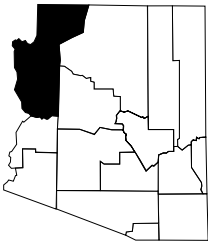
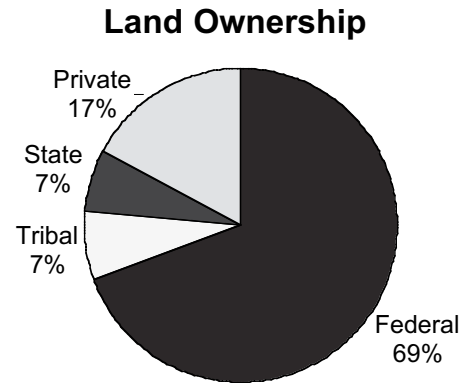


MOHAVE COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Mohave County

Mohave County is located in the northwestern part of the state. It has 3% (155,032) of the state's population and 11.8% (8,627,206 acres or 13,480 square miles) of the state's land base. This averages out to 11 people per square mile. The landscape ranges from Mohave Desert to forested mountain ranges offering a wide range of outdoor recreation and OHV opportunities. There are many back roads and jeep trails to explore.



- 26% of households in Mohave County are OHV users; state percentage is 21%.
- 11% of all Arizona OHV trip destinations for past 12 months were to Mohave County.
- 780,111 OHV Recreation Days occur annually in Mohave County; 6.4% of Arizona's total.
 - 604,266 OHV Recreation Days (77%) are from Mohave County residents.
 - 175,846 OHV days (23%) are from other Arizona residents traveling to Mohave County.
- 77% of Mohave County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Mohave County from OHV Recreation is \$219 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Mohave County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$16.6 M	\$14.7 M	\$1.9 M
Lodging/Campgrounds	\$3.9 M	\$2.0 M	\$1.9 M
Restaurants/Bars	\$8.9 M	\$7.5 M	\$1.4 M
Groceries/Liquor	\$12.4 M	\$10.9 M	\$1.5 M
Other (event fees, souvenirs, etc.)	<u>\$8.1 M</u>	<u>\$5.8 M</u>	<u>\$2.3 M</u>
• Total OHV Recreation Trips	\$49.9 M	\$40.9 M	\$9.0 M

- Off-Highway Vehicles + \$45.8 M
- Tow Vehicles/Trailers + \$16.7 M
- OHV Equipment + \$69.7 M

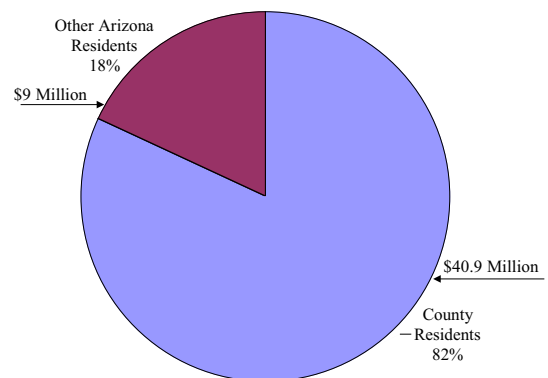
Total OHV Expenditures = \$182.1 Million

TOTAL IMPACT- Multiplier Effect* \$219.5 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 1,929
- Salaries/Wages \$40.7 Million
- State Tax Revenues \$9.2 Million

OHV Trip Expenditures—\$49.9 Million



Economic Importance of OHV Recreation to Mohave County

- Creates a statewide economic impact of \$219.5 million (multiplier effect)*
- Contributes \$182 million to local economies through OHV-related expenditures
- Adds \$9.2 million to annual state tax revenues
- Provides \$40.7 million in income (salaries/wages) for Mohave County residents
- Supports 1,929 jobs in Mohave County

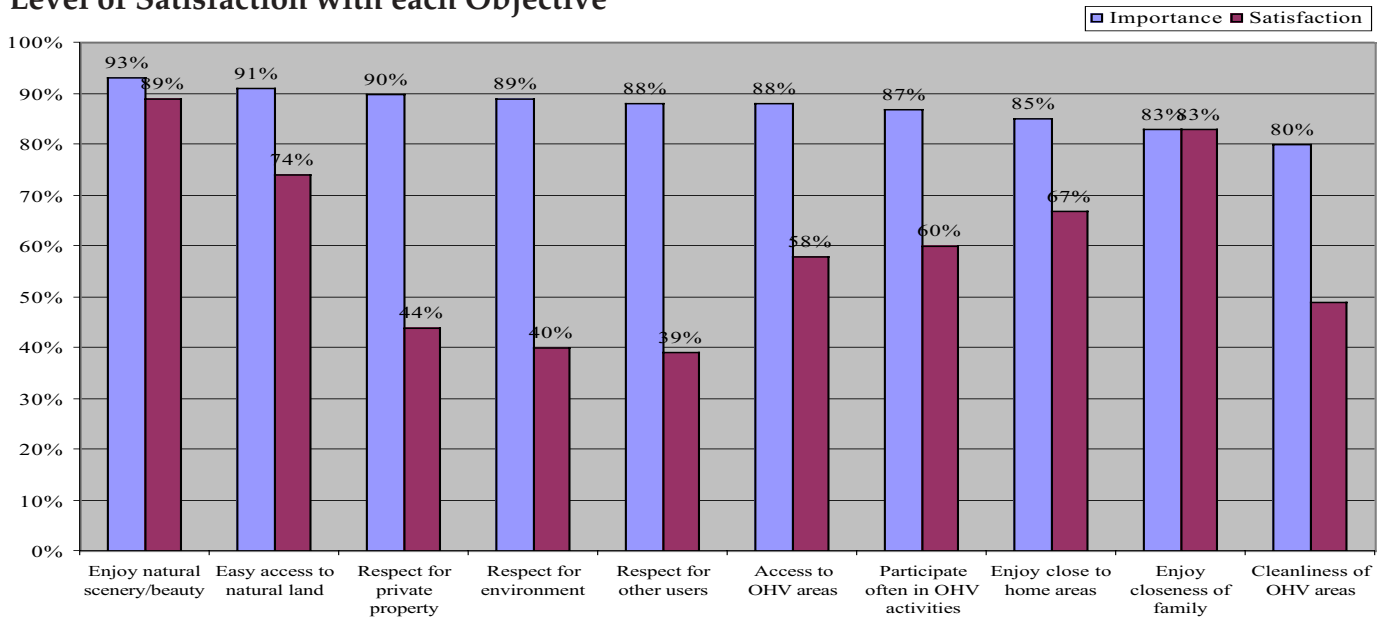
“Top Ten” Main Reason for taking last OHV Trip

- Sightseeing 21%
- Driving backroads 19%
- Trail riding-ATVs 15%
- Camping 8%
- Visiting historic/arch. sites 4%
- Hiking or walking 4%
- Fishing 3%
- Hunting 3%
- Rock crawling 2%
- Trail riding-motorbikes 2%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 81%
- Sightseeing 66%
- Hiking or walking 41%
- Picnicking 39%
- Trail riding-ATVs 33%
- Visiting historic/arch. sites 31%
- Hill climbing 27%
- Photography 26%
- Rock crawling 24%
- Camping 23%

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 43%
- Sport Utility Vehicle/Jeep 38%
- All Terrain Vehicle (ATV) 28%
- Trail Motorcycle 6%
- Dune Buggy/Sand Rail 5%
- 2WD Pickup Truck 2%
- 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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