In Our Region: What Do We Know about Outdoor Recreation in the Northern Forest?

Joe Short, Northern Forest Center
What Types of Outdoor Recreation are People Doing?
Most Popular Outdoor Activities by Participation Rate (National)

- **Running, Jogging and Trail Running**: 19% of Americans / 55.9 million participants
- **Freshwater, Saltwater and Fly Fishing**: 17% of Americans / 49.1 million participants
- **Road Biking, Mountain Biking and BMX**: 16% of Americans / 47.5 million participants
- **Hiking**: 15% of Americans / 44.9 million participants
- **Car, Backyard, Backpacking and RV Camping**: 14% of Americans / 41.8 million participants

*Source: Outdoor Participation Report 2018, The Outdoor Foundation*
MAINE:

Active Outdoor Activities – Non-Water (2017)
Base: Those who report outdoor activities as an interest area for their Maine trip

- Hiking, climbing, or backpacking: 60% (57%)
- Exploring State and National Parks: 40% (37%)
- Camping: 22% (29%)
- Bicycling or mountain biking: 16% (16%)
- Riding all-terrain vehicles: 10% (14%)
- Hunting (game or bird): 5% (8%)
- Alpine skiing or snowboarding: 4% (8%)
- Snowmobiling: 3% (5%)
- Snowshoeing: 3% (5%)
- Nordic skiing: 2% (4%)

Source: 2017 Regional Report Maine Woods Area, Maine Office of Tourism
NEW HAMPSHIRE:

Activity Participation in the White Mountain National Forest (2015)

Source: Visitor Use Report: White Mountain NF. USDA Forest Service Region 9
VERMONT:

VERMONTERS FAVORITE OUTDOOR RECREATION ACTIVITIES

Source: Vermont Statewide Comprehensive Outdoor Recreation Plan, 2014-2018
NEW YORK:

Outdoor spring/summer activities, All travelers (2017, in 3 Adirondack counties)

Source: Leisure Travel Study Essex, Franklin & Hamilton County Region. 2017. ROOST
NEW YORK:

Outdoor fall/winter activities, All travelers (2017, in 3 Adirondack counties)

Source: Leisure Travel Study Essex, Franklin & Hamilton County Region. 2017. ROOST
Projected Per Capita participation for Activity Groups: 2008 and 2030

Adult Participants (millions) for Activity Groups: 2008 and 2030

Vermont State Park Overnight Visits

State campground use has increased more than 15% in the past ten years.

SOURCE: VT DEPARTMENT OF FORESTS & PARKS
New Hampshire Snowmobile & OHRV Registrations

Total Snowmobile & OHRV Registrations

<table>
<thead>
<tr>
<th>Year</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>64,681</td>
</tr>
<tr>
<td>2014</td>
<td>72,426</td>
</tr>
<tr>
<td>2015</td>
<td>77,422</td>
</tr>
<tr>
<td>2016</td>
<td>55,242</td>
</tr>
<tr>
<td>2017</td>
<td>84,073</td>
</tr>
</tbody>
</table>

Who is Doing Outdoor Recreation?
participant demographics
Outdoor Participants, ages 6+

- Gender:
  - Male: 54%
  - Female: 46%

- Age:
  - 6-12: 13%
  - 13-17: 10%
  - 18-24: 12%
  - 25-44: 29%
  - 45+: 36%

- Income:
  - ≤$25,000: 13%
  - $25,000-$49,999: 21%
  - $50,000-$74,999: 19%
  - $75,000-$99,999: 15%
  - ≥$100,000+: 32%

- Education:
  - 1-3 Yrs College: 21%
  - High School Grad: 15%
  - ≥3 Yrs High School: 22%
  - Post-Grad Studies: 15%

- Ethnicity:
  - White: 74%
  - Black: 9%
  - Asian: 6%
  - Other: 1%

Source: Outdoor Participation Report 2018, The Outdoor Foundation
NEW YORK:

Ethnicity, All travelers (2017, in 3 Adirondack counties)

Source: Leisure Travel Study Essex, Franklin & Hamilton County Region. 2017. ROOST
### MAINE:

**Overnight Visitor Demographics (2017)**

<table>
<thead>
<tr>
<th>Overnight Visitors</th>
<th>Maine 2017 (n=2922)</th>
<th>Maine Woods 2017 (n=1228)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 35</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>55 +</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Mean Age (Years)</strong></td>
<td>40.7</td>
<td>38.7</td>
</tr>
<tr>
<td><strong>Income:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; $50,000</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>$100,000 +</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Mean Income</strong></td>
<td>$92,650</td>
<td>$89,730</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>70%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>College Degree or Higher</strong></td>
<td>65%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Married</strong></td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Employed Full-Time</strong></td>
<td>62%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Source: 2017 Regional Report Maine Woods Area, Maine Office of Tourism
Recreationists of the Future

- **Millennials.** Their travel spending up 30% since 2007. Soon the largest travel spending cohort.

- **Elders.** 1.3 to 1.6 billion people worldwide

- **Multi-generational.** 40% of families went on a multigenerational vacation in 2016.

- **Global middle class.**

Source: Future IQ. The Future of Tourism – The Maine Woods – August 2018
What Other Uses Share the Same Landscape?
What are the Economic Impacts of Outdoor Recreation?
### 2017 National Recreation Economy Report

<table>
<thead>
<tr>
<th>% state residents who participate in outdoor recreation</th>
<th>New York</th>
<th>Vermont</th>
<th>New Hampshire</th>
<th>Maine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52%</td>
<td>72%</td>
<td>69%</td>
<td>70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual consumer spending</th>
<th>$41.8 billion</th>
<th>$5.5 billion</th>
<th>$8.7 billion</th>
<th>$8.2 billion</th>
</tr>
</thead>
</table>

| # direct jobs                                          | 313,000       | 51,000       | 79,000       | 76,000       |

<table>
<thead>
<tr>
<th>Annual state &amp; local tax revenue</th>
<th>$3.6 billion</th>
<th>$505 million</th>
<th>$528 million</th>
<th>$548 million</th>
</tr>
</thead>
</table>

Source: Outdoor Industry Association
Economic Impact:

4 Vermont Trail Systems

Catamount Trail Association
Green Mountain Club
Kingdom Trails Association
Vermont All-Terrain Sportsman Association
Visitor Spending

Maine: Average Trip Spending per Travel Party – Overnight Visitors

New York: Mean Party Expenditures, All travelers (2017, in 3 Adirondack counties)

Source: Maine Office of Tourism Visitor Tracking Research 2017 Calendar Year Annual Report

Source: Source: Leisure Travel Study Essex, Franklin & Hamilton County Region. 2017. ROOST
New Hampshire

Direct spending for select activities:

- AMC huts: $11.21 million (out-of-state only) in 2014-15
- OHRVs: $124 million in 2002-2003
- Snowmobiling: $203 million in 2010-2011
- Hunting and fishing: $270 million in 2011
- Wildlife watching: $281 million in 2011
- Skiing: $359 million in 2012-2013
What Challenges Does the Sector Share Across the Region?
Neighbors Sue to Shut Down Popular Gorham ATV Trailhead

By TODD BOOKMAN - MAR 27, 2018

A group of residents in the town of Gorham is suing to shut down a popular ATV trailhead.

Neighbors of the trail say they are fed up with the dust, noise and fumes from the four-wheelers. In their court filing, they cite an escalating number of police complaints lodged in Gorham in recent years involving ATV and OHV riders.

Use Conflicts
Visitor Use Management

Parking crunch spurs policy shift in Franconia Notch

As Hikers Celebrate on Appalachian Trail, Some Ask: Where Will It End?
“Take ME-17 north for about 18 miles to Houghton. Turn right onto an unnamed gravel road (adjacent to a large open field). Immediately cross a bridge over the Swift River, then turn right onto Bemis Road and drive north for about 3.5 miles. This is a gravel road that can be rough, use caution. Look for a road on the left going downhill (44.7902, -70.7079) and follow it into an old gravel pit (large boulder with graffiti), and park.”

Both are “mountain biking in Franconia”
Growing Body Of Climate Science Spells A Challenge For Ski Resorts

December 24, 2012  By WBUR Newsroom

Climate Change
Funding

Is it time to charge a fee to use the High Peaks?
Some say yes, given trail congestion issues and lack of state funding

Maine gets nearly $1 million to support state parks, outdoor recreation
John Holyoke, Bangor Daily News Outdoors Editor • September 19, 2018
Maine will receive $972,249 in federal funds that will be used for state-identified projects.
What Strategies are in Place in Each State?
A lot is going on...

- SCORPs
- Public-Private Partnerships
  - VT Outdoor Recreation Economic Collaborative (VOREC)
  - Maine Outdoor Brands
- State Offices
- Regional Collaborations
- ... and this Symposium!