

# Charleston

WEST VIRGINIA



Video: USA Cycling by the Numbers, Charleston Convention & Visitors Bureau

**FOR IMMEDIATE RELEASE**

July 11, 2024

**MEDIA CONTACT  
CHARLESTON CVB**

Leslie Smithson | 304-546-0046

[Leslie.Smithson@charlestonwv.com](mailto:Leslie.Smithson@charlestonwv.com)

**USA Cycling Pro Road Event Creates \$4.6 Million Economic Impact  
2025 Championships Scheduled for May 20-25, 2025**

CHARLESTON, W.Va. – The City of Charleston and the Charleston Convention & Visitors Bureau today announced that the 2024 USA Cycling Pro Road Championships generated an estimated \$4.6 million economic impact during its inaugural event May 14-19. Visitor spending was up 22% and the city hosted 2,794 overnight guests. Economic impact numbers are calculated by the CVB using the Destinations International Event Economic Impact Calculator.

“Hosting the USA Pro Road National Championships in our Capital City provided a significant boost to our local businesses, hotels, and restaurants while also showcasing our Capital City as a prime location for major sports tournaments,” said Mayor Amy Shuler Goodwin. “It was so great to see our community come together to show their support for the cyclists, their teams, and this premier road race event. We look forward to building on this year’s success and energy as we prepare to welcome everyone back in 2025!”

Four-hundred, thirty-five athletes from 46 states competed in three races, including the Time Trials, which was an Olympic-qualifying event. The top female, Taylor Knibb, and the top male, Brandon McNulty, won their spots on Team USA racing against the clock on Kanawha Boulevard.

The 2024 USA Cycling Pro Road Championships were the first of a five-year commitment from USA Cycling to hold the annual national championship event in Charleston. The 2028 Pro Road Championships also will be an Olympic-qualifying event.

Volunteers were a critical part of race operations, dedicating 2,400 hours throughout the six-day event.

“It’s clear that this event has a significant impact on our city, both in economics and in community pride,” said Tim Brady, President & CEO of the Charleston CVB. “The way the community embraced this race and these athletes was a pleasure to watch unfold. From hundreds of volunteers giving their time, to families hosting riders, to people packing the streets to cheer and ring cowbells, these championships brought our city together. And in that spotlight, Charleston shined.”

Social media statistics for the event were impressive. Based on statistics from the CVB and USA Cycling, total engagement was 164.9K; video views were 436.5K; and total impressions were 2.19M.

Brady added that preparations are underway for the 2025 USA Pro Road Cycling Championships which will take place in Charleston May 20-25, 2025.

For more information about the USA Cycling Pro Road Championships, visit [charlestonwv.com](https://charlestonwv.com).

**###**

Our Mission:

The mission of the Charleston CVB is to positively impact the city's economic and social prosperity by attracting visitors and events that directly support jobs and local businesses and generate economic and cultural impact.