Building Bicycle Tourism along the Bold Coast
Maine’s Bold Coast Region
Regional Tourism Values and Goals

Create long-term, sustainable opportunities for communities to celebrate, preserve, develop, promote, and manage their most valued natural and cultural assets.

- Economic growth & increased opportunities
- Improved experience of place
- Positive engagement for residents & visitors
- Community & business investment
- Collaborations, networks, & partnerships
- Successful, sustainable implementation
DownEast Acadia

Tourism Trends

5.3 million visitors in 2016 (+12.9%) 18% Canadian (NB & NS)

Spent $930 million – supported:
16,000 jobs
$88,500,000 in total taxes

#1 Overnight Visitor Interests:
Touring/Sightseeing
Active/Outdoor Recreation

#1 Touring/Sightseeing Activity:
Enjoying ocean views/rocky coast

#1 Active Outdoor Activities (45%):
Hiking/climbing/backpacking
Exploring State/National Parks
Bicycling or mountain biking (25%)

#1 Interests of Canadian visitors
Bold Coast Scenic Byway
Iconic Maine Foods
“... provides diverse travelers multi-modal, personal access to a way of life historically bound to the wild and scenic coastal environment.”
BikeMaine promotes bicycle tourism through its annual September tour celebrating Maine’s people, places, culture and food.

- Started in 2013
- Route approximately 350 miles over 7 days
- Different route each year
- Ridership currently capped at 450
- Generated over $2.3 million in revenues for the regions that have hosted the event
Rural roads
Excellent vistas
Points of interest
Vibrant, small host communities
Local, in season foods
Local entertainment options
Bold Coast Scenic Byway

Schoodic National Scenic Byway
Quiet rural roads
Breathtaking coastal scenery
Unique points of interest
Local, in season foods
Vibrant, small host communities.
Local entertainment options
Why Bicycle Tourism Works for the Bold Coast

• Stay and play longer
• Engage w/locals
• Spend locally
• Eco-friendly, low-impact travelers
• Spend 20% more
• Low traffic roads, friendly hosts, beautiful scenery

For those traveling by bicycle, the Journey is the Destination
Why Bicycle Tourism Works for the Bold Coast

Of the 35.8 million tourists coming to Maine 2016, 2.3 million were bicycle tourists.

2017 Economic Impacts in ME:
- Mountain Biking - $129,624,738
- Road Biking - $260,163,300

TOTAL - $389,788,038

Outdoor Industry Association’s Economic Impact of the Outdoor Recreation Economy of Maine, 2017
Problem:

Some people in region did not think it was a good idea to have bicyclists on the local roads:

- Roads are unsafe for bicycles
  - Most roads don’t have shoulders
  - Roads too narrow
  - Local people drive fast
- Cars and bikes don’t belong on same roads
Off-road biking options on the Bold Coast
On-road signed bicycle trails were coming!
please join us as we discover...

the BOLD COAST

Discover the Bold Coast!

Sept 10-17, 2016

BikeMaine is a weeklong bicycle tour that highlights the people, places, culture and food of Maine.

- Moderately challenging routes averaging 55 miles daily, with additional miles available
- Participation limited to 400 riders to ensure a unique and intimate experience
- Meals featuring the best local and seasonal food from around Maine

ride.bikemaine.org
Began campaign to soften and shift local perceptions around on-road bicycling
Bicyclists on the Road

- Bikes, by law, are to follow vehicular rules of the road.
- Bikes have a right to the center of travel lanes in many instances.
- Two abreast is not automatically illegal.
Bicycles Mean Business!
Gust House Rentals is a certified Bicycles WelcoME business and offers the following amenities to bicyclists:
Held stakeholders meeting to determine level of interest in creating permanently signed bicycle route to promote bicycle tourism in region
BikeMaine 2016
Scenic Bikeway Strategic Planning

Goals:

The Scenic Bikeway will:

- Be safe, accessible, and achievable
- Provide authentic experience of local culture
- Contribute to the local economy

Objectives:

Long-Term Community Support And Strong Visitor Engagement

- Interactive website to tell regional stories
- Online, searchable bike route maps
- Regionally-branded way-finding signs
- Engage businesses and organizations
- Engage residents, especially youth
Bold Coast Scenic Bikeway
Map showing Bold Coast Scenic Bikeway, East Coast Greenway and US Bike Route 1
Test rode the route
Completed Level of Service Assessment

Scored each section of route on a list of factors, including:

- Lane width
- Shoulder width (if any)
- Annual average daily traffic
- Pavement conditions
- Posted speed
- Road complexity
- Parking on street
Created a map to help bicyclists anticipate their expected level of comfort in riding route sections based on results of the Level of Service Assessment grades.
Filling Service Gaps & Encouraging Businesses to Tap Into Bicycle Tourism
Creating the brand

A BOLD BRAND TO STAND OUT FROM THE CROWD
Welcome to Bold Coast Maine

Visitors are invited to experience the gentle pull of this magical landscape, to create memories with their local hosts and newfound friends, to connect with the simple joys and strengthening challenges of living in the Bold Coast region.
Interactive Online Maps with Searchable Layers and Downloadable PDF’s

DINING & NIGHTLIFE

When you think of the best Maine restaurants, you think of Maine lobster. But in addition to Maine seafood, the state is home to a thriving craft brewery scene and exciting nightlife. When it comes to food and dining in Maine, we aim to please. And our natural bounty makes it easy to deliver on that promise.

Where to eat in Maine?

- We’re serious about food here, and so are our Maine restaurants and chefs. But instead of foodie, locavore, and eat local, we’re saying eat Maine.
• Website goes live May 1!
• Introduce Bold Coast Scenic Bikeway at Bike Expo New York, May 4-5
• Distribute maps and rack cards regionally
• Rollout marketing materials with assistance from DownEast Acadia Regional Tourism
Continued requests for Bicycles WelcoME trainings
Bicycles WelcoME signs proudly displayed in storefront windows
Chambers of Commerce marketing bicycling in their communities
Located on the historic Machias River in Machias, Maine, the Machias River Inn (formerly Machias Motor Inn) offers comfortable accommodations with scenic waterfront rooms that will rejuvenate your entire being. Come and see why our inn is the place to stay when visiting Downeast Maine.

New Amenities

We rent bikes for our guests to explore Machias and the Sunrise Trail. We also have a gas grill and lobster pot for our guests to use. Gather around our firepit overlooking the Machias River and roast marshmallows with our s'mores kit.

WHAT TO DO

The Lubec Downeast region is home to incredible landscapes and wildlife, all easily accessible by foot, bike and boat. Some activities that you might consider while here include:

COAST HIKING

The region offers miles and miles of hiking trails that wind their way through forests and sea shores. At the inn we have maps available that will guide you to trails on the Bold Coast, Campobello Islands, and North Lubec. The trails range in difficulty, so bring your hiking shoes, a pack and go out and enjoy the natural beauty of Lubec Maine. Some of the trails include:

- Cutler Bird Coast Trail
- Big Brook Cove Preserve — (within biking distance)
- Campobello International Park — (within biking distance)
- Quoddy Head State Park — (within biking distance)
- Roque Bluffs State Park
- Massachusetts National Wildlife Refuge — (within biking distance)

BICYCLING

The area offers up great opportunities to travel and ride see by bike. At the inn we have a fleet of Sea & Scull Fat bikes available for rent that can be
Bike Racks Installed
Signs that local residents are biking

Signs of bicycle tourists
Supporting Bicycle Tourism By Building Community Bicycling Programs
Public Repair Stations
Donated bus to become Mobile Bike Bus
Q & A
Thank you for joining us today!

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