Tourism & Recreation are BIG Business and Essential to Oklahoma’s Economy...and Our Way of Life
Water is for people
Water is for agricultural
Water is for industry
Water is for power
Its uses define the “Value” of water to society
How is this water being “used”?
Oklahoma has over 1,000,000 surface acres of water in reservoirs and almost that much more in farm ponds.
...and we have over 160,000 miles of rivers & streams
That water has value simply by being there.
More Americans fish than play golf (21 million) and tennis (13 million)...combined.
A recent study ranks fishing as the number two outdoor activity among Americans ages six and older:

- Running 50.2 million participants
- Fishing 45.4 million participants
- Biking 42.4 million participants
- Camping 42.3 million participants
- Hiking 32.4 million participants

The Outdoor Foundation 2012
In Oklahoma we have...

730,000 Anglers
49,000 are non-resident

8,500,000 days of fishing

USFWS 2011 National Survey of Fishing, Hunting and Wildlife-associated Recreation
Oklahoma Fishing generates...

Retail Sales $821,000,000
Multiplier $1,160,000,000
Salaries $301,000,000
Fed. Taxes $84,500,000
State/Local $77,300,000
Jobs 11,000

2011 American Sportfishing Association survey
Oklahoma has...

- 211,000 Registered Boats
- 23% of Households
- 2,400 Direct Jobs
- 14,900 Related Jobs
- 350 Boat-related Businesses

2012 National Marine Manufacturers Association Survey
Oklahoma...

Annual Boating-Related Spending

$800,000,000

Total Economic Impact

$1,800,000,000
That same study ranks camping as the number four outdoor activity:

- Running 50.2 million participants
- Fishing 45.4 million participants
- Biking 42.4 million participants
- **Camping** 42.3 million participants
- Hiking 32.4 million participants

The Outdoor Foundation 2012
Over 12 million people visit Oklahoma State Parks. Many bring RVs and tents...to the lake!
Tourism in Oklahoma provides an annual economic impact of $6 billion.

Water-related recreational activities account for over $4 billion!
Boat Ramp Closed
Due to Low
Lake Levels
Agencies...and society...need to look past what is urgent and plan for what is important.