

State of Alaska
Department of Commerce,
Community & Economic Development



Mike Navarre
Commissioner

Abigail Enghirst 907.269.8159
Special Assistant abigail.enghirst@alaska.gov

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Contact: Britteny Cioni-Haywood
Director, Division of Economic Development
(907) 465-2510
britteny.cioni-haywood@alaska.gov

Alaska's Emerging Sector Series: Outdoor Products

September 12, 2018 VALDEZ – Focusing on the outdoor products sector, the fourth installment in [emerging sector report series](#) from the Alaska Division of Economic Development and University of Alaska Center for Economic Development examines market trends and identifies focus areas to better capture the economic opportunities of the sector in Alaska.

“Alaskans have the opportunity to equip fellow Alaskans for their outdoor pursuits and to capitalize on the growth of outdoor recreation across the country,” said Britteny Cioni-Haywood, director of the Division of Economic Development. “Learning from Alaska outdoor product entrepreneurs who serve both the in-state market and are also reaching national and global markets, we can identify approaches to support the sector’s growth in Alaska.”

In 2017, an overwhelming majority—81 percent—of Alaskans participated in outdoor recreation. Last year, one in three adult Alaskans purchased a fishing license (ranking Alaska highest in fishing licenses per capita in the United States) and one in six adult Alaskans purchased a hunting license. The potential in-state market is significant; this report estimates that Alaskans spend approximately \$166.5 million on outdoor products annually.

“Alaskan have found success in the outdoor products market with niche, inventive, or specialty products that meet needs not otherwise being serviced by the mainstream market,” said Nolan Klouda, executive director for the Center for Economic Development. “Many of the business owners we interviewed talked about starting their businesses after their own participation in outdoor activities led to creative problem solving to address gaps in product offerings they personally experienced.”

The [report](#) and its key findings will be presented at the [Confluence: Summit on the Outdoors](#) conference taking place today and tomorrow in Valdez. Organized by the Valdez Outdoor Adventure Alliance, the conference seeks to connect and cultivate leaders in Alaska’s outdoor recreation industry. This year, the conference will also feature a pitch competition for outdoor product entrepreneurs.

The five-part Emerging Sectors Series is being produced by the University of Alaska Center for Economic Development with sponsorship from the Division of Economic Development. Previous reports in the series

include Boat and Ship Building, Renewable Energy, and Aviation. The final report will be focused on food manufacturing. Subscribe to the state's [economic development electronic mailing list](#) to receive email notification about the release of emerging sector reports and other economic studies.

Housed within Alaska Department of Commerce, Community, and Economic Development (DCCED), the Division of Economic Development supports the growth and diversification of Alaska's economy through policy, promotion, financing, and business assistance. For additional information about the division, please visit commerce.alaska.gov/web/DED. To learn more about DCCED and its other agencies, please visit commerce.alaska.gov.

The University of Alaska Center for Economic Development (CED) is a university based partnership promoting economic diversity through entrepreneurship, community building, and action oriented strategy. CED is a program of the University of Alaska Anchorage Business Enterprise Institute and is one of 52 University Centers designated by the U.S. Economic Development Administration. To learn more about CED, please visit ua-ced.org.

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ATTACHED: *Alaska's Outdoor Recreation Products*