

Becoming a Bike Travel Destination

As bicycle tourism increases in the U.S., touring cyclists are drawn to welcoming destinations — places with quiet roads and trails, locally-owned businesses, and bike-friendly accommodations. Becoming a destination means embracing your unique identity as a community, while working to become more bicycle-friendly. A positive hospitality experience will make tourists want to come back and spread the word.

PERRY, IOWA

Showcasing Bike Friendly Businesses


In 2015, volunteers in Perry (population 8,000) created the Pedal Perry program, designed to promote the town and its businesses to cyclists riding the 89-mile Raccoon River Valley Trail. Participating businesses receive a sign showing cyclist-specific services, like bike parking. The program also installed informational kiosks along the trail and partnered on an economic impact study of bike tourism.

"It is important for us to make our community a welcoming place for tourists utilizing the Raccoon River Valley Trail. A tourist today could very well be a resident in the future."

- Perry City Administrator Sven Peterson

Getting Started

While there's no one-size-fits-all set of criteria for being bike-friendly, there are best practices to draw from. Visit www.adventurecycling.org/biketourism and pathlesspedaled.com/tourism for more in-depth tips and resources.

 Adventure Cycling Association

 PATHLESSPEDALED.COM



TOURISTS ON TWO WHEELS



WELCOMING BICYCLE TRAVELERS



Basics of Being Bike Travel Friendly



Be welcoming of bicycle travelers



Implement bike-friendly infrastructure and policies



Provide tourism information, such as maps



Provide bike-friendly accommodations



Offer bike-friendly amenities, like bike parking and tools



MITCHELL, OREGON

Putting Hospitality into Practice

In 2016, Spoke'n Hostel opened in Mitchell (population 130) as a new lodging option for touring cyclists along a state and a national bicycle route. The hostel quickly became a model of bike-friendly hospitality, providing secure, indoor bike parking, shuttles to nearby tourist sites, showers, WiFi, no-turn-away policy, and community space for touring cyclists.

"Hospitality is more than a building with beds and showers. For us, it's about community and relationships."

- Spoke'n Hostel Owners Pat & Jalet Farrell