

BECOMING A BIKE FRIENDLY BUSINESS

IMAGINE...

Dozens of cyclists arrive in your trail-side community on a summer afternoon, all of them hungry and thirsty, some intending to stay the night, and all eager to experience your unique attractions and history.

These self-propelled tourists later go home and tell others about their visit.

Bicyclists Bring Business!!



SO, HOW CAN I BETTER CATER TO CYCLISTS?

- **Know the local trails** - providing cycling customers with basic orientation to the local area and nearby trail destinations is a great service; making local maps and brochures available takes it to the next level
- **Lend a helping hand** - having basic repair tools on hand is a huge help, as is assistance with bike packing or shipping
- **Make it convenient** - make sure that safe, covered bike parking is available; hotels and campgrounds should allow one-night stays for cyclists passing through
- **Hearty and healthy** - remember that food and drink are fuel for cyclists; providing a menu in the front window or on the street ensures these options are visible
- **Water and bathrooms** - make them available to ensure a constant flow of cycling customers

BECOME A BIKE FRIENDLY NEW YORK CERTIFIED BUSINESS



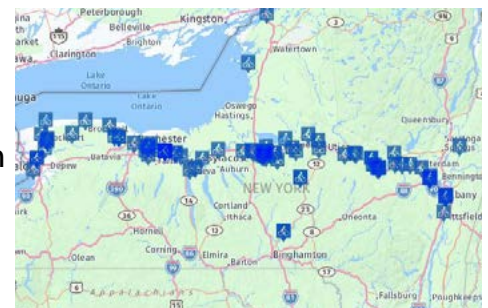
BIKE FRIENDLY
NEW YORK

CERTIFIED BUSINESS
CycletheErieCanal.com

Market your Bike Friendly credentials by registering with Bike Friendly New York, a free program administered by Parks & Trails New York and the New York State Canal Corporation

Find out more and register your business at ptny.org/bikefriendly

Join more than 100 businesses across New York State as a Bike Friendly Business today!



Canal Corporation