

Estimated Economic Contribution of the 2021 West Virginia NICA Mountain Biking Events

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



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The economic contribution of the WV NICA's 2021 mountain biking events are estimated using a state specific model generated using IMPLAN's modeling software¹, 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.

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 have occurred in the state/region. For this analysis, we include the spending by local visitors/riders. 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.

In previous reports, we reported spending per person based on reported party size. However, recognizing that 1) the number of attending riders is known for each event and 2) for youth events especially, parties may contain multiple riders, this year's spending estimates are calculated on a per rider basis. Spending estimates were obtained from an end-of-the-season survey of registrants. Completed and usable surveys ranged from 36 for Cacapon to 47 for Big Bear, representing approximately 20% of total riders. Table 1 shows a breakdown of spending by category for riders, by event location, for the associated 2021 NICA mountain biking events.

Table 1. Average Per Rider Spending Estimates per Event, by Spending Category, 2021 NICA Races

Category of Event-Related Expenditure	Canaan	Big Bear	Cacapon	North Bend	Twin Falls
Overnight Lodging	\$ 164.32	\$ 59.46	\$ 167.88	\$ 53.49	\$ 76.79
Groceries	\$ 61.03	\$ 57.23	\$ 49.45	\$ 50.75	\$ 42.17
Dining	\$ 67.15	\$ 40.06	\$ 75.33	\$ 24.66	\$ 46.45
Beer/Wine/Liquor	\$ 8.19	\$ 6.38	\$ 5.96	\$ 4.86	\$ 4.20
Retail	\$ 9.73	\$ 8.15	\$ 8.57	\$ 8.87	\$ 7.47
Gear	\$ 15.31	\$ 0.33	\$ -	\$ 38.55	\$ -
Fuel	\$ 68.62	\$ 64.94	\$ 73.23	\$ 57.01	\$ 57.62
Other (includes state park activities, tolls, etc.)	\$ 13.72	\$ 6.52	\$ 1.84	\$ 1.61	\$ 0.70
TOTAL PER RIDER SPENDING	\$ 408.06	\$ 243.06	\$ 382.25	\$ 239.79	\$ 235.40
*Does not include event admission					

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

Table 2 shows total estimated spending per event, by spending category. Total spending across all events totaled \$340,400. Spending ranged from \$98,750 in high amenity (e.g., lodging and dining) locations like Canaan Valley and Cacapon State Parks to the mid-to-low \$50,000 in lower amenity destinations like Big Bear.

Table 2. Total Estimated Spending per Event, by Spending Category, 2021 NICA Races

	Canaan	Big Bear	Cacapon	North Bend	Twin Falls	TOTAL SPENDING
Number of Riders	242	225	220	215	218	
Overnight Lodging	\$ 39,764	\$ 13,378	\$ 36,933	\$ 11,500	\$ 16,740	\$ 118,315
Groceries	\$ 14,769	\$ 12,877	\$ 10,879	\$ 10,911	\$ 9,194	\$ 58,630
Dining	\$ 16,250	\$ 9,014	\$ 16,572	\$ 5,302	\$ 10,126	\$ 57,264
Beer/Wine/Liquor	\$ 1,982	\$ 1,435	\$ 1,311	\$ 1,045	\$ 916	\$ 6,688
Retail	\$ 2,355	\$ 1,833	\$ 1,886	\$ 1,908	\$ 1,628	\$ 9,610
Gear	\$ 3,705	\$ 73	\$ -	\$ 8,288	\$ -	\$ 12,067
Fuel	\$ 16,605	\$ 14,612	\$ 16,111	\$ 12,256	\$ 12,561	\$ 72,146
Other	\$ 3,319	\$ 1,467	\$ 404	\$ 345	\$ 152	\$ 5,688
TOTAL SPENDING	\$ 98,750	\$ 54,689	\$ 84,096	\$ 51,555	\$ 51,317	\$ 340,407

Spending by participating riders is estimated to generate \$250,200 in direct impacts in the state's economy (Table 3). This spending generates nearly \$166,300 in secondary impacts as these dollars are re-spent. In total, these expenditures contribute approximately \$416,500 in business volume, support six (6) local jobs, and generate nearly \$194,000 in wage and proprietor income. Tax impacts to the state and local economy are estimated at \$49,500.

Table 3. Estimated Economic Contribution of 2021 NICA Races

	Direct Impact	Indirect & Induced Impacts	Total Economic Impact
Output (Sales)	\$250,200*	\$166,300	\$416,500
Employment	5	1	6
Labor Income	\$141,200	\$52,500	\$193,600
State & Local Taxes	--	--	\$49,500
*The direct impact is less than the estimated \$340,407 due to the application of retail margins.			