



**RIDE**  
WITH GPS



# Better Rides & Better Business with the Ride with GPS Tourism Account

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## Speakers:

Alex Gay, Ride with GPS

Brannon Pack, Experience Fayetteville

## Moderator:

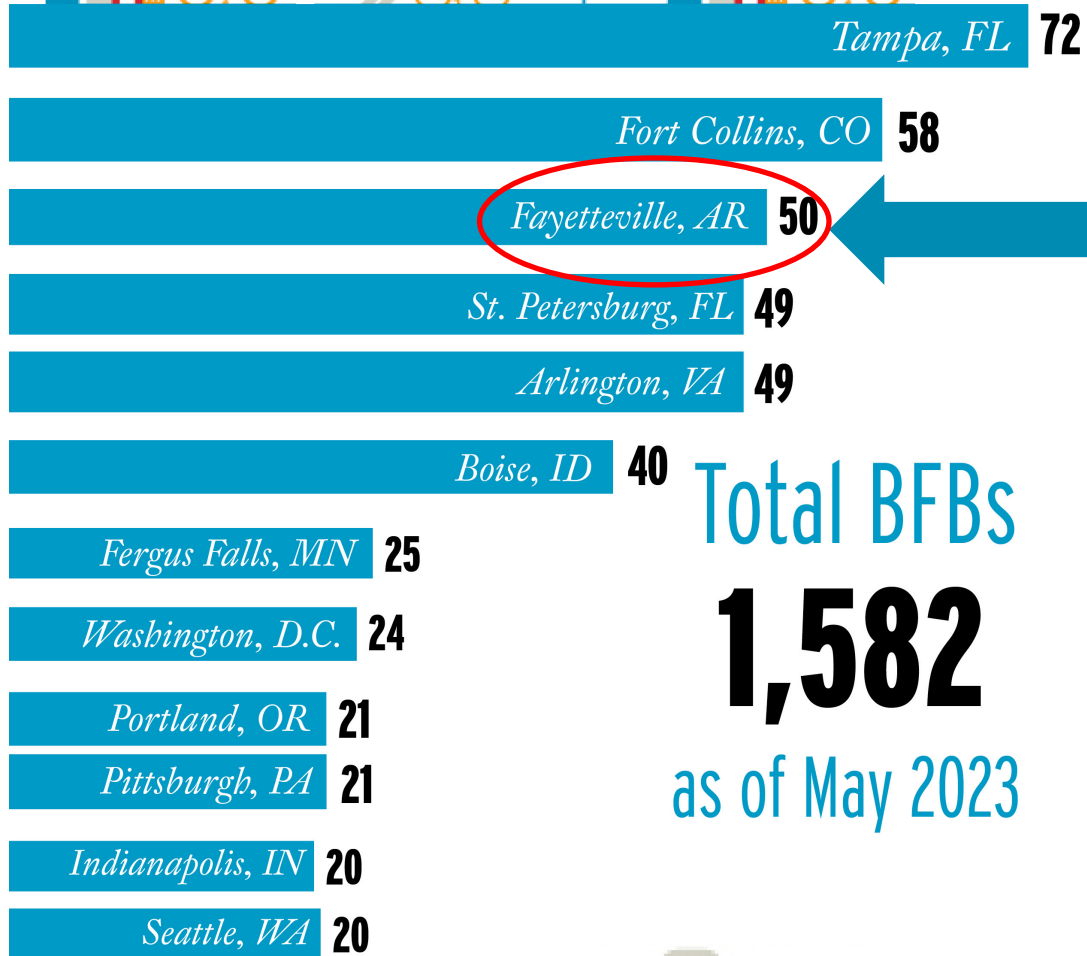
Amelia Neptune, League of American Bicyclists

July 13, 2023

3pm ET



# Which cities have the most BICYCLE FRIENDLY BUSINESSES?



Total BFBs

**1,582**

as of May 2023

See the full list at [bikeleague.org/business](http://bikeleague.org/business)



## BICYCLE FRIENDLY BUSINESS

EXPERIENCE **FAYETTEVILLE**



CITY OF **FAYETTEVILLE**  
ARKANSAS

**CHAMBER**  
FAYETTEVILLE



# **Better Rides & Better Business with the Ride with GPS Tourism Account**

**League of American Bicyclists: Bicycle Friendly America**

Alex Gay

Relationship Manager

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# Ride with GPS: What Is It?

A worldwide community of millions of cyclists creating and sharing great cycling experiences

## Plan, edit, and discover routes

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Create, import, and modify existing routes. Discover routes from other users.

## Offline maps and voice navigation

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Utilize navigation without cell service to anywhere in the world.

## Sync to your device

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Add routes to your Wahoo or Garmin, then sync the ride recording back to Ride with GPS.

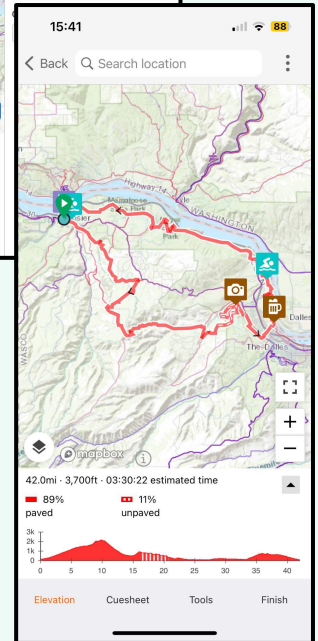
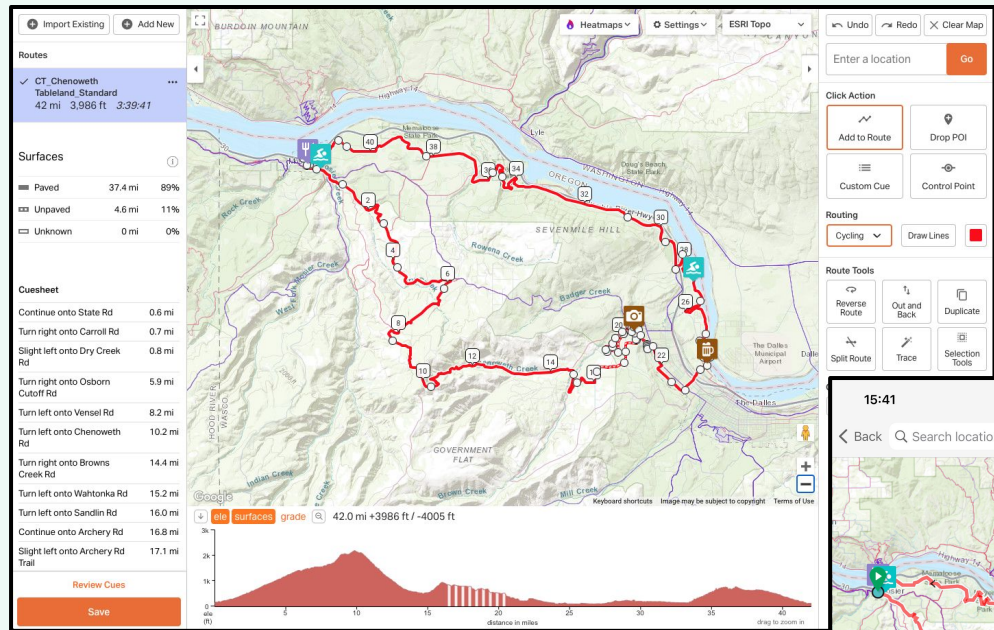


# The World's Most Trusted Route Planner

Create routes from scratch using our web and mobile route planner. Edit any other user's routes for yourself. Or import from an existing file.

Leverage global and personal heatmaps.

Add details with Points of Interest to highlight local businesses and cycling focused services.





# Reliable offline navigation

Provide your locals and visitors the means to follow a route on their own, with the option to add custom cues and points of interest.





# Tourism Program

## Create and manage your content

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Add staff and contractors to create and share routes, Collections, and embeddable maps.

## Free offline maps and voice navigation

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Provide free navigation to your area visitors. No cell service or subscription required.

## Interactive map embeds

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Create robust map embeds for your website. Display routes and points of interest. Customize route links to keep visitors on your website.



# Easy content management

Add and remove members as well as their editing capabilities as needed.

Plan and edit routes and points of interest to add to your route, all updated automatically.

Organize routes in Collections by distance, discipline, theme.

### Members

All members  Filter by Tag  Member Tags  by Keyword  [Export CSV](#) [Invite members](#)

<input type="checkbox"/>	First name	Last name	Display na...	Email	Tags	Admin	Route man...	Billing ma...	Member m...	Active	View
<input type="checkbox"/>	Roxy	Robles		roxymrobles...						Approve	<a href="#">View</a>
<input type="checkbox"/>	Alex	Gay	Alex Gay	alex@ridewi...		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">View</a>
<input type="checkbox"/>	Arthur	Leaves		arthur.leaves...		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<a href="#">View</a>
<input type="checkbox"/>	William										
<input type="checkbox"/>	Amanda										
<input type="checkbox"/>	Cullen										
<input type="checkbox"/>	Jason										
<input type="checkbox"/>	Kevin										
<input type="checkbox"/>	Kevin										
<input type="checkbox"/>	William										
<input type="checkbox"/>	Zack										

With selected memb...

### POI Library

[Add POI](#)

Filter by Tag  POI Tags  By Name  By Description

<input type="checkbox"/>	Icon	Name	Tags	Description	URL	
<input type="checkbox"/>		Blue Star Mount	Uougnmuts, r-ood, sw, r-ortland	Quality over quantity.	https://www.bluestaroonuts.com/	<a href="#">View</a>
<input type="checkbox"/>		Ladd's Circle	Photo Op, SE, Parks, Portland	Site of the infamous Ladd's 500.	https://www.portlandoregon.gov/...	<a href="#">View</a>
<input type="checkbox"/>		Horse Brass Pub	Restaurant, Pub, SE, Portland	Traditional English pub in Portland.	http://www.horsebrass.com/	<a href="#">View</a>

With selected POI: dt...

### Route library

[Export CSV](#) [View archived routes](#)

Filter by tag  Route tags  by Name  by Location   Any length  Any elevation gain

<input type="checkbox"/>	Name	Tags	Location	Dist (mi)	Ele (ft)	Privacy	Updated	View
<input type="checkbox"/>	Day 1: Alt. Gallo...	Recreational, Colorado	Telluride, CO	17.8	3235	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 1: Alt. Gon...	Recreational, Colorado	Telluride, CO	22.6	4960	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 1: Alt. Hard...	Recreational, Colorado	San Miguel County, CO	15.7	4299	Managers	07/27/20	<a href="#">View</a>
<input type="checkbox"/>	Day 1: Tride to ...	Recreational, Colorado	Telluride, CO	12.6	2645	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 2 - Hood Ri...	GORGE	Hood River, OR	49.6	3657	Members	07/26/21	<a href="#">View</a>
<input type="checkbox"/>	Day 2: Alt. Rim T...	Recreational, Colorado	Montrose County, CO	37.2	4350	Managers	07/27/20	<a href="#">View</a>
<input type="checkbox"/>	Day 2: Alt. Rim T...	Recreational, Colorado	Montrose County, CO	13.7	1270	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 2: Alt. Uppe...	Recreational, Colorado	Montrose County, CO	15.6	1729	Managers	07/27/20	<a href="#">View</a>
<input type="checkbox"/>	Day 2: LD Hut L...	Recreational, Colorado	San Miguel County, CO	26.4	1375	Managers	07/27/20	<a href="#">View</a>
<input type="checkbox"/>	Day 2: LD Hut L...		San Miguel County, CO	26.4	1375	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 3 - Maryhill...	GORGE	Klickitat County, WA	73.1	6269	Managers	09/10/19	<a href="#">View</a>
<input type="checkbox"/>	Day 3: Alt. Full		Montrose County, CO	23.5	2828	Managers	08/25/20	<a href="#">View</a>
<input type="checkbox"/>	Day 3: Alt. Reco...		Montrose County, CO	15.6	1277	Managers	07/27/20	<a href="#">View</a>
<input type="checkbox"/>	Day 3: Alt. Reco...		Montrose County, CO	15.6	1277	Managers	08/25/20	<a href="#">View</a>

Height:

With selected routes: [Set tags](#) [Set city](#) [Set privacy](#) [Archive](#) [Create event](#) [Add to event](#) [Create experience](#) [Add to experience](#) [Add to collection](#) [Backup](#) [Lock](#) [Unlock](#) [Delete](#)





# Point of Interest Library

Store all of your area's bicycle friendly businesses and services.

Place POI on routes in bulk.

Apply POI to embedded maps by category.

Edit POI in library to update on routes and on embeds automatically.

The screenshot shows the Experience Portland website's POI Library. At the top, there is a banner image of two people on bicycles sitting on a bench by a lake, with the text "Experience Portland See Portland on two wheels." and a logo. Below the banner is a navigation menu with links: Home, Events, Route Map View, Route Library, Challenges, Collections, POI Library, and More. The main content area is titled "POI Library" and includes a filter section with "Filter by Tag" (set to "POI Tags"), "By Name", and "By Description" search boxes. An "Add POI" button is located in the top right corner. Below the filter section is a table listing various POIs with columns for Icon, Name, Tags, Description, and URL. Each row has a checkbox on the left and an edit icon on the right. At the bottom of the table, there is a "Height" control and a "With selected POI:" section with options: delete, set tags, add to routes, remove from routes, and combine.

<input type="checkbox"/>	Icon	Name	Tags	Description	URL	
<input type="checkbox"/>		Ride with GPS HQ	RWGPS, Bike Shop, NE	The mothership	<a href="http://ridewithgps.com">http://ridewithgps.com</a>	
<input type="checkbox"/>		Holladay Park	Public Bathroom, NE, Parks, Portland	A small park close to public transportation...	<a href="https://www.portlandoregon.gov/parks/fin...">https://www.portlandoregon.gov/parks/fin...</a>	
<input type="checkbox"/>		Portland Japanese Garden	Attractions, SW, Portland	Beautiful Japanese garden close to Downt...	<a href="https://japanesegarden.org/">https://japanesegarden.org/</a>	
<input type="checkbox"/>		International Rose Test Garden	Attractions, SW, Portland	See the best roses in the city (when in seas...	<a href="https://www.portlandoregon.gov/parks/fin...">https://www.portlandoregon.gov/parks/fin...</a>	
<input type="checkbox"/>		Tanner Springs Park	NW, Parks, Portland	Ever wondered what a man-made wetland L...	<a href="https://www.portlandoregon.gov/parks/fin...">https://www.portlandoregon.gov/parks/fin...</a>	
<input type="checkbox"/>		Portland Saturday Market	Attractions, Shopping, SW, Portland	Vendors of all types have their best wares ...	<a href="http://www.portlandsaturdaymarket.com/">http://www.portlandsaturdaymarket.com/</a>	
<input type="checkbox"/>		New Brewery	Brewery, NE, Portland	A brewpub where all profits go to charity. B...	<a href="http://www.exnovobrew.com">http://www.exnovobrew.com</a>	
<input type="checkbox"/>		Irving Park	Public Bathroom, NE, Parks, Portland	Great park with a killer baseball field.	<a href="https://www.portlandoregon.gov/parks/fin...">https://www.portlandoregon.gov/parks/fin...</a>	
<input type="checkbox"/>		The Best Art Gallery in Portland	Art Gallery, NE, Attractions, Portland	The best art gallery in Portland!	<a href="http://thebestartgalleryinportland.com/">http://thebestartgalleryinportland.com/</a>	
<input type="checkbox"/>		Alberta Main Street	Art Gallery, NE, Attractions, Portland, Coor...	Arts organization focused on Alberta Arts ...	<a href="http://albertamainst.org/">http://albertamainst.org/</a>	
<input type="checkbox"/>		Gladys Bikes	Bike Shop, NE, Portland	A great and friendly bike shop.	<a href="http://gladysbikes.com/">http://gladysbikes.com/</a>	

With selected POI: delete set tags add to routes remove from routes combine

Height:

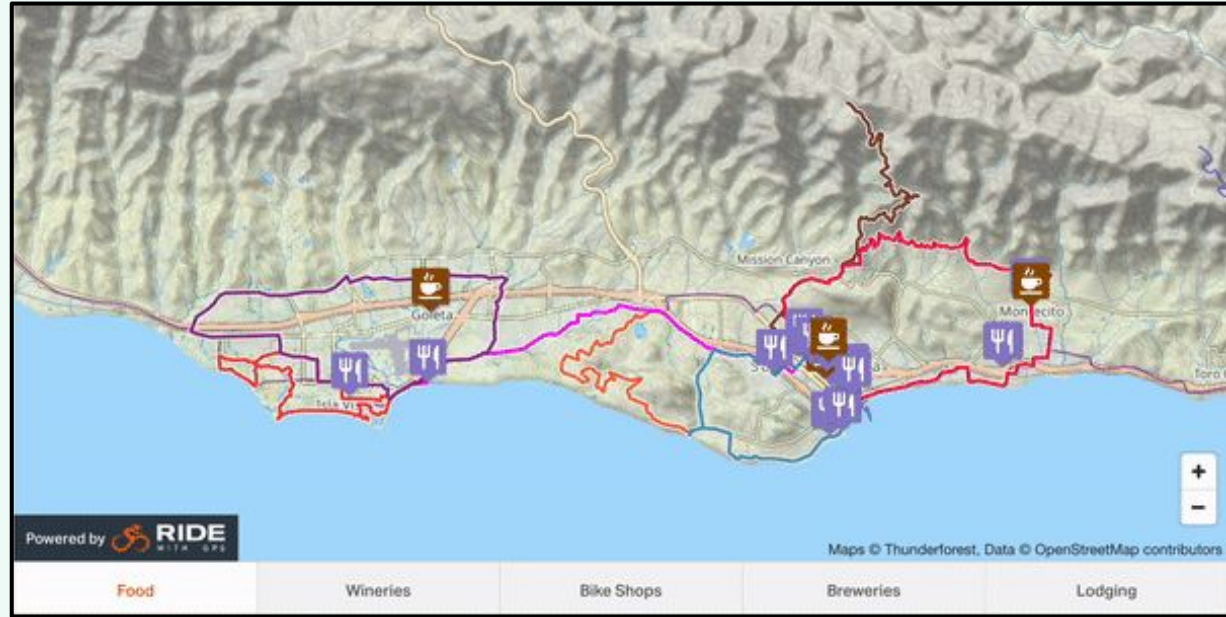


# Robust map embeds

Overlay routes and points of interest on an interactive map on your website.

Keep website visitors on your website with customized route links. Or link to the route on [ridewithgps.com](https://ridewithgps.com).

Download PDF map and cue sheets directly from the embed.





# Collections

Group like routes in folders for easy sharing and following.

Place your paved, gravel, family friendly, MTB routes into different Collections.

Users can follow Collections to bookmark all routes on their account. Collections and their routes are updated automatically.

**EXPERIENCE FAYETTEVILLE CYCLING**  
Routes for cycling in and around Fayetteville, Arkansas

Home Route Library **Collections** [Apply to Join](#)

COLLECTIONS · EXPERIENCE FAYETTEVILLE CYCLING



- Gravel Adventures from Fayetteville**  
624.5 mi 39,965 ft  
19 By EXPERIENCE items FAYETTEVILLE CYCLING
- Road Cycling in Fayetteville**  
531.7 mi 26,897 ft  
11 By EXPERIENCE items FAYETTEVILLE CYCLING
- Family-Friendly in Fayetteville**  
94 mi 3,598 ft  
9 By EXPERIENCE items FAYETTEVILLE CYCLING
- CycleRap Pilot Project**  
48.4 mi 2,251 ft  
17 By EXPERIENCE items FAYETTEVILLE CYCLING
- Fayetteville Mountain Biking**  
29.1 mi 2,875 ft  
3 By EXPERIENCE items FAYETTEVILLE CYCLING
- Fayetteville Dual Sport Adventure**  
554.2 mi 37,035 ft  
3 By EXPERIENCE items FAYETTEVILLE CYCLING



# Ambassador program

Submit your best routes to Ride with GPS to be highlighted as the top result on our find pages and appear on the Ambassador Global directory.

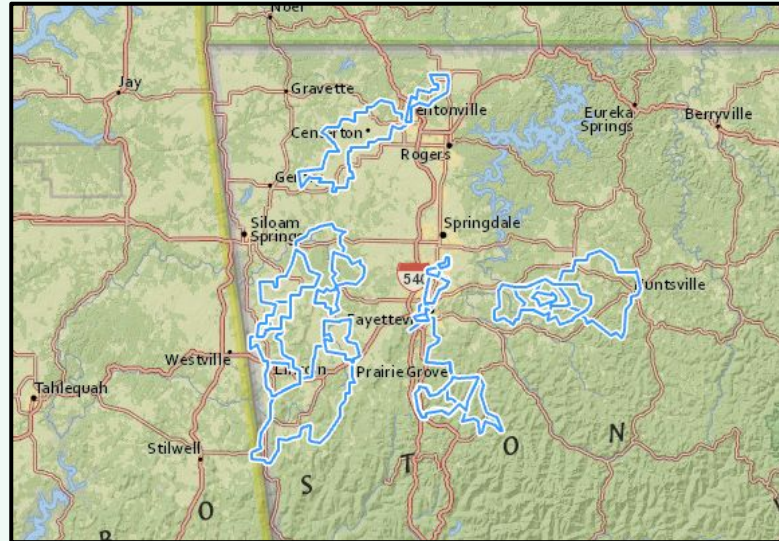
ExpFay\_Uptown Funk\_Urban



Experience Fayetteville  
Convention & Visitors Bureau for Fayetteville, Arkansas

📍 10 MI ⬆️ 410 FT 📍 Fayetteville, AR, US · Paved

From Veterans Memorial Park - enjoy a family-friendly loop along sections of Fayetteville's paved... [more](#)





# Key Pillars of Ride with GPS' Tourism Account

## Develop

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Use Ride with GPS' route planner and route discovery tools to develop your area's selection of routes.

The world's best library of routes is at your disposal.

## Grow

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Show off your area's best routes and cycle amenities using embeds on your website.

## Market

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Let Ride with GPS highlight your own routes using the Ambassador Program.

## Serve

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Provide your area visitors the means to confidently navigate routes.

## Measure

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Leverage route popularity tools and rider reviews to track effectiveness and route quality.



# Who is using Ride with GPS?





# What are people saying

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*Ride with GPS allows the Waterfront Regeneration Trust to incorporate **new and unsigned routes** into our events.*

– Marlaine Kohler, Executive Director, Waterfront Regeneration Trust

*For Experience Fayetteville, our Ride With GPS tourism account **provides us with quality tools for route development while extending Premium Features to cycling tourists** that select Fayetteville, Arkansas as a cycling destination. Ride With GPS allows us to showcase authentic cycling experiences across multiple cycling disciplines – **while highlighting some of our favorite off-the-bike activities with Points of Interest.***

– Brannon Pack, Director of Cycling Tourism, Experience Fayetteville

*The Oregon Scenic Bikeways program has benefited so much from the solutions that Ride with GPS provides. Without it, we wouldn't be able to keep up with the changing needs of riders throughout the state. **The Points of Interest help riders feel more safe and secure about the routes, but it also allows us to include historical and geographical information within them.** Adding photos to the routes adds another level of details for those that are exploring new regions within the state.*

– Clint Culpepper, Program Manager, Cycle Oregon



# What are people saying

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*“Ride with GPS has given our tourism a big boost with the ability to **provide custom route maps on our website.** We were delighted by the ability to add points of interest, cue sheets, and other details to our maps that **allow our visitors to safely find their next adventure in McMinnville.** The ideas and helpfulness we received from the Ride with GPS team as we set it all up was incredible - **they made it so easy to turn our goals into reality to better serve cyclists visiting the heart of Oregon wine country.**”*

Kitri McGuire | Marketing Manager

**Visit  
McMinnville**





# Who else is using Ride with GPS?

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**Cycling Clubs** to allow all of their members to have easy access to all of the club's routes.

**Cycling Events** to offer all participants the ability to download and navigate the event's routes offline.

**Tour Operators** allowing their guests to view and use their itineraries for self-guided tours.

**Riders just like you.**

Millions of individuals recording rides, creating and sharing routes, and getting inspired to go on better rides more often.



# Cost of Tourism Account

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- Tourism Account - Standard
  - \$499 annually
  - No limit on number of members, route managers, routes, points of interest, maps embeds.
- Tourism Account - Plus
  - \$999 annually
  - Includes same features as Standard
  - Adds option for consultancy help beyond normal support depending on the account's needs like:
    - Bulk Point of Interest upload
    - Route creation/transcription
    - Bulk upload routes
    - Ambassador route creation



# Giving back to the League of American Bicyclists

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Give your community and visitors all in one access to the best cycling experiences in your area while supporting bike advocacy and infrastructure.

Through a partnership with The League, Ride with GPS will donate 20% of your purchase to the League of American Bicyclists when you sign up, and each additional year you renew your Tourism Account.





**RIDE**

WITH GPS

Alex Gay

Relationship Manager

[alex@ridewithgps.com](mailto:alex@ridewithgps.com)

# Amtrak-Bike Task Force

Making Train+ Bike trips easier

- Join us for a webinar:
  - <https://bikeleague.org/events/webinars/>
- Read more:
  - <https://bikeleague.org/take-action/policy-advocacy/on-the-issues/bikes-amtrak/>

**Have you taken your bike on Amtrak?**

- Let us know how it went
  - <https://www.surveymonkey.com/r/VXK5RNN>



**WEBINAR**  
Amtrak Bike  
Task Force:  
Using Amtrak for  
Study Tours

Tues | 11:00  
July 18 | AM ET



# JOIN THE LEAGUE OF AMERICAN BICYCLISTS

TOGETHER, LET'S BUILD THE MOVEMENT FOR SAFER STREETS!

