

SEA GULL CENTURY 2019



\$4.3 Million

Total Economic Impact

98%
of riders had a
positive experience

96%
of riders would participate
again

4,600+ riders
12,800+ guests

71% of riders
stayed locally

Average stay

**1.57
nights**

\$500
Average Visitor
Spending

69% traveled 100 miles or
more to attend the race



*Figures based on survey of
Sea Gull Century Participants
to which 1,285 people
responded