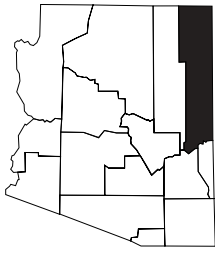
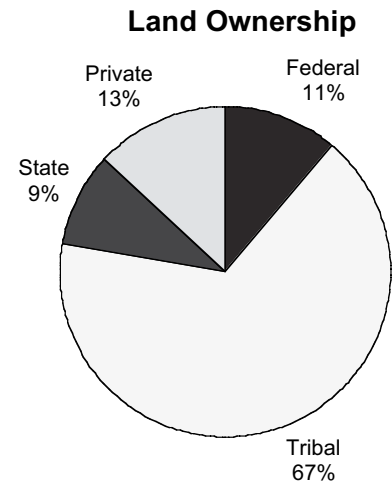


APACHE COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Apache County

Apache County is located in the northeast part of the state. It has 1.35% (69,423) of the state's population and 9.84% (7,178,082 acres or 11,216 square miles) of the state's land base. Population density is 6 people per square mile. The landscape ranges from high desert to high elevation spruce and fir forests offering a wide range of outdoor recreation opportunities. The region is a popular destination of OHV recreationists who want to explore mountainous terrain, lush green forests and cool temperatures.



- 34% of households in Apache County are OHV users; state percentage is 21%.
- 6% of all Arizona OHV trip destinations for past 12 months were to Apache County.
- 896,479 OHV Recreation Days occur annually in Apache County; 7.3% of Arizona's total.
 - 153,125 OHV Recreation Days (17%) are from Apache County residents.
 - 743,354 OHV days (83%) are from other Arizona residents traveling to Apache County.
- 70% of Apache County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Apache County from OHV Recreation is \$102 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Apache County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$11.8 M	\$4.0 M	\$7.8 M
Lodging/Campgrounds	\$8.6 M	\$0.5 M	\$8.1 M
Restaurants/Bars	\$8.1 M	\$2.0 M	\$6.1 M
Groceries/Liquor	\$9.4 M	\$3.0 M	\$6.4 M
Other (event fees, souvenirs, etc.)	\$9.7 M	\$1.9 M	\$7.8 M
• Total OHV Recreation Trips	\$47.6 M	\$11.4 M	\$36.2 M

- Off-Highway Vehicles + \$13.3 M
- Tow Vehicles/Trailers + \$10.6 M
- OHV Equipment + \$22.6 M

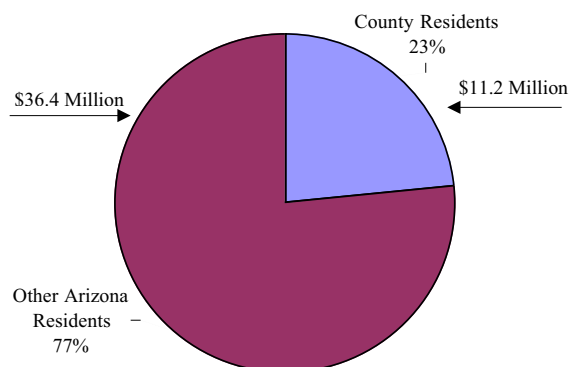
Total OHV Expenditures = \$94.1 Million

TOTAL IMPACT- Multiplier Effect* \$101.9 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 842
- Salaries/Wages \$12.8 Million
- State Tax Revenues \$2.9 Million

OHV Trip Expenditures—\$47.6 Million



Economic Importance of OHV Recreation to Apache County

- Creates a statewide economic impact of \$101.9 million (multiplier effect)*
- Contributes \$94.1 million to local economies through OHV-related expenditures
- Adds \$2.9 million to annual state tax revenues
- Provides \$12.8 million in income (salaries/wages) for Apache County residents
- Supports 842 jobs in Apache County

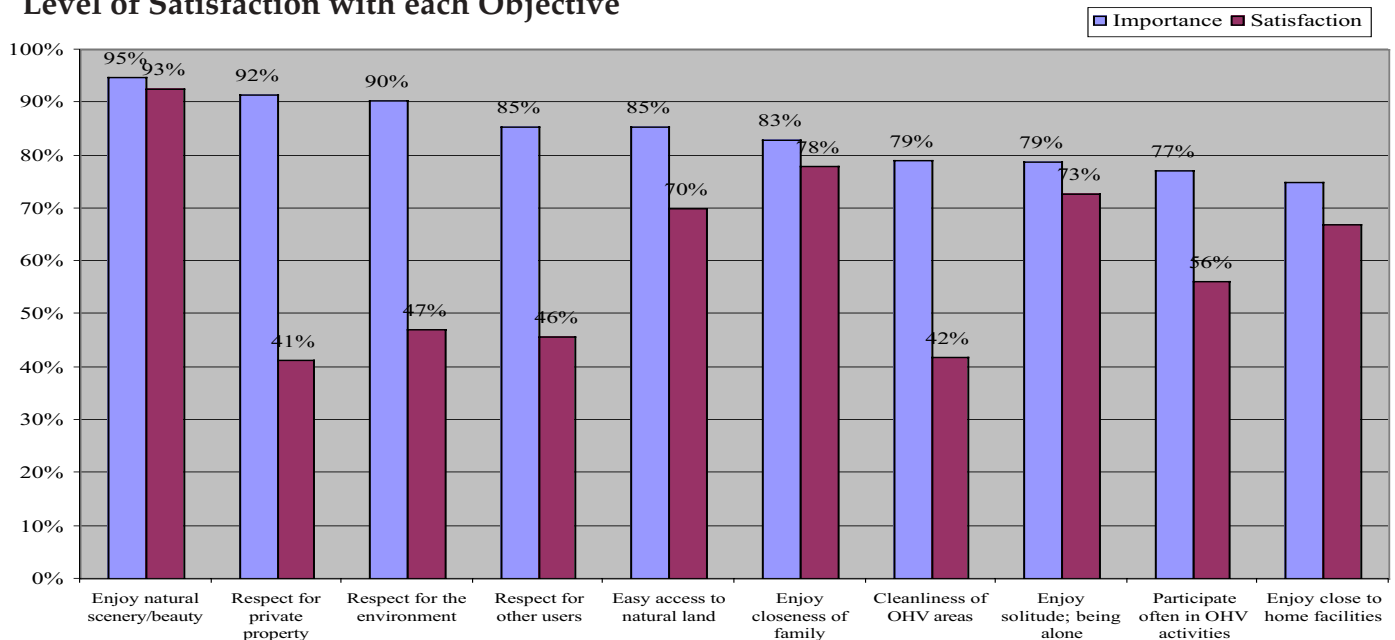
“Top Ten” Main Reason for taking last OHV Trip

- Camping 19%
- Fishing 15%
- Sightseeing 12%
- Hunting 11%
- Driving backroads 7%
- Trail riding-ATVs 5%
- Wildlife/bird watching 3%
- Hiking or walking 2%
- Picnicking 2%
- Trail riding-motorbikes 1%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 75%
- Sightseeing 46%
- Hiking or walking 38%
- Camping 37%
- Picnicking 30%
- Trail riding-ATVs 27%
- Trail riding-motorbikes 26%
- Fishing 25%
- Hill climbing 20%
- Hunting 20%

Evaluation of Last OHV Recreation Trip—“Top Ten” Objectives Rated as Most Important and Level of Satisfaction with each Objective



Type of Vehicle(s) used on last OHV Trip

- 4WD Pickup Truck 52%
- All Terrain Vehicle (ATV) 34%
- Sport Utility Vehicle/Jeep 26%
- 2WD Pickup Truck 9%
- Trail Motorcycle 8%
- Dune Buggy/Sand Rail 2%
- Snowmobile 2%

*Multiplier Effect: sum of OHV expenditures, secondary effects generated by local re-expenditure of money, and induced impact from salaries paid by directly and indirectly impacted industries.



For more information contact:
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