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### **Economic Impact of the 2017 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 of climbing. The first Beech Mountain Metric was held on Saturday May 17, 2014.

Following the 2017 ride an online survey was administered to participants using Survey Monkey. Email invitations were sent to 325 riders who had registered for the 2017 BMM. After the initial email invitation was sent on June 1st and a reminder on June 8th, 118 responses were received and 116 riders completed the survey. The completed response rate was 36%.

Of those who participated in the 2017 ride (n=101), 65% percent were extremely satisfied with the BMM and another 29% were moderately satisfied. Eighty-seven percent of the respondents traveled to the High Country and stayed overnight. Of these, 39% stayed one night and 48% stayed two nights. Fifty-one percent of overnight stays were in a hotel, 48% were in a rental house and 1% were at a campsite.

Considering those respondents who participated in the 2017 ride and traveled from their homes to the area, average total spending was \$367 during their stay. The top two categories for expenditures were lodging and food/supplies. Average lodging expenditures were \$205 and average food expenditures were \$114.

Summing this over the total number of non-local participants in 2017 yields total direct spending of \$104 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 \$154 thousand.

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*This is a project of the App State Student Chapter of the NABE and the CERPA Undergraduate Research Program. Ryan Fenton and Patrick McCabe were the lead analysts for this report. Contact: John Whitehead, Professor of Economics, (828)262-6121 or [whiteheadjc@appstate.edu](mailto:whiteheadjc@appstate.edu).*