



# Massachusetts Outdoor Recreation Business Inventory

Prepared by SE Group for the Massachusetts Office of Outdoor Recreation

October 2025

This report presents the results of a comprehensive inventory of outdoor recreation businesses across Massachusetts. This work supports the Massachusetts Outdoor Industry Pathways initiative, a statewide effort launched by the Massachusetts Office of Outdoor Recreation (MOOR) aimed to bring together businesses, nonprofits, and government partners across the outdoor recreation sector to identify opportunities for collaboration and support.

Understanding the full landscape of outdoor recreation businesses in Massachusetts is critical to this effort. This inventory provides a foundation for identifying stakeholders across the state, understanding the diversity of outdoor recreation businesses, and ensuring that outreach and engagement efforts reach all corners of the Commonwealth's outdoor recreation community. By documenting the breadth of businesses in this sector, the inventory helps inform strategic decisions about how best to support and grow the industry.

The inventory was developed using a combination of automated web scraping tools, manual research, and rigorous quality assurance processes. Potential sources of error in this inventory include businesses that are missing or misclassified due to lack of an online presence or incorrect online information. This inventory is meant to be a living resource that will be continually updated as new or previously missed businesses are identified through ongoing review and outreach.



### HOW IS THE INVENTORY ORGANIZED?

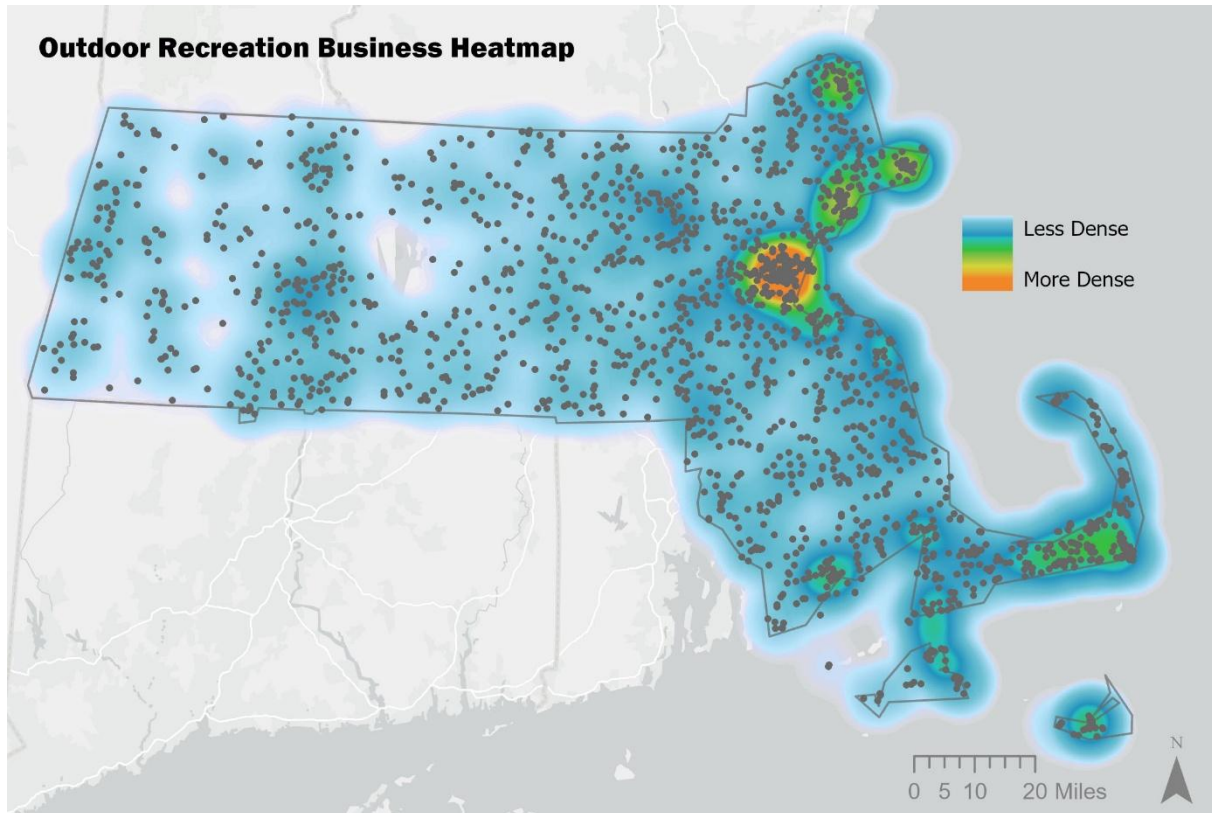
Businesses are grouped into two categories: 1) Outdoor Activity Category (the outdoor recreation activity that the business is focused on) and 2) Business Category (the core function of the business). This dual classification system allows users to explore the inventory from multiple perspectives—whether searching by specific outdoor activities like hiking, paddling, or cycling, or by business type such as retail, guiding services, or equipment rental.

| OUTDOOR ACTIVITY CATEGORY | DESCRIPTION                                                                                          |
|---------------------------|------------------------------------------------------------------------------------------------------|
| FISH/GAME                 | Bait and tackle shops, fish/game clubs, hunting shops, fishing charters                              |
| MARINE/BOAT               | Large water craft, sailing, yacht, harbor tours, boat clubs                                          |
| EQUESTRIAN                | All things equestrian – lessons, stables, shops                                                      |
| BIKES                     | All things bike – mountain, road, shops, tours, etc.                                                 |
| SUMMER CAMP               | Outdoor summer camps                                                                                 |
| WINTER SPORTS             | Skiing, snowboarding, snowmobiling, dogsledding                                                      |
| GENERAL OUTDOOR GEAR      | General/multi-sport outdoor gear stores (like REI or North Face), hiking, camping, running, clothing |
| PADDLE SPORTS             | Kayak, canoe, stand-up paddleboarding                                                                |
| ARCHERY                   | Archery shops and ranges                                                                             |
| WATERSPORTS               | Surf, wind-kite, parasailing                                                                         |
| CLIMBING/MOUNTAINEERING   | Climbing gyms and stores, mountaineering guides                                                      |
| MOTORSPORTS               | ATV, OHV, Dirt Bike                                                                                  |
| CAMPING/RV                | Campgrounds, RV, RV repair, RV sales                                                                 |
| OTHER                     | Third-party activity organizers, outdoor education, miscellaneous                                    |

| BUSINESS CATEGORY      | DESCRIPTION                                                                                                                                                      |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SHOP                   | Primary focus on outdoor recreation gear: retail, rentals, service                                                                                               |
| ORGANIZER              | Tour providers, guides, charters, and other experiential services                                                                                                |
| SCHOOL                 | Sale of lessons is the primary business (e.g., horseback riding or sailing lessons)                                                                              |
| FACILITY               | Sale of the use of a facility is the primary business – think climbing gyms, campgrounds, ski areas, or horse stables                                            |
| MANUFACTURER/WHOLESALE | Manufacturing or wholesale distribution of outdoor recreation gear                                                                                               |
| CLUB                   | Sale of a membership is the primary business – could also include the sale of facilities such as shooting ranges or organizing services like planning ski trips. |

## Massachusetts Outdoor Recreation Business Landscape

Massachusetts is home to over 2,400 outdoor recreation businesses spanning diverse activities, business models, and regions. This inventory reveals not only where these businesses are concentrated, but also where targeted support may be needed to sustain and strengthen the sector.



### Geographic Distribution

Business activity is most concentrated in Greater Boston and Eastern Massachusetts, where infrastructure, population density, and visitor traffic create favorable conditions for outdoor recreation businesses.

Notable gaps in business presence appear around the Quabbin Reservoir and in areas east of the Berkshires. While these regions may have lower population density, access constraints, or land use protections, they continue to offer significant recreational assets and potential for strategic growth.

### Activity Types

Fish & Game and Marine & Boating businesses represent the largest segments of the inventory, reflecting Massachusetts' extensive coastline, rich inland waterways, and strong demand for water-based recreation. The prevalence of charters, marinas, tackle shops, and guide services underscores the sector's deep connection to the state's water resources.

Equestrian recreation also constitutes a significant portion of the business landscape, with facilities distributed across rural and suburban communities. These operations—including riding facilities, training centers, and therapeutic programs—often locate in areas where open land and favorable zoning support equestrian activities.

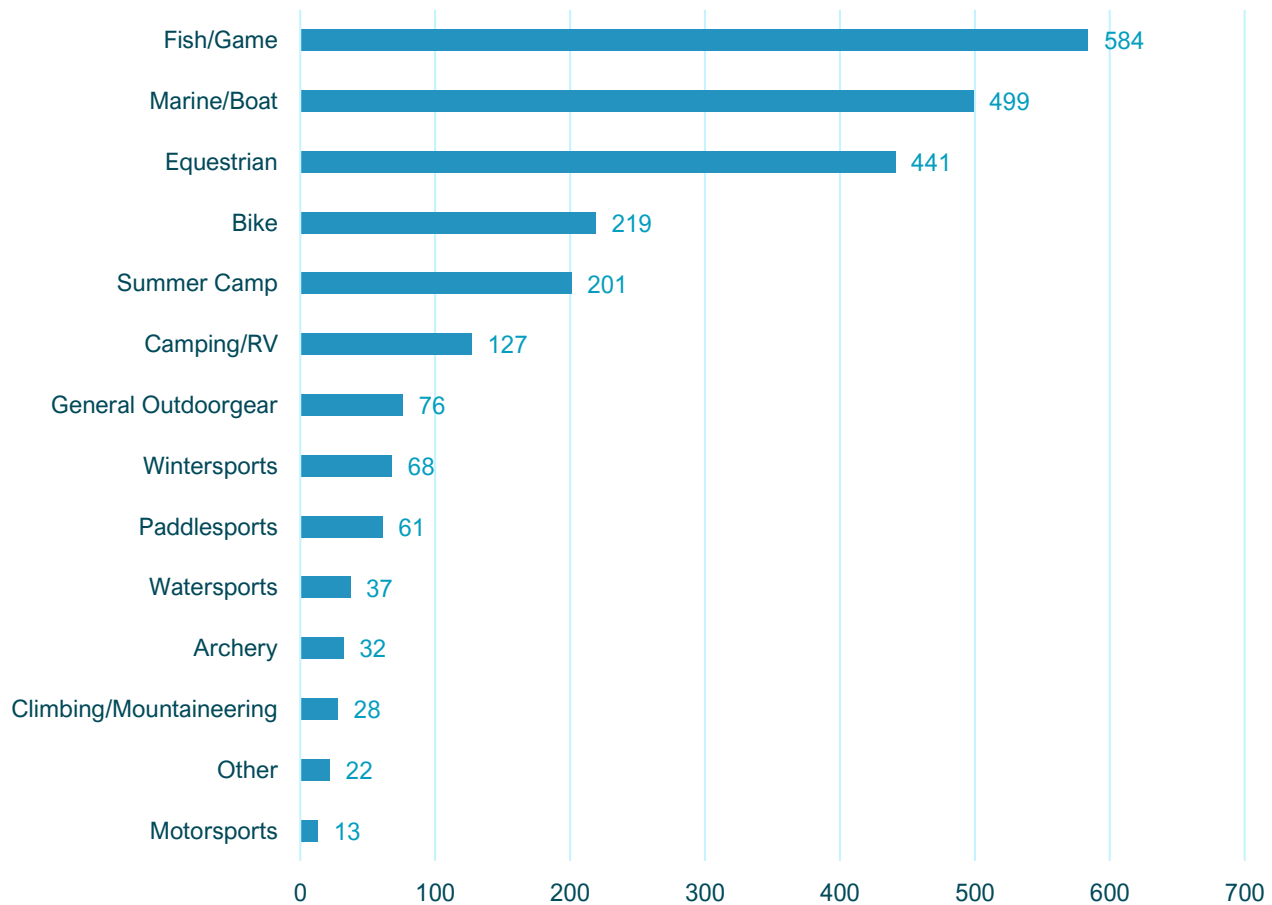
### Business Models

When analyzed by business type, Organizers represent the largest category. This segment encompasses charter services, guided tours, and outdoor recreation-focused summer camps, highlighting the central role that facilitated and guided experiences play in Massachusetts' outdoor recreation economy.

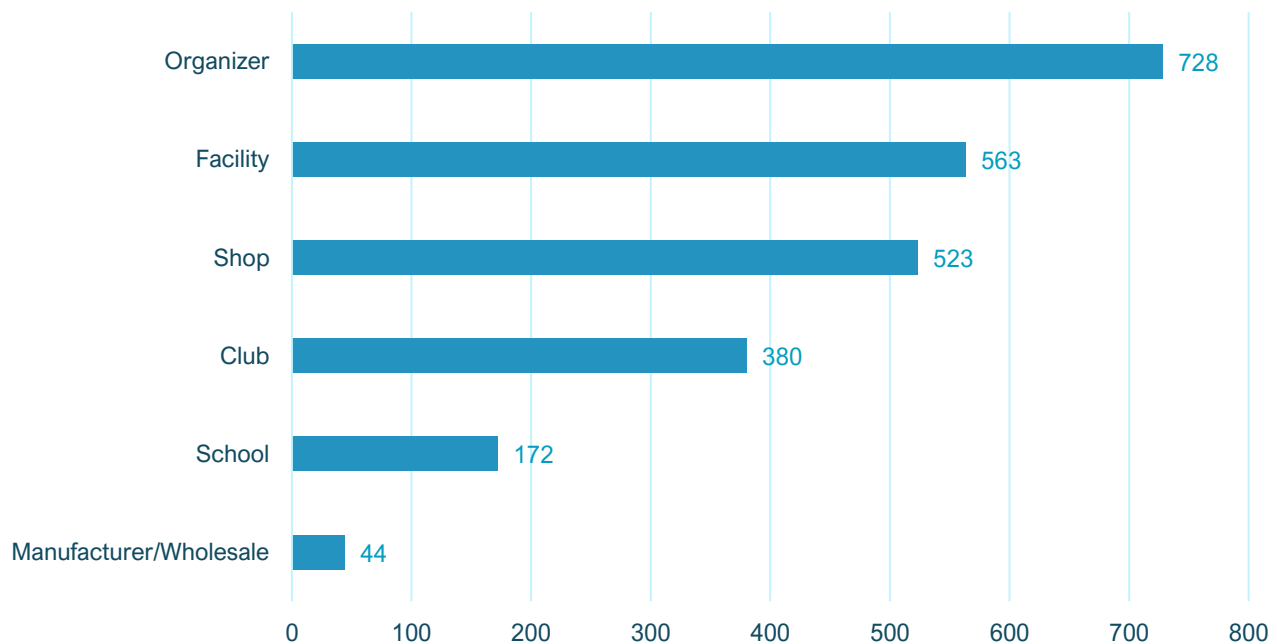


## Massachusetts Outdoor Industry Pathways

Inventory Count by Outdoor Activity Category



Inventory Count by Business Category



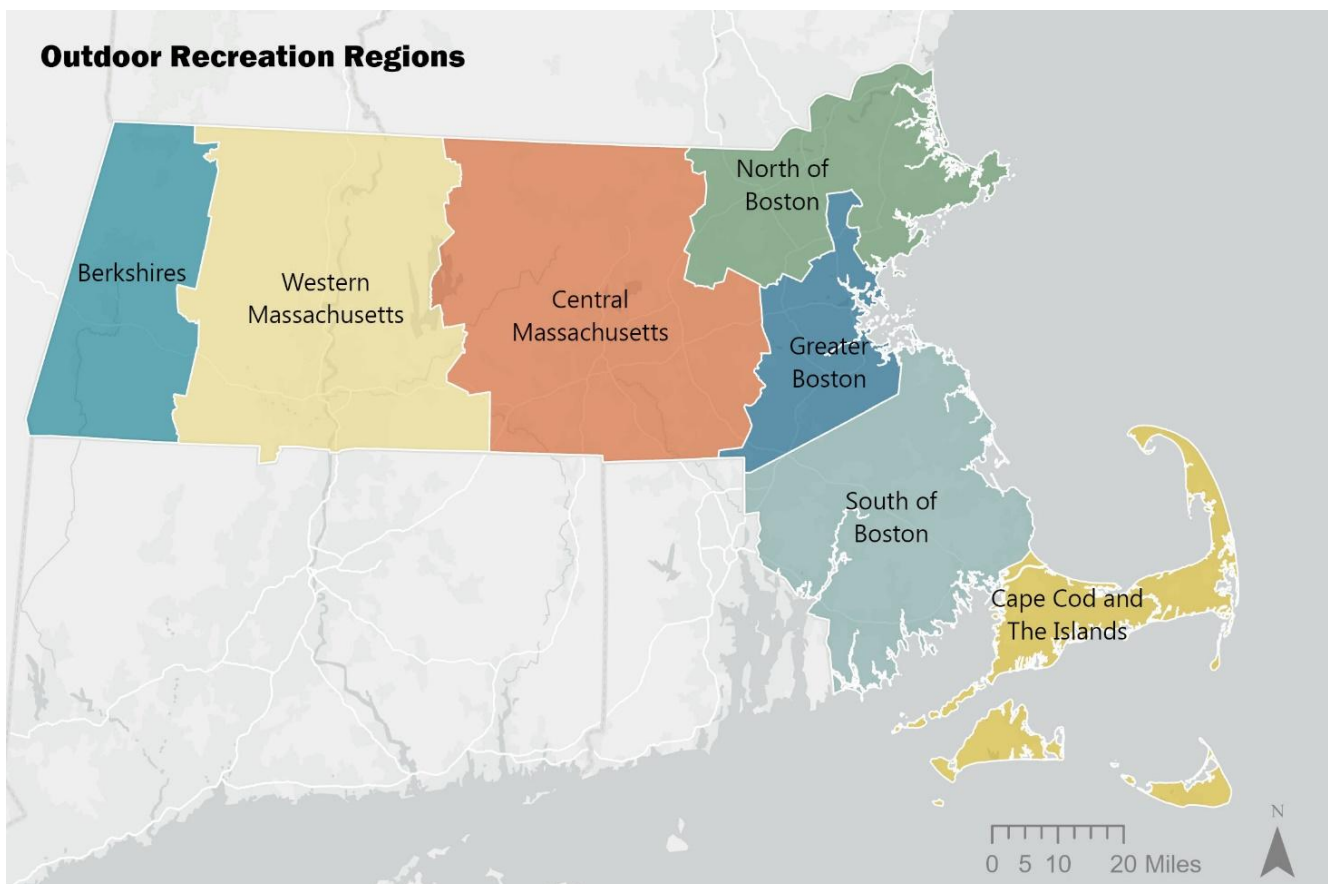
## Regional Distribution

**Disclaimer:** *The following graphics do not represent the most up to date version of the business inventory.*

While outdoor recreation businesses are present across the Commonwealth, certain regions emerge more prominently. For this analysis, regional groupings are based on the Massachusetts Office of Travel and Tourism designations, with one modification: the Western Massachusetts region has been split into two distinct areas—the Berkshires and the rest of Western Massachusetts—to better reflect regional differences in business activity and geographic identity.

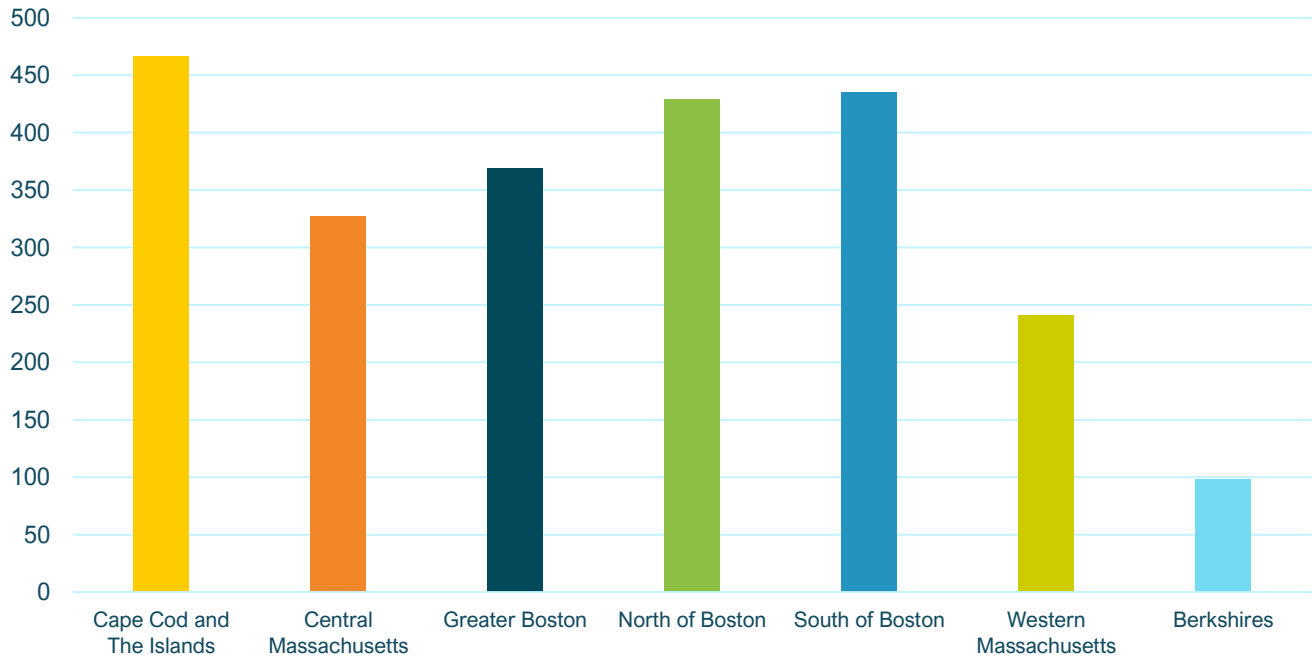
The Berkshires stand out with a strong concentration of outdoor recreation businesses, particularly notable given the region's relatively small population. This suggests a high level of business activity per capita, likely supported by the area's natural assets, strong outdoor culture, and a steady flow of visitors seeking trail-based, seasonal, and nature-based experiences.

Cape Cod and the Islands lead all regions in both total number of businesses and density when adjusted for population and land area. This dominance reflects the region's tourism-driven economy and a heavy emphasis on marine and coastal recreation, including boating, fishing, water sports, and guided outdoor experiences. The seasonal surge of visitors also supports a diverse range of businesses that may not be sustainable year-round in other parts of the state.

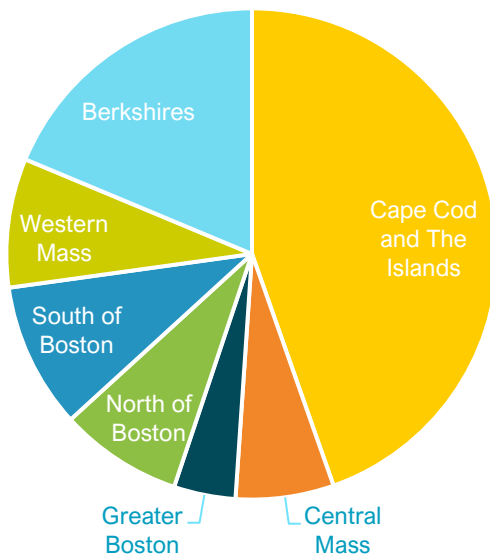




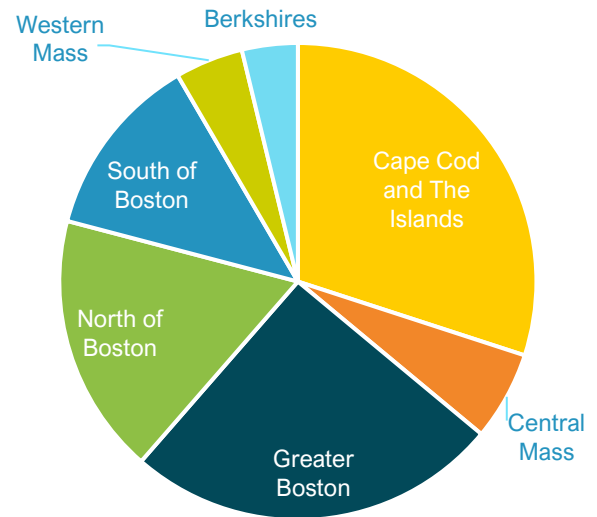
## Outdoor Business Count by Region



## Outdoor Businesses Per Population



## Outdoor Businesses per Square Mile





### Distribution by Outdoor Activity Category

When analyzed by activity type, the distribution of outdoor recreation businesses across Massachusetts reveals distinct regional patterns. Some activity categories—such as Marine & Boating, Fish & Game, or Watersports—are highly localized, reflecting influences in geography, climate, land use, and regional recreation demand.

The following maps illustrate how these activity types vary by region, highlighting both areas of concentration and gaps in service. Accompanying charts provide a breakdown of business types (e.g., retailers, organizers, service providers) within each activity category, offering insight into how outdoor recreation businesses are structured and how they serve different markets.

Together, these visuals help identify regional strengths, underserved activity areas, and potential opportunities for targeted business support, infrastructure investment, or partnership development across the Commonwealth.

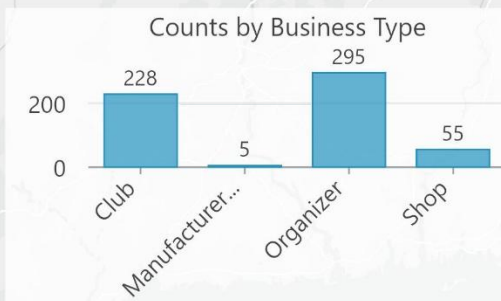
### About these Maps

These heatmaps illustrate the density and distribution of businesses within a specific outdoor recreation category across Massachusetts. The colors indicate how concentrated these businesses are in different areas — with warmer colors (yellow to orange) showing higher concentrations and cooler colors (light to dark blue) showing lower concentrations.

#### How to Interpret It:

- The map represents density, not total business counts.
- Areas with dense “hot spots” reflect clusters of businesses located close together, not necessarily the highest number overall.
- Less dense areas may still have businesses present, but they are more geographically dispersed.
- Patterns of concentration may highlight regional trends, such as proximity to recreation destinations, population centers, or established outdoor activity networks

## Fish/Game Businesses = 584

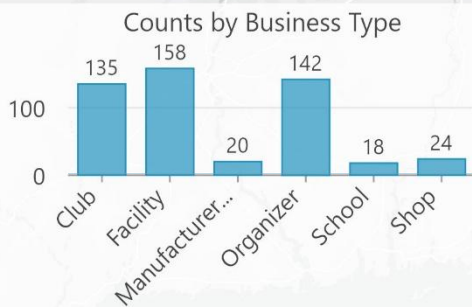


Less Dense  
More Dense

0 5 10 20 Miles



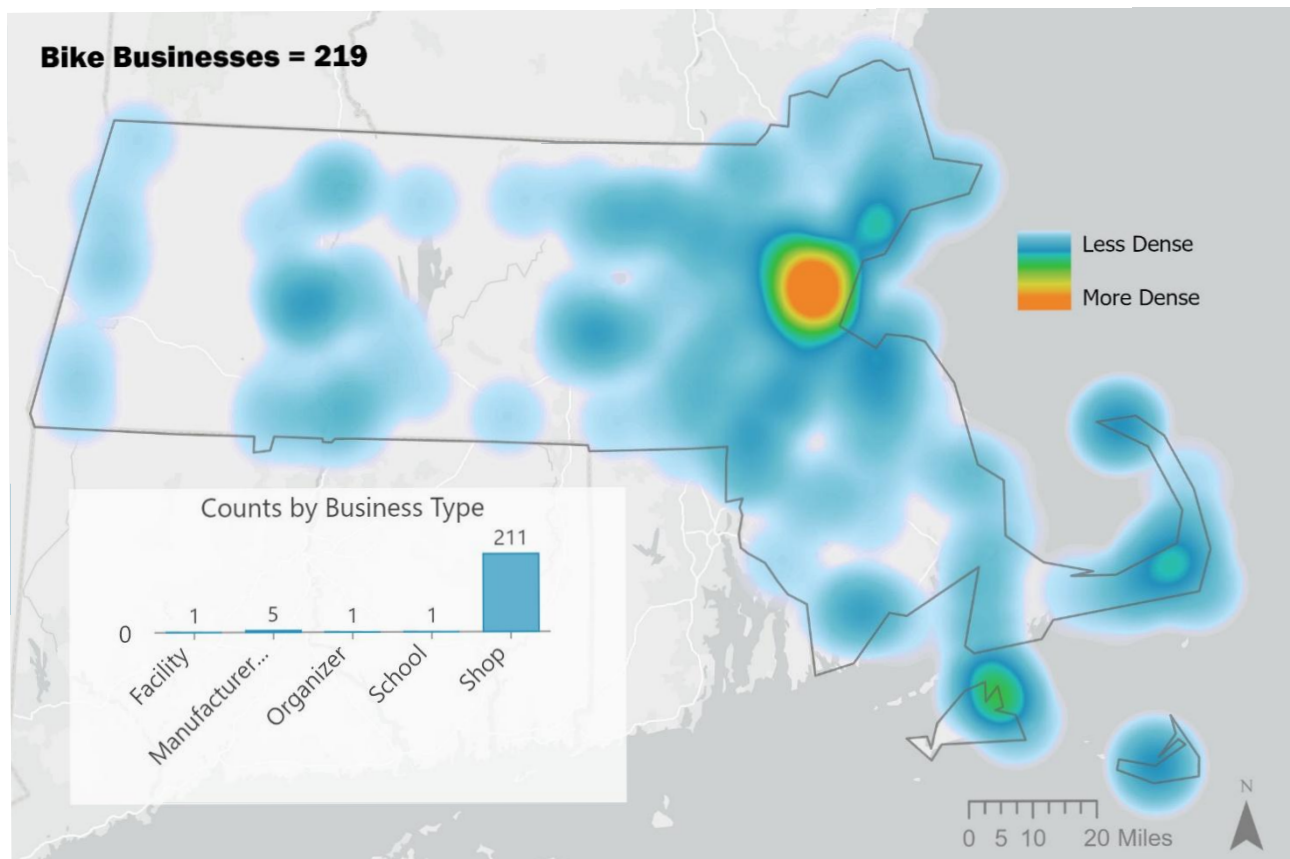
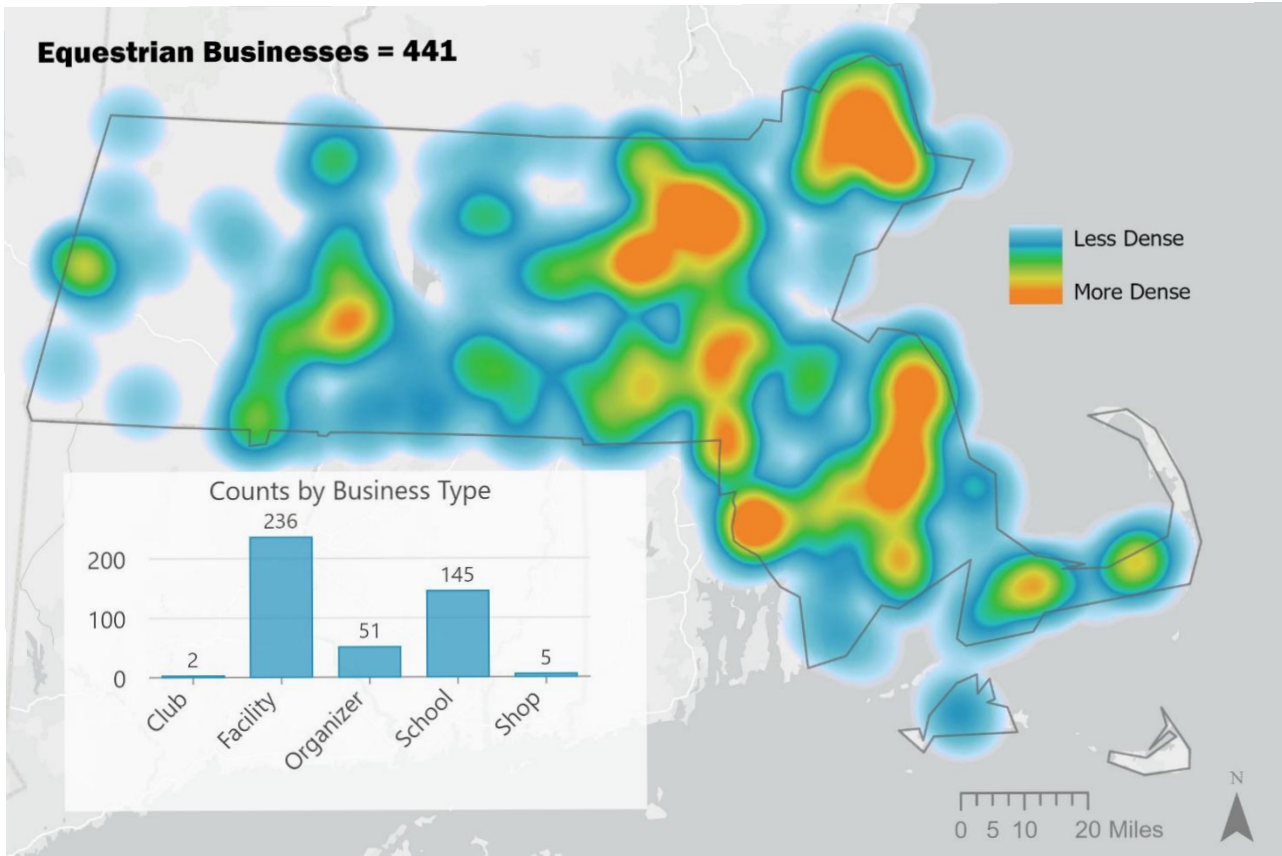
## Marine/Boat Businesses = 499



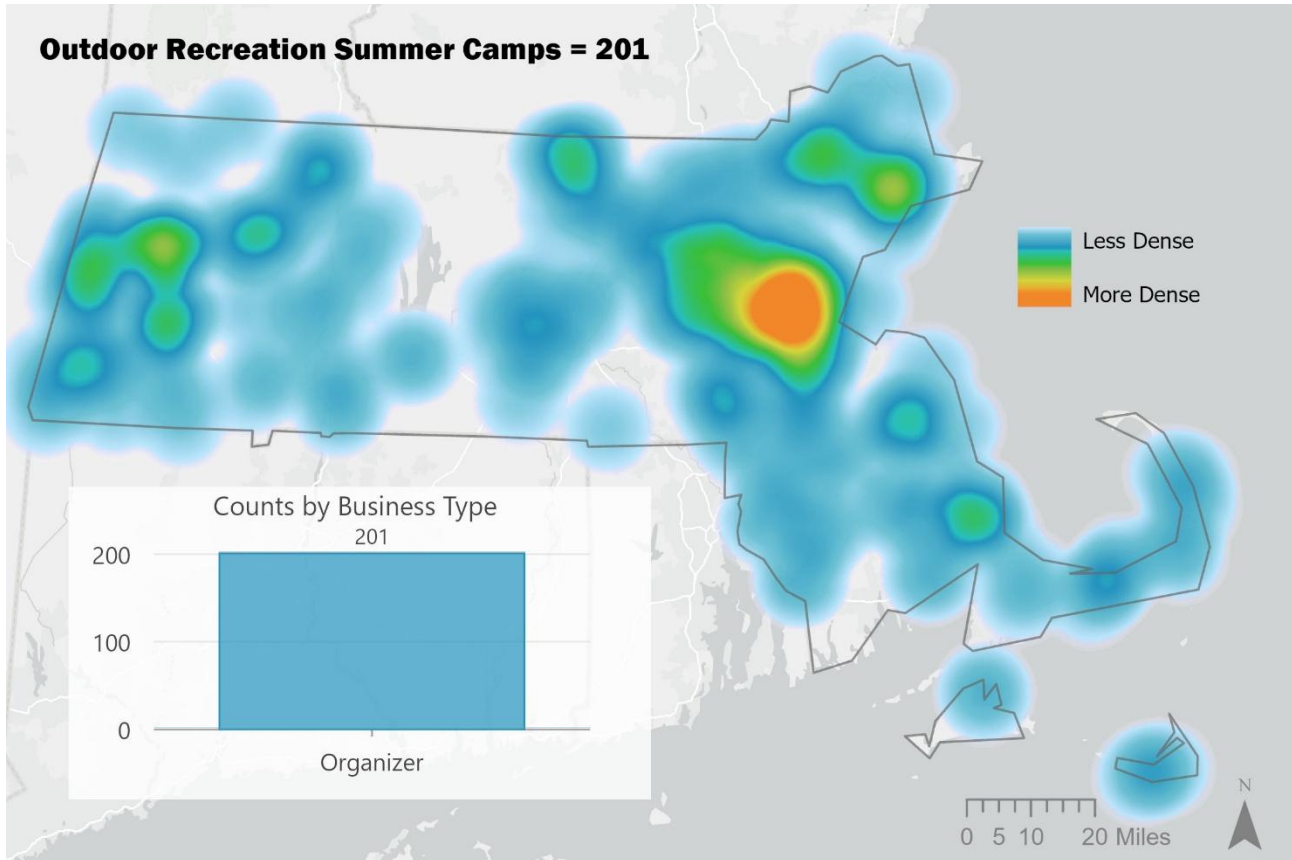
Less Dense  
More Dense

0 5 10 20 Miles

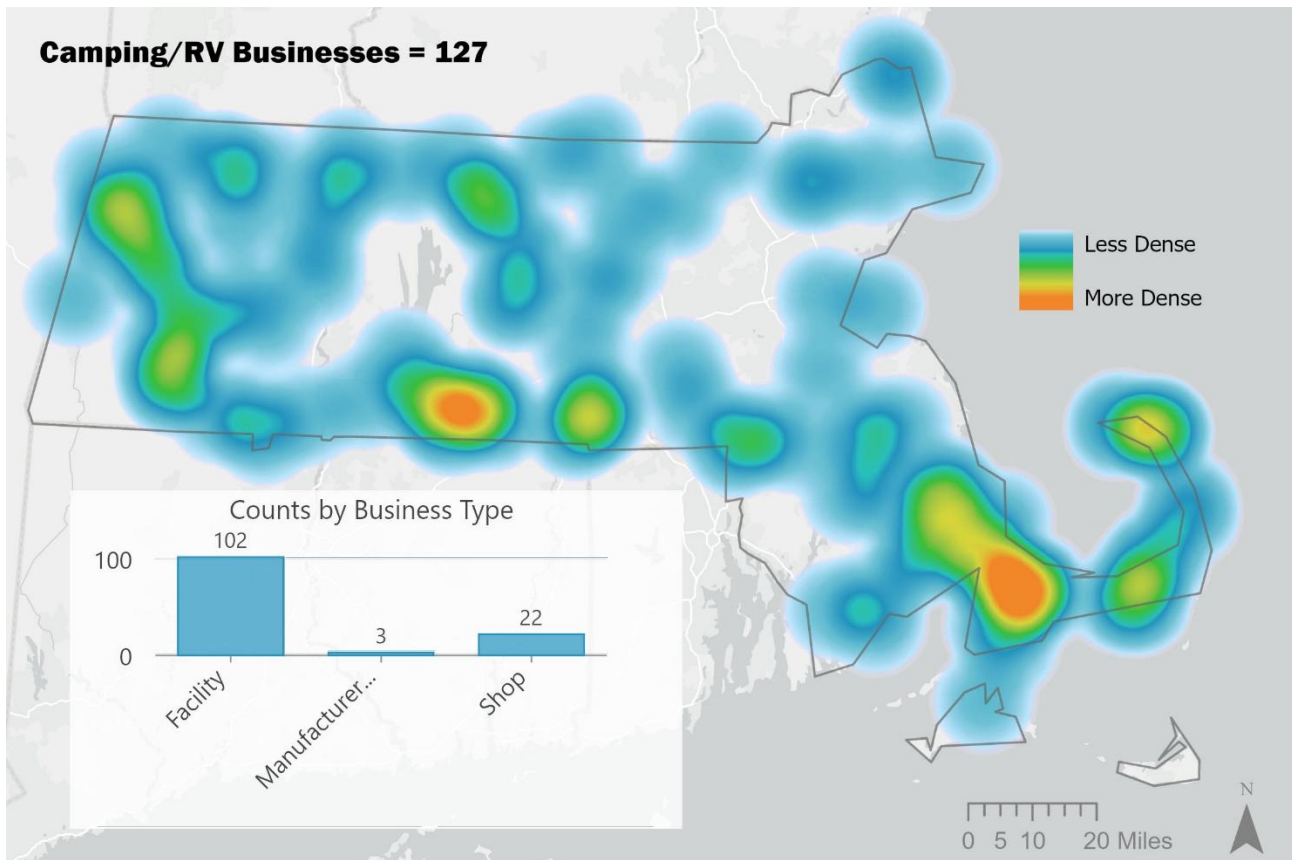




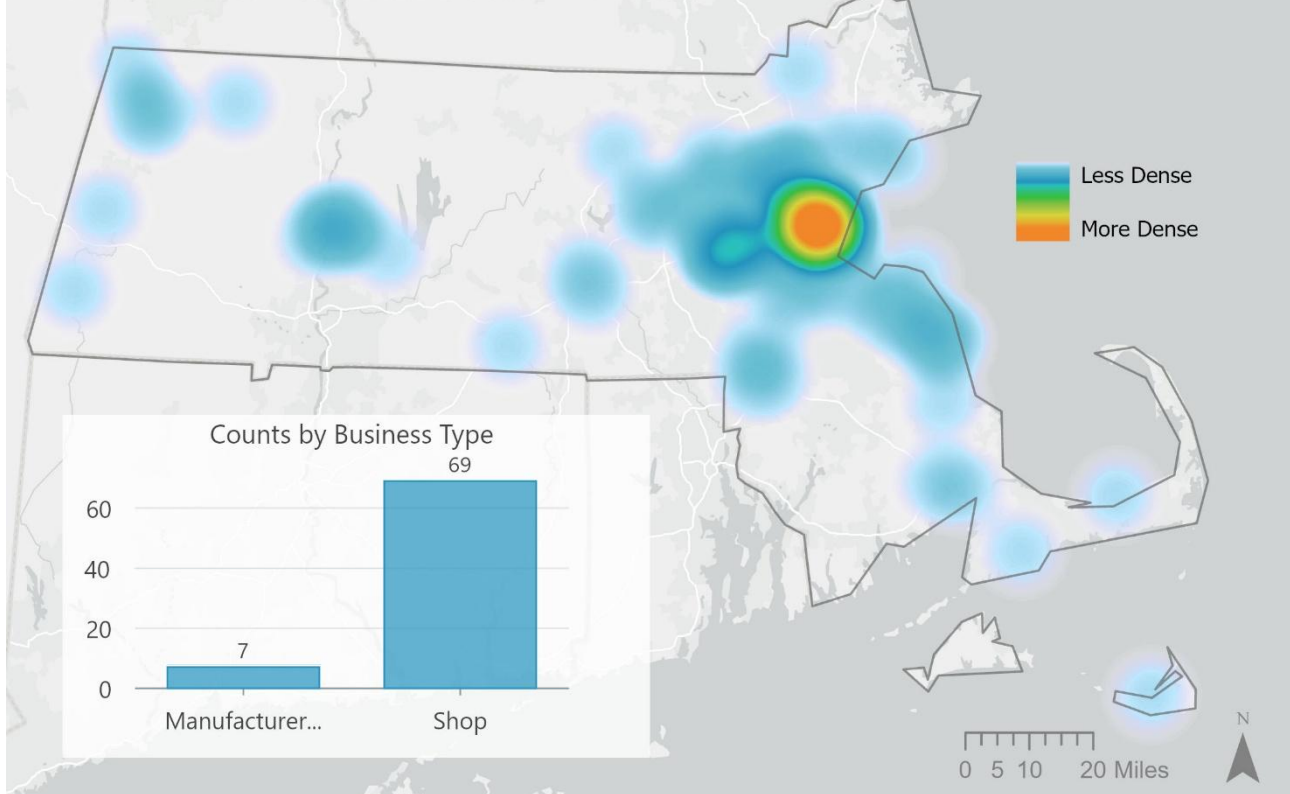
## Outdoor Recreation Summer Camps = 201



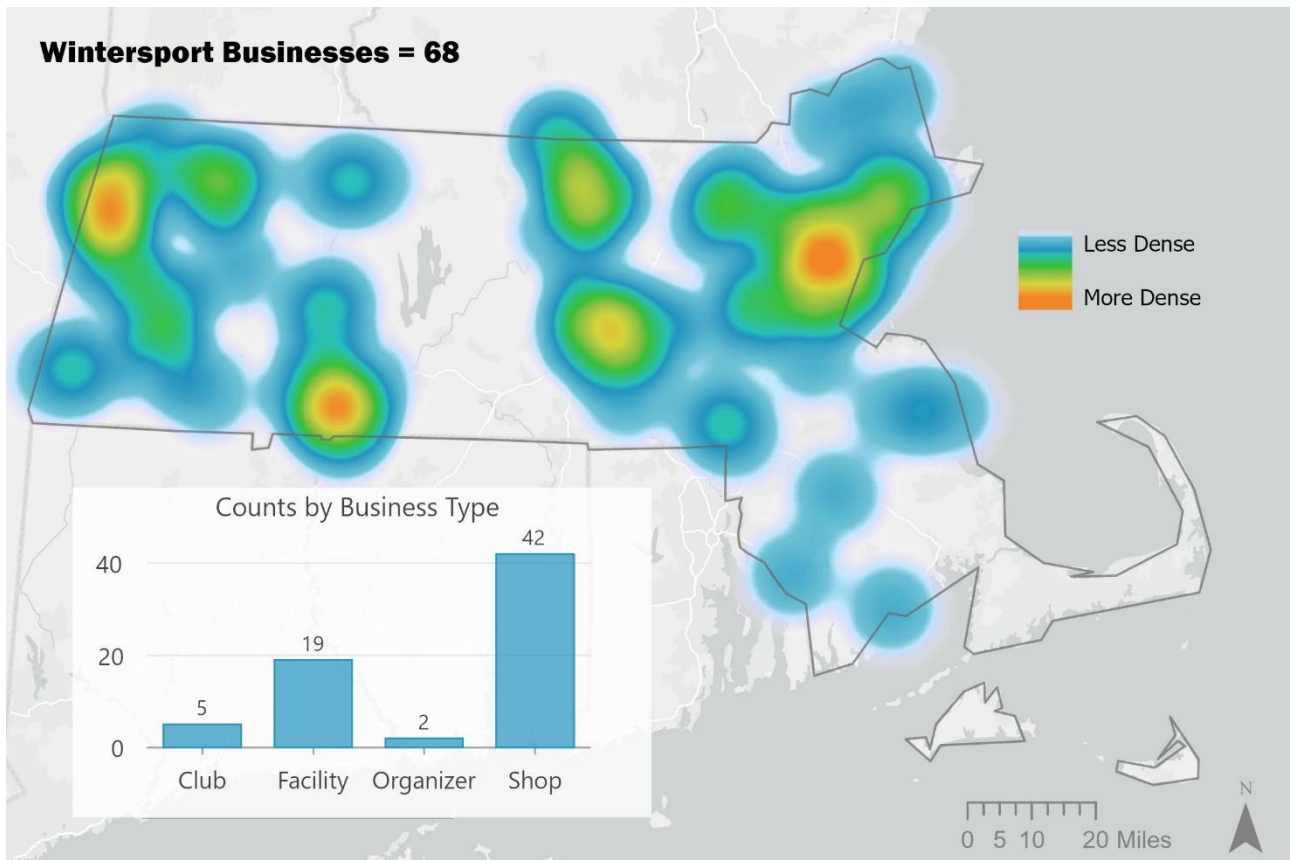
## Camping/RV Businesses = 127



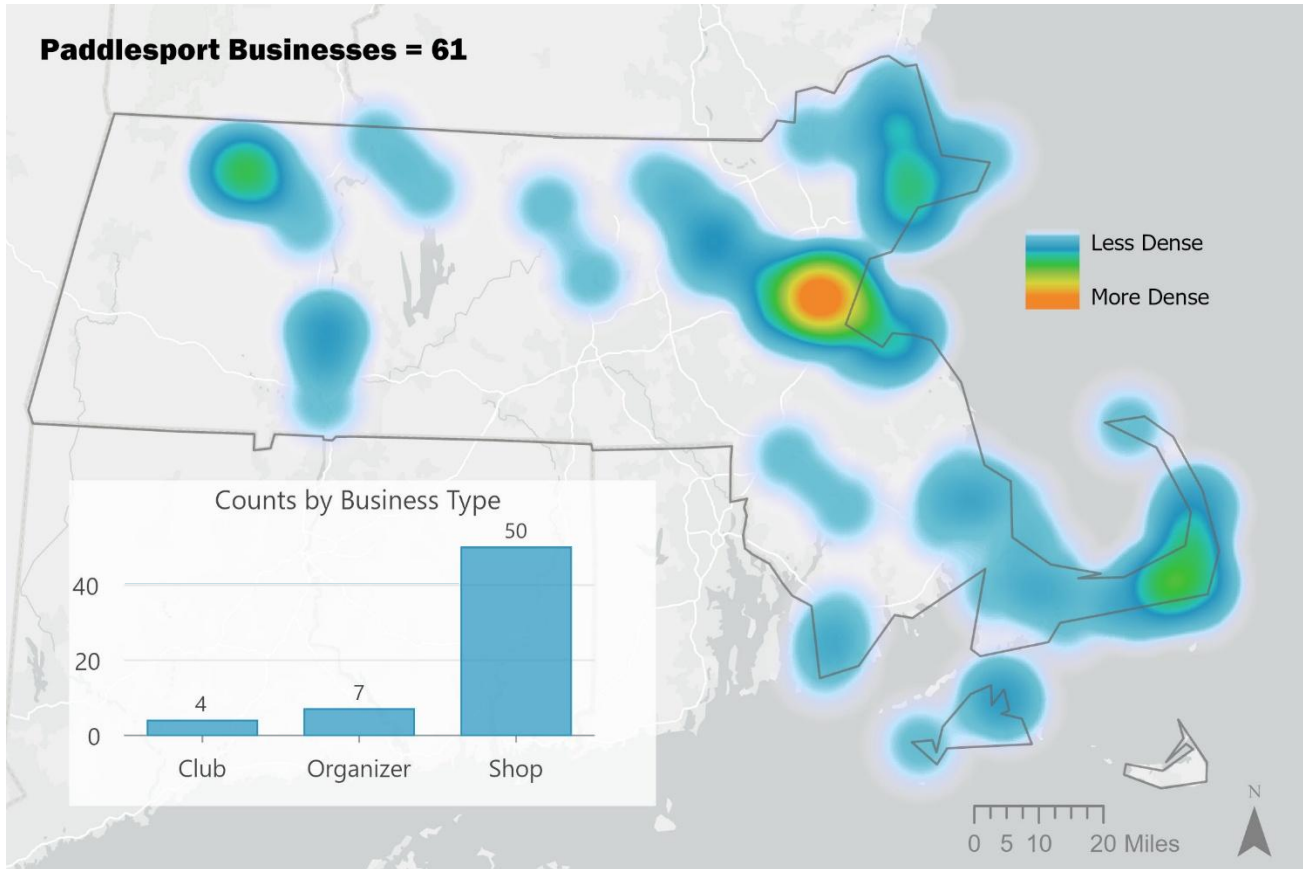
## General Outdoor Gear Businesses = 76



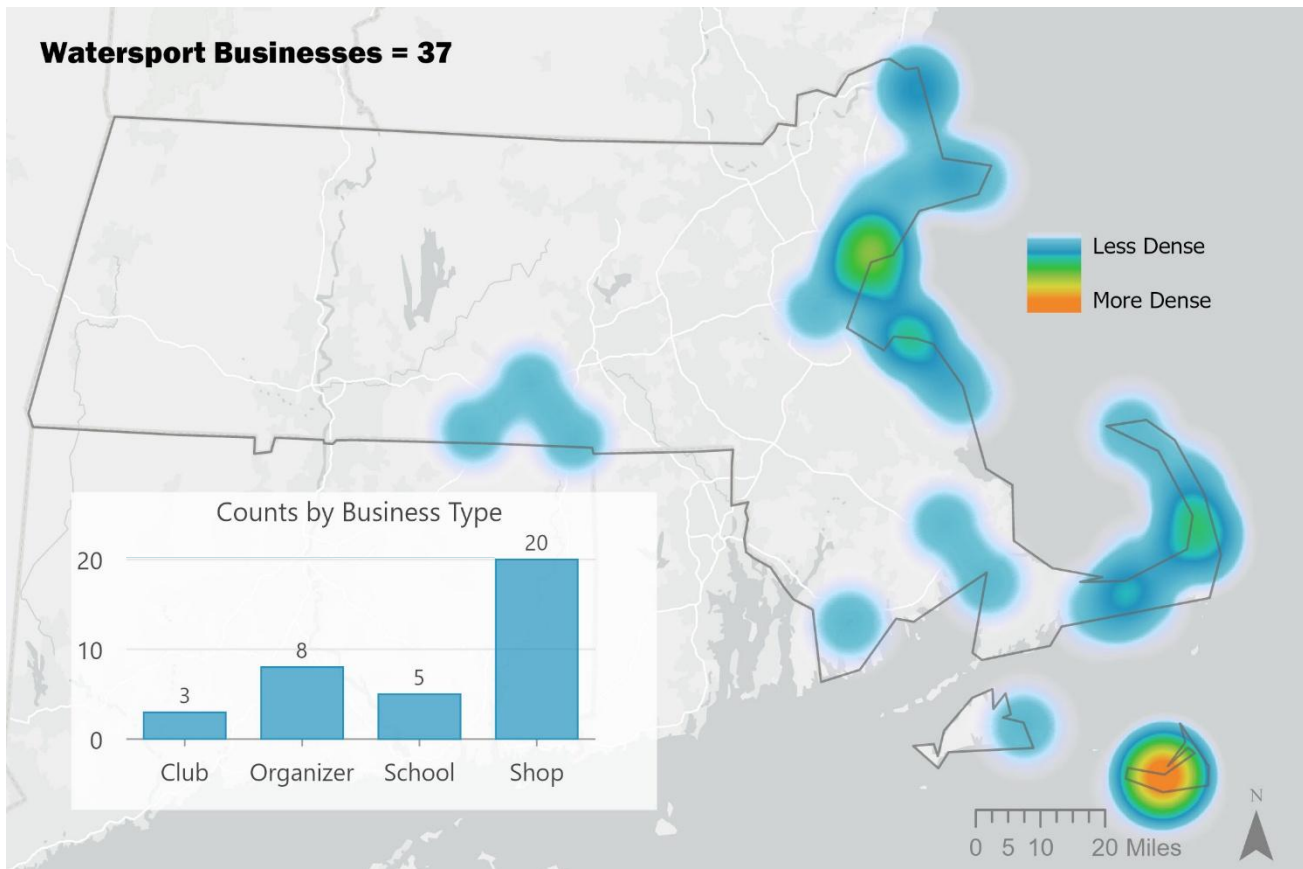
## Wintersport Businesses = 68

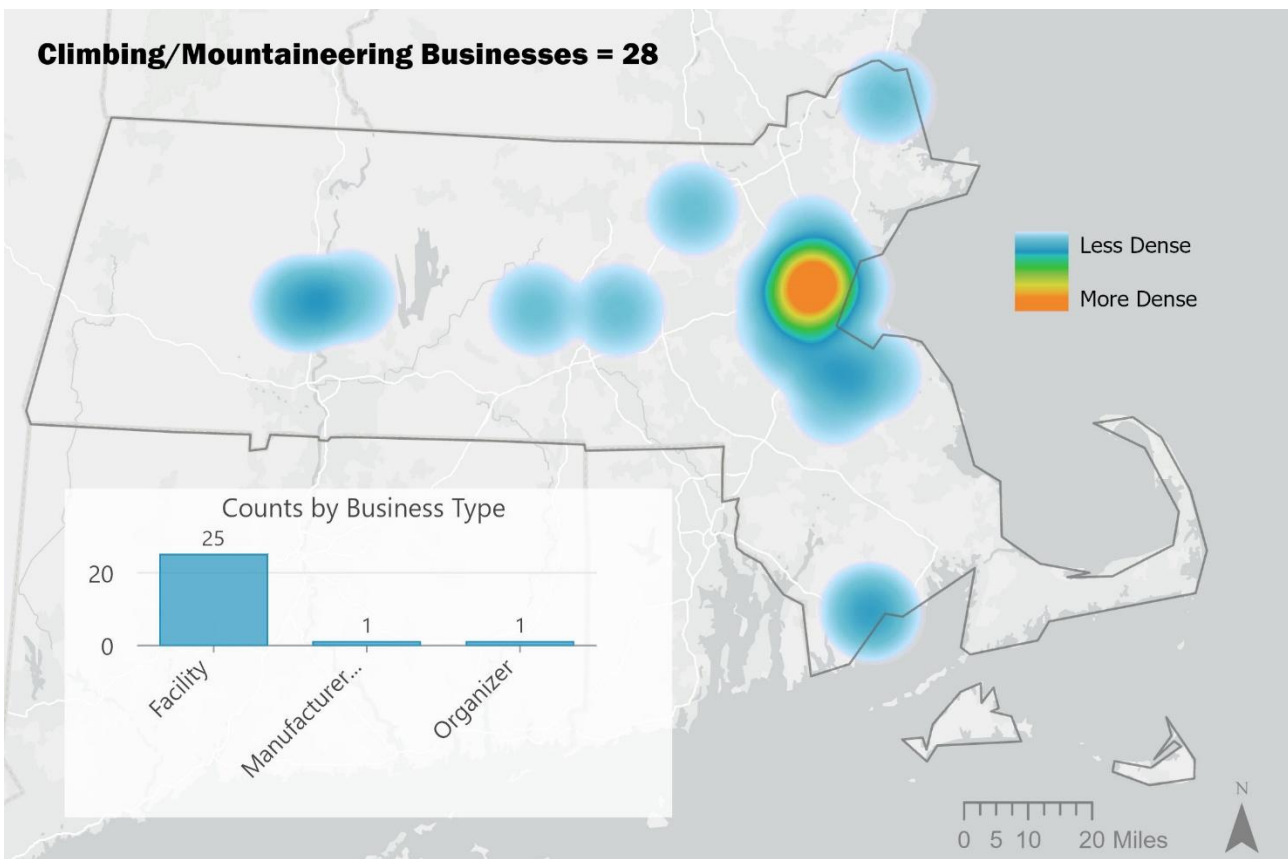
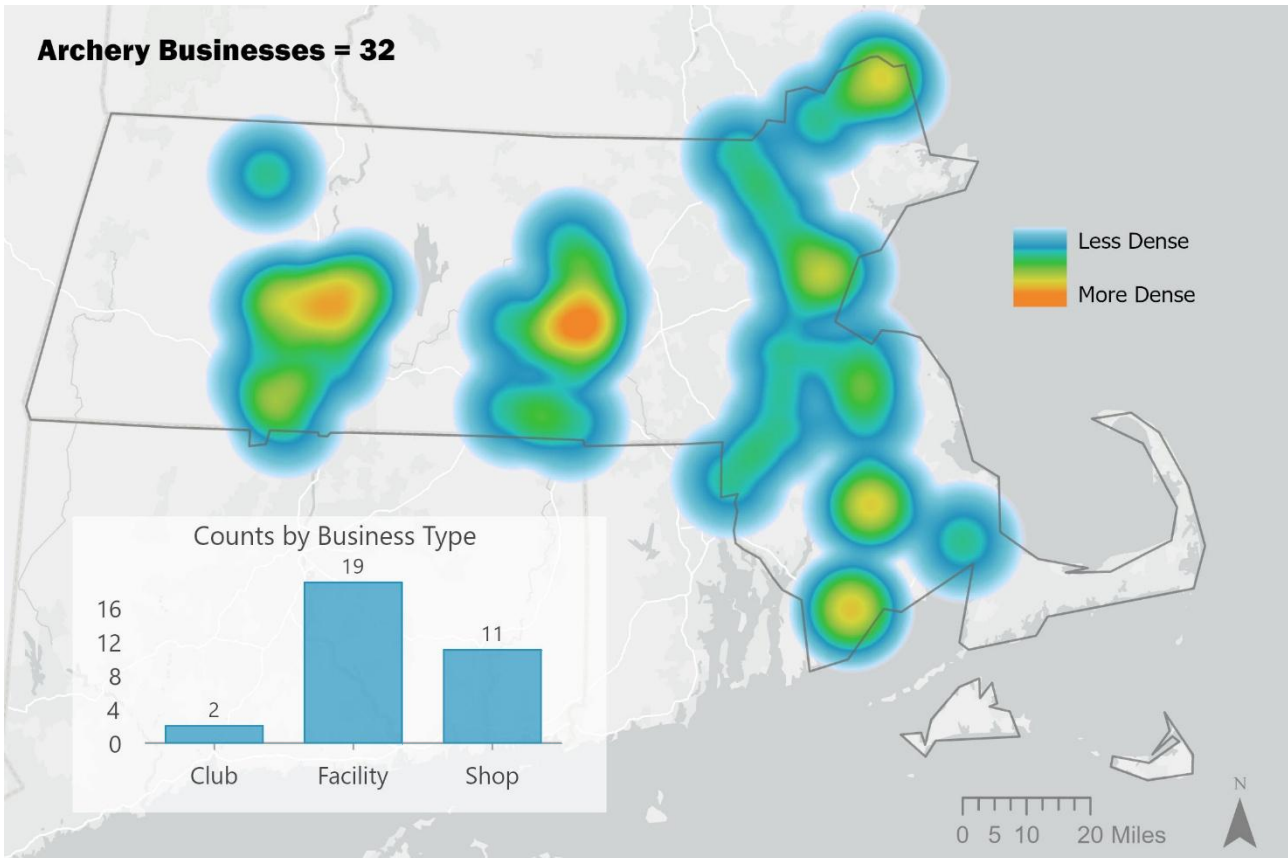


## Paddlesport Businesses = 61

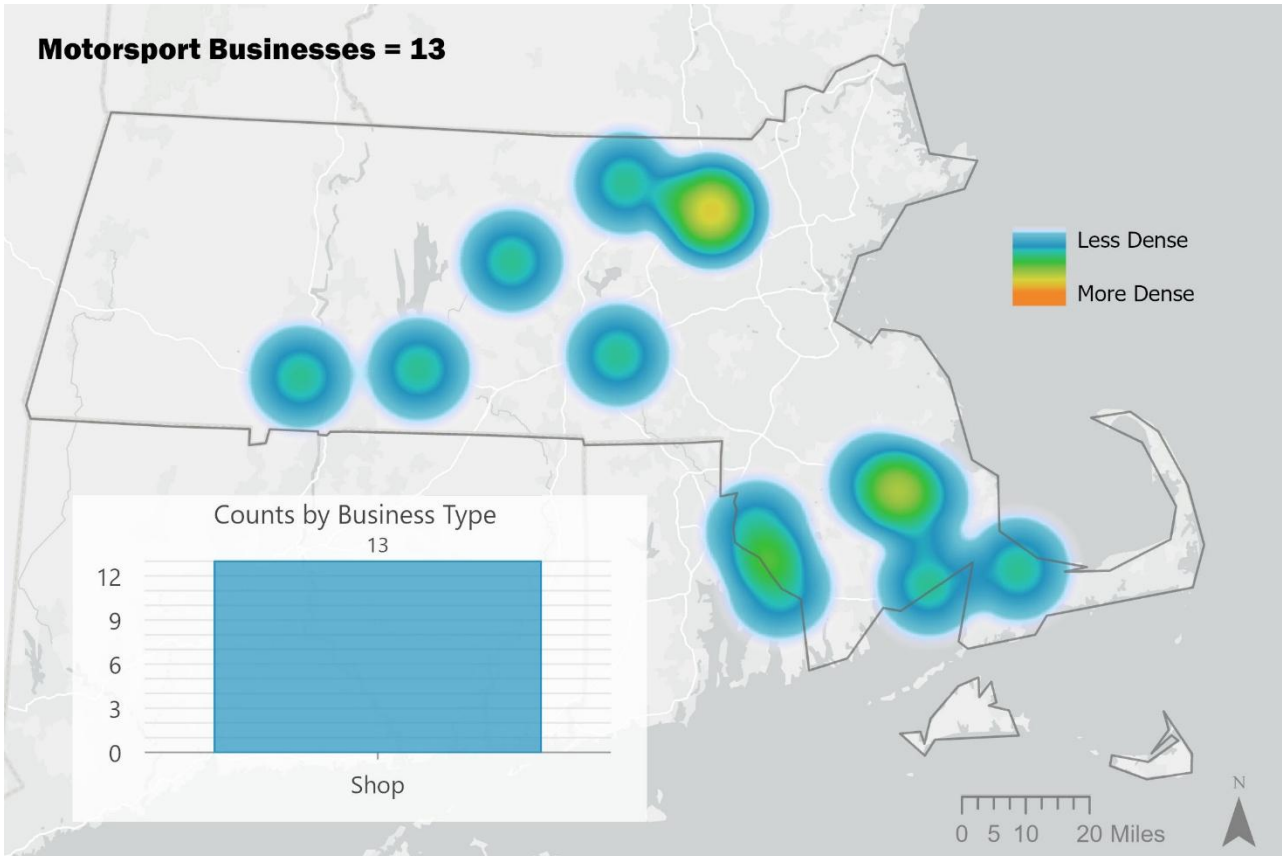


## Watersport Businesses = 37





## Motorsport Businesses = 13



## Other Businesses = 22

