



STATE OVERVIEW: VIRGINIA



- **Office Created:** 2019
- **Created by:** Executive Order
- **Signed Confluence Accords:** 2019
- **Agency:** Secretariat of Commerce and Trade
- **Funding:** General Funds
- **Advisory Board:** N/A
- **Population:** 8.642 million

- **Top Outdoor Industries:**
Boating/Fishing, RVing
Hunting/Shooting/Trapping
- **Top Outdoor Destinations:**
Shenandoah National Park,
Virginia Creeper Trail, Virginia
Beach, Claytor Lake State Park

BRIEF HISTORY

Virginia's Office of Outdoor Recreation was created by Governor Ralph Northam through executive order in 2019. The office was placed under the Secretariat of Commerce and Trade in partnership with Secretariat of Natural Resources. Together and with staff from multiple state agencies, the office works on economic development, talent attraction and retention as well as improving quality of life through the lens of outdoor recreation.

STATE SUCCESSES

- ✓ **Signed Confluence Accords:** Virginia joined 12 other states across the nation to be a member of the Confluence of States in 2019.
- ✓ **Partnership:** Office has partnered with the Virginia Tourism Corporation and the Virginia Economic Development Partnership to promote Virginia as an outdoor destination and brand.
- ✓ **Coordination:** Office coordinates agencies' work with the outdoor industry. Virginia's outdoor recreation industry contributes nearly \$22 billion annually to the state economy and employs more than 197,000 Virginians.
- ✓ **Economic Development:** Office grows the state's outdoor industry through promotion, coordination, and recruitment of manufacturers of outdoor products, such as kayaks, bicycles, and other gear.

The Outdoor Recreation Economy Impact in Virginia

Direct Jobs: 124,908

Wages and Salaries: \$5.6 billion

**Total Outdoor Recreation Value
Added:** \$11.3 billion



State Website

Connect.



Director E-mail



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