



**2023
ECONOMIC
IMPACT
REPORT
SUMMARY**



ECONOMIC IMPACT

Saddle up for a **thrilling** ride through Wisconsin's economy, powered by the adventurous spirit of ATV/UTV enthusiasts! In 2023, these trailblazers didn't just kick up dust—they ignited a staggering economic explosion! Table 1 isn't just numbers; it's the story of a breathtaking impact, all thanks to the RIMS II model analysis.

IMAGINE EVERY TURN OF THE WHEEL, EVERY SCENIC ROUTE TAKEN BY ATV/UTV RIDERS, INJECTING FUEL INTO WISCONSIN'S ECONOMIC ENGINE.

From bustling dealerships to cozy lodgings, from inviting restaurants to the essential gas stations and grocery stores—every dollar spent sparked an economic boom. This wasn't merely about fueling adventures; it was about fueling dreams, livelihoods, and the entire state's economy!

Here's the climax: A monumental 25,845 jobs emerged, thanks to this vibrant spending spree. But hold on, the ripple effect didn't stop there. These jobs powered up an additional 5,719 roles in essential industries like accounting, advertising, and more, weaving a robust economic tapestry across the state. And just when you thought it couldn't get any better, this combined workforce further revved up 8,240 jobs in the service sector, from hospitals to schools, ensuring every corner of Wisconsin felt the positive vibrations.

By the end of 2023, a jaw-dropping **TOTAL OF 39,804 JOBS WERE SUPPORTED**, all because of the unstoppable energy of ATV/UTV riders. So, as you glance at Table 1, remember—you're not just looking at data. You're diving into a story of adventure, growth, and unparalleled economic impact, all thanks to the spirit of exploration and community among Wisconsin's ATV/UTV riders. Let's celebrate the journey and the remarkable footprint it leaves on our state's economy!

TABLE 1: SUMMARY OF ECONOMIC CONTRIBUTION (IN BILLIONS OF DOLLARS)

Impact Type	Employment	Labor Income	Value Added	Output
Rider Spending	25,845	\$910 Million	\$1.67 Billion	\$2.85 Billion
Interindustry Effect	5,719	\$350 Million	\$660 Million	\$1.24 Billion
Household-Spending Effect	8,240	\$410 Million	\$760 Million	\$1.34 Billion
Total Effect	39,804	\$1.67 Billion	\$3.09 Billion	\$5.43 Billion

IN 2023, ATV/UTV RIDERS CONTRIBUTED \$5.43 BILLION DOLLARS TO THE WI ECONOMY

The dollars are expressed in billions of 2023 dollars. Labor income is the sum of employee compensation (wages and salaries plus other compensations) and proprietor income. Value added is the sum of labor income, other types of property income (such as dividends, interest income, rent income, and profits), and taxes on production and imports. Output is the sum of value added and the cost of all the inter-industry purchases required for production.

Table 2 illustrates rider spending across three primary categories: spending during the trip, spending on vehicles (such as ATV/UTVs and towing trucks), and spending on equipment. Within each category, the table itemizes the expenditure amounts for specific items. For example, in the spending during the trip category, riders collectively spent \$973 million on Food & Beverage during the calendar of 2023.



TABLE 2: RIDER SPENDING BY CATEGORY (IN MILLIONS OF DOLLARS)

Category	Subcategory	Spending
Trip	Food & Beverage	\$973 Million
Trip	Transportation	\$607 Million
Trip	Recreation	\$534 Million
Vehicles	New ATV/ UTV	\$488 Million
Trip	Lodging	\$310 Million
Trip	Souvenir	\$298 Million
Vehicles	New Towing Truck	\$282 Million
Trip	Entrance Fees	\$226 Million
Equipment	Accessories	\$115 Million
Vehicles	Used ATV / UTV	\$86 Million
Equipment	Maintenance Costs	\$59 Million
Vehicles	Used Towing Truck	\$50 Million
Equipment	Insurance Premium	\$44 Million
Equipment	Apparel	\$30 Million
Equipment	Government Fees	\$13 Million
Equipment	Other	\$10 Million
Total:		\$4.2 Billion

IN 2023, ATV/UTV RIDERS IN WISCONSIN SPENT AN ESTIMATED \$4.2 BILLION.



Download the executive summary and the full report by scanning the QR code above or by visiting www.watva.org.

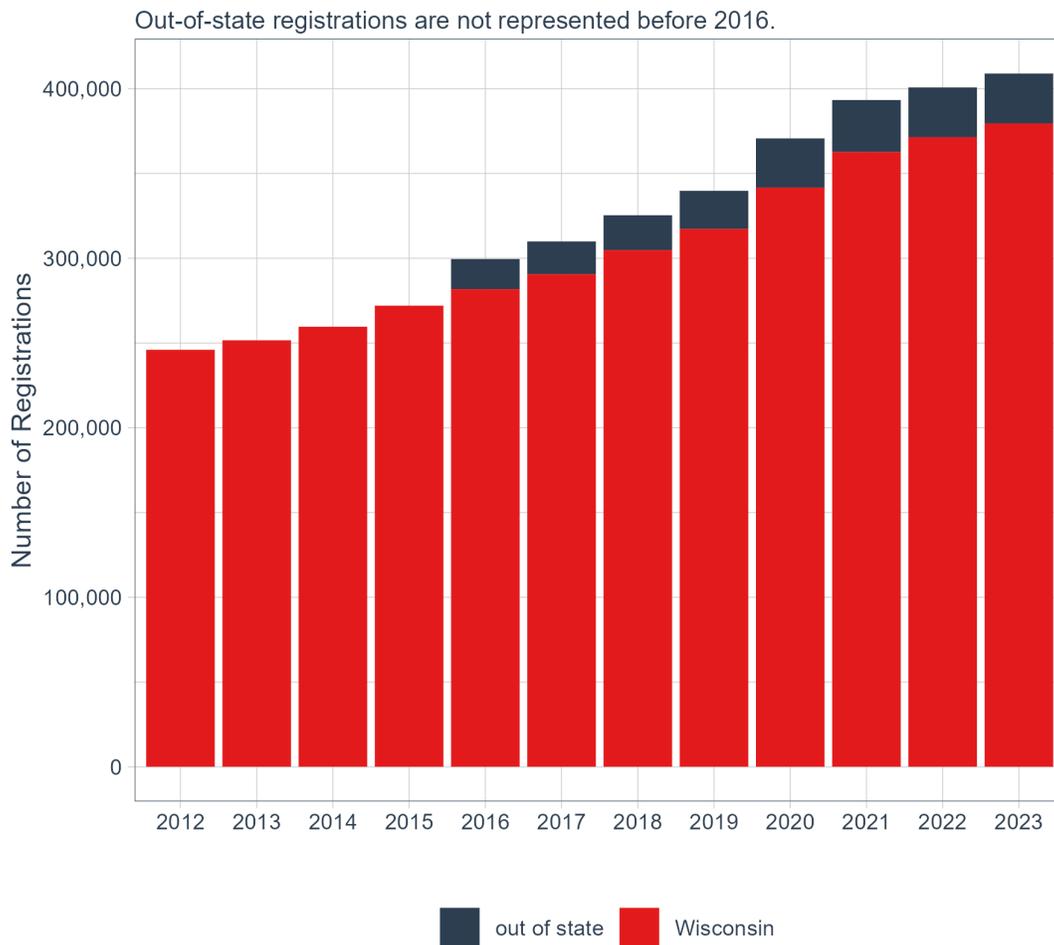
Please note that the vehicle categories (e.g., ATV/UTVs and towing trucks) encompasses only a segment of total spending specifically associated with recreational riding activities, as indicated by data from the rider survey. For instance, the “New ATV/UTV” category represents 75.1% of the total spending on new ATV/UTVs, while the “Used Towing Truck” category accounts for 30.7% of total spending.

REGISTRATIONS

The ATV/UTV industry in Wisconsin is on a fast track to more growth. In the last ten years, the state has seen a steady climb in ATV and UTV registrations, showcasing a booming interest. What's fascinating is the surge in non-resident riders. Though they're still fewer than Wisconsin's own, their numbers have almost doubled in growth rate compared to local riders. From 2016 to 2023, out-of-state enthusiasts jumped by 66%, overshadowing the 35% increase in resident riders. This gap highlights a thrilling opportunity for boosting Wisconsin's economy even more.

This uptick aligns with new rules from 2016, demanding trail passes for visitors, making it easier to track the rising trend of out-of-state participants. Before this, visitors registered their ATVs/UTVs in their home states, but these could be used in Wisconsin. Note, though, that this analysis doesn't include commercial activities like dealership operations, which are a small fraction of total registrations and don't significantly sway the trends. This detailed look into the registration trends points to a vibrant future for recreational riding in Wisconsin, promising economic gains driven by a growing community of ATV/UTV enthusiasts.

GROWTH OF THE ATV & UTV INDUSTRY IN WISCONSIN



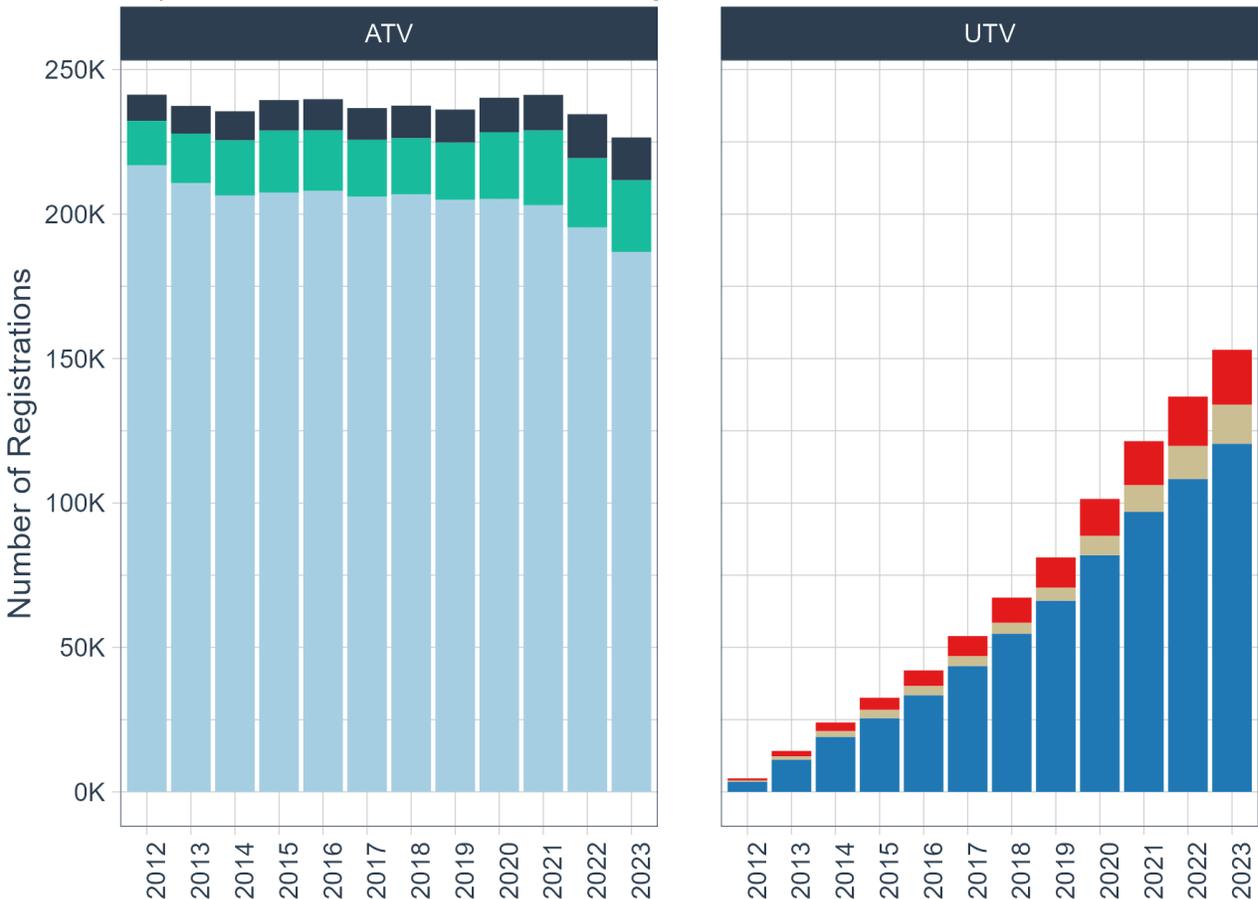
Recreational riding only includes three registration types: public, public-private, and public-private ag.
Source: Wisconsin Department of Natural Resources

GROWTH IN WI

Digging into the types of registrations, a standout trend emerges in the ATV/UTV world: UTVs are the driving force behind the industry's boom. The striking difference in the growth patterns of ATV versus UTV registrations, as shown in the figure below, offers a clear direction for future planning. The bulk of registrations, for both ATVs and UTVs, come from public users, highlighting their key role. Especially significant is the surge in public UTV registrations, which are leading the charge in the industry's expansion. This insight into registration dynamics underscores the UTV segment as the main contributor to the industry's growth, pointing to its vital role in shaping the future of recreational riding.

GROWTH OF ATV & UTV REGISTRATIONS BY TYPE

Represented are resident recreational registrations.



Recreational riding only includes three registration types: public, public-private, and public-private ag.
 Source: Wisconsin Department of Natural Resources

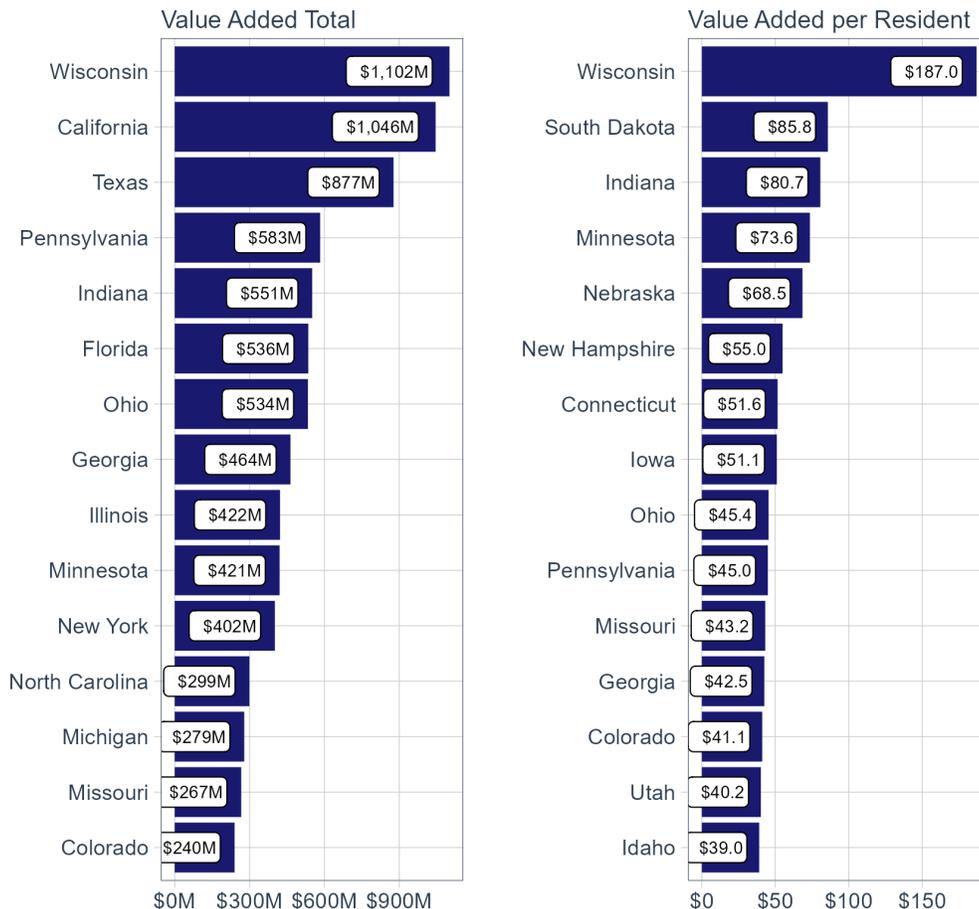
HOW WE COMPARE

Wisconsin climbs ahead as the top contender in the ATV/UTV industry across the nation, leading in economic impact. The industry fuels an impressive \$1.1 billion to the nation's Gross Domestic Product, as reported by the U.S. Bureau of Economic Analysis Outdoor Recreation Satellite Account. This achievement underscores Wisconsin's dominant spot in the ATV/UTV market, a distinction that holds true regardless of state sizes.

Per person, the industry's contribution is outstanding, delivering \$187 to Wisconsin's economy for each resident. This performance outpaces South Dakota, the nearest competitor, by more than double, with South Dakota contributing \$85.8 per resident. These findings, drawn from U.S. Census Bureau population figures, highlight Wisconsin's significant economic engine powered by ATV/UTV activities.

While this analysis includes broader outdoor recreational activities like motorcycling, it shines a spotlight on ATViing's critical role in bolstering Wisconsin's economy, showcasing its unmatched contribution when compared to other states.

TOP 15 STATES IN MOTORCYCLING / ATViING IN '22



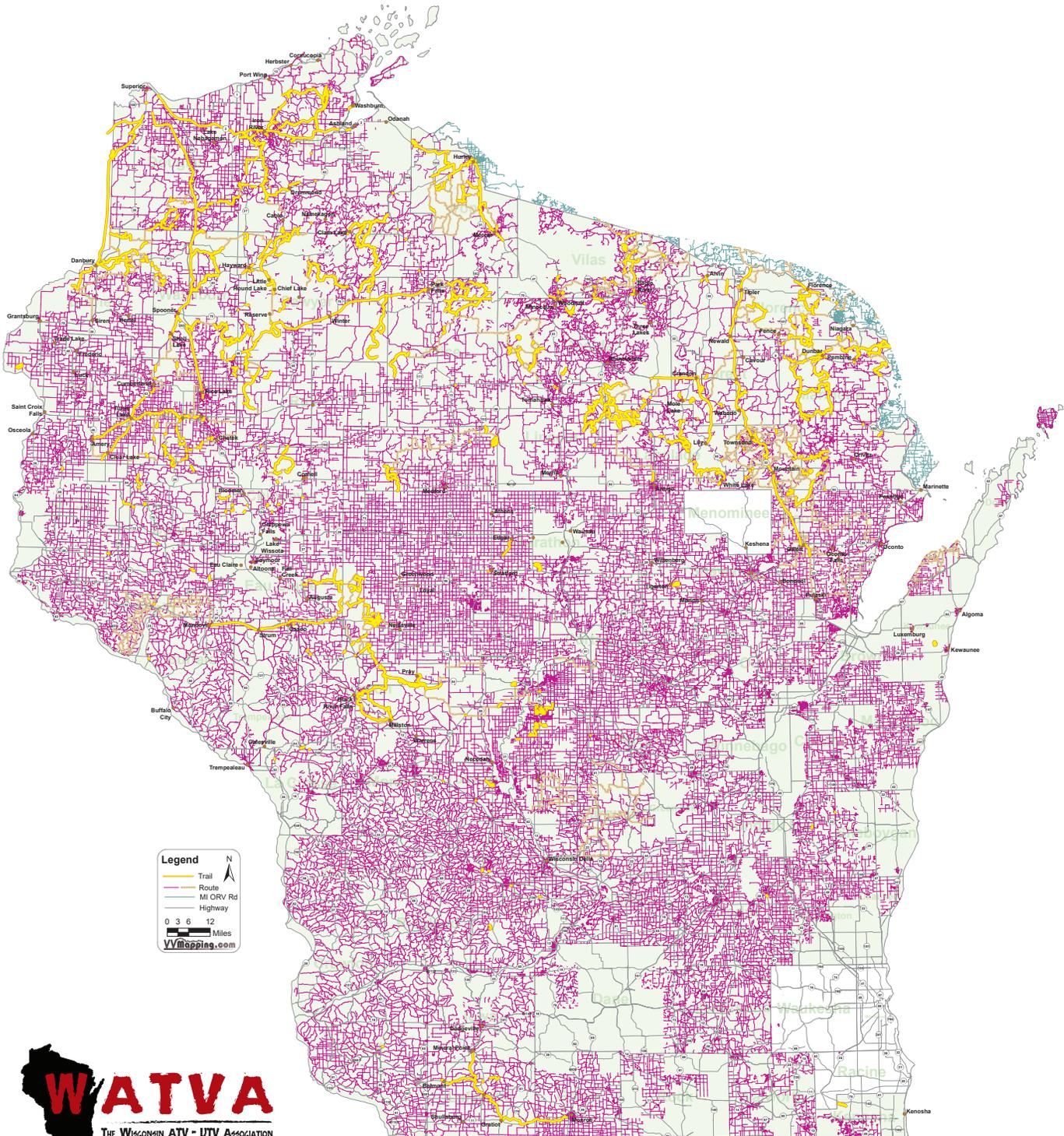
Source: Calculated by the author based on data from the U.S. BEA and the U.S. Census Bureau

WHERE WE RIDE

WI ORV STATS 2024

ATV TRAIL: 2,332 MILES | ATV ROUTE: 62,577 MILES

MOTORCYCLE TRAIL: 81 MILES





1539 N. 33RD PLACE, SUITE A, SHEBOYGAN WI 53081
WWW.WATVA.ORG INFO@WATVA.ORG 920-694-0583

