

Outdoor Recreation



Wyoming Recreation

“This year, we saw the revival of the ‘Great American road trip’ as travelers looked to explore the outdoors. As the least populated state with the most room for adventure, Wyoming experienced high visitation throughout all national forests and parks, state parks and other popular outdoor destinations. As we continue to see an increase in outdoor recreation, Wyoming has a unique opportunity to be the leading voice behind sustainable and mindful travel.”

Diane Shober
Executive Director
Wyoming Office of Tourism

The National Outdoor Leadership School in Lander teaches 26,000 students a year.

The Wyoming Outdoor Recreation Office enhances and expands the outdoor recreation industry and improves infrastructure and access in Wyoming.

BUSINESS CLIMATE

- ▶ **NO** income, corporate or manufacturing sales tax
- ▶ **LOW** sales and property tax
- ▶ **10** commercial airports
- ▶ **2 Class 1 railroads** and **3 interstates** crisscross Wyoming
- ▶ **11.3 million** customers within 8 hours of Wyoming
- ▶ **Incentives** include infrastructure grants, loan programs and workforce training grants

\$2.9 BILLION

IN VISITOR SPENDING

#2 Industry in Wyoming is **tourism**



27,000 jobs created by outdoor recreation industry



41% increase in State Parks visitation



180,000 miles of rivers in Wyoming, with anglers spending \$612 million annually



2,160 hiking trails in Wyoming, contributing \$19 million to the state GDP



311 RV Campgrounds in Wyoming, contributing \$76 million to the state GDP



#1 per capita in outdoor recreation participation

OUTDOOR REC STATS

\$147 million dollars contributed to the State GDP through snow activities

7.9 million visitors to Yellowstone and Grand Teton National Parks in 2021

94% of Wyomingites call public lands essential to Wyoming's economy.

74% of Wyomingites say the state's public lands help attract high-quality employers and good jobs.

48.4% of Wyoming, more than 30 million acres, is federal land.

41 State Parks and Historic sites encompassing 49,400 acres of public lands.



Favorable Culture and Climate



CULTURE

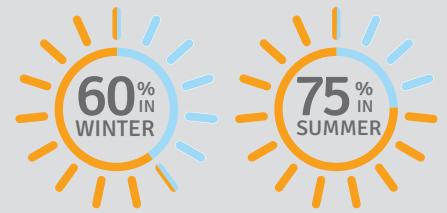
Wyoming enjoys easy access to national and state parks, year-round recreational opportunities, open spaces and events. Here, recreation and economic opportunity are connected.

Wyoming recognizes investing in outdoor recreation attracts employers and active workforces.



"Owning an outdoor business in Wyoming is really a privilege. We have residents that live here in part to be close to our amazing recreation opportunities and are avid outdoor participants. Plus, every year, millions of other people come from around the world to join us in enjoying Wyoming's unparalleled wilderness areas and national parks. No matter what flavor of outdoor rec your business serves, there is an opportunity to have a healthy enterprise."
- Wes Allen, Owner, Sunlight Sports

CLIMATE



The sun shines 60% of the time in winter and 75% in summer.

Outdoor products made in Wyoming include: hunting and shooting accessories, fishing lures & flies, knives, optics, outdoor gear & clothing.



"The rawness of Wyoming and untamed beauty cannot be matched by places of concrete. Consumers today are looking for not just a product but authentic branding and Wyoming offers that to outdoor companies like Weatherby."
- Brenda Weatherby, Director of People and Culture, Weatherby, Inc.

Learn more about Wyoming at whywyoming.org



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