

2017 USA Triathlon Duathlon National Championships  
Economic Significance  
*Final Results*

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## INTRODUCTION AND METHODOLOGY

This report summarizes the economic significance of the 2017 USA Triathlon Duathlon National Championships, held June 17-18, 2017 in Bend, Oregon. The economic significance was calculated by applying 2017 event participation numbers to other visitation metrics developed from a survey of event participants. The survey was conducted in-person during event registration on June 16<sup>th</sup> and online post-event to reach additional respondents who had not participated in the intercept survey. The survey included questions on overnight accommodations, party size, and type and amount of expenditures in Central Oregon, among other questions. The survey resulted in a sample of 177 respondents, roughly 29 percent of the 610 race participants.

## ESTIMATE OF DIRECT ECONOMIC SIGNIFICANCE

For purposes of this report, Direct Economic Significance is defined as event-related spending by all participants/attendees and their associated travel parties in Central Oregon, regardless of their place of residence (local resident, other Oregon location, or elsewhere). The term “direct” further specifies that the measure is a reflection of first-order economic activity stemming from the spending of participants/attendees. Additional economic effects are incorporated when “secondary” (i.e., “multiplier” or “indirect and induced”) economic impacts are included, although those are beyond the scope of this analysis.

Also for purposes of this report, “Direct Economic Impact” is defined as event-related spending by only those participants/attendees who are day or overnight visitors to the Bend area. (It is assumed that all such participants/attendees came to Bend in whole or part due to that particular event.) Local residents are excluded, since it is assumed that they would have spent their discretionary dollars on other goods/services/activities in the local area instead of at the event. “Economic impact” is thus a slightly narrower measure than “economic significance,” and it tabulates the incremental “new money” brought into the Bend area by outside visitors attracted to the area as a result of the event. “Economic impact” has not been estimated at this time, as this study has focused on the economic significance of the event in question. However, it is worth noting that based on the survey data, only small portion of participants are local residents of Deschutes County (2 percent of respondents reported that they were locals), and thus the Direct Economic Impact estimate would likely be very similar to the Direct Economic Significance estimate included in this report.

## Economic Significance Results

The total direct economic significance of the 2017 USA Triathlon Duathlon National Championships is estimated to have been approximately \$733,833. This accounts for spending by both non-resident and resident participants and their travel parties. Insofar as there may have been spectators of the event not associated with any of the race participants, it may be that the economic significance of the event is actually slightly higher than what has been estimated. However, because economic significance was calculated from survey responses of race participants (and spectator turnout was assumed to be low and therefore spectator data were not collected), we are unable to estimate the impact of visitors to Bend who were not associated with an event participant.

**Table 1**  
**Summary of Selected Key Economic Measure**

<b>Economic Measure</b>	<b>Amount</b>
<i>Visitor Estimates</i>	
Total race participants	610
Average travel party size	2.0
Average race participants per travel party	1.4
Number of travel parties <sup>1</sup>	450
<i>Average Spend Per Travel Party</i>	
Lodging	\$595
Food & drinks	\$274
Shopping / retail	\$161
Local transportation	\$151
Recreation / entertainment	\$65
Race entry fees <sup>2</sup>	\$176
Airfare to Redmond <sup>3</sup>	\$206
<b>Total Spend Per Travel Party</b>	<b>\$1,629</b>
<b>Average Party Spend Per Race Participant<sup>4</sup></b>	<b>\$1,203</b>
<b>Direct economic significance (residents and non-residents)<sup>5</sup></b>	<b>\$733,833</b>

<sup>1</sup> Number of travel parties calculated by dividing number of unique race participants by average race participants per travel party.

<sup>2</sup> Race entry fees are included in the analysis because it can be assumed that a significant portion of the entry fees (as well as other revenues such as sponsorships) are spent within the community by the event organizer.

<sup>3</sup> Average airfare spend per party for purposes of inclusion in the economic significance estimate are calculated by multiplying individual roundtrip airfare by party size and dividing in half. Fliers into airports other than Redmond and non-fliers (those who didn't fly to the Bend area and local residents) are assigned a value of \$0. This effectively only assumes impact from participants who flew to Redmond Airport and incorporates impact for just one leg of the trip (with the other half of the impact assigned to the originating airport).

<sup>4</sup> Average total spend per race participant calculated by dividing total spend per travel party by average race participants per travel party.

<sup>5</sup> Aggregate direct spend calculated by multiplying average per party spend by number of travel parties.

## PARTICIPANT PROFILE

Although beyond the scope of the analysis of economic significance, the surveys collected from participants of the USA Triathlon Duathlon National Championships contain other information useful for understanding and potentially improving the event, such as detailed demographic and trip characteristics, previous experience participating in the Triathlon Duathlon in other locations, and suggestions for improving the event in the future. A full set of verbatim open-ended comments are provided under separate cover.

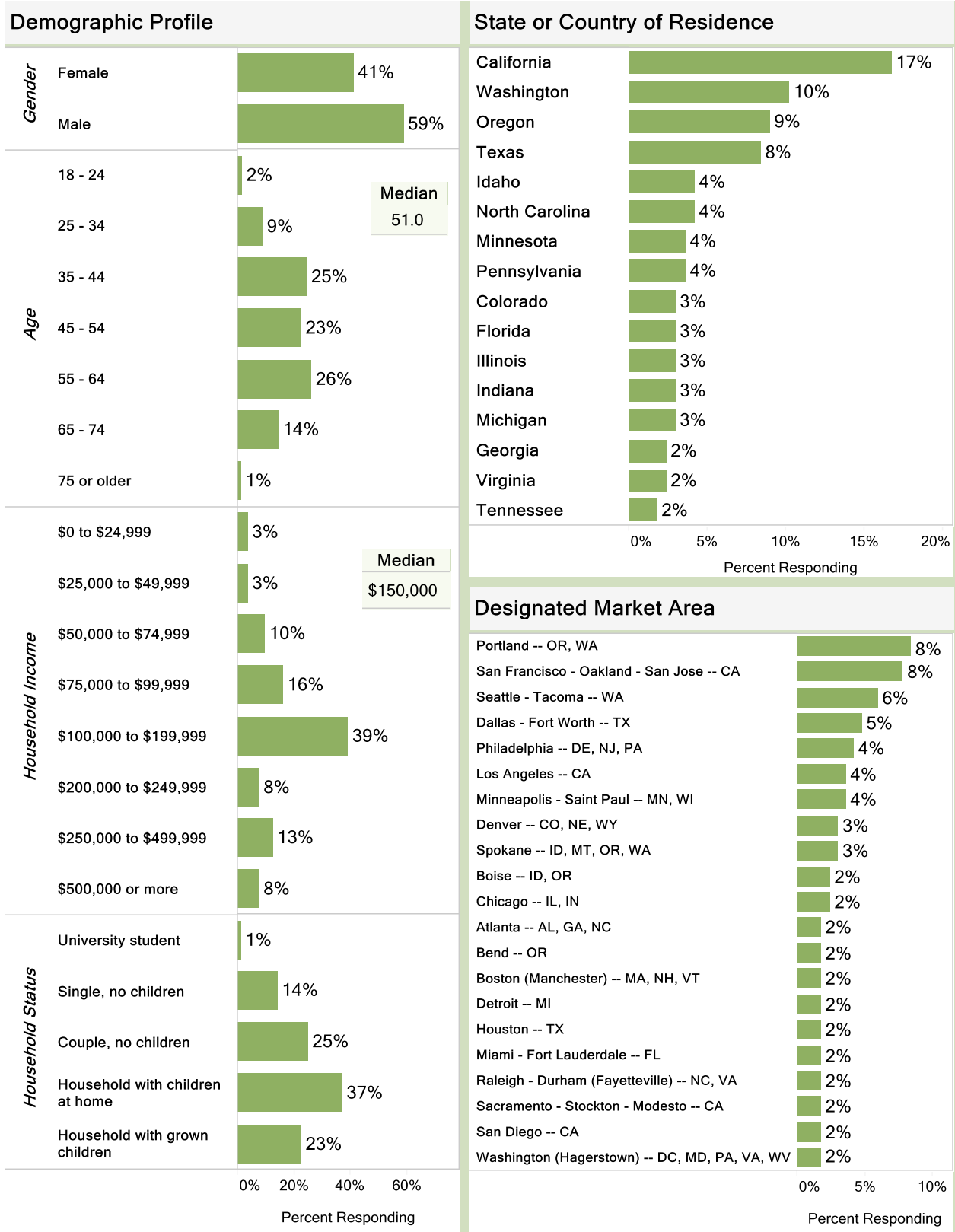
### Visitor Profile

Specific demographic results from the participant survey include the following observations:

- Gender. Respondents skewed slightly more male (59 percent) than female (41 percent).
- Age. The median age of respondents is 51.0, with nearly three-quarters of respondents between the ages of 35 and 64 (74 percent). This is just slightly older than the Summer 2016 visitor (with a median age of 45.0, as observed through the Bend General Visitor Profile Study).
- Household Income. The event attracted a relatively affluent participant base, with respondents reporting an average income of about \$150,000. Thirty-nine percent of respondents earn an annual household income between \$100,000 and \$199,999. Respondents skewed wealthier than what has been observed in the Bend General Visitor Profile Study.
- Household Status. While the event brought in participants with a variety of family compositions, respondents were most likely to report that they are part of a household with children living at home (37 percent). There were near equal shares couples without children (25 percent) and empty-nesters (23 percent). Findings are consistent with the Summer 2016 Bend General Visitor Profile Study.
- Key Geographic Markets. The Duathlon attracted visitors from all over the United States. California was the leading state of residence (17 percent of respondents), followed by Washington (10 percent), Oregon (9 percent), and Texas (8 percent). Together, these top four locales comprised 44 percent of respondents, meaning there was still notable representation from other destinations (56 percent).

When assessed by Designated Market Area (DMA), results show representation from markets across the United States. Respondents most commonly live in the Portland (8 percent), San Francisco (8 percent), and Seattle markets (6 percent). Other notable markets include Dallas (5 percent), Philadelphia (4 percent), Los Angeles (4 percent), Minneapolis (4 percent), Denver (3 percent), and Spokane (3 percent).

**Figure 1**  
**Visitor Profile**



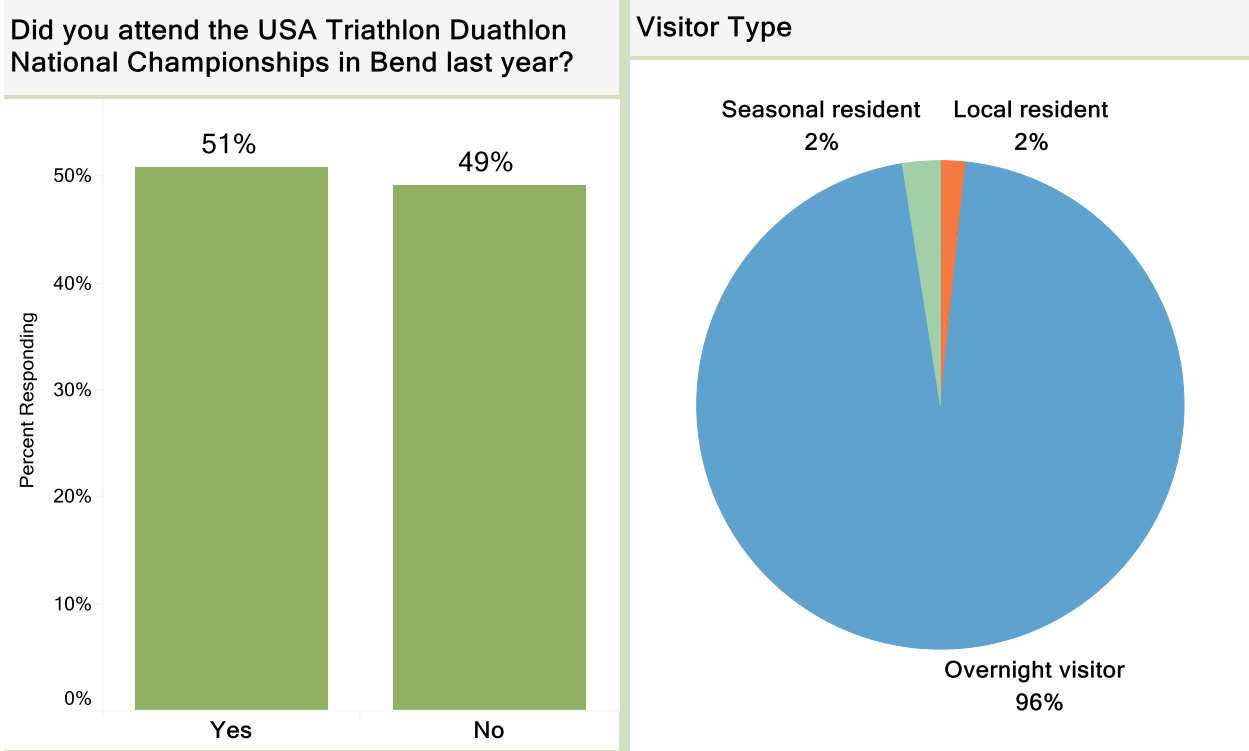
## Previous Visitation and Visitor Type

- Attendance Last Year. About half of all respondents (51 percent) indicated that they also attended the USA Triathlon Duathlon National Championships in Bend last year. This is a notable rate of return given that such a large percentage of respondents live outside of Oregon (91 percent).
- Visitor Type. A majority of respondents stayed overnight in the area (96 percent). Just 2 percent of respondents are locals and another 2 percent seasonal residents. No one who responded to the survey indicated that they were a day visitor.
- Previous Visitation. Sixty percent of respondents have visited Bend previously in summer, 17 percent in winter, and 55 percent have previously participated in the Duathlon in any location. While previous summer visitation is relatively similar to what was observed in Summer 2016 Bend General Visitor Profile Study (60 percent vs. 67 percent of respondents having been to Bend at least once in summer previously), previous winter visitation is notably lower (17 percent vs. 51 percent).

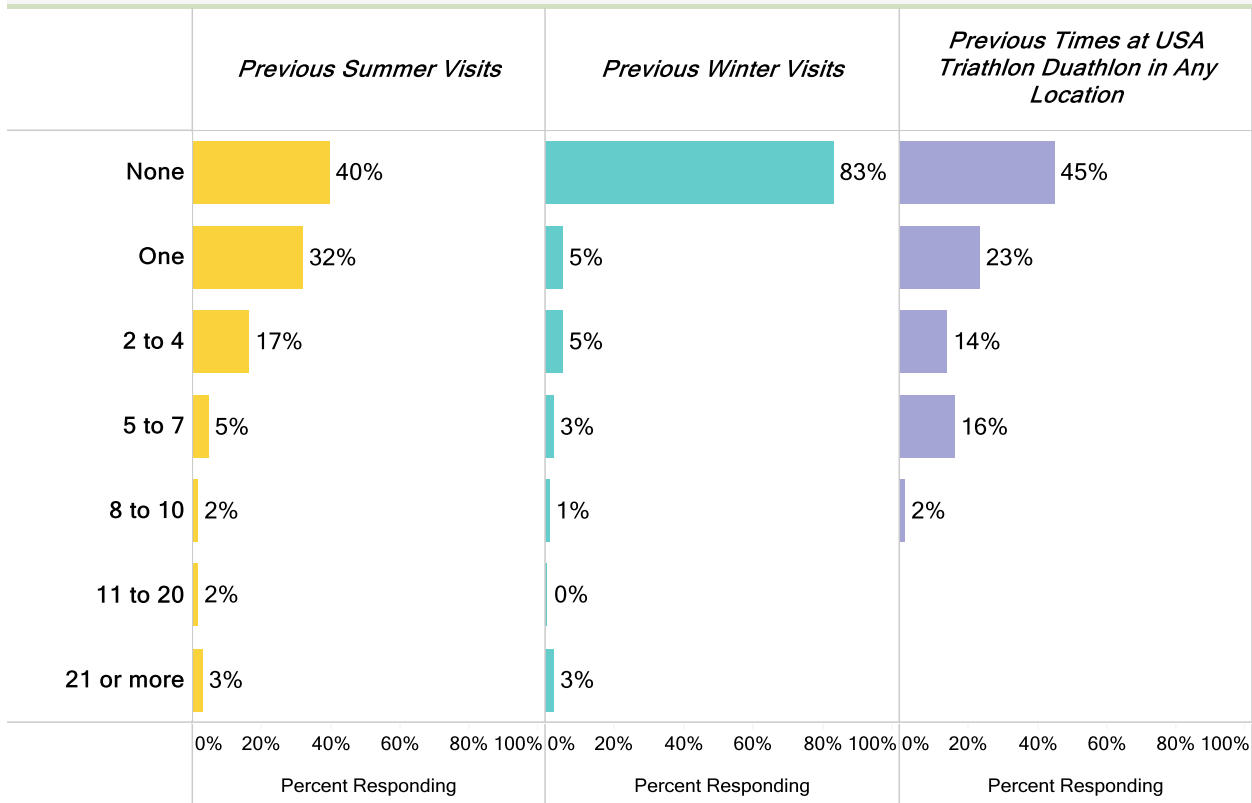
## Overnight Visitor Profile

- Location of Lodging. Most all overnight visitors (91 percent) stayed in Bend proper, with much smaller shares staying in surrounding communities. This means that most of the economic impact associated with lodging for the event remained in Bend.
- Type of Accommodations. Eight-five percent of all overnight respondents stayed in some type of commercial/paid lodging accommodations (60 percent rented a hotel/motel/ bed and breakfast and 25 percent rented a condo/ townhouse/ vacation rental). Fourteen percent of respondents stayed in unpaid accommodations (with family or friends, tent camping, or owned/timeshare).
- Method of Booking Lodging. When asked where they booked their lodging reservations, similar shares of respondents used an online travel service such as Expedia or Travelocity (35 percent), the lodging property directly (28 percent), or a vacation rental by owner site such as Airbnb (23 percent).
- Transportation to Bend. Overnight respondents additionally indicated if they flew as part of their travel to Bend, which was the case for 57 percent of respondents. Among those who flew, flying into Redmond was the most popular option (51 percent), followed closely by those who flew into Portland (45 percent). The average individual roundtrip airfare among those who flew as part of their travel is \$602.
- Nights and Party Size. On average, overnight visitors spent 3.9 nights in Bend (so about twice as long as the event) and had an average of 2.3 people in their accommodations unit (respondent included).

**Figure 2**  
**Previous Visitation and Visitor Type**

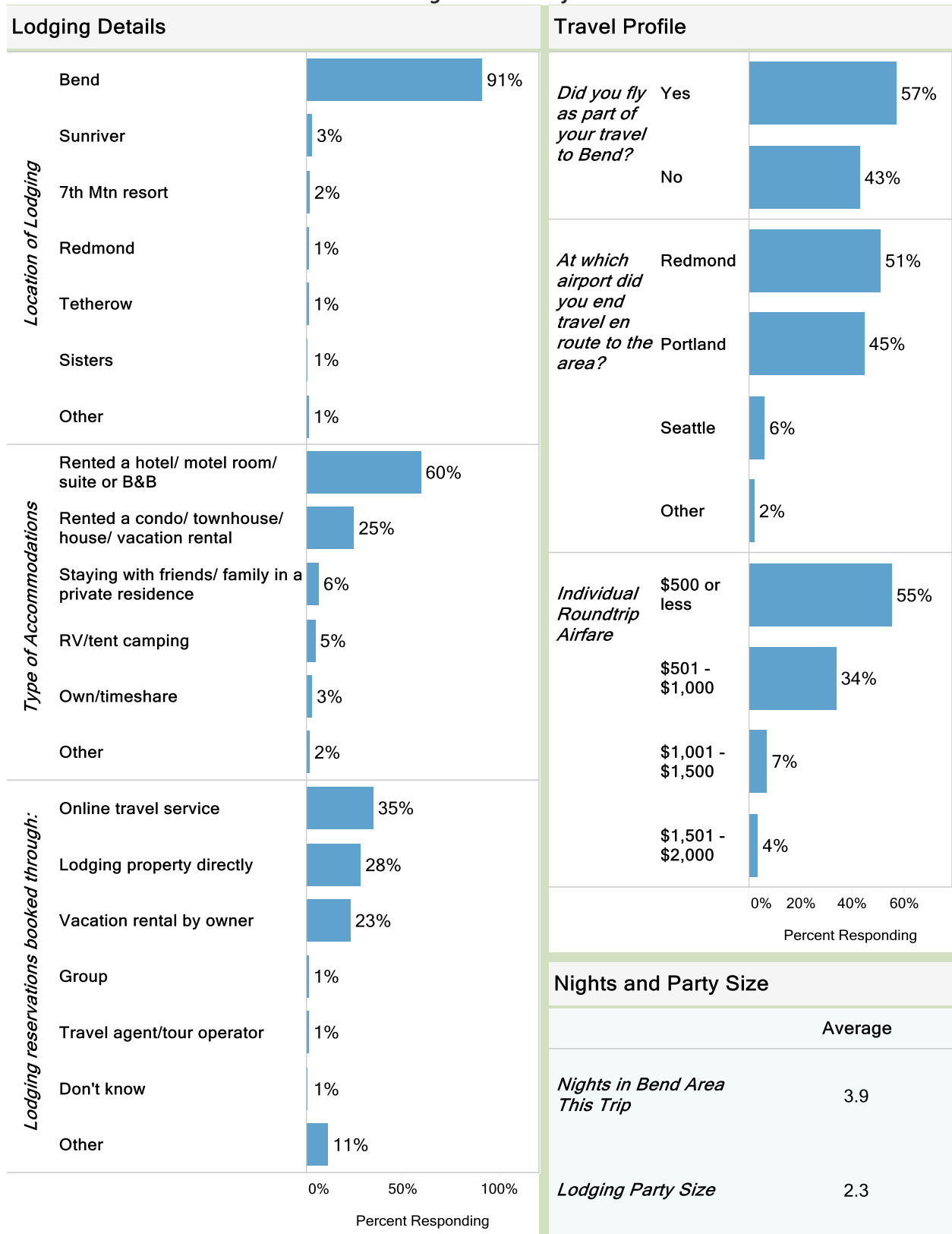


**Previous Visitation to Bend and Duathlon Participation**





**Figure 3**  
**Overnight Visitor Profile**



## Ratings of the Experience

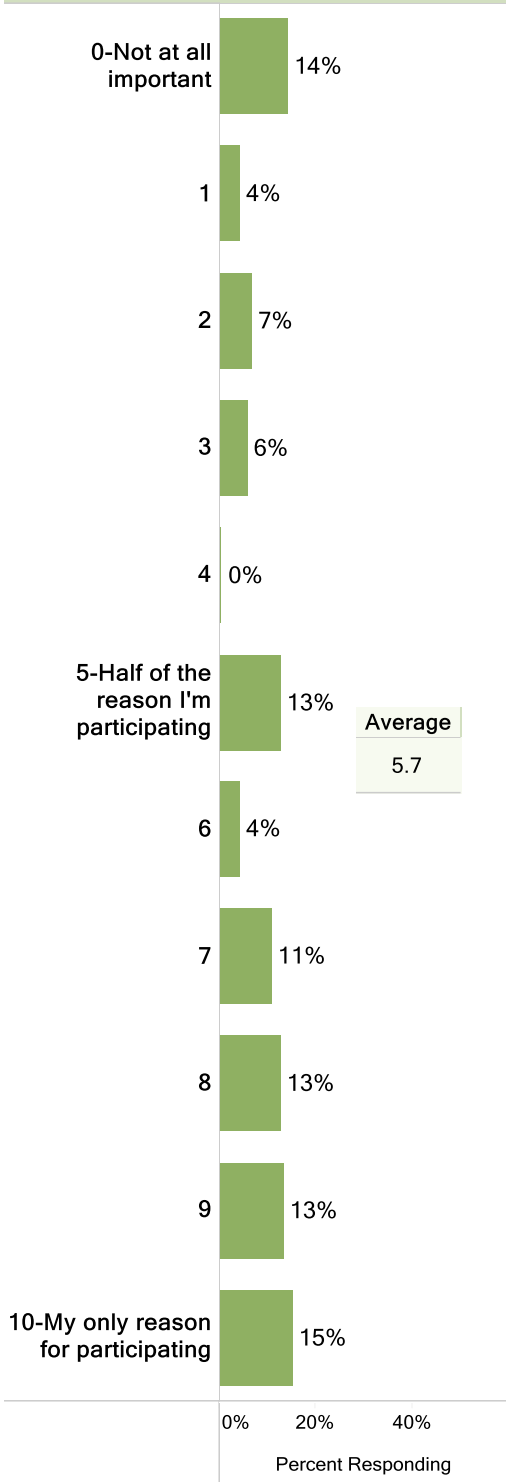
- Importance of Event Taking Place in Bend. All respondents were asked “how important was the fact that the event is held in Bend influencing your decision to participate this year?” Overall, respondents were somewhat influenced to participate by the location of the event, with an average importance rating of 5.7 provided. For 14 percent of respondents, it would not have mattered at all where the event was held – they would have participated regardless. At the other end of the spectrum, 15 percent of respondents indicated that the only reason they participated was because the event was held in Bend. Another 13 percent of respondents reported that the event being held in Bend was half of their reason for participating. Notably more respondents provided a rating of 6 to 9 (41 percent) than those who provided a rating of 1 to 4 (17 percent), highlighting that the Triathlon Duathlon taking place in Bend was a draw for participation.
- Net Promoter Score (NPS). RRC has been asking the following questions at events and destinations nationally for many years in an effort to better measure success and satisfaction: “How likely would you be to recommend this destination/event (Bend/Triathlon Duathlon) to a friend, family member, or colleague?” The answer scale to this question is based on an 11-point scale where 0=not at all likely, 5=neutral, and 10=extremely likely. The results are intended to quantify word of mouth and measure how well an event or destination is regarded among its customer base; this question is asked in many other industries and is considered an important benchmark of a company’s performance and potential future growth.

Respondents who give rating scores of 9 or 10 (75 percent for Bend and 74 percent for the Triathlon Duathlon) tend to be “promoters” of the destination or event being rated—they speak highly of it when asked—the destination or event’s most loyal and strongest “promoters.” Respondents who give scores of 7 or 8 (21 percent each) tend to be more impartial or passively satisfied, not necessarily a strong promoter but neither a detractor. These guests probably wouldn’t say anything bad about the destination or event, but they aren’t raving fans either. Respondents who give ratings of 6 or below (5 percent each) are “detractors”—if asked, they are likely to be less than enthusiastic or are more likely to not have good things to say about the destination or event. As such, Bend’s “net promoter score,” or NPS, (percentage of promoters minus percentage of detractors) was 70 percent and the Triathlon Duathlon’s NPS was 68 percent.

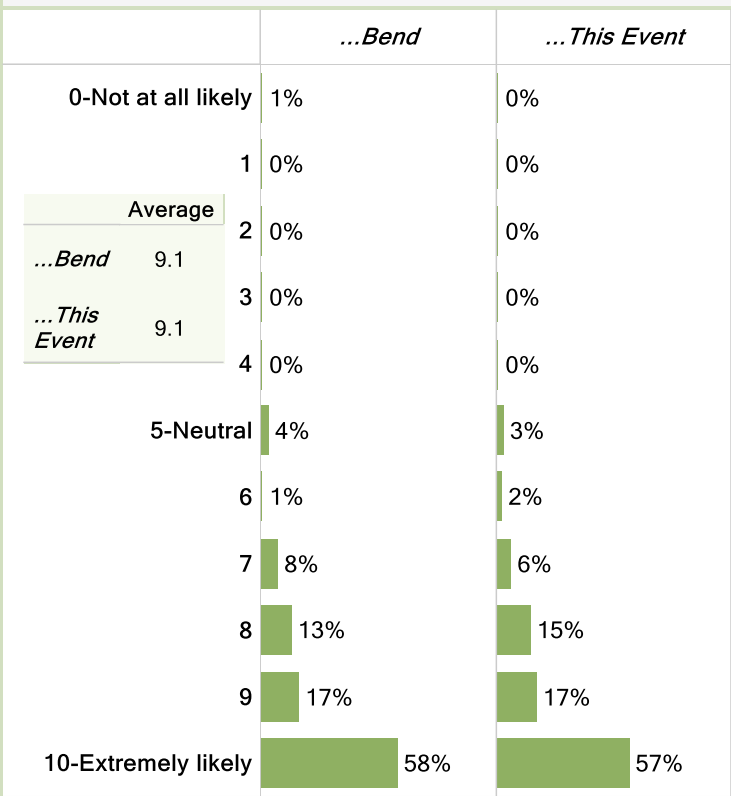
Figure 4

Importance of Event Taking Place in Bend and Likelihood to Recommend

How important was the fact that the event is held in Bend influence your decision to participate this year?



Likelihood to Recommend...



Net Promoter Score

