

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

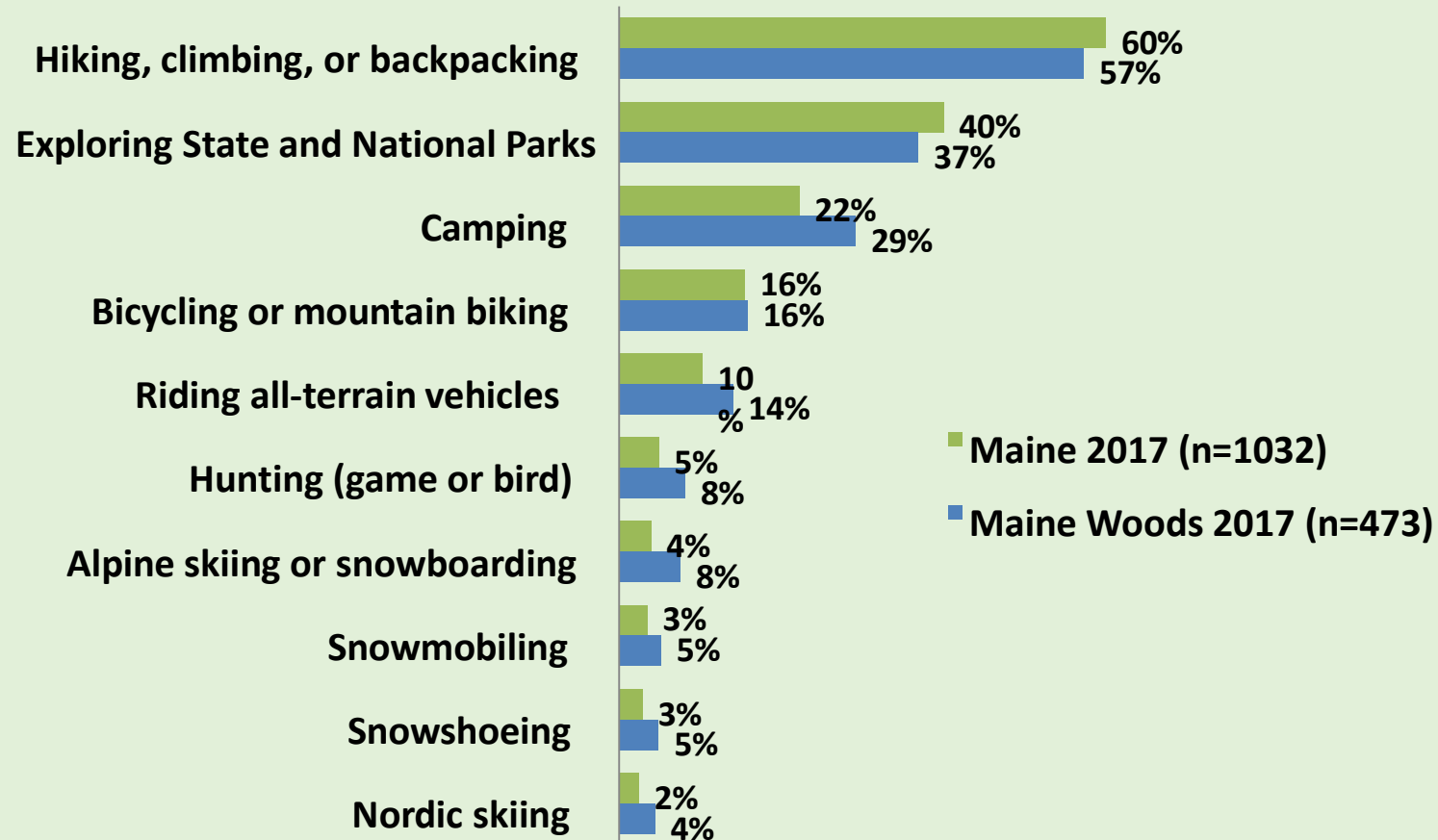
Hiking 15% of Americans / 44.9 million
participants

Car, Backyard, Backpacking and RV Camping
14% of Americans / 41.8 million participants

MAINE:

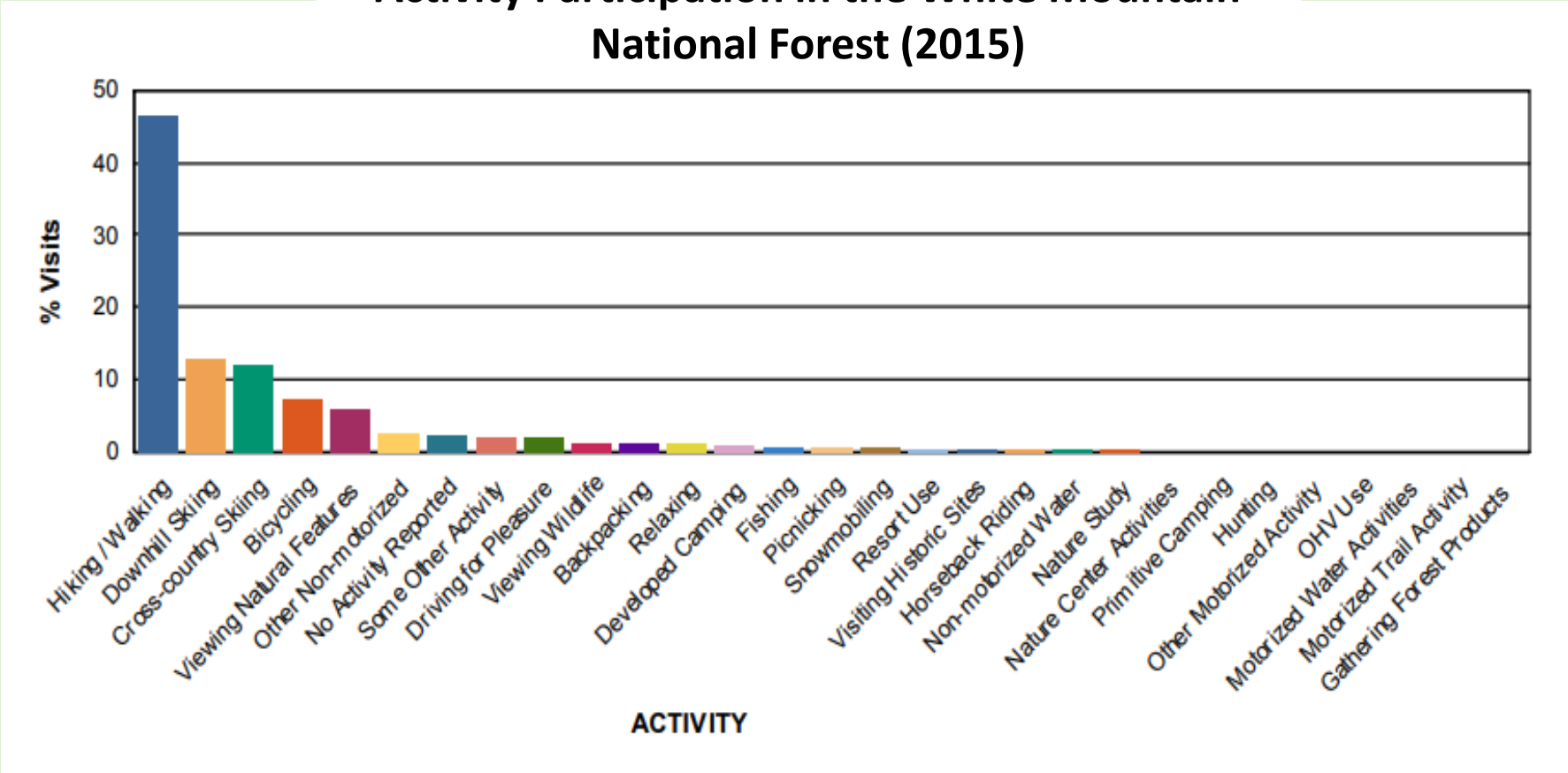
Active Outdoor Activities – Non-Water (2017)

Base: Those who report outdoor activities as an interest area for their Maine trip



NEW HAMPSHIRE:

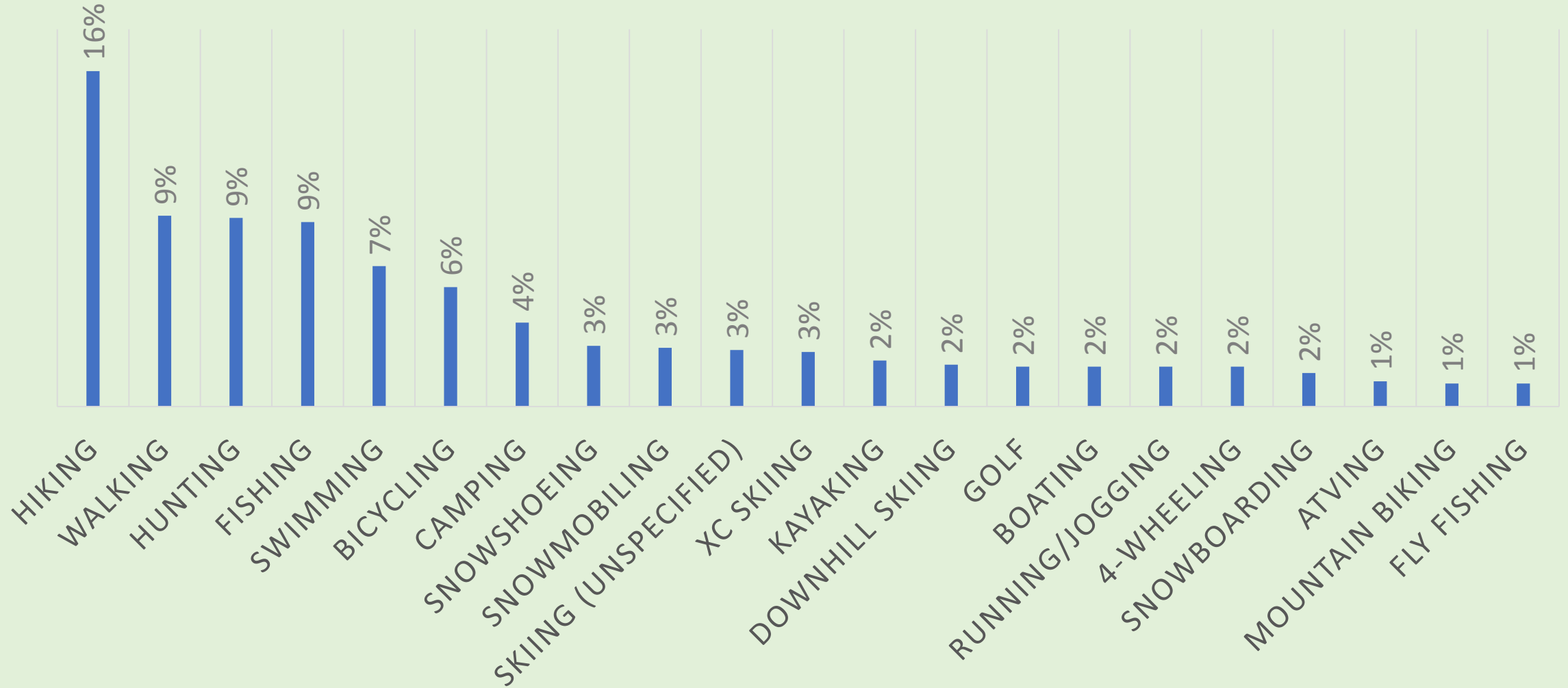
Activity Participation in the White Mountain National Forest (2015)



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

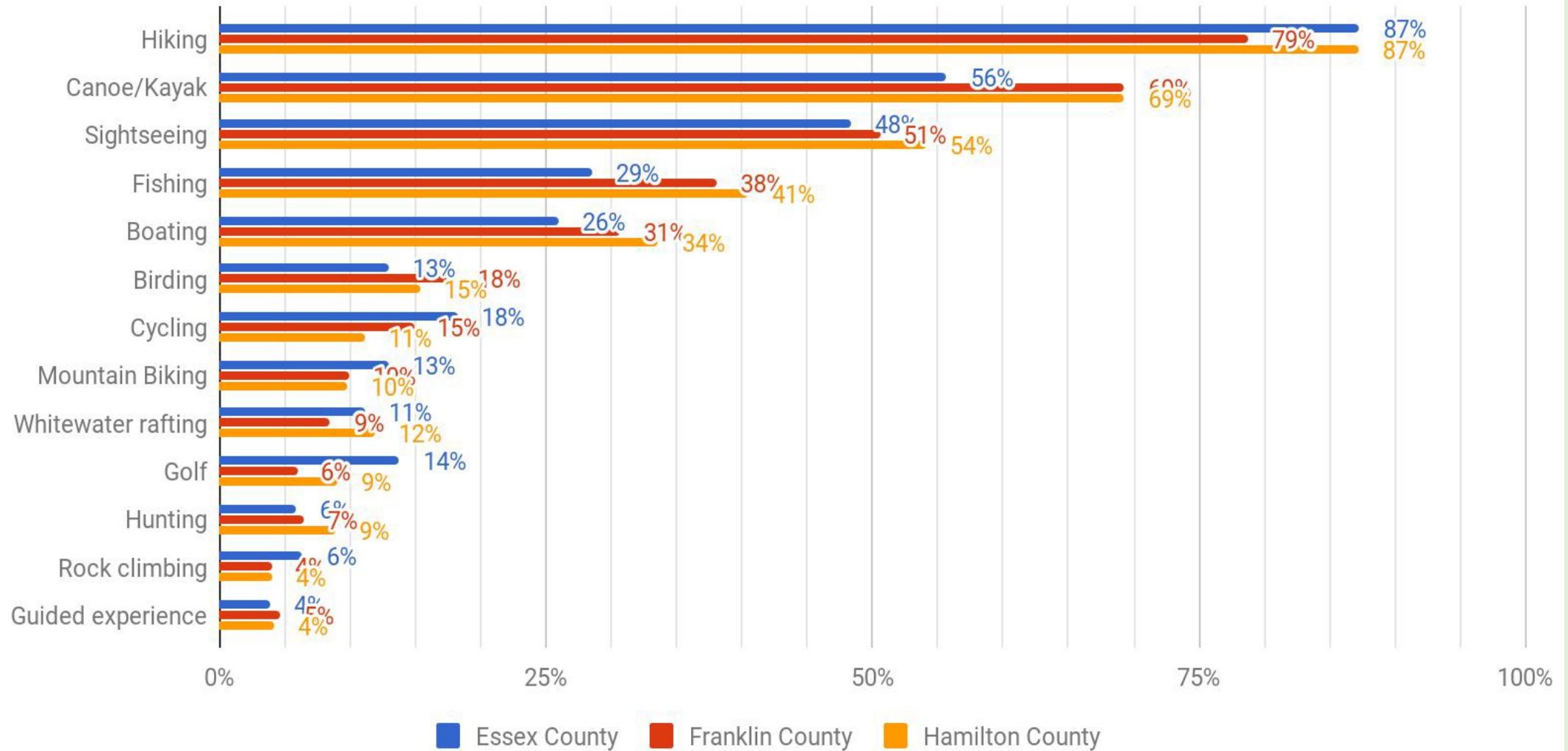
VERMONT:

VERMONTERS FAVORITE OUTDOOR RECREATION ACTIVITIES



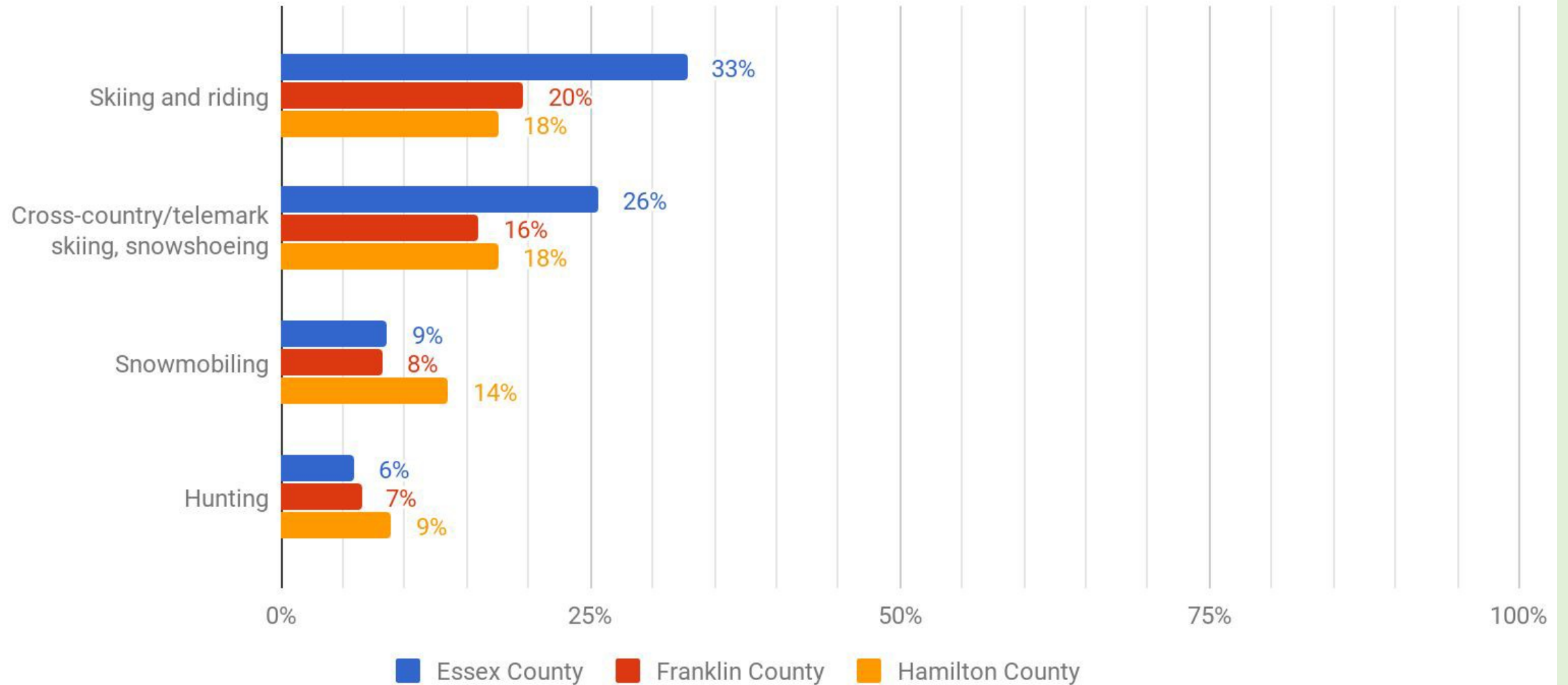
NEW YORK:

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

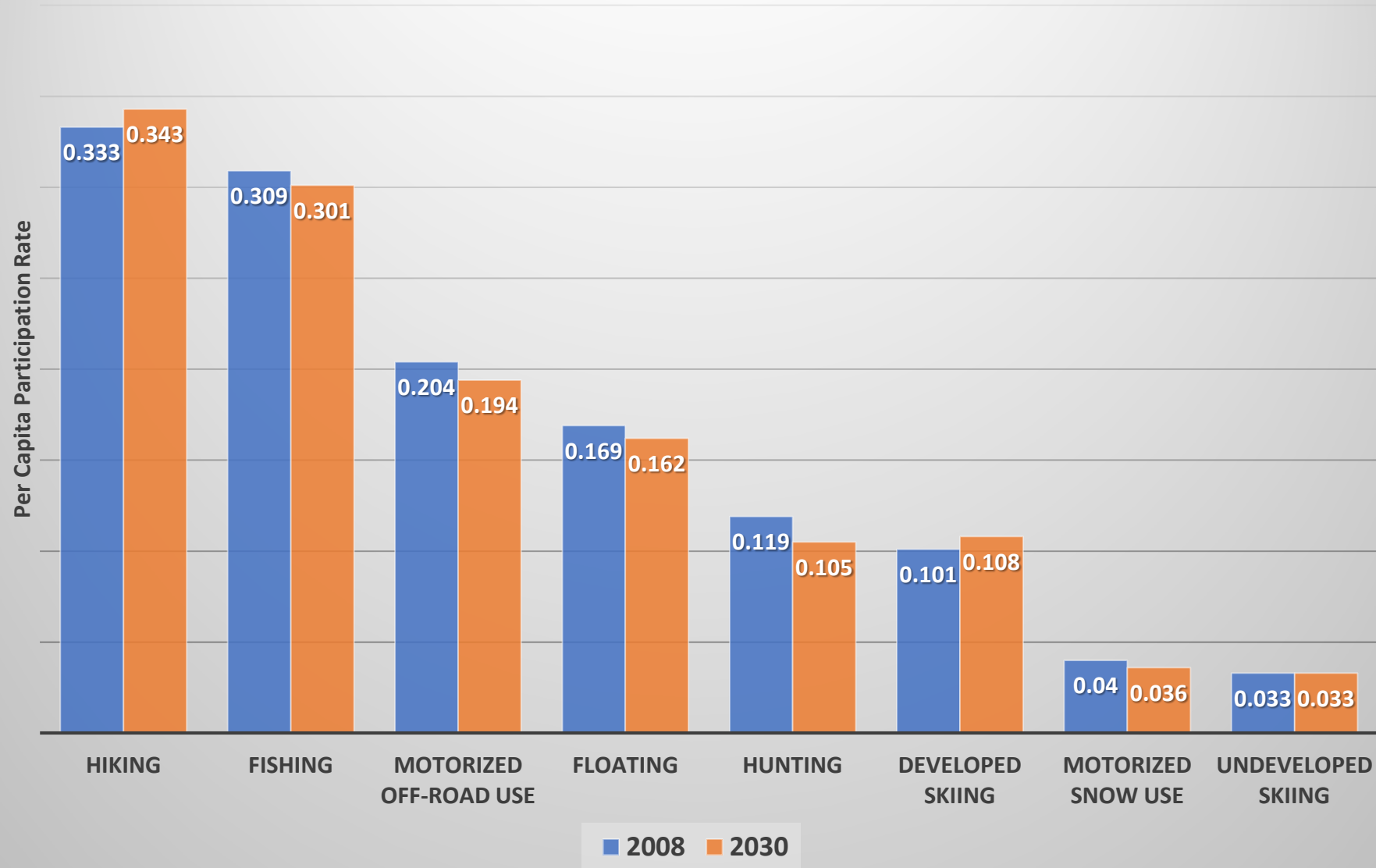


NEW YORK:

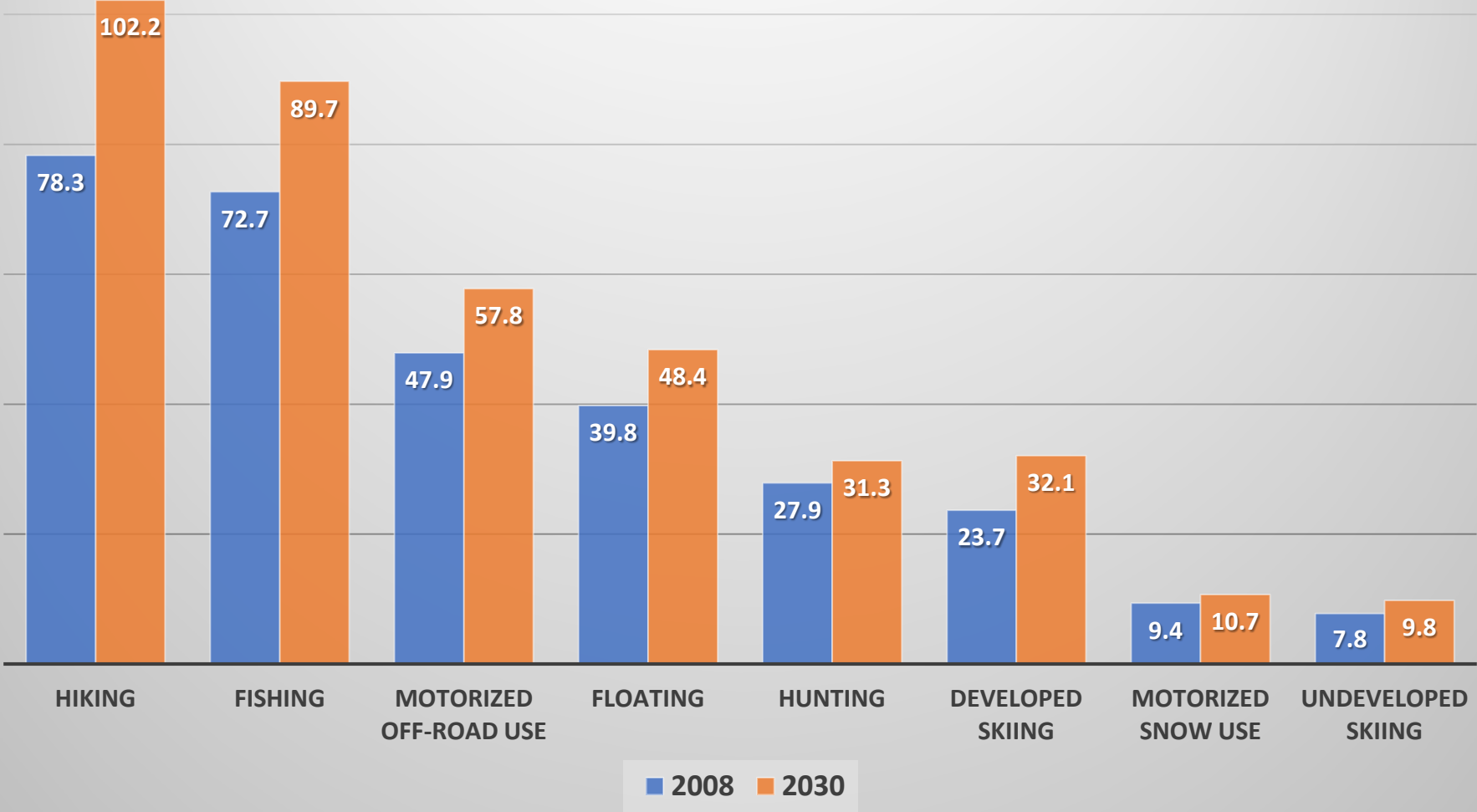
Outdoor fall/winter activities, All travelers (2017, in 3 Adirondack counties)



Projected Per Capita participation for Activity Groups: 2008 and 2030



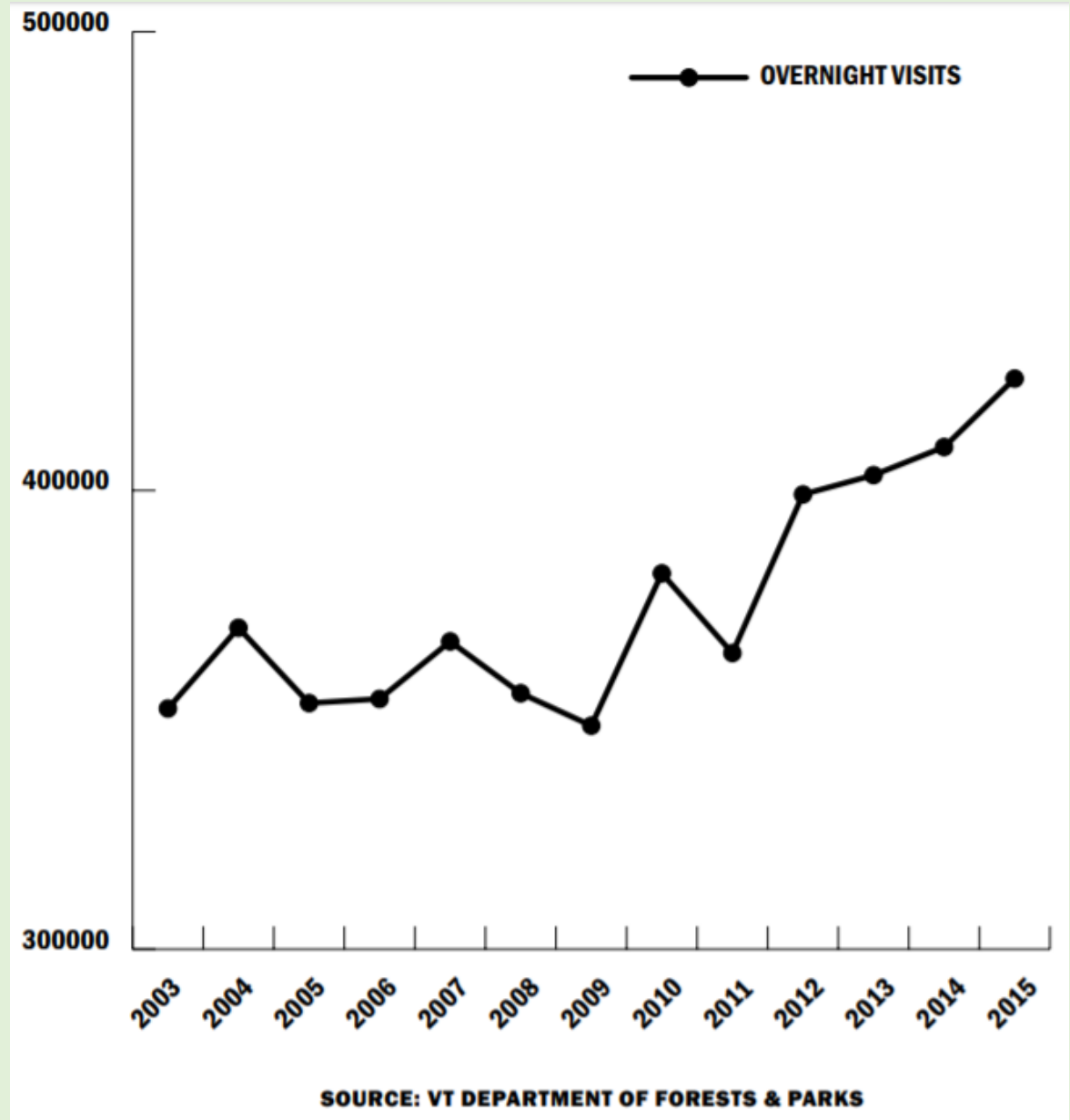
Adult Participants (millions) for Activity Groups: 2008 and 2030



Source: Federal Outdoor Recreation Trends: Effects on Economic Opportunities. White et al. National Center for Natural Resources Economic Research Working Paper 1 October 2014

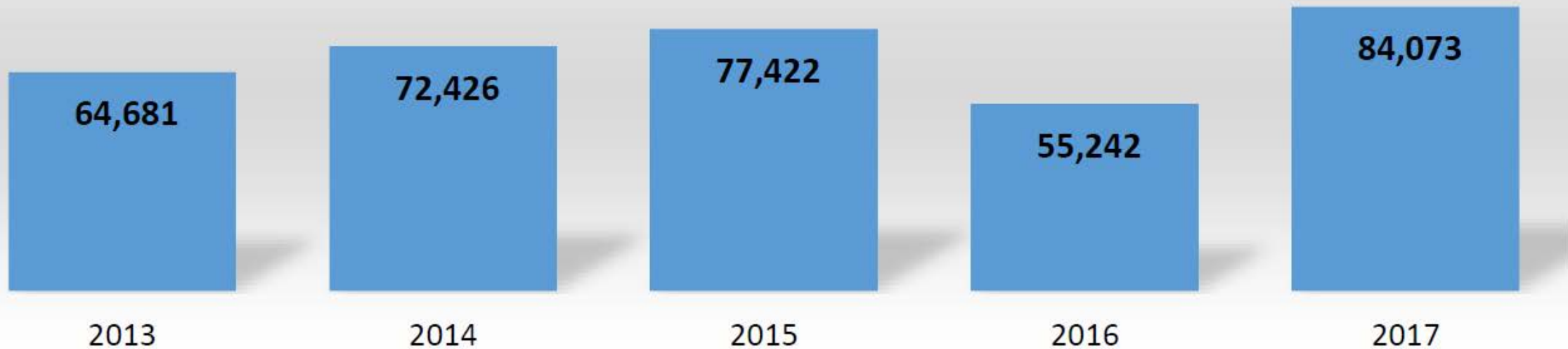
Vermont State Park Overnight Visits

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



New Hampshire Snowmobile & OHRV Registrations

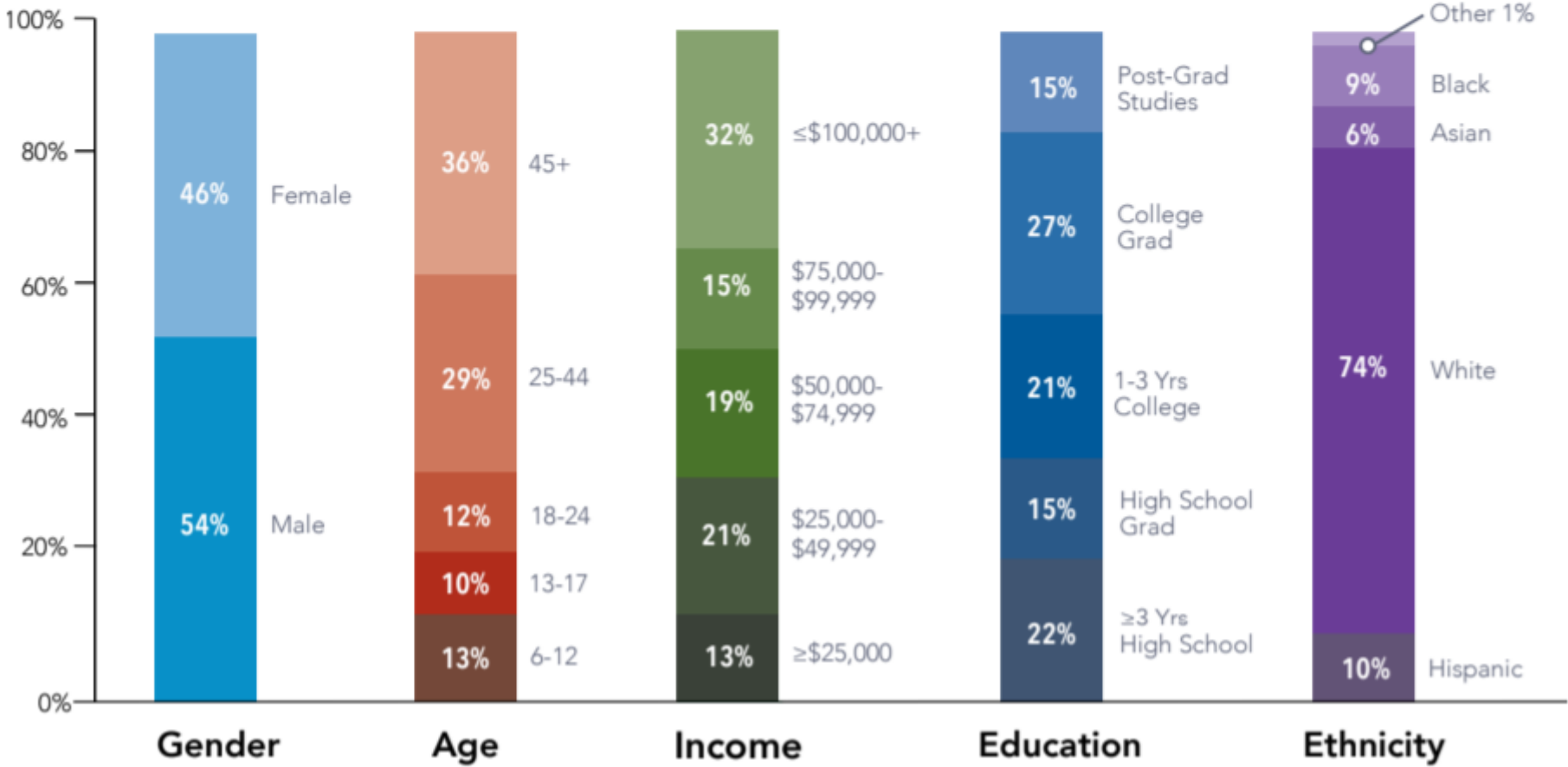
Total Snowmobile & OHRV Registrations



Who is Doing Outdoor
Recreation?

participant demographics

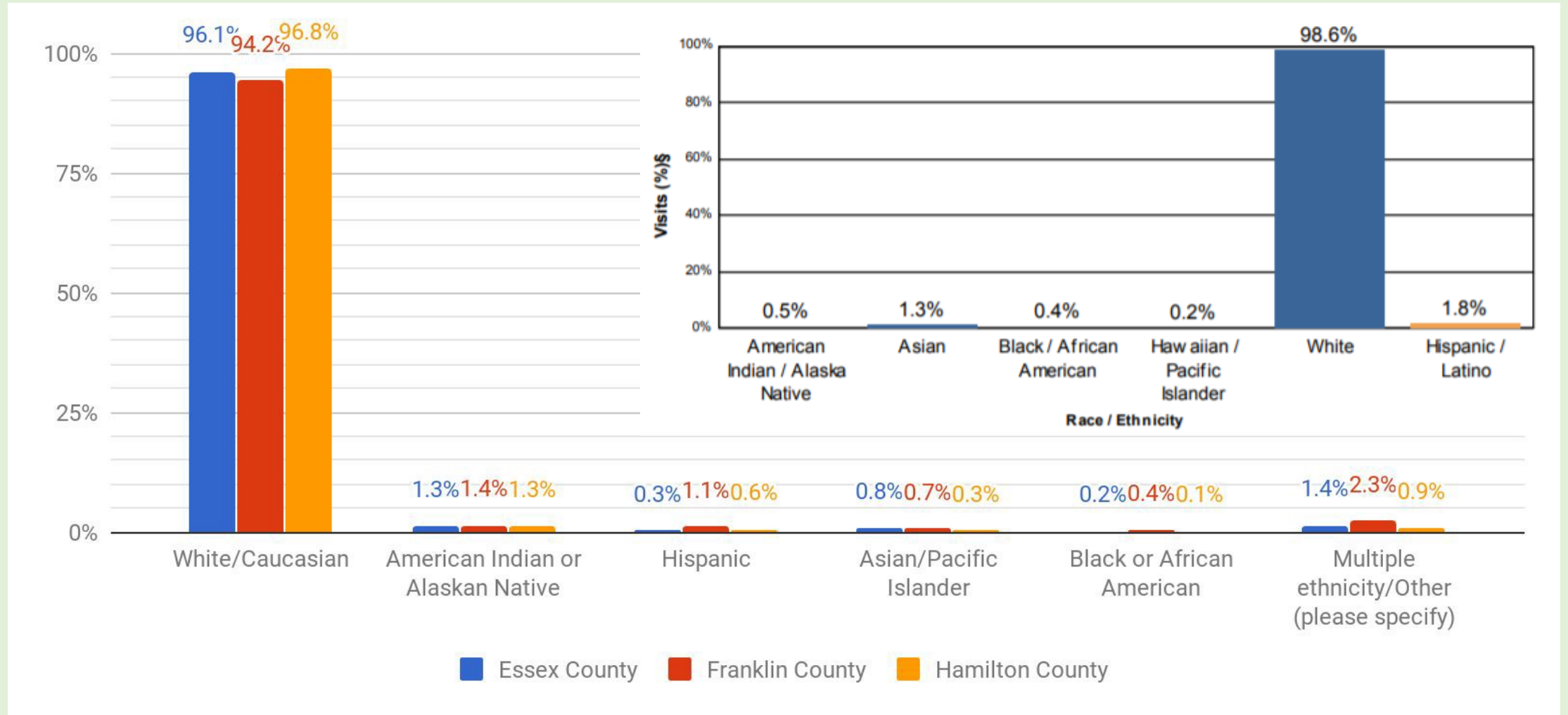
Outdoor Participants, ages 6+



Source: Outdoor Participation Report 2018, The Outdoor Foundation

NEW YORK:

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



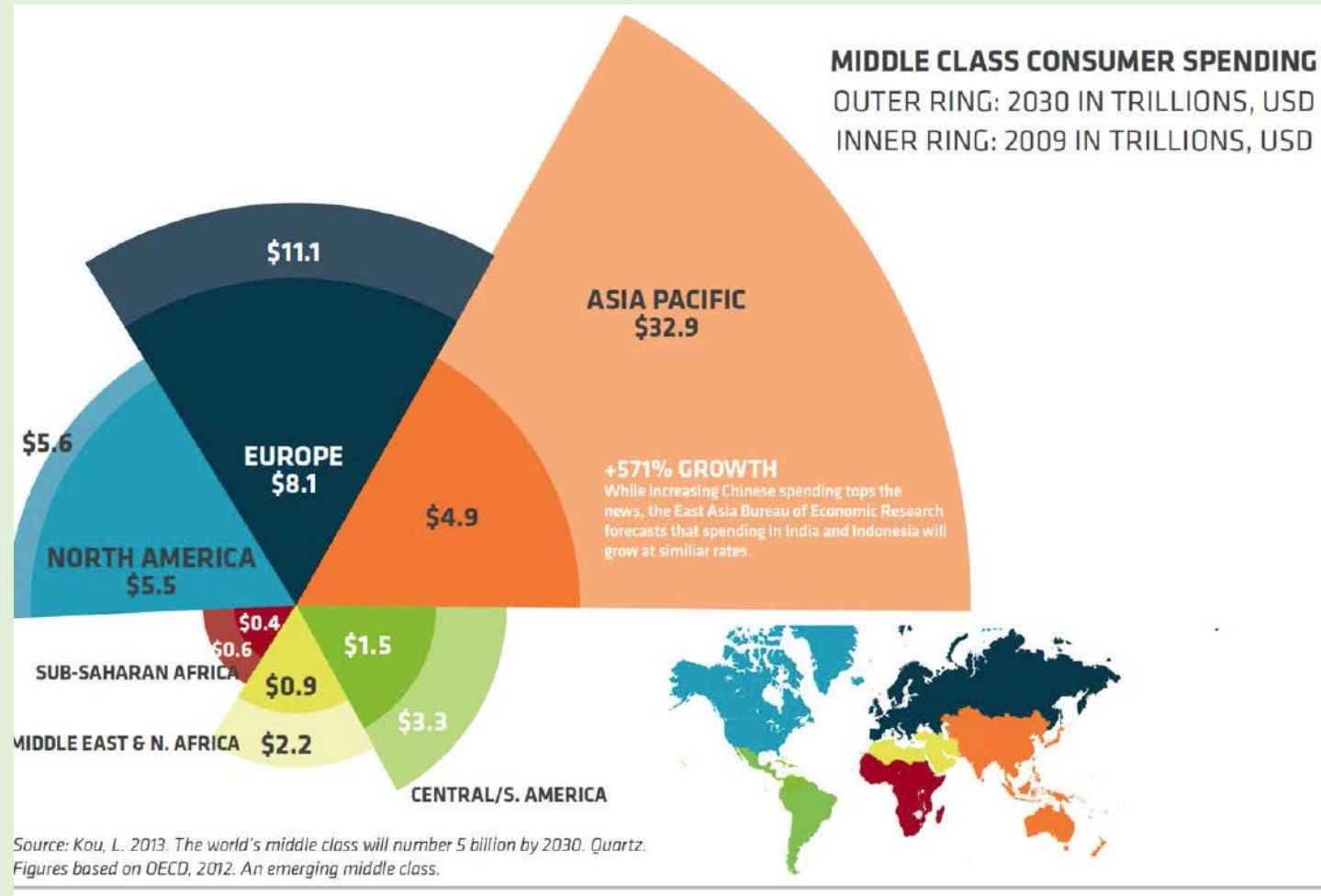
MAINE:

Overnight Visitor Demographics (2017)

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

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.**



What Other Uses
Share the Same Landscape?

Recreational Trails (2016)

- Multi-Use
- Multi-Use Non-Motorized
- Single-Use

Land Ownership & Protection Type (2013)

- Federal - Easement
- Federal - Fee Ownership
- State - Easement
- State - Fee Ownership
- Municipal/County - Easement
- Municipal/County - Fee Ownership
- Other Public/Quasi-Public Entity - Easement
- Other Public/Quasi-Public Entity - Fee Ownership
- Private Non-Profit Easement
- Private Non-Profit - Fee Ownership
- County Boundaries

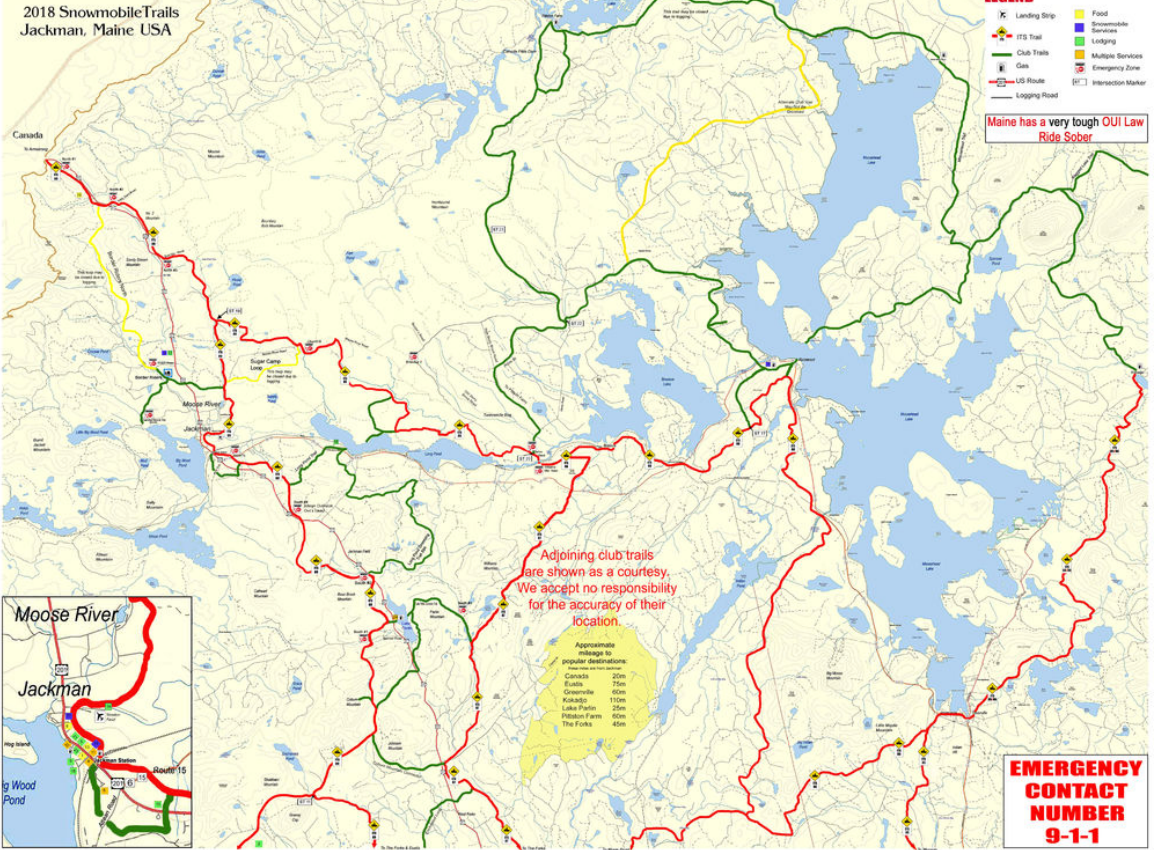


Data Sources: NH Recreational Trails Layer 2016. Accessed via NH GRANIT.

Map prepared by North Country Council, March 2018



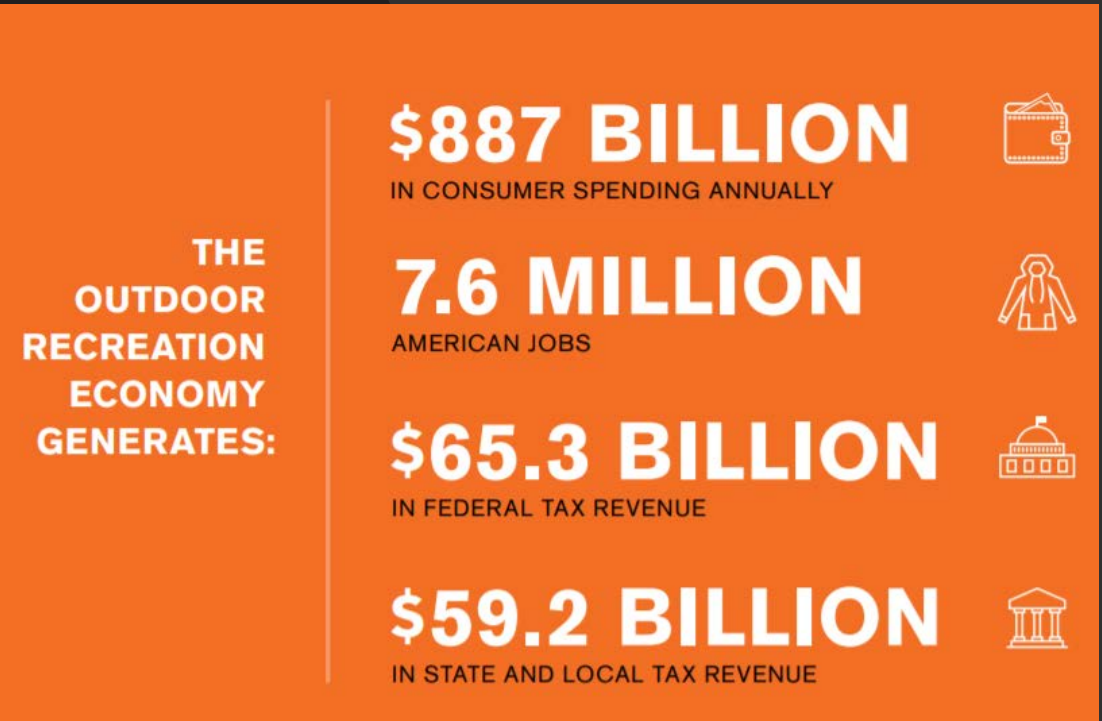
2018 Snowmobile Trails Jackman, Maine USA



What are the Economic Impacts
of Outdoor Recreation?

2017 National Recreation Economy Report

	New York	Vermont	New Hampshire	Maine
% state residents who participate in outdoor recreation	52%	72%	69%	70%
Annual consumer spending	\$41.8 billion	\$5.5 billion	\$8.7 billion	\$8.2 billion
# direct jobs	313,000	51,000	79,000	76,000
Annual state & local tax revenue	\$3.6 billion	\$505 million	\$528 million	\$548 million



Source: Outdoor Industry Association

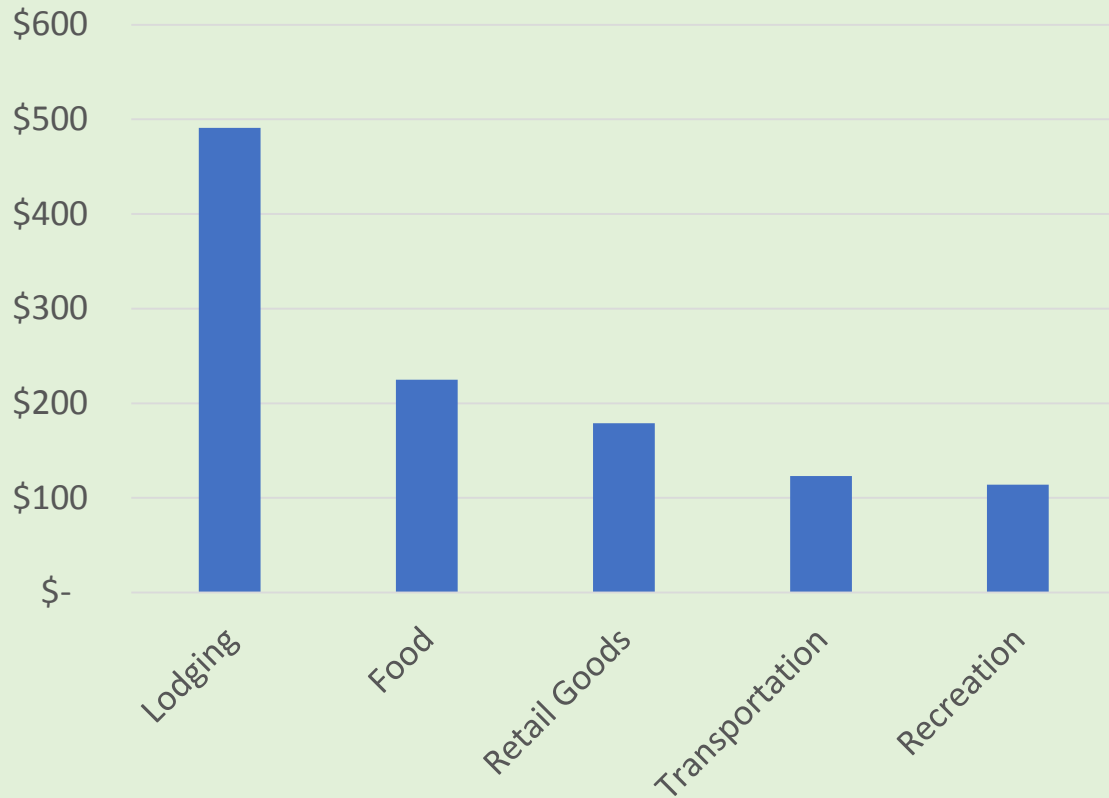
Economic Impact: 4 Vermont Trail Systems

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



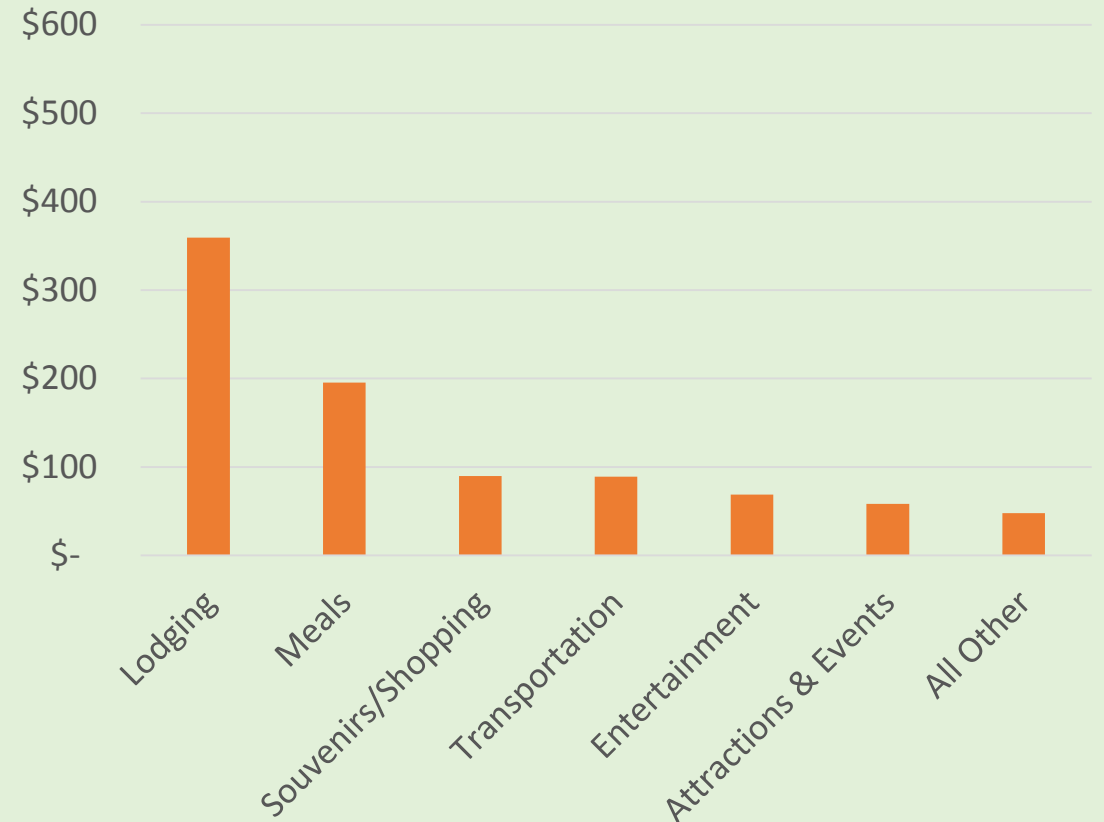
Visitor Spending

Maine: Average Trip Spending per Travel Party – Overnight Visitors



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

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



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

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CREDIT CHRIS JENSEN FOR NHPR

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 OHRV riders.



Use Conflicts

Visitor Use Management

Littleton Courier ▶

Parking crunch spurs policy shift in Franconia Notch



As Hikers Celebrate on Appalachian Trail, Some Ask: Where Will It End?

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JULY 26, 2017



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What a Waste: Human Poop Plagues the Adirondack High Peaks

By SARAH TUFF DUNN



PHOTO: SASHA GOLDSTEIN, ILLUSTRATIONS: © DREAMSTIME.COM/DENIS KOVIN

Quality & Access



Both are “mountain biking in Franconia”



“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.”

Almost A Year Later, Still Coping With Irene's Damage

By CHRIS JENSEN • AUG 16, 2012

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CHRIS JENSEN / NHPR



Growing Body Of Climate Science Spells A Challenge For Ski Resorts

December 24, 2012 | By [WBUR Newsroom](#)

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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



FEATURED TOP STORY

Kayak, canoe user fees floated to help fund Fish and Game

By Meg McIntyre Sentinel Staff Sep 10, 2018



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

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!

Welcome!		November 14-16, 2018 Omni Mount Washington Resort Bretton Woods, New Hampshire		
2018 Northern Forest Regional Symposium				
				
Our Outdoor Recreation Economy Trends and Opportunities for Our Region's People, Communities and Landscape				
				
<h1>Agenda</h1>				
 Northern Border Regional Commission	 NEW HAMPSHIRE CHARITABLE FOUNDATION Neil and Louise Tillotson Fund	 Northern Forest Center LIVE THE NEW FOREST FUTURE		