



New Brunswick All Terrain Vehicle Federation Inc.
Fédération des Véhicules Tout-Terrain du Nouveau-Brunswick Inc.

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News release

Survey shows ATV industry is the fastest growing family-oriented sport generating \$358 million in the New Brunswick economy

June 12, 2018 – Fredericton, NB – The New Brunswick All-Terrain Vehicle Federation (NBATVF) has announced the results of a survey showing that the ATV industry is the fastest growing family-oriented sport in New Brunswick generating \$358 million in the provincial economy. The survey, compiled by Smith Gunther Associates Ltd., focused on the economic impact of the ATV industry in New-Brunswick for the year 2017.

The survey targeted New-Brunswick's 51,000 ATV enthusiasts consisting of 22,000 NBATVF members and 29,000 registered ATV owners. Two thousand and thirty-eight (2038) individuals responded to the survey.

“We are very pleased with the survey results which are consistent with a national survey that was done a few years ago.” stated Federation President Roger Daigle “This latest survey allows us to better measure the economic impact our sport has on the province’s economy. In particular, it shows that capital and activities expenditures amounted to \$358.7 million, which includes new capital expenditures of \$181.8 million, mainly on new ATVs and new upgrades to other transportation equipment to haul ATVs to trailheads. ATVers spent another \$176.9 million on operations. The economic impact of ATVs also generates about \$15.4 million in tax revenue for the province and \$1.8 million in infrastructure investments by the 56 clubs in the province.

Inclusive of all economic impacts, these expenditures generated 4,722 New Brunswick jobs with employment incomes of \$165 million and tourism revenues of at least \$76 million.” he added.

The survey results include expenditures incurred by less than 10 visitors or tourists with residential postal codes from outside the province. Those overnighing in New Brunswick or visiting friends have reciprocal trail privileges and don’t always announce themselves when they travel on New Brunswick ATV trails.

“These numbers will help our Federation and its club members convince Government that investing in this new tourism product is financially sound.” said Daigle. “It will also help speed up the process of getting approval for use of Crown lands and roads in order that ATVers can have access to services and amenities within municipalities such as motels, hotels, restaurants and gas stations, something that visitors and local users are looking for.” he added.

The President goes on to add that in the past year, many municipalities have accepted to support the NBATVF through its clubs to grant access to ATVers on municipal streets, but the timeliness of Government approval and lack of funding impede the progress that the ATV industry need to become a world-class tourism product in New-Brunswick.

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Note : The 32-page comprehensive and detailed survey report is available on request from the Federation.

To illustrate our point: In the picture below, here is a picture that was taken during the last ATV Fun Run that was organized by the Nashwaak Valley ATV Club. We estimate that the ATVs and equipment represented in this picture are worth at least half a million dollars.

