Growing Bicycle Travel & Tourism for Economic Development

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What we do ...

Our vision is to
make cycling better for everyone

Our mission is to
build the world’s bicycle tourism marketplace

Destinations
jobs and opportunities

Individuals
physical and mental health

Business and Industry
grow the pie
Bicycle Travel and Tourism

ALL KINDS OF BIKE TRAVEL

01. Sightseeing
02. Road / Mountain / Trail
03. Long Distance Touring
04. Bike Packing
05. Organized Tours
06. Bike Events
07. Designated Routes
08. Global and Regional Tourism
Bicycle Travel and Tourism

COMMON ELEMENTS

01. Active Travel / Physical Activities
02. Place-Based Adventure
03. Authentic Experiences
04. Community
05. Nature
06. Culture
07. History
Bicycle Travel and Tourism

DESIRABLE DEMOGRAPHIC

01
More Disposable Income

02
High Impact in Good Ways
  ✓ Greater Spending
  $75-200 /day (vs $58 avg)
  ✓ Eat Lots of Good Food
  ✓ Stay Longer

03
Low Impact in Negative Ways

04
Growing Base (Up 43% YOY)
Bicycle Travel and Tourism

BENEFITING DESTINATIONS

01. Rural & Urban
02. Economic Impact
03. Sustainable Development
04. Less Wear & Tear
05. Create New Jobs
06. Grow Current Businesses
07. Help Create New Businesses
Bicycle Travel and Tourism

Bike Infrastructure + Tourism $ = Better Bike Infrastructure Benefiting BOTH Visitors & Locals
Bicycle Travel and Tourism

12 X
US Bicycle Product Industry

US Cycling Tourism Market*

$83+ Billion

* The Outdoor Recreation Industry, OIA, 2017
Bicycle Travel & Tourism = $83 Billion in the US

2017 Outdoor Recreation Economy (US / Cycling)
- $83 Billion direct spend on trips
- 847k jobs
- $13.3B taxes back to govt.

European Cycle Route Network & Tourism
- 2.3 Billion cycle tourism trips p.a.
- €44 Billion p.a.
Where can I ride?
What is suitable?
Where do I eat & drink?
Are there curated rides?
Who do I talk to?
Where do I start?
➢ Cyclists want more than just map segments or GPS files for where to ride

➢ The information cyclists seek is often scattered and poorly organized

➢ Cyclists want all the info in one place to decide if they want to travel and ride
Capturing Your Cycling Customer’s Lifecycle

- CycleLifeHQ brings rides, attractions, lodging, food and all relevant content and service providers into a unified place.

- This “one-stop-shop” gives customers the ability to easily book on a single platform.

- Our platform works as a standalone or integrated with your local tourism channels to make it easy...for everyone!
Cycling in Tucson and Pima County

Beginner Rides
Cycling

Find freedom to ride, on or off the road.
Span of the Bicycle Travel & Tourism Industry

Self Guided Rides

Guided Tours

Hire a Guide

Bike Rentals

Bike Shuttle / Transport

Skills Training and Coaching

Point of Interest
What the Best Destinations Do Well

They focus on what makes them special
What the Best Destinations Do Well

They work collaboratively … and focus on the quality of experiences
What the Best Destinations Do Well

They embrace digital wayfinding
What the Best Destinations Do Well

They link local businesses and attractions to rides / trails
What the Best Destinations Do Well

They get smart around social media

1. Automated Social Media Sharing

2. Smart Boost

3. Itineraries
What the Best Destinations Do Well

They focus local, market regional and they partner
Connect with Businesses

 ✓ Make it easy for businesses to be listed

 ✓ Connect to ride experiences and link

 ✓ Encourage businesses to cater to cyclists
Bike-Friendly Accommodation

- Secure bike parking / storage
- Bike tools, stands and pumps are available / shop info
- Bike wash
- Laundry facilities
- Rental or complimentary bikes or e-bikes available on site
- E-bike recharging
- Transport/shuttle options for cyclists and their bikes
- Details of local bike tour guides & companies
Bike-Friendly Restaurants / Hospitality

✔ Secure Bike Parking (always top need)
✔ Appropriate Food for Cyclists
✔ Lunch Packets / Healthy Portable Options
✔ Water Refills
✔ Bathrooms
✔ Free Wifi
✔ Tools / Pump
✔ Info on Routes & Rentals
Tools and Support

Assessment and Tools

- What you want to achieve?
- What you need to do?
- How you are going to get there?

Bicycle Tourism Platform

- Digital (web, mobile and app) one-stop-shop
- Make it easier for customers to find, engage and spend time in your destination
Tools and Support

Education & Development

- Engage your local community and businesses to improve the quality of visitor experiences

Promote / Drive Growth

- Get your offer out to get more ‘heads and beds’
Tools and Support

ADVOCACY GROUPS

Your State and Local Advocacy Organizations and Clubs

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BICYCLE TOURISM: what it is and why it matters

01 Bicycle Tourism – what it is and why it matters
02 Economic Impact
03 Best Practice examples
04 How to get started
05 Four key steps
06 Self-assessment survey

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Adventure Cycling Association

- 53,000 members globally

- Resources & inspiration:
  - Routes & maps
  - *Adventure Cyclist* magazine
  - Tours
  - Advocacy
Building Bicycle Tourism

Provide resources, best practices and case studies

Track economic impact studies

Provide bike tourism destination development & promotion consulting

Leading a National Bike Tourism Coalition

www.adventurecycling.org/biketourism
U.S. Bicycle Route System

- A developing national bike route network of numbered and signed routes
- Routes are officially approved by state and local stakeholders
- Adventure Cycling is national coordinator
- www.adventurecycling.org/usbrs
Advocacy

Amtrak: bicycle carry-on service so you don't have to box your bike.

National parks: safer roads and car-free days

State parks: more bicycle camping options

Safer road conditions on our routes, like protecting them from unsafe rumble strips
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BICYCLE FRIENDLY BUSINESS CRITERIA

Questions divided into the Four E’s:

» Engineering
  » Bike Parking, End-of-Trip Facilities, Location

» Encouragement
  » Incentives, Bike to Work Day, Support for Bike Advocacy

» Education
  » Information-Sharing, Classes, Lunch-and-Learns

» Evaluation & Planning
  » Tracking Ridership, Goal-setting, staff time devoted to improvements
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Mission

IMBA creates, enhances, and preserves trails for mountain bikers worldwide.

North Fork Mountain, WV