

Background



This document provides references for the report entitled *A Healthy Outdoors Fuels Montana's Economy*, produced by Headwaters Economics in September 2019 for [Business for Montana's Outdoors](#).

View the full report at:
<https://headwaterseconomics.org/economic-development/the-value-of-montanas-outdoors>

Data Sources

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Acres of public land, miles of river, and number of lakes and reservoirs: U.S. Geological Survey, Gap Analysis Program. 2018. Protected Areas Database of the United States (PADUS), version 2.0.

Consumer spending, state and local taxes, and jobs generated from outdoor recreation: Outdoor Industry Association. 2017. Montana. <https://outdoorindustry.org/state/montana/>

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95% of Montanans say outdoor recreation is important to their quality of life: Montana Fish, Wildlife & Parks. *Montana 2014-2018 Statewide Comprehensive Outdoor Recreation Plan*. <http://stateparks.mt.gov/about-us/scorp.html>

In a recent poll, 87% of Montanans are outdoor recreationist enthusiasts; 71% of Montanans consider themselves conservationists; 81% of Montanans support conservation of wildlife migration corridors; 68% of Montanans say that loss of wildlife habitat is a serious problem in the state: Colorado College. 2018. Conservation in the West Poll. <https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest>

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: National Conservation Easement Database. 2019. <https://www.conservationeasement.us/>

Nearly 30% of Montanans over age 15 participate in motorized recreation: Outdoor Industry Association. 2017. Montana. <https://outdoorindustry.org/state/montana/>

Visitation to Montana state parks has increased 40% over the last decade: Montana State Parks. 2019. *State of Montana State Parks: 2019*. <https://myfwp.mt.gov/getRepositoryFile?objectID=88690>

Trail use and visitation has climbed in Montana with 72% of Montana households using trails each year: Montana Fish, Wildlife & Parks. *Montana 2014-2018 Statewide Comprehensive Outdoor Recreation Plan*. <http://stateparks.mt.gov/about-us/scorp.html>

Recreation with off-highway vehicles and snowmobiles increased more than 200% in Montana since 2000: Montana Fish, Wildlife & Parks. *Montana 2014-2018 Statewide Comprehensive Outdoor Recreation Plan*. <http://stateparks.mt.gov/about-us/scorp.html>

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Montana's outdoor recreation economy generates \$7.1 billion in consumer spending, \$286 million in state and local taxes, and 71,000 jobs: Outdoor Industry Association. 2017. *Outdoor Recreation Economy Report*. <https://outdoorindustry.org/state/montana>

In 2017, anglers spent \$919.3 million in more than 3.3 million angling days; hunters spent \$389.2 million in more than 2.6 million hunter days: Montana Fish, Wildlife & Parks, Human Dimensions Unit. 2017. *Summary of Research: Statewide Estimates of Resident and Nonresident Hunter & Angler Trip Related Expenditures in Montana*.

Cyclists spend an average of \$75/day and stay in Montana for eight days, totaling \$600 per trip: Nickerson, N.P., et al. 2013. *Analysis of Touring Cyclists: Impacts, Needs, and Opportunities for Montana*. Missoula, MT: University of Montana Institute for Tourism and Recreation Research. https://headwaterseconomics.org/wp-content/uploads/Trail_Study_73-touring-cyclists-montana.pdf

Off-highway vehicle users in Montana spend \$208 million per year: Montana State Parks. 2014. *Montana Recreational Off-Highway Vehicles: Fuel Use and Spending Patterns 2013*. Missoula, MT: University of Montana Bureau of Business and Economic Research. <http://www.bber.umt.edu/pubs/survey/MontanaOHVStudy2013.pdf>

Alpine skiers made an \$83 million economic impact in the four-month ski season in 2010: Nickerson, N.P. and K. Grau. 2010. *Economic Impact and Skier Characteristics: Montana*. Missoula, MT: University of Montana Institute for Tourism and Recreation Research. https://scholarworks.umt.edu/itr_pubs/195/

In 2017 more than 700,000 people took guided trips, generating 16,000 local jobs: Sage L.J., Bermingham C., and Nickerson N.P. 2018. *Montana 's Outfitting Industry - 2017 Economic Contribution and Industry-Client Analysis*. Missoula, MT: University of Montana Institute for Tourism and Recreation Research. https://scholarworks.umt.edu/itr_pubs/376/

96% of Montanans believe the outdoor recreation economy is important to the economic future of the state: Colorado College. 2018. *Conservation in the West Poll*. <https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/>

National Parks visitation and job impacts: National Park Service. 2017. *National Park Visitor Spending Effects*. https://www.nps.gov/nature/customcf/NPS_Data_Visualization/docs/NPS_2017_Visitor_Spending_Effects.pdf. Also visualized by: Headwaters Economics. 2018. *National Parks Economic Impacts*. <https://headwaterseconomics.org/dataviz/national-park-service-units/>

U.S. Forest Service visitation and job impacts: USDA Forest Service. Personal communication, July 9, 2018 with Don English, Visitor Use Monitoring Program Manager. Jobs estimates include average annual full-time, part-time, temporary, and seasonal jobs.

Bureau of Land Management visitation and job impacts: Bureau of Land Management. Personal communication, September 10, 2018 with Josh Sidon, National Socioeconomics Lead, Bureau of Land Management. DOI Economic Report: https://www.doi.gov/ppa/economic_analysis. BLM assumed expenditures per person are the same as estimated by the U.S. Forest Service through their NVUM program.

State Parks visitation and job impacts: Montana State Parks. 2010 Economic Impact Survey of Visitors to Montana State Parks. <http://fwp.mt.gov/fwpDoc.html?id=47807>; [Montana State Parks. 2016 Annual Visitation Report. http://stateparks.mt.gov/fwpDoc.html?id=78450](http://stateparks.mt.gov/fwpDoc.html?id=78450). In 2010, there were 1.9 million visitors who created 1,600 jobs. In 2016 there were more than 2.65 million visitors. There is no estimate of their job impact, but it is safe to assume it was higher than in 2010.

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2018 survey of high tech and manufacturing companies in Montana from: Tech and the Outdoors: How the “Montana Mystique” is Fueling Business Growth. Montana High Tech Alliance. <https://mthightech.org/tech-and-the-outdoors-how-the-montana-mystique-is-fueling-business-growth/>

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About Headwaters Economics

Headwaters Economics is an independent, nonprofit research group whose mission is to improve community development and land management decisions. <https://headwaterseconomics.org/>