



UNIVERSITY OF MINNESOTA | EXTENSION

Assessing the Economic Impact of Bicycling Events in Minnesota

Xinyi Qian, Ph.D.

University of Minnesota Tourism Center

National Extension Tourism Conference

Wednesday, Aug 9, 2017

OVERVIEW

- Funding: Minnesota Department of Transportation
- Support: Center for Transportation Studies
- Implementation: U of M





Research team from University of Minnesota:

Principal Investigator: Dr. Xinyi Qian, Tourism Specialist, Tourism Center

MnDOT Project Coordinator: Sara Dunlap, MPH, Principal Planner, MnDOT

Co-Investigators:

Dr. Greg Lindsey, Professor, Humphrey School of Public Affairs

Neil Linscheid, Educator, U of M Extension

Brigid Tuck, Senior Analyst, U of M Extension

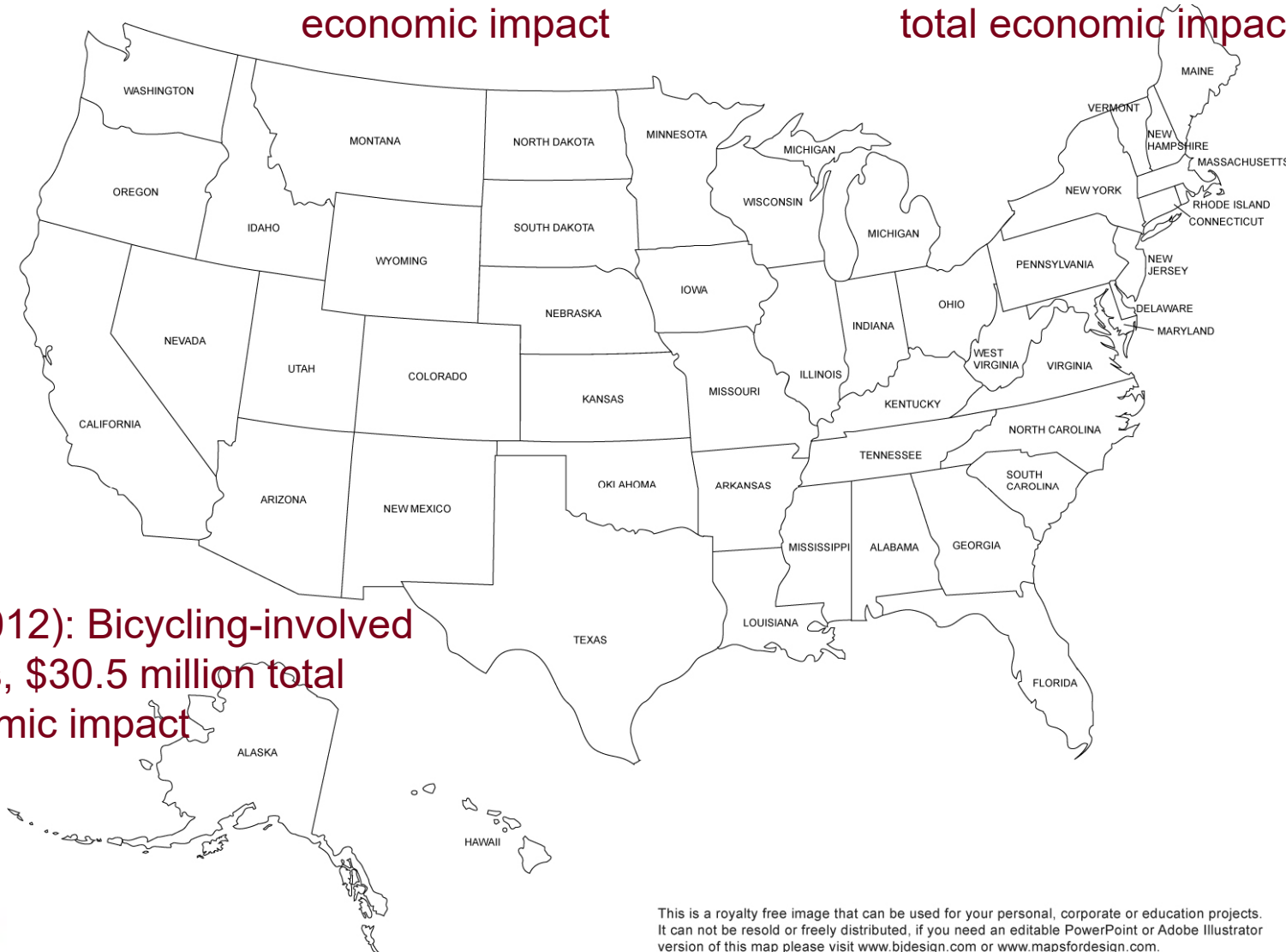
Dr. Mark Pereira, Associate Professor, School of Public Health

LARGER PROJECT GOALS

- Estimate the economic impact of the bicycling **industry** in MN
- Estimate volumes of bicycling and use of bicycling **infrastructure** in MN
- Estimate the economic impact of bicycling **events** in MN
- Examine the **health** effects and related economic impact of bicycling in Twin Cities Metropolitan Area

WI (2010): bicycling events & tours, \$11 million *direct* economic impact

VT (2009): 40 bicycling & running events, \$9.6 million total economic impact



AZ (2012): Bicycling-involved events, \$30.5 million total economic impact

This is a royalty free image that can be used for your personal, corporate or education projects. It can not be resold or freely distributed, if you need an editable PowerPoint or Adobe Illustrator version of this map please visit www.bjdesign.com or www.mapsfordesign.com. This text can be cropped off. © Copyright Bruce Jones Design Inc. 2009

WHAT WE DO NOT KNOW

- TOTAL economic impact of bicycling-ONLY events



METHODS (1)

- Compile a list of bicycling events
- 26 events selected & agreed to participate

| | | |
|-------------|------------------------|----|
| Event type | Non-race rides | 10 |
| | High school races | 5 |
| | Mountain biking events | 4 |
| | Races | 3 |
| | Bicycle tours | 3 |
| | Fundraiser | 1 |
| Free or not | Free | 3 |
| | Registration fee | 23 |
| Season | Spring (Mar-May) | 1 |
| | Summer (Jun-Aug) | 14 |
| | Fall (Sep-Nov) | 11 |



METHODS (2)

- Online survey
- Immediately after each event
- Event organizers sent the survey to event participants
- 1,257 responses
- 922 answered the **spending** questions
- IMPLAN, an input-output model

METHODS (3)

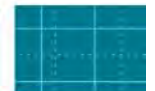
- Number of event attendees:
 - Online search
 - Contact event organizers
- Ratio of visitors to attendees:
 - Data from survey screening questions
- Number of days per event:
 - Data from the list of bicycling events

FINDINGS (1)

- 101 identified events:
 - Average length: 1.4 days
 - Average attendance: 610 people
 - 50% visitors (NOT locals)
- 50,212 visitors traveled for bicycling events:
 - 30,805 event participants
 - 19,407 travel companions

FINDINGS (2)

| Expenditure | Daily Value |
|--|-----------------|
| Event registration | \$29.60 |
| Lodging | \$25.50 |
| Restaurants/bars | \$22.70 |
| Transportation (includes gas) | \$11.90 |
| Bicycling equipment | \$11.20 |
| Groceries | \$6.90 |
| Shopping | \$4.90 |
| Bicycle-event related | \$4.50 |
| Miscellaneous | \$2.20 |
| Recreation & entertainment (non-bicycling) | \$1.10 |
| Other bicycling-related | \$0.70 |
| Total | \$121.20 |



FINDINGS (3)

- \$14.3 million total economic impact in 2015:
 - \$4.6 million in wages, salaries & benefits
 - 150 jobs



IMPLICATIONS

- Use events to promote:
 - Event facilities
 - Communities
 - Bicycle tourism
- Capture more spending from a captive audience:
 - Kids-friendly activities?
 - Shopping packages?
 - Dining opportunities?
 - Other recreational activities?





UNIVERSITY OF MINNESOTA | EXTENSION

Thank you!
Questions & Comments?

Xinyi Qian, Ph.D.

University of Minnesota Tourism Center

qianx@umn.edu, 612-625-5668