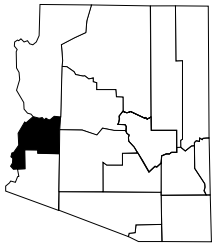
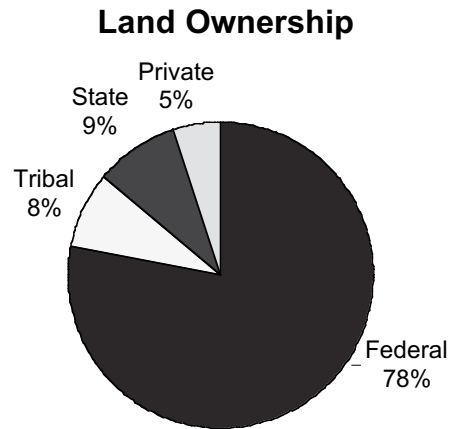


LA PAZ COUNTY



Economic Importance of Off-Highway Vehicle Recreation to La Paz County

La Paz County is located on the western border of the state. It has 0.38% (19,715) of the state's population and 3.96% (2,891,502 acres or 4,517 square miles) of the state's land base. This averages out to four people per square mile. The landscape is primarily Sonoran Desert with several low elevation mountains. The region offers desert OHV opportunities including numerous remote backcountry roads and trails.



- 34% of households in La Paz County are OHV users; state percentage is 21%.
- 5% of all Arizona OHV trip destinations for past 12 months were to La Paz County.
- 344,550 OHV Recreation Days occur annually in La Paz County; 2.8% of Arizona's total.
 - 191,319 OHV Recreation Days (55%) are from La Paz County residents.
 - 153,230 OHV days (45%) are from other Arizona residents traveling to La Paz County.
- 94% of La Paz County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to La Paz County from OHV Recreation is \$50 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for La Paz County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$5.9 M	\$4.3 M	\$1.6 M
Lodging/Campgrounds	\$2.3 M	\$0.6 M	\$1.7 M
Restaurants/Bars	\$3.4 M	\$2.2 M	\$1.2 M
Groceries/Liquor	\$4.5 M	\$3.2 M	\$1.3 M
Other (event fees, souvenirs, etc.)	<u>\$3.4 M</u>	<u>\$1.8 M</u>	<u>\$1.6 M</u>
• Total OHV Recreation Trips	\$19.5 M	\$12.1 M	\$7.4 M

- Off-Highway Vehicles + \$13.7 M
- Tow Vehicles/Trailers + \$2.4 M
- OHV Equipment + \$8.5 M

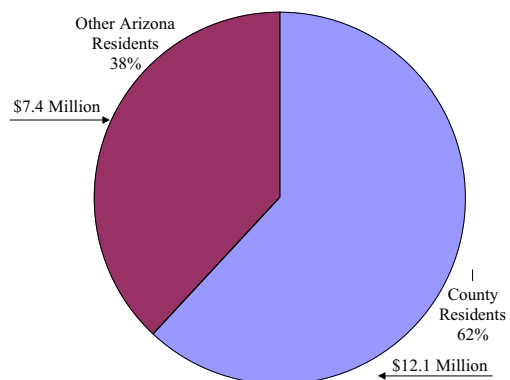
Total OHV Expenditures = \$44.1 Million

TOTAL IMPACT- Multiplier Effect* \$49.7 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 459
- Salaries/Wages \$8.3 Million
- State Tax Revenues \$1.9 Million

OHV Trip Expenditures—\$19.5 Million



Economic Importance of OHV Recreation to La Paz County

- Creates a statewide economic impact of \$49.7 million (multiplier effect)*
- Contributes \$44.1 million to local economies through OHV-related expenditures
- Adds \$1.9 million to annual state tax revenues
- Provides \$8.3 million in income (salaries/wages) for La Paz County residents
- Supports 459 jobs in La Paz County

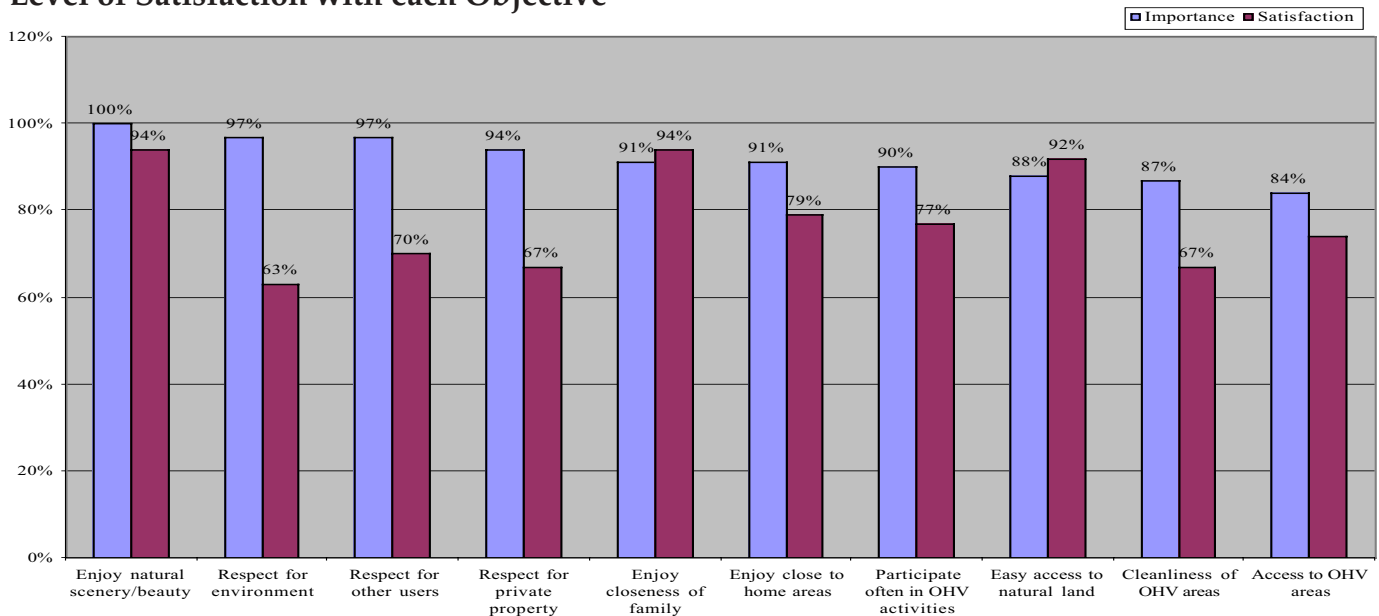
“Top Ten” Main Reason for taking last OHV Trip

- Sightseeing 21%
- Driving backroads 15%
- Trail riding-ATVs 12%
- Visiting historic/arch. sites 6%
- Fishing 6%
- Photography 3%
- Wildlife/bird watching 3%
- Hiking or walking 3%
- Picnicking 3%
- Trail riding-motorbikes 3%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 83%
- Sightseeing 71%
- Picnicking 71%
- Trail riding-ATVs 46%
- Hiking or walking 46%
- Photography 46%
- Visiting historic/arch. sites 37%
- Driving in open areas 37%
- Wildlife/bird watching 34%
- Hill climbing 31%

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

- All Terrain Vehicle (ATV) 46%
- 4WD Pickup Truck 37%
- Sport Utility Vehicle/Jeep 26%
- Dune Buggy/Sand Rail 9%
- Trail Motorcycle 6%
- 2WD Pickup Truck 3%
- 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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