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

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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?
200 miles by bicycle...

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ 

4 overnight stays
12 meals
GREATER ECONOMIC IMPACT

How Bicycles Can Save Small Town America - PathLessPedaled.com

An explanation of how bike travel can revitalize rural areas. To learn more or have us speak to your community, visit PathLessPedaled.com
Lanesboro, MN  (just 800 people)  
$25 million
Twin Bridges Cyclists’ Only Campground
PedalMN.com

WE MEASURE VACATIONS IN PEDAL STROKES.

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.
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
#3 Forge partnerships
#3 Forge partnerships

#4 Bike-travel friendly towns
#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. Schwabille 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, 387-392-1627 (from 2nd St., located 0.25 mi. east on Rankin Hill Rd.).
- Parker House, 330 Front St., Ripley, 387-392-4816.
- Ripley Presbyterian Church (Rev. Rankin’s church), 14 Mulberry St., Ripley.

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

Where to eat:
- Cohearts’ Riverhouse Restaurant, 18 N. Front St., Ripley, 387-392-4819.
- Rockin’ Robin’s Soda Shoppe, 8 N. Front St., Ripley, 387-392-1300.

Where to stay:
- Call the Brown County Tourism Office for lodging options in the area, 387-378-1970.

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, 5794 Cemetery Rd., Red Oak (from U.S. Highway 62/68, located 0.2 mi. east on Cemetery Rd.).
- See Red Oak Loop for additional listings.

Where to eat:
- See Red Oak Loop for listings.

Where to stay:
- Call the Brown County Tourism Office for lodging options in the area, 387-378-1970.

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, 387-378-4222 (from Main St., located 0.2 mi. east on Grant Ave.).
- Grant Schoolhouse, 508 S. Water St., Georgetown, 387-378-4222 (from Main St., located 2 blocks east on 3rd St.).
- John A. Ruthven’s Art Gallery, 201 E. Grant Ave., Georgetown, 387-378-4222 (from Main St., located 0.2 mi. east on Grant Ave.).

Bicycle shop:
- Mykle’s Cycles, 106 E. Cherry St., Georgetown, 387-378-5700.

Local cycling information, bike rentals, and guided tours available. Ask about longer Underground Railroad route options.

Where to stay:
- Alley Cat Café, 106 S. Main St., Georgetown, 387-378-5300.
- Parker’s Pizza, 124 N. Main St., Georgetown, 387-378-6936.

General notes about the bicycle routes:
- All loops are best ridden in a clockwise direction. If riding on a weekday try to ride between 9:00 and 3:00.
- Old U.S. 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 on 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 $19 billion annually.
- Oregon has identified cycling tourism as a key economic development strategy.
- In 2009, Oregon’s outdoor recreation & entertainment market had $803 million in visitor spending.
- In 2009, 13.5 million tourists bicycled while visiting Oregon.
- Those 13.5 million tourists spent $223 million primarily on lodging, meals, and retail.
- Overnight cycling visitors spent over eight times more than day travelers ($199 million vs. $24 million).

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

Food. Traveling bicyclists are looking for grocery stores and restaurants. Even if your community does not have a full-blown eating 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!”

www.adventurecycling.org/usbrs
www.adventurecycling.org/outreach/biketravelfriendly
Bike Tourism

Bike-Friendly Business Districts