

ECONOMIC IMPACT OF BICYCLING EVENTS IN MINNESOTA

Bicycling events in Minnesota attract thousands of visitors annually. These visitors generate economic activity. Growth in events will lead to growth in economic activity. This component of the study focused on visitor characteristics and their spending patterns at a selected sample of bicycling events.



Goals of the study were to estimate the:

- economic impact of bicycling industry
- volume of bicycling infrastructure/facilities use
- economic impact of bicycling events
- health benefits of bicycle commuting

Why is this study needed?

- To date, no measure of the economic contribution of bicycle event visitors in the state exists
- Quantifying this activity is critical to understand bicycle events' role in the tourism economy

Who are visitors?

Visitors are people who travel more than 50 miles for an event or who stay overnight in the event area away from home

This information was obtained to measure the direct effect of bicycle event visitors:

- Average daily spending
- Ratio of visitors to attendees
- Number of event attendees
- Number of days per event

Methodology

A list of Minnesota bicycling events was compiled and 26 events were surveyed. Online surveys were sent to event attendees via event organizers, generating 1,257 responses.

Events included non-race rides, high school races, mountain bike events, bicycle races, bicycle tours and one fundraiser.

Demographic information collected included: gender, age, income level, educational level, ethnicity, racial composition, zip code of primary residence.

Findings were summarized according to event type.

Findings

- Different types of bicycling events attract different types of people, although similarities exist.
- Participants also visited friends/relatives, did sight-seeing, attended nightlife/evening activities, went shopping, visited state parks and camped.
- Survey respondents were more than satisfied with the events.
- Primary reasons for attending the event were to ride bicycles, social interaction, physical activity, the event location and route.
- All six types of events would benefit from increasing racial and economic diversity among attendees.



An estimated
50,212
VISITORS
traveled for events

Among them was
19,407
who traveled but didn't
participate in the event

In 2015, bicycle event visitors supported

\$14.3 MILLION of economic activity, including
\$4.6 MILLION in labor income and **150 jobs**

The average bicycle
event visitor spent

\$121.20
PER DAY

Major expenses were
event registration fees,
lodging and dining out

Bicycle event visitors
spent an estimated

\$8.5
MILLION

while attending events

93.4%

of bike tour participants dined
out while attending events

How can this information be used?

Findings can help event organizers and economic development, tourism and transportation officials plan bicycling events to promote the facilities where the events take place, the communities where the facilities are located and bicycle tourism as a whole.

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