



FRIENDS of NEVADA WILDERNESS

CONTACT: Shevawn Von Tobel, (775) 324-7667, shevawn@nevadawilderness.org

FOR IMMEDIATE RELEASE:  
March 31, 2016

### **“Quiet recreation” on Nevada’s BLM land generates millions of dollars, supports jobs**

Communities near Nevada landscapes managed by the Bureau of Land Management benefitted from millions of dollars in spending in 2014 as the result of visitors who came to enjoy non-motorized recreation, such as hiking, hunting, and camping, according to a new study by the independent firm ECONorthwest. “Quiet Recreation on BLM-Managed Lands: Economic Contribution 2014,” is the first-ever study focused entirely on the economic contribution of non-motorized recreation visitors on these lands.

The 3.9 million quiet recreation visits to Nevada’s BLM lands generated \$168 million in direct spending within 50 miles of the recreation sites. These dollars then circulated through the state economy, resulting in \$171 million in employees’ salaries, wages and benefits.

“More visitors are coming from all over the US to explore and enjoy Nevada’s outdoor treasures,” said Shevawn Von Tobel with Friends of Nevada Wilderness. “From northern Nevada’s expansive Black Rock Desert to southern Nevada’s culturally rich Gold Butte, public lands across Nevada managed by the BLM offer some of the very best places to enjoy backcountry experiences like hunting and camping. This report highlights the enormous economic impact that quiet outdoor recreation brings to nearby communities who benefit from these visitors spending time – and dollars – in restaurants, outdoor retail stores, gas stations, and grocery stores.”

“As a brand rooted in the outdoors, Patagonia believes in protecting our public lands—the backbone of the outdoor industry,” said Meghan Wolf, store manager of the local Patagonia Outlet Store in Reno, NV, “Access to beautiful, wild and unspoiled public lands is essential to the continued health of our business and a major economic driver for our country.”

“This study is significant because it is the first ever to quantify both the amount of quiet recreation and the spending associated with quiet recreation specifically on BLM lands,” said ECONorthwest’s Kristin Lee, who led the research. “We found that the majority of visitors to BLM lands enjoyed non-motorized recreation; in the process, they spent \$1.8 billion in the economies of local communities – which resulted in \$2.8 billion of economic output at the national level.” Lee continued, “This study shows that in addition to providing non-motorized recreational opportunities enjoyed by millions of people, these lands also provide local economic opportunities and contribute billions of dollars to the U.S. economy.”

“It is critical that future land management decisions on public lands take into account the impact that quiet activities like hiking and camping, hunting and horseback riding have on local communities,” added Shevawn Von Tobel. “These decisions will affect the quality of life and the bottom line for future generations.”

Researchers calculated the local economic contribution (jobs and income) generated by spending visitors who engaged in “quiet” recreation on BLM lands in 11 Western states—Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming—and Alaska. They based their calculations on 2014 visitation data from the BLM and spending data from the National Visitor Use Monitoring program. The study was commissioned by The Pew Charitable Trusts. Other reports have examined the economic impact of non-motorized recreation across the nation, but have not considered the contributions of visitors engaged in these activities on BLM lands alone.

###