

# When Bicyclists Come to Town



## Topics for Today

Bicycle Tourism= Dollars

Types of Bicycle Tourists

Promoting Local Rides

Hiker/Biker Camping

Scenic Bikeways

Alex Phillips

Bicycle Recreation Specialist

State Parks and Recreation Dept.



**Bicycle related trips in Oregon \$400 million**

**\$1.2 million/day**



# Cycle Tourism is Tourism

Other Activities survey participants did during the year



- Hiking
- **Exploring the town**
- Dining out
- Farmers market
- Visit a microbrew



**31.9 million cycling event fees  
27.9 million bicycle repairs,  
clothing & gear**

**\$174.6 million accommodations & food services  
\$53.5 million groceries  
71.5 million fuel**

# Survey Participants

65% Male

26% Age 55- 64

40% Bachelors degree

28% \$100,000- \$1999,999 income



<http://industry.traveloregon.com/research/>

# The funny shorts people

## Types of Riders

### Financial:

- Shoestring
- Economy
- Comfort

### Ability and interest:

- Family Friendly
- Novice
- Recreational
- Challenging

## Types of Trips

- Road bike, Mountain bike etc.
- Self supported
- Organized trips
- Races and events
- Long haul, weekend, day



# Cycle Tourists



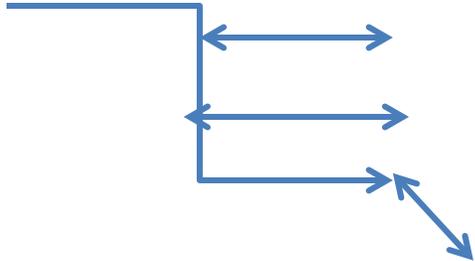
# Downtowns



# Promoting local Rides

- Pick the best local ride
- Determine what type of rider would like it
- No need for route to go right past every point of interest

Not so Good

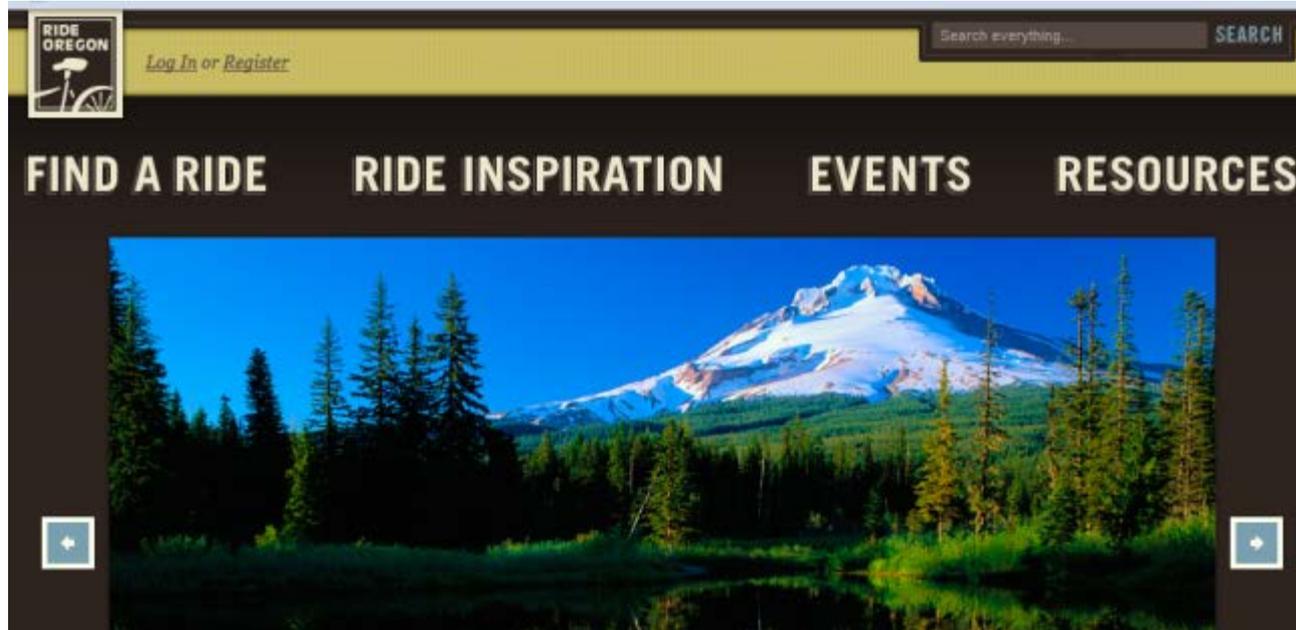


Way Better!



# Promoting local Rides

- RideOregonRide.com
- RideWithGPS.com
- **Local tourism office**

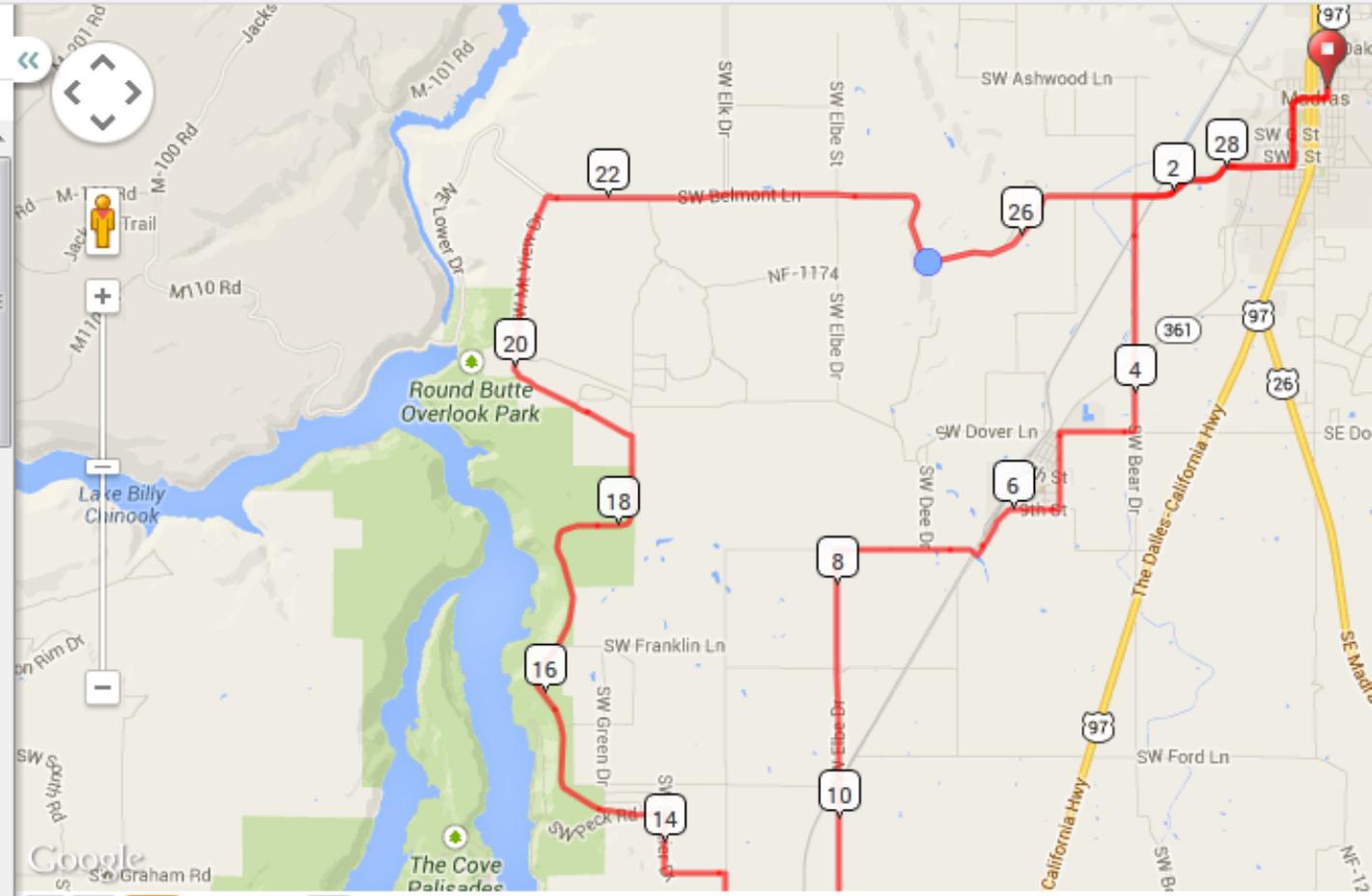




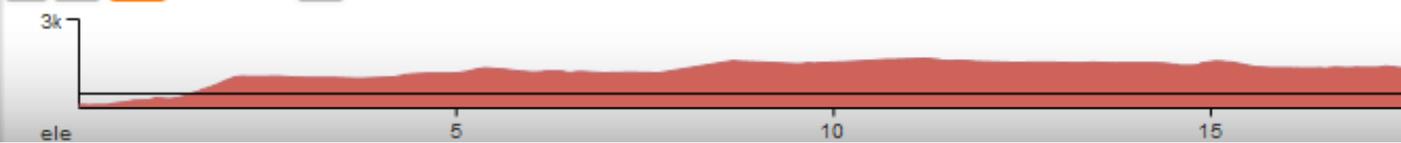
### CUE SHEET

Right on SE D St	0.1 mi
Bear left to continue on OR-361/Culver Hwy	0.3 mi
Left on SW 2nd St	0.4 mi
Right on SW J St	0.9 mi
Continue on SW Belmont Ln	1.3 mi
Left on SW Bear Dr	2.3 mi
Right on SW Dover Ln	4.3 mi
Left on Butte Ave	4.9 mi
Continue on Butte Ave	5.4 mi
Right on 9th St	5.6 mi
Left on SW Culver Hwy/Jefferson Ave	6.0 mi
Right on SW Eureka Ln	6.5 mi
Left on SW Elbe Dr	7.7 mi

PRINT



ELE GRADE 29.5 mi +1234 ft / -1234 ft





# Bicycle Camping

- No reservation
- \$5 Per person charge
- Self supported (no vehicle)

Nature  
HISTORY  
Discovery



# Oregon's Scenic Bikeways. First in the United States.



*Nature*  
**HISTORY**  
*Discovery*

**The best road biking in Oregon**



# Criteria

## Scenic Rating

- Natural
- Human Made
- Sensory Experiences

## Route Conditions

- Surface
- Traffic Volume
- Traffic Speed
- Route Separation

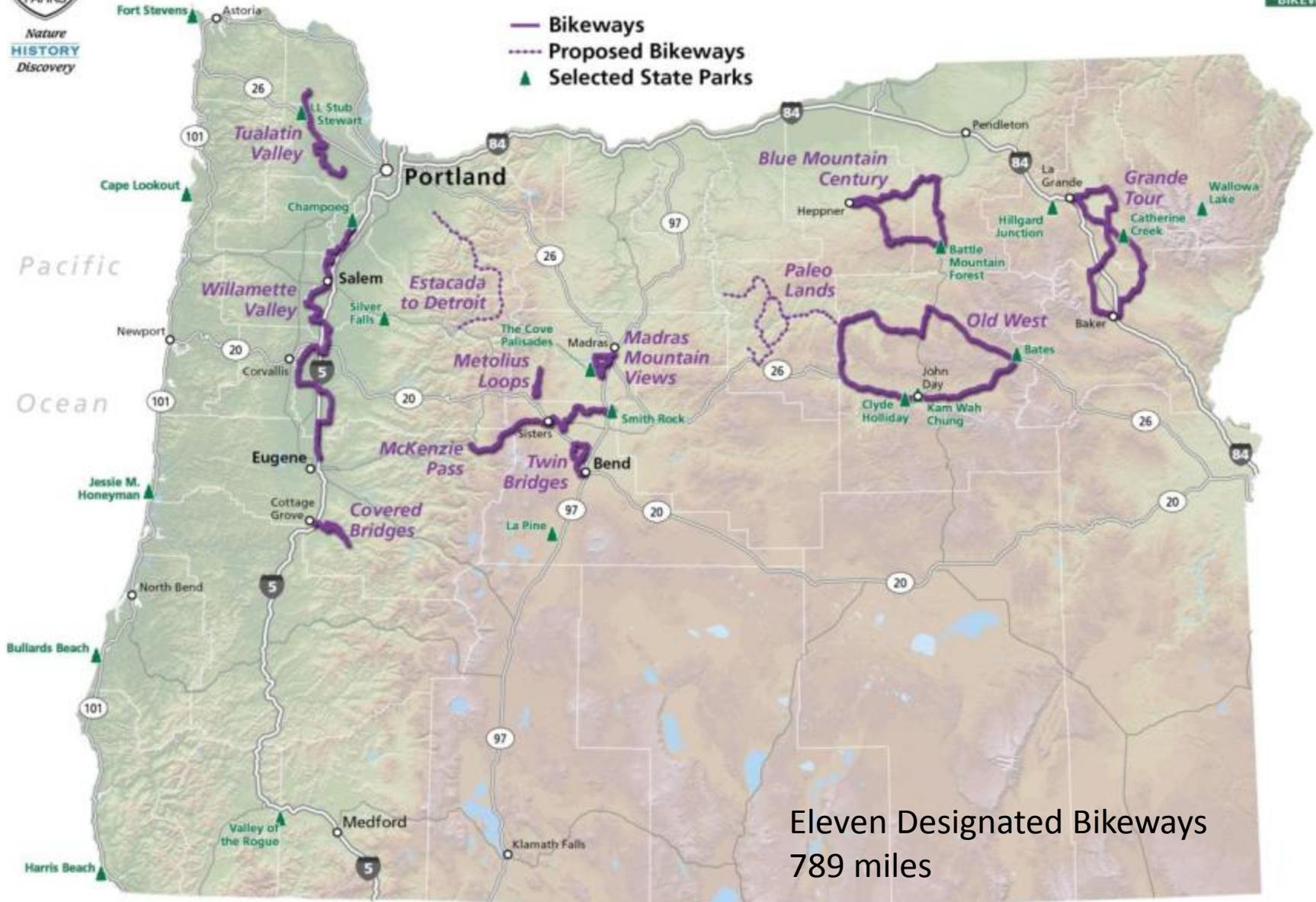


Nature  
HISTORY  
Discovery

# Oregon Scenic Bikeways



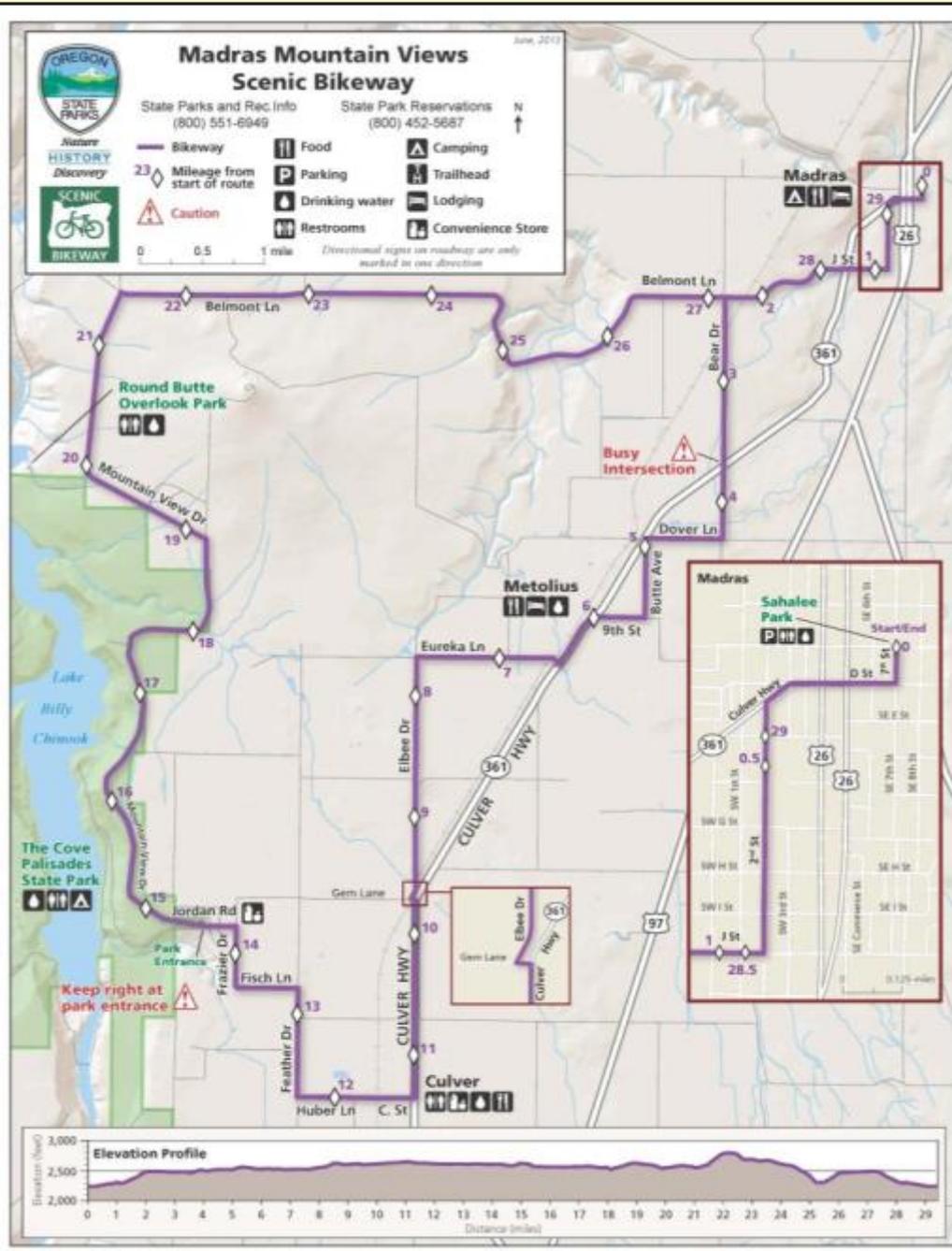
- Bikeways
- - - Proposed Bikeways
- ▲ Selected State Parks



Eleven Designated Bikeways  
789 miles

## Designated Bikeways

- Bikeway directional signs
- Printable Maps
- Promoted by Travel Oregon and State Parks and Recreation Dept.



[www.oregonscenicbikeways.org](http://www.oregonscenicbikeways.org)



Alex Phillips

(503) 986-0631

[alex.phillips@state.or.us](mailto:alex.phillips@state.or.us)



[orscenicbikeway](https://twitter.com/orscenicbikeway)

*Nature*

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**HISTORY**

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*Discovery*