

An Economic Engine

ON-ROAD MOTORCYCLING IN CANADA

ECONOMIC IMPACT OF MOTORCYCLING IN CANADA



• **SAFETY APPAREL**
\$114 MILLION

Includes the purchase of protective gear and clothing



• **FOOD & BEVERAGE**
\$5 MILLION

Spent by motorcyclists on meals while travelling



• **GASOLINE**
\$63 MILLION

Spent on gasoline when using a motorcycle for transportation



• **JOBS**
12,306

Full-time equivalent jobs dependent on the motorcycling industry



• **EQUIPMENT & PARTS**
\$702 MILLION

Purchase of new and used motorcycles, equipment, and parts



• **ACCOMODATIONS**
\$15 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.