

## Steamboat Springs Bicycle Summit – October 21-23, 2010

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## **1.0 Steamboat Springs Bike Town U.S.A. Initiative Economic Analysis Executive Summary**

October 22, 2010

### **Bicycling Economic Benefit Analysis Executive Summary**

In addition to Community Enhancement and Safety, our task force has investigated the economic benefits of growing bicycling tourism in Routt County and leveraging the unique and powerful Steamboat brand. Based on our analysis and the study of other similar initiatives in the United States, Canada, and Scotland, we have concluded that there is a great deal of positive economic benefit to pursuing cycling in Steamboat Springs as an adjacent market to skiing.

Steamboat Springs has developed as a strong brand with respect to winter sports and tourism. With our unique set of assets, Steamboat Springs is positioned to further leverage these assets to help maximize the adjacent summer and fall tourism market. The Steamboat Springs Chamber Resort Association Intercept Surveys from 2004, 2006, and 2008 show similar patterns in spending to other summer resort communities. The 2008 intercept survey shows an average daily spend per person per day of \$73. The Whistler Bike Park study shows the average daily spend per person per day of \$116. This represents an approximate 60% opportunity gap for Steamboat Springs if we can attract a similar base of visitors.

Other studies have shown that bicycling participants who travel to cycle are both more affluent and have a higher level of education than the general tourism population.

Some of the highlights from other bicycling economic studies demonstrate the potential for Steamboat Springs and Routt County.

- ✓ “The Whistler Bike Park attracted a substantial number of riders to Whistler, providing a considerable revenue boost to local businesses in the non-ski season. The survey results . . . indicate that Whistler Park Riders spent nearly \$16.5 million in the summer of 2006. As a result, the increase in new economic activity associated with the bike park totaled \$18.8 million, with wages and salaries totaling nearly \$12.8 million and an estimated 384 jobs supported throughout the province.”
- ✓ From “Mountain Biking as a sustainable tourism option in national parks and other State Reserves”, August 2008, The International and Australian Experience: “The Welsh Mountain Bike Initiative started with a single forestry worker who had a passion for mountain biking. Davit Davis worked in a small forestry reserve, Coed y Brenin, in the West of Wales,

which had declining visitation rates. Working with an initial budget of \$1,000 (U.S.) and a few dedicated volunteers, he managed to develop the area into a highly successful mountain bike park. Here is an outline over several years charting the success:

- 1994 – 13,980 Visitors for the year
- 1995 – 3 Trails built with a \$1,000 budget
- 1996 – “Red Bull Trail” opened with 35,590 visitors for the year
- 1998 – “Karrimore Trail” & “Flight Path” opened with 72,802 visitors
- 2002 – “MBR Trail” opened with 170,000 visitors

- ✓ “The value of the bicycling related industry to Portland, Oregon’s economy has grown nearly 40% since 2006 and is now worth nearly \$90 million. This economic sector also provides between 850 and 1150 jobs in Portland.”
- ✓ “Bicycle recreation currently supports more than \$924 million in economic activity in Wisconsin, of which nearly \$533 million is direct impact occurring annually. Of the combined impacts, more than \$535 million is attributable to bicyclists from other states, representing an infusion of outside dollars into the state economy. Increasing non-resident bicycling by 20% has the potential to increase economic activity by more than \$107 million dollars and create 1,528 full time equivalent jobs.”
- ✓ The U.S. bicycling industry generates \$133 billion to the economy annually and supports 1.1 million jobs. The U.S. cycling population has held steady since 2002 with approximately 86 million participants. By comparison, ski and snowboard participation is approximately 12 million.
- ✓ Cyclists tend to have high levels of participation in other outdoor activities. The most popular cross over activities includes: hiking (52%), camping (44%), and fishing (43%).

There are three key areas of focus from our economic analysis to focus on in order to understand the economic opportunity that exists for Steamboat Springs with respect to bicycling:

1. Research shows that other communities have developed a more comprehensive view of bicycling benefits with respect to economic growth and jobs. Data shows significant growth in tourism along with growth in the supporting retail sectors along with associated job growth. Some of the research we have investigated includes:

- Sea To Sky Mountain Biking Economic Impact Study.
- Valuing Bicycling’s Economic & Health Impacts in Wisconsin
- Bicycling Industry related Growth in Portland
- Economic Benefits of Mountain Bike Tourism for Santa Cruz County

## 7 Stanes Phase 2 Evaluation, Report for Forest Commission Scotland

2. Steamboat Springs own intercept survey data conducted by the Steamboat Chamber Resort Associations shows us that we already have a base of summer tourism to build upon. In addition, by leveraging the adjacent market of skiing in the winter, we can more fully develop Steamboat into a year round / repeat destination for tourism with repeat guests. Finally, this data also suggests that there is an opportunity gap in terms of dollars spent / day / guest when compared to other more mature bicycling communities.
3. Analysis of the Steamboat City tax data shows an opportunity gap between the revenues created in the prime winter months vs. prime summer months. Along with the City's tax data, the Steamboat Chamber Resort Associations "number of pillows" data also suggests a similar opportunity gap when comparing winter to summer.

**Conclusion:** Bicycling holds great potential in Routt County as an economic driver through additional tourism dollars spent in our community. These new visitors will help leverage existing assets including many of Steamboat Springs businesses in already in place. Steamboat Springs is an internationally known brand, which can be leveraged more fully to enhance summer tourism and economic development. Bicycling is a sustainable way to achieve this goal and these efforts will go along way in making Steamboat Springs known as a year round destination.

## Opportunity Potential for Steamboat Springs

This chart looks at new revenue growth by closing the gap between the average of Whistler Bike Park and Whistler Valley and Steamboat's \$73. Our goal would be to close the gap between Steamboat visitors spend / day to Whistlers. In doing so, new visitors would on average spend \$112/Day. Therefore, \$112/day X's the number of new visitors shows the new revenue potential in the far right "Steamboat" column.

### Opportunity Potential for Steamboat Springs

	Steamboat	Whistler Bike Park	Whistler Valley	Steamboat Potential
2008 Actual Data	\$73	\$133	\$93	\$112
10,000 New Visitors	\$112			<b>\$1,112,000 Potential</b>
20,000 New Visitors	\$112			<b>\$2,224,000 Potential</b>
30,000 New Visitors	\$112			<b>\$3,336,000 Potential</b>
50,000 New Visitors	\$112			<b>\$5,560,000 Potential New \$</b>

Avg. between Whistler locations= \$112/ visitor. \$112 - \$73 = \$39 opportunity X number of visitors

**This Chart shows what would happen by averaging the gap potential of \$39/day for return visitors and adding in \$112/day for new visitors assuming ½ are return visitors and ½ are new visitors.**

### Opportunity Potential for Steamboat Springs

	Steamboat	Whistler Bike Park	Whistler Valley	Steamboat Potential
2008 Actual Data	\$73/person/ day	\$133/person/ day	\$93/person/ day	\$112 \$112 to \$39 Opportunity Gap
Current + New Visitors 20,000	\$112			\$1,590,000 New \$ Potential
Current + New Visitors 40,000	\$112			\$3,020,000 New \$ Potential
Current + New Visitors 60,000	\$112			\$4,530,000 New \$ Potential
Current + New Visitors 100,000	\$112			\$7,550,000 New \$ Potential

# The Strategic Plan

Promote economic development, lifestyle enhancement, and tourism through cycling.

## ASSETS

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## FOCUS OF ACTION

1. **Safety, signage, connectivity, maps, education**
2. **Grow Market share of summer cycling \$**
3. **Expansion of Cycling Capability in:**
  1. Community/Recreational/Utility
  2. Road
  3. Cross Country Mountain Biking
  4. Gravity fed/Downhill Free Ride

## Measure With Objective Data

SB Springs Sales Tax Data  
# of Pillows - Visitors / Season  
\$ Spent / Day Growth

## ENABLERS

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## **2.0 2010 Economic Impact Analysis Methodology**

### **Steamboat Springs Bike Town USA Initiative September, 2010- Economic Impact Analysis using Secondary Data Rich Lowe and Diane Mitsch Bush, PhD**

#### **Methodology for the Steamboat Springs Bike Town USA Initiative Economic Impact Analysis**

Rich Lowe and Diane Mitsch Bush used two approaches in our first examination of potential economic impacts of increasing our cycling tourism numbers:

1. Review of existing economic impact analyses from a several regions, states, or municipalities, with careful examination of per person per day expenditures for cycling related tourism.
2. “Opportunity Gap” analysis of Steamboat Springs data on lodging pillows- accommodations data and sales tax dollars by month of the year.

#### **Method for Review of Existing Economic Impact Analyses**

We obtained 8 studies, seven of which had complete economic impacts analysis of per person per day expenditures and/or estimates of aggregate tourism dollars and job creation/.retention. Please see references at the end of this report.

All empirical findings show a substantial aggregate economic benefit from cycling to states, provinces or nations, both by residents and non-residents. Please see our full analysis, below.

We urge caution in actually using aggregate dollar amounts or job creation numbers from other areas or regions to make our case directly for several reasons. First, all except one portion of the Whistler study are focused on larger geographical or jurisdictional units, some are dated, and the USFS studies combine biking and hiking tourism. However, these studies are very useful in several ways:

1. They derive dollar amounts per person per day that we can use to estimate “what if” scenarios

2. Some examine demographics of visiting tourists/cyclists
3. They explain a strategy for assessing economic impacts which we can adapt for our purposes
4. They can help us with our “Opportunity Gap “analysis

We focused primarily on the economic impact analysis of per person, per day expenditures from Whistler, BC, Canada because the Whistler area is similar to Steamboat Springs and Routt County in several ways:

1. World class destination ski resort
2. Town center with other towns nearby, within cycling distance
3. Public lands with miles of single track trails surrounding towns

As our analysis below shows, Whistler experiences significantly higher per person per day expenditures during the summer months than does Steamboat springs. This presents us with a great opportunity to increase our tourism revenue.

**Method for “Opportunity Gap” analysis of Steamboat Springs data on lodging pillows-accommodations data and sales tax dollars by month of the year.**

We obtained pillow-lodging data by month from the Steamboat springs chamber Resort Association. Our analysis focuses on comparisons of the winter tourist season months to summer and shoulder season accommodation data. As shown below, there is a significant opportunity for us in the summer months and in the shoulder seasons. We analyzed sales tax data supplied by the finance office of the City of Steamboat springs by month of the year, again finding a significant opportunity gap between winter high season months and summer/shoulder months. Please see the full analysis, below.

**Methodology for Future Economic and quality of life Analysis**

We would like to do a full economic impact analysis using one of the regularly accepted software/analysis methods such as IMPLAN for our current numbers in order to get a full baseline to measure our efforts over time.

**References**

Here is a numbered list of studies reviewed in this report. WE emphasized studies 2 and 3, as explained above.

1. Grabow, M, Hahn, M and Whited, M (2010) Valuing Bicycling’s Economic and health impacts in Wisconsin. Prepared for Representative Spencer Black; The Nelson Institute for Environmental Studies, University of Wisconsin, Madison, January 2010. Ben Coates provided this study
2. Tourism British Columbia, Research & Planning Division (2009) Demographic and Travel Profile of Cyclists in BC. Cycling and Mountain Biking Product Overview, April 2009
3. Western Canada Mountain Bike tourism Association (2006) Sea to Sky Mountain Biking Economic Impact Study-Whistler Report

4. White, EM and Stynes DJ. (2008) national Forest visitor spending Averages and the Influence of Trip-type and Recreation Activity. Journal of Forestry: January/February 2008.
5. Stynes, D.J. and White, E.M. (2006) spending Profiles for national Forest Recreation visitors by Activity. Paper prepared for USFS
6. CDOT and CRES (1999) The Economic Impact of Bicycling in Colorado. Paper prepared for CDOT by CRES
7. Destination Marketing Association International foundation (2005) ExPact 2005 Update on direct Spending of Meeting and convention Industry. DMAI at destinationmarketing.org

### **3.0 Steamboat Springs Chamber Resort Association Intercept Survey**

**The Steamboat Springs Resort Association conducts an intercept survey every two years with the last one completed in 2010. This survey is done in conjunction with RRC Associates of Boulder, Colorado. The 2008 survey is based on 877 completed interviews with visitors to the Steamboat Springs area. RRC and Associates indicates the survey has a margin of error of +/- 3.3%. What are some of the survey results conclusions and observations?**

**3.1 In looking at the data from the 2004, 2006, and 2008 results, RRC concludes that “the data would seem to suggest either generally flat levels of visitation over this pas summer and perhaps small decreases, especially when looking at measures related to lodging. Sales tax revenues show Colorado Mountain town taxable sales were up 3.9% while Steamboat Springs were up on average only 2.6% in the same time period.**

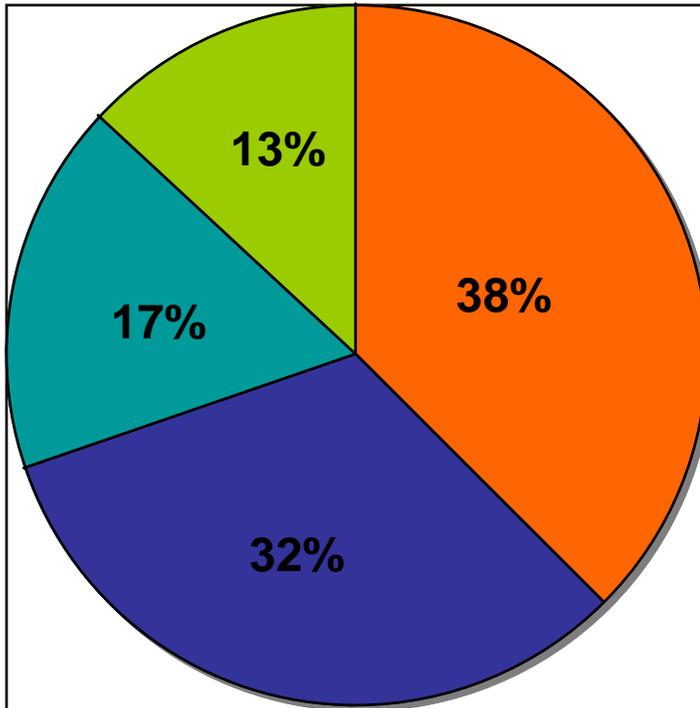
**3.2 When looking at this sales tax data against other Colorado Mountain Towns along with the decline of front range visitors in 2006 and 2008 as a percentage of the total visitation, one might conclude Steamboat Springs could be loosing market share of the Colorado tourist dollar. As a result, the out of state visitor share continues to grow. The most significant states for Steamboat visitors to come from are: Texas (8%), California (7%), Illinois (5.4%), Florida (4.5%), Utah (4.4%) and Arizona (3.0%).**

**3.3 Compared to 2006, the proportion of visitors who have previously visited Steamboat in the summer showed a pattern of more first time visitors and fewer repeat visitors. Moreover, summer – winter crossover visitation to Steamboat has also decreased compared to levels of the past few years.**

3.4 Overnight visitors represented approximately 85% of those interviewed in 2008. The number of people per unit had an average of 4.3 people / unit. Triple Crown attendees had an average of 5.2 people / unit.

3.5 Expenditures data shows consistent spending trends when compared to the 2004 and 2006 survey. The overall daily average per capita expenditure for 2008 is estimated at \$73 / person per day as compared to \$76 / person per day in 2006 and \$70 in 2004. For the total trip, visitors estimated they would spend a total of approximately \$1,407 for their immediate travel party, up from \$1,279 in 2006 and \$1,128 in 2004.

Expenditures Dollars & Percentages From 2008 Survey



Lodging = \$506/ 37%

Food & Drink = \$434/ 32%

Recreation/Entertain = \$234/ 17%

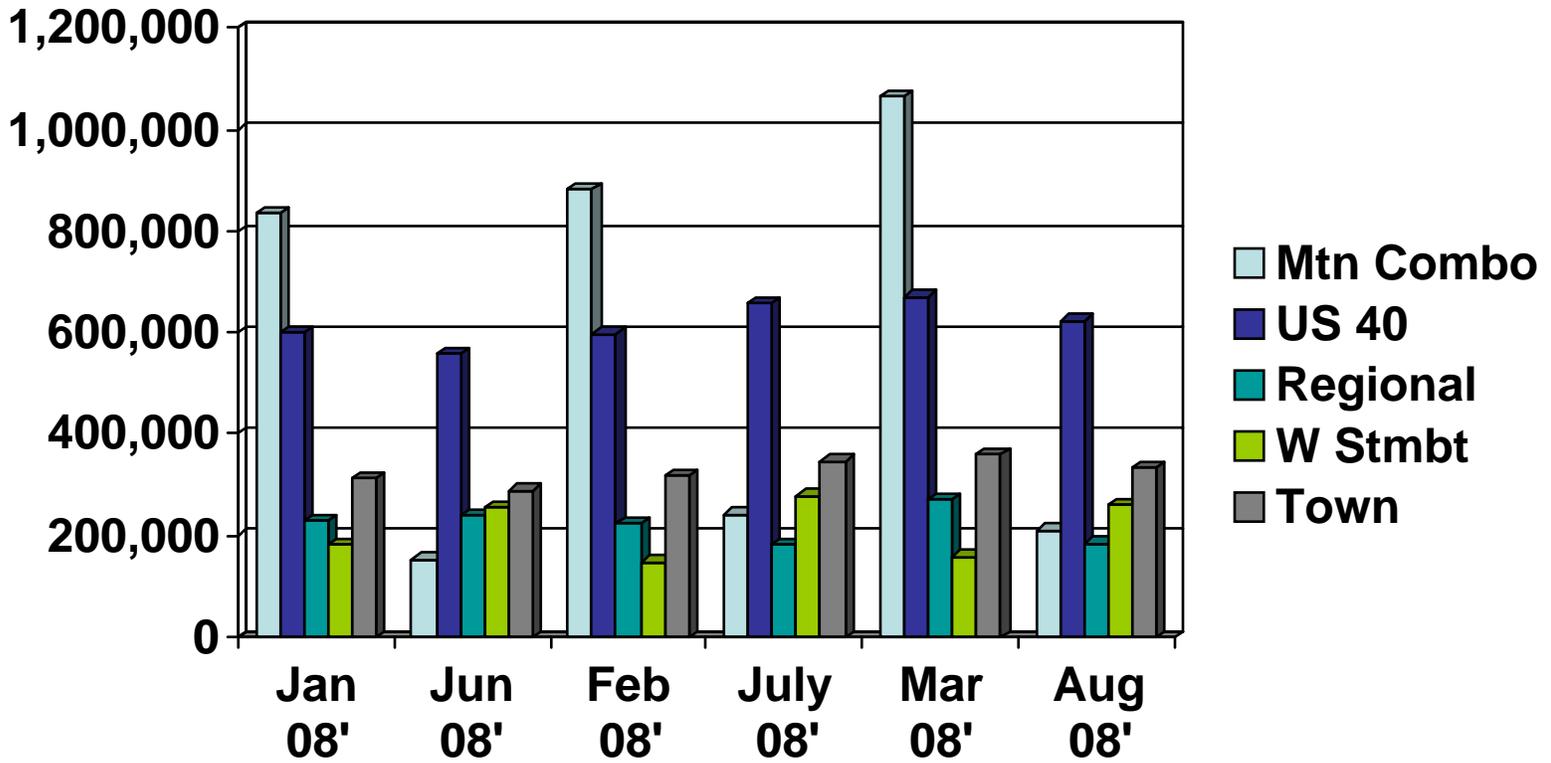
Shop/Gifts/Souvenirs = \$176/ 13%

- Lodging
- Food/Drink
- Recreation
- Shop/Gifts

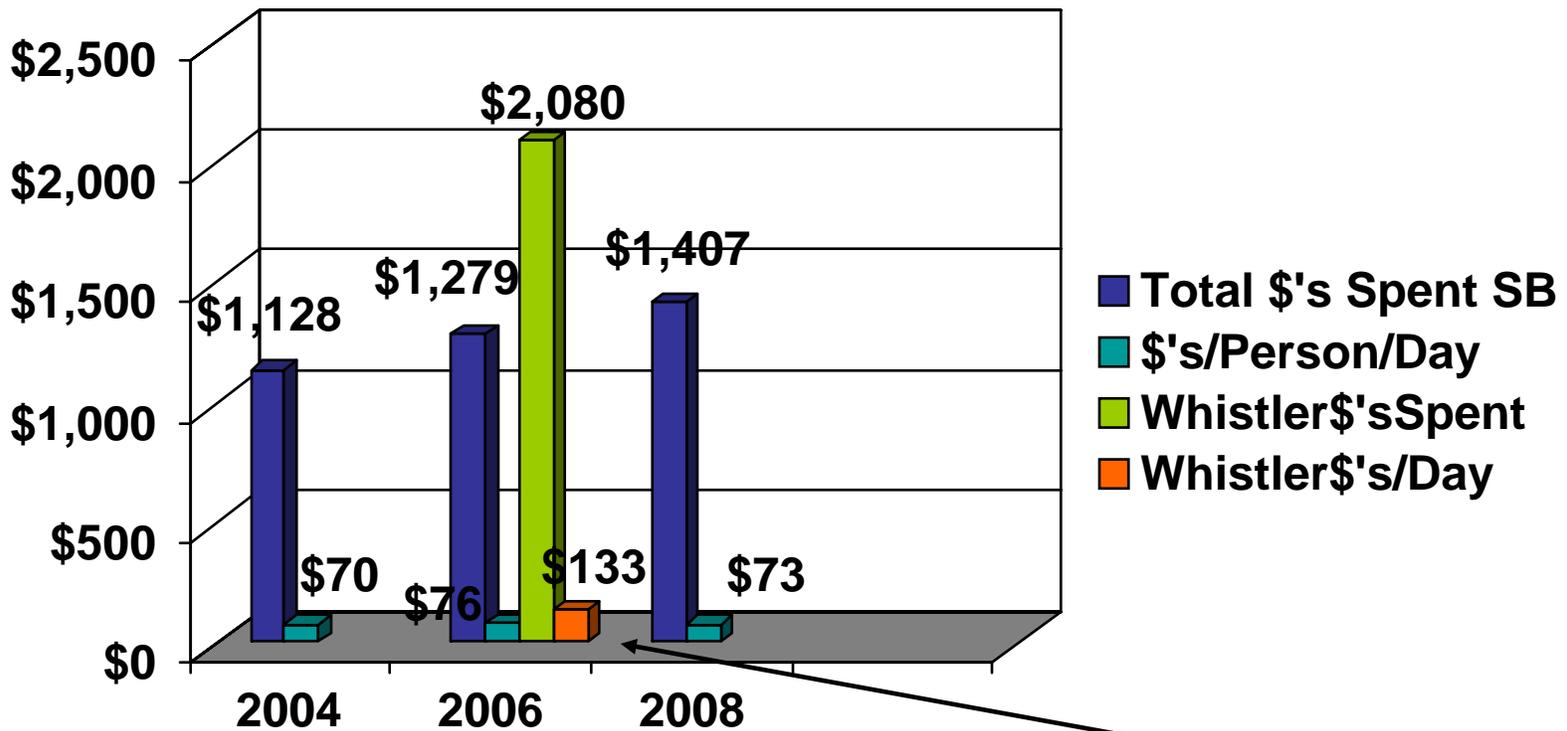
This analysis looks at and compares winter vs. summer data. The methodology used compares winter months directly with the corresponding summer months. For example, January is compared to June, February to July, and March to August. The reason is that these are the three key months in both winter and summer when looking at either tax data or the Chamber's "# of pillows data."

- 4.1** December through March 2008 Steamboat Springs City sales tax revenues average \$2.4 million per month. June through September Steamboat Springs City sales tax revenues average \$1.55 million per month. This gap represents a 55% opportunity or potential. Obviously pricing is different in winter vs. summer and is driven by supply and demand. If summer demand were in the same neighborhood as winter, then we can conclude pricing in summer would more closely represent winter pricing.
- 4.2** Steamboat Spring Chamber Resort Association data also shows a similar gap or potential when looking at "number of pillows" in winter peak months compared to summer peak months.
- 4.3** January vs. June 2008 shows June = 69% of January revenues  
February vs. July 2008 shows July = 78% of February revenues  
March vs. August 2008 shows August = 64% of March revenues  
For both sales tax analysis and # of pillows, February and July are the peak months respectively for each season examined.
- 4.4** Steamboat Springs City sales tax revenues are relatively constant across geographies with the exception of the "Mountain Combo" area which shows a dramatic decline in the Summer months vs. winter months. January and February sales tax in the Mountain Combo area are over \$800,000 / month while in March sales tax revenues are over \$1 million. Conversely, Mountain Combo sales tax revenues fall in June to approximately \$175,000, \$210,000 in July, and \$200,000 in August. Again, an opportunity gap exists.

### Steamboat Springs 2008 Sales Tax by Area Comparison



### Comparison of Tourist Summer \$'s Spent

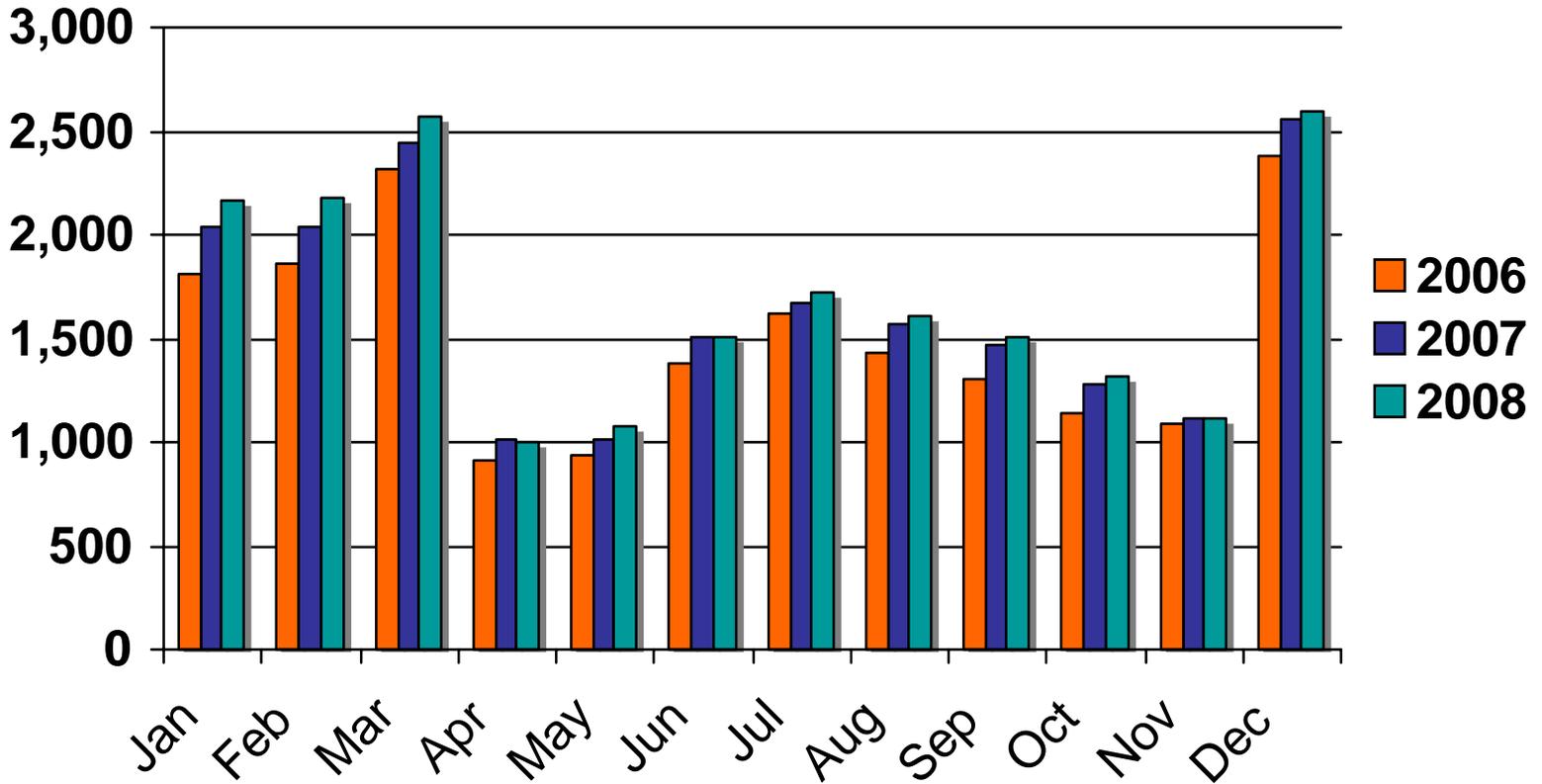


Note Gap between daily \$'s spent / day between Whistler & Steamboat

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## Steamboat Springs City Historical Sales Tax Data 2006-2008

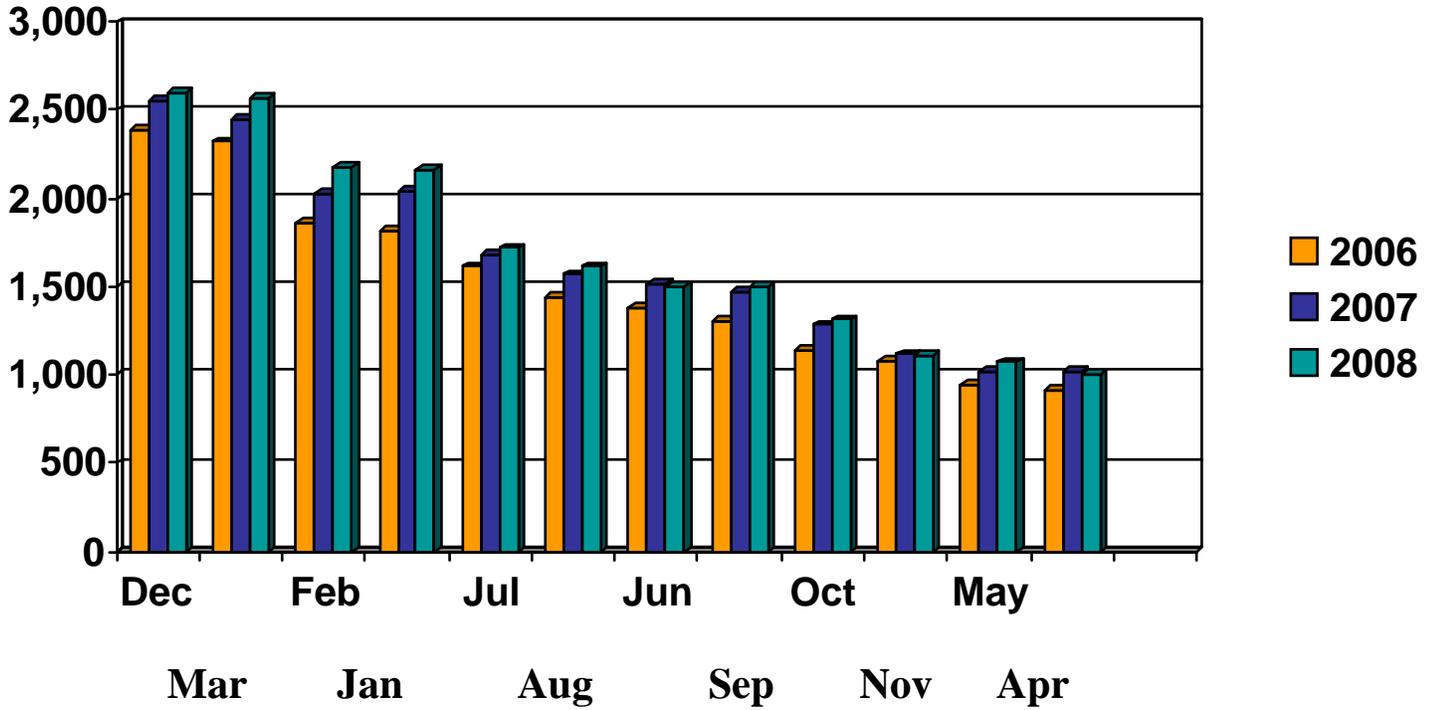
This chart shows the full year tax receipts and points to the opportunity available in the non-winter months.



December through March 2008 Steamboat Springs City sales tax revenues average \$2.4 million per month. June through September Steamboat Springs City sales tax revenues average \$1.55 million per month. This gap represents a 55% opportunity or potential.

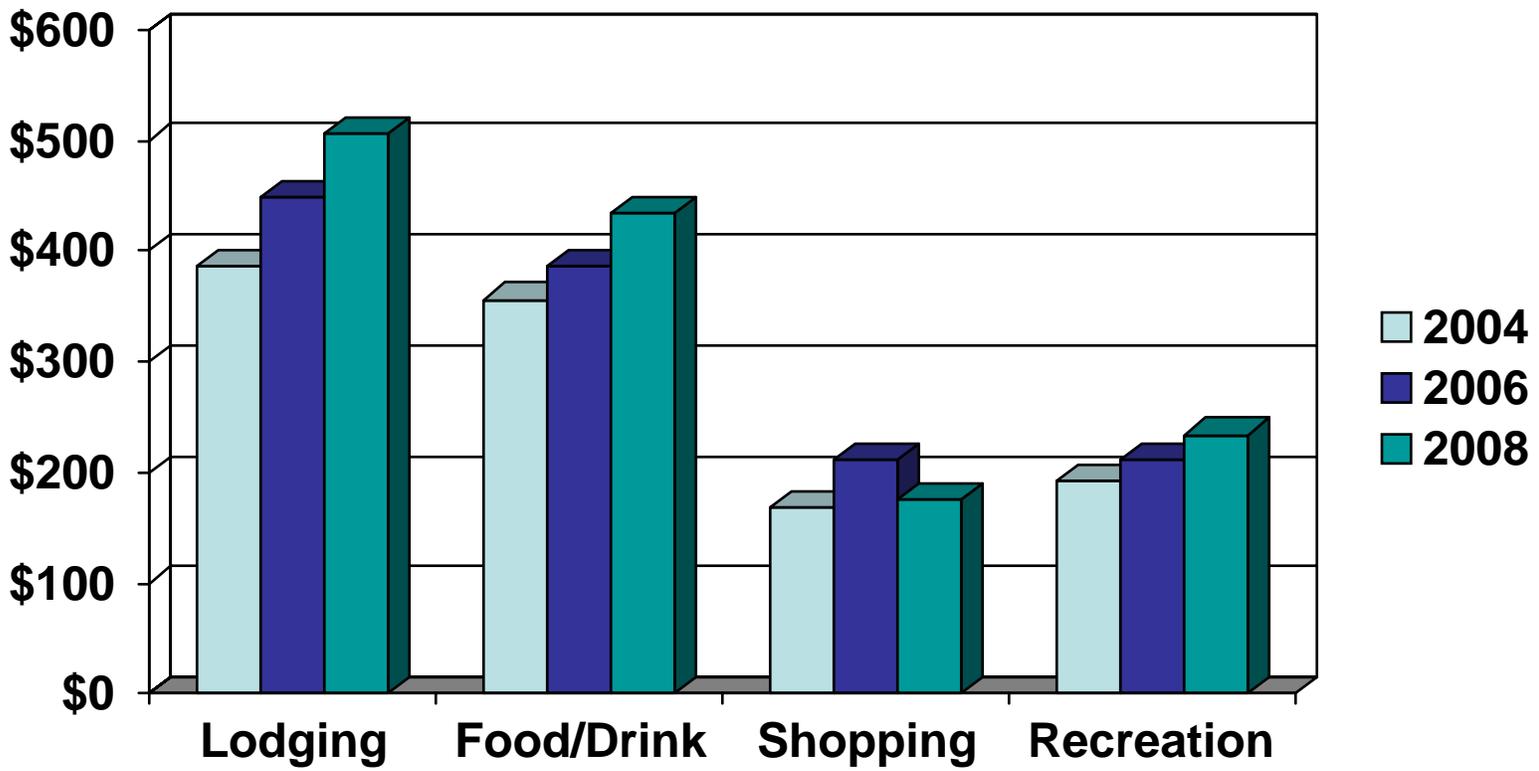
The chart below shows the top tax revenue producing month to the lowest over the time frame from 2006-2008. It is surprising to find that July actually ranks 5<sup>th</sup> out of the 12 months. In addition, May, June, August, and September show promise to raise tax revenues.

January vs. June 2008 shows June = 69% of January revenues  
 February vs. July 2008 shows July = 78% of February revenues. March vs. August 2008 shows August = 64% of March revenues  
 For both sales tax analysis and # of pillows, December and July are the peak months respectively for each season examined.

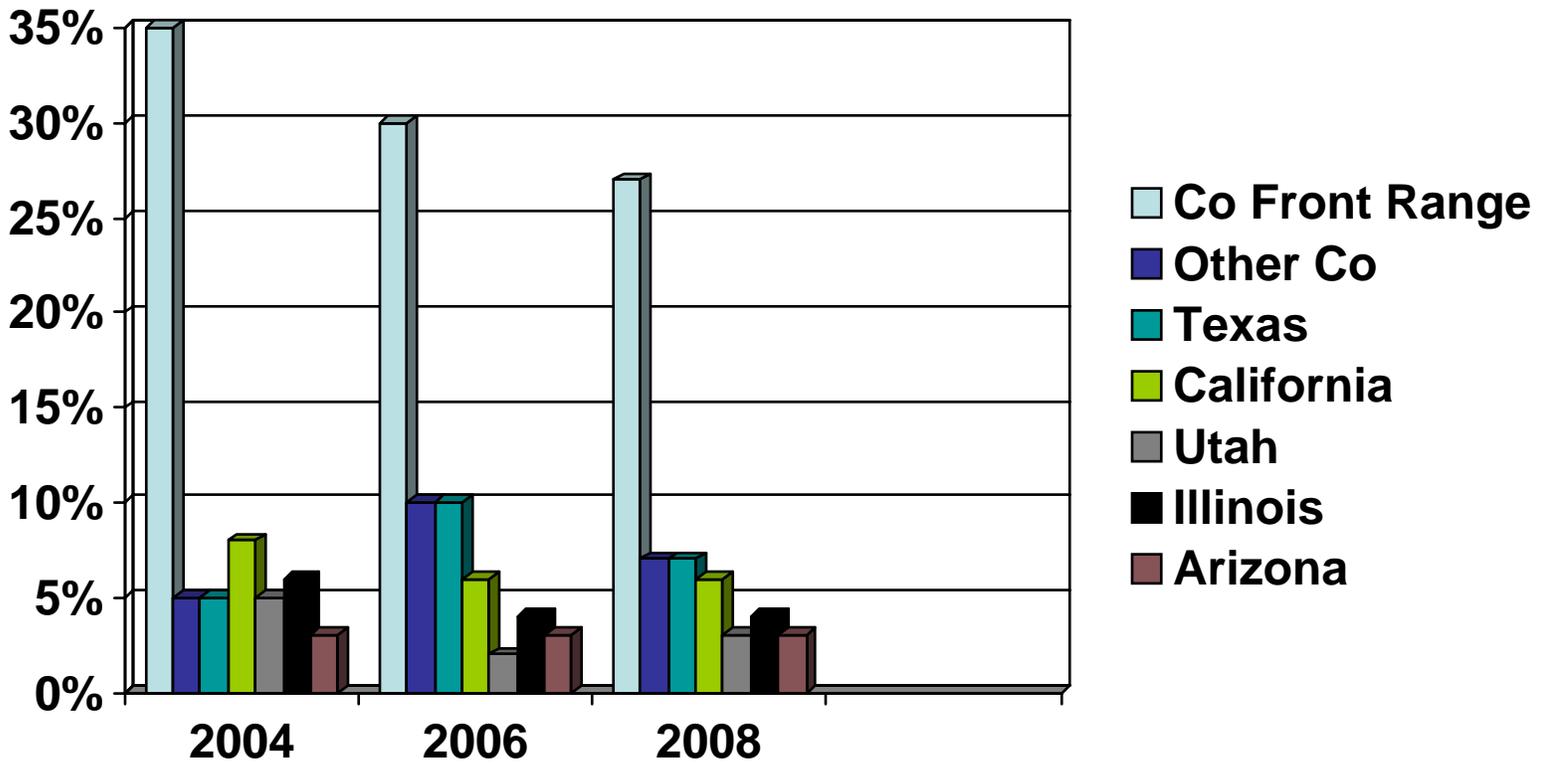


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## How Are Tourist Dollars Spent In Steamboat?



**Where do the majority of our summer visitors come from?**

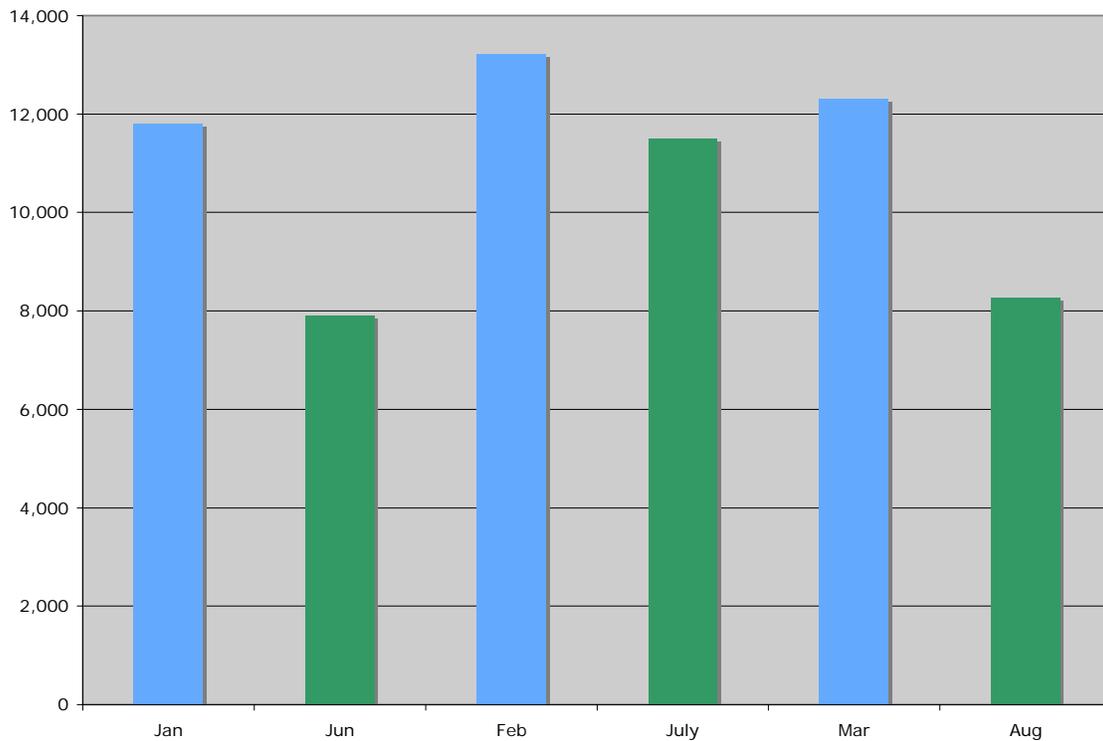


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## 5.0 Number of Pillows Analysis from Steamboat Springs Chamber Resort Association

5.1 Steamboat Spring Chamber Resort Association data also shows a similar gap or potential when looking at “number of pillows” in winter peak months compared to summer peak months.

### “Number of Pillows” Winter vs. Summer Comparison 2008 Peak Months



## **Steamboat Springs Summer Analysis Observations based on tax and # of pillows analysis:**

- Triple Crown has added significant revenues and increased nights / stay and overall spending
  - Triple Crown alone will not carry the load for growth however
  - Opportunities exist to enhance \$'s/day spent by our summer visitors
  - The majority of our summer visitors come from the front range
- Are we losing share?

How do we differentiate ourselves from Summit County? How do we differentiate ourselves from other destination resorts like Sun Valley, Jackson Hole, Telluride, etc.?

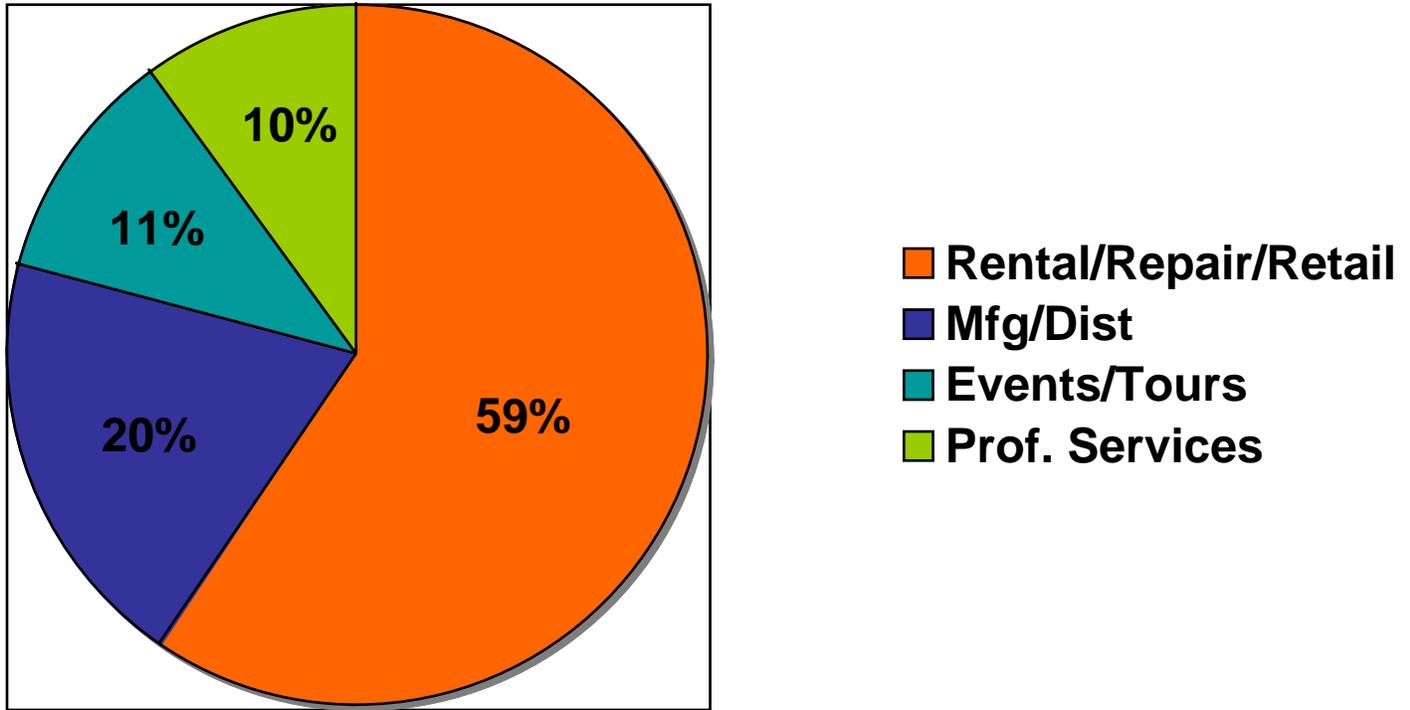
## **6.0 Bicycling Study Results from Other Communities**

### **6.1-Sea To Sky Mountain Biking Economic Impact Study, Mountain Bike Tourism Association of Western Canada**

“The results of the study show that mountain bike trail systems of the Sea To Sky region attract significant numbers of visiting riders to the host communities and cumulatively generate a significant economic impact in the region.”

“The Whistler Bike Park attracted a substantial number of riders to Whistler, providing a considerable revenue boost to local businesses in the non-ski season. The survey results, in combination with the rider volume figures, indicate that Whistler Bike Park riders spend nearly \$16.5 million in the summer of 2006. As a result, the increase in new economic activity associated with the bike park totaled \$18.8 million, with wages and salaries totaling nearly \$12.8 million and supporting wages and salaries totaling nearly \$12.8 million and an estimated 384 jobs supported throughout the province.”

**6.2 & 6.3-Bicycle Related Industry Growth-Portland, June 2006  
Oregon Bicycling Economic Study Update, September 2008**



<b>Rental/Repair/Retail</b>	<b>\$52,268,374</b>
<b>Manufacturing/Distribution</b>	<b>\$17,126,693</b>
<b>Events/Tours</b>	<b>\$9,158,484</b>
<b>Professional Services</b>	<b>\$8,559,145</b>

**“Those that live in Portland know that exponential growth in bicycle ridership and bicycle related businesses has happened since 2006. Portland’s success show other communities that change is possible and it creates a blueprint for their evolution to bike friendly communities. The economic study is a key part of the ‘proof of concept’.”**

Key findings from the Portland, Oregon study show that bicycling total economic activity represents \$90 million with the largest sector in the retail segment (60%). For the time period between 2006 and 2008 there has been a 38% increase in the value of the bicycle related industry sector in Portland. The fastest growth is occurring in the manufacturing and distribution sectors representing 20% of the total.

The total number of companies in the bicycle related sector rose from 95 in 2006 to 143 2008. These new businesses are primarily small and locally owned. In addition, the bicycle related economy provides between 850 to 1,150 jobs in the Portland economy.

#### **6.4-Bicycling Economic and Health Impacts in Wisconsin-January, 2010**

“When combined with the economic impact from manufacturing sales and services as calculated in 2006 by the Bicycle Federation of Wisconsin and the Wisconsin Department of Transportation, the combined potential value of bicycling in Wisconsin totals nearly \$2 billion. The results of this study demonstrate that bicycling has the potential to contribute substantially to the health and economic well being of Wisconsin citizens.”

The Wisconsin study identified and measured other benefits that we have not attempted to capture in the Steamboat Springs data. Some of these key data points included the value of additional activity, air quality improvement and greenhouse gas reductions.

#### **Estimated Potential Value of Cycling in Wisconsin**

Economic Impact of Mfg, Sales, Services	\$593,787,990
Economic Impact of Toursim & Recreation	\$924,211,000
Value of Additional Activity	\$319,572,108
Value of Air Quality Improvement	\$89,214,200
Value of Greenhouse gas Reductions	\$1,157,859
<b>Total Potential Value from Cycling</b>	<b>\$1,927,943,157</b>

#### **6.5-The Impact of Bicycling in Colorado**

Colorado Department of Transportation & The Center for Research in Economic and Social Policy

It should be noted that this study is somewhat dated now as it was done in 1998-1999. However, directionally we felt the analysis and conclusions were of value to consider today.

Total economic benefit from bicycling in Colorado is over \$1 billion annually. Manufacturing represents over \$763 million employing 513 FTE's with annual payroll in excess of \$18.1 million. Retail sales and service is roughly \$200 million per year with 700 FTE's and an annual payroll over \$16 million per year.

Tourism is noted in this study as the key driver for bicycling in Colorado and specifically at Colorado's Ski Resorts. Total revenue by cycling tourists at Colorado's resorts is between \$141 million and \$193 million per year. More importantly, the number of tourists engaged in bicycling is approximately 700,000 which represents over 50% of all summer visitors! 70% of these cycling tourists were from out of state. Moreover, of these 700,000 tourists engaged in bicycling, 276,400 indicated that they would have altered their vacation destination if bicycling were not available. If these visitors to Colorado were to change plans due to a lack of bicycling availability, this would represent a potential loss of visitor/tourist revenues of between \$56 million to \$76 million.

With this backdrop of information relative to the overall Colorado summer tourism, one must ask whether or not Steamboat Springs has maximized our potential relative to cycling? We would suggest that Steamboat Springs indeed does have an opportunity to further penetrate this key tourism market through the Steamboat Springs Chamber Resort Associations summer marketing and outreach campaigns.

Summer bicycling in the ski areas is identified as one of the most lucrative tourist attractions in the state, accounting for over one third of the tourist spending in Colorado. "Heavily utilized in the ski season, these facilities were unused or underused in warm weather months . . . A report prepared by Colorado Ski Country U.S.A. identifies the summer recreational activities provided in many Colorado resort towns as the most frequently mentioned recreational activity available."

## **7.0 Conclusion**

Steamboat Springs as a brand is powerful and meaningful in the ski market today. It is clear that the bicycling market is an adjacent segment to skiing. With the full development of cycling capabilities Steamboat Springs could fully leverage this adjacent market while maximizing assets currently in place across the community. Our analysis shows potential to help fill the gap between winter tourism dollars and summer tourism dollars. In addition, examination of the other cycling economic impact studies shows clear potential for Steamboat Springs to close the gap and help Steamboat Springs move closer to a year round destination resort community.

To this end, Steamboat Springs has many of the existing assets in place to be successful as a bicycling destination. Our plan demonstrates that by narrowing the gap between winter season visits and dollars spent to our current summer performance, we can add significant revenues, maximizing assets currently in place while increasing jobs across Routt County.

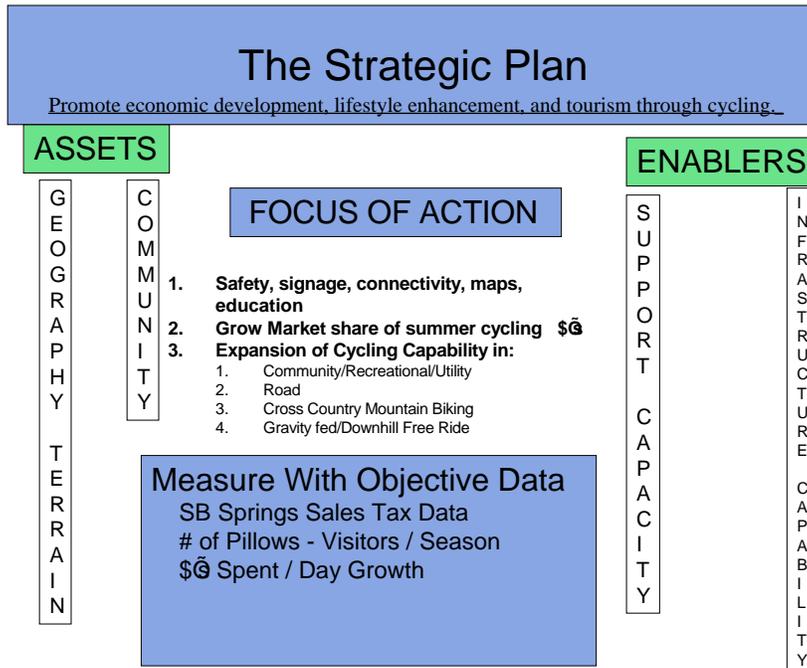


	Steamboat	Whistler Bike Park	Whistler Valley
<b>\$'s Spent / Day</b>	\$73	\$133	\$93
Current + New Visitors 20,000 Opportunity Gap = \$ 39/Day		\$780,000 New \$ Potential	
Current + New Visitors 40,000 Opportunity Gap = \$ 39/Day		\$1,560,000 New \$ Potential	
Current + New Visitors 60,000 Opportunity Gap = \$ 39/Day		\$2,340 New \$ Potential	
Current + New Visitors 100,000 Opportunity Gap = \$ 39/Day		\$3,900,000 New \$ Potential	

Steamboat Springs can achieve our task forces Vision and Mission:

**Vision:** Steamboat Springs is the ultimate destination for cycling experiences.

**Mission:** To promote economic development, lifestyle enhancement, and tourism through cycling.



## 8.0 Appendix

- 3.0 Steamboat Springs Chamber Resort Association Intercept Survey by RRC Associates of Boulder, Colorado. Survey results used from 2004, 2006, and 2008. Survey results for 2008 were based upon 877 surveys completed across a variety of locations and across various demographics. RRC estimates the margin of error for this process to be +/- 3.3% . Survey results conducted at the Yampa Valley Regional airport are based on 438 completed surveys with an estimated margin of error rate of 4.7%.
- 4.0 Steamboat Springs City Sales Tax Analysis – The data used in this section came from The City of Steamboat Springs Sales, Use, and Accommodation Tax Report for the various months examined during the year 2008.
- 5.0 Data in section 5.0 captures data from the Steamboat Springs Chamber Resort Associations Summery surveys and lodging barometer for 2008 and 2009. This data collects actual occupancy for each month by week in the following categories: Mountain Hotel; Mountain Condos; Downtown, and other lodging. The resulting data is reflected as “# of pillows.”
- 6.0 Bicycling Studies reviewed and reported include:

Grabow, M, Hahn, M and Whited, M (2010) Valuing Bicycling’s Economic and health impacts in Wisconsin. Prepared for Representative Spencer Black; The Nelson

Institute for Environmental Studies, University of Wisconsin, Madison, January 2010.  
Ben Coates provided this study

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