



# A MAP FOR JOBS, TOURISM, AND GROWTH IN THE OUTDOOR ECONOMY

*Two Million Jobs Over Ten Years*

## The Opportunity

According to McKinsey & Company ([June 2011](#)), the leisure and hospitality sector is the fifth-largest employer in the United States. McKinsey estimates that **the leisure and hospitality sector could add 2.1 to 3.3 million jobs in this decade – the third highest job growth potential by sector.**

## The Numbers

Hunters, anglers, landowners, and small businesses understand that **outdoor recreation, travel, tourism – and the land, water and wildlife conservation that helps make it all possible – are economic engines** that power growth in rural economies and the retail sector.

- Hunting, fishing, and outdoor recreation contribute an estimated \$730 billion to the U.S. economy each year.
- More than 12 million Americans hunt; more than 30 million Americans fish; and three out of four Americans engage in some kind of healthy outdoor activity.
- One in twenty U.S. jobs are in the recreation economy – more than there are doctors, lawyers, or teachers.
- The Department of the Interior supports \$363 billion and 2.2 million jobs annually in the United States. Recreation in national parks, refuges, and other public lands alone led to nearly \$55 billion in economic contribution and 440,000 jobs in 2009.

## The Next Steps

To strengthen the outdoor economy and spur immediate job growth in the leisure and hospitality sector, we need to promote policies that encourage tourism, travel, and retail sales, and improve the natural and historic assets that attract visitors and recreation. Here are three simple ideas:

- 1. Reinvest revenues from oil and gas production in parks, open space, and rivers**
  - Every \$1 dollar of oil and gas royalties that is reinvested in parks, open space, and rivers through the Land and Water Conservation Fund returns more than \$4 in economic value.
- 2. Cut administrative waste and invest in signature American landscapes**
  - Secretary Salazar is implementing a plan to save \$500 million through IT improvements, and hundreds of millions of dollars through contracting reforms
  - Interior is leveraging limited funds to protect resources like the trout streams that draw millions of visitors each year to the Crown of the Continent in Montana, and the waterfowl-rich wetlands of the Prairie Potholes in the Dakotas, known to hunters as America's 'Duck Factory.'
- 3. Increase foreign and domestic visitation to our nation's natural, cultural, and historic wonders.**
  - According to a McKinsey white paper, Interior could help create approximately 100,000-200,000 new U.S. jobs in tourism and hospitality.
  - DOI will increase awareness of our significant natural and cultural attractions, improve the experience of visiting our lands and encourage Americans in search of outdoor adventures to seek out domestic destinations, including on public lands.