



***Trends in Bicycle Travel:  
Rural, Urban and Beyond***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit  
March 3, 2015***

*Adventure Cycling Association inspires and empowers people to travel by bicycle.*



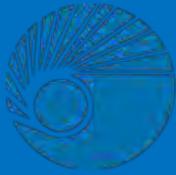


***Come Visit! Downtown Missoula, Montana***



## *Adventure Cycling Association*

- *Largest cycling membership group in North America: 47,500 globally*
- *Routes & Maps*
- *Tours*
- *Magazines*
- *Online Resources*
- *Advocacy*
- *All to inspire and empower people to travel by bicycle*



# Adventure Cycling Association





*Website, blog, and social media*

The image shows a screenshot of a web browser displaying the Facebook profile of the Adventure Cycling Association. The browser's address bar shows the URL 'facebook.com/adventurecycling'. The Facebook interface includes a search bar at the top, a navigation menu, and a grid of photos featuring various cycling activities. The profile header for 'Adventure Cycling Association' is visible, showing a profile picture with the organization's logo, the name 'Adventure Cycling Association', and a 'Liked' button. Below the header, the tagline 'Inspiring and empowering people to travel by bicycle' is displayed. On the right side of the page, there are sponsored advertisements, including one for 'BETTER FEATURES. BETTER PRICE.' and another for 'HOWARD THE WAY YOU WERE BORN TO... Bay Florida Challenge Begins April 23, 2011'. The bottom of the browser window shows the Windows taskbar with various application icons and the system clock indicating 1:52 PM on 4/19/2011.

*Website, blog, and social media*

























***Bike Tourism***





## Adventure Cycling Association

FOR IMMEDIATE RELEASE

**10 Indicators that Bicycle Travel and Tourism are Booming — and Changing**

From Asia to Europe to America, bicycle travel of all kinds is becoming more popular and continue to zoom upward — and around the planet. In its third biennial survey, [Adventure Cycling Association](#) has found that the bicycle tourism sector in the U.S., and globally, is becoming more prominent, more lucrative, and is changing to meet consumer demands. Demand for bicycle tour opportunities is also prompting new and expanded bike route networks and facility improvements at the regional and national levels. Here are ten indicators of how bike travel and tourism are prospering and changing.

1. *Bike tourism seen as emerging sector in global and American travel markets:* This October saw the release of the [first-ever global survey of nearly 200 bike tour operators](#). Conducted by the [Adventure Travel Trade Association \(ATTA\)](#), the report demonstrated that the sector is becoming more organized and prominent in global travel. Also this year, bike tourism was featured for the first time along with other adventure tourism options at the largest consumer travel show in North America, the [New York Times \(NYT\) Travel Show](#). (Adventure and cycle tourism will again be featured at the NYT Show from January 23-25.) Finally, the broader world of bike travel is being represented at a major [national conference](#) — the [Bicycle Tour Network](#), whose members include a number of Europe's pioneering bicycle tour operators. Annually, more than 100,000 people participate in bicycle tours worldwide.

# *1. Emerging Sector*

*Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit*



An orange silhouette of a bicycle is positioned behind the word "BICYCLE" in the main title.

# BICYCLE TOURISM

## 2014 SURVEY

POWERED BY



ADVENTURE TRAVEL  
TRADE ASSOCIATION

[www.adventuretravel.biz](http://www.adventuretravel.biz)



Start Here  
**NY Times**  
**Travel Show**  
New York Times Magazine  
February 2014  
and January 2015

## ***2. Economic Impact***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***





**\$\$\$\$\$ *Bike Travel Means Business* \$\$\$\$\$**



***Europe!***

- ***44 billion Euros for bike tourism***

**\$57  
billion**

# *Wisconsin!*

- *Nearly a billion dollars from bike tourism*

**\$924**  
*million*





## *US Bike Tourism -- States*

- *Oregon -- \$400 mn for bike tourism*
- *Arizona -- \$88 mn for out-of-staters*
- *Iowa -- \$365 million for recreational riding – sizable chunk for tourism*
- *Michigan – first phase of study completed, now focusing on tourism – overall bike impact of \$688 million*
- **Montana:** *Potential for \$377 million annually*

# Analysis of Touring Cyclists: Impacts, need and opportunities for MT

Norma P. Nickerson, Director  
Institute for Tourism and Recreation Research  
College of Forestry and Conservation  
University of Montana

Presented to Bike Walk MT Summit  
Friday, March 28, 2014  
Billings, MT

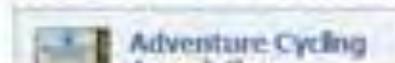




VISIT OUR WEBSITE

- [HOMEPAGE](#)
- [ABOUT US](#)
- [CONTACT US](#)
- [MEMBERSHIP](#)
- [ROUTES & MAPS](#)
- [GUIDED TOURS](#)
- [ADVENTURE CYCLIST](#)
- [OUTREACH & EDUCATION](#)
- [OUR ONLINE STORE](#)

BECOME A FAN ON FACEBOOK



THURSDAY, NOVEMBER 13, 2008

## Twin Bridges Cyclists' Only Campground



SUBSCRIBE TO

- Posts
- Comments

SEARCH THIS BLOG

powered by Google™

THIS WEEK'S FAVORITE BLOGS

- The Recumbent Blog
- Two Wheel Tanmy Tour

# Daily Expenditures



- On average, cyclists spend \$75.75/day
- ITRR nonresident survey 2012 3<sup>rd</sup> Q Vacationer spent \$58.24/day
- ITRR estimates - nonresident visitors road/tour biking while in Montana in 2012 = 565,372

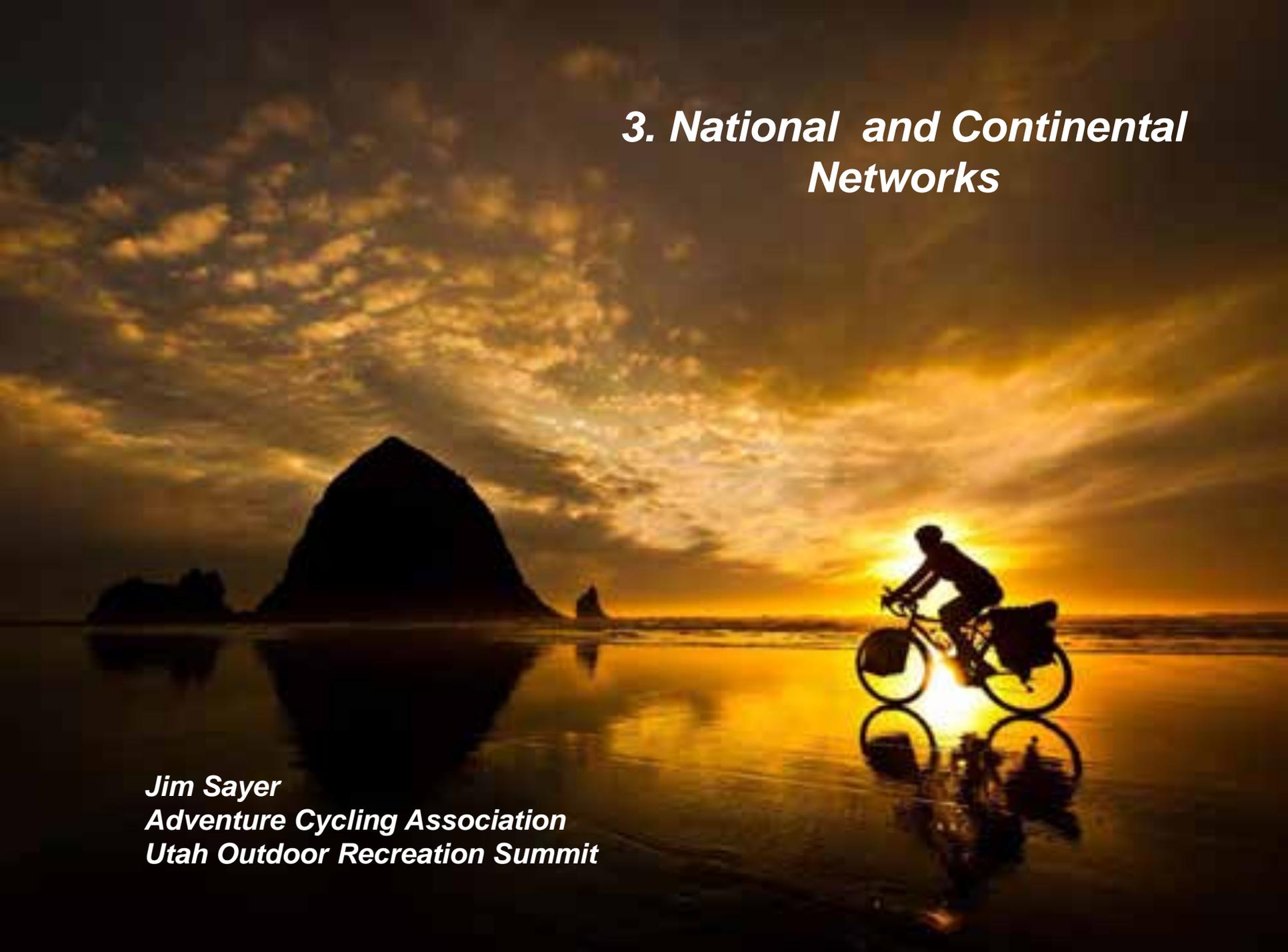
# Possible Impact of Montana's multi-day cyclists:

**8.8 nights in MT x \$75.75/day =  
\$666.66/trip x 565,372 = \$377million**



### ***3. National and Continental Networks***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***



# 2014

## The National Cycle Network

- Open National Route
- Proposed National Route
- Regional Route
- Local Route



# *EuroVelo*

- *70,000 km*
- *About 50% done*
- *Complete by 2020*
- *New Rhone Route*
- *Route Extensions*



# LA ROUTE VERTE OPEN 2007





LA  
ROUTE  
VERTE

1996





LA  
ROUTE  
VERTE

1997





LA  
ROUTE  
VERTE

1998





LA  
ROUTE  
VERTE

1999





LA  
ROUTE  
VERTE

2000





LA  
ROUTE  
VERTE

2001





LA  
ROUTE  
VERTE

2002







LA  
ROUTE  
VERTE

2004





LA  
ROUTE  
VERTE

2005





LA  
ROUTE  
VERTE

2006





Véloroute des Bleuets

Le P'Tit Train du Nord

Le Petit Témis

Ligne du Mocassin

Parcours des Anses

L'Estriade

Les Grandes Fourches

*Your Country Needs*  
**YOUR HELP TO  
GET IT DONE**



**UNITED STATES  
BICYCLE ROUTE SYSTEM**

CONNECTING PEOPLE COMMUNITIES AND THE NATION

# United States Bicycle Route System

Corridor Plan - May 2009

American Association of State Highway and Transportation Officials

Adventure Cycling Association  
[www.adventurecycling.org/USBRSS](http://www.adventurecycling.org/USBRSS)



*Routes and their's corridors have not been assigned numbers yet*



# Michigan!

## US Bicycle Routes 20 & 35 (& 10!)

- Local interest and support – dozens of towns
- Mix of existing facilities
  - +Multi-Use Pathways
  - +Paved Shoulders
  - +Low-volume roads
- Adjacent state and national links
- Local groups & volunteers





NO  
MOTOR  
VEHICLES



EAST



# Florida Department of TRANSPORTATION

E-Updates (FL511) | Mobile | Site Map

Search FDOT

[Home](#) [About FDOT](#) [Contact Us](#) [Maps & Data](#) [Offices](#) [Performance](#) [Projects](#)



## FDOT Prepares for U.S. Bike Routes

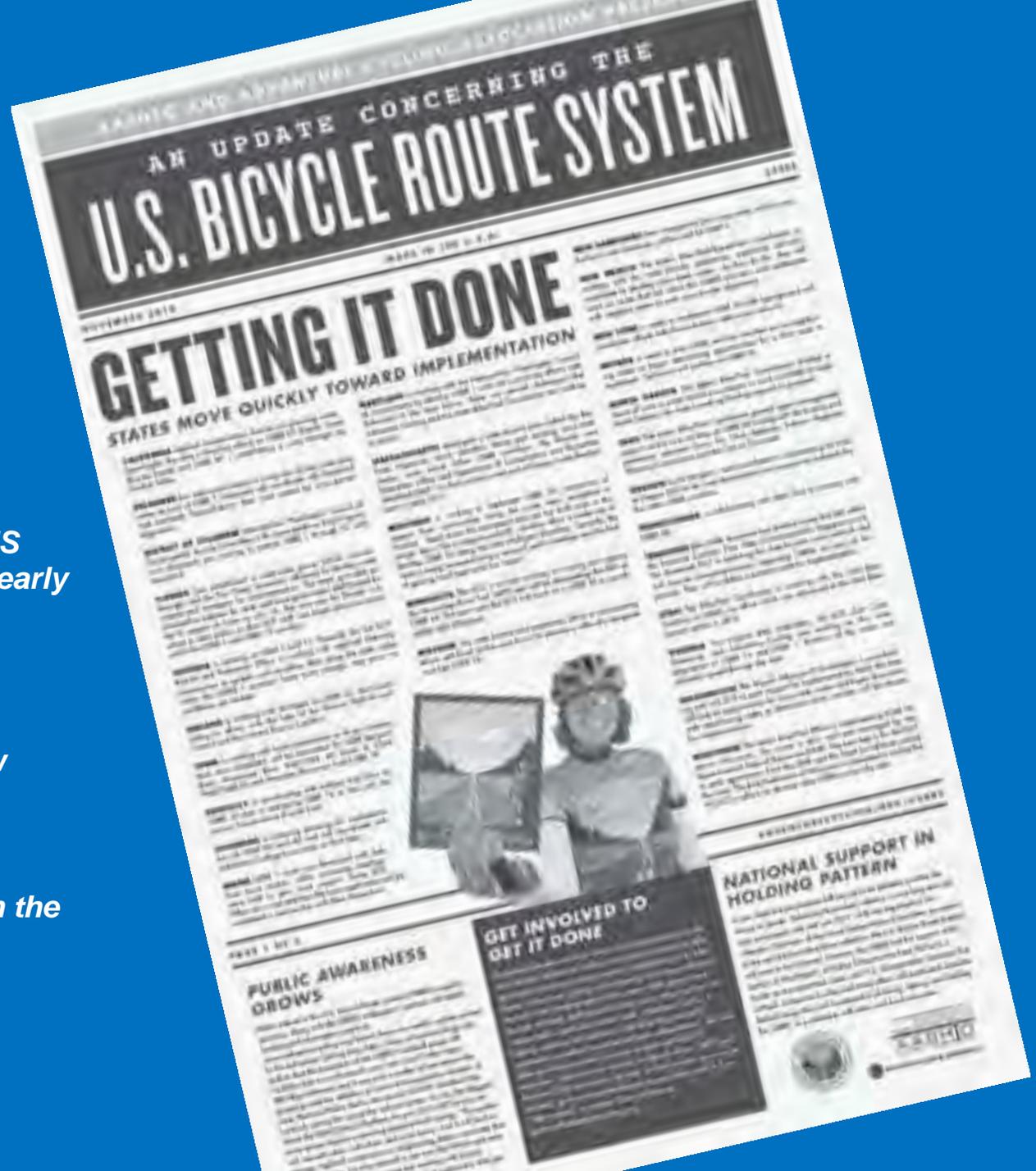
The Florida Department of Transportation plans to establish U.S. Bicycle Route 1 and U.S. Bicycle Route 00 within the next two years. [Learn more](#) about this effort. [More...](#)





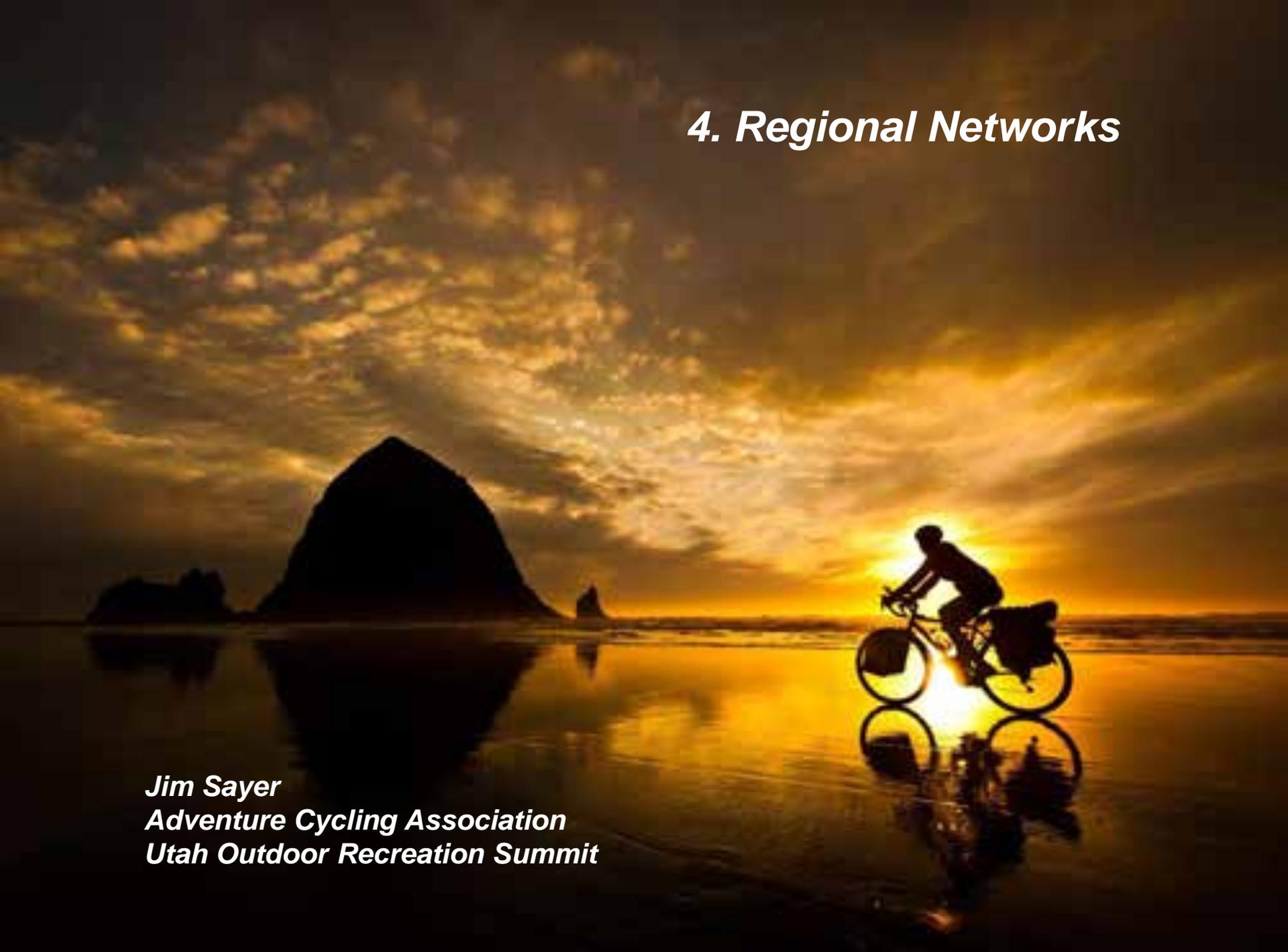
## Major Progress

- *41 states*
- *16 states with approved US Bicycle Routes – first in nearly 35 years -- 8,000+ miles*
- *More to come*
- *Best Practices Guide now available for free*
- *In the future: the largest official cycling network on the planet!*



## ***4. Regional Networks***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***

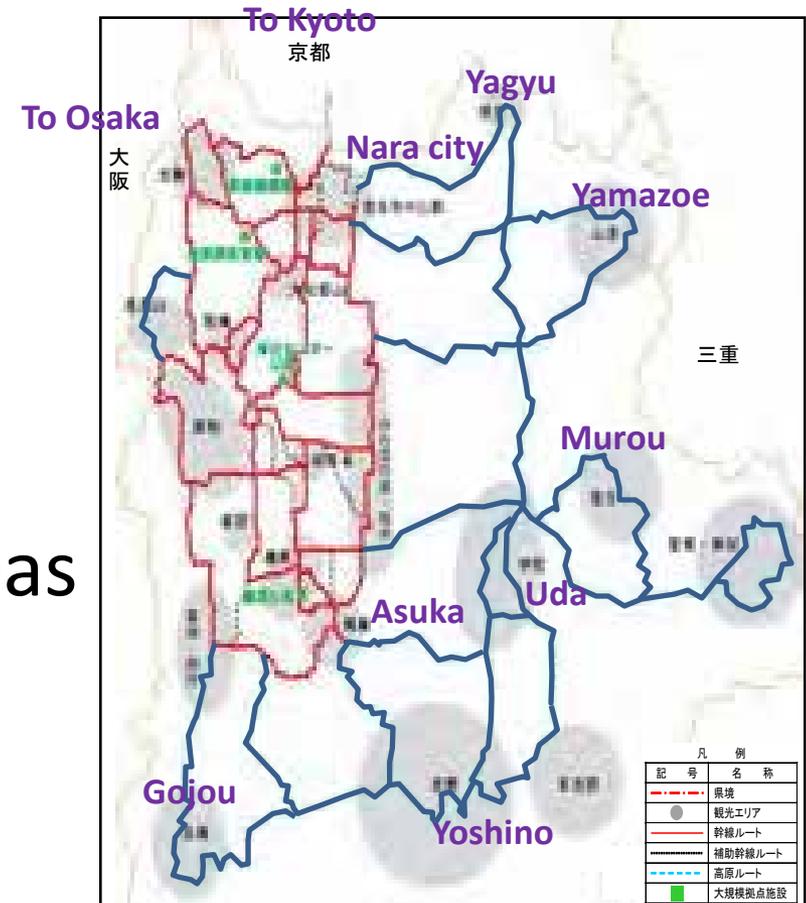






# Bicycle network for tourism

- 600km cycling network is designated by choosing comfortable routes for cycling
- 200km in city areas
- 400km in mountainous areas
- Unique route names were assigned to each link with some historical meaning.



Bicycle tourism promotion strategy in Nara, the lovely ancient capital of Japan  
Hideo Yamanaka University of Tokushima  
Horoshi Okubo Nara Prefectural Government



**S.S. Marie**

**Sudbury**

North Bay

**Ontario North**

**Ontario East**

**Ontario Southwest**

**Toronto-Niagara**

**Windsor**





# IDAHO HOT

MOUNTAIN BIKE ROUTE

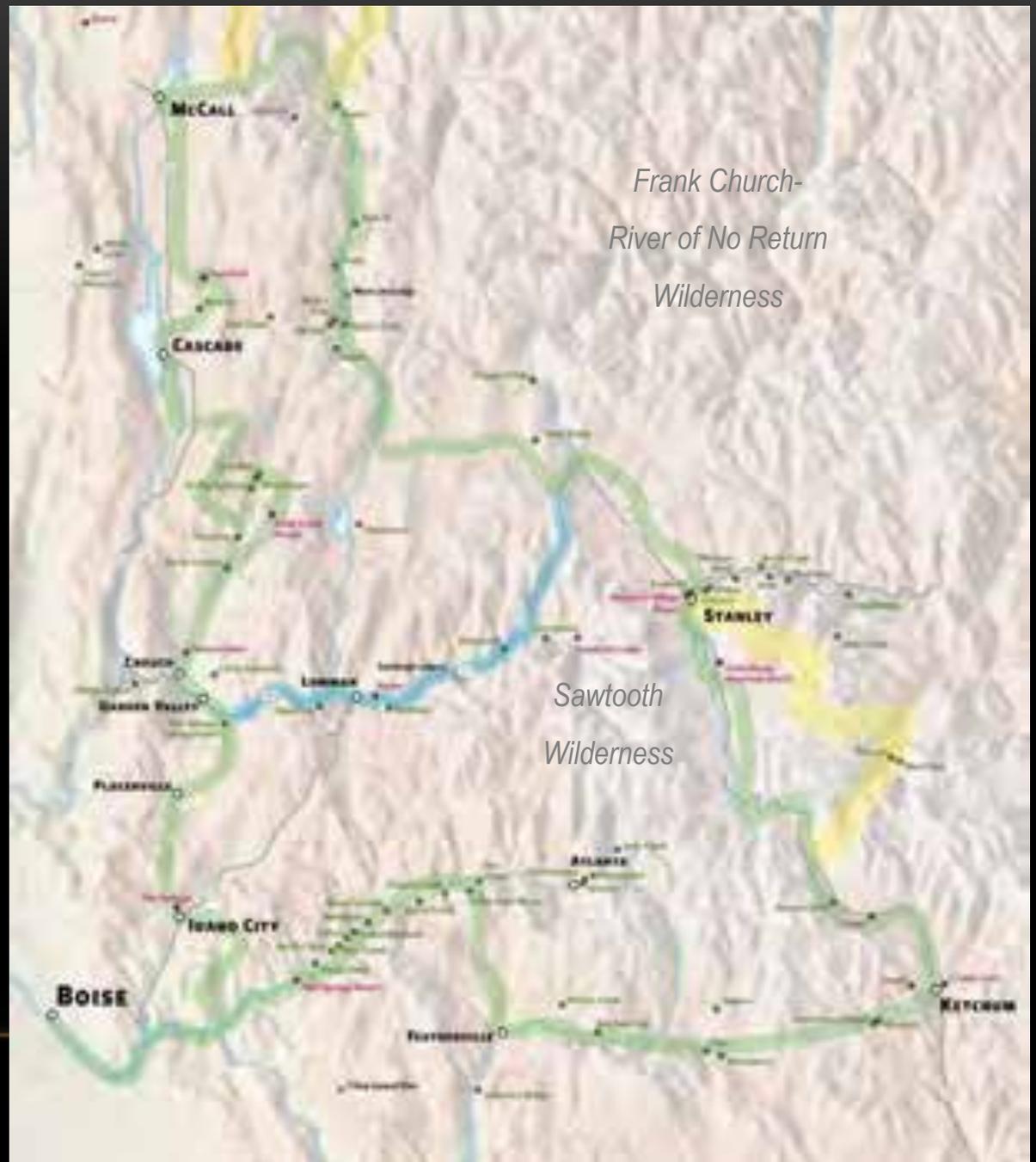
SPRINGS





# 500+ MILE MAIN ROUTE

(dirt/gravel/10% paved)



# A SOAK AT THE END OF EVERY DAY



- 50+ soakable hot springs
- Primitive and developed
- Many on route
- Each one unique

*Bonneville Hot Springs*



# Oregon's Growing Network of Scenic Cycling Routes



**CYCLING TOURISM ON THE RISE**

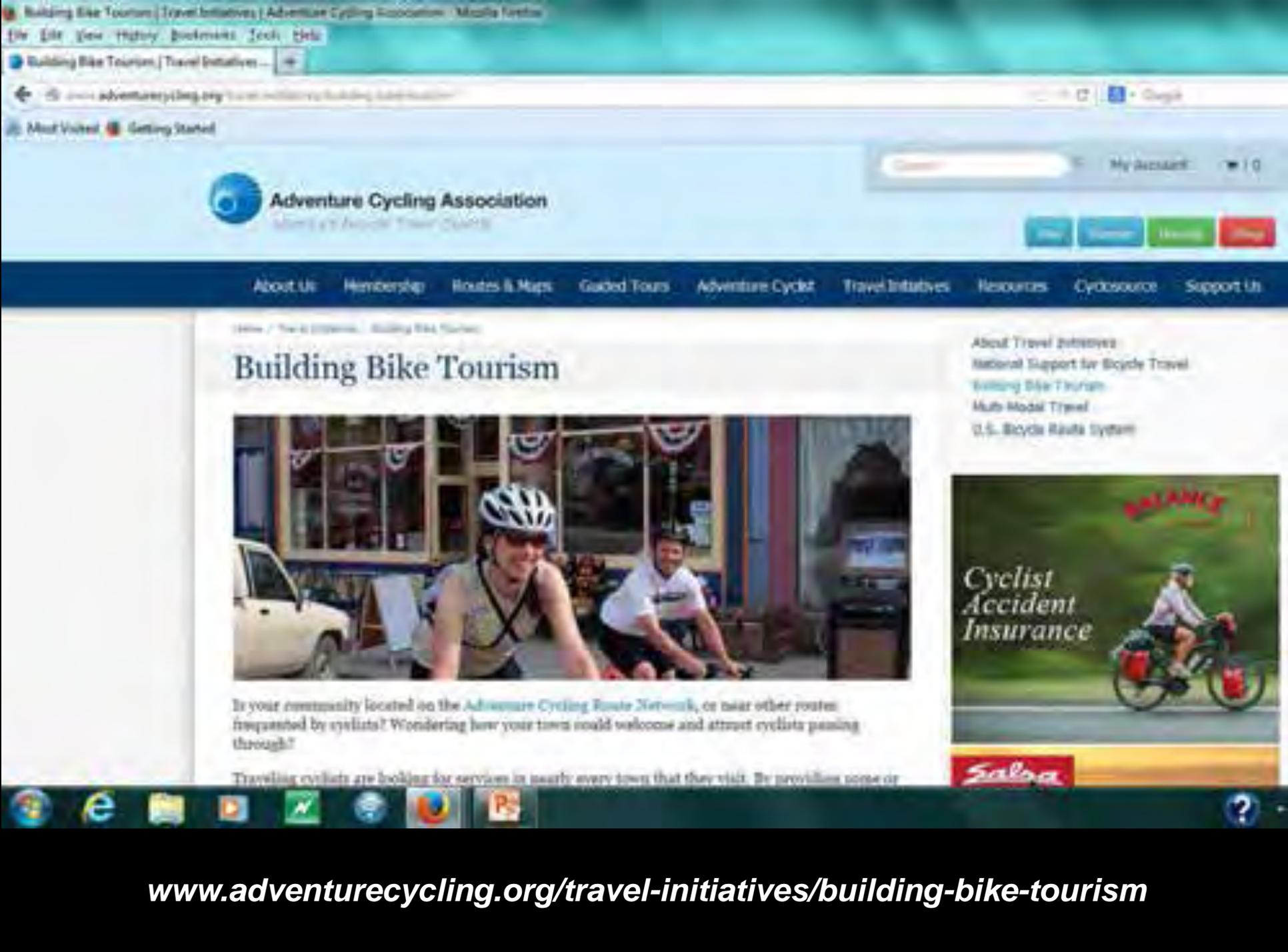
- Bicycle travel is becoming an increasingly visible part of the global adventure travel market, which generates the billion annually!
- Oregon has identified cycling tourism as a key economic development strategy
- In 2009, Oregon's aviation, recreation & entertainment tourism had \$409 million in visitor spending!
- In 2010, 12 million tourists\* traveled while visiting Oregon!
- These 12 million tourists spent \$12 billion, primarily on lodging, meals, and retail!
- Overnight cycling visitors spend over eight times more than day trippers (\$18 million vs. \$2.2 billion)!

\*Source: Oregon State Dept. of Transportation, Oregon State Dept. of Revenue  
 \*Oregon Dept. of Transportation, Oregon Department of Revenue  
 \*Source: Oregon State Dept. of Transportation, Oregon State Dept. of Revenue

Oregon Coast Scenic Cycling Routes	All Other Scenic Cycling Routes
Mountain Cycling Routes	Historic Trail or Historic Stage
Great Loop Scenic Cycling Routes	Scenic Road
State Boundary	Water Body
Park or State	Airport
County	Major Road

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

Map of Oregon showing scenic cycling routes. Source: Oregon State Dept. of Transportation, Oregon State Dept. of Revenue



Adventure Cycling Association

Member's & Associate Travel Club(s)



About Us | Membership | Routes & Maps | Guided Tours | Adventure Cyclist | Travel Initiatives | Resources | Cyclosource | Support Us

Home / Travel Initiatives / Building Bike Tourism

## Building Bike Tourism



If your community located on the Adventure Cycling Route Network, or near other routes frequented by cyclists? Wondering how your town could welcome and attract cyclists passing through?

Traveling cyclists are looking for services in nearly every town that they visit. By providing some of

- About Travel Initiatives
- National Support for Bicycle Travel
- Building Bike Tourism
- Multi-Modal Travel
- U.S. Bicycle Route System

## ***5. Day Trips and Overnights***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***





**Atlanta Bike Tourism**  
*October 21, 2013*





**Nashville Bike Tourism**  
*May 14, 2014*

# Bike Overnights

Don't want to go cross country. Go overnight.



[HOME](#)
[BIKE OVERNIGHTS](#)
[FIRST OVERNIGHT](#)
[GEAR LISTS](#)
[RESOURCES](#)
[SUBMIT A TRIP](#)

## Rock and Pillar Range, New Zealand

[Home](#)
[Bike Overnights](#)
[First Overnight](#)
[Gear Lists](#)
[Resources](#)
[Submit a Trip](#)

The main reason for my trip from Wellington to Central Otago in New Zealand's South Island was a 12-hour mountain bike race, where I could continue my love affair with endurance cycling. However, the opportunity arose to spend a few days before the race riding with good friends Tim and Mike, taking an overnight trip up into the Rock and Pillar Range, which was too good to pass up.



Photo by Mike Wilson

THE OFFICIAL WEBSITE OF  
**Adventure Cycling Association**

### About

Bikeovernights.org provides inspiration, resources, and tools for short bicycle trips (1-2 nights).

You'll find stories, tips, and how-to's about embarking on short overnight cycling adventures, whether you're traveling to a beautiful state park with a campground or a B&B, with friends and family, or anything in between.

### Search

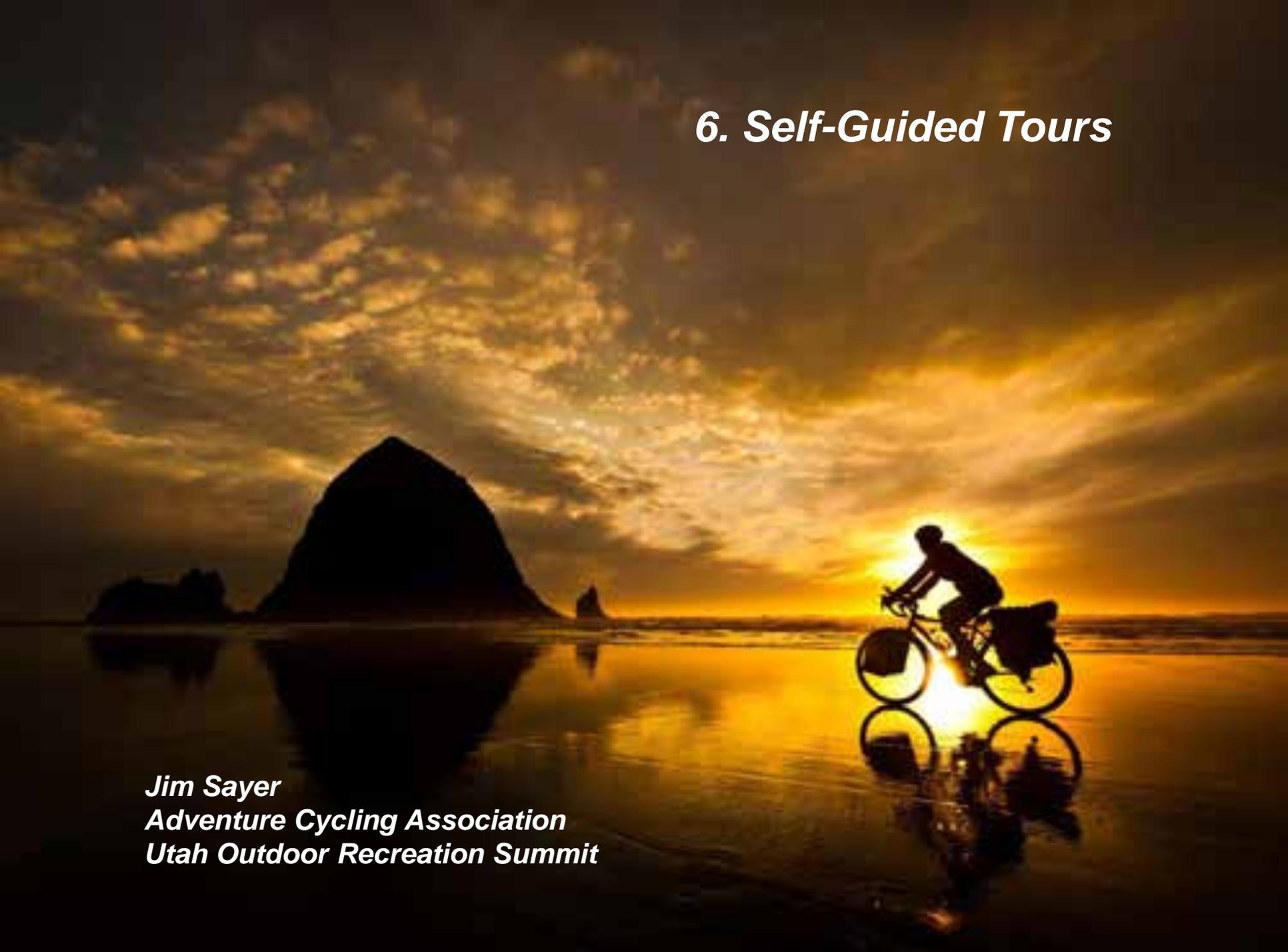


### Categories

- [Advents \(1\)](#)
- [Bikepacking \(1\)](#)
- [Bed & Breakfast \(2\)](#)

## ***6. Self-Guided Tours***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***







# Your Adventure, Our Expertise.

RIDE THE GREAT ALLEGHENY PASSAGE THE WAY YOU WANT TO, AND EXPLORE ALL IT OFFERS. YOUR TRIP IS TAKEN CARE OF, JUST RIDE.



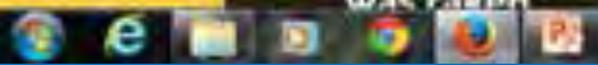
"Everything  
was taken

Fat Bike

4-Day

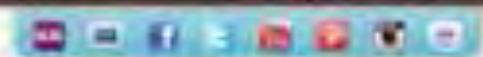
7-Day

Custom





1.800.960.2221  
info@pureadventures.com



UNITED STATES | FRANCE | ITALY | SPAIN | UK & IRELAND | GERMANY | PORTUGAL | ALL EUROPE | CUSTOM TOURS

Home » Sedona Arizona Desert Winter Mountain Biking Tour

### Sedona Arizona Desert Winter Mountain Biking Tour



While your local trails are snow covered, join us for Sedona, Arizona, Sedona and single track! Our tour begins in the Sonoran Desert with a wide variety of trails to suit intermediate to advanced riders before transferring to Sedona to finish out the week. The number of amazing trails to be found north of Scottsdale, AZ will astound you with over 200-miles of new single track opening in the last 5-years. Winter days often reach 75-degrees and the riding is fast and fun. Start up on trail to Sedona, a red rock playground of slickrock, half-packed dirt and ledge filled miles. One feature this all takes place beneath towering sandstone cliffs and an azure blue sky filled with the nightstars and new age spiritualists. Sedona is also home to some of the best mountain biking in the country.

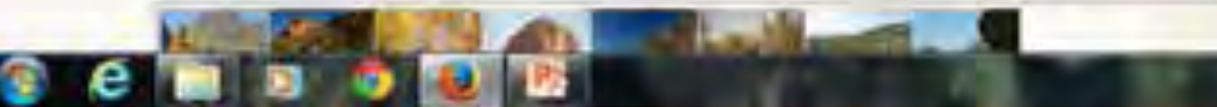
Available: November 1 - April 30. This program is best SELF GUIDED / GROUP and is suitable in Winter only or according to desert weather. We also offer a Sedona adventure in summer time and can customize Sedona to any time of the year. The trip can also be made fully guided at any time.

Some thing awards: 25 Desert Hikes | From Shogun to Shonopine | Best Epic in AZ | Desert Festivals in Arizona | Hudson's Day in Wilson National Park | 2 Favorite Trails in US National Parks | Grand Canyon Skyline Flaps | 20 Desert Lost Adventures | Independence Day in the Southwest |

January 2014 - Los Angeles Times - Sedona Mountain Biking

#### Quick Tour Detail

Tour type: Mountain Biking  
Difficulty: ●●●○○  
Distance: 2-4 Hours/day  
Duration: With Biking 4 Days Self Guided  
Availability: November 1 - April 30  
Cost: starting at \$1159 USD



## ***7. Partners at all levels***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***



Chattanooga, TN



# Georgia Bike Summit



# ***Amtrak***

- ***Amtrak roll-on, roll-off***
- ***New bicycle advisory committee, staffed by Adventure Cycling***
- ***Pilot projects – Bicycle Task Force – Capital Limited (Chicago to DC) and Vermonter***







## Campaign aims to improve cycling safety on Natchez Trace

Andy Tomblin, atombin@tennessean.com | 11/10/2014 11:42 AM



Facebook 28 Twitter 4 Print Email

A campaign to improve safety along the Natchez Trace Parkway has been launched to get public input on potential improvements and feedback on initiatives already in place.

From the Parkway is a collaboration between the Tennessee Parks Service, the National Trace Parkway Association and Adventure Cycling Association. The 443-mile (partly paved) route from Highway 153 in Paducah, Ky., is open to motorists, bicyclists and pedestrians—and it is particularly

Report in Williamson County

"I see a growing number of cyclists on the parkway," said Tony Tomblin, director for the Natchez Trace Parkway Association. "We are trying to get some more input





MAY USE  
FULL LANE

CHANGE LANES  
TO PASS



Adventure Cycling Association

Worldwide Adventure Transportation

About Us Membership Routes & Maps Guided Tours Adventure Cycleit Travel Initiatives Resources Cyclomance Support Us



Home / Resources / Blog / Bike Travel Best Practices for State Park Campgrounds

## Bike Travel Best Practices for State Park Campgrounds

24th Sep, 2014





**\*\* *Hiker-Biker Sites***

**\*\* *No turn-away policy***

## ***8. Bike Share and Rentals***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***









## ***9. Big Events***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***







bike  
**MS**

*Don't just ride, Bike MS*





## ***10. Non-Profit Success***

***Jim Sayer  
Adventure Cycling Association  
Utah Outdoor Recreation Summit***





*Adventure Cycling self-contained and supported tours*





Home About us Maps Routes **Accommodations**

«Bienvenue cycliste!»  
Certified Accommodations  
Find an accommodation  
How to get the certification



### Bienvenue cyclistes !™ accommodations

More and more of you are discovering the joy of exploring Québec on two wheels and to help you make the most of this experience, you'll find along the Route Verte and various local bikeways a number of tourist accommodations and establishments certified under the Bienvenue cyclistes !™ program. Implemented by Vélo Québec association, the organization that brought you the Route Verte, the Bienvenue cyclistes !™ program is an easy and convenient way of connecting with cycling-friendly amenities throughout the province.

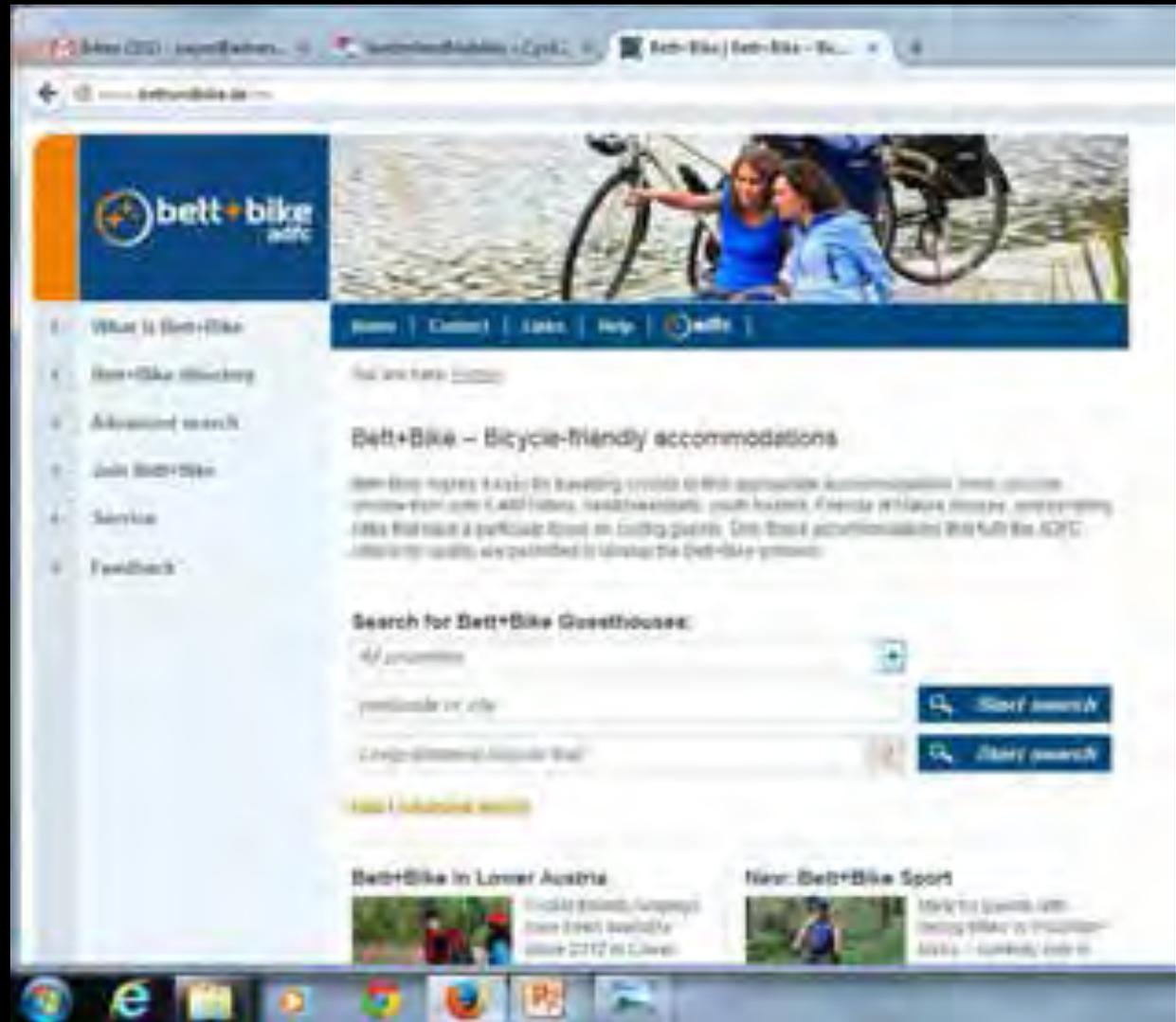


Bienvenue cyclistes !™-certified accommodations include several B&Bs, hotels, hostels and campgrounds. Each destination is guaranteed to offer the following services:

- All B&Bs, hotels and other establishments
- A covered and lockable storage area for your bicycle or gear

# Bett + Bike

- 5,400+ lodgings
- Certification
- 9 countries
- Germany
- Austria
- Belgium
- Switzerland
- Denmark
- Poland
- Croatia
- Luxemburg
- Netherlands





***The Joy of Bicycle Travel***

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



# ***National Bicycle Tourism Conference***

***Learn \*\* Network \*\* Relax***

***Take Bike Tourism to the Next Level***

***Bahia Resort***

***San Diego, CA \* November 4-7, 2015***