
Outdoor Recreation Participation

Cross Country Ski Areas Association Webinar 7/29/2026

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Outdoor Recreation Participation

Americans ages 6 and older are getting outside in record numbers — a snapshot of where momentum is building and where it is fading.

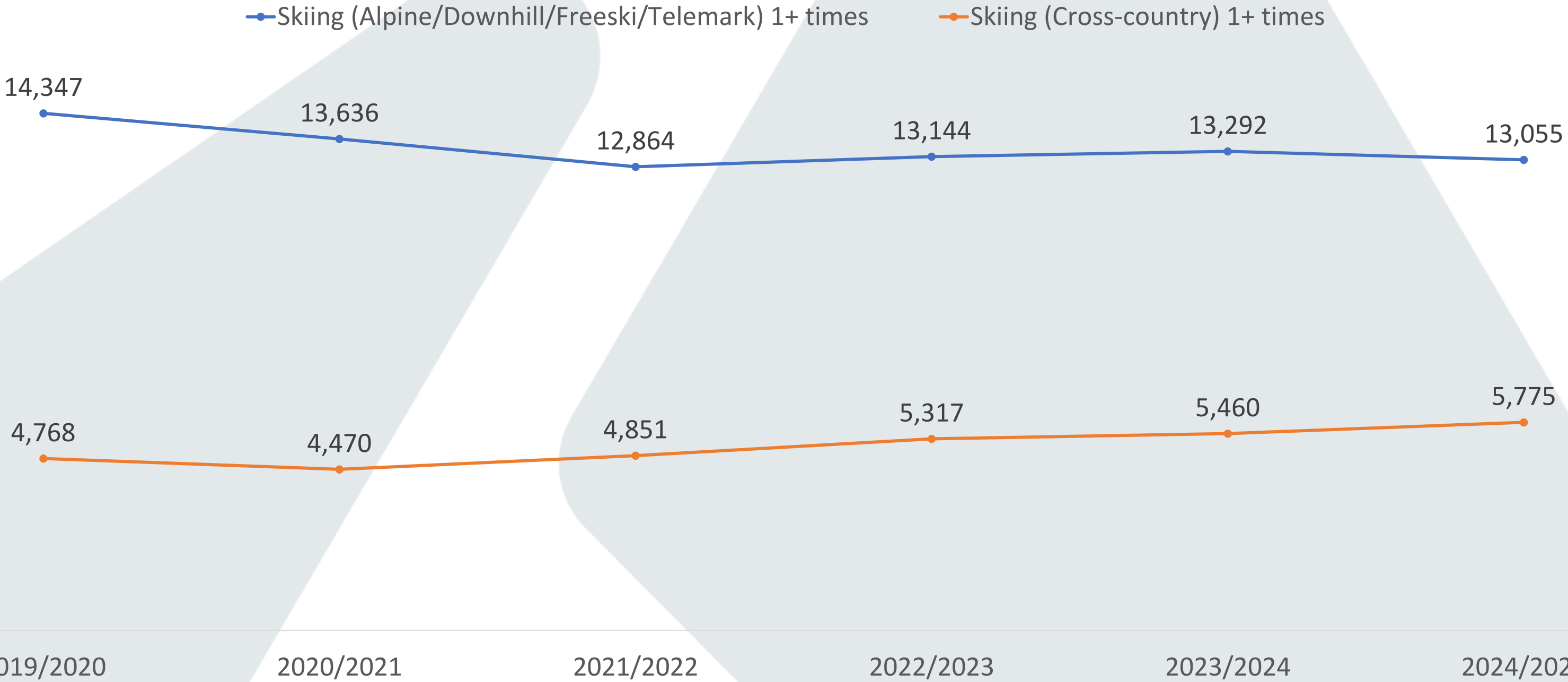
AMERICANS OUTDOORS IN 2025

183.2M

A record 59% participation rate — the highest ever recorded.



Cross Country and Alpine/Downhill Skiing Participation (000s) 2019/2020 to 2024/2025



Source: Physical Activity Council and Snowsports Industries America 2025



Momentum is fading, even as participation climbs

GROWTH IS SLOWING

1.1 % growth 2024→2025

Down from a 2.9% average annual growth rate over the prior 3 years. Slowing momentum is a warning sign for long-term market health.

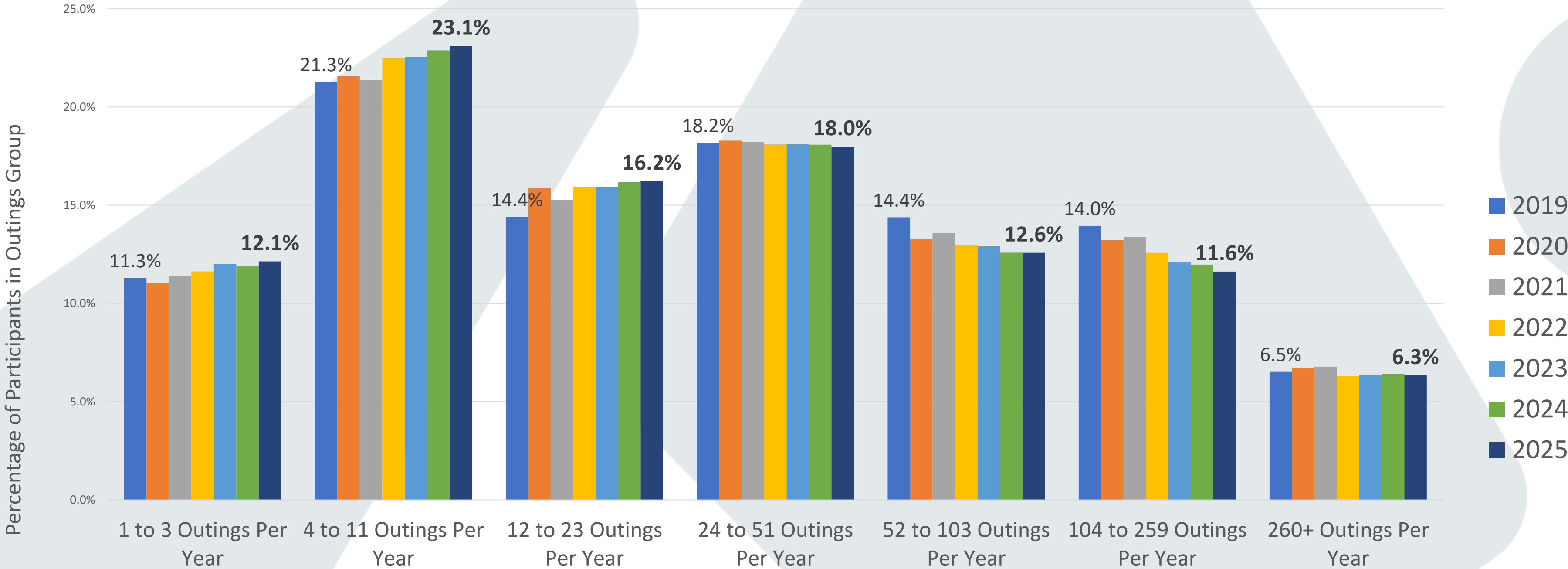
PEOPLE GO OUT LESS OFTEN

~5 fewer outings per year vs. 2019

More Americans are participating, but each person engages less frequently — signaling a shift toward more casual outdoors use.



Percentage of Participants by Number of Outings 2019 to 2025





Where the next generation gains — and slips

SENIORS 65+

+800K

new participants in 2025

+12.1M participants since 2016. Hiking, birding, wildlife viewing, and fishing lead the way.

CHILDREN 6–12

+5%

participation growth in 2025

22.6 million kids participating. 2 in 3 households with children participate in outdoor recreation.

YOUNG ADULTS 18–34



only cohorts to decline

Ages 18–24: –1.3% | Ages 25–34: –2.8%
A troubling long-term signal for future market engagement.



Wider on-ramps, but fewer dedicated regulars

DIVERSITY IS GROWING

6.5%

Hispanic participation growth

53.4%

Women's participation — record high

All

Income & education levels saw growth

Outdoor recreation is increasingly inclusive — reflecting a broadening participant base across demographics and income levels.

CORE PARTICIPATION

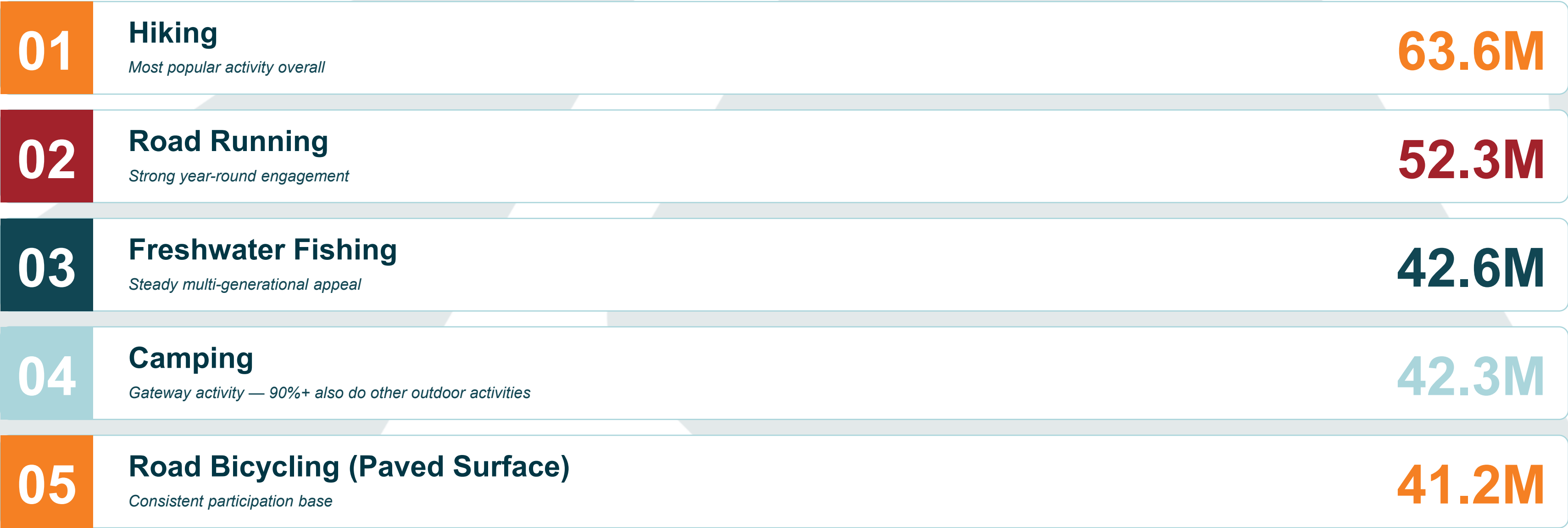
–3.9M

core (most frequent) participants lost in 2025

After a brief 2024 spike (+5M), core participants fell back sharply — continuing a decade-long decline. Retention is the urgent challenge.



America's favorite ways to get outside



★ Camping is a gateway activity: 90%+ of campers also participate in other outdoor activities — making it a key engagement driver.

2025 Outdoor Recreation Participation

183.2M	Record participants — but growth slowed to just 1.1%. Momentum is fading.
Cohorts	Seniors (+800K) and children (+5%) are bright spots; young adults (18–34) are disengaging.
Diversity	Women hit a record 53.4% rate, Hispanic participation rose 6.5%.
–3.9M	Core (frequent) participants fell, continuing a decade-long decline.
63.6M	Hiking leads at 63.6M; camping is the industry's most powerful gateway activity.

Cross Country Skiing Opportunities

- Casual Skiers
- Disaffected downhill skiers
- Cash strapped young adults

2025 Outdoor Recreation Participation

Questions?



2025 Outdoor Recreation Participation

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Full Report



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Executive Summary

