

Oregon Bike Friendly Business Program



Become a Bike Friendly Business and Enhance your Marketing Exposure to Cyclists

What is the Bike Friendly Program

Oregon loves bicyclists. That's why we're the first state in the nation to create a Bike Friendly Business program geared towards travelers. It serves as a recognition and training program aimed to:

- Help businesses understand the importance of Oregon's growing bike tourism industry
- Provide tips and tools for how businesses can be Bike Friendly
- Highlight businesses who commit to enhancing the Oregon biking experience for visitors and Oregonians

Why Your Business Should Participate

Bicycle-related tourism contributes \$400 million into Oregon's economy annually. By becoming Bike Friendly, your business will be primed to tap into this growing segment of the economy. This free program will give tourism-related businesses special recognition through Travel Oregon's marketing channels including TravelOregon.com and RideOregonRide.com. All participating businesses will receive a welcome packet with a Bike Friendly toolkit, stickers, window clings and the option to purchase a customized Bike Friendly sign.



Twin Bridges Scenic Bikeway, Central Oregon

RUSS ROCA

Ride Oregon Ride



RUSS ROCA

All types of businesses who welcome cyclists, including lodging properties, are encouraged to apply for the program. Pictured: a farm stand along the Tualatin Valley Scenic Bikeway near Portland, and Seventh Mountain Resort near the Twin Bridges Scenic Bikeway in Central Oregon.



RICK OLSON

Showcase your business to bicyclists by prominently displaying your Bike Friendly sign. Pictured: Apex Bar in Portland features 50 beers on tap and even more bike racks.



Customize your Bike Friendly sign with the specific amenities your business offers.

Who Can Participate

All Oregon businesses are welcome to participate in the Bike Friendly Business program.

How to Get Recognized as Bike Friendly

Businesses need to follow these four simple steps:

1. Go to Industry.TravelOregon.com/BFB to learn about the program requirements and recommendations.
2. Watch the 3-part video/tutorial series.
3. Submit your application.
4. Once your business is recognized as Bike Friendly by Travel Oregon, purchase your sign and take advantage of your welcome packet materials.

If you have questions about Travel Oregon's Bike Friendly Business program, contact us at Development@TravelOregon.com or (971) 717-6203.

Become a Bike Friendly Business Today at Industry.TravelOregon.com/BFB

