



# Powering Ahead— The Triple Bottom Line of Bicycle Tourism

*Adventure Cycling Association inspires and empowers people to travel by bicycle.*



Kyle Sparks





***“America’s Bicycle Travel Experts”***

***AKA Bikecentennial – started in 1973***

***Largest cycling membership group in North America: 46,000 internationally***

***Adventure Cyclist – largest distribution bicycle magazine available***

***38 staff and many volunteers***

***Outside Magazine 2008 & 2012 Best Place to Work***

***Gear sales specific to the bike traveler***

***Cycling tours and the best bike route maps in North America – 42,000 miles***





# Who are Bicycle Travelers?



**DIY – Self  
Contained**

## Ride Centered







*Event Centered*

## Urban Visitors





# What is Bicycle Tourism?



©PathLessPedaled.com

Russ Roca



## Tourism Trends

- *Chadwick, Martin & Bailey travel trends:*

*Active vacations*

*Sustainable travel*

*Experiential travel*

- *New York Times Travel Magazine (March 2010):*

*50% of American travelers want a culturally authentic experience*



## ***Bike Travel Demographics***

- ***Highly Educated***
- ***Higher Discretionary Income***
- ***Bike travelers spend more than average tourist***
- ***Typically stay longer in an area***
- ***Overnights to Multi-Day/Week/Month***
- ***Less direct impact on local environment***
- ***Green travel potential and linkage with trains/buses***
- ***Sweet spot for 50-64 yr olds, which as of 2010 accounts for 43 percent of increase in consumer spending***





**Shoe String: \$25/day**

**Economy: \$25-75/day**

**Comfort: \$75+/day**



## ***Bike travel and tourism are booming***

### ***Evidence?***

- Economics
- Communities
- Route Networks and Facilities
- Public Relations Investment



# *Europe!*

*44 billion Euros  
for bike tourism*

*= \$57 billion*







*Lanesboro, MN (just 800 people)  
\$25 million*



## ***Quebec!***

- ***\$160 million spent***
- ***\$134 million generated in year one (2007)***
- ***New study needed***





## *Wisconsin*

*\$533 million from out-of-staters for cycling  
(out of \$1.5 billion total  
for cycling)*



**Oregon –\$400 million/year**

-- out of the 17.4 million visitors, 1.5 million planned to ride before they came & **4.5 million actually rode a bike while there.**





**Bicycle Tour Network** –11 largest multi-day rides created more than **\$32 million** in economic impact in 2011.



## Maine – MDOT bike page (hosts bike touring route book)

- 30,000 visitors annually
- 22,000 unique
- 67 hits per day



# BICYCLE TOURISM: MISSOULA

- 128,023 Travelers spend 6.6 nights at \$151.61/day
- **\$19.4 mill** in Missoula County
- 8% of non-resident expenditures



# Self Contained: MT STUDY FINDINGS



- \$75.75 per day; average 8+ nights
- 41% stayed in hotels or B&Bs
- Median age: 53 years old
- 56% income \$75,000-150,000 & 10% over \$200,000
- 48 states and 18 countries
- Highlights: scenic views, local hospitality
- Activities: historic sites (40%); wildlife (37%); & local breweries (29%)





**Membership:** 2012 = 5.5% growth rate --20% growth rate in membership over the last decade

**Advertising/Corporate Support** increased 10% in 2012

**Tours** – 33% increase in 2012

**Donations** – 23% increase in 2012

**Map Sales:** In 2012 - 33,500 maps sold, gear sales topped \$900,000, an increase of 7%.

*In the last decade, Adventure Cycling's map sales have grown 66%, and total sales revenue has grown 90%.*



## ***Other Financials***

***Iowa -- \$364.8 million or \$1 mill/day!!***

***AZ -- \$88 million impact from Non-resident spenders***

***MN -- \$427 million for recreational road and mountain biking – sizable chunk for tourism***

***Great Allegheny Passage – \$40.6 million gross revenue in 2008. Tracked \$98/day spending by overnight cyclists.***

***CO – nearly \$200 million for summer biking in ski country***

***NC – Nine-fold return on Investment: \$6.7 million in infrastructure = \$60 million in economic impact***





<http://pathlesspedaled.com/bicycles-and-small-town-america/>



*Began Project late 2003*

*Staff Support 2005*

*AASHTO Approval 2008 \*\**



# CORRIDOR PLAN

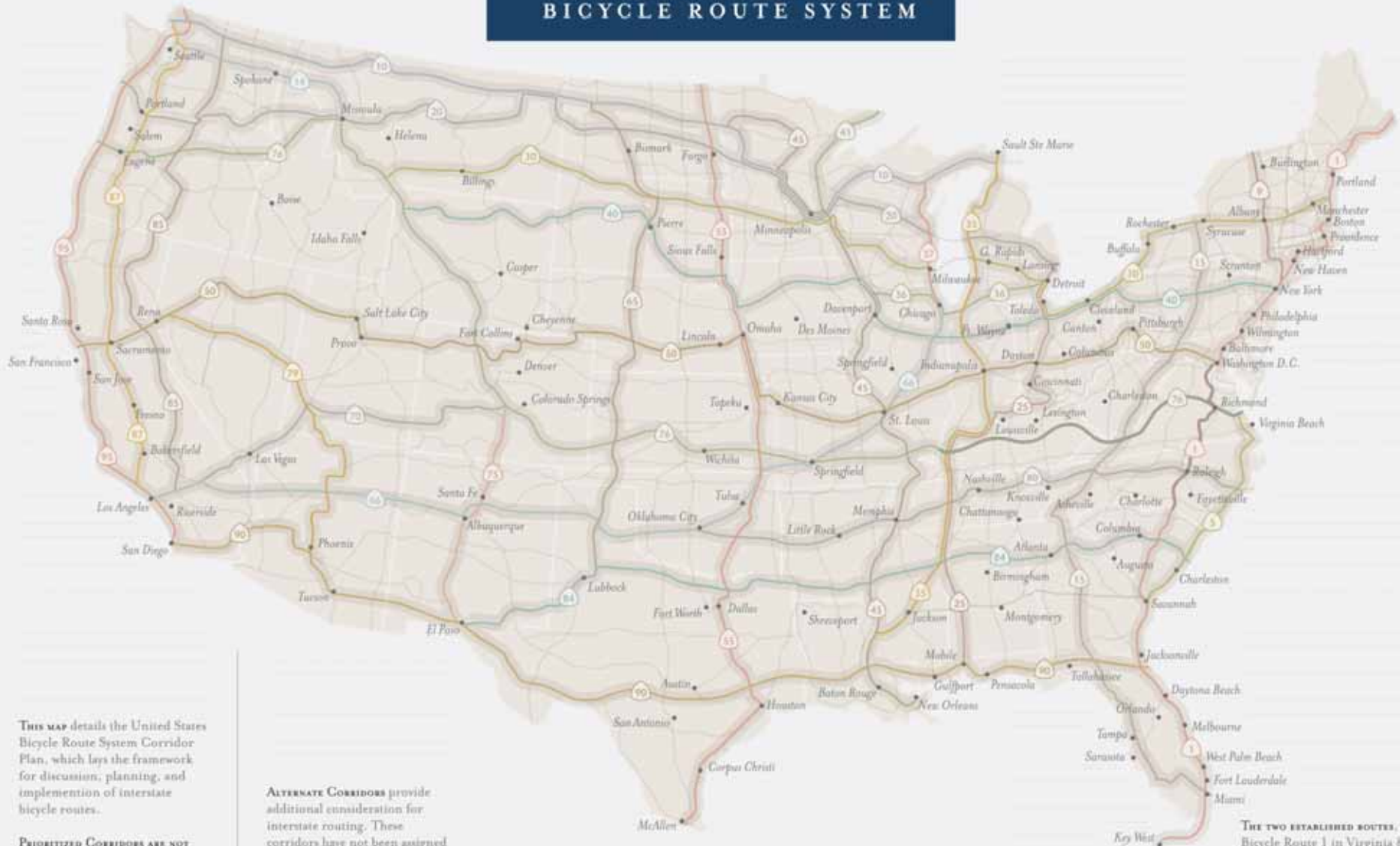
APRIL 2010

THE GOAL OF THE UNITED STATES BICYCLE ROUTE SYSTEM IS TO CONNECT AMERICA THROUGH A NETWORK OF NUMBERED INTERSTATE BICYCLE ROUTES.

## THE UNITED STATES BICYCLE ROUTE SYSTEM

  
Adventure Cycling Association  
America's bicycle travel experts

AMERICAN ASSOCIATION OF  
STATE HIGHWAY AND  
TRANSPORTATION OFFICIALS  
**AASHTO**  
THE VOICE OF TRANSPORTATION



THIS MAP details the United States Bicycle Route System Corridor Plan, which lays the framework for discussion, planning, and implementation of interstate bicycle routes.

**PRIORITIZED CORRIDORS ARE NOT** routes, but 50-mile wide areas where a route may be developed. These corridors have been assigned route numbers.

**ALTERNATE CORRIDORS** provide additional consideration for interstate routing. These corridors have not been assigned route numbers but may be prioritized. Corridors may be added or existing corridors shifted as needed.

THE TWO ESTABLISHED ROUTES, US Bicycle Route 1 in Virginia & North Carolina and US Bicycle Route 76 in Virginia, Kentucky & Illinois were designated through AASHTO in the 1980's.

## CORRIDOR PLAN

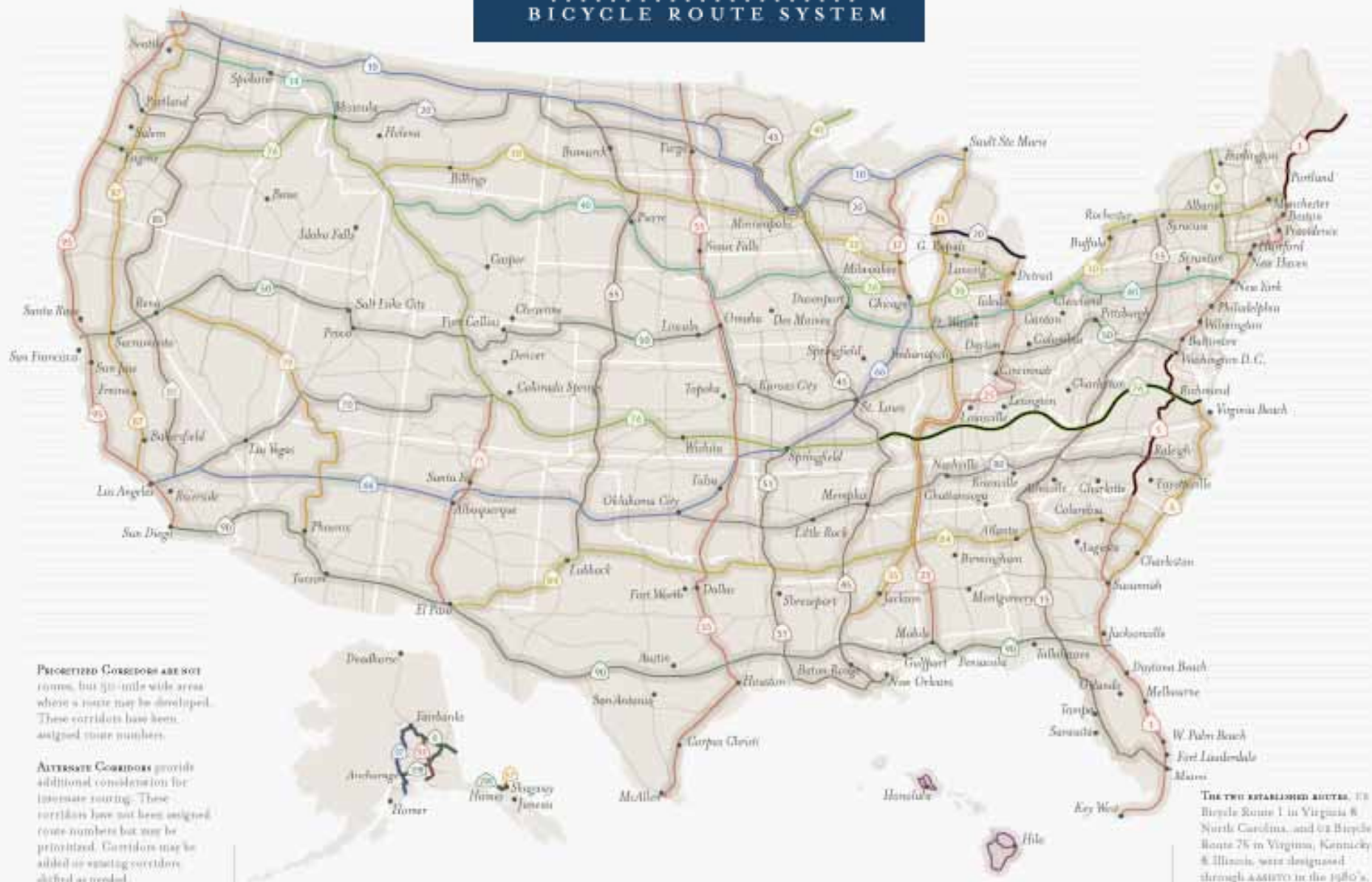
JUNE 2011

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**PRIORITIZED**

**ALTERNATE**

Connecting People, Communities, and the Nation

**PRIVATE OR**

**UNITED STATES**



# CORRIDOR PLAN

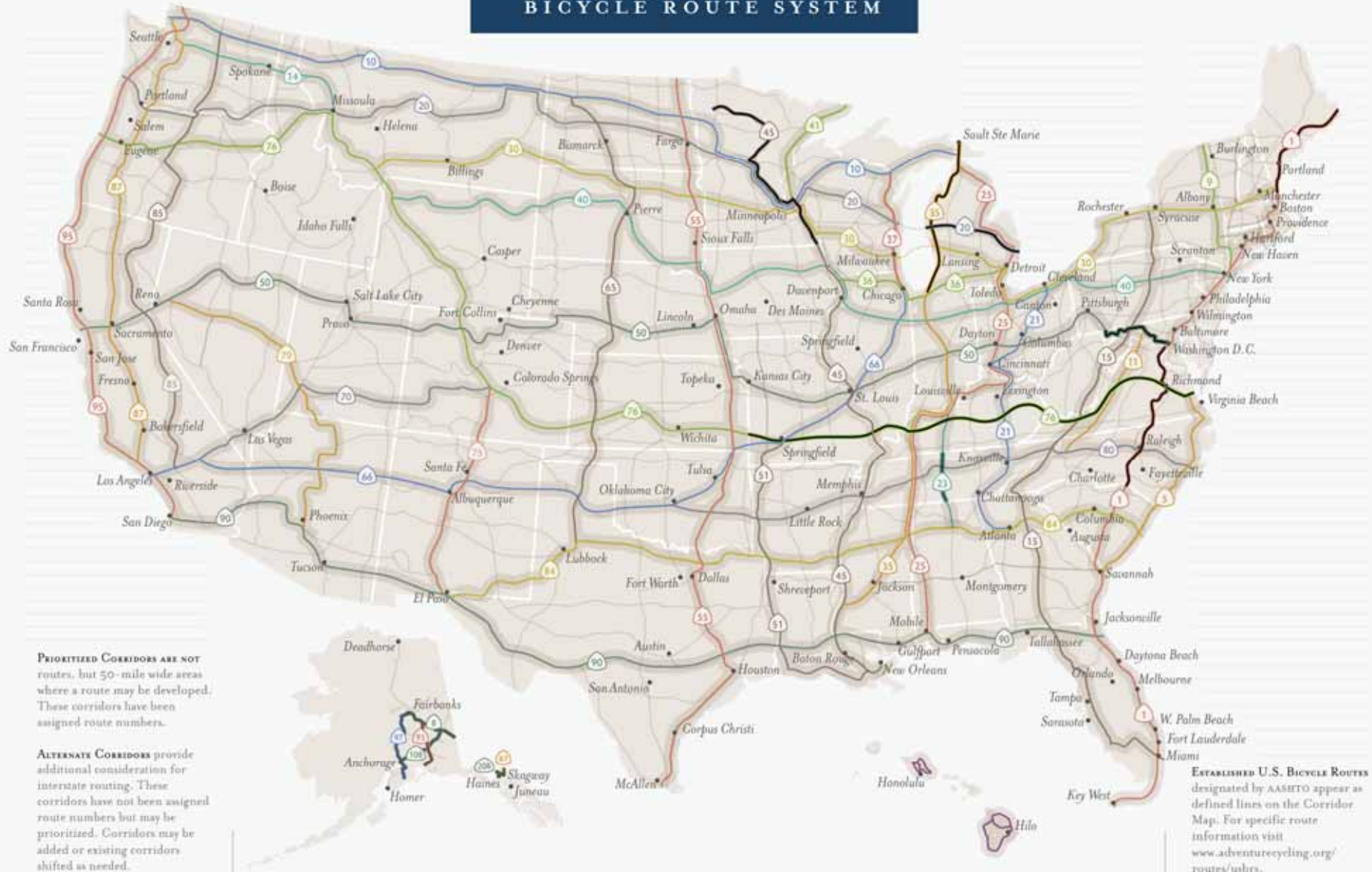
OCTOBER 2013

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[ **PRIORITIZED** ]

[ **ALTERNATE** ]

Connecting People, Communities, and the Nation

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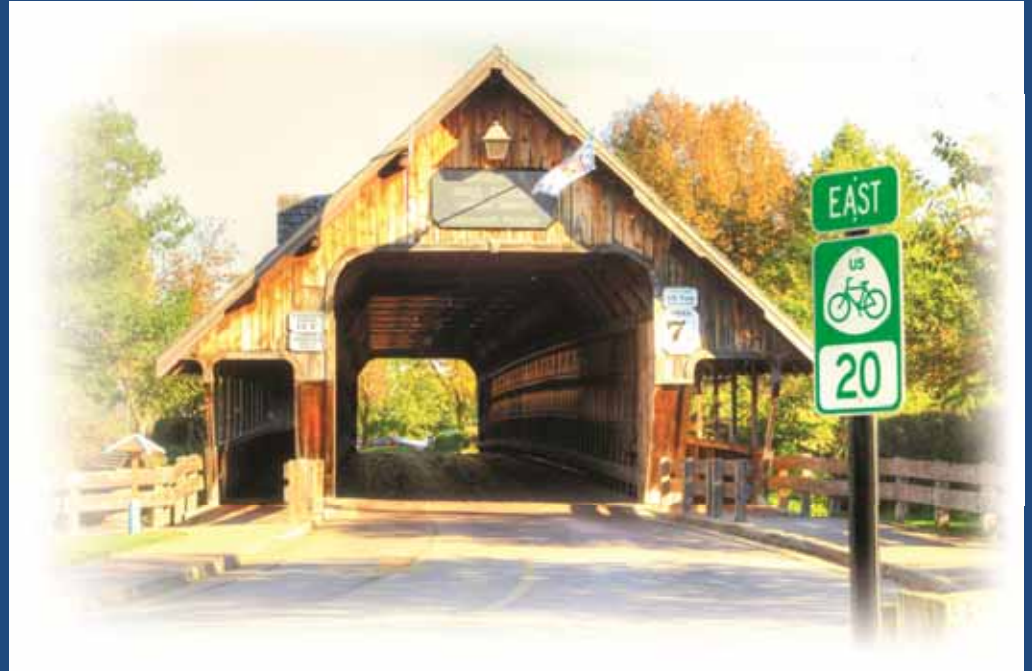
[ **UNITED STATES** ]

# *Michigan!*

## *A Cycling Destination*

### US Bicycle Routes 20 & 35

- Local interest and support
- Mix of existing facilities
- Festivals, lakeshores, natural and scenic landscapes, friendly towns
- Looking Ahead ~  
Statewide economic impact study





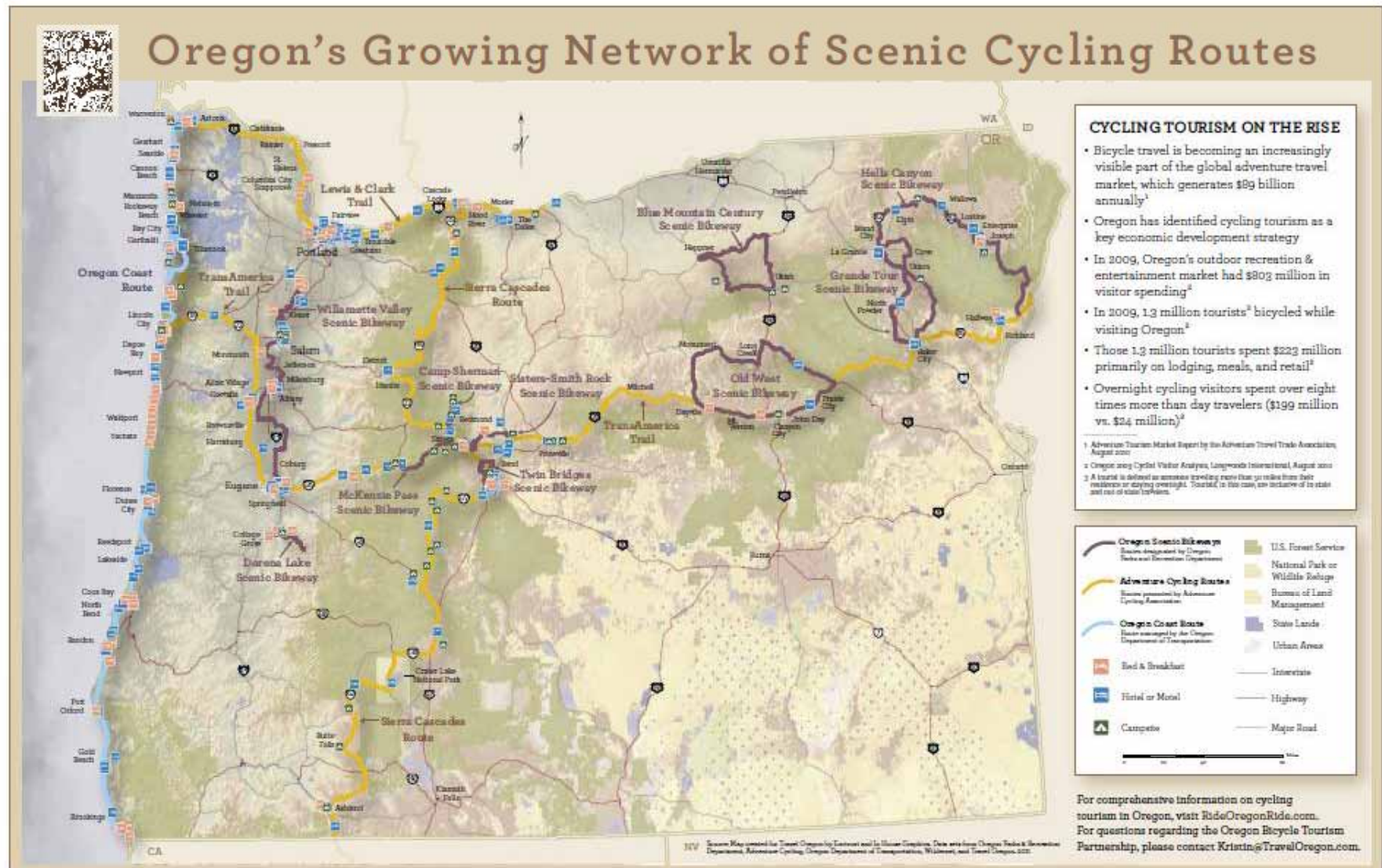
***“Oregon has identified road cycling and mountain biking as a key strategy for economic growth through tourism.”***

**Holly Macfee, Vice President  
Global Brand Strategy  
Travel Oregon**



# Ride Oregon Ride

video: <http://www.youtube.com/watch?v=-a-r68dy4ls>







# *The Triple Bottom Line of Bicycle Tourism*

- *Money*
- *Visibility*
- *Facilities*







## *Six Steps to the Triple Bottom Line*

- 1. Build and Brand Bike Facilities: Create destinations , improve local conditions*
- 2. Build and Brand Local, Regional and State Networks : connections & way-finding*
- 3. Connect with the **U.S. Bicycle Route System**: link to a national system for recognition, awareness, tourism, protection*



#### ***4. Develop, promote, and cross-pollinate ALL types of bike tourism***

- *Day tours • Bike Overnights • Events • Multi-Day Tours • Bike Sharing*





*5. Capture and connect with bike tourism interests: **Bus, Rail, Air, Hospitality industry, Business sector, Federal & State Lands***

*6. Connect with, educate, and utilize tourism and economic development agencies -**Tell your story!***



*Let's Do it!*

[www.adventurecycling.org](http://www.adventurecycling.org)