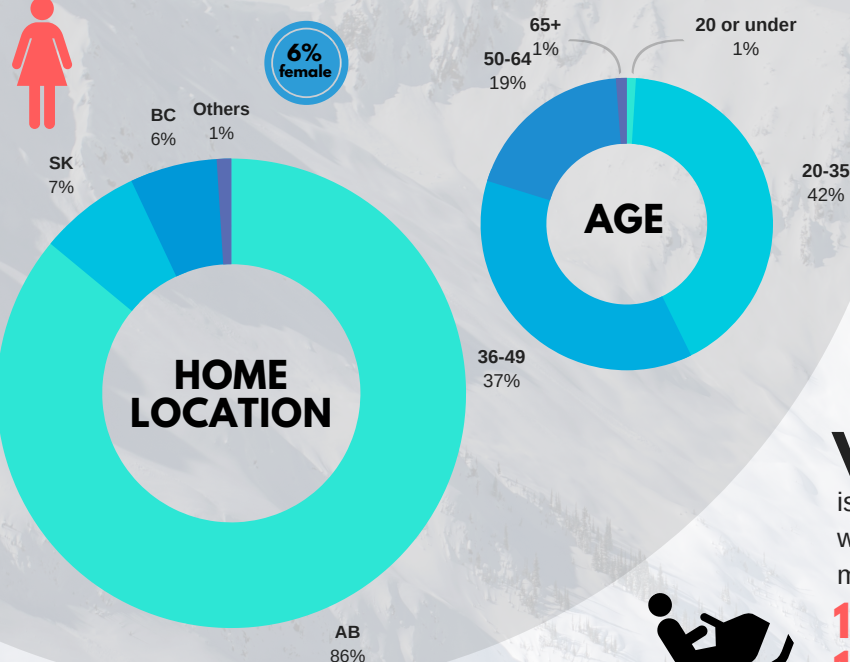


# VARDA

## VALEMOUNT & AREA RECREATION DEVELOPMENT ASSOCIATION

### Who snowmobiles in Valemount?



### A typical snowmobile trip to Valemount



**5.2 trips**  
to Valemount  
per season



**3.1 nights**  
of accommodation  
per trip



**2.9 days**  
of snowmobiling  
per trip



**2.7 dinners**  
at restaurants  
per trip

### VARDA incorporated 2004

is the not for profit organization that partners with government on behalf of snowmobilers to manage five local snowmobiling areas.

**190** 2017/18 members

**16,131** 2017/2018 snowmobiler days

Snowmobilers account for approximately **14%** of tourism revenue in Valemount

### Average Daily Spending per Snowmobiler



**\$ 114.49**  
Accommodation



**\$ 100.07**  
Fuel



**\$ 74.63**  
Restaurants & bars



**\$ 59.76**  
Other spending

## The Economic Value of Snowmobiling in Valemount

### 2017 Regional Impact of Snowmobiling in Valemount

**\$ 5.7 million**  
of Economic Output

**\$ 3.0 million**  
of Gross Domestic Product

**\$ 1.8 million**  
of Household Income

**\$ 640,000**  
in Regional & Municipal Tax

**\$ 40,000**  
in MRDT Revenue

**55**  
Jobs