

City of Riders



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FOR IMMEDIATE RELEASE: City of Sturgis Releases Official Statistics from the 2017 Sturgis® Motorcycle Rally™ at Summit.

On Wednesday and Thursday of this week, the City of Sturgis hosted an inaugural Sturgis Rally Summit. The event included a series of informational sessions relating to the Sturgis® Motorcycle Rally™. Topics of discussion included demographics of attendees, digital marketing efforts, statistics gathered from the Official Sturgis® Motorcycle Rally™ website and Facebook pages, identification of new visitor trends and expectations for 2018.

Speakers included officials from the City, The South Dakota Department of Tourism, Black Hills Badlands & Lakes and representatives from Homeslice Media. Official statistics were also discussed including the following:

2017 event attendance: 480,000
Total Economic Impact (direct & indirect): \$738 Million

Sturgis City Manager Daniel Ainslie expressed a growing increase in inquiries from regional businesses as to how they can better market to Rally visitors who travel through the area on their way to and from Sturgis. Ainslie states "The economic impact of the Sturgis® Motorcycle Rally™ has a far reach. When you can gather visitor information through social media interactions, surveys and sales tax numbers, you get a very clear picture of the wants and needs of the Rally visitor. From that point, you can be very specific and much more effective when advertising to those visitors. The purpose of the Rally Summit is to help people get the most reliable information available and to provide suggestions on how to best use the information when planning future marketing efforts."

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