

Economic Importance of OHV Recreation in Oregon

The following is a summary of findings from the Oregon State University report entitled "The 1999 Oregon Off-Highway Vehicle User Survey".¹ The study identified that Off-Highway Vehicle recreation contributed an estimated \$120 million and 1,809 jobs to Oregon's economy in 1999.

Introduction

The 1999 Oregon Off-Highway Vehicle User Survey was undertaken to provide a reliable estimate of the economic impact of motorized recreation in Oregon. In estimating economic impacts, the study identified the jobs and income that are the result of OHV recreation and assessed the revenues generated from motorized recreation in the state. Revenue estimates included those associated with the following:

- Trip expenditures by Oregonians and out-of-state visitors including gas and oil, food and beverage, lodging, rentals, medical costs, and other retail purchases in the region of the state where the OHV activity occurred; and
- Annual expenditures by Oregonians including the purchase of new vehicles, trailers, insurance, storage, maintenance, high-performance parts and labor, accessories, and specialty clothing in the region of the state where they reside.

Economic data were compiled at the regional level and statewide. For a description of regional boundaries for the study see Table 1.

Table 1. Regional Definitions

Region Name	Counties Included in Region
North Coast	Clatsop, Tillamook, Columbia, Washington, and Yamhill
Central Coast	Lincoln, Benton, and Polk
South Coast	Coastal part of Lane, Coastal part of Douglas, Coos, and Curry
Willamette Valley	Multnomah, Clackamas, Marion, Linn, Non-coastal Lane, and Non-coastal Douglas
Southern Oregon	Josephine, Jackson, and Klamath
Central Oregon	Hood River, Wasco, Sherman, Gilliam, Jefferson, Wheeler, Deschutes, and Crook
Northeast Oregon	Morrow, Umatilla, Union, Wallowa, Grant and Baker
Eastern Oregon	Lake, Harney, and Malheur

Below is a description of the economic contributions of OHV recreation to the State of Oregon in 1999.

¹ Johnson, R.L., Leahy, J.E. (1999). The 1999 Oregon Off-Highway Vehicle User Survey. Department of Forest Resources. Oregon State University. Corvallis, OR.

Trip Expenditures in Oregon

OHV trip-related expenditures in the state of Oregon during 1999 were estimated at \$46.4 million (Table 2). Oregonians made \$29 million in trip expenditures while non-resident visitors made \$17.4 million in trip expenditures during the year (Table 3). Nearly \$27.8 million was spent in the South Coast Region (Table 2). This is more than 6 times the amount of expenditures made in any other region.

Table 2. OHV Trip Expenditures: By Region in Oregon

Region	Expenditures
South Coast	\$27,773,693
Central Oregon	\$3,181,588
North Coast	\$4,220,482
Willamette Valley	\$3,515,508
Eastern Oregon	\$1,508,274
Northeastern Oregon	\$3,976,265
Southern Oregon	\$1,638,417
Central Coast	\$598,1136
Total All Regions	\$46,412,363

Table 3. OHV Trip Expenditures: In-State and Out-of-State Visitor Contributions in Oregon

Region	In-State Expenditures	Out-of-State Visitor Expenditures	Combined Expenditures
South Coast	\$14,175,411	\$13,598,283	\$27,773,693
Central Oregon	\$2,537,294	\$644,293	\$3,181,588
North Coast	\$3,365,812	\$854,670	\$4,220,482
Willamette Valley	\$2,803,597	\$711,911	\$3,515,508
Eastern Oregon	\$1,202,837	\$305,437	\$1,508,274
Northeastern Oregon	\$3,171,048	\$805,216	\$3,976,265
Southern Oregon	\$1,306,630	\$331,787	\$1,638,417
Central Coast	\$477,011	\$121,124	\$598,136
Total All Regions	\$29,039,641	\$17,372,722	\$46,412,363

For all the regions, about 25% of trip expenditures (Table 4) went towards lodging (hotels, motels, bed and breakfasts, and camping). About 18% each was spend on gas and oil, restaurants, and at grocery stores.

Table 4. Total OHV Trip Expenditures: By Type of Purchase

Region	In-State	Out-of-State	Total
Gas and oil	\$5,683,405	\$2,959,925	\$8,643,330
Restaurants and taverns	\$4,915,214	\$3,446,160	\$8,361,374
Food and beverages from grocery stores	\$5,235,247	\$2,958,407	\$8,193,654
Hotels/motels/ bed & breakfasts	\$3,349,230	\$2,046,545	\$5,395,775
Camping/RV	\$3,572,311	\$2,510,448	\$6,082,759
Amusements	\$891,806	\$630,858	\$1,522,664
ATV rentals	\$383,119	\$367,521	\$750,640
Repairs/maintenance	\$2,481,558	\$1,009,799	\$3,491,357
First aid	\$182,937	\$113,060	\$295,997
Other retail	\$2,344,813	\$1,330,000	\$3,674,813
Total All Regions	\$29,039,640	\$17,372,722	\$46,412,363

OHV trip expenditures created an additional 831 jobs and \$14.6 million in personal income in Oregon (Table 5). The Central Coast region was the least affected with 9 jobs and \$155,000 in personal income.

Table 5. OHV Trip Expenditures: Income and Jobs By Region in Oregon

Region	Income	Jobs
South Coast	\$8,706,779	529
Central Oregon	\$956,672	53
North Coast	\$1,353,088	58
Willamette Valley	\$1,363,987	61
Eastern Oregon	\$373,168	23
Northeastern Oregon	\$1,178,168	72
Southern Oregon	\$535,641	26
Central Coast	\$154,568	9
Total All Regions	\$14,622,071	831

The study found an average per person per day OHV trip expenditure of \$29 (Table 6). Other recreation activities, like snow play (\$45), fishing (\$31), and camping (\$18) have average trip expenditures above and below this amount.

Table 6. Comparison of Average Trip Expenditures to Other Types of Recreation

Average Expenditure Per Person/Per Day	Type of Activity
OHV Recreation	
\$45	Snowmobile
\$40	OHV
\$29	OHV (OSU)
\$28	Motorized
Other Recreation	
\$67	Downhill Skiing
\$43	General Day Use
\$31	Fishing
\$31	Nature Study/Interpretive
\$29	OHV (OSU)
\$29	Snow play
\$29	Water Recreation
\$18	Camping
\$12	Non-Motorized Dispersed
(1999\$)	

Annual Expenditures in Oregon

Oregonians made an estimated \$74 million in annual expenditures during 1999 (Table 7). Nearly \$42.4 million was spent in the Willamette Valley region. This is more than 5 times the amount of expenditures made in any other region.

Table 7. Total Annual Expenditures:
By Region in Oregon

Region	Expenditures
South Coast	\$4,690,143
Central Oregon	\$4,231,087
North Coast	\$7,485,729
Willamette Valley	\$42,438,022
Eastern Oregon	\$545,098
Northeastern Oregon	\$3,978,974
Southern Oregon	\$6,279,200
Central Coast	\$2,442,878
Total All Regions	\$74,076,911

For all the regions, about 49% of annual expenditures went towards purchasing vehicles (Table 8). About 12% were spent on maintenance, high-performance parts and trailers.

Table 8. Total Annual Expenditures:
By Type of Purchases

Region	Expenditures
OHV Vehicle(s)	\$36,493,885
OHV Trailer	\$7,818,522
Insurance	\$3,134,213
Storage	\$1,396,128
Maintenance	\$10,164,019
High Performance Parts	\$9,249,693
Accessories	\$4,071,771
Specialty Clothing	\$1,748,680
Total All Regions	\$74,076,911

Annual expenditures created an additional 978 jobs and \$23.9 million in personal income in Oregon (Table 9). The Willamette Valley region accounts for most of this, with 586 jobs and \$15.2 million in personal income. Eastern Oregon was the least affected with 8 jobs and \$167,000 in personal income.

Table 9. Annual Expenditures:
Income and Jobs By Region in Oregon

Region	Income	Jobs
South Coast	\$1,386,292	61
Central Oregon	\$1,233,324	58
North Coast	\$2,402,462	92
Willamette Valley	\$15,216,407	586
Eastern Oregon	\$166,872	8
Northeastern Oregon	\$1,008,753	54
Southern Oregon	\$1,922,044	92
Central Coast	\$551,167	28
Total All Regions	\$23,887,321	978

Conclusion

The study identified that Off-Highway Vehicle recreation contributed an estimated \$120.4 million and 1,809 jobs in to Oregon's economy 1999. OHV recreation has economic significance in both the origin and destination areas. The South Coast region is by far the most impacted with 529 jobs generated by trip expenditures. The greater proportion of overnight and out-of-state visitors to the South Coast accounts for much of this impact. OHV recreation also has a substantial economic significance in the region where people live. Annual expenditures on items like vehicles, parts, and maintenance take place in people's home regions, accounting for 586 jobs in the Willamette Valley where the majority of OHV riders reside.