



OUTDOOR RECREATION & TRAILS

CONNECTING THE DOTS BETWEEN TRAILS & TOURISM

Outdoor recreation generates big economic impacts for Florida

\$52.3 BILLION
in annual economic impact



465,853
number of jobs created



\$26.4 BILLION
in annual wages and salaries



(U.S. Bureau of Economic Analysis 2022)

Florida State Parks visitation generates

\$3.6 BILLION
annually for local economies

Florida State Parks receive over
28 MILLION
visitors annually



Using more than
1,600
miles of multi-use trails



50,427
number of jobs created



(2022-2023 Economic Assessment Report, Florida State Parks)

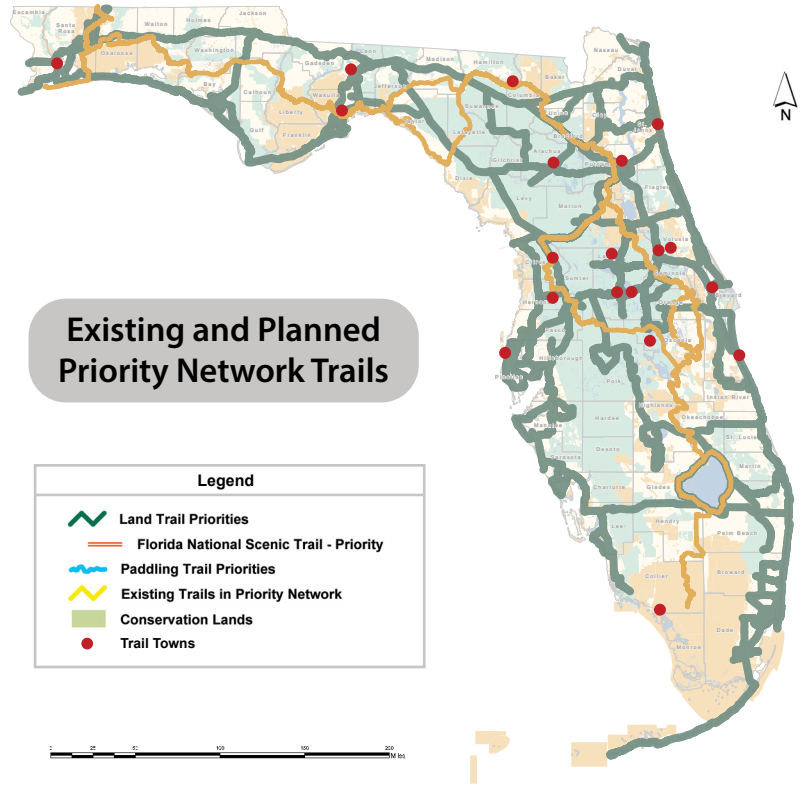
QUICK FACTS

- The Canaveral National Seashore and Big Cypress National Preserve experienced record numbers of visitors in 2021

(NPS)

- Beach or waterfront activities were the most popular outdoor activities for Florida visitors in 2022

(Visit Florida)



Existing and Planned Priority Network Trails



The Cross Florida Greenway

had a local economic impact of more than

\$417 MILLION

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 \times 1,000 \\
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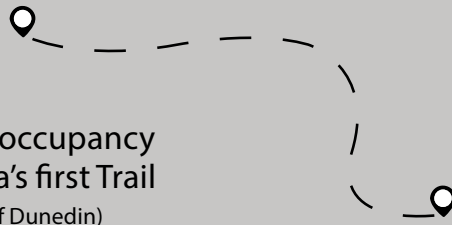
(2022-2023 Economic Assessment Report, Florida State Parks)

The Florida Keys Overseas Heritage Trail impact was more than

\$170 MILLION

(2022-2023 Economic Assessment Report, Florida State Parks)

TRAIL TOWN FACTS



- Thanks to the Pinellas Trail, business occupancy rates in downtown Dunedin—Florida’s first Trail Town—rose from 30% to 100%. (City of Dunedin)
- Trail Towns are where trail users can venture off a trail to enjoy the amenities and unique heritage of a community, benefiting the town economically and socially.
- Florida’s recognized Trail Towns vary from small communities such as Everglades City to the Depot Park district of downtown Gainesville.

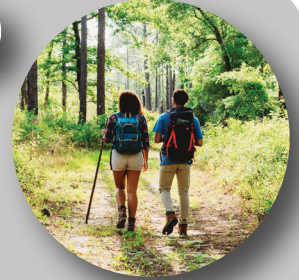
WHAT ARE FLORIDA VISITORS & RESIDENTS DOING OUTDOORS?

WILDLIFE VIEWING



- Annually brings in **\$5.8** BILLION (FWC)
- **#2** Most popular outdoor activity for both residents and visitors (SCORP 2017)

TRAILS



- **17** JOBS CREATED FOR EVERY \$1 MILLION INVESTED (Trust for Public Land 2020)

EQUESTRIAN ACTIVITIES



- **\$6.5** BILLION ANNUAL ECONOMIC IMPACT (Fl. Dept. of Agriculture and Consumer Services)
- **1,889** MILES OF EQUESTRIAN TRAILS IN FLORIDA STATE PARKS

BIKING



- Paved riding trails brings in **\$6** BILLION ANNUALLY
- Unpaved riding trails brings in **\$2** BILLION ANNUALLY (Balmoral 2017)

The 2021/2022 Outdoor Recreation Participation surveys highlight outdoor recreation preferences among Florida residents.

87%

said outdoor recreation is very important to them.

#1
Greenways and Trails

were the number one outdoor recreation facility respondents would like to see built in their communities.

92%

support current levels of outdoor recreation services and opportunities.

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

Visit www.floridagreenwaysandtrails.com to find a trail near you.