
Economic Impact of the Sea Gull Century Bicycling Event in Salisbury, Maryland

Introduction

BEACON conducted an economic impact estimation study for the annual Sea Gull Century cycling tour hosted by Salisbury University in Salisbury, Maryland on October 5, 2019.

The 2019 Sea Gull Century brought 4,600 participants to the Lower Eastern Shore of Maryland. An online participant survey was conducted post-race in order to develop a visitor profile to be used in estimating the economic impact of this event on the Lower Eastern Shore. Nearly 1,300 people responded to this survey. Results of the survey showed that just over 70% of respondents stayed in lodging located on the Lower Eastern Shore with only 30% staying elsewhere. Approximately 69% of participants traveled 100 miles or more to attend the event and, on average, each rider brought an additional 1.80 guests to the event with them. The average length of stay for those who lodged in Salisbury was 1.57 nights. Detailed local spending data by category was also collected with the estimated spending across all categories totaling just under \$500.

Economic Impact

Based on the results of the survey and the corresponding visitor profile, the total estimated economic impact of the 2019 Sea Gull Century on the Lower Eastern Shore of Maryland is approximately \$4.3 million¹.

Economic Impact Estimates	
Direct Effect	\$2,629,305
Indirect Effect	\$744,823
Induced Effect	\$961,686
Total Effect	\$4,335,814

Methodology

The economic impact estimate modeling for the study was done using the IMPLAN software. IMPLAN was originally developed by the University of Minnesota in conjunction with the United States Department of Agriculture's Forest Service. Since that time, it has been further developed by MIG, Inc. and has become the gold standard for conducting economic analysis.

The IMPLAN software uses input-output (I-O) analysis, a subset of a family of methods called social accounting models. Input-output models attempt to describe an array of economic transactions between various sectors in a defined economy for a given period, typically a year. These models provide researchers not only with estimates of the economic multipliers but also support a detailed decomposition of the multipliers.

¹ This includes the direct, indirect, and induced impacts. Direct impacts are the impacts of spending by the entities/businesses, indirect impacts are the impacts of spending by the vendors of these entities, and induced impacts are the impacts of portions of incomes spent locally by the institutions' and the vendors' employees.