

# BOOSTS

## National magazines have featured event

### ■ Continued from Page 1

Musselman is gaining more prestige with recent features in *Bicycling*, *Inside Triathlon* and other national magazines.

As Musselman becomes more high profile, it attracts more out-of-state athletes and spectators with money to spend.

Hard evidence of the economic impact is difficult to measure, but estimates and anecdotal evidence from the last few years suggest that the Musselman is a gold mine for hospitality businesses.

Valerie Knoblauch, president of Finger Lakes Visitor's Connection, used tourism models commissioned by the 14-county Finger Lakes Tourism Alliance, to estimate that Musselman stands to bring in \$551,120 per day.

That model, based on accommodations and dining for a party of two, is likely on the low end, Knoblauch said, since it does not take into account indirect impacts, such as picking up aspirin at a local drug store.

Race organizers also promote area businesses on race day and through its monthly newsletter, steering athletes and their families to places like Red Jacket Orchards, a major sponsor, and the Coffee House.

"That's the kind of added-value benefit that's hard to measure," Knoblauch said. "It gives people a sense of Geneva that will hopefully get them to come back again."

The Hampton Inn is

booked solid for the weekend, said general manager Jessica Bacher, noting that many Musselman competitors and spectators reserve rooms up to eight months in advance.

Rooms are even filled for Sunday night, which is rare, she said.

While the hotel typically sells out on weekends during the summer, due in large part to the wedding season, the Musselman is unique in that it encourages guests to explore the city more, Bacher said.

"It's a fantastic addition to Geneva," she said. "It drums up quite a bit of business for our hotel and other hotels around the area."

Musselmen, and women, need to eat, so restaurants also see a jump in traffic.

Laura Kudla, co-owner of Madder Lake Cafe, said the restaurant gets about 55 additional patrons over the triathlon weekend.

Racers typically carbo-load on risotto and pasta before the races, Kudla observed, and tend to relax with some roast duck and a bottle of wine afterward.

While the Musselman organization itself hasn't studied the economic impact, Henderson said, a slightly larger Iron Man event in Lake Placid brings millions of dollars to the Adirondack region.

Surveys have shown that triathletes are typically affluent and "are the kind of people you want to come to town to make an economic impact," he said.



[mmaslanik@fltimes.com](mailto:mmaslanik@fltimes.com)