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?
In showcasing the ever-growing Adventure Cycling Route Network, we’ve researched and developed 40,099 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.

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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.
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.
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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
- 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.”
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