



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



In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 41,420 miles of prime cycling routes in the U.S. to date. These routes follow some of the most quiet, scenic roads and bike trails in North America.

-  Adventure Cycling Bicycle Route
-  Bicycle Routes using the same road
-  Adventure Cycling Mountain Bike Route
-  Ferry

For more information on the routes and to find out how to purchase our maps, please visit www.adventurecycling.org.

Who are Bicycle Travelers?



**DIY – Self
Contained**

Ride Centered





Event Centered

Urban Visitors



What is Bicycle Tourism?





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: \$25-99/day

Economy: \$100+/day

Comfort: \$150+/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)





Wisconsin

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



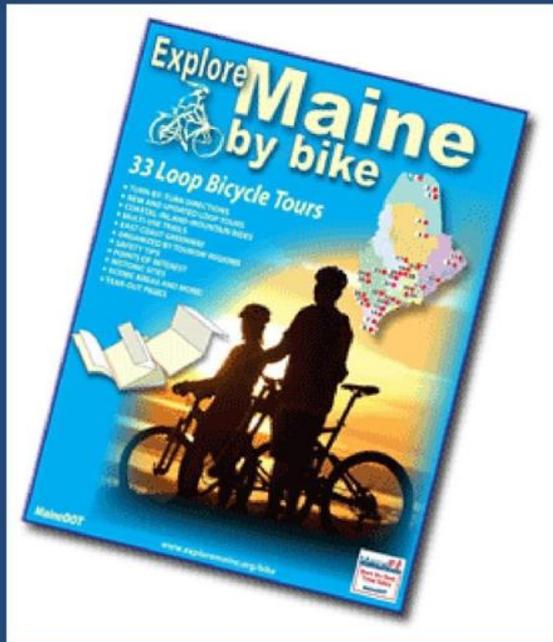
Oregon –\$400 million/year

-- 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.**



M Wyatt

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



**Phase I = \$668 million
per year in economic
benefit to Michigan's
economy.**

**Phase II – next year
(includes events &
travel)**





Other Financials

Montana: \$377 million from multi-day touring cyclists

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

Arizona: \$88 million impact from Non-resident spenders

Minnesota: \$427 million for recreational road and mountain biking – sizable chunk for tourism

Great Allegheny Passage – \$50+ million gross revenue in 2012. Tracked \$114/day spending by overnight cyclists..

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

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

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%.



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



Began Project late 2003

Staff Support 2005

*AASHTO Approval 2008 ***

CORRIDOR PLAN

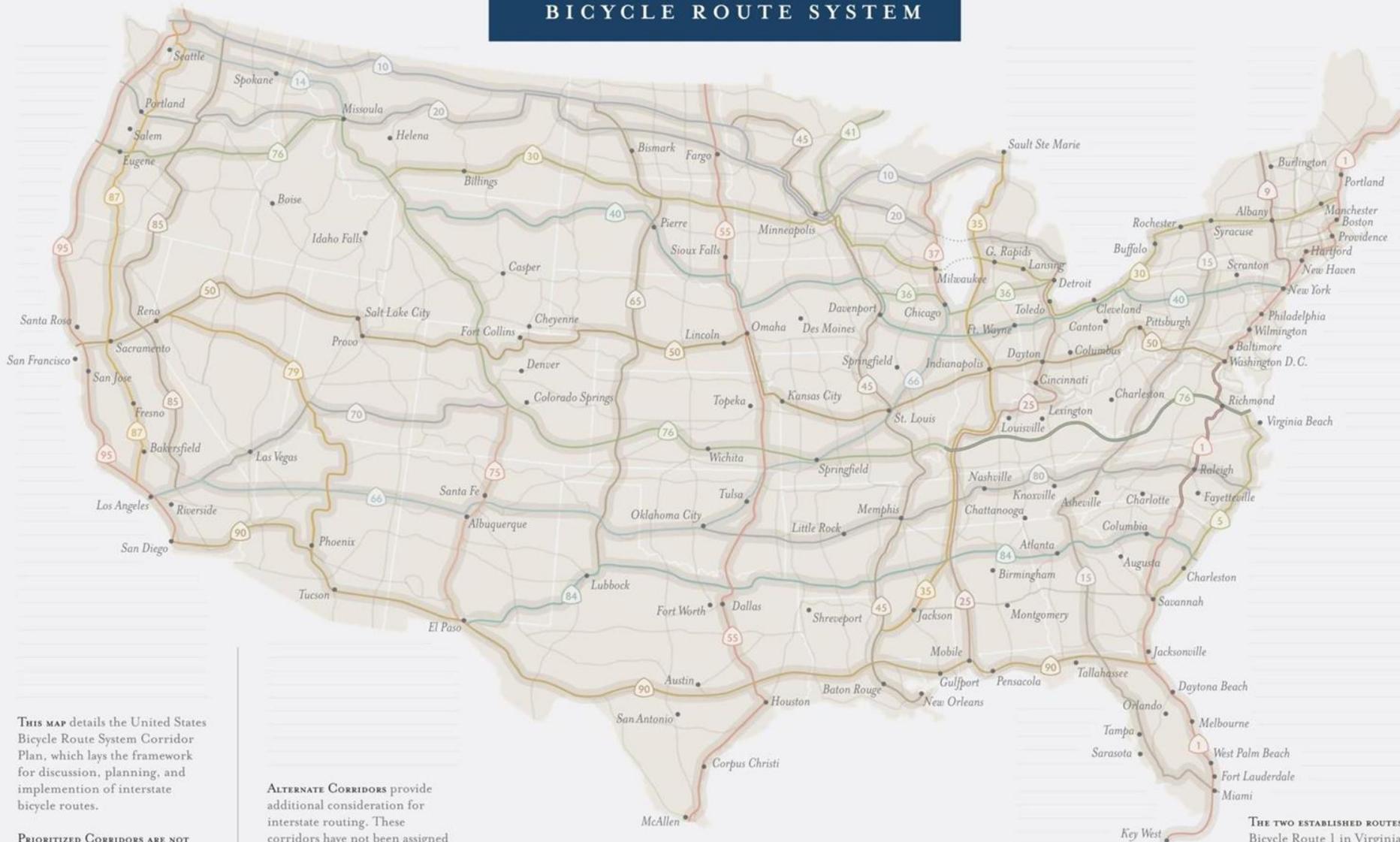
APRIL 2010

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

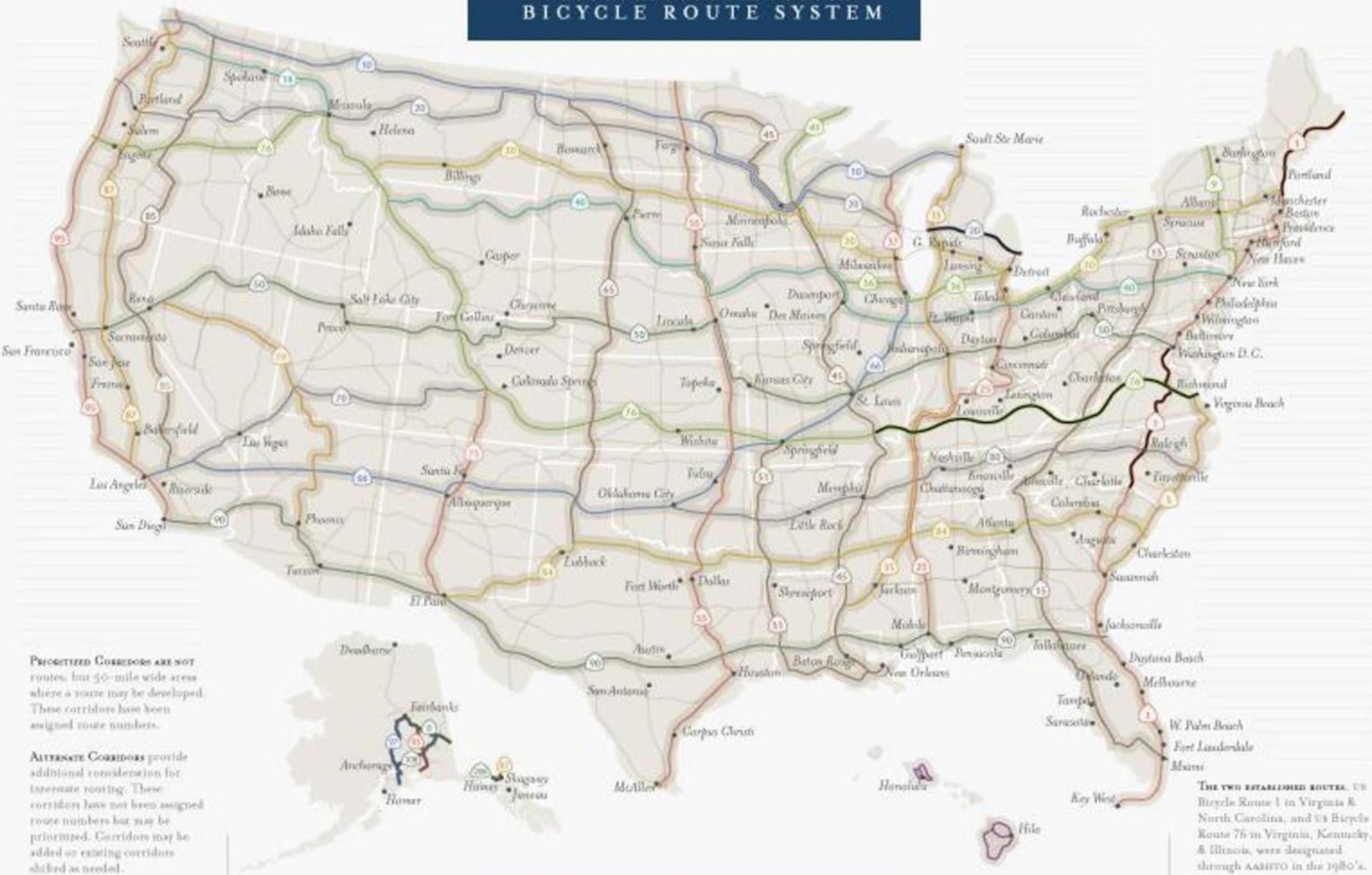
JUNE 2011

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THE UNITED STATES BICYCLE ROUTE SYSTEM



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 PRIORITIZED

 ALTERNATE

Connecting People, Communities, and the Nation

 PRIVATE OR ALTERNATE PRIORITY

 UNITED STATES BICYCLE ROUTE SYSTEM

CORRIDOR PLAN

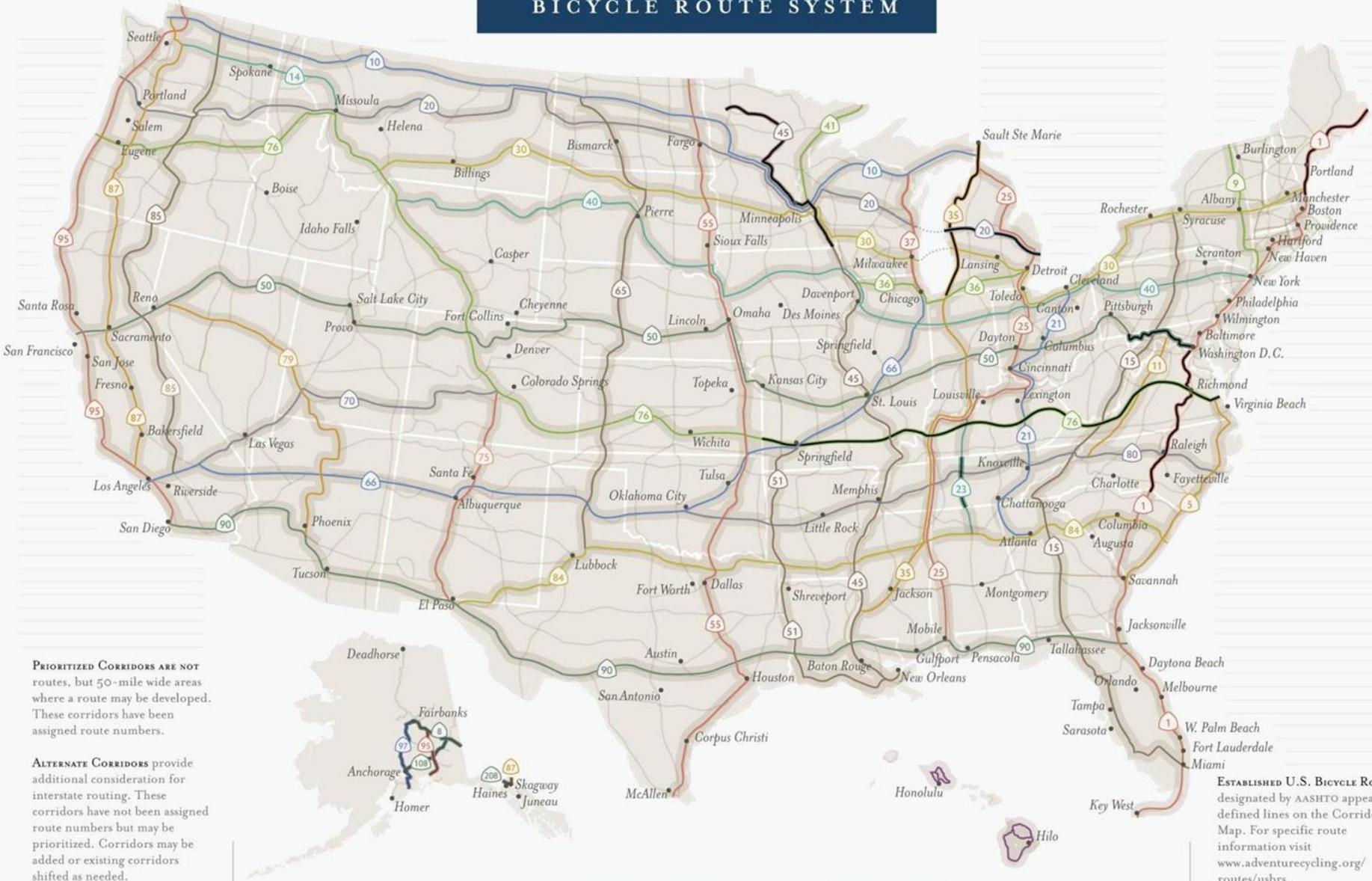
OCTOBER 2013

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THE UNITED STATES BICYCLE ROUTE SYSTEM

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ESTABLISHED U.S. BICYCLE ROUTES designated by AASHTO appear as defined lines on the Corridor Map. For specific route information visit www.adventurecycling.org/routes/usbrs.



The goal of The United States Bicycle Route System is to connect America through a network of numbered interstate bicycle routes.

NATIONAL CORRIDOR PLAN

October 2014



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PRIORITIZED CORRIDOR

ALTERNATE CORRIDOR

UNITED STATES BICYCLE ROUTE SYSTEM

PRIVATE OR PUBLIC FERRY

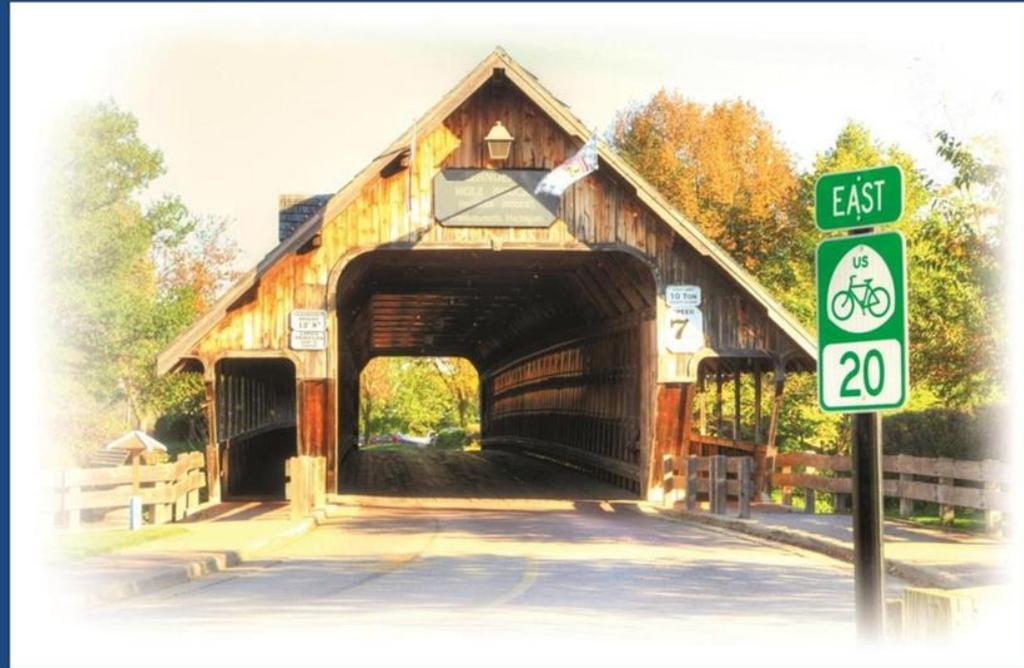
UNITED STATES BICYCLE ROUTE

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-r68dy4Is>

Oregon's Growing Network of Scenic Cycling Routes



CYCLING TOURISM ON THE RISE

- Bicycle travel is becoming an increasingly visible part of the global adventure travel market, which generates \$89 billion annually¹
- Oregon has identified cycling tourism as a key economic development strategy
- In 2009, Oregon's outdoor recreation & entertainment market had \$803 million in visitor spending²
- In 2009, 1.3 million tourists³ bicycled while visiting Oregon³
- Those 1.3 million tourists spent \$223 million primarily on lodging, meals, and retail³
- Overnight cycling visitors spent over eight times more than day travelers (\$199 million vs. \$24 million)³

¹ Adventure Tourism Market Report by the Adventure Travel Trade Association, August 2009
² Oregon 2009 Crystal Ball Visitor Analysis, Longwoods International, August 2009
³ A tourist is defined as someone traveling more than 50 miles from their residence or staying overnight. Tourist, in this case, is inclusive of in-state and out-of-state tourists.

Oregon Scenic Bikeway Routes designated by Oregon Parks and Recreation Department	U.S. Forest Service
Adventure Cycling Routes Routes sponsored by Adventure Cycling Association	National Park or Wildlife Refuge
Oregon Coast Route Routes managed by the Oregon Department of Transportation	Bureau of Land Management
Bed & Breakfast	State Land
Hotel or Motel	Urban Area
Campsite	Interstate
	Highway
	Major Road

Scale: 0 25 50 Miles

For comprehensive information on cycling tourism in Oregon, visit RideOregonRide.com. For questions regarding the Oregon Bicycle Tourism Partnership, please contact Kristin@TravelOregon.com.

Source Map created by Travel Oregon by contract and by Heather Clapham. Data from Oregon Parks & Recreation Department, Adventure Cycling, Oregon Department of Transportation, Wilderness, and Travel Oregon, 2009



AMTRAK

Cafe

welcome



The Triple Bottom Line of Bicycle Tourism

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



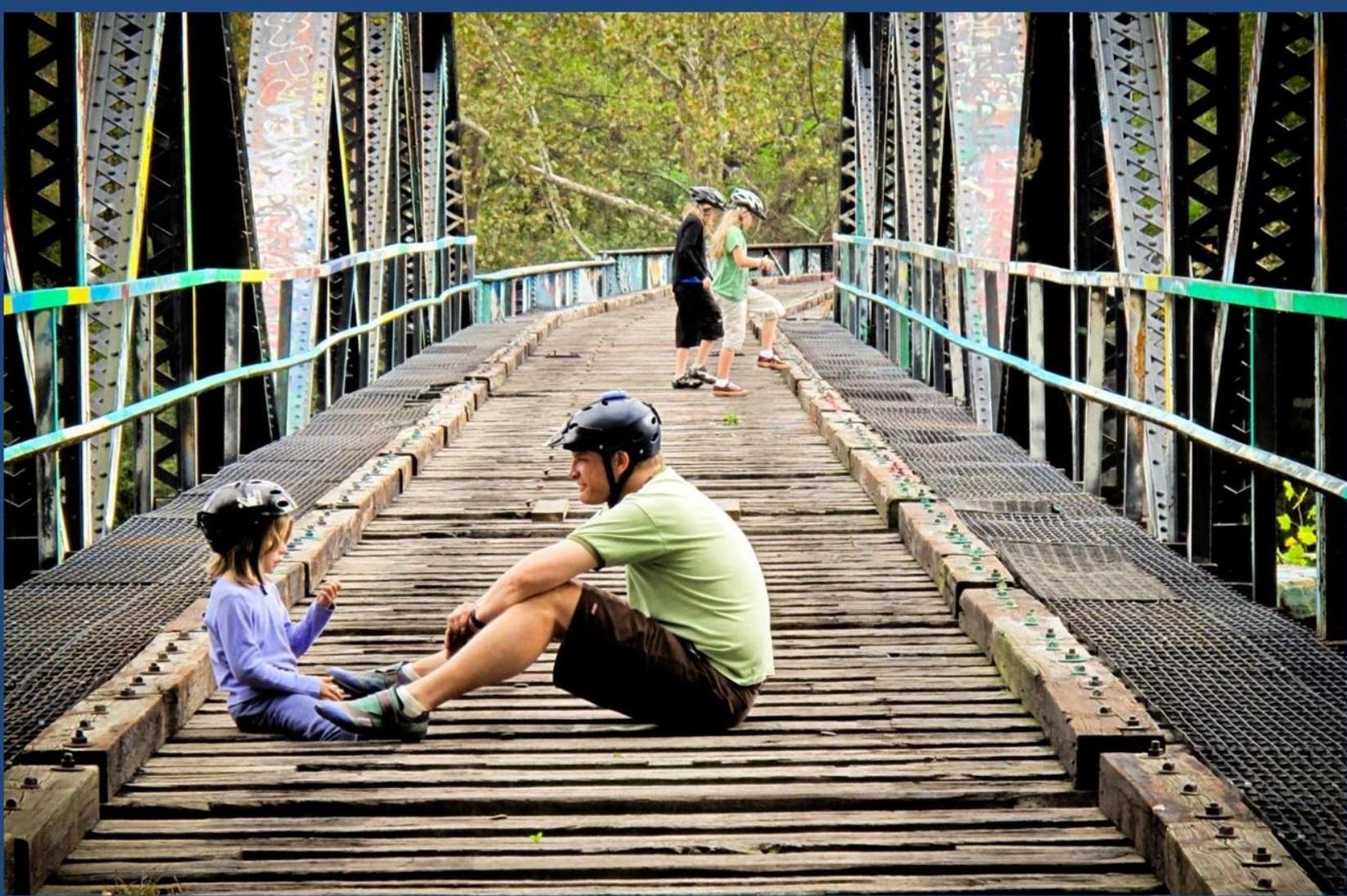


Six Steps to the Triple Bottom Line

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

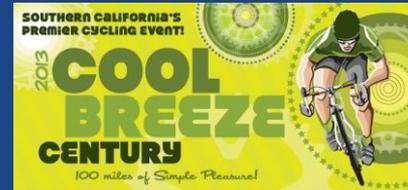
Local Ventura Rides





Bike MS Coastal Challenge

- Total cyclists in 2014: 1067 (over 100 more than 2013)
- 13% came from Ventura County (32 with a City of Ventura address)



Cool Breeze Century

- The largest ride in the area at the higher level (other than the Solvang Century)
- Positive economic impact on local lodging, restaurants and tourists amenities
- Growth of the number of riders: from a few hundred in 1994 to 2000 in 2013 (decreased to 1000 last year)

