



**Missouri
Bicycle
Federation,
Inc.**

**Brent Hugh,
Executive Director**

P.O. Box 104871

**Jefferson City,
MO 65110-4871**

**Email: director@
mobikefed.org**

**Web:
MoBikeFed.org**

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Bicycling and Walking: Where Missouri Stands

Bicycling and walking are surprisingly large sources of strength in Missouri's economy. But there is much room for improvement.

We represent two million Missouri bicyclists

- About **2 million** Missourians are regular bicyclists; 5.8 million are pedestrians.
- The Missouri Bicycle Federation represents a statewide coalition of bicycling, walking, running, and trails groups with aggregate **membership of over 15,000.**

Bicycling is a billion dollar industry in Missouri

Even with the minimal attention we currently pay to bicycling and walking in Missouri, bicycling and trails in Missouri generate:

- **\$950 million in annual retail sales**
- **\$1.2 billion in total economic activity and 14,365 jobs**
- **\$79 million in state tax revenue**

Lack of walking & bicycling facilities impacts health & pocketbook

- Missourians walk and bicycle about **half the national average (5% of trips vs. 9.5%)**.
- **Missouri household commute costs are \$700-\$1000 higher than average.**

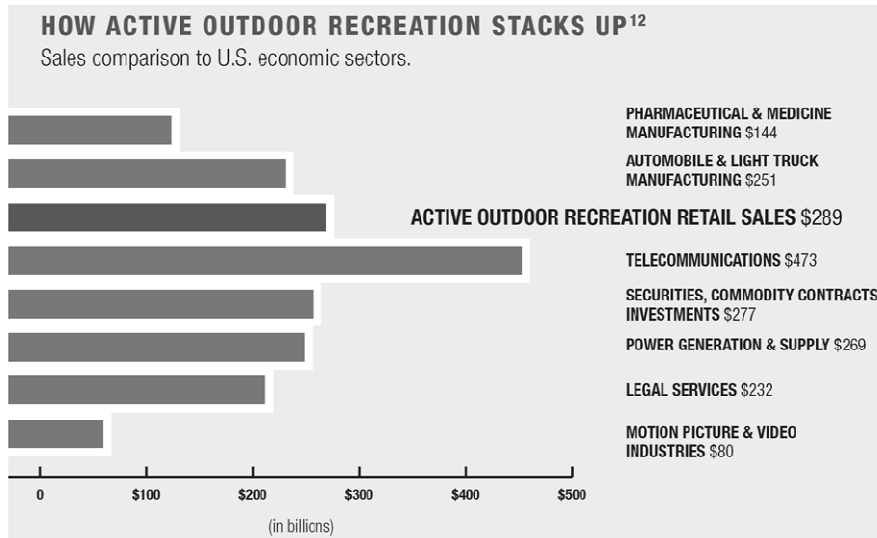
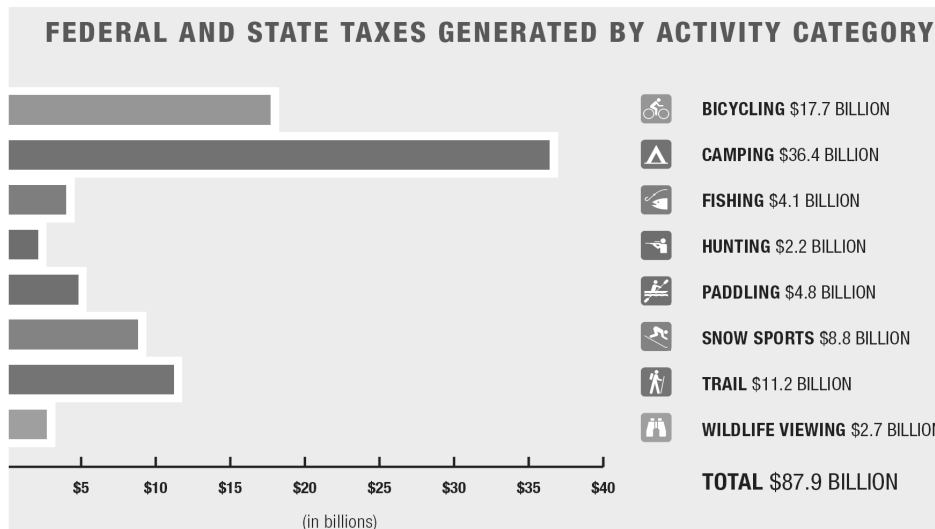
Bicycling and walking are Missouri tourism staples

- Bicycling and trails provide **sustainable growth** in rural communities.
- The Katy Trail has **500,000 visitors annually** from all 50 states with over **\$25 million** annual economic impact.
- **4.3% of Missouri tourists bicycle or hike**--more than boat or golf and about the same as gambling and nightlife.
- **Tour of Missouri Professional Bicycle Race** brought over 350,000 spectators and \$26 million in direct economic impact; this will increase in 2008.



Outdoor Recreation is an Overlooked Economic Giant

The Active Outdoor Recreation Economy is big business. It ranks alongside and even dwarfs other major economic sectors in the U.S., such as telecommunications, hospitals and motion pictures and videos. Conservatively, the outdoor recreational economy represents \$733 billion annually in all sectors of the U.S. economy from manufacturing to retail to real estate to food services. **Missouri's natural beauty makes outdoor recreation a natural fit.**



For More Information

To learn more, contact Missouri Bicycle Federation Executive Director Brent Hugh, 816-695-6736 or director@mobikefed.org

Information Sources

- **Driver license and household with no access to automobile:** <http://mobikefed.org/2005/09/how-many-missourians-are-non-drivers.php>
- **Fatality numbers:** Missouri Traffic Safety Compendiums for 2003, 2004, 2005.
- **Injury numbers:** Missouri Department of Health and Senior Services InjuryMICA figures, 1996-2002.
- **Commuting mode and cost statistics:** "A Heavy Load: The Combined Housing and Transportation Burdens of Working Families," Center for Housing Policy, October 2006, page 4, http://www.cnt.org/repository/heavy_load_10_06.pdf
- **National, regional, and state economic impact of bicycling recreation and associated charts:** *The Active Outdoor Recreation Economy*, Outdoor Industry Foundation, Fall 2006. <http://outdoorindustryfoundation.org/resources.research.recreation.html>
- **Amount of Missouri tourists who bicycle and hike:** *Economic Impact of Missouri's Tourism and Travel Industry: July 2004 – June 2005 (FY05)*, Michael Kaylen, Ph.D., University of Missouri, 2006, <http://www.visitmo.com/pdf/MIZZOU-Econ%20Impact%20FY05%20EXECUTIVE%20SUMMARYt--May-2006.doc>