Oregon
The Ride

Oregon
RIDICULOUS SINGLE TRACK
Oregon
Oregon
OREGON SCENIC BIKEWAYS
Bicycle Tourism Studio for Clackamas County
Take the Oregon Bicycle Travel Survey and Make Oregon a Better Place to Ride
TOP OUTDOOR REC ACTIVITIES
BY PARTICIPATION RATE

- Running, jogging & trail running: 51.5 million
- Freshwater, saltwater & fly fishing: 46.2 million
- Road biking, mt biking & BMX: 43 million
- Car, backyard & RV camping: 42.5 million
- Hiking: 34.5 million

OUTDOOR REC ACTIVITIES
BY FREQUENCY OF PARTICIPATION

- Running, jogging & trail running
- Road biking, mt biking & BMX
- Birdwatching
- Freshwater, saltwater & fly fishing
- Hiking

56 average outings / cyclist = 2.4 billion outings / year

A bike-obsessed culture has been brewing.

Over a quarter of all Americans cycle.

For every car sold, three bikes are sold.

More Americans cycle than golf, ski, or play tennis combined.
This translates to many Oregon visits leading to a bike ride.

- **17.4 M** people visited Oregon
- **4.5 M** visitors rode a bike while in Oregon.
- **1.5 M** planned on riding before they came.

2011 Travel Horizons Study, Oregon
Take the Oregon Bicycle Travel Survey and Make Oregon a Better Place to Ride
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<thead>
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<th>Date</th>
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<td>Jamie Parra</td>
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<td>10/10/2012</td>
<td>Central Oregon Visitor’s Association Newsletter</td>
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<td>10/20/12</td>
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Travel Oregon, an IMBA Destinations partner, is sponsoring a survey on the economic impact of bicycle-related tourism to Oregon’s economy. Information gathered from this survey will aid Travel Oregon’s understanding of the spending and travel patterns of bicycling visitors on Oregon’s economy.

If you have traveled to or in Oregon during 2011 and/or 2012, your insight is pivotal to the organization. Please help all mountain bikers by providing information about your experience in Oregon, including times that included riding or
Trip Types

Organized non-competitive group ride
Sanctioned bicycle race – road/track
Sanctioned bicycle race – cyclocross
Sanctioned bicycle race – mountain biking
Organized group tour – road cycling
Organized group tour – mountain biking
Independent bicycle touring - road
Independent bicycle touring – off-road/dirt
Trip Types, continued

Day road ride
Day mountain bike ride
As a recreational activity while on trip
* (riding around Portland waterfront, resort, bike trail, for example)
All Responses Shown Today

Primary reason for trip

or

One of several reasons for trip

Preliminary - NOT FINAL - data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Average party-size = 2.5 people
All Responses Shown Today

Overnight & Day Trips (50+ miles from home)

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
### Party-Trips by Type, 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>As a recreational activity</td>
<td>184,550</td>
</tr>
<tr>
<td>Day road ride</td>
<td>138,774</td>
</tr>
<tr>
<td>Sanctioned bicycle race</td>
<td>48,262</td>
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<tr>
<td>Organized non-competitive group ride</td>
<td>48,178</td>
</tr>
<tr>
<td>Independent bicycle touring</td>
<td>44,550</td>
</tr>
<tr>
<td>Day mountain bike ride</td>
<td>38,556</td>
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<tr>
<td>Organized group tour</td>
<td>30,305</td>
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<tr>
<td>Other cycling event</td>
<td>3,579</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>536,754</td>
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</tbody>
</table>

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Party-Trips by Type, 2012

- As a recreational activity, 34.4%
- Day road ride, 25.9%
- Other cycling event, 0.7%
- Organized group tour, 5.6%
- Day mountain bike ride, 7.2%
- Independent bicycle touring, 8.3%
- Organized non-competitive group ride, 9.0%
- Sanctioned bicycle race, 9.0%

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
### Average Trip Expenditures, 2012

<table>
<thead>
<tr>
<th></th>
<th>Overnight Trips</th>
<th>Day Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commercial Lodging</td>
<td>Campground</td>
</tr>
<tr>
<td><strong>Other cycling event</strong></td>
<td>574</td>
<td>642</td>
</tr>
<tr>
<td>Day mountain bike ride</td>
<td>1,073</td>
<td>488</td>
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<tr>
<td><strong>Organized group tour</strong></td>
<td><strong>1,151</strong></td>
<td>611</td>
</tr>
<tr>
<td><strong>Organized non-competitive group ride</strong></td>
<td>777</td>
<td>756</td>
</tr>
<tr>
<td>Sanctioned bicycle race</td>
<td>962</td>
<td>499</td>
</tr>
<tr>
<td><strong>Independent bicycle touring</strong></td>
<td><strong>1,122</strong></td>
<td>530</td>
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<tr>
<td>Day road ride</td>
<td>818</td>
<td>515</td>
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<tr>
<td><strong>As a recreational activity</strong></td>
<td><strong>1,127</strong></td>
<td>583</td>
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</table>

*Note: average expenditures by party; average party size is 2.5 people*
Total Trip Expenditures by Type, 2012

- As a recreational activity: $129,943,037
- Day road ride: $52,677,684
- Independent bicycle touring: $34,256,527
- Sanctioned bicycle race: $32,243,546
- Organized non-competitive...: $26,901,007
- Organized group tour: $25,710,222
- Day mountain bike ride: $22,690,553
- Other cycling event: $1,358,504

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
## Total Trip Expenditures by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Overnight</th>
<th>Day</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>$309,679,846</td>
<td>$16,101,235</td>
<td>$325,781,081</td>
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<tr>
<td>Accommodations</td>
<td>$81,013,250</td>
<td>$0</td>
<td>$81,013,250</td>
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<tr>
<td>Restaurants/Bars/Lounges</td>
<td>$66,835,962</td>
<td>$4,799,159</td>
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<tr>
<td>Groceries/snacks</td>
<td>$40,812,725</td>
<td>$2,276,525</td>
<td>$43,089,250</td>
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<tr>
<td>Fuel/Gas/Transportation/Parking</td>
<td>$49,522,983</td>
<td>$3,940,569</td>
<td>$53,463,552</td>
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<td>Bicycle related repairs/ clothing/gear</td>
<td>$18,317,084</td>
<td>$1,711,427</td>
<td>$20,028,511</td>
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<tr>
<td>Bicycle Event Fees</td>
<td>$16,784,521</td>
<td>$2,710,331</td>
<td>$19,494,852</td>
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<tr>
<td>Recreation and Entertainment</td>
<td>$7,896,289</td>
<td>$179,811</td>
<td>$8,076,100</td>
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<tr>
<td>All other retail</td>
<td>$15,559,399</td>
<td>$483,413</td>
<td>$16,042,812</td>
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<tr>
<td>Airfare (if applicable)</td>
<td>$12,937,632</td>
<td>$0</td>
<td>$12,937,632</td>
</tr>
</tbody>
</table>

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Spending by Category - Overnight

- Accommodations, 26.2%
- Restaurants/Bars, 21.6%
- Transportation/Fuel/Parking, 16.0%
- Groceries/snacks, 13.2%
- Bicycle related repairs/clothing/gear, 5.9%
- Bicycle Event Fees, 5.4%
- Airfare, 4.2%
- Recreation & Entertainment, 2.5%
- All other retail, 5.0%

Preliminary - NOT FINAL - data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Spending by Category - Day

- Restaurants/Bars, 29.8%
- Transportation/Fuel/Parking, 24.5%
- Bicycle Event Fees, 16.8%
- Groceries/snacks, 14.1%
- Bicycle related repairs/clothing/gear, 10.6%
- Recreation & Entertainment, 1.1%
- All other retail, 3.0%

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Spending – Day vs. Overnight

overnight = 19 x the impact

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Who are They?

Oregon, 72.9%

Washington, 8.4%

California, 6.3%

Other US States, 11.3%

Idaho, 1.1%

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Who are They?

- 65% are men
- 46% are 35-54
- 26% are 55-64
- 78% have a Bachelors or Masters degree
- 58% have household income above $75k
- 9% have household income above $200k

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Who are They: Mt Bike Day Riders

- 78% are men
- 68% are 35-54
- 9% are 55-64
- 79% have a Bachelors or Masters degree
- 64% have household income above $75k
- 10% have household income above $200k

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Who are They: Other Activities

1) Hiking – 83%
2) Exploring the town – 75%
3) Easting at an establishment – 71%
4) Visiting a farmers market – 62%
5) Visiting a microbrewery – 58%
6) Visiting wineries – 48%

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Oregon’s Travel Regions
Expenditures by Region as %

- Coastal, 15.4%
- Willamette Valley, 18.7%
- Portland Metro, 18.8%
- Central, 21.8%
- Gorge/Mt. Hood, 10.3%
- Southern, 10.4%
- Eastern, 4.6%

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Total Bike Trip Expenditures by Region, 2012

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
Bike Trip Expenditures as a % of Overall Travel Spending by Region

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
BIKE TRAVEL RELATED IMPACTS IN OREGON

= $325 MILLION

Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012
SO....

WHO CARES?
INN
at PACIFIC CITY

BICYCLISTS
CHECK US OUT
YOU’LL CHECK INN

NO VACANCY
Committed Groups - Unfocused
Committed Groups - Focused
<table>
<thead>
<tr>
<th>Communication Market</th>
<th>Social</th>
<th>Direct</th>
<th>Event</th>
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Infrastructure for Cyclists
Business Services
Outreach & Marketing
WHO ELSE CARES?
Kristin Dahl
Senior Manager, Destination Development
@ORTravelGreen