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
CELEBRATING

40

YEARS

Adventure Cycling Association
The Bikecentennial Summer of 1976
The TransAmerica Bicycle Trail

Astoria, Oregon
Yorktown, Virginia
4100 cyclists signed up to ride all or part of the Trail.
Eleven million rider miles.
Into America’s Heartland.
Biggest Bike Travel Celebration in 40 years
40 TH ANNIVERSARY EVENTS
First Weekend of June...
June 2-4, 2017
REGISTER YOUR RIDE OR JOIN ONE!

11,000 Cyclists
900+ trips
REGISTER YOUR RIDE OR JOIN ONE!

10,000 Cyclists
1300+ trips
9 Issues + Incredible Adventures = Endless Inspiration
In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 44,862 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.
IDAHOT SPRINGS MOUNTAIN BIKE ROUTE
100+ TOURS IN NORTH AMERICA
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
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
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...
Inventory of existing routes overlaid by the proposed corridor system
U.S. Bicycle Routes Designation 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.

North-south routes have odd numbers, with numbers increasing from east to west
East-west routes have even numbers, with numbers increasing from north to south
Yellow corridors are undesignated connectors
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
The goal of The United States Bicycle Route System is to connect America through a network of numbered interstate bicycle routes.

Corridor Plan
April 2010

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

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.
The goal of The United States Bicycle Route System is to connect America through a network of numbered 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: U.S. Bicycle Route 1 in Virginia & North Carolina, and U.S. Bicycle Route 76 in Virginia, Kentucky, & Illinois, were designated through AASHTO in the 1980's.
The goal of the United States Bicycle Route System is to connect America through a network of numbered 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 goal of The United States Bicycle Route System is to connect America through a network of numbered interstate bicycle routes.

NATIONAL CORRIDOR PLAN

May 2015

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.

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/united.
TYPES OF FACILITIES THE USBRS USES

TRAILS & PATHS

1,038 miles
TYPES OF FACILITIES THE USBRS USES

LOCAL ROADS

3,593 miles
TYPES OF FACILITIES THE USBRS USES

RURAL STATE HIGHWAYS

6,422 miles
GROWING THE NETWORK - STATE BY STATE

- **HAVE DESIGNATED ROUTES**
  - Maine
  - Virginia
  - Kentucky
  - Virginia
  - Michigan
  - Michigan

- **HAVE DESIGNATED & PLAN TO SIGN IN 2016**
  - 76

- **HAVE DESIGNATED & SIGNED ROUTES**
  - 1
  - 35
  - 20
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
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 2nd 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
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
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 $18 billion annually.
- Oregon has identified cycling tourism as a key economic development strategy.
- In 2009, Oregon’s outdoor recreation & entertainment market had $303 million in visitor spending.
- In 2009, 1.3 million tourists bicycled while visiting Oregon.
- Those 1.3 million tourists spent $223 million primarily on lodging, meals, and retail.
- Overnight cycling visitors spent over eight times more than day travelers ($199 million vs. $24 million).

For comprehensive information on cycling tourism in Oregon, visit RideOregonRides.com. For questions regarding the Oregon Bicycle Tourism Partnership, please contact Kristina@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...
Private, tailored, and fun biking experiences in the DC region
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