

# An Economic Engine

## ON-ROAD MOTORCYCLING IN MID WESTERN REGION

ECONOMIC IMPACT OF  
MOTORCYCLING IN CANADA



### SAFETY APPAREL

**\$38 MILLION**

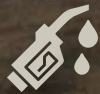
Includes the purchase of protective gear and clothing



### FOOD & BEVERAGE

**\$3 MILLION**

Spent by motorcyclists on meals while travelling



### GASOLINE

**\$15 MILLION**

Spent on gasoline when using a motorcycle for transportation



### JOBS

**2,041**

Full-time equivalent jobs dependent on the motorcycling industry



### EQUIPMENT & PARTS

**\$155 MILLION**

Purchase of new and used motorcycles, equipment, and parts



### ACCOMODATIONS

**\$7.4 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.