



Bicyclists Bring Business





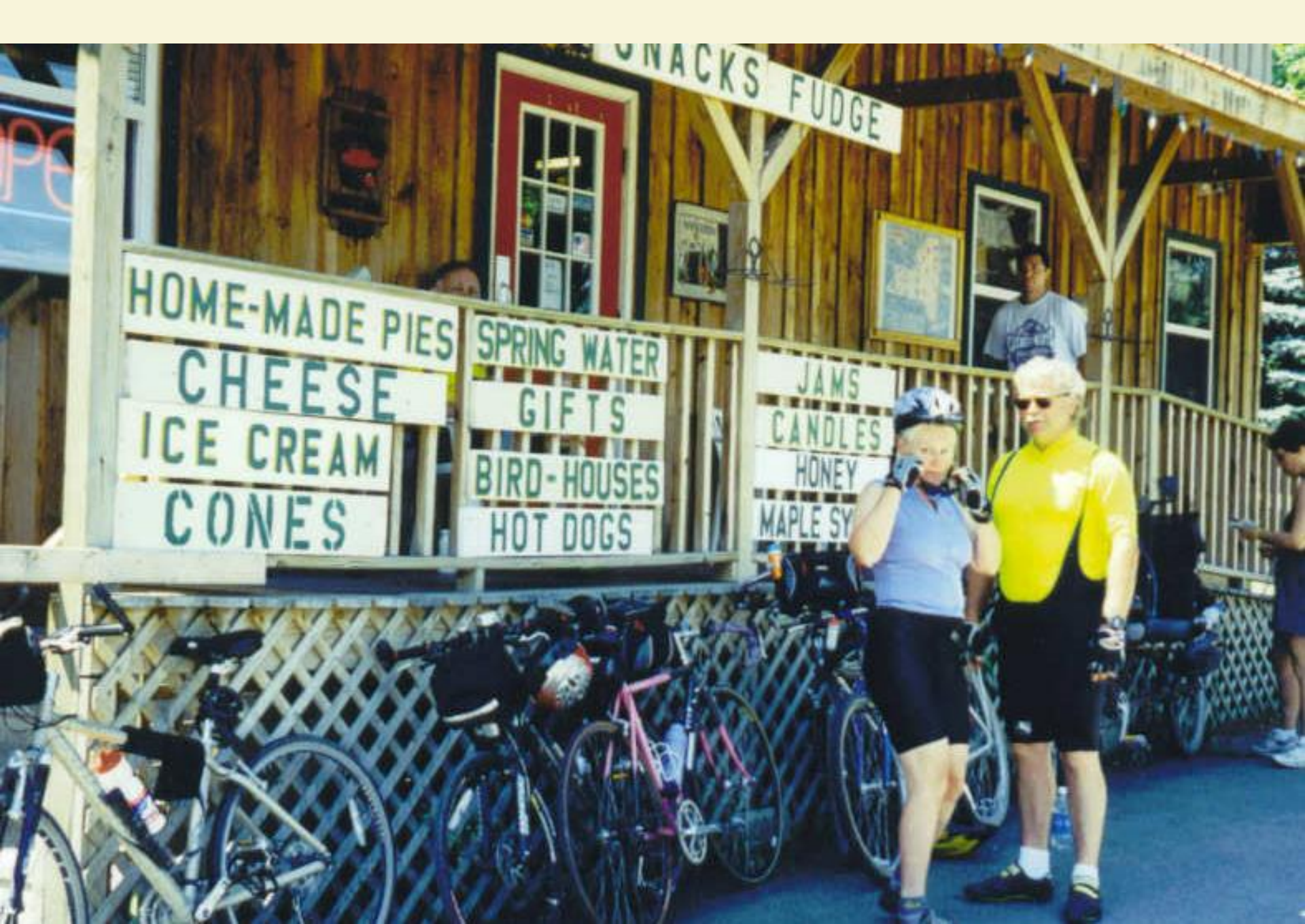


**JAVA
JOINS**
SOUPS
SANDWICHES
PASTRIES

OPEN

HOURS
MON - FRI 8:00 - 5:00
SAT 9:00 - 4:00
SUN 10:00 - 3:00

**JAVA
JOINS**
SPECIALTY
COFFEE
ICED DRINKS
FRESH PASTRIES
SANDWICHES



















How can
communities attract
more cyclists and
take advantage of
the economic
opportunity they
present?





Canalway Trail Partnership Project





Bicycling is Popular



Bicycling is the
second most popular
outdoor recreation activity
in U.S.

Outdoor Industry Association (OIA)



Bicycling is Popular





About Bicycle Tourists



- ◆ Longer trails/routes – people will travel farther, stay longer and spend more
- ◆ Day trippers spend 4X amount of locals; overnight visitors spend 2X amount of day trippers
- ◆ When traveling alone or with friends – prefer 40 miles or more
- ◆ Prefer tours of 3-7 days
- ◆ Willing to travel 300+ miles for multi-day trip



About Bicycle Tourists on the Erie Canalway Trail

**1.58 million visits
\$253 million in sales**

Only 2.5% vacationers *but*
this 2.5% accounts for 21%
of overall spending





About Bicycle Tourists on the Erie Canalway Trail



Spending

Lodging 34%

Restaurants/Bars 32%



About Bicycle Tourists on the Erie Canalway Trail



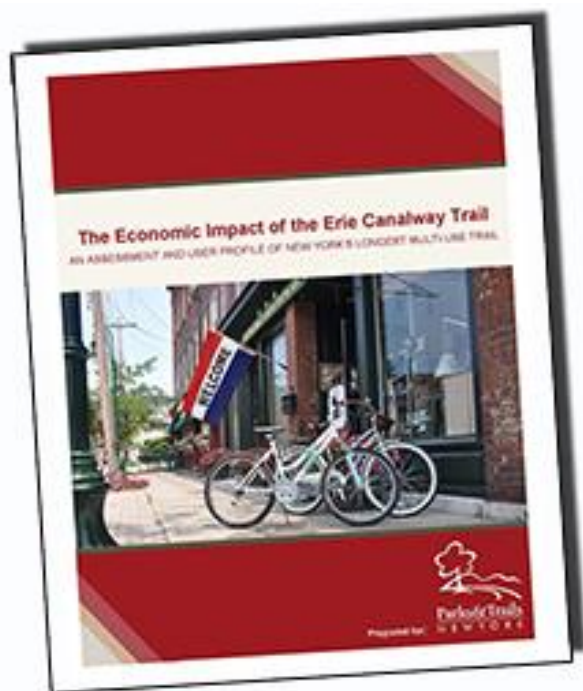
Affluent, highly educated,
employed Baby Boomers

Live outside the region

Visit the trail to bicycle with 1-3
others

Spend on average \$939 per person
per visit

Stay at least three nights in a hotel
or motel





Meet some bicycle tourists





Meet some bicycle tourists





Meet some bicycle tourists





Meet some bicycle tourists





Meet some bicycle tourists





Meet some bicycle tourists

\$255/person
X 10 days
X 10 cyclists
= \$25,000





27 million Americans
have taken a bicycling
vacation in the past
five years

*Let's get them all
here to the Erie
Canalway Trail!*





Cycle The Erie Canal

Promoting the region as a destination for cyclists

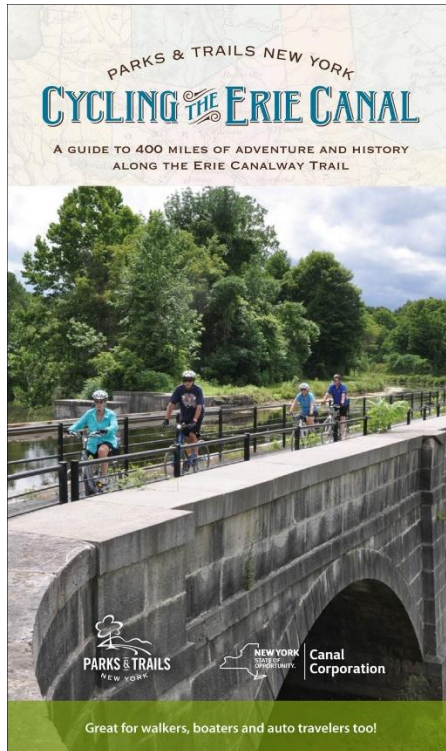


400 miles
in 8 days

BUFFALO
MEDINA
PITTSFORD
SENECA FALLS
SYRACUSE
ROME
CANAJOHARIE
SCOTIA
ALBANY



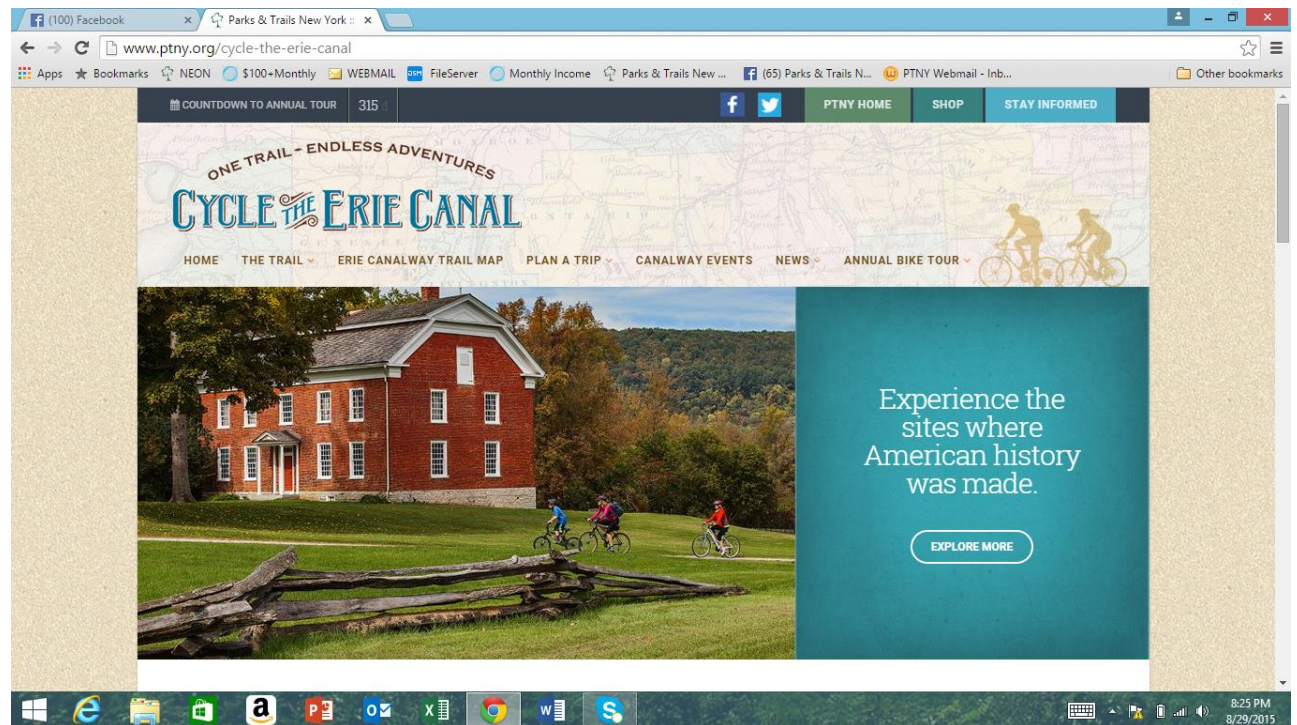
Cycling the Erie Canal: A Guide to 400 Miles of adventure and history along the Erie Canalway Trail



- ◆ 144 pages
- ◆ 42 full-color maps
- ◆ Spiral bound for easy use
- ◆ Convenient size
- ◆ Includes attractions, historic sites, lodging, bike shops, cycling tips



www.CycletheErieCanal.com







Attracting Bicycle Tourists



Making your community a friendly place that encourages bicyclists to visit and welcomes them with warm hospitality



Attracting Bicycle Tourists





Making Communities More Bicycle Friendly

Create a strong, safe
connection between
your town and the
bike route or trail

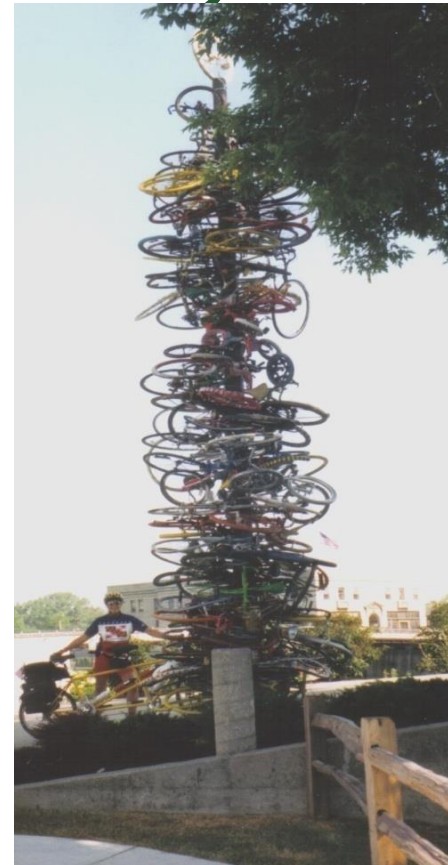




Making Communities More Bicycle Friendly

Create a “Gateway”

- Signage
- Landscaping
- Banners
- Interesting amenities
- Sculptures
- Lamppost banners





Making Communities More Bicycle Friendly

Roads

- ◆ Create bike lanes
- ◆ Pay attention to roadway shoulders
- ◆ Use bicycle-friendly storm drains
- ◆ Calm traffic/reduce speed limits





Making Communities More Bicycle Friendly

Signage

Create a “share the road”
mentality





Making Communities More Bicycle Friendly

Signage

- ◆ Have good informational (services) and directional signage





Making Communities More Bicycle Friendly

Amenities

- ◆ Bicycle racks at major attractions and shopping areas
- ◆ Provide:
 - public restrooms
 - access to water
 - shelters
 - safe overnight parking



PA

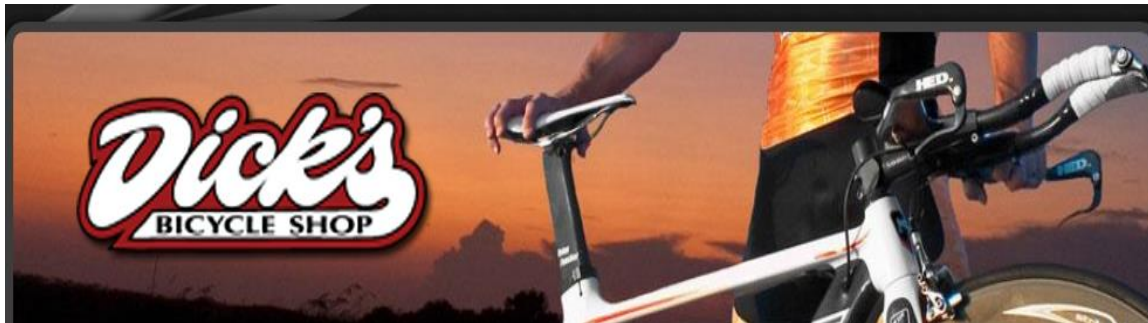




Making Communities More Bicycle Friendly

Services

- ◆ Encourage bicycle services, including sales, rental, and repair
- ◆ Encourage transportation services for trail users
- ◆ Other services: laundromats





Making Communities More Bicycle Friendly

Policy

- ◆ Incorporate bicycle facilities into community plans and projects
- ◆ Create citizens bicycle or trail advisory committee
- ◆ Set a community goal of becoming a “trail town” or better yet a trail “gateway”



Marketing to Cyclists

Brand your town as bicycle-friendly and a “trail town”

- ◆ Logos
- ◆ Graphics
- ◆ Print ads
- ◆ Website
- ◆ Social Media
- ◆ PR





Marketing to Cyclists

Toot Your Horn

A magazine
dedicated to
bicycle touring





Marketing to Cyclists

Make everyone in town
bicycle and trail
ambassadors

- ◆ Merchants
- ◆ Law enforcement officers
- ◆ Postal workers
- ◆ Chamber representatives
- ◆ **Tourism professionals**





Marketing to Cyclists

“Cyclists Welcome” Campaign





Marketing to Cyclists

“Cyclists Welcome” Campaign

**Promoting bicycle-friendly
establishments**

- ◆ Way to identify and publicize businesses that welcome bicycle tourists
- ◆ Exterior and interior signs and wall certificate
- ◆ Listed in publications and websites





Resource to help
communities
attract and serve
cyclists

Bicyclists Bring Business

A Guide for Attracting Bicyclists
to New York's Canal Communities



How Bicycle-Friendly is Your Canal Community? An Assessment Checklist (Continued)

In the Community	Yes	No	Notes
1. Are the streets most likely to be used by cyclists bicycle-friendly, including: Clearly delineated and marked bike lanes or shoulders, if appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	
Bike-friendly drainage grates (mesh or curb-face rather than slotted)?	<input type="checkbox"/>	<input type="checkbox"/>	
Bicycle stop lines that are closer to intersections than auto stop lines for improved visibility?	<input type="checkbox"/>	<input type="checkbox"/>	
2. Is secure (ideally, covered) bicycle parking available at convenient locations (parks/town squares, welcome center, shopping areas, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	
3. Are public restrooms available? If not, do businesses make theirs available?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Are there shuttle services or taxis/buses equipped to handle bikes?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Have local businesses been encouraged to welcome bicyclists, and are those that do readily identifiable?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Is information about opportunities to explore the community and nearby attractions (walking tours, museums, historic sites, themed bike loops, other bike paths, natural areas, etc.) readily available?	<input type="checkbox"/>	<input type="checkbox"/>	
7. Are the downtown, parks and other public areas clean and well maintained?	<input type="checkbox"/>	<input type="checkbox"/>	
8. Have you developed/identified a community "theme" or asset and reinforced it with signs, banners and promotional materials?	<input type="checkbox"/>	<input type="checkbox"/>	
9. Is overnight parking available for cyclists who have chosen your town as a starting/ending point for a multi-day trip?	<input type="checkbox"/>	<input type="checkbox"/>	
10. Do police patrol parks and public facilities used by bicyclists?	<input type="checkbox"/>	<input type="checkbox"/>	

Returning to the Trail	Yes	No	Notes
1. Do signs and pavement markings clearly guide cyclists from your community to the Canalway Trail?	<input type="checkbox"/>	<input type="checkbox"/>	

Are You a Bicycle-Friendly Business? An Assessment Checklist

This checklist offers an easy-to-use tool for assessing how bicycle-friendly your business is today and for identifying steps you can take make bicyclists feel most welcome in the future. A good way to begin is to walk yourself through the process of arriving in your community by bicycle (or by car with bicycles on board), making notes on points covered by the checklist as you go. Depending on your location and type of business, some checklist items may not apply. Use what is here as a guide and adapt it as appropriate.

All businesses	Yes	No	Notes
1. Do you participate in your town's "bicyclists welcome" program?	<input type="checkbox"/>	<input type="checkbox"/>	
2. Do you have conspicuous "bicyclists welcome" signs?	<input type="checkbox"/>	<input type="checkbox"/>	
3. Do you have secure, ideally covered, bike parking facilities (bike racks) nearby?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Do you have maps of the downtown, the community and/or the region displayed?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Can you and your staff answer the most common bicyclists' questions (e.g., where they can check email or take a shower)?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Do you have information on side trips, bike loops, and other points of interest in the area?	<input type="checkbox"/>	<input type="checkbox"/>	
7. Do you have basic equipment available for bicyclists' use: extra locks for the bike rack, a tire pump, some basic repair tools?	<input type="checkbox"/>	<input type="checkbox"/>	
8. Can a bicyclist recharge a cell phone at your business?	<input type="checkbox"/>	<input type="checkbox"/>	
9. Do you offer lockers for temporary storage of helmets, packs, and purchases?	<input type="checkbox"/>	<input type="checkbox"/>	
10. Do you collaborate with nearby businesses on shared facilities such as bike racks, lockers, or restrooms if needed?	<input type="checkbox"/>	<input type="checkbox"/>	
11. Are you an advocate for making your entire community more bicycle-friendly?	<input type="checkbox"/>	<input type="checkbox"/>	

Restaurants	Yes	No	Notes
1. Is secure, ideally covered, bike parking available nearby?	<input type="checkbox"/>	<input type="checkbox"/>	
2. Do you conspicuously welcome cyclists in their riding attire?	<input type="checkbox"/>	<input type="checkbox"/>	
3. Does your menu include vegetarian and heart-healthy options?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Do you offer hearty meals (e.g., a "bicyclist breakfast")?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Is your menu posted outside where bicyclists can readily see it?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Do you offer easily-carried snacks such as energy bars and dried fruit?	<input type="checkbox"/>	<input type="checkbox"/>	
7. Will you deliver orders to nearby bicyclist campgrounds and other lodging?	<input type="checkbox"/>	<input type="checkbox"/>	
8. Can bicyclists refill their water bottles at or near your business?	<input type="checkbox"/>	<input type="checkbox"/>	

Two trails, two tales

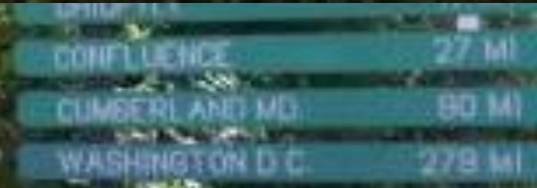
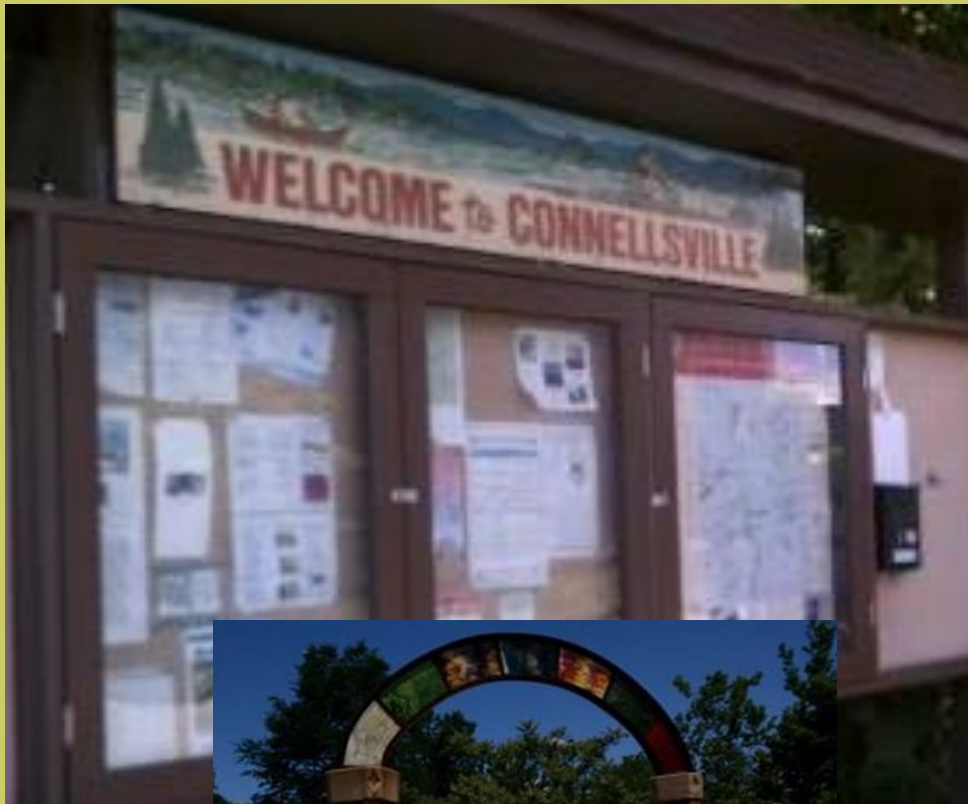
Le P'tit Train du Nord

Great Allegheny Passage



















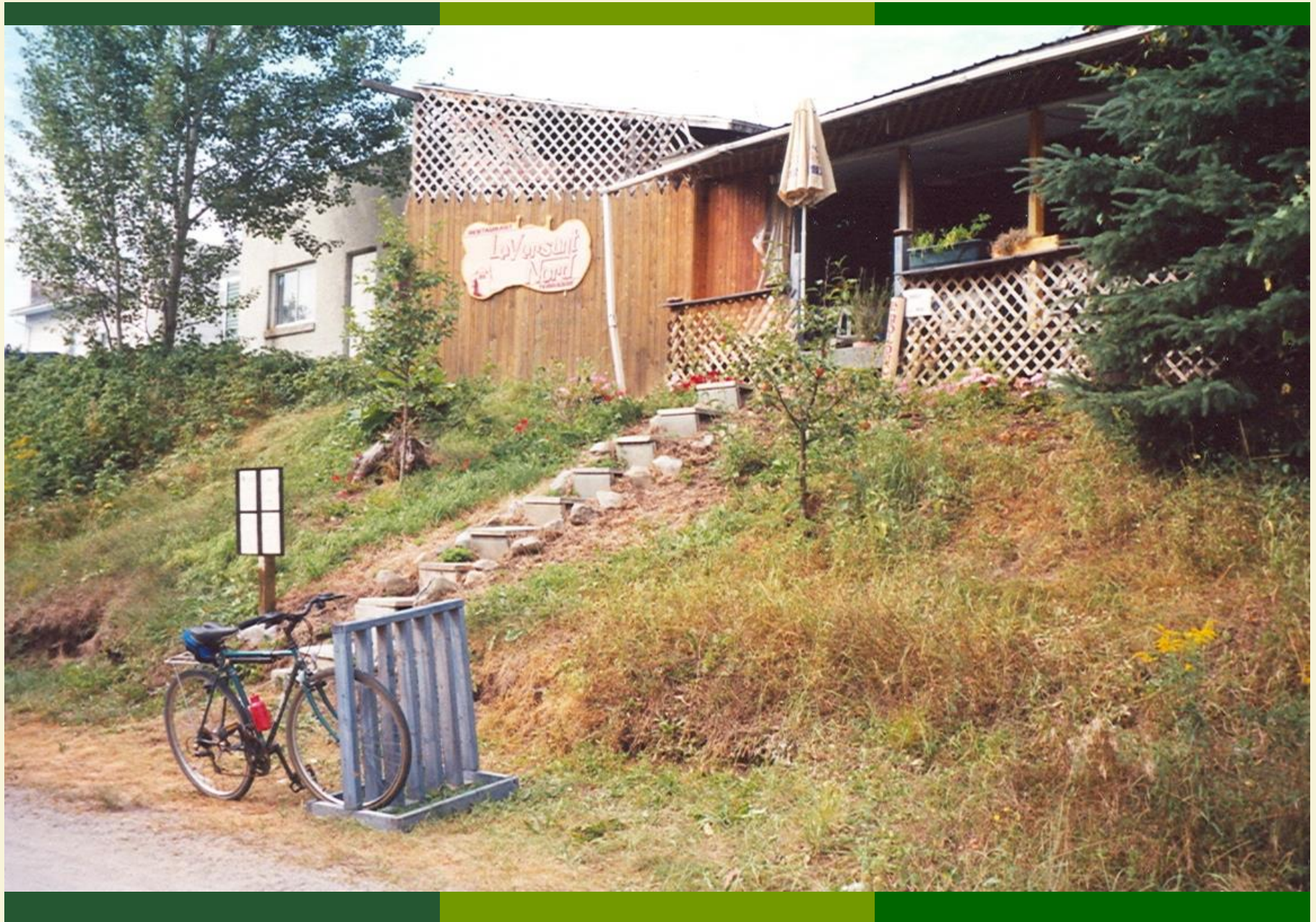


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