

Visitor Spending in Hampton Roads due to Virginia Capital Trail

Phase Two of Economic Impact of Bicycle Facilities

Presented to TTAC 6-3-20

By Robert B. Case, PE, PhD

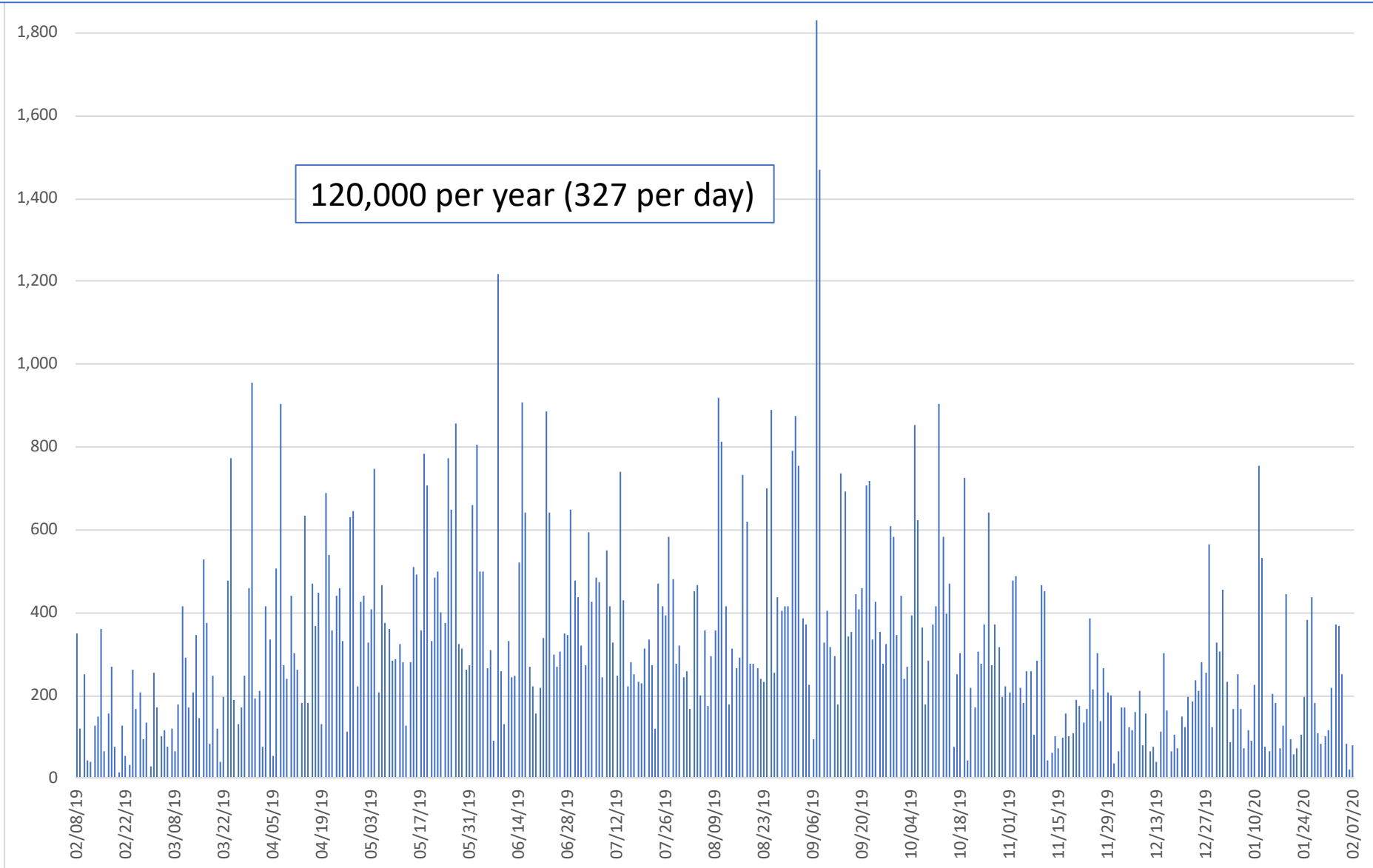
Background

- Ph One of Economic Impact of Bicycle Facilities:
 - benchmarking vs. competitor regions
 - path length, mode share, number of bike shops, etc.
 - for Hampton Roads (alone)
 - bicycle event spending and income of local people who bike to work
- Ph Two of Economic Impact of Bicycle Facilities
 - Purpose: to estimate the annual amount of **money spent** locally **by visitors** drawn to Hampton Roads by the **Virginia Capital Trail (VCT)**.

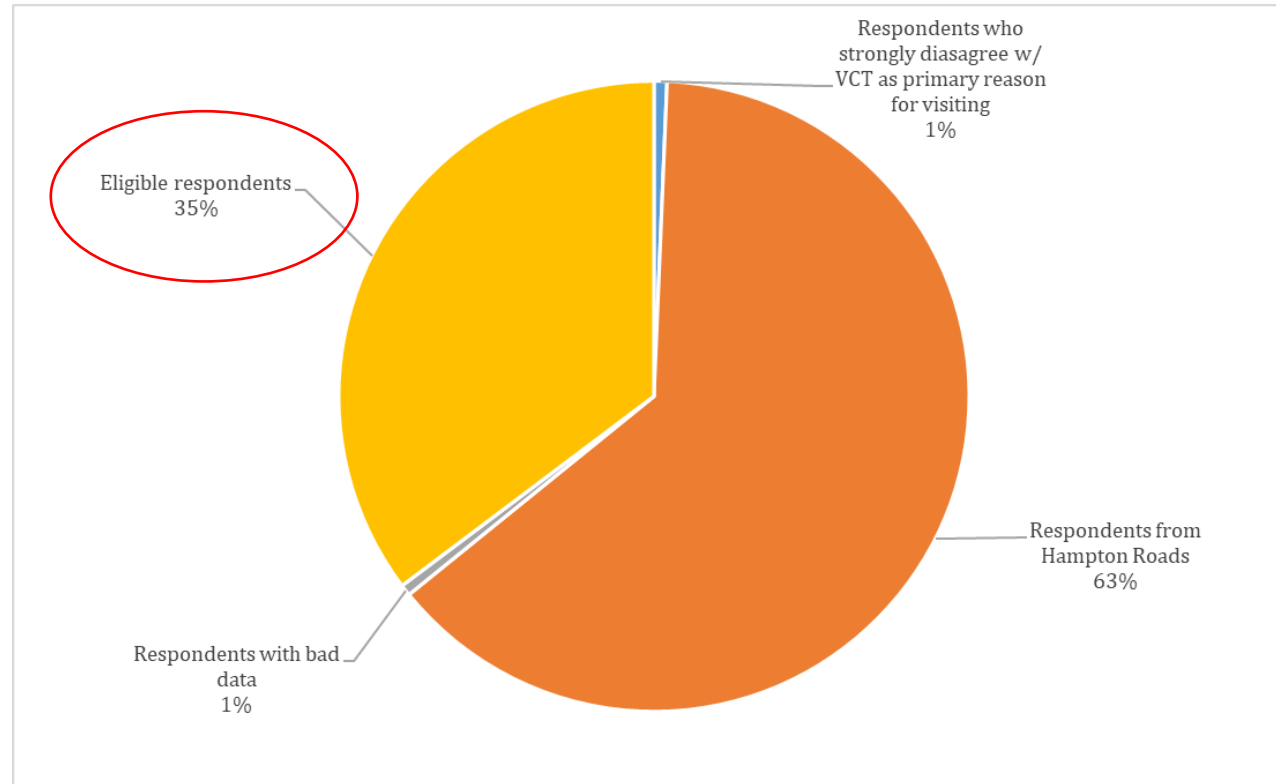
Components of annual visitor spending calculation

- Annual trail **users**
- Portion who are **visitors**
- **Spending** per person

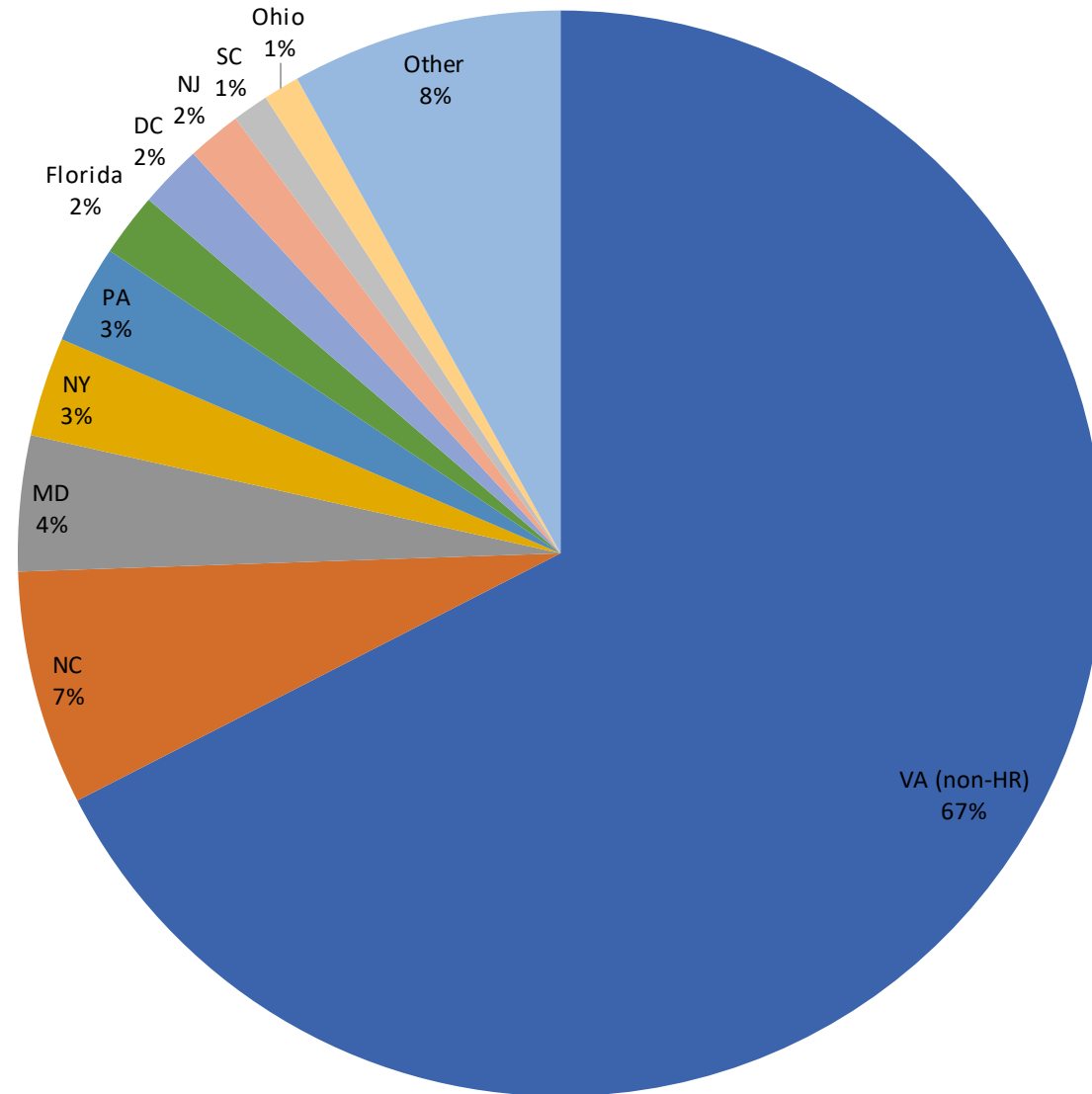
Annual Trail Users



Portion who are eligible visitors: 35%



Where the visitors are from



Spending per person: initial data

- A **survey** was administered on the trail near Greensprings Rd asking tourists to approximate the amount of **money spent** by their **group**.
- **Factoring:**

PRIMARY REASON

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

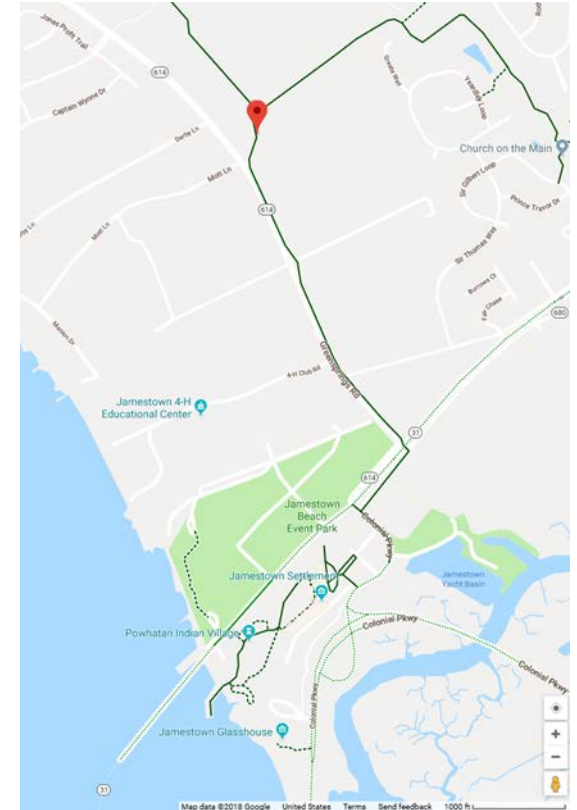
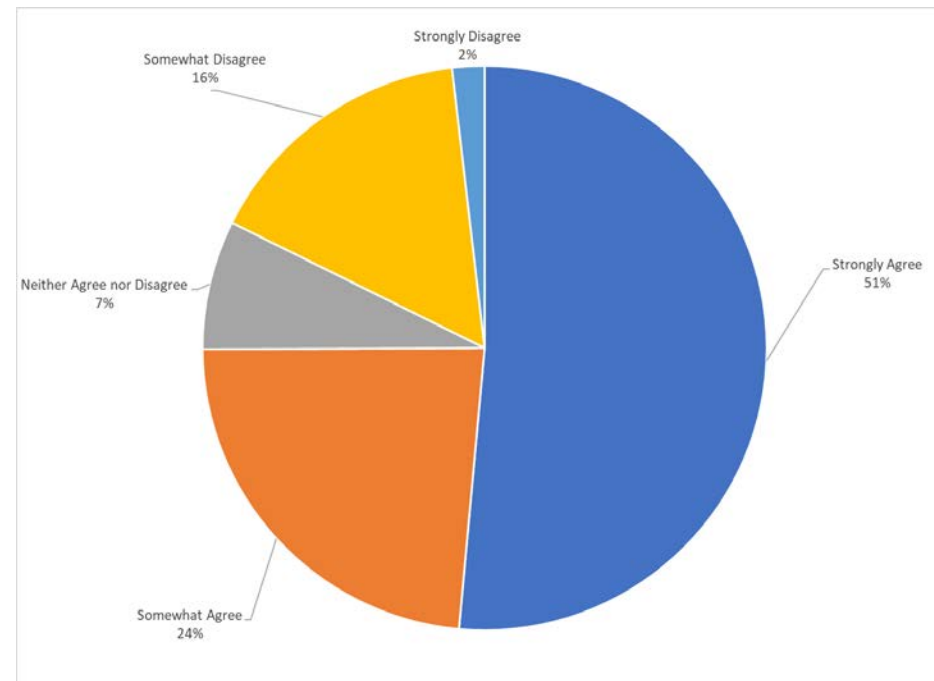
FACTOR

1.00

0.75

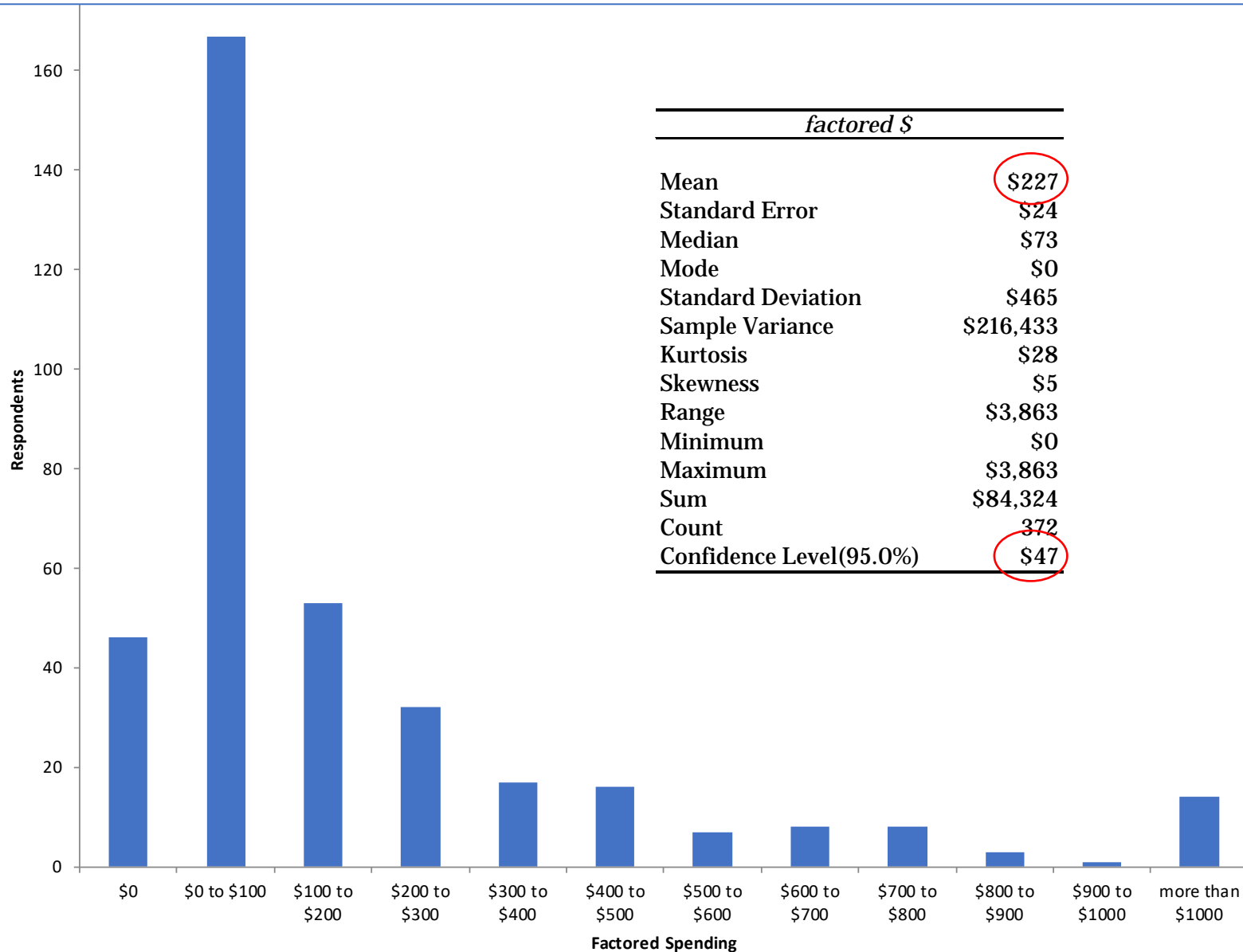
0.50

0.25

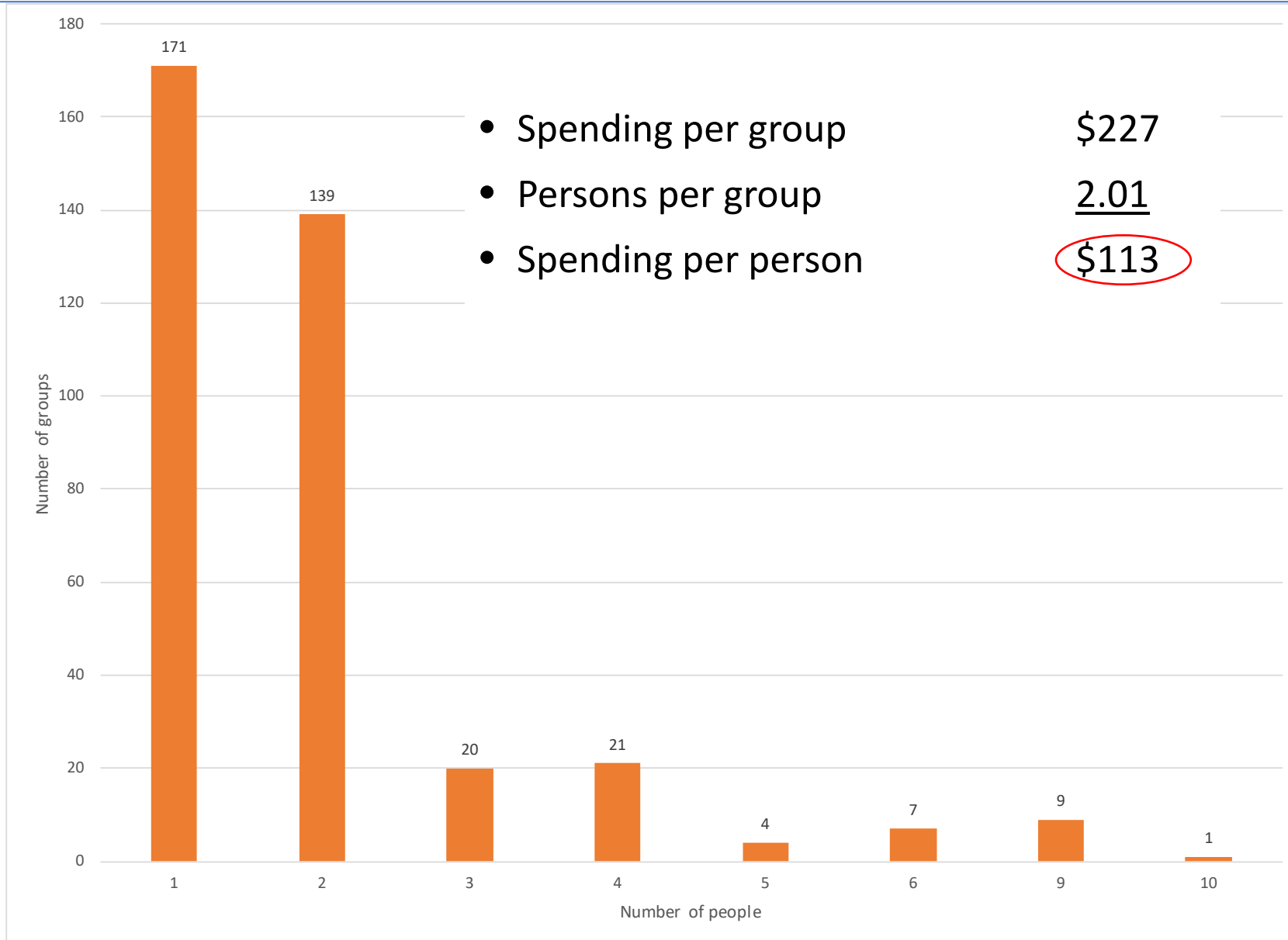


Factored spending:

\$227/group



Group size: 2.01 persons/group



Annual visitor spending in HR due to VCT

- Annual trail users 120,000 users
- Portion who are visitors 35% visitors
- Spending per person \$113 / person
- Annual spending **\$5,000,000**

Based on the content and number of surveys taken, staff is 95% confident that annual visitor spending in Hampton Roads due to the VCT is between \$4m and \$6m.

Best estimate: \$5m per year