



WYOMING INDUSTRY PROFILE

# OUTDOOR PRODUCTS

TOURISM IS THE #2 INDUSTRY in Wyoming

OUTDOOR RECREATION CONTRIBUTED \$2.2 BILLION to Wyoming's economy in 2023, ranking the state 5<sup>th</sup> nationally in this sector.

5.3 MILLION VISITORS in 2023 explored the 39 state parks and historic sites, which encompass 46,455 acres of public land

8.3 MILLION VISITORS to Yellowstone and Grand Teton National Parks in 2024

15,798 JOBS in the outdoor recreation industry, accounting for 5.3% of the state's total employment in 2023

108,000 MILES OF RIVERS in Wyoming. Boating and fishing contributed \$79 million to the state GDP in 2023.

2,160 HIKING TRAILS in Wyoming used for climbing, hiking, and tent camping added \$25 million to the state GDP in 2023

370 RV PARKS in Wyoming contributed \$87 million to the state GDP in 2023

25,000 STUDENTS are taught through the National Outdoor Leadership School, based in Lander, every year.



## HUNTING, SHOOTING, AND TRAPPING RANKED TOP ECONOMIC DRIVER

in Wyoming's outdoor recreation industry, contributing \$105 million to the state's GDP in 2023.



NoSo Patches are designed and tested in the Tetons. In Jackson, we have some world-class outdoor retailers like Teton Mountaineering, Skinny Skis, Jack Dennis, and Headwall Sports. NoSo is in all these stores, and our buyers tell us what their customers need.

- KELLI JONES  
Founder & CEO of NoSo Patches in Jackson, WY



**NOSO PATCHES GROWS IN JACKSON, WY**

Watch our video





Being centrally located in Riverton, we are super close to multiple different wilderness areas that allow us to head into the mountains to test our gear more efficiently and quickly.

- ARON SNYDER  
President & CEO of Kifaru in Riverton, WY



**KIRFARU RELOCATES TO RIVERTON, WY**

Watch our video

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 at Weatherby, Inc. in Sheridan, WY

## WYOMING'S FAVORABLE CONDITIONS

### 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 so the state invests in outdoor recreation to attract employers and active workforces.

### CLIMATE



The sun shines 60% of the time in winter...

Year round outdoor activities contribute to many products made in Wyoming including: hunting and shooting accessories, fishing lures and flies, knives, optics, outdoor gear, and clothing.



and 75% in the summer.

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 in Cody, WY



Find out more at **WHYWYOMING.ORG**

### BUSINESS RECRUITMENT MANAGERS

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