

Bikes Mean Business



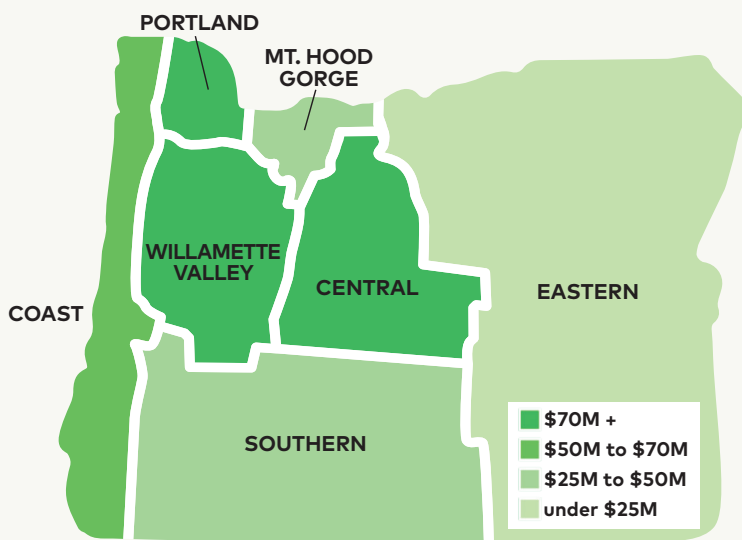
Oregon Tourism

Creating Meaningful Jobs, Driving Economic Growth

- Generates **\$12.3 billion** in direct travel spending.
- Generates **115,400 jobs** in Oregon.
- Produces **\$539 million** in state and local tax revenue.
- Is one of the three largest export-oriented industries in rural Oregon counties.

Oregon Travel Impacts: 1992-2018, Dean Runyan Associates

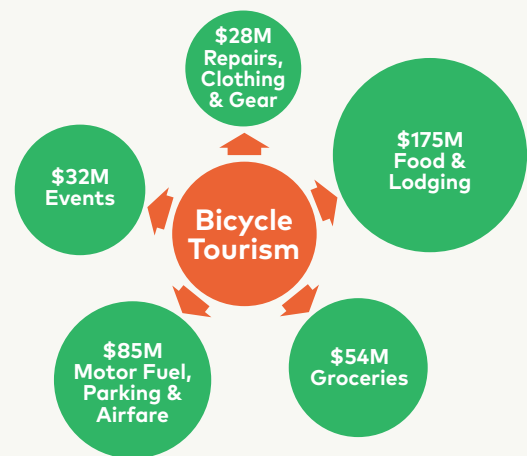
Total Annual Bicycle-Traveler Trip Expenditures in Oregon by Region, 2012



Oregon Bicycle Tourism

Two-Wheeled Economic Significance is on a Roll

- Contributes **\$400 million** to Oregon's economy (\$1.1 million/day). Breakdown of benefits to Oregon businesses includes:



- Generates **4,600 jobs** and accounts for **\$102 million** in earnings.
- Generates **\$18 million** in local and state tax revenue from lodging taxes, motor fuel and state income tax.
- Travelers participating in bicycle tourism activities spend **\$124 more per trip** in Oregon (20% higher than all other traveler types).

The Economic Significance of Bicycle-Related Travel in Oregon: 2012, Dean Runyan Associates



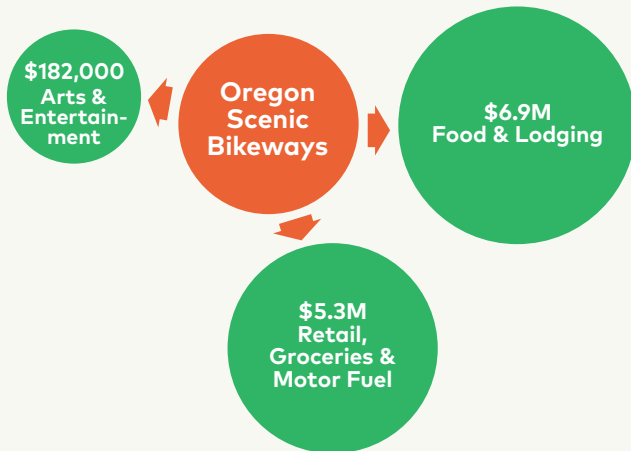
Bicycle Recreation + Infrastructure Investments = A Better Oregon

A Tangible Equation for Economic Vitality

Oregon is the only state in the nation with a **Scenic Bikeways program**—a premier collection of 17 cycling routes that inspire people to experience Oregon's natural beauty and cultural heritage by bicycle, and that offer economic and social benefits to the state's communities and residents.



- In 2014, bicyclists made approximately **79,000 rides** on Oregon Scenic Bikeways.
- Cyclists who rode Oregon Scenic Bikeways made expenditures of **\$12.4 million**. Breakdown of benefits to Oregon businesses includes:



The Economic Significance of Cycling on Oregon Scenic Bikeways: 2014, Dean Runyan Associates

America's first scenic byway, the **Historic Columbia River Highway** was often referred to as the King of Roads. Over the past 33 years much work has been done to restore the Historic Highway, as both a road and **State Trail**, into a popular cycling route that includes miles of car-free trail sections boasting sweeping vistas of the Columbia River Gorge.

- In 2013, the area saw approximately **230,000** bicycle trips translating into **\$21.1 million** in spending, **\$5.8 million** in earnings for local businesses and **273** additional jobs.
- Fully reconnecting the trail would provide **82 full and part-time jobs** with **\$1.7 million** in earnings and **\$270,000** in state and local tax revenue annually.

Columbia River Gorge Bicycle Recreation: Economic Impact Forecast for the Communities Along the Historic Columbia River Highway 2014, Dean Runyan Associates

Oregon created the first **Bike Friendly Business** recognition program in the nation geared towards travelers – increasing exposure for businesses that commit to serving cyclists and connecting travelers who ride bikes with friendly businesses that offer amenities they seek.



Find out more at:
industry.traveloregon.com/bfb

Complete bicycle tourism studies found at:
industry.traveloregon.com/cyclingresearch

Contact Travel Oregon:
development@traveloregon.com | 971.717.6205

For more information about Travel Oregon's bicycle tourism programs, visit:
industry.traveloregon.com/bicycling



Sisters to Smith Rock Scenic Bikeway