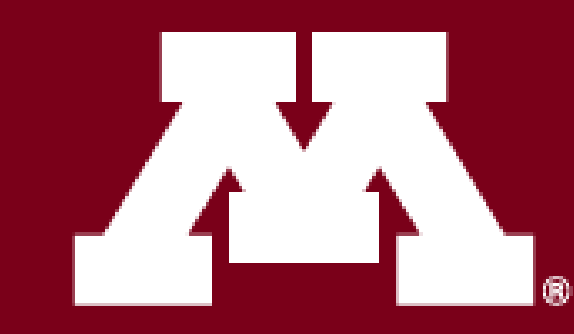


Profiling Attendees of Minnesota Bicycling Events

Xinyi Qian, Tourism Specialist; Brigid Tuck, Senior Economic Impact Analyst



UNIVERSITY OF MINNESOTA
EXTENSION

BACKGROUND

- Current attendee profile essential for event marketing and planning
- Little knowledge of MN bicycling event attendees, so research was needed
- Profiling MN bicycling event attendees was a part of a larger project funded by MNDOT

METHOD

- **Study setting:** six types of bicycling events were included – rides, races, bike tours, fundraiser, mountain bicycling events (both races and non-races), high school races
- **Sampling:** a convenience sample of 1,172 eligible participants from 26 bicycling events
- **Data collection:** an online survey distributed to event participants by event organizers; survey open for 15 days to ensure appropriate recall accuracy
- **Questionnaire:** attendee characteristics, travel party and trip profile, trip activities, expenditure
- **Analysis:** Descriptive & inferential statistics in SPSS



KEY FINDINGS

Table 1: Demographics by event type*

	Average Age	% Male	% White	Place of Origin
Bike Tour	60.89	59.6%	98.6%	Minnesota 71.5% Wisconsin 15.1%
Fundraiser	49.35	60.6%	87.5%	Minnesota 97.6% Wisconsin 2.4%
Mountain Biking Event	41.96	79.4%	95.5%	Minnesota 86.3% Wisconsin 8.1%
Non-Race	53.40	54.7%	97.1%	Minnesota 86.8% Wisconsin 3.9%
Race	43.51	85.0%	94.9%	Minnesota 95.7% Wisconsin 2.1%

*It is possible a family has more than one high school students participating in the race, so high school race participants were not included in this analysis.

Table 2: Survey respondents' personal spending in various categories

	Bike Tour	Fundraiser	High School Race	Mountain Biking	Non-Race	Race
Biking equipment (\$)	32.08	125.89	2.45	6.35	4.29	65.32
Biking event-related expense (\$)	11.11	17.76	3.12	6.01	3.12	9.37
Other-biking related expense (\$)	2.66	13.93	0.50	0.46	0.47	0.00
Event registration (\$)	260.15	53.46	8.60	17.73	23.30	36.15
Lodging (\$)	57.95	80.00	32.06	19.90	22.00	45.78
Transportation (incl. gas) (\$)	30.22	21.26	10.50	12.39	11.29	13.72
Groceries(\$)	12.88	1.61	4.98	8.19	6.69	11.05
Restaurants/bars (\$)	49.05	4.90	17.04	18.14	23.72	41.97
Recreation/attractions (non-biking) (\$)	7.67	0.06	0.18	1.22	0.94	1.88
Shopping (\$)	13.55	0.00	5.20	1.76	5.94	4.83
Miscellaneous (\$)	19.74	6.68	5.23	1.26	0.96	2.51
Total (\$)	497.07	325.55	89.85	93.43	102.73	232.57

Table 3: Trip information of bicycling event attendees

	Repeat Attendee	Travel Party Size	Satisfaction with Events ¹
Bike Tour	63.2%	5.30	4.49
Fundraiser	74.4%	4.09	4.53
High School Race	76.6%	3.81	4.43
Mountain Biking Event	63.0%	3.35	4.38
Non-Race	53.2%	3.28	4.56
Race	59.7%	2.60	4.72

¹ 1=very dissatisfied to 5=very satisfied

Table 4: Most enjoyable attributes by event type

	The Ride	Competition	The Scenic Route	Social Interaction	Physical Activity
Bike tour	52.8%	3.1%	48.0%	59.8%	39.7%
Fundraiser	44.2%	4.7%	34.9%	81.4%	44.2%
High school race	62.8%	40.4%	30.9%	42.6%	18.1%
Mountain Biking Event	67.6%	40.6%	32.0%	25.1%	31.1%
Non-Race	69.6%	2.5%	75.2%	26.3%	45.2%
Race	58.2%	16.4%	70.1%	38.8%	23.9%

Table 5: Trip planning timeframe among survey respondents, by event type

	<2 weeks	2-4 weeks	5-8 weeks	9-13 weeks	13+weeks
Bike tour	2.7%	5.9%	6.4%	16.4%	68.5%
Fundraiser	9.3%	4.7%	2.3%	18.6%	65.1%
High school race	25.3%	29.9%	27.6%	3.4%	13.8%
Mountain biking event	31.1%	16.7%	12.4%	12.0%	27.8%
Non-race/Ride	14.5%	22.0%	30.6%	14.3%	18.5%
Race	13.6%	11.9%	13.6%	13.6%	47.5%

DISCUSSION

- Event organizers need to reach out to female riders, especially high school races, rides, races, and mountain biking events.
- All types of bicycling events need to increase participation by minority groups.
- Many biking events attract repeat attendees who may have developed attachment to the event. Meanwhile, attracting new riders is just as important as maintaining repeat attendees to an event's long-term success, especially for the fundraising event.
- Bike tour organizers can highlight the opportunity of riding one's bike and social interaction when promoting their tours. At the same time, designing a scenic route that also provides adequate physical activity will contribute to participants' enjoyment.
- Respondents' pre-event planning patterns could be challenging for event organizers, who need to both start providing information early on and respond quickly to last-minute registration and questions from participants.

AKNOWLEDGEMENTS

The project was funded by the Minnesota Department of Transportation.

We thank Carrie Hatler for her assistance with creating this poster.

The University of Minnesota Tourism Center is a collaboration of University of Minnesota Extension and the College of Food, Agricultural and Natural Resource Sciences.