

# 2010- 2011

## The Economic Impact of Spending by Snowmobilers on New Hampshire's Economy



**Plymouth State**  
UNIVERSITY



Prepared for

The New Hampshire Snowmobile Association

by

Dr. Mark J. Okrant, Project Director

Dr. Daniel S. Lee, Project Economist

The Institute for New Hampshire Studies  
Plymouth State University

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## EXECUTIVE SUMMARY

Snowmobiling has been an important winter sport in New Hampshire since the early 1970's. Although snowmobile registrations fluctuate yearly, the economic impact of the sport today is greater than ever. Snowmobiles are more sophisticated and expensive today and snowmobilers are more likely to use them on overnight trips away from home. Snowmobiling has become one of the key components of winter tourism for Coos and Grafton counties.

New Hampshire is nationally recognized for its wealth of wide, well-groomed snowmobile trails. The local clubs are the backbone of snowmobiling in New Hampshire. The well-maintained snowmobile trails that everyone enjoys are due to an enormous volunteer effort by the snowmobile clubs throughout New Hampshire. The trail system is maintained without any contribution from general fund dollars, but brings substantial economic activity into the state.

- ✚ This economic assessment undertaken by The Institute for New Hampshire Studies at Plymouth State University shows that the sport of snowmobiling delivers an economic impact of \$586 million to the State of New Hampshire annually.
- ✚ Spending by snowmobilers was 0.3 of the gross state product and more than 5.2% of all travelers spending in the state
- ✚ Snowmobile traveler spending supported 2,394 direct full and part-time jobs, while indirect spending supported an additional 680 full and part-time jobs.
- ✚ Average spending per visitor per day in New Hampshire was \$79.00 per resident and \$114.00 from non-residents. In addition to spending on their trips, each snowmobiler spends \$1,307 annually and each out-of-state snowmobiler spent \$1,179 annually on equipment, clothing, club membership, insurance and state license fees.
- ✚ There were 56,645 registered snowmobiles in New Hampshire from May 2010 to April 2011. New Hampshire Fish & Game report that 22,871 New Hampshire households and 10,450 out-of-state households registered snowmobiles during the 2010-2011 season.
- ✚ Survey results also broke down how much money snowmobilers spent on rooms and meals, registrations, gasoline, service and repairs during the 2010-2011 season.

Distributed via mail, 3,000 surveys were mailed to a representative sample of New Hampshire snowmobile license holders. 1,088 useable surveys were returned, which constitutes a 36% response rate.

The New Hampshire Snowmobile Association funded this survey with money generated thru fundraising.

## INTRODUCTION

### **THE IMPACT OF SPENDING BY SNOWMOBILERS ON NEW HAMPSHIRE'S ECONOMY DURING THE 2010-11 WINTER SEASON**

Direct spending by snowmobile travel parties within New Hampshire was approximately \$203 million, including preparation for and participating in the December 2010 to April 2011 season. Direct and indirect spending was approximately \$298 million. The total impact on the state's economy (direct, indirect and induced impacts) of this form of traveler spending was approximately \$586 million. Total direct spending by snowmobile travelers was 0.3 percent of the gross state product, and was 5.2 percent of all traveler spending in the state.

The average spending per visitor day by snowmobile travel parties was \$79 for in-state travel parties and \$114 for out of state travel parties. The average of these figures is higher than the \$91.20 spent by **all** travel parties in the state during the same period. In addition to this spending during their trips, each in-state snowmobile owner spent \$1,307 annually, and each out-of-state snowmobile owner spent \$1,179 annually, within New Hampshire, to purchase equipment, clothing, insurance, club memberships and state license fees.



## ESTIMATING TOTAL DIRECT SPENDING

The New Hampshire Fish and Game Department compiles all snowmobile registration information. Fish and Game reported that, during the May 2010 to April 2011 period, 38,727 snowmobiles were registered by residents of the state, and 17,918 snowmobiles were registered by non-residents. This was a total of 56,645 snowmobiles, which is about 18% drop from the 2002-03 season, when New Hampshire experienced a very snowy and cold winter. The number of registered snowmobiles is generally greater than the number of households that register snowmobiles, as many households register more than one snowmobile. The New Hampshire Fish and Game Department reported that 22,871 New Hampshire households and 10,450 out-of-state households registered snowmobiles with the State of New Hampshire during the 2010-11 season.

3000 surveys were mailed to a representative sample of New Hampshire snowmobile license holders by the Institute for New Hampshire Studies (INHS), for the purpose of collecting information about their travel and spending activities in preparation for, and during, the 2010-11 season. The sample included both NHSA members, as well as non-members. 1,088 usable surveys were returned; this constitutes a 36% response rate. New Hampshire state law allows owners to reduce the cost of their State registrations if they also belong to a New Hampshire-based snowmobile club. Most snowmobilers do belong to at least one club. Other comparable data were used to provide insights into the results of the survey. In particular, the overall tourism visitation data compiled by INHS and the spending pattern by activity type estimated by the U.S. National Forest led to the use of smaller number of trips per household and spending per party trip during the season than were reported by respondents to the survey. Lastly, a few members of the snowmobile community in Coos County were interviewed to estimate the cost of insuring snowmobiles. While the survey did not ask for owners' insurance costs, interviews and comments posted by snowmobile club members on an online forum regarding insurance costs led to the assumption of \$250 per snowmobile, or \$350 per household, annually, as a reasonable cost of insurance.

In the following calculations, it was assumed that the average New Hampshire snowmobiling household made an average of 8.0 trips per season, while non-resident snowmobiling households made 5.7 trips to New Hampshire to snowmobile during the season. The survey reported that the average travel party size for a snowmobiling New Hampshire household was 4.2, while the non-resident household had an average party size of 4.4. This resulted in an estimated 182,168 party trips by New Hampshire households and 59,534 party trips by non-resident households, for a total of 241,701 party trips.

The calculation of visitor days has been utilized to determine the total spending while on a snowmobiling trip. Visitor days were calculated by multiplying the number of party trips by the average party size and the average trip length, as measured in days. The INHS survey found that the average New Hampshire snowmobiling household spent 1.35 days per trip and non-resident households spent an average of 2.42 days per trip. The difference in trip length is due to the fact that New Hampshire snowmobiling households were far more likely to be on a day trip than non-resident households. For those travel parties that stayed overnight, there was virtually no difference between resident and non-resident households in the average length of stay.

The total number of visitor days for New Hampshire snowmobiling households was estimated to be 1,037,808 days and 635,355 days for non-resident households. This was a total of 1,673,163 visitor days and is about 18.8 percent of total estimated visitor days spent in New Hampshire for the three month winter period. From a weather standpoint, the 2010-11 season wasn't a great snow year, but still better than past couple of years. The out-of-state snowmobile registrations were up by 14% from the 2009-10 season; and alpine ski areas attendance was the highest in the first quarter of 2011 since the same period in 2005.

It was assumed that New Hampshire households spent an average of \$79 per visitor day while on the trip; and, non-resident households spent an average of \$114. When these daily rates were multiplied by the number of visitor days, then New Hampshire households spent an estimated \$81.8 million and non-resident households spent an estimated \$72.3 million in New Hampshire while on their trips. This was a total estimated trip spending of \$154 million. In addition, the 22,871 New Hampshire households spent an estimated \$1,307 annually on equipment, clothing, insurance, memberships and registrations, for an annual spending total of \$29.9 million. The 10,450 non-resident households spent an average of \$1,179 annually in New Hampshire for these goods and services, for an annual spending total of \$12.3 million. The total annual spending for equipment, clothing, insurance, memberships and registrations was estimated to be \$42.2 million. It is important to note that this spending could have occurred over a twelve month period, between May 2010 and April 2011.

Finally, the INHS survey requested information on overnight accommodations. A large share of the overnight visitors stay at second homes, condos and timeshare units that they own. Based on the INHS survey results, it was estimated that 17 percent of New Hampshire resident households on any snowmobile trip stayed at such overnight accommodations, and 31 percent of non-resident households on any snowmobile trip did as well. This was a total of 104,175 party nights, which equals 285 years. If it were assumed that it costs an average of \$25,000 per year to own and operate a second home, then this means that an estimated \$7.1 million was the value of such accommodations for snowmobile travel parties.

The total spending while on trips, as annual costs, and for the value of lodging owned by snowmobile travel parties equaled \$203 million. This is about 26.6 percent of total spending by tourists and travelers during this three month period. However, it should be noted that the value of second home occupancy has not been calculated for all travelers for this period; also, some of the annual spending by snowmobile owners did occur before the season started. Also, clothing and equipment used during travel were not calculated for other tourists and travelers unless they were actually purchased on that trip. If only the \$154 million estimated to have been spent during the trip by snowmobile travel parties were used as a measure, then about 20.1 percent of total spending by travelers and tourists in New Hampshire during this three month period was made by snowmobile travel parties.

## EMPLOYMENT AND PAYROLLS

The \$203 million in total snowmobile traveler spending for the 2010-11 season supported 2,394 direct full and part-time jobs on an annual basis, with payrolls and other earnings of \$62 million. The \$94.8 million in indirect spending by traveler-supported businesses sustained an additional 680 full and part-time jobs on an annual basis, with a total payroll and earnings of \$34.1 million. The direct and indirect jobs were 0.4 percent of all employment in the state on an annualized basis and 1.5 percent of all jobs in the state during the 2010-11 three-month long snowmobile season. The direct and indirect payroll was 0.18 percent of the total state-wide payroll on an annual basis. Thus, direct and indirect spending by snowmobile travel parties provided nearly 0.75 percent of all payroll in the state during the three month season.

Payroll and earnings for employees directly supported by snowmobile traveler spending was 30 percent of total sales. This was lower than the 35 percent found for all travelers during state fiscal year 2010. This difference reflects the fact that snowmobilers expend a larger portion of their total spending at retail stores and to purchase insurance, than is the case for other travelers.



Table 1

### SNOWMOBILE TRAVEL PARTY SPENDING – 2010-2011 SEASON

A breakout of total spending by snowmobile travel parties is shown in Table 1. It includes the \$154.1 million spent while the trip was under way, as well as \$42.2 million in annual spending for equipment, clothing, insurance, memberships and state registration fees. An additional \$7.1 million is included for the value of the annual ownership and operating costs of second homes used during overnight visits.

	<u>Direct</u>
Eating & Drinking	\$28
Accommodation	33
Recreation	16
Food Stores	15
Retail Stores	63
Ground Transportation	14
Services and Other	<u>34</u>
Total	\$203

In millions of dollars

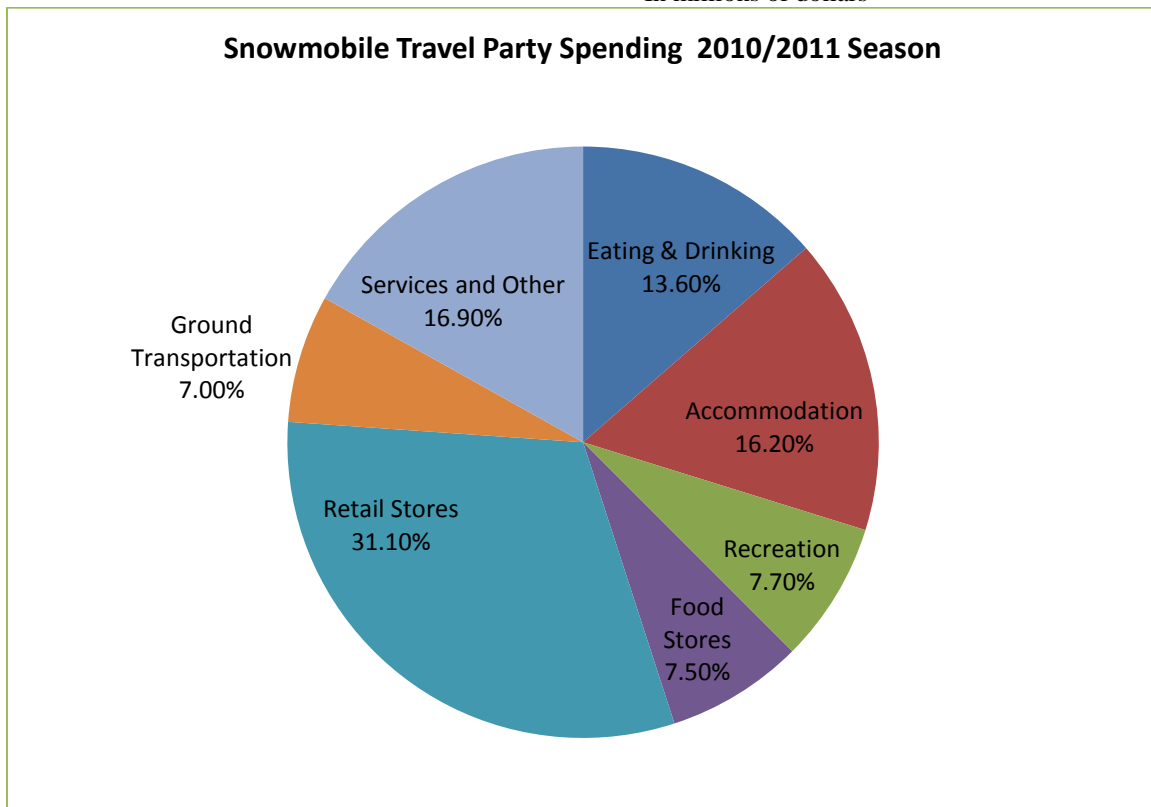


Table 2

**JOBS FROM DIRECT TRAVELER SPENDING– 2010-2011 SEASON**

Table 2 shows the employment on an annual basis using the same breakout of spending that is displayed in Table 1. If it were assumed that all of the spending by the snowmobile travel parties occurred only during the three month long season, then the number of jobs shown in Table 2 could be multiplied by a factor of 4.0. The resulting number of jobs is equal to 9,575, an amount that is about 52 percent of total employment for Coos County and 1.2 percent of all employment in the state, during the three month long season. An important share of the spending that supported this employment did occur at other times of the year and in other areas of the state, so that this is only an example of the magnitude of the impact of the spending on employment.

	<u>Number</u>
Eating & Drinking	614
Accommodation	727
Recreation	348
Food Stores	68
Retail Stores	282
Ground Transportation	80
Services and Other	<u>274</u>
Total	2,394



Table 3

### TRAVELER SPENDING IMPACT SUMMARY– 2010-2011 SEASON

Table 3 summarizes, then compares the spending and impacts of snowmobile owners in New Hampshire for the May 2010 to April 2011 period, with all tourists and travelers in the state during the July 2009 to June 2010 period. These two twelve month time periods are not the same, but do provide some insights into the relative importance of snowmobile recreational travel in the state. The major difference in the pattern shown by the percentages is the lower percentages for payroll and employment in comparison with spending due to the relatively large proportion of total purchases made by snowmobile parties at retail stores, in comparison with other travelers. The percentage for state government receipts is slightly higher in comparison with spending since, unlike other tourists and travelers in the state, snowmobile owners must pay money directly to the state government to participate in their activity. Finally, the higher percentage share of payments to local governments is due primarily to property taxes paid for second homes snowmobilers own and maintain.

Dollar amounts shown in millions

	Snowmobiles <u>2010-2011</u>	All Tourists <u>FY 2010</u>
Direct Spending	\$203	\$3,943
Direct Payroll	\$62	\$1,397
Direct Employment	2,394	60,126
State Gov. Receipts	\$21	\$378
Local Gov. Receipts	\$3	\$40

**Traveler Spending Impact Summary 2010-2011 Season**

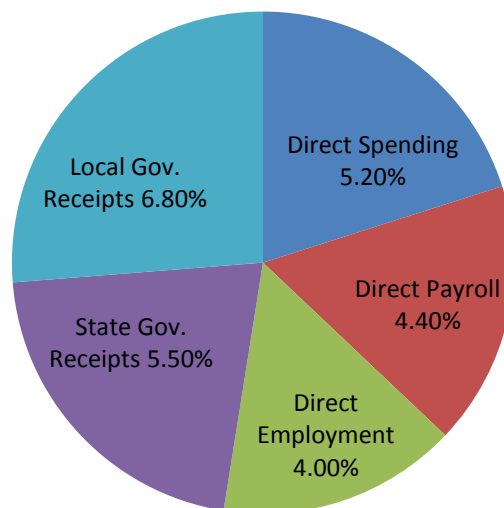


Table 4

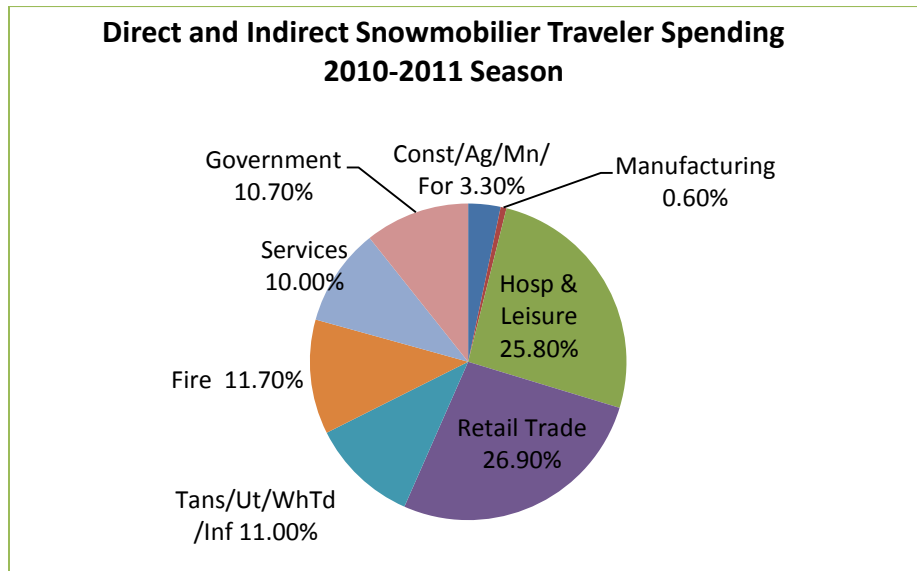
### DIRECT AND INDIRECT SNOWMOBILE TRAVELER SPENDING – 2010-2011 SEASON

#### The Multiplier Effect of Economic Impacts

Table 4 shows how this direct spending by travelers spreads across all eight industrial sectors through the indirect multiplier. Indirect spending comprises monetary transactions among businesses, organizations and government agencies that supply those businesses where the original spending by the traveler has taken place. The indirect multiplier for this initial spending is \$1.47 - which means that for each dollar spent, an additional 47 cents soon will have circulated through the state's economy. This is below the multiplier of 1.54 found for all travelers in New Hampshire during state fiscal year 2010.

<u>Sector</u>	<u>Direct Sales</u>	<u>Indirect</u>	<u>Total</u>
Const/Ag/Mn/For	\$1.8	\$8.0	\$9.8
Manufacturing	0	1.9	1.9
Hosp & Leisure	76.4	0.5	76.8
Retail Trade	78.4	1.7	80.2
Tans/Ut/WhTd/Inf	2.1	30.8	32.9
Fire	24.5	10.5	35.0
Services	4.4	25.3	29.8
Government	<u>15.8</u>	<u>16.1</u>	<u>32.0</u>
Total	\$203.5	\$94.8	\$298.3

The amounts are in millions of dollars.



## SNOWMOBILING IN NEW HAMPSHIRE– 2010-2011 SEASON



Table 5

**DIRECT, INDIRECT AND INDUCED SNOWMOBILE TRAVELER SPENDING – 2010-2011**

Table 5 shows how this direct spending by travelers spreads across all eight industrial sectors and households through the indirect and induced multiplier. The induced multiplier includes the income of employees and owners and their spending within New Hampshire, for all of those businesses, organizations and government agencies where the direct and indirect monetary transactions occurred. The sum of the indirect and induced multipliers is \$2.88. This means, for each original dollar spent by the tourist and traveler, an additional \$1.88 was generated within the economy due to the sales, earnings and purchases of industries and households that grow out of the original purchase. This multiplier (2.88) is higher than the 2.65 multiplier found for all travelers in the state during fiscal year 2010.

By comparing the second data column in Table 5 with the second data column in Table 4, one can observe the impact of including the household sector. The largest impact is in retail trade (up by 46 million dollars) and services (up by 32 million dollars), those sectors in which households spent the greatest share of their incomes.

<u>Sector</u>	<u>Direct Sales</u>	<u>Indirect &amp; Induced</u>	<u>Total</u>
Const/Ag/Mn/For	\$1.8	\$13.8	\$15.6
Manufacturing	0	3.0	3.0
Hosp & Leisure	76.4	4.9	81.3
Retail Trade	78.4	47.9	126.4
Tans/Ut/WhTd/Inf	2.1	51.1	53.2
Fire	24.5	32.9	57.4
Services	4.4	57.1	61.6
Government	15.8	32.0	47.9
Households	0	140.0	140.0
Total	\$203.5	\$382.8	\$586.3

The amounts are in millions of dollars.

Table 5

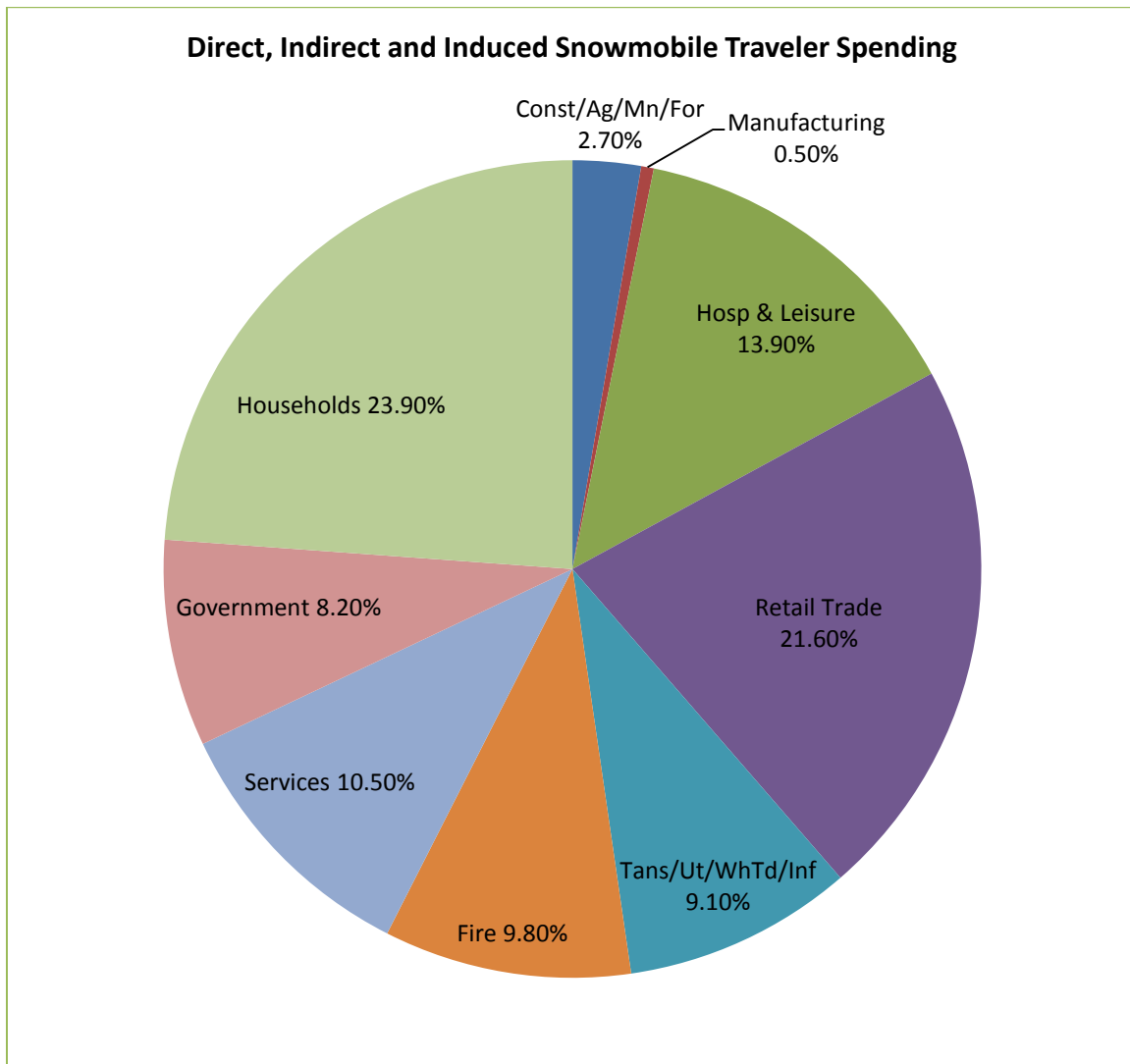


Table 6

### DIRECT AND INDIRECT SNOWMOBILE TRAVELER SUPPORTED EMPLOYMENT – 2010-2011

The first data column in Table 6 shows the direct employment that occurs in each economic sector as a result of 203 million dollars in direct traveler spending. Seventy-one percent of all jobs created (or supported) by direct spending were in the hospitality and leisure sector. This was followed by 14.6 percent in retail trade; 6.2 percent in finance, insurance and real estate; 5.2 percent in government; 2.5 percent in services; 0.7 percent in the construction, agriculture, forestry and mining sector; and 0.2 percent in the transportation, utilities, wholesale trade and information sector. Employment data used in Tables 6 and 7 are presented in annual equivalent terms and is probably less than actual employment, as many people employed in hospitality and retail trade are in part-time positions.

Table 6 also shows how this direct spending by travelers spreads employment across all eight industrial sectors through the indirect multiplier effect. The direct and indirect employment multiplier is 1.28 - which means that for each one hundred jobs supported by direct traveler spending, an additional 28 jobs also have been created in the state's economy. This is higher than the 1.25 multiplier found for all travelers during fiscal year 2010.

<u>Sector</u>	<u>Direct Jobs</u>	<u>Indirect</u>	<u>Total</u>
Const/Ag/Mn/For	16	78	95
Manufacturing	0	8	8
Hosp & Leisure	1,689	10	1,699
Retail Trade	351	8	358
Tans/Ut/WhTd/Inf	5	66	71
Fire	149	64	214
Services	60	319	379
Government	<u>124</u>	<u>126</u>	<u>250</u>
Total	2,394	680	3,074

Table 6

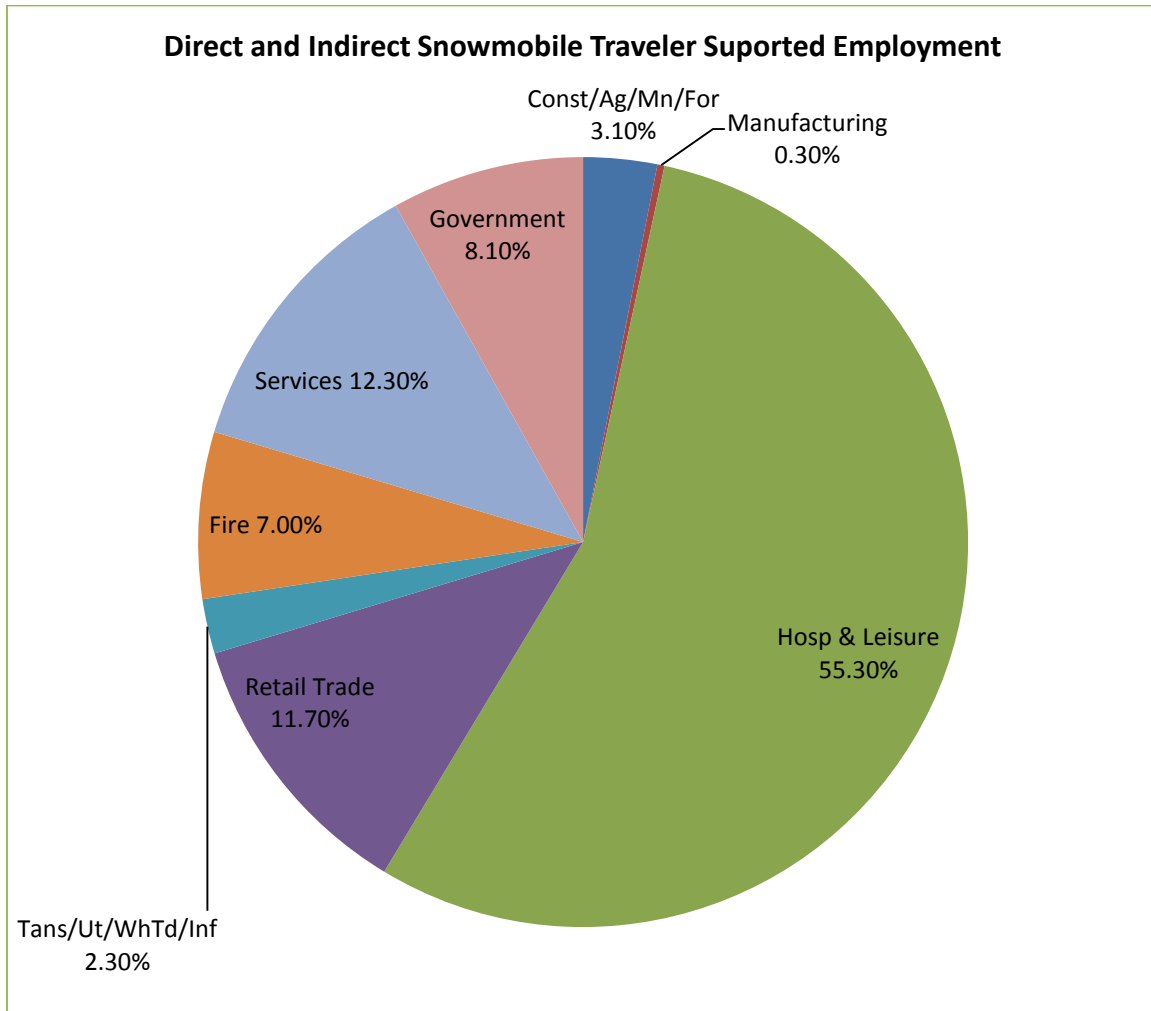


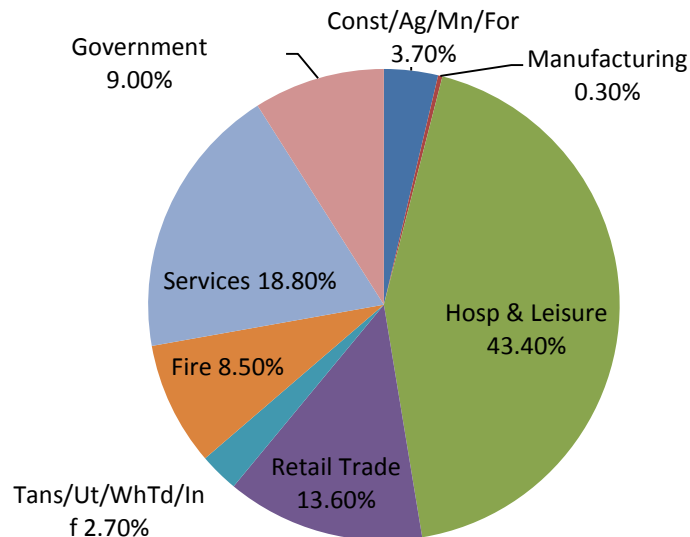
Table 7

### DIRECT, INDIRECT AND INDUCED SNOWMOBILE TRAVELER SUPPORTED EMPLOYMENT

Table 7 shows how direct employment expanded across all eight industrial sectors and households through the indirect and induced multiplier. The direct, indirect and induced employment multiplier was 1.73. This means, for each original one hundred jobs supported by direct traveler spending, an additional 73 jobs were generated within the economy due to the sales, earnings and purchases of industries and households that grew out of the original direct spending. This multiplier (1.73) is higher than the 1.50 multiplier found for all travelers in New Hampshire for state fiscal year 2010.

<u>Sector</u>	<u>Direct Jobs</u>	<u>Indirect &amp; Induced</u>	<u>Total</u>
Const/Ag/Mn/For	16	136	152
Manufacturing	0	13	13
Hosp & Leisure	1,689	108	1,797
Retail Trade	351	214	565
Tans/Ut/WhTd/Inf	5	107	112
Fire	149	201	351
Services	60	721	781
Government	<u>124</u>	<u>250</u>	<u>374</u>
Total	2,394	1,751	4,145

**Direct, Indirect and Induced Snowmobile Traveler  
Supported Employment**



## GOVERNMENT REVENUES

The largest single source of snowmobile traveler spending which becomes state government revenues is the rooms and meals tax. It is estimated that \$5.5 million in state revenues resulted from spending for lodging, at restaurants, and for taxable food store purchases. Other important forms of state revenues were: Snowmobile registrations (\$5.4 million), State Liquor Stores (\$4.5 million), business profits taxes (\$2.9 million), gasoline taxes and tolls (\$1.8 million), and \$0.7 million in fees collected from State Parks, Fish and Game License sales, vehicle rental taxes, and telephone use taxes. Total State government revenues from these fees and taxes are estimated at \$20.7 million. About 10.2 cents of every dollar spent by snowmobile travelers in New Hampshire ended up directly or indirectly in the State treasury, slightly higher than the rate of 9.6 cents for all travelers during state fiscal year 2010. Snowmobile registration fees and higher than average spending at State Liquor Stores by snowmobile travel parties contributed to this higher rate.

Taxes and fees also are received by local government as a result of snowmobile traveler spending. While some local governments operate parks and recreation facilities and airports, from which they receive ticket and admission fees paid by travelers, most local government income is from property taxes on facilities used by tourists. About 1.3 cents from every snowmobile travel dollar ended up with local governments, not including any transfer payments from the State government. Approximately \$2.7 million was paid to local governments in property taxes and local government fees. This was slightly above the level of 1.0 cent from every dollar spent by all travelers.

Table 8

**ESTIMATED DIRECT AND INDIRECT STATE AND LOCAL GOVERNMENT  
TAX AND FEE RECEIPTS**

Table 8 shows the estimated breakout for both direct and indirect state and local tax receipts. There are a few taxes and fees that are collected directly by the state, such as State Liquor Store sales, highway tolls, and state parks admissions. Indirect receipts are included in this table, as most state taxes on tourists are indirect taxes, such as the rooms and meals tax and the gasoline tax. These taxes are collected by businesses at the time of the direct sales transaction, but are passed through the business and onto the state. Also, almost all property taxes collected by local governments are indirect taxes. Of the \$23.4 million in total state and local government direct and indirect revenues shown in Table 8, \$11.1 million is paid directly by tourists to state government and \$0.62 million is paid directly to local government. The remaining revenues are indirect and are collected directly by the business from travelers on behalf of, and forwarded onto, state government, or are paid by businesses as part of the cost of doing business—\$9.6 million to state government and \$2.1 million to local government. Not included in these state government revenues are any payments for unemployment insurance or workman's compensation by businesses or organizations with revenues from tourists and travelers. Also, not included in Table 8 is \$5.2 million in state government transfer payments to local governments which have been included in the government row of Table 4.

Table 8

**ESTIMATED DIRECT AND INDIRECT STATE AND LOCAL  
GOVERNMENT TAX AND FEE RECEIPTS**

<u>Source</u>	<u>Receipts</u>
Rooms and Meals Tax	\$5,455,722
Snowmobile Registrations	5,384,831
State Liquor Stores/Sweeps	4,526,071
Business Profits Tax	2,883,188
Gasoline Taxes and Tolls	1,794,733
Other State Taxes and Fees	406,983
State Parks / Fish and Game	<u>244,190</u>
Total State Government	20,695,718
Local Government Taxes and Fees	<u>2,711,398</u>
Total State and Local Government	\$23,407,116

Other state taxes and fees include alcohol, telecommunications, banking, insurance, and real estate transaction taxes and fees

## CONCLUSIONS

In conclusion, spending by snowmobile travel parties is an important source of revenues for state and local governments, in terms of the percent of total spending by these travelers that end up in the government treasury. This is partially because snowmobilers, unlike other travelers, pay registration fees to the state government. In addition, a significant percentage of non-resident snowmobilers own and operate a second home in New Hampshire and pay property taxes to local governments. Still, non-residents account for only 43 percent of snowmobile travel party spending, as compared to 80 percent of overall traveler spending, and 75 percent of all alpine and Nordic skier spending. Therefore, our findings indicate that the overall economic impact from snowmobiling within the state—while impressive—would be enhanced considerably by attracting substantially more out-of-state snowmobile parties into New Hampshire.

## APPENDIX

### NEW HAMPSHIRE SNOWMOBILE ASSOCIATION SURVEY

The Institute for New Hampshire Studies mailed 3000 surveys to a representative sample of New Hampshire snowmobile license holders. The sample included both NHSA members, as well as non-members. 1,088 usable surveys were returned; this constitutes a 36% response rate.

#### **Finding:**

The average snowmobiling party consists of 4.3 persons, of whom the vast majorities are adults.

Table 1  
Average Party Size

	All (n=1088)	NH (n=675)	Other (n=413)
# Adults	3.6	3.6	3.7
# Children	0.7	0.7	0.7
Total	4.3	4.2	4.4

An overwhelming majority of respondents were New Hampshire residents (74%); Massachusetts residents comprised the principal secondary source of the state's snowmobilers (19%). These two state engendered more than ninety percent of snowmobilers sampled.

Table 2  
State of Residence

NH	62%
MA	26%
CT	5%
RI	3%
ME	2%
VT	2%

Respondents indicated that they took an average of approximately 8 snowmobiling-related trips during the winter 2010-11 season. Typically, a snowmobiling trip lasted two days. Trips outside of New Hampshire by Granite Staters were typically infrequent and of short duration (Table 4); while trips to other states by out-of-state residents were somewhat more frequent than was observed among New Hampshire residents.

Table 3  
New Hampshire Trip Profiles

	Total (n=1088)	NH resid. (n=675)	Other resid. (n=413)
Avg. # Trips -NH	7.9	8.9	6.3
Avg. # Days/trip	1.8	1.4	2.4

Table 4  
Other States/Provinces Visited During  
Snowmobiling Trips to New Hampshire

	Total (n=1088)	NH resid. (n=675)	Other resid. (n=413)
Avg. # Trips – other places	1.3	0.8	2.8
Avg. # days/trip	1.0	0.9	1.2

Among respondents, the most frequently mentioned counties for snowmobiling trips were Coos, Grafton, and Carroll.

Table 5  
Distribution of Counties of Most Recent NH Snowmobiling Trips

Coos	52.0%
Grafton	10.9
Carroll	8.9
Sullivan	6.1
Merrimack	4.8
Belknap	4.0
Cheshire	3.6
Strafford	2.9
Hillsborough	2.7
Rockingham	1.8

About 2.8% of the returned surveys did not provide this information.

Hotels/motels/resorts (32%) were the most popular form of accommodation among respondents. Homes of friends and relatives (23%) and second homes/condominiums (22%) also were utilized by a substantial portion of visitors. Longest average overnight stays occurred at second homes/condominiums (2.1 nights), followed by hotels/motels/resorts (1.2 nights), and homes of friends/relatives (1.0). Snowmobilers who stayed overnight *outside* of New Hampshire were much more likely to stay at a hotel/motel/resort (45% versus 27%), or a home of friend/relative (29% vs. 21%) than those who stayed in the Granite State.

Table 6  
Rates and Average Numbers of Nights Spent at Accommodation Types  
During the Most Recent Snowmobiling Visit to New Hampshire

	<u>% of all Respondents</u>	<u>All (n=1088)</u>	<u>NH (n=675)</u>	<u>Other (n=413)</u>
Hotel/motel/resort	32.2%	1.2	1.0	1.5
Home of friend/relative	23.2	1.0	1.0	1.1
2 <sup>nd</sup> Home/condo	22.3	2.1	1.9	2.5
B&B/Inn	4.8	.1	.1	.1
Campground	2.1	.2	.1	0.3
Timeshare	1.9	.1	.1	-
Other (camp, cabin, lodge)	7.7	.6	.6	.8

The average expenditure by all members of a travel party was \$1,070. However, the average expenditure by non-resident (\$1,349) travel parties was 50 percent higher than the resident party (\$898) average. Transportation (22%), lodging (21%), and restaurants (17%) accounted for about sixty percent of overall expenditures.

Table 7  
Average Expenditures for Entire Travel Party  
During Most Recent Snowmobiling Visit to NH

	<u>All (n=1088)</u>	<u>NH (n=675)</u>	<u>Other (n=413)</u>
Lodging	\$220.80	\$148.58	\$338.82
Restaurants	185.81	148.47	246.84
Groceries & Beverage	102.14	84.32	131.27
State liquor store	30.36	22.52	43.15
Transportation	237.13	207.32	285.84
Recreation	105.36	91.96	127.26
Shopping	108.71	129.47	74.78
Other	<u>41.20</u>	<u>35.53</u>	<u>50.45</u>
Total	\$1,069.71	\$898.25	\$1,349.95

Snowmobile-related spending within New Hampshire is examined in Table 8. Overall, the average respondent indicated that \$755 is expended annually on equipment and clothing, with an additional \$165 expended on registration fees and licensing, and \$41 spent on club memberships. As one might expect, the level of resident spending on equipment and clothing within New Hampshire is higher than spending by non-residents. However, the typical non-resident expenditure on registration fees and licensing is higher than the average resident party's expenditure.

Table 8  
Average Annual Snowmobile-related  
Expenditures in New Hampshire

	All <u>(n=1087)</u>	NH <u>(n=675)</u>	Other <u>(n=412)</u>
Registration fees	\$165.11	\$ 144.82	\$198.34
Club memberships	41.25	40.06	43.22
Equipment and clothing	<u>754.61</u>	<u>824.66</u>	<u>639.83</u>
Total	\$960.97	\$1,009.54	\$881.39