

# ARKANSAS OUTDOOR RECREATION DATA HIGHLIGHTS



Arkansas' outdoor economy is a national leader in key recreation related segments, manufacturing and conservation-driven construction. Its economic strength continues to grow, shaping the state's identity and future.

## ECONOMIC IMPACT OF OUTDOOR RECREATION IN ARKANSAS

- Outdoor recreation directly accounts for **2.5% of Arkansas' GDP (\$4.5 billion)**, surpassing farming.
- From **2019 to 2023**, the sector grew by 33%, with an **8.2% increase between 2022 and 2023**.
- The sector accounts for **3% of all jobs in Arkansas**.
- Including indirect and induced impacts, outdoor recreation supports **68,431 jobs** and contributes **\$7.3 billion** to the state's GDP.

## REGIONAL EMPLOYMENT TRENDS

**Northwest Arkansas** (31.3% of outdoor recreation jobs) is home to major brands such as Bass Cat Boats, Shawnee Boats, Wapsi, Buffalo Outdoor Center, Allied Cycle Works, Livsn Designs, Quack Rack and SwampOx.

**Central Arkansas** (27.2% of outdoor recreation jobs) features companies like Aloha Pontoons, Remington, Sig Sauer and Uniforce Companies. JM Associates in Little Rock produces outdoor TV content for networks like ESPN.

Outdoor recreation directly accounts for 3.3% of all jobs in **West-Central Arkansas**, the highest share in the state, driven by attractions like Mount Nebo State Park, Petit Jean State Park, Hot Springs and Lake Ouachita State Park.

In the **Delta region**, the number of outdoor companies has grown 27% from 2018-2023.

## MANUFACTURING AND INFRASTRUCTURE GROWTH

- **Arkansas ranks fourth nationally** in outdoor product manufacturing as a share of state GDP.
- Outdoor product manufacturing jobs pay an **average of \$84,600 per year**, about **20% above the state average**.
- The state leads the nation in **outdoor amenity construction growth (up 52.7% over four years)**, including trails, fishing resorts and hunting lodges.

## BOATING AND FISHING

- Boating contributes the **sixth-largest share of GDP nationally** for Arkansas.
- The **Bull Shoals Lake region** has driven major bass and trout boat innovations with leading brands: Ranger, Bass Cat, Shawnee and Supreme Boats.
- **Fishing's contribution to Arkansas' GDP grew 36.8% from 2019 to 2023** (8th best nationally), supported by world-class bass fishing lakes and trout tailwaters.

## HUNTING, SHOOTING AND TRAPPING GROWTH

Arkansas saw the **third-largest GDP increase in hunting, shooting and trapping (2019-2023)**.

Growth is fueled by Arkansas' global reputation as a **waterfowl hunting destination**. Its **hunting and shooting product manufacturing**, including brands such as Remington, Sig Sauer, Umarex, Wilson Combat, Battle Armor Designs and Bayou Deview Duck Blinds.

## TAX REVENUE CONTRIBUTIONS

The Arkansas outdoor economy generated in 2023:

**\$926 million** in federal tax revenue.

**\$729 million** in state tax revenue.

**\$240 million** in local tax revenue.

**State tax revenue from outdoor recreation accounted for 8% of total tax revenue collected in Fiscal Year 2023 further solidifying its role as a leader in Arkansas' tourism industry.**



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