

Sea Gull Century 2017

Visitor Spending Profile

Lodging \$158

Restaurants \$117

Grocery Stores \$24

Retail Shopping \$82

Entertainment \$17

Gas & Auto \$42

Transportation \$15

5,170 riders

3,900+ additional guests

1.59 nights

Average length of stay

60% of riders stayed on the Lower Eastern Shore of Maryland

89% felt very safe on the course

\$2.64 Million
Total Economic Impact

Prepared by:

BEACON
Business Economic and Community Outreach Network
At Salisbury University

86% rated their experience in Salisbury, MD as very positive.

90% are likely to return for another Sea Gull Century event.

**The figures provided herein are based on a survey of Sea Gull Century participants to which 1,508 people responded.*