

**Estimated Economic Contribution of Bike Bash WV 2021 a Big Bear Lake Trail Center  
Mountain Bike Festival Event (July 16-18, 2021)**

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“Economic Impacts of Mountain Biking and Bike Trail Events and Festivals in West Virginia.”**



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## Estimated Economic Contribution of the Bike Bash WV 2021 Mountain Bike Festival Event

The economic contribution of the Bike Bash WV 2021 Festival Event is estimated using a state specific model generated using IMPLAN's modeling software<sup>1</sup>, an industry standard input-output model of the economy. Expenditures by riders generate direct spending in the local economy. This direct spending stimulates additional purchases and causes impacts along the supply chain. For example, increased demand for business inputs (utilities, office supplies, legal services) will result in additional rounds of purchases by local businesses (indirect impacts); employees will also make purchases (induced impacts). The combined direct, indirect, and induced impacts represent the total economic impact of these activities.

Table 1 summarizes spending reported by previous studies and the authors' estimates from the surveys collected at West Virginia mountain bike races and events. Based on these numbers, reasonable estimates for spending are approximately \$40 for local riders and \$150 for non-local users. Riders (both local and non-local combined) at this event were estimated to spend \$130 (Table 2). While this number is larger than other events, the on-site vendor offerings available at the Bike Bash WV 2021 Festival Event allow for additional local spending opportunities by attendees.

**Table 1. Estimated Average Spending by Local and Non-Local Users for Selected Mountain Bike Trail Systems**

Trail System and State	Local User Daily Expenditure (2018 dollars)	Non-Local User Daily Expenditure (2018 dollars)
Coldwater Bike Trail <sup>2</sup> (AL), 2012	\$68	\$154
Jackson Hole <sup>3</sup> (WY), 2011	\$8	\$144
Chequamegon area <sup>4</sup> (WI), 1997	No separation of users, \$43	
Nantahala and Pisgah National Forests <sup>5</sup> (NC), 2018, Est.	\$68	\$155
Kingdom Trails <sup>6</sup>	\$115	\$120
Tucker County, WV, 2018	\$20	\$143
WV NICA, 2019	No separation of users, \$55	
WVMBA Enduro Series, 2019	No separation of users, \$63	

Traditionally, local spending is excluded when calculating economic *impacts*, as spending by locals likely serves as an alternative to other entertainment and recreation spending that would

<sup>1</sup> Additional information about IMPLAN can be found at <http://www.implan.com/>

<sup>2</sup> [https://headwaterseconomics.org/wp-content/uploads/Trail\\_Study\\_13-coldwater-mountain-bike-trail.pdf](https://headwaterseconomics.org/wp-content/uploads/Trail_Study_13-coldwater-mountain-bike-trail.pdf)

<sup>3</sup> [https://headwaterseconomics.org/wp-content/uploads/Trail\\_Study\\_16-jackson-hole-trail-project.pdf](https://headwaterseconomics.org/wp-content/uploads/Trail_Study_16-jackson-hole-trail-project.pdf)

<sup>4</sup> <https://www.cambatrails.org/wp-content/uploads/2017/03/Economic-Impact-Study-1997.pdf>

<sup>5</sup> [https://www.imba.com/sites/default/files/content/resources/2018-06/OA\\_NPNF\\_MtnBikingStudy.pdf](https://www.imba.com/sites/default/files/content/resources/2018-06/OA_NPNF_MtnBikingStudy.pdf)

<sup>6</sup> <https://www.webscorer.com/race?raceid=147065>

have occurred in the state/region. For this analysis, we include the spending of both local and non-local visitors. Therefore, the results represent the economic *contribution* of these events to the state's economy, or how much economic activity was associated with the events. Table 2 shows a breakdown of spending by category for riders in the associated West Virginia mountain biking event.

**Table 2. Average Reported Spending by Category, Bike Bash WV 2021 Festival Event**

Category of Event-Related Expenditure	Per-Person Estimate	Total Estimated Spending (429 Riders)
Overnight Lodging	\$12.13	\$5,204
Groceries	\$32.85	\$14,092
Dining	\$13.97	\$5,992
Beer/Wine/Liquor	\$27.96	\$11,996
Retail Spending	\$7.79	\$3,341
Gear Rental/Purchase	\$5.27	\$2,262
Fuel	\$30.47	\$13,072
Total Estimated Spending*	\$130.44	\$55,960
*Does not include event admission		

Spending by participating riders is generates an estimated \$35,400 in direct impacts in the economy (Table 3). This spending generates nearly \$23,000 in secondary impacts as these dollars are re-spent. In total, these expenditures contribute more than \$58,000 in business volume, support local employment, and generate approximately \$25,000 in wage and proprietor income. Tax impacts to the state and local economy are estimated at \$5,800.

**Table 3. Estimated Economic Contribution of the Bike Bash WV 2021 Festival Event**

	Direct Impact	Indirect & Induced Impacts	Total Economic Impact
Output (Sales)	\$35,400*	\$22,700	\$58,100
Employment	0.8	0.2	1.0
Labor Income	\$18,000	\$7,100	\$25,100
State & Local Taxes	--	--	\$5,800
*The direct impact is less than the estimated \$12,217 due to the application of retail margins.			