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Outdoor Recreation & the Vermont Visitor Economy Tourism Day, 2023

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The Landscape

What makes Vermont a world-class outdoor recreation destination

- 8,000+ miles of public access trails
- Growing trail-serviced hut system
- 7000+ miles of river and over 800 lakes & ponds
- More than 40 alpine & cross-country ski areas
- Over 6 million acres of land for hunting
- 150 miles of accessible rail trails
- Dozens of outdoor recreation-oriented communities
- Access to natural, often conserved landscapes
- A vibrant and highly diversified outdoor recreation business sector
- ... All within a 5-hour drive of 60+ million people



The Impacts

Outdoor Recreation drives health, environmental, and economic benefits

- Supports healthy & resilient communities
- Fosters ecological awareness & conservation
- Fuels sustainable economic development:
 - Hundreds of outdoor businesses
 - Attraction and retention of new residents
 - Supporting infrastructure and amenities
 - A driving force for so many of the 13+ million annual visitor trips

TOURISM

Visitors who come to enjoy the outdoors spend money on lodging, restaurants, and other services, creating jobs and putting money into the community. **ENTREPRENEURS + TALENT**

MAIN STREET BUSINESSES

new residents.

Source: Headwaters Economics

Restaurants, grocery stores, gear stores, and

other local retailers benefit from visitors and

Access to the outdoors and a high quality of life attracts and retains new businesses and skilled workers.

NEW RESIDENTS

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Places with recreation amenities on federal public lands have higher rates of in-migration, helping fuel jobs for teachers, doctors, construction workers, and more.

The Ecosystem

Public sector, nonprofit, and for-profit enterprises working together

- The Vermont Agency of Natural Resources
- Public land managers
- Trail stewardship organizations
- Towns & Municipalities
- The outdoor recreation business community
- Organizations focused on equitable access
- The Vermont Agency of Commerce and Community Development
- Regional Development Corporations
- The Vermont Outdoor Recreation Economic Collaborative
- The Legislature!







Grow ORrelated businesses Increase participation in OR activities among all demographics

Strengthen the quality and extent of OR resources Increase OR stewardship and environmental quality Promote and enjoy the health and wellness benefits of OR

POLARIS

Our Work

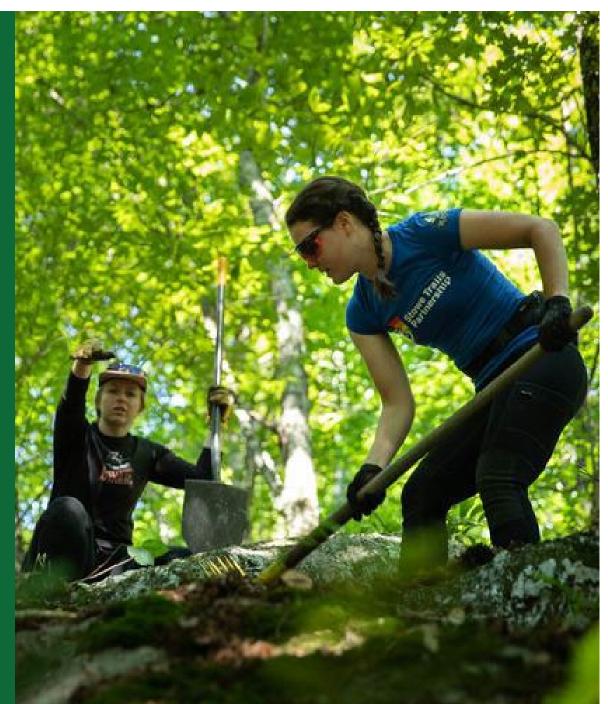
Five pillars to collectively

ance outdoor recreation in Vermont

The Need

How legislators can help ensure the vitality of outdoor recreation in Vermont

- Long-term, sustainable funding for new community-centered recreation assets
- Sustainable investment in the stewardship of existing outdoor recreation infrastructure
- Continued capital investment in State Parks
- Support pursuing ways to better protect and acknowledge private landowners who host trails
- Boosted investment in marketing the outdoors and Vermont as a place to work and live
- Workforce and economic development programs that stimulate career pathways and innovation
- Support for equitable access to the outdoors
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THANK YOU!

The VTGC Board of Directors; board@vermonttgc.org