Outdoor Recreation Industry
COVID-19 Impacts & Recovery
June 4, 2020
Who we are:

Maine Outdoor Brands strengthens Maine’s outdoor product companies and outdoor experience providers through knowledge sharing, collaborative marketing efforts and access to professional resources.

MOB members range from established, 160+ year-old brands to recent start-ups. MOB currently has 100+ members comprised of outdoor product/outdoor experience companies, non-profit partners and supporters from across the state.
MAINE’S OUTDOOR RECREATION ECONOMY

Maine’s outdoor recreation economy is large, growing faster than the overall economy, and providing jobs for tens of thousands of Maine workers.

213
Maine ranks 3rd in the nation for the value outdoor recreation provides to the state’s economy.

Outdoor Recreation Contributes $3 Billion to Maine’s Economy

That is 33% greater than the construction industry.

4.8% of Maine’s Economy is from outdoor recreation, more than double the national average.

In Maine outdoor recreation accounts for 6.4% of all jobs in the state—supporting more than 40,000 total.

Manufacturing contributed $328 million to the state’s economy in 2017.

Maine’s outdoor recreation economy is growing faster than the state’s economy, up 47% in 5 years.

Manufacturing jobs are up 23% in the last 5 years.

MAINE OUTDOOR BRANDS
COVID-19 Impacts & Opportunities

Credit: Portland Paddle
Traffic to Maine Trail Finder between March 15 and May 15 increased 188% over the same time period in 2019.
Bike sales and service demands are increasing

According to NDP Group, compared to March 2019:
• Repair and maintenance increased by 20%
• Children’s bike sales increased by 56%
• Adult leisure bike sales increased by 121%
Consumers are seeking refuge in the outdoors

- According to NDP Group, sales have increased for U.S. travel books, road maps and atlases

- During the last two weeks of April sales grew for camping basics including:

<table>
<thead>
<tr>
<th>Product</th>
<th>Growth</th>
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<tbody>
<tr>
<td>Recreation tents</td>
<td>30%</td>
</tr>
<tr>
<td>Hammocks</td>
<td>103%</td>
</tr>
<tr>
<td>Camp sets</td>
<td>119%</td>
</tr>
<tr>
<td>Bike trailers/joggers</td>
<td>113%</td>
</tr>
<tr>
<td>Campfire equipment</td>
<td>42%</td>
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</tbody>
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Close to half of leisure travelers rank camping as the safest type of travel

Please rank the following types of travel based on your views of what will be most and least safe once the restrictions are lifted on travel:

- Camping: 46%
- Off the grid cabin: 27%
- Staying at friends or relatives homes while on vacation: 26%
- Road trips: 24%
- Hotel vacation (large hotels): 16%
- Resort vacation: 15%
- Vacation home or AirB&B: 14%
- Stay at a smaller, boutique hotel or motel: 13%
- Domestic air travel: 10%
- International air travel: 8%

The KOA 2020 North American Camper Survey™
What does this sector need to endure the current crisis? How do you think economic stimulus would be best deployed in your sector?

• Marketing support to encourage local outdoor recreation and consumer spending this summer and fall - use this opportunity to strengthen Maine’s outdoor brand

• Solutions to the 14-day quarantine - brands are taking precautions to keep customers and employees safe

• Infrastructure to improve outdoor recreation access close to home and keep people safe - trail maintenance, bike lanes, signage, staffing

• Financial assistance - forgivable loans or grants to help cover fixed costs for impacted businesses and organizations

• Financial + technical assistance - focusing on micro and small businesses and start-ups
Maine people are the only people we’re advertising to at the moment. We’re looking at every opportunity to get the word out. People have been cooped up a long time. Those I’ve listened to are really eager to get out, and if getting out means doing a whitewater trip and wearing a face mask, that’s what they’re doing to do.

-Russell Walters, president of Northern Outdoors, a four-season outdoor adventure resort in The Forks that specializes in guided whitewater rafting trips on the Kennebec River
Outdoor recreation infrastructure

Credit: Bicycle Coalition of Maine
How do we prepare this sector to thrive as envisioned by state’s 10-year Economic Development Strategy?

• In general, the more people participating in outdoor recreation, the better off our sector will be.

• To help outdoor businesses thrive:
  o Address workforce issues (challenges include lack of workers, highly seasonal nature of the industry)
  o Help brands grow and reach new markets
  o Provide fast and reliable broadband
  o Promote innovation and entrepreneurship

• Investment in outdoor recreation infrastructure - numerous benefits from attracting young professionals, help meet sustainability goals and improve our quality of life