



OUTDOOR RECREATION & TRAILS!

CONNECTING THE DOTS BETWEEN TRAILS & TOURISM



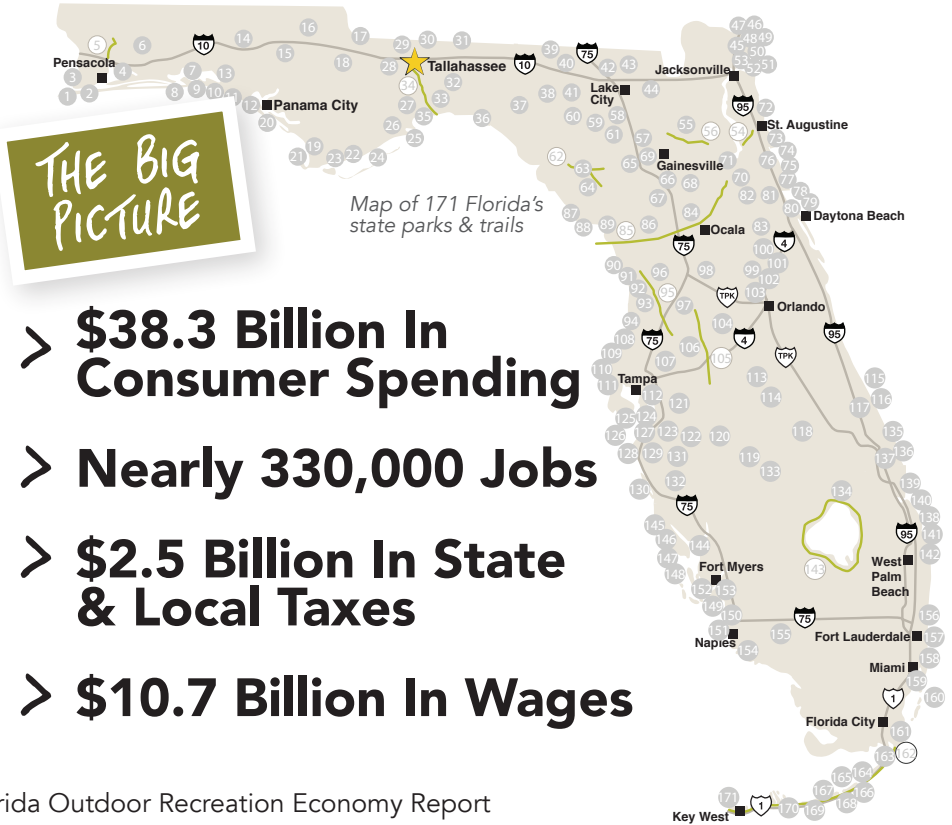
FLORIDA State Parks
...The Real Florida™



OUTDOOR RECREATION GENERATES BIG ECONOMIC IMPACTS FOR FLORIDA

Recreation has long served as an economic driver in Florida, as the state remains a major destination for national and international tourism.

Outdoor Industries Association, 2012. The Florida Outdoor Recreation Economy Report



FLORIDA STATE PARK VISITATION GENERATES NEARLY \$2.1 BILLION ON LOCAL ECONOMIES

With more than 1,600 miles of multi-use trails, Florida State Parks receive over 27 million visitors annually, creating 29,396 jobs.

Honeymoon Island State Park had the greatest local economic impact totaling \$85.9 million.

x 1,000 VISITORS = ~\$86,000² DIRECT LOCAL IMPACT
²ibid

"The West Orange, Little Econ, and Cady Way trails in Orange County supported 516 jobs and an estimated economic impact of \$42.6 million in 2010."

East Central Florida Regional Planning Council (2011)



> Every \$1 spent on biking trails and walking paths could save approximately \$3 in medical expenses (American Heart Association)

> Every \$1 million spent on trails yields 9.6 jobs (University of Massachusetts, 2011)

TRAIL FACTS



➤ Trails add value to new homes and consistently remain the number one community amenity sought by prospective homeowners

(National Association of Homebuilders, 2008).

A 2011 study by the University of Cincinnati found that homes within 1000 ft. access to the Little Miami Scenic Trail increased in value by \$9K. The scenic, multipurpose trail beckons walkers, hikers, skaters and bicycle enthusiasts and also has horseback riding paths.

WHAT ARE FLORIDA VISITORS & RESIDENTS DOING OUTDOORS?

VIEWING WILDLIFE

The second most popular outdoor activity for both residents and visitors (SCORP 2011) and brings in almost **\$5 billion annually** to the state's economy.

Florida's rich diversity of wildlife attracts millions of visitors to public lands such as Florida's 171 State Parks, of which 96 are included as sites on the **Great Florida Birding and Wildlife Viewing Trail**.

PADDLING

During a year of average river flows, annual park attendance at **Suwannee River State Park** is usually more than 700,000 with **direct economic impact**

more than \$30 million, according to the Florida Park Service.

BIKING

According to the 2013 SCORP, nearly **25 million residents and tourists participate in bicycling in Florida annually**.

More than 18.4 million on paved trails and nearly 6.5 million on unpaved trails.

Biking paths are the second most desired facility for Florida residents.

EQUESTRIAN ACTIVITIES

According to the Florida Department of Agriculture and Consumer Services, the **equestrian industry's economic impact on the gross state product is \$6.5 billion**.

Florida's State Parks offer 1,889 miles of equestrian trails.

The 2011 Outdoor Recreation Participation study highlights the tight link between recreation and tourism in Florida, determining:

98%

of Florida's tourists believe that outdoor recreation is important to them.

97%

of tourists are satisfied with outdoor recreation opportunities in the state.

75%
(nearly)

of all Florida visitors participate in nature-based activities during their visit (Visit Florida, 2012).

Trails boost fitness and well-being, a connection with the outdoors and economic growth.

Visit www.dep.state.fl.us/gwt/ to find trail near you.