

FESTIVAL HISTORY & ECONOMIC IMPACT

The Thunder By The Bay Motorcycle Festival is now entering its 19th year and has become a destination event for motorcycle enthusiasts both nationally and internationally. What began as a one day ride for charity, has now grown into a 4 day Festival generating an economic impact of \$8.8 Million to the local economy and over 8,400 room nights. Last year approx. 90,000 people attended with 56% being visitors from outside the area.

Over the years, Thunder By The Bay has been featured on national television and has attracted bike builders, celebrities, and live entertainment from around the country. The Festival is considered one of the top 50 motorcycle Festivals in the United States. It has received numerous accolades such as The Best Local Fundraising Event (from Sarasota Herald-Tribune), Best Festival Finalist (from SRQ Magazine), and various awards from the Florida Festivals and Events Association.

