



SNOWMOBILE MOTONEIGE

NB



Economic Impact Report

May 2025

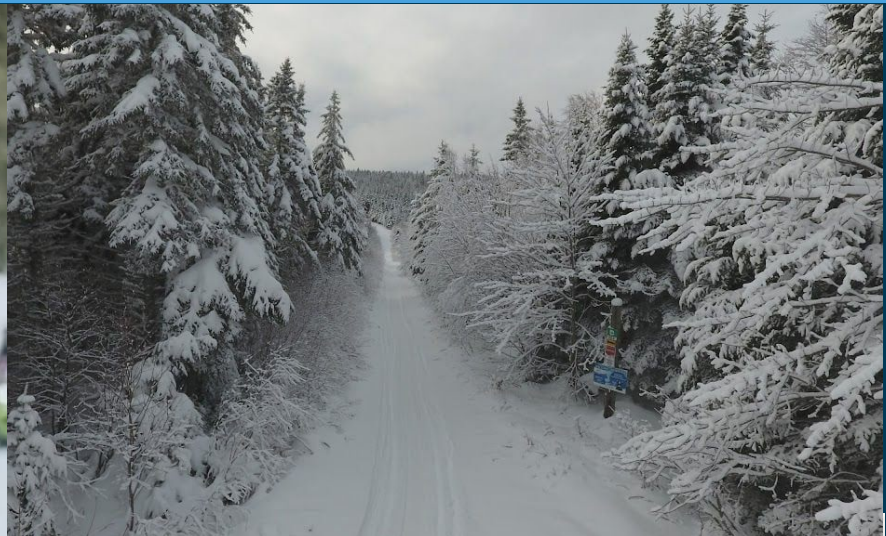




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Executive Summary



Introduction

The New Brunswick Federation of Snowmobile Clubs (SMNB) oversees the securement, development, winter maintenance, and management of snowmobile trails in New Brunswick. The extent and quality of the trail network has grown substantially over the years. This report shows the activities, choices and spending of snowmobilers so the report can be used in future years to measure changes in activity, and economic impacts, and to support specific investments in New Brunswick's winter tourism.

In 2025, SMNB utilized a combination of online surveys, provincial trail counters and individual data from the purchasers of the 2023 winter SMNB Trail Permit sales to residents and tourists. The real and credible results allow us to determine accurate returns on investments that were not previously available from the provincial government.

Approach

This report is based on information from 985 snowmobilers completing a survey. The results provide estimates of participation, snowmobiling activity, spending, and trail preferences for the 23,278 New Brunswick snowmobile permit holders during the 2023 Winter season from December 2022 to April 2023. Results are divided according to New Brunswick residents and out-of province visitors.

Results

The annual \$195 million worth of economic value of snowmobile development includes:

1. \$23 million in GDP from snowmobile tourism
2. \$172 million in GDP from resident snowmobilers

Sub-total: \$195 million

¹ Intra- and inter-provincial tourism is included; added-value is gross-domestic product (GDP).

Total economic impacts of New Brunswick residents and visitors

(\$000s)	Residents	Visitors	Total NB
Output	\$316,032	\$43,065	\$359,097
GDP	\$171,781	\$23,648	\$195,429
Income	\$92,631	\$21,931	\$114,562
Employment¹	2,004	563	2,567
Provincial tax²	\$21,721	\$3,995	\$25,716
Federal tax²	\$15,512	\$3,343	\$18,855

Source: Statistics Canada interprovincial economic impact model, 2021

1. Employment is full-time equivalents. 2. Taxes exclude corporate taxes.

The economic impact of New Brunswick residents and visitors was also expressed in terms of trip spending and equipment and gear spending. The annual \$195 million worth of economic value of snowmobiles includes:

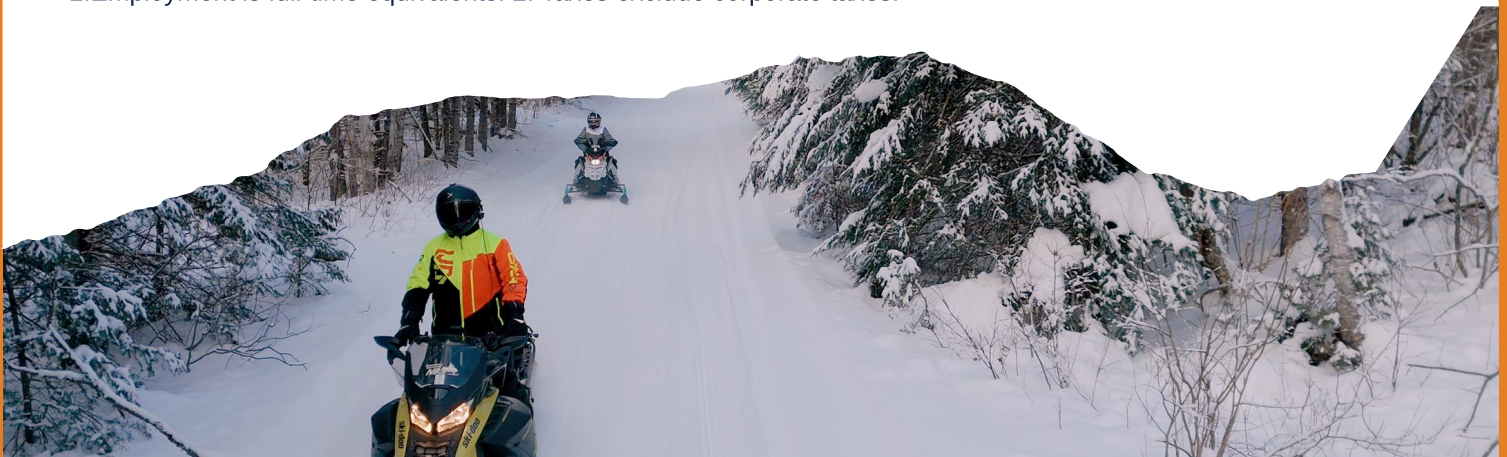
1. \$37 million in GDP from snowmobile trip spending
 2. \$158 million in GDP from gear and equipment spending
- Sub-total: \$195 million

Economic impacts of snowmobile trip spending

(\$000s)	Direct	Indirect	Induced	Total NB	Total Canada
Output	\$39,663	\$17,070	\$10,945	\$67,678	\$78,993
GDP	\$21,952	\$8,701	\$6,441	\$37,094	\$42,290
Income	\$14,714	\$5,039	\$3,106	\$22,859	\$25,635
Employment¹	455	82	58	595	637
Provincial tax²	\$2,532	\$951	\$1,444	\$4,927	
Federal tax²	\$2,261	\$664	\$784	\$3,708	\$3,925

Source: Statistics Canada interprovincial economic impact model, 2021

1. Employment is full-time equivalents. 2. Taxes exclude corporate taxes.



Economic impacts of snowmobile equipment and gear spending

(\$000s)	Direct	Indirect	Induced	Total NB	Total Canada
Output	\$168,058	\$80,441	\$42,920	\$291,419	\$330,829
GDP	\$88,875	\$44,219	\$25,240	\$158,335	\$178,355
Income	\$54,554	\$25,083	\$12,066	\$91,703	\$102,799
Employment¹	1,357	386	228	1972	2,134
Provincial tax²	\$10,389	\$4,762	\$5,637	\$20,789	
Federal tax²	\$8,773	\$3,315	\$3,058	\$15,147	\$16,235

Source: Statistics Canada interprovincial economic impact model, 2021

Employment is full-time equivalents. 2. Taxes exclude corporate taxes.

Outcomes

- **SMNB origin** – 84.2% are New Brunswick residents using nearby trails as their main destination. Residents travel about 28 km to reach the trails. A household has about 2 permit holders. The average days and nights spent by SMNBs are 13 and 2, respectively.
- **Trip planning** - Only a small proportion (14%) of out-of-province visitors plan their snowmobiling activities before arriving in New Brunswick. Among all snowmobilers, the most frequently used online resource is OSM-STV (30%), followed by the SMNB website (9%) and the Explore NB tourism site (5%).
- **Trip days** - The total estimated trip days for all snowmobilers in New Brunswick is 301,700. Almost a fifth (19%) are in Zone 5, followed by 15% in Zones 1 and 4, then 14% in Zone 8.
- **Daily spending** – Zone 8 recorded the highest average daily spending at \$156, followed by Zone 5 at \$136, and Zones 1 and 2 at \$130.
- **Trip spending** - The trip spending is \$39.7 million, mainly for transportation (41%), followed by food (26%), and accommodation (19%). Visitors to the province account for 12% (\$4.8 million).
- **Equipment and gear spending** - About \$168 million in total includes (80%) spent on snowmobiles, followed by trailer purchases (7%), and the average spending per snowmobiler is about \$5,355 per year.
- **The total spending** - including \$39.7 million on trips and \$168 million on gear and equipment, amounts to a combined expenditure of \$208 million.
- **Trail Preferences**- The majority of respondents reported high levels of satisfaction with the snowmobile trails.
- **Health Benefits** - Snowmobiling meets the Canadian 24-Hour Movement Guidelines that 150 minutes of moderate to vigorous activity each week improves mental health and well-being. 93% of respondents responded positively or very positively to mental health benefits.

BACKGROUND

Snowmobile Motoneige New Brunswick (SMNB) oversees the development and management of trails used for snowmobiling across the province. The extent and quality of the snowmobile network has grown substantially over the years. Snowmobiling has generated tourism activity within the province as well as tourist visitation from outside the province.

This report provides economic impact results for SMNB that are consistent with the methods and expectations of New Brunswick Tourism, Heritage and Culture (NBTHC). The report contains data of interest to snowmobile clubs, snowmobile and equipment dealers, tourism operators, local and provincial government, and the public.

Goal and Objectives

The goal is to complete an economic impact report of snowmobilers using the trail network in New Brunswick. The study will be usable in future years to measure changes in activity and economic impact, and to examine “signature” trails as specific investments and promotions are undertaken. More specifically, the study must include the following:

- Design and implement surveys to gather snowmobile trail user information;
- Provide conventional economic measures of direct, indirect, and induced impacts including: output, gross domestic product (added-value), jobs, incomes, and tax revenues generated to governments; and
- Show provincial impacts for each economic measure.

Scope

This report examines the total population of New Brunswick snowmobile permit holders (23,278) during the December 2022 to April 2023 (Winter 2023). The results only include their activities in New Brunswick and their spending in the province. Results are divided according to New Brunswick residents and visitors (out-of province), and resident results are further divided between “local” and “distant” trail users to help assess the tourism-related value of snowmobile activities.

Survey Design and Implementation

The approach to survey design and selection of questions is based on previous surveys conducted by Gardner Pinfold, Parks Canada Agency, and Statistics Canada. The approach is also informed by input from SMNB. The core survey questions regarding trip characteristics and spending categories adhere to Statistics Canada travel survey questions and methods (i.e. National Travel Survey and International Travel Survey). Additional questions of interest to SMNB regarding snowmobiler views and preferences for trail experiences were included.

SMNB maintains a database of all Winter 2023 permit holders (23,278) that includes individuals willing to be contacted (2,985) by the organization for trail development purposes. The survey was delivered entirely online and was secured so respondents were only able to complete the survey once.

The survey remained open for at least two months to allow as many people as possible to participate. Initial invitations were followed-up with three reminders to improve response rates. The survey did not require answers to be filled in for all questions, and participants could opt-out of any question they did not want to answer.

The approach to economic impact analysis is expenditure-driven and relies on SMNB information, input from representatives of snowmobile clubs, and surveys of snowmobile permit holders for Winter 2023. The next step is to flow the measures of output through an economic input-output model. The Statistics Canada 2021 input-output model is the basis for all economic impact calculations. Economic impacts within each province as well as impacts to Canada as a whole are produced from the Statistics Canada model. The output estimates are flowed through the appropriate industries and commodities.

Impacts are quantified using conventional economic indicators consistent with the national income accounting framework. Economic impact is measured with these key indicators:



Gross value of output: economic impact arises as industry expenditures work their way through the economy. Company spending on inputs becomes the revenue of many other companies, which they in turn spend on inputs for the goods and services they produce, and so on. Gross value of output, then, is the cumulative sum of these sales and purchases of intermediate and final goods and services. These transactions occur in the province, and also spill over to other provinces where supply and service industries may be located.



GDP: an industry's contribution to Gross Domestic Product represents its broadest measure of economic impact. The domestic product of an industry captures the value it adds to purchased inputs through the application of labour and capital. GDP represents the sum of the value added by each industry. Value added should not be confused with sales value, since the latter would include the value of purchased inputs.



Employment: industry employment is important politically because of the significance generally attached to jobs, but from an economic impact perspective, the significance lies in the economic impact generated through the spending of employment income. The greater the employment and higher the average income, the more significant the industry in terms of economic impact.



Income: this captures the payments to households in the form of wages and salaries earned in the impacted industries. Returns to labour in the form of wages and salaries form a key component of GDP. Industries paying relatively high average wages and salaries generate a correspondingly higher economic impact than industries paying lower average incomes.

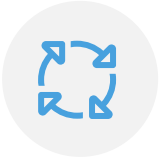


Taxes: include federal and provincial taxes on products and production, and personal income taxes. Corporate taxes are not included.

Economic impacts are generated through direct, indirect and induced demand in the economy expressed in terms of industry and consumer purchases of goods and services. The sum of indirect and induced impacts is often referred to as the “spin-off” impact.



Direct impact: refers to impact arising from the expenditures made by firms in the subject industries on the goods and services needed to produce industry outputs. For example, the accommodation sector operators buy furnishings from manufacturers; retail service stations buy fuel from refineries; the food services sector buy foods from wholesalers.



Spin-off impact: the sum of indirect and induced impacts. Indirect impact refers to the impacts generated as direct demand triggers a range of inter-industry purchases. For example, boat builders buy components from manufacturers; refineries buy services from maintenance contractors; catering companies buy basic food products. These industries in turn buy more basic goods and services, and so on. Induced impact refers to the demand created in the broader economy through consumer spending of incomes earned by those employed in direct and indirect activities.

RESULTS

SURVEY RESPONDENTS

During the 2023 winter season there were 23,278 snowmobile permit holders and to conduct the survey we reached 2,861 valid contacts. The survey was distributed to these contacts and Table 1 shows the respondents by number of households (560) in the survey.

Respondents completed the survey on behalf of the permit holders in their household. In the analysis, permit holders refer to individuals who hold permits, whereas households refer to the total number of distinct residential units surveyed, regardless of how many permit holders reside within each. The respondent counts are therefore broken down by both the number of individual permit holders and the number of households. In Table 1, the majority of households have one permit holder (56%), then 37% have two permit holders, and 7% have 3 or more permit holders in their household. A total of 560 households have permits.

Table 1. Number of households with 1 to 5 or more permit holders

Location	1	2	3	4	5 or more	Grand Total
New Brunswick	251	188	26	8	3	476
Nova Scotia	16	7				23
Other Canada	32	10	0	0	0	42
USA	5	2	0	0	0	7
Prince Edward Island	8	1	3			12
Grand Total	312	208	29	8	3	560
Percentage	55.7%	37.1%	5.2%	1.4%	0.5%	100%

We successfully reached 560 households, representing 985 permit holders, out of the 2,861 invited to participate. This corresponds to a 34%¹ response rate, which is generally considered an excellent level of participation for surveys of this kind. Table 2 provides a breakdown of the 985 respondents by age group, with the largest share (42%) aged 35–49, followed by those aged 50–69 (27%) and 19–34 (20%).

Table 2. Number of permit holders by age group

Location	Under 19	19-34	35-49	50-69	Over 69	Total
NB	72	171	358	223	15	839
CAN other	4	14	26	24	2	70
NS	6	10	17	15	1	49
PE	2	0	10	4	0	16
USA	1	4	3	3	0	11
Grand Total	85	199	414	269	18	985
Percentage	8.63	20.20	42.03	27.31	1.83	100.00

Provincial tourism efforts aim to attract snowmobilers from outside the province as well as promoting snowmobile tourism within the province. Historically the distance of travel from home (over 27 kms) was used to identify within-province tourism and this is used here even though modern definitions of tourism are more flexible (e.g. travel outside the normal environment).

In Table 3, the majority of snowmobile households (84.2%) are based in New Brunswick. On average, snowmobilers travel 28 km from their residence to their main snowmobiling destination. Each household owns approximately two snowmobiles. During the season, snowmobilers typically spend 13 days and 2 nights snowmobiling.

1. Number of permit holders divided by total invited participants

Table 3. Snowmobiler statistics by origin

Location	SMNBs	Distance ¹	SMNBs household	Days ³	Nights ³
NB	84.3%	63.20	2.00	13.56	1.80
NS	4.1%	17.71	2.35	10.08	7.08
PE	2.1%	6.82	2.25	14.14	6.73
CAN Other	8.3%	45.22	0.18	7.85	1.80
USA	1.2%	5.00	2.71	14.88	7.63
Average²	100.0%	27.59	2.03	13.06	2.24

1. New Brunswick residents were asked how far they travel to their main snowmobile destination in the province; 2. Average number of snowmobiles per household of respondents; 3. The number of days and nights are per snowmobile permit holder.

VISITOR STATISTICS



In Table 4, according to Statistics Canada trip purpose categories for tourism, majority (80.3%) of visiting snowmobilers from other provinces are in New Brunswick for a pleasure holiday, a few (14.8%) are visiting friends and family, while 4.9% had other reasons that involve snowmobiling

Table 4. The out-of province visitors' main purpose of trip

Location	Other (health, study, shopping)?	Business or work related?	Visiting friends or relatives?	Pleasure vacation or holiday?	Total
Other Canada	4.92%	0.00%	13.11%	50.82%	68.85%
NS	0.00%	0.00%	0.00%	0.00%	0.00%
PE	0.00%	0.00%	0.00%	19.67%	19.67%
USA	0.00%	0.00%	1.64%	9.84%	11.48%
Grand Total	4.92%	0.00%	14.75%	80.33%	100.00%

In Table 5, a small amount (14%) of out-of-province visitors plan their snowmobiling activities before they come to New Brunswick. most chose their snowmobiling destinations “by chance” (72%), and the remaining 14% make plans once they are in New Brunswick or while touring.



Table 5. Out-of-province snowmobile visitors trip planning

Location	Before	After	Tour	By chance	Total
Other Canada	14%	7%	3%	43%	67%
NS	0%	0%	0%	0%	0%
PE	0%	0%	2%	19%	21%
USA	0%	0%	2%	10%	12%
Grand Total	14%	7%	7%	72%	100%

TRIP PLANNING RESOURCES



In Table 6, among all snowmobilers, the most frequently used online resource is the OSM-STV (30%), while another 30% do not rely heavily on any sources for trip planning. This is followed by 20% who use alternative resources, 9% who visit the SMNB website, and 5% who use Explore NB Tourism. Overall, 85% of respondents are residents planning trips within their region, while the remaining 15% are visitors from outside the area.

Table 6. All snowmobilers use the websites for trip planning

Location	Online	SMNB Motoneige NB website	OSM-STV	Explore NB / Tourism NB	Motoneige.ca/Sledmagazine.com/Snow	None	Other	Grand Total
NB	3.17%	8.10%	25.35%	4.31%	2.29%	25.09%	16.55%	84.86%
CAN Other	0.26%	0.70%	2.20%	0.18%	0.00%	2.11%	1.58%	7.04%
NS	0.00%	0.35%	1.32%	0.09%	0.18%	1.32%	1.23%	4.49%
PE	0.09%	0.18%	0.70%	0.26%	0.00%	0.70%	0.44%	2.38%
USA	0.00%	0.09%	0.44%	0.00%	0.00%	0.44%	0.26%	1.23%
Total	3.52%	9.42%	30.02%	4.84%	2.46%	29.67%	20.07%	100.00%

PROVINCIAL SNOWMOBILE ZONES



SMNB identifies eight (8) zones for snowmobiling in the province (below). Snowmobilers were asked how many days they snowmobile in the province and what portion is spent in each of these zones.

Edmundston - Perth Andover

Zone 1

Christmas Mountains - Campbellton-Kedgwick-Saint Quentin

Zone 2

Acadian Peninsula - Bathurst

Zone 3

Historic Highlands - Glassville-Florenceville/Bristol-Woodstock-Canterbury-Nackawic-Keswick Ridge

Zone 4

Boiestown - Miramichi-Neguac

Zone 5

Saint Louis de Kent - Moncton-Sackville

Zone 6

Fredericton- Grand Lake - Harvey/McAdam-Grand Bay Westfield-St Stephen

Zone 7

Fundy Highlands - Caledonia Mountain-Sussex/Fundy-Saint John

Zone 8



According to Table 7, the total estimated trip days for all snowmobilers in New Brunswick is 301,700. Almost a fifth (19%) are in Zone 5, followed by 15% in Zones 1 and 4, then 14% in Zone 8.

Table 7. Snowmobile days in each zone by origin of snowmobiler (000s)

Province	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
NB	38.9	32.5	27.6	38.8	49.7	11.4	27.7	38.6	265.2
NS	1.2	0.9	0.9	3.2	1.0	0.5	2.0	2.2	11.9
USA	0.2	0.2	0.7	1.2	0.4	-	0.1	0.1	2.9
CAN other	4.3	1.8	1.1	1.0	5.1	2.8	0.5	1.8	18.4
PE	0.6	0.1	0.2	0.6	0.3	0.8	0.5	0.3	3.4
Total	45.2	35.5	30.5	44.8	56.5	15.5	30.8	43.0	301.8
Percent	15 %	12 %	10 %	15 %	19 %	5 %	10 %	14 %	100 %

SNOWMOBILERS TRIP SPENDING



Survey respondents indicated their snowmobile trip spending according to Statistics Canada travel survey spending categories and one added category for snowmobile rental. The spending totals for survey respondents were applied to the total number of permit holders to estimate total spending for the winter 2023 season (Table 8). The total spending is \$39.7 million and the majority is for transportation (41%), followed by food (26%), and accommodation (19%). Visitors (locations except NB) to the province account for 12%; a total of \$4.8 million.



Table 8: Snowmobile trip spending by origin of snowmobiler

Location	Rental	Accomm.	Transport	Food	Recreation	Other	Total
NB	\$1,532	\$6,026	\$14,646	\$9,054	\$2,865	\$798	\$34,833
NS	\$19	\$920	\$1,035	\$704	\$193	\$66	\$1,436
PE	-	\$423	\$321	\$304	\$51	\$38	\$544
Other Canada	-	\$135	\$76	\$72	\$9	\$4	\$2,456
USA	\$19	\$128	\$97	\$116	\$11	\$7	\$395
Grand Total	\$1,568	\$7,632	\$16,173	\$10,251	\$3,128	\$910	\$39,664
Percentage	4%	19%	41%	26%	8%	2%	100%
Per person	\$45.05	\$219.29	\$464.71	\$294.54	\$89.88	\$26.16	\$1,139.66

Using the number of days spent in each provincial snowmobile zone as a basis for distributing the trip spending of each snowmobiler, Table 9 shows spending and daily spending rates by zone. The largest share of spending (20%) is in Zone 5, followed by 17% in Zone 8, and 15% in Zone 1. The provincial average daily spending rate is \$130 per day, and the spending rate ranges from a low of \$107 in Zone 6 to a high of \$156 in Zone 8.

Table 9. Daily spending in each zone by origin of snowmobiler (\$000s)

Location	Zones								Total
	1	2	3	4	5	6	7	8	
CAN other	\$499	\$265	\$166	\$113	\$699	\$252	\$91	\$371	\$2,456
NB	\$5,199	\$4,130	\$3,115	\$4,907	\$6,737	\$1,290	\$3,451	\$6,005	\$34,833
NS	\$155	\$184	\$170	\$145	\$184	\$105	\$200	\$293	\$1,436
USA	\$15	\$30	\$76	\$148	\$73	\$0	\$36	\$17	\$395
PE	\$41	\$33	\$43	\$111	\$60	\$23	\$151	\$82	\$544
Grand Total	\$5,910	\$4,642	\$3,570	\$5,423	\$7,754	\$1,669	\$3,929	\$6,767	\$39,664
Percentage	15%	12%	9%	14%	20%	4%	10%	17%	100%
Per person	\$1,092	\$1,002	\$1,103	\$1,334	\$1,465	\$812	\$1,241	\$1,922	\$1,264
Per day	\$130	\$130	\$116	\$120	\$136	\$107	\$126	\$156	\$130

SNOWMOBILERS GEAR AND EQUIPMENT SPENDING

Survey respondents estimated their annual spending in New Brunswick on gear according to six (6) spending categories including “other” snowmobile-related purchases.

Table 10 outlines snowmobile spending on equipment and gear by category, with total spending amounting to \$168 million. The majority of this expenditure (80%) is allocated to snowmobiles, followed by trailers (7%) and clothing (5%).

Table 10: Snowmobile spending on equipment and gear by spending category

	Snowmobiles	Trailers	Clothing	Accessories	Buildings	Other	Total
NB Distant	132,207	9,075	8,607	6,500	5,947	980	163,315
NS	1,681	2,015	471	168	0	20	4,354
PEI	175	0	26	30	0	53	284
CAN Other	0	0	45	18	0	0	63
USA	0	0	19	23	0	0	42
Total	134,062	11,090	9,167	6,738	5,947	1,054	168,058
Percent	80%	7%	5%	4%	4%	1%	100%

Table 11 shows snowmobile spending on equipment and gear based on the origin of the snowmobiler. Snowmobilers from Zone 8 contribute the largest share of spending at 24%, followed by Zone 5 at 17%, and Zones 1 and 7 at 12% each. Of the \$168 million spent on gear, 90% (\$151.4 million) comes from New Brunswick residents, while the remaining 10% is attributed to visitors. On average, each person spends \$5,355 per year on snowmobile gear and equipment.

Table 11: Snowmobile spending on equipment and gear by origin (\$000s)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Other CAN	\$746	\$823	\$234	\$58	\$508	\$0	\$0	\$2,443	\$4,813
NB	\$17,685	\$13,335	\$11,767	\$23,020	\$25,422	\$8,036	\$19,544	\$32,663	\$151,473
NS	\$231	\$623	\$813	\$19	\$410	\$9	\$16	\$3,852	\$5,973
USA	\$718	\$239	\$0	\$0	\$0	\$0	\$0	\$884	\$1,841
PE	\$765	\$347	\$174	\$168	\$2,309	\$177	\$0	\$16	\$3,957
Grand Total	\$20,145	\$15,367	\$12,989	\$23,266	\$28,650	\$8,223	\$19,560	\$39,859	\$168,058
Percent	12%	9%	8%	14%	17%	5%	12%	24%	100%
Per Person	\$3,722	\$3,318	\$4,012	\$5,724	\$5,412	\$3,999	\$6,177	\$11,320	\$5,355

Therefore, trip spending (\$39.7 million) and gear and equipment spending (\$168 million) result in a combined expenditure of \$208 million.

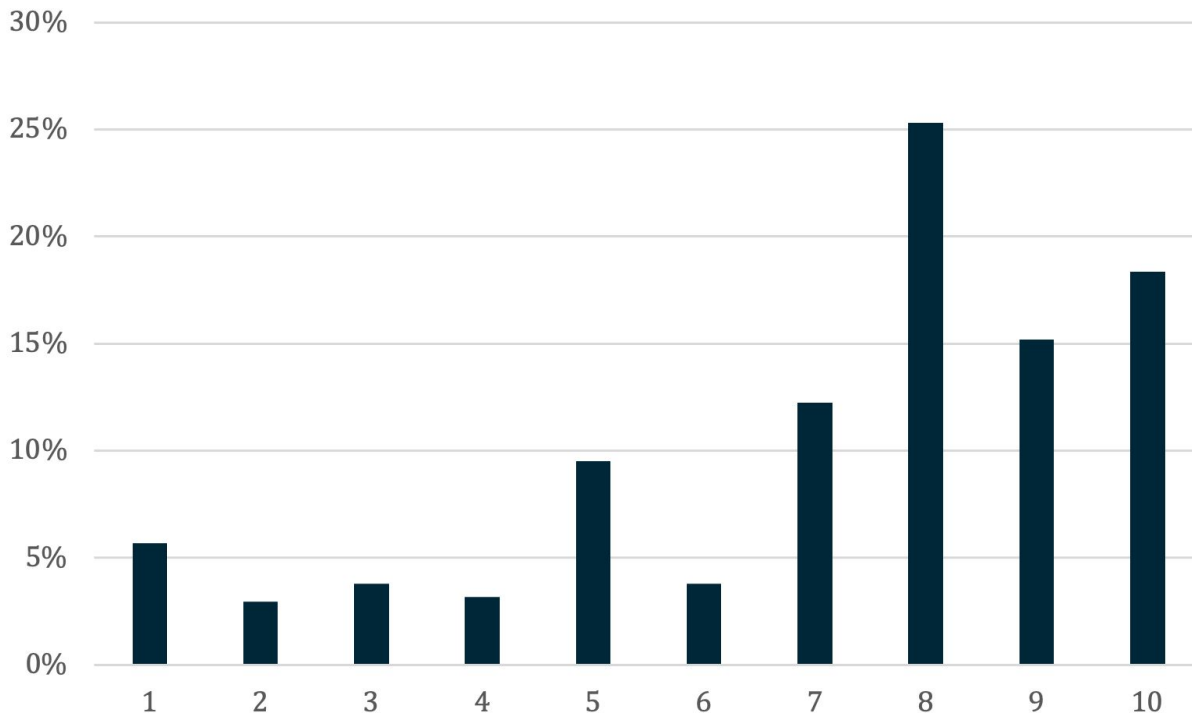
Survey respondents were asked to rank their top three picks from ten trails where they could enjoy an all expenses paid three-day guided trip with another guest SMNB (figure below). The top three are the Moose Valley, Bathurst, and Christmas Mountain trails for attracting the most number one rankings (first choice), as well as the highest combined first, second, and third rankings. Miramichi, Edmundston, and Campbellton trails attracted strong second and third rank choices despite lower first ranking

TRAIL PREFERENCES

Survey respondents used a 10-point scale to rate their satisfaction of different types of trails and their overall satisfaction with New Brunswick snowmobile trails. The overall satisfaction is very high with 80% giving a rating from 8 to 10. Groomed snowmobile trails received the highest satisfaction, with 86% rating them between 8 and 10. In comparison, 46% gave wilderness trails a high rating, while only 18% rated groomed shared-use trails as highly.

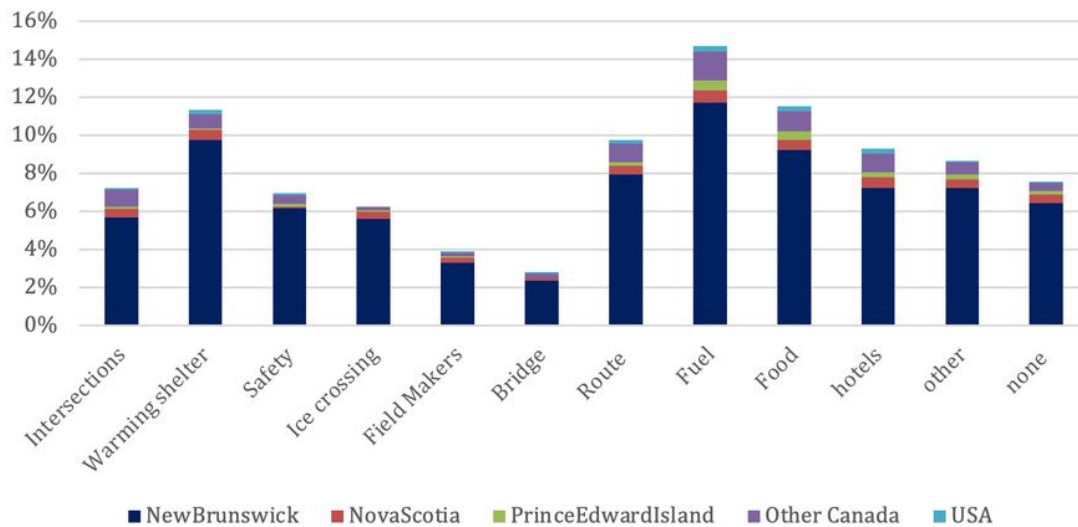


Figure 1: Satisfaction ratings (1-10) snowmobile experience



The survey data indicates that snowmobilers in New Brunswick generally had a positive experience, with the majority of responses concentrated in the higher satisfaction range (scores 7-10). Notably, satisfaction level 8 recorded the highest number of responses, followed by levels 10 and 9, which also demonstrated strong representation. In contrast, lower satisfaction scores (1-4) accounted for a significantly smaller portion of responses, suggesting that negative experiences were relatively uncommon. These findings highlight a predominantly favorable perception of snowmobiling in the region, with only a minor proportion of respondents expressing dissatisfaction.

Figure 2: Snowmobiler signage improvement feedback



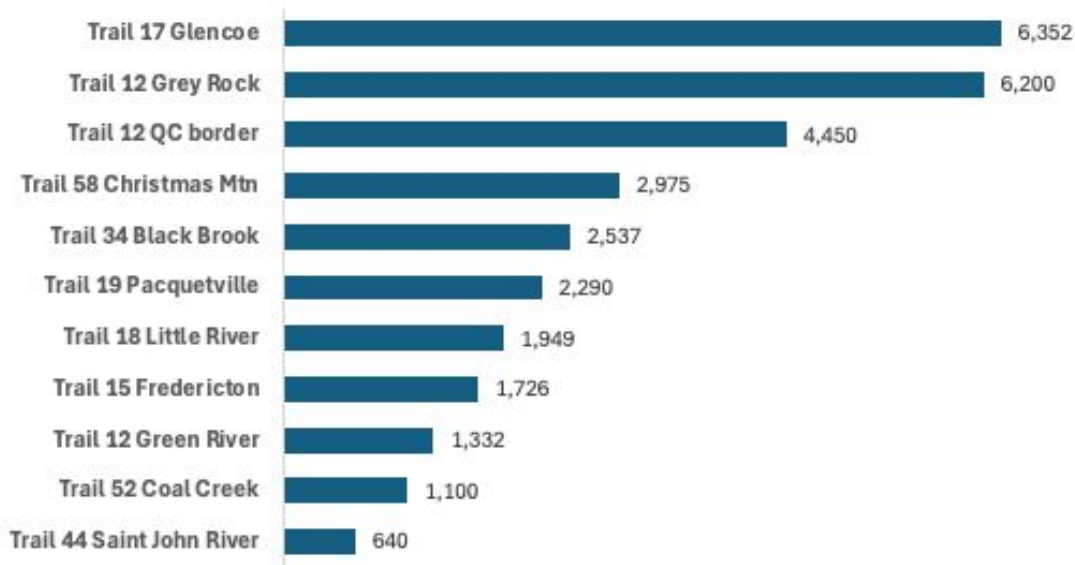
SIGNAGE PREFERENCE RESULTS

The survey results highlight snowmobilers' key signage preferences, with “fuel-related signage” receiving the most responses, followed closely by “warming shelter” and “food signage”, indicating strong demand for essential service wayfinding. “Route signage” was also frequently requested, reinforcing the need for improved navigation support. “Intersections, safety, and ice crossing signage” received moderate responses, reflecting concerns about trail safety and hazards. “Bridge signage” had the fewest responses, suggesting it is a lower priority. Most responses came from New Brunswick residents, with smaller inputs from Nova Scotia, Prince Edward Island, other Canadian regions, and the USA. These findings emphasize the need to enhance signage for fuel, food, and shelter access while maintaining clear navigation and safety markers across the trail network.

TRAIL ACTIVITY COUNTS

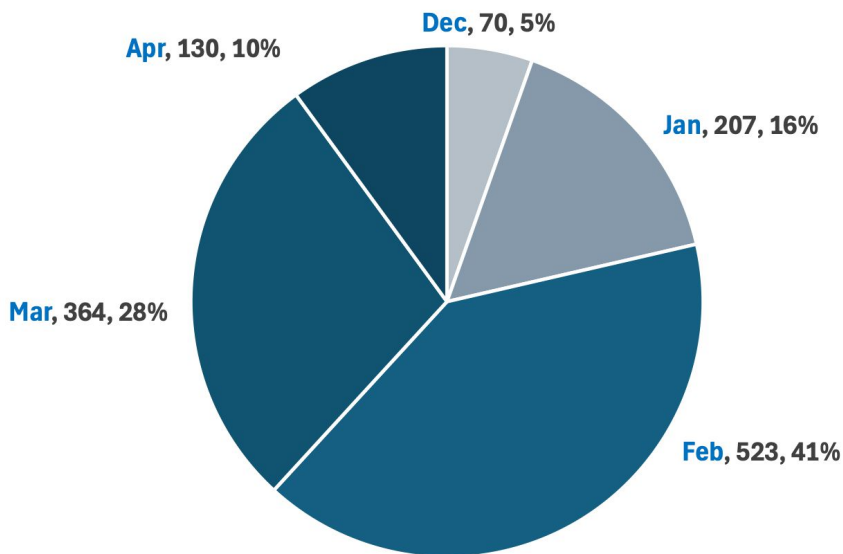
Trail counters were tracking snowmobile activity on eleven (11) trails in Winter 2023 (Figure 4). The top three trails for total season trips were Trail 17 Glencoe (6,352), Grey Rock (6,200), and Trail 12 on the Quebec border (4,450). These eleven trails captured a total of 31,552 trips. The counters capture snowmobiles rather than people, and a snowmobile may pass by the same counter more than once on a trip, or may pass by counters on more than one of these trails in a trip. There are many other trails in the New Brunswick network so the statistics shown below are simply an indication of snowmobile activity on certain trails.

Figure 3: Snowmobile trip counts by trail



The average daily trip (ADT) counts are shown in Figure 5 (below), with 41% of trips in February (523 ADT), 28% in March (364 ADT), and 16% in January (207 ADT).

Figure 4: Average daily trips (ADT) by month and percent of season total



The average daily trip (ADT) counts are shown in Figure 5 (below), with 41% of trips in February (523 ADT), 28% in March (364 ADT), and 16% in January (207 ADT).



TRIP SPENDING

The spending on snowmobile rentals, accommodation, transport, food, recreation, and retail items produces the following economic impacts in New Brunswick:

- The added value (GDP: gross domestic product) to the New Brunswick economy is about \$37 million.
- The income (wages and salaries) earned in the province totals \$22.9 million;
- About 595 full-time equivalent (FTE) jobs are gained in the province; and
- The federal and provincial taxes generated within New Brunswick are \$3.9 million and \$4.9 million, respectively.

Table 12: Economic impacts of snowmobile trip spending

(\$000s)	Direct	Indirect	Induced	Total NB	Total Canada
Output	\$39,663	\$17,070	\$10,945	\$67,678	\$78,993
GDP	\$21,952	\$8,701	\$6,441	\$37,094	\$42,290
Income	\$14,714	\$5,039	\$3,106	\$22,859	\$25,635
Employment¹	455	82	58	595	637
Provincial tax²	\$2,532	\$951	\$1,444	\$4,927	
Federal tax²	\$2,261	\$664	\$784	\$3,708	\$3,925

Source: Statistics Canada interprovincial economic impact model, 2021

Employment is full-time equivalents. 2. Taxes exclude corporate taxes.



EQUIPMENT SPENDING

The spending on snowmobiles, trailers, clothing, accessories, and buildings results in:

- Added value (GDP) to the New Brunswick economy of about \$158 million;
- Income (wages and salaries) earned in the province totaling \$91.7 million;
- About 1,972 full-time equivalent (FTE) jobs are gained in the province; and
- The federal and provincial taxes generated within New Brunswick are \$16.2 and \$20.8 million respectively.

Table 13: Economic impacts of snowmobile equipment and gear

(\$000s)	Direct	Indirect	Induced	Total NB	Total Canada
Output	\$168,058	\$80,441	\$42,920	\$291,419	\$330,829
GDP	\$88,875	\$44,219	\$25,240	\$158,335	\$178,355
Income	\$54,554	\$25,083	\$12,066	\$91,703	\$102,799
Employment ¹	1,357	386	228	1972	2,134
Provincial tax ²	\$10,389	\$4,762	\$5,637	\$20,789	
Federal tax ²	\$8,773	\$3,315	\$3,058	\$15,147	\$16,235

Source: Statistics Canada interprovincial economic impact model, 2021

Employment is full-time equivalents. 2. Taxes exclude corporate taxes.

SUMMARY IMPACTS

The economic impacts can be expressed in terms of contributions from New Brunswick residents and visitors to the province:

Table 14: Total economic impacts of New Brunswick residents and visitors

(\$000s)	Residents	Visitors	Total NB
Output	\$316,032	\$43,065	\$359,097
GDP	\$171,781	\$23,648	\$195,429
Income	\$92,631	\$21,931	\$114,562
Employment ¹	2,004	563	2,567
Provincial tax ²	\$21,721	\$3,995	\$25,716
Federal tax ²	\$15,512	\$3,343	\$18,855

Source: Statistics Canada interprovincial economic impact model, 2021

Employment is full-time equivalents. 2. Taxes exclude corporate taxes.

Key Observations:

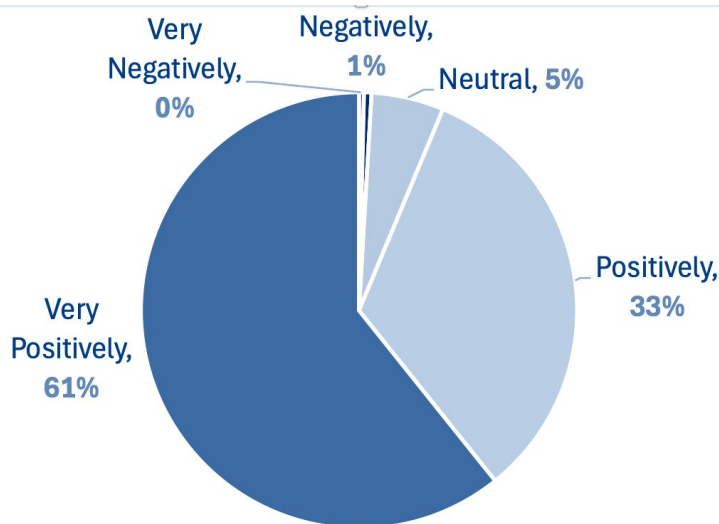
- **New Brunswick residents** - spend \$316 million that adds \$171.8 million in value (GDP) to the economy including \$92.6 million in wages and salaries for 2,004 full-time equivalent employees.
- **Visitors to the province** - spend \$43 million that adds \$23.6 million in value (GDP) to the economy including \$21.9 million in wages and salaries for 563 full-time equivalent employees.
- **New Brunswick Total**- all snowmobilers spend 359 million, which adds 195 million in value (GDP) to the New Brunswick economy, including \$114.6 million in wages and salaries for 2,567 workers.

Physical and mental health benefits of an active lifestyle lead to positive health outcomes and reduce the strain on our healthcare system. The Canadian 24-Hour Movement Guidelines indicate that 150 minutes of moderate to vigorous activity each week by adults aged 18-64 will improve mental health and well-being, strengthen muscles and bones, and reduce the risk of chronic disease². There are additional mental and physical health benefits associated with 120 minutes per week of outdoor activities in nature³, and mental health benefits of outdoor activities through different seasons .

Snowmobiling health benefits were recently evaluated in Canada by researchers at the University of Guelph . Snowmobiling was found to be a moderate intensity activity that meets the Canadian 24-Hour Movement Guidelines where trips are at least 150 minutes long. Snowmobiling is also considered beneficial in combination with other medical treatments for anxiety and depression.

The survey of New Brunswick snowmobilers asked “how does trail use affect your mental well-being?”, and 93% of responses were “positive” or “very positive”, while 5% were “neutral”, and less than 2% were “negative” or “very negative” (Figure 5).

Figure 5: Mental well-being from trail use by snowmobilers



Note: The Chart Indicates snowmobiler responses to "how does Trail use affect your mental well-being?"

² Participation, 2024. The 24-Hour Movement Guidelines (online: www.participation.com).

³ White, M.P., Alcock, I., Grellier, J., et al., Spending at least 120 minutes a week in nature is associated with good health and wellbeing, *Sci Rep* 9, 7730 (2019); <https://doi.org/10.1038/s41598-019-44097-3>.

⁴ Pivarnik, J. M., Reeves, M.J., & Raftery, A.N.N.P., 2003. Seasonal Variation in Adult Leisure-Time Physical Activity.

⁵ *Medicine & Science in Sports & Exercise.*, 35(6), 1004-1008. <https://doi.org/10.1249/01.MSS.0000069747.55950.B1>.

Pereira, T. and T. King. 2020. Snowmobiling and Physical Activity – Recent research. For Canadian Council of Snowmobiling Organizations.

