



## Economic Contribution of Bicycling Events in Minnesota

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### BACKGROUND

- The number of bicycling events in MN has increased in past decade.
- Event organizers need continuous support to sustain events.
- The economic impact of events could provide support to sustain events, but information is not available.

### DATA SOURCES & COLLECTION

Economic impact analysis requires four pieces of data:

#### 1) Average expenditure per person per day

922 responses from surveying 26 events with an online questionnaire

#### 2) Number of event attendees

Available from 65 events —> Used the average of the 65 events to estimate total number of attendees for all events.

#### 3) Ratio of event attendees that are visitors

Screened out local residents vs. visitors who completed survey.

#### 4) Number of days per event

Available from the list of bicycling events compiled by the Tourism Center in summer 2015.

These four pieces of data helped quantify the direct effect of

bicycling event visitors. —> Entered direct effect into **input-output model** IM-PLAN to get the total contribution.



### TOTAL ECONOMIC CONTRIBUTION

In 2015, bicycling event visitors in Minnesota supported an estimated \$14.3 million of economic activity. This includes \$4.6 million in labor income and 150 jobs.

The total direct effect is \$8.5 million in output. This includes \$2.6 million in labor income and 110 jobs.

Table 1: Total Economic Contribution of Bicycle Event Visitors in Minnesota, 2015

	Output (millions)	Employment	Labor Income (millions)
Direct	\$8.5	110	\$2.6
Indirect	\$2.6	17	\$0.9
Induced	\$3.1	23	\$1.1
<b>Total</b>	<b>\$14.3</b>	<b>150</b>	<b>\$4.6</b>

### DIRECT EFFECT

Extension used the results from the data collection to calculate direct effect.

#### Average expenditure per person per day

Each event visitor spent an estimated \$121.20 in the event area.

#### Number of event riders

An estimated total of 61,610 people rode in bicycle events in 2015.

#### Ratio of event riders that are visitors

Fifty percent of riders were visitors (an estimated 30,805) in 2015.

#### Number of days per event

On average, each event was 1.4 days long.

#### Non-participant visitors

On average, each visiting rider brought 0.6 companion—those who did not ride in the event but were traveling for the event. There were an estimated 19,407 companion visitors in 2015.

#### Total direct spending

In 2015, bicycle event visitors spent \$8.5 million in Minnesota.

#### Visitor

A visitor is a person traveling more than 50 miles or staying overnight.

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Chart 1: Spending Per Day Per Person

