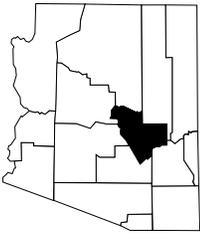
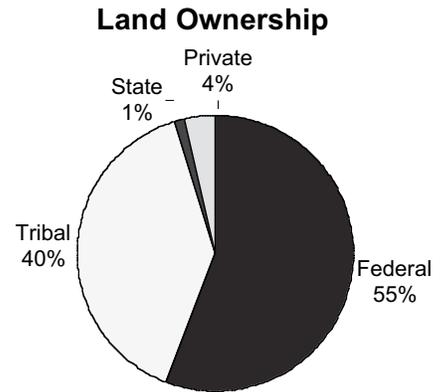


# GILA COUNTY



## Economic Importance of Off-Highway Vehicle Recreation to Gila County

Gila County is located in the east central part of the state. It has 1.0% (51,335) of the state's population and 4.2% (3,066,606 acres or 4,791 square miles) of the state's land base. Population density is 11 people per square mile. The landscape is forested with Pinyon-Juniper or Ponderosa Pine forests and offers a wide range of outdoor recreation opportunities. The region is a popular destination of OHV recreationists who want to explore rough backcountry terrain, dense green forests and somewhat cooler temperatures.



- 36% of households in Gila County are OHV users; state percentage is 21%.
- 8% of all Arizona OHV trip destinations for past 12 months were to Gila County.
- 1,262,607 OHV Recreation Days occur annually in Gila County; 10.3% of Arizona's total.
  - 228,071 OHV Recreation Days (18%) are from Gila County residents.
  - 1,034,536 OHV days (82%) are from other Arizona residents traveling to Gila County.
- 60% of Gila County OHV households are satisfied with their overall OHV experience.

### Total Economic Impact to Gila County from OHV Recreation is \$138 MILLION/year

#### DIRECT ECONOMIC IMPACT—(\$ in millions)

<i>Off-Highway Vehicle Related Expenditures</i>	<i>Total for Gila County</i>	<i>By County Residents</i>	<i>By Other Arizona Residents</i>
OHV Trips—Fuel/Gasoline	\$16.7 M	\$5.8 M	\$10.9 M
Lodging/Campgrounds	\$12.0 M	\$0.8 M	\$11.2 M
Restaurants/Bars	\$11.5 M	\$3.0M	\$8.5 M
Groceries/Liquor	\$13.3 M	\$4.3 M	\$9.0 M
Other (event fees, souvenirs, etc.)	<u>\$13.6 M</u>	<u>\$2.8 M</u>	<u>\$10.8 M</u>
• Total OHV Recreation Trips	\$67.1 M	\$16.7 M	\$50.4 M

- Off-Highway Vehicles + \$16.9 M
- Tow Vehicles/Trailers + \$9.4 M
- OHV Equipment + \$27.1 M

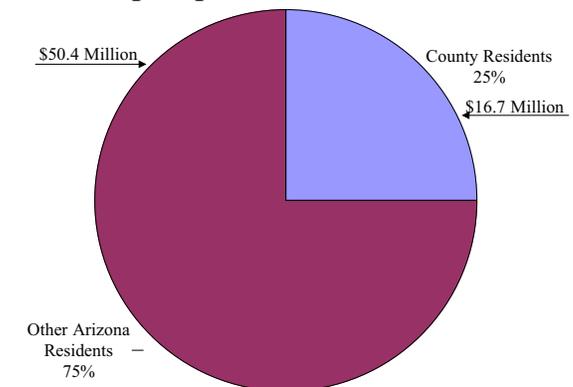
**Total OHV Expenditures = \$120.5 Million**

**TOTAL IMPACT- Multiplier Effect\* \$137.6 Million**

#### INDIRECT ECONOMIC IMPACT

- Full-time/Part-time Jobs (#) 1,322
- Salaries/Wages \$22.3 Million
- State Tax Revenues \$4.2 Million

#### OHV Trip Expenditures—\$67.1 Million



## Economic Importance of OHV Recreation to Gila County

- Creates a statewide economic impact of \$137.6 million (multiplier effect)\*
- Contributes \$120.5 million to local economies through OHV-related expenditures
- Adds \$4.2 million to annual state tax revenues
- Provides \$22.3 million in income (salaries/wages) for Gila County residents
- Supports 1,322 jobs in Gila County

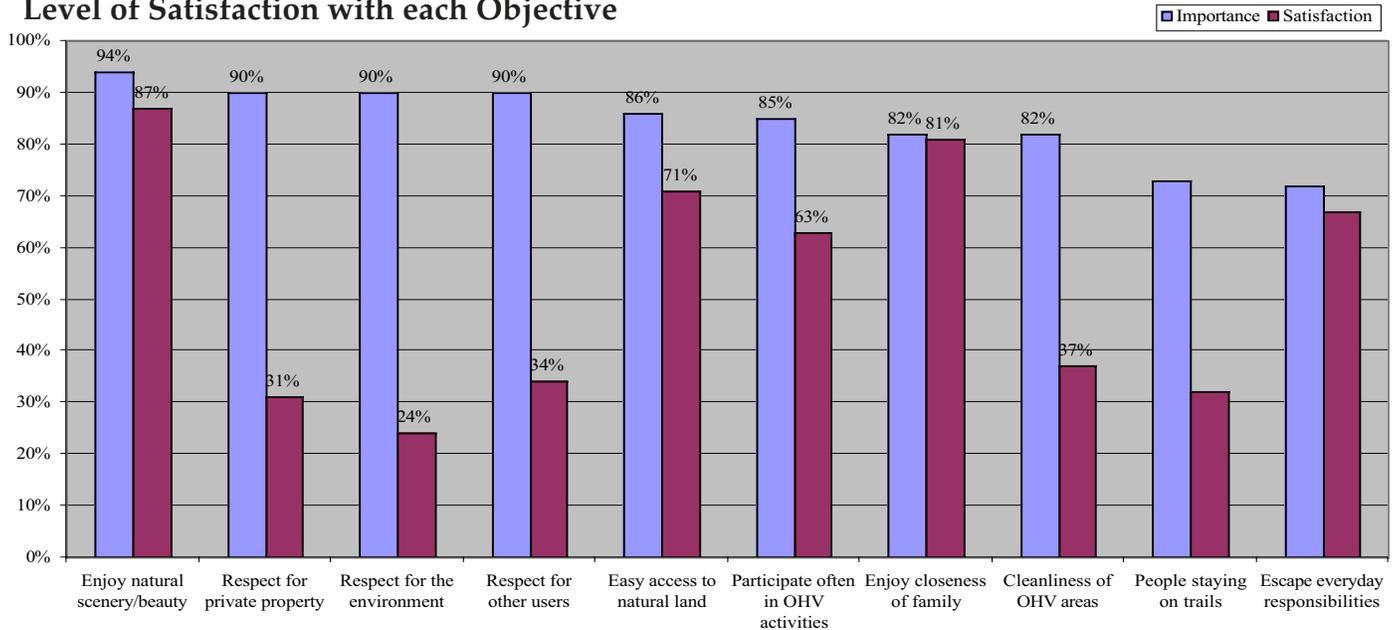
### “Top Ten” Main Reason for taking last OHV Trip

- Sightseeing 15%
- Hunting 14%
- Driving backroads 13%
- Camping 12%
- Fishing 10%
- Trail riding-ATVs 8%
- Hiking or walking 5%
- Visiting historic/arch. sites 3%
- Trail riding-motorbikes 1%
- Driving in open areas 1%

### “Top Ten” Outdoor Activities done on last OHV Trip

- Driving backroads 75%
- Sightseeing 55%
- Hiking or walking 37%
- Camping 33%
- Picnicking 27%
- Trail riding-ATVs 24%
- Hunting 22%
- Fishing 22%
- Wildlife/bird watching 20%
- Photography 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 50%
- All Terrain Vehicle (ATV) 39%
- Sport Utility Vehicle/Jeep 27%
- Trail Motorcycle 8%
- 2WD Pickup Truck 6%
- Dune Buggy/Sand Rail 6%
- 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:  
 Arizona State Parks  
 Recreational Trails  
 1300 W. Washington St.  
 Phoenix, AZ 85007  
 Tel & TTY (602) 542-7174  
[www.azstateparks.com](http://www.azstateparks.com)