

Economic Success Stories in Mountain Bicycling Tourism

Joint Ventures: Partners in Stewardship



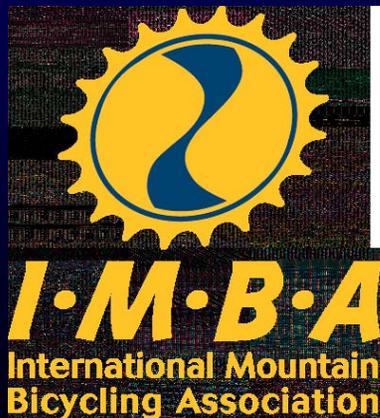
LONGLIVELONGRIDES



I·M·B·A

International Mountain Biking Association

IMBA Mission Statement



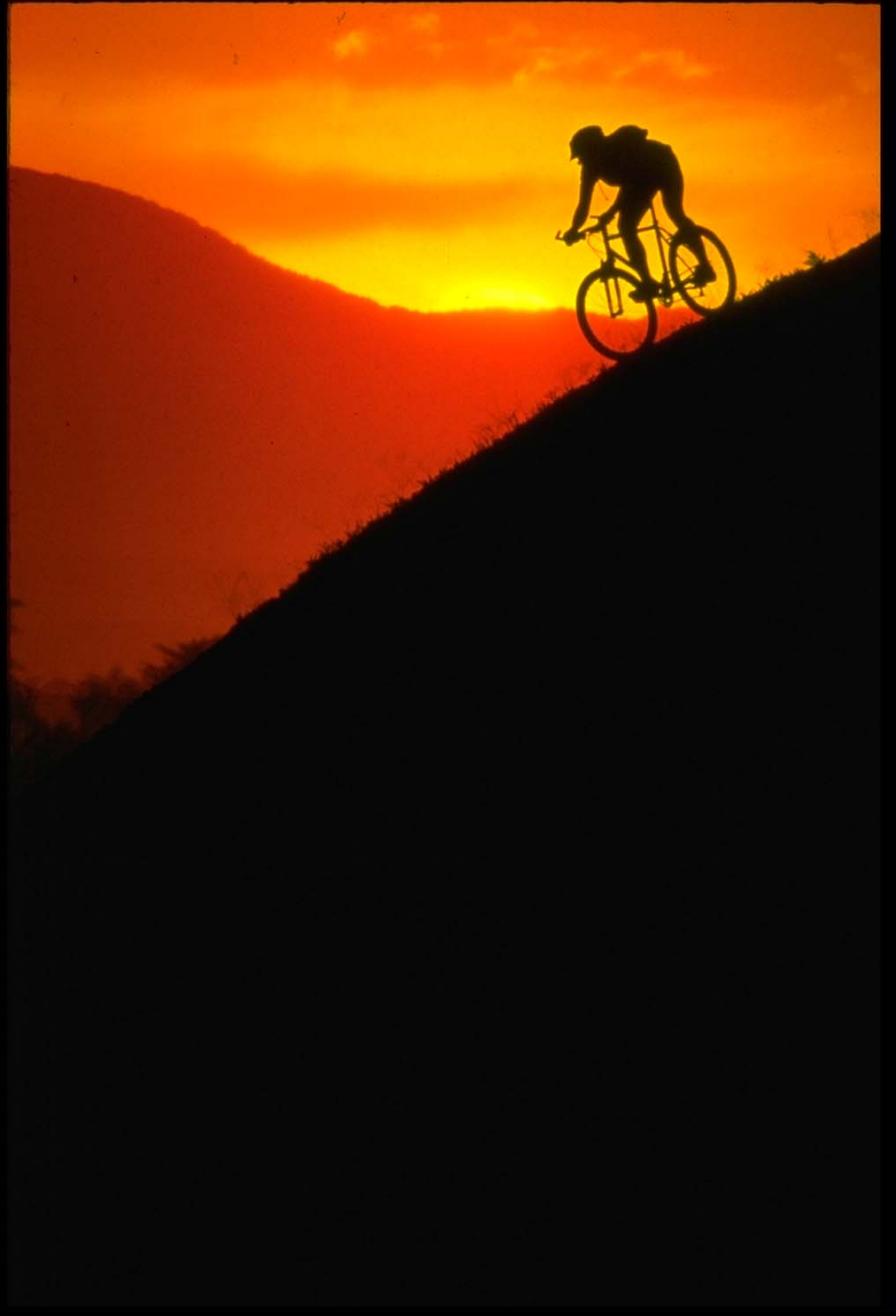
*IMBA creates, enhances, and preserves
trails for mountain bikers worldwide.*

www.imba.com

IMBA by the Number

S

www.imba.com

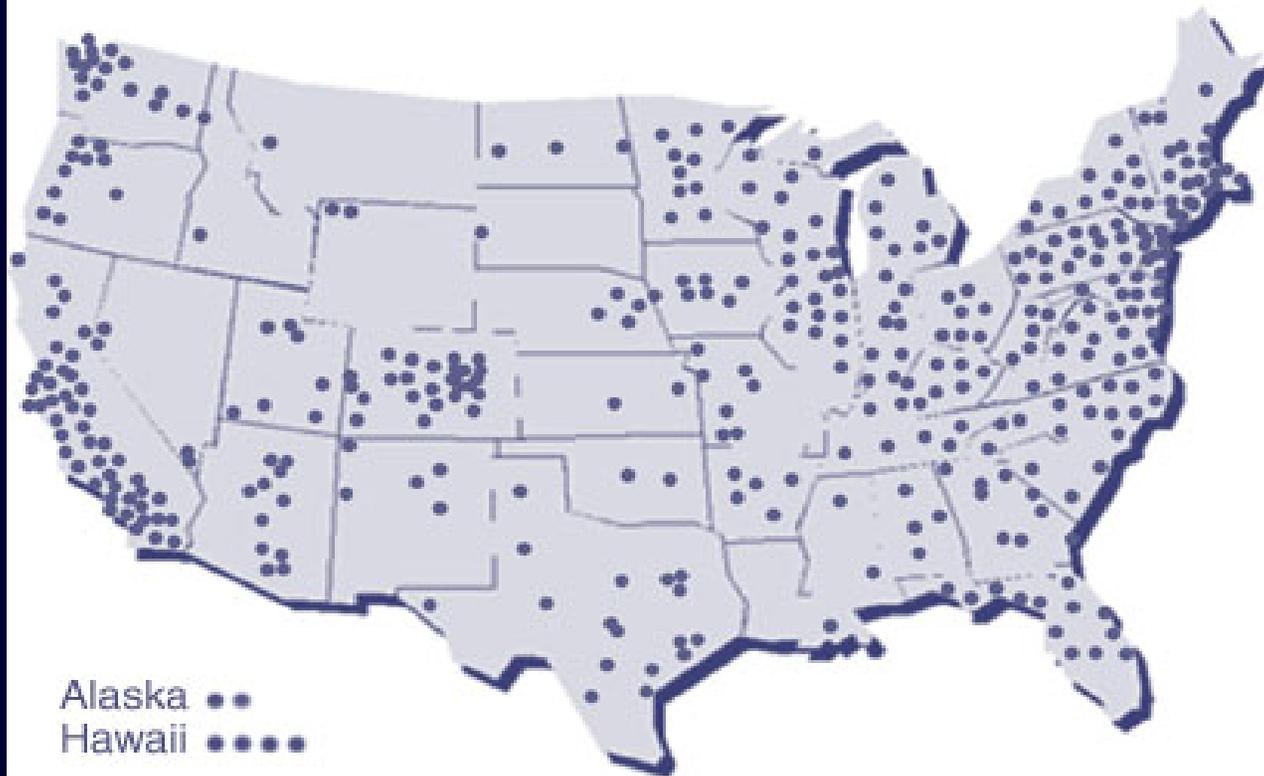


32,000 Individual Supporters



500 Clubs

IMBA-Affiliated Clubs



IMBA by the #'s

- 75 designated lead IMBA representatives
- 140 corporate partners
- 250 bike shop members



QuickTime™ and a
Photo CD Decompressor
are needed to use this picture

One Million Volunteer Hours

5,000
Miles of
New Trail
Opened



IMBA 101

- Founded in 1988 in California
- Represented in All 50 States, U.K., Canada, Australia, Italy, and 12 other countries
- Headquarters in Boulder, Colorado



IMBA Staff - 22 strong



National Voice of Mountain Biking

IMBA in Washington, D.C.

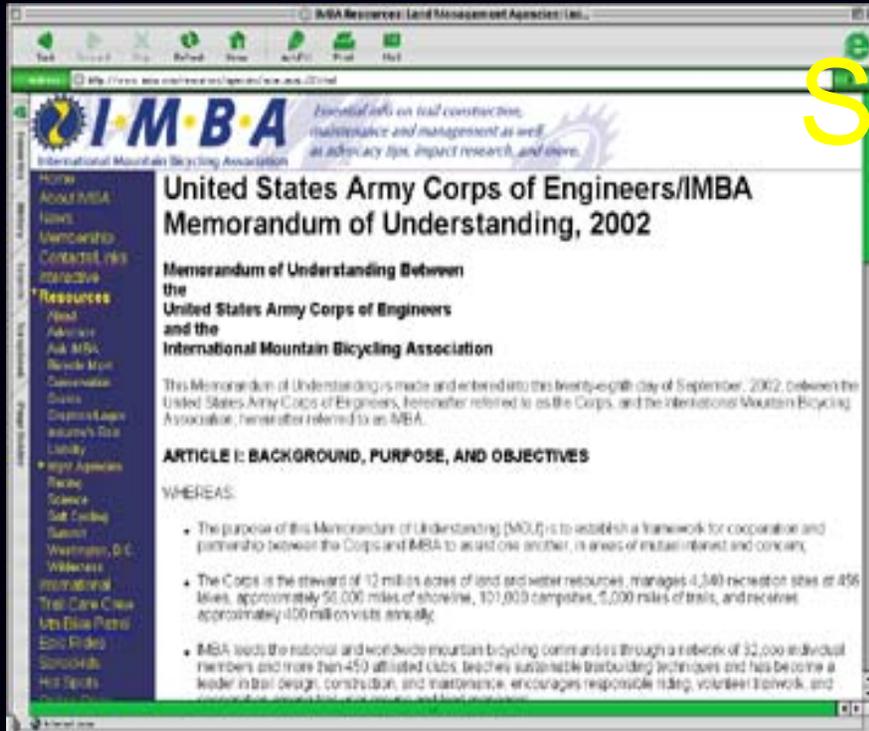
- Lobbying
- Legal Representation
- Federal Agencies

IMBA's Federal Partners

- Army Corps of Engineers
- Bureau of Land Management
- U.S.D.A. Forest Service
- NPS - Rivers & Trails



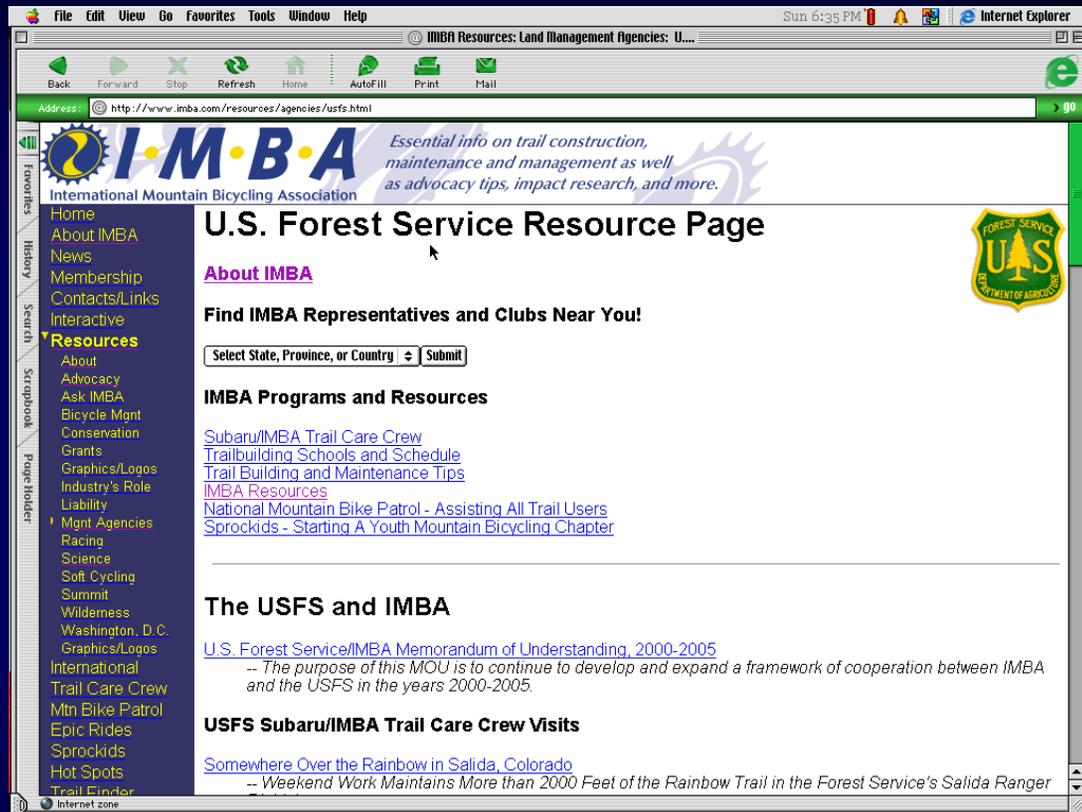
Signing Ceremony Anacostia Park Washington, D.C



Visit our Website: imba.com

Agency Staff Web Resource Pages

- Army Corps of Engineers (**USACE**)
- Bureau of Land Management (**BLM**)
- U.S.D.A. Forest Service (**USFS**)
- NPS - Rivers & Trails (**RTCA**)
- Bureau of Reclamation (**BOR**)



<http://www.imba.com/resources/agencies/usfs.html>

Who are You?

- U.S. Forest Service
- Bureau of Land Management
- U.S. Army Corps of Engineers
- National Park Service
- Fish and Wildlife
- Bureau of Reclamation
- Partner Organizations

Who Mountain Bikes?

(Enthusiast)

- Male (69%)
- 29.5 (Median Age)
- Unmarried (63%)
- No children (60 %)
- Caucasian (77%)
- \$62,000 Household Income (Average)
- Crossover Sports: Road Cycling (84.3%),
Walking for Exercise (81.4%) Hiking
(56.8%)

Outdoor Industry Association 2001 Participation Study

www.imba.com

IMBA Member Profile

- Male (86%)
- 37 years old (Median)
- 71% college or post-graduate degree
- \$62,000 Household Income (Median)
- \$75,000 + Household Income (33%)

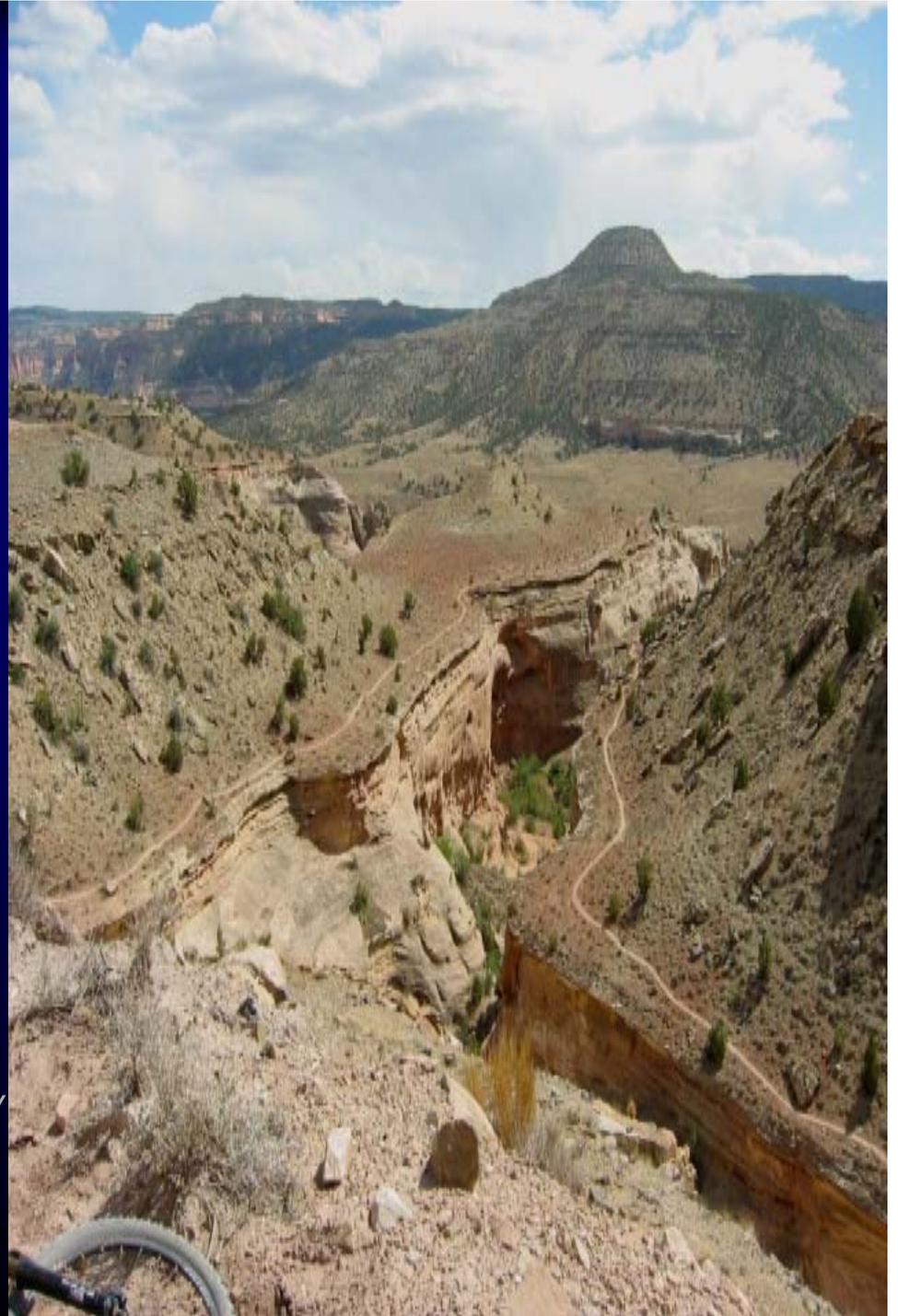
Sept. 2000 online survey, 2,175 surveyed, 33 % responded

www.imba.com

2001 Mountain Bike Stats

- 46 million people participated in singletrack mountain biking
- 7.5 million consider themselves enthusiasts
- Singletrack riding participation up 22.3%
- Female singletrack riding participation up 42.4 %

Outdoor Industry Association 2001 Participation Study



Trail-Based Outdoor Recreation Participation

In millions

Hiking	75.9
Singletrack Bicycling	46.0
Wide Dirt Bicycling	43.7
Trail Running	40.2
Backpacking	15.7
Cross Country Skiing	12.5
Snowshoeing	5.4

Outdoor Industry Association 2001 Participation Study

IMBA Programs

- Subaru/IMBA Trail Care Crew
- National Mountain Bike Patrol
- Hot Spots
- Epics
- Trail Solutions



Subaru/IMBA Trail Care Crews



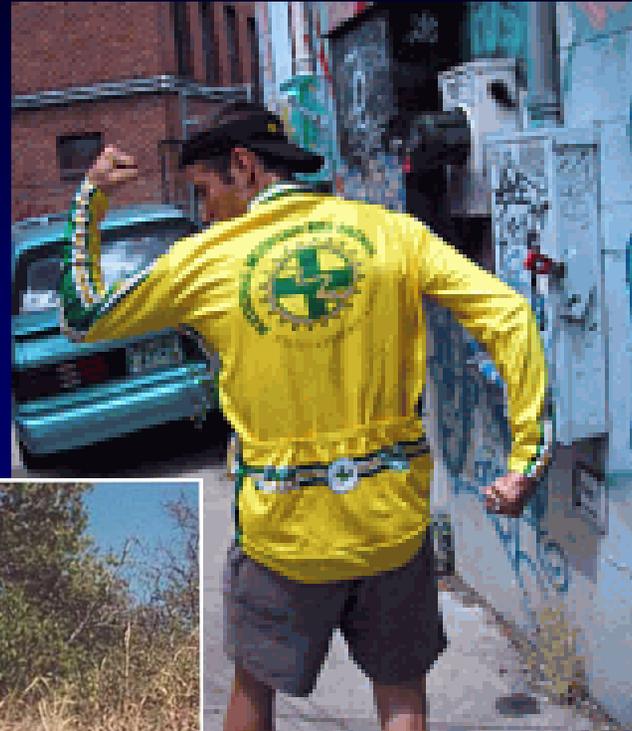


IMBA Trailbuilding Schools



100 Schools in 2003

National Mountain Bike Patrol



75 IMBA
Patrols



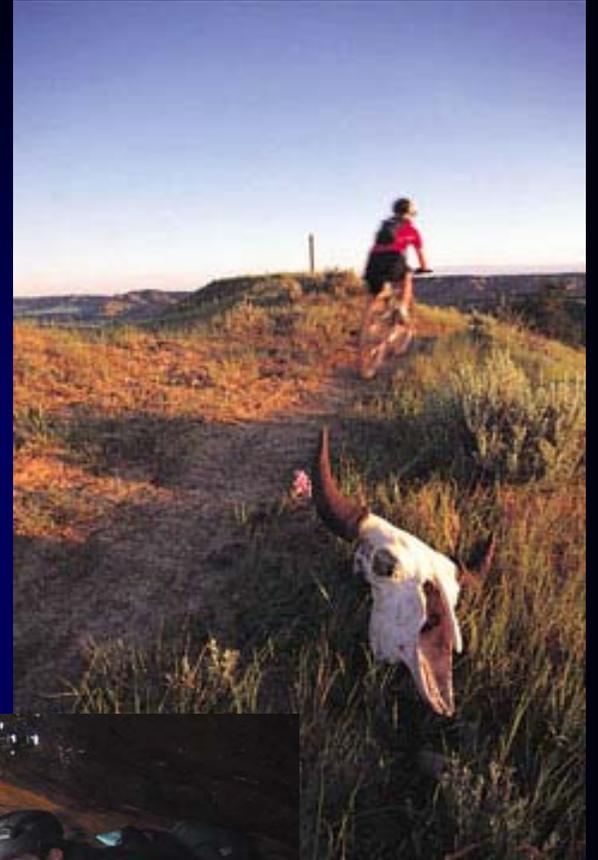
IMBA Hot Spots: Urban Trails Campaign

- Seattle
- San Francisco Bay Area
- Cleveland
- New York
- Houston
- Minneapolis/St. Paul
- Chicago
- Sacramento

com



IMBA Epics



IMBA Trail Solutions



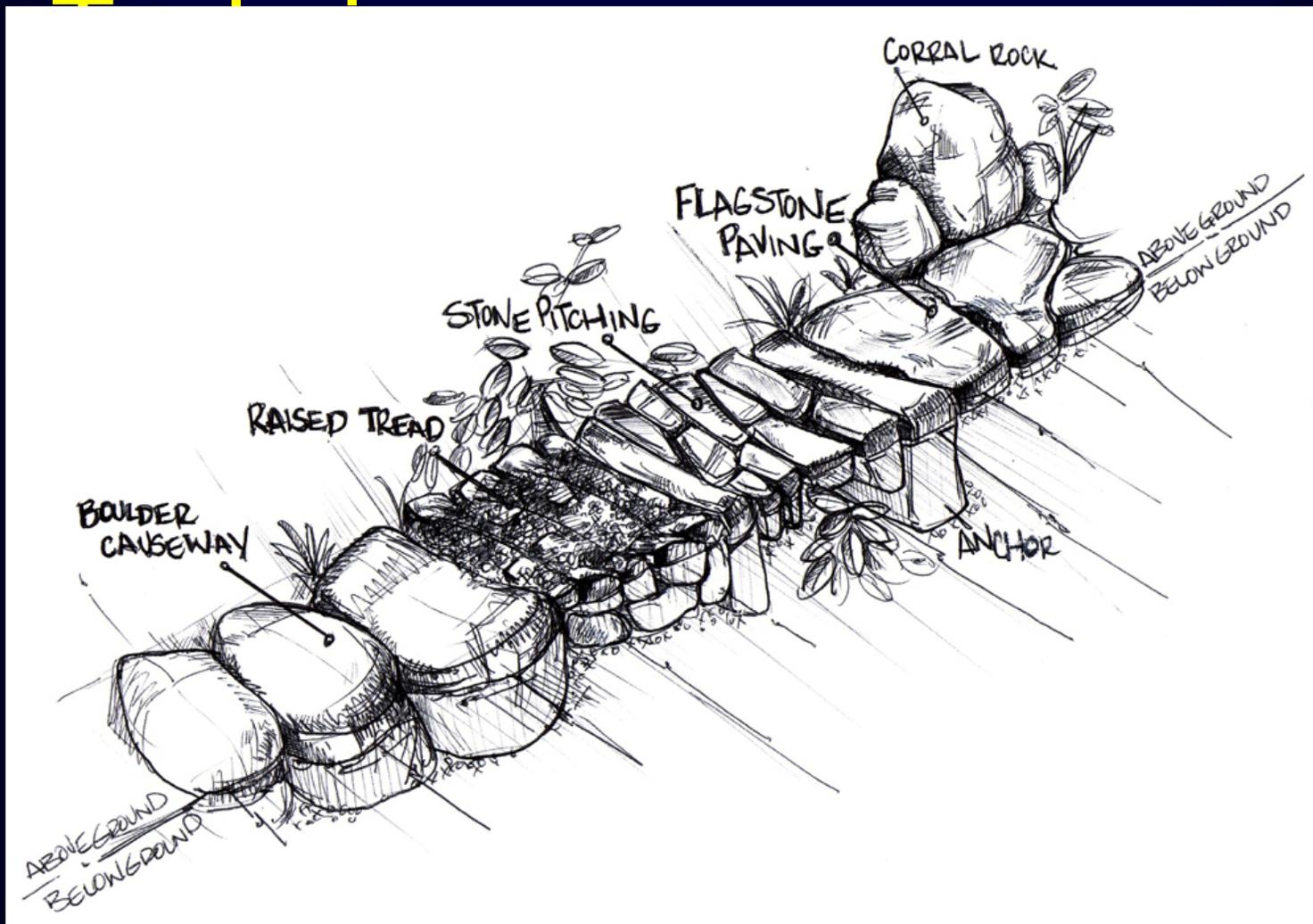
IMBA Trail Experts For Hire

- Trail Consulting
- Trail Design
- Trail Construction

2003 Accomplishments

- 25 projects
- Eight states
- Federal agency clients

New Trailbuilding



Who Built This Trail ?



Menzie 4000 Spider Excavator



Cash and Prizes Round

Well, maybe just prizes...

Why IMBA and Mountain Bicycling?

- World's largest mountain bicycling advocacy group
- Powerful grassroots connections: 500 affiliated clubs, 32,000 individual members
- Members and clubs in all 50 states, strongest near cities
- 1,000,000 hours of volunteer trailwork annually
- Stellar track record of federal agency partnerships
- Experts in sustainable trailbuilding
- IMBA specializes in uniting trail users and communities behind trail projects
- Mountain bicyclists work with land managers to help accomplish agency goals
- Trails encourage recreation and help combat societal trend toward obesity
- IMBA helps communities develop trails tourism

Why IMBA and Mountain Bicycling?

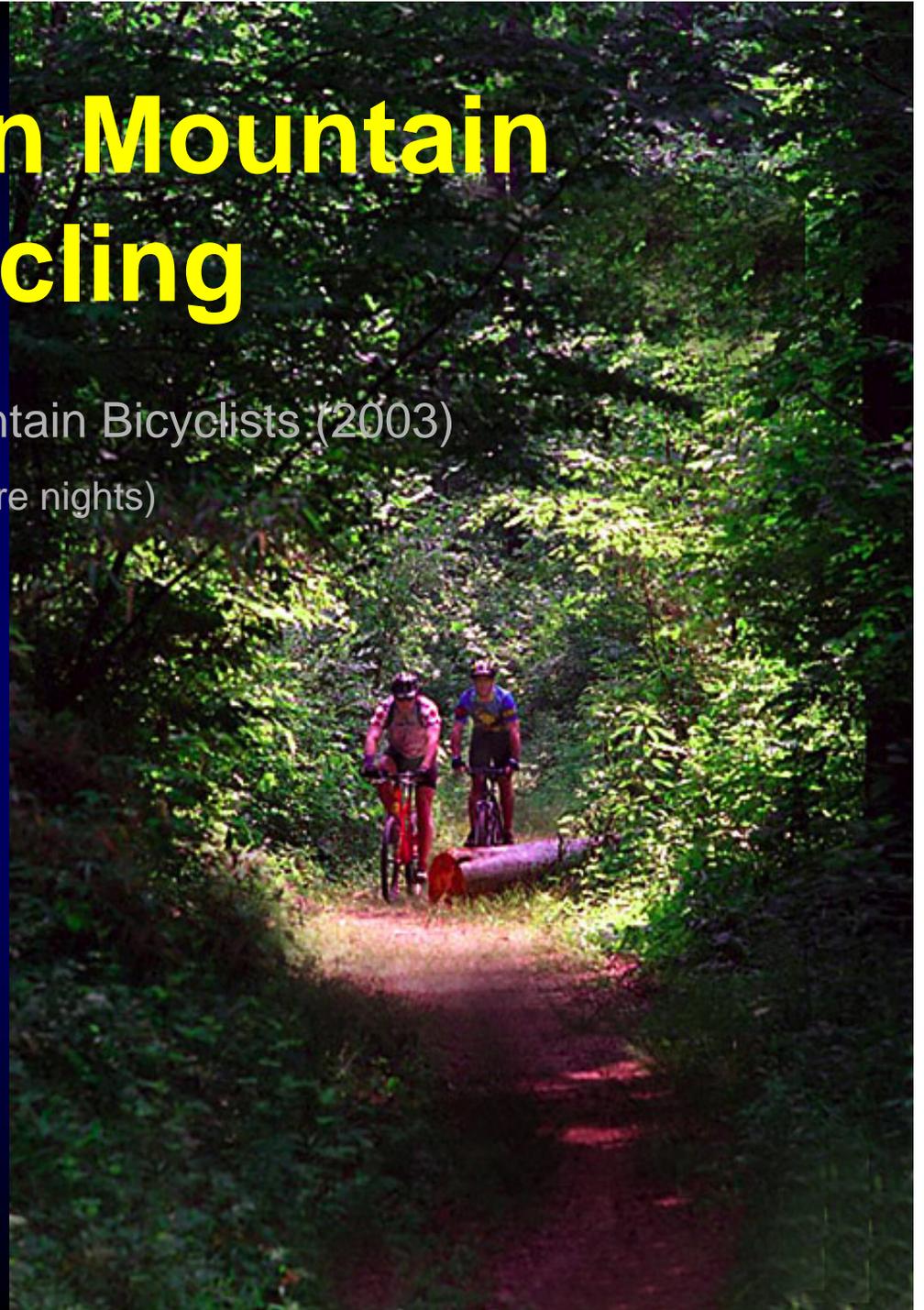
- 46 million mountain bike participants (OIA)
- Generation Y = 60 million kids in High School
 - Recreation oriented
 - Have money, want to spend it

Destination Mountain Bicycling

Travel Patterns of Destination Mountain Bicyclists (2003)

- 80% one mountain biking trip (1 or more nights)
- 4.6 nights average length of stay
- 45% prefer to camp
- 45% prefer bed and breakfasts, inns
- 8% hotels

- #1 variety and difficulty of terrain
- #2 number of trail miles
- #3 scenery
- #4 reputation



Growth of Mountain Biking

- 1983 ownership - 200,000 mountain bikes
- 2000 ownership - 30 million (BIA)
- 32% of total bicycle market (not including rentals, repairs, accessories, tourism)
- 6,000 bike shops



Mountain Bikes Sell ...

EX model shown. © 2007 American Honda Motor Co., Inc. Honda, the Honda logo and Element are trademarks of American Honda Motor Co., Inc.



Bike-size vertical space. The new Honda Element. Go with it.



no boundaries all-new ford explorer sport trac



Recommended equipment:
all-new Explorer Sport Trac.
Scratch-resistant, rustproof cargo area
with an available extendable Cargo Cage -
take your local bike shop with you.
Power rear window keeps the air flowing
and access to the back easy. Insulated,
washable rubber flooring with pullout
Berber floor mats, in case the trail wins.

NO BOUNDARIES
FORD OUTRITTERS

Outfitters you wish the most fascinating sport utility vehicles on earth. Where is the place you do you get here? Find out at www.fordoutfitters.com



excursion

explorer

explorer sport trac

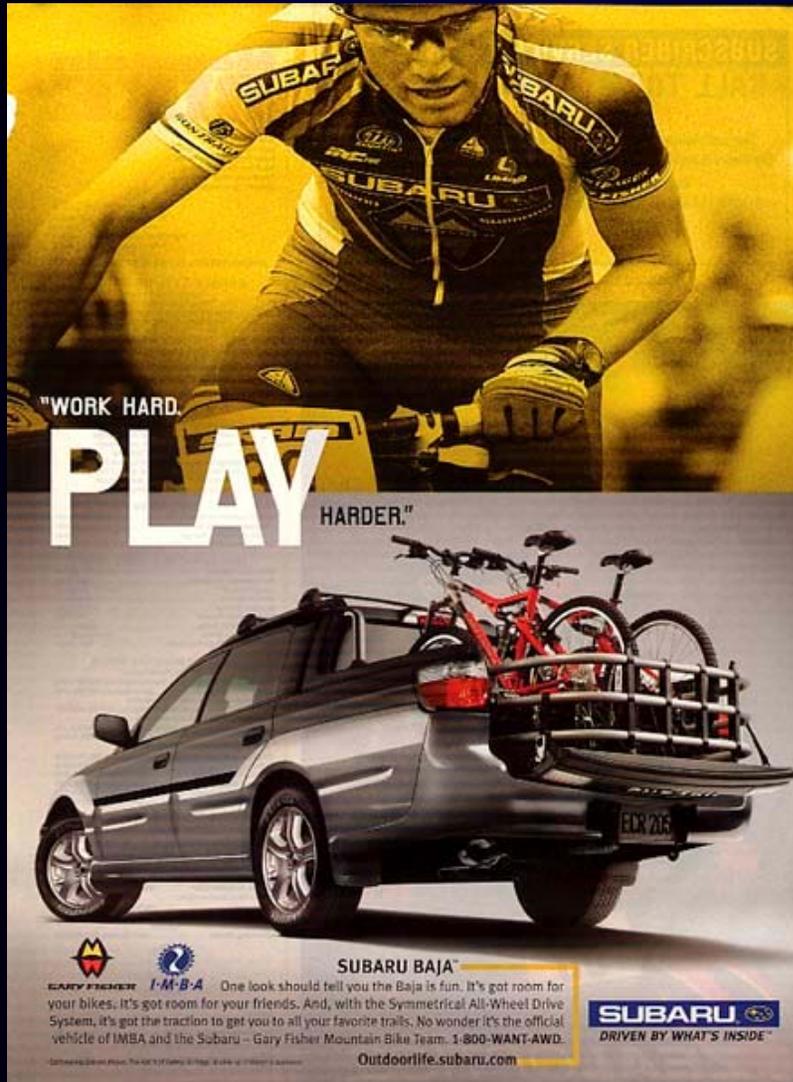
escape

expedition

explorer sport

coming next, too

Mountain Bikes Sell ...



"WORK HARD.
PLAY HARDER."

GARY FISHER **I-M-B-A** **SUBARU BAJA**
One look should tell you the Baja is fun. It's got room for your bikes, it's got room for your friends. And, with the Symmetrical All-Wheel Drive System, it's got the traction to get you to all your favorite trails. No wonder it's the official vehicle of IMBA and the Subaru - Gary Fisher Mountain Bike Team. 1-800-WANT-AWD.

SUBARU
DRIVEN BY WHAT'S INSIDE™

[Outdoorlife.subaru.com](http://www.outdoorlife.subaru.com)

- Cars
- Travel
- Adventure
- Lifestyle
- Your Community

Benefits of Trails & Recreation



- Human-Powered Recreation National Retail Sales =18.4 Billion Dollars (OIA 2001)
- “Walking and biking trails” ranked third among 39 features identified by homebuyers as crucial factors in their home-purchasing decisions. (American Lives 1995)
- A Seattle study found that homes near trails sold for 6% more than the average home in the same area. (Seattle Engineering 1987)

Mountain Bicyclists Spend Money

- Food
- Gas
- Lodging
- Bike and outdoor shops



Moab, Utah (1994 Study)

- \$197-205 per trip
- Slickrock Trail value \$8.4 to \$8.7 million
- Avg. length of stay = 4 days



Mountain Bike Tourism: Success Stories

- International
- Urban Fringe
- Non-urban/ Rural
- Ski Resorts
- 13 Tips to Position Your Area for Mountain Bike Tourism

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Mountain Bike Tourism: Success Stories

International

- Whistler, Canada
- Coed y Brenin, Wales
- Scotland
- Italy
- Australia

Whistler, British Columbia



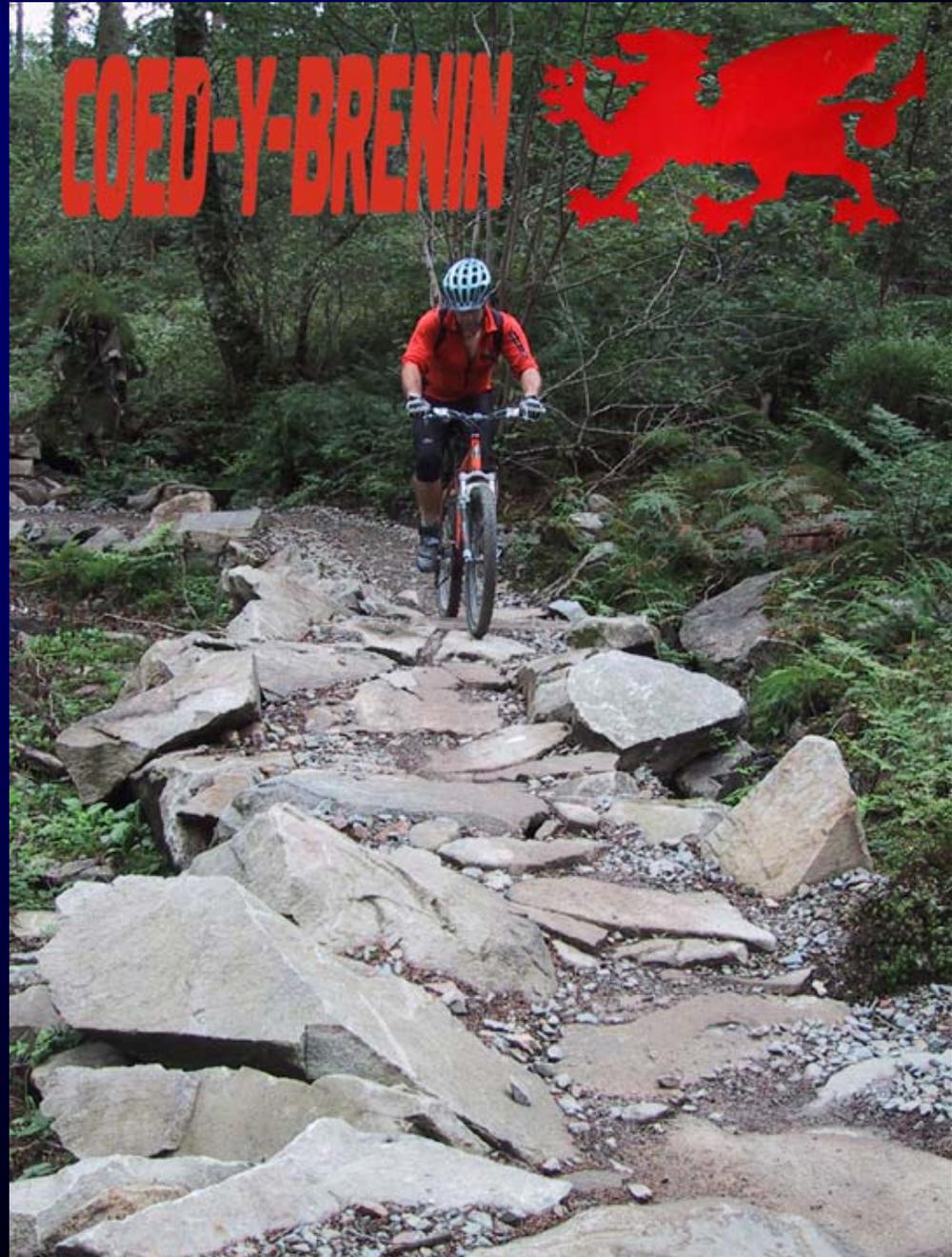
Coed y Brenin, Wales



Welsh Mountain Bike Initiative

visitor numbers

- 1994 : 13,980
- 1995 : 17,835
- 1996 : 35,590
- 1997 : 55,726
- 1998 : 72,802
- 1999 : 119,437
- **2002 : 150,000!**



Welsh Mountain Bike Initiative



- 2 days average stay
- £40 average daily expenditure
- 61% staying locally
- £5,000,000 annual local economic impact
- **Goal: 3% of Welsh GNP by 2005**

Welsh Mountain Bike Initiative



- Gwydyr
- Coed y Brenin
- Nant yr Arian
- Afan Argoed
- Cwm Carn

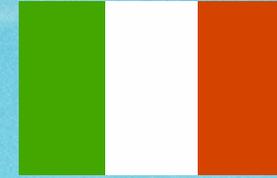
Scotland





Australia, 500 mile Mawson Trail

Italy Bike Hotels



File Edit View Go Favorites Tools Window Help Sun 7:46 PM Internet Explorer

hotel italia, alberghi, ciclismo, cicloturismo

Address: http://www.italybikehotels.it/index.jsp

www.italybikehotels.it

ITALY BIKE HOTELS

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Hotels **Benvenuti sul sito Italy Bike Hotels** **News**

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I.B.H.
Viale Dante, 12R

Internet zone

Novembre 2003 BENVENUTO SUL SITO ITALY BIKE HOTELS

CON ITALY BIKE HOTELS... UN AUTUNNO DA SOGNO

In Italia 55 hotel presenti in 10 regioni italiane hanno deciso di aderire alla prima catena alberghiera italiana per cicloturisti, formando con successo l'Italy Bike Hotels.

Alcuni albergatori del gruppo titolano i piatti del menù al campione Coppi o Bartali altri titolano i pacchetti turistici Maglia Rosa o Giro d'Italia, tutti comunque offrono nel proprio hotel un servizio ad hoc per gli appassionati delle due ruote. Il cicloturista trova nelle strutture un'officina per le biciclette e un deposito sicuro ma anche altri servizi, come convenzioni con officine specializzate e negozi di articoli sportivi, un angolo fitness e massaggiatore sportivo, assistenza e informazione su tutti i percorsi e gli itinerari della zona con descrizioni tecniche dei percorsi e con traduzioni in varie lingue, un servizio di ristorazione speciale con menu tutto sportivo studiato nella scelta degli alimenti.

Italy Bike Hotels è dunque la risposta adeguata per chi ha fatto della bici da strada o la mountain bike la propria passione anche in vacanza al mare sul lago o in montagna...ma sempre a ruota libera!!! Tutti coloro che desiderano avere maggiori informazioni in merito a tutte le strutture ricettive presenti nel gruppo consigliamo di visitare il sito web : www.italybikehotels.it oppure contattare direttamente l'ufficio commerciale telefonando al numero 0541.307531.

News

- Mondiali di ciclismo 2004
- CALENDARIO GARE 2004 CAT. DONNE JUNIORS
- CALENDARIO GARE 2004 UNDER 21
- Ulrich ancora Bianchi
- Come Cani da Tartufo in MTB
- Ciclismo Strada
- ATTIVITA'
- CICLOGROSSI 2003/2004
- SETTIMANA TRICOLORI 2004
- 1° FESTIVAL DEL CICLOTURISMO
- 1° FESTIVAL DEL CICLOTURISMO
- Gli appuntamenti dell'87° Giro d'Italia
- Cronoscalata del Montjuich a Gutierrez
- La Regione del Veneto corre i Mondiali di Ciclismo '04
- Settore Fuoristrada
- Struttura Amatori
- Puglia
- Toscana
- Emilia Romagna
- Veneto
- Lombardia
- Piemonte
- Gare nazionali del

Mountain Bike Tourism: Success Stories

- International
- Urban Fringe
- Non-urban/ Rural
- Ski Resorts
- 13 Tips to Position Your Area for Mountain Bike Tourism

Mountain Bike Tourism: Success Stories

Urban Fringe

- Kansas City
- Boston
- Charlotte
- Miami
- Denver
- Reno

*“7 of 10 fastest
growing big cities
in the country
border large
accessible public
lands.”*

- USA Today April, 2001

Kansas City

Metro Trails

13 Parks

120 Miles of Trail

8 Land Managers:

3 Cities

3 Counties

2 States

U. S. Army Corps

50-100 more miles

planned



Boston

Mountain Biking
Boston Trail
Guide
lists 45 area
singletrack trails
within a 60 mile
radius of Boston.



Charlotte

A mountain biker wearing a blue helmet, a white and red jersey, and black shorts is riding a red mountain bike on a dirt trail. The trail is surrounded by large, grey rocks and dense green foliage. The background shows a forest of tall, thin trees with green leaves. The overall scene is a lush, natural setting.

With 35 miles of singletrack trails in 6 different park systems, all Charlotte residents are within 10 miles of a trail system.

Miami

Bicycle Skills Parks, approved by county risk management, draw thousands of visitors per month.



Denver



- 3,000,000 visitors, including mountain bikers, share 250 miles of multi-use trail
- \$150,000 of volunteer time donated per year

Reno



Reno

- \$3.5-\$3.8 million eco tourism
- 80% cycling related



Mountain Bike Tourism: Success Stories

- International
- Urban Fringe
- **Non-urban/ Rural**
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Mountain Bike Tourism: Success Stories

Non Urban/ Rural

- State of West Virginia
- Medora, North Dakota
- Blue Marsh Lake, Pennsylvania
- St. George, Utah
- Durango, Colorado
- Syllamo, Arkansas
- Adirondacks, New York
- Fruita, Colorado
- W. Kerr Scott Lake, North Carolina
- Rapelje, Montana
- Tsali, North Carolina
- State of Oklahoma
- Sedona, Arizona
- Chequamegon, Wisconsin
- Canyonlands, Utah

Medora, North Dakota



**CRYBABIES, MAMA'S BOYS
AND FU-FU GIRLS
NEED NOT ATTEND.**



THE MAAH DAAH HEY TRAIL.

THEY AIN'T NO PLACE FOR WIMPS. THE MAAH DAAH HEY CHALLENGES YOU WITH 100 MILES OF SINGLE TRACK THAT WINDS THROUGH THE REMOTE AND RUGGED NORTH DAKOTA BADLANDS. IT'S BIG COUNTRY, BIG VIEWS AND DEFINITELY BIG NEWS.

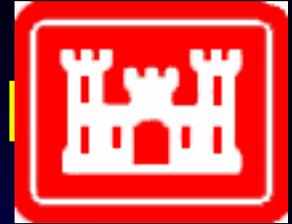
CHECK IT OUT.

NORTH DAKOTA
DISCOVER THE SPIRIT!

North Dakota's Badlands 800-435-5663 or maahdaahhey.com



Blue Marsh Lake, Pennsylvania



www.tmba.com

St. George, Utah



Durango, Colorado

Trails 2000



Rim Trail System Durango, Colorado

Call Bill Manning
(970)-259-4682

TELEGRAPH Trail System
in Horse Gulch

Campus Loop 2.9mi

Fort Lewis College

down DURANGO town

Enjoy the Trails!

We build them for all of us.

Please join Trails 2000 -- help us with our mission, to build and fix trails. Working on trails is fun -- good people always show to lend a hand! We are a grassroots, non-profit organization of trail enthusiasts. Each member contributes to group effectiveness. All receive newsletters. We keep our minimum dues low enabling anyone to join. Money from members helps with project costs. We coordinate and sponsor volunteer efforts. Become a member, volunteer to make our trails better.

Please Help
JOIN US

TRAILS 2000 ANNUAL MEMBERSHIP

Send your check, plus your name(s), mailing address, and phone number(s) to:

Trails 2000, PO Box 3868, Durango, CO 81302

MINIMUM DUES

- Student - \$6
- Individual - \$10
- Family - \$15
- Group, Company, Agency - \$20

HOOKED ON TRAILS MEMBERSHIPS

- Supporting - \$50
- Sustaining - \$100
- Associate - \$500
- Other _____



Syllamo, Arkansas



Internet Explorer Sun 7:26 PM

Syllamo Mountain Bike Trail

Address: http://www.fs.fed.us/oof/ozark/recreation/syllamo_bike.html

USDA FOREST SERVICE Forest Service National Links

Ozark-St. Francis National Forests

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 - Blanchard Springs Caverns
 - Cabins
 - Camping/Picnicking Fees
 - Fishing/Hunting
 - Off-Highway Vehicles
 - Rules/Regulations
 - Scenic Byways
 - Special Programs
 - Trails
 - Water Activities
 - Wilderness Areas
- Resources
- Volunteering

Syllamo Mountain Bike Trail

Phase I of the Syllamo Mountain Bike Trail is completed and ready to ride! This phase offers the mountain bike enthusiast 21.3 miles of trail, mostly single track. It consist of three interconnecting loops, which are accessible from the Syllamo Trailhead on Arkansas Highway 5, as well as several locations along Green Mountain Road (see specific locations under trail access which follows).



The trail name dates back to an infamous resident of the area in the early 1800s. A Creek Indian named Syllamo roamed these hills and valleys that were eventually anglicized and named for him -- Syllamore. You might notice all the tributes to Syllamo-Sylamore Creek, the Syllamore Hiking Trail, the Syllamore Horse Trail, the Syllamore Ranger District, and the community of Syllamore.

This is the first phase of a multiple phase project. Funding for Phase II has already been secured and will add an additional 15 miles of trail. The Syllamore District, along with partners, hopes to eventually have a mountain bike trail system that will total approximately 85 miles with several trailheads in strategic locations. The Forest Service's goal is to provide mountain bike trail opportunities that can be enjoyed by all skill levels within one trail system.

Phase I Loops

Internet zone



Adirondacks, New York

Find out how to crank out your own natural smile.
call 1-800-758-0690 or click ForeverAdirondack.com

ADIRONDACK

Lake Champlain • Lake Placid • Whiteface • Schoon Lake

a natural **SMILE**

Coast by lush meadows or climb high ridges. Easy going to hardcore, you'll roll through a grandeur that only the largest wilderness east of the Mississippi can provide. And if grandeur threatens to overwhelm you, there are roadside attractions aplenty to warm a trekker's heart and soul. Just kick back and relax.

The smile will come. Naturally.

forever ADIRONDACK

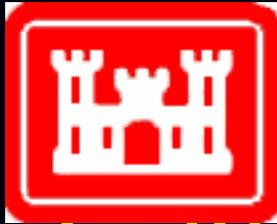
I ♥ NY

The image features a scenic landscape of the Adirondacks with mountains and a lake. In the foreground, a man and a woman are cycling. The man is wearing a bright orange and blue cycling jersey and a white helmet, while the woman is wearing a blue and white cycling jersey and a blue helmet. They are both smiling. The background shows a large mountain range under a cloudy sky. The text is overlaid on the image in various colors and fonts.



Fruita, Colorado





Kerr Scott Lake, North Carolina

Brushy Mountain Cyclists Club



BMCAC
Brushy Mountain Cyclists Club

Dark Mountain
Mountain Bike and Hiking Trails

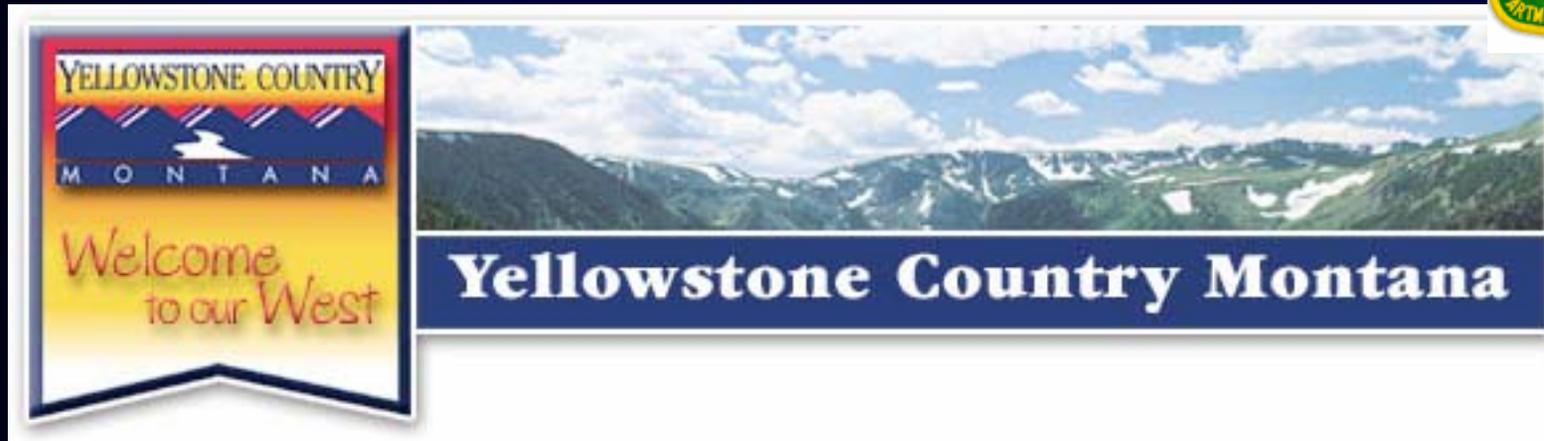
Developed through a partnership with
US Army Corps of Engineers
and Brushy Mountain Cyclist Club

Legend:
 ○ Overlook
 — Core Trail (Double Track)
 — Single Track

No. Name	Difficulty
① Core Trail	Easy Wide with a steep beginning. Moody terrain.
② Ridge Trail	Easy Single track with minor terrain variation.
③ Rhoads Tunnel Loop	Easy Single track with moderate light terrain through Rhoads and Rhoads section.
④ Green Street	Medium Single track traversing a moderate hill.
⑤ Homestead Trail	Medium Single track with one tight hairpin and some heavy steep hills. View of Kerr Dam Creek.
⑥ Snake Loop	Harder Single track with light switchbacks and steep declines.
⑦ Tractor Pull Road	Medium Fatty stone climb or descent.
⑧ Pony Trail	Easy Flat and fun with a few corrals.
⑨ Gateway Trail	Medium Fun flowing single track on moderate terrain.
⑩ Lake Shore Trail	Easy Open, flowing, wide single track. Largest loop.
⑪ Overlook Trail	Medium/Harder Fast on the double track, but mostly tight single track with moderate off-trail descent or steep climb forcing up from the single trail.

9/03

Rapelje, Montana





Tsali Recreation Area,
Nantahala National Forest, N

Oklahoma 50 State Parks



Sedona, Arizona





Chequamegon, Wisconsin

Chequamegon User Study 1997

92% some post-secondary
education

63% repeat visitors

Average length of stay 3.6
days

24,000 cyclists during 1996

44% from Twin Cities

\$27 median daily expenditure

**\$1.1 million total
economic impact**



National Park Service: Success Stories



- At Mammoth Caves National Park, Kentucky, bicyclists have enjoyed nearly 12 miles of singletrack trails since 1999.
- Above the Pacific Ocean at Redwoods National Park, California, bicyclists ride nearly 20 miles of trail including the six-mile Coastal Trail that drops from the hills down to the sea.
- In Canyonlands National Park, nearly 200 miles of rough, desert doubletrack are open to bicyclists.



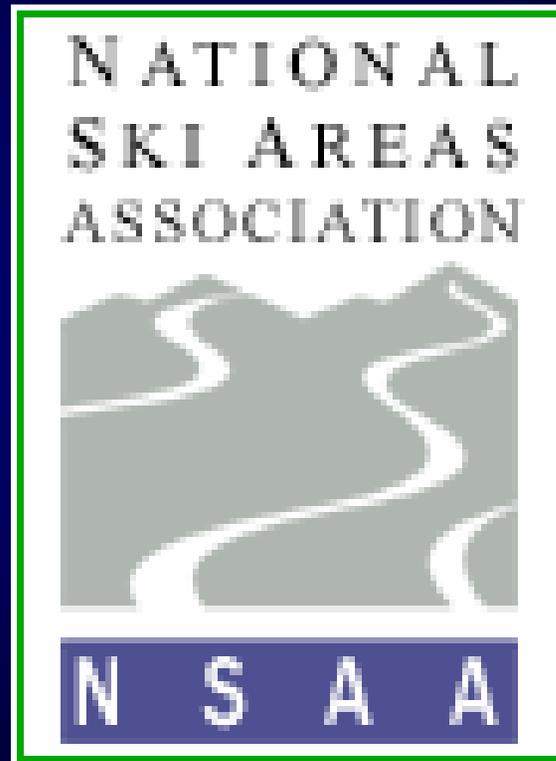
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- Urban Fringe
- Non-urban/ Rural
- **Ski Resorts**
- 13 Tips to Position Your Area for Mountain Bike Tourism

Ski Resorts



- 326 Member Resorts
 - 160 Mountain Bike Trails
 - 85 Lift Operated Access
- Whistler, British Columbia
- Winter Park, Colorado
- Tamarack, Idaho
- Ketchum, Idaho
- Mount Snow, Vermont
- Keystone, Colorado



Tamarack, Idaho



IMBA Trail Solutions

- 10 miles Trail (Phase
- Challenge Park
- Jump Park

Ketchum (Sun Valley), Idaho



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Trails Benefit
the Economy:
Trails = Sales



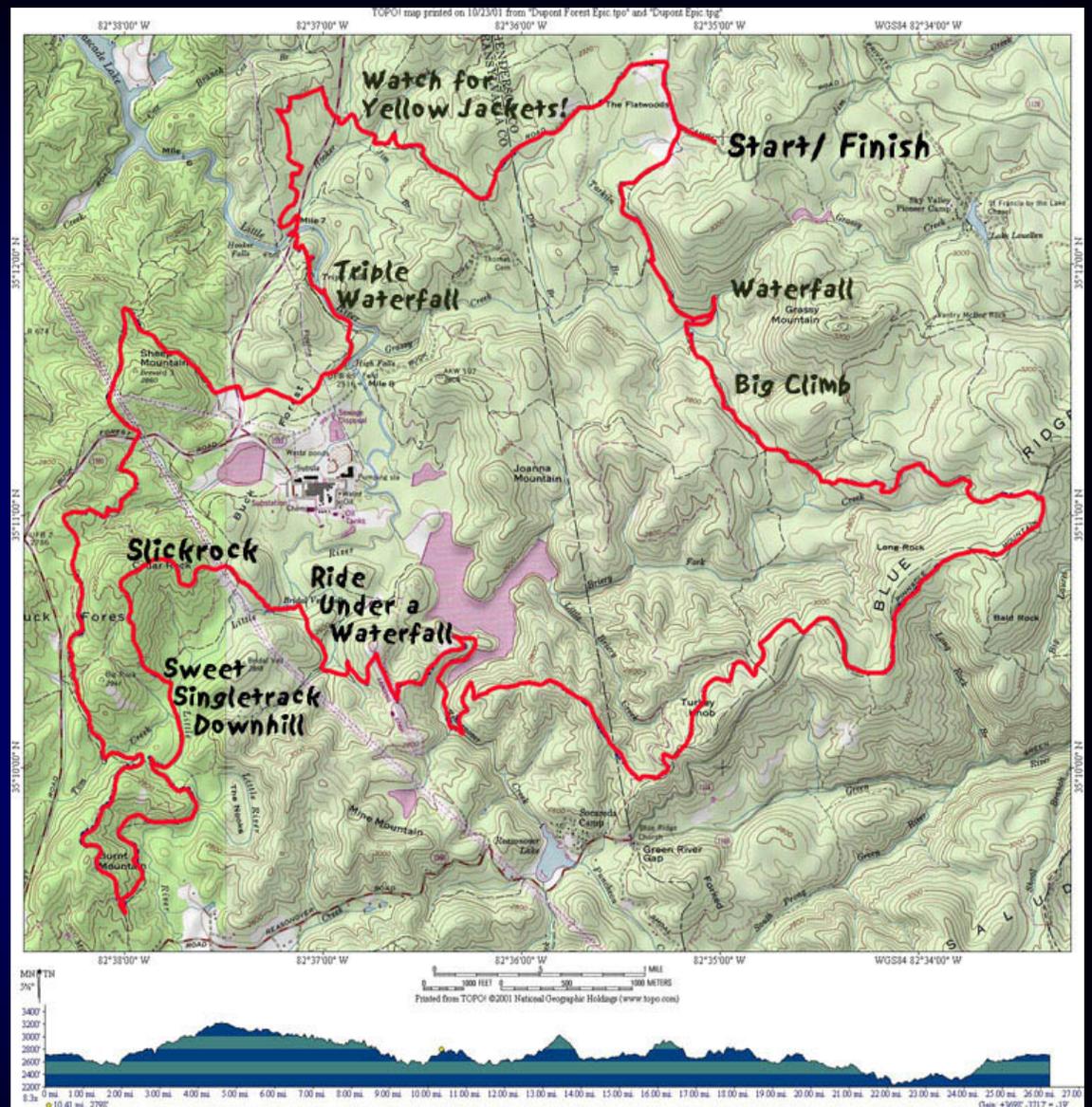
Trails = Sales

13 Tips to Develop Mountain Bike Tourism

1. Create easy-to-understand trail maps.
2. Promote trails for cyclists of all ability levels.
3. Get the community involved, help them understand mountain biking.
4. Showcase the land's natural beauty.
5. Photograph your trails professionally.
6. Woo the media.
7. Advertise area trails.
8. Bike hotels - lodging with the cyclist in mind. (Hut to hut, package deals).
9. Advertise other amenities in the area.
10. Develop sustainable singletrack trails.
11. Sign your trails well.
12. Bike shop support.
13. Quantify your success.

Trails = Sales

1. Create easy-to-understand trail maps.



Trails = Sales

2. Promote trails for cyclists of all ability levels.



Trails = Sales

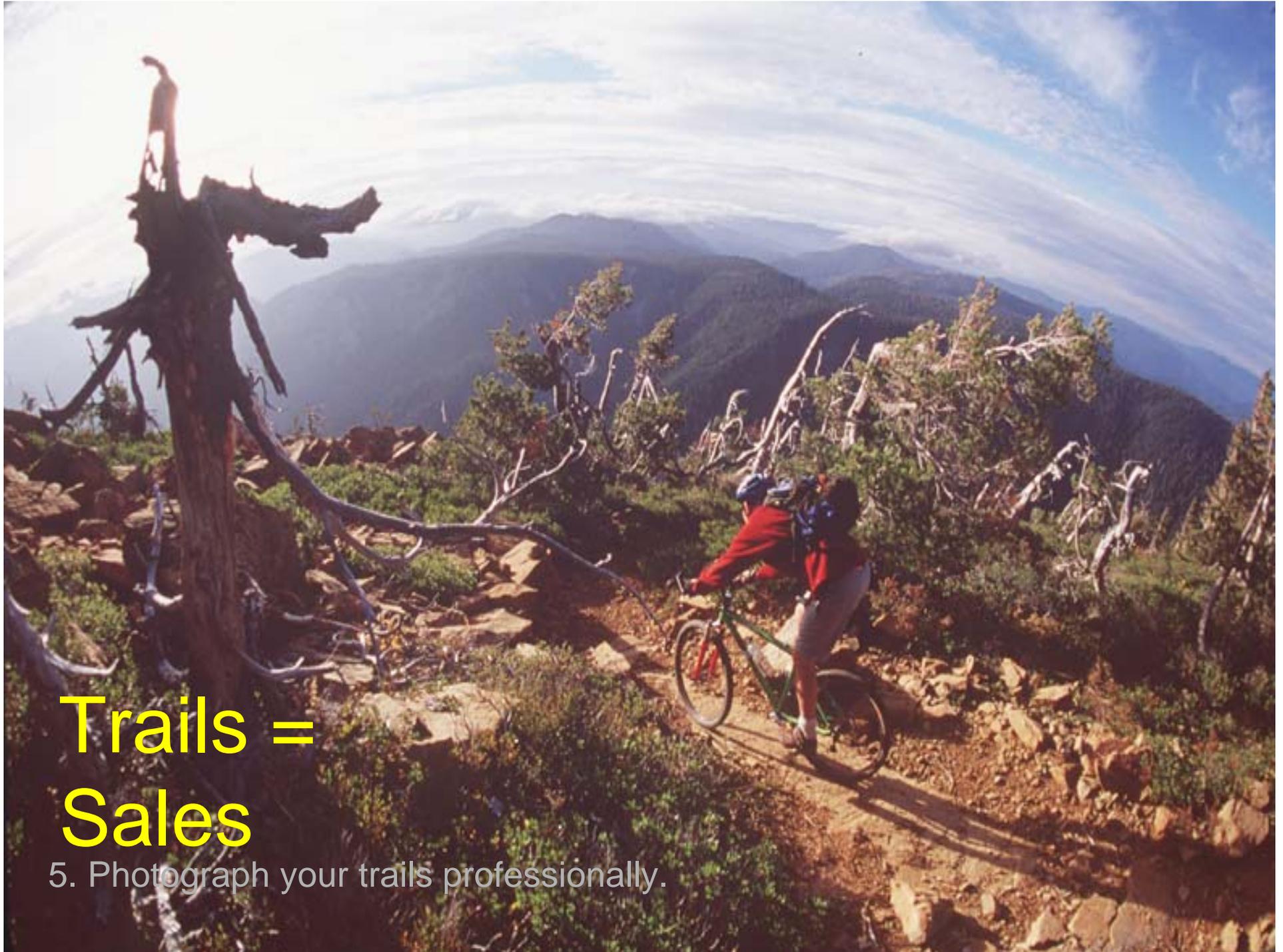
3. Get the community involved, help them understand mountain biking.



Trails = Sales



4. Showcase the land's natural beauty.



Trails = Sales

5. Photograph your trails professionally.

Trails = Sales

6. Advertise

Your Trails

THE BEST PLACE TO RIDE ON EARTH, PERIOD. p. 44



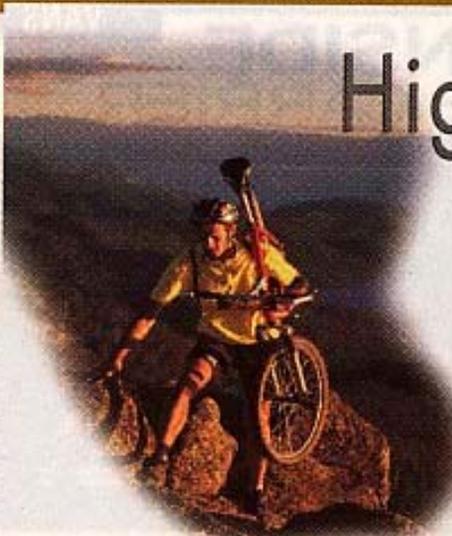
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Higher
air is the lubricant for your mind's next gear.

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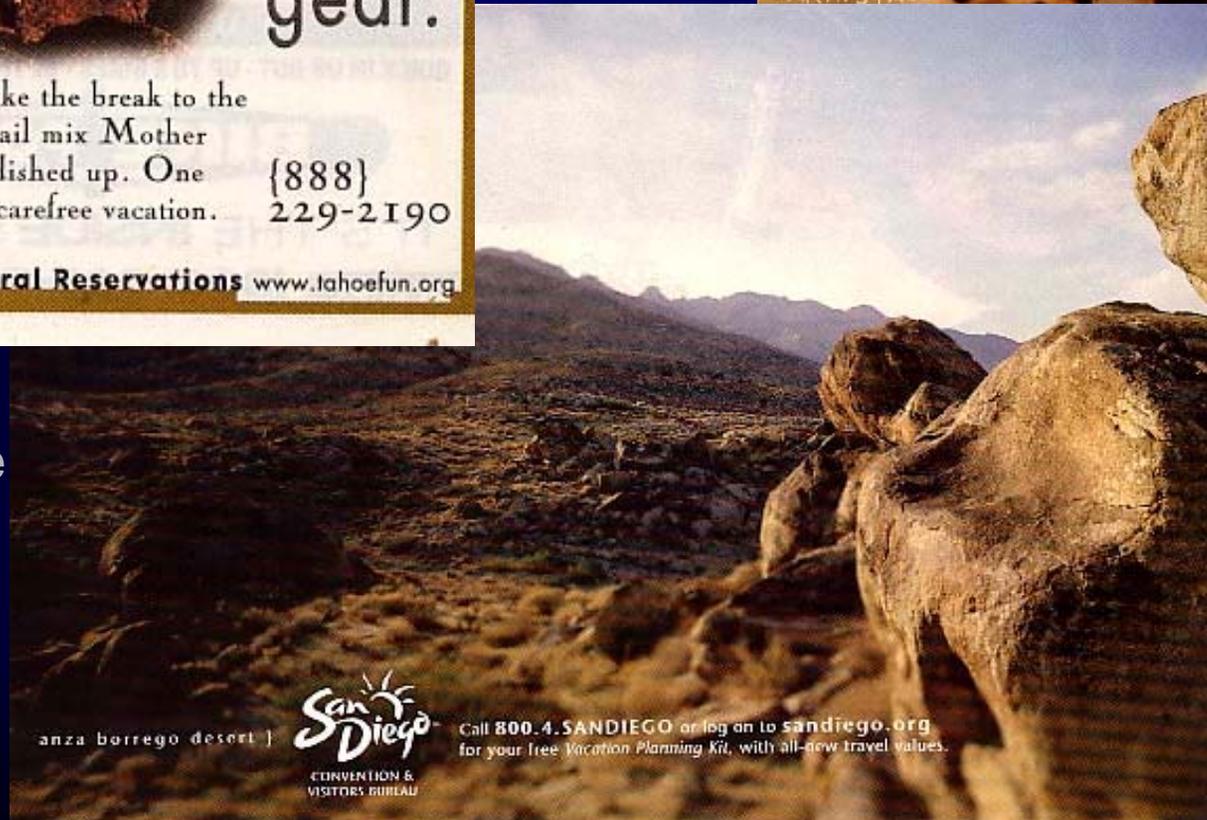


THE NATION'S MIGHTIEST EARTH STAGE

NEVADA
Bring it on.

13 MILES FROM LAS VEGAS

6. Advertise
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7. Woo the media.



photo by Gregg Betonte

24 Hours of Adrenalin™, Vernon, B.C.
Photograph by: Derek Frankowski

Talife Sports International
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www.24hoursofadrenalin.com

The logo for '24 HRS OF ADRENALIN' features the number '24' in a large, bold, orange font, with 'HRS OF' in smaller white text above it, and 'ADRENALIN' in a bold, black font below it, all enclosed in a black oval with a white border.

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8. Bike hotels - lodging with the cyclist in mind. (Hut to hut, hotel to hotel, package deals.)



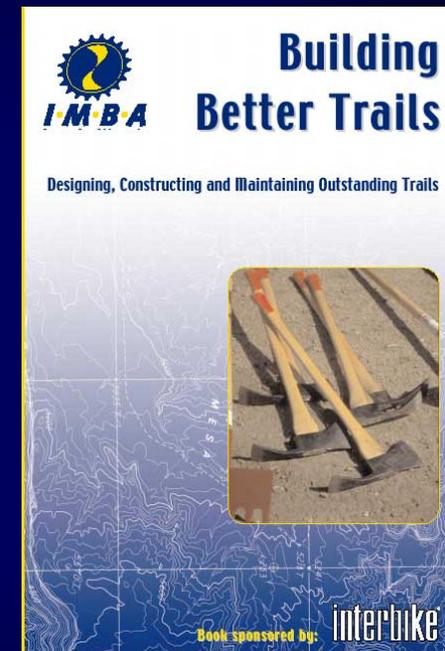
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9. Advertise other amenities in the area.



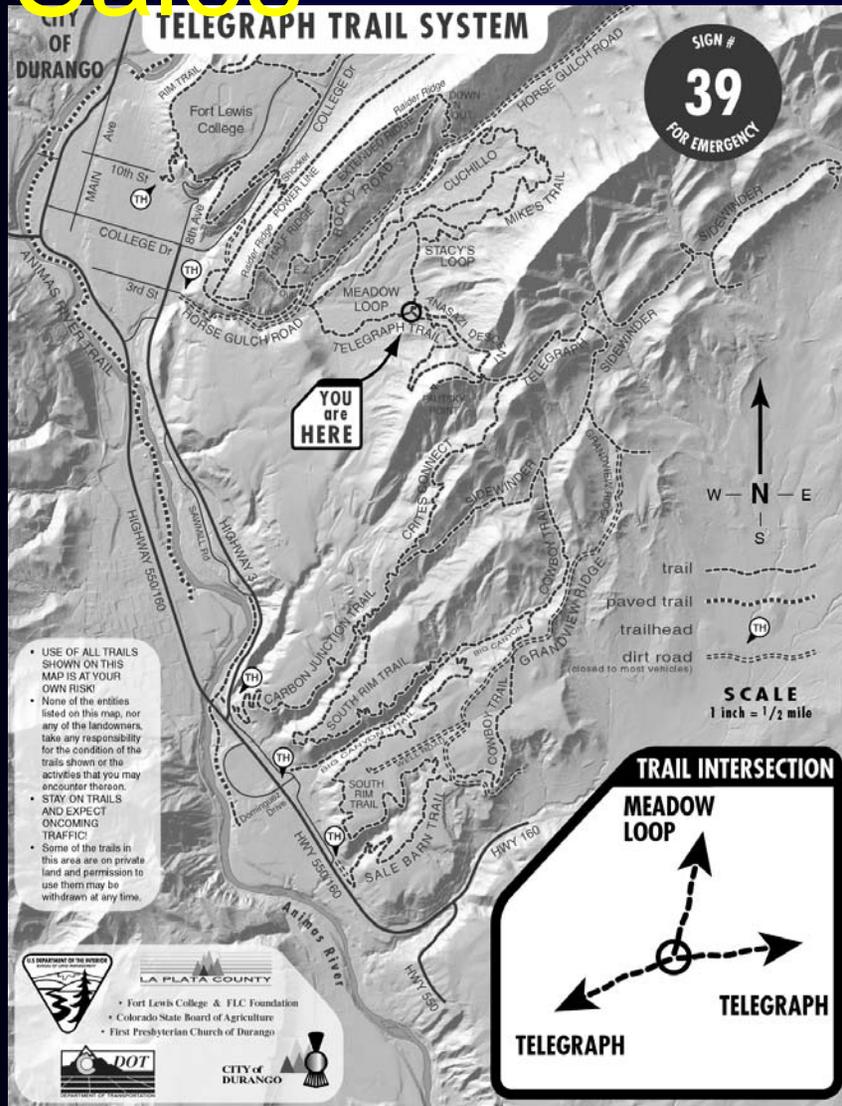
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10. Develop sustainable singletrack trails.



Watch for IMBA's **NEW**
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10. Sign your trails well.



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11. Community Support



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12. Quantify your success.

IMBA.COM RESOURCES

Strategies for Monitoring Tourism in Your Community

--The purpose of this bulletin is to provide ideas for tracking local tourism activity. Arizona Cooperative Extension, University of Arizona, March 1999

Economic Impacts of Protecting Rivers, Trails and Greenway Corridors

-- Rivers, Trails and Conservation Assistance, National Park Service, 1995, Fourth Edition, Revised

The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities

-- National Bicycle and Pedestrian Clearinghouse Technical Brief

LONG LIVE LONG RIDES



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