How Your Community Can Benefit from Bicycle Travel and Tourism

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Thanks to Our Partners
League of American Bicyclists
Adventure Cycling Association
International Mountain Bike Assn
and others
Who are we and why are we presenting?

Our vision is to **make cycling better for everyone**

Our mission is to **build the world’s bicycle tourism marketplace**

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Destinations  
jobs and opportunities

Individuals  
physical and mental health

Business and Industry  
grow the pie
Purpose of Today’s Webinar

1. Best practices of bicycling destinations

2. Improving ability of businesses to service and capitalize on bicycle travel and tourism

3. Getting more visitors to view and consider your community as a bicycle travel destination

4. Innovative funding to develop local infrastructure
Bicycle Travel and Tourism

01 Sightseeing
02 Road / Mountain / Trail
03 Long Distance Touring
04 Bike Packing
05 Organized Tours
06 Bike Events
07 Designated Routes
08 Global and Regional Tourism
Bicycle Travel and Tourism

COMMON ELEMENTS

01 Active Travel / Physical Activities
02 Place-Based Adventure
03 Authentic Experiences
04 Community
05 Nature
06 Culture
07 History
Bicycle Travel and Tourism

**DESIARABLE DEMOGRAPHIC**

01. More Disposable Income

02. High Impact in Good Ways
   - Greater Spending
   - $75-200/day (vs $58 avg)
   - Eat Lots of Good Food
   - Stay Longer

03. Low Impact in Negative Ways

04. Growing Base (Up 43% YOY)
Bicycle Travel and Tourism

BENEFITING DESTINATIONS

01. Rural & Urban
02. Economic Impact
03. Sustainable Development
04. Less Wear & Tear
05. Create New Jobs
06. Grow Current Businesses
07. Help Create New Businesses
Bicycle Travel & Tourism = $83 Billion in the US

2017 Outdoor Recreation Economy (US / Cycling)
- $83 Billion direct spend on trips
- 847k jobs
- $13.3B taxes back to govt.

European Cycle Route Network & Tourism
- 2.3 Billion cycle tourism trips p.a.
- €44 Billion p.a.
The Challenge for Bicycle Travel and Tourism... is that it is largely a cottage industry

Unlike the bike ‘product’ industry ($40b), no one owns the bike ‘experience’ industry ($150bn)

- Bespoke/cottage Industry
- Latent demand
- Low digital footprint
- Poor product development
- Limited industry consolidation
- Poor marketing
- Low B2B maturity

CycleLifeHQ
A Cottage Industry Results in Barriers to:

Destinations
- Niche – where do I start?
- How does it connect to my key tourism offers?
- How do I fund?
- How do I market and promote?

Businesses
- Where are the opportunities?
- How do I reach customers?
- How do I digitize?
- How do I connect with other businesses?

Customers
- Where can I ride?
- What is suitable?
- Where do I eat & drink?
- Are there curated rides?
- Who do I talk to?
- Where do I start?
Great Biking Destinations are Built on Quality Experiences

Priming Bicycle Travel and Tourism
Customer Questions

- Where can I ride?
- What is suitable?
- Where do I eat & drink?
- Are there curated rides?
- Who do I talk to?
- Where do I start?
Capturing Your Cycling Customer’s Lifecycle

- Cyclists want more than just map segments or GPS files for where to ride.
- The information cyclists seek is often scattered and poorly organized.
- Cyclists want all the info in one place to decide if they want to travel and ride.

CycleLifeHQ
Capturing Your Cycling Customer’s Lifecycle

- CycleLifeHQ brings rides, attractions, lodging, food and all relevant content and service providers into a unified place.

- This “one-stop-shop” gives customers the ability to easily book on a single platform.

- Our platform works as a standalone and integrates with your Destination Marketing Organization to make it easy for everyone!
How CycleLifeHQ Helps Destinations Be Better

Focus on what makes you special

Sweetwater Mountain Bike Trails

The Sweetwater Trail System is a gem in Tucson. It offers many trails and loops that can be used in different orders and in different directions. The Sweetwater Trail system is totally popular among cyclists in the area. It is mostly easy terrain with a few intermediate sections throughout.

Celebrate Art in Tucson, Arizona

Walking and Riding Tour

The Wall Street Journal once referred to Tucson as a "mini mecca for the arts" - a city that supports more quality performing arts groups than some twice its size, plus we have exceptional museums, inspiring galleries, and an invigorating line-up of festivals. If you would like to get
How CycleLifeHQ Helps Destinations Be Better

Work collaboratively and focus on quality experiences
How CycleLifeHQ Helps Destinations Be Better

Embrace digital wayfinding
How CycleLifeHQ Helps Destinations Be Better

Link local businesses and attractions to routes

Cycling in Vernal, Utah

Rides

- McCoy Flats, Vernal, Utah
- Red Fleet, Vernal, Utah
- Rojo Trail, Vernal, Utah

Bike Servicing

Craft Beer and Food

Show me the TRAILS!!!
How CycleLifeHQ Helps Destinations Be Better

Provide what people want

**Bike Tours**
Day tours to multiday excursions

**Bike Events**
Charity rides to local rides & races

**Private Guides**
Cater to guests with custom experiences

**Bike Rentals**
Shop bikes, bikeshare, hotel bikes

**Lessons**
Help improve confidence and skills

**Accommodation**
Friendly B&Bs, hotels, chains and AirBnB

**Bike Shops**
Service help and shopping

**Transport**
Shuttles to trails and haul gear for groups

**Coffee & Food**
List your bike friendly offerings & atmosphere
Bike-Friendly Accommodation

✓ Secure bike parking / storage
✓ Bike tools, stands and pumps are available / shop info
✓ Bike wash
✓ Laundry facilities

✓ Rental or complimentary bikes or e-bikes available on site
✓ E-bike recharging
✓ Transport/shuttle options for cyclists and their bikes
✓ Details of local bike tour guides & companies
Bike-Friendly Restaurants / Hospitality

- Secure Bike Parking (always top need)
- Water Refills
- Appropriate Food for Cyclists
- Lunch Packets / Healthy Portable Options
- Bathrooms
- Free WiFi
- Tools / Pump
- Info on Routes & Rentals
State of the Art
Purpose Built
Bike Tourism Platform

A destination digital platform for cycle tourism that improves their go-to-market and provides a superior customer experience.

- Modern open source architecture
- Digital Mapping + Local Links
- Marketplace w/ eCommerce
- Ability to Filter Searches
- Multi-language / Translation
- Multi-currency Marketplace
- Support Desk / Live ChatBox
- Photo Gallery
- Video Integration
- Rate and Comment
- Easy Social Media Engagement
✓ Business listings are entirely free
✓ Make it easy for businesses to be listed
✓ Connect to ride experiences and link
✓ We encourage you to cater to cyclists
“BUILT-IN” BIKE CULTURE?

Gold Award

#2 Large City (#5 Overall)
BIKE INFRASTRUCTURE

THE LOOP - 131-Mile Mixed-Use Path

MTB Trails – 100s of Miles of Singletrack

Cycling Events – El Tour, 24HOP, etc.

TUGO - Bike Share Program
Leveraging Culture and Infrastructure for Tourism Promotion
Cycling-Specific Campaigns

- Outside Magazine - 2018 Bike Test Sponsor
- National Geographic Traveler
- Pink Bike - *Local Flavors*
- Sunset Magazine
- Sponsorships of Cycling Events
Enhanced Web Content to Align With Campaigns
Best Ride Ever...

Whether you’re training for competition or looking to take on some serious mountain bike trails or simply seek to cruise along leisurely, Tucson is perfect for people who prefer to see the worst on two wheels. Amazing opportunities for both mountain biking and road biking are around every corner and with hundreds of miles of trails and bike routes, riders of all levels can easily get their fix. And if you’d like a more customized cycling experience, check out our recommendations for cycling trails nearby.

Everyone loves to get on the Loop, a 13-mile car-free network of multi-use trails and paved paths that spans the metro Tucson area, allowing cyclists, pedestrians, joggers and equestrians to create a community. Visit the beautiful Sonoran Desert, with the Loop Bike share program making it easier than ever for both visitors and locals to cruise around the city. Plus, our city’s famously sunny and dry weather means just about any time is right for a ride. It’s no wonder Tucson is consistently ranked as one of the top US cycling cities.

...See for yourself

Here are some of our favorite rides in the Tucson area.
Continuing Partnership

- Maps and Content Continue to Evolve
- Review of Findings from Bike Tourism assessment/survey
- Bike Tourism Workshops Held in Tucson in September
  - Reviewing feedback and information
  - Developing New Relationships With Cycling Businesses
Realize Your Community’s Bicycle Tourism Potential

1. Establish your community as a bicycling destination
   - Work together with local government agencies, Convention and Visitors Bureaus (CVBs), Destination Marketing Organizations (DMOs), and stakeholders
   - Plan and activate your bicycle tourism offering
   - Utilize the League’s Bicycle Friendly America Program
     - Work for Bicycle Friendly Community certification
     - Encourage businesses to apply for Bicycle Friendly Business certification
Realize Your Community’s Bicycle Tourism Potential

2 Gain access and prominence in a global and regional marketplace
   - Showcase your community and all it has to offer bicycle travellers online
   - Leverage social media
   - Boost your community’s brand and get “more heads in beds”
   - Consistent platform, ability to filter, etc.

3 Be an ambassador and help convert new customers
   - Work with the local business community and hospitality partners on no- and low-cost offerings to better reach new and returning customers
   - Make it easier for bicycle travellers to search and find everything they need
Realize Your Community’s Bicycle Tourism Potential

4 Create a new revenue stream

- Increase local economic development and activity
- The CycleLifeHQ marketplace keeps more money locally
- CycleLifeHQ has a profit-share model
CycleLifeHQ’s Services and Scope of Work

Assess Bike Travel Strengths and Needs
From knowing global best practices, we can provide a fresh focus to improve visitation

Bike Travel and Tourism Platform
A purpose-built, mobile-friendly, one-stop-shop to market your destination to bicyclists

Mobilize Destinations and Businesses
Help your destination and local businesses better capitalize on the bike travel opportunities

Drive Growth
Our web, social media and marketing results in more eyeballs and more contacts
Please check out:

➢ Our resources

➢ Ambassador program
  ✓ Help list local rides
  ✓ Promote your favorite local businesses
  ✓ Create multi-day itineraries & packages
  ✓ Write blogs
  ✓ Develop a brand and personality for yourself and your destination