

### **Economic Impact of the 2015 6 Hours of Warrior Creek Mountain Bike Race**

6 Hours of Warrior Creek Mountain Bike Race (6WC) takes place annually on the first Saturday of April at the Kerr-Scott Dam and Reservoir which is managed by the US Army Corps of Engineers. The 13-mile loop event brings in around 300 participants to the Wilkesboro, North Carolina area.

Following the 2015 ride an online survey was administered to participants using Survey Monkey®. Email invitations were sent to 338 riders who had registered for the 2015 6WC. After the initial email invitation and reminder, 157 riders completed the survey. The completed response rate was 53%.

Of those who participated in the 2015 ride, 84% percent were extremely satisfied with the 6WC and another 15% were moderately satisfied. Fifty-two percent of the respondents traveled to the High Country and stayed overnight. Of these, 47% stayed one night and 49% stayed two nights. Thirty-seven percent of overnight stays were in a hotel, 1% were in a rental house and 62% were at a campsite.

Considering those respondents who participated in the 2015 ride and traveled from their homes to the area, average total spending was \$201 during their stay. The top two categories for expenditures were lodging and food/supplies. Average lodging and food expenditures were both \$76. In addition, 29% of the participants traveled to the area at an average of 3 times before the 2015 6WC to train for the event. The average spending for the training trip was \$39.

Summing this over the total number of non-local participants in 2015 (n=176) yields total direct spending of \$35 thousand associated with the 6WC event. Direct spending circulates through the regional economy and generates additional spending through the “multiplier effect.” Applying a RIMS II multiplier of 1.48 for the tourism sector yields a total economic impact of \$52 thousand. In addition, training trips spending totaled \$2 thousand with an economic impact of \$3 thousand. The total economic impact of the 2015 6WC was \$55 thousand. The total economic impact results have a 95% confidence interval between \$46 and \$64 thousand. If each participant had one more member in their travel party and stayed one additional night, the estimated economic impact would increase to \$78 thousand.

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*This is a project of the App State Student Chapter of the National Association for Business Economics. Evan Truxton and Bobby Weant were the lead analysts for this report. Contact: John Whitehead, Professor of Economics, (828)262-6121 or whiteheadjc@appstate.edu.*