

WISCONSIN OUTDOOR INDUSTRY'S RECORD-BREAKING 2022



\$9.8 BILLION

Year over year growth: **+6.8%**

TO STATE GROSS DOMESTIC PRODUCT (GDP)

Wisconsin's outdoor recreation industry had a record-breaking year in 2022, contributing \$9.8 billion to the state's GDP and surpassing the previous record set in 2021 by 6.8%. Outdoor recreation supported 94,042 jobs accounting for 3.1% 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




94K+ FULL-TIME & PART-TIME JOBS

Year over year growth: **+4.8%**


TOP ACTIVITIES CONTRIBUTING TO WISCONSIN'S GDP




Multi-Use Apparel & Accessories
\$1.15 billion




Motorcycling/ATVing
\$1.10 billion



Boating/Fishing
\$710 million



RVing
\$553 million



Game Areas
\$448 million



Guided Tours/
Outfitted Travel
\$385 million



Hunting Shooting
\$220 million



Bicycling
\$152 million