

Economic Impact of Mountain Biking on Mount Macpherson Executive Summary

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Introduction

In an effort to reliably quantify the economic benefit of mountain biking to our community, Tourism Revelstoke executed a study. We interviewed 161 riders over two days on two different weekends (Sunday Aug 10 & Saturday Aug 30). Of these riders, 52% were tourists on the regular weekend (Aug 10), and 68% of them were tourists on the long weekend (Aug 30).

Key Findings:

- 60% of riders interviewed on Macpherson were visitors. That number jumps to 80% on the Frisby Ridge Trail, highlighting the value of investing in "landmark/high alpine" trails (**NOT included in this study)
- Based on the Macpherson counted traffic from May 28-August 4, 2014 (data provided by Tom Patry), we project conservatively that, on weekends alone, based on 20 summer weekends between May and September (16 regular weekends and 4 long weekends), Macpherson saw at least 3,716 visiting riders.

Note: These estimates DO NOT include any weekday traffic. In addition, this projection DOES NOT take into consideration the impact of major race events like the SingleTrack6 Bike Race or the KR/BC Enduro Series.

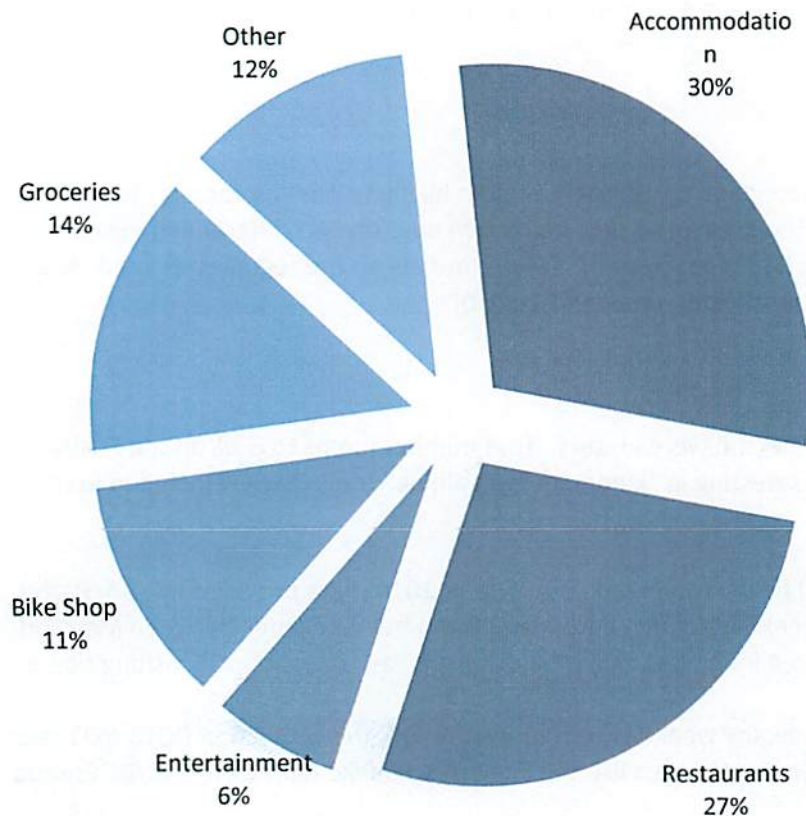
Estimated # of visiting riders to Macpherson over 18 weekends

	Actual Counted (10 wkds)	Projected Conservative (20 wkds)
Long Weekends	749 (2 long wkds)	1498 (4 long weekends)
Regular Weekends	1109 (8 regular wkds)	2218 (16 regular weekends)
Total		3716 (20 weekends)

****Note:** Conservative projection assumes we counted 75% of total riders on all trails in and around Revelstoke.

Mountain Bike Spending in Our Community:

- The average number of nights per party was 2.4 nights. Overnight visitors reported spending average was \$58 pp/day (\$139 pp/trip).
- Based on the above traffic numbers, Mount Macpherson Mountain Biking tourists (weekends only) inject \$215,528* (very conservative estimate) per summer into Revelstoke's economy.
*3,716 visiting riders x \$58 daily spend = \$215,528
- For overnight visiting riders, the bulk of the spending is in accommodation (30%), restaurants (27%), and groceries (14%)



Other Facts:

- On a scale of 1 -10, 82% of riders rated Revelstoke trails at 8 or higher.
- Suggested improvements from visitors included: bathrooms at Macpherson, better signage, and better access roads to alpine trails (Frisby, Keystone)
- 65% of all riders were NOT aware of the Revelstoke Cycling Association donation box at Macpherson

• Visitor Distribution:

Okanagan	45%
Canmore/Calgary	23%
Lower Mainland	9%
Quebec	9%
Other BC	3%
Other AB	3%
US	3%
Other Canada	1%
Australia	1%
Europe	1%

Methodology/Assumptions

Some layers of extrapolation are required to allow reasonably accurate data that takes us from our sample size, to numbers that represent something very close to the overall number of riders visiting Revelstoke.

Economic benefits that this study did not quantify:

- Riders training and competing in MTB races (such as ST6 and BC/KR Enduro) would add significant numbers to this economic benefit projection.
- Our MTB trails are an asset that draw people to consider relocating here.
- Trail running races like TrailStoke and Dirty Feet are bringing visitors to town.
- Our MTB trails generate a significant PR benefit in the form of countless youtube and pinkbike videos, and full features in many bike magazines, profiling Revelstoke riders and trails.



Revelstoke, B.C. – Alpine XC/AM and Great Freeriding!

<http://www.pinkbike.com/news/Revelstoke-riding-trip-2011.html>

Soul Riding: Revelstoke British Columbia

<http://www.pinkbike.com/news/Soul-Riding-Revelstoke-British-Columbia-2012.html>

The 7 Day Giveaway: Some of BC's Finest Single Track

<http://www.pinkbike.com/news/The-7-Day-Giveaway-Some-of-BCs-Finest-Single-Track-2012.html>

Kona's House of the Big Wheel – Part 3

<http://www.pinkbike.com/news/Kona-House-of-the-Big-Wheel-Part-3-2013.html>

Revelstoke's Keystone Standard Alpine Dreaming (Part 1)

<http://www.pinkbike.com/news/revelstoke-riding-keystone-standard-alpine-dreaming-part-1-2014.html>

Revelstoke's Martha Creek and MacPherson Trail Networks (Part 2)

<http://www.pinkbike.com/news/revelstoke-riding-martha-creek-alpine-downhills-and-macpherson-town-trails-part-2-2014.html>

Revelstoke's Mt Cartier Helidrop (Part 3)

<http://www.pinkbike.com/u/leelau/blog/revelstokes-mt-cartier-helidrop-part-3.html>

Video: <http://vimeo.com/103820286>



Frisby Ridge Trail – Revelstoke, BC

<http://www.bikepirate.com/x-country-trails/frisby-ridge/>

Revelstoke: lessons in living (and riding) awesome

<http://www.bikepirate.com/revelstoke/>



Mountain Bike Revelation in Revelstoke

<http://www.bikemag.com/gallery/mountain-bike-revelation-in-revelstoke/>



The Real Deal in Revelstoke

<http://spencerpaxson.blogspot.ca/2012/10/the-real-deal-in-revelstoke.html>



Issue 81- Cover Shot highlighting Keystone Basin Trail

<http://singletrackworld.com/magarchive/issue-81/>



Locals Guide: Revelstoke, B.C.

<http://www.tetongravity.com/story/bike/Locals-Guide-Revelstoke-B-C-6543228>



NSMB Team Gets Lost In Revelstoke

<http://nsmb.com/nsmb-team-gets-lost-revelstoke/>

Video: <http://vimeo.com/72020058>

Other:



17 page spread in FreeHub
(Contributor: Ryan Creary)



2x Bike Cover Shots (Bruno Long)

Additional Video Footage:

Troy Brosnan - <https://www.youtube.com/watch?v=dBEbgAfDCxw>

Ryan Leech Sol Mountain Teaser - <http://vimeo.com/71904298>

SingleTrack 6 Stage #6 Recap - <https://www.youtube.com/watch?v=cqWVqv1UtGM>

Yeti Cycles - <http://vimeo.com/109597349>