASHINGTON, D.C. – April 17, 2018 – Outdoor Industry Association (OIA) today released its Outdoor Recreation Economy report for Idaho's 2nd Congressional District, the first report of its kind that comprehensively captures the power of a vast multi-billion dollar economic engine in our local communities and across the nation.

Every year, residents of Idaho's 2nd Congressional District spend \$2.36 billion on outdoor recreation, and at least 165 outdoor companies call the district home. Statewide, Idaho's outdoor recreation economy generates \$7.8 billion in annual consumer spending and supports 78,000 jobs.

“Communities across the United States are stronger when our elected leaders invest in outdoor recreation,” said Amy Roberts, OIA executive director. “In every congressional district across the nation, outdoor recreation provides much-needed diversity to local economies, but it also helps bridge what divides us and brings this country together. It is critical that we protect the land and water that are the foundation of this powerful economic

that we can all continue to thrive outside.”

Today’s report comes as OIA releases Outdoor Recreation Economy reports for all 435 congressional districts for the first time, showing that from rural towns to the most densely populated cities, outdoor recreation is a vital economic force that not only creates billions in spending and millions of good-paying American jobs, but it also creates healthier communities, healthier economies and healthier people.

“The release of the outdoor recreation economy congressional district reports is excellent news for Idaho. This new data underscores the important role outdoor retailers play in the state,” said Congressman Mike Simpson. “With the abundance of outdoor recreation opportunities in Idaho, I am proud to support this economic driver that also promotes stewardship of our public lands.”

“Clif Bar is a company of people who value the outdoors,” said Kevin Cleary, CEO of Clif Bar & Company. “We’ve invested in Twin Falls not only because it’s a great place to live and work, but also because it draws in visitors and residents alike with endless opportunities to get outside and explore. We’ve seen, firsthand, how much Idaho’s public lands strengthen its communities and create a lasting impact on the health and economy of the state.”

As outlined in Idaho’s 2nd Congressional District report, the district remains well positioned to continue to grow its outdoor recreation economy, but as with any sector, there are actions that can support and grow the industry. Outdoor Industry Association urges local and federal policymakers to do the following:

- Visit the [OIA Advocacy Center](#) to learn more about the important role the outdoor recreation economy plays—and the impact it has—in your state, your district and in your local community.
- Adequately fund state and local parks and trails, the foundation of local recreation economies that bring communities together.
- Support community planning that allows all citizens to go outside and recreate within 30 minutes of their homes.

Last year, OIA released the third version of [“The Outdoor Recreation Economy”](#) report, the largest and most comprehensive report of its kind to date. That report showed that the outdoor recreation economy generates \$887 billion in consumer spending annually, sustains 7.6 million American jobs and generates \$65.3 billion in federal tax revenue and \$59.2 billion in state and local tax revenue each year.

Subsequently, OIA released state-level [Outdoor Recreation Economy reports](#) featuring economic data for all 50 states across the United States, offering a deeper look into a thriving sector that’s helping to create healthier economies and healthier communities.

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About Outdoor Industry Association

Based in Boulder, Colo., with offices in Washington, D.C., Outdoor Industry Association (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves over 1,300 manufacturers, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business innovation and outdoor participation. For more information, visit outdoorindustry.org.




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