The Economic Impact of Human-Powered Recreation in Utah’s Manti-La Sal National Forest
We don’t just play in the forest. Recreation dollars power this region.

The Manti-La Sal National Forest stretches from central to southeastern Utah and is home to sweeping mesas, sandstone towers and the snowy peaks of the La Sal Mountain Range. Its 1.4 million acres encompasses some of Utah’s most remote and unique landscapes.

Outdoor adventures in Utah—including backcountry skiing, rock climbing, mountain biking, and hiking—are more than just fun. Human-powered outdoor recreation supports $20.4 million in annual visitor spending in the Manti-La Sal National Forest, which receives 295,000 visits a year.

Right now, the U.S. Forest Service is in the process of updating the land management plans for the Manti-La Sal National Forest.

Outdoor recreation needs to be prioritized in this process.

Numbers derived from studies by James N. Maples, PhD (Eastern Kentucky University), and Michael J. Bradley, PhD (Arkansas Tech University).

1. Economic Impact of Mountain Biking in the Manti-La Sal National Forest, 2022
2. Economic Impact of Rock Climbing in the Manti-La Sal National Forest, 2022
3. Economic Impact of Snowsports in the Manti-La Sal National Forest, 2022
4. Economic Impact of Hiking in the Manti-La Sal National Forest, 2022
In the Manti-La Sal National Forest, climbing, biking, hiking, backpacking and snowsports annually support:

**ANNUAL VISITOR SPENDING**

$20.4 million

**ANNUAL VISITS TO THE FOREST**

295,000 visits

**FOR UTAHANS**

250 full time jobs

$7.88 million in wages

Any way you slice it, outdoor recreation brings substantial dollars to Utah’s economy.

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More and more, people choose to live in places because of access to outdoor recreation. Utah is no outlier.

As companies and people become increasingly comfortable with remote work, professionals who are outdoor enthusiasts have freedom to relocate themselves closer to the rocks, mountains, snow, and trails that they love. No longer geographically bound, people can now live and work near their playgrounds.

The allure to Utah is deeply rooted in the Manti-La Sal’s recreational opportunities. This National Forest helps shape Utah’s identity as a healthy, adventure-loving place to work, play, and live. Let’s keep it that way.

1. University of Utah Policy Institute Article: Outdoor Recreation Number-One Factor for Tech Sector Employees To Live and Work in Utah
The insights and data within this document are the result of four studies commissioned by Outdoor Alliance, all completed in 2022 by James N. Maples, PhD (Eastern Kentucky University), and Michael J. Bradley, PhD (Arkansas Tech University). Please contact the email above for the complete study reports.