



The Economic Benefits of Cycle Tourism

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Cyclist Profile

Cycle and mountain bike tourists typically have a higher level of education and are more affluent than the average tourist.^{1,2,3}



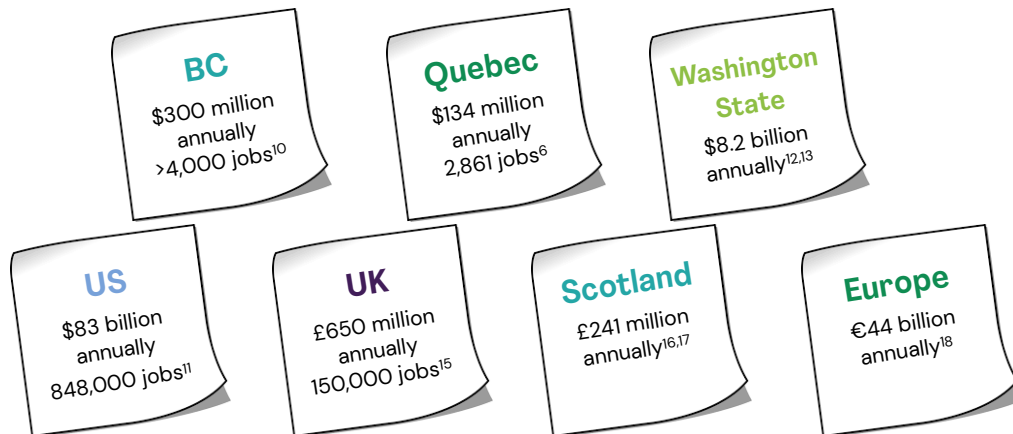
Money Spent



On average, cycle tourists spend more money per trip on accommodations, restaurants, and retail than other visitors, and stay longer.⁴⁻⁹

Economic Contribution

Cycle tourism contributes significantly to local economies and job creation.¹⁰⁻²⁰



Rural Impact



Cycle tourists bring visitors and more sustainable tourism to rural communities.^{3,21-24}

Economic Benefits of Cycle Tourism

Detailed Findings



Cyclist Profile

- In BC, cyclists and mountain bike visitors have more education and are more affluent than the typical US tourist.¹
- One-third of US and almost half of Canadian mountain bike tourists visiting BC have a household income in excess of \$100,000.¹
- The average cycle tourist in the UK has an above average education and profession.²

“Many of the people traveling to a trail and spending a night or more in the area are economically well-off and have significant discretionary income.”

American Trails

Money Spent

“Recreational cyclists and mountain bikers are an important tourism market for British Columbia.”

Tourism BC

- The BC Capital Region has 85 km of multi-use trails used by 150,000 visitors annually who spend an average of \$990 per trip.⁴
- In Ontario, cycle tourists spend more on average per trip than other visitors (\$255 vs \$171), and stay longer.⁵
- In Quebec, cycle tourists on the La Route Verte trail network spend an average \$214 per day, 6% more than other types of tourists.⁶
- On average, touring cyclists in the US stay three days longer and spend \$240 more per trip than the average tourist.⁷
- Data from a Montana study found that touring cyclists spend 40% more compared to the average motorized tourist, due to their slower pace.⁸
- The average amount spent per cycle trip in the UK is £360.⁹

Contribution to the Local Economy

- Mountain bike tourism is a major contributor to BC's economy, contributing over \$300 million of economic activity. This includes direct spending on accommodation, food, and other amenities, as well as indirect spending in related industries. Mountain bike tourism supports over 4,000 jobs in BC.¹⁰
- Cycle tourists on the La Route Verte trail in Quebec spent a total of \$134 million in 2006 and helped support 2,861 jobs.⁶
- In 2017, the US-based Outdoor Industry Association found that cyclists spend \$83 billion annually on trip-related sales, generate \$97 billion in retail spending, and contribute to the creation of 848,000 jobs.¹¹
- Nearly 1.5 million people use trails for bicycling in Washington State for a total economic value of over \$8.2 billion.^{12,13}
- In 2015, over 50,000 visitors to Minnesota attended cycling events creating \$14.3 million dollars of economic activity, including \$4.6 million in labour income and 150 jobs.¹⁴
- There are 1.23 million overnight cycle trips per year in the UK, contributing £443 million to local economies.⁹
- Leisure and tourism cycling on the UK's National Cycle Network in 2015 contributed £650 million a year to the economy and supported over 15,000 jobs.¹⁵
- Cycling and mountain biking tourism contribute between £241 million and £362 million to the Scottish economy per year.^{16,17}
- There are an estimated 2.3 billion cycle tourism trips made in Europe per year where the cycle tourism sector is worth €44 billion.¹⁸
- Research suggests that investing in local cycling infrastructure creates more jobs relative to the cost of the project than large-scale transport projects.¹⁹
- The average cost-benefit ratio of investing in cycle infrastructure is 13:1, which is considered high compared to other infrastructure projects.²⁰

“One of the most compelling benefits of trails is their ability to provide an economic return to communities by attracting riders from out of town.”

Destination BC

“Within Europe, the cycle tourism sector is worth 16% more than the cruise ship industry.”

European Cyclists Federation

Economic Benefits of Cycle Tourism

Detailed Findings (cont'd)



Rural Impact

- Trails provide an economic return to communities by attracting riders from out of town.²¹
- One major benefit of trail tourism is that tourist dollars are spent in rural towns.³
- Cycle tourism is a driver for sustainable development in rural areas.²²⁻²⁴

“Mountain bike tourism is an important driver of economic growth in rural areas in BC.”

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