

Take a Friend Snowmobiling This Winter

Research conducted by the snowmobile manufacturers association shows that over 50% of all North American adults living in the Snowbelt would like to go snowmobiling. Many non-snowmobilers are inquisitive outdoor enthusiasts and when asked to rate their desire to go snowmobiling on a scale of 1 to 10; they quickly circle the number 9 on the research form. The research tells us our neighbors, friends and acquaintances who don't snowmobile would love to go snowmobiling and are waiting for us to ask them.

Non-snowmobilers know nothing about our trail system, about snowmobile clubs, and about all the family fun activities that we enjoy in the winter and year around. In many ways we are a mystery to much of the population. Non-snowmobilers identify and thirst for the family fun activity that snowmobiling provides, but they simply know nothing about it. All the more reason for all of us to expand our friendships and form new friendships by inviting somebody to go snowmobiling with us this winter.

It feels like Mother Nature is cooperating with us so far this year (and I'm not trying to jinx the cold winter forecast!!) Already this fall I have received two phone calls from eager newspaper reporters who want to go snowmobiling and write tourism related articles encouraging folks to go snowmobiling. The www.gosnowmobiling.org web site, designed specifically for non-snowmobilers is up and running and already over 20,000 visitors a month are visiting the site asking questions about where to go snowmobiling and how to get started.

Reports from snowmobile destination resort towns are very upbeat and optimistic. In most cases across the country advanced reservations for room nights and snowmobile rentals is ahead of last year. Those reports show that some of the folks making reservations to go snowmobiling are not active snowmobilers and many of them don't own snowmobiles, they plan on renting sleds. This is all the more reason for us to be optimistic about the upcoming winter snowmobiling season.

Snow-fest events being held are reporting above average activity and sales are brisk. Show managers are reporting strong attendance and many state snowmobile association directors have told me that the number of people visiting association booths while at the show are above average. Many show attendees visiting the booth are brand new snowmobilers and families considering buying their first snowmobile.

I have already started filling my calendar with special snowmobile activities where I will be taking non-snowmobilers for their first ride. I encourage you all to consider inviting a friend, acquaintance, neighbor to go snowmobiling this winter and create and strengthen friendships. Virtually everyone I have ever taken snowmobiling is smiling and full of giggles at the end of the day and I know some of them have bought snowmobiles and are now eagerly awaiting my call to invite them out again this winter. I am looking forward to making those calls and having a great winter.

For help on knowing where to go snowmobiling, please visit the www.gosnowmobiling.org web site and use the many links to get up to date weather and trail conditions and more.

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