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## **Economic Impact of the 2022 Blood Sweat and Gears**

Blood Sweat and Gears (BSG) is a demanding long distance road bike ride with a start and finish point in Valle Crucis, North Carolina. The BSG offers riders 95-mile and 45-mile routes. Both start and finish in Valle Crucis, NC, and share the same roads for the first 33 miles before the 95-mile route turns right towards Snake Mountain. Riders on both routes climb Mast Gap, Rush Branch, and Georges Gap. The 22nd annual BSG was held on Saturday June 25, 2022.

Following the 2022 ride an online survey was administered to participants using Survey Monkey©. The survey was administered to 716 riders who had registered for the 2022 BSG. Email invitations were sent to participants and 311 riders completed the survey. The completed response rate was 43%.

Forty-five percent of the riders participated in the 95 mile ride. Sixty-four percent were extremely satisfied with the BSG and another 25% were moderately satisfied. Ninety percent of the respondents traveled to the High Country and stayed overnight. Of these, 27% stayed one night and 49% stayed two nights. Thirty percent of overnight stays were in a hotel, 62% were in a rental house and 8% were at a campsite.

Considering those respondents who participated in the 2022 ride and traveled from their homes and spent the night in the area, average total spending was \$690 during their stay. The top two categories for expenditures were lodging and food/supplies. Average lodging expenditures were \$373. Average expenditures at restaurants was \$135 and \$58 was spent on groceries.

Summing these expenditures over the total number of non-local participants in 2022 (n=645) yields total direct spending of \$421 thousand associated with the BSG event. Direct spending circulates through the regional economy and generates additional spending through the “multiplier effect.” Applying a RIMS II multiplier of 1.46 weighted for various sectors, yields a total economic impact of \$616 thousand.

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*This is a project of the App State Student Chapter of the National Association for Business Economics. Sitara Brent, Lianna Palko-DiStefano, and Benjamin Peña contributed to this report. Contact: John Whitehead, Professor of Economics, (828)262-6121 or [whiteheadjc@appstate.edu](mailto:whiteheadjc@appstate.edu).*