



## Active Tourism

- ✓ What is it? **Active Tourism** is a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a discovery tour.
- ✓ Active Tourism is low-impact, ecological, socially compatible and high quality and aims to combine recreation, education and bring benefits to both the tourist as well to the visited land.
- ✓ This presentation is going to focus on **Bicycle tourism in Erie County**.



## Types of Bicycle Tourism

- ✓ **Organized**-A large number of cyclists and support crew travel through an area. Participating cyclists and host towns are encouraged to interact. Cyclists support the local economy when they travel through, often setting sales records during the event.
- ✓ **Event/Festival**-A bicycle event or festival draws visitors from out of town. It is not only attended by riders, but also their family and friends, who all require accommodations, food and drinks.
- ✓ **Bike Overnight / Short Form Touring**: Related to long distance self-supported touring are those that go on short-distance bicycle tours because they cannot take off weeks or months at a time. It is also the most accessible to families.
- ✓ **Destination Cycling**: Another form of bicycle tourism is when particular features at a destination attract cyclists to an area.



## This is Important Because...

- ✓ **Bicyclists are potential customers**
- ✓ Onn average they are **well-educated older adults from upper-income households. They typically travel in groups of friends or family members.**
- ✓ They are interested in learning about your community and what makes it unique and in participating in what it has to offer.
- ✓ They like to visit **historic sites and museums, to find unusual shops, to tour wineries and farms, visit art galleries and theaters, explore natural features and engage in other forms of recreation.**



## About Bicyclist....

- ✓ Many bicyclists who tour independently carry a minimum of equipment and pay for lodging in facilities ranging from hostels to hotels and meals in restaurants as they go.
- ✓ Sometimes known as “credit card cyclists” because of their willingness to buy what they need along the way, these cyclists have not been drawn to bicycle tourism because it is inexpensive.
- ✓ Those who take long-distance, multi-day bicycling vacations spend between \$100 and \$300 per day on food, lodging, and other items, with “credit card cyclists” typically near the upper end of this range.
- ✓ Because of their interest in exploring and learning about the places they visit, they are likely to spend more money in communities that have preserved and interpreted elements of their past and their natural setting.



| Mode    | Establishment | Trips per Month | \$ per Trip | \$ per Month | N     |
|---------|---------------|-----------------|-------------|--------------|-------|
| Auto    | Bar           | 1.6             | 25.55       | 40.21        | 88    |
|         | Convenience   | 9.9             | 7.98        | 79.37        | 543   |
|         | Restaurant    | 2.2             | 18.74       | 41.16        | 409   |
|         | Total         | 4.5             | 13.70       | 61.03        | 1,040 |
| Bike    | Bar           | 4.9             | 14.08       | 68.56        | 42    |
|         | Convenience   | 14.5            | 7.30        | 105.66       | 63    |
|         | Restaurant    | 3.5             | 12.08       | 42.52        | 48    |
|         | Total         | 7.1             | 10.66       | 75.66        | 153   |
| Transit | Bar           | 1.8             | 19.54       | 35.35        | 13    |
|         | Convenience   | 10.9            | 6.91        | 75.62        | 53    |
|         | Restaurant    | 3.5             | 11.52       | 40.68        | 36    |
|         | Total         | 5.7             | 10.15       | 58.16        | 102   |
| Walk    | Bar           | 3.1             | 22.17       | 68.42        | 53    |
|         | Convenience   | 12.6            | 6.13        | 77.34        | 254   |
|         | Restaurant    | 2.6             | 16.74       | 43.77        | 131   |
|         | Total         | 5.9             | 11.25       | 66.22        | 438   |
| Total   | Bar           | 2.5             | 21.78       | 53.59        | 196   |
|         | Convenience   | 10.9            | 7.36        | 80.40        | 913   |
|         | Restaurant    | 2.4             | 17.39       | 41.78        | 624   |
|         | Total         | 5.0             | 12.60       | 63.46        | 1,733 |

NOTE: N = number of respondents.

### Bar and Convenience Sector!



So how do I get bicyclist to come? If you build it.... **They will pedal...**



## Encourage Local Government

- ✓ **The best way to attract people who ride bikes** and accrue all of these benefits is by building infrastructure that makes it more attractive for people to ride.
- ✓ **Bicycling and walking projects are labor-intensive.** Bicycling and walking project **create more jobs per dollar than road projects.**
- ✓ **A built-up city can add capacity for new bicyclists much less expensively than new capacity for drivers.**
- ✓ **Locally there is the Erie County Engineers Office, City of Sandusky, City of Huron and City of Vermilion.**



## Spread the Word...Communicate

- ✓ For cyclist **word of mouth is the best method to attract more cyclist** followed by advertising on the **Internet**.
- ✓ By welcoming and serving bicycle tourists today, you are also creating a cadre of promoters who will be a major source of publicity for the trail, your community and your business that will bring even more customers in the future.
- ✓ **Your task is to help give these visitors the experience they are seeking, thereby generating positive word-of-mouth "buzz."**



## And Become a Bike Friendly Establishment

You may want to consider some of the bike friendly features that bicyclist are looking for:

- Provide bicycle parking or storage for over night stays
- Have an area where cyclist can refill their water
- Provide temporary bike locks upon request
- Have a bike maintenance area with tools
- Offer portable snacks and drinks for purchase
- Have an electrical charging area for patrons
- Reward riding such as incentives or discounts
- Offer facilities for bicyclist to use
- Talk to bicyclist-they will let you know
- Work with your adjoining businesses, you may even want to create branded signage promoting your pro-bike businesses



**RIDE YOUR BIKE**  
on Tuesday Nights and  
enjoy 15% off your bill!  
May 12 through Aug 11, 6pm to close



## Be Prepared When They Arrive

As a bike friendly business you may be asked the following questions...be prepared to answer....

- ✓ Where is the nearest bike shop? When is it open? Is there someone who can help with bicycle repair after hours?
- ✓ Where is the nearest ATM?
- ✓ Where can I check my email?
- ✓ What restaurants, snack bars and grocery stores are nearby?
- ✓ What are the lodging/camping options in your community?
- ✓ Are there laundry or shower facilities nearby?
- ✓ Where is the closest hospital or walk-in medical clinic?
- ✓ How do I get back to the trail?



Erie County's economy is widely based on tourism...let's expand it to bikes to help your local community, environment and yourself.



# Major Local Routes

## Back Roads and Beaches Trail

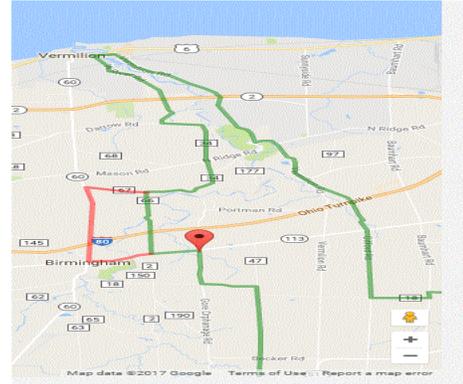
In Erie County it runs along the far eastern portions of the county near Vermilion.

<http://www.visitloraincounty.com/back-roads-and-beaches/>

## North Coast Inland Trail

The trail runs south just under the county line and is accessible near Bellevue.

[https://en.wikipedia.org/wiki/North\\_Coast\\_Inland\\_Trail](https://en.wikipedia.org/wiki/North_Coast_Inland_Trail)



# Major Local Routes/Local Shops

US 50 national bike route-

<https://www.dot.state.oh.us/Divisions/Planning/SPR/bicycle/Pages/USBR-50.aspx>

<http://www.dot.state.oh.us/Divisions/Planning/SPR/bicycle/Pages/Bikeways.aspx>

From Erie County the trail is south towards Dayton, Columbus or Stuebenville. USBR 50 continues through Ohio, traversing 11 counties.



## Local Bike Shops/Rentals:

Bicycle Bill's-Vermilion

Excel-Norwalk

A and B Hobbies-Sandusky

Bike Rental Voogntz Bikes-Sandusky area

Caddy Shack-Kelleys Island



# Resources

## Examples

<https://www.youtube.com/watch?v=NlXpjyhdPoo> New York

<https://www.youtube.com/watch?v=hia8-loBFPI> Tennessee

<https://www.youtube.com/watch?v=WKQGThpk53k> Florida

<https://www.youtube.com/watch?v=rfdjgPKuuyE> Arizona

<https://www.youtube.com/watch?v=zEYlf-d-xGGs> California

<https://www.youtube.com/watch?v=BlooKCp5pHk> Oregon



## Ohio Touring Events/Companies

<https://ohio.bike/bicycle-touring-events/>  
<http://www.bikingbis.com/across-state-bicycle-tours-ohio-oklahoma-oregon-pennsylvania/>

<http://www.buckeyecountryroads.com/index.html>

[http://goba.com/wordpress/?page\\_id=22](http://goba.com/wordpress/?page_id=22)  
[http://www.outdoor-pursuits.org/full\\_service\\_tours.calendar](http://www.outdoor-pursuits.org/full_service_tours.calendar)

## About Bike Friendly Business

- <http://bikeleague.org/content/5-ways-be-more-bike-friendly-business>
- <https://www.livingstreetsalliance.org/2014/07/cyclists-share-bike-friendly-business-ideas-with-owners-of-new-downtown-grocery/>

## Free Ohio bicycle brochures

- <https://www.facebook.com/OhioFindItHere/app/212097992149339/?ref=woobox>



Interested? You may want to take a cue from our neighbors in Cleveland, Ohio

They have an advocacy group Bike Cleveland which assist in promoting bicycling including how to be a bike friendly business.

<http://www.bikecleveland.org/>

The screenshot shows the website for Bike Cleveland. The navigation bar includes links for #ALLDRIVERS, ABOUT, OUR WORK, EVENTS, RESOURCES, GET INVOLVED, SHOP, and MEMBERSHIP. The main heading is 'BIKES MEAN BUSINESS'. Below this, a sub-heading reads 'BICYCLES ARE GOOD FOR BUSINESS, GOOD FOR CLEVELAND, AND GOOD FOR YOU'. A list of bullet points follows, highlighting benefits for local businesses and employees. At the bottom, there are two circular logos: 'BIKE FRIENDLY ESTABLISHMENT' and 'BIKE FRIENDLY BUSINESS MEMBER', both featuring a stylized person on a bicycle. To the right is a photograph of a woman standing with a bicycle.

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Check Out Our website:

<http://www.eriecounty.oh.gov/departments-and-agencies/economic-development/erie-regional-planning-commission/mpo/biking-and-walking-in-erie-county/>

