



WISCONSIN DEPARTMENT OF TOURISM
RESEARCH

Economic & Demographic Profile of Wisconsin's ATV Users:

Results of an economic survey conducted between June-October 2003

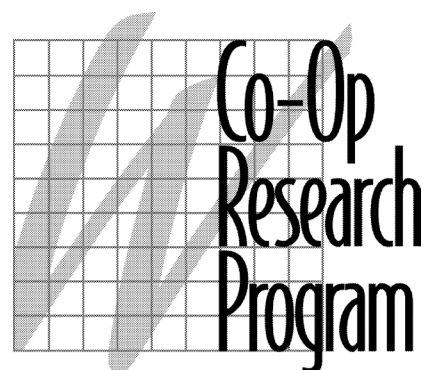
In conjunction with

Wisconsin ATV Association (WATVA)

**Department of Urban & Regional Planning
University of Wisconsin-Madison/Extension**

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In 2003, there were 192,211 registered ATV's in Wisconsin.

Economic impact was reported at **\$295 million**.

Based on an economic impact study, the average person spent a total of \$523.33 per trip while spending 3.2 nights in lodging.

2021-2022 in state registrations = 472,300

2021-2022 annual trail passes = 22,888

2021-2022 total registrations = 495,188

2022: 2.5 times the registrations. Currently there are more winter riding opportunities and far more road routes. Using the same figure from 2003 of \$295 million, multiplied by 2.5 would mean an economic impact of \$737.5 million. However, we need to adjust for inflation, which would bring the economic impact to **\$1.126 billion** dollars in Wisconsin.



Scan this code to watch a video presentation!

2003 - Economic impact was \$295 million
2022 - 2.5x the registrations
2022 - Winter riding, UTVs and far more road routes
2022 Numbers - $\$295m \times 2.5 = \$737.5m$
Projected Economic Impact w/ Inflation: \$1.126 billion