




brown county outdoor recreation


2026 DATA RELEASE


Outdoor recreation is a significant economic driver in **Brown County**. The figures below reflect the direct economic contribution of outdoor recreation to local jobs, wages, and economic output, drawn from the U.S. Bureau of Economic Analysis 2026 Outdoor Recreation Satellite Account and supporting regional analysis by RRC Associates.



outdoor recreation economic impacts

 **3.13%**
**jobs as share
of all county
employment**

 **3.13%**
**share of
county GDP**

 **1.1**
**location quotient
(LQ)[†]**

* Direct contribution to county GDP

[^] Including indirect & induced effects

[†] A location quotient (LQ) above 1.0 indicates outdoor recreation is more economically concentrated in this county than the statewide average