

## A NOTE FROM THE ORGANIZERS OF BIKES, BLUES AND BBQ:

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The data in this independent study have been compiled and calculated through painstaking research by the Center for Business and Economic Research in the Sam M. Walton College of Business at the University of Arkansas. Research techniques included, but were not limited to, personal interviews of rally attendees and referring of a previously published Economic Impact Study from 2005. A primary component of any economic impact study is an estimated attendance figure. In the case of this study, no scientifically valid count was possible despite attempts (including aerial photography) to generate a number. Mitigating factors included, among others, financial constraints, the physical scope of the event, and the “turn-over” factor in various areas. While rally organizers would wish for a pure and simple number with which to work, that simply was not possible given a reasonable budget.

Thus, the estimated economic attendance numbers for the 2013 Bikes, Blues and BBQ rally are based on calculations derived from a comparison of various sales components between the 2005 rally and the 2013 rally. In 2005 an attendance range for that rally was estimated to be 200,000-250,000. This figure was based upon hotel/motel capacity figures, the opinions of national motorcycle industry insiders who were in attendance, and the opinion of the Fayetteville Police Department members who regularly deal with large scale events such as University of Arkansas Football games.

Both beverage sales and merchandise sales at the two rallies (2005 and 2013) have been compared and a multiplier was calculated from that comparison. That multiplier was then applied to the estimated attendance figure for the 2005 rally to ascertain an estimated attendance for 2013. Those calculated ranges were (1.) 382,000-478,000 based on beverage sales and (2.) 348,000-435,000 based on merchandise sales. In the interest of erring on the side of caution, rally organizers chose to utilize a more conservative figure when calculating economic impact. Thus, the aforementioned two ranges were each decreased by 15% and the organizers utilized the smallest number, rounded up, to serve as the lower base figure. As such, the estimated attendance range figure that Bikes Blues and BBQ rally organizers chose to apply to the findings of Center for Business and Economic Research study is 300,000-350,000. It should be noted that it is the opinion of all concerned (organizers, attendees, industry experts, etc.) that based on observation, the rally has at least doubled in size from the 200,000-250,000 figure in the eight ensuing years since the initial study was made. But, again, rally organizers feel that projecting a conservative figure is far superior to publicizing one that might be construed as exaggerated.

Using a range of 300,000 to 350,000 attendees, per the organizers of the Bikes, Blues and BBQ Rally, the economic impact of the spending the visitors to Northwest Arkansas for the motorcycle rally can be calculated. The table below shows the two attendance scenarios and the corresponding economic impacts and tax impacts.

<b>SUPER-REGIONAL ATTENDANCE ESTIMATE</b>	<b>OUT-OF-METRO VISITORS ESTIMATE</b>	<b>ECONOMIC IMPACT ON THE NORTHWEST ARKANSAS METROPOLITAN STATISTICAL AREA</b>	<b>ESTIMATED STATE SALES TAXES GENERATED</b>	<b>ESTIMATED CITY AND COUNTY SALES TAXES GENERATED</b>
<b>300,000</b>	172,724	\$ 69,411,540	\$ 4,164,692	\$ 2,082,346
<b>350,000</b>	201,512	\$ 80,980,130	\$ 4,858,808	\$ 2,429,404

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# ANALYSIS OF VISITOR SPENDING AT THE BIKES, BLUES & BBQ RALLY

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## EXECUTIVE SUMMARY

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- 59.9 percent of the 2013 Bikes, Blues & BBQ rally attendees came from outside the Northwest Arkansas region. 57.6 percent of all attendees were from outside Northwest Arkansas and primarily visiting to attend the motorcycle rally.
- The average spending of each motorcycle rally visitor from outside Northwest Arkansas was \$401.86.
- Visitor spending generated at least \$36.17 in state and local sales taxes per person.
- The average out-of-town visitor stayed in the Northwest Arkansas region for 3.8 days and occupied 0.7 room nights.
- Each visitor ate an average of 9.6 meals in Northwest Arkansas. On average, 8.9 meals were consumed in Fayetteville and the 0.7 meals in other Northwest Arkansas cities.
- The motorcycle rally attendees in produce a significant impact on hotel occupancy rates, associated hotel tax collections, restaurant prepared food taxes and sales taxes. While the impact of the hotel occupancy and associated tax collections are seen across the Northwest Arkansas region, the sales tax impacts are most evident in Fayetteville.

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## INTRODUCTION

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The annual Bikes, Blues & BBQ rally has been held in the fall since the year 2000 in Fayetteville, Arkansas. The motorcycle rally attracts riders from all over the country and proceeds from the rally are used to benefit local charities. The 2013 Bikes, Blues & BBQ rally was held from September 18 to September 21 and officially sponsored events were held mainly at Dickson Street, Baum Motorcycle Village, and the Washington County Fairgrounds. Additional events were held at the Northwest Arkansas Mall and the Fayetteville Executive Airport.

The Board of Directors of the Bikes, Blues & BBQ rally is interested in understanding the impact of the visitor spending on the Northwest Arkansas economy from the annual festival. The Board of Directors approached researchers from the Center for Business and Economic Research in the Sam M. Walton College of Business at the University of Arkansas to conduct a study that estimates the economic impact of the visitors at the annual motorcycle rally. The study will aid the Board of the Directors of the Bikes, Blues & BBQ rally to communicate effectively with their constituents and seek additional support and sponsorship opportunities.

## MEASUREMENT OF VISITOR ECONOMIC IMPACTS

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The major effects of the annual Bikes, Blues & BBQ rally held in Fayetteville are felt in the economic impact generated by attendees who are visitors to the Northwest Arkansas region. Visitors attending the motorcycle rally generate substantial expenditures at restaurants, hotels, retail, and gasoline stores, providing a stimulus to the Northwest Arkansas economy. This report captures the Northwest Arkansas spending of visitors to Fayetteville and Northwest Arkansas that is associated with 2013 motorcycle rally.

Estimating spending in Fayetteville and Northwest Arkansas by visitors to the 2013 Bikes, Blues & BBQ Rally was achieved through the collection of primary data from visitors in the form of survey responses. Staff members from the Center for Business and Economic Research developed a survey instrument that captured the economic activities of visitors to the motorcycle rally. University of Arkansas students, hired by the Center for Business and Economic Research, surveyed people at the different rally venues using this survey instrument. A copy of the survey instrument is provided in the Appendix. Visitors were surveyed on Dickson Street, at the Baum Motorcycle Village and at the Washington County Fairgrounds from Wednesday, September 18 to Saturday, September 21. The data collected during the survey process included the origin (hometown) of each visitor (only patrons from outside Northwest Arkansas were administered the full survey), the size of the attending party, the number of bikes with each party, the lodging arrangements of the party, the meals eaten by the party, other plans for each party and the total spending by visitors to the area. Using these survey responses, researchers from the Center are able to extrapolate the spending patterns for each visitor from outside the Northwest Arkansas region. In addition, secondary data like sales tax collections, hotel tax collections, food tax collections and hotel occupancy rates were collected to show the effects of the motorcycle rally visitors on this region. In this report, the primary data from surveys of visitors at the 2013 Bikes, Blues & BBQ Rally are summarized, followed by the presentation of the secondary data on sales tax collections and hotel occupancy rates.

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## ATTRIBUTES OF ATTENDEES

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Some key attributes of attendees at the 2013 motorcycle rally were gleaned from the 991 surveys conducted during the four day festival period. The 991 surveys conducted represented parties of an average size of 3.3 persons. The total number of people represented in the survey was 3,241 and these attendees brought 1,516 bikes along with them. On average the number of bikes per person at the 2013 rally was 0.47 or one bike for every 2.13 persons. From the survey, researchers also estimated that 59.9 percent of all attendees came from outside the Northwest Arkansas region and 77.3 percent of all the bikes came from outside the Northwest Arkansas region. 57.6 percent of the rally attendees were visiting from outside the Northwest Arkansas region and were visiting primarily for the motorcycle rally. The average visitor spent 3.8 days in Northwest Arkansas.

TABLE 1: ATTRIBUTES OF ATTENDEES

<b>Attributes of Attendees</b>	
<b>Number of Survey Respondents/Parties</b>	991
<b>Average Size of Parties</b>	3.3
<b>Total Number of People Represented</b>	3,241
<b>Total Number of Bikes Represented</b>	1,516
<b>Average Number of Bikes Per Person</b>	<b>0.47</b>
<b>Number of People from Outside NWA</b>	1,940
<b>Percent of People from Outside NWA</b>	<b>59.9%</b>
<b>Percent of People from Outside NWA Primarily Attending the Rally</b>	<b>57.6%</b>
<b>Number of Bikes from Outside NWA</b>	1,172
<b>Percent of Bikes from Outside NWA</b>	<b>77.3%</b>
<b>Average Number of Days Spent by Visitors in NWA</b>	<b>3.8</b>

Source: Center for Business and Economic Research Survey and Estimates

The survey also enabled the researchers to determine the states of residence for all attendees at the rally. The biggest proportion of rally attendees came from within the state of Arkansas at 47.7 percent of all attendees, however, most of these attendees were from Northwest Arkansas. 16.2 percent of all attendees came from Washington County, 6.4 percent came from Benton County, and 0.9 percent came from Madison County. The second highest proportion of visitors came from Missouri at 14.4 percent followed by Oklahoma at 11.2 percent. The survey respondents came from 30 different states, the District of Columbia, and foreign countries.

TABLE 2: SURVEY RESPONDENTS BY STATE OF RESIDENCE

Survey Respondents by State of Residence				
State	Number of Survey Respondents	Percent of All Attendees	Number of Bikes	Percent of Total Bikes
Alabama	18	0.6%	10	0.7%
Alaska	3	0.1%	2	0.1%
Arizona	12	0.4%	7	0.5%
Arkansas	309	9.5%	183	12.1%
Arkansas-NWA	1,237	38.2%	326	21.5%
California	8	0.2%	2	0.1%
Colorado	2	0.1%	1	0.1%
District of Columbia	5	0.2%	2	0.1%
Florida	11	0.3%	2	0.1%
Georgia	3	0.1%	-	0.0%
Idaho	4	0.1%	2	0.1%
Illinois	89	2.7%	56	3.7%
Indiana	4	0.1%	3	0.2%
Iowa	79	2.4%	48	3.2%
Kansas	239	7.4%	175	11.5%
Kentucky	3	0.1%	3	0.2%
Louisiana	52	1.6%	36	2.4%
Minnesota	9	0.3%	7	0.5%
Mississippi	11	0.3%	10	0.7%
Missouri	467	14.4%	257	17.0%
Montana	6	0.2%	4	0.3%
Nebraska	28	0.9%	16	1.1%
New York	4	0.1%	2	0.1%
Oklahoma	363	11.2%	220	14.5%
Oregon	9	0.3%	8	0.5%
Pennsylvania	6	0.2%	5	0.3%
South Carolina	5	0.2%	2	0.1%
South Dakota	7	0.2%	6	0.4%
Tennessee	29	0.9%	20	1.3%
Texas	156	4.8%	87	5.7%
Washington	5	0.2%	3	0.2%
Wisconsin	12	0.4%	7	0.5%
Do not reside in US	11	0.3%	4	0.3%
No state	35	1.1%		0.0%
<b>Total</b>	<b>3,241</b>		<b>1,516</b>	

Source: Center for Business and Economic Research Survey and Estimates

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### SPENDING BY VISITORS

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Data, collected from the surveys, provided per person estimates of spending by visitors from outside Northwest Arkansas. On average, each visitor to the region spent \$401.86 over the course of the four day event.

TABLE 3: SPENDING BY VISITORS

Spending by Visitors	
Average Spending per Person	\$401.86

Source: Center for Business and Economic Research Surveys

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### SALES TAXES PAID BY VISITORS

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Using the visitor spending data above, researchers were able to estimate the sales taxes paid by visitors to the Northwest Arkansas area who were attending the motorcycle rally in Fayetteville. For the purpose of this study, the spending was used to calculate sales taxes accrued to the state at the sales tax rate of 6.0 percent and the sales taxes accrued to the city and county governments at a rate of 3.0 percent. The estimate provided below is conservative as some localities have additional taxes collected for hotel and motel rooms and prepared food purchased. In addition, liquor excise taxes and gasoline taxes are also not estimated. Each visitor who was in Northwest Arkansas primarily for the 2013 Bikes, Blues and BBQ rally paid \$24.11 in state sales taxes and \$12.06 in local sales taxes for a total of \$36.17 in sales tax dollars.

TABLE 4: SALES TAXES PAID BY VISITORS

Sales Taxes Paid By Visitors	
Average Spending per Person	\$401.86
State Sales Tax Paid	\$24.11
Local Sales Tax Paid	\$12.06
Total Taxes Paid	\$36.17

Source: Center for Business and Economic Research Survey and Estimates

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### HOTEL ROOMS OCCUPIED BY VISITORS

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Data from the surveys of visitors provided researchers from the Center estimates of the number of hotel or motel room nights occupied by visitors to the motorcycle rally. In all, over the course of the four day festival, the average visitor used 0.7 room nights in Northwest Arkansas.

TABLE 5: HOTEL ROOM NIGHTS BY VISITORS

<b>Hotel Room Nights by Visitors</b>	
Average Number of Rooms Nights Per Visitor	0.7

Source: Center for Business and Economic Research Surveys and Estimates

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**MEALS EATEN BY VISITORS**

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The survey instrument used by students from the Center for Business and Economic Research also collected data on the number of meals eaten by visitors attending the motorcycle rally. Using this information, researchers estimated that each visitor ate 8.9 meals in Fayetteville and 0.7 meals in other Northwest Arkansas cities. Each visitor ate 2.7 breakfasts, 3.3 lunches and 3.6 dinners in Northwest Arkansas for a total of 9.6 meals eaten over the course of the four day event.

TABLE 6: MEALS EATEN BY VISITORS

<b>Meals Eaten by Visitors</b>				
<b>Location</b>	Breakfast	Lunch	Dinner	Total
<b>Fayetteville</b>	2.4	3.1	3.4	<b>8.9</b>
<b>Other Northwest Arkansas</b>	0.3	0.2	0.2	<b>0.7</b>
<b>Total Meals</b>	2.7	3.3	3.6	<b>9.6</b>

Source: Center for Business and Economic Research Surveys and Estimates

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**VISITOR PLANS IN FAYETTEVILLE AND NORTHWEST ARKANSAS**

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Visitors that responded to the surveys conducted by students from the Center for Business and Economic Research provided information about their plans during their stay in Northwest Arkansas. The information derived from the surveys about the plans of visitors is provided by location in Fayetteville or other Northwest Arkansas cities. 44.9 percent of visitors purchased fuel in Fayetteville and 18.2 percent purchased fuel in other Northwest Arkansas cities. 40.0 percent of visitors to the motorcycle rally went retail shopping, 35.7 percent went to bars and nightclubs, and 31.3 percent purchased packaged liquor in Fayetteville.

TABLE 7: PLANS OF VISITORS

<b>Plans of Visitors</b>		
<b>Plans</b>	Fayetteville	Other NWA
<b>Fuel</b>	44.9%	18.2%
<b>Retail Shopping</b>	40.0%	3.1%
<b>Groceries</b>	14.7%	3.3%
<b>Packaged Liquor</b>	31.3%	2.6%
<b>Rent Vehicle</b>	0.3%	0.0%
<b>Taxi</b>	2.4%	0.1%
<b>Movies</b>	0.9%	0.1%
<b>Bars/Nightclubs</b>	35.7%	1.0%
<b>Other (Tattoo, Haircut, etc.)</b>	4.3%	0.6%

Source: Center for Business and Economic Research Surveys and Estimates

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**OVERALL VISITOR IMPACT OF 2013 BIKES, BLUES & BBQ ATTENDEES**

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Over the course of the four day motorcycle rally in Fayetteville, 57.6 percent of all attendees were visitors from outside the Northwest Arkansas region who were primarily attending the rally. These visitors brought with them new economic activity to the Northwest Arkansas economy. This economic activity resulted in the renting of 0.7 hotel or motel room nights and the purchase of 9.6 meals in Northwest Arkansas per person. Each visitor spent an average of \$401.86 in the Northwest Arkansas economy. With these expenditures, each visitor also generated at least \$36.17 dollars in sales taxes for the state and local governments.

TABLE 8: OVERALL VISITOR IMPACT OF 2013 BIKES, BLUES & BBQ ATTENDEES

<b>Overall Visitor Impact of 2013 Bikes, Blues &amp; BBQ Attendees</b>	
<b>Percent of All Visitors From Outside NWA</b>	<b>59.9%</b>
<b>Attendance from Outside NWA Primarily Attending the Rally</b>	<b>57.6%</b>
<b>Average Visitor Length of Stay per Visitor</b>	<b>3.8</b>
<b>Hotel Rooms Nights Occupied per Visitor</b>	<b>0.7</b>
<b>Meals Eaten per Visitor</b>	<b>9.6</b>
<b>Average Spending per Visitor</b>	<b>\$401.86</b>
<b>Sales Taxes Paid per Visitor</b>	<b>\$36.17</b>

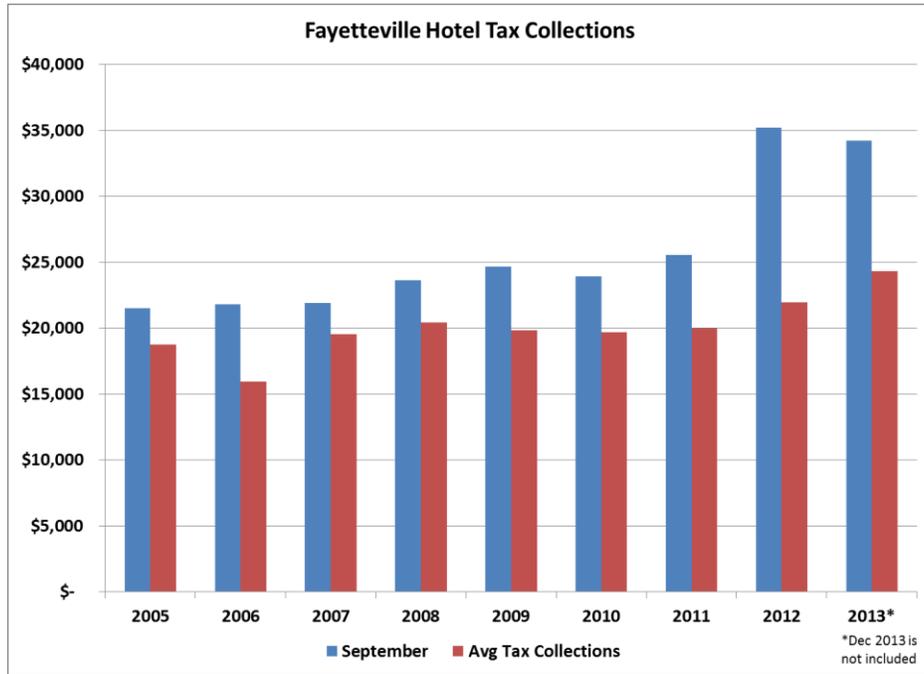
Source: Center for Business and Economic Research Surveys and Estimates

### CITY HOTEL, MOTEL, AND RESTAURANT (HMR) TAX COLLECTIONS

The four major cities in Northwest Arkansas, Fayetteville, Springdale, Rogers and Bentonville are primary beneficiaries of the economic activity that is generated by the people who visit the region to attend Bikes, Blue & BBQ rally. Attendees of the motorcycle rally average 0.7 hotel or motel room nights per person in the area. As a result of the motorcycle rally and visitors attending Razorback football games<sup>1</sup> in Fayetteville, September hotel tax collections have been on average 28.1 percent higher than during the rest of the year since 2005, peaking at 60.1 percent higher in 2012 before dropping to 40.7 percent in 2013. Springdale hotel tax collections have also been 1.1 percent higher in September. Hotel tax collections in Rogers were also higher in September since 2005, at an average rate of 25.3 percent. Finally, Bentonville hotel tax collections were also higher in September at an average rate of 17.0 percent since 2005. The higher hotel tax collections are indicative of the increased demand for hotel rooms in Northwest Arkansas as a result of the annual motorcycle rally and Razorback football games. The following four charts show the comparisons of the September and yearly hotel tax collections in Fayetteville, Springdale, Rogers and Bentonville.

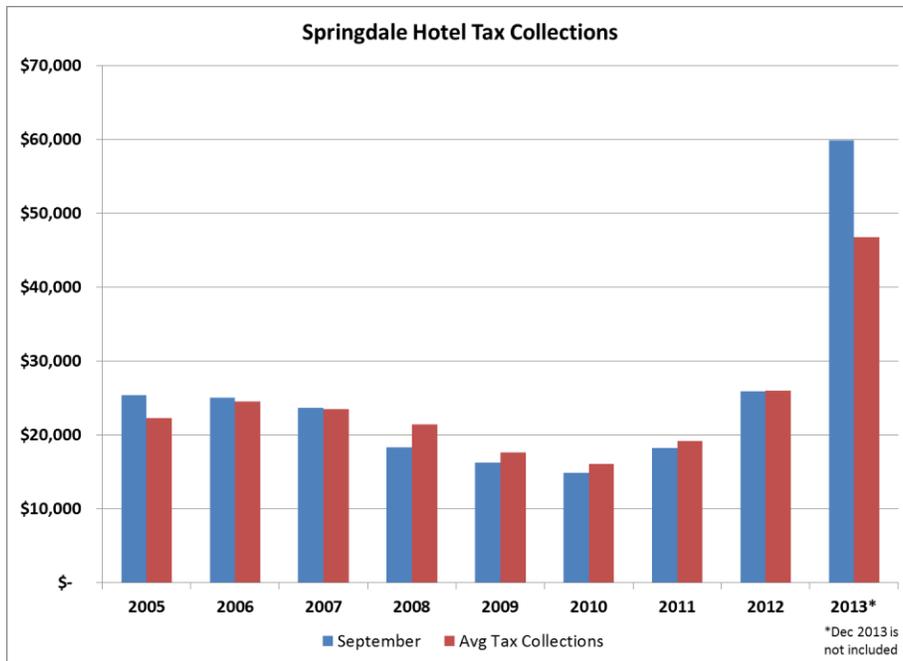
<sup>1</sup> In 2012 and 2013, the Razorback football team played three games in Fayetteville: two non-conference games and one SEC game.

FIGURE 1: FAYETTEVILLE HOTEL TAX COLLECTIONS



Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

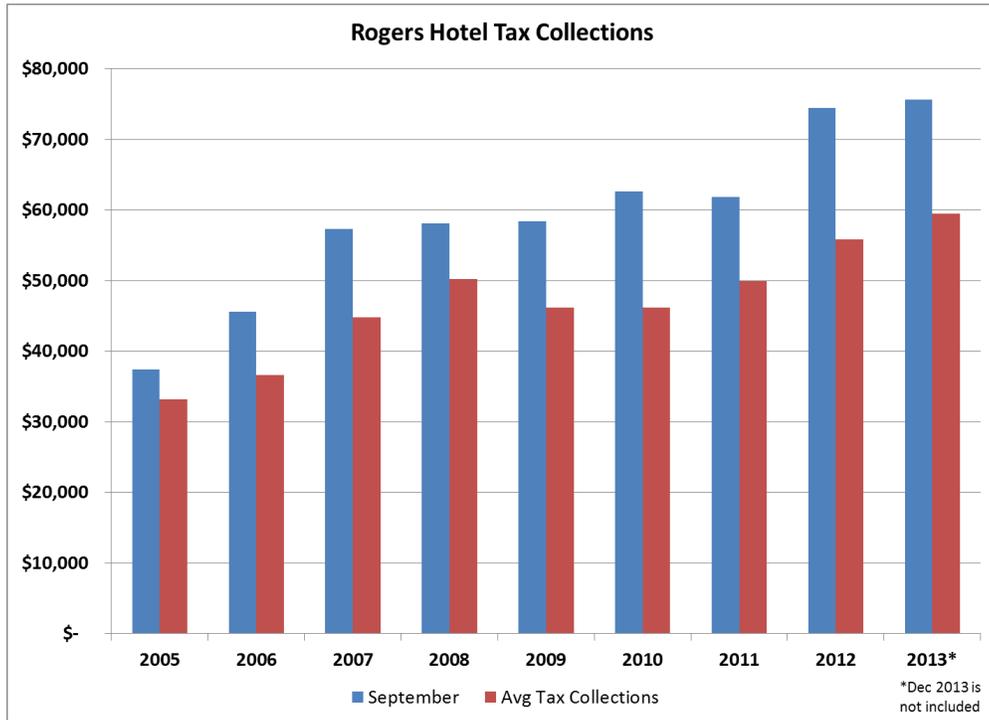
FIGURE 2: SPRINGDALE HOTEL TAX COLLECTIONS



Source: City of Springdale and Center for Business and Economic Research Estimates<sup>2</sup>

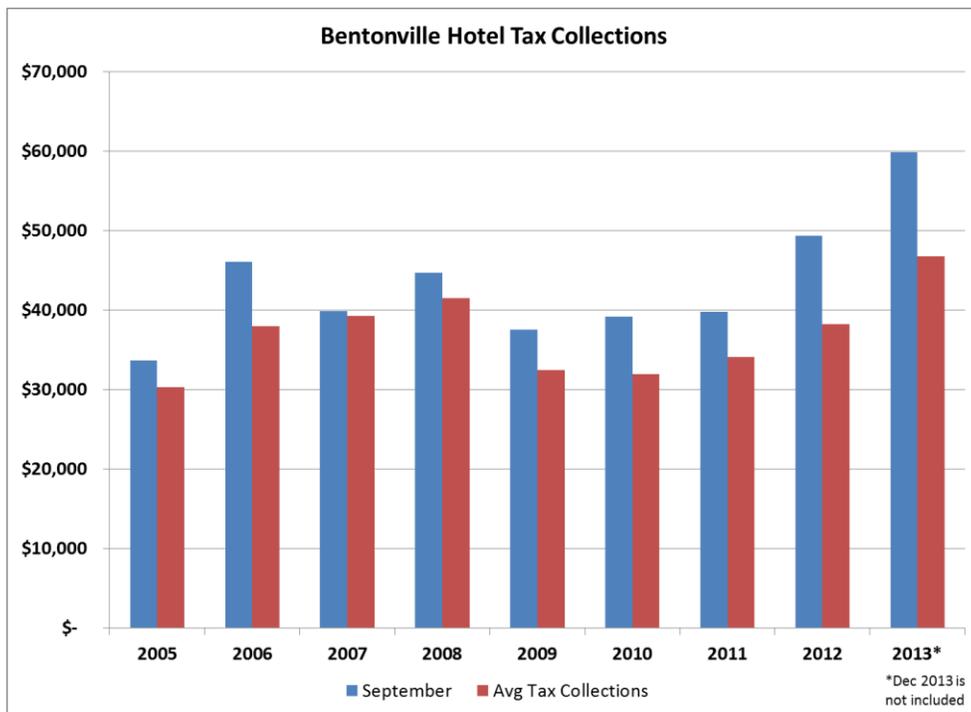
<sup>2</sup> Part of the higher fall average in Springdale is explained by a hotel tax rate increase to 2.0 percent from 1.5 percent in September 2011.

FIGURE 3: ROGERS HOTEL TAX COLLECTIONS



Source: Rogers A&P Commission and Center for Business and Economic Research Estimates

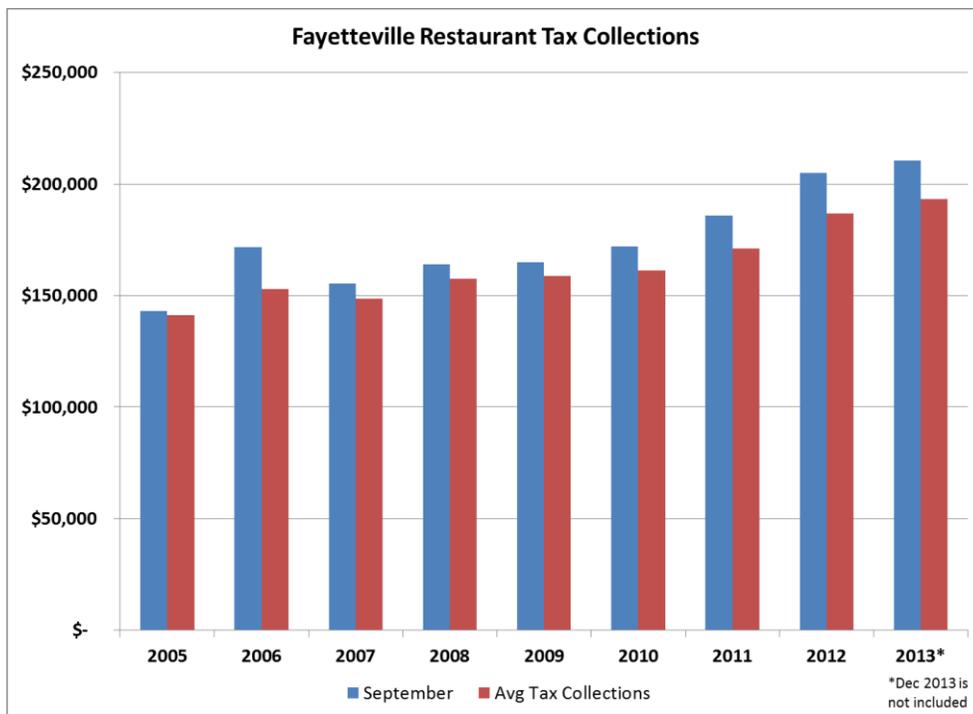
FIGURE 4: BENTONVILLE HOTEL TAX COLLECTIONS



Source: Bentonville A&P Commission and Center for Business and Economic Research Estimates

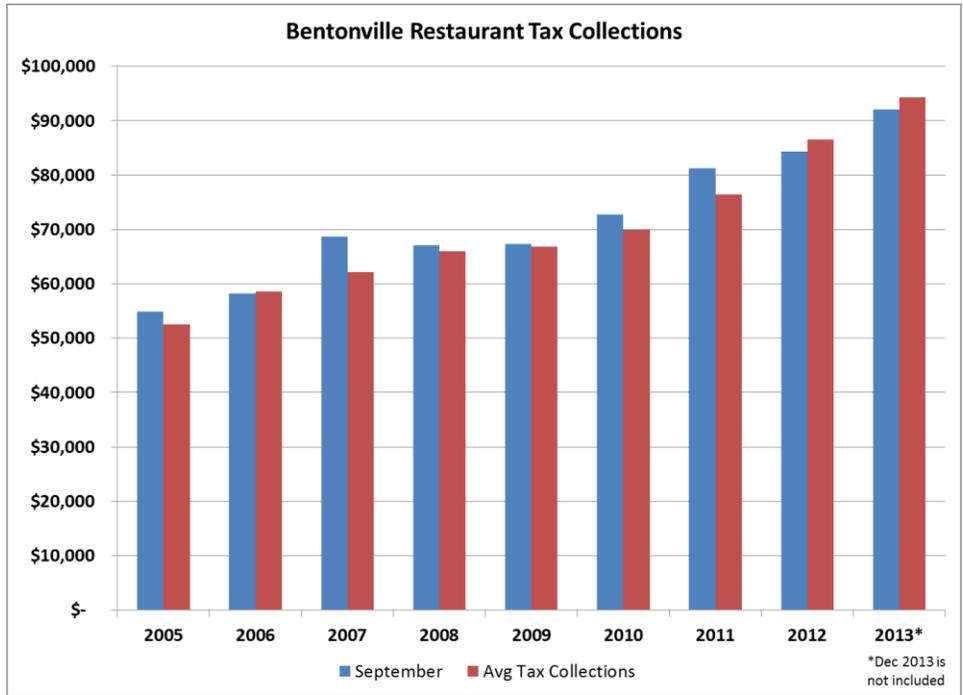
The major cities in Northwest Arkansas also benefit economically from the meals eaten by visitors to the annual Bikes, Blues & BBQ rally. Over the course of 4 festival days in Fayetteville, each visitor eats an average of 9.2 meals in Northwest Arkansas. Comparing the restaurant tax collections, also called the prepared food tax, we can understand the significant impact of the motorcycle rally visitors on the local economy. In Fayetteville, as a result of the motorcycle rally visitors and Razorback football visitors, restaurant tax collections are on average 6.7 percent higher in September when compared to the rest of the year, while in Bentonville, restaurant tax collections are 2.2 percent higher in September than the rest of the year. The cities of Springdale and Rogers do not collect these taxes.

FIGURE 5: FAYETTEVILLE RESTAURANT TAX COLLECTIONS



Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

FIGURE 6: BENTONVILLE RESTAURANT TAX COLLECTIONS

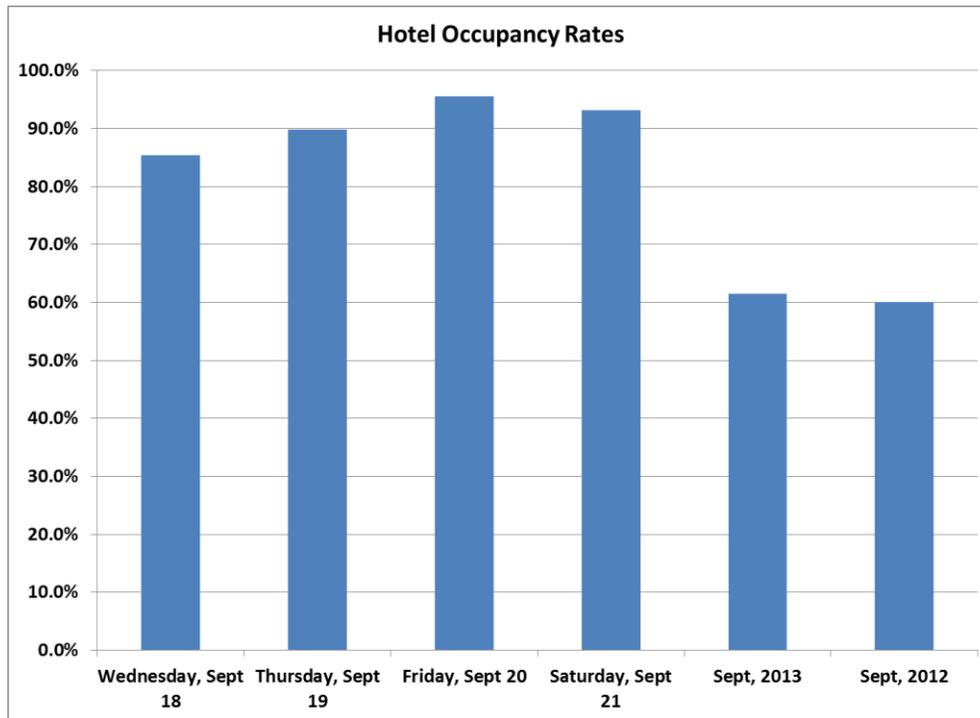


Source: Bentonville A&P Commission and Center for Business and Economic Research Estimates

### NORTHWEST ARKANSAS HOTEL OCCUPANCY

Similar trends emerge from both the hotel tax collections in Northwest Arkansas and the hotel occupancy rates collected by researchers from the Center for Business and Economic Research and the Advertising and Promotion (A&P) Commissions. These data show that hotels in Northwest Arkansas have higher occupancy during the Bikes, Blues & BBQ rally than during the rest of the month of September due to the influx of rally attendees. Northwest Arkansas hotels reported occupancy rates of 85.4 percent on September 18 (Wednesday), 89.8 percent on September 19 (Thursday), 95.6 percent on September 20 (Friday), and 93.1 percent on September 21 (Saturday). In comparison, occupancy for the entire month of September was 61.5 percent in 2013 and 60.1 percent in 2012.

FIGURE 7: NORTHWEST ARKANSAS HOTEL OCCUPANCY RATES

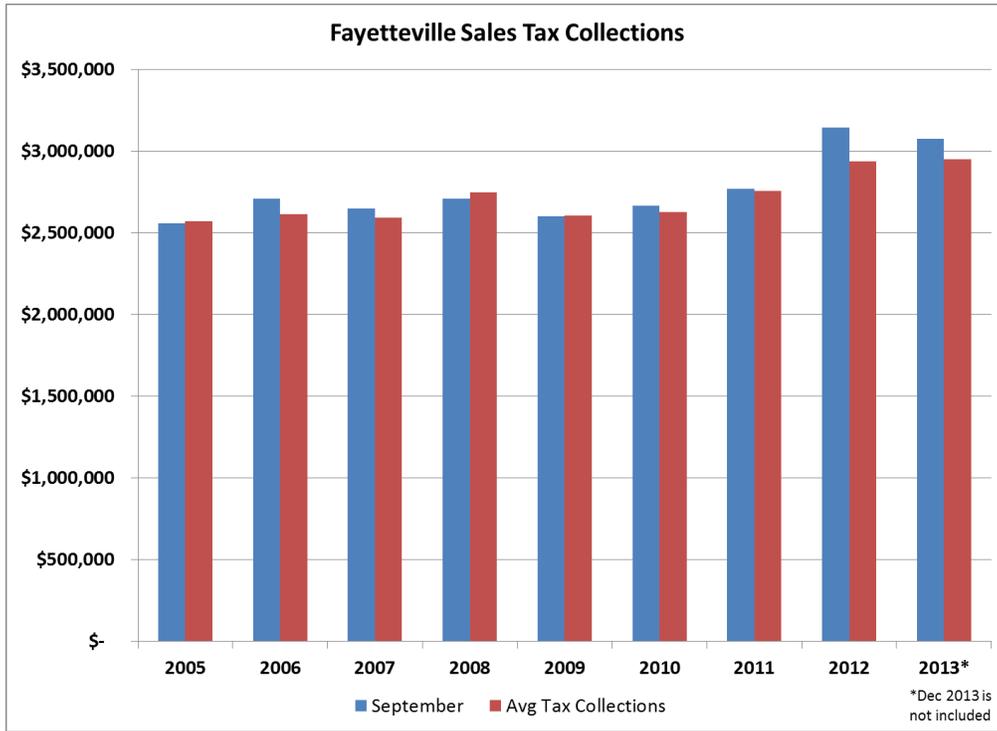


Source: Fayetteville A&P Commission and Center for Business and Economic Research Estimates

### SALES TAX COLLECTIONS

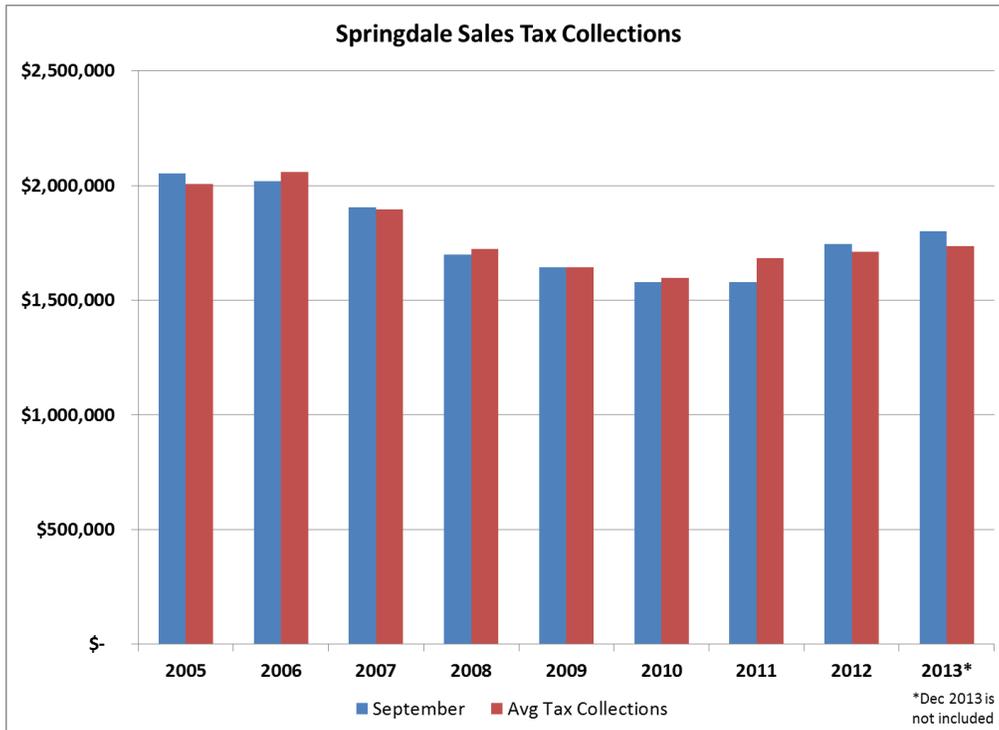
Visitors associated with the annual motorcycle rally spend on average \$401.86 per person. The cities of Northwest Arkansas collect a 2 percent sales tax which yielded an estimated \$8.03 from visitors. As a result of the motorcycle rally and visitors attending Razorback football games in Fayetteville, September sales tax collections have been on average 1.9 percent higher than during the rest of the year since 2005, peaking at 7.0 percent higher in 2012 before dropping to 4.3 percent higher in 2013. Springdale sales tax collections were 0.2 percent lower in September than in other months of the year. Sales tax collections in Rogers were also higher in September since 2005, at an average rate of 1.6 percent. Finally, Bentonville sales tax collections were lower in September at an average rate of 0.9 percent since 2005. The sales tax collections from these cities are presented in the following graphs.

FIGURE 8: FAYETTEVILLE SALES TAX COLLECTIONS



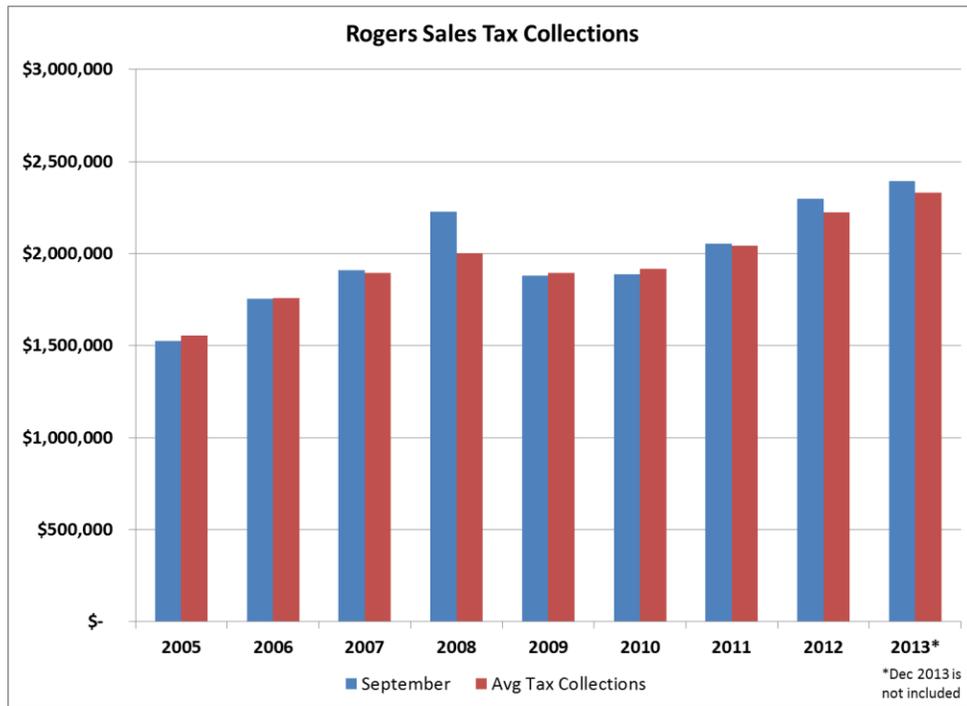
Source: City of Fayetteville and Center for Business and Economic Research Estimates

FIGURE 9: SPRINGDALE SALES TAX COLLECTIONS



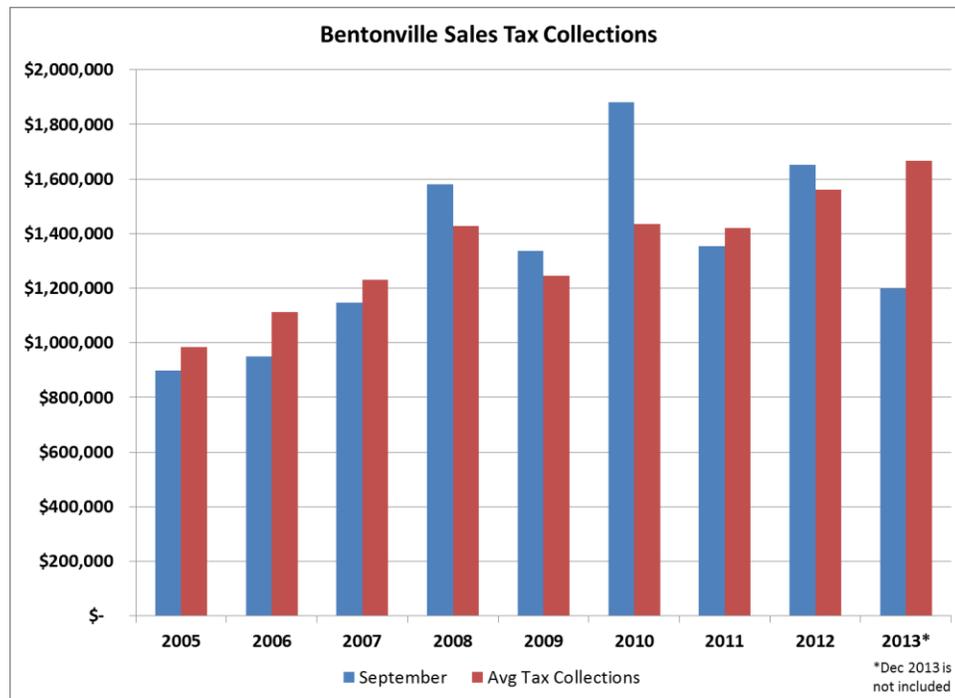
Source: City of Springdale and Center for Business and Economic Research Estimates

FIGURE 10: ROGERS SALES TAX COLLECTIONS



Source: City of Rogers and Center for Business and Economic Research Estimates

FIGURE 11: BENTONVILLE SALES TAX COLLECTIONS



Source: City of Bentonville and Center for Business and Economic Research Estimates

## COMMUNITY PERCEPTIONS

Researchers from the Center for Business and Economic Research also tracked community perceptions of the annual motorcycle rally by categorizing positive and negative comments about the rally from articles that appeared in the Fayetteville Flyer. The Fayetteville Flyer is an online news source for the city of Fayetteville and covers topics ranging from city government to arts and events. In 2013, the Flyer published 9 articles about the Bikes, Blues & BBQ rally, which generated 37 positive commenters and 28 negative commenters.

TABLE 9: COMMUNITY PERCEPTIONS FROM FAYETTEVILLE FLYER COMMENTS

<b>Community Perceptions from Fayetteville Flyer Comments</b>			
Article Title	Article Date	Usernames with Positive Comments	Usernames with Negative Comments
<b>Bikes, Blues &amp; BBQ will donate to local charities following 2012 rally</b>	2-Jan-13	3	0
<b>Bikes, Blue &amp; BBQ Generates nearly \$200,000</b>	14-Jan-13	3	1
<b>Spring 2013 Fayetteville A&amp;P funding requests total over \$260,000</b>	24-Apr-13	0	3
<b>A&amp;P Commission Awards</b>	13-May-13	1	2
<b>'Extreme Midget Wrestling Federation' to appear at 2013 Bikes, Blues &amp; BBQ</b>	19-Jul-13	1	10
<b>2013 Bikes, Blues, and BBQ schedule of events.</b>	17-Sep-13	8	2
<b>Photos: The people of Bikes, Blues, and BBQ.</b>	21-Sep-13	6	1
<b>Police release full stats for 2013 Bikes, Blues, and BBQ.</b>	23-Sep-13	10	3
<b>Bikes, Blues &amp; BBQ donates \$100,000 to local charities</b>	20-Dec-13	5	6
<b>Total</b>		<b>37</b>	<b>28</b>

Source: Fayetteville Flyer and Center for Business and Economic Research Estimates

## APPENDIX

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### BIKES, BLUES & BBQ VISITOR SURVEY

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**Script:**

Hello, my name is \_\_\_\_ and I am from the Center for Business and Economic Research at the University of Arkansas. We are conducting a study to estimate the impact of the Bikes, Blues and BBQ Festival and I was wondering if I could ask you a few questions. Should you choose to participate; all information will be kept confidential to the extent allowed by law and University policy. No personally identifying information will be used in any publication resulting from this research. You are under no obligation to answer any particular question, and you may cease participation at any time. May I begin?

Survey Instructions:

In the reply to question 4, if interviewees indicate that their county is in Northwest Arkansas (Benton, Madison, Washington counties in Arkansas and McDonald county in Missouri), thank them for their time and end the survey.

1. Are you here today primarily for the Bikes, Blues, and BBQ events? \_\_\_Yes \_\_\_ No
2. How many people are in your party today? (including yourself)  
 Number of Adults: \_\_\_\_\_ Number of Children: \_\_\_\_\_
3. How many motorcycles did you bring to this event? \_\_\_\_\_
4. Where do you reside? State: \_\_\_\_\_ City: \_\_\_\_\_ County: \_\_\_\_\_
5. How many days do you plan on being in Northwest Arkansas? \_\_\_\_\_ # of Days
6. If your party is staying overnight in Northwest Arkansas, please indicate the number of nights for each applicable type of accommodation. If your party is staying in a hotel/motel or in a RV park, please specify the number of rooms/sites your party is occupying each night.

Hotel/Motel            \_\_\_ Number of rooms \_\_\_  
 RV Park                \_\_\_ Number of sites \_\_\_  
 Friends/Family        \_\_\_  
 Other                    \_\_\_ \_\_\_\_\_

7. Please indicate the city of your overnight if applicable.  
 City: \_\_\_\_\_ Hotel/Motel: \_\_\_\_\_
8. Approximately how many times will your party purchase meals at Northwest Arkansas Restaurants?  
 In Fayetteville? Breakfast \_\_\_ (# of times) Lunch \_\_\_ (# of times) Dinner \_\_\_ (# of times)  
 In other Northwest Arkansas cities? Breakfast \_\_\_ (# of times) Lunch \_\_\_ (# of times) Dinner \_\_\_ (# of times)
9. Please indicate which of these your party plans to do while in Fayetteville or elsewhere in Northwest Arkansas:

	Fayetteville	Other Northwest Arkansas
Purchase Fuel (Car or airplane)	___Yes ___No	___Yes ___No
Retail Shopping (clothes, bike accessories)	___Yes ___No	___Yes ___No
Buy Groceries	___Yes ___No	___Yes ___No
Purchase Packaged Liquor	___Yes ___No	___Yes ___No
Rent a Vehicle	___Yes ___No	___Yes ___No
Use a Taxi	___Yes ___No	___Yes ___No
See a Movie	___Yes ___No	___Yes ___No
Go to a Bar/Nightclub	___Yes ___No	___Yes ___No
Other things (haircut, tattoo, etc.)	___Yes ___No	___Yes ___No

10. Approximately what is the TOTAL amount YOUR PARTY expects to spend in Northwest Arkansas on this trip? Total: \$ \_\_\_\_\_

Thank you.