

**Estimated Economic Contribution of the
2022 Snowshoe Mercedes-Benz UCI Mountain Bike World Cup**



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May 2023

1. Introduction

The Snowshoe Mercedes-Benz UCI Mountain Bike World Cup was held July 29-31, 2022. A total of 2,992 spectator tickets were purchased for the event (Note: this does not include athletes, teams, event staff, UCI staff, or non-ticketed spectators). Attendees represented forty-two states (Figure 1), Washington, D.C., and Puerto Rico. The most popular regions were the South, Northeast, and Midwest. Countries included: Australia, Canada, Chile, Costa Rica, Panama, South Africa, and USA with many athletes and support staff from European countries.

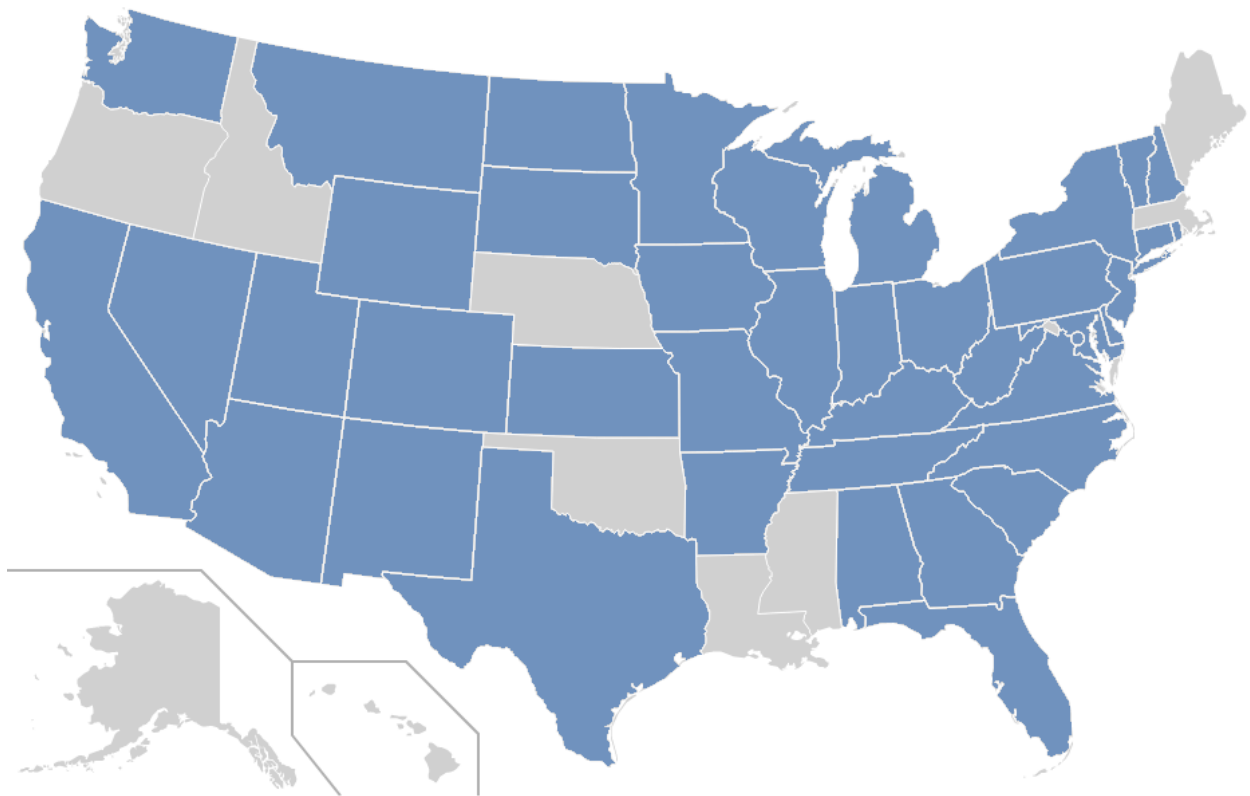


Figure 1. Home States (shaded in blue) of event attendees

As the only American venue on the World Cup circuit, the event showcased West Virginia's world class mountain biking to an international audience. World Cup fans and attendees are a combination of serious mountain bikers and action sports enthusiasts. The exposure provided by the World Cup sets the state apart and elevates Snowshoe Mountain Resort, surrounding communities, and the state of West Virginia as a premier East Coast mountain biking destination.

2. Methodology

An online survey was developed by Snowshoe Mountain Resort staff and West Virginia University research faculty using the Qualtrics online survey tool. The survey was distributed by event organizers to all event attendees who purchased a ticket (2,992), and remained open from August through October 2022. 321 responses were received for a 9.3% response rate.

3. Demographics and Trip Characteristics

Responses were received from residents of the following states: Alabama (4), California (2), Washington, DC (5), Delaware (5), Florida (3), Georgia (9), Indiana (2), Kentucky (1), Maryland (18), Maine (2), Michigan (14), Missouri (1), North Carolina (35), North Dakota (2), New Jersey (14), New York (10), Ohio (17), Pennsylvania (41), South Carolina (9), South Dakota (2), Tennessee (8), Texas (1), Utah (2), Virginia (64), Wisconsin (3), and West Virginia (32). Fifty-six percent of respondents were male and 44% were female. Sixty-seven percent of respondents reported net family income over \$100,000 while 17% reported net family annual income between \$80-100,000 (see Figure 2).

Twenty-two percent of respondents heard about the event through the Mercedes-Benz Mountain Bike World Cup website, 20% through word of mouth, 19% through a bike related website, 15% through social media, and 13% through the Snowshoe Mountain website (see figure 3). The average group size was four people with 34% of people traveling in groups of two (see figure 3). Ninety-one percent of people were visiting the region specifically for this event. Regarding the ages of people in the respondents travel parties, 24% were between the ages of 35-44, 18% were under 18, and 17% were between the ages of 45-50 and 51-60 respectively (see figure 5). Respondents stayed an average of 3.4 nights in West Virginia during their trip (see figure 6).

Fifty-four percent of respondents were visiting Snowshoe for the first time in the past 12 months while 20% had visited more than 5 times (see figure 7). Fifty-five percent of respondents stayed in a hotel/motel/lodge/condo while 14% stayed in an Air B&B and 9% in van/tent camping (see figure 8). The top activities respondents reported participating in West Virginia outside of Snowshoe during their trip included biking, hiking, camping, shopping, dining, rafting, sightseeing, fishing, and visiting local attractions (see figure 9). The best part of the 2022 Mercedes-Benz UCI Mountain Bike World Cup at Snowshoe according to respondents included watching/being close to pro riders (16%), the community nature of the event/meeting people (13%), the race itself (13%), the fun atmosphere (9%), the energy of the crowd (8%), and the track's location and layout (8%) (see figure 10). When asked what could have improved the

experience at the event responses included better weather (13%), more vendors (13%), better parking (9%), more bus shuttles (8%), and more entertainment (7%) (see figure 11).

Respondents' travel parties spent an average of \$2,015 in West Virginia during their trip. Lodging accounted for the largest share of total spending (47%), followed by food and drink at restaurants (15%), retail shopping (11%), event admission (9%), groceries (8%), and fuel (8%) (see figure 12).

Respondents were asked to rate on a scale of 1-10 how likely they were to return to Snowshoe Mountain Resort in the next 12 months for reasons other than a UCI event based on their experience at this event. More than half (56%) reported between 9-10 (promoter), 18% reported between 7-8 (passive), and 25% reported a 6 or less (detractor) (see figure 13). Respondents were also asked how likely they would be to recommend the Mercedes-Benz UCI Mountain Bike World Cup at Snowshoe to a friend or colleague on a scale of 1-10. The vast majority (88%) responded with a 9 or 10 (promoter), 10 percent responded between 7-8 (passive), and 2 percent responded with a 6 or less (detractor) (see figure 14).

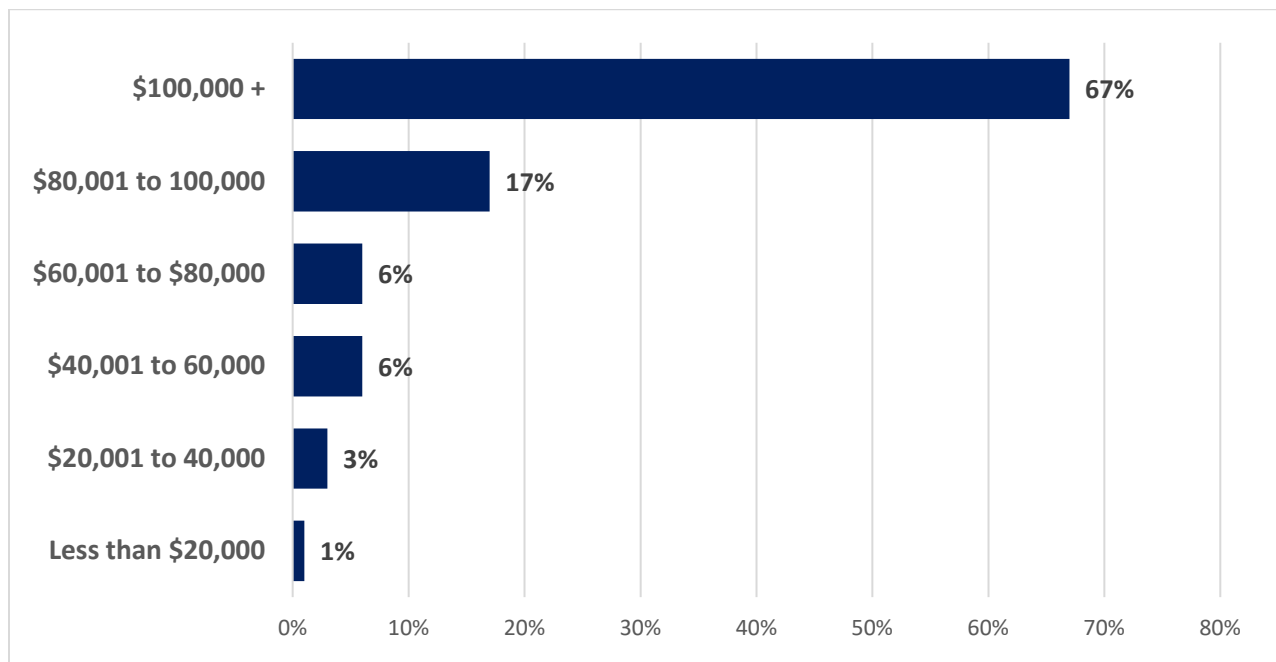


Figure 2: Approximate net family annual income from all sources, before taxes in 2021.

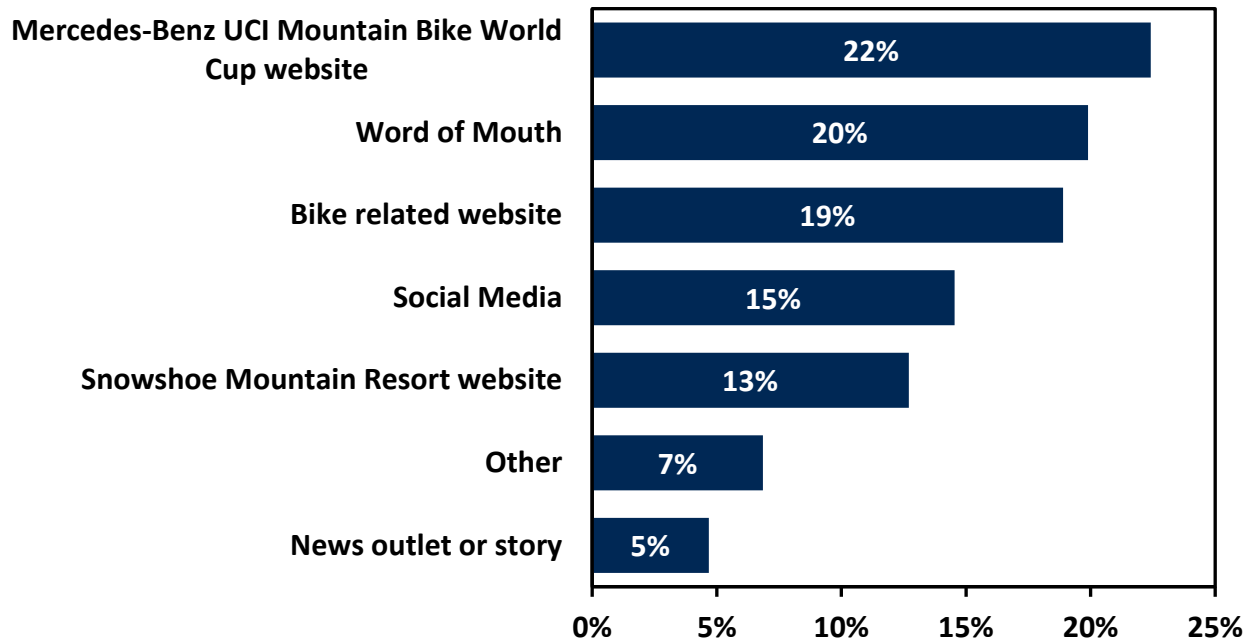


Figure 3: Information Sources

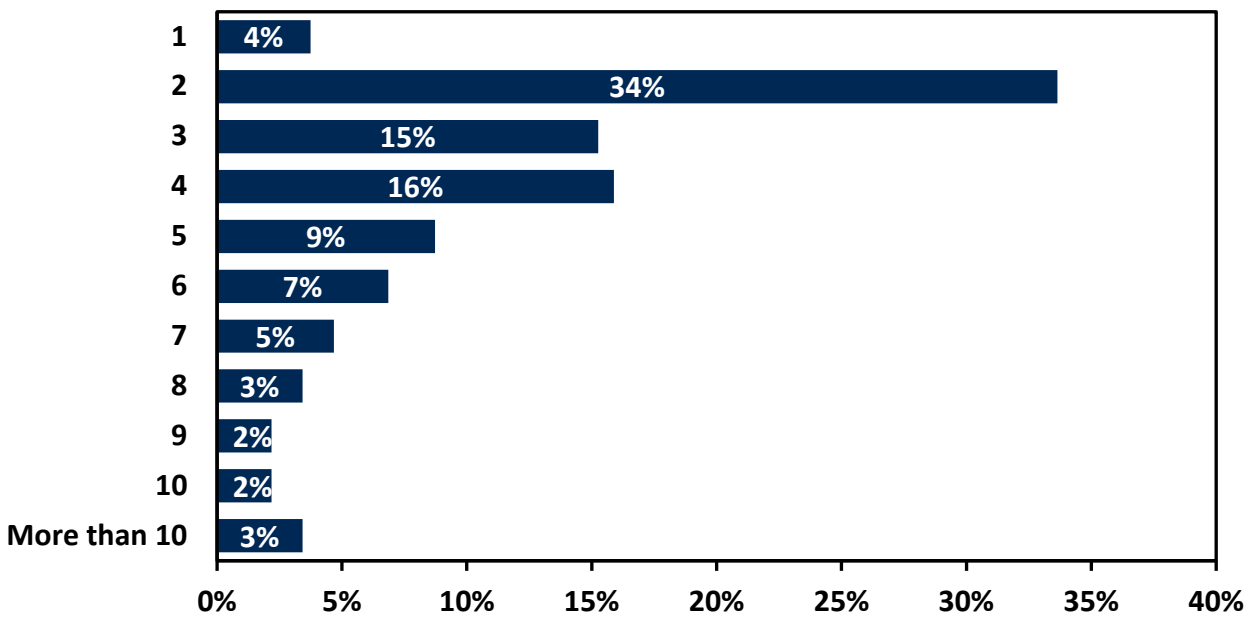


Figure 4: Total number of people in travel party

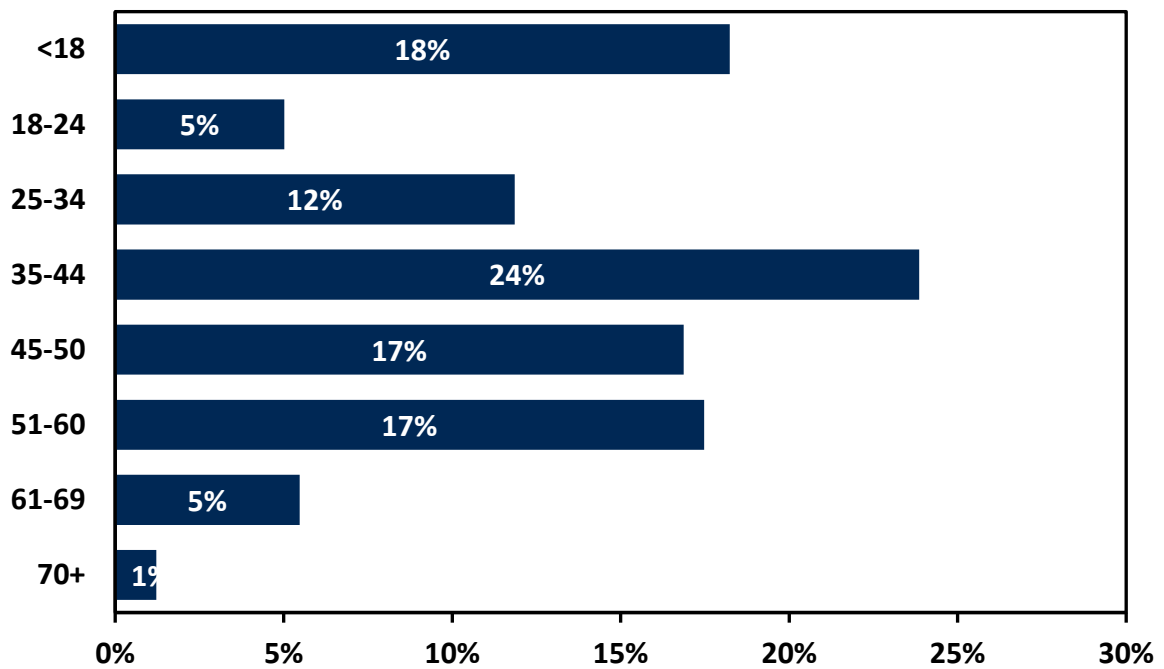


Figure 5: Number of people of each age group in travel party

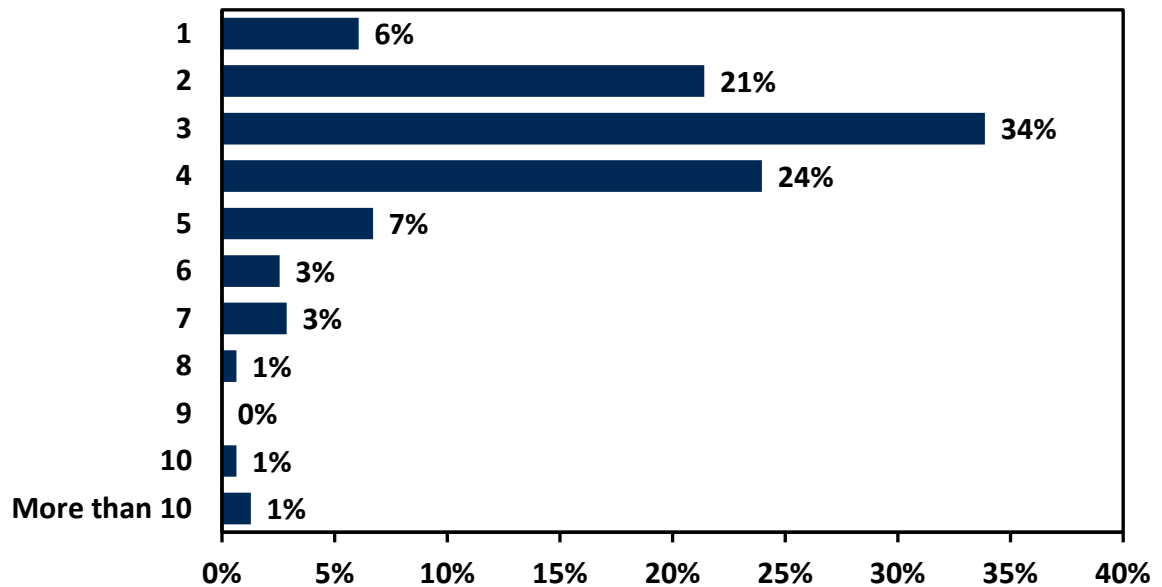


Figure 6: Nights away from primary residence in West Virginia on this trip

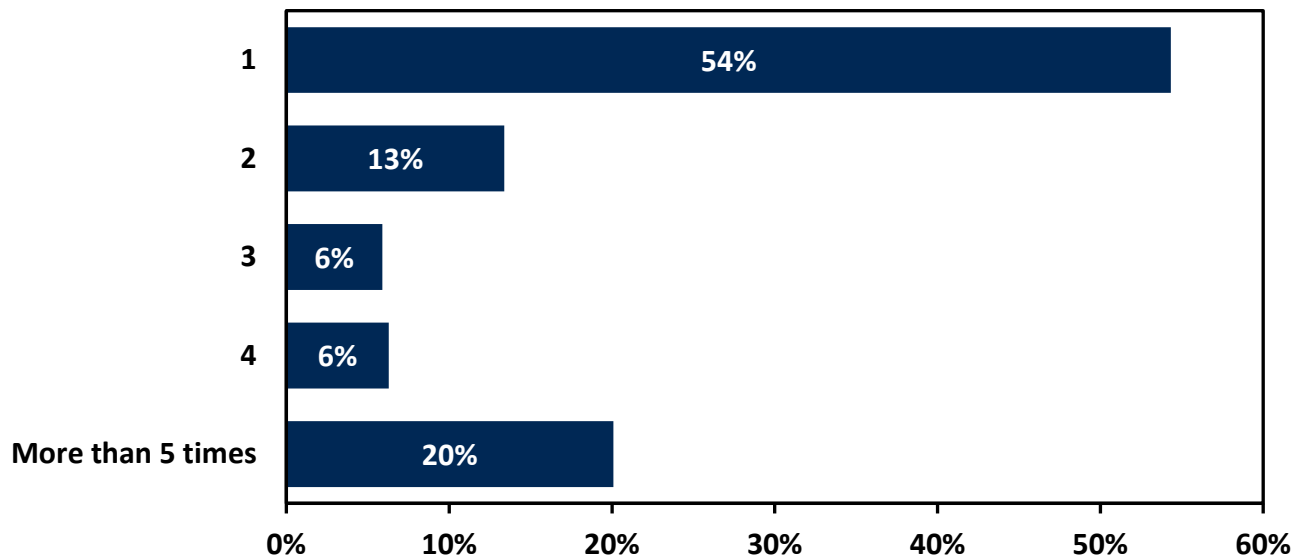


Figure 7: Number of times visited Snowshoe Mountain Resort in the past 12 months besides this event

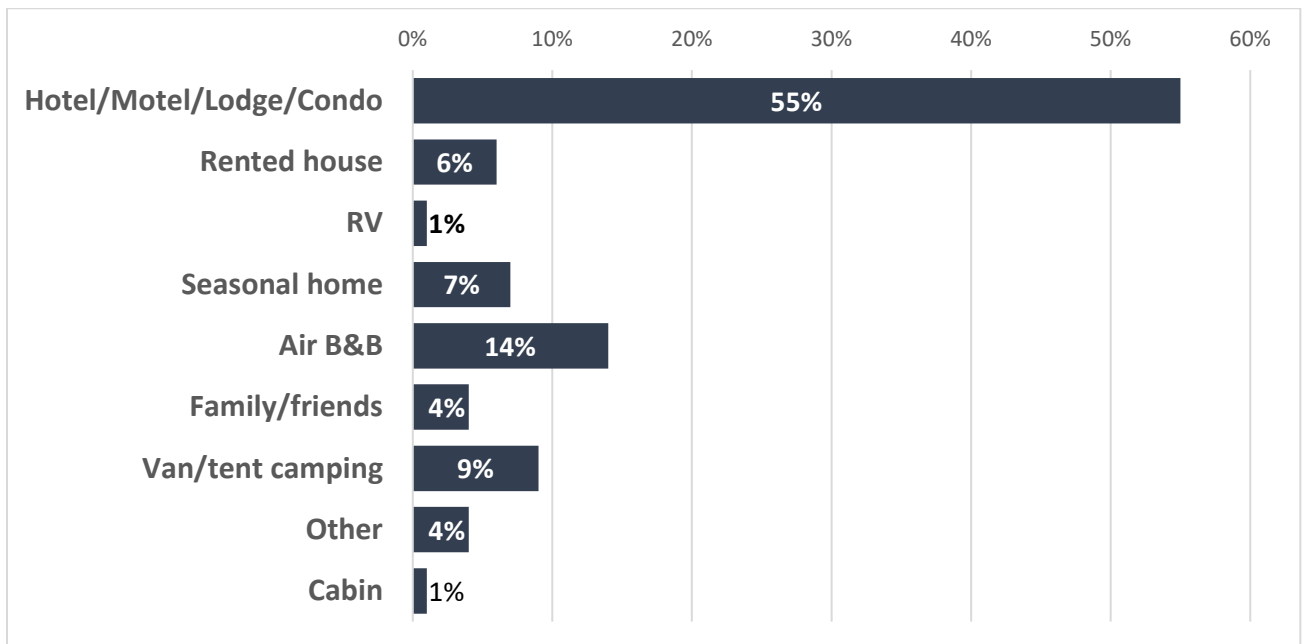


Figure 8: Type of accommodation

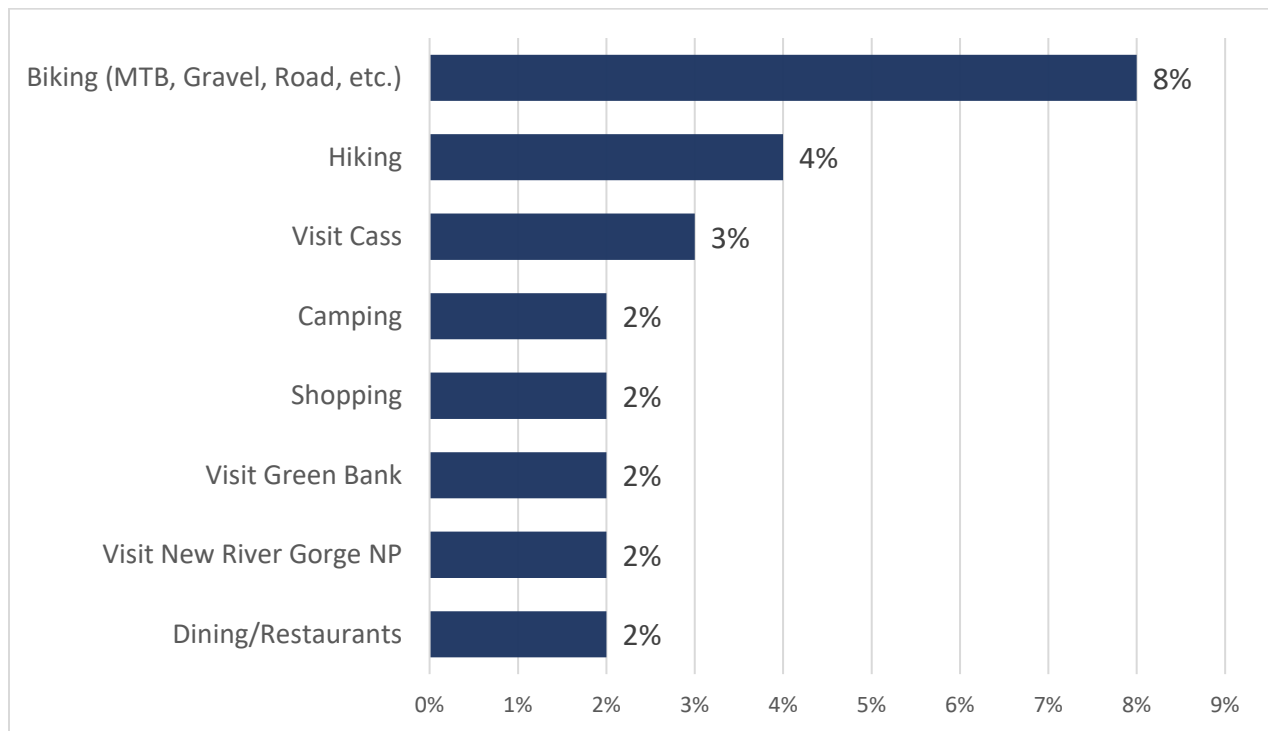


Figure 9: Other activities participated in beyond Snowshoe Mountain Resort while in West Virginia on this trip.

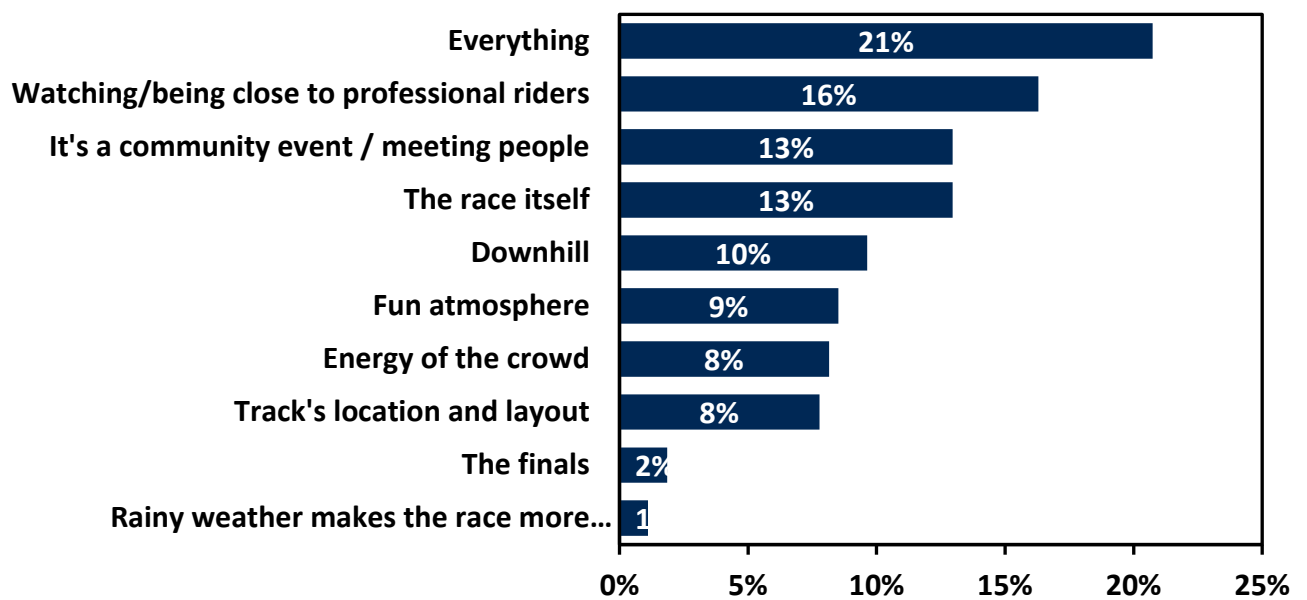


Figure 10: Best part of the 2022 Mercedes-Benz UCI Mountain Bike World Cup at Snowshoe

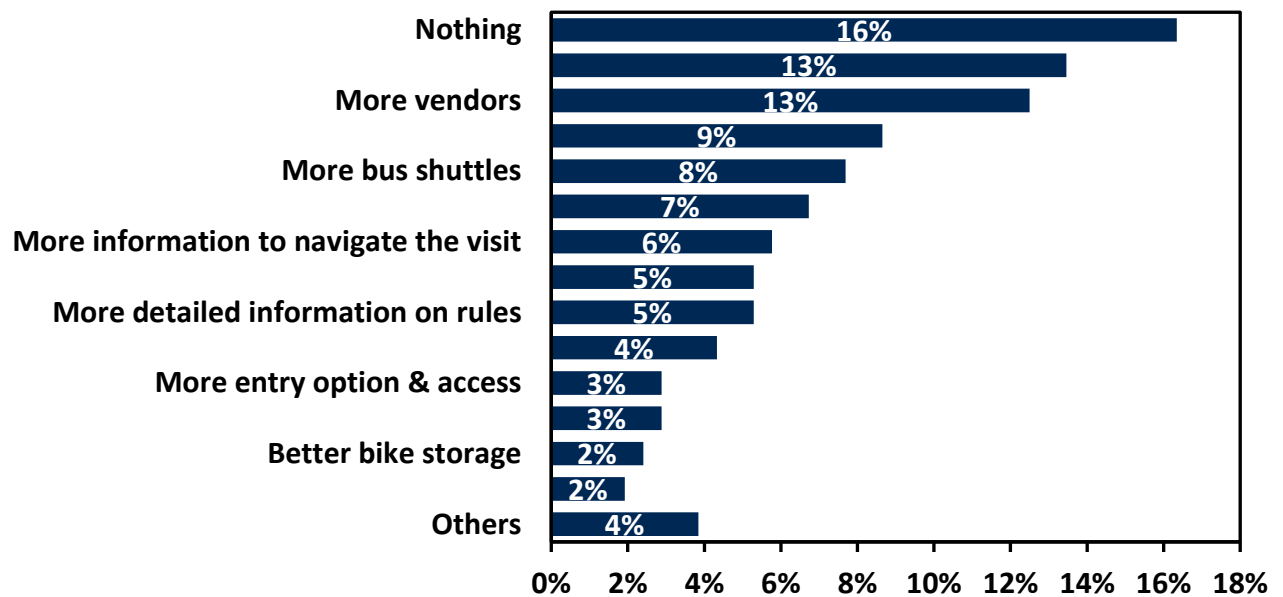


Figure 11: What could be done to improve the experience at this event

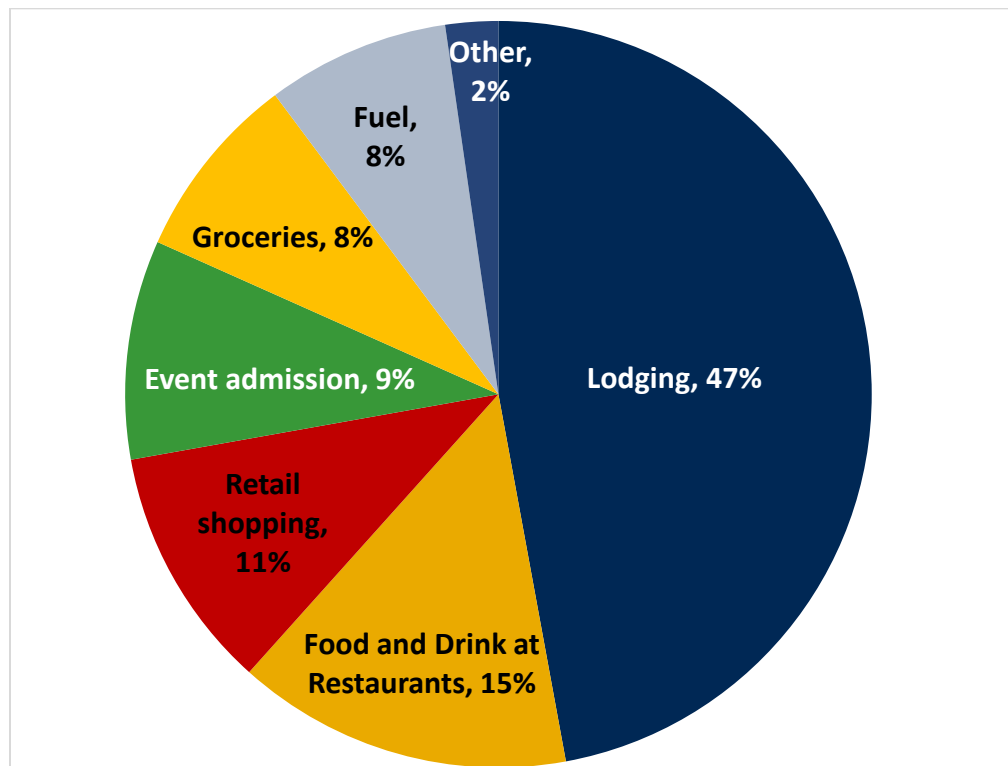


Figure 12: Amount of money the ENTIRE TRAVEL PARTY spent in WEST VIRGINIA on this trip in US dollars

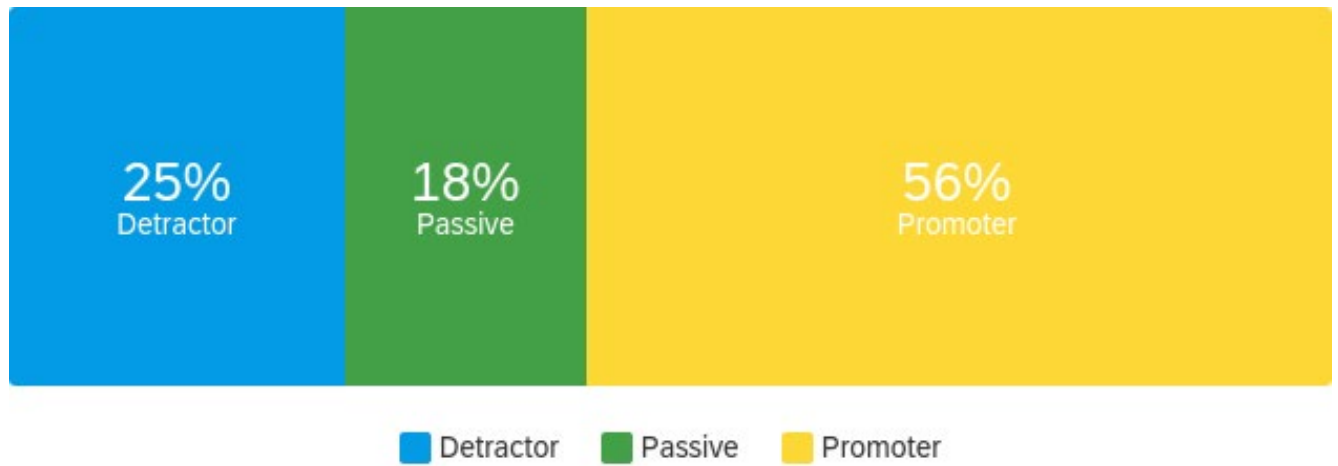


Figure 13: How likely are you to return to Snowshoe Mountain Resort in the next 12 months for reasons other than a UCI event

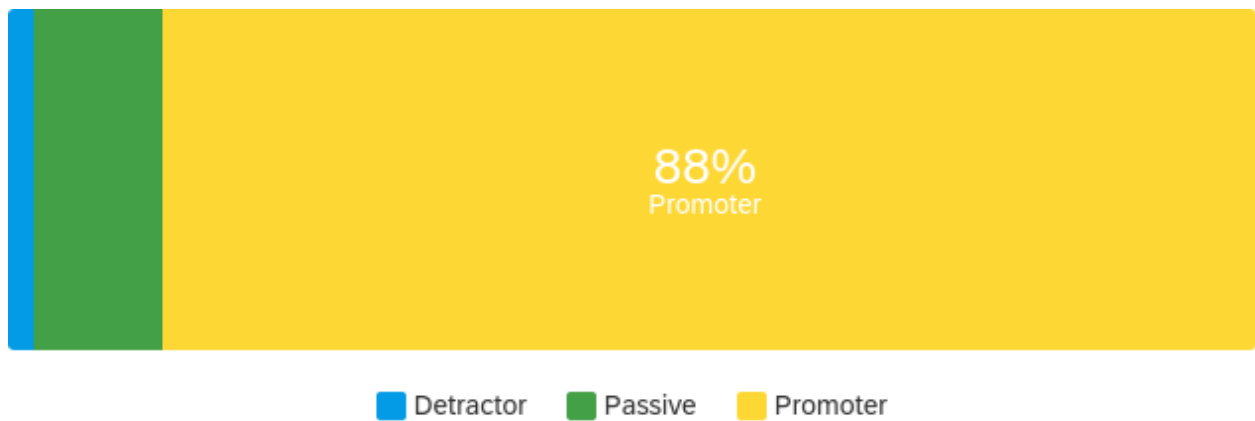


Figure 14: How likely are you to recommend the Mercedes-Benz UCI Mountain Bike World Cup at Snowshoe to a friend or colleague

4. Introduction to Economic Impact Analysis

Economic impact analysis fundamentally involves two steps. First, researchers obtain or estimate the direct expenditures associated with an economic event—in this case, the 2022 Mercedes-Benz UCI Mountain Bike World Cup event. Second, researchers utilize an economic modeling system to estimate how this direct change in spending will affect the broader economy in terms of economic output, employment, employee compensation, and tax revenue.

To estimate the economic impact of the event on the state economy, we first obtained the direct expenditures associated with the event. Specifically, the expenditures of the visitors attending or participating in the event. However, the total impact is not limited to only this spending, but also includes the secondary economic impact accrued as those expenditures are re-spent throughout the economy in an iterative manner. For example, visitors purchase various goods and services in the local economy, such as lodging, meals, or groceries. The suppliers of these goods and services including hotels, restaurants, or grocery stores will increase their production to meet the visitors' demand. As they do so, their subsequent suppliers will increase production, as will their subsequent suppliers, and so on. These secondary impacts together with the event's original direct spending form what is known as the "multiplier effect." The original stimulus to the economy from the visitors' spending is re-spent multiple times through the rest of the economy. We at the BBER employ a regional economic modeling system that allows us to estimate these broader economic impacts for the state of West Virginia.

5. Economic Impact of the Mercedes-Benz UCI Mountain Bike World Cup Event

The event organizer estimated that around 6,000 visitors attended the event. We classify these visitors, for the purpose of the impact analysis, into two groups: paying visitors and non-paying visitors. We estimated that of the 6,000 visitors, around 4,500 were paying visitors and the remaining 1,500 were non-paying visitors. Paying visitors spent money on tickets, lodging, meals, gasoline, and other retail products. They consisted of nearly 3,000 non-participating visitors¹ and around 1,500 visitors who came with the event's participants.² Non-paying visitors were likely people who lived nearby the place where the event was held. They did not purchase tickets. While they might spend money on food and beverages, we consider this part of their regular

¹ We estimated the number of paying, but non-participating, visitors based on the number of tickets sold.

² Based on the event's entry list, 367 players participated in the event. From the survey, we learned that each party of paying visitors had on average 4.08 people. We multiplied 367 by 4.08 to get an estimate of the total number of people within the participants' parties, which is 1,497.

daily spending, which would have occurred regardless of the event. For that reason, we do not include their spending in the analysis.

From the survey of paying visitors, we found that visitors spent on average \$2,015 per party for the whole event. We also learned from the survey that each party of the paying visitors has on average around four people. This means that the 4,500 paying visitors form approximately 1,100 parties of paying visitors. We then estimate the total amount of visitors' expenditures for the whole event by multiplying the spending per party (\$2,015) by total number of parties (4,500), which is \$2.2 million. This \$2.2 million figure represents the direct output impact that the event generated.

An argument can be made that some of the paying visitors are West Virginians and as a result their spending should not be attributed as part of the event's direct impact. However, considering that these visitors were willing to make the trip and spent time and money on lodging, meals, etc., we can assume that they would be willing to spend the same amount of money to attend the event had it been held outside of the state. In other words, we can perceive that the event prevents their spending from going out of the state, and for that reason their spending should be included as part of the event's direct impact.

We estimate that as the \$2.2 million spending circulates in the state economy, it generates secondary impact of \$0.9 million, resulting in a total impact of \$3.2 million in output in the state economy. We also estimate that this spending directly generates 18 jobs and 6 additional jobs in the related industries, resulting in a total employment impact of 24 jobs. Finally, we estimate that the event generates more than \$750,000 in employee compensation and \$83,500 in state and local tax revenue (see Table 1).

Table 1: Economic Impact of the 2022 Mercedes-Benz UCI Mountain Bike World Cup Event

	Direct Impact	Indirect & Induced	Total Impact
Output (million dollars)	2.2	0.9	3.2
Employment (jobs)	18	6	24
Employee Compensation (thousand dollars)	495.2	257.1	752.3
Tax Revenue (thousand dollars)	--	--	83.5
Notes: Output, Income, and Taxes are measured in 2022 dollars. Tax impact includes sales, personal income, property, and corporation net income taxes.			