



Bringing Bike & Business to our National Parks

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Adventure Cycling: Who We Are

- ***“America’s Bicycle Travel Experts”***
- ***Started as Bikecentennial in 1973***
- ***Largest cycling membership group in North America: 46,000 globally***
- ***Non-profit mission: to inspire and empower people to travel by bicycle***
- ***Coordinate U.S. Bicycle Route System***
- ***30 staff and many volunteers***
- ***Outside Magazine ’08 Best Place to Work***
- ***Create some of the best bike route maps, publications, special cycling routes (40,000+ miles), tours in North America***
- ***Fantastic bike adventures and education***

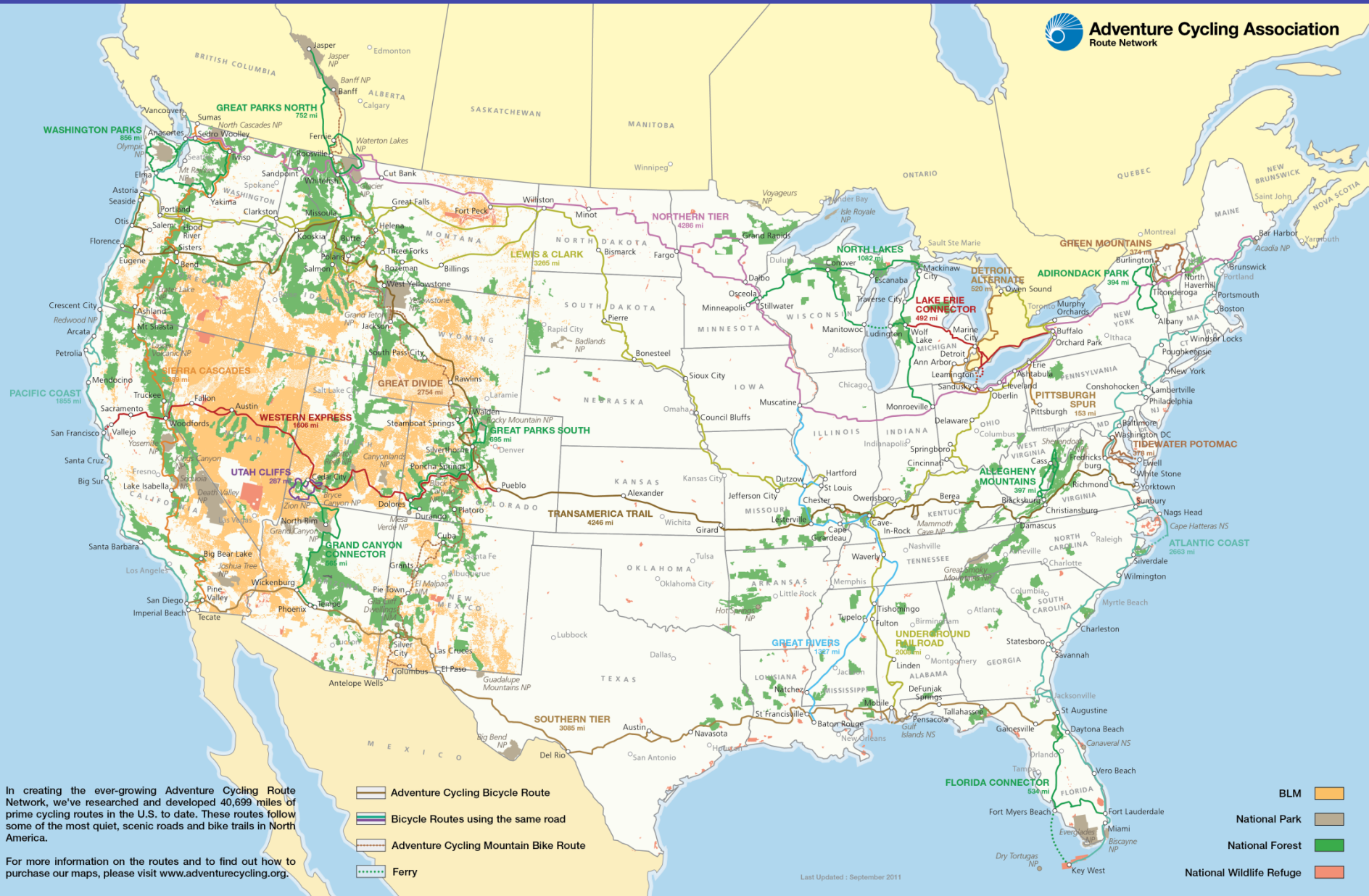
Who are Adventure Cyclists?







40,000+ miles of routes



In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 40,699 miles of prime cycling routes in the U.S. to date. These routes follow some of the most quiet, scenic roads and bike trails in North America.

For more information on the routes and to find out how to purchase our maps, please visit www.adventurecycling.org.

Last Updated : September 2011

40,000+ miles of routes

2013 Tours...

Death Valley

Grand Canyon

Blue Ridge Bliss

Black Hills Inn to Inn

Big Bend Loop

Cycle Utah

Freedom Flyer

Denali Adventure

Teton – Yellowstone Van

C&O/Great Allegheny
Passage

Family & Relaxed trips

Leadership & Education











UNITED STATES BICYCLE ROUTE SYSTEM

CONNECTING PEOPLE COMMUNITIES *and* THE NATION



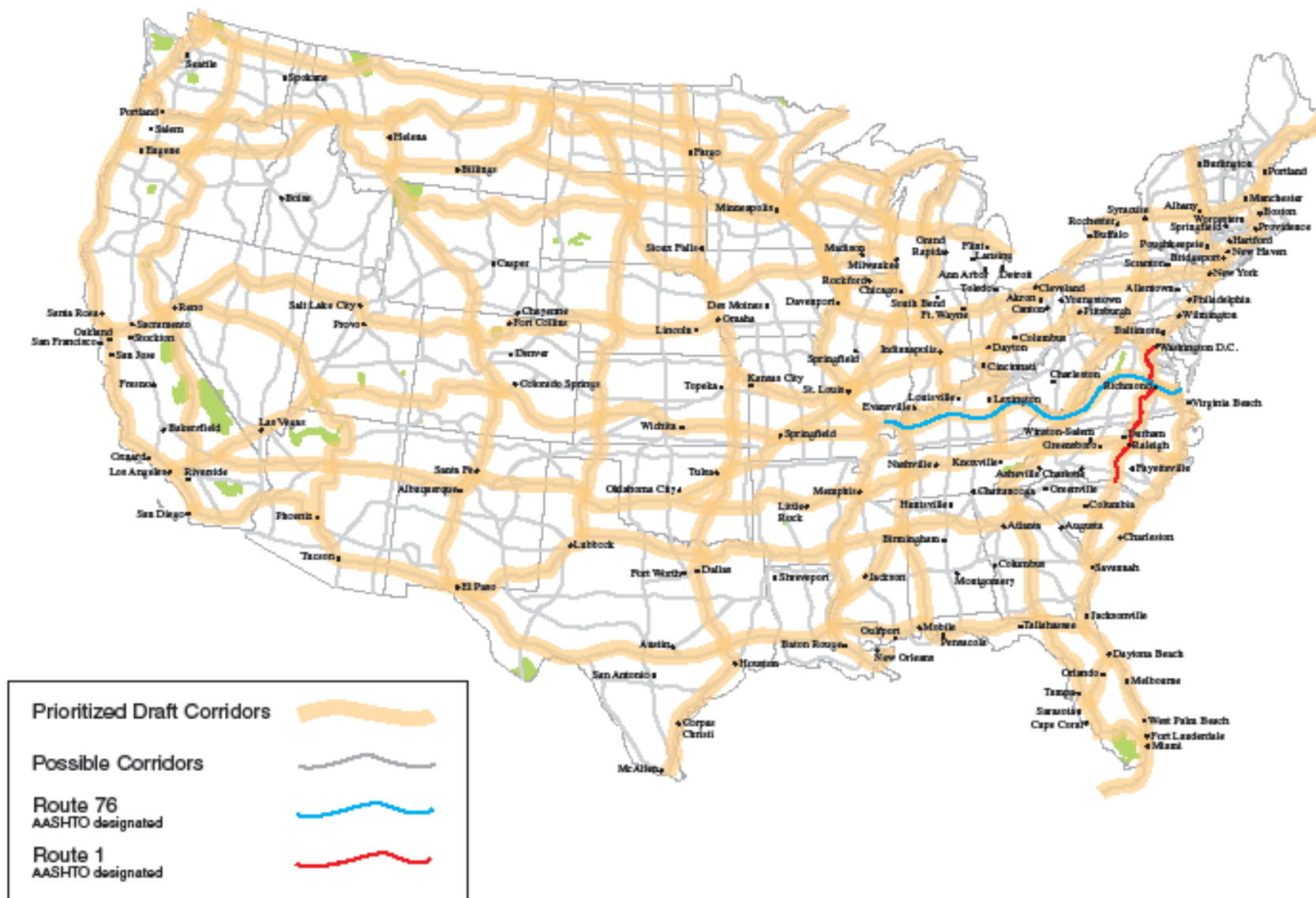
The Vision

To encourage the development of a coordinated system of US bicycle routes across the country.

The Task Force is charged with developing a recommended national systems-level or corridor-level plan for use in designating potential future US bicycle routes.

U.S. Bicycle Routes Corridor Plan

Final Draft v.12 - 2008



CORRIDOR PLAN

This map details the United States Bicycle Route System Corridor Plan, which lays the framework for discussion, planning, and implementation of interstate bicycle routes.

Prioritized Corridors are not routes, but 50-mile wide areas where a route may be developed. These corridors have been prioritized and assigned route numbers. *Alternate Corridors* provide additional consideration for interstate routing. Corridors may be added or existing corridors shifted as needed.





Bike Travel Demographics

- ***Highly Educated***
- ***Higher Discretionary Income***
- ***Bike travelers spend more than average tourist (\$100+ daily versus \$60+ in 2005)***
- ***Typically stay longer in an area***
- ***Less direct impact on local environment***
- ***Green travel potential and linkage with trains/buses***
- ***Becoming sweet spot for 50-64 demo, which as of 2010 accounts for 43 percent of increase in consumer spending***





Financials

- *WI -- \$534 million from out-of-staters for cycling (out of \$1.5 billion total for cycling)*
- *Quebec -- \$160 million annually along La Route Verte – for hospitality alone*
- *MN -- \$427 million for recreational road and mountain biking – sizable chunk for tourism*
- *Great Allegheny Passage – \$40.6 million gross revenue in 2008. Tracked \$98/day spending by overnight cyclists.*
- *CO – nearly \$200 million for summer biking in ski country*
- *NC – Nine-fold return on Investment: \$6.7 million in infrastructure = \$60 million in economic impact*

Bicycle Tourism Survey

- **1,300** participants
- 50% between ages **40-70**
- 97% took a trip within 3 yrs; **75% self-contained**
- 30% 1 week; 30% 1-2 weeks; 16% 15-30 days; 22% 30-90 days
- **1/3 spent more than \$75/day**
- 47% spent \$25-\$75/day



“The features that riders sought out the most were “landscapes and/or scenic destinations,” such as National Parks or public lands.”



“There was also a high utilization of “historic sites,” “amenities,” such as hotels and restaurants, and “cultural events.

--- cyclists are generally drawn to a community that has a rich culture, and beautiful scenery.”



*Paul S. Sarbanes
Transit In Parks*

Technical Assistance Center

UNDERSTANDING

RESOURCES

SOLUTIONS





Why an the MOU with NPS

- Public Lands & National Parks are destinations for bicycle travelers
- Adventure Cycling Route Network, Bicycle Tours, The U.S. Bicycle Route System
- AASHTO has no agreement with federal lands
- *Timely - Great Outdoors Initiative & National Park Service Call to Action*
- **National Parks are important to cyclists**
- **Advocates can help land managers in their mission**

Public Land & Bicycle Tourism Considerations

- Shared roads and general safety for bicyclists
- Market trends in the travel industry
- America's Great Outdoors Initiative
- State bike routes, trail projects & US Bicycle Route System
- Model partnerships with NPS units
- Maintenance with bikes in mind
- Collaboration on bicycle projects & programs
- Spring & off season cycling opportunities
- Group tours in National Parks & on public lands
- *Permits, interpretation, experiential exploration, education, conservation, health benefits & more*



www.adventurecycling.org