

A HEALTHY OUTDOORS FUELS MONTANA'S ECONOMY

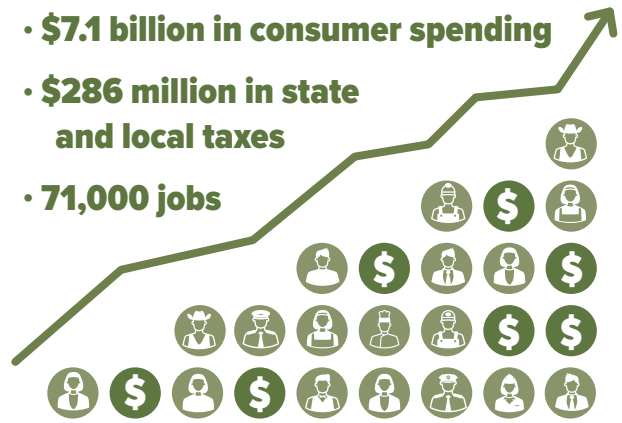


MONTANA IS BLESSED WITH RICH OUTDOOR ASSETS:

- 33.8 million acres of public lands
- nearly 170,000 miles of river, including the Yellowstone—the longest free-flowing river in the contiguous U.S.
- more than 3,200 lakes and reservoirs

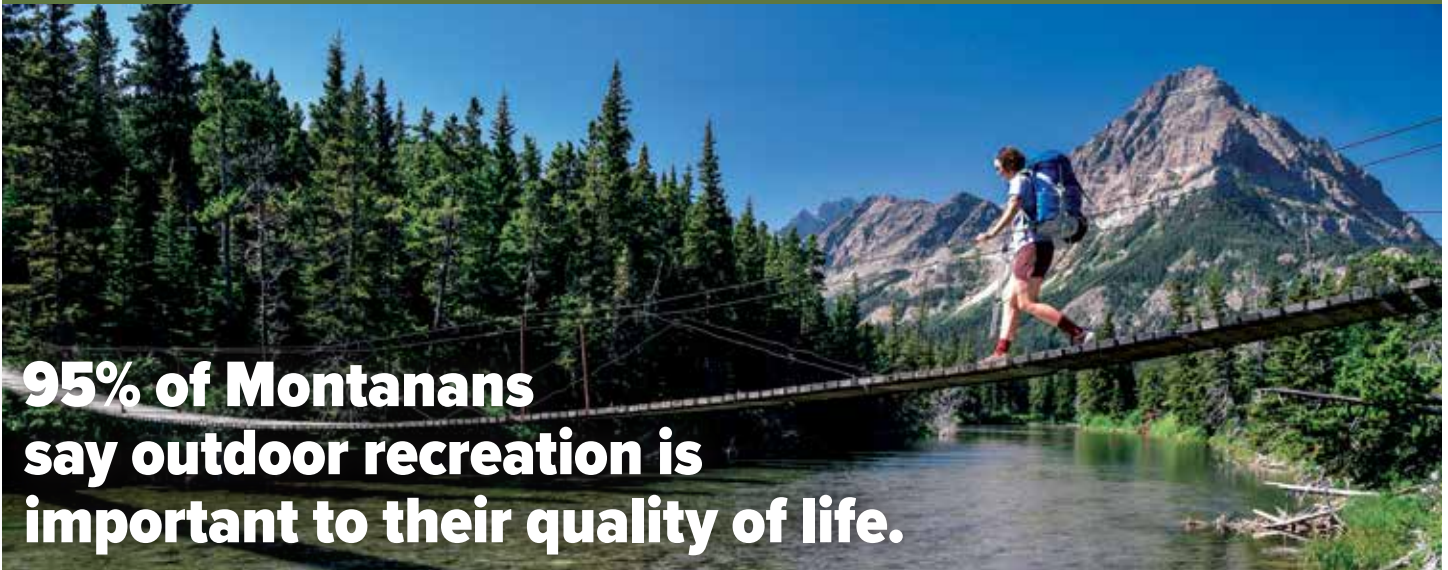
THIS GENERATES:

- \$7.1 billion in consumer spending
- \$286 million in state and local taxes
- 71,000 jobs



Learn the facts and why continuous support of our outdoors
is essential to the future economic growth of Montana.

MONTANANS CARE ABOUT THE OUTDOORS



95% of Montanans say outdoor recreation is important to their quality of life.

..... IN A RECENT POLL OF MONTANANS:

87%

are outdoor recreationist enthusiasts

71%

consider themselves conservationists

81%

support conservation of wildlife migration corridors

68%

say loss of wildlife habitat is a serious problem in the state



More than 2.5 million acres of working farms and ranches, wildlife habitat, timber lands, and river corridors have been protected through voluntary conservation easements.



Nearly 30% of Montanans over age 15 participate in motorized recreation.



Visitation to Montana state parks has increased 40% over the last decade.



Trail use and visitation has climbed in Montana with 72% of Montana households using trails each year.



Recreation with off-highway vehicles and snowmobiles increased more than 200% in Montana since 2000.



THE OUTDOORS IS BIG BUSINESS IN MONTANA



In 2017, **ANGLERS SPENT \$919.3 MILLION** in more than 3.3 million angling days.



In 2017, **HUNTERS SPENT \$389.2 MILLION** in more than 2.6 million hunter days.



CYCLISTS SPEND an average of \$75/day and stay in Montana for eight days, totaling **\$600 PER TRIP.**



OFF-HIGHWAY VEHICLE USERS in Montana **SPEND \$208 MILLION PER YEAR.**



ALPINE SKIERS made an **\$83 MILLION ECONOMIC IMPACT** in the four-month ski season in 2010.



In 2017, more than 700,000 people took **GUIDED TRIPS**, generating **16,000 LOCAL JOBS.**

96% of Montanans believe the outdoor recreation economy is important to the economic future of the state.

NUMBER OF VISITORS	PUBLIC LAND AGENCY	JOBS CREATED FROM VISITOR EXPENDITURES
5.9 million	National Parks	8,762
7.5 million	U.S. Forest Service	3,000
4.6 million	Bureau of Land Management	3,186
2.5 million	State Parks	at least 1,600
20.6 MILLION VISITORS = MORE THAN 16,548 JOBS		



THE VALUE OF MONTANA'S OUTDOORS

A 2018 survey of high tech and manufacturing companies in Montana found that our quality of life—"our lifestyle, recreational opportunities, and the beauty of the landscape"—is the most frequently-mentioned advantage to doing business in the state. The same survey found that the high-tech industry is growing nine times faster than the overall Montana economy and pays twice the state's median wage.

The outdoors benefits Montana's economy in several ways:

Our high quality of life attracts new people and talent, and acts as an anchor, keeping people at home

Recreationists spend money, creating local jobs



It is part of our outdoor heritage



The outdoors provides us with valuable commodities, like timber and minerals



More than a third of communities' drinking water in Montana comes from our National Forests

People decide where to live and work based in large part on access to the outdoors

Businesses recruit and retain talent using the outdoors as an attractant

Key Federal policies that support Montana's recreation economy also support Montana jobs.

Join Business for Montana's Outdoors in advocating for the economic assets that our outdoors and public lands bring to Montana.



Headwaters Economics published this report in partnership with Business for Montana's Outdoors for discussion at The Last Best Outdoors Fest, and can be found at www.businessformontanasoutdoors.com and <https://headwaterseconomics.org/economic-development/the-value-of-montana-s-outdoors/>, including a complete list of references.