



NEW BRUNSWICK MOTORCYCLE AND POWERSPORT ECONOMIC IMPACT



The use of motorcycles and off-highway vehicles not only encourages New Brunswickers to enjoy the province's network of roads and trails, but to serve as a key form of transportation for daily use, generate critical tourism activity and contribute to New Brunswick's overall economic output.

**Off-highway vehicles include motocross, dirt and adventure motorcycles, all-terrain vehicles (ATVs), and side-by-sides. Source by MNP LLP.



**TOTAL
ECONOMIC
OUTPUT**
\$ 679M



TOTAL JOBS
3,852



TOTAL GDP
\$ 352M

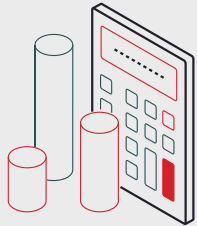


*Representing annual economic contributions, per most available data (2022)

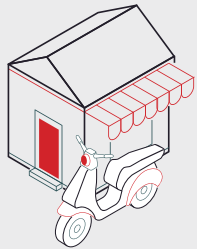
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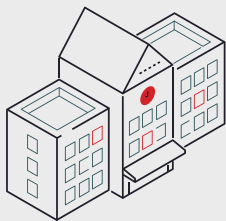
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TAX REVENUE
\$174M



**GENERATED
TOURISM
SPENDING**
\$374M



**TOUR BUSINESSES &
RIDING SCHOOLS**
11

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MOTO CANADA™ is a not-for-profit organization representing the interests of the manufacturers and distributors of motorcycles, scooters, all-terrain vehicles, side-by-sides and related industries in Canada. MOTO CANADA™ works to promote the positive and responsible sales and use of these vehicles in every jurisdiction in Canada.

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