



BRITISH COLUMBIA MOTORCYCLE AND POWERSPORT ECONOMIC IMPACT



The use of motorcycles and off-highway vehicles not only encourages British Columbians to enjoy the province's network of roads and trails, but to serve as a key form of transportation for daily use, generate critical tourism activity and contribute to British Columbia's overall economic output.

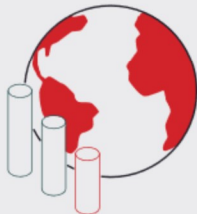
****Off-highway vehicles include motocross, dirt and adventure motorcycles, all-terrain vehicles (ATVs), and side-by-sides. Source by MNP LLP.**



**TOTAL
ECONOMIC
OUTPUT
\$2.5B**



**TOTAL JOBS
12,510**



**TOTAL GDP
\$1.3B**

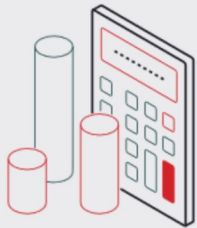
*Representing annual economic contributions, per most available data (2022)

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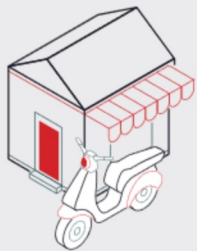




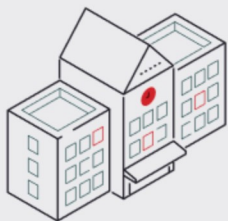
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TAX REVENUE
\$443M



**GENERATED
TOURISM
SPENDING**
\$1.2B



**TOUR BUSINESSES &
RIDING SCHOOLS**
50

SHARE



Share this economic impact study with colleagues and stakeholders to spark informed discussions and drive collective progress.



OUR
MEMBERS:



Kawasaki



POLARIS

ROYAL ENFIELD

SUZUKI

TRIUMPH

YAMAHA



MOTO CANADA™ is a not-for-profit organization representing the interests of the manufacturers and distributors of motorcycles, scooters, all-terrain vehicles, side-by-sides and related industries in Canada. MOTO CANADA™ works to promote the positive and responsible sales and use of these vehicles in every jurisdiction in Canada.

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