

Check Your Mailboxes – the 2010/2011 Economic Impact Study is in the Mail!

By Gail Hanson – NHSA Executive Director

The NHSA has contracted with the Institute for New Hampshire Studies, Plymouth State University to conduct research about the economic impact of snowmobiling in New Hampshire during the 2010/2011 season. Your participation will be very important, as it will aid the New Hampshire Snowmobile Association's efforts to support this outstanding sport and have a possible impact on legislative funding for the sport. The impact study is being mailed to a select group of names selected by a computer process. The survey will have approximately 10 questions, so please take your time and answer these questions as thoroughly and accurately as possible.

Thank you in advance for your cooperation and interest in supporting snowmobiling in New Hampshire.

Why should the Association do an Impact Study?

The impact study of 2002/2003 has given the association a new image. We are no longer looked at as just a group of snowmobilers. We are now thought of as a group that has power, clout, and the ability to make a sufficient difference when it comes to passing or not passing legislation. Over the years, snowmobiler's needs and interests have become more complex. This means that we need statistics to help people understand what is happening and have a basis for planning the future of our sport. This impact study will illustrate the huge influence that snowmobiling has on the New Hampshire economy. The study will also show that all areas of the state benefit from snowmobiling activities, and that snowmobiling is one of the most important recreational activities in the State during the winter season.

The last impact study was done in 2002/2003. *The results from this study showed:*

- Total impact on the state's economy by snowmobilers was nearly \$1.2 billion.
- Spending by snowmobilers was 1% of the gross state product and more than 10% of all travelers spending in the state.
- Average spending per visitor per day in New Hampshire was \$67.07 per resident and \$88.30 from non-residents.
- In addition to spending on their trips, each snowmobiler spends \$1,830.00 annually on equipment, clothing, club membership, insurance and state license fees.
- Snowmobilers spend money on accommodations, for ground transportation, eating at restaurants, retail shopping, and other activities. All sectors of the economy benefit from snowmobiling activity. 8,099 New Hampshire jobs exist because of snowmobiling. The vast majority of those jobs (79%) are in the hospitality and leisure sector.
- Substantial segment of snowmobile spending ends up being collected by the state in the form of state tax. 8.6 cents of every dollar spent in New Hampshire, by a snowmobiler, ends up being directly collected by the state. The state of course collects money in taxes on lodging, restaurants, foods, gasoline, business profits, registrations and fees paid to the State Parks Fish & Game Departments.

Uses of an Impact Study:

- Copies of the impact study will be sent to every Congressman and State Legislator, including the Governor.
- Copies of the impact study will also be sent to Ed Klim of the International Snowmobile Manufacture Association and have been used several times in reports to manufacturers.
- Has helped to develop new snowmobiling programs.
- Municipalities/communities have substantially increased their level of support for snowmobiling. This increase suggests that communities are more aware of the economic value of snowmobiling, and are contributing more to trail maintenance and promotional activities to attract snowmobiling participants.
- From a management perspective, the knowledge gained from the economic impact study can be used for the evaluation and assessments of new trail programs, projects and in planning for the future growth of the sport of snowmobiling.