



## NEWS

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FOR IMMEDIATE RELEASE:

### **2011 STURGIS MOTORCYCLE RALLY STATISTICS REPORT**

STURGIS, S.D. – The Sturgis Motorcycle Rally Department, with cooperation from city, county and state officials, as well as surrounding Black Hills communities, has compiled statistics and the report for the 71<sup>st</sup> Annual Sturgis Motorcycle Rally.

As history has prevailed, any year proceeding an anniversary year reflects decreased numbers, fortunately with the potential of rising costs in fuel and the economic uncertainty, our numbers come in with an average decrease of only 10.72%.

Sturgis and the Black Hills area continue to see a trend in increased motorcycle traffic prior to the event, as well as after the event. Sales tax in Sturgis was decreased 9.96% during Rally week, as were city vendors totaling 727, surprisingly only 4.47% decrease from 2010. Traffic counts submitted by the Department of Transportation show Rally numbers were down 9.70% in the Sturgis area, as do traffic counts from Mount Rushmore reflecting 17.24% decrease.

“There is a formula that has been used for several years which helps us estimate attendance during the Rally, emphasis on estimate. Because we know that the surrounding communities all benefit from the visitors we see during the Sturgis Motorcycle Rally, we include a few factors not specific to Sturgis in order to obtain a truer picture of how successful the Rally was, and how many people attended,” stated director Brenda Vasknetz. The five factors used in the formula are tons of garbage hauled in Sturgis, vendor licenses issued in Sturgis, DOT counts surrounding Sturgis, sales tax collected in the state and traffic counts at Mount Rushmore.

The estimated attendance at the 2011 Sturgis Motorcycle Rally was 416,727, a difference of 50,042 from 2010. Vasknetz continues, “At the end of the day it is important to note that many of the challenges faced with rising costs in fuel, flooding across the country and economic uncertainty that the 71<sup>st</sup> Sturgis Motorcycle Rally faired quite well with the challenges presented. We were blessed with awesome weather this year and many attendees and vendors commented over and over that it was one of their better Rally experiences. From the City of Sturgis perspective, that makes it a very good year.”

The City of Sturgis would like to thank our visitors, vendors and sponsors for helping to make the 71<sup>st</sup> Annual Sturgis Motorcycle Rally great in 2011!

For more information on the Sturgis Motorcycle Rally contact the Sturgis Motorcycle Rally Department at 605.720.0800 or visit [www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com) or [www.sturgis-sd.gov](http://www.sturgis-sd.gov).

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