

How Your Community Can Benefit from Bicycle Travel and Tourism



Charles Black, CEO
charles@CycleLifeHQ.com



Jeff Miller, VP, North America
202.445.4415
jeff@CycleLifeHQ.com



Lee McLaughlin – Visit
Tucson
Senior Marketing Director
lmclaughlin@visittucson.org

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

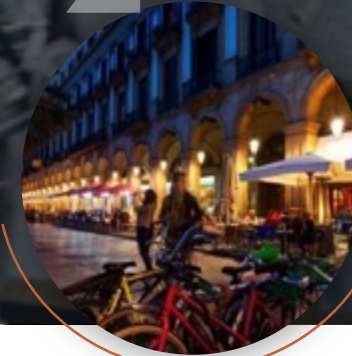
Our mission is to
build the world's bicycle tourism marketplace



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



ALL KINDS OF BIKE TRAVEL

- 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



DESIRABLE 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

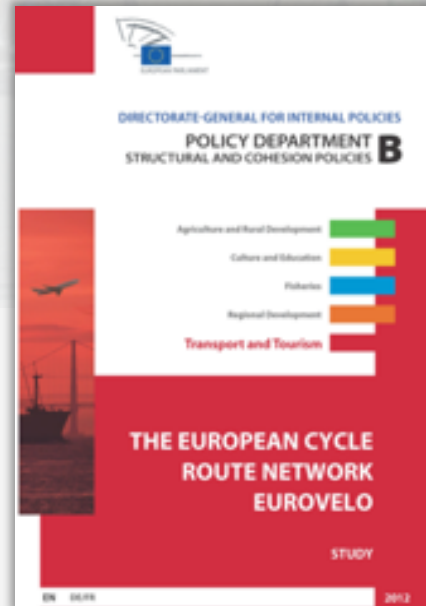
- 01 Rural & Urban
- 02 Economic Impact
- 03 Sustainable Development
- 04 Less Wear & Tear
- 05 Create New Jobs
- 06 Grow Current Businesses
- 07 Help Create New Businesses

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

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?

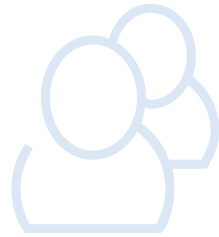
Great Biking Destinations are Built on Quality Experiences



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



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



[Save to Facebook](#) [Like 0](#) [Share](#) [Tweet](#)

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



[Save to Facebook](#) [Like 0](#) [Share](#) [Tweet](#)

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



Garrett, PA to Harrisburg

From Garrett to New York City, the third leg of this triangle route officially announced in 2015, using many existing trails, and connecting a variety of historic and patriotic locations along the way. Whether you are a long distance biker looking for your next long adventure, or a casual rider looking for a day trip, the Garrett to New York City route has something for everyone. This portion of the ride stretches from Garrett, PA through to Harrisburg.

Here is a 3D simulation of the ride.



September 11 National Memorial Trail: Garrett to Johnstown



9/11 National Memorial Trail: Johnstown to Hollidaysburg

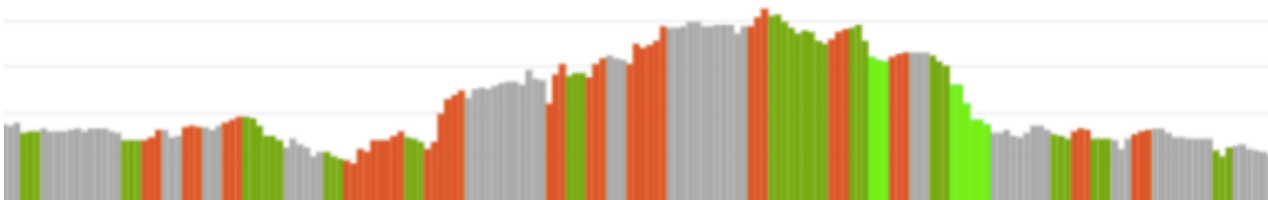
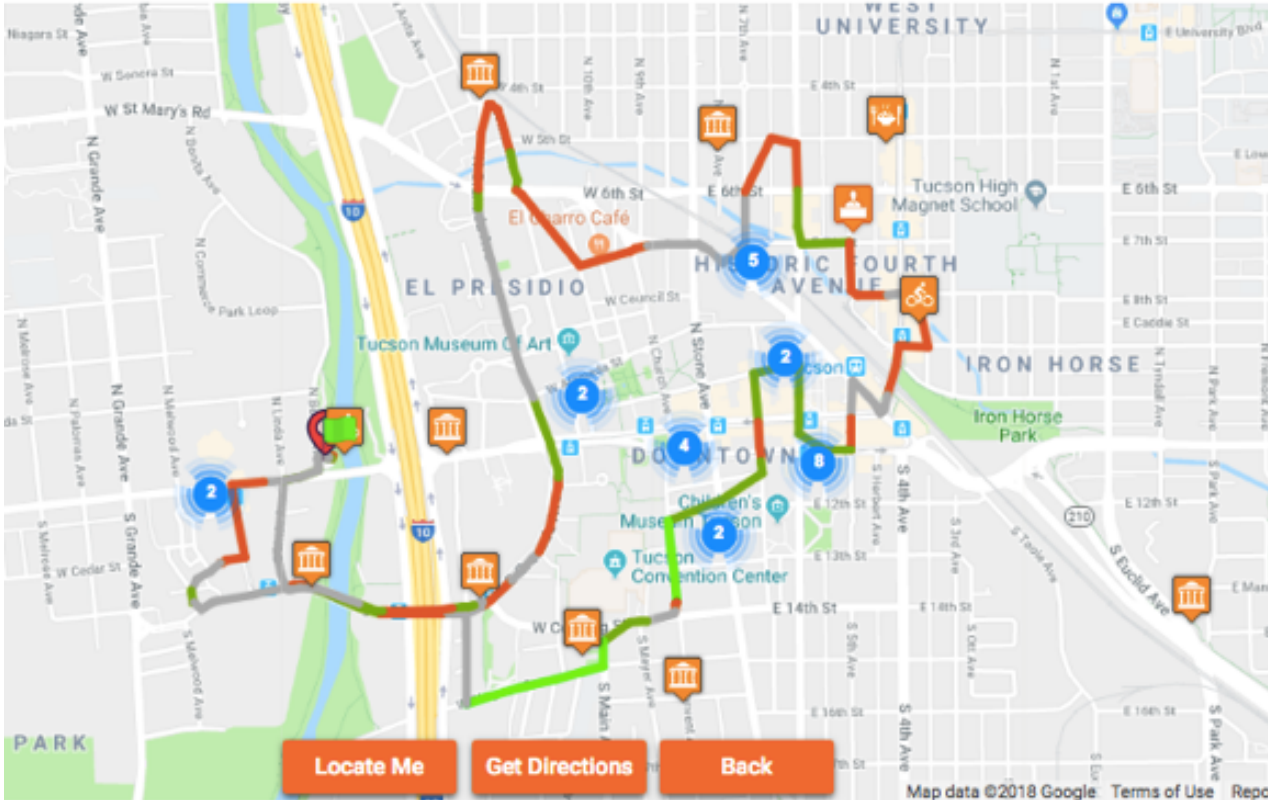


9/11 National Memorial Trail: Hollidaysburg to Huntingdon



How CycleLifeHQ Helps Destinations Be Better

Embrace digital wayfinding



How CycleLifeHQ Helps Destinations Be Better

Link local businesses and attractions to routes



Rides



Retail Sale, McCoy Flats, Vernal, Utah



JBoy, Red Fleet, Vernal, Utah



Rojo Trail, Vernal, Utah



Bike Servicing



Altitude Cycle

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

The background of the slide features a blurred photograph of a bicycle parked on a street. A person's legs in blue jeans are visible on the right side. The text 'Bike-Friendly Accommodation' is overlaid in white on the top left.

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

A photograph showing a business handshake in the foreground, with a hand holding a tablet in the background. A semi-transparent dark grey circle is overlaid on the top left of the image, containing the text 'Connect with Businesses'.

Connect with Businesses

- ✓ 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



Visit
TUCSON®

VISITUCSON.ORG

Lee McLaughlin
Sr. Director of Marketing

VisitTucson.org/Ride

  : /VisitTucson

“BUILT-IN” BIKE CULTURE?



Gold Award



placesforbikes

**#2 Large City
(#5 Overall)**

FREE YOURSELF.®

Visit
tucson



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



FREE YOURSELF.®

Visit
tucson

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



FREE YOURSELF.™

Visit
tucson.

Visit tucson

Purpose Visit

Tucson Visitors Center

Vamos a Tucson

Tourism Master Plan

Around Tucson

Things To Do

Accommodations

Food & Drink

Events

Find a Hotel

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 world 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 options for **Cycling Day Trips**.

Everyone likes to get on **The Loop**, a 131-mile car-free network of multi-use trails and paved paths that spans the metro Tucson area, allowing cyclists, pedestrians, joggers and equestrians an opportunity to exercise, commute, and enjoy our beautiful Sonoran Desert. Our **TUGO bike share** program makes 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 U.S. cycling cities**.

...See for yourself

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

The Loop - Tucson and Pima County

TOP

CycleLifeHQ

+ Create a Listing

The Loop - Tucson and Pima County

Download GPX

Save

Embed

☆☆☆☆

Let's rate this listing!

CycleLifeHQ

Contact

Trail map

Map

Satellite

Locate Me

Get Directions

Back

82.563 km / 51.302 mi

268 m / 879 ft

268 m / 878 ft

893 m / 2,930 ft

Total Distance

Total Ascent

Total Descent

Highest Point

FREE YOURSELF.

Visit
tucson

Home Destinations USA Arizona
+ Create a Listing

Cycling in Tucson and Pima County

The Loop - Tucson and Pima County

Beginner Rides

The Loop - Tucson and Pima County

Sweetwater Mountain Bike Trails

Celebrate Art in Tucson, Arizona - Walking and Riding

Home Destinations USA Arizona
+ Create a Listing

Celebrate Art in Tucson, Arizona - Walking and Riding

Download GPX
Save
Embed

☆☆☆☆☆

Let's rate this listing!

Contact

Trail map

Map Satellite

Locate Me Get Directions Back

9.378 km / 5.827 mi
Total Distance

52 m / 169 ft
Total Ascent

51 m / 168 ft
Total Descent

731 m / 2,399 ft
Highest Point

Celebrate Art in Tucson, Arizona

Walking and Riding Tour

The *Arizona Journal* once referred to Tucson as a "mini mecca for the arts" - a city with more performing arts groups than some twice its size, plus we have excellent art galleries, and an invigorating line-up of festivals. If you would like to make your own masterpiece, that's available here as well. Pedalling or walking, you will certainly find something culturally oriented in Tucson to your liking. Just enjoy a tour with about 30 artworks in and around downtown Tucson accessible for all.

Loop:

1. *Día de los Muertos Frida & Diego* (Mural Rock Martinez) - S. Ave. del Palo Fierro & W. Los Higos
2. *Luis G. Gutierrez Bridge* (Structural Grace Inc) - Cushing Street
3. *Coronado & the Cities of Gold* (Luis Mena) - 181 W. Broadway Blvd.
4. *Tucson Water Building Mural* (Rock Martinez) - 310 W. Alameda St.
5. *The Bike Church* (Joe O'connell and Blessing Hancock) - Granada Ave. & Davis St.
6. *Harboring Beauty Mural* (Joe Pagac) - 191 E. Toole Ave.
7. *El Jefe Mural* (Kati Astraeir) - E. Toole & N. Seventh Ave. S

<https://www.cyclifehq.com/en/listings/954554-celebrate-art-in-tucson-arizona-walking-and-riding?image=699945>

FREE YOURSELF.

Visit
tucson



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



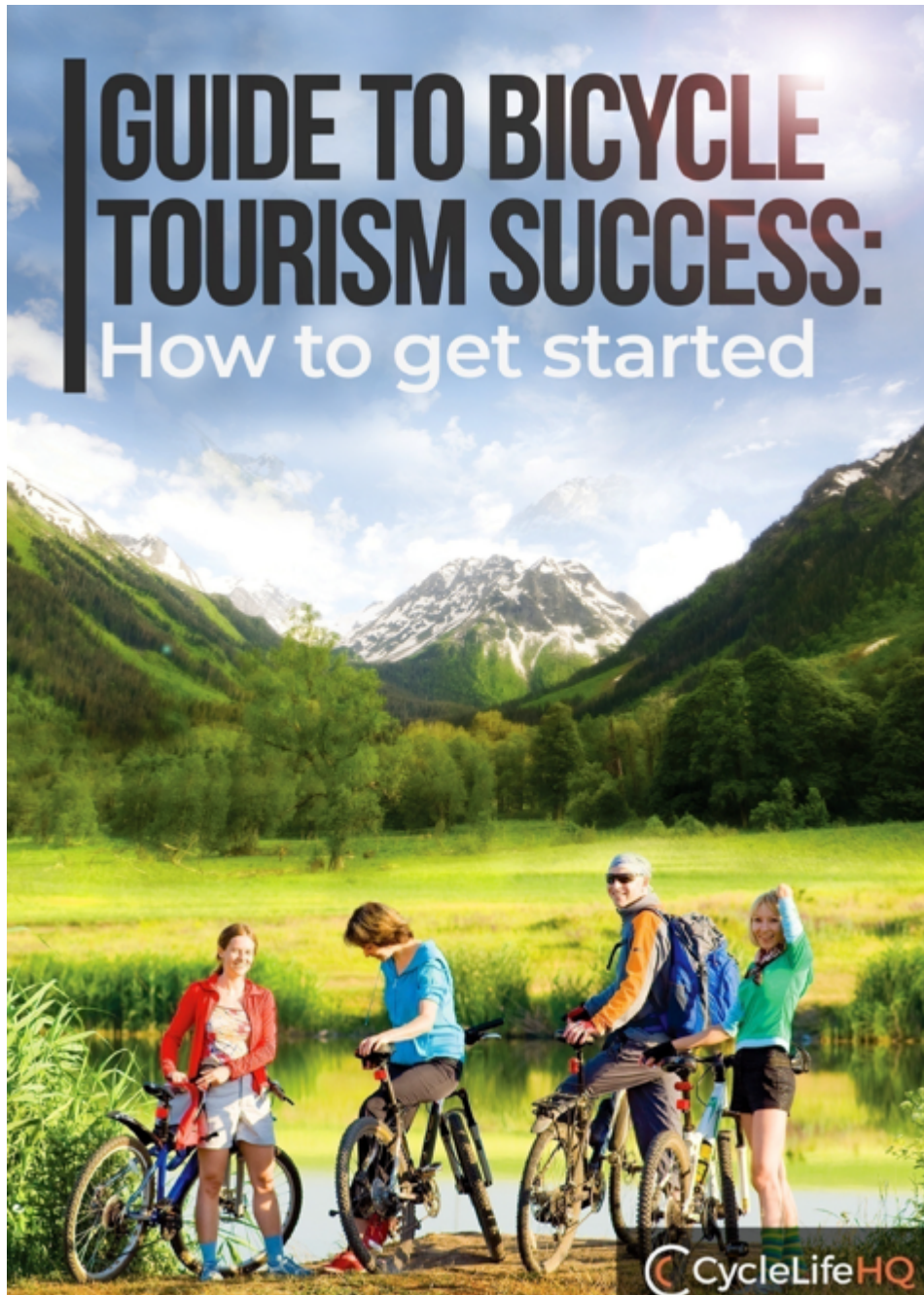
Mobilize Destinations and Businesses

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



Jeff Miller

VP, North America

P: 202.445.4415

E: jeff@CycleLifeHQ.com



Charles Black

CEO

E: charles@CycleLifeHQ.com