

Bike Tourism: Regional Tourism Marketing

Ventura and Santa Barbara



Agenda

1. Overview of Visitors to Area
2. Regional Tourism Marketing Benefits
3. Bike Tourism Opportunities



Overview of Visitor Market

- ✧ 1.5 Million Overnight Visitors to Santa Barbara
- ✧ 270,000 visitors to Ventura



Visitor Activities

✧ Close to 6% of the SB visitors surveyed said that they enjoyed biking during their trip.



Visit California

- ✧ In 2013 1.1% of domestic leisure trips and 3.1% of domestic leisure overnight trips to California included biking as an activity.
- ✧ Equates to 1.1 million day trips and 2.7 million overnight trips that included biking in CA in 2013.

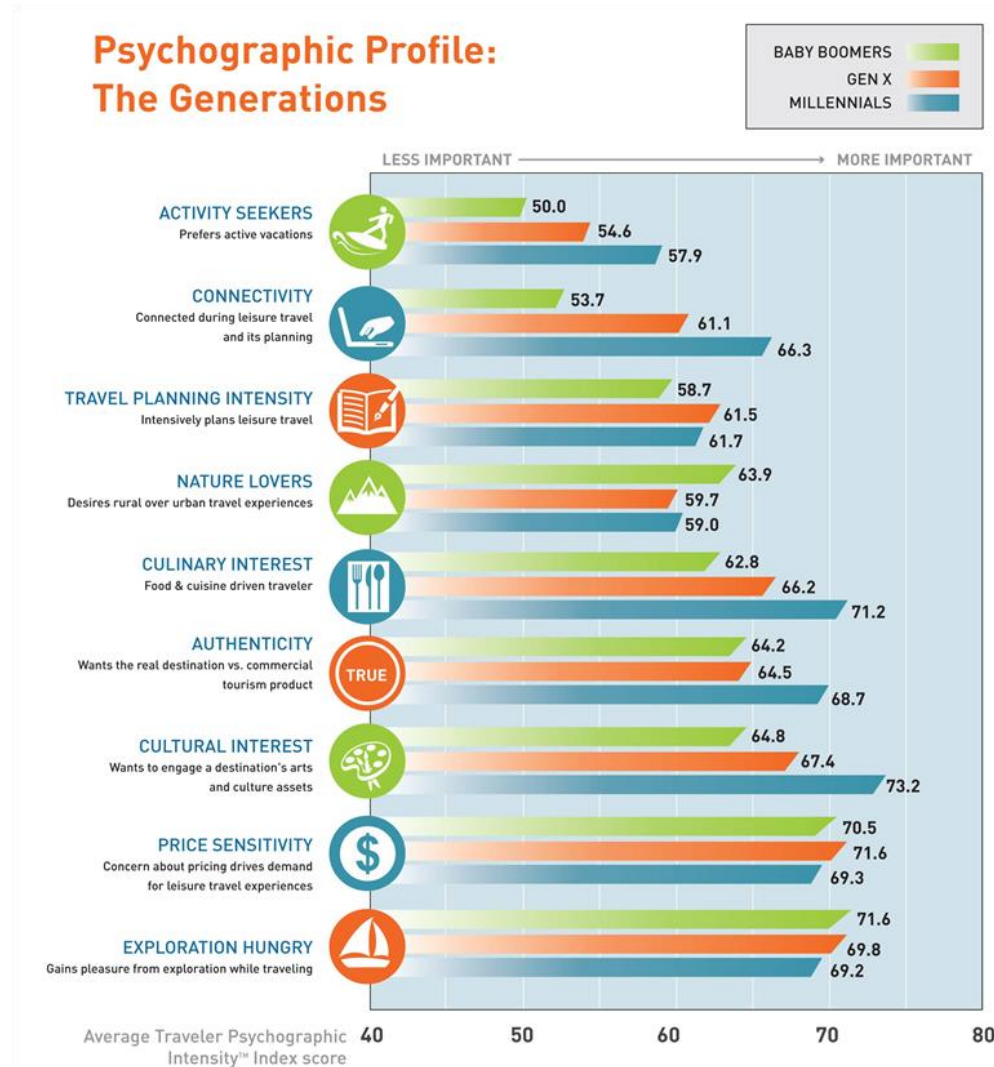


Who is Traveling? Millennials Leading the Way

✧ Millennials, compared to Gen Xers, boomers or matures are leading the way in taking more trips next year.



Psychographic: The Generations




Destination Analysts' proprietary Traveler Psychographic Intensity™ Indices™ uses a series of related seven-point scale questions to measure the strength intensity in a traveler's feelings about aspects of leisure travel. For each psychographic category, every survey respondent is given a score of 1-100—with high scores indicating high levels of intensity or importance.

The Value of Regional Tourism Marketing

- ✧ It works.
- ✧ Leverage Local funds with state tourism funds.
- ✧ Objective is to increase awareness, increase visitation and increase revenue.






Central Coast Tourism




CENTRAL COAST

The Original Road Trip


REGIONS THINGS TO DO WINE & FOOD PLACES TO STAY MAPS & ITINERARIES BLOG EVENTS





SAN LUIS OBISPO

Region



MONTEREY BAY REGION

SAN LUIS OBISPO REGION


SANTA BARBARA REGION


VENTURA REGION

PACIFIC OCEAN

Head out on The Original Road Trip and explore California's Central Coast—350 miles of the world's most dramatic coastline. This incomparable region stretches from Ventura County just north of Los Angeles to Santa Clara County south of San Francisco. Visit here and you'll find that the Central Coast's four regions offer everything you desire from a California vacation—sunsets over the Pacific, national and state parks, world-class wine regions, and classic beach towns.


[More »](#)





CCTC BLOG

Read and share our latest discoveries, news and event coverage. [More »](#)



In partnership with [California Travel & Tourism Commission](#) and the Central Coast Tourism Council.

Home Media Travel Professionals Terms of Use Privacy Membership Contact Us

Regional Tourism means business



What Areas Are Included in the Central Coast?

Monterey Bay Region

including Big Sur, Carmel, Gilroy, Monterey, Morgan Hill, Salinas, San Benito and Santa Cruz

San Luis Obispo Region

including Arroyo Grande, Atascadero, Cambria, Cayucos, Morro Bay, Paso Robles, Pismo Beach, San Luis Obispo and San Simeon

Santa Barbara Region

including Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Santa Maria Valley, Santa Ynez Valley and Solvang

Ventura Region

including Channel Islands, Heritage Valley, Ojai, Oxnard, Port Hueneme and Ventura

Tourism Regions Promoting Bike Tourism

✧ Investment in Bike Tourism Payoff



Oregon Bike Tourism



Economic Impact

Dean Runyan Associates

The Economic Significance of Bicycle-Related Travel in Oregon

Detailed State and Travel Region Estimates, 2012



April 2013

Prepared for

Travel Oregon

Oregon Economic Impact Study on Bike Tourism and Bike Manufacturing

- ✧ Travelers who participated in bike related activities spent \$174.6 million on accommodations and food services.
- ✧ Bike related travel spending directly supported 4,600 jobs with earnings of \$102 million.
- ✧ Bike related travel spending generated local and state tax receipts of nearly \$18 million.



Durango, Colorado Bike Tourism



Benefits

- ✧ Cycling is one of the primary attractions.
- ✧ Biking scholarship available at local college.
- ✧ Home to several world class cyclists.
- ✧ Bikes travel to Durango on San Juan Skyway.
- ✧ Home to Iron Horse Bicycle Classic.



Adirondack New York Bike Tourism

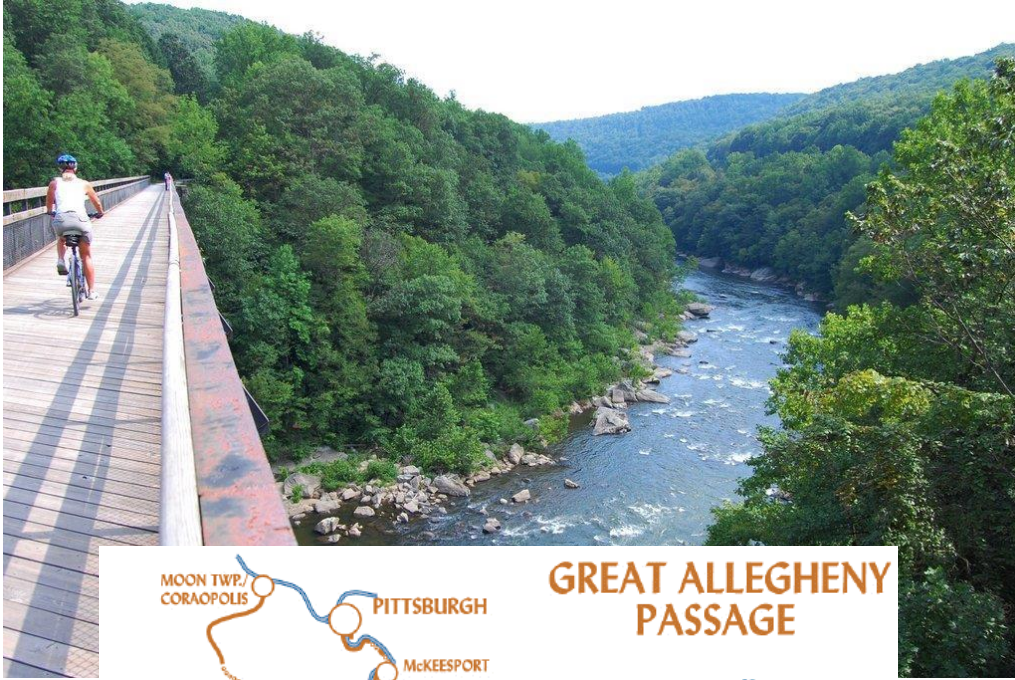


Benefits

- ✧ Network of bike trails from beginner to expert.
- ✧ Bike tours of wine region.
- ✧ New itineraries such as bike, burger and beer.



The Great Allegheny Passage Bike Tourism



Benefits

- ✧ 400 mile traffic free bicycling and walking trail connecting Pittsburg and Washington DC.
- ✧ Trail accounted for 800,000 trips and \$40 million generated indirect spend.
- ✧ 47 New businesses opened in town along with the trail.
- ✧ Business owners estimated 25% of business revenue came from the trails.



Google Search: Great Allegheny Passage shuttle

2015 Bike the GAP Tours - bike-the-gap.com

Ad www.bike-the-gap.com/

Bike the **Great Allegheny Passage**. The best time to plan is now!

College Shuttle

www.collegeshuttles.com/

Google+ page · Be the first to review

Midlothian Road, Frostburg, MD 21532
(877) 789-1947

Shuttle Services - Great Allegheny Passage - www.gaptrail.org

www.atatrail.org/pv/shuttleservices.cfm

College Shuttles Frostburg, MD 877-280-7255. Visit Website For your shuttle needs along the **Great Allegheny Passage** - Shuttles from Washington DC, ...

Hotel Packages - Great Allegheny Passage - www.gaptrail.org

www.atatrail.org/pv/hotels.cfm

A shuttle will be waiting as you finish your ride for the day to bring you back to Meyersdale. The second day we send you off in the opposite direction to enjoy ...

Outfitters & Shuttle Services - Great Allegheny Passage

www.gaptrail.org/mobile/bike_tour_shuttleservices.cfm

Shuttles for all points between Washington DC and Meyersdale PA by prior ... Will Shuttle anywhere on the **Great Allegheny Passage** and C&O Canal Towpath.

The C&O Canal Bicycling Guide - Transport and Shuttles

www.bikewashington.org/canal/plan-transport.php

There are some shuttle services between the trailheads. ... and return transportation along the C&O Canal Towpath and the **Great Allegheny Passage** trail.

Great Allegheny Passage Bicycle Tour - Bike and the Like

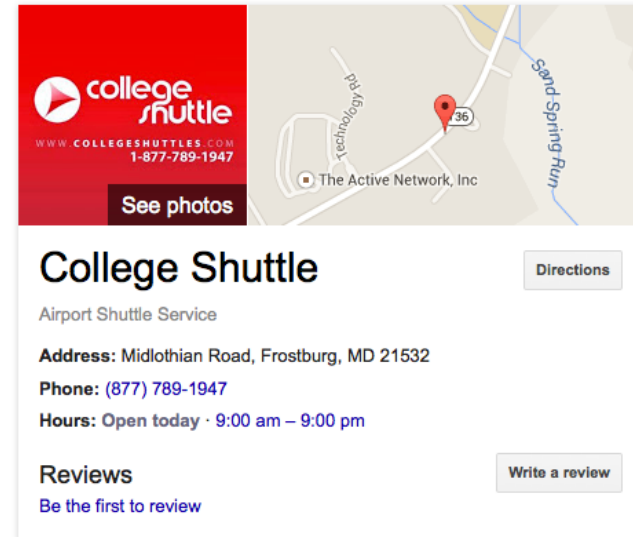
www.bikeandthelike.com/allegheeny_passage.html

Great Allegheny Passage supported bicycle tour, GAP, and C and O Canal towpath along the ... Shuttle from Great Falls to McKeesport, Pa (25 mile warm-up).

C&O Canal Trail & Great Allegheny Passage Mileage Chart ...

www.bikecando.com/mileage-chart.aspx

C&O Canal Trail & Great Allegheny Passage Mileage / Distance between points. ... Bike Shop Bike Rental Parking Water Shuttle Internet Cross trail Laundromat ...



The image shows a Google Business Profile for 'College Shuttle'. It includes a red header with the company logo and contact information (www.collegeshuttles.com, 1-877-789-1947). Below the header is a map showing the location at Midlothian Road, Frostburg, MD. The profile lists the business name 'College Shuttle', the service 'Airport Shuttle Service', the address 'Midlothian Road, Frostburg, MD 21532', the phone number '(877) 789-1947', and the hours 'Open today · 9:00 am – 9:00 pm'. There is a 'See photos' button, a 'Directions' button, a 'Write a review' button, and a 'Be the first to review' link. A 'Feedback' link is also visible at the bottom right.

Ideas and opportunities for Ventura/Santa Barbara Bike Tourism Development



Marketing essentials for Bike Tourism

- ✧ Bicycle Maps
- ✧ Bicycle Events
- ✧ Bicycle Shops
- ✧ Bicycle Clubs
- ✧ Collaborators
- ✧ Paid Advertising
- ✧ Social Media
- ✧ Website
- ✧ Public Relations



Ventura and Santa Barbara Similarities

- ✧ Variety of activities for outdoor loves.
- ✧ Year round climate.
- ✧ Friendly and scenic communities.
- ✧ Nearby Channel Islands National Park and Los Padres National Forest.
- ✧ Developed bike trails.
- ✧ Migration of Monarch butterflies, blue whales, and array of seals and dolphins.
- ✧ Excellent retail and restaurant offerings.
- ✧ Winery, breweries, sports equipment and clothing stores.
- ✧ Guides, tour operators.
- ✧ Bike Clubs.
- ✧ Hard working community activism and leaders.



Itineraries

- ✧ Fish Taco Bike Trek
- ✧ Ojai Rails to Trails
- ✧ Bike and Cupcake Tour
- ✧ Bike and Brew Tour
- ✧ Bike and See Tour
- ✧ Bike and Wine Tour
- ✧ Bike and Hike Tour



Working with Groups

- ✧ Work with corporate groups and schedule team building bike programs.
- ✧ Work with bike rental companies to cross market both destinations.
- ✧ Work with tour operators such as Backroad Tours and Trek Tours to create Ventura/SB itineraries including lodging, meals and tours.



Co-op Marketing

- ✧ Create Ventura/Santa Barbara Bike Tourism Microsite.
- ✧ Social Media: infuse bike tourism messaging into one respective social platform (i.e. Facebook, twitter, Pinterest) and host contests to create buzz.
- ✧ Designate one month as Bike Tourism Month.
- ✧ Pitch Ventura/Santa Barbara bike stories to media.



Opportunities are Unlimited!

Thank You

