U.S Bike Routes-A Nationwide Project

- The USBR system is a developing national network of officially approved, numbered, and signed bicycle routes that is connecting people, communities, and the nation.

- To date, over 11,000 miles of U.S. Bicycle Routes have been officially designated in 24 states.

- When complete, the USBRS will encompass more than 50,000 miles of routes and open up new opportunities for cross-country travel, regional bicycle touring, and commuting by bicycle.

- This project will grow bicycle tourism and local economies with very little investment.

INDIANA BIKE ROUTE

US 35

UNITED STATES BICYCLE ROUTE SYSTEM

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

Adventure Cycling Association
America's bicycle travel experts

AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS
AASHTO
THE VOICE OF TRANSPORTATION

NATIONAL CORRIDOR PLAN

· · · · · ·

October 2015

Legend:

DESIGNATED U.S. BICYCLE ROUTE
Established U.S. Bicycle Route designated by AASHTO.

UNDEVELOPED CORRIDOR
These corridors are not routes, but 50-mile wide areas where a route may be developed.

Indiana's USBR35

- USBR35 currently runs from Sault Saint Marie, Michigan to Louisville, Kentucky

- The route covers 360 miles and includes 15 diverse counties in Indiana:
  - LaPorte
  - Fulton
  - Tipton
  - Hancock
  - Jackson

  - Starke
  - Miami
  - Hamilton
  - Shelby
  - Scott

  - Pulaski
  - Howard
  - Marion
  - Bartholomew
  - Clark/Floyd

- It took three years before USBR35 was made official in 2015 by the American Association of State Highway Transportation Officials, with help from the Adventure Cycling Association and Indiana Trails.
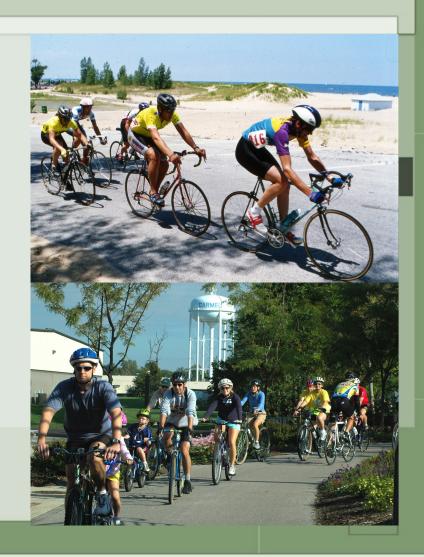

Indiana United States Bicycle Route 35

Indiana Map Legend
U.S. Bicycle Route 35

Information provided by Indiana Trails

Indiana's USBR35

- USBR35 is an interconnected series of roads and paved pathways that allow cyclists to easily travel from county to county. Along the route, bicycle enthusiasts will have the opportunity to explore and enjoy attractions, rural fields, and small towns spread throughout the state.

- Goals:

  - Become known as one of the most bicycle friendly states in the country

  - Increase bicycle hospitality and tourism in Indiana

  - Offer this pilot project up to the other US bicycle routes available in the state

Cycling: Valuable for your Business

- Did you know that Americans spend more on bicycling gear and trips than they do on airplane tickets?

- The Nation's 60 million annual recreational bicyclists spend over $80 billion on meals, transportation, lodging, gifts, and entertainment.

- The spill-over effects of all bicycling-related activities could be as large as $133 billion, supporting 1.1 million jobs and generating $17.7 billion in federal, state, and local taxes.

- Cycling provides substantial economic growth in rural communities (it's proven!)

Information from a 2012 report done by Advocacy Advance

Cycling: Valuable for your Business

See how cycling tourism is impacting the economy on a national level:

Gear, accessories, etc.	Trip-related sales	Total
$10,538,970,178	$70,781,975,693	$81,320,945,871

Jobs supported	Income	State and local taxes
772,146	$38,648,426,853	$5,574,649,290

Data collected from a 2012 report done by Outdoor Industry Association and Southwick Associates

Cycling: Valuable for your Business

Case Study: The Great Allegheny Trail

The GAP is a 141-mile system of bike trails from Cumberland, MD to Homestead, PA. There is an estimated number of 800,000 trips taken on the trail annually.

- Business owners along the trail attribute 25% of revenues to their proximity to the Trail.

- Trail attributed revenue-
  - 2007: $32,614,703
  - 2008: $40,677,299

- 66 new trail-related businesses opened in the trail towns since 2007

- 93 new jobs created

- 40% of respondents stayed overnight

- Average spending-
  - $98 per day in trail communities & lodging
  - $13 per day (day visitors)

What do Cyclists look like?

A sample profile

- Name: Dan
- 53 years old
- Makes $100,000 annually

- Always brings his cellphone to check the weather, look up directions and places for lodging, and share his experience with other riders
- Rides about 60 miles a day
- Typically spends between $50-70 a day when on a cycling trip

- Is planning a weeklong trip in the next year
- Enjoys local hospitality, historical attractions, outdoor activities, and safe roadways

What do Cyclists look like?

Types of Cyclists: **Self-contained travelers**
These cyclists and travelers take their gear along on the ride and mainly need camping, grocery, and internet access.

- <u>Shoestring</u>-These cyclists prefer the low-cost option of camping. Food is these cyclists' main expense category. Shoestring cyclists are young and spend a maximum of $15-$30 per day.

- <u>Economy</u>-Spending for these cyclists averages approximately $50 per day but may vary considerably.

- <u>Comfort</u>-Represent about half of self-supported cyclists. They tend to be older, spend an average of $75 to $100 per day and like to stay in hotels.

- More likely to spend money on entertainment and other forms of non-cycling recreation.

- Two ways communities can cater to Comfort Cyclists:
  - Prioritize historic preservation
  - Offer great customer service

Information written by Heidi Beierle at the 2011 Oregon Governor's Conference on Tourism

What do Cyclists look like?

- <u>Ride-centered</u>
These cyclists tend to stay overnight in one location and cycle during the day. They like to drink beer when they're done riding and are often Baby Boomers.

- <u>Urban-cycling</u>
These travelers arrive in a community and spend all or some of their time traveling through the area by bike. They're also interested in sightseeing.

- <u>Event-centered</u>
These travelers participate in organized or event rides. Spectators are also grouped into this category.
  - This type of riding equals an economic boost for the host city. Cyclists will spend more time and money in that area since it acts as a base for the event.

How do Cyclists act?

Number of multi-day trips taken in past three years	Percentage
0	4%
1	15%
2	17%
3	20%
4	9%

This shows that bicycle tourism is a niche of enthusiastic cyclists who take many trips a year.

Travel Group	Percentage
Solo	28%
Friends	24%
Couple	14%
Tour group	16%
Family and friends	6%
Organized event	4%

Over half of the respondents prefer to cycle alone or in small groups

How do Cyclists act?

Cycling activities in the past three years	Percentage
Day road rides	87%
Taking bikes on vacation	85%
Independent bike tour	82%
Casual cycling in town	80%
Fundraising rides	36%

Information sources used while traveling	Percentage
Adventure Cycling Maps	85%
Friendly locals	57%
Map applications	35%
Bicycle shop employee	32%
Motel/restaurant/gas station employee	27%
Visitor information center	23%

*Information based off of cycling tours in Montana from 2011-2013

How do Cyclists act?

- People who drive to these businesses spend more per visit, but bike riders visit more often and therefore spend more overall.

- Contrary to what business owners think, this data shows that cyclists contribute more revenue.

- Average total:
  - Cars- $61.03 per month
  - Bikes- $75.66 per month

Mode	Establishment	Trips per month	$ spent per month
Car	Bar	1.6	$40.21
	Convenience store	9.9	$79.37
	Restaurant	2.2	$41.16
Bike	Bar	4.9	$68.56
	Convenience store	14.5	$105.66
	Restaurant	3.5	$42.52

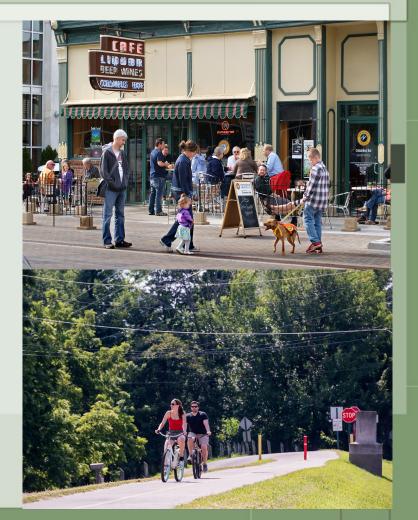# What do Cyclists look for?

- **The Ride**
  - A tour between 4-7 days long
  - Off-road trails and/or bicycle friendly roads

- **Support and Services**
  - Convenient places to stay (ranging from campgrounds to high end hotels)
  - A variety of food options from snack bars to restaurants
  - Businesses with a "bike-friendly" orientation

- **Nearby Attractions**
  - Scenery-based on a survey by bicycletouring101.com, respondents said their favorite landscape was "flat land with some rivers, lakes, and rolling hills."
  - Rural areas
  - Historic sites and parks
  - Culture and uniqueness-64% of survey respondents said when coming to a new town, they look for "nice restaurants, historical attractions and interesting things to do while [they] stay and visit."

Hospitality Tips and Tricks

- **Service** is often ranked as the most important factor in the overall visitor experience.

- Show a **sincere interest** in the visitor's experience by addressing the visitor by name, asking about his/her ride, and inquire about his/her interests.

- Cyclists **value local opinions** when choosing where to eat and what attractions to visit. Feel free to share your personal experiences.

- **Storytelling** is an art and those who can tell a great story do so with enthusiasm, sincerity, and animation. Visitors enjoy hearing stories about people, places and events that are unique.

- Own a guest's question, problem or complaint and **be empowered** and responsible to resolve the issue. See it, own it, solve it, and do it!
  - If cyclists have questions you're unable to answer, prompt them with follow-up questions so you can provide them with the **best resources** possible.

Thank you
for making Indiana a
bike-friendly place!