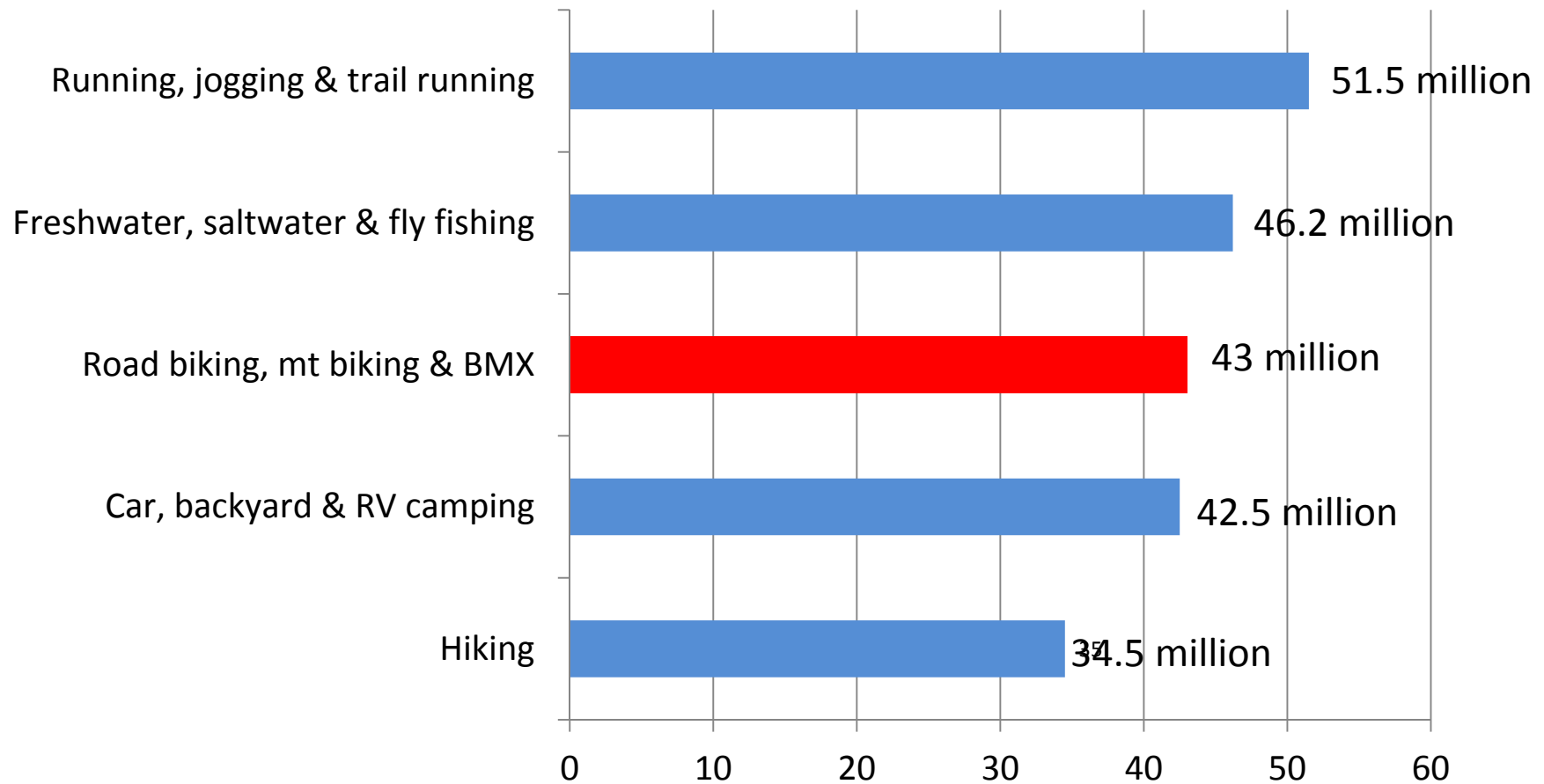


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Making Oregon a Better Place to Ride

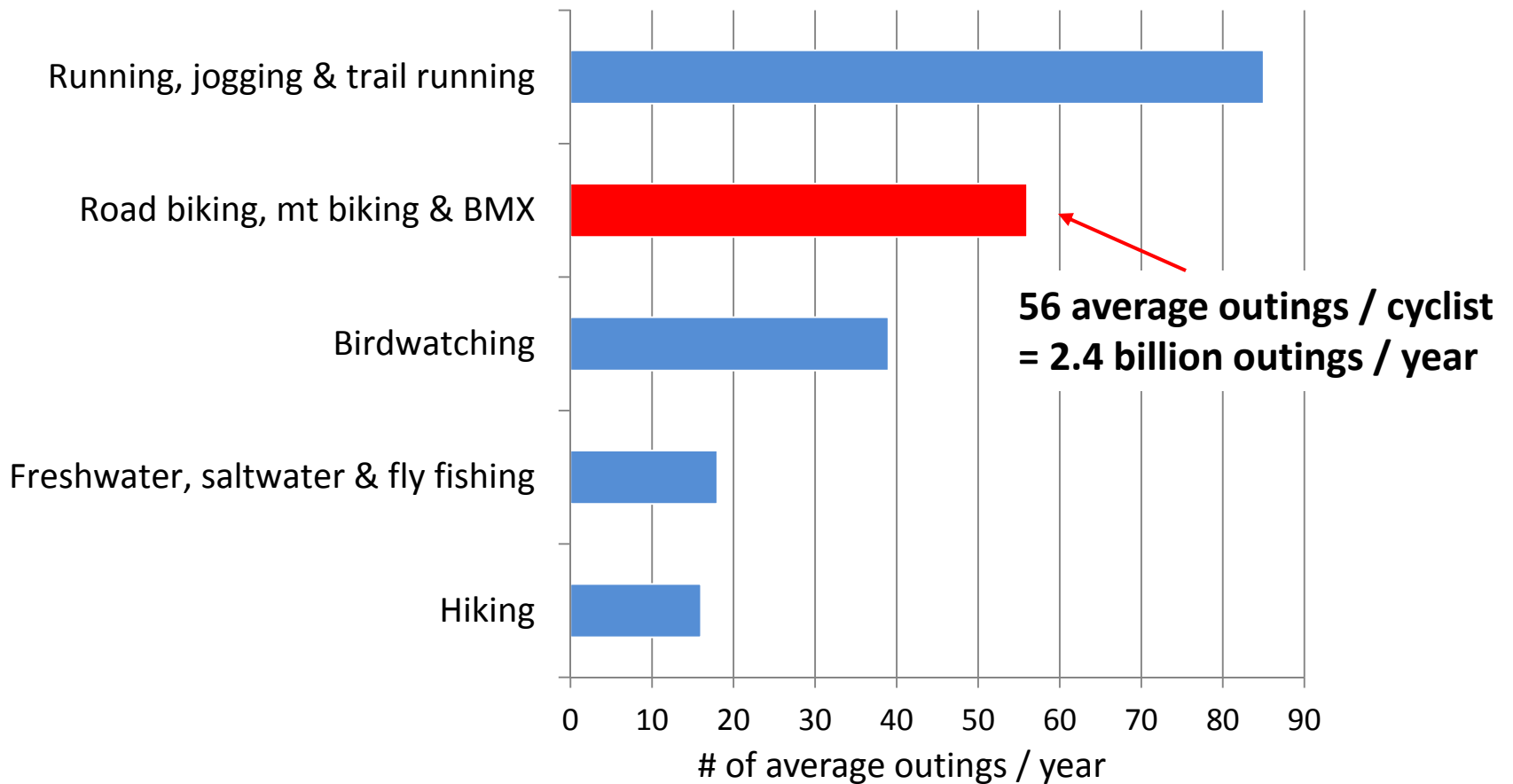


Top Outdoor Recreation Activities by Participation Rate



Source: Outdoor Recreation Participation Report, Outdoor Industry Foundation, 2012

Outdoor Recreation Activities by Frequency of Participation



Source: Outdoor Recreation Participation Report, Outdoor Industry Foundation, 2012

A bike-obsessed culture has been brewing.



Over a quarter of all Americans cycle.



For every car sold, three bikes are sold.



More Americans cycle than golf, ski, or play tennis combined.

This translates to many Oregon visits leading to a bike ride.



17.4 M people visited Oregon



4.5 M visitors rode a bike while in Oregon.



1.5 M planned on riding before they came.

Bicycle Related Travel in Oregon, 2012

Conducted by Dean Runyan Associates



KEY PROJECT CONTRIBUTORS

Oregon Bicycle Racing Association

International Mountain Bicycling Association

Cycle Oregon

Bike tour operators

US Forest Service

Bureau of Land Management

Travel Portland

Travel Lane County

Rural community leaders

The Oregon Bicycle Travel Survey

Making Oregon a Better Place to Ride



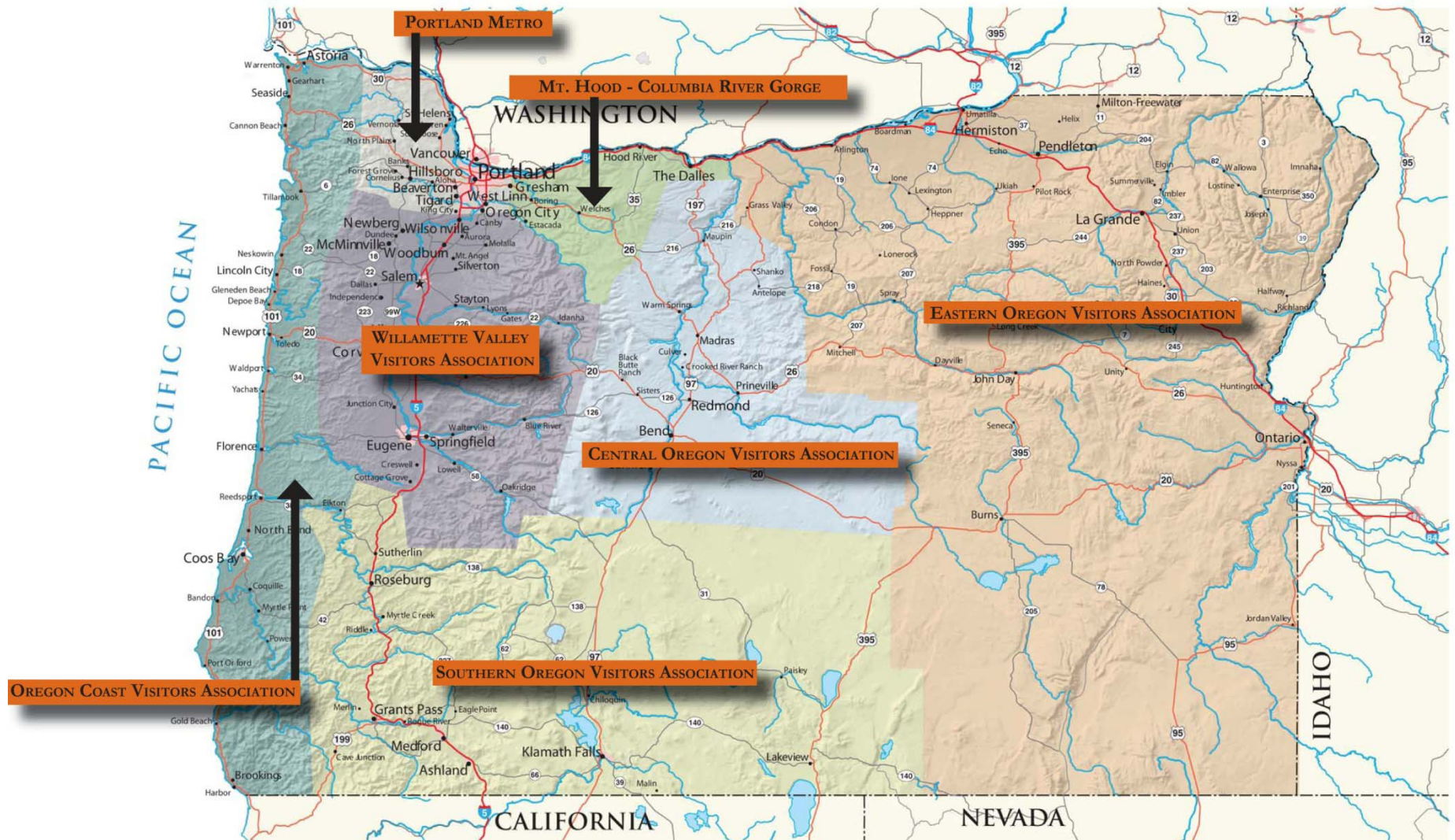
Study Objectives

Document the economic significance of bicycle-related travel in Oregon

- Bicycle-related travel for both Oregon residents and out-of-state visitors
- Focus on the travel spending, employment, earnings, and tax receipts generated by the spending
- Economic impacts by travel region
- Trip characteristics and demographics by each bicycle activity type



Oregon's Travel Regions





Bicycle Activity Trip Types

- Organized non-competitive group ride
- Sanctioned bicycle race (road/cyclocross/mountain)
- Organized group tour (road/mountain)
- Independent bicycle touring (road/off-road)
- Day road ride
- Day mountain bike ride
- As a recreational activity while on trip
(riding around Portland waterfront, resort, bike trail, for example)

BikeSurvey_Outreach_10.29 ☆

File Edit View Insert Format Data Tools Help All changes saved in Drive

fx Twitter, @TravelOregon					
	A	B	C	D	
1	Bike Survey Outreach				
2	Date	Channel	# of recipients (reach)	Contact	
3	6/27/2012	BikePortland.org article	300,000	Jonathan Maus	jonathan@
4	6/27/2012	Twitter, @BikePortland	12,674	Jonathan Maus	jonathan@
5	6/28/2012	Facebook, The Path Less Pedaled	7,476	Russ Roca	russroca@g
6	06/28/12	Facebook, Travel Oregon	120,000	Emily Forsha	Emily@trav
7	06/29/12	Twitter, @TravelOregon	16,755	Emily Forsha	emily@trav
8	07/11/12	Twitter, @OregonTourism	516	Jamie Parra	jamie@trav
9	7/19/2012	IMBA Newsletter	10,475	Chris Bernhardt	chris.bernh
10	8/1/2012	OBRA eNewsletter	7,000	Kenji Sugahara	kenji@obra
11	8/8/2012	Travel Lane County, Eugene and Springfield Locations		Natalie Inouye	Natalie@Eu
12	8/8/2012	Albany Visitor's Association		Jimmy Lucht	
13	8/8/2012	Mckenzie River Rural Tourism Studio attendees		Natalie Inouye	Natalie@Eu
14	8/8/2012	Belknap Lodge & Hot Springs			
15	8/8/2012	Cottage Grove Chamber		Travis Palmer	
16	9/1/2012	OBRA eNewsletter	7,000	Kenji Sugahara	kenji@obra
17	9/1/2012	Twitter, @BTAOregon	3,818	Tom Rousculp	tom@btaoi
18	9/1/2012	Facebook, Bicycle Transportation Alliance	3,950	Tom Rousculp	tom@btaoi
19	9/1/2012	eNews, Bicycle Transportation Alliance	7,267	Tom Rousculp	tom@btaoi
20	10/1/2012	OBRA eNewsletter	7,000	Kenji Sugahara	kenji@obra
21	10/02/12	Twitter, @BikesBelong	15,382	Kate Powlison	kate@bikes
22	10/02/12	Facebook, Bikes Belong	5,032	Kate Powlison	kate@bikes
23	10/03/12	OR Bike (Good Sport Promotions) eNewsletter	40,000	Ayleen Crotty	Ayleen@Gc
24	10/4/2012	Twitter, @ORScenicBikeways	264	Alex Phillips	Alex.Phillip
25	10/4/2012	Twitter, @OregonTourism	516	Jamie Parra	jamie@trav
26	10/10/12	Central Oregon Visitor's Association Newsletter	525	Kristine McConnell	kristine@vi
27	10/20/12	NWTA October Newsletter		Tom Slovak	



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

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TAKE THE SURVEY: HELP MAKE MOUNTAIN BIKING IN OREGON, USA, EVEN BETTER!



POSTED: NOVEMBER 5, 2012 AT 8:12:27 PM

IN: [MOUNTAIN BIKE VACATION](#) | [TRAVEL OREGON](#) | [IMBA TRAIL SOLUTIONS](#)

BY: [CHRIS BERNHARDT](#)
0 COMMENTS

Travel Oregon, an IMBA Destinations partner, is sponsoring a survey on the economic impact of bicycle-related tourism to Oregon's economy. Information gathered from this survey will aid Travel Oregon's understanding of the spending and travel patterns of bicycling visitors on Oregon's economy.

If you have traveled to or in Oregon during 2011 and/or 2012, your insight is pivotal to the organization. Please help all mountain bikers by providing information about your experience in Oregon, including times that included riding or

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All Responses Shown Today

- 2012 data
- Primary reason for trip or
One of several reasons for trip
- Overnight & Day Trips (50+ miles from home)
- Average party-size (adults + children) :
 - 2.7 people (day trips)
 - 3.4 people (overnight trips)

THE BIG ROUND HAIRY #s

Travelers in Oregon who participated in a planned bicycle-related activity while on the trip made travel expenditures of approximately...

**\$400 million
in 2012**

(approximately \$1.2 million is spent per day)

The Oregon Bicycle Travel Survey
Making Oregon a Better Place to Ride

THE BIG ROUND HAIRY #s

Travelers who participated in bicycle-related activities spent...

\$175 million on accommodation & food services

\$54 million on groceries

\$72 million on motor fuel

\$32 million on event fees

\$28 million on bicycle repairs, clothing & gear

The Oregon Bicycle Travel Survey
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THE BIG ROUND HAIRY #s

In addition, this bicycle-related travel spending directly supported approximately...

4,600 jobs

\$102 million in earnings

The Oregon Bicycle Travel Survey
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THE BIG ROUND HAIRY #s

The bicycle-related travel spending also generated...

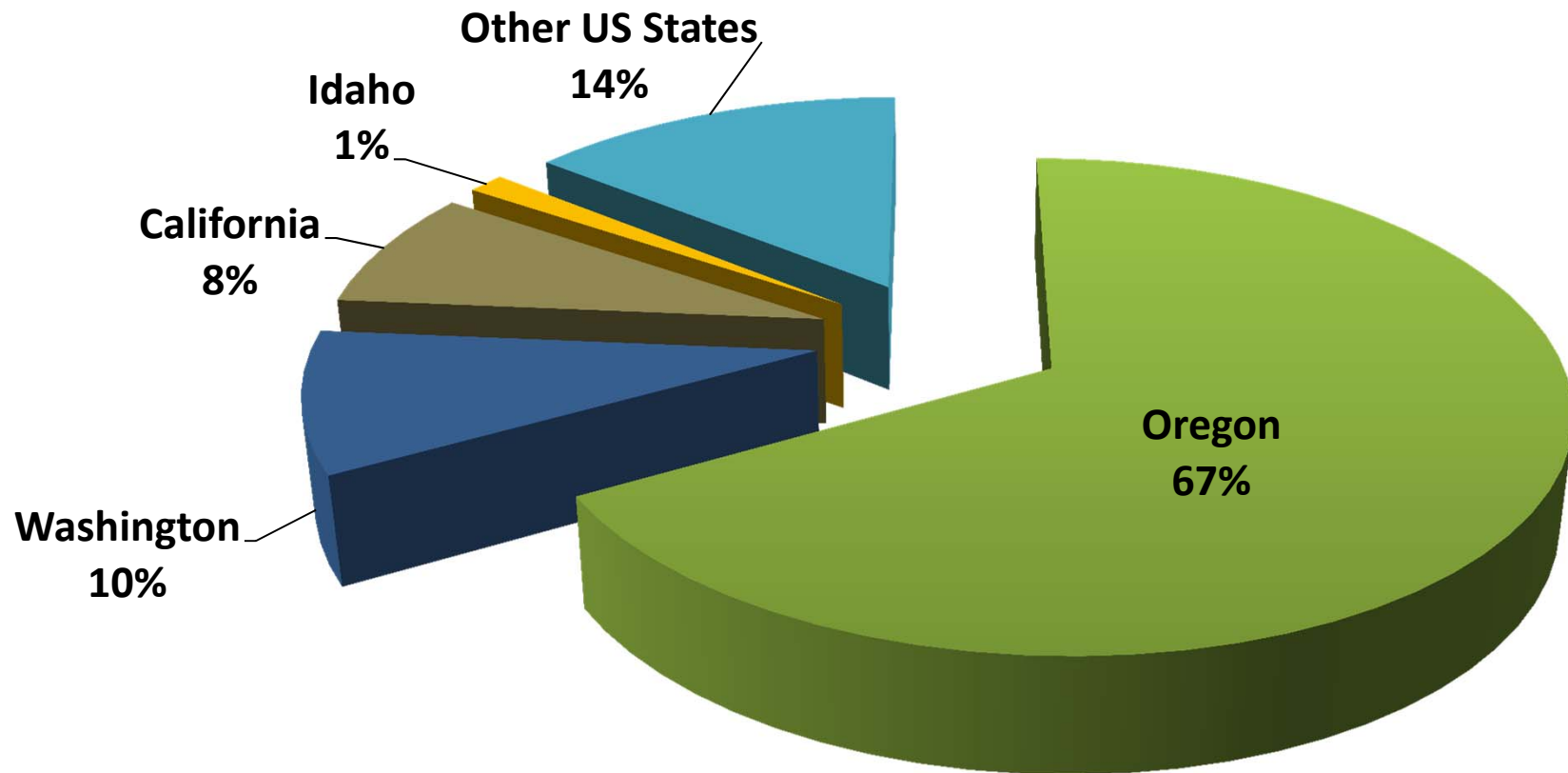
**Local and state tax receipts of nearly
\$18 million in 2012**

This includes lodging taxes, motor fuel, and travel-generated state income tax

The Oregon Bicycle Travel Survey
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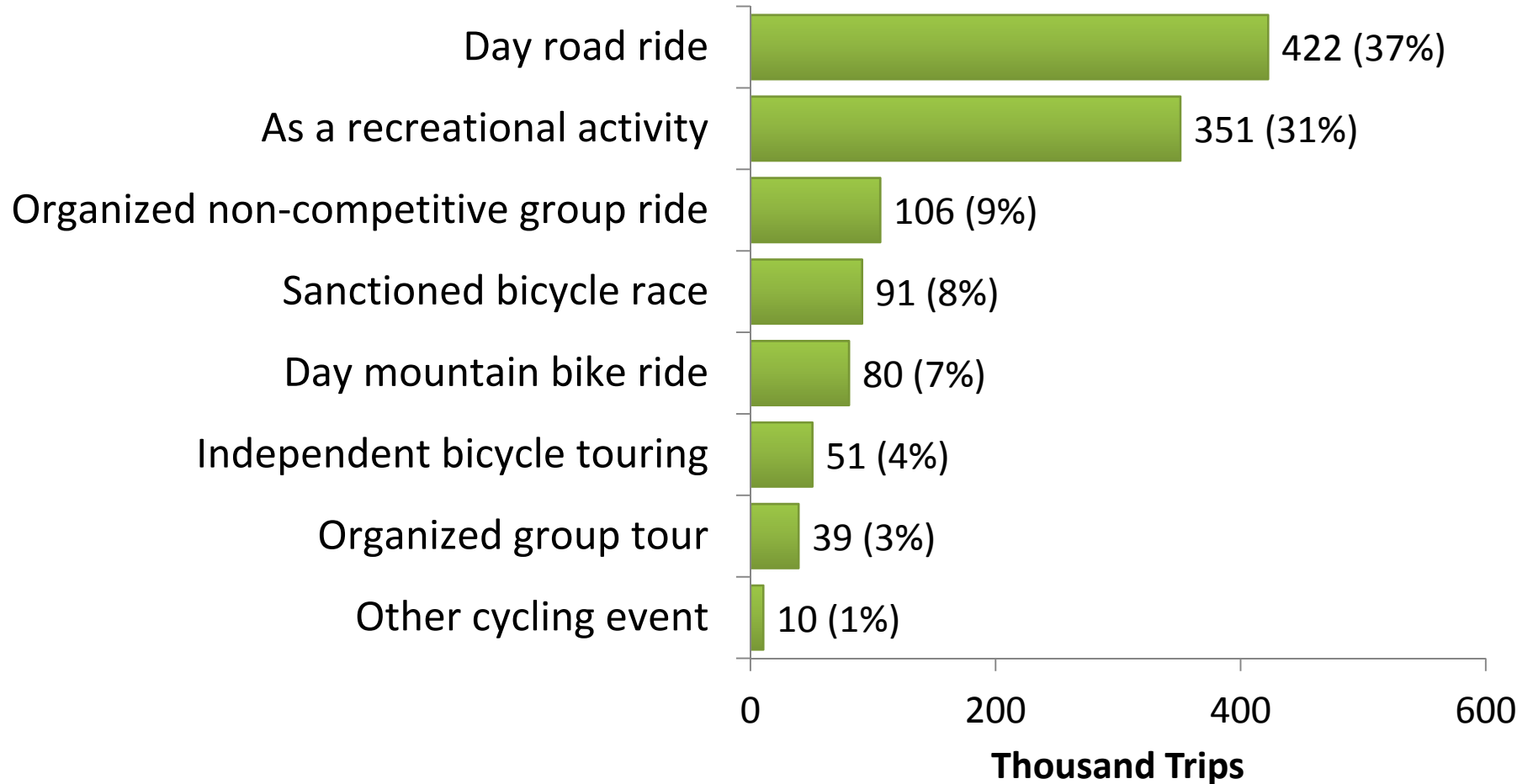


Where are they from?





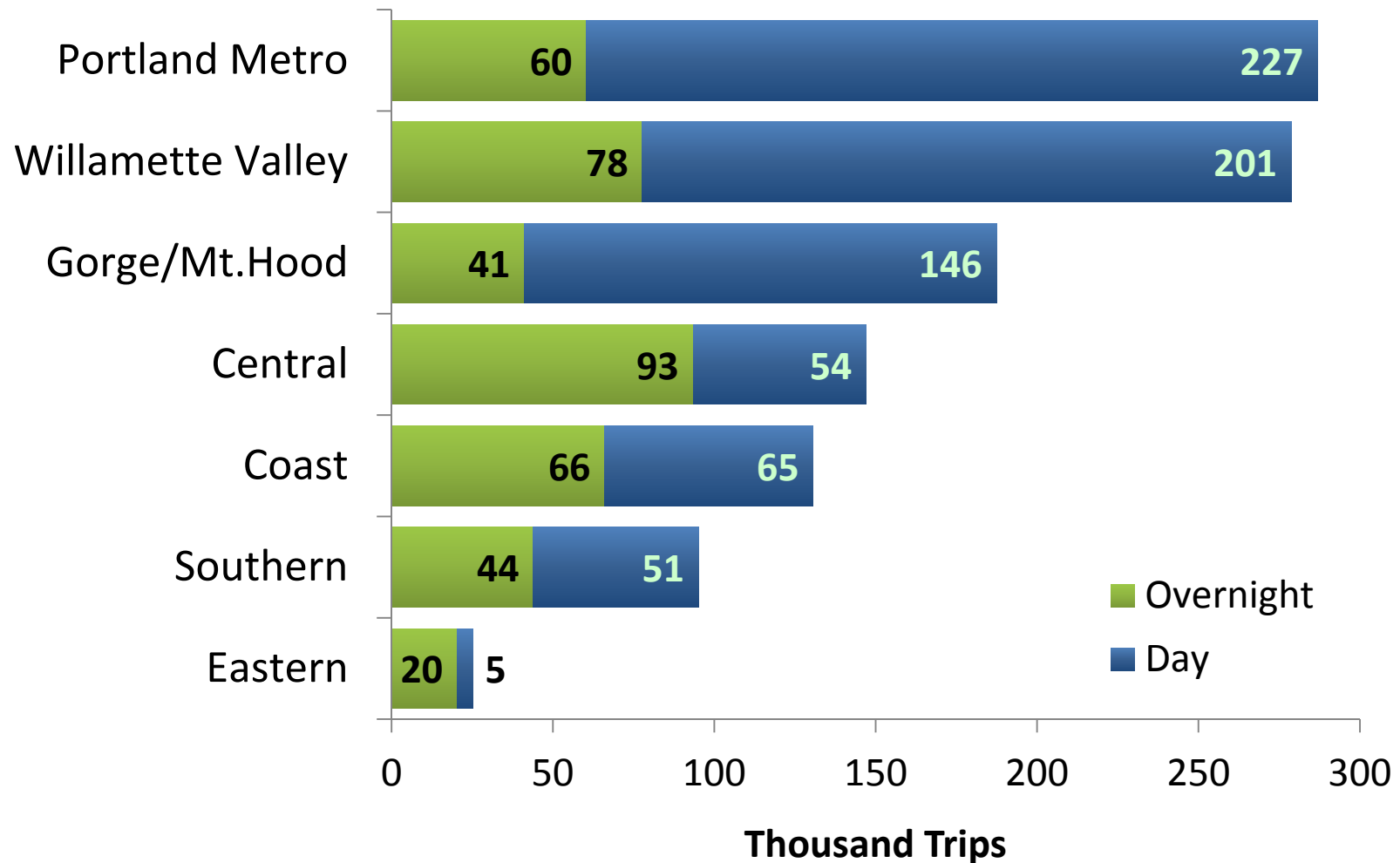
Party-Trips by Type, 2012



Note: average party size (adults + children) is 3.4 people (overnight trips) and 2.7 people (day trips)



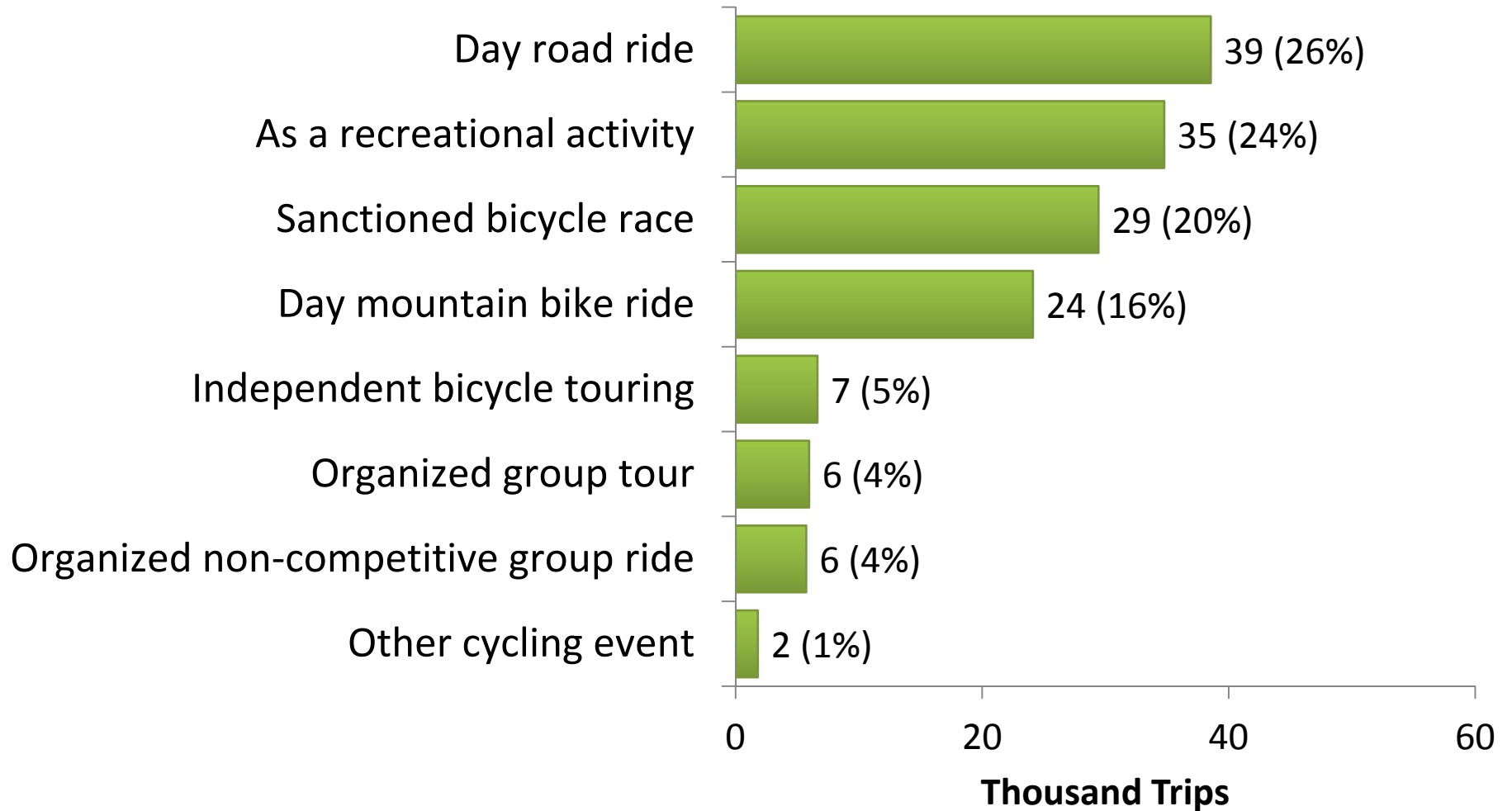
Party-Trips by Region, 2012



Note: average party size (adults + children) is 3.4 people (overnight trips) and 2.7 people (day trips)



Party-Trips by Type : Central Oregon





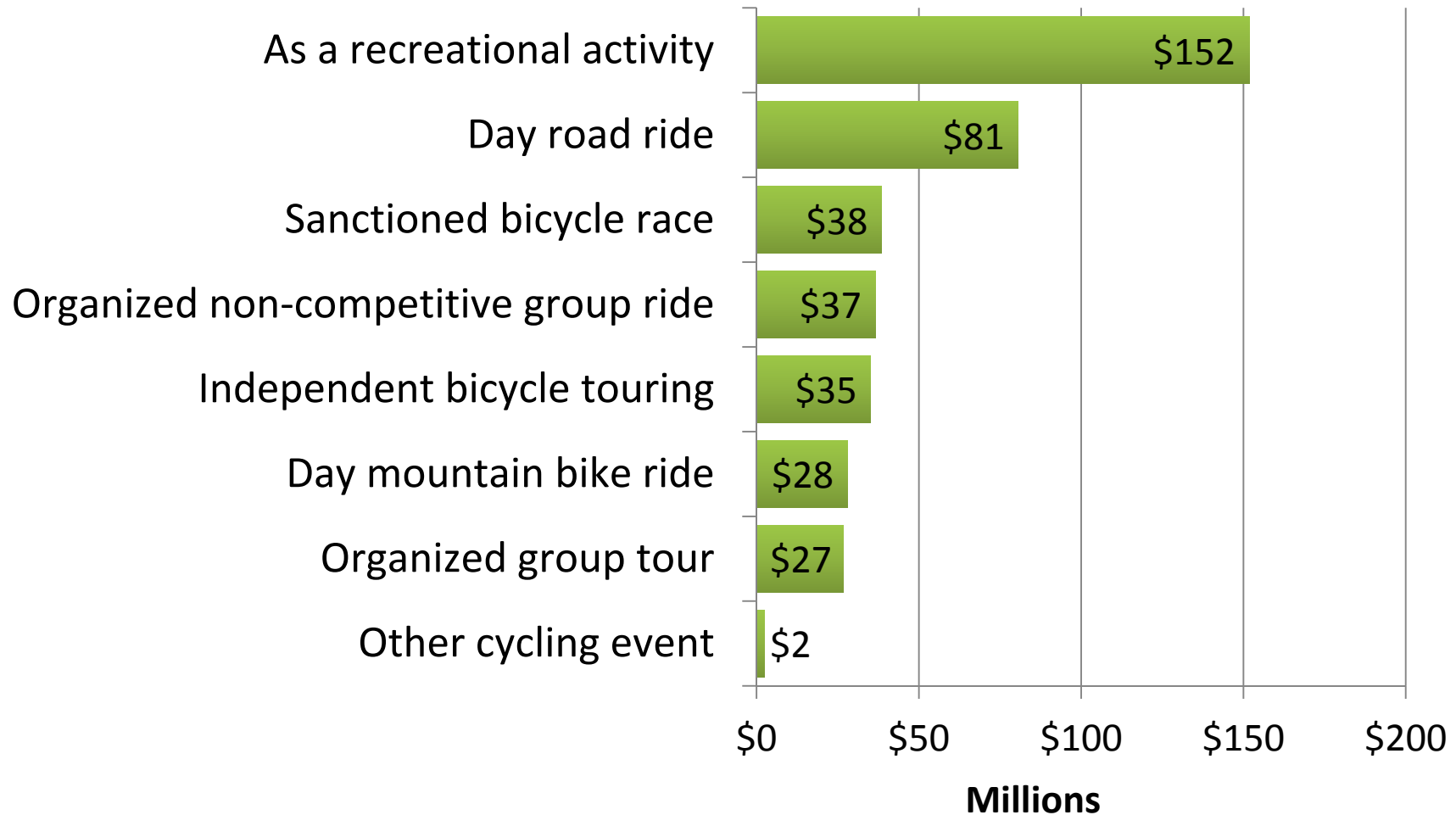
Average Trip Expenditures (by Party)

Type of Bicycle Activity	Overnight Trips		Day Trips
	Average Trip Cost	Average Trip Length (Nights)	Average Trip Cost
Organized group tour	\$900	4.53	\$109
As a recreational activity	\$844	3.73	\$131
Sanctioned bicycle race	\$794	2.56	\$144
Independent bicycle touring	\$788	4.83	\$144
Day mountain bike ride	\$732	3.36	\$125
Organized non-competitive group ride	\$697	3.98	\$168
Day road ride	\$606	2.75	\$98
Other cycling event	\$552	2.65	\$158
Overall	\$744	3.59	\$116

Note: average expenditures by party; average party size (adults + children) is 3.4 people (overnight trips) and 2.7 people (day trips)



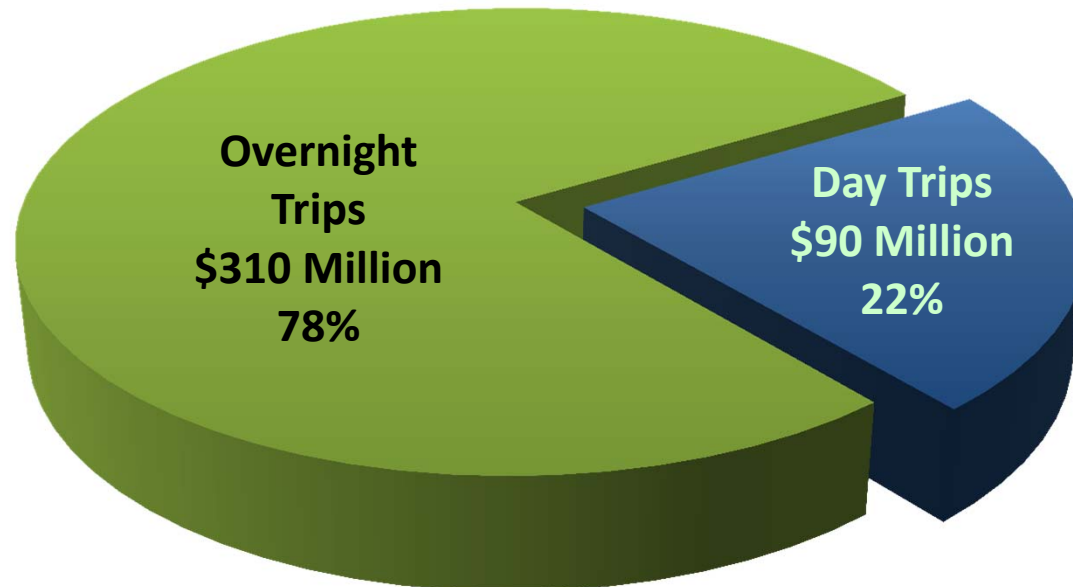
Total Trip Expenditures by Type, 2012





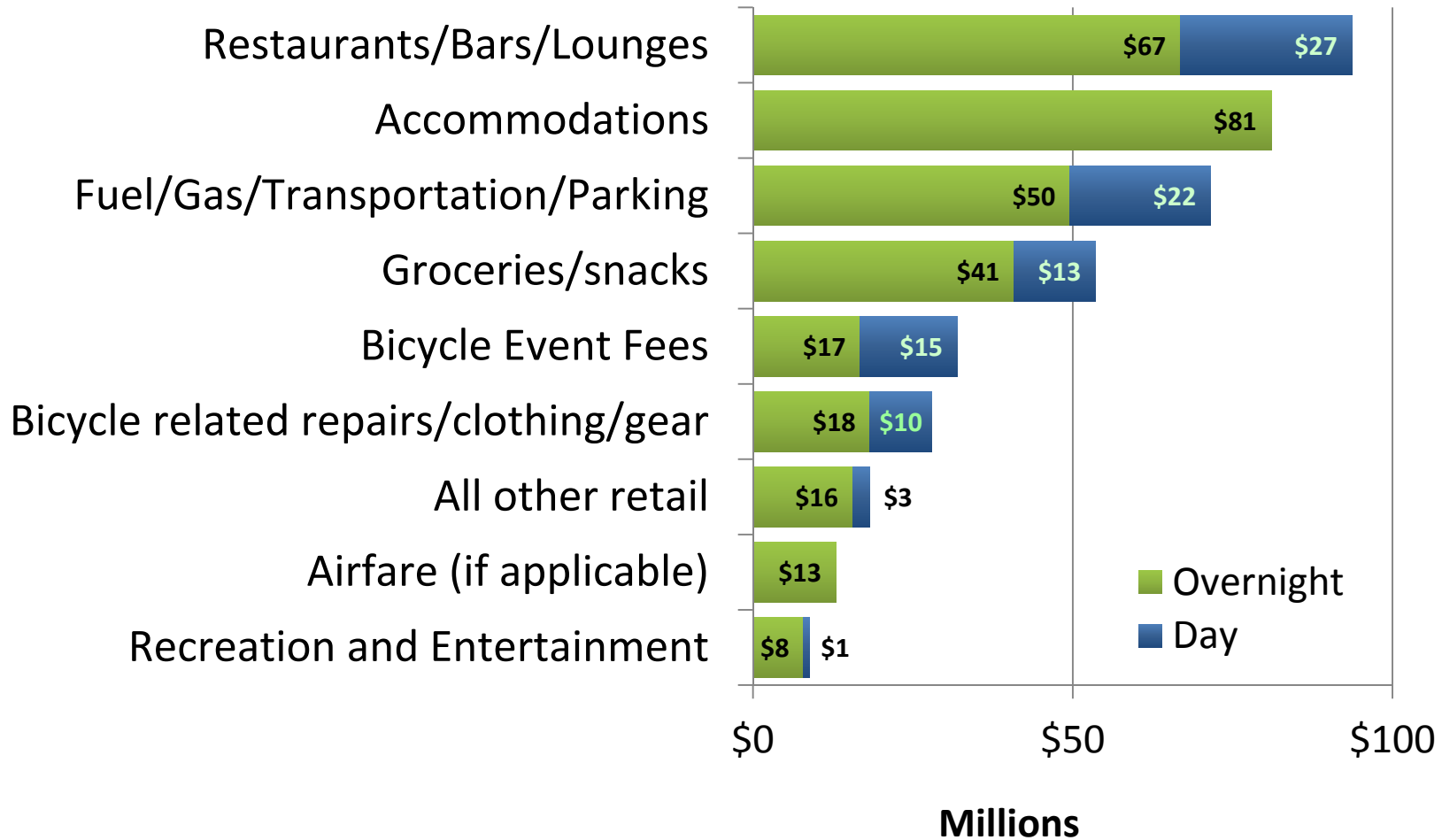
Spending – Day vs. Overnight

overnight = 3 x the impact



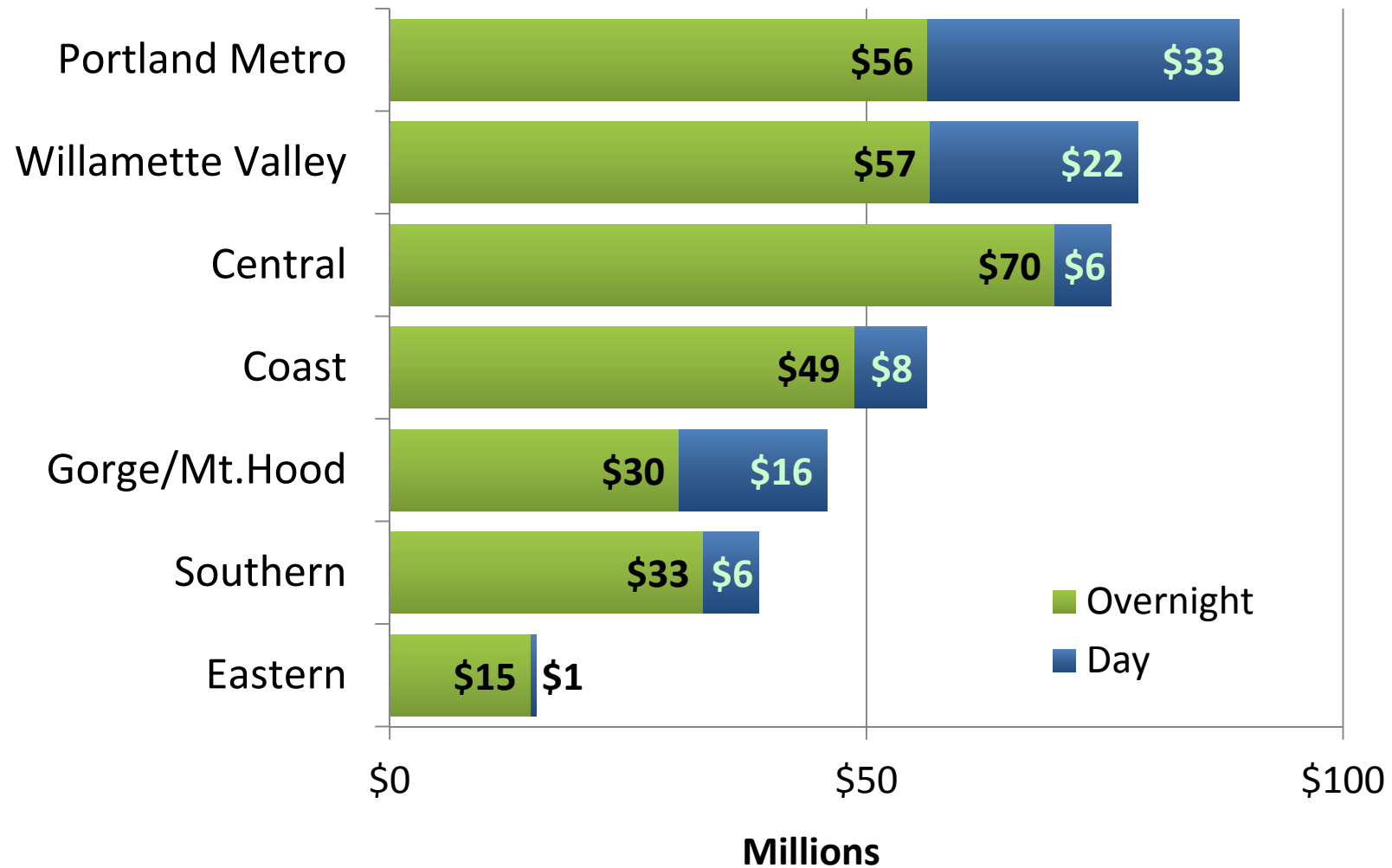


Total Trip Expenditures by Category, 2012



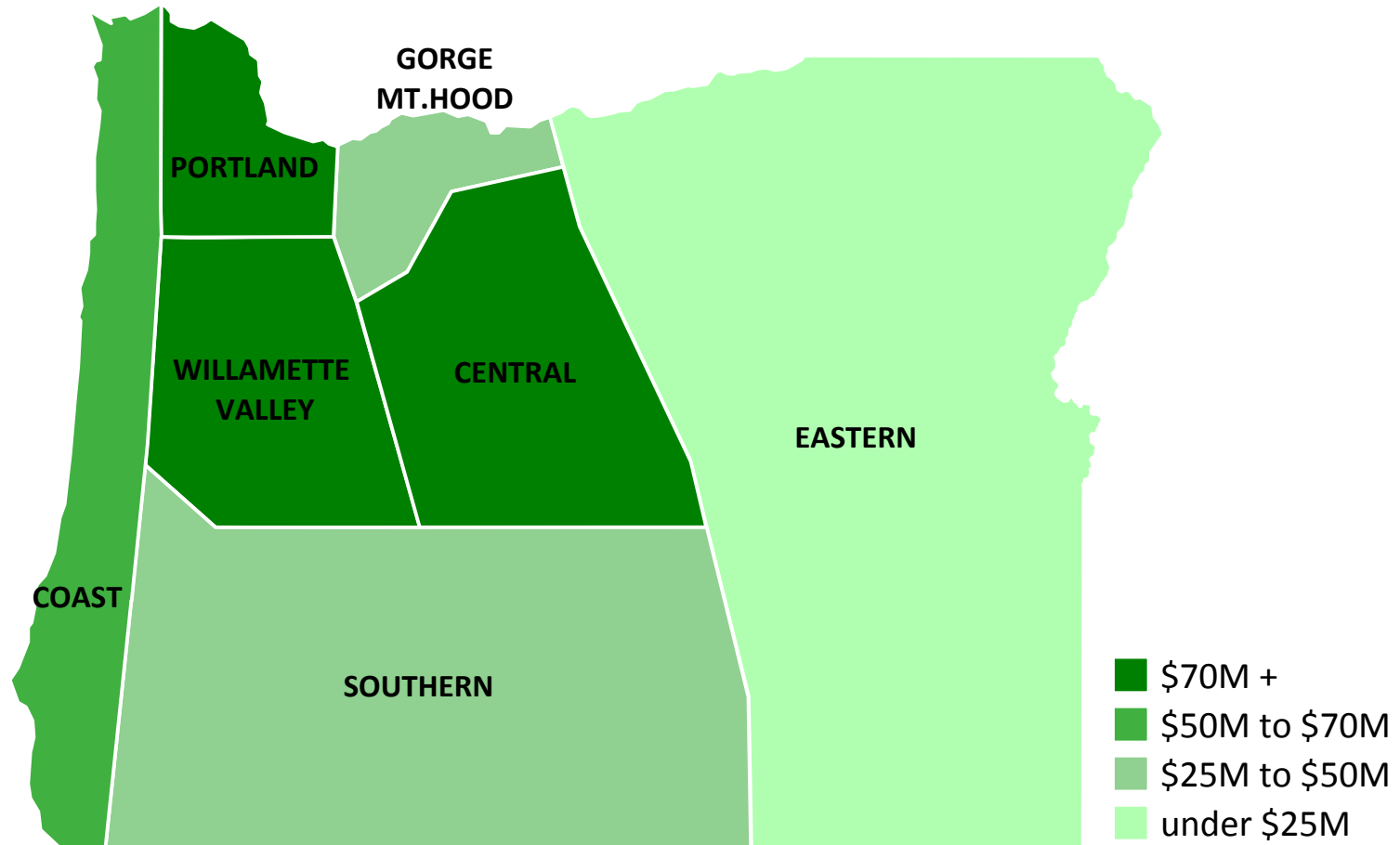


Total Trip Expenditures by Region, 2012



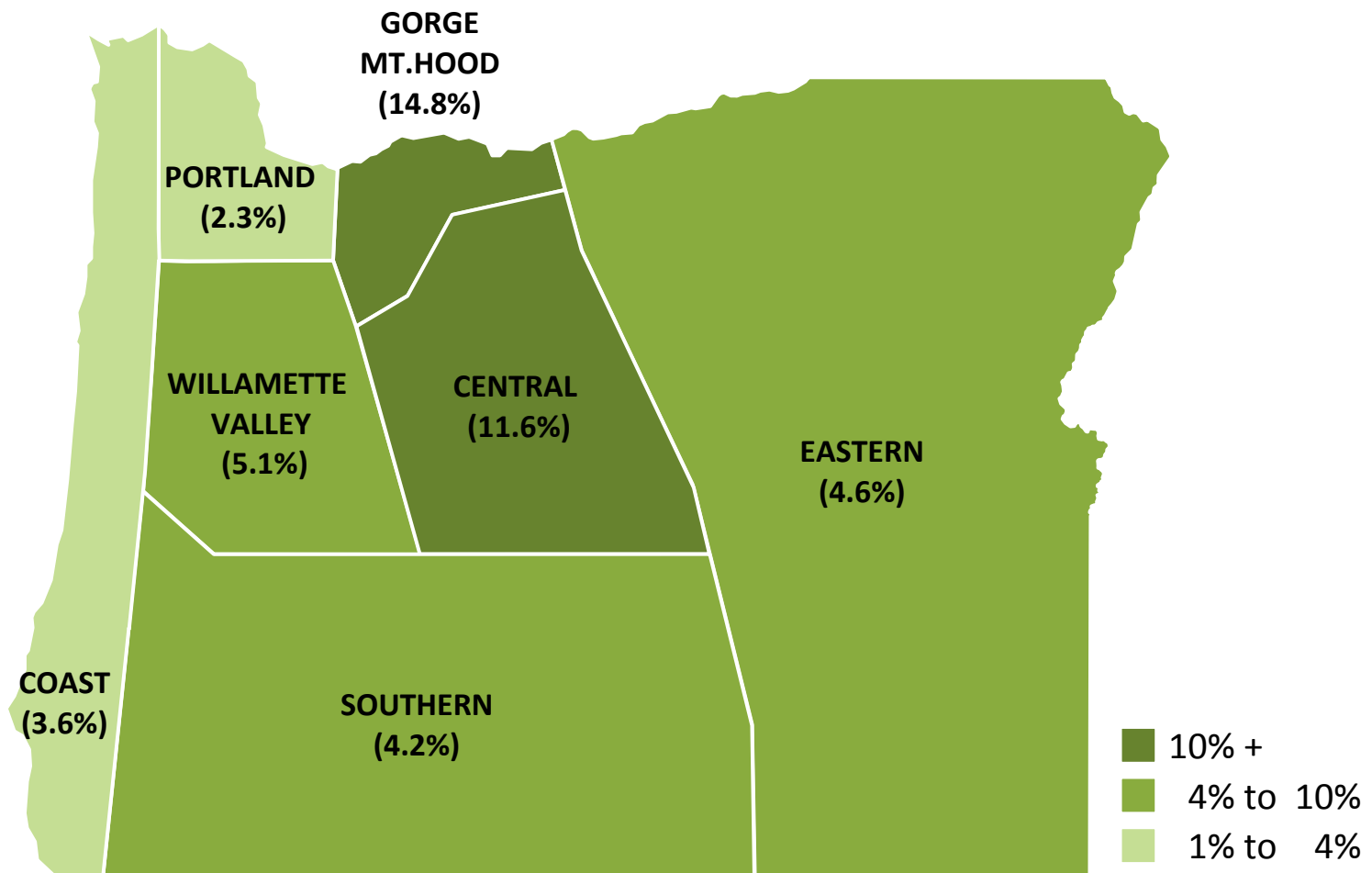


Total Trip Expenditures by Region, 2012





Bicycle-Related Share of Travel Spending, 2012





Who are they?

- 65% are men
- 46% are 35-54
- 26% are 55-64
- 78% have a Bachelors or Masters degree
- 58% have household income above \$75k
- 9% have household income above \$200k



Who are they: Mt. Bike Day Riders

- **78% are men**
- **68% are 35-54**
- 9% are 55-64
- 79% have a Bachelors or Masters degree
- 64% have household income above \$75k
- **10% have household income above \$200k**



Who are they: Other Activities

- Hiking – 83%
- Exploring the town – 75%
- Eating at an establishment – 71%
- Visiting a farmers market – 62%
- Visiting a microbrewery – 58%

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Full report available at:

Industry.travelOregon.com

By May 1, 2013

(under Research and Reports)

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