

# WISCONSIN OUTDOOR INDUSTRY'S RECORD-BREAKING 2023



# \$11.2 BILLION

Year over year growth: **+9.4%**

## TO STATE GROSS DOMESTIC PRODUCT (GDP)

Wisconsin's outdoor recreation industry had a record-breaking year in 2023, contributing \$11.2 billion to the state's GDP and surpassing the previous record set in 2022 by 9.4%. Outdoor recreation supported 96,867 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 40** JOBS SUSTAINED BY OUTDOOR RECREATION




**96K+** FULL-TIME & PART-TIME JOBS

Year over year growth: **+3.4%**


## TOP ACTIVITIES CONTRIBUTING TO WISCONSIN'S GDP




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




Motorcycling/ATVing  
**\$ 1.1 billion**



Boating/Fishing  
**\$ 928 million**



RVing  
**\$ 464 million**




Game Areas  
**\$ 499 million**



Guided Tours/  
Outfitted Travel  
**\$ 450 million**



Hunting Shooting  
**\$ 320 million**



Bicycling  
**\$ 157 million**