



It took the Allegheny Trail Alliance (ATA) nearly 30 years to complete the 150-mile Great Allegheny Passage (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 nearly a million visits each year, bicycle tourism on the GAP is helping small towns in our region to thrive.”

- Linda McKenna Boxx, past ATA president



Building the Case for Bicycle Tourism

There are more studies than ever to help quantify the many economic benefits that bicycle tourists bring to businesses, communities, 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

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





With iconic national parks and countless rural places to explore by bike, it's no wonder Montana sees thousands of touring cyclists each year. A recent study found that the slower pace of bicycle travel equates to a greater economic impact on the state. On average, **touring cyclists stay three days longer and spend \$240 more per trip than the average tourist.**

 • ----- 500 miles • **\$600**
in 8 days

 • ----- 500 miles • **\$360**
in 5 days

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