

Economic Impacts of the Holyoke St. Patrick's Parade and Road Race

September 21, 2026



Thank you!

Whether you are a committee member, helped fund the study, participated in a case study, or simply support the St. Patrick's Events, we want to start by saying **thank you for helping make this study possible.**

We hope this document serves as an **informative economic study** as well as a **comprehensive overview and celebration of a beloved local tradition.**

WHO WE ARE



Cambridge Econometrics

Northampton, MA



Study Overview

The report evaluates the economic impacts of the St. Patrick's Parade, Road Race, and associated events on the Hampden and Hampshire County region.

The study includes:

- 1 **Survey** of parade and road race participants and spectators
- 2 Estimation of **total direct spending** by visitors and parade committees
- 3 **Economic contribution** analysis to the local economy
- 4 **Case studies** of affected businesses
- 5 Valuation of the **volunteer contribution**
- 6 **Fiscal benefits**



Visitor Survey

Survey results from about 600 responses, representing 1,650 people, indicated:

1

Attendance by Event

2

Place of Residency

3

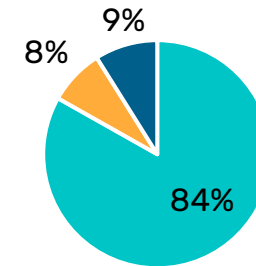
Overnight/Day Trip Profile

4

Daily Spend Per Person Across Key Categories

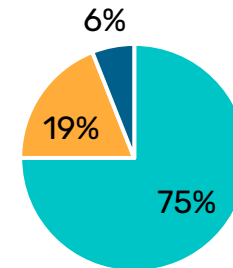
Food, retail, entertainment, lodging, and transport

Road Race Spectators



■ Local ■ Day Visitor ■ Overnight Visitor

Parade Spectators



■ Local ■ Day Visitor ■ Overnight Visitor

Visitor Spending



Total spending

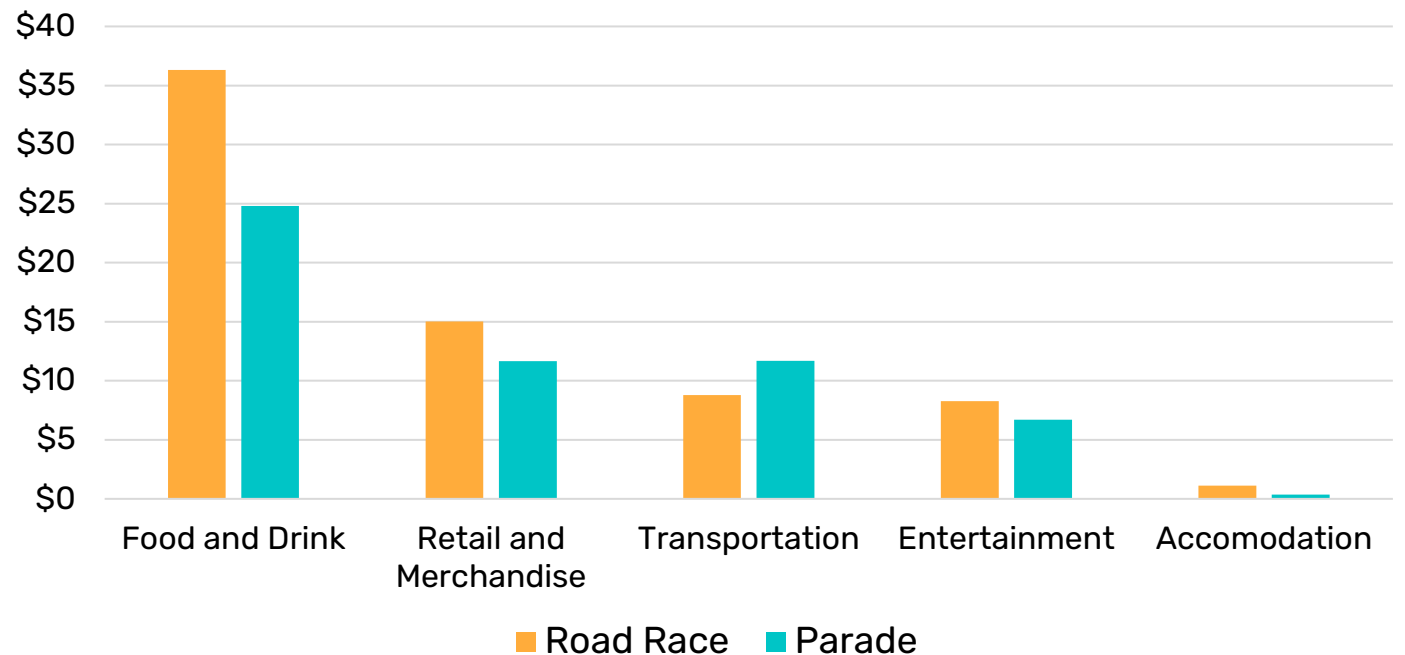
ROAD RACE

\$71 per person × **56,000**
runners & spectators
= \$4 million in total spending

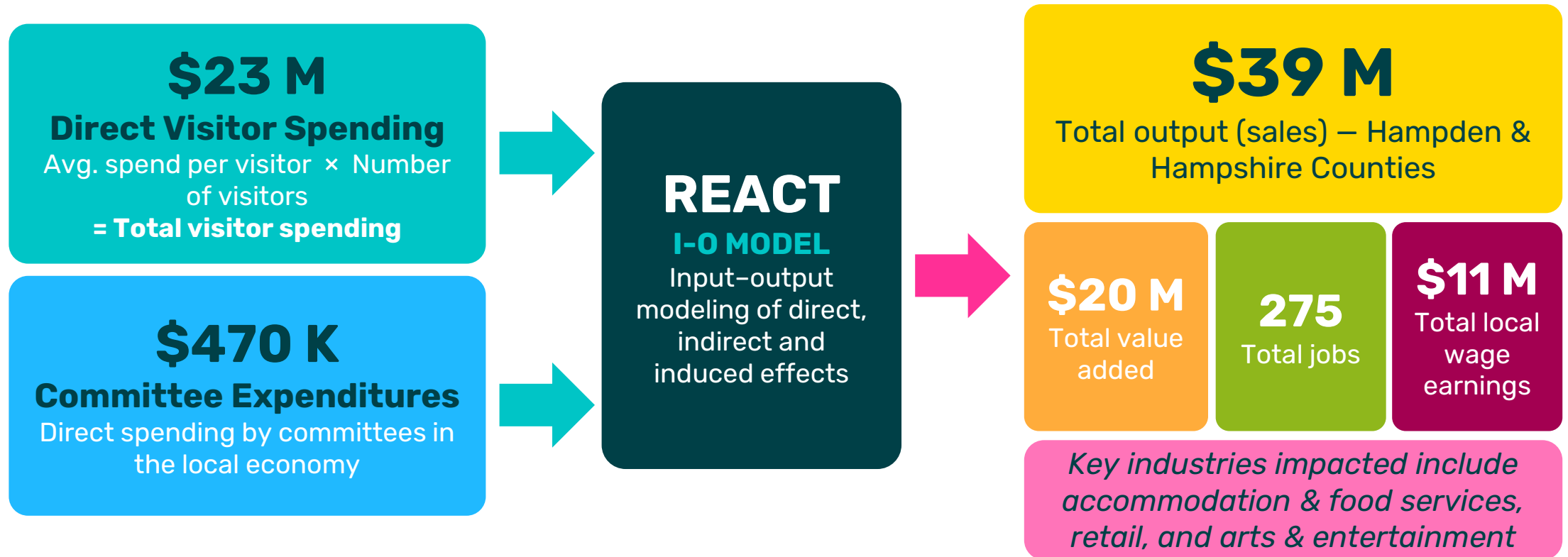
PARADE

\$55 per person × **350,000**
attendees
= \$19 million in total spending

Average spending per visitor



Economic Contribution



Case Studies

Five local business case studies illustrate how Holyoke's parade and road race drive revenue, visibility and jobs.



Log Cabin, Delaney House, D. Hotel

- +30% revenue on St. Patrick's Weekend, +50% for lodging
- Pre-weekend events support seasonal hiring



Brennan's Place

- Most critical sales period of the year
- ~10x typical daily sales
- Revenue sustains the business year-round



Rumbleseat Bar & Grille

- Road Race doubles daily sales
- Buses and post-race events draw crowds
- New customers and expanded staffing



Quality Beverage

- Major surge in regional demand
- Platform for brand visibility
- Supports product launches



Bean Restaurant Group

- +11% sales during event week
- Multiple locations benefit
- Extra revenue from food trucks

Volunteer Contribution

The St. Patrick's activities and events are made possible by volunteer members from around the Hampden and Hampshire County region who donate their time to plan and organize events and participate in administrative tasks and meetings.

200

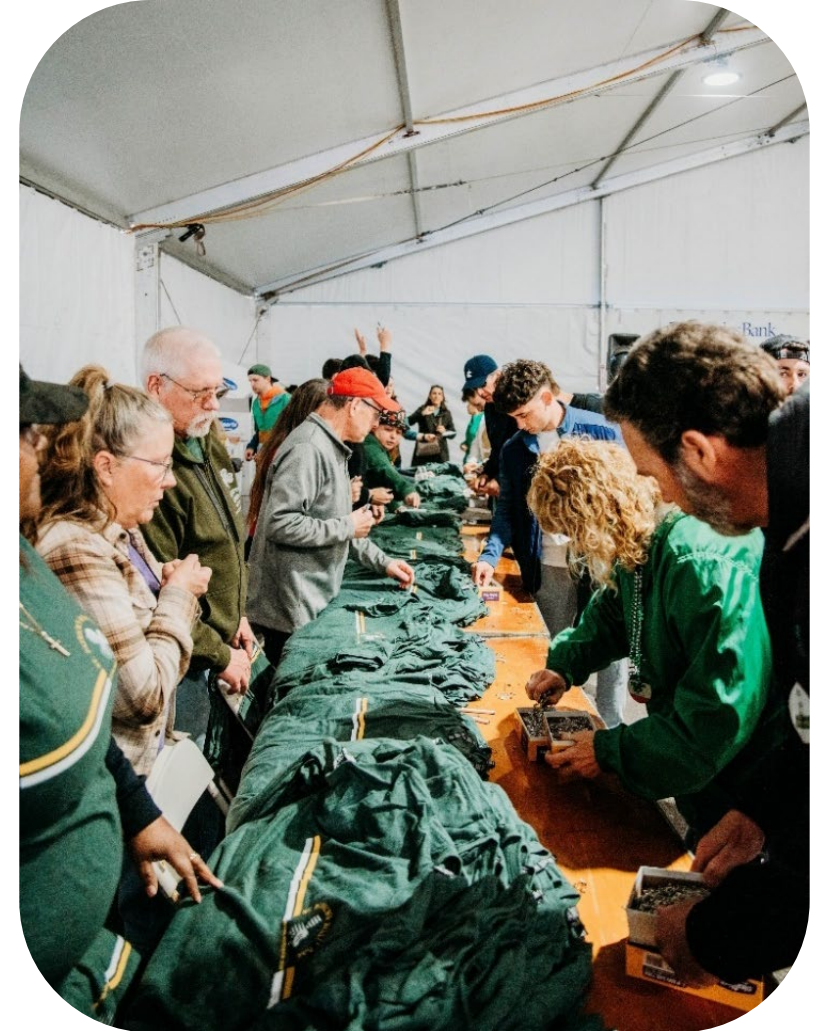
Total
volunteers

32,300

Total hours
donated

\$970,000

Total contribution



Fiscal Benefits

\$2.3M to the Commonwealth of Massachusetts
\$86,000 to the City of Holyoke

Tax source	State	City
Meals	\$568K	\$68K
Room occupancy	\$17K	\$18K
Sales	\$1,400K	—
Personal income	\$249K	—



Summary

*In addition to being a **cherished community tradition and cultural event**, the Holyoke's St. Patrick's Parade, Road Race, and other regional events deliver **significant economic benefits**, drawing visitors to the region, supporting local businesses, and generating millions of dollars in economic activity annually across Hampden and Hampshire Counties.*

ECONOMIC CONTRIBUTION TO THE REGION

\$23.7M

Direct spending



\$39M

Total output

\$20M

Value added

275

Jobs supported

\$11M

Wage earnings



\$970K

Volunteer Contribution – 200 volunteers •
32,300 hours donated



\$2.4M

Public revenue – \$2.3M to Massachusetts •
\$86K to Holyoke



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