

the economic impacts of

BICYCLE TOURISM IN MICHIGAN



The total economic impact of organized bicycling events in 2014 was

\$21.9 million

GENERAL FINDINGS

The average economic impact of self-supported touring bicyclists per trip:

\$760



69%



of out-of-state self-supported touring bicyclists reported using US Bicycle Routes 20 or 35

CASE STUDY EVENTS

Apple Cider Century

Total economic impact:

\$1.94 million

DALMAC

1 in 3

out-of-state participants traveled from a non-neighboring state

Iceman Cometh Challenge

participants traveled from:

36

 different states and

2

 countries

Michigander

Highest average expenditures per participant of the six case study events

\$742



97%

were non-local participants



7,500

participants in 2014

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov

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This infographic provides a one-page summary of bicycling in the state of Michigan based on information gathered by BBC Research & Consulting and R. Neuner Consulting for the Michigan Department of Transportation (MDOT) as part of the second phase of a two-phase study on the economic benefits of bicycling events in Michigan. The infographic is accompanied by a report providing information on the state of Michigan and the data sources and methodology used for the study. As part of the study, the team surveyed participants in organized bicycling events throughout the state of Michigan about their spending habits. Self-supported touring bicyclists (bicyclists who do not rely on motor vehicles to carry their gear and provisions while travelling) were also asked to estimate their spending habits while in the state of Michigan. Survey respondents were asked to estimate their spending in the following categories:

- Lodging (e.g. hotels, campgrounds, cottages);
- Restaurants and bars;
- Groceries (i.e. food and beverage not at restaurants and bars);
- Non-food shopping (e.g. clothing, souvenirs, etc.);
- Non-bicycling entertainment (e.g. amusement park, movie theater, etc.);
- Bicycles, components, repairs, and accessories; and
- Transportation (e.g. airfare, gas, public transportation, car rental or parking).

Below is a description of the data sources for the “General Findings” section of the infographic:

- Total economic impact of organized bicycling events — Gathered from survey data of over 3,400 participants in organized bicycling events in Michigan;
- Economic impact of the average self-supported touring bicyclist — Gathered from survey data of over 350 self-supported touring bicyclists in the state of Michigan;
- Percentage of self-supported touring bicyclists using U.S. Bicycle Routes — Self-supported touring bicyclist survey data.

Below is a description of the data sources for the “Case Study Events” section of the infographic. All data were collected via physical and online surveys unless otherwise stated:

- Apple Cider Century — \$1.94 million dollars in total economic impact is calculated from the direct spending of out-of-state participants to the 2014 ACC;
- Michigander — \$742 is the estimated average expenditure for all 2014 Michigander participants. This average is higher than the other five case study events;
- DALMAC — An estimated 36 percent of out-of-state participants to DALMAC came from states further away than Illinois, Ohio, Wisconsin, and Indiana;
- Ore to Shore — 97 percent of participants in the 2014 Ore to Shore were non-local participants (i.e., travelled to the event from more than 50 miles away);
- Iceman Cometh — According to event registration logs, participants in the 2014 Iceman Cometh Challenge travelled to Michigan from 36 different states and two countries (Canada and Australia);
- Tour de Troit — More than 7,500 individuals participated in the 2014 Tour de Troit, according to event registration information.

For information on U.S. Bicycles Routes in Michigan go to: www.michigan.gov/mdot-biking