

Dollars, Partnerships & New Riders

How Tourism & Advocacy Can Partner to Transform Cycling in America



Panel Content

- ▶ The Connection between Tourism & Advocacy
 - Why Partner with Tourism?
- ▶ Key ingredients of Bicycle Travel and the link to local advocacy
- ▶ Bicycle Related Tourism/Tour Operators
- ▶ Integrating bicycling into tourism strategy – A case study



What's the Connection?

A Tourism View of The Summit

- Correlation of Bicycle Friendly Communities and Tourism destinations
- Minimal Tourism Presence at Summit
- Lack of involvement from the Adventure Travel sector & Bicycle Tour Operators
- The Advocacy Match with Evolving Traveler's Preferences
- Tourism dollars are another tool in our lobbying efforts



The Opportunity in Partnering with Tourism

1. Increasing Advocacy & League Membership
2. A role in Destination & Infrastructure Planning
3. Creating New Resident riders and Welcoming new tourist riders
4. Bringing dollars into your town & region



Speaking of Tourism Dollars

Did you know.....

- ▶ Active outdoor trip related expenditures in New England total 17.7 billion a year – *Outdoor Industry Foundation*
- ▶ The Great Allegheny Passage generates 40.6 million in revenue to the region it traverses – *Great Allegheny Passage Impact Study 2008*
- ▶ In Wisconsin, bicyclists from out of state spend \$535 million – *Wisconsin State Journal/Wisconsin Department of Tourism*

Panelist Introductions

▶ Jim Sayer



▶ Lauren Hefferon



▶ Kristin Dahl



▶ Todd Copley

