

## ECONOMIC IMPACT OF THE 2022 STURGIS RALLY



Prepared for:  
The City of Sturgis

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## OVERVIEW

The Annual City of Sturgis Motorcycle Rally (hereafter referred to as “Sturgis”) is an internationally known event that has great economic impact to the region. In order to identify, define and quantify direct, indirect and induced economic activity of the 2022 Sturgis motorcycle rally, research scientists at Texas A&M developed an online survey, specifically for this purpose. The survey was distributed via QR codes onsite and the subsequent data was analyzed.

The major objectives of the study include:

- 1) Determination of five total measures of economic impact (direct expenditures, impact on labor income, value added impact, impact on output and impact on number of jobs created),
- 2) Profiling of visitors including their demographics, tripographics (information related to their visit) and travel planning, and
- 3) Comparison of current year results to prior year results.

## DATA COLLECTION PROCEDURES

The electronic survey utilized in the study was developed by Texas A&M, with assistance from the City of Sturgis. Questions were developed to try to maximize the ability to compare results from past years to the current study while minimizing the length of the survey. The complete survey, with results from each question, can be found in Appendix A.

Data for the study was collected via the electronic survey in two different ways. The majority of the data were collected through table tents that displayed a QR Code and offered a contest. These table tents were placed on tables throughout every major bar in Sturgis. A City staff member checked the tables every morning and replaced table tents that had inadvertently been removed during the previous day.

The second form of data collection included 10 different staff members who walked around downtown Sturgis and asked individuals if they would complete the survey. The staff members would complete their typical job duties and then focus on obtaining surveys during the one or two hours breaks that they had in their schedule. Data collected in this fashion occurred along the sidewalks, inside the Harley-Davidson Rally Point or inside Sturgis Liquor.

All respondents were offered an incentive that included a chance to win a Pappy Hoel cabin for 4 nights (among multiple other incentives) if they completed the survey. This process resulted in 742 total responses to the survey

## PROFILE OF VISITORS

- The average age of respondents was 50.8 years old, and the majority were male (60.6%) (See Appendix A for averages or frequencies for all questions on the survey).
- Visitors who completed the survey were most likely to be residents of South Dakota (13.1%). Visitors were also likely to come from Colorado (9.3%), Minnesota (7.3%), Wyoming (6.0%), Wisconsin (4.9%), Nebraska (4.6%), outside the U.S. (4.4%) and Iowa (4.1%) (See Table 1).
- The median household income of respondents was \$75,000-\$99,999 and 39.7 percent of respondents had household incomes over \$100,000 (See Table 2).
- Respondents were most likely to own a Harley Davidson motorcycle (66.3%), followed by Indian (10.0%), Honda (7.9%) and Yamaha (5.7%). A total of 12 percent of respondents did not own a motorcycle (See Table 3).
- On average, visitors had been to 9.4 other Sturgis Motorcycle Rallies and had made their travel plans 6.9 months in advance.
- The average length of stay in the Black Hills for their trip was 7.8 days and the average number of days in downtown Sturgis was 4.6 days.
- Visitors spent an average of 7.7 hours in downtown Sturgis per day.
- Visitors were most likely to be in Sturgis on Monday, August 8<sup>th</sup> (67.9%), followed by Wednesday, August 10<sup>th</sup> (67.2%), Tuesday, August 9<sup>th</sup> (66.3%), Thursday, August 11<sup>th</sup> (65.2%) and Sunday, August 7<sup>th</sup> (64.2%) (See Table 4).
  - Respondents were least likely to visit Sturgis on Sunday, August 14<sup>th</sup> (23.9%), Saturday, August 13<sup>th</sup> (37.7%) and Friday, August 5<sup>th</sup> (44.3%) (See Table 4).
- Just over one-third (35.9%) of visitors arrived before the official start date of the rally, while fewer (15.5%) planned on staying longer than the official closing of the rally.

- The average number of persons in their travel party that respondents typically pay their bills was 4.06.
- Visitors were most likely to ride a motorcycle to the Rally (41.8%) or tow their bike with an auto/truck (38.4%). Fewer arrived via an auto/truck with no bike (15.5%) or flew (4.3%).
- More than one-third (40.5%) of visitors stayed in campgrounds during the event. Others stayed in private housing/rentals (14.4%), hotels/motels (14.2%), with friends (12.8%), other (12.3%) or in an RV Park (5.7%).
- Less than one-third of respondents (29.6%) would have visited Sturgis this month if the event was not held and almost one-half (48.1%) stayed longer in Sturgis than they would have if the event was not held.
- When asked what percentage of their reasoning for being in Sturgis during the rally was, respondents on average stated 91.0%.
- Respondents were most likely to look at bikes and ride through the hills (87.3%) or go to concerts (58.5%) while in Sturgis (See Table 5).
  - Other activities they participated in included: motorcycle shows (34.3%), organized poker run/tours/rides (16.5%), motorcycle climbs (15.8%), charity motorcycle raffles (12.8%), motorcycle drag racing (12.0%) and motorcycle short track racing (10.4%) (See Table 5).
- The most popular places respondents received information about the Sturgis Motorcycle Rally were word of mouth (57.3%), SturgisMotorcycleRally.com (40.8%) and the Sturgis Motorcycle Rally Facebook page (33.9%) (See Table 6).
  - Less likely sources of information were the SD Department of Tourism/Travelds.com (7.9%), the Chamber of Commerce (7.6%), the Sturgis Motorcycle Rally Twitter page (5.1%) and email blasts (4.4%) (See Table 6).
- When asked if they felt more highly of a company that sponsors the Rally, the majority (57.6%) said they had either a much more positive (33.9%) or somewhat more positive (23.7%) opinion of the sponsors. Less than one half (41.6%) stated sponsorship did not change their perception while almost nobody stated they had a somewhat more negative opinion (0.8%) or a much more negative opinion (0.0%).

## ECONOMIC IMPACT OF THE STURGIS MOTORCYCLE RALLY

It is estimated that 505,000 persons attended the 2022 Sturgis Motorcycle Rally. The below explains the methods used to calculate the impacts these attendees had on Sturgis and South Dakota.

### Methods Used to Calculate Economic Impact

- To calculate spending by visitors, the research team first sorted the survey data by ZIP codes to identify respondents residing in Sturgis and in the remainder of South Dakota. As locals, spending by Sturgis residents' is excluded from the economic impact analysis. Other South Dakotans' spending is included as an impact to the Sturgis area economy but not within the South Dakota economy. Residents likely would have spent money in the economy anyway, even if the rally had not occurred, thus their spending is excluded from the analysis.
- Extreme outliers in terms of both exceptionally high spending, party size, or days visited are also excluded from the analysis at this stage. Such outliers can result from data entry error, deliberate sabotage of data, or unique one-off purchases only partially or not at all related to the event. For example, a party of 1000 people over 14 days and visitors who reported staying more than 90 days were excluded. In these cases, respondents reported very low to moderate spending and their inclusion would have skewed results downward. On the other hand, inclusion of a party that reported spending more than \$500,000 would have skewed results upward. If someone were to have purchased a home in the area, that is certainly a benefit to the region, but it may not be directly related to the rally and is not part of the analysis. It is also possible that the entry should have been \$500 or \$5,000, but the research team has no way to know what the respondent intended.
- A relatively new method employed in this study considers the extent to which the rally was the reason for respondents' presence in Sturgis. Casual visitors and time-switchers have traditionally been identified through questions, such as, "Was the event the primary reason you visited this location?" and "Would you have visited at another time during the year if you hadn't attended this event?" Researchers typically exclude individuals who say yes to either question from the spending analysis. Here, the research team asked, "What percentage of your reasoning for being in Sturgis this week is for the Motorcycle Rally?" Spending for that individual was the adjusted by that value to derive purpose-weighted spending. For example, if a respondent reported the rally was 90% of the reason for their visit to Sturgis, and they spent \$1,000, the



team used 90% of their expenditures (\$900) in the analysis. Most visitors from outside South Dakota reported the rally was 100% of the reason for their visit. Across respondents (not weighted by party size), the rally was 92% of the reason for visiting Sturgis for non-South Dakotans and 85% of the reason South Dakotans visited the city.

### Spending Per Person-stay

- Using purpose-weighted spending (% of purpose to attend rally), visitors to Sturgis spent an average of \$798.14 per person in Sturgis and another \$557.94 outside Sturgis (Total = \$1,356.07).
- Within that visitor group, visitors from outside South Dakota (i.e., excluding South Dakotans) spent \$843.49 per person in Sturgis and \$599.99 (Total = \$1,443.48) in other regions (See Table 7).
  - In other words, South Dakota residents spent less per person than did visitors from out of state. Lodging (often home rentals or camp sites), food and beverage, and retail expenditures made up the bulk of reported spending.
- Per person expenditures recorded in 2022 are lower than 2021 but in line with spending in previous years. This may be due to larger travel parties and lower income levels, a drop in post-COVID spending exacerbated by inflation concerns, and/or different methodologies used across years.

### Spending Per Person-day

Tourism spending studies also look at spending per person per day (person-day).

- Using the reason-adjusted spending, visitors to Sturgis spent an average of \$174.94 per person-day in Sturgis and another \$122.29 outside Sturgis (Total = \$297.22). Within that visitor group, visitors from outside South Dakota (i.e., excluding South Dakotans) spent \$182.61 per person-day in Sturgis and \$129.89 in other regions (Total = \$312.50) (See Table 8).
- The 35-54 age group tended to spend more per person-day (\$215.76) relative to other age groups. This high-spending group made up 45% of visitor days in Sturgis. The under 35 population spent considerably less but made up only 17% of visitor days (See Table 9).
- People with incomes greater than \$200,000 had the highest average spending per person-day in Sturgis. However, this group made up less than 10% of respondents. Almost 2/3 of respondents had incomes between \$50,000 and \$149,999. Spending by



these groups and the \$150,000-\$199,999 income group was closer to the average \$174.94 per person-day spending reported in Sturgis (See Table 10).

### Economic Impacts

- Spending in the Sturgis area by all visitors totaled \$396.0 million in 2022. Assuming most expenditures made outside Sturgis were made in South Dakota, the combined spending in the Sturgis area and rest of the state was \$643.2 million (See Table 11).

### *Multiplier Effects*

- The economic benefit of tourism spending does not stop with the original expenditure. Economic contribution analysis is based on the idea that a dollar spent in a region stimulates additional economic activity, or multiplies, as it circulates through the economy.
- This multiplier effect recognizes that the total effect on output, employment, personal income, and government revenue in the region is greater than the initial dollar spent. A tourist's expenditure at a souvenir shop contributes not only to that business, but to its suppliers, its suppliers' suppliers, each of their employees' incomes, and tax revenues. Of course, some of the original expenditure leaks out of the regional economy, for example as inventory is imported from other regions, employees commute from other regions, and businesses and households pay state and federal taxes. The portion of the money that remains in the local economy throughout these transactions constitutes the net economic gain. Larger regions contain more economic linkages, which is why large cities and multi-county regions generally have larger multipliers than do small towns or single counties.<sup>1</sup>
- Multipliers are calculated based on the purchasing patterns of industries and institutions in the regional economy.
  - Multipliers include three components.
    - The direct effect on the economy is the initial economic activity measured—for example, the tourist's expenditure at the gift shop or total annual cotton crop losses due to a severe draught. The direct effect results in two types of secondary effects.
    - The indirect effect results from the purchase of inputs among local industries.

- The induced effect results from the expenditure of institutions such as households and governments benefitting from increased the activity among local businesses.
- Four types of multiplier effects are generally reported in impact analyses.
  - Output or sales multipliers measure the effect of direct spending on overall economic activity in the region. The output multiplier provides the largest economic impact value and therefore is reported in many studies; however, the output multiplier says nothing about how the event affects the welfare of households or the profitability of businesses. Direct output values can be less than total spending because the cost of goods sold (e.g., the original cost of a souvenir t-shirt) immediately leaks from the local economy.
  - The value-added multiplier is a more appropriate measure of regional welfare. The value-added multiplier measures the event’s contribution to regional gross domestic product (GDP). It is the value added to the regional economy or the return to local resources used in the production of the event.
  - The labor income or personal income multiplier measures the effect of the event on the incomes of households in the region and is appropriate for discerning the benefit of an event to a region’s residents.
  - The employment multiplier measures the effect of the event on regional employment. Calculation of the employment multiplier assumes that existing employees are fully occupied and does not distinguish between full-time and part-time workers.
- The economic impact of visitor spending in Sturgis was \$413.4 million in output, including \$213.3 million in value added and \$150.2 million in labor income and 4,720 jobs in Meade County (See Table 12).<sup>2</sup>
  - Again, substantial portions of original spending immediately leak from the economy as cost of goods sold (retail purchases, gasoline, etc.). Labor income is a component of value added, which is a subset of output so these figures cannot be combined.
- While Meade County does not have a sales tax, Sturgis has a 2% sales tax. Some transactions (room, food and alcohol) have an additional 1% city and 1.5% state tax. South Dakota imposes a 4.5% sales tax. Conservatively estimated sales tax from Sturgis spending is \$5,710,500. IMPLAN estimates Sturgis/Meade County tax collections associated with the rally at \$6,810,900.

- Considering spending outside Sturgis, the economic impact of visitor spending in South Dakota was \$784.1 million in output, including \$457.5 million in value added and \$287.5 million in labor income and 8,130 jobs (See Table 13).
  - This includes the effects of spending both in and outside Sturgis. At the state level, IMPLAN estimates state and local tax collections at \$44,804,600. Of that, \$22,952,300 is sales tax.
  - The statewide South Dakota GDP in 2021 was \$61.206 billion. Hence, the city of Sturgis Motorcycle Rally output (\$801.2 million) is an estimated 1.3% of the total GDP for the state of South Dakota.

### *Limitations of the Results*

- These results do not include analysis of the impact of individuals who move families or businesses to South Dakota due to the Rally, or the impact of media exposure to the state. Thus, the economic impact is likely larger than the estimates given above.
- It is possible that the impacts to Sturgis might be inflated as it can be difficult for respondents to understand spending spent directly within city limits. This should not inflate the state impacts.
- Staff collecting the data noticed a high frequency of international respondents declining to take the survey. This would result in a miscalculation of international respondent. Since international visitors typically spend more than their counterparts, overall spending estimates might hence be underreported.

## **COMPARISON TO PREVIOUS YEARS' FINDINGS**

- The five most common states visitors came from for this year's rally were: Colorado, Minnesota, Wyoming, Wisconsin, and Nebraska. This is slightly different than previous years rallies. In particular, nearby states (WI and WY) and international visitors are becoming more popular, while west coast visitors (CA and WA) are becoming less popular (See Table 8).
- The average age of visitors to this year's rally (50.8 years old) was the second highest in the past five years. The estimated average age for past rally's were: 2017 (46.5), 2018 (49.0), 2019 (52.8) and 2021 (47.0). This suggests that the average age of visitors is increasing.

- The average number of times respondents have attended the rally was 9.4 times this year, which is up from last year (8.0 times). This suggests visitor loyalty is strengthening.
- For this year's rally, respondents stayed an average of 4.6 days in downtown Sturgis, which is slightly down from last year (5.0 days).
  - Respondents stayed in the Black Hills for an average of 7.8 days in this year's rally which is up from an average of 7 days last year.
- Respondents were more likely to stay at private housing rentals including VRBO/AIRBnB at this year's rally (14.4%) than last year's (11.0%). They were less likely to stay at hotels (14.2% vs. 18.0%) and Campgrounds/RV Parks this year (46.2%) than last year (52.0%).
- The median income of respondents remained similar compared to last year (\$75,000-\$99,999). More respondents had incomes under \$75,000 this year (41.3%) than last year (28.0%) (See Table 9).
- Similar to last year's rally, 88.0% of respondents owned a motorcycle. This is down from 2019 (95.5%), 2018 (93.5%), and 2017 (91.0%). This suggests the rally is attracting more non-motorcyclists.
- The number of visitors who own a Harley-Davidson motorcycle at this year's rally was down to 66.3% from last year's 81.7%. Indian was again the second most popular motorcycle owned (10.0% in 2022 and 5.1% in 2021).

## TABLES & FIGURES

**Table 1**  
**Where do you Currently Reside?**

	Frequency	Percent
South Dakota	83	13.1%
Colorado	59	9.3%
Minnesota	46	7.3%
Wyoming	38	6.0%
Wisconsin	31	4.9%
Nebraska	29	4.6%
I do not reside in the U.S.	28	4.4%
Iowa	26	4.1%
North Dakota	23	3.6%
Montana	22	3.5%
California	19	3.0%
Texas	19	3.0%
Illinois	18	2.8%
Oklahoma	16	2.5%
Kansas	15	2.4%
Florida	13	2.1%
Missouri	13	2.1%
Arizona	12	1.9%
Ohio	11	1.7%
Michigan	10	1.6%
Indiana	8	1.3%
Utah	8	1.3%
Idaho	7	1.1%
New Mexico	7	1.1%
Arkansas	6	0.9%
Georgia	6	0.9%
Washington	6	0.9%
Kentucky	5	0.8%
North Carolina	5	0.8%
Pennsylvania	5	0.8%
Tennessee	5	0.8%
Alabama	4	0.6%
Nevada	4	0.6%
New York	4	0.6%
Connecticut	3	0.5%

New Jersey	3	0.5%
West Virginia	3	0.5%
Louisiana	2	0.3%
Maryland	2	0.3%
Massachusetts	2	0.3%
Hawaii	1	0.2%
Maine	1	0.2%
Mississippi	1	0.2%
Oregon	1	0.2%
South Carolina	1	0.2%
Virginia	1	0.2%
Total	632	100.0%

**Table 2**  
**Annual Household Income**

	Frequency	Percent	Cumulative Percent
Under \$15,000	20	3.2%	3.2%
Between \$15,000 and \$29,999	36	5.7%	8.9%
Between \$30,000 and \$49,999	59	9.3%	18.2%
Between \$50,000 and \$74,999	146	23.1%	41.3%
Between \$75,000 and \$99,999	120	19.0%	60.3%
Between \$100,000 and \$149,999	138	21.8%	82.1%
Between \$150,000 and \$199,999	58	9.2%	91.3%
Over \$200,000	55	8.7%	100.0%
Total	632	100.0%	



**Table 3**  
**What Brand of Motorcycle do You Own?**

	Percent
Harley-Davidson	66.3%
None	12.0%
Indian	10.0%
Honda	7.9%
Yamaha	5.7%
Trike	2.8%
Kawasaki	2.2%
BMW	2.2%
Victory	1.7%
Custom	1.7%
Suzuki	1.6%
Triumph	1.3%
Can Am	1.2%
KTM	0.4%

**Table 4**  
**Most Popular Attendance Days in Sturgis**

Day	Percent
Monday, Aug 8	67.9%
Wednesday, Aug 10	67.2%
Tuesday, Aug 9	66.3%
Thursday, Aug 11	65.2%
Sunday, Aug 7	64.2%
Friday, Aug 12	56.5%
Saturday, Aug 6	56.2%
Friday, Aug 5	44.3%
Saturday, Aug 13	37.7%
Sunday, Aug 14	23.9%

**Table 5**  
**Activities Participated in While in Sturgis**

Activity	Percent
Look at Bikes & Ride through the Hills	87.3%
Concerts	58.5%
Motorcycle shows	34.3%
Organized poker runs/tours/rides	16.5%
Motorcycle hill climb	15.8%
Charity motorcycle raffles	12.8%
Motorcycle drag racing	12.0%
Motorcycle short track racing	10.4%

**Table 6**  
**Where Respondents Received Information About the Rally**

Information Source	Percent
Word of mouth	57.3%
SturgisMotorcycleRally.com website	40.8%
Sturgis Motorcycle Rally Facebook pg.	33.9%
SD Depart. of Tourism/Travelsd.com	7.9%
Chamber of Commerce	7.6%
Sturgis Motorcycle Rally Twitter page	5.1%
Email blast	4.4%

**Table 7**  
**Per Person Spending by all Visitors and Non-South Dakota**  
**Residents in Sturgis and the Black Hills**

Spending Category	Spending by all visitors		Spending by non-South Dakotans	
	Sturgis	Outside Sturgis	Sturgis	Outside Sturgis
Admissions	\$53.76	\$30.33	\$55.84	\$31.81
Restaurant & bar	\$159.16	\$108.01	\$166.07	\$115.09
Grocery & liquor stores	\$61.31	\$43.47	\$63.71	\$47.01
Retail shopping	\$159.84	\$75.63	\$170.75	\$81.86
Hotel	\$35.57	\$33.71	\$38.18	\$37.88
Other Lodging	\$172.50	\$147.68	\$179.19	\$157.02
Gasoline & related expenses	\$77.84	\$85.94	\$83.17	\$92.35
Rental car	\$4.82	\$11.51	\$5.41	\$12.96
Other	\$73.33	\$21.65	\$81.15	\$24.02
<b>Total by region</b>	<b>\$798.14</b>	<b>\$557.94</b>	<b>\$843.49</b>	<b>\$599.99</b>
<b>Total by visitor type</b>	<b>\$1,356.07</b>		<b>\$1,443.48</b>	

**Table 8**  
**Spending Per Person-Day by all Visitors and Non-South Dakota**  
**Residents in Sturgis and the Black Hills**

Spending Category	Spending by all visitors		Spending by non-South Dakotans	
	Sturgis	Outside Sturgis	Sturgis	Outside Sturgis
Admissions	\$11.78	\$6.65	\$12.09	\$6.89
Restaurant & bar	\$34.88	\$23.67	\$35.95	\$24.92
Grocery & liquor stores	\$13.44	\$9.53	\$13.79	\$10.18
Retail shopping	\$35.03	\$16.58	\$36.96	\$17.72
Hotel	\$7.80	\$7.39	\$8.27	\$8.20
Other Lodging	\$37.81	\$32.37	\$38.79	\$33.99
Gasoline & related expenses	\$17.06	\$18.84	\$18.01	\$19.99
Rental car	\$1.06	\$2.52	\$1.17	\$2.81
Other	\$16.07	\$4.75	\$17.57	\$5.20
<b>Total by region</b>	<b>\$174.94</b>	<b>\$122.29</b>	<b>\$182.61</b>	<b>\$129.89</b>
<b>Total by visitor type</b>	<b>\$297.22</b>		<b>\$312.50</b>	

**Table 9**  
**Sturgis Spending Per Person-Day by Age Group**

Spending Category	75 & over	55-74	35-54	Under 35	Total
Admissions	\$7.37	\$8.90	\$13.89	\$12.59	<b>\$11.78</b>
Restaurant & bar	\$39.15	\$32.95	\$39.65	\$25.86	<b>\$34.88</b>
Grocery & liquor stores	\$6.71	\$11.67	\$15.83	\$11.20	<b>\$13.44</b>
Retail shopping	\$29.67	\$29.25	\$45.33	\$19.97	<b>\$35.03</b>
Hotel	\$2.56	\$10.93	\$7.10	\$3.26	<b>\$7.80</b>
Other Lodging	\$42.60	\$34.68	\$42.64	\$31.16	<b>\$37.81</b>
Gasoline & related expenses	\$15.10	\$15.96	\$17.93	\$17.21	<b>\$17.06</b>
Rental car	\$0.00	\$0.07	\$1.93	\$0.89	<b>\$1.06</b>
Other	\$8.55	\$3.96	\$31.46	\$0.99	<b>\$16.07</b>
<b>Total</b>	<b>\$151.71</b>	<b>\$148.37</b>	<b>\$215.76</b>	<b>\$123.13</b>	<b>\$174.94</b>

**Table 10**  
**Sturgis Spending Per Person-Day by Income Group**

Spending Category	Under \$15,000	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 - \$199,999	Over \$200,000
Admissions	\$4.87	\$12.57	\$6.96	\$9.16	\$10.78	\$14.76	\$15.82	\$15.75
Restaurant & bar	\$13.83	\$20.04	\$16.23	\$25.30	\$42.04	\$42.40	\$40.00	\$50.39
Grocery & liquor stores	\$6.50	\$10.65	\$6.42	\$11.48	\$12.19	\$18.27	\$13.23	\$20.02
Retail shopping	\$14.61	\$19.26	\$17.55	\$29.18	\$35.90	\$42.42	\$29.59	\$64.49
Hotel	\$4.73	\$1.85	\$1.31	\$4.68	\$7.60	\$12.29	\$9.25	\$14.41
Other Lodging	\$15.44	\$20.10	\$25.36	\$27.60	\$47.02	\$37.78	\$45.92	\$59.57
Gasoline & related expenses	\$17.56	\$23.64	\$6.92	\$18.90	\$13.35	\$16.10	\$13.32	\$32.78
Rental car	\$0.00	\$0.63	\$0.00	\$0.44	\$0.65	\$0.77	\$0.75	\$5.83
Other	\$1.62	\$2.41	\$2.05	\$5.44	\$20.60	\$7.25	\$8.75	\$81.07
<b>Total</b>	<b>\$79.16</b>	<b>\$111.16</b>	<b>\$82.79</b>	<b>\$132.17</b>	<b>\$190.13</b>	<b>\$192.04</b>	<b>\$176.63</b>	<b>\$344.29</b>

**Table 11**  
**Total Spending by Visitors**

Spending Category	Sturgis	Outside Sturgis
Admissions	\$26,676,100.00	\$39,057,600.00
Restaurant & bar	\$78,970,600.00	\$125,282,700.00
Grocery & liquor stores	\$30,421,300.00	\$49,336,500.00
Retail shopping	\$79,308,900.00	\$112,556,200.00
Hotel	\$17,649,200.00	\$33,891,100.00
Other Lodging	\$85,586,800.00	\$149,811,800.00
Gasoline & related expenses	\$38,620,300.00	\$78,211,500.00
Rental car	\$2,393,700.00	\$8,187,200.00
Other	\$36,383,500.00	\$46,863,000.00
<b>Total</b>	<b>\$396,010,400.00</b>	<b>\$643,197,600.00</b>

**Table 12**  
**Economic Impact of the 2022 Sturgis Motorcycle Rally on the Meade County Economy**

Impact Type	Output	Value Added	Labor Income	Employment
Direct Effect	\$285,524,800	\$171,422,600	\$121,058,800	3,820
Indirect Effect	\$63,418,100	\$19,959,500	\$13,970,900	450
Induced Effect	\$64,417,200	\$21,878,500	\$15,172,000	450
Total Effect	\$413,360,100	\$213,260,600	\$150,201,700	4,720

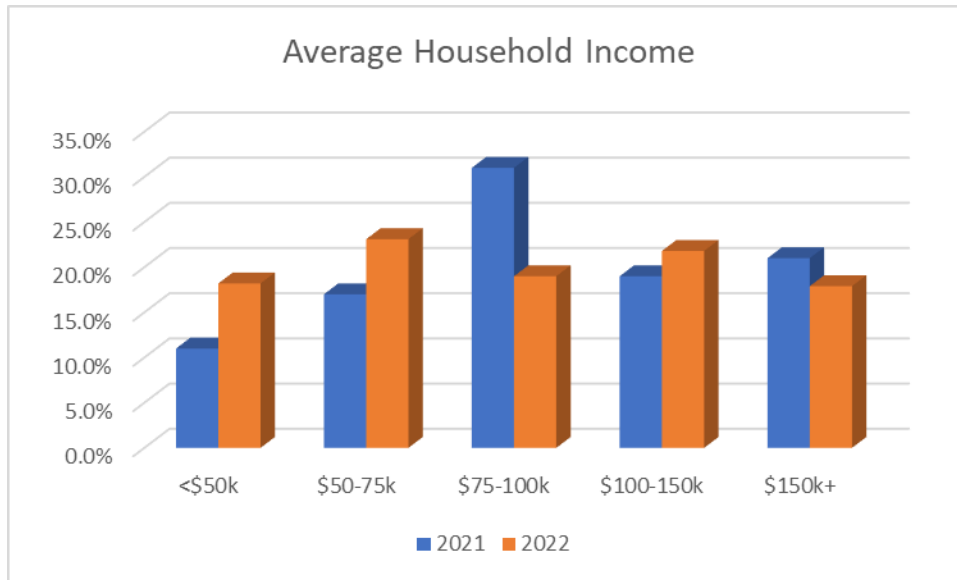
**Table 13**  
**Economic Impact of the 2022 Sturgis Motorcycle Rally on the South Dakota Economy**

Impact Type	Output	Value Added	Labor Income	Employment
Direct Effect	\$467,274,400	\$289,708,500	\$190,889,100	6,150
Indirect Effect	\$134,562,200	\$65,825,100	\$39,977,800	820
Induced Effect	\$182,306,900	\$101,959,700	\$56,586,000	1,160
Total Effect	\$784,143,500	\$457,493,300	\$287,452,900	8,130

**Table 14**  
**Comparison of Where Visitors are From**

2022	2021	2019	2018	2017
Colorado	Colorado	Minnesota	Minnesota	Minnesota
Minnesota	Texas	Colorado	Nebraska	Colorado
Wyoming	California	Nebraska	Colorado	Nebraska
Wisconsin	Washington	California	Wyoming	California
Nebraska	Illinois	Wisconsin	North Dakota	Wisconsin
Other Country	Minnesota	Wyoming	Iowa	Illinois
Iowa	New York	Other Country	Wisconsin	Texas
North Dakota	Nevada	Washington	Other Country	North Dakota
Montana	Michigan	Iowa	Missouri	Other Country
California	Arizona	Kansas	Montana	Kansas
Texas		Arizona	Texas	Wyoming

**Table 15**  
**Average Household Income 2021 vs. 2022**





## REFERENCES

<sup>1</sup> The discussion of multiplier analysis is adapted from: Dudensing, Rebekka, and Daniel Hanselka. 2018. Economic Contribution Analysis: A Brief Introduction, EAG-055, Texas A&M AgriLife Extension Service, The Texas A&M University System, College Station, Texas, May.

<sup>2</sup> IMPLAN Group, LLC. 2019 IMPLAN data, run September 2022. IMPLAN.com.

**APPENDIX A:**  
**RESPONSES TO THE QUESTIONNAIRE**

# Sturgis Motorcycle Rally Survey

What brand of motorcycle do you own? (check all that apply)

BMW	2.2%
Harley-Davidson	66.3%
Indian	10.0%
Honda	7.9%
Kawasaki	2.2%
Triumph	1.3%
Victory	1.7%
Custom	1.7%
Trike (9)	2.8%
Yamaha	5.7%
Suzuki	1.6%
Other	3.2%
None	12.0%

## Other Motorcycles Owned

	Frequency	Percent
BSA	1	0.2
Can am	6	1.2
Ducati	1	0.2
hodaka	1	0.2
HUSKY & KTM	1	0.2
Husqvarna	1	0.2
Ktm	2	0.4
Moto Guzzi	1	0.2
Passenger	1	0.2
Polaris Slingshot	1	0.2
Road glides	1	0.2
Spyder	1	0.2
Triumph	1	0.2
Ural	1	0.2
Wizzer	1	0.2

How many times have you attended the Sturgis Motorcycle Rally?

Average = 9.4 times

How many months in advance do you make your travel plans? (put 0 if less than 1)

Average = 6.9 months

How many days are you staying in the Black Hills area for this trip? (put 0 if not any)

Average = 7.8

How many days will you be in Downtown Sturgis during the Rally? (put 0 if not any)

Average = 4.6

When you are in Downtown Sturgis, how many hours per day will you stay there? (put 0 if not any)

Average = 7.7

Which of the following days will you be in Sturgis for this event? Please check all that apply.

Friday, Aug 5	44.3%
Saturday, Aug 6	56.2%
Sunday, Aug 7	64.2%
Monday, Aug 8	67.9%
Tuesday, Aug 9	66.3%
Wednesday, Aug 10	67.2%
Thursday, Aug 11	65.2%
Friday, Aug 12	56.5%
Saturday, Aug 13	37.7%
Sunday, Aug 14	23.9%

Did you arrive before the official start dates of the Rally?

Yes	35.9%
No	64.1%

Did you plan on staying longer than the official closing of the Rally?

Yes	15.5%
No	84.5%

How many people (including yourself) are in your immediate group? (This is the number of people for whom you typically pay the bills: for example, your family or close friends, put 0 if not any)

Average = 3.91 people

How did you travel to the Sturgis Motorcycle Rally?

Rode my motorcycle	41.8%
Auto/truck (tow trailer)	38.4%
Auto/truck (no bike)	15.5%
Fly	4.3%

Where are you staying for this event?

Hotel/Motel	14.2%
Campground	40.5%
Friends	12.8%
Private Housing Rental	14.4%
RV Park	5.7%
Other	12.3%

Would you have visited Sturgis this month even if the event had not been held?

Yes	29.6%
No	70.4%

Did you stay longer in Sturgis than you would have done if this event had not been held?

Yes	48.1%
No	51.9%

What percentage of your reasoning for being in Sturgis this week is for the Motorcycle Rally?

91.04%

What events or activities will you participate in? (check all that apply)

Organized poker runs/tours/rides	16.5%
Concerts	58.5%
Motorcycle hill climb	15.8%
Motorcycle short track racing	10.4%
Motorcycle drag racing	12.0%
Motorcycle shows	34.3%
Charity motorcycle raffles	12.8%
Look at Bikes & Ride through the Hills	87.3%

How do you get information about the Sturgis Motorcycle Rally? (check all that apply)

Chamber of Commerce	7.6%
SD Depart. of Tourism/Travelsd.com	7.9%
SturgisMotorcycleRally.com website	40.8%
Sturgis Motorcycle Rally Facebook pg.	33.9%
Sturgis Motorcycle Rally Twitter page	5.1%
Word of mouth	57.3%
Email blast	4.4%

Do you think more highly of a company that sponsors the Rally?

Much more positive opinion	33.9%
Somewhat more positive opinion	23.7%
Doesn't change my opinion	41.6%
Somewhat negative opinion	0.8%
Much more negative opinion	0.0%

To understand the economic impact of the Sturgis Motorcycle Rally, we are interested in finding out the approximate amount of money you and other visitors in your immediate group spent during your time in Sturgis and the immediate area, including travel to and from your home.

We understand that this is a difficult question but please do your best because your responses are very important to our efforts.

During the course of your visit, what is the approximate amount your immediate group will spend IN Sturgis in each of the following categories? (put 0 if not any)

Admission/Entry fees	\$ 234.51
Restaurants and Bars	\$ 667.48
Grocery and Liquor Stores	\$ 259.77
Retail Shopping (clothing, souvenirs, gifts)	\$ 654.19
Lodging Expenses (hotel, motel, camping)	\$ 1,633.75
Private Auto/Motorc. Expenses (gas, parking)	\$ 327.51
Rental Car Expenses	\$ 22.50
Other Expenses	\$ 292.42

Other Expenses category name:

	Frequency	%
Airline tickets and taxi	1	.2
Airlines	1	.2
Auto maintenance	1	.2
Battery	1	.2
Beer	2	.3
Bike audio pinstripe etc	1	.2
Bike parts	1	.2
Camper Repair	1	.2
Car repair	1	.2
Doctor and car mechanical	1	.2
Entertainment	1	.2
Etc	3	.5
fast food	1	.2
Flight	2	.3
Fuel	1	.2
Gambling	2	.3
Gas	1	.2
Gear	1	.2



Hardware	1	.2
Health care	1	.2
Hiking	1	.2
Licence	1	.2
Misc	2	.3
Miscellaneous	2	.3
Motorcycle Equipment	1	.2
motorcycle parts	2	.3
Motorcycle repair	3	.5
None	4	.6
Party favors	1	.2
Souvenirs	1	.2
Speeding ticket and key repair	1	.2
Tattoo	1	.2
Tipping	1	.2
Tires paint seat	1	.2
Uber	1	.2

During the course of your visit, what is the approximate amount your immediate group will spend **OUT OF** Sturgis in each of the following categories? (put 0 if not any)

Admission/Entry fees	\$ 127.03
Restaurants and Bars	\$ 461.19
Grocery and Liquor Stores	\$ 196.76
Retail Shopping (clothing, souvenirs, gifts)	\$ 314.84
Lodging Expenses (hotel, motel, camping)	\$ 767.42
Private Auto/Motorc. Expenses (gas, parking)	\$ 357.85
Rental Car Expenses	\$ 53.13
Other Expenses	\$ 87.21

In which state do you currently reside?

	Frequency	Percent
Alabama	4	.6
Arizona	12	1.9
Arkansas	6	.9
California	19	3.0
Colorado	59	9.3
Connecticut	3	.5
Florida	13	2.1
Georgia	6	.9
Hawaii	1	.2
Idaho	7	1.1
Illinois	18	2.8
Indiana	8	1.3
Iowa	26	4.1
Kansas	15	2.4
Kentucky	5	.8
Louisiana	2	.3
Maine	1	.2
Maryland	2	.3
Massachusetts	2	.3
Michigan	10	1.6
Minnesota	46	7.3
Mississippi	1	.2
Missouri	13	2.1
Montana	22	3.5
Nebraska	29	4.6
Nevada	4	.6
New Jersey	3	.5
New Mexico	7	1.1
New York	4	.6
North Carolina	5	.8
North Dakota	23	3.6
Ohio	11	1.7
Oklahoma	16	2.5
Oregon	1	.2
Pennsylvania	5	.8

South Carolina	1	.2
South Dakota	83	13.1
Tennessee	5	.8
Texas	19	3.0
Utah	8	1.3
Virginia	1	.2
Washington	6	.9
West Virginia	3	.5
Wisconsin	31	4.9
Wyoming	38	6.0
I do not reside in the United States	28	4.4

What gender are you?

- Male 60.6%
- Female 38.9%
- Other 0.5%

In what year were you born? Please move the slide left and right until it displays your year of birth.

Average = 1971; Average age = 50.8

What is your annual income?

	Frequency	Percent	Cumulative Percent
Under \$15,000	20	3.2	3.2
Between \$15,000 and \$29,999	36	5.7	8.9
Between \$30,000 and \$49,999	59	9.3	18.2
Between \$50,000 and \$74,999	146	23.1	41.3
Between \$75,000 and \$99,999	120	19.0	60.3
Between \$100,000 and \$149,999	138	21.8	82.1
Between \$150,000 and \$199,999	58	9.2	91.3
Over \$200,000	55	8.7	100.0
Total	632	100.0	

By filling out this survey, you are qualified to enter a VIP Experience giveaway in Sturgis for 2023. If you would please enter a **VALID EMAIL** in the text box below, we will notify you should you win.

The package includes: A Pappy Hoel Cabin for 4 nights 8/5/23 - 8/8/23 plus (2) tickets for a concert of your choice, (2) Ride with a Local passes, (2) VIP Hospitality passes for 4 days of breakfast and lunches, \$50 gift card to the Knuckle Saloon, \$50 gift card to the Loud American Roadhouse, 4X8 engraved sidewalk brick (placement for 2023 if ordered by 3/15), (2) Official City of Sturgis Motorcycle Rally T-shirts and (2) oin/patch kits. If you do not wish to enter, please skip the question.