

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

*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.