



The Quad Riders ATV Association of BC is pleased to provide some facts regarding ATV use and ATV tourism in British Columbia.

The Motor Vehicle (All-Terrain) Act was repealed by the Off-Road Vehicle Act on June 1, 2015. The ORV Act provides specific rules governing British Columbia's growing off-road sector, and helps ensure ORVs are driven in a safe and environmentally responsible manner.

The ORV Management Framework was developed by the Ministry of Forests, Lands and Natural Resource Operations (FLNRO), in collaboration with a wide range of stakeholders that helped lend direction to a number of amendments to B.C. laws, including the Motor Vehicle Act Regulations, Division 24 to allow off-road vehicle operators greater access to highways, including the ability to:

1. Cross a highway without having to obtain an operation permit if the crossing is controlled by a stop sign or traffic light.
2. Travel on any highway anywhere local police authorize within the limits set out in an operation permit.

This greater access to highways aligns with a key element of the ORV Management Framework, to better connect ORV trails across BC, which also aligns with the Provincial Trails Strategy Guiding Principles:

- Mutual Respect between Trail Interests and Other Resource Users
- Respect and Understanding among Diverse Trail Interests
- Partnerships and Collaboration
- Secure Recreation Opportunities for All Trail Users
- Benefits for Individuals, Communities and the Province

The Provincial Trails Strategy for British Columbia http://www.sitesandtrailsbc.ca/documents/Trail-Strategy-for-BC_V6_Nov2012.pdf confirms that trails in BC serve a diverse multifunctional role, including transportation, tourism and leisure.

The Provincial Trails Strategy identifies trends that are considered significant in planning and developing a world-class recreation trail system, including *Recognition of Economic Benefits* as communities are recognizing the opportunities associated with recreational trails as a tourism attraction and a driver of economic development.

The links between traditional tourism and outdoor recreation are getting stronger, with increased economic benefits to be gained if trails are designed and managed as a network of interlinked connections between communities and a range of attractions.

Many communities are embracing the new ORV legislation and the Provincial Trails Strategy to increase tourism in their area. For example, the Districts of Tumbler Ridge, Elkford and Sayward allow ORV riders to obtain an operation permit that allows them to travel on designated public roads to access fuel/food/lodging in town, this is attracting many new visitors.

The Villages of Tahsis & Zeballos are working on the Community Unity ATV Trail System that has the potential to connect communities from East to West right across Vancouver Island.

“There are miles and miles of deactivated logging roads crisscrossing the region, and we realized that we have a great opportunity to showcase the region and its history by creating a great trail network,” said Zeballos Mayor Donn Cox. “By working in partnership, we can create real change for our communities.”

For the elected leaders in the communities, the Unity Trail project is about community sustainability, economic development and diversification, and even the survival of the Villages overall.

Further details on this exciting tourism initiative are available [here](#)

The ATV rider demographic includes family folks and mature adults, with above average income that enjoys outdoor recreation, cultural activities, dining out, with preference to camping near lakes and rivers, plans trips around specific destinations and are willing to travel. In short they are the perfect tourist, as many are retired with lots of time to travel, utilizing all four seasons in many areas.

ATV Tourism contributes millions to the BC economy through product and service purchases from fuel, gear, accessories, to food, accommodation and more. There is roughly 125,000 ORV riders in BC with an additional 495,000 estimated to be within a one day drive of the Province.

How does this all work? How can ORVs ride on public roads, what about the L word... Liability? It's simple, and mirrors the autoplan process that we currently use for cars and trucks on the road. You register your ATV, obtain license, registration and insurance from ICBC for incidental highway use. This gives you a license plate and decal that you stick on your plate exactly the same as you get for your car. This gives you the same basic autoplan coverage that you receive on your car with \$200,000 third party liability, accident benefits including medical costs and wage loss, underinsured motorist protection, and hit and run coverage.

For trails, ORV riders also carry \$200,000 third party liability insurance that covers them on forest service roads, Crown land and private land. As well, the Province of BC carries \$2,000,000 third party liability for Crown land which includes the rail trails.

In August 2014, the Assistant Deputy Minister advised of the revised strategic approach to rail trail management by the Ministry of Forests, Lands and Natural Resource Operations. “The ministry sees the need to adopt a more realistic approach to rail trails management, one that represents the geographic and demographic variability across the landscape and supports the multiple interests of the communities that the trails pass through. Such an approach acknowledges summer motorized use that currently exists along many portions of the trails”.

In June 2016, John Hawkings, the Director of Recreation, Sites & Trails BC also confirmed the statements made by the Assistant Deputy Minister, and further clarified that “additional provincial investments will be prioritized to focus on collaborating with interested local governments and community groups to develop and manage sections of the trails where the potential for tourism development is high”.

In conclusion, Mr. Hawkings stated that “the Province remains committed to the Trails Strategy for British Columbia and to the vision for a world-renowned, sustainable network of trails, with opportunities for all, which provides benefits for trails users, communities and the province.”

As the Provincial ATV Association in BC, we are extremely delighted with the increased opportunities that the ORV Act has created for ATV tourism including economic growth for communities!

Measuring Trails Benefits: Business Impacts

How do trails affect businesses?

Trails can generate business impacts and create new jobs by attracting visitors, especially overnight visitors. As more communities create distinct destinations that are also attractive places to live and work, a growing body of research shows how trails can contribute to their success.

Destination trails attract visitors from outside the local area who travel specifically to use a trail. The benefits from destination trails are most commonly measured in terms of the local business impacts. This includes business revenue, employment, and employee earnings. In addition to its direct effect on businesses, visitor spending also has a ripple effect in the community as employees and business owners spend their earnings, and local and state governments receive more tax revenue.

The economic impact from trails is highest when a trail is connected to local businesses that cater to trail user needs, including restaurants, grocery stores, camping and hotels, guiding services, and gear stores. This connection can occur directly through trail spurs that link to commercial centers, as well as through signs at trailheads or shuttles between a town and the trailhead. Because lodging often accounts for the biggest proportion of trip expenses, a trail's economic impact is greatly increased when it attracts more overnight users.

Additional details on each of these topics, as well as other relevant research, are available at <http://headwaterseconomics.org/trail>.

Select Research Highlights

- Overnight stays are the biggest contributor to total spending. At a mountain bike race in North Carolina, each additional night adds \$101 to a visitor's total spending.¹ Along the Great Allegheny Passage, overnight users spend seven times more than day users.²
- Quality of trails and amenities that support trail users have the largest effect on total number of visitors.^{3,4}
- Communities can capitalize on trails when the trails are directly linked to towns via spur trails or shuttles.^{5,6,7}
- Although events are short-lived, participants often return to the community after the event.^{3,8}
- After visiting an area, some tourists become residents or second home owners, bringing their businesses, supporting the local economy, and paying taxes.^{9,10}
- In places that have become destinations, like North Carolina's Outer Banks, the economic contribution of visitors far exceeds the original public investment.¹¹



How to use this information:

This summary is of interest to individual business owners, chambers of commerce, and municipal and county governments who are interested in learning how trails can be an economic development strategy.

This summary is one of five handouts describing the state of research related to the benefits of trails. The four other summaries address:

- Public health
- Property value
- Quality of life
- General benefits

This series offers a succinct review of common benefits identified in the 100+ studies in Headwaters Economics' free, online, searchable Trails Benefits Library.

Methods

Measuring business impact requires estimating the number of visitors, visitor spending, and analyzing these data using economic models. Business impact studies generally measure the total business revenue, jobs, and income attributable to a trail. Some studies also include estimates of additional state and local tax revenue. Most economic impact studies implicitly analyze a change from a baseline condition, such as the difference in business revenue in a community before and after a trail is constructed or after an event.

When non-locals spend money in a community, they bring new money to the area and generate economic impact. Higher quality economic impact studies distinguish between spending by locals versus non-locals, and they include only non-local visitation that would not have happened without a trail or trail-related event. Careful studies also do not include spending that occurred en-route to the destination.

Economic impacts are most commonly estimated using data regarding trail use and spending profiles of trail users, which are input into regional economic models. The most common models used are IMPLAN and REMI, although there are several others.

Original studies and additional details on methods can be found in the Trails Benefits Library at <http://headwaterseconomics.org/trail>.

Contact

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*Can [these
cycling facilities]
produce economic
benefits for
North Carolina
communities?
The answer is a
resounding "yes."*

- Lawrie, 2004

Footnotes

- 1 Schiller, A., and J. Whitehead. 2013. Economic Impact of the 2012 '6 Hours of Warrior Creek' Mountain Bike Race. Boone, NC: Center for Economic Research and Policy Analysis at Appalachian State University.
- 2 Campos, Inc. 2009. The Great Allegheny Passage (GAP) Economic Impact Study (2007-08). The Progress Fund.
- 3 Berard, D., S. Chapin, A. Hoogasian, T. Kane, D. Marcouiller, and T. Wojciechowski. 2014. The Economic Impacts of Active Silent Sports Enthusiasts. Madison, WI: University of Wisconsin Department of Urban and Regional Planning, Extension Report 14.1.
- 4 Tourism British Columbia. 2013. Rossland Mountain Bike Visitor Study 2011 Results. Research, Planning & Evaluation, Tourism British Columbia Ministry of Jobs, Tourism, and Skills Training.
- 5 East Central Florida Regional Planning Council. 2011. Economic Impact Analysis of Orange County Trails.
- 6 Kazmierski, B., M. Kommann, D. Marcouiller, and J. Prey. 2009. Trails and their gateway communities: A case study of recreational use compatibility and economic impacts. Madison, WI: University of Wisconsin Division of Cooperative Extension Publication #G3880.
- 7 Farber, S., J. Argueta, S. Hughes. 2003. 2002 User Survey for the Pennsylvania Allegheny Trail Alliance. University of Pittsburgh University Center for Social and Urban Research.
- 8 Western Canada Mountain Bike Tourism Association. 2007. Sea to Sky Mountain Biking Economic Impact Study.
- 9 Meltzer, N. 2014. "Adapting To The New Economy: The Impacts of Mountain Bike Tourism in Oakridge, Oregon" [Master's Thesis]. Eugene, OR: University of Oregon Department of Planning, Public Policy and Management.
- 10 Resource Dimensions. 2005. Economic Impacts of MVSTA Trails and Land Resources in the Methow Valley. Methow Valley Sport Trails Association.
- 11 Lawrie, J. 2004. Pathways to Prosperity; Economic Impacts of Investment in Bicycle Facilities: A Case Study of North Carolina Northern Outer Banks. North Carolina Department of Transportation.

PAIUTE ATV TRAIL ECONOMIC OUTCOMES

The Paiute ATV Trail system was established in 1990 with three major objectives in mind.

- #1. Provide ATV riders with a legal and enjoyable network of trails to ride.
- #2. Providing such a system will assist land managers in keeping OHVs out of places where their use cannot be tolerated; ie. the trail is a management tool.
- #3. Provide a new stream of financial support to the economy of participating communities.

The main Paiute Trail #01, is a 238 mile loop through four central Utah counties. There are an additional 633 miles of designated side trails that make up loops and access into 16 participating communities. Each of the participating communities have designated routes giving riders legal access to businesses within the community. In these communities riders can access their support needs such as gasoline, restaurants, motels, repairs, groceries, etc.

The Paiute system (871 miles) also connects to the Great Western Trail system, the Fremont Trail System and various other smaller trails and networks to bring the total miles to 1500 plus and connect with a number of other communities.

Observations reflect that progress towards the initial economic objective, is being made, but quantifying that success has been a challenge. Efforts to measure economic benefits are ongoing. What follows are some indicators of this success.

- A series of infra-red trail counters were established to measure the use along the Paiute and GWT systems. These infra-red counters have since been upgraded to more reliable electromagnetic counters. In 1995 the trail system had 23,660 riders, which doubled to 41,230 in 1998 and increased another 25% to 51,690 in 1999; in 2000 the systems had 55,504, in 2001 it was 60,160, and in 2003 it was 64,410 riders, in 2006 there were 77,208 riders, and in 2011 it was 78,792 riders. In 2012 a total of 79,612 machines carrying 113,713 riders used the systems. (See the next bullet)
- In 2012 the number of riders was reassessed because of the increased use of side by side and two up machines along the system. It was apparent that use was not limited to one person per machine; but was something more than that. A photo analysis of 18 trails around the system has shown that UTVs or side by sides were carrying 1.87 riders per machine, and ATVs were carrying 1.25 riders per machine.

- During the 1997 Fillmore Jamboree, the 1997 Rocky Mountain Jamboree and the 1998 Rocky Mountain Jamboree, participants were surveyed and specifically asked to detail the amount of money they were spending and what they were spending it on; fuel, lodging, food, repairs, accessories, etc. Through these surveys it was determined that the average expenditure per rider per day was just over \$110. In 2005 Utah State Tourism estimated that visitors to the State spend an average of \$155 per day. (We purposefully have kept our spending figure on the conservative or low end, to avoid over selling the value of the trail. Therefore, it is estimated that riders coming from out of state are spending an average of \$125 per day to ride the trail.)
- In combining the above two sets of information, it can be calculated the trail brought \$14, 214,000 into the local economy in 2012.
- Local economic development folks state that an outside dollar rolls over four and a half times before it leaves the area. Using this 4½ multiplier the Paiute booted the local economy of central Utah by more than 64 million dollars in 2012. That is not peanuts nor is it anything to sneeze at in rural Utah. *(It should be noted that not every dollar spent stays in the area. A dollar spent on a motel room most likely would, but one spent on gasoline would not.)*
- While the above figures are impressive, it has also been pointed out, that not all riders on the systems spend \$125 per day. Many are local riders who spend much less, and many are from off the Wasatch Front, which would also spend less depending on where they buy their fuel and food and how they secure their lodging.
- There are two popular interpretive sites along the trail, which have log in registers in which people volunteer their home information. Most of the visitors to these sites arrive by ATV or Motorcycle. From analysis of these registers in 2001, 2002 and 2003 it has been determined that use along the Paiute Trail system is approximately 1/3 local, 1/3 Utah (Wasatch Front, Cedar, St. George, etc.) and 1/3 is from out of State. Assuming the out of State visitors are spending \$125 per day; the local users are spending \$15 per day (fuel and lunch) and riders from other locations around the State are spending \$41 per day, which is a third of what an out of state rider would spend.
- Applying the above spending estimates to the 2012 use figures shows the following:
 - 37,904 riders spending \$125 = \$4,738,000
 - 37,904 riders spending \$41 = \$1,554,064
 - 37,904 riders spending \$15 = \$568,560
 - Total economic contribution = \$6,860,624**

This might be a more accurate figure than the \$14,214,000 million stated in a previous bullet.

Some additional observations that might be of interest and help support this economic accomplishment.

- Piute County is one of the four rural Utah counties in which the Paiute System is located. Piute is less affluent than most counties in Utah. Over 85% of the land within the county is federally owned. Population is just over 1,000 people. Second lowest per capita income. In 2012 the entire county operating budget was \$1.1 million; that's for roads, sheriff, county administration, etc.
- In early part of the 1980's the small community of Marysvale in Piute County had seven business licenses. Today there are 27 and many are directly related to the Paiute ATV Trail. Others have an indirect connection.
- US Highway 89 runs through Piute County. Over the past 6 years, according to UDOT statistics, the number of vehicles traveling on Highway 89 has declined by about 6%. Yet, at the same time, the recreation related taxes (tourism taxes on rooms and meals) has increased by 10%. That's less cars through the county but an increase in the tourism related revenue. The only difference is the Paiute Trail.
- One of the better established businesses in Marysvale is a 100 unit campground initially built and developed by Ron Bushman. Ron saw the vision of the Paiute ATV Trail, and developed this campground as a small side business. Today, if you wanted to reserve a weekend space at Lizzy's and Charlies' campground between June 1st and September 30th, you would have to hope for a cancellation. This campground is booked solid. Over 95% of this campgrounds use is trail riders.
- There are five new ATV rental and outfitter businesses that have come into existence directly because of the Paiute. There are many more small businesses that make ATV bags, T-shirts, trailers, seats, etc., all established because of the trail system.
- It is conservatively estimated that during the weeklong 2012 Rocky Mountain Jamboree held in Richfield, Utah in September, that 450 registered riders spent in excess of \$500,000. Again, that's outside money.
- Local ATV dealerships tell us that the majority of the machines they sell, and machines they service, are to and for folks who ride the Paiute trail.
- In the beginning there were several communities that did not want to play. They initially concluded the trail concept was stupid and would never work. Since 1990, each of those same communities have returned to the Paiute Trail Committee begging to be included into the system. (Yes, we let them play.)

- Over 75% of the recreation and tourism related questions coming to the Sevier County Travel Council are related to the Paiute Trail and ATV riding.

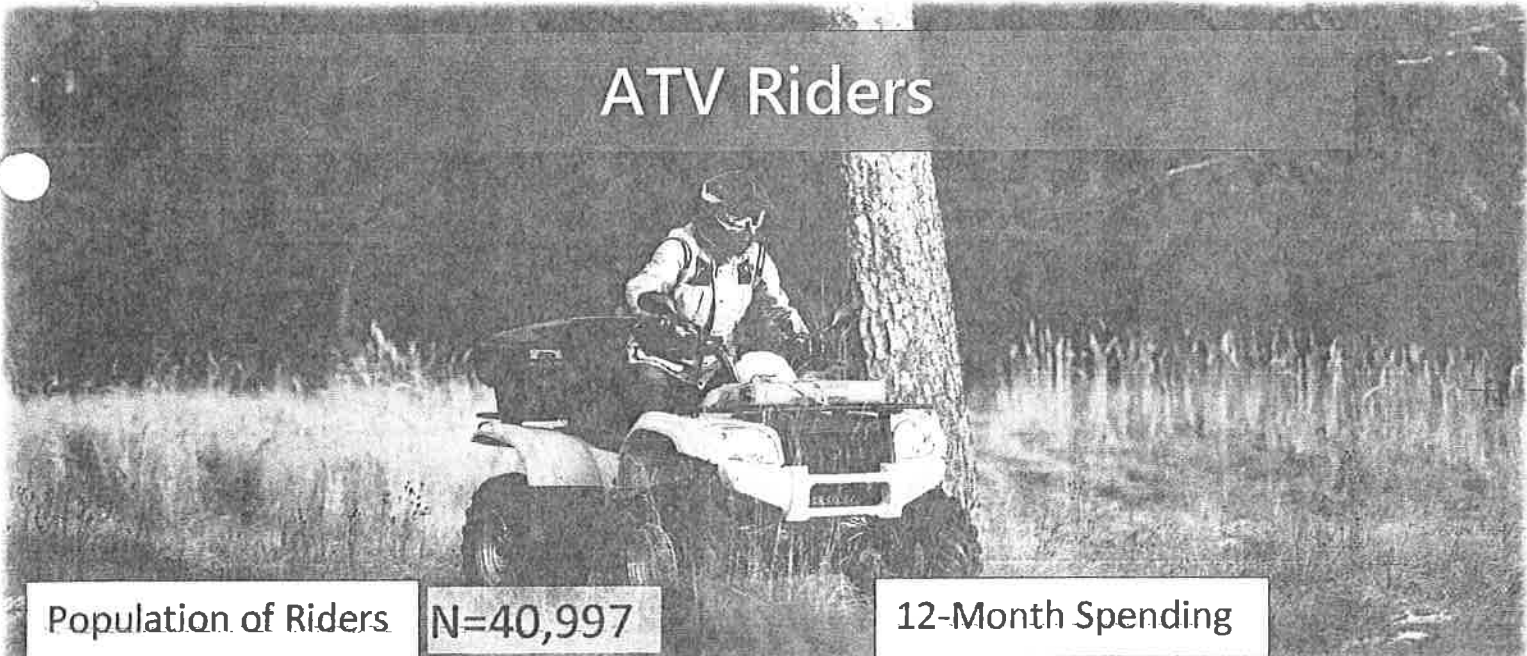
Hopefully this gives you some idea of the contribution the Paiute ATV Trail has made to the economy of rural central Utah. It is realized that economic professionals might question this data and raise a validity challenge because it is not statistically sound. It is a difficult item to measure. Efforts will continue to measure the beneficial outfall of this popular system. One day a more detailed study might be affordable; until then data will be collected and observations made. It is a growing sport that people spend money to participate in; as such the original objectives driving development and management of the trail system are being met.

If you have additional questions or need some clarification of any of the above information, give me a call at (435) 201-7671; e-mail oleranger@hotmail.com

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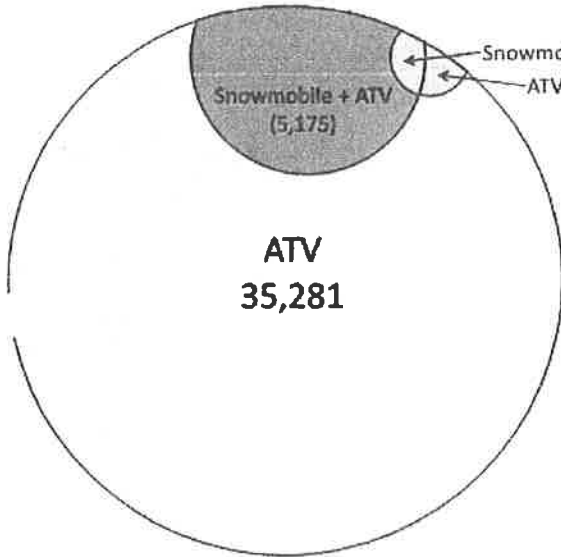
Updated February 2013 to reflect 2012 trail use figures, update where riders are coming from, and also the number of riders per machine.

ATV Riders



Population of Riders **N=40,997**

12-Month Spending



Median Household Income: **\$83,000**

Median Age: **50**

Female **37%**

Male **63%**

	<i>millions</i>
Outings \$42.1 m	Fuel \$11.1
	Food and beverage \$10.6
	Entertainment \$1.7
	Lodging \$5.5
	Outing fees \$13.2
Equipment \$104.6 m	Equipment \$74.3
	Equipment accessories \$7.5
	Repairs \$9.4
	Trailers \$13.4
Accessories \$4.9 m	Wearable accessories \$4.9
	Permits \$1.2
Admin \$8.5 m	Insurance \$5.3
	Plates \$1.2
	OHV fund \$0.8

Total Spending \$160.0 million

Components may not add to total due to rounding

A sample of 844 households were interviewed online between June 17 and August 14, 2015. These respondents reported on 2,534 riders within their households. The median length of interview was 15-minutes, covering demographics, riding habits, spending by category on regular outings, spending by category on special outings, and expenses not directly related to specific outings.

All Terrain Vehicle Riders

Primary location for riding Ride at all

