

# Bicycle Tourism

*Building Support with  
and Unlikely Allies.*



A photograph of two cyclists riding on a paved road that stretches into the distance. The cyclist in the foreground is wearing a bright yellow jacket and a red and white helmet. The cyclist behind is wearing a blue jacket and a white helmet. The road has a white line on the left and a double yellow line on the right. The landscape is dry with yellowish-brown grass and some green shrubs. In the background, there are rolling hills under a dark, overcast sky. Two rainbows are visible, one on the left and one on the right, arching over the road. The text 'Adventure Cycling' is written in a large, bold, blue font with a slight shadow. Below it, the phrase 'inspires, empowers, and connects people to travel by bicycle.' is written in a smaller, italicized blue font with a shadow.

***Adventure Cycling***  
***inspires, empowers, and connects***  
***people to travel by bicycle.***





Adventure Cycling Association



Adventure Cycling Association



- 52,000 members globally
    - Route network: Maps & App
    - *Adventure Cyclist* magazine
    - Over 100 organized tours
    - Gear & How-to resources
  - Official Bike Routes
  - Train & Airplane Access
  - National Parks & State Parks
  - Road Safety
- 
- 43 staff and hundreds of volunteers



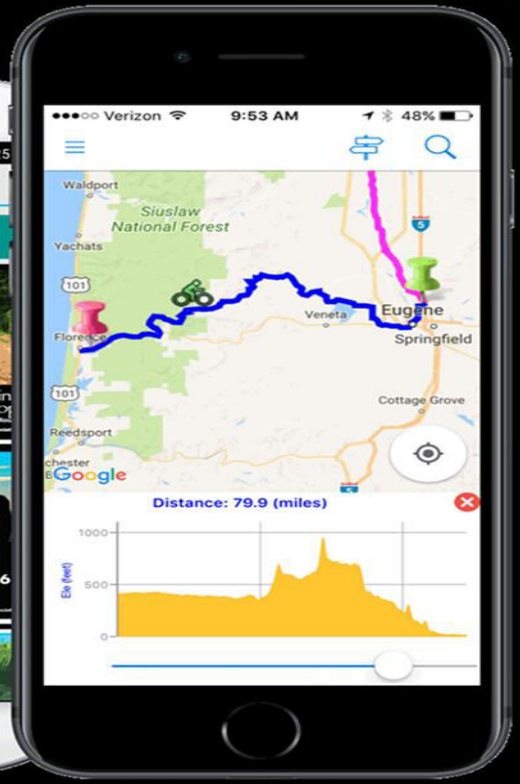
In creating the ever-growing Adventure Cycling Route Network, we've researched and developed 48,608 miles of prime cycling routes in the U.S. and Canada to date. These routes follow some of the most quiet, scenic roads and bike trails in North America.

- Adventure Cycling Bicycle Route
- Bicycle Routes using the same road
- Adventure Cycling Mountain Bike Route
- Ferry

For more information on the routes and to find out how to purchase our maps, please visit [www.adventurecycling.org](http://www.adventurecycling.org).

**48,608 miles!**





## Getting People on Bikes

Tours & Experience Program

- *Over 100 tours across North America*

## Engaging New People

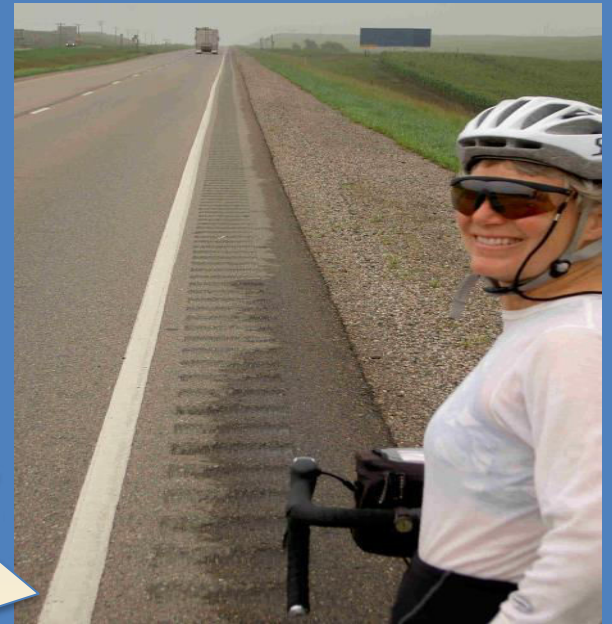
Free volunteer led 1-2 day events:

- Bike Travel Weekend: 1<sup>st</sup> weekend June
- Bike Your Park Day: Last Saturday Sept.

## Building Future Leaders

- Scholarship Program
- Leadership Training
- Intro to Bikepacking or Road Cycling





Advocacy



Adventure Cycling Association





The goal of the United States Bicycle Route System is to connect America through a network of numbered interstate bicycle routes.

## NATIONAL CORRIDOR PLAN

October 2018

Adventure Cycling Association  
America's Bicycle Travel Experts

AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS  
**AASHTO**  
The Voice of Transportation



ADVENTURECYCLING.ORG/USBR5

# Currently: almost 22,500 km in 26 states







Oregon: \$400 million



Wisconsin: \$924 million



Arizona: \$88 million

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Washington: \$3.1 billion



Adventure Cycling Association



**FINDING**  
**Public/Private**  
**ALLIES**

# Walmart

The Walmart logo, consisting of the word "Walmart" in a white, sans-serif font and a yellow six-pointed starburst icon to its right, is mounted on a brown wall above the entrance.







Tom Walton



Steuart Walton

# Walton Family Foundation

## What We Fund



### K-12 Education

Expanding access to a high-quality education for a lifetime of opportunity

[LEARN MORE](#)



### Environment

Protecting the sources of life and livelihoods

[LEARN MORE](#)



### Home Region

Rooted in a legacy of giving

[LEARN MORE](#)



1. Partnered to build a world class mountain bike park and held 2018 World Summit









4. Build alliances with public officials in transportation and parks and launched a Park Foundation that can financially support projects across the state

5. Convinced elected officials that biking and outdoor recreation were sound investments







**BIKE BENTONVILLE**

MAPS

TRAIL CONDITIONS

RIDES & ROUTES

EVENTS

BIKE FRIENDLY HOTELS

RESOURCES

CONTACT

★ My Trip (0)



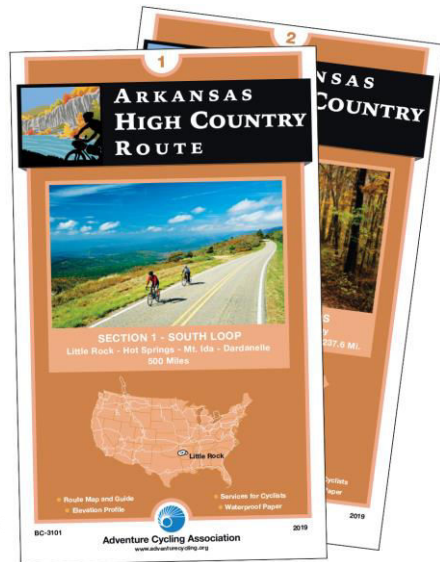
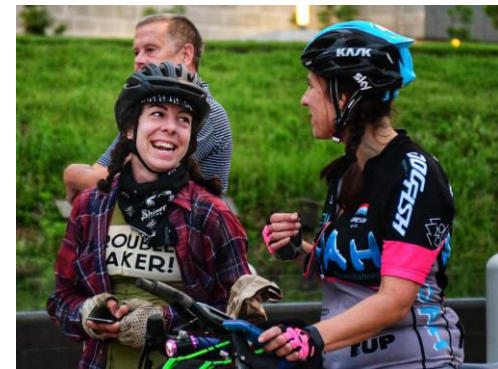
## 5. Local tourism organization launches **Bike Bentonville**

- Business education on bike friendliness,
- Funds amenity services like shuttles and maps,
- Attracts cyclists from all over the world



## 6. Arkansas State Parks Foundation: \$100,000 Grant to fund Adventure Cycling's Arkansas High Country Route

7. Launched race on the epic 1,100-mile route in June 2019.



# Take Away #1: Have a Vision



# #2: Who Are Your Allies?





- Elected Officials
- Funders
- Tourism
- Transportation
- Business Sector
- Media



# #3: Deliver the Data

U.S. Government Study:  
Outdoor Recreation:  
**\$374 Billion GNP** (329 Bill Euro)

-- *More than the oil and gas industry*

-- *More than agriculture economy*



Adventure Cycling Association





US Bike Tourism  
Generates  
**\$83 Billion** annually  
(73 Euro) (Outdoor Industry Association)

Touring cyclists  
spend **40% more**  
than other types of  
**tourists** (Institute for Tourism & Recreation  
Research, University of Montana)





# #4: Spin the Benefits



Attracting & retaining a vibrant, healthy, well educated workforce

- Millennials
- Early Retirees with nest eggs
- Teleworkers

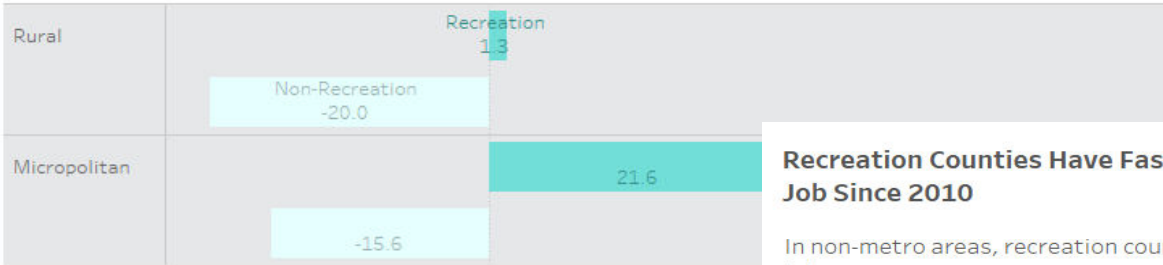
= connected communities, outdoor recreation access



## Recreation Counties Have Higher Net Migration Rates Since 2010



In non-metro areas, recreation counties are growing while non-recreation counties are losing residents on average.



In metro areas, recreation counties are gaining residents a

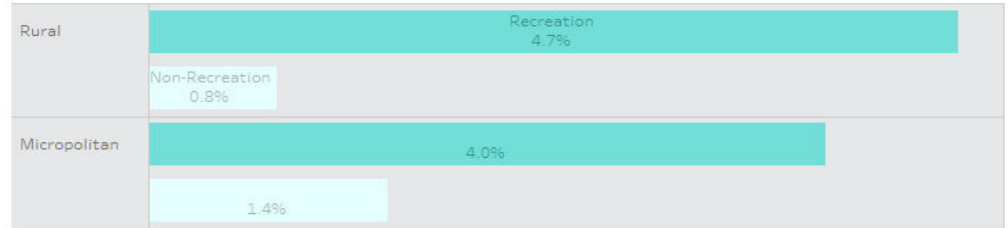


- Not losing residents
- Growing incomes

## Recreation Counties Have Faster Growth in Earnings per Job Since 2010



In non-metro areas, recreation counties are experiencing faster growth in earnings per job on average.



In metro areas, there is not a meaningful difference in growth of average earnings between recreation and non-recreation counties.



# #5: FIND YOUR CHAMPIONS





# #6: Tell Meaningful Success Stories



Le Route Verte by  
Velo Quebec in  
Canada



# #7: Hold Epic Events





*Connect with us!*

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