

### **Economic Impact of the 2015 Beech Mountain Metric**

The Beech Mountain Metric (BMM) is a classic mountain metric century that finishes at the top of Beech Mountain. The BMM is a challenging ride with 8000 feet of climbing. There is also a 43 mile ride with 5600 feet. The first Beech Mountain Metric was held on Saturday May 17, 2014.

Following the 2015 ride an online survey was administered to participants using Survey Monkey®. Email invitations were sent to 655 riders who had registered for the 2015 BMM. After the initial email invitation was sent on May 20 and a reminder on May 27, 310 responses were received and 274 riders completed the survey. The completed response rate was 42%.

Of those who participated in the 2015 ride (n=199), 80% percent were extremely satisfied with the BMM and another 20% were moderately satisfied. Eighty-three percent of the respondents traveled to the High Country and stayed overnight. Of these, 51% stayed one night and 35% stayed two nights. Forty-two percent of overnight stays were in a hotel, 57% were in a rental house and 1% 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 \$365 during their stay. The top two categories for expenditures were lodging and food/supplies. Average lodging expenditures were \$187 and average food expenditures were \$128. In addition, 10% of the participants traveled to the area before the 2015 BMM to participate in the organized training ride. The average spending for the training trip was \$233.

Summing this over the total number of non-local participants in 2015 (n=544) yields total direct spending of \$199 thousand associated with the BMM 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 \$293 thousand. In addition, training ride spending totaled \$13 thousand with an economic impact of \$18 thousand. The total economic impact of the 2015 BMM was \$311 thousand.

The 95% confidence interval around the total economic impact of \$311 thousand is \$229 thousand to \$393 thousand. If each participant stayed one additional night and added one additional member to their travel party, the economic impact would be \$386 thousand.

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