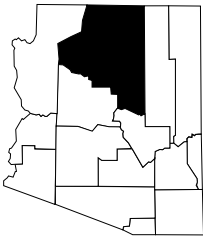


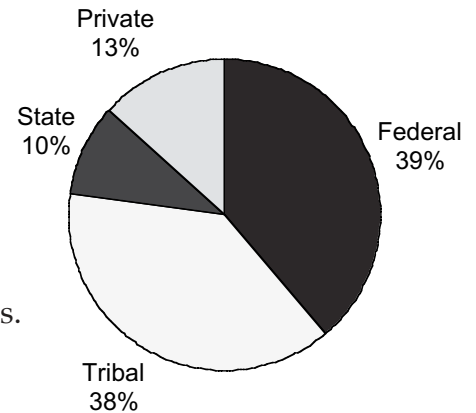
COCONINO COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Coconino County

Coconino County is located in the north central part of the state. It has 2.27% (116,320) of the state's population and 16.36% (11,929,622 acres or 18,640 square miles) of the state's land base. Population density is 6 people per square mile. The landscape ranges from Great Basin Desert to Ponderosa Pine forests offering a wide range of outdoor recreation opportunities. The region is popular with OHV recreationists who want to explore mountainous terrain, forests and cool temperatures.

Land Ownership



- 35% of households in Coconino County are OHV users; state percentage is 21%.
- 12% of all Arizona OHV trip destinations for past 12 months were to Coconino County.
- 1,974,295 OHV Recreation Days occur annually in Coconino County; 16.2% of AZ's total.
 - 390,421 OHV Recreation Days (20%) are from Coconino County residents.
 - 1,583,872 OHV days (80%) are from other AZ residents traveling to Coconino County.
- 69% of Coconino County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Coconino County from OHV Recreation is \$258 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Coconino County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$26.9 M	\$10.2 M	\$16.7 M
Lodging/Campgrounds	\$18.5 M	\$1.3 M	\$17.2 M
Restaurants/Bars	\$18.3 M	\$5.3 M	\$13.0 M
Groceries/Liquor	\$21.3 M	\$7.5 M	\$13.8 M
Other (event fees, souvenirs, etc.)	\$21.4 M	\$5.8 M	\$15.6 M
• Total OHV Recreation Trips	\$106.4 M	\$30.1 M	\$76.3 M

- Off-Highway Vehicles + \$46.3 M
- Tow Vehicles/Trailers + \$11.5 M
- OHV Equipment + \$51.1 M

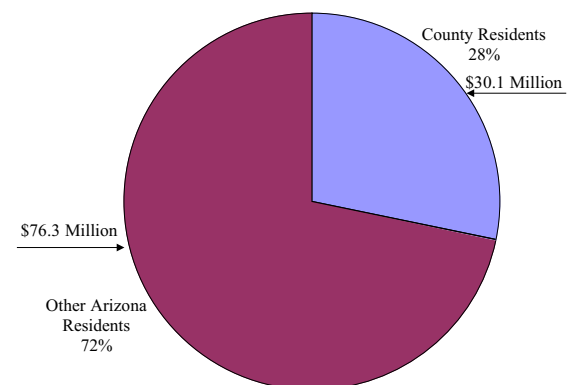
Total OHV Expenditures = \$215.3 Million

TOTAL IMPACT- Multiplier Effect* \$258.3 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 2,580
- Salaries/Wages \$51.7 Million
- State Tax Revenues \$10.5 Million

OHV Trip Expenditures—\$106.4 Million



Economic Importance of OHV Recreation to Coconino County

- Creates a statewide economic impact of \$258.3 million (multiplier effect)*
- Contributes \$215.3 million to local economies through OHV-related expenditures
- Adds \$10.5 million to annual state tax revenues
- Provides \$51.7 million in income (salaries/wages) for Coconino County residents
- Supports 2,580 jobs in Coconino County

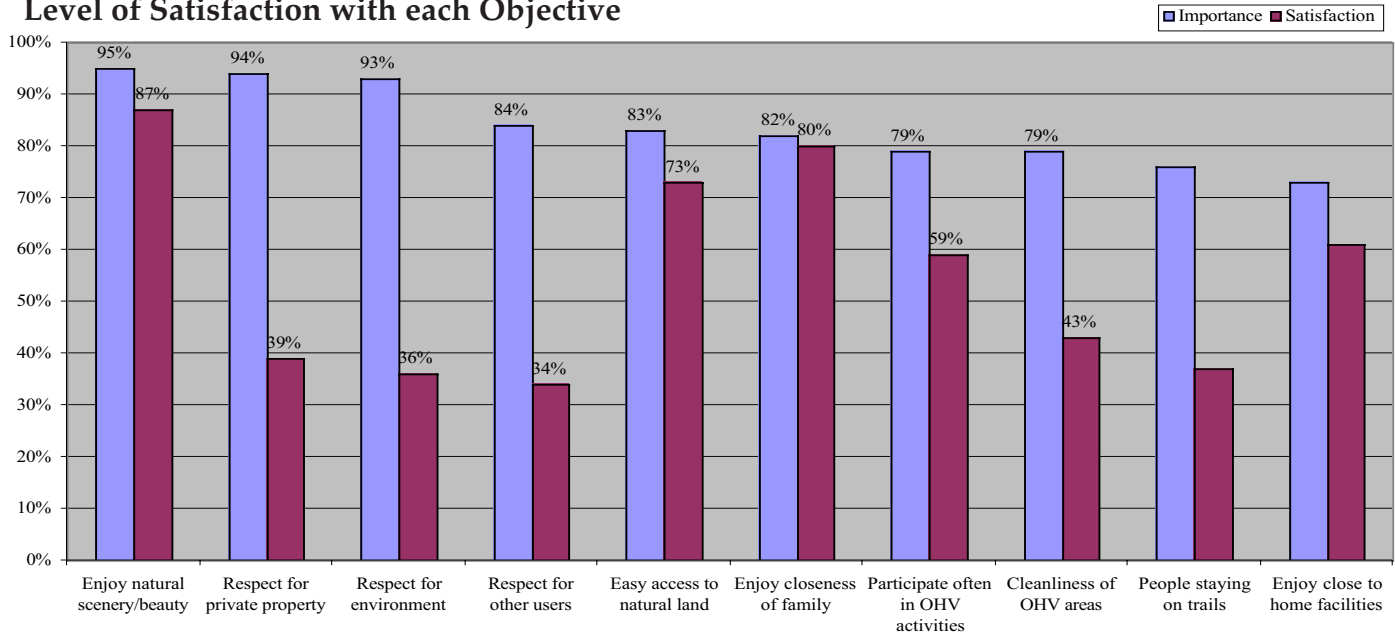
“Top Ten” Main Reason for taking last OHV Trip

- Hunting 19%
- Sightseeing 14%
- Camping 13%
- Driving backroads 10%
- Trail riding-ATVs 9%
- Hiking or walking 7%
- Wildlife/bird watching 4%
- Fishing 2%
- Picnicking 2%
- Trail riding-motorbikes 1%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 76%
- Sightseeing 49%
- Hiking or walking 47%
- Picnicking 36%
- Camping 30%
- Wildlife/bird watching 24%
- Trail riding-ATVs 23%
- Photography 22%
- Hunting 20%
- Hill climbing 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 45%
- Sport Utility Vehicle/Jeep 41%
- All Terrain Vehicle (ATV) 30%
- Trail Motorcycle 8%
- 2WD Pickup Truck 7%
- Dune Buggy/Sand Rail 4%
- 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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