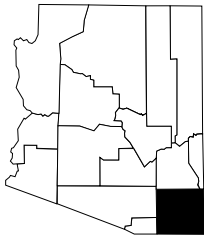
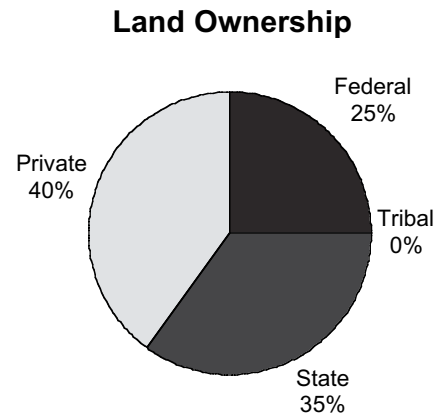


# COCHISE COUNTY



## Economic Importance of Off-Highway Vehicle Recreation to Cochise County

Cochise County is located in the southeast corner of the state. It has 2.3% (117,755) of the state's population and 5.54% (3,977,890 acres or 6,215 square miles) of the state's land base. Population density is 19 people per square mile. The topography includes Chihuahuan Desert dotted with isolated mountain ranges. The region provides OHV recreationists with desert OHV opportunities as well as forested roads and trails for year-round experiences.



- 24% of households in Cochise County are OHV users; state percentage is 21%.
- 4% of all Arizona OHV trip destinations for past 12 months were to Cochise County.
- 435,134 OHV Recreation Days occur annually in Cochise County; 3.6% of Arizona's total.
  - 180,697 OHV Recreation Days (42%) are from Cochise County residents.
  - 254,437 OHV days (58%) are from other Arizona residents traveling to Cochise County.
- 72% of Cochise County OHV households are satisfied with their overall OHV experience.

### Total Economic Impact to Cochise County from OHV Recreation is \$116 MILLION/year

#### DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Cochise County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$8.2 M	\$5.5 M	\$2.7 M
Lodging/Campgrounds	\$3.4 M	\$0.6 M	\$2.8 M
Restaurants/Bars	\$5.0 M	\$2.9M	\$2.1 M
Groceries/Liquor	\$6.2 M	\$4.0 M	\$2.2 M
Other (event fees, souvenirs, etc.)	<u>\$4.9 M</u>	<u>\$2.5 M</u>	<u>\$2.4 M</u>
• Total OHV Recreation Trips	\$27.7 M	\$15.5 M	\$12.2 M

- Off-Highway Vehicles + \$25.4 M
- Tow Vehicles/Trailers + \$12.7 M
- OHV Equipment + \$32.7 M

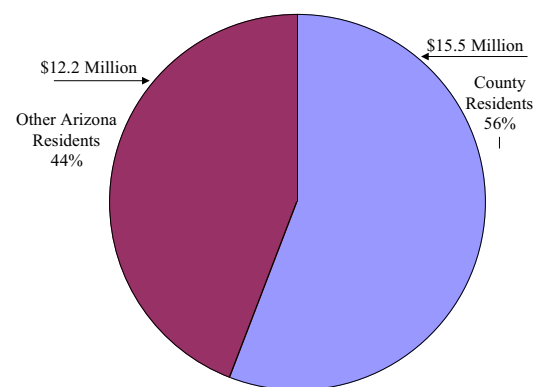
**Total OHV Expenditures = \$98.5 Million**

**TOTAL IMPACT- Multiplier Effect\* \$116.1 Million**

#### INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 1,009
- Salaries/Wages \$19.6 Million
- State Tax Revenues \$4.5 Million

#### OHV Trip Expenditures—\$27.7 Million



## Economic Importance of OHV Recreation to Cochise County

- Creates a statewide economic impact of \$116.1 million (multiplier effect)\*
- Contributes \$98.5 million to local economies through OHV-related expenditures
- Adds \$4.5 million to annual state tax revenues
- Provides \$19.6 million in income (salaries/wages) for Cochise County residents
- Supports 1,009 jobs in Cochise County

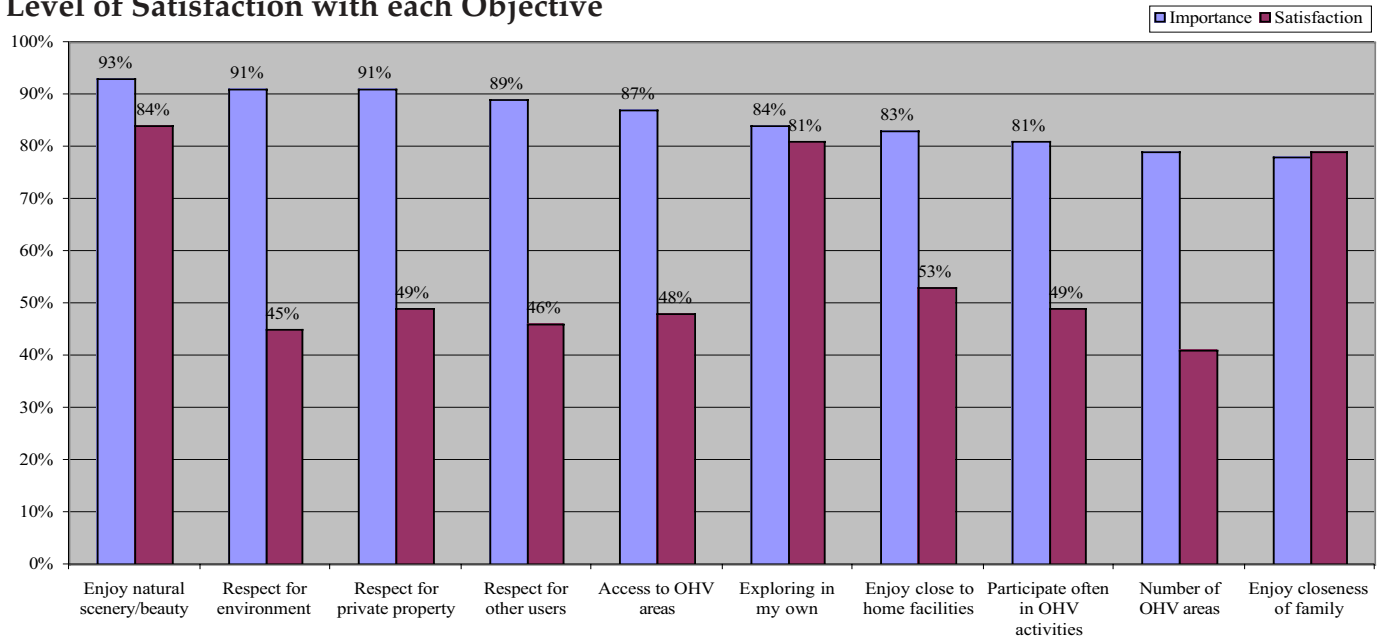
### “Top Ten” Main Reason for taking last OHV Trip

- Driving backroads 15%
- Sightseeing 15%
- Trail riding-ATVs 11%
- Hunting 11%
- Camping 7%
- Visiting historic/arch. sites 7%
- Trail riding-motorbikes 6%
- Hiking or walking 6%
- Wildlife/bird watching 6%
- Picnicking 4%

### “Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 77%
- Sightseeing 48%
- Hiking or walking 37%
- Hill climbing 36%
- Picnicking 36%
- Camping 34%
- Trail riding-ATVs 32%
- Wildlife/bird watching 27%
- Photography 25%
- Trail riding-motorbikes 22%

## 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

- Sport Utility Vehicle/Jeep 47%
- 4WD Pickup Truck 39%
- All Terrain Vehicle (ATV) 34%
- Trail Motorcycle 18%
- Dune Buggy/Sand Rail 9%
- 2WD Pickup Truck 7%
- Snowmobile 0%

\*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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