

PRESS RELEASE

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New Study Finds Outdoor Recreation Generates \$96.4 Million Annually for Warren County Economy

WARREN COUNTY, OHIO – Outdoor recreation is a powerful economic engine for Warren County, generating **\$96.4 million in annual economic output** and supporting more than **1,150 jobs**, according to a new independent economic impact study released today by the Economics Center at the University of Cincinnati.

The study focuses exclusively on public parks, trails, and natural areas across Warren County. Major commercial and event-driven destinations were not included. “The economic impact of Kings Island, the Cincinnati Open, and the Warren County Sports Park are well-documented,” said Matt Latham of Warren County Park District. “We wanted to quantify the benefits of the other amazing parks, trails, and other natural assets that Warren County offers, which may not be as well-known, but are equally deserving of recognition.”

Together, these public recreation assets encompass more than 12,400 acres of land and 124 miles of trails and play a significant role in supporting local businesses, employment, and overall economic vitality.

“This report shows outdoor recreation offerings dovetail with our large, more well-known attractions to reinforce and support Warren County’s position as Ohio’s Largest Playground,” said Phil Smith, President & CEO of the Warren County Convention & Visitors Bureau. “We have so much for visitors to see and do here in Warren County and parks are a significant part of that landscape.”

Significant sources of economic benefit identified by the study include:

- **Visitor Spending:** Out-of-county visitors made 2.8 million trips to Warren County’s parks and trails in 2024, generating \$33.1 million in economic benefit and supporting hundreds of jobs in the hospitality, retail, and service sectors.
- **Outdoor Recreation Businesses:** Local recreation-related businesses produced \$37.0 million in economic output, supporting 230 jobs and strengthening the county’s recreation-based business ecosystem.
- **Operations and Capital Investments:** Operations and capital projects generated \$26.3 million in economic output, supporting 628 jobs across construction, maintenance, and professional services.

By supporting local jobs, businesses, and visitor activity, outdoor recreation helps reinforce Warren County’s reputation as a vibrant place to live, work, and visit – while delivering economic value that reaches far beyond park boundaries.

The economic study was supported by the **City of Mason, City of Lebanon, City of Springboro, Deerfield Township, and Warren County Park District** as part of the **Warren County Wild Collaborative**, a collaboration of 30 local businesses, nonprofits, and local governments dedicated to promoting Warren County as a destination for nature-based outdoor recreation. The full report is available at www.warrencountyparks.com/about/plans-and-projects/economic-study/.



Warren County Park District is a county-wide park and green space provider, managing 1,716 acres in 12 parks across the County including its flagship parks, Armco and Landen-Deerfield. Our mission is to enhance our community's well-being by preserving quality natural spaces where all are invited to discover and experience the great outdoors. For more information, see www.WarrenCountyParks.com, email parks@warrencountyparks.com, or call (513) 695-3980.

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