



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.
- The average Birkie skier is accompanied by 2.5 or more people.¹
- An estimated 83% of Birkie visitors arrive at least two-days before the Birkie race on Saturday.¹
- Over half of Birkie respondents, and their traveling companions, pay for lodging during their Birkie stay.¹
- Nearly 80% of Birkie visitors stay in the Hayward/Cable area for 24-48 hours after the Birkie race on Saturday.¹
- 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).¹
- Based on respondents to our survey¹, 88% of Birkie participants have a combined household income that is over the national average of \$61,372², and 60% of respondents reported a combined HH income of over \$100K¹.
- In a study entitled The Economic Impacts of Active Silent Sports Enthusiasts³, results suggest that non-resident visitors to Ashland, Bayfield and Sawyer Counties spent approximately \$26.4 million in total trip spending, with roughly \$14.7 million in private sector stimulus infused directly into the counties.
- The 4-day Birkie week of events brings an estimated \$4 million into the northwest Wisconsin economy.

¹Birkie Independent Survey Amongst Birkie Participants

²According to U.S. Census Bureau, in 2017, the median U.S. income was \$61,372.

³The Economic Impacts of Active Silent Sports Enthusiasts: A Case Study from Northern Wisconsin, January 2014