



GREAT ALLEGHENY PASSAGE

\$100 Million Return On Investment From Trail Tourism

Spanning 150 miles between Pittsburgh, PA and Cumberland, MD, the Great Allegheny Passage (GAP) attracts nearly a million visits each year. Over 95% of visitors travel the trail by bicycle, stopping along the way to experience the trail's unique landscapes and history.

It took the Allegheny Trail Alliance (ATA) nearly 30 years to complete the GAP, at a cost of \$80 million. But, today, the return on investment to the states and communities the trail serves is **\$75 to \$100 million annually**. Business owners report an increase in their yearly sales from trail user traffic – **from 34% in 2013 to 41% in 2014**. To the communities and businesses along the trail, bicycle tourism is now indispensable.



With 500+ mile interconnected statewide trail loop possible in the next few years, Missouri's Katy Trail / Rock Island Trail system will be an internationally significant tourism destination reaching dozens of Missouri communities—a tourism destination that will equal or exceed the economic return of the Great Allegheny Passage.

Investing in Missouri trails is an investment in our future.

The longer the trail system, the further tourists will travel to visit it--and the more days they spend visiting

Building The Case For Bicycle Tourism

There are more studies than ever to help quantify the many economic benefits that bicycle tourists bring to communities, businesses, and states. These studies are effective tools to build support for developing and promoting bicycle tourism.



For a comprehensive list of studies, visit: adventurecycling.org/economicimpact To see how bicycle travel boosts small town economies, visit: pathlesspedaled.com/smalltowns



 Adventure Cycling Association

 PATHLESSPEDALED.COM


MISSOURI BICYCLE & PEDESTRIAN FEDERATION
MoBikeFed.org

Data sources: Outdoor Industry Association - The Outdoor Recreation Economy. Montana - Analysis of Touring Cyclists: Impacts, Needs and Opportunities for Montana. Great Allegheny Passage - Trail User Survey and Business Survey Report.

TOURISTS ON TWO WHEELS



ECONOMICS OF BICYCLE TRAVEL



MISSOURI

Bike Travel Is Booming

From overnight trips to cross-country adventures, more tourists are choosing to travel by bicycle because the slower pace allows them to connect with the communities and landscapes along the way.

\$ **58%** *make over \$75,000 per year*

🎓 **82%** *have a college education*

🌍 **8.1%** *are international tourists*

"Last year, Bike Stop Cafe & Outpost grossed over \$500,000."

"Every year, for the past 6 years, we've logged thousands of visitors from all over the world."



"We estimate that 65% of those funds are directly related to Katy Trail use."



Local Economies Are Benefiting

Bicycle travelers move slower than motorized travelers so they tend to stop more in small communities, spend more locally, and have a greater positive economic impact.



"We, like others on the trail are a tourism destination. In addition to out of state travelers, we get thousands of local trail users that start or end their Katy Trail ride at our location. Using the Katy Trail, we bring in local tourists from all over the tri-state area."

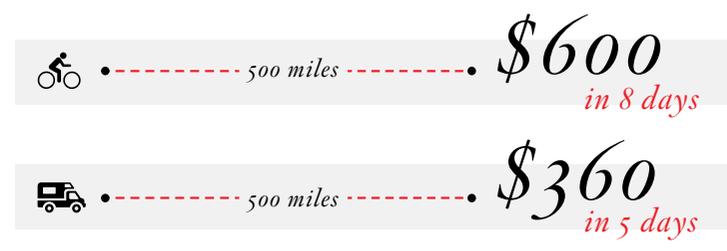
- Tony & Jodi Devonshire, Owners, Bike Stop Cafe & Outpost, St. Charles, Missouri

MISSOURI

Touring Cyclists Spend 40% More Per Trip



With seven national bicycle touring routes criss-crossing the state, one of the most extensive statewide trail systems in the country, iconic parks, and countless rural places to explore by bike, it's no wonder that Missouri sees thousands of touring cyclists each each year. A recent study found that the slower pace of bicycle travel equates to a greater economic impact for bicycle tourists. On average, **touring cyclists stay three days longer and spend \$240 more per trip than the average tourist.**



To the small rural communities hosting these cyclists, that extra 40% makes a big difference.

UNITED STATES

Bicycle Tourism Generates \$71 Billion Annually

Bicycling is the second most popular outdoor recreation activity in the US. From bike touring to destination mountain biking to cycling events, bicycle tourism generates \$71 billion annually - and is continuing to grow and attract new participants.