



UNIVERSITY OF MINNESOTA EXTENSION

Economics of Bicycling in Minnesota

MCRSA CONFERENCE, JUNE 2018



TODAY'S GOALS

Share research

Highlight approaches to data collection

Showcase value of collaboration

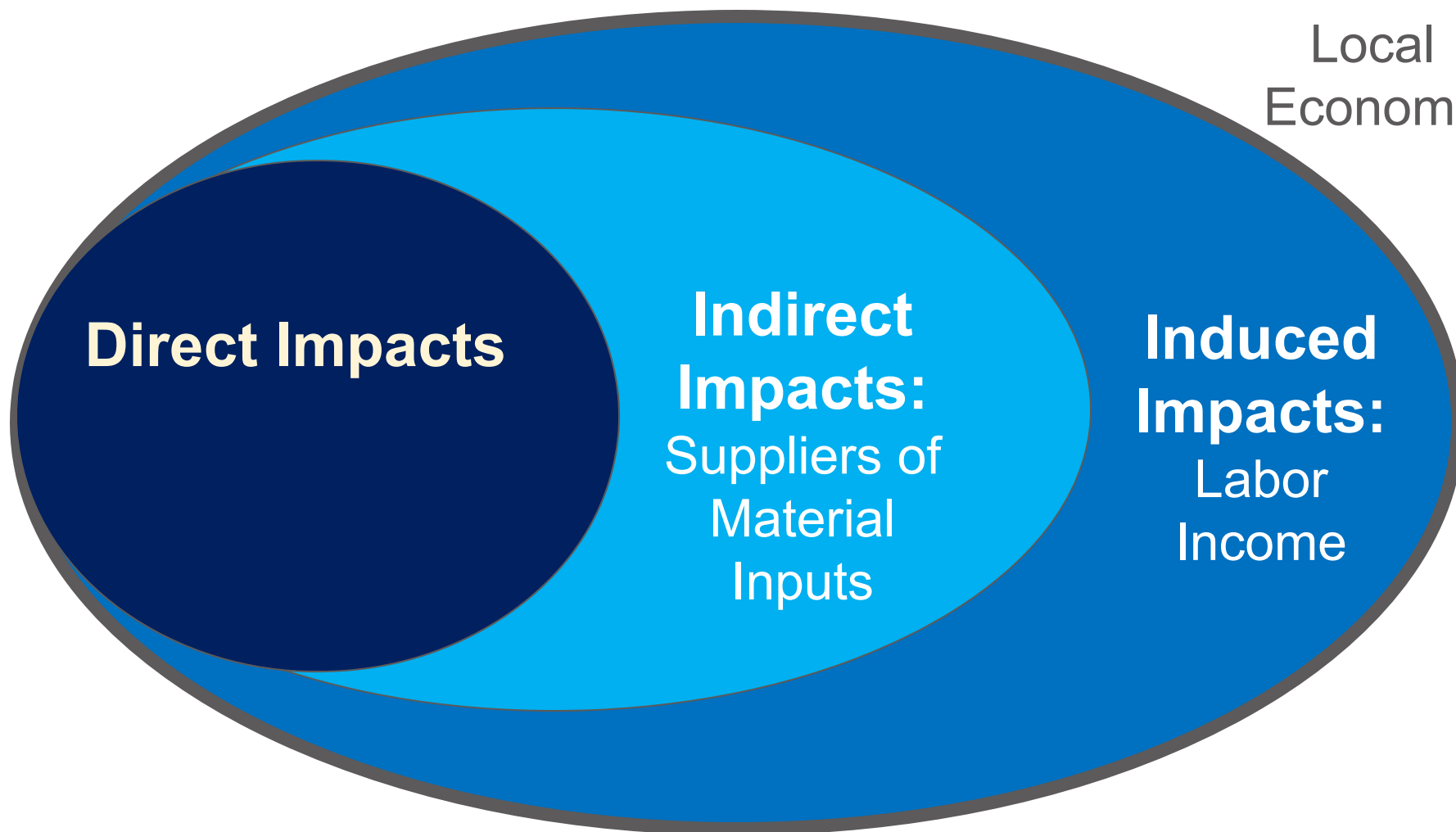


PROJECT BACKGROUND



ECONOMIC IMPACT ANALYSIS

Local
Economy



ECONOMIC CONTRIBUTION

Bicycle Industry

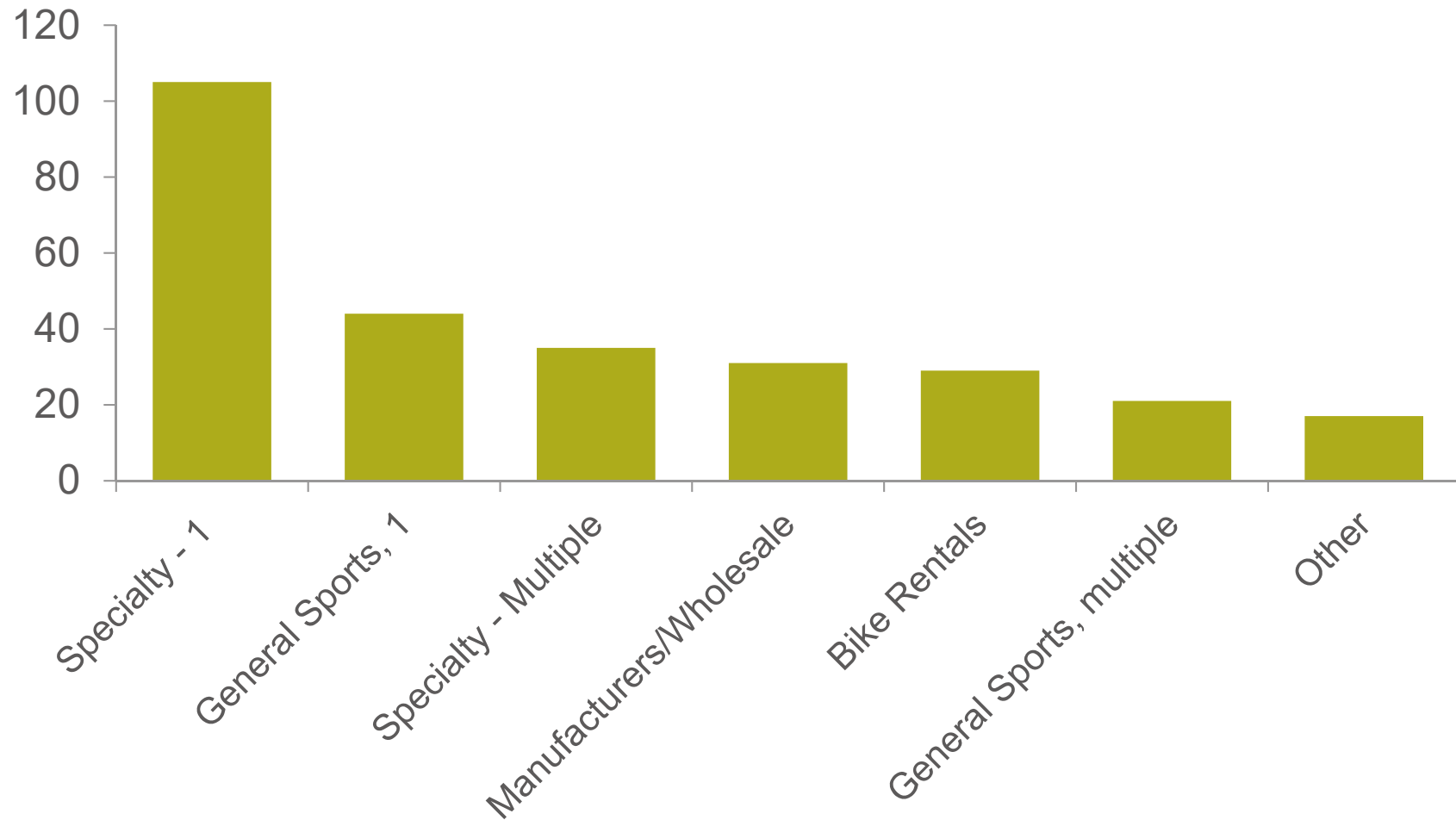


THREE PARTS

- Retailers
- Wholesalers and manufacturers
- Advocacy groups



282 BUSINESSES



TO SURVEY, OR NOT TO SURVEY?



SURVEY

Response rate

Overall = 22%

Highest = 62% (multiple locations)

Lowest = 17% (mom and pop)



DIRECT EFFECT OF SPECIALTY BIKE

\$66.8 million – sales
\$477,000 per shop

1,480 – employees
10 per shop



\$27.2 – labor income
\$195,000 per shop

NOT TO SURVEY

Economic Census – Product Line data



DO THEY CONVERGE?

Survey =
\$79.5 million

Census =
\$82.4 million



KEY THEMES

- Passion
 - Driving behavior change
- Retail trends and marketplace
 - Competition
 - The Fat Tire Bike
- Critical firms
 - Quality Bike Products and Park Tool



TOTAL IMPACT

\$779.9 million economic activity

5,500 jobs



\$208.8 million in labor income

ECONOMIC CONTRIBUTION

Bicycle Events



100 EVENTS IN MINNESOTA

- *Non-races
- *High School races
- *Mountain biking
- *Bicycle races
- *Bicycle tours
- *Fundraisers



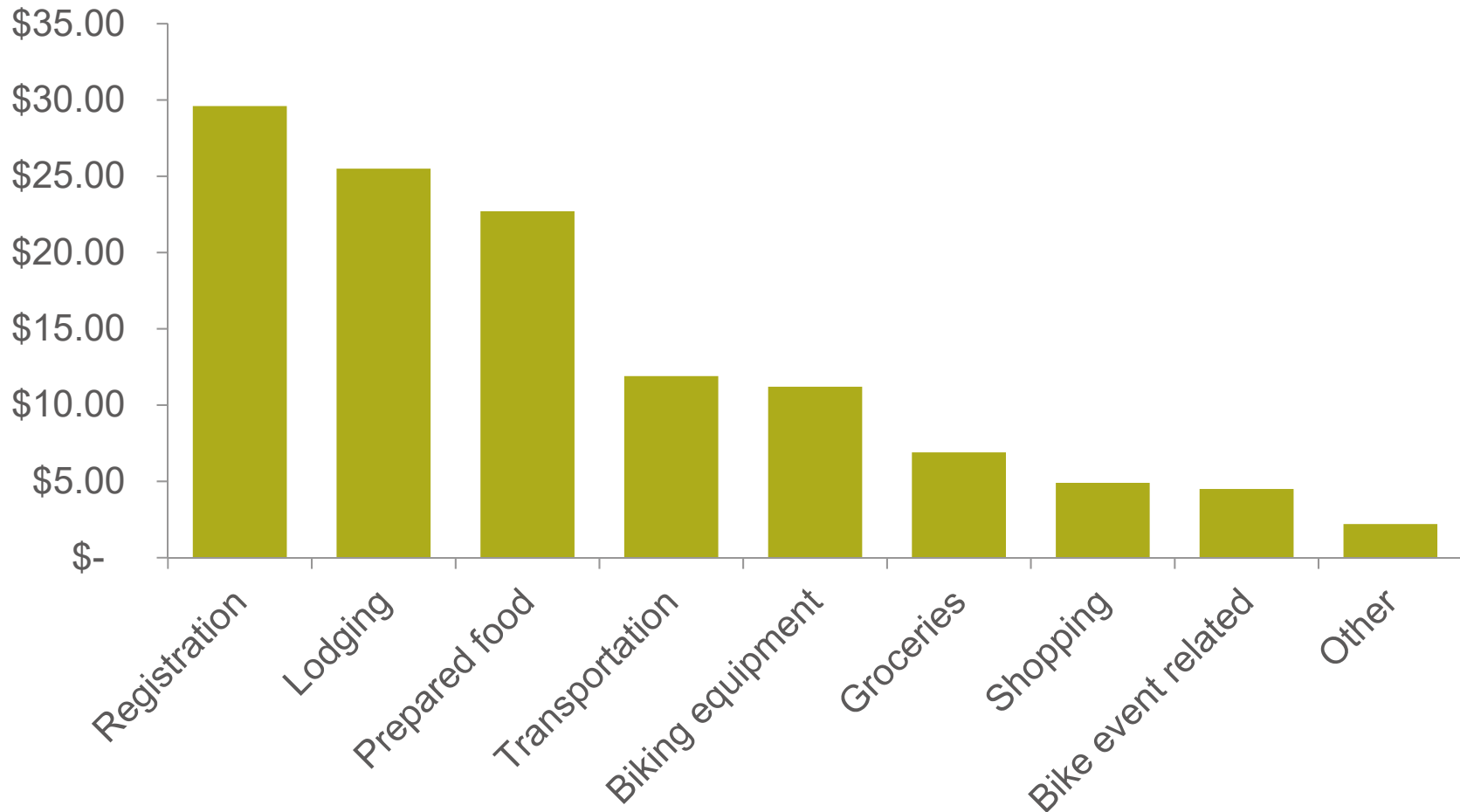
SURVEYS



DO THEY SPEND \$\$\$\$\$?

\$121.20 per person/day

Average Daily Expenditure Per Visitor



COUNTING VISITORS



610 per event



101 events



50,212 visitors



TOTAL IMPACT

\$14.3 million economic activity

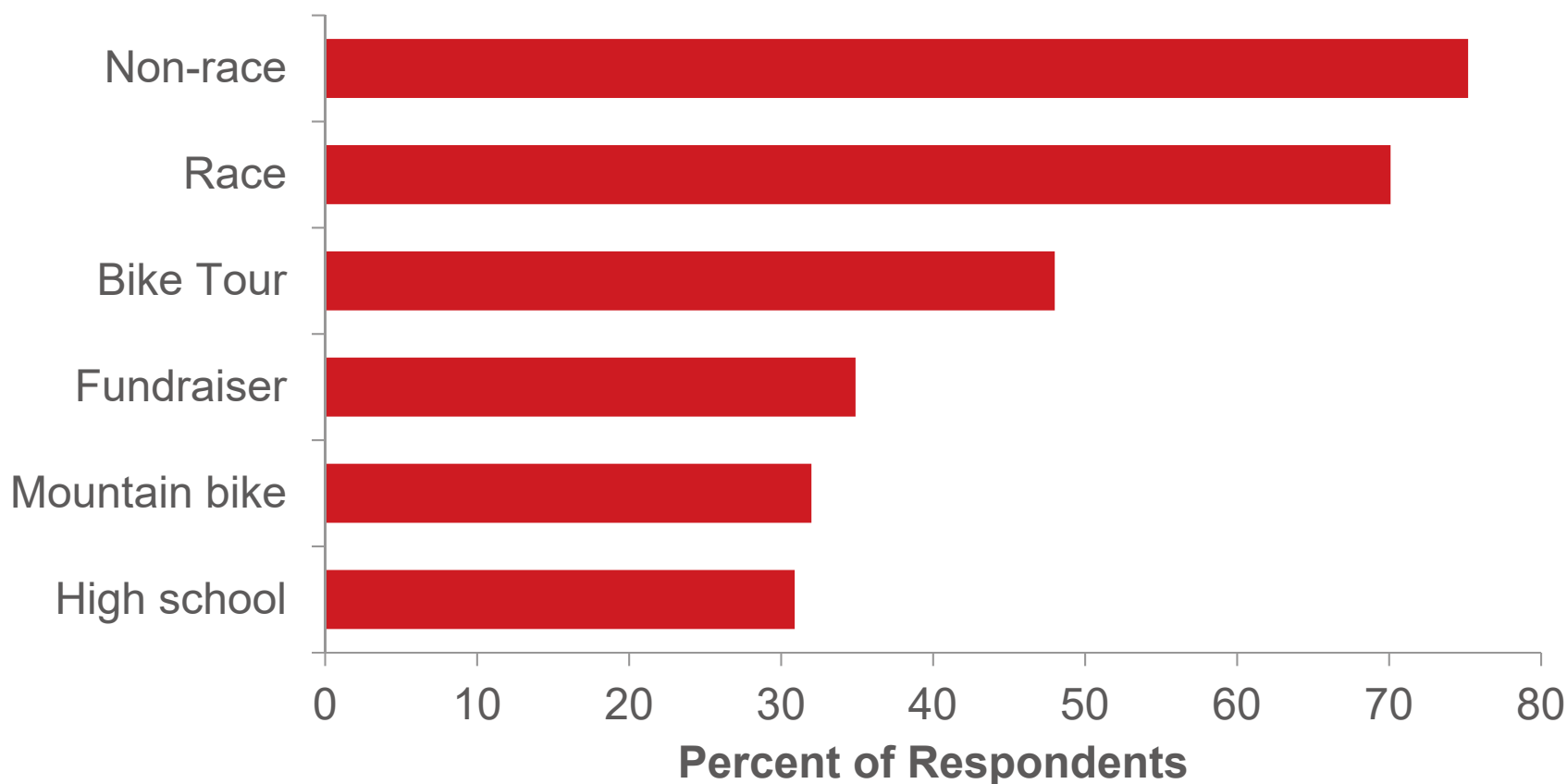
150 jobs

\$4.6 million in labor income



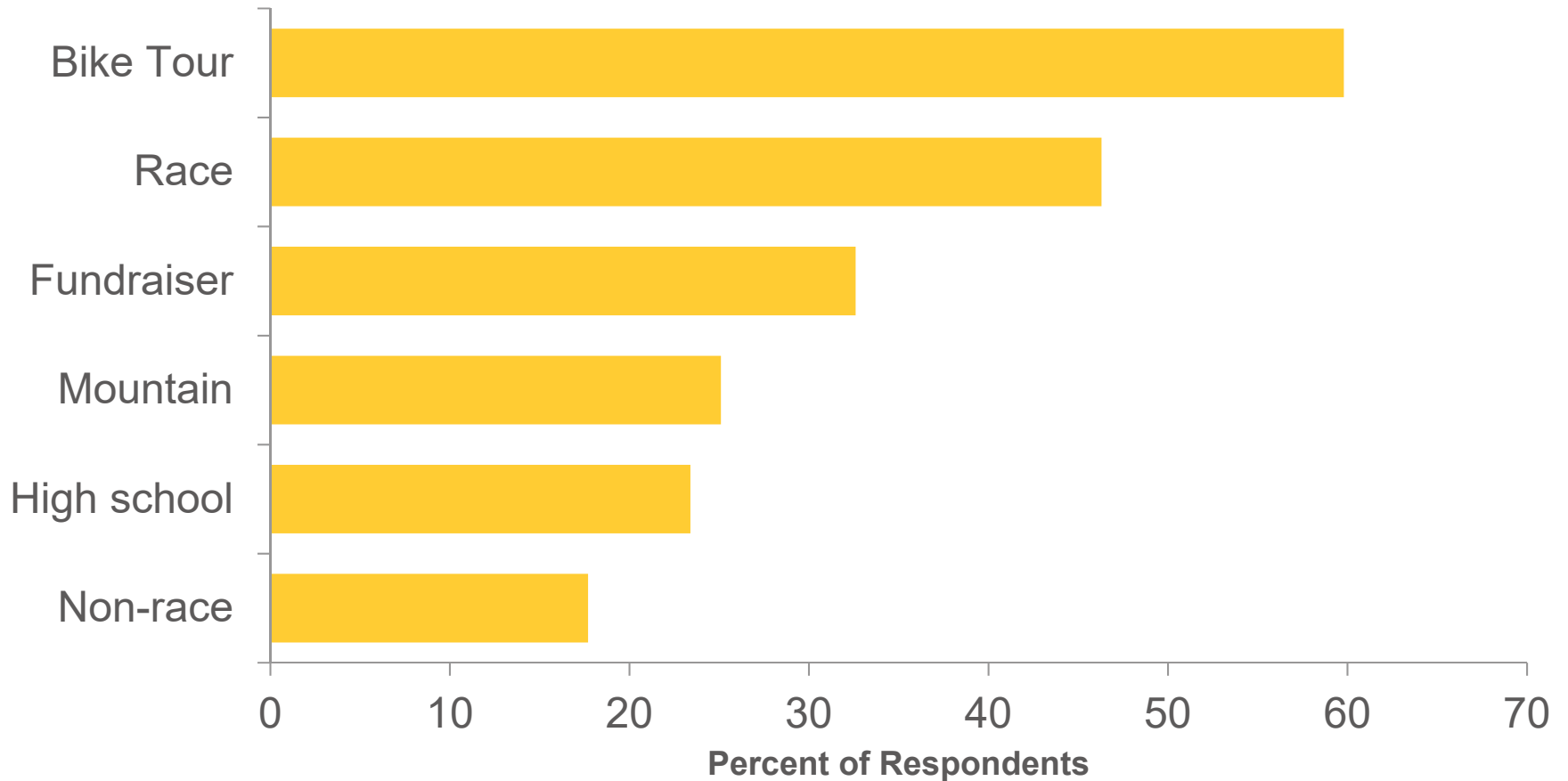
HOW IMPORTANT IS SCENERY?

Scenic Route as Most Enjoyable Aspect of Event



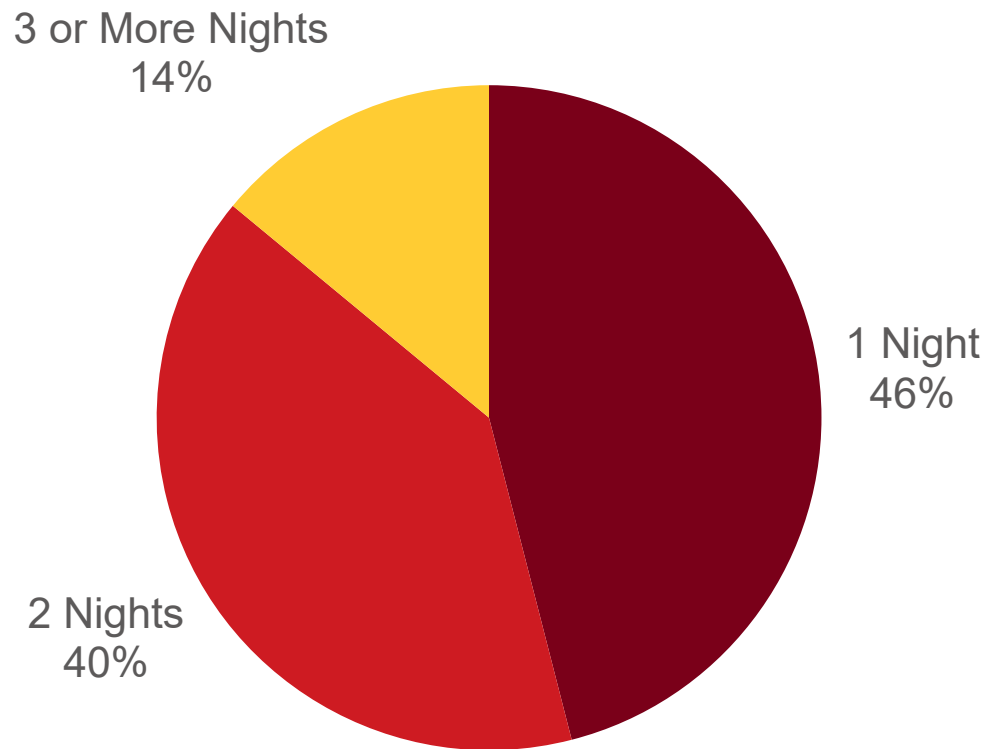
DO THEY VISIT BYWAYS?

Percent of Respondents Reporting Driving on Designated Byways

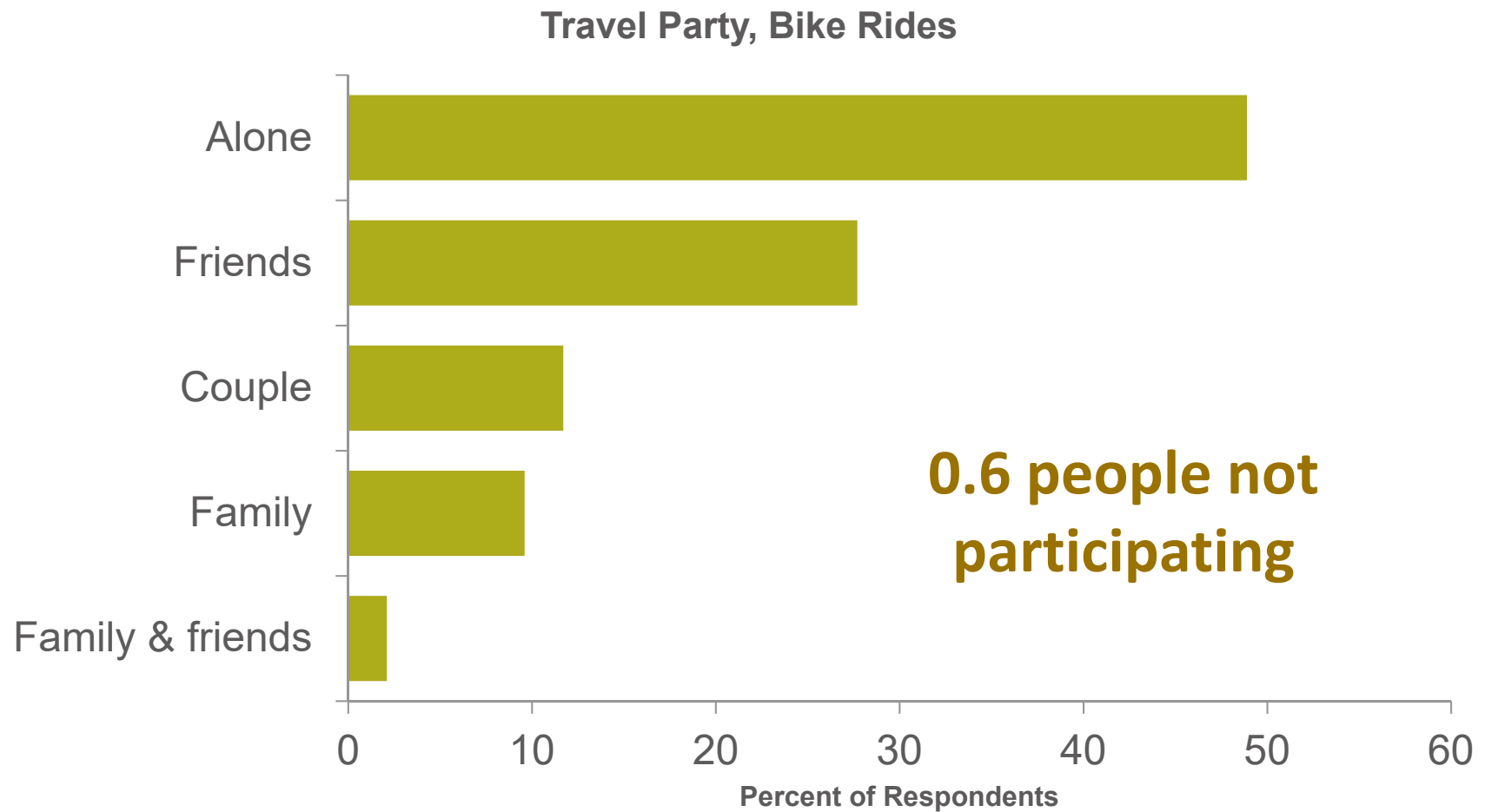


DO THEY STAY?

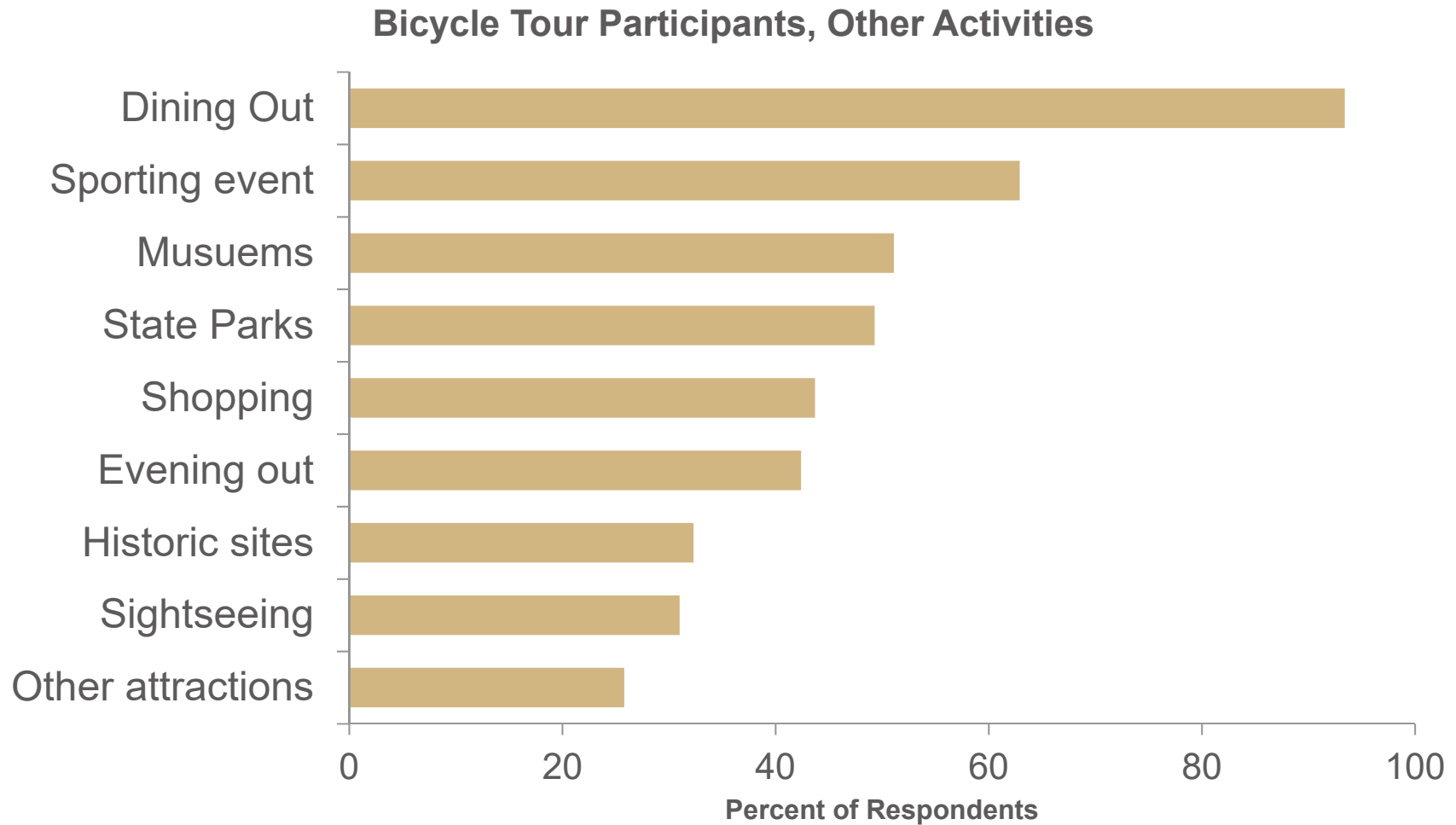
Average Number of Nights Stayed, Non-Races/Rides



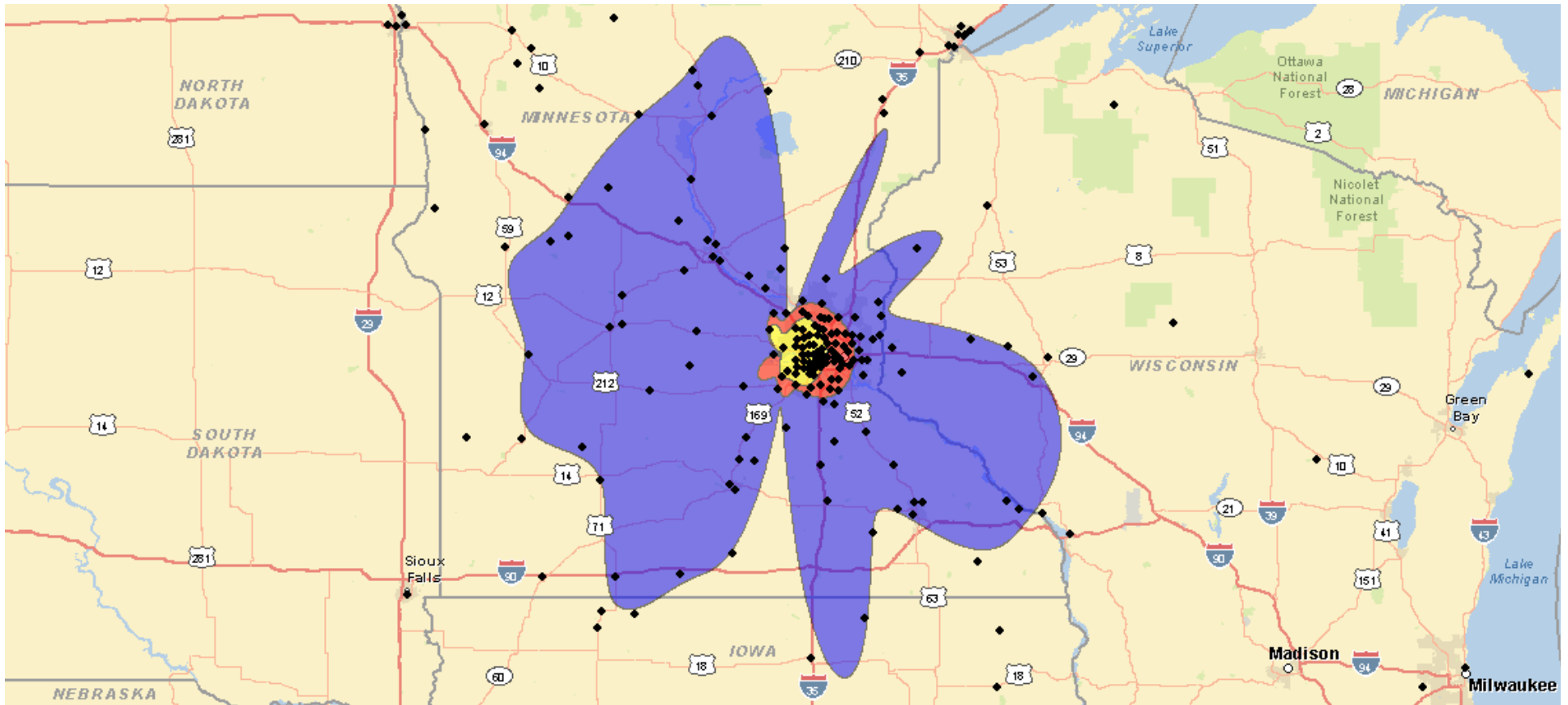
HOW MANY PEOPLE COME?



WHAT DO THEY DO?



WHERE DO THEY COME FROM?



HEALTH AND INFRASTRUCTURE

Bicycling in Minnesota



UNIVERSITY OF MINNESOTA EXTENSION

QUESTIONS?





UNIVERSITY OF MINNESOTA EXTENSION

Driven to DiscoverSM

Brigid Tuck, 507-389-6979,
tuckb@umn.edu

© 2018 Regents of the University of Minnesota. All rights reserved.

The University of Minnesota is an equal opportunity educator and employer. This PowerPoint is available in alternative formats upon request. Direct requests to 612-625-8233.

MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT + FOOD & AGRICULTURE + COMMUNITIES + FAMILIES + YOUTH