



***A Quick Taste:
The Boom in Bike Tourism and Bicycle-Friendly Business Districts***

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World HQ – Downtown Missoula, Montana







Bike-Friendly Business Districts

Bike Tourism





Some Bike-Friendly District Ideas

- Free community rides – Rediscover Your Bike, Kidical Mass...
- Free basic repair inside bike shops – new customers and sales
- Free bike portraits
- Free bike valets
- Bike and helmet giveaways
- Informal bike share



Great for Tourists, Too:

- Ample bike parking
- Discounts for bicyclists
- Bike map with routes and amenities
- Bike info on tourism and district websites
- Free bike repair stands and air pumps



Some Positive Outcomes:

- Increased ridership – customers, business owners, employees
- Positive media => more customers, new businesses, tourists, conferences
- Businesses as advocates!



Bike Tourism





Europe!

- ***44 billion Euros for bike tourism***

**\$57
billion**

Wisconsin!

- *Nearly a billion dollars
from bike tourism*

\$924 million





Iowa!

... at least

\$365
million

More State Bike Tourism Studies

- ***Arizona***
- ***Michigan***
- ***Oregon***
- ***Montana?***





Cities!

... how many bike tourists?

vimeo

Join

Log In

Explore

Help

Search

MORE VIDEOS

200 miles by bicycle...

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

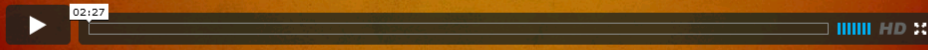
4 overnight stays

12 meals

GREATER ECONOMIC IMPACT



LIKE
LATER
SHARE



How Bicycles Can Save Small Town America - PathLessPedaled.com

from Russ Roca PLUS 1 month ago

An explanation of how bike travel can revitalize rural areas. To learn more or have us speak to your community, visit PathLessPedaled.com

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Lanesboro, MN (just 800 people)
\$25 million



Adventure
Cycling



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Adventure Cycling
Association

THURSDAY, NOVEMBER 19, 2009

Twin Bridges Cyclists' Only Campground



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This account is managed by adventurecycling.org [Learn more](#)



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4,955



Published on Jul 12, 2012 by [ExploreMinnesota](#)

Immerse yourself for a few minutes on a virtual ride through The Bike Friendly State. Take a look at our new video - it will remind you why you love to get out and pedal in Minnesota.

56 likes, 1 dislike



Snowstorm In The Hood, South

by brucehigley

849 view FEATURED VIDEO

1:58



Take A Break - Hike

by ExploreMinnesota

16 views

--Pedal, climb and--

-----coast your way across Oregon.---





Business Priorities:

- Increased customers and sales
- Ample parking
- Employee productivity
- Public safety





Increased Customers & Sales:

- Shop closer to home
- Shop more often
- Notice more businesses – traveling at human scale speed

Ample parking:

- Easily hop off and park
- For free
- In front of their destination



Employee Productivity:

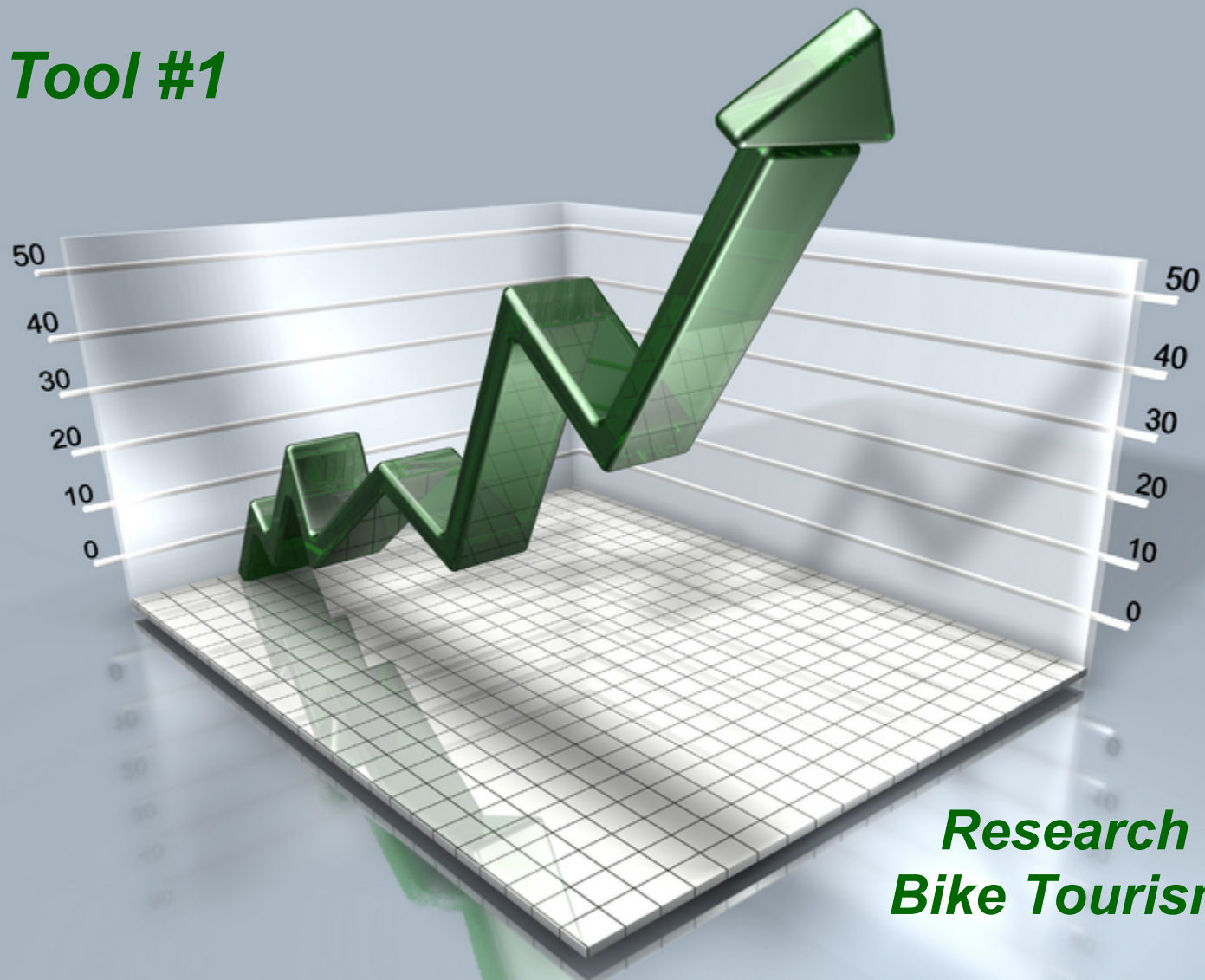
- Fewer sick days
- More productive
- Higher task accuracy

Public Safety:

- Fewer car and bike accidents
- Add more 'eyes and ears' to a district



Tool #1



***Research
Bike Tourism***



Tool #2



Dollars, Stories & Anecdotes



A photograph of the St. Louis Gateway Arch at dusk. The arch is illuminated from below, giving it a warm, golden glow. The sky is a clear, deep blue. In the foreground, the silhouettes of five cyclists are visible as they ride across a grassy field. The overall scene is peaceful and scenic.

#3 Forge partnerships

A photograph of the St. Louis Gateway Arch at dusk. The arch is a large, white, catenary-shaped structure made of stainless steel, spanning across the frame. The sky is a clear, deep blue. In the foreground, the silhouettes of five cyclists are visible against the horizon line. The cyclists are positioned at various points along the base of the arch, with one cyclist on the far right raising their arm in a celebratory gesture. The overall scene conveys a sense of outdoor recreation and travel.

#3 Forge partnerships

#4 Bike-travel friendly towns

A photograph of the St. Louis Gateway Arch at dusk. The arch is a large, white, catenary-shaped structure made of stainless steel, spanning across the frame. The sky is a clear, deep blue. In the foreground, the silhouettes of five cyclists are visible against the horizon line, riding along a path. The overall scene is peaceful and suggests a connection between urban infrastructure and recreational activity.

#3 Forge partnerships

#4 Bike-travel friendly towns

#5 Build and brand networks

RIPLEY LOOP

About the bicycling:

Distance: 8.9 mi. Recommended for beginner cyclists. Slight uphill grade both leaving and entering Ripley. Schwallie Rd. is essentially one lane with residential-only traffic and the last mile all downhill to Ripley Rd.

To do & see:

- ▲ Rankin House, 6152 Rankin Hill Rd., Ripley, 937-392-1627 (from 2nd St., located 0.25 mi. east on Rankin Hill Rd.).
- ▲ Parker House, 330 Front St., Ripley, 937-392-4188.
- ▲ Ripley Presbyterian Church (Rev. Rankin's church), 114 Mulberry St.,

Ripley (from Front St., located 2 blocks east on Mulberry St.).

- ▲ Ripley Museum, 219 N. 2nd St., Ripley, 937-392-4660.

Where to eat:

- ▲ Coheart's Riverhouse Restaurant, 18 N. Front St., Ripley, 937-392-4819.
- ▲ Rockin' Robin's Soda Shoppe, 8 N. Front St., Ripley, 937-392-1300.

Where to stay:

Call the Brown County Tourism Office for lodging options in the area, 937-378-1970.



Pedaling through downtown Georgetown.

RED OAK LOOP

About the bicycling:

Distance: 12.8 mi. Recommended for intermediate cyclists. Slight uphill grade both leaving and entering Ripley. U.S. Highway 62/68 is a four-lane highway with shoulders that carry heavy traffic. Use caution.

To do & see:

- ▲ Red Oak Presbyterian Church, 5754 Cemetery Rd., Red Oak (from U.S. Highway 62/68, located 0.2 mi. east on Cemetery Rd.).

See Ripley Loop for additional listings.

Where to eat:

See Ripley Loop for listings.

Where to stay:

Call the Brown County Tourism Office for lodging options in the area, 937-378-1970.



View of Rankin House from the bottom of the hill. Inset: Looking out the window of the Rankin House toward the Ohio River.

GEORGETOWN LOOP

About the bicycling:

Distance: 26.5 mi. Recommended for intermediate to advanced cyclists. Slight uphill grade leaving Ripley resulting in a nice downhill back into town. Free Soil Rd. is a long, slow climb north toward Georgetown. Use caution descending Old U.S. Highway 68 through the hairpin curve known locally as "Horseshoe Bend" to the intersection with Centerpoint Rd. Deer are frequently sighted at this location.

To do & see:

- ▲ Ulysses S. Grant Boyhood Home, 219 E. Grant Ave., Georgetown, 937-378-4222 (from Main St., located 0.2 mi. east on Grant Ave.).
- ▲ Grant Schoolhouse, 508 S. Water St., Georgetown, 937-378-4222 (from Main St., located 2 blocks east on E. 3rd St.).
- ▲ John A. Ruthven's Art Gallery, 203 E. Grant Ave., Georgetown, 937-378-4222 (from Main St., located 0.2 mi. east on Grant Ave.).

Bicycle shop:

- ▲ Mycle's Cycles, 106 E. Cherry St., Georgetown, 937-378-5700. Local cycling information, bike rentals, and guided tours available. Ask about longer Underground Railroad route options.

Where to eat:

- ▲ Alley Cat Café, 106 S. Main St., Georgetown, 937-378-5300.
- ▲ Parker's Pizzeria, 124 N. Main St., Georgetown, 937-378-6936.

Where to stay:

- ▲ Bailey House B&B, 112 N. Water St., Georgetown, 937-378-3087.

Ripley Loop
Red Oak Loop
Georgetown Loop

Adventure Cycling Association
Underground Railroad Bicycle Route

Mileage between points ● 0.2 ●



General notes about the bicycle routes:

- ♦ All loops are best ridden in a clockwise direction. If riding on a weekday try to ride between 9AM and 3PM.
- ♦ Old US Highway 68 has light-to-moderate traffic with two lanes and no shoulder. It is a popular cycling road so motorists are generally aware of bicyclists.
- ♦ Most road surfaces are chip seal or tar roads with loose gravel.
- ♦ Wildlife is abundant in the area. Watch for deer in the road, particularly on descents.
- ♦ Many of the roads in these loops will have rolling hills.



Oregon's Growing Network of Scenic Cycling Routes



CYCLING TOURISM ON THE RISE

- Bicycle travel is becoming an increasingly visible part of the global adventure travel market, which generates \$89 billion annually¹
- Oregon has identified cycling tourism as a key economic development strategy
- In 2009, Oregon's outdoor recreation & entertainment market had \$803 million in visitor spending²
- In 2009, 1.3 million tourists³ bicycled while visiting Oregon³
- Those 1.3 million tourists spent \$223 million primarily on lodging, meals, and retail³
- Overnight cycling visitors spent over eight times more than day travelers (\$199 million vs. \$24 million)³

¹ Adventure Tourism Market Report by the Adventure Travel Trade Association, August 2010

² Oregon 2009 Crystal Ball Visitor Analysis, Longwoods International, August 2010

³ A tourist is defined as someone traveling more than 50 miles from their residence or staying overnight. Tourists, in this case, are inclusive of in-state and out-of-state tourists.



For comprehensive information on cycling tourism in Oregon, visit RideOregonRide.com. For questions regarding the Oregon Bicycle Tourism Partnership, please contact Kristin@TravelOregon.com.

UV Source: Map created for Travel Oregon by Enduro and Leanne Graphics. Data sets from Oregon Parks & Recreation Department, Adventure Cycling, Oregon Department of Transportation, Wildlife, and Travel Oregon 2010

Michigan!

A Cycling Destination

Bicycle Routes 20 & 35

- Local interest and support
- Mix of existing facilities
- Adjacent state and national links
- Statewide economic impact study



Corridor Plan - May 2009

**American Association of State Highway
and Transportation Officials**

Adventure Cycling Association
www.adventurecycling.org/USBRS



**Alaska and Hawaii's corridors have not been assigned numbers yet*



Firefox Building Bike Tourism - Advert... +

www.adventurecycling.org/outreach/biketravelfriendly.cfm

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JOIN OR RENEW NOW
DONATE TODAY
SHOP OUR STORE
REQUEST INFO
UPDATE MEMBER INFO
MY ADVENTURE CYCLING
SITE MAP
CONTACT US

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Sunday, Mar 18, 2012

Bicycles have no walls.
- Paul Cornish,
cross-country rider

Join Today

Building Bike Tourism

Is your community located on an [Adventure Cycling route](#), or near other routes frequented by cyclists? Wondering how your town could welcome (and attract) cyclists that pass through?

Traveling cyclists are looking for services in nearly every town that they visit — by providing some or all of the services listed below, your town could become a favorite destination for bicycle travelers to visit, dine, and spend the night.

This page is divided into two sections:

- [Tips on Becoming a Bicycle Travel Friendly Town](#)
- [Ideas & Resources for Building Bike Tourism](#)

TIPS ON BECOMING A BIKE TRAVEL FRIENDLY TOWN

Food. Traveling bicyclists are looking for grocery stores and restaurants. Even if your community does not have a full-blown eatery or grocery store, other businesses such as gas stations, convenience stores, or even campgrounds may want to stock some basic cycling foods -- such as energy bars, oatmeal, and trail mix. Don't forget to put up a sign that says "snacks available!"

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BUILDING BIKE TOURISM
AMBASSADOR PROGRAM
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ADVENTURE CYCLIST

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www.adventurecycling.org/usbrs

www.adventurecycling.org/outreach/biketravelfriendly



Bike-Friendly Business Districts

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