Assessing the Economic Impact of Bicycling Events in Minnesota

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OVERVIEW

- Funding: Minnesota Department of Transportation
- Support: Center for Transportation Studies
- Implementation: U of M
Research team from University of Minnesota:

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

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

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

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

<table>
<thead>
<tr>
<th>Event type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-race rides</td>
<td>10</td>
</tr>
<tr>
<td>High school races</td>
<td>5</td>
</tr>
<tr>
<td>Mountain biking events</td>
<td>4</td>
</tr>
<tr>
<td>Races</td>
<td>3</td>
</tr>
<tr>
<td>Bicycle tours</td>
<td>3</td>
</tr>
<tr>
<td>Fundraiser</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Free or not</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Free</td>
<td>3</td>
</tr>
<tr>
<td>Registration fee</td>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Season</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (Mar-May)</td>
<td>1</td>
</tr>
<tr>
<td>Summer (Jun-Aug)</td>
<td>14</td>
</tr>
<tr>
<td>Fall (Sep-Nov)</td>
<td>11</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event registration</td>
<td>$29.60</td>
</tr>
<tr>
<td>Lodging</td>
<td>$25.50</td>
</tr>
<tr>
<td>Restaurants/bars</td>
<td>$22.70</td>
</tr>
<tr>
<td>Transportation (includes gas)</td>
<td>$11.90</td>
</tr>
<tr>
<td>Bicycling equipment</td>
<td>$11.20</td>
</tr>
<tr>
<td>Groceries</td>
<td>$6.90</td>
</tr>
<tr>
<td>Shopping</td>
<td>$4.90</td>
</tr>
<tr>
<td>Bicycle-event related</td>
<td>$4.50</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2.20</td>
</tr>
<tr>
<td>Recreation &amp; entertainment (non-bicycling)</td>
<td>$1.10</td>
</tr>
<tr>
<td>Other bicycling-related</td>
<td>$0.70</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$121.20</strong></td>
</tr>
</tbody>
</table>
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?

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Thank you!

Questions & Comments?

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