WATER IS FOR FUN

Tourism & Recreation are BIG Business and Essential to Oklahoma's Economy…and Our Way of Life

Water is for people

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Water is for agricultural

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Water is for industry

Water is for power

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Its uses define the "Value" of water to society

How is this water being "used"?

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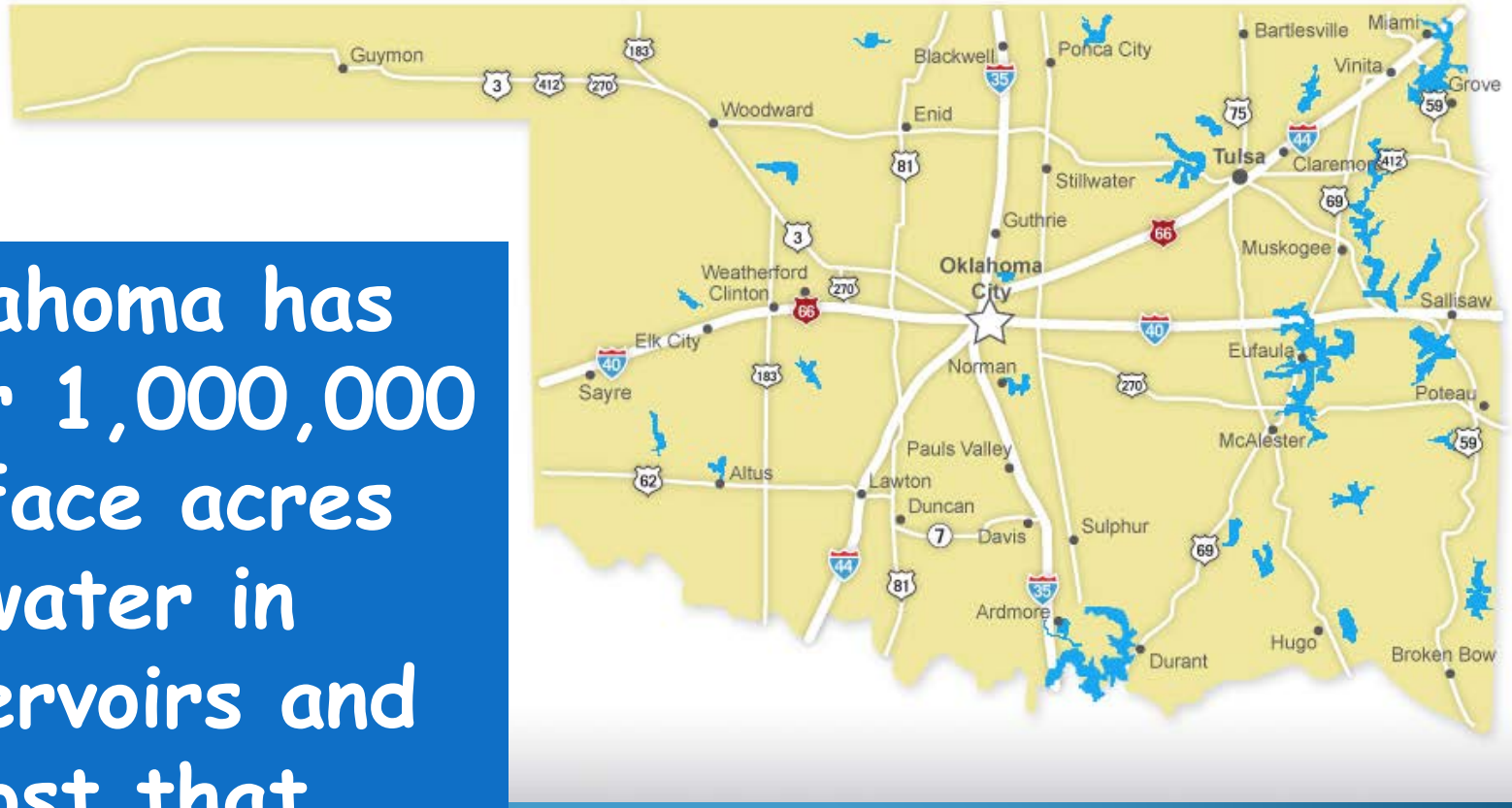

Oklahoma has over 1,000,000 surface acres of water in reservoirs and almost that much more in farm ponds

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...and we have over 160,000 miles of rivers & streams

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That water has value simply by being there

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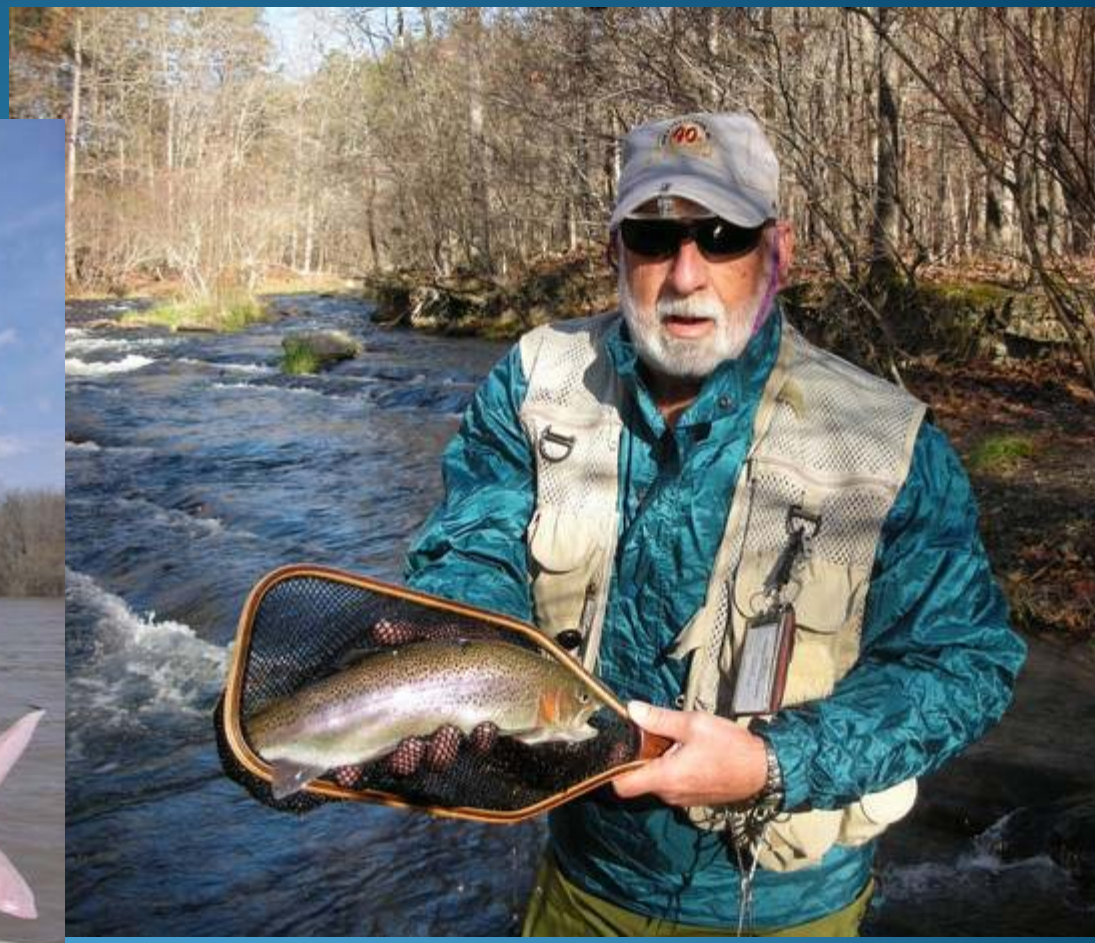

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More Americans fish than play golf (21 million) and tennis (13 million)…<u>combined</u>.

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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

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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-associted Recreation

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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

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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

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Oklahoma…

Annual Boating-Related Spending

$800,000,000

Total Economic Impact

$1,800,000,000

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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!

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Tourism in Oklahoma provides an annual economic impact of $6 billion

Water-related recreational activities account for over $4 billion!

2
Boat Ramp Closed
Due to Low
Lake Levels

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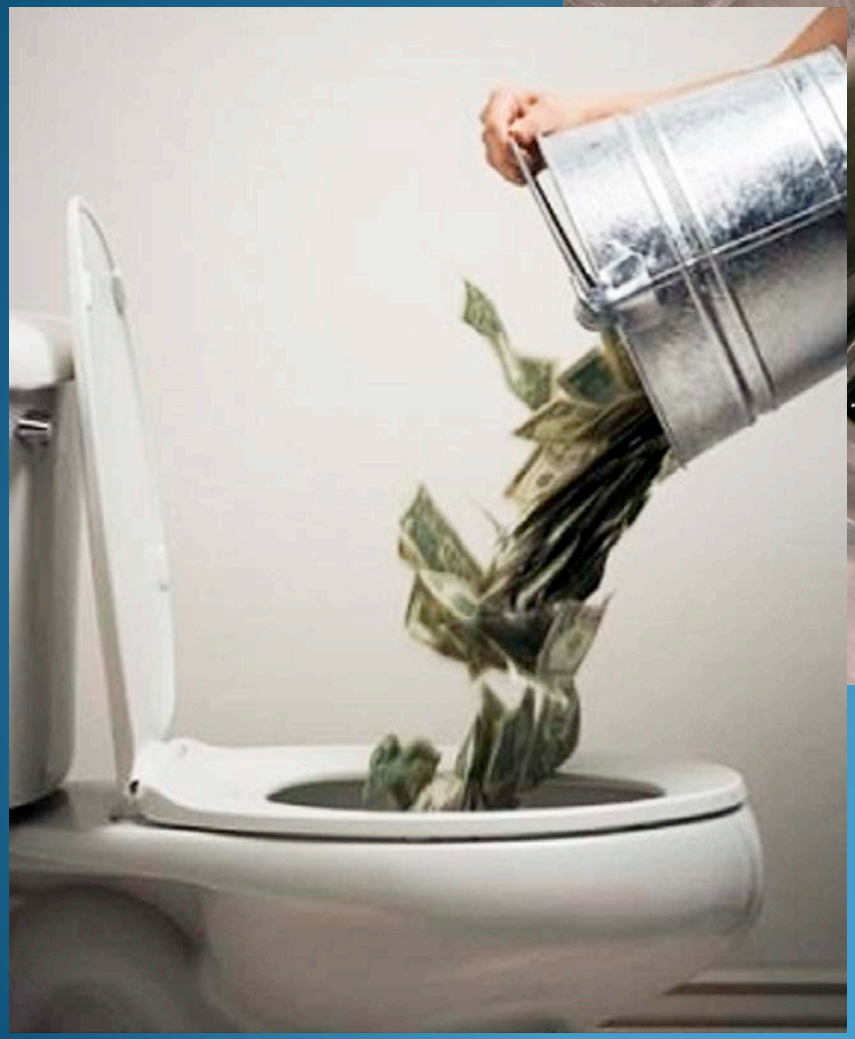

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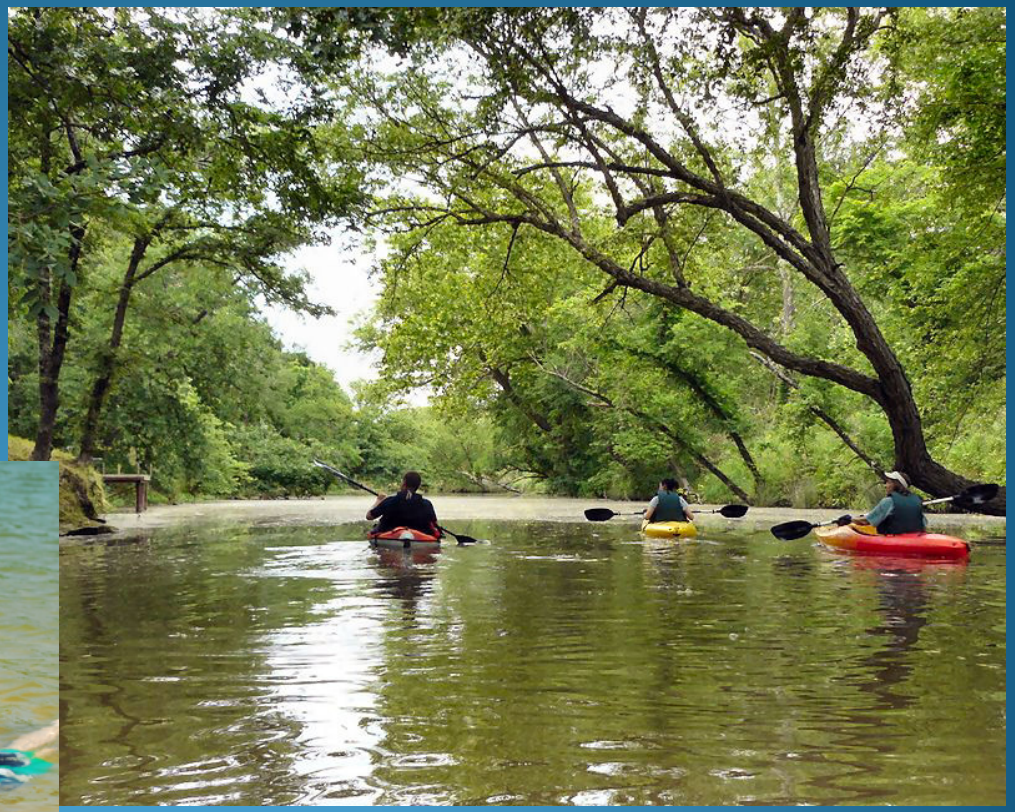
Agencies…and society…need to look past what is urgent and plan for what is important.



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