



News release from: Colorado Off Highway Vehicle Coalition

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Study shows OHV recreation contributes \$2.3 billion annually to Colorado economy

Denver – A recently completed study commissioned by the Colorado Off Highway Vehicle Coalition and Trails Preservation Alliance documents a yearly contribution of \$2.3 billion to Colorado’s economy due to tourism and sales activity linked to off-highway vehicle recreation. The report was prepared by Pinyon Environmental after the 2014 – 2015 season. It shows nearly 200,000 Colorado and non-resident households participated in OHV activity, including motorcycles, ATVs, snowmobiles and 4WDs.

According to the data, motorized recreation enthusiasts spent an estimated \$1.6 billion while taking trips using motorized vehicles for recreational purposes. Motorized recreationists also spent money on maintenance, repairs, accessories, vehicle storage and miscellaneous items associated with their vehicles.

Direct sales of OHVs was estimated to generate \$914 million, while an additional \$882 million was attributed to indirect and induced sales. Over 16,000 jobs are related to the OHV recreation industry in Colorado. \$107 million in state and local taxes were paid during the study period.

Colorado Parks and Wildlife reports that over 170,000 OHV registrations and use permits were issued in 2015. Each annual registration for an OHV costs \$25.25.

The total of all documented sales and use activity by OHV owners and enthusiasts in Colorado is \$2.3 billion, according to the Pinyon Environmental study.

“This report clearly shows the positive economic impact of off-highway vehicle recreation in our great state of Colorado,” said COHVCO President Jerry Abboud. “It also points out the importance of providing effective land management and riding opportunities for residents and tourists alike,” added Abboud.