



**WESTERN SPIRIT**  
Cycling Adventures

Western Spirit runs multi-day road and mountain bike trips in National Parks, National Forests, and BLM lands around the country.



- The most challenging thing about outfitting is finding the customers.
- Create a diverse product line and sell to the customer you have.
- Western Spirit is one of the largest holders of recreation permits.
- We are headquartered in Utah because of the federal land.





- We view land managers as our partners.
- We like being partial owners of millions of acres around the country.
- Accessing those acres requires a bit of paperwork.
- And we are happy to do it.





- We love to take people outside! They come back from our trips glowing—and it is not just the dirt or the sunburn.
- We give them a chance to rejuvenate, turn off the screens and reconnect with themselves and the earth.



# OUTERBIKE

MOAB, UTAH



We created Outerbike to make it possible for consumers to demo the same new bikes that the bike industry folks gets to ride at the bicycle trade show in Las Vegas. We saw an unmet need.





We bring over 30 semi-trucks full of brand new bikes to Moab each year and welcome folks from across the nation and the world to ride them.



Any type of outdoor business that is selling an experience on public land needs to do three things:

1. Cultivate repeat customers through a diverse product line.
2. Treat your land managers as partners.
3. Make sure you are meeting a real need, and make the customers feel cool.





Come join us for a trip!