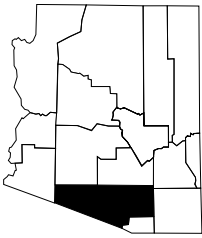


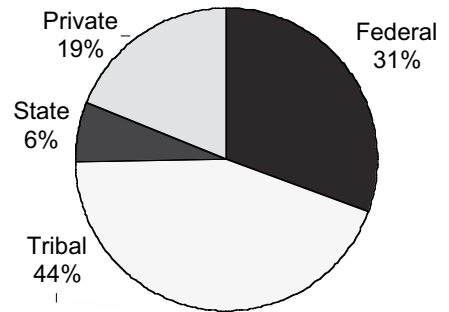
PIMA COUNTY



Economic Importance of Off-Highway Vehicle Recreation to Pima County

Pima County is located in the southern part of the state. It has 16% (843,746) of the state's population and 8% (5,877,511 acres or 9,183 square miles) of the state's land base. This averages out to 92 people per square mile. Much of the landscape is Sonoran Desert with isolated mountain ranges offering a wide range of outdoor recreation opportunities. There are many backroads and trails to explore.

Land Ownership



- 17% of households in Pima County are OHV users; state percentage is 21%.
- 6% of all Arizona OHV trip destinations for past 12 months were to Pima County.
- 836,803 OHV Recreation Days occur annually in Pima County; 6.8% of Arizona's total.
 - 535,253 OHV Recreation Days (64%) are from Pima County residents.
 - 301,550 OHV days (36%) are from other Arizona residents traveling to Pima County.
- 71% of Pima County OHV households are satisfied with their overall OHV experience.

Total Economic Impact to Pima County from OHV Recreation is \$403 MILLION/year

DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Pima County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$24.2 M	\$21.0 M	\$3.2 M
Lodging/Campgrounds	\$5.5 M	\$2.2 M	\$3.3 M
Restaurants/Bars	\$14.1 M	\$11.6 M	\$2.5 M
Groceries/Liquor	\$17.5 M	\$14.9 M	\$2.6 M
Other (event fees, souvenirs, etc.)	<u>\$10.4 M</u>	<u>\$7.1 M</u>	<u>\$3.3 M</u>
• Total OHV Recreation Trips	\$71.7 M	\$56.8 M	\$14.9 M

- Off-Highway Vehicles + \$74.4 M
- Tow Vehicles/Trailers + \$38.1 M
- OHV Equipment + \$139.4 M

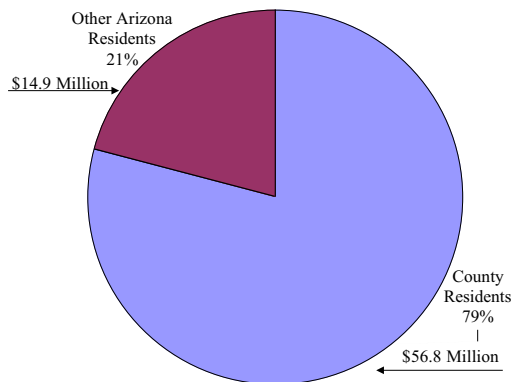
Total OHV Expenditures = \$323.6 Million

TOTAL IMPACT- Multiplier Effect* \$403.5 Million

INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 3,307
- Salaries/Wages \$84.3 Million
- State Tax Revenues \$17.7 Million

OHV Trip Expenditures—\$71.7 Million



Economic Importance of OHV Recreation to Pima County

- Creates a statewide economic impact of \$403.5 million (multiplier effect)*
- Contributes \$323.6 million to local economies through OHV-related expenditures
- Adds \$17.7 million to annual state tax revenues
- Provides \$84.3 million in income (salaries/wages) for Pima County residents
- Supports 3,307 jobs in Pima County

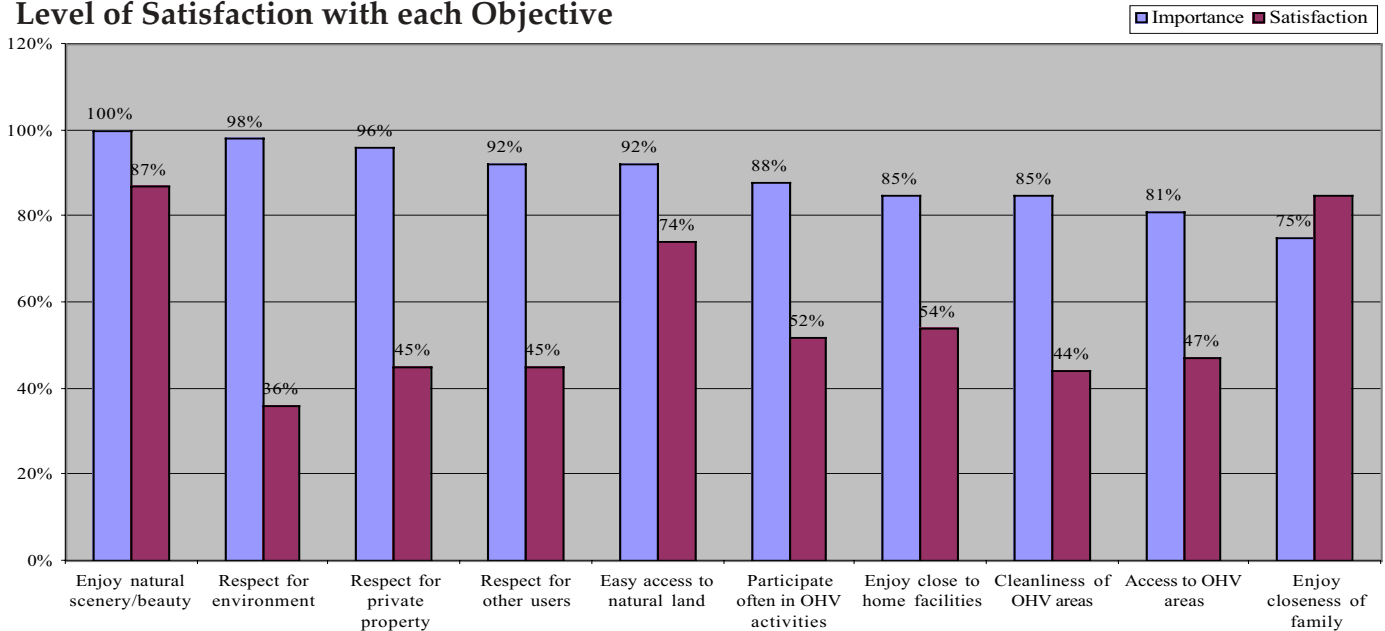
“Top Ten” Main Reason for taking last OHV Trip

- Camping 13%
- Hunting 12%
- Sightseeing 10%
- Driving backroads 8%
- Trail riding-motorbikes 8%
- Photography 6%
- Hiking or walking 6%
- Target shooting 6%
- Rock crawling 4%
- Driving in open areas 4%

“Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 75%
- Hiking or walking 51%
- Sightseeing 45%
- Picnicking 39%
- Photography 31%
- Camping 24%
- Wildlife/bird watching 24%
- Driving in open areas 23%
- Hill climbing 20%
- Trail riding-ATVs 18%

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 31%
- All Terrain Vehicle (ATV) 20%
- Trail Motorcycle 16%
- Dune Buggy/Sand Rail 8%
- 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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