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Economic Impact of the 2024 Cycle NC Mountain Ride

The Cycle NC Mountain Ride is “3-day cycling festival featuring a variety of route options each day that focus on showcasing the beautiful landscapes [of] Western North Carolina” in Murphy, NC. The event took place beginning on Friday, August 2 and ended Sunday, August 4. Following the 2024 Mountain Ride Cycle NC surveyed 326 participants and received 97 responses.

Ninety-two percent of the respondents traveled to the Murphy area and stayed overnight. Of these, 67% stayed two nights, 20% stayed three nights and 13% stayed more than three nights. The average travel party size was 1.5 including the rider.

Total spending for the average travel party was \$364 during the festival. The top two categories for expenditures were lodging and restaurant meals. The average for lodging expenditures was \$176 and restaurant mean expenditures was \$97. Average spending on the remaining categories was as follows: gas expenditures were \$38, grocery expenditures were \$26, souvenir expenditures were \$13, recreation expenditures were \$7, sporting goods expenditures were \$4, and other expenditures were \$4.

Summing expenditures in these categories over the total number of participants yields total direct spending of \$98,351 associated with the Mountain Ride. Direct spending circulates through the regional economy and generates additional spending through the “multiplier effect.” Using a county specific input-output model the total economic impact is \$142,337 in output and \$40,587 dollars in labor income.

This is a project of the App State Student Chapter of the NABE and the CERPA Undergraduate Research Program. NABE members who contributed to the 2024 Mountain Ride Economic Impact Report are Zechariah Godbold, Rachel Hamlin, Hagen Livingston, Lianna Palko-DiStefano. Contact: Ash Morgan (morganoa@appstate.edu) or John Whitehead (whiteheadjc@appstate.edu).