



# Snowmobiling Product Overview

BUILDING TOURISM WITH INSIGHT

## SNOWMOBILING

April 2009

This profile summarizes information on the snowmobiling tourism sector in British Columbia and contains a demographic profile of travellers who participated in snowmobiling<sup>1</sup> activities while on a pleasure trip. Also included, is information on other outdoor and cultural activities participated in by snowmobiling travellers, information about the supply of snowmobiling tourism sector products in Canada and British Columbia, a discussion of recent trends within the sector; information related to the economic impact of the snowmobiling sector in general, and an overview of the organizations that are involved with snowmobiling in BC.

Information in this report has been compiled from several sources, including the 2006 Travel Activities and Motivations Study, information from the Canadian Council of Snowmobile Organizations, the National Snowmobiling Tourism Study, the International Snowmobile Manufacturers Association, and the American Recreation Coalition.

## Demographic Profile

### DEMOGRAPHIC PROFILE OF SNOWMOBILING PLEASURE TRAVELLERS

Pleasure travellers participating in the 2006 Travel Activities and Motivations Survey (TAMS) who had been to British Columbia in the past two years, were asked to indicate if they had participated in either day use snowmobiling on organized trails or an overnight snowmobile tour while on a trip (in the past two years). Those who had participated in these activities were further asked if snowmobiling activities had been a primary motivating factor for any of their trips.

- Among snowmobilers from both Canada and the US, there were more males than females who either participated in or were motivated by snowmobiling activities. The greatest gender split was observed among motivated Canadian travellers where 67% were male and 33% were female. Gender differences among Americans were greater among those who participated in snowmobiling. Overall, 60% of Americans who participated in snowmobiling while on a trip in the past two years were male, whereas 40% were female (see Table 1).
- There was a relatively even distribution of snowmobilers among the age groups under age 55. After age 55 the number who either participated or were motivated drops off considerably for both Canadians and Americans. Canadian participating snowmobilers were highly more likely to be in the youngest age group (18 to 34 years old). A total of 43% of Canadian participating snowmobilers were in this group with the number steadily decreasing with age.
- Both American and Canadian Snowmobilers are also highly more likely as compared to both the typical Canadian and American traveller, to report annual household incomes of \$100,000 or more. While over half of participating and motivated American snowmobiling travellers reported household incomes in this category, Canadian snowmobilers were also high income earners, but reported slightly incidences of \$100,000 plus households (39% participating, 48% motivated).
- Snowmobiling travellers from all groups were also likely to have completed post secondary education. Over half of all groups indicated this level of education with the highest percentage (66%) among participating snowmobilers from the US.

<sup>1</sup> Throughout this report, snowmobiling activities includes both day use snowmobiling on organized trails and overnight touring trips. Unless otherwise noted, information in this report is from the 2006 Travel Activities and Motivations Survey.

**Table 1: Demographic profile of snowmobiling travellers from Canada and the US**

Demographics of Snowmobile Travellers from Canada and the US who have been to BC	Canada		US	
	Participate	Motivate	Participate	Motivate
Adults 18+	281,537	110,583	323,387	146,816
Unweighted Numbers	300	136	111	47
Gender				
Male	59.7%	66.9%	59.7%	57.6%
Female	40.3%	33.1%	40.3%	42.4%
Age				
18-34	42.7%	29.2%	26.0%	33.8%
35-44	27.4%	27.2%	22.9%	18.5%
45-54	17.6%	28.3%	30.5%	36.2%
55-64	10.2%	13.5%	12.4%	9.2%
65+	2.0%	1.8%	8.2%	2.3%
Household Income				
Under \$40,000	16.9%	17.5%	9.4%	19.1%
\$40,000-\$59,999	7.8%	6.2%	13.5%	7.4%
\$60,000-\$99,999	25.6%	19.1%	18.6%	14.6%
\$100,000 or more	39.3%	48.2%	52.4%	57.8%
Not stated	10.4%	9.0%	6.1%	1.1%
Education				
Less than Secondary	6.3%	4.0%	0.6%	0.0%
Completed Secondary	25.8%	35.5%	12.5%	17.1%
Some Post Secondary	10.3%	10.4%	17.3%	18.3%
Completed Post Secondary	57.5%	50.2%	66.3%	59.6%
Other	n/a	n/a	2.0%	2.1%
Not stated	0.0%	0.0%	1.3%	2.9%

Source: Travel Activities and Motivations Study 2006; special analysis by Tourism British Columbia. Table includes those who have visited British Columbia (at least once) in the past two years on an out-of-town pleasure or vacation trip of one or more nights.

Note: Cells with values displayed in red are based on small sample sizes (i.e. less than 50) and should be interpreted with caution.

### DEMOGRAPHICS BY SPECIFIC SNOWMOBILING ACTIVITY – CANADIAN PLEASURE TRAVELLERS WHO HAVE TRAVELLED TO BRITISH COLUMBIA

- An examination of the gender split among Canadian snowmobiling travellers by specific activity revealed that males were considerably more likely to be motivated by day use snowmobiling compared to females. Over two thirds (69%) of all day use snowmobilers were male. While men were also more likely to be motivated by overnight touring, the split was more even with 56% of overnight touring snowmobilers being male and 44% female (see Table 2).
- Among those who were motivated by day use trips, the largest proportion (31%) was between 18 and 34 years of age. This was similar to the percent of all Canadian travellers to BC who fell in the same age category (31%). Differences between day use snowmobiling travellers and all Canadian travellers to BC were strongest among those over age 65. This age group represented 14% of Canadian travellers to BC, but only 2% of day use snowmobilers. The largest group (40%) of those who were motivated by overnight touring were age 45 to 54. Snowmobilers in this group were also less likely to be over age 55 with less than 10% in this age group.
- Over half (52%) of those motivated by day use snowmobiling reported annual household incomes of \$100,000 or more. Although those who were motivated by overnight touring were also most likely to report household incomes in the same category (38%), there was a wider income distribution with over one quarter (26%) having household incomes under \$40,000.
- There was very little difference between day use and overnight touring motivated snowmobilers in terms of education. Both groups, however, were less likely to have completed secondary education compared to all Canadian travellers to BC.

**Table 2: Demographics by specific snowmobiling activity for travellers from Canada**

Demographics of Canadian Travellers who have been to BC by Snowmobile Type	All Canadian Travellers who Visited BC	Type of Snowmobiling Activity (Motivated)	
		Day use	Overnight touring
Total	5,651,177	89,667	29,178
Unweighted Numbers	7,315	111	42
Gender			
Male	49.9%	68.8%	56.2%
Female	50.1%	31.2%	43.8%
Age			
18-34	31.4%	30.8%	24.2%
35-44	18.8%	29.0%	26.4%
45-54	21.3%	23.1%	39.8%
55-64	14.9%	15.3%	4.6%
65+	13.5%	1.7%	4.9%
Household Income			
Under \$40,000	17.6%	13.7%	26.4%
\$40,000-\$59,999	13.9%	6.7%	7.7%
\$60,000-\$99,999	27.4%	17.8%	25.1%
\$100,000 or more	29.1%	51.5%	38.4%
Not stated	12.0%	10.3%	2.4%
Education			
Less than Secondary	7.2%	4.2%	3.8%
Completed Secondary	24.9%	35.0%	39.3%
Some Post Secondary	12.0%	11.3%	10.2%
Completed Post Secondary	55.1%	49.6%	46.7%
Not stated	0.7%	0.0%	0.0%

Source: Travel Activities and Motivations Study 2006; special analysis by Tourism British Columbia. Table includes those who have visited British Columbia (at least once) in the past two years on an out-of-town pleasure or vacation trip of one or more nights.

Note: Cells with values displayed in red are based on small sample sizes (i.e. less than 50) and should be interpreted with caution.

### DEMOGRAPHICS BY SPECIFIC SNOWMOBILING ACTIVITY – AMERICAN PLEASURE TRAVELLERS WHO HAVE TRAVELLED TO BRITISH COLUMBIA

- Among snowmobilers from the US, there was a greater gender split among travellers who were motivated by overnight tours (73% male; 27% female). The gender split among those who were motivated by day use snowmobiling, however, was virtually even with 50% of both men and women indicating that they had taken at least one trip where day use snowmobiling was a motivating factor for the trip (see Table 3).
- The largest proportion of motivated day use snowmobilers were between the ages of 45 to 54 (37%), whereas among those motivated by overnight touring were more likely to be between 18 to 34 (50%). Once again the largest differences between motivated snowmobiling travellers and all US travellers to BC were seen among those over age 55. This group represented 43% of all American travellers to BC and only 13% of those motivated by day use and 8% of those motivated by overnight touring.
- Over half of motivated day use and overnight touring snowmobiling travellers from the US reported household incomes over \$100,000, which is considerable higher than typical American pleasure traveller to BC.
- The percentage of American travellers who were motivated by overnight touring and had completed post secondary education was considerably higher than among all American travellers to BC (77% and 65% respectively). Among day use travellers, however, this pattern was reversed. Those who were motivated by day use snowmobile travel were less likely to have completed post secondary and more likely to have completed secondary school compared to all US travellers to BC.

**Table 3: Demographics by specific snowmobiling activity for travellers from the United States**

Demographics of US Travellers who have been to BC by Snowmobile Type	All US Travellers who Visited BC	Type of Snowmobiling Activity (Motivated)	
		Day use	Overnight touring
Total	7,025,878	125,472	57,112
Unweighted Numbers	2,196	44	14
Gender			
Male	52.2%	50.4%	73.0%
Female	47.8%	49.6%	27.0%
Age			
18-34	21.5%	27.5%	49.9%
35-44	13.6%	21.6%	0.0%
45-54	21.9%	37.4%	41.9%
55-64	19.7%	10.7%	8.2%
65 +	23.3%	2.7%	0.0%
Household Income			
Under \$40,000	13.0%	22.3%	17.6%
\$40,000-\$59,999	13.6%	8.7%	1.5%
\$60,000-\$99,999	27.4%	13.3%	20.8%
\$100,000 or more	34.5%	54.4%	60.0%
Don't Know/Not Stated	11.6%	1.3%	0.0%
Education			
Less than Secondary	1.6%	0.0%	0.0%
Completed Secondary	7.9%	20.0%	11.9%
Some post Secondary	23.4%	21.4%	5.8%
Completed Post Secondary	64.7%	52.8%	76.8%
Other	0.5%	2.5%	5.5%
Not Stated	1.9%	3.4%	0.0%

Source: Travel Activities and Motivations Study 2006; special analysis by Tourism British Columbia. Table includes those who have visited British Columbia (at least once) in the past two years on an out-of-town pleasure or vacation trip of one or more nights.

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## Travel Profile

### TRAVEL BY CANADIAN AND US SNOWMOBILING PLEASURE TRAVELLERS

- Of the estimated 5.6 million Canadian travellers who took at least one overnight leisure trip in the past two years to British Columbia, only 5% indicated they participated in snowmobiling activities while travelling. The number of Canadian travellers for whom snowmobiling activities was a primary motivating factor for the travel represented only 2% of the total number of Canadian travellers to BC (see Table 4).
- The proportion of US travellers who participated and were motivated by snowmobiling was similar to Canada. Overall, 5% of American travellers who had visited BC in the past two years had participated in snowmobiling while travelling and 2% were motivated by snowmobiling.
- Travellers who had both participated in and were motivated by snowmobiling were more frequent travellers compared to all travellers to BC from both Canada and the US. A total of 77% of participating Canadian snowmobiling tourist and 73% of Canadians motivated by snowmobiling were frequent travellers taking 5 or more out-of-town pleasure trips in the past two years. Among US snowmobiling travellers, 83% of participants and 79% of those who were motivated were frequent travellers.
- Participants in the Travel Activities and Motivations Survey were asked to rate the appeal of British Columbia on a scale of 1 to 10. Overall, 88% of Canadians and 76% of Americans who had travelled to BC in the past two years rated the province an 8 or higher. Both Canadians and Americans who had participated in and were motivated by snowmobiling activities while travelling were slightly more likely to provide a high rating than all Canadian and American travellers. Among Canadians, 91% of snowmobile participants and 89% of motivated snowmobile

travellers gave a rating of 8 or higher. Among Americans, the percentage was lower with 77% of participating and 78% of motivated snowmobile travellers providing a high rating over 8, which was slightly higher than the ratings from the typical American pleasure traveller (75.7%)

- Perhaps not surprisingly, both Canadian and American travellers who either participated or were motivated by snowmobile activities were more likely to travel in winter when compared to all Canadian and all US travellers to BC. Interestingly, they were also more likely to travel in summer.

**Table 4: Travel profile of Canadian and Americans snowmobile travellers**

	Canada			US		
	All Travellers who Visited BC	Participate	Motivate	All Travellers who Visited BC	Participate	Motivate
Total	5,651,177	281,537	110,583	7,025,878	323,387	146,816
Unweighted Numbers	7,315	300	136	2,196	111	47
Total number of out-of-town pleasure trips taken in past two ears						
One	6.9%	2.2%	4.3%	3.3%	2.0%	2.4%
Two	11.8%	2.7%	1.6%	8.7%	6.8%	5.2%
Three	11.9%	11.2%	10.7%	9.5%	3.1%	5.5%
Four	11.5%	7.4%	10.4%	11.7%	4.2%	6.8%
Five Or More	57.9%	76.6%	73.0%	65.4%	83.2%	79.2%
Not Stated	0.0%	0.0%	0.0%	1.3%	0.7%	0.9%
Appeal Of British Columbia – Rated on a scale of 1 to 10						
8 to 10	87.5%	90.7%	89.1%	75.7%	77.1%	77.5%
4 to 7	9.6%	7.5%	9.5%	18.2%	12.8%	12.4%
1 to 3	1.1%	0.7%	0.0%	2.6%	7.3%	10.1%
Don't Know	0.6%	0.0%	0.0%	2.2%	1.3%	0.0%
Not Stated	1.2%	1.0%	1.4%	1.2%	1.6%	0.0%
Season travelled						
Summer	89.9%	90.9%	95.9%	87.7%	93.1%	92.4%
Winter	71.0%	83.5%	89.8%	77.4%	92.9%	89.9%

Source: Travel Activities and Motivations Study 2006; special analysis by Tourism British Columbia. Table includes those who have visited British Columbia (at least once) in the past two years on an out-of-town pleasure or vacation trip of one of more nights.

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#### OTHER ACTIVITIES (OUTDOOR AND CULTURAL) PARTICIPATED IN

- There were some noteworthy differences among the other outdoor and cultural activities participated in by snowmobiling travellers in Canada and the US. Swimming in lakes was chosen most frequently by snowmobiling travellers from Canada and BC (both participating and motivated). Among snowmobiling travellers from the US, however, the top other activity included while travelling was visiting amusement parks (67% participating, 69% motivated) (see Table 5).
- Popular activities for all snowmobilers also included strolling a city to see buildings, and swimming in oceans.
- Caution should be used when interpreting the results due to small sample sizes in groups and activity categories.

**Table 5: Other outdoor and cultural activities participated in by snowmobiling travellers**

Activities	BC		Canada		US	
	Participate	Motivate	Participate	Motivate	Participate	Motivate
Swimming In Lakes	61.1%	80.2%	58.8%	60.8%	46.4%	48.0%
Stroll A City To See Buildings	60.8%	61.5%	50.2%	52.7%	52.7%	53.9%
Motor Boating	40.2%	62.4%	50.2%	41.5%	43.3%	53.4%
Sunbathing/Sitting On A Beach	39.6%	30.0%	49.0%	50.9%	60.4%	59.0%
Swimming In Oceans	49.8%	56.0%	43.7%	41.5%	59.6%	50.2%
Amusement Park	37.7%	23.0%	40.5%	36.8%	67.3%	68.8%
Golfing - Occasional Game	35.7%	60.0%	37.8%	43.5%	42.3%	44.0%
Nature Park- National/Provincial	31.8%	27.5%	37.2%	34.7%	56.9%	51.0%
All Terrain Vehicle Same Day	43.5%	63.6%	36.0%	39.7%	35.1%	41.9%
Fishing - Fresh Water	35.5%	30.3%	35.5%	33.4%	39.6%	42.0%
Skiing - Downhill	42.9%	52.2%	35.1%	33.4%	41.3%	33.1%
Historic Site/Buildings	42.8%	49.4%	33.8%	37.6%	59.8%	60.3%
Hiking - Same Day Excursion	33.4%	27.5%	33.5%	26.3%	50.8%	51.1%
Well Known Natural Wonders	40.2%	33.3%	32.0%	34.3%	50.1%	57.9%
Other Historic Sites/Buildings	43.3%	60.4%	30.9%	35.7%	53.9%	62.3%
Zoos	25.9%	46.5%	29.3%	27.7%	50.7%	53.0%
Firework Displays	39.8%	52.0%	28.7%	30.6%	50.5%	51.2%
Farmers' Markets/ Country Fair	38.1%	48.1%	27.3%	30.4%	51.5%	54.4%
Aquariums	31.6%	56.0%	26.4%	22.9%	53.2%	51.4%
Museum - History/Heritage	33.8%	54.5%	23.8%	29.4%	44.6%	45.6%
Water Skiing	30.1%	59.4%	22.9%	27.0%	28.8%	30.1%

Source: Travel Activities and Motivations Study 2006; special analysis by Tourism British Columbia. Table includes those who have visited British Columbia (at least once) in the past two years on an out-of-town pleasure or vacation trip of one or more nights.

Note: Cells with values displayed in red are based on small sample sizes (i.e. less than 50) and should be interpreted with caution.

## Supply of Snowmobiling Sector Products in Canada & BC

- Each province and territory in Canada has a non-profit snowmobile organization which represents snowmobile clubs and users. Currently, there are 785 snowmobile clubs that belong to their respective provincial organizations. Clubs in BC represent 10% of the total across Canada (see Table 6).
- The trail systems within each of the provinces are developed, maintained and controlled by the snowmobile clubs. In total, there are 127,662 kilometres of snowmobiling trails within Canada. There are approximately 12,000 kilometres of trails in BC representing 9% of the Canadian total.

**Table 6: Clubs, trails, and operators in Canada, 2007/08**

	Snowmobile Clubs	Kilometers of Trails	# Registered Snowmobiles
BC	75	12,000	75,000
Yukon	5	500	899
Northwest Territory	n/a	n/a	n/a
Nunavut	4	n/a	286
Alberta	39	5,000	28,173
Saskatchewan	70	10,000	17,710
Manitoba	48	12,000+	25,000
Ontario	250	39,742	305,000
Quebec	210	32,720	161,868
New Brunswick	51	7,100	10,367
Nova Scotia	20	3,500	7,000
Prince Edward Island	3	1,100	1,642
Newfoundland	19	4,000	75,545
<b>Total</b>	<b>785</b>	<b>127,662</b>	<b>708,490</b>

Source: Canadian Council of Snowmobile Organizations

## CANADA'S SNOWMOBILE TOURISM EXPERIENCE<sup>2</sup>

- In 2001, a National Snowmobile Tourism Study was undertaken to explore available snowmobile tourism opportunities. Two distinct experiences for snowmobilers in British Columbia were identified as part of this study. They included both mountain and trail riding. These experiences are described below.
  - Mountain Riding – involves snowmobiling in mountain backcountry areas. These areas usually offer deep snow as opposed to groomed trails. Access to alpine riding is provided by trails that lead to dispersed 'play areas'. This type of riding takes place mainly on Crown land, however, it is not permitted in National Parks and various provincial protected areas.
  - Trail Riding – involves snowmobiling along a network of trails. These may interconnect with various communities or form part of a loop system. Trail riding can involve groomed or un-groomed trails that offer varying degrees of difficulty for novice and experienced snowmobilers.
- Both of these types of experiences may be offered either guided or unguided. Guided products can involve an overnight tour. Unguided riding for the novice market is generally limited to trail riding.
- The National Snowmobile Tourism Study revealed that the number of clients booked on snowmobile packages (expeditions ranging from ½ days to 10+ days) was highest among Western Canada operators offering excursions of 2 to 3 hours to 1 day. At the time of the research, Whistler was the dominant leader for excursion packages with approximately 24,000 clients in a season. Over 95% of this client base represents the novice market with little or no experience.
- Overall, 60% of the multi-day adventure market (generally 4.5 to 5.5 days) was comprised of experienced snowmobilers.
- British Columbia is the dominant region in Canada for 1-day excursions.
- An analysis of demand for the all-inclusive packages demonstrated that almost 50% of participants were overseas travellers, 38% from the US, and 15% from Canada.
- Half (50%) of the market was fully independent travellers, with the other half comprised of corporate and incentive travel.

## Snowmobiling Trends

- In the 2007/08 season, there were 708,490 million snowmobile registrations in Canada, representing an increase of 1.5% from the previous season.
- In the 2007/08 season, there were 1.6 million snowmobile registrations in the US. This represented a 2.6% increase from the previous season.
- In late 2007, the International Snowmobile Manufacturers Association (ISMA)<sup>3</sup> were reporting on the development and sales of the snowmobile crossover – a machine that can operate both on a flatland trail run or mountain riding. Regions such as Alberta, where riders have access to both trails and mountains, are seeing a growth in sales of these new models.

## Economic Impact of Snowmobiling

- According to the ISMA, the average snowmobiler spends US\$4,000 per year on snowmobile-related recreation tourism and products. The sport generates \$28 billion annually in North America - \$22 billion in the US and \$6 billion in Canada. There are over 90,000 full-time jobs generated by the industry in manufacturing, dealership and tourism-related businesses.

<sup>2</sup> 2001. Pannell Kerr Forster et al, December 2001, *National Snowmobile Tourism Study*. Produced for the Canadian Tourism Commission and the Canadian Council of Snowmobile Organizations. Available at <http://www.ccsso-ccom.ca/tourismstudy.pdf>.

<sup>3</sup> Unless otherwise noted, information in this section is from the International Snowmobile Manufacturers Association. Snowmobile statistics available at <http://www.snowmobile.org/snowmobilestatistics.asp>.

- On average snowmobilers spend 7.2 nights per snowmobile season in motel/resort accommodation while snowmobiling.
- There were 50,556 machine units sold in Canada in 2008 representing an estimated value of \$541 million, and 79,552 new units sold in the US in 2008 representing an estimated value of \$632 million.
- The American Recreation Coalition notes that new environmental controls have boosted average prices on new units above \$8,000<sup>4</sup> – and have created a vigorous used snowmobile market and increased sales of parts and accessories.

**Table 7: Overnight snowmobile tourism trip expenditures by origin - 1999**

	Total Trip Expenditures (\$000)	% of Total
BC	\$24,696	20.2%
Alberta	\$12,451	10.2%
Prairies	\$6,580	5.4%
Ontario	\$32,094	26.3%
Quebec	\$35,188	28.9%
Atlantic Territories	\$9,868	8.1%
	\$1,029	0.8%
<b>% of TOTAL</b>	<b>\$121,905</b>	<b>100%</b>

Source: Pannell Kerr Forster et al, December 2001, National Snowmobile Tourism Study (based on annual expenditure data from CTS and ITS travel statistics)

- The National Snowmobile Tourism Study also found that overnight snowmobile travellers in British Columbia allocated 30% of their total trip spending to accommodation. The represented the highest percentage on accommodation among all regions studied. Food and beverage expenditures represented 23% of the total spending of BC travellers while 21% was spent on recreation and entertainment (see Table 8).

**Table 8: Overnight snowmobile tourism trip expenditures - 1999**

	Public/Local Transportation	Private/Rental Transportation	Accommodation	Food & Beverage	Recreation & Entertainment	Retail
BC	6.8%	12.3%	30.0%	23.1%	21.1%	6.7%
Alberta	18.4%	8.1%	22.4%	17.1%	20.5%	13.4%
Prairies	2.4%	46.0%	14.9%	19.5%	9.7%	7.0%
Ontario	3.7%	28.2%	17.4%	29.3%	12.8%	8.6%
Quebec	3.7%	16.7%	18.8%	32.8%	12.3%	15.7%
Atlantic Territories	4.0%	26.7%	13.1%	13.3%	30.6%	12.9%
	30.3%	7.9%	0.8%	12.8%	28.4%	19.7%
<b>% of Total</b>	<b>6.0%</b>	<b>20.3%</b>	<b>20.3%</b>	<b>25.8%</b>	<b>16.5%</b>	<b>11.1%</b>

Source: Pannell Kerr Forster et al, December 2001, National Snowmobile Tourism Study (based on annual expenditure data from CTS and ITS travel statistics)

## Snowmobiling Organizations in British Columbia

- The lead organization in BC is the British Columbia Snowmobile Federation (BCSF). It represents snowmobilers across the province, with a mandate to “provide strong leadership and support to member clubs to establish, maintain and protect quality opportunities for organized snowmobiling in British Columbia and to promote the safe and environmentally responsible use of these opportunities.”
- The BCSF is committed to promoting environmental stewardship, and has just completed a best practices manual: *A Snowmobilers Guide to Environmental Stewardship in BC* (2008). In addition to this work, partnerships between snowmobile organizations and the provincial government have been strengthened. In 2007, an MOU was signed between the BCSF and the Ministries of Environment, Agriculture and Lands, and Tourism, Culture and the Arts

<sup>4</sup> 2007. *Outdoor Recreation Outlook 2008*. American Recreation Coalition.



regarding Mountain Caribou recovery and snowmobile activities. Under this agreement the BCSF and government parties have been working together on stewardship outreach activities aimed at educating snowmobilers about snowmobiling and its effect on the environment and wildlife; best operating practices; caribou and wildlife ecology; voluntary compliance with regulations; and, the importance of collaborating with other organizations to preserve the future of the sport and the natural environment.

- At the local level in BC, various snowmobile clubs are collaborating with the government in partnership agreements and environmental stewardship initiatives. The BCSF Manual contains a draft Stewardship Management Agreement (SMA) to be used as a template for such agreements. An SMA outlines how, when, and where activities can occur on the land base. In Mountain Caribou areas if the use identified in the SMA exceeds the risk threshold, the areas will be recommended for legal closure.
- The BC Commercial Snowmobile Operators Association (<http://www.bccsoa.com/>) represents commercial snowmobile operators and guides.

**For more information contact:**

## **TOURISM BRITISH COLUMBIA, RESEARCH & PLANNING**

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