

**New Brunswick
Snowmobile Tourism
Economic Impact Study**
2008 – 2009 Snowmobile Season

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The Department of Tourism and Parks
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Executive Summary

Snowmobiling is a core winter tourism activity in New Brunswick and plays a substantial role in the winter marketing campaign of the Department of Tourism and Parks. The Province makes significant investments to maintain and promote the snowmobile experience and provides a leadership role within government for the snowmobile sector. It is therefore important for the Department to undertake economic impact analyses to validate investments of resources into the snowmobile tourism product.

This report presents the findings of a New Brunswick Snowmobile Tourism Economic Impact Study and has been prepared by the Department of Tourism and Parks in consultation with the New Brunswick Federation of Snowmobile Clubs (NBFSC). Snowmobile trip characteristics and tourism expenditures in New Brunswick by both resident and non-resident NBFSC snowmobile trail permit holders during the 2008-2009 snowmobile season were examined. This study also includes the perceptions of NBFSC trail permit holders regarding snowmobile tourism obstacles such as fuel prices, and snow and trail conditions.

This study focuses strictly on snowmobile tourism, by New Brunswick residents taking out-of-town snowmobile trips and by non-residents taking New Brunswick snowmobile trips; it should not be directly compared to a study conducted in 2005 due to methodological differences between the studies. Whereas the previous study asked NBFSC trail permit holders to provide estimates of their total spending while on out-of-town snowmobile trips in New Brunswick for the entire 2004-2005 season, the 2008-2009 study asked NBFSC trail permit holders about particular trips, including their longest out-of-town recreational snowmobile trip of one or more nights in New Brunswick.

Slightly over half (53%) of **New Brunswick residents** indicated their level of snowmobiling activity would remain at the same level over the next five years while 29% stated that they would increase their level of snowmobiling activity. Only 12% indicated that they would either decrease their snowmobiling activity or cease completely over the next five years. Weather, access to trails, fuel costs, and health/age were concerns for some, but no respondents indicated that they would be snowmobiling less in favor of switching over to all terrain vehicle (ATV) use. The survey indicated that average spending by New Brunswick residents on a same-day snowmobiling trip in New Brunswick was \$137 and \$605 on an overnight snowmobiling trip.

Slightly over half (52%) of the **non-resident NBFSC trail permit holder respondents** indicated that they intended to maintain their current level of snowmobile activity over the next five years. Non-resident snowmobilers from the neighbouring Maritime provinces of Nova Scotia and Prince Edward Island were more likely to intend on increasing their level of snowmobiling activity, with 43% of respondents from the Maritime region indicating an increase as compared to 25% of respondents from Québec or the New England States. Non-resident NBFSC trail permit holders spent an average of \$1626 while they were in New Brunswick on a snowmobile trip.

Snowmobiling ranked as the primary trip motivation for all NBFSC trail permit holders (resident and non-resident) while the quality of New Brunswick's snowmobile trails ranked second overall as a New Brunswick trip motivator for non-resident snowmobilers.

During the 2008-2009 snowmobile season, 11,683 NBFSC trail permit holders reported taking an estimated 52,000 snowmobile trips. Of the New Brunswick snowmobile destinations reported, 87% were in northern New Brunswick. NBFSC trail permit holders spent an estimated \$12.3 million while on these trips, including \$5.4 million on fuel and vehicle operation expenses; \$4 million was spent on food and beverages in New Brunswick restaurants and stores, and \$1.2 million on New Brunswick accommodations.

These tourism expenditures generated \$22.5 million in economic activity within the province, and provided an estimated \$1.4 million in provincial tax revenues. The economic activity was estimated to support 239 full time equivalent person-years of employment (jobs) in the province.

Finally, this study of the economic impact of snowmobile tourism in New Brunswick is not intended to be comparable to analyses of all economic activity related to snowmobile sales, service, insurance, and operation by households and businesses. Such studies do not examine tourism specifically and should not be compared to tourism economic impact analyses.

Introduction

Snowmobiling is a core winter tourism activity in New Brunswick and plays a substantial role in the winter marketing campaign of the Department of Tourism and Parks. The Province and the New Brunswick Federation of Snowmobile Clubs (NBFSC) make significant investments to maintain and promote the snowmobile experience and for this reason, Tourism and Parks has traditionally provided a leadership role within government for the snowmobile sector.

New Brunswick has over 7,000 kilometers of “White Gold” snowmobile trails which are groomed and maintained by the 50 volunteer clubs of the New Brunswick Federation of Snowmobile Clubs (NBFSC). The NBFSC is a non-profit organization and manages the snowmobile trail system on behalf of the province. The main sources of revenue for the NBFSC are through snowmobile vehicle registrations and trail permits.

Snowmobile tourism represents a significant portion of revenue for tourism operators primarily in the northern part of the province. The cities of Edmundston, Campbellton, Bathurst and Miramichi form a marketing partnership with the Department of Tourism and Parks under “Northern Odyssey”, and together promote northern New Brunswick as a world-class snowmobile trail experience.

It is in the Province’s best interest to protect its investment in the snowmobile sector, a core winter tourism product which is dependent upon volunteers. The goal of the Department of Tourism and Parks is to continue to be strategic, innovative and creative in efforts to maintain a competitive edge in snowmobile tourism.

The NBFSC tracks provincial snowmobile registrations and trail permit sales. Snowmobile registrations and trail permit sales increased in 2007 and 2008, coinciding with record snowfall in the 2007-2008 snowmobile season.

Basic snowmobile statistics including snowmobile registrations¹, trail permit sales (season permits)², new snowmobile sales³, and estimates of the length of the snowmobile season each year based on snowfall amounts,⁴ are depicted in the following figure.

¹ As provided by the New Brunswick Federation of Snowmobile Clubs (NBFSC)

² As provided by the New Brunswick Federation of Snowmobile Clubs (NBFSC)

³ As provided by the International Snowmobile Manufacturers Association (ISMA)

⁴ As derived from [Environment Canada Weather Station data](#).

Stations used to represent Northern New Brunswick included Edmundston and Bathurst. Stations used to represent Southern New Brunswick included Woodstock and Moncton. Miramichi data were collected to represent that portion of the Northern Odyssey snowmobile trails. Criterion used for viable snowmobiling days in the December – April timeframe of each snowmobile season was >14cm snow on ground, using Maine Snowmobile Association snow depth guide.

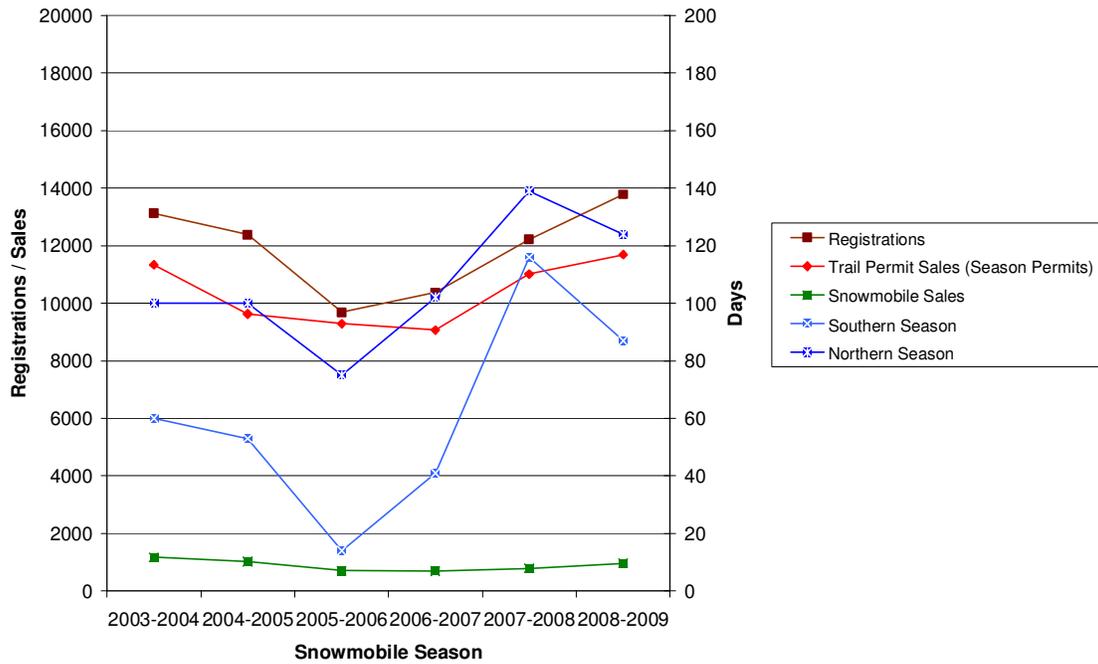


Figure 1: New Brunswick snowmobile sales, registrations, and trail permits for each season from 2003-2004 to present, depicted along with the estimated snowmobile season based on snowfall amounts.

In addition to these tracking data, the New Brunswick Department of Tourism and Parks and the New Brunswick Federation of Snowmobile Clubs undertake economic impact analyses to justify their respective investments of resources into the New Brunswick snowmobile tourism product.

This study follows from a July 2005 survey of approximately 375 resident and non-resident NBFSC trail permit holders which asked about total spending during the 2004-2005 season while on out-of-town snowmobile trips in New Brunswick. Approximately 47% of those surveyed reported out-of-town New Brunswick snowmobiling trips, and total snowmobile tourism trip expenditures in that season were estimated at \$22 million.

For the current study, a more refined methodology adapted from a 2005 snowmobile survey by the Québec Ministry of Tourism was used to examine out-of-town same-day and overnight New Brunswick snowmobile trip characteristics and expenditures in depth⁵. Of interest were questions around intended future snowmobiling activity, as the Québec study projected some potential declines in snowmobile tourism over a five year period due to demographic shifts and shifts from snowmobile to ATV use. The current study inquired of NBFSC trail permit holders about their perceptions of snowmobile tourism obstacles such as fuel prices, and snow and trail conditions.

⁵ Québec ministère du Tourisme (2005). [La pratique récréotouristique de la motoneige et du quad au Québec.](#)

A caution on comparisons

This study retained the same scope as the previous study of New Brunswick snowmobile tourism expenditures and capital investments in the 2004-2005 season, but this analysis of the 2008-2009 New Brunswick snowmobile season may not be directly compared due to methodological differences between the studies. Whereas the previous study asked NBFSC trail permit holders to provide estimates of their total spending while on out-of-town snowmobile trips in New Brunswick for the entire 2004-2005 season, the current study asked NBFSC trail permit holders about particular trips, including their longest out-of-town recreational snowmobile trip of one or more nights in New Brunswick during the 2008-2009 season. Fine-grained analyses and verification of snowmobile tourism expenditures were greatly facilitated in this study by the ability to examine the details of a respondent's longest overnight snowmobile trip. While particular trips and trip expenditures can be summed to a total spend based on the number of trips and trip nights as they were in this study, the more detailed recollections of particular trips might yield more conservative total snowmobile tourism expenditure estimates. This is unknown in the current study.

Similarly, caution must be taken in attempting to compare findings from this study to economic impact studies from other jurisdictions. Québec's study of their 2004-2005 snowmobile tourism economic impact included a survey of snowmobile business operators to estimate supply-side economic impacts of snowmobiling, and further, a parallel study of all-terrain off-road vehicles (ATVs) was conducted. This study attempted to adhere closely to Québec's tourism expenditure survey methodology, but supply-side impacts and ATV economic impacts were beyond the scope of this study. Even for the tourism expenditure components of the Québec study, factors ranging from relative trail permit holder numbers and lengths of seasons (snowfall amounts), to economic and inflationary factors, would need to be considered in any attempted comparisons to this study of New Brunswick snowmobile tourism economic impacts from the 2008-2009 snowmobile season⁵.

Finally, this study of the economic impact of snowmobile tourism in New Brunswick in the 2008-2009 season is not intended to be comparable to analyses of all economic activity related to snowmobile sales, service, insurance, and operation by households and businesses. Such analyses have been undertaken for ATV sales, service, and operation for individual and corporate use in Canadian provinces and territories⁶. However, these types of analyses do not examine tourism specifically and should not be compared to tourism economic impact analyses.

⁶ Smith Gunther Associates Ltd. (2006), for the Canadian All Terrain Vehicle Distributors Council. *The Economic Impact of All Terrain Vehicle Recreation in Canada: National, Provincial, and Territorial*.

Method

Participants

This study examined snowmobile trip characteristics and tourism expenditures in New Brunswick by both resident and non-resident NBFSC snowmobile trail permit holders from the 2008-2009 snowmobile season. New Brunswick residents were surveyed after the 2008-2009 snowmobile season. Surveys of non-resident NBFSC trail permit holders required the completion of trail permit data entry. Therefore, non-resident surveys were conducted in the Fall of 2009, before the next snowmobile season began. Resident and non-resident snowmobile survey participants have been described separately in this section.

New Brunswick Residents

A New Brunswick resident contact list of 1,000 names was randomly drawn from New Brunswick Federation of Snowmobile Clubs (NBFSC) 2009 Annual Trail Permit Applications. The total number of New Brunswick resident NBFSC seasonal trail permits issued in the 2008-2009 season was 9,968.

Only seasonal trail permits were selected, as other types of trail permits (electronic, replacement, daily) did not necessarily include signed notice of agreement to receive communications from the NBFSC and its partners, such as contact for this study. A number of types of NBFSC seasonal trail permits were available during the 2008-2009 season, including individual season permits, family permits, classic snowmobile permits, and antique snowmobile permits. Permits selected to form the contact list were balanced between seasonal and family permits, and classic and antique permits, to provide a representative contact list based on overall sales figures (and to avoid accidental selection of more 'classic snowmobile' trail permits than regular season permits, for example).

The Department of Tourism and Parks' Tourism Communication Centre conducted telephone interviews with 407 New Brunswick resident NBFSC seasonal trail permit holders between May 27, 2009 and June 4, 2009, between the hours of 10AM and 8:30PM.

Respondents were screened to ensure that they were 18 years of age or older, and that they had taken an out-of-town recreational snowmobile trip in New Brunswick between December 2008 and March 2009. The restriction on age and the focus on travel outside of respondents' local areas were consistent with regional and national travel surveys such as Statistics Canada's [Travel Survey of Residents of Canada](#), and this excluded 233 respondents. Snowmobile trips for work-related reasons were also deemed out of scope for this study of snowmobile tourism in New Brunswick, and this excluded 69 respondents who reported no recreational trips in 2008-2009.

Overall demographics of the 171 respondents who qualified to participate in this study are summarized in the following table. New Brunswick resident NBFSC trail permit holders in this sample were mostly men (92%). Interviews were conducted in French for 36% of the sample, with the remaining 64% in English. Education levels of participants were split nearly evenly between high school level and post-secondary education. The

majority of participants were between 35 and 54 years of age. A majority of participants were in the work force (69%) while 22% were retired.

The majority of New Brunswick resident NBFSC trail permit holders interviewed in this survey indicated that they were the snowmobile drivers on their snowmobile trips (91%). Passengers made up 7% of this sample, while 2% of respondents indicated that they were both drivers and/or passengers depending on the trip.

New Brunswick Resident NBFSC Trail Permit Holders who took out-of-town recreational snowmobile trips in New Brunswick between December 2008 and March 2009	Number of Respondents	Percentage of Respondents
Gender		
Men	157	92%
Women	14	8%
Language		
English	110	64%
French	61	36%
Education		
High School	81	49%
Community College	54	33%
University (Degree to Post Grad)	24	14.5%
Other	6	3.5%
Employment Status		
Working (or seeking employment)	120	71%
Retired	37	22%
Stay-at-home Parent	6	3%
Other	7	4%
Age		
18-24	5	3%
25-34	25	15%
35-44	43	25%
45-54	44	26%
55-64	29	17%
65-74	19	11%
74+	5	3%

Table 1: Demographics of New Brunswick Resident NBFSC Trail Permit Holders who took out-of-town recreational snowmobile trips in New Brunswick between December 2008 and March 2009.

Non-residents

Processing the NBFSC trail permit database of 1,478 non-resident 2008-2009 snowmobile trail permit holders yielded a total of 704 valid contacts. Valid contacts had indicated that they could be contacted by the NBFSC and its partners, and had non-duplicate phone numbers with area codes consistent with their complete address information. For these non-resident snowmobilers, all types of snowmobile trail permits ranging from single day passes to seven day passes to seasonal passes were included. The following table lists the number of contacts by their geographic region of residence.

Geographic Region	Number of Contacts	Number of Completed Surveys
Nova Scotia	391	98
Québec	121	56
New England	91	23
Ontario	55	7
Prince Edward Island	46	4
Total	704	188

Table 2: Number of non-resident NBFSC snowmobile trail permit holders from the 2008-2009 snowmobile season with valid, non-duplicate contact information, and the number of completed surveys by geographic region.

The Department of Tourism and Parks' Tourism Communication Centre conducted telephone interviews with 214 non-resident NBFSC trail permit holders between September 29, 2009 and October 7, 2009, between the hours of 10AM and 8:30PM.

Respondents were screened to ensure that they were 18 years of age or older, and that they had taken recreational snowmobile trips in New Brunswick between December 2008 and March 2009. The restrictions on age were consistent with regional and national travel surveys such as Statistics Canada's Travel Survey of Residents of Canada. Snowmobile trips for work-related reasons were also deemed out of scope for this study of snowmobile tourism in New Brunswick. Attrition from the 214 contacts to the 188 completed surveys was due to refusals or incomplete survey responses.

Overall demographics of the 188 respondents who qualified to participate in this study are summarized in the following table. Non-resident NBFSC trail permit holders in this sample were mostly men (89%). Interviews were conducted in French for 29% of the sample, with the remaining 71% in English. In terms of respondents' educational background, approximately one third reported high school education levels, approximately one third reported community college or technical education, and the remainder reported university education. Just as in the resident participants, the majority of non-resident participants were between 35 and 54 years of age. A majority of non-resident participants were in the work force (81%) while 15.5% were retired. While non-resident respondents were slightly older as a group, a higher percentage were in the labour force as compared to the New Brunswick resident respondents.

The majority of non-resident NBFSC trail permit holders interviewed in this survey indicated that they were the snowmobile drivers on their snowmobile trips (93%), while 7% reported being passengers on their snowmobile trips.

Non-Resident NBFSC Trail Permit Holders who took recreational snowmobile trips in New Brunswick between December 2008 and March 2009	Number of Respondents	Percentage of Respondents
Gender		
Men	168	89%
Women	20	11%
Language		
English	134	71%
French	54	29%
Education		
High School	70	37%
Community College	73	39%
University (Degree to Post Grad)	36	19%
Other	8	4%
Employment Status		
Working (or seeking employment)	151	81%
Retired	29	15.5%
Stay-at-home Parent	1	0.5%
Other	6	3%
Age		
18-24	1	1%
25-34	21	11%
35-44	58	31%
45-54	53	28%
55-64	42	23%
65-74	8	4%
74+	3	2%

Table 3: Demographics of Non-Resident NBFSC Trail Permit Holders who took recreational snowmobile trips in New Brunswick between December 2008 and March 2009.

Survey Instrument

The survey instrument was adapted from that developed for the Québec Ministry of Tourism's 2005 study of recreational snowmobiling and ATVing in Québec⁷. The survey instrument may be found in the Appendix.

The survey was comprised of five sections, as follows:

Section 1

The first section included four screener questions to determine that respondents were 18 years of age or older, had gone on snowmobiling trips in New Brunswick between December 2008 and March 2009, had gone on recreational snowmobiling trips, and had taken at least some of these recreational snowmobiling trips outside of their local area (for example, a Moncton resident trail permit holder took a recreational snowmobiling trip in the Miramichi area). Non-residents were asked whether they took any recreational snowmobiling trips in New Brunswick, rather than outside of their local area.

Section 2

The second section inquired about same-day out-of-town recreational snowmobiling trips in New Brunswick. The questions in this section inquired about the number of these trips taken in the season, the snowmobiling destinations, the total distance covered by these same-day trips, the number of people accompanying the participants on these trips, and their categorized tourism expenditures on these same-day trips including fuel and vehicle operation, food and beverages at either restaurants and bars or grocery and convenience stores, vehicle rentals, and other retail expenses.

Section 3

The third section inquired about out-of-town recreational snowmobiling trips of one or more nights in New Brunswick. In addition to the questions covered in the second section about same-day trip characteristics, the number of nights spent out of town on snowmobile trips between December 2008 and March 2009 and the number of nights spent on their longest single snowmobiling trip were asked (if any overnight trips were taken by respondents). Categorized tourism expenditures were asked in relation to the longest recreational snowmobiling trip of one or more nights in New Brunswick.

Section 4

The fourth section examined participants' motivations for taking snowmobile trips in New Brunswick, their snowmobiling characteristics, overall distance covered on trips, and participants' intentions to increase, decrease, or continue their snowmobiling activity at the same level over the next five years.

Section 5

The fifth section covered basic demographic questions including the participants' gender, age, education level, and work status. For New Brunswick residents, location information including New Brunswick municipality and postal code were verified with participants based on the address information included in the NBFSC trail permit applications.

⁷ Québec ministère du Tourisme (2005). [La pratique récréotouristique de la motoneige et du quad au Québec.](#)

Procedure

The New Brunswick Department of Tourism and Parks' Tourism Communication Centre called telephone numbers provided in randomly selected NBFSC 2009 trail permit applications where the applicants had clearly provided permission for the NBFSC and its partners to contact them for information and research purposes. Non-resident contact lists were randomly drawn from the NBFSC trail permit database.

When a trail permit holder was reached, they were told that they were being contacted on behalf of the New Brunswick Department of Tourism and Parks and the New Brunswick Federation of Snowmobile Clubs, and they were asked if they would be willing to participate in a snowmobile study. Those who were willing to participate were asked the screening questions described in the survey instrument section above. Those who qualified for this study of snowmobile tourism in New Brunswick were asked about their same-day and/or overnight snowmobile trips as described in the survey section above. Interviews took between 3 to 20 minutes, with an average interview for a qualified participant taking approximately 10 minutes.

Data Preparation and Weighting

Survey responses were recorded with a simple computer-assisted telephone interviewing (CATI) application developed in Microsoft Access 2003. Survey responses from the 171 New Brunswick resident NBFSC trail permit holders and the 188 non-resident NBFSC trail permit holders who screened in to the study (see criteria in Participants section above) were transferred into the SPSS⁸ statistical package for analysis.

Survey responses regarding same-day and overnight snowmobile trip distances and spending patterns were inspected for consistency and plausibility.

Records missing any responses regarding the number of trips, the number of days or nights on trips, trip distances, or spending were treated as missing data and excluded from further analyses.

All distance estimates reported in miles were converted to kilometers.

Records with responses indicating daily trip distances (total same day trip distance divided by the number of same-day trips, or total overnight trip distance divided by the total nights on trips) of less than 50 km but with fuel expenses exceeding \$1 per km were assumed to be referring to just an average daily trip distance rather than a total distance for all trips. In these cases, total distance was recalculated to the assumed per-trip (or per-night) distance by multiplying by the number of same day trips or the number of nights reported on overnight trips. For example, if a respondent reported 10 same-day snowmobile trips but a total distance covered on all same-day trips of only 90 km, this would not seem consistent with a reported same-day trip spend of \$100 on fuel and vehicle operation (implying a cost of over \$11 per km on snowmobile trips). In this case, the reported distance was treated as the distance of a single same-day trip, and the respondent's total distance on same-day trips in New Brunswick during the 2008-2009 season was recalculated as 900 km.

⁸ SPSS [computer program]. SPSS Inc. Version 16.0.1 (November 15, 2007).

Average same-day (or per-night) distances below 40 km and above 1000 km were inspected, deemed implausible (even for combined car/truck transport and snowmobiling, when considered along with reported expenditures), and excluded from further analyses.

In terms of spending estimates, ratios of fuel spending estimates to average same-day (or per-night) distances were further examined for plausibility. Ratios below \$0.1:1 km were excluded as implausible by inspection. Ratios above \$1.25:1KM for same-day trips, and above \$1:1 km for overnight trips were determined by inspection to indicate that the estimate referred to total spending on fuel, food & beverages, rentals, and other retail for all trips, not just an average same-day trip or not just the longest overnight trip asked about. In these cases, spending estimates were not multiplied by the number of same-day or overnight trips.

The categorized spending estimates reported for same-day and longest-overnight-trips were then multiplied by the number of same-day trips or by the number of nights on overnight trips divided by the number of nights reported for the longest trip (for which the overnight spending estimates were asked about), to obtain total snowmobile season spending estimates for each respondent.

Further inspection of categorized tourism expenditures revealed some cases where respondents reported more average same-day trip spending on 'other retail' goods than they did on all other aspects of their snowmobile trips in New Brunswick. In this analysis, it was assumed that retail expenditures exceeding their expenditures on fuel, vehicle operations, food, and beverages were meant as a total retail spend for all same-day trips rather than retail spending on each same-day trip. Therefore, in these cases, retail spending estimates were not multiplied by the number of trips to provide a more conservative total retail spending estimate for the season.

With outliers excluded and with total season spending estimates calculated, each valid respondent record was weighted to reflect the estimated incidence of same-day trips and overnight trips undertaken by New Brunswick resident NBFSC trail permit holders.

Weighting of New Brunswick resident NBFSC 2008-2009 seasonal trail permit holders

For New Brunswick residents, the screening section of this study indicated that 42.75% of respondents took out-of-town snowmobiling trips during the 2008-2009 snowmobiling season. This incidence rate for out-of-town snowmobile trips drawn from a sample of 407 contacts out of 9,968 New Brunswick resident NBFSC seasonal trail permit holders would have a 95% confidence interval of $\pm 4.7\%$.

This indicated a base of 4,261 New Brunswick resident NBFSC seasonal trail permit holders that took out-of-town New Brunswick snowmobile trips during the 2008-2009 season ($9,968 \times 42.75\%$).

Of those participants who reported out-of-town New Brunswick snowmobiling trips during the 2008-2009 season, 93% reported same-day trips. This indicated a base of 3,888 New Brunswick resident NBFSC 2008-2009 seasonal trail permit holders who took same-day, out-of-town New Brunswick snowmobiling trips. The 129 valid records from

participants reporting same-day snowmobile tourism expenditures were weighted up to reflect that base of 3,888 resident trail permit holders.

Same-day out-of-town snowmobile tourism trip expenditures were also attributed to the 223 New Brunswick resident NBFSC daily trail permit holders who were not directly surveyed, assuming the same 42.75% incidence rate of out-of-town trips, and conservatively assuming 1 same-day out-of-town trip per daily permit holder. No adjustments were made for types of daily trip permits (1 day, 3 day, 7 day). Same-day trip expenditures were assumed to be similar to those from New Brunswick resident NBFSC seasonal trail permit holders' same-day trip expenditures. Therefore, 1 day of average same-day New Brunswick snowmobile trip expenditures was attributed to 95 New Brunswick resident daily permit holders (223 x 42.75% out-of-town trip incidence rate).

Of those participants who reported out-of-town New Brunswick snowmobiling trips during the 2008-2009 season, 61% reported trips of one or more nights. This indicated a base of 2,592 New Brunswick resident NBFSC 2008-2009 seasonal trail permit holders who took same-day, out-of-town New Brunswick snowmobiling trips. The 48 valid records from participants reporting overnight snowmobile tourism expenditures were weighted to reflect that base of 2,592 resident trail permit holders.

No adjustments were made for the number of people in the snowmobile travel parties reported by the respondents. Each snowmobile requires a trail permit, and each respondent was asked to provide spending estimates for their snowmobile travel party.

Weighting of non-resident NBFSC 2008-2009 trail permit holders

For the 1,478 non-resident NBFSC 2008-2009 trail permit holders, both seasonal (549) and daily (929) permit types were included in the base population, and total New Brunswick snowmobile tourism expenditures were examined for this smaller base rather than attempting to separate expenditures into same-day versus overnight trips. The majority of participants who qualified for this study reported New Brunswick snowmobile trips of one or more nights (77.5%) while 29% reported same-day snowmobiling trips in New Brunswick. The 86 valid records from participants reporting same-day and/or overnight New Brunswick snowmobile tourism expenditures were weighted to represent the base of 1,478 non-resident NBFSC trail permit holders.

Results

New Brunswick Resident Snowmobile Trip Characteristics

Of 406 New Brunswick resident NBFSC trail permit holders surveyed, 171 respondents provided details of New Brunswick snowmobile trips outside of their local area of residence during the 2008-2009 snowmobile season. Of these 171 respondents who took out-of-town snowmobiling trips, 93% reported taking one or more same-day trips and 61% reported taking overnight trips (trips of one or more nights).

Respondents' postal codes were used to create geographic regions of origin of these travellers who took out-of-town snowmobiling trips in New Brunswick, and the following table lists the percentage of snowmobilers from each of six broad geographic areas of the province.

Region of Origin	Number of Respondents	Percentage of Respondents
Northwest New Brunswick	10	6%
Bathurst, Campbellton	34	20%
Acadian Peninsula	14	8%
Miramichi Region	27	16%
Central New Brunswick (Woodstock – Fredericton)	43	25%
Southern New Brunswick	43	25%
Total	171	100%

Respondents' New Brunswick destinations for their same-day and overnight snowmobile trips are listed in the following table. Note that respondents could indicate multiple destinations for their same-day and overnight trips during the 2008-2009 snowmobile season, and so percentages total over 100%.

Destinations	Same-Day Destination Percentage of Respondents (n=150)	Overnight Destination Percentage of Respondents (n=99)
Bathurst	45%	45%
Campbellton	21%	29%
Miramichi	20%	17%
Edmundston	19%	26%
Saint-Quentin (Mount Carleton)	19%	21%
Governors Wilderness Lodge (Trail #23)	19%	12%
Fredericton	18%	7%
Moncton	16%	7%
Doaktown	13%	1%
Grand Falls / Grand-Sault	13%	11%
Acadian Peninsula	9%	2%
Moose Valley Sporting Lodge (Trail #17)	9%	5%
Sussex	9%	4%
Tracadie-Sheila	8%	2%
Nepisiguit River Camps	7%	1%
Restigouche Chalet (Trail #17)	4%	2%
Adairs Wilderness Lodge (Trail #31)	4%	3%
Other	24%	13%

For New Brunswick resident NBFSC trail permit holders, 79% of reported same-day snowmobile destinations and 89% of overnight snowmobile destinations were in Northern New Brunswick⁹. The following table lists the percentage of northern and southern New Brunswick snowmobile destinations reported by resident NBFSC trail permit holders who took out-of-town trips (same-day or overnight). Note that respondents could report multiple destinations, and so percentage totals may exceed 100%.

⁹ In this analysis of snowmobile destinations, Northern New Brunswick refers to municipalities and/or accommodations/outfitters in the New Brunswick counties of Madawaska, Victoria, Restigouche, Gloucester, and Northumberland.

New Brunswick residents – percentages of respondents reporting northern and southern New Brunswick snowmobile destinations for same-day and overnight trips, by region of origin		
Region of Origin (n = 153)	Southern New Brunswick Snowmobile Destinations	Northern New Brunswick Snowmobile Destinations
Northwest New Brunswick	-	100%
Bathurst, Campbellton	3%	97%
Acadian Peninsula	-	100%
Miramichi Region	11%	100%
Central New Brunswick (Woodstock – Fredericton)	17%	83%
Southern New Brunswick	45%	71%
Overall	15%	88%

Respondents reported total distances travelled on out-of-town snowmobile trips in New Brunswick during the 2008-2009 season between 220 and 11,265 km, with an average total travel distance of 3,473 km (median 2,897 km, mode 2,000 km, standard deviation of 2,521 km, n = 129).

New Brunswick resident NBFSC trail permit holders who took out-of-town snowmobiling trips in New Brunswick during the 2008-2009 season were asked about their primary motivations for taking such trips. Primary motivations were fun / recreation / leisure (44%), snowmobiling itself (21%), spending time with family and friends as social activity (18%), and spending time outdoors (10%). Other responses indicated 'all of the above' as their primary snowmobiling trip motivations. Another two responses indicated 'seeing things you can't see other ways,' and 'superior trail and hospitality' as their primary snowmobile trip motivations.

Slightly over half of these respondents indicated their level of snowmobiling activity would remain at the same level over the next five years (53%). While 12% indicated that they would either decrease their snowmobiling activity or cease completely over the next five years, 29% stated that they would increase their level of snowmobiling activity. Weather, access to trails, fuel costs, and health/age were concerns for some, but unlike the findings from the Québec study¹⁰, no respondents indicated that they would be snowmobiling less in favour of switching over to increased ATV use.

¹⁰ Québec ministère du Tourisme (2005). [La pratique récréotouristique de la motoneige et du quad au Québec.](#)

Same-Day Out-of-Town Snowmobile Trip Characteristics

Of the 171 respondents who took out-of-town snowmobiling trips in New Brunswick during the 2008-2009 season, nearly all (91%) reported same-day out-of-town snowmobiling trips. General same-day snowmobiling trip characteristics are listed in the following table.

Same-Day Out-of-Town Snowmobiling Trips by New Brunswick Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 129)	Average	Median	Range	Standard Deviation
Number of Trips	14	10	1-100	14.1
Number of People Travelled With	4	2	1-30	4
Trip Distance (km)	245	193	50-1006	176.5
Total Distance Covered in Same-Day Trips During 2008-2009 Season (km)	3,590	1,931	70-32,187	4,769.6

The average number of same-day, out-of-town trips reported was 14, although this was somewhat skewed by two respondents who reported 60 and 100 same-day trips, respectively. The median number of trips (the middle value, from the ordered list of responses) might be considered more representative, since 18 respondents reported 10 trips during the 2008-2009 season and this was the most frequently reported response (the modal value).

People travelled in parties of 1-30 snowmobilers on same-day trips, with an average travel party size of 4 people and a median travel party size of 2 people.

The distance covered on same-day out-of-town trips averaged 245 km (note that responses in miles were converted to kilometers), and the total distance covered by respondents on all their same-day trips during the 2008-2009 snowmobile season averaged 3,590 km.

Respondents were asked about how much they and their travelling party (their spouse, their children, or people accompanying them) spent during one of their average same-day snowmobiling trips in New Brunswick during the 2008-2009 season. The following table lists the categorized same-day snowmobile tourism expenditures reported by these respondents.

Categorized Same-Day Out-of-Town Snowmobiling Trip Expenditures by New Brunswick Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 129)	Average	Median	Range	Standard Deviation
Gas, snowmobile, and personal vehicle operation	\$70.76	\$60.00	\$3-\$250	\$42.2
Food and beverages in restaurants and bars	\$40.06	\$30.00	\$0-\$300	\$39.61
Food and beverages from grocery and convenience stores	\$13.56	\$10.00	\$0-\$200	\$23.70
Other retail spending	\$15.12	\$0	\$0-\$300	\$38.95
Total spending on a same-day snowmobiling trip	\$136.96	\$120.00	\$0-\$511	\$94.61

Only two respondents reported spending on snowmobile rentals or other transportation for same-day snowmobiling trips, with amounts of \$100 and \$350 reported, respectively. This is consistent with responses to the survey question about snowmobile rentals where 99% of respondents reported owning snowmobiles. 56% reported owning 1 snowmobile, 34% reported owning 2 snowmobiles, and a further 9.4% reported owning 3 or 4 snowmobiles.

Overnight Snowmobile Trip Characteristics

Of the 171 respondents who reported out-of-town snowmobiling trips in New Brunswick during the 2008-2009 season, 61% reported trips of one or more nights in duration.

A quarter of the New Brunswick resident NBFSC trail permit holders surveyed reported taking out-of-town snowmobiling trips of one or more nights in New Brunswick during the 2008-2009 snowmobile season. General overnight snowmobiling trip characteristics are listed in the following table.

Overnight Out-of-Town Snowmobiling Trips by New Brunswick Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 48)	Average	Median	Range	Standard Deviation
Number of Trips	3	2	1-20	3.3
Number of Nights on Trips	4	3	1-20	4.4
Number of Nights on Longest Trip	2	2	1-14	2.1
Number of People Accompanying on Trips	3	2	1-10	2
Average Distance Per Night (km)	336	241	50-1,448	265.6
Total Distance Covered on Overnight Trips During 2008-2009 Season (km)	1,050	622	200-4,900	1,077

The number of overnight trips reported by New Brunswick resident NBFSC trail permit holders who did take out-of-town overnight snowmobiling trips in New Brunswick during the 2008-2009 season ranged from 1 to 20 trips, with an average of 3 trips reported. These trips ranged from 1 to 14 nights duration, with the average longest trip during the season being reported as 2 nights. Total nights on New Brunswick snowmobiling trips during the 2008-2009 season ranged from 1 to 20 nights, with an average of 4 nights spent out-of-town on snowmobiling trips during the season.

The number of people accompanying respondents on their out-of-town overnight New Brunswick snowmobiling trips ranged from 1 to 10 people, with an average of 3 people travelling as a party on these overnight trips.

Respondents who took out-of-town overnight trips in New Brunswick during the 2008-2009 season were asked to estimate the total distance of their travels on overnight snowmobiling trips during the season, and these estimates ranged from 200 km to 4900 km with an average distance of 1050 km. These estimates were divided by the respondents' reported nights on trips to obtain an average distance per trip night. These distances per night ranged from 50 km to 1448 km, with an average distance per night of 336 km.

These snowmobilers were asked about accommodations used during their overnight snowmobiling trips in New Brunswick. The following table lists the percentage of respondents who indicated using any of 6 types of accommodations. Note that since multiple accommodation types could be reported by respondents, percentages add up to more than 100%.

Accommodation Types Used by New Brunswick Resident NBFSC Trail Permit Holders Who Took Overnight Snowmobiling Trips in New Brunswick During the 2008-2009 Season	Percentage of Respondents
Hotel	42%
Motel	40%
Private Cottage	21%
Lodge / Outfitter	8%
Chalet	4%
Family / Friends	4%

Respondents who took overnight snowmobiling trips in New Brunswick were asked about how much they and their travelling party (their spouse, their children, or people accompanying them that they spent money on such as gas or food for during a trip) spent during their longest snowmobiling trip of one or more nights in the 2008-2009 season. The following table lists the categorized overnight snowmobile tourism expenditures reported by these respondents.

Categorized Overnight Out-of-Town Snowmobiling Trip Expenditures by New Brunswick Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 47)	Average	Median	Range	Standard Deviation
Accommodations	\$191.76	\$175.00	\$0-\$650	\$159.18
Gas, snowmobile, and personal vehicle operation	\$265.21	\$200.00	\$30-\$2,240	\$327.10
Food and beverages in restaurants and bars	\$153.59	\$100.00	\$0-\$450	\$102.51
Food and beverages from grocery and convenience stores	\$42.34	\$25.00	\$0-\$400	\$71.05
Other retail spending	\$15.89	\$0	\$0-\$300	\$57.08
Total spending on an overnight snowmobiling trip	\$604.58	\$440.00	\$100-\$2,940	\$506.63

No spending on snowmobile or transportation rentals were reported by respondents who took overnight snowmobiling trips in New Brunswick during the 2008-2009 season.

Non-Resident Snowmobile Trip Characteristics

Of the 1,478 non-resident NBFSC trail permit holders for the 2008-2009 snowmobile season, this study was able to contact 188 respondents to ask them about their New Brunswick snowmobile trips. These respondents reported total distances travelled for snowmobiling during the 2008-2009 snowmobile season between 500 and 17,000KM, with an average total travel distance of 5,015 km (median 4,023 km, mode 2,000 km, standard deviation of 3,235 km, n = 176). As for their snowmobiling trips in New Brunswick, 84% reported spending one or more nights while over a quarter of respondents reported taking same-day New Brunswick snowmobile trips.

The following table lists New Brunswick snowmobiling destinations reported by non-resident NBFSC trail permit holders. Note that respondents could indicate multiple destinations for their same-day and overnight trips during the 2008-2009 snowmobile season, and so percentages total over 100%.

Snowmobile destinations for non-resident NBFSC trail permit holders by visitor origin				
Destinations	Geographic region of visitor origin			
	Nova Scotia & Prince Edward Island (n = 102)	Québec (n=56)	New England States (n=23)	Overall (n=181)
Bathurst	83%	32%	35%	61%
Campbellton	41%	45%	56.5%	44%
Edmundston	28%	59%	78%	44%
Miramichi area	48%	7%	21%	32%
Saint-Quentin - Kedgwick - Mount Carleton - Riley Brook	24.5%	27%	39%	27%
Moose Valley Sporting Lodge / Trail #17	18%	23%	35%	22%
Governors Wilderness Lodge / Trail #23	29%	2%	9%	18%
Moncton area including Alma, Fundy Park	22%	4%	4%	14%
Fredericton - Keswick - Woodstock	12%	14%	13%	13%
Grand Falls / Grand-Sault	13%	12.5%	13%	13%
Nepisiguit River Camps	18%	-	4%	10.5%
Restigouche Chalet / Trail #17	6%	4%	-	4%
Adairs Wilderness Lodge / Trail #31	7%	-	-	4%
Acadian Peninsula	4%	7%	-	4%
Sussex	5%	-	4%	3%
Sackville - Port Elgin - Rexton	6%	-	-	3%

For non-resident NBFSC trail permit holders, 81% of reported same-day snowmobile destinations and 95% of overnight snowmobile destinations were in Northern New Brunswick¹¹.

¹¹ In this analysis of snowmobile destinations, Northern New Brunswick refers to municipalities and/or accommodations/outfitters in the New Brunswick counties of Madawaska, Victoria, Restigouche, Gloucester, and Northumberland.

Snowmobile trip motivations

The following table lists New Brunswick snowmobile trip motivations mentioned by non-resident NBFSC trail permit holders, by geographic region of the respondent's residence. Note that Ontarian respondents have been omitted from geographic analyses due to insufficient sample (n=7), and the small sample of respondents from the New England States (n=23) requires findings from those respondents to be interpreted with some caution.

Snowmobiling itself ranked as the primary trip motivation for non-resident NBFSC trail permit holders.

The quality of New Brunswick's snowmobile trails ranked second overall as a New Brunswick trip motivator for non-resident snowmobilers, although this showed differences by geographic region of visitor origin. Only 7% of Québec respondents indicated that the quality of New Brunswick snowmobile trails motivated them to take trips in New Brunswick, while 39% of residents of the New England States cited New Brunswick's snowmobile trails as motivating New Brunswick snowmobile trips (one respondent from Massachusetts offered the comment "Only place to go snowmobiling - love it in NB"). Québec respondents were, in general, more interested in just snowmobiling, and in trying new trails and seeing different places.

Fun, recreation, and leisure – the primary snowmobile trip motivators for New Brunswick resident NBFSC trail permit holders – was the third ranked snowmobile trip motivator indicated by non-resident NBFSC trail permit holders.

New Brunswick snowmobile trip motivations for non-resident NBFSC trail permit holders				
New Brunswick Snowmobile Trip Motivations	Region of Visitor Origin			
	Nova Scotia & Prince Edward Island (n = 101)	Québec (n=56)	New England States (n=23)	Overall (n=180)
Go Snowmobiling	47.5%	55%	30%	48%
Quality of Trails	16%	7%	39%	16%
Fun / Recreation / Leisure	16%	5%	4%	11%
Try new trails, see new places	3%	18%	4%	8%
Combination - snowmobiling, outdoors, fun social activity	8%	2%	9%	6%
Spend time outdoors	4%	2%	-	3%
Spend time with family / friends	2%	4%	4%	3%
Nice people, hospitality in NB	-	4%	4%	2%
Social activity	1%	2%	-	1%
Other reasons	2.5%	1%	6%	2%

Intended Level of Snowmobile Activity over next five years

As with the resident NBFSC trail permit holder respondents in this study, slightly over half of the non-resident NBFSC trail permit holder respondents indicated that they intended to maintain their current level of snowmobile activity over the next five years. Non-resident snowmobilers from the neighbouring Maritime provinces of Nova Scotia and Prince Edward Island were more likely to intend on increasing their level of snowmobiling activity, with 43% of respondents from the Maritime region indicating an increase as compared to 25% of respondents from Québec or the New England States.

New Brunswick Snowmobile Trip - Intended Level of Activity over the Next Five Years by non-resident NBFSC Trail Permit Holders				
Intended Snowmobile Activity Level	Region of Visitor Origin			
	Nova Scotia & Prince Edward Island (n = 102)	Québec (n=56)	New England States (n=24)	Overall (n=182)
Increase	43%	25%	25%	35%
Remain the Same	47%	57%	62.5%	52%
Decrease	8%	16%	12.5%	11%
Don't Know / Can't Say	2%	2%	-	2%

The following table lists the number of mentions of particular reasons for non-resident NBFSC trail permit holders' intended levels of snowmobiling activity over the next five years. Note that since respondents could indicate more than one reason for their anticipated level of snowmobiling activity, the total number of mentions exceeds the number of respondents offering reasons for their intended activity level.

Time and interest in snowmobiling by respondents and their friends or families were the most frequently mentioned reasons for the level of snowmobiling activity over the next five years intended by these respondents.

The availability of time was cited as a constraint limiting future snowmobiling to current levels as often as it was cited as enabling more snowmobiling trips over the next five years. Related to the issue of available time for snowmobiling were 8 out of 10 mentions of either upcoming or current retirement that would allow more time for snowmobiling (on the other hand, older age and health concerns were cited by 12 respondents as limiting their intended snowmobiling activity). The age of children in the household was also somewhat related, with mentions of younger children being associated with anticipated decreases in snowmobiling and mentions of older children being associated with anticipated increases in snowmobiling.

Interest in snowmobiling was more often associated with an increase in anticipated level of snowmobiling activity, with 21 respondents indicating their increasing interest and snowmobiling expertise while 5 respondents indicated less interest by their friends or families in expanding their current level of snowmobiling over the next five years.

Snow and weather conditions were mentioned second most frequently, and the majority of those mentions indicated the availability of appropriate levels of snow was likely to constrain their future level of snowmobiling to current levels (although four respondents were more optimistic, and indicated that snow and weather would likely allow them to increase their level of snowmobiling activity over the next five years).

While 27 respondents indicated cost of fuel, cost of snowmobiling, and economic conditions as generally limiting their intended level of snowmobiling activity, the majority of 25 mentions of access to snowmobile trails and the quality of New Brunswick's snowmobile trails and accommodations were associated with anticipated increases in the level of respondents' snowmobiling activity over the next five years.

Reasons for intended level of snowmobiling activity indicated by non-resident NBFSC trail permit holders				
Reasons for indicated level of snowmobiling activity over next 5 years	Number of mentions of reasons, by intended level of activity			
	Increase	Remain the same	Decrease	Total
Time	13	13	0	26
Interested in taking more snowmobile trips, more friends / family involved	21	5	0	26
Snow / Weather	4	15	1	20
Access to trails	9	4	2	15
Cost of gas	2	8	2	12
Age / Health	0	8	4	12
Economy	0	9	3	12
Retiring / Retired	8	2	0	10
Quality of New Brunswick trails and accommodations	6	3	1	10
Children	2	1	2	5
Cost of operating snowmobile	0	3	0	3
Don't Know / Can't Say	1	15	0	16
Total Respondents	63	78	14	155

Same-Day Snowmobile Trip Characteristics

Non-resident NBFSC trail permit holders in this study generally reported trips of one or more nights in New Brunswick, but 29% of respondents did report taking snowmobile day trips in New Brunswick during the 2008-2009 season. Basic characteristics of same-day New Brunswick are presented in the following table.

Same-Day New Brunswick Snowmobiling Trips by Non-Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 50)	Average	Median	Range	Standard Deviation
Number of Trips	5	3	1-25	6.4
Number of People Travelled With	4	4	1-10	2.1
Trip Distance (km)	256	200	50-966	201.7
Total Distance Covered in Same-Day Trips During 2008-2009 Season (km)	1009	483	100-4000	1061.1

The number of same-day snowmobile trips in New Brunswick reported by the non-resident NBFSC trail permit holders who took such day trips ranged from 1 to 25, with an average of 5 trips. These respondents travelled in parties of 1 to 10 snowmobilers, with an average travel party size of 4 persons. The average snowmobile day trip covered 256 km, and the average total distance reported for all same-day New Brunswick snowmobile trips by non-resident NBFSC trail permit holders was slightly over 1000 km.

Overnight Snowmobile Trip Characteristics

Basic characteristics of New Brunswick snowmobile trips of one or more nights reported by 77.5% of the non-resident NBFSC trail permit holders surveyed are presented in the following table.

Overnight New Brunswick Snowmobiling Trips by Non-Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 160)	Average	Median	Range	Standard Deviation
Number of Trips	2.5	2	1-15	2.4
Number of Nights on Trips	5.2	3	1-45	6
Number of Nights on Longest Trip	3.2	3	1-14	2.2
Number of People Accompanying on Trips	4.5	4	1-15	2.5
Average Distance Per Night (km)	310	267	20-1000	209.2
Total Distance Covered on Overnight Trips During 2008-2009 Season (km)	1292	966	100-6200	1258.9

The number of overnight trips reported by non-resident NBFSC trail permit holders who took overnight snowmobiling trips in New Brunswick during the 2008-2009 season ranged from 1 to 15 trips, with an average of 2 and a half trips reported (median 2 trips). These trips ranged from 1 to 14 nights duration, with the average longest trip during the season being reported as 3 nights. Total nights on New Brunswick snowmobiling trips during the 2008-2009 season ranged from 1 to 45 nights, with an average of 5 nights spent out-of-town on snowmobiling trips during the season.

The number of people accompanying respondents on their overnight snowmobiling trips in New Brunswick ranged from 1 to 15 people, with an average of 4 to 5 people travelling as a party on these overnight trips.

Respondents who took overnight snowmobiling trips in New Brunswick during the 2008-2009 season were asked to estimate the total distance of their travels on these overnight snowmobiling trips during the season, and these estimates ranged from 100 km to 6200 km with an average distance of 1292 km. These estimates were divided by the respondents' reported nights on trips to obtain an average distance per trip night. These distances per night ranged from 20 km to 1000 km, with an average distance per night of 310 km.

These snowmobilers were asked about accommodations used during their overnight snowmobiling trips in New Brunswick. The following table lists the percentage of respondents who indicated using any of 6 types of accommodations. Note that since multiple accommodation types could be reported by respondents, percentages add up to more than 100%.

Accommodation Types Used by non-resident NBFSC Trail Permit Holders Who Took Overnight Snowmobiling Trips in New Brunswick during the 2008-2009 Season (n=162)	Percentage of Respondents
Hotel	56%
Motel	37%
Lodge / Outfitter	14%
Chalet	6%
Family / Friends	5%
Private Cottage	1%
Inn / B&B	1%

Non-resident New Brunswick Snowmobile Tourism Expenditures

Non-resident NBFSC trail permit holders who reported New Brunswick snowmobile trips during the 2008-2009 season were asked about how much they and their travelling party (their spouse, their children, or people accompanying them that they spent money on such as gas or food for during a trip) spent while they were in New Brunswick on their trips. Respondents were asked about same-day trip expenditures, and trip expenditures on their longest New Brunswick snowmobiling trip of one or more nights. Due to the small sample of same-day snowmobile trips in New Brunswick by non-resident NBFSC trail permit holders, same-day and overnight tourism expenditures were combined for this analysis. The following table lists the categorized snowmobile tourism expenditures reported by non-resident NBFSC trail permit holders as estimated for the 2008-2009 snowmobile season.

Categorized Out-of-Town Snowmobiling Trip Expenditures by Non-Resident NBFSC Trail Permit Holders During the 2008-2009 season (n = 86)	Average	Median	Range	Standard Deviation
Accommodations	\$505.50	\$375.00	\$0-\$2250	\$460.42
Gas, snowmobile, and personal vehicle operation	\$520.48	\$320.00	\$35-\$3054	\$553.29
Food and beverages in restaurants and bars	\$459.88	\$225.00	\$0-\$4821	\$661.90
Food and beverages from grocery and convenience stores	\$174.98	\$80.00	\$0-\$1000	\$231.86
Other retail spending	\$238.78	\$0	\$0-\$4000	\$767.03
Total New Brunswick snowmobiling trip spending	\$1,626.48	\$1,000	\$40-\$9600	\$1,870.61

Economic Impact Model Inputs

The Tourism Economic Assessment Model used in this study is based on Statistics Canada's Input-Output (I-O) tables, which represent the most detailed accounting of national and provincial economic activities available. With the input of operational and organizational expenditures as well as visitor spending data, the model provides estimates of direct and indirect economic impacts on Gross Domestic Product (GDP), labour income, employment, and taxes within a given province as well as a given area within a province. Inflation and taxation structures in the model were current to 2008.

In addition to snowmobile tourism expenditures described in previous sections, capital and operational expenditures are essential in order to provide a snowmobile tourism product. These include trail maintenance and signage, trail grooming, trail map publications, advertising, and other investments by the New Brunswick Federation of Snowmobile Clubs and its funding partners.

The following table summarizes the categorized capital and operational expenditures (in current 2009 dollars) to provide the 2008-2009 New Brunswick snowmobile tourism product.

Capital Expenditure	2008-9 Season Expenditures
Infrastructure and Equipment	\$434,340
Engineering Services	\$67,035
Total Capital Expenditures	\$501,375
Operational Expenditure	2008-9 Season Expenditures
Wages and salaries	\$176,519
Management fees	\$28,500
Repairs and Maintenance	\$1,051,304
Marketing	\$174,084
Office Supplies	\$9,392
Travel	\$62,172
Professional Services	\$80,341
Insurance	\$247,329
Total Capital Expenditures	\$1,829,641
Total Capital and Operational Expenditures	\$2,331,016

Capital expenditures of approximately \$0.5M involved in the provision of the 2008-2009 New Brunswick snowmobile tourism product included infrastructure and equipment in the form of trail grooming equipment and signage, along with engineering services ranging from trail surveying, re-routing, and bridge modifications.

Operational expenditures associated with the 2008-2009 New Brunswick snowmobile tourism product totaled over \$1.8M. Wages and salaries included NBFSC office wages along with fees associated with checkpoints. Management fees included corporate partnerships, affiliations, and dues for memberships such as the international snowmobile congress. Disbursements to clubs for the repair and maintenance of trails represented over \$1M in expenditures. Marketing expenses included contributions from the NBFSC, the New Brunswick Department of Tourism and Parks, and Northern regional partners toward advertising, White Gold planner production, and promotional exhibits at snowmobile consumer shows. Travel costs were mostly due to attendance at those consumer shows. Professional services included contracts with Service New Brunswick for the sale of trail passes, GPS mapping, trail audits, education & safety publications, and legal and translation services. Insurance represented another operational expenditure of approximately a quarter of a million dollars for the 2008-2009 snowmobile season.

Total weighted resident and non-resident New Brunswick snowmobile tourism expenditures are listed in the following table. As indicated in previous sections, NBFSC trail permit holders were asked to report only tourism expenditures while on out-of-town New Brunswick snowmobiling trips – not local expenditures on vehicles, clothes, insurance, storage, or other costs of snowmobile ownership, local recreational use, or work use.

Tourism Expenditure Category	NB Residents Same-Day Trips	NB Residents 1+ Night Trips	Non-Residents Same-Day + Overnight Trips	Total Snowmobile Tourism Spending
Accommodations	-	\$531,846	\$703,504	\$1,235,350
Vehicle operation, gas	\$3,456,160	\$1,095,306	\$893,694	\$5,445,160
Vehicle rental	\$137,010	-	-	\$137,010
Food & Beverage - At Restaurants/Bars	\$2,085,103	\$619,075	\$731,788	\$3,435,966
Food & Beverage - At Stores	\$586,117	\$161,278	\$203,119	\$950,514
Other Retail Spending on trips	\$695,820	\$111,387	\$260,825	\$1,068,032
Total	\$6,960,210	\$2,518,892	\$2,792,930	\$12,272,032

Note that while the questionnaire did not ask participants about the cost of their trail permits, the value of 2008-2009 trail permits sold to non-residents was added to the retail spending category for non-resident NBFSC trail permit holders. Also, snowmobile rental expenditures were likely underestimated in this study, since the trail permits associated with snowmobile rentals would belong to an outfitter, accommodation, or other type of snowmobile business operator and not to an identifiable NBFSC trail permit holder contact.

Economic Impact Model Analysis

Summaries of the direct and indirect economic impacts on Gross Provincial Product (GPP, or Provincial GDP) as calculated by the tourism economic assessment model using the inputs described in the preceding sections are provided in the following table, at the provincial level. Regional economic analyses based on respondents snowmobiler origins and destinations may be studied at a later time.

Direct economic impacts result from the expenditures described in the previous sections, while indirect economic impacts refer to the intermediate economic activities required to produce the goods and services to supply the tourism demands identified from the direct economic impacts¹².

The Tourism Economic Assessment Model also provides estimates of 'induced' economic impacts, over and above the direct and indirect impact estimates derived from the underlying Statistics Canada industrial Input-Output tables. Induced economic impacts assume that, in supplying the demand generated by such as the Northern Odyssey snowmobile trail and snowmobile tourism, incremental economic activity generates more spending and another round of economic impacts. For a more conservative estimate of economic impact avoiding the assumption of induced economic

¹² The total value of the production of goods and services in the provincial economy (valued at market prices) is influenced by the level of imports required to meet demand. Where New Brunswick cannot produce all of the goods required by the Northern Odyssey snowmobile tourism product, those economic impacts leak outside the province and into the Canadian economy (or beyond). Therefore, GDP is typically lower than direct expenditures.

impacts, one may consider only the direct and indirect GDP impacts derived from the I-O tables.

Provincial Economic Impacts				
Source of Economic Impact	Direct GDP Impact (Value Added)	Indirect GDP Impact	Induced Impact	Total Impact
Capital Expenditures	\$199,431	\$90,757	\$160,254	\$450,442
Operational Expenditures	\$795,354	\$438,094	\$549,239	\$1,782,687
Total Capital and Operational Expenditures	\$994,785	\$528,851	\$709,493	\$2,233,129
New Brunswick resident tourism spending	\$2,476,948	\$1,493,506	\$2,131,696	\$6,102,150
Non-resident tourism spending	\$841,640	\$471,218	\$708,735	\$2,021,593
Total tourism spending impacts	\$3,318,589	\$1,964,724	\$2,840,429	\$8,123,742
Total Provincial Economic Impacts	\$4,313,374	\$2,493,575	\$3,549,922	\$10,356,871

NBFSC trail permit holders spent a total of nearly 12.3 million dollars while on out of town snowmobile trips during the 2008-2009 snowmobile season. Non-resident snowmobilers contributed an estimated \$2.3 million in tourism expenditures to the New Brunswick economy. The direct and indirect impacts on the province's gross domestic product (provincial GDP) from total visitor spending were calculated to be \$5,283,313, according to the New Brunswick tourism economic assessment model.

These tourism expenditures provided for a total sales volume of \$22,545,793 (total economic activity generated by tourism expenditures by NBFSC trail permit holders, 2008-2009 season).

Capital costs (infrastructure) and operational expenditures of \$2,331,016 to provide the 2008-2009 snowmobile trail product during the 2008-9 snowmobile season produced a total direct and indirect economic impact on the Provincial economy of \$1,523,636.

Combined capital, operational, and total tourism expenditures of \$14,603,048 sustained a total sales volume of \$27.1M, \$4.4M in direct value added to provincial GDP, and a total value added of \$10.4M.

Total provincial tax impacts were estimated at \$1.4M, while municipal tax impacts were estimated at \$222,386. The economic activity was estimated to support 239 full time equivalent person-years of employment (jobs) in the province.

Conclusion

This study focused strictly on snowmobile tourism, by New Brunswick residents taking out-of-town snowmobile trips and by non-residents taking New Brunswick snowmobile trips. Therefore, this was a specific study of the New Brunswick snowmobile tourism product, rather than on local recreational or work-related snowmobile activity.

During the 2008-2009 New Brunswick snowmobile season, 11,683 NBFSC trail permit holders reported taking an estimated 52,000 snowmobile trips. Of the New Brunswick snowmobile destinations reported, 87% were in northern New Brunswick. NBFSC trail permit holders spent an estimated \$12.3 million while on these trips, including \$5.4 million on fuel and vehicle operation expenses, \$4 million on food and beverages in New Brunswick restaurants and stores, and \$1.2 million on New Brunswick accommodations. These tourism expenditures generated \$22.5 million in economic activity within the province, and provided an estimated \$1.4 million in provincial tax revenues.

Slightly over half of NBFSC trail permit holders plan to maintain their current level of snowmobile activity over the next five years. The balance between those planning to decrease or cease their snowmobiling and those planning to increase their snowmobile activity indicates that 19% plan to increase their snowmobile activity over the next five years.

Those who planned to decrease their snowmobile activity generally cited costs, economic concerns, age, or health. Retirement provided more time for many to increase their snowmobiling activity, but this gave way to health and age-related concerns with increasing age.

New Brunswick residents and non-residents alike who planned to increase their snowmobiling activity generally cited their increasing interest and enjoyment in snowmobiling. Non-residents, especially those from the Maritime region and from the New England States, also cited New Brunswick's high quality snowmobile trail product and New Brunswick hospitality as reasons for taking more New Brunswick snowmobile trips.

NBFSC trail permit sales for the 2008-2009 snowmobile season indicated that 13% of permit holders were from outside of New Brunswick. Trail permit sales at the time of the 2004-2005 snowmobile season survey indicated that 20% of permit holders were non-residents. Trail permit sales to residents of the New England States seemed to show the sharpest decrease, from 6% of permit sales in 2004-2005 to 1% in 2008-2009. During the 2008-2009 season, New England permit holders spent more in New Brunswick on a snowmobile trip than did residents of Québec or the Maritime provinces. Exploration of whether current United States economic conditions and border security concerns could be overcome might be of benefit to future plans for the New Brunswick snowmobile tourism product.

Appendix A: Survey Instrument

New Brunswick Snowmobile Tourism Survey – 2008/9 Season

Hello, may I please speak with **[Name from the trail permit list provided by the NBFSC, where the contact has clearly indicated permission to contact them for research]**?

Hello, my name is _____, and I am calling on behalf of the New Brunswick Department of Tourism and Parks and the New Brunswick Federation of Snowmobile Clubs for a survey that we are conducting about snowmobiling in New Brunswick.

The survey will take less than 10 minutes, all information will be held in strict confidence, and you will not be asked to purchase anything.

May I start the survey now?

- 1 = YES (CONTINUE)
- 2 = NO TIME NOW (ARRANGE CALLBACK)
- 3 = ALREADY TOOK A NB SURVEY [RECORD SAMPLE RECORD THANK AND TERMINATE]
- 3 = REFUSE (TRY PERSUADERS. THANK & TERMINATE IF THEY STILL REFUSE.)

Section 1: Screening

Q1. To begin, are you 18 years of age or older?

- 1 = Yes
- 2 = No [THANK AND TERMINATE]

96 = Refused / Declined

Q2. Did you go on any snowmobiling trips in New Brunswick this past winter? [Dec. 2008-Mar. 2009]

- 1 = Yes
- 2 = No [THANK AND TERMINATE]

96 = Don't know / Refusal

Q3. Were any of your New Brunswick snowmobiling trips this past winter for recreation? [non-work-related snowmobiling trips]

- 1 = Yes
- 2 = No [THANK AND TERMINATE]

96 = Don't know / Refusal

Q4. Were any of those recreational New Brunswick snowmobiling trips this past winter out-of-town trips? [places in New Brunswick outside of local area, for example, a recreational snowmobiling trip to the Miramichi area, from Moncton]

- 1 = Yes
- 2 = No [THANK AND TERMINATE]

96 = Don't know / Refusal

Section 2: Same-Day Out-of-Town New Brunswick Snowmobiling Leisure Trips

Q5. Thinking about those recreational, out-of-town snowmobiling trips in New Brunswick this past winter, how many SAME-DAY trips did you take this past winter? [PROBE FOR APPROXIMATE ANSWER]

_____ Same-day Trips

0 = No same-day trips [SKIP TO SECTION 3]

96 = Don't know / Refusal [SKIP TO SECTION 3]

Q6a. Concerning these SAME-DAY trips, where did you go in New Brunswick? [DO NOT READ LIST; CHECK ALL MENTIONS]

Tourism Regions Here

01 = Edmundston

02 = Campbellton

03 = Bathurst

04 = Miramichi

05 = Moncton

06 = Sussex

07 = Fredericton

08 = Tracadie-Sheila

09 = Saint Quentin (Mount Carleton)

10 = Grand Falls

11 = Doaktown

12 = Acadian Peninsula

13 = Moose Valley Sporting Lodge (Trail #17)

14 = Restigouche Chalet (Trail #17)

15 = Governors Wilderness Lodge (Trail #23)

16 = Adairs Wilderness Lodge (off Provincial Trail #31)

17 = Nepisiguit River Camps

18 = Other: _____

96 = Don't know/Refusal

Q6b. In total, what distance did you travel in New Brunswick on SAME-DAY recreational snowmobile trips this past winter? [PROBE FOR APPROXIMATE ANSWER]

_____ Distance

Q6c. Record measuring unit: [If kilometres or miles not specified, ask]

1 = Kilometres

2 = Miles

96 = Refusal

My next questions are about the average costs associated with the SAME-DAY snowmobile trip(s) that we have been talking about.

We would like to determine the costs incurred by you and your household, such as your spouse or the children that accompanied you.

Q7. Generally, during these SAME-DAY snowmobiling trip(s) in New Brunswick, how many people travelled with you, including yourself?

96 = Refusal

Q8. Now I am going to ask you a few questions that concern your expenses. First of all, please tell me which currency you used.

01 = Canadian dollars

02 = American dollars

03 = Euros

04 = Pounds Sterling

05 = Other (Specify: _____)

96 = Refusal

Q9. On average, during one of your SAME-DAY snowmobiling trips in New Brunswick, how much did you and other members of your household spend on purchasing gas or oil in New Brunswick, including gas for the snowmobile, car, truck...?

96 = Don't know / Refusal

Q10. On average, during one of your SAME-DAY snowmobiling trips in New Brunswick, how much did you and other members of your household spend at restaurants and bars?

96 = Don't know / Refusal

Q11. On average, during one of your SAME-DAY snowmobiling trips in New Brunswick, how much did you and other members of your household spend on purchasing groceries in New Brunswick (water, soft drinks, food, alcoholic beverages)?

96 = Don't know / Refusal

Q12. On average, during one of your SAME-DAY snowmobiling trips in New Brunswick, how much did you and other members of your household spend on renting a car, snowmobile, and/or other transportation equipment in New Brunswick?

96 = Don't know / Refusal

Q13. On average, during one of your SAME-DAY snowmobiling trips in New Brunswick, how much did you and other members of your household spend on any other retail purchases?

96 = Don't know / Refusal

Section 3: Overnight Out-of-Town New Brunswick Snowmobiling Leisure Trips
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Q14. Thinking about your recreational snowmobiling trips in New Brunswick this past winter, how many out-of-town trips of one or more nights did you take? [PROBE FOR APPROXIMATE ANSWER]

_____ Trips

0 = No overnight out-of-town trips [SKIP TO SECTION 4]

96 = Don't know / Refusal [SKIP TO SECTION 4]

Q15a. In total, for all of those snowmobile trips of one or more nights that you took in New Brunswick this past winter, how many nights in total did you spend out of town?

_____ Nights spent out of town snowmobiling

96 = Don't know / Refusal

Q15b. And now, of these out-of-town trips, how many NIGHTS was your LONGEST trip?

_____ Nights

96 = Don't know / Refusal

Q15c. During these snowmobiling trips of one or more nights, what types of accommodations did you stay in? [DO NOT READ LIST. CHECK ALL MENTIONS]

1 = Hotel

2 = Motel

3 = Chalet

4 = Inn/ Bed & Breakfast

5 = Lodge / Outfitter

6 = Private Cottage

7 = With family or friends

96 = Don't Know/Refusal

Q16a. Concerning these trips of one or more nights, in which tourism regions of New Brunswick did you go? [DO NOT READ LIST. CHECK ALL MENTIONS]

Tourism Regions Here

01 = Edmundston

02 = Campbellton

03 = Bathurst

04 = Miramichi

05 = Moncton

06 = Sussex

07 = Fredericton

08 = Tracadie-Sheila

09 = Saint Quentin (Mount Carleton)

10 = Grand Falls

- 11 = Doaktown
- 12 = Acadian Peninsula
- 13 = Moose Valley Sporting Lodge (Trail #17)
- 14 = Restigouche Chalet (Trail #17)
- 15 = Governors Wilderness Lodge (Trail #23)
- 16 = Adairs Wilderness Lodge (off Provincial Trail #31)
- 17 = Nepisiguit River Camps
- 18 = Other: _____
- 96 = Don't know/Refusal

Q16b. In total, what distance, did you travel in New Brunswick on recreational snowmobile trips of one or more nights this past winter? [PROBE FOR APPROXIMATE ANSWER]

_____ Distance

96 = Don't Know/Refusal

Q16c. Record measuring unit: [If kilometres or miles not specified, ask]

1 = Kilometres

2 = Miles

96 = Refusal

My next questions are about the costs associated with the LONGEST snowmobile trip that you made in New Brunswick, that is, the [Q15b] night trip that we talked about previously. We would like to determine the costs incurred by you and your household, such as your spouse or the children that accompanied you.

Q17. During this [Q15b] night snowmobile trip, how many people travelled with you, including yourself?

96 = Refusal

Q18. Now I am going to ask you a few questions that concern your expenses. First of all, please tell me which currency we should use. [IF ALREADY ANSWERED, ASK: Are we still talking about [Q8]?]

01 = Canadian dollars

02 = American dollars

03 = Euros

04 = Pounds Sterling

05 = Other (Specify: _____)

Q19. During this [Q15b] night snowmobile trip in New Brunswick, around how much did you and other members of your household spend in total on accommodations (hotel, motel...)?

96 = Don't know / Refusal

Q20. During this [Q15b] night snowmobile trip in New Brunswick, around how much did you and other members of your household spend in total on purchasing gas or oil in New Brunswick, including gas for the snowmobile, car, truck....?

96 = Don't know / Refusal

Q21. During this [Q15b] night snowmobile trip in New Brunswick, around how much did you and other members of your household spend in total at restaurants and bars?

96 = Don't know / Refusal

Q22. During this [Q15b] night snowmobile trip in New Brunswick, how much did you and other members of your household spend in total on purchasing groceries in New Brunswick (water, soft drinks, food, alcoholic beverages)?

96 = Don't know / Refusal

Q23. During this [Q15b] night snowmobile trip in New Brunswick, around how much did you and other members of your household spend in total on renting a car, snowmobile or other transport equipment in New Brunswick?

96 = Don't know / Refusal

Q24. During this [Q15b] night snowmobile trip in New Brunswick, around how much did you and other members of your household spend in total on any other retail purchases?

96 = Don't know / Refusal

Section 4: Out-of-Town New Brunswick Snowmobiling Characteristics

Q25. Now, thinking of all your snowmobile trips that we talked about previously that you've made in New Brunswick this past winter, whether they were same-day trips, overnight trips, or longer, what is the MAIN REASON that motivated these trips? Would you say it was mainly to...? [READ LIST, SELECT ONE ANSWER ONLY]

01 = Go snowmobiling

02 = Fun, recreation and/or leisure

03 = Spend time in the outdoors

04 = Engage in a social activity

05 = Spend time with friends or family

06 = Visit a specific tourism site

07 = Another reason (Specify: _____)

96 = Don't know/ Refusal

Q26a. Still considering out-of-town trips in New Brunswick, whether it's a same-day trip, an overnight trip or longer, how would you evaluate your level of snowmobile activity within the next 5 years? Will it...? [READ LIST, SELECT ONE ANSWER ONLY]

1 = Increase

2 = Remain the same

3 = Decrease

4 = Cease completely

96 = Don't know / Refusal

Q26b. Why do you say your level of snowmobile activity will _____ within the next 5 years? [DO NOT READ, CHECK FIRST TWO MENTIONS]

01 = Access to trails

02 = The cost of gas

03 = The cost of operating snowmobile

04 = Use ATV instead

05 = Other (Specify: _____)

96 = Don't know / Refusal

Q27. I now have a few questions to ask you about your snowmobile activity in general this past winter. First, did you mainly go snowmobiling as the driver or the passenger?

1 = Driver

2 = Passenger

3 = Both

96 = Don't know / Refusal

Q28a. Do you own or rent your snowmobile?

1 = Own

2 = Rent

3 = Other (borrow from friend or family member or other)

96 = Don't know / Refusal

Q28b. How many snowmobiles do you own or rent?

_____ Snowmobiles

0 = None

96 = Don't know / Refusal

Q29a. In total, what distance, have you travelled this past winter? [PROBE FOR APPROXIMATE ANSWER]

_____ Distance

Q29b. Record measuring unit: [If kilometres of miles not specified, ask]

1 = Kilometres

2 = Miles

96 = Refusal

Section 5: Sociodemographics

For classification purposes, I now need to ask you a few additional questions.

Q30. Can you tell me in which age group you are... [READ LIST]

01 = 18 - 24 years of age

02 = 25 - 34 years of age

03 = 35 - 44 years of age

04 = 45 - 54 years of age

05 = 55 - 64 years of age

06 = 65 - 74 years of age

07 = 75 years of age or older

96 = Refusal

Q31. What is the highest level of education you have successfully completed?

[Do NOT read list]

- 01 = Up to graduated high school
- 02 = Graduated high school/ vocational school
- 03 = Some community college/technical school
- 04 = Graduated community college/technical school
- 05 = Some university
- 06 = Graduated university
- 07 = Completed a masters or PhD (graduate school)
- 08 = Other: (Please specify: _____)
- 96 = Don't know / Refusal

Q32. Which of the following categories best describes your work status?

[PLEASE SELECT ONE ANSWER ONLY]

- 1 = Working
- 2 = Retired
- 3 = A student
- 4 = A stay at home spouse or partner
- 5 = Currently seeking employment
- 6 = Other (Specify: _____)

96 = Refusal

Q33. What is your Postal Code?

96 = Refusal

Q34. Enter respondent's gender [By observation if possible]

- 1 = Male
- 2 = Female

Thank you for your participation.

Sondage sur le tourisme en motoneige au Nouveau-Brunswick 2009

Bonjour, est-ce que je peux parler à [nom de la personne provenant de la liste des permis de sentiers fournie par la FCMNB, qui a clairement indiqué qu'elle permettait qu'on prenne contact avec elle aux fins de recherche]?

Bonjour, je m'appelle _____ et je vous contacte au nom du ministère du Tourisme et des Parcs du Nouveau-Brunswick, et la Fédération des clubs de motoneige du Nouveau-Brunswick. Nous faisons un sondage sur la motoneige au Nouveau-Brunswick qui prendra moins de dix minutes. Tous les résultats resteront strictement confidentiels et vous ne serez pas sollicité pour acheter quoi que ce soit. Est-ce que je peux commencer le sondage?

Section 1 : Présélection**Q1. Avez-vous 18 ans ou plus?**

1 = Oui

2 = Non [REMERCIER ET CONCLURE]

96 = Refus

Q2. Avez-vous fait une ou des excursions en motoneige au Nouveau-Brunswick l'hiver dernier? [décembre 2008 à mars 2009]

1 = Oui

2 = Non [REMERCIER ET CONCLURE]

96 = Ne sait pas/Refus

Q3. Est-ce que votre ou vos excursions en motoneige de l'hiver dernier au Nouveau-Brunswick étaient récréatives? [non reliées au travail]

1 = Oui

2 = Non [REMERCIER ET CONCLURE]

96 = Ne sait pas/Refus

Q4. Est-ce que votre ou vos excursions récréatives en motoneige à des fins récréatives de l'hiver dernier au Nouveau-Brunswick ont eu lieu dans une région autre que la vôtre [par exemple une excursion en motoneige récréative dans la région de Miramichi à partir de Moncton]

1 = Oui

2 = Non [REMERCIER ET CONCLURE]

96 = Ne sait pas/Refus

Section 2 : Excursions récréatives en motoneige D'UNE JOURNÉE hors région au Nouveau-Brunswick

Q5. En repensant aux excursions récréatives en motoneige au Nouveau-Brunswick que vous avez faites en dehors de votre région, combien d'excursions d'une journée avez-vous faites l'hiver dernier? [INSISTER POUR OBTENIR UNE RÉPONSE APPROXIMATIVE]

_____ excursions d'une journée

0 = Aucune [PASSER À LA SECTION 3]

96 = Ne sait pas/Refus [PASSER À LA SECTION 3]

Q6a. À propos de vos excursions d'une journée, où êtes-vous allé au Nouveau-Brunswick? [NE PAS LIRE LA LISTE; COCHER TOUTES LES RÉPONSES DONNÉES]

Régions touristiques

01 = Edmundston

02 = Campbellton

03 = Bathurst

04 = Miramichi

05 = Moncton

06 = Sussex

07 = Fredericton

08 = Tracadie-Sheila

09 = Saint-Quentin (mont Carleton)

10 = Grand-Sault

11 = Doaktown

12 = Péninsule acadienne

13 = Pourvoirie Moose Valley Sporting Lodge (sentier n° 17)

14 = Chalet Restigouche (sentier n° 17)

15 = Governors Wilderness Lodge (sentier n° 23)

16 = Adairs Wilderness Lodge (en retrait du sentier provincial n° 31)

17 = Camps de la rivière Nepisiguit

18 = Autres : _____

96 = Ne sait pas/Refus

Q6b. Quelle distance avez-vous parcourue en tout au Nouveau-Brunswick pour vos excursions récréatives d'une journée l'hiver dernier? [INSISTER POUR OBTENIR UNE RÉPONSE APPROXIMATIVE]

_____ distance

Q6c. Inscrire l'unité de mesure : [au besoin, demander s'il s'agit de kilomètres ou de milles]

1 = Kilomètres

2 = Milles

96 = Refus

Mes prochaines questions concernent les coûts moyens rattachés à l'excursion ou aux excursions en motoneige d'une journée dont nous venons de parler. Il s'agit de déterminer les coûts pour vous et votre ménage, c'est-à-dire votre conjointe ou les enfants qui vous accompagnaient.

Q7. En général, durant votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien de personnes vous accompagnaient, en vous incluant vous-même?

96 = Refus

Q8. Parlons maintenant de vos dépenses. Dites-moi d'abord quelle monnaie vous avez utilisée.

01 = Dollars canadiens

02 = Dollars américains

03 = Euros

04 = Livres sterling

05 = Autre (préciser : _____)

96 = Refus

Q9. Pour votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour l'achat d'essence ou d'huile au Nouveau-Brunswick, y compris l'essence pour la motoneige, la voiture, le camion, etc.?

96 = Ne sait pas/Refus

Q10. Pour votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne, dans les restaurants et les bars?

96 = Ne sait pas/Refus

Q11. Pour votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne à l'épicerie ou au dépanneur (eau, boissons gazeuses ou alcoolisées, nourriture, etc.)?

96 = Ne sait pas/Refus

Q12. Pendant votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour la location d'une voiture, d'une motoneige et/ou d'un autre moyen de transport au Nouveau-Brunswick?

96 = Ne sait pas/Refus

- Q13. Pour votre ou vos excursions en motoneige d'une journée au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour d'autres achats dans des commerces de détail?**

96 = Ne sait pas/Refus

<p>Section 3 : Excursions récréatives en motoneige de D'UNE NUITÉE OU PLUS hors région au Nouveau-Brunswick</p>
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- Q14. Pensez maintenant aux excursions récréatives en motoneige que vous avez faites au Nouveau-Brunswick l'hiver dernier : combien d'excursions d'une nuitée ou plus avez-vous faites en dehors de votre région? [INSISTER POUR OBTENIR UNE RÉPONSE APPROXIMATIVE]**

_____ excursions

0 = aucune [PASSER À LA SECTION 4]

96 = Ne sait pas/Refus [PASSER À LA SECTION 4]

- Q15a. Pour toutes les excursions en motoneige d'une nuitée ou plus que vous avez faites au Nouveau-Brunswick l'hiver dernier, combien de nuits en tout avez-vous passées en dehors de votre région?**

_____ nuitées passées hors région

96 = Ne sait pas/Refus

- Q15b. Pour l'excursion la plus LONGUE, combien de NUITS avez-vous passées hors de votre région?**

_____ nuitées

96 = Ne sait pas/Refus

- Q15c. Pour ces excursions en motoneige d'une nuitée ou plus, dans quel genre d'établissement d'hébergement avez-vous séjourné? [NE PAS LIRE LA LISTE; COCHER TOUTES LES RÉPONSES DONNÉES]**

1 = Hôtel

2 = Motel

3 = Chalet

4 = Auberge/Gîte

5 = Pavillon/Pourvoirie

6 = Chalet privé

7 = Chez de la famille ou des amis

96 = Ne sait pas/Refus

Q16a. À propos de ces excursions d'une nuitée ou plus, dans quelles régions touristiques du Nouveau-Brunswick êtes-vous allé? [NE PAS LIRE LA LISTE; COCHER TOUTES LES RÉPONSES DONNÉES]

Régions touristiques

01 = Edmundston

02 = Campbellton

03 = Bathurst

04 = Miramichi

05 = Moncton

06 = Sussex

07 = Fredericton

08 = Tracadie-Sheila

09 = Saint-Quentin (mont Carleton)

10 = Grand-Sault

11 = Doaktown

12 = Péninsule acadienne

13 = Pourvoirie Moose Valley Sporting Lodge (sentier n° 17)

14 = Chalet Restigouche (sentier n° 17)

15 = Governors Wilderness Lodge (sentier n° 23)

16 = Adairs Wilderness Lodge (en retrait du sentier provincial n° 31)

17 = Camps de la rivière Nepisiguit

18 = Autres : _____

96 = Ne sait pas/Refus

Q16b. Quelle distance avez-vous parcourue en tout au Nouveau-Brunswick pour vos excursions récréatives en motoneige d'une nuitée ou plus l'hiver dernier? [INSISTER POUR OBTENIR UNE RÉPONSE APPROXIMATIVE]

_____ distance

96 = Ne sait pas/Refus

Q16c. Inscrire l'unité de mesure : [au besoin, demander s'il s'agit de kilomètres ou de milles]

1 = Kilomètres

2 = Milles

96 = Refus

Mes prochaines questions concernent les coûts rattachés à la plus LONGUE excursion de motoneige que vous avez faite au Nouveau-Brunswick, c'est-à-dire celle de la [Q15b], dont nous avons parlé tout à l'heure. Il s'agit de déterminer les coûts pour vous et votre ménage, c'est-à-dire votre conjointe ou les enfants qui vous accompagnaient.

Q17. Durant l'excursion en motoneige mentionnée à la [Q15b], combien de personnes vous accompagnaient, en vous incluant vous-même?

96 = Refus

Q18. Parlons maintenant de vos dépenses. Dites-moi d'abord quelle monnaie vous avez utilisée. [SI LA PERSONNE A DÉJÀ RÉPONDU, DEMANDER : Est-ce la même monnaie qu'à la [Q8]?)

01 = Dollars canadiens

02 = Dollars américains

03 = Euros

04 = Livres sterling

05 = Autre (préciser : _____)

Q19. Pour votre excursion en motoneige de la [Q15b] au Nouveau-Brunswick, combien d'argent, toujours approximativement, vous ou les autres membres de votre ménage avez dépensé pour l'hébergement (hôtel, motel, etc.)?

96 = Ne sait pas/Refus

Q20. Pour votre excursion de la [Q15b] au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour l'achat d'essence ou d'huile au Nouveau-Brunswick, y compris l'essence pour la motoneige, la voiture, le camion, etc.?

96 = Ne sait pas/Refus

Q21. Pour votre excursion de la [Q15b] au Nouveau-Brunswick, combien d'argent en moyenne, vous et les autres membres de votre ménage avez dépensé dans les restaurants et les bars?

96 = Ne sait pas/Refus

Q22. Pour votre excursion de la [Q15b] au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne, pour l'achat d'articles d'épicerie ou de dépanneur (eau, boissons gazeuses ou alcoolisées, nourriture, etc.)?

96 = Ne sait pas/Refus

Q23. Pour votre excursion de la [Q15b] au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour la location d'une voiture, d'une motoneige et/ou d'un autre moyen de transport au Nouveau-Brunswick?

96 = Ne sait pas/Refus

Q24. Pour votre excursion de la [Q15b] au Nouveau-Brunswick, combien d'argent vous et les autres membres de votre ménage avez dépensé en moyenne pour d'autres achats au détail?

96 = Ne sait pas/Refus

Section 4 : Caractéristiques de l'excursion en motoneige au Nouveau-Brunswick hors région

Q25. Pensez maintenant à toutes les excursions en motoneige que vous avez faites au Nouveau-Brunswick l'hiver dernier, qu'il s'agisse d'excursions d'une journée ou d'une nuitée ou plus : quelle est la PRINCIPALE RAISON qui les ont motivées? Diriez-vous que c'est surtout pour... [LIRE LA LISTE, CHOISIR UNE SEULE RÉPONSE]

01 = Faire de la motoneige

02 = Avoir du plaisir en pratiquant un loisir

03 = Faire du plein air

04 = Pratiquer une activité sociale

05 = Passer du temps en famille ou entre amis

06 = Visiter un site touristique particulier

07 = Autre raison (préciser : _____)

96 = Ne sait pas/Refus

Q26a. Toujours concernant vos excursions au Nouveau-Brunswick en dehors de votre région, qu'il s'agisse d'une excursion d'une journée ou d'une nuitée ou plus, comment évaluez-vous votre degré d'activité en motoneige pour les cinq prochaines années? [LIRE LA LISTE, CHOISIR UNE SEULE RÉPONSE]

1 = Il va augmenter.

2 = Il va rester le même.

3 = Il va diminuer.

4 = Il va cesser complètement.

96 = Ne sait pas/Refus

Q26b. Pourquoi dites-vous que votre degré d'activité en motoneige va _____ pour les cinq prochaines années? [NE PAS LIRE LA LISTE, COCHER SEULEMENT LES DEUX PREMIÈRES RÉPONSES]

- 01 = L'accès aux sentiers
- 02 = Le coût de l'essence
- 03 = Le coût de fonctionnement de la motoneige
- 04 = Préférence envers un VTT
- 05 = Autres (préciser : _____)

- 96 = Ne sait pas/Refus

Q27. Maintenant, je vais vous poser quelques questions générales à propos de votre activité de motoneige l'hiver dernier. La plupart du temps, étiez-vous le conducteur ou passager?

- 1 = Conducteur
- 2 = Passager
- 3 = Les deux

- 96 = Ne sait pas/Refus

Q28a. Êtes-vous propriétaire de votre motoneige ou l'avez-vous en location?

- 1 = Propriétaire
- 2 = Locataire
- 3 = Autre (p. ex. emprunt d'un ami ou d'un membre de la famille)

- 96 = Ne sait pas/Refus

Q28b. Combien de motoneiges possédez-vous ou avez-vous en location?

- _____ motoneiges
- 0 = Aucune
 - 96 = Ne sait pas/Refus

Q29a. Quelle distance totale avez-vous parcourue l'hiver dernier? [INSISTER POUR OBTENIR UNE RÉPONSE APPROXIMATIVE]

_____ distance

Q29b. Inscrire l'unité de mesure : [au besoin, demander s'il s'agit de kilomètres ou de milles]

1 = Kilomètres

2 = Milles

96 = Refus

Section 5 : Données sociodémographiques

J'en suis maintenant aux dernières questions et elles servent seulement pour la classification des réponses.

Q30. Dans quel groupe d'âges vous situez-vous? [LIRE LA LISTE]

01 = 18-24 ans

02 = 25-34 ans

03 = 35-44 ans

04 = 45-54 ans

05 = 55-64 ans

06 = 65-74 ans

07 = 75 ans ou plus

96 = Refus

Q31. Quel niveau de scolarité avez-vous atteint? [NE PAS LIRE LA LISTE]

01 = Secondaire non terminé

02 = Diplôme secondaire/d'école de métiers

03 = École technique/collège communautaire non complété

04 = École technique/collège communautaire

05 = Université non complétée

06 = Université, premier cycle

07 = Maîtrise ou doctorat obtenu

08 = Autres : (préciser : _____)

96 = Ne sait pas/Refus

Q32. Laquelle des catégories suivantes décrit le mieux votre situation relative à l'emploi? [CHOISIR UNE SEULE RÉPONSE]

1 = Sur le marché du travail

2 = À la retraite

3 = Aux études

4 = Conjoint ou conjointe à la maison

5 = À la recherche d'un emploi

6 = Autres : (préciser : _____)

96 = Refus

Q33. Quel est votre code postal?

96 = Refus

Q34. Inscrire le sexe du répondant [selon la voix et si possible]

1 = Homme

2 = Femme

Merci d'avoir participé