We promote outdoor recreation and bring people together to enjoy, preserve and improve the places where we play.
Thank you!
Economic Contribution of Outdoor Recreation to Whatcom County

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WHATCOM RECREATION ECONOMY STUDY
Economic Analysis of Outdoor Recreation in Washington State

Washingtonians Love to Be Outside. Washingtonians participate in outdoor recreation more than 445 million days each year, or on average, we spend 59 days a year recreating outdoors. Of all the places there are to go, local parks are the most visited.

$21.6 Billion
SPENT IN WASHINGTON ON RECREATION TRIPS AND EQUIPMENT ANNUALLY.

199,000
DIRECT AND INDIRECT JOBS SUPPORTED IN WASHINGTON.

$2 Billion
LOCAL AND STATE TAXES COLLECTED.

$4.6 Billion
GENERATED BY OUT-OF-STATE VISITORS. FOR EVERY DOLLAR THEY SPEND, $1.36 IS GENERATED.
Outdoor recreation is an important part of why people choose to live in Whatcom County, it is also a foundation of the local economy.
“Whatcom County provides easy access to some of the best cruising waters in the world, the Port continues to have strong demand for marina slips, and the marine trades businesses which support recreational boaters, are thriving.”

~Rob Fix, Executive Director, Port of Bellingham
Whatcom Recreation Economy Study

Recreation Expenditures

“As a family we take advantage of the amazing outdoor opportunities in Whatcom County in many different ways.

We enjoy boating on Lake Whatcom, trail running, golfing, skiing and my son and I are both avid marathoners who participate in many races each year in the area.”

~Kathy Herndon, Partner, VSH CPAs
$705 MILLION in Recreation Spending

8th IN WA
WHATCOM RECREATION ECONOMY STUDY

Ecosystem Services

“Whatcom County’s abundant natural beauty is a huge draw for outdoor recreation enthusiasts. This study draws the positive correlation between our scenic landscape and its impact on local business and our overall economy.”

~Jack Louws, County Executive, Whatcom County
$6-10 BILLION

Ecosystem Services

Value: Aesthetic beauty, quality of life, healthy native habitats for wildlife, naturally supported water and air quality and more.
Recreation Businesses

“Recreation is critical to Bellingham and Whatcom County. Recreational opportunities not only highlight our beautiful region, they help create jobs, attract talented professionals and build our reputation as a healthy place to live, work and play.”

~Kelli Linville, Mayor, City of Bellingham
“Whatcom County is unlike any other area of the United States. McNett maintains its Headquarters in Bellingham (and has for over 30 years) because we choose to create opportunities for our team that enrich both their professional and their personal lives and Whatcom County provides one of the best play grounds in the world!”

~Duane and Nancy McNett, Owners, McNett Corporation
“We moved our company in January of 2013 to Bellingham primarily due to the amazing, year round mountain biking we have here in Whatcom County and the fact that we are so close to BC with all the exposure it would bring to our brand.

There is so much potential to grow the biking industry here, which is a huge benefit not only to the local bike brands and stores, but the hotels, restaurants and other retail as well.”

~Vin Quenneville, Director of Sales, Canfield Brothers
WHATCOM RECREATION ECONOMY STUDY

Recreation Businesses

279
Recreation Businesses

3,728 JOBS

$508 Million in Revenue
The results of this analysis demonstrate the importance of local recreation businesses to Whatcom County’s economy, and reinforce the importance of a healthy natural environment to the businesses that depend on recreation activity.
WHATCOM RECREATION ECONOMY STUDY

Recreation Capital of the Northwest