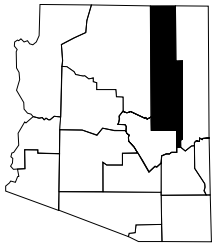
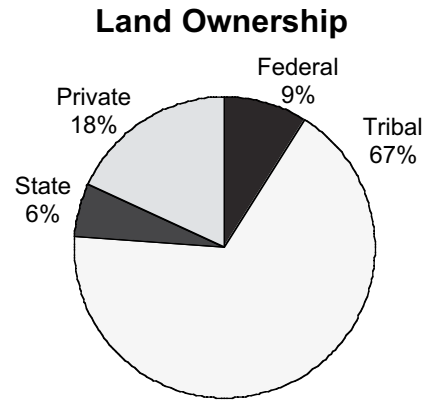


NAVAJO COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Navajo County

Navajo County is located in the northern part of the state. It has 1.9% (97,470) of the state's population and 8.7% (6,367,095 acres or 9.948 square miles) of the state's land base. This averages out to 9.8 people per square mile. The landscape ranges from high desert to ponderosa pine and mixed conifer forests offering a wide range of outdoor recreation opportunities. There are numerous back roads and trails to explore.



- 36% of households in Navajo County are OHV users; state percentage is 21%.
- 7% of all Arizona OHV trip destinations for past 12 months were to Navajo County.
- 744,630 OHV Recreation Days occur annually in Navajo County; 6.1% of Arizona's total.
 - 438,831 OHV Recreation Days (59%) are from Navajo County residents.
 - 305,798 OHV days (41%) are from other Arizona residents traveling to Navajo County.
- 73% of Navajo County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Navajo County from OHV Recreation is \$128.5 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Navajo County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$15.3 M	\$12.1 M	\$3.2 M
Lodging/Campgrounds	\$4.9 M	\$1.6 M	\$3.3 M
Restaurants/Bars	\$8.9 M	\$6.4 M	\$2.5 M
Groceries/Liquor	\$11.5 M	\$8.9 M	\$2.6 M
Other (event fees, souvenirs, etc.)	\$8.1 M	\$4.8 M	\$3.3 M
• Total OHV Recreation Trips	\$48.7 M	\$33.8 M	\$14.9 M

- Off-Highway Vehicles + \$25.9 M
- Tow Vehicles/Trailers + \$7.4 M
- OHV Equipment + \$32.9 M

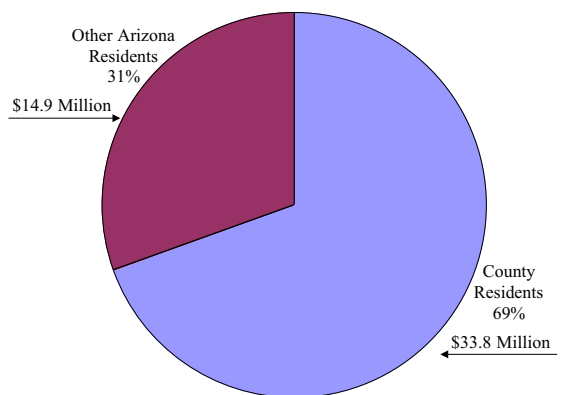
Total OHV Expenditures = \$114.9 Million

TOTAL IMPACT- Multiplier Effect* \$128.5 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 1,099
- Salaries/Wages \$20.1 Million
- State Tax Revenues \$3.3 Million

OHV Trip Expenditures—\$48.7 Million



Economic Importance of OHV Recreation to Navajo County

- Creates a statewide economic impact of \$128.5 million (multiplier effect)*
- Contributes \$115 million to local economies through OHV-related expenditures
- Adds \$3.3 million to annual state tax revenues
- Provides \$20.1 million in income (salaries/wages) for Navajo County residents
- Supports 1,099 jobs in Navajo County

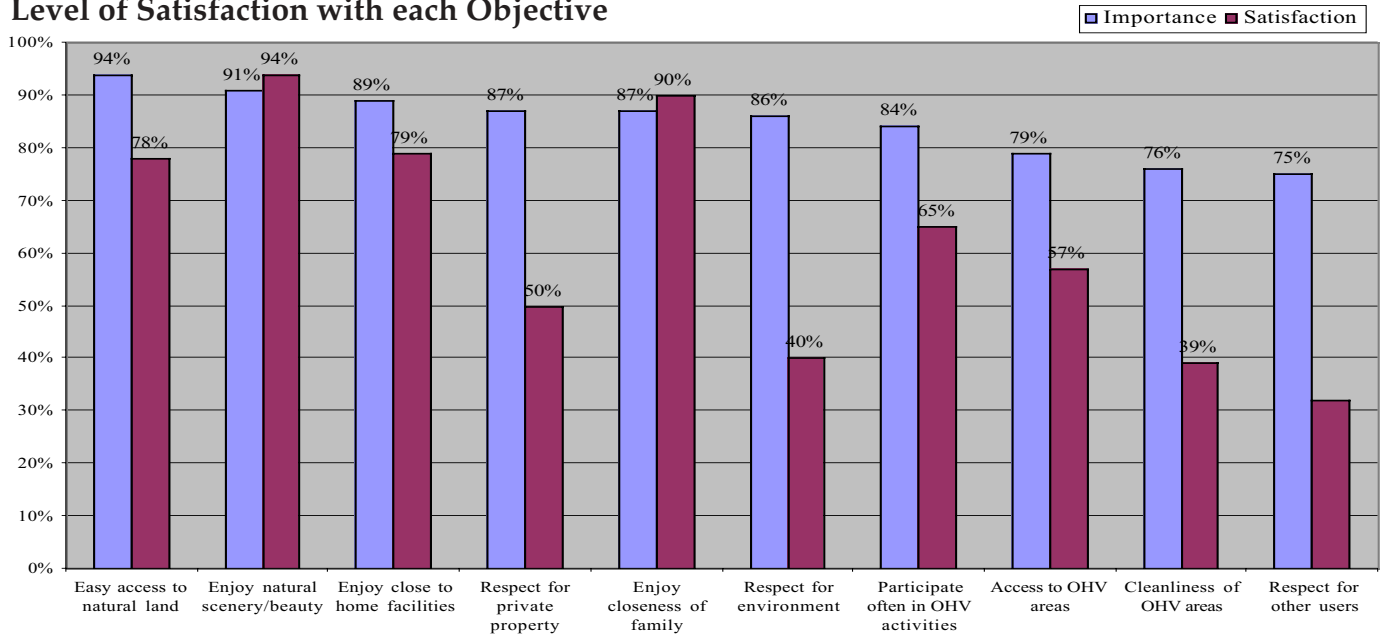
“Top Ten” Main Reason for taking last OHV Trip

- Camping 22%
- Trail riding-ATVs 12%
- Hunting 12%
- Driving backroads 11%
- Sightseeing 9%
- Fishing 8%
- Picnicking 5%
- Visiting historic/arch. sites 2%
- Mountain biking 2%
- Photography 2%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 79%
- Sightseeing 52%
- Hiking or walking 43%
- Camping 38%
- Picnicking 38%
- Trail riding-ATVs 31%
- Fishing 31%
- Wildlife/bird watching 23%
- Hill climbing 22%
- Driving in open areas 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

- 4WD Pickup Truck 49%
- All Terrain Vehicle (ATV) 44%
- Sport Utility Vehicle/Jeep 27%
- 2WD Pickup Truck 9%
- Trail Motorcycle 7%
- Snowmobile 2%
- Dune Buggy/Sand Rail 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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