

CALIFORNIA

HUMAN-POWERED RECREATION ON PUBLIC LANDS

OUTDOOR ALLIANCE is the only organization in the U.S. that unites the voices of outdoor enthusiasts to conserve public lands and ensure those lands are managed in a way that embraces the human-powered experience. Outdoor Alliance member organizations have connected with more than half a million people to advocate for the outdoors, and have 15,076 members in California.

CALIFORNIA'S OUTDOOR RECREATION ECONOMY

\$92 B
In consumer spending

\$30.4 B
In wages and salaries

\$6.2 B
In state and local tax revenue

691 K
Direct California Jobs

California has **4 MILLION ACRES** of human-powered recreation resources. **66%** of them are on national public land.



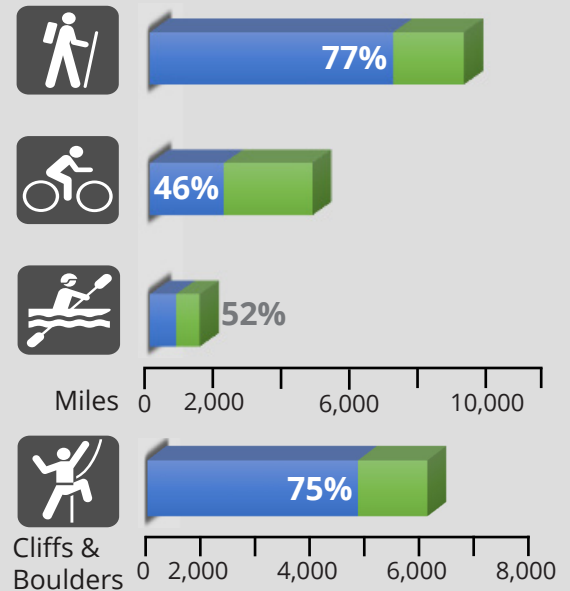
Human-Powered Recreation Resources

Results are based on geospatial analyses conducted by the Outdoor Alliance in 2017. State economic data were cited from the Outdoor Industry Association's 2017 study, "The Outdoor Recreation Economy." Last Updated 7/26/2017

HUMAN-POWERED RECREATION



Recreation on National Public Land Total Recreation



Outdoor Alliance is compiling backcountry skiing data for California.

OUTDOOR ALLIANCE



Learn more at www.outdooralliance.org/state-rec