



# Building Bicycle Tourism

## Trends and Opportunities From across the U.S.





## **Ginny Sullivan**

*Director of Travel Initiatives*  
Adventure Cycling Association

### **TODAY:**

- Who is Adventure Cycling
- Bicycle Tourism in the US
- Emerging Trends
- Growing Opportunities for European Providers



## ADVENTURE CYCLING ASSOCIATION

- *North America's Bicycle Travel Experts*
- 51,000 members world-wide: largest cycling membership group in North America
- 45,000 mapped miles of routes
- 105 tours across Canada & U.S.
- *Adventure Cyclist* magazine
- On-line resources, how-to's, inspiration
- Bike travel gear through on-line store
- Programs: U.S. Bicycle Route System
- Advocacy for better bike travel conditions



# HISTORY

***CELEBRATING***  
**40**  
***YEARS***



**Adventure Cycling Association**



# **The Bikecentennial Summer of 1976**



Astoria, Oregon

Yorktown,  
Virginia

# The TransAmerica Bicycle Trail



**4100**  
**cyclists**  
signed up  
to ride all  
or part of  
the Trail.





Eleven million rider miles.



Into America's Heartland.

# CELEBRATING 40 YEARS



Biggest Bike Travel Celebration in 40 years



40<sup>TH</sup> ANNIVERSARY EVENTS



40TH ANNIVERSARY  
ADVENTURE CYCLING ASSOCIATION

**MONTANA BICYCLE CELEBRATION**



JULY 15 - 17, 2016



First Weekend of  
June...  
June 2-4, 2017

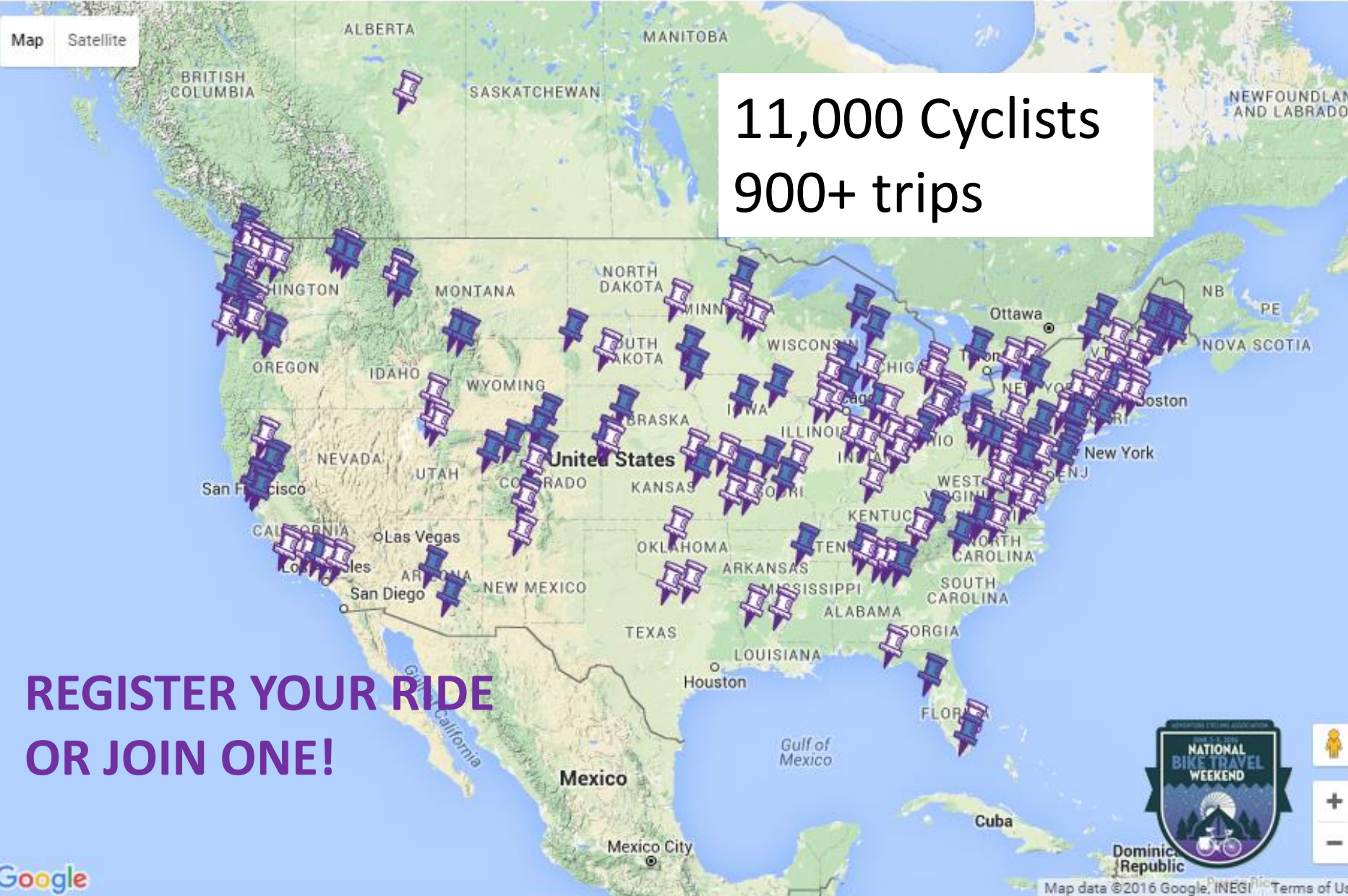
**NATIONAL BIKE TRAVEL WEEKEND**  
June 3 - 5, 2016





Map Satellite

11,000 Cyclists  
900+ trips



REGISTER YOUR RIDE  
OR JOIN ONE!





**BIKE YOUR PARK DAY**  
September 24, 2016





10,000 Cyclists  
1300+ trips

REGISTER YOUR RIDE  
OR JOIN ONE!





Last Saturday of  
September  
Sept. 30 , 2017







**FIND YOUR PARK**  
ON SEPTEMBER 24, 2016

9 Issues + Incredible Adventures = Endless Inspiration



TRAVEL MAGAZINE



-  Adventure
-  Bicycle
-  Adventure
-  Ferry

# ROUTES & MAPS

In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 44,662 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.

For more information on the routes and to find out how to purchase our maps, please visit [www.adventurecycling.org](http://www.adventurecycling.org).







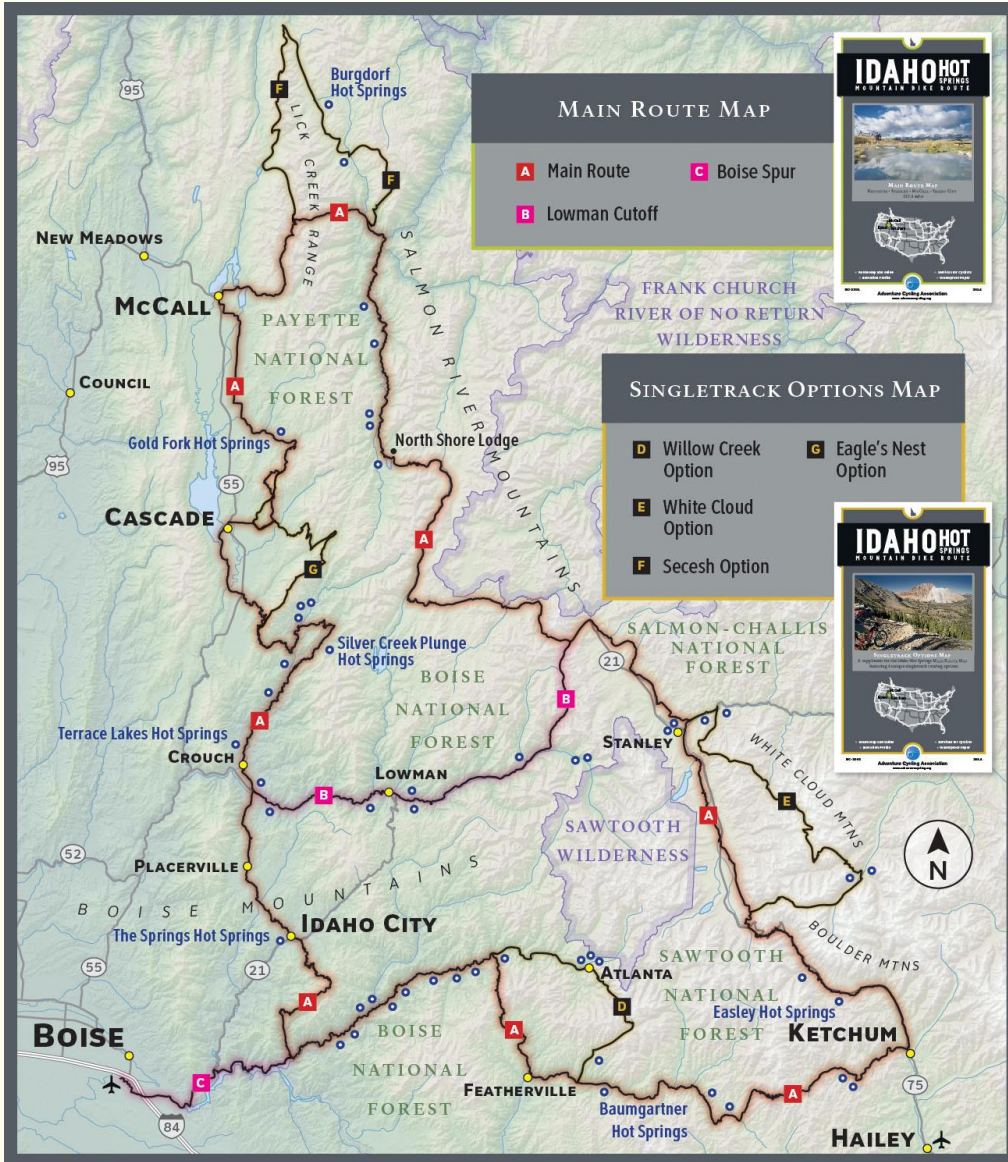
# Chicago to NYC Route

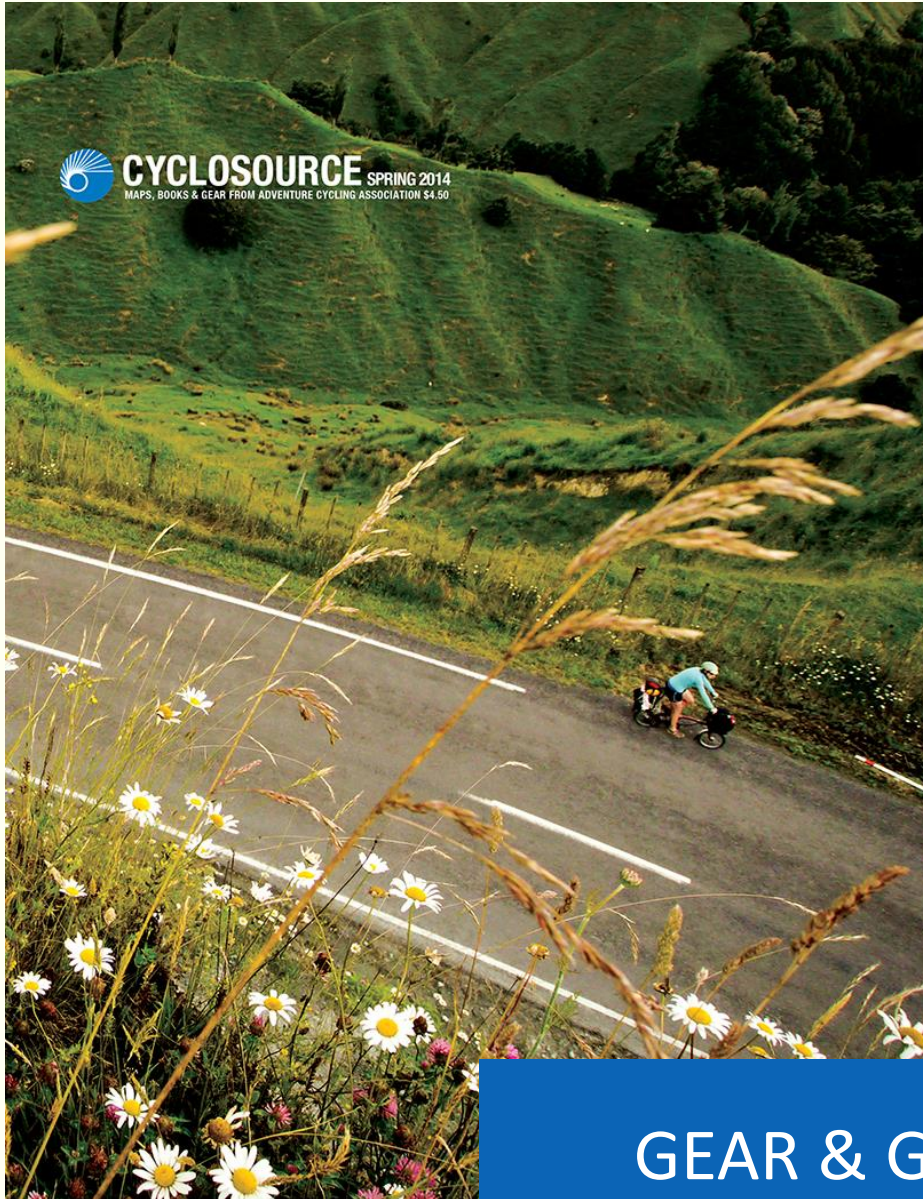




# IDAHO HOT SPRINGS MOUNTAIN BIKE ROUTE







## GEAR & GUIDES



100+ TOURS IN  
NORTH AMERICA

# Bike Overnights | Don't wait to go cross country. Go overnight.



[BIKEOVERNIGHTS.ORG](http://BIKEOVERNIGHTS.ORG)



## MEMBERSHIP

- 51,222 members; 6.8% growth
- Average age 60.97; New 54.8

## TOURS

- 1700 participants; 105 Tours

## SALES

- \$1.0132 million, \$26,525 over 2015
- 35,685 maps in 2,016; 2577 digital

## DONATIONS/SPONSORSHIP

- \$1-million raised in 2016



## Who Are Our Members?

- \$81,500 median income
- 80% have college degree
- 35% have 6+bicycles; 52% have 3-5; 15% have 1-2
- 32% go on 5+ rides/week; 42% on 3-4; 24% on 1-2
- **82%** plan to take a cycling vacation in the next 12 months

Better  
Conditions?









- Car Free Days
- No turn-away Campsites
- Safety Initiatives
- Hiker Biker Camping

NATIONAL & STATE PARKS





The AMTRAK® System



UNITED STATES  
BICYCLE ROUTE SYSTEM  
CONNECTING PEOPLE COMMUNITIES AND THE NATION





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

AMERICAN ASSOCIATION OF  
STATE HIGHWAY AND  
TRANSPORTATION OFFICIALS

**AASHTO**  
THE VOICE OF TRANSPORTATION

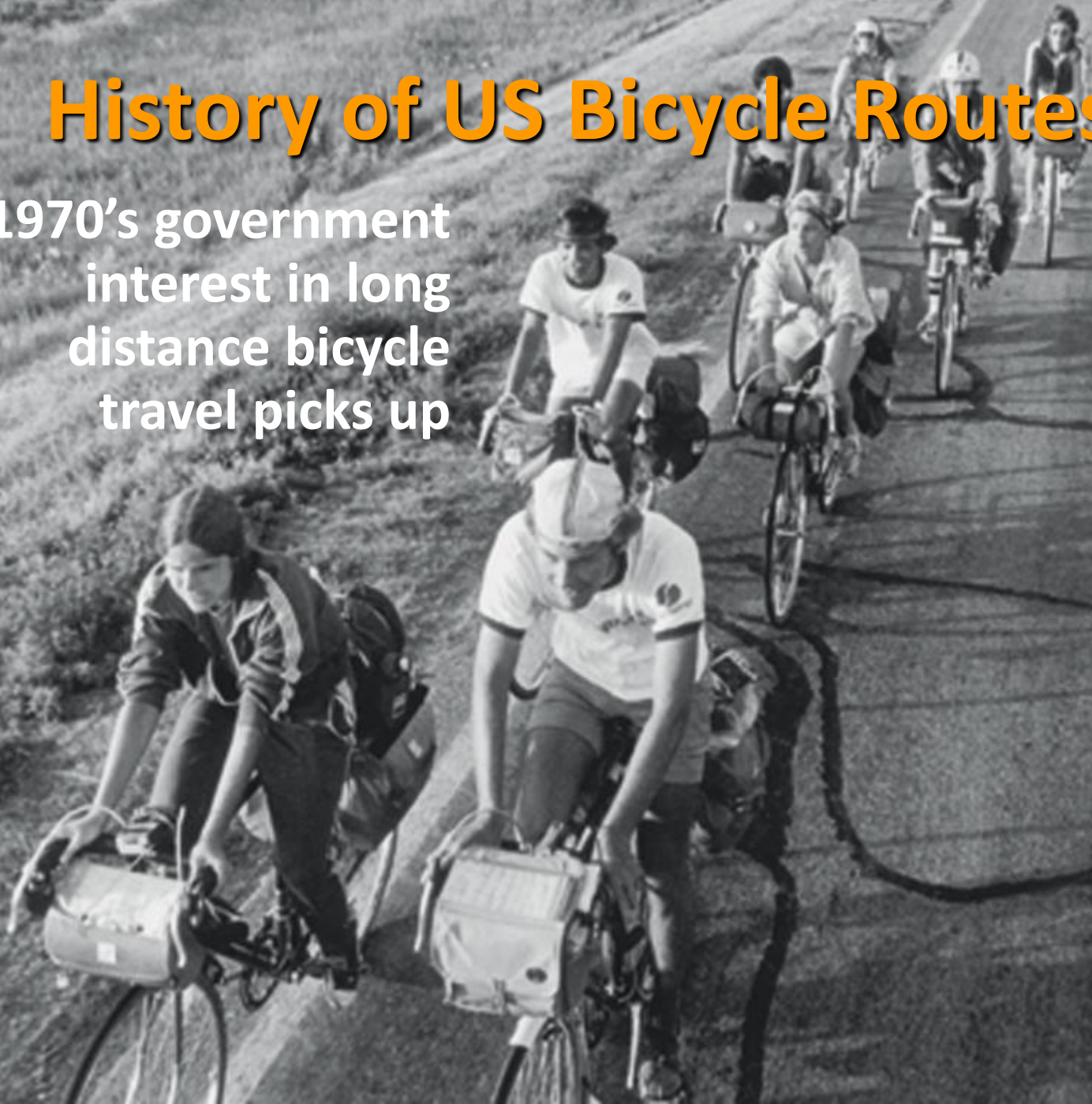
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U.S. Bicycle Routes

# History of US Bicycle Routes

In 1970's government  
interest in long  
distance bicycle  
travel picks up





First US Bicycle routes  
designated in 1982

\*US Bicycle Route 1 (red)

\*US Bicycle Route 76 (blue)



No new routes  
designated until 2010





TransAmerica Trail  
Signed USBR 76  
across Virginia &  
sporadically in other  
states

Atlantic Coast Route  
was signed as USBR 1  
in Virginia, North  
Carolina



## 2004 AASHTO Vision

*The Task Force is charged with developing a recommended national corridor-level plan for use in designating potential future US bicycle routes.*



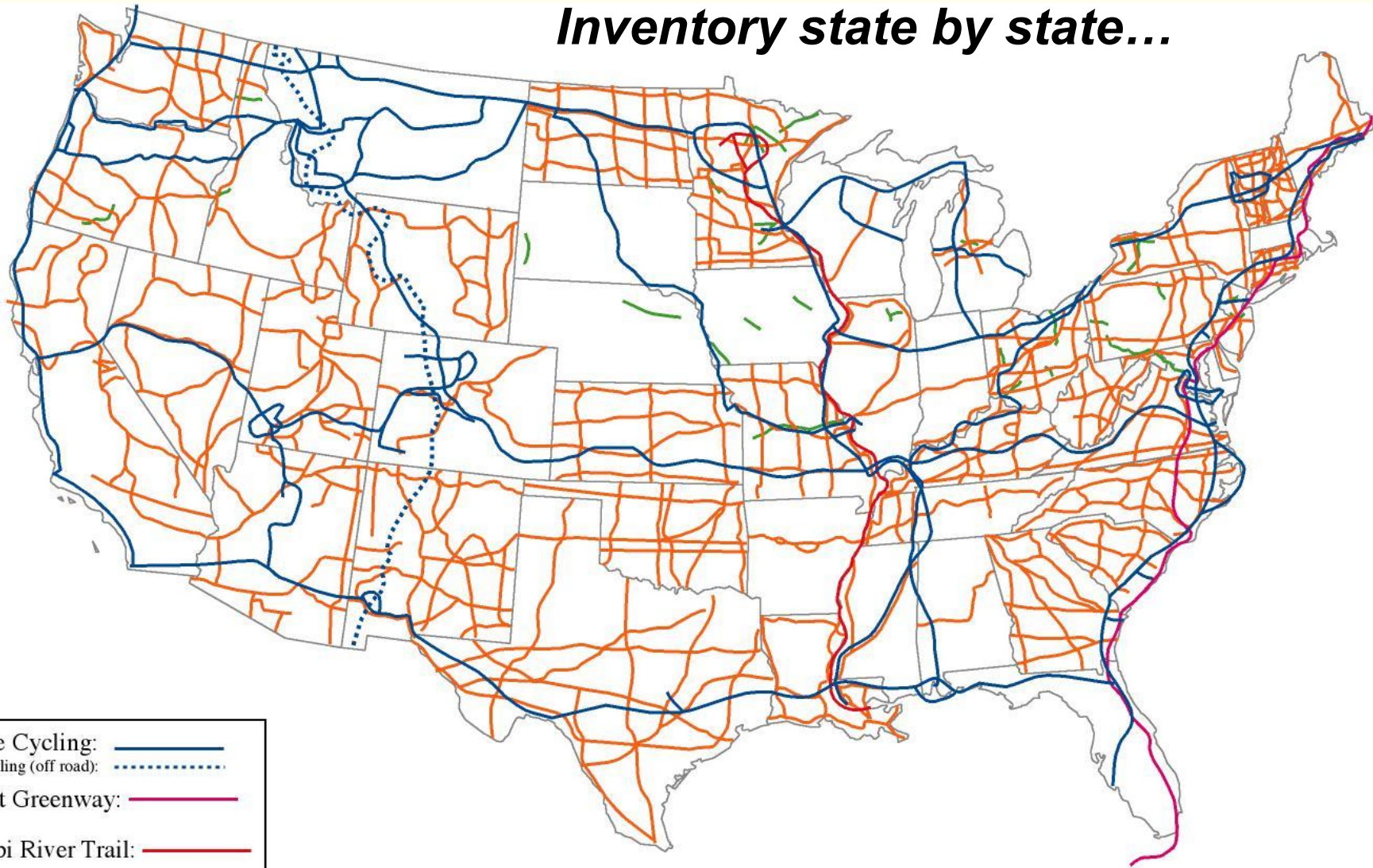


## **TO BE A U.S. BIKE ROUTE:**

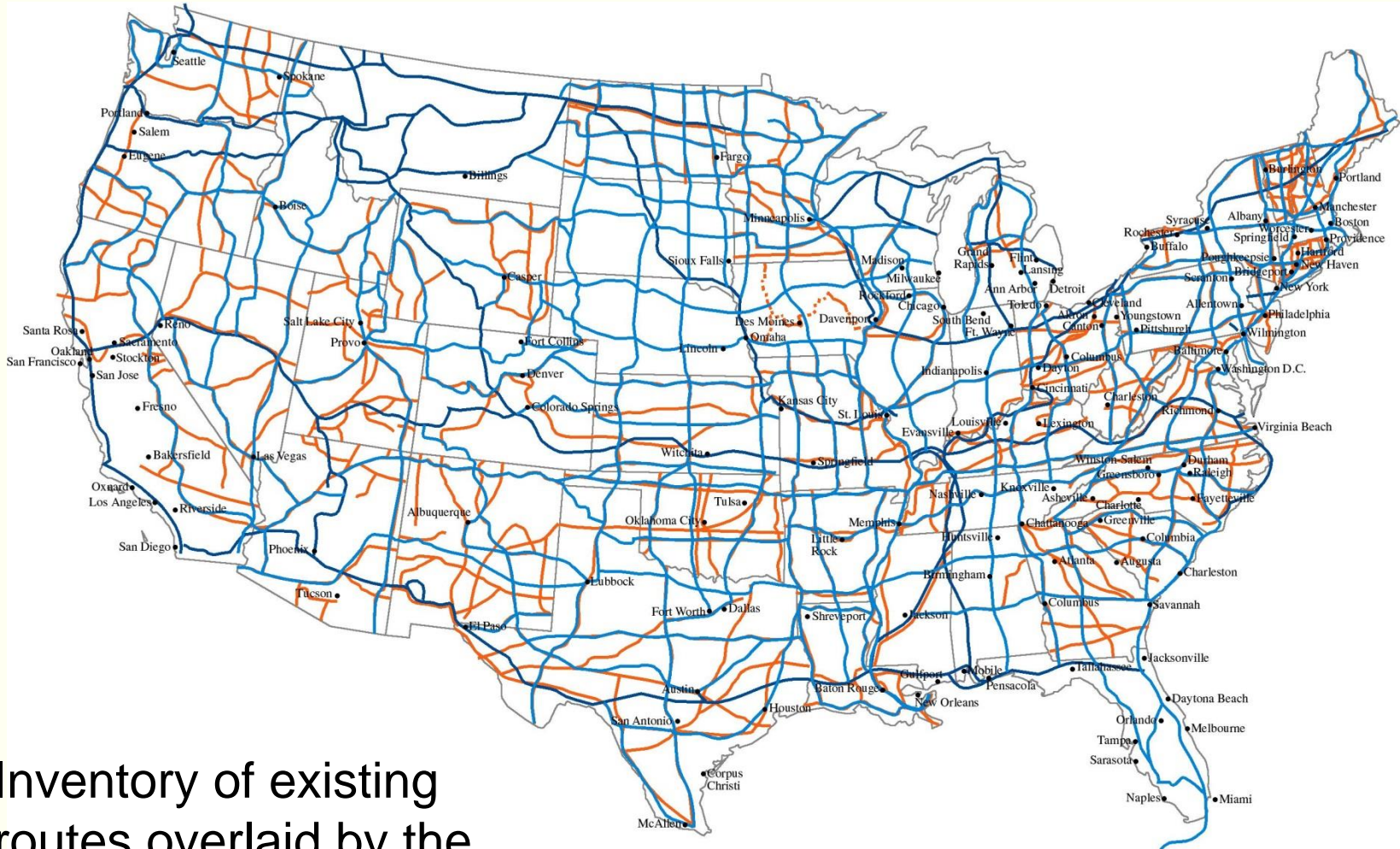
- Link urban, suburban, & rural communities
- Uses appropriate bicycle facilities
- Promotes & enables interstate bicycle travel
- Connects cities & transportation hubs
- Connects scenic, cultural & historic destinations
- Has intrinsic scenic, historic or cultural values
- Connects two or more states, a state & international border, or another U.S. Bicycle Route(s).



## *Inventory state by state...*



Adventure Cycling:	
Adv. Cycling (off road):	
East Coast Greenway:	
Mississippi River Trail:	
State Routes:	
Rail Trails:	



Inventory of existing routes overlaid by the proposed corridor system

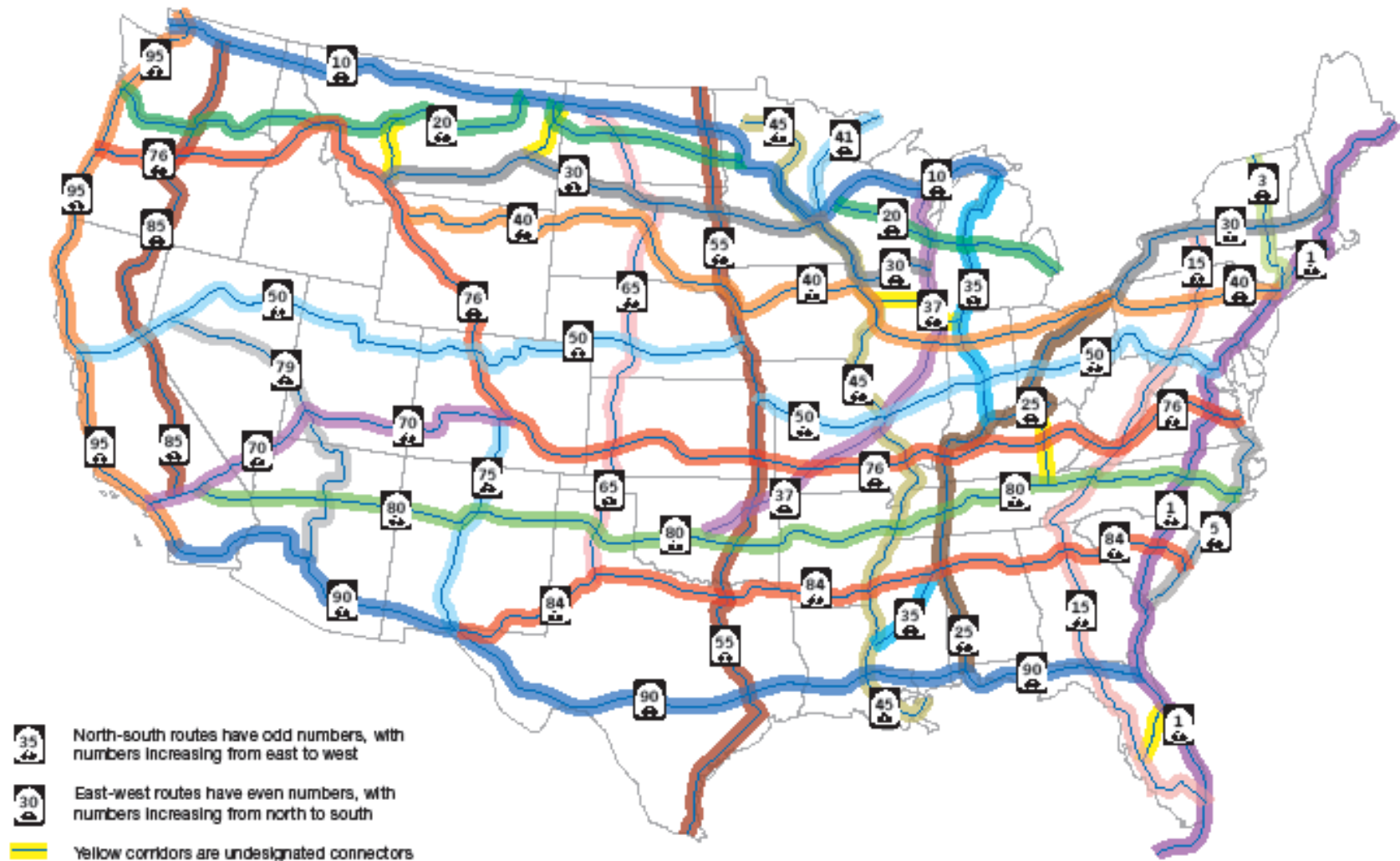


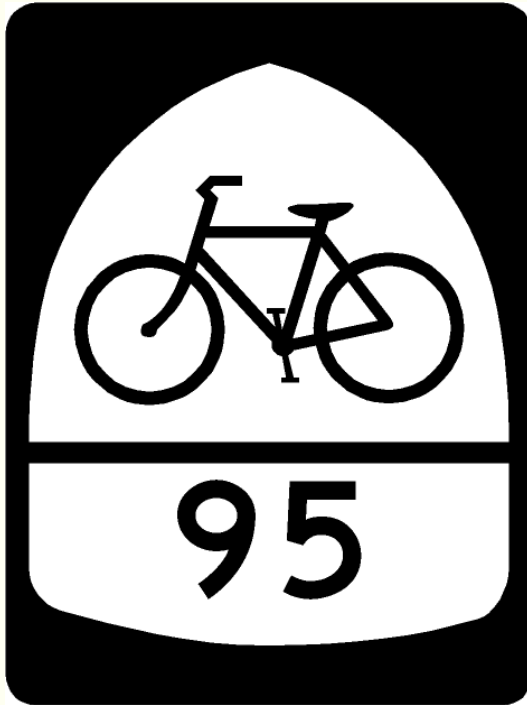
## 2 Digit Number System

A logical and easily implemented designation system that will accommodate expansion over time is a key component to the U.S. Bicycle Route System. The Task Force on US Bicycle Routes reviewed existing systems from each state and other countries. Proposed systems from members, bike/pedestrian coordinators and others were also considered. Five versions were mapped and reviewed (see reverse side). Below is the preferred designation system as ranked by the Task Force in March 2008.

### Advantages of this system:

- Follows existing U.S. Bicycle Route System established in the 1970's.
- Allows for orderly expansion of U.S. Bicycle Routes over time.
- Easy to determine designation as system is implemented.
- Opposite Interstate Highway System.
- States/Organizations can also co-designate or name routes using their own system.





**USBR M1-9  
MUTCD**



**USBR M1-9  
Alternate  
NCUTCD  
2009**

## STATE AGENCIES DETERMINE APPROACH

- Route Identification & Assessments
- Coordination with local transportation officials
- Agreements with road authorities & trail managers.
- Aligning routes with neighboring states

## WHO DOES THE WORK?

- Volunteers
- Bicycle & trail advocates
- Agency staff





## STATE COORDINATION





## SUBMITTED TO AASHTO BY STATE DOTs 2X/YR

- AASHTO approves #designation, not bike route
- State submits with due diligence
- Include maps & turn-by-turns
- INSTALLATION OF SIGNS
- EXPANSION OF THE SYSTEM
  - Spur, alternate & loop routes
  - New routes & corridors
  - Realignments



# CORRIDOR PLAN

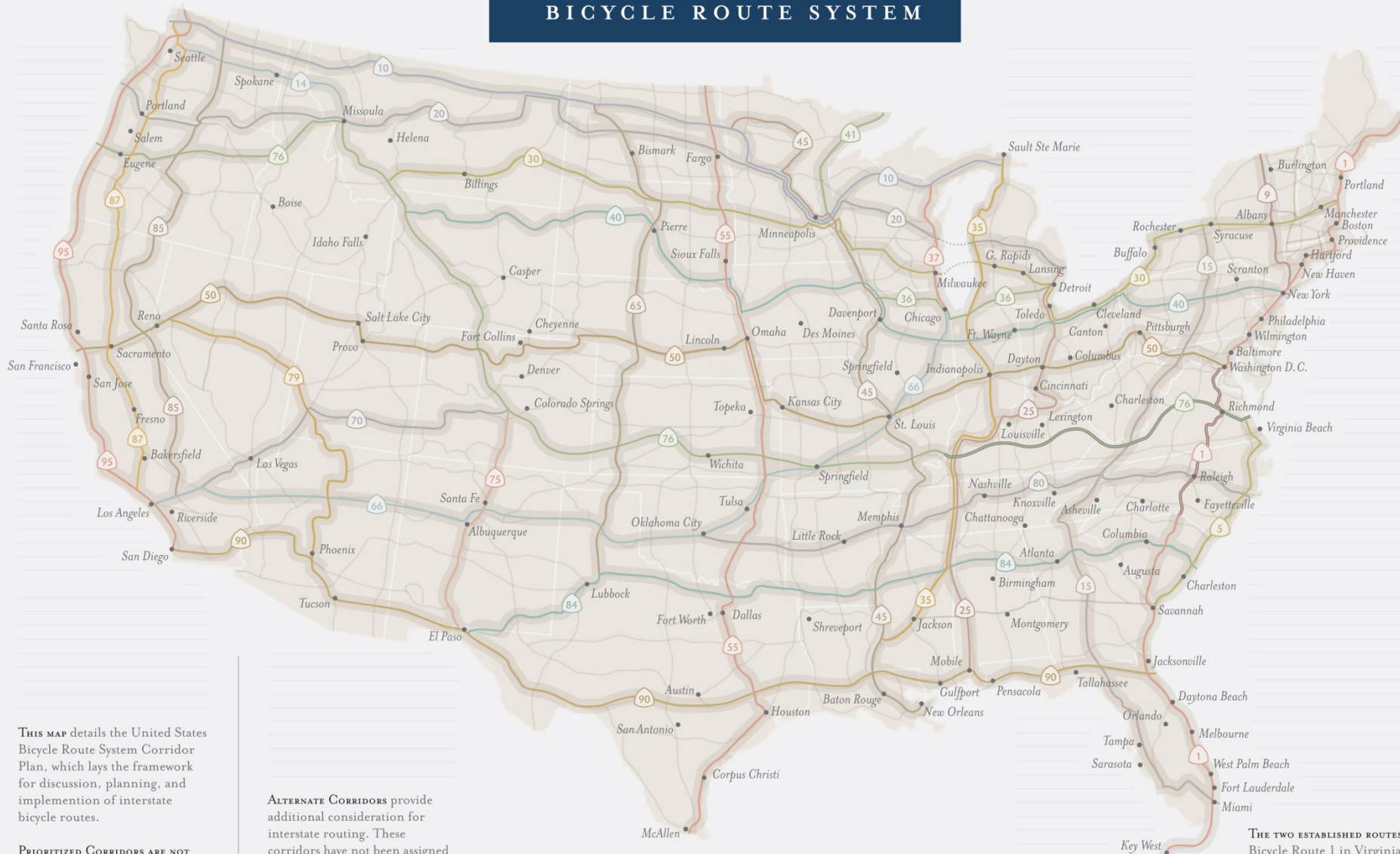
APRIL 2010

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

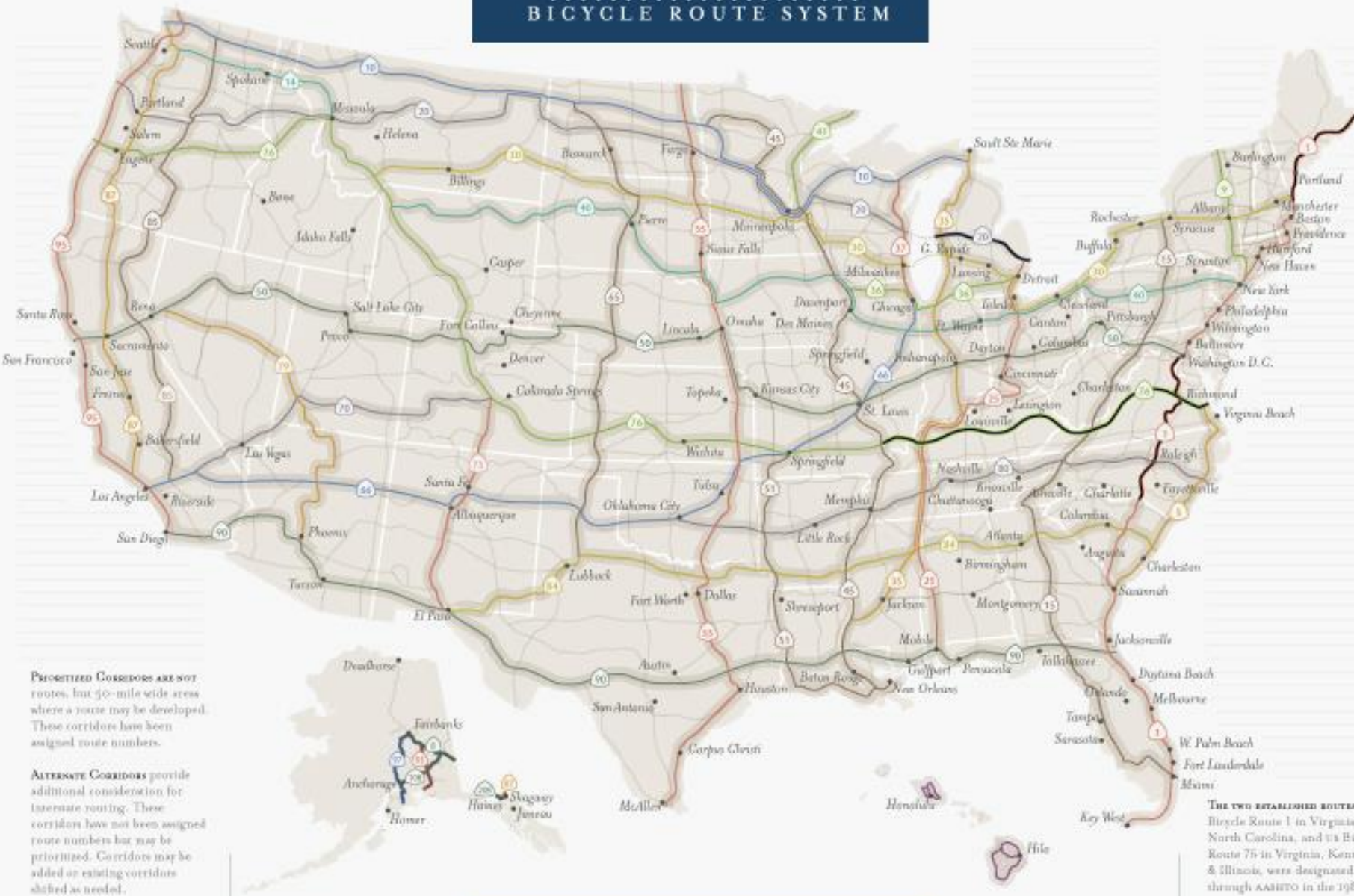
JUNE 2011

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## THE UNITED STATES BICYCLE ROUTE SYSTEM



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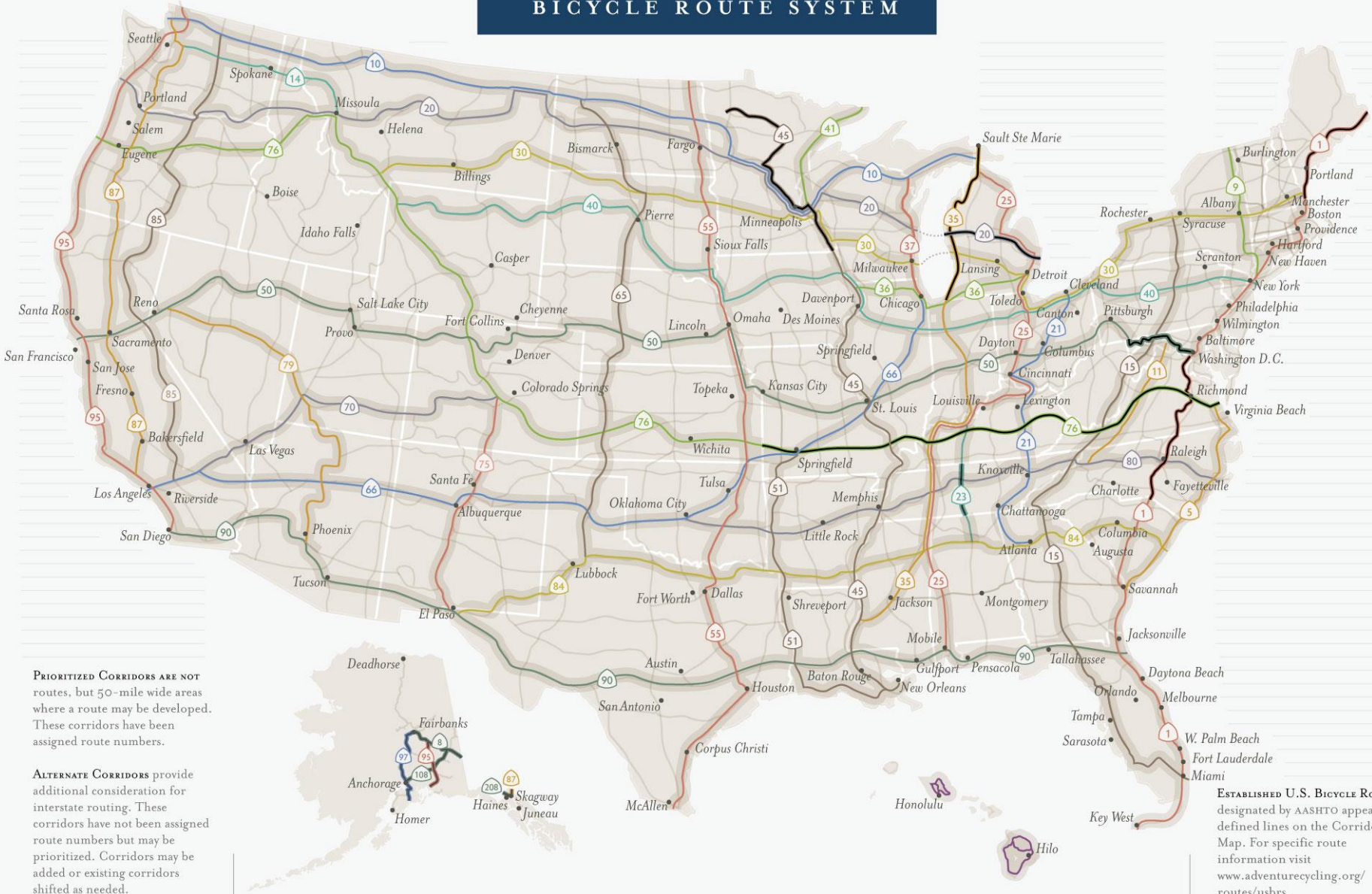
OCTOBER 2013

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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](http://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

December 2014

**Adventure Cycling Association**  
America's bicycle travel experts

AMERICAN ASSOCIATION OF  
STATE HIGHWAY AND  
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# NATIONAL CORRIDOR PLAN

May 2015



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**UNITED STATES BICYCLE ROUTE SYSTEM**

- [ Thick Red Line ] PRIORITIZED CORRIDOR
- [ Thin Grey Line ] ALTERNATE CORRIDOR
- [ Dotted Line ] PRIVATE OR PUBLIC FERRY
- [ Thick Black Line ] UNITED STATES BICYCLE ROUTE



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

# NATIONAL CORRIDOR PLAN

\*\*\*\*\*  
May 2016



**DESIGNATED U.S. BICYCLE ROUTE**

Established U.S. Bicycle Route designated by AASHTO.

\*\*\*\*\*  
**UNDEVELOPED CORRIDOR**

These corridors are not routes, but 50-mile wide areas where a route may be developed.



## TYPES OF FACILITIES THE USBRS USES

### TRAILS & PATHS

1,038  
miles







## TYPES OF FACILITIES THE USBRS USES

### LOCAL ROADS





## TYPES OF FACILITIES THE USBRS USES

### RURAL STATE HIGHWAYS

6,422  
miles





## GROWING THE NETWORK - STATE BY STATE





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

## NATIONAL CORRIDOR PLAN



May 2016



11,200-miles  
24 states

DESIGNATED U.S. BICYCLE ROUTE

Established U.S. Bicycle Route designated by AASHTO.

UNDEVELOPED CORRIDOR

These corridors are not routes, but 50-mile wide areas where a route may be developed.





CLEARANCE HEIGHT  
13' 8"  
LARGE VEHICLES  
KEEP TO CENTER

LOAD LIMIT  
10 TON  
EXCEPT BUSES  
SPEED  
7







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

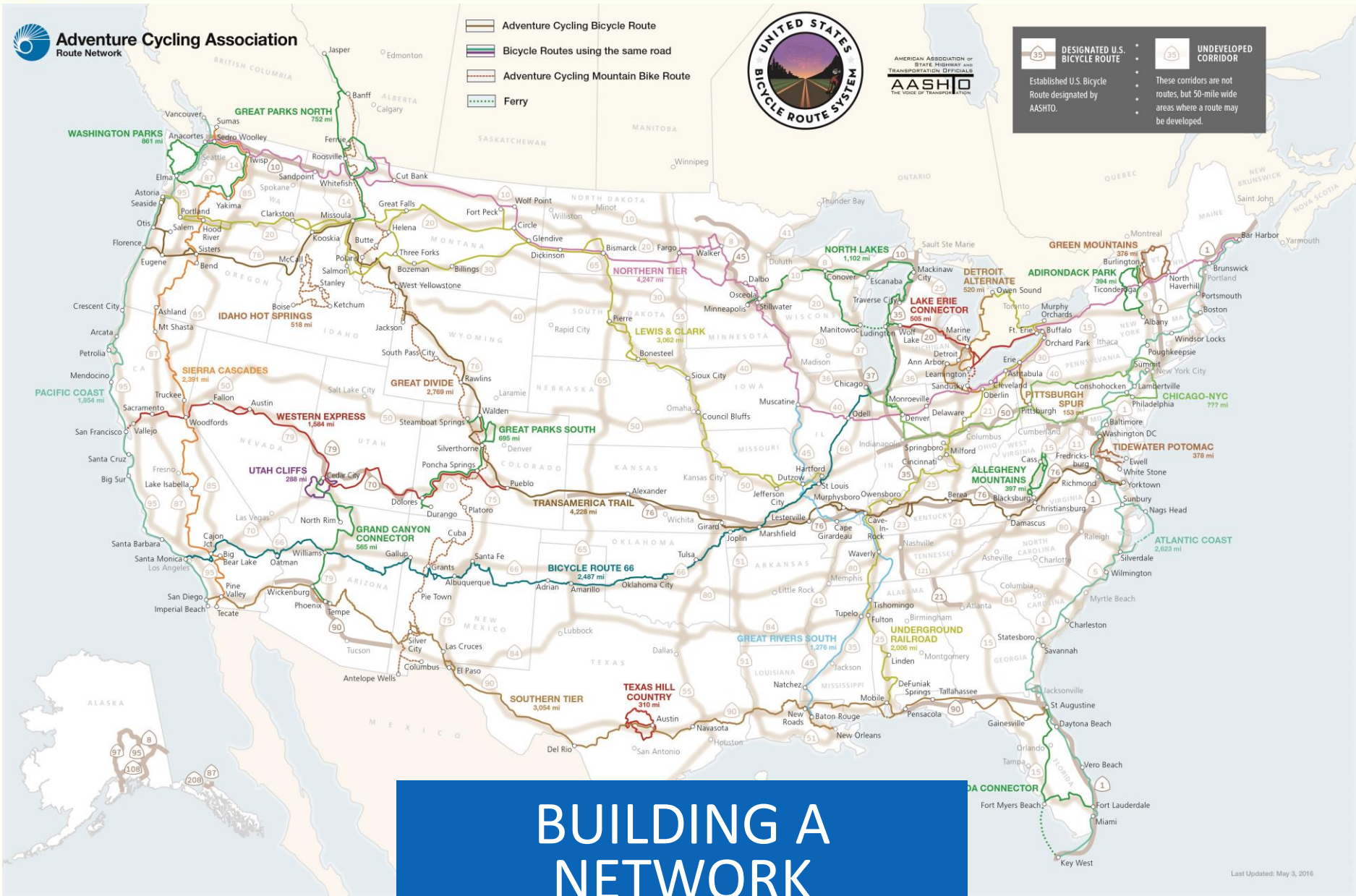


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Established U.S. Bicycle Routes designated by AASHIO.

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# BUILDING A NETWORK





BUILDING BIKE TOURISM IN THE U.S.

# CASE STUDIES



# ***Outdoor Industry Report***

## ***\$71 billion***

More Americans bike than play golf, tennis, and ski combined, making it the 2<sup>nd</sup> most popular outdoor recreation activity in the U.S.





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



Oregon: \$400 million



Wisconsin: \$924 million



Arizona: \$88 million

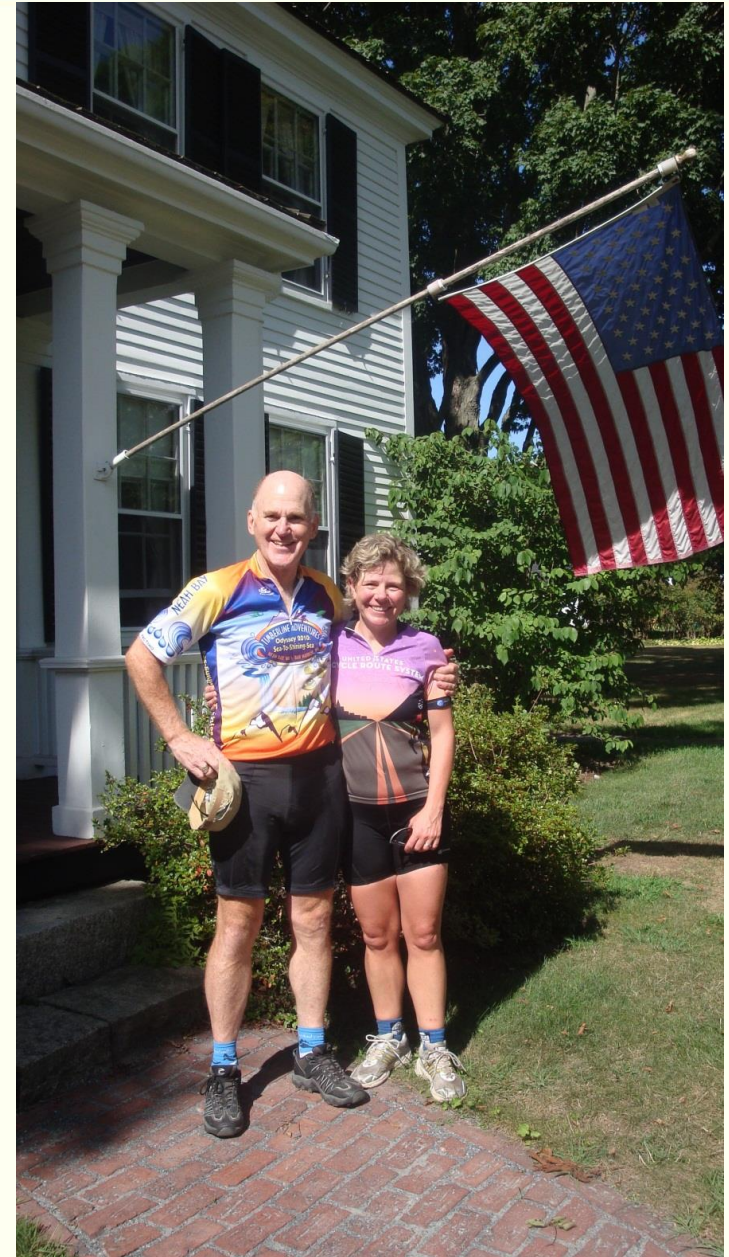


Washington: \$3.1 billion



## DEMOGRAPHICS

- Highly Educated
- Higher Discretionary Income
- Bike travelers spend more per day than average tourist
- Stay longer in an area
- Overnights to Multi-Day/Week/Month
- Less direct impact on local environment
- Green travel & link with trains/buses



# GREAT ALLEGHENY PASSAGE C&O CANAL HISTORIC TOWPATH

- *DC TO PITTSBURGH*
- *335-MILES CAR FREE*





Allegheny Trail Alliance



## Survey cyclists & businesses

- \$114 per day spending by overnight cyclists
- 30% Gross Revenue attributed to trail users
- Roll-on Service on Amtrak

- Bike Parking
- Informational kiosks
- visitor centers
- Bike art & trails into town
- Services
- Additional tourism features







# OREGON BICYCLE TOURISM PARTNERSHIP

**OVER 50 MEMBERS**

TRAVEL OREGON

CYCLE OREGON

STATE PARKS

DEPT OF TRANSPORTATION

ADVOCATES

BUSINESSES



Sisters to Smith Rock Scenic Bikeway  
©PathLessPedaled.com

# OREGON SCENIC BIKEWAYS

# 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 \$9 billion annually<sup>1</sup>
- Oregon has identified cycling tourism as a key economic development strategy
- In 2009, Oregon's outdoor recreation & entertainment market had \$903 million in visitor spending<sup>2</sup>
- In 2009, 1.3 million tourists<sup>3</sup> bicycled while visiting Oregon<sup>2</sup>
- Those 1.3 million tourists spent \$223 million primarily on lodging, meals, and retail<sup>2</sup>
- Overnight cycling visitors spent over eight times more than day travelers (\$199 million vs. \$24 million)<sup>2</sup>

<sup>1</sup> Adventure Tourism Market Report by the Adventure Travel Trade Association, August 2010

<sup>2</sup> Oregon 2009 Cyclist Visitor Analysis, Longwoods International, August 2010

<sup>3</sup> A tourist is defined as someone traveling more than 50 miles from their residence or staying overnight. Tourist, in this case, also includes in-state and out-of-state travelers.



For comprehensive information on cycling tourism in Oregon, visit [RideOregonRide.com](http://RideOregonRide.com). For questions regarding the Oregon Bicycle Tourism Partnership, please contact [Kristin@TravelOregon.com](mailto:Kristin@TravelOregon.com).



## RideOregonRide.com

*Jam packed with inspiration & resources!*

## Rural Tourism Workshops

*Focus on business development*

## Bike Friendly Businesses

*Certification program: Hotels provide secure bike parking*

**Funded Economic Impact Study: \$400 million!**





There are currently 526 recognized Bike Friendly Businesses: <http://rideoregonride.com/resources/bike-friendly-businesses/>



# THE MONTANA STORY



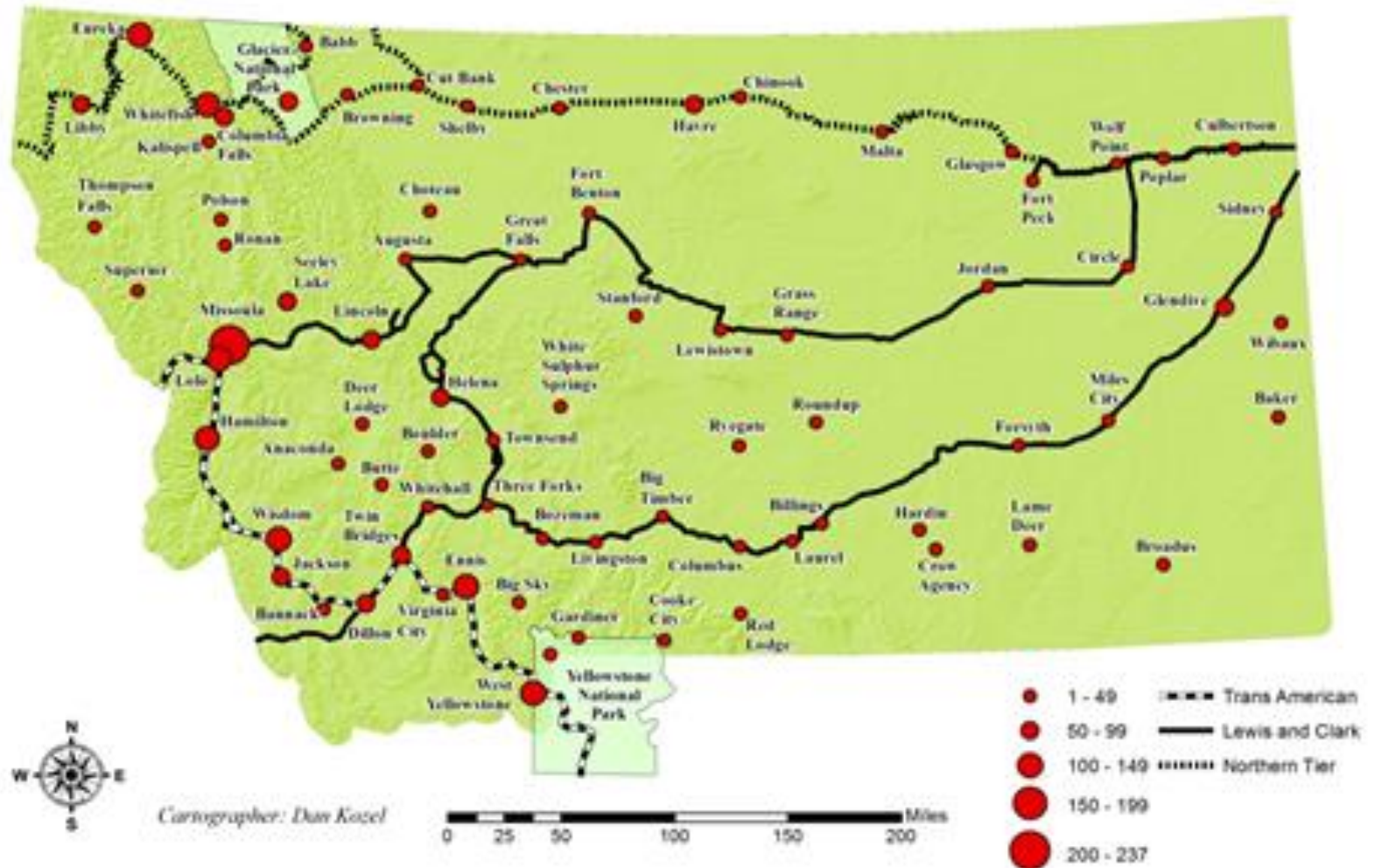
# MT STUDY FINDINGS



- \$75 -\$106 per day
- 8+ nights
- 41% stayed in hotels or B&Bs
- Median age: 53 years old
- 56% income \$75,000-150,000
- 48 states and 18 countries
- Highlights: scenic views, local hospitality
- Activities: historic sites (40%); wildlife (37%); & local breweries (29%)



# Overnight Location of Touring Cyclists in Montana







- State Parks + Dpt of Commerce
- Glacier National Park Bike Facilities
- Community Engagement
- Political Support & Legislative Action



Making a Plan

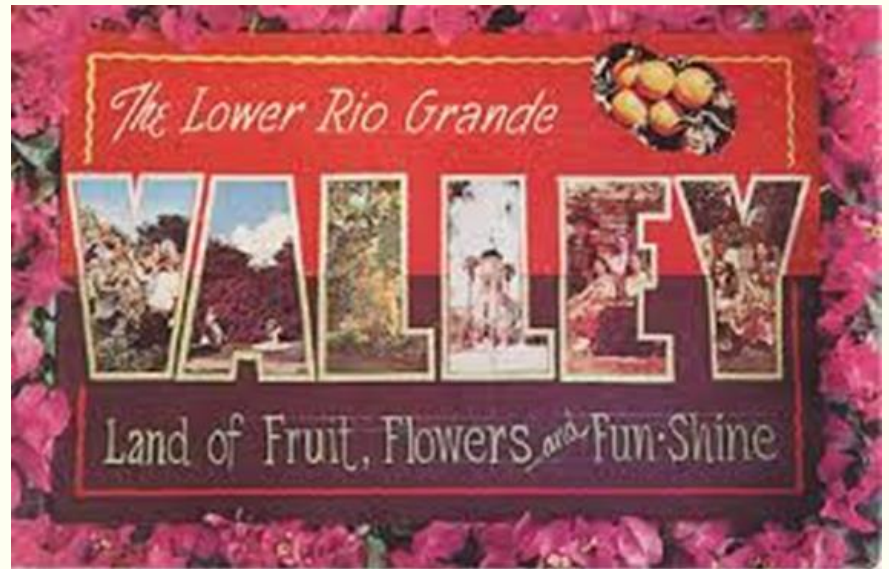
# THE BROWNSVILLE STORY





## Challenges:

- Extremely Poor
- Health Disparities
- Access/Mexican Border
- Regional Competition
- Tourism Economy
- Little Business Development
- Lacks Community Pride (aka lots of trash)





## Assets:

- Beaches
- National Parks
- Wildlife Refuges
- Non-Motorized Trails
- Community Advocates





Ciclovia attracts hundreds from across the region



# South Texas Active Transportation and Tourism Plan

- The Legacy Foundation
- Goal oriented
- Unites the region
- Tourism potential
- Identifies business development
- Prioritizes projects (gaps, assets, & opportunities)
- Put communities in line for FEDERAL funding





Challenge turns Asset: Queen Isabella Causeway



EMERGING BICYCLE TOURISM OPPORTUNITIES

# US TRENDS











*It's more than just an easy way to get around a city...*







AdventureCycling.org

# ★ ★ ★ IDC CYCLING Concierge

Private, tailored, and fun biking experiences in the DC region



Your Ride ★ Your Pace™



*This will be a  
game changer  
for US Market*













OPPORTUNITIES THROUGH ADVENTURE CYCLING

**WORK WITH US!**



**PARTNER** on  
these new  
**WORLD WIDE**  
events





## PORTAL TO THE U.S. MARKET

Media impressions (overall): 2.5 million

- Magazine: 93,600 readers
- Social Media: 130,000 followers
- Bike Bits: 60,000+ subscribers
- Bulk Emails: 130,000 recipients
  - Website 2.35 million views





## *Events, Stories, Routes: We Can Help*

- Bike Bits (2x/mo)
- Guest Blogs
- Social Media
  - Facebook, Twitter, YouTube, Instagram
- Hashtags
  - #AdventureCycling
  - #BikeTravel
  - #BikeTourism
  - #BikeYourPark
  - #BikeTravelWeekend
- Magazine Ads
- Bike Bits Ads (soon)
- Web Ads
- Sponsorship
- Corporate Membership
- Bike Shop/Club Membership





THE POWER OF  
BICYCLE TRAVEL