

U.S. Adults Are Giving the Gift of Outdoor Activities This Holiday Season

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More than three in four U.S. adults plan to purchase gifts associated with outdoor activities this holiday season, according to a newly released [National Recreation and Park Association](#) (NRPA) poll. Nearly half of all adults intend to spend \$100 or more on these gifts.

The poll finds that Gen Zers and millennials are among those most likely to purchase holiday gifts associated with the outdoors. Additionally, millennials and Gen Xers are more likely than their peers to spend \$100 or more on these gifts.

“The holiday season is the perfect time to reflect on what’s important to us and to share those interests and values with family and friends,” said Kevin Roth, NRPA vice president of research, evaluation and technology. “For many people, that entails sharing a love of the outdoors through gifts. Local parks, trails and green spaces provided by park and recreation departments are great places to spend time together while using these gifts.”

If you are interested in giving a gift that will help to bring the outdoors to all this holiday season, consider making a donation to NRPA. Your donation supports park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. To make a donation or learn about other ways to give, [click here](#).

To view the interactive charts with the survey results, [click here](#).

To view the full-size infographic, [click here](#).

To learn more about NRPA, visit www.nrpa.org.

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About the National Recreation and Park Association

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit www.parksandrecreation.org.