



NEW MEXICO

OUTDOOR RECREATION DIVISION

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Outdoor Recreation Industry Continues to Bolster State *Bureau of Economic Analysis data shows increase in GDP for state's outdoor recreation economy*

SANTA FE, N.M. - The U.S. Department of Commerce's Bureau of Economic Analysis (BEA) has released economic data for 2022 exhibiting outdoor recreation's powerful and positive economic impact on the U.S. economy. The outdoor recreation economy in New Mexico grew 1.8% from 2021 to 2022, according to the BEA. This year's report also shows that outdoor recreation creates \$2.4 billion in value added for New Mexico and accounts for 1.9% of state GDP, including nearly 28,000 jobs.

The BEA report shows **2022 as the largest recorded measure for outdoor recreation contribution to GDP** and outdoor recreation compensation in New Mexico since the BEA started calculating the size of the outdoor recreation economy in 2012.

When Gov. Michelle Lujan Grisham created the Outdoor Recreation Division (ORD) in 2019, she also targeted the industry as a key driver to diversify New Mexico's economy. Since then, New Mexico's ORD has invested \$10 million in trails and infrastructure projects and awarded Outdoor Equity grants to 181 organizations so over 58,000 youths can experience recreational activities.

"As the state continues to exceed previous years' measurements of the outdoor recreation industry, it reinforces Gov. Lujan Grisham's decision to identify the industry as a key sector for our state economy," Acting New Mexico Economic Development Department Cabinet Secretary Jon Clark said. "Every corner of our state benefits from the overall efforts to bolster access to the outdoors for all New Mexicans. The outdoor recreation industry is a consistent economic and jobs driver, even in times of economic uncertainty."

"The BEA data validates the ongoing efforts of New Mexico's Outdoor Recreation Division to create jobs through the Trails+ grant program, support economic growth, and offer equitable access to the outdoors through the first-of-its-kind Outdoor Equity Fund," ORD Director Karina Armijo said. "Based on the data, we can affirm these outdoor recreation-focused programs benefit all New Mexicans and outdoor recreation businesses throughout the state."

At a national level, these new numbers show outdoor recreation generates **\$1.1 trillion** in economic output (2.2% of GDP), comprises 3.2% of U.S. employees, and creates five million jobs. This means the outdoor recreation economy contributes more to the U.S. economy than farming, oil and gas extraction, mining, and utilities.

"It comes as no surprise that outdoor recreation and the outdoor economy continue to demonstrate outstanding growth, which also supports the historic trends in outdoor participation we have seen in recent years," Kent Ebersole, President, Outdoor Industry

Association, said. “The outdoor recreation participant base grew for the eighth consecutive year to a record 168.1 million participants, and new participants are increasingly diverse and looking to businesses to lead on sustainability, equity, and conservation. This new data demonstrates the strength of the outdoor recreation industry and our collective power to drive sustainable economic growth while protecting – and growing access to – the benefits of the outdoors for everyone.”

This is the sixth consecutive year that BEA has released government data on this critical industry sector. Today’s release shows how the outdoor industry continues to be a super sector. The industry played a vital economic and social role throughout the pandemic and has since sustained remarkable growth and continued to boost local economies. The outdoor recreation economy remains a steady source of strength nationally and a booming job creator locally.

Key Highlights from the 2022 data on the outdoor recreation economy by activity:

- New Mexico saw a 11.6% increase in 2022 YOY in total outdoor recreation activities.
- Top core outdoor recreation activities include RVing, boating/fishing, snow activities, equestrian, and motorcycling/ATVing.
- The compound annual growth rate since 2019 has increased 1.5% overall, 5.9% in core OR activities (such as those listed above).
- Total core OR activities accounted for \$1.04 billion in value added, while supporting OR (construction, travel, tourism, government) accounted for \$1.34 billion in value added.

BEA News Release: <https://www.bea.gov/news/2023/outdoor-recreation-satellite-account-us-and-states-2022>

ORR New Release: <https://recreationroundtable.org/news/new-government-data-report-showcases-outdoor-recreation-economys-growth-clout/>

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New Mexico has nine downhill ski resorts in the state of varying sizes and is also a popular destination for snowshoeing and cross country skiing.

The Outdoor Recreation Division, a division of the New Mexico Economic Development Department, aims to increase the overall mental and physical well-being of New Mexicans through the power of

outdoor recreation, enabling residents throughout the state to hold jobs that afford them dignity, joy, and stability. We strive to commit to all residents to protect their state's natural heritage - its lands and waters, flora and fauna - and find a future on that path. We aim to parlay this commitment into long-term, sustainable investment, both in infrastructure and education.

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