

Outdoor Recreation



Industry Leaders

The BRANDNEW Award from ISPO Munich, the world's largest outdoor sports expo, went to DMOS Collective, a lightweight, durable shovel maker in Jackson. More than 85 distributors throughout North America now carry the company's gear.

NoSo Patches, a Jackson startup, just received \$50,000 in Kickstart grant funding.

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

\$5.6 BILLION

CONSUMER SPENDING ON OUTDOOR REC



#2 INDUSTRY IN WYOMING IS TOURISM



50,000 jobs created by outdoor rec - more than oil, gas, mining and extraction combined



57% of outdoor businesses plan to expand by 2021



#1 per capita in outdoor recreation participation

OUTDOOR REC STATS

#1 ski destination in the U.S. — Jackson Hole Mountain Resort

7.5 million annual visitors to Yellowstone and Grand Teton National Park

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.

<http://www.ourpubliclands.org/public-lands-report-wy>

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

<https://fas.org/sgp/crs/misc/R42346.pdf>

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.

“

I sold a hatchet to the governor. The state Senate president loves my products. Wyoming is a small town with long streets, and it's amazing to have this kind of access to government leaders, speak my mind, and have them listen.”

— Michael Jones, Fremont Knives

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.

“

In Wyoming, we want unique. We want the right gear, the best gear, because we are using it in extreme conditions. We are discerning in how and when we spend our money, and so are our customers.”

— Cade Maestas, founder of Maven Optics

Learn more about Wyoming at whywyoming.org



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