

# WISCONSIN OUTDOOR INDUSTRY'S RECORD-BREAKING 2024

# \$ 12 BILLION

Year over year growth: **+3.8%**

## TO STATE GROSS DOMESTIC PRODUCT (GDP)

Wisconsin's outdoor recreation industry had a record-breaking year in 2024, contributing \$12 billion to the state's GDP and surpassing the previous record set in 2023 by 3.8%. Outdoor recreation supported 100,139 jobs accounting for 3.2% of all jobs in Wisconsin. These historic numbers reinforce the importance of the outdoors and the outdoor industry to the Wisconsin economy and Wisconsinites.

**1 IN 39** JOBS SUSTAINED BY OUTDOOR RECREATION

**100K** FULL-TIME & PART-TIME JOBS

## TOP ACTIVITIES CONTRIBUTING TO WISCONSIN'S GDP



Multi-Use Apparel & Accessories  
**\$ 1.3 billion**



Motocycling & ATVing  
**\$ 1 billion**



Boating & Fishing  
**\$ 1 billion**



Game Areas  
**\$ 539 million**



Guided Tours & Outfitted Travel  
**\$ 498 million**



RVing  
**\$ 435 million**



Hunting & Shooting  
**\$ 378 million**



Climbing, Hiking & Tent Camping  
**\$ 174 million**



Equestrian  
**\$ 170 million**



Bicycling  
**\$ 137 million**