



The Economic Impact of Silent Sports on NW Wisconsin

Including a Snapshot of Birkie Skiers

- Over 50% of Birkie participants are between the ages of 40-59. According to a 2015 CNN poll¹, ages 45-54 have the greatest disposable income in the United States.
- The average Birkie skier is accompanied by 2.5 or more people.²
- An estimated 83% of Birkie visitors arrive at least two-days before the Birkie race on Saturday.²
- Over half of Birkie respondents, and their traveling companions, pay for lodging during their Birkie stay.²
- Nearly 80% of Birkie visitors stay in the Hayward/Cable area for 24-48 hours after the Birkie race on Saturday.²
- Birkie visitors resoundingly intend to return to the Hayward/Cable area, for one or more visits, during non-winter Birkie weeks, and in summer, fall and spring (in order of intent).²
- Based on respondents to our survey², 88% of Birkie participants have a combined household income that is over the national average of \$51,939³, and 60% of respondents with a combined HH income of over \$100K².
- In a study entitled The Economic Impacts of Active Silent Sports Enthusiasts⁴, results suggest that non-resident visitors to Ashland, Bayfield and Sawyer Counties spent approximately \$26.4 million (in 2012) in total trip spending, with roughly \$14.7 million in private sector stimulus infused directly into the counties.

¹CNN Money 2014 Disposable Income Poll

²Birkie Independent Survey Amongst Birkie Participants - 2016

³According to U.S. Census Bureau, in 2014, the median U.S. income was \$51,939

⁴The Economic Impacts of Active Silent Sports Enthusiasts: A Case Study from Northern Wisconsin, January 2014