

# An Economic Engine

## ON-ROAD MOTORCYCLING IN ALBERTA

ECONOMIC IMPACT OF  
MOTORCYCLING IN CANADA



**SAFETY APPAREL**  
**\$36 MILLION**  
Includes the purchase  
of protective gear and  
clothing



**FOOD & BEVERAGE**  
**\$1 MILLION**  
Spent by motorcyclists  
on meals while travelling



**GASOLINE**  
**\$13 MILLION**  
Spent on gasoline when  
using a motorcycle for  
transportation



**JOBS**  
**1,718**  
Full-time equivalent  
jobs dependent on the  
motorcycling industry



**EQUIPMENT & PARTS**  
**\$134 MILLION**  
Purchase of new and used  
motorcycles, equipment,  
and parts



**ACCOMODATIONS**  
**\$7 MILLION**  
Spent by motorcyclists  
on lodging while  
travelling



Pursuing a better riding experience for all

The Motorcyclists Confederation of Canada is the national not-for-profit advocacy organization for the promotion of motorcycling interests.

[motorcycling.ca](http://motorcycling.ca)

\*The data represented here takes into account 2016 projections based on the Recreational Motorcycling in Canada and its Provinces - 2014-2040 report prepared for the Motorcyclists Confederation of Canada by Smith Gunther Associates Ltd. in August 2015.