

Outdoor Recreation Economic Impact Study for Northwest Michigan



Networks
Northwest

Talent / Business / Community

Key Takeaways

The Outdoor Economy...

- Employs 4,712 workers / 3% of the regional labor force
- Offers average earnings of \$44,627
- Contributed \$1.15 billion or 10% of Gross Regional Product in 2022
- Grew by 9% over 20 years (2002 to 2022)

Outdoor Economy Businesses...

- Are growing – 96% of survey respondents indicated sales were increasing or stable
- Are hiring – 72% reported they are planning on additional hiring in the next three years

Opportunities

- Connect new and existing businesses to financial and technical assistance resources
- Facilitate professional networking for additional business-to-business sales
- Plan for growth in the shoulder seasons
- Support trail expansions and connections, targeting complementary small business development
- Market underutilized areas and welcome diverse visitors
- Educate communities about conservation and responsible use of outdoor assets
- Develop infrastructure to spur growth
- Steward the region's natural character and protect outdoor assets

Business Attraction and Sector Growth

- Marine Services
- Bikes and e-Bikes
- ORV and SXS rentals
- Outfitters, guide, and transportation/shuttle services
- E-Boating



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