

Economic Impacts of Snowmobile Tourism in New Brunswick

Tourism, Heritage and Culture
Policy & Planning

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NBFSC Trails

- The New Brunswick Federation of Snowmobile Clubs is the trail manager for the province's 8,000 KM of "White Gold" snowmobile trails which are groomed by its 51 volunteer-based clubs
- A tourism economic impact study was conducted in 2009, based on a representative survey of 621 resident and non-resident snowmobile trail permit holders (out of 9,968 NB resident trail permit holders, and a total of 11,446 trail permit holders; 359 survey respondents qualified as having taken snowmobile tourism trips in NB)
 - This survey investigated snowmobile tourism trip characteristics including incidence rates of same-day and overnight trips, origins, destinations, and categorized spending *while on trips – economic activity related to snowmobile sales, service, insurance and operation by households and businesses were out of scope for this tourism economic impact study*
- Current economic impacts for snowmobile tourism were estimated using a similar procedure to that used for the NBFSC (May 2013) Mount Carleton snowmobile trail development plan:
 - Current trail development and operational expenditures based on June 30, 2014 statements
 - Trail permit holders' 2009 survey data was re-weighted to 13,969 resident and 1,531 non-resident trail permit holders during the 2014-15 season
 - Categorized spending estimates from the trail permit holders' survey data were adjusted for inflation ([CPI](#); 10.19% increase from Feb. 2009 to Feb. 2015), except for reported fuel expenditures which were adjusted based on [EUB fuel price settings](#) (23% increase from Dec. 2008-Mar. 2009 to Dec. 2014-Mar. 2015)
 - Season lengths appeared consistent, based on reported amounts of snow on the ground from available weather station data (Bathurst, Edmundston, Miramichi)

NBFSC Tourism

Economic Impacts

Updated to 2014-15

Adjusted to the number of NBFSC trail permits issued in 2014-15, and for current travel and fuel costs, snowmobilers spent nearly \$18M while on out-of-town snowmobile trips during the past season. Non-resident snowmobile tourism spending was estimated at \$5M. Snowmobile tourism provided a total sales volume of \$33M and added an estimated \$8M to provincial GDP. This level of economic activity would sustain an estimated 233 full-time equivalent person years of employment (160 direct & indirect only).

Provincial tax revenues from snowmobile tourism in the 2014-15 season were estimated at \$1.2M.

Total visitor spending while on snowmobile tourism trips	\$17,880,336
Non-resident	\$5,059,992
Total output (gross sales)	\$32,688,077
Direct & Indirect only	\$24,180,775
Value added to provincial GDP	\$12,138,661
Direct & Indirect only	\$8,091,188
Jobs sustained (FTEs)	233
Direct & Indirect only	160
Tax revenues	
Federal	\$1,635,296
Provincial	\$1,213,678
Municipal	\$165,864