



Bicycle-Related Travel in Oregon, 2012



Photo ©PathLessPedaled



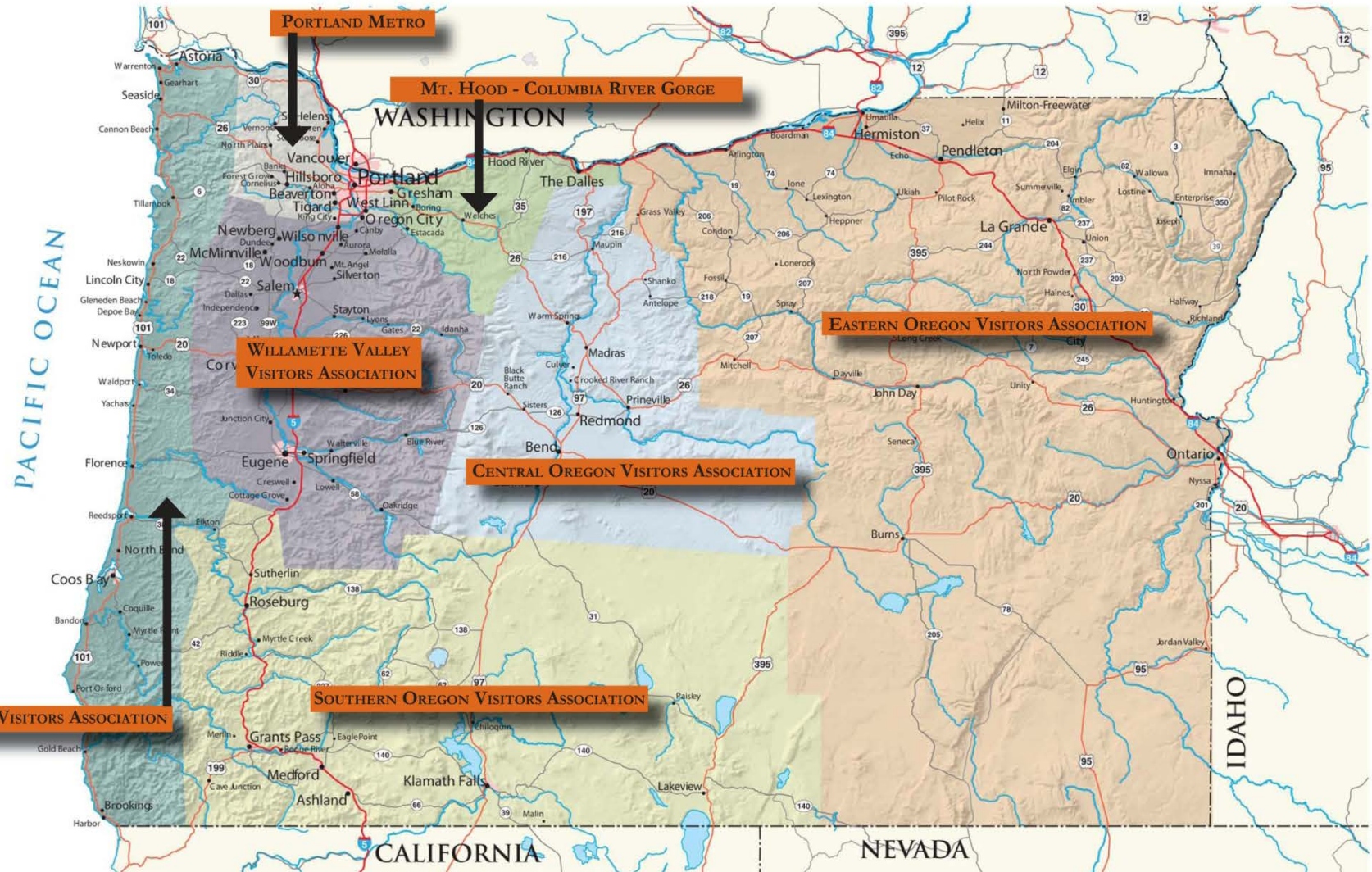
Study Objectives

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, and employment, earnings, and tax receipts generated by the spending.
- Economic impacts by Travel Region throughout state.
- Trip characteristics and demographics by each bicycle activity type.



Oregon's Travel Regions





Bicycle Activity Trip Types

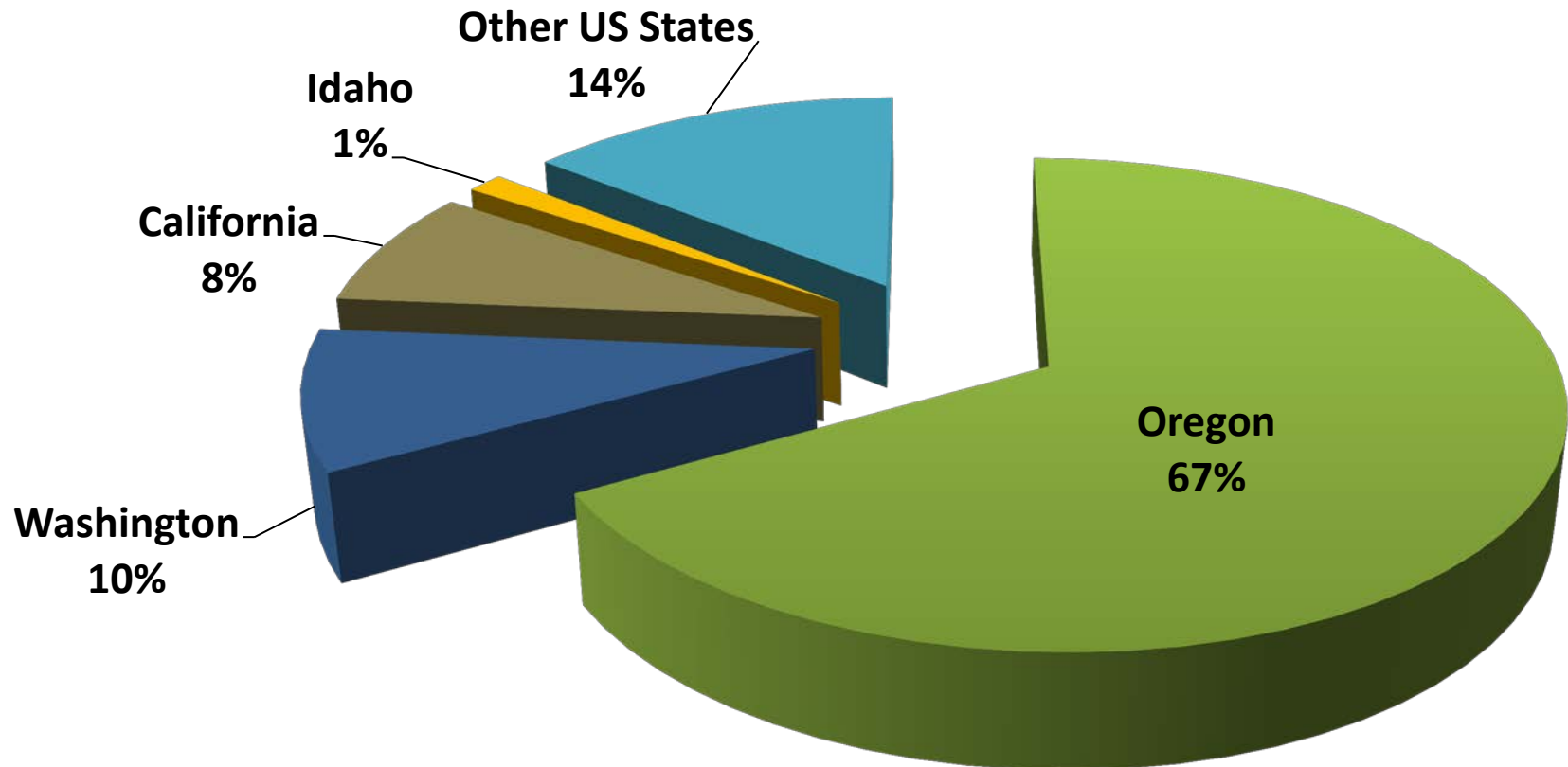
- Organized non-competitive group ride
- Sanctioned bicycle race (road/cyclocross/mountain)
- Organized group tour (road/mountain)
- Independent bicycle touring (road/off-road)
- Day road ride
- Day mountain bike ride
- As a recreational activity while on trip
(riding around Portland waterfront, resort,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



All Responses Shown Today

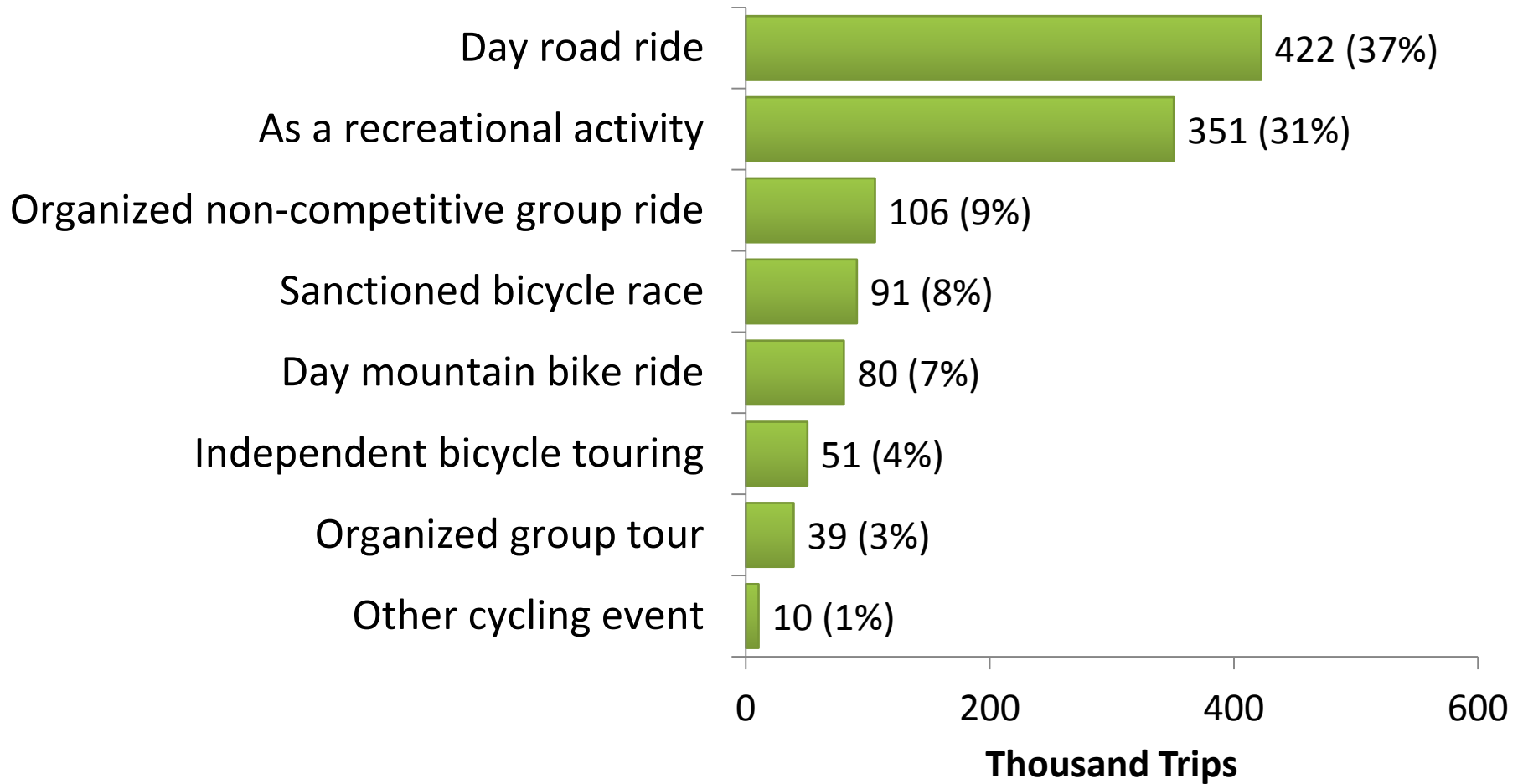
- Primary reason for trip or
One of several reasons for trip
- Overnight & Day Trips (50+ miles from home)
- Average party-size (adults + children) :
 - 2.7 people (day trips)
 - 3.4 people (overnight trips)

Where are they from?



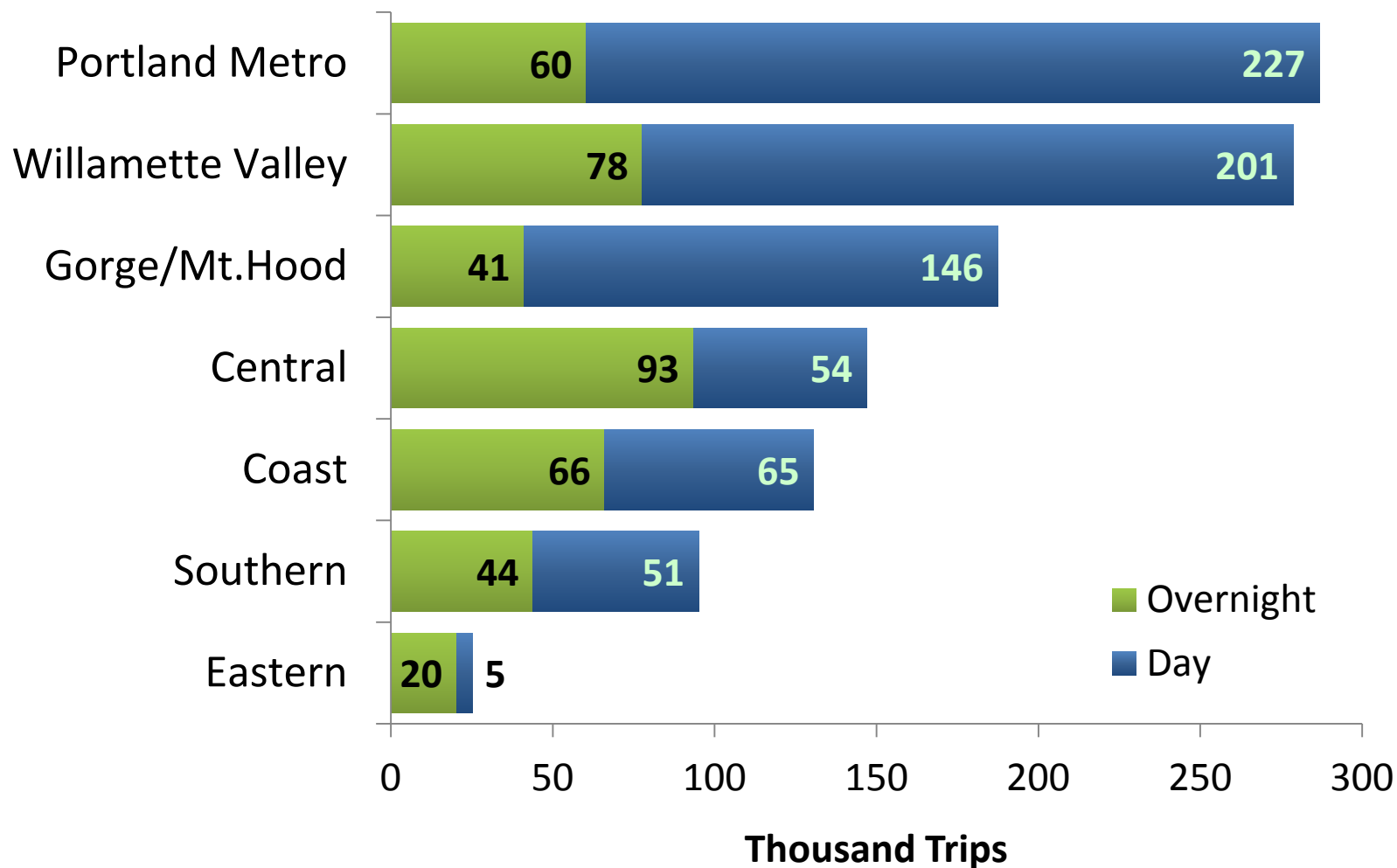


Party-Trips by Type, 2012



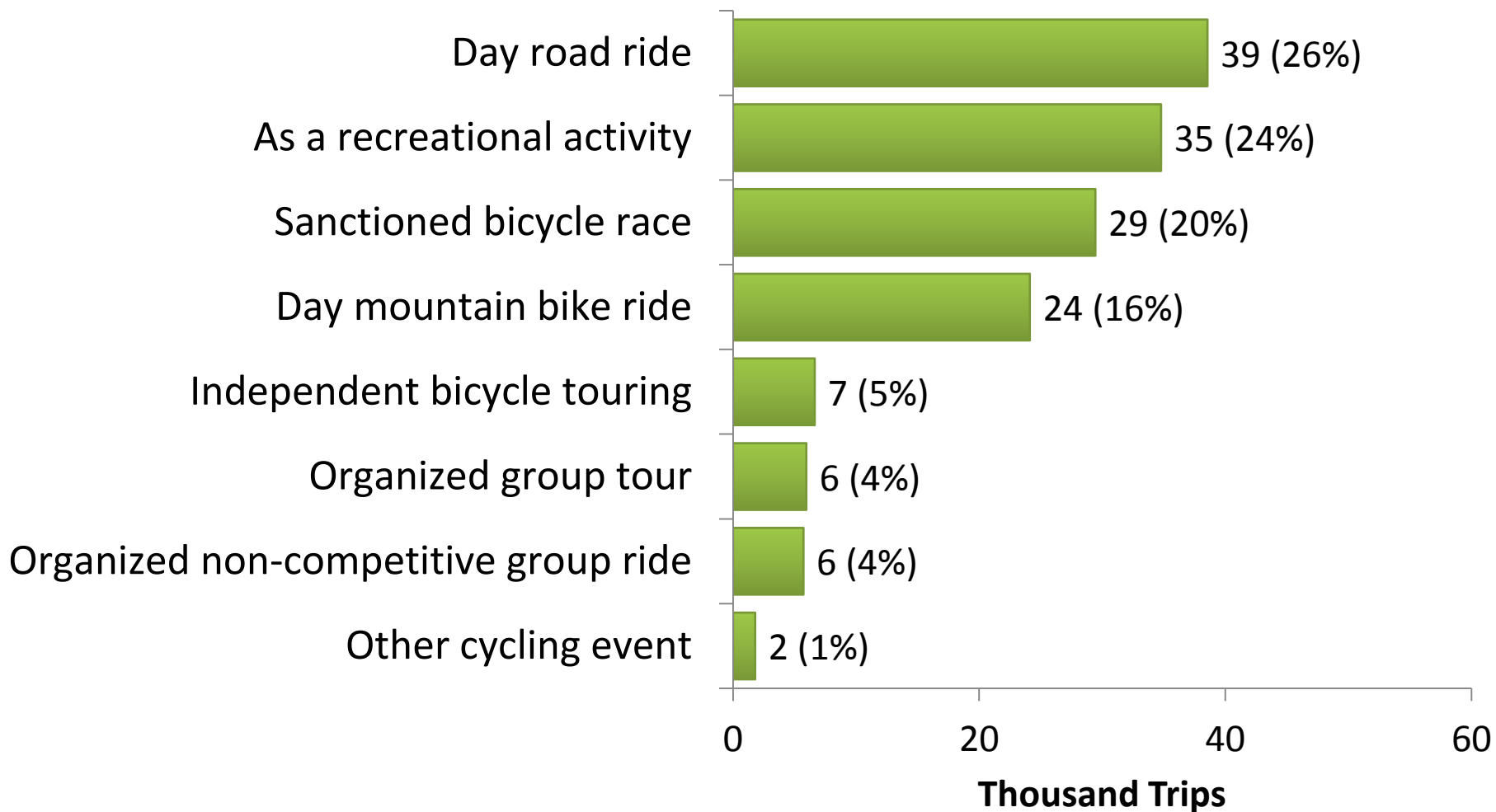


Party-Trips by Region, 2012





Party-Trips by Type : Central Oregon





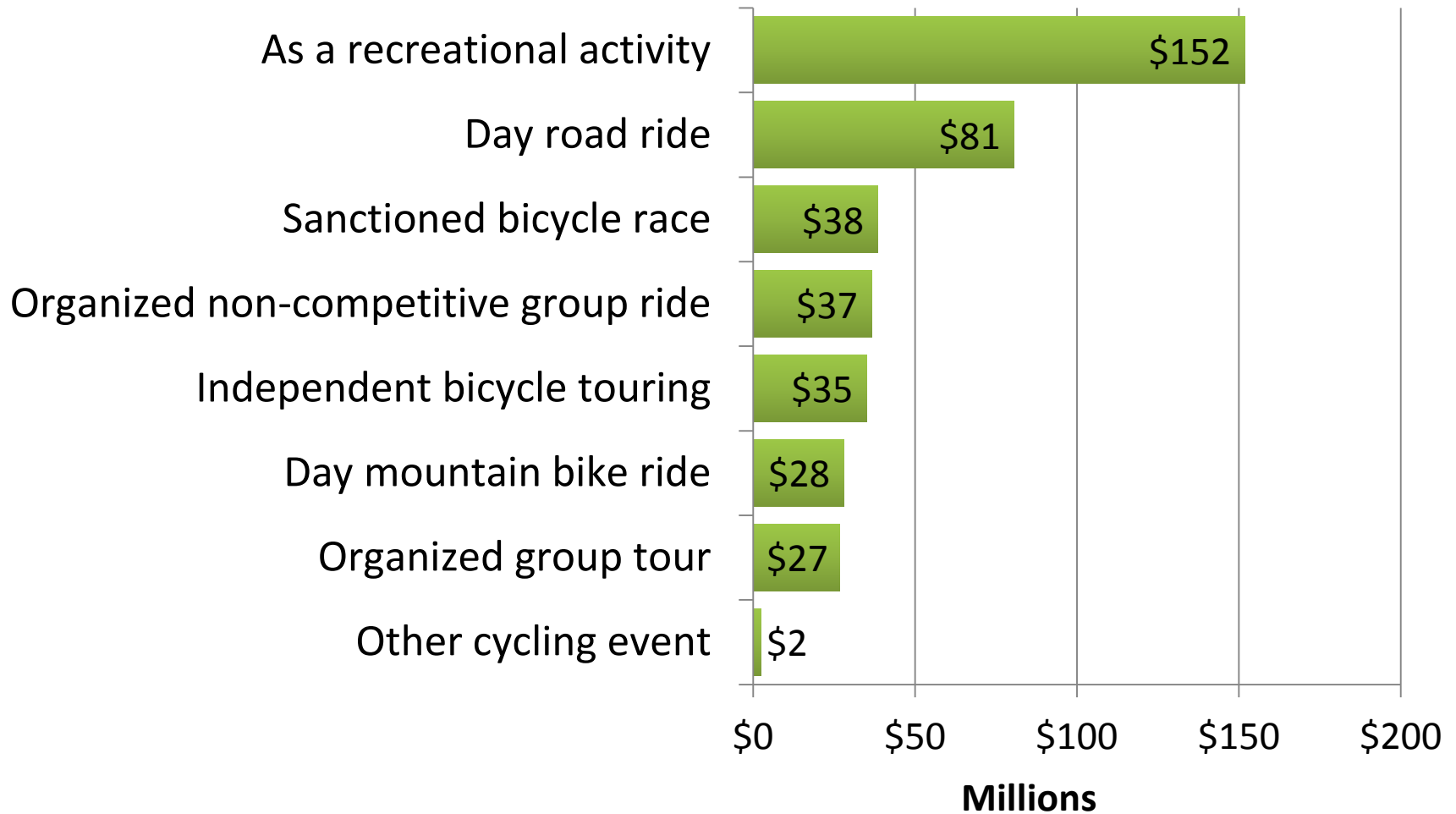
Average Trip Expenditures, 2012

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)

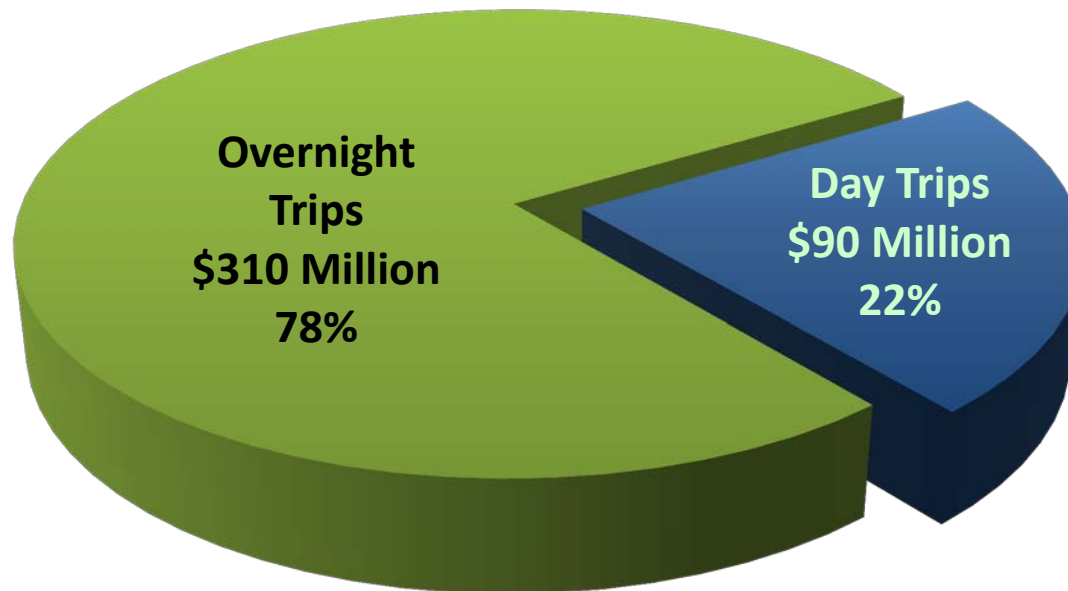


Total Trip Expenditures by Type, 2012



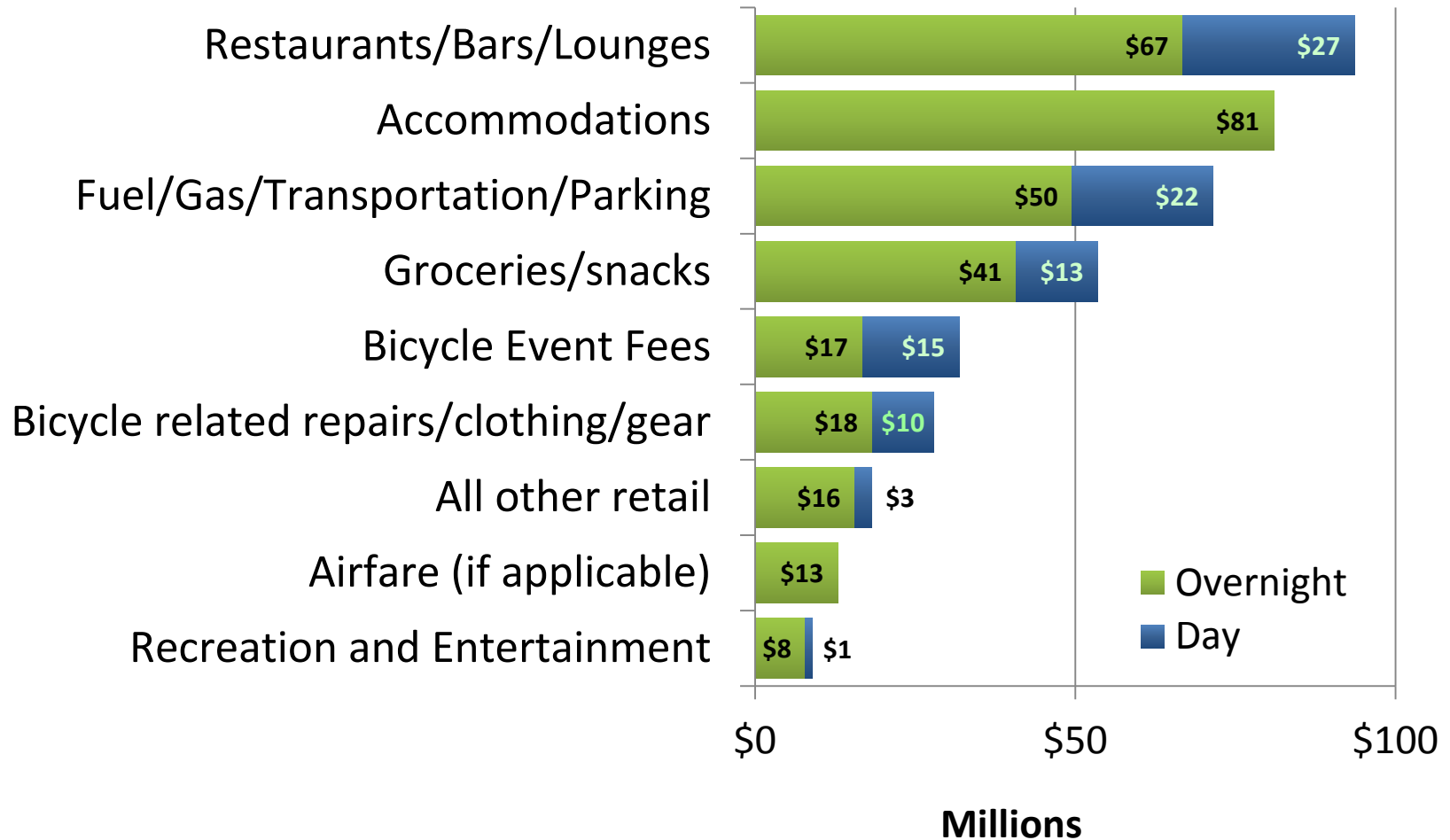
Spending – Day vs. Overnight

overnight = 3 x the impact



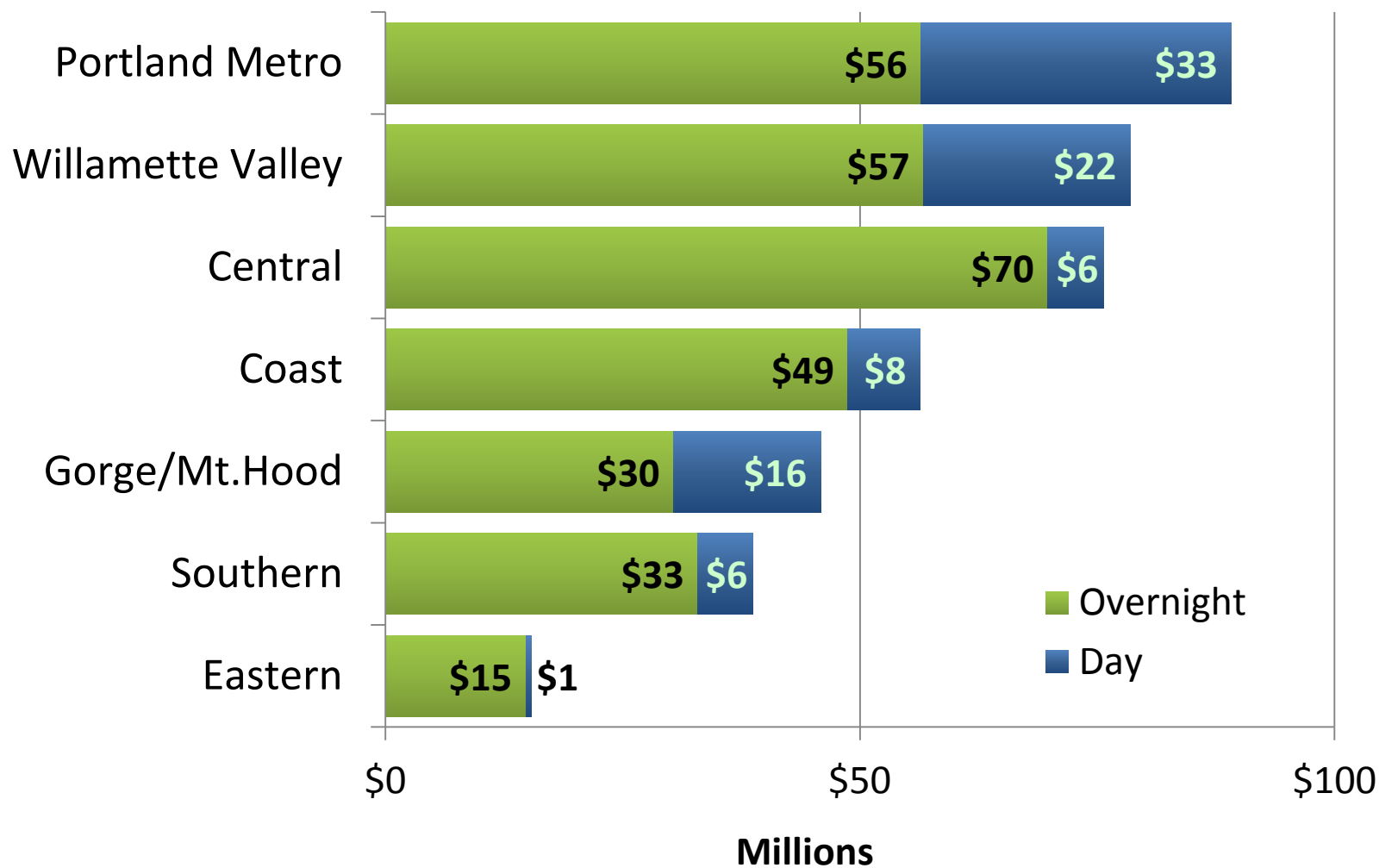


Total Trip Expenditures by Category, 2012



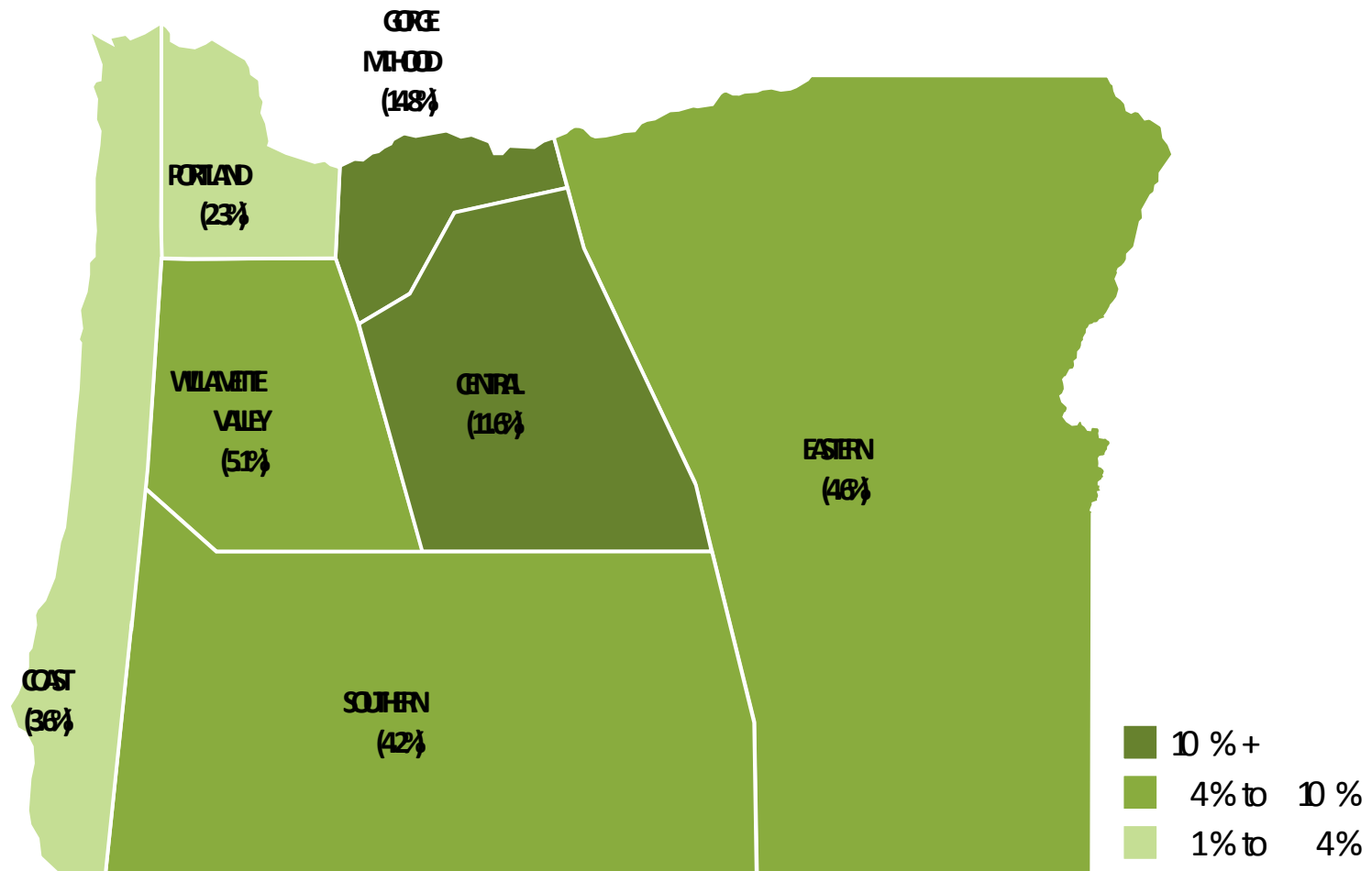


Total Trip Expenditures by Region, 2012





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%



Bicycle-Related Travel in Oregon, 2012



Photo credit: J. Maus/BikePortland.org