

Analysis of Touring Cyclists: Impacts, need and opportunities for MT

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- **What is the relationship between cycling and tourism in Montana? Who are these cyclists?**
 - **What makes a successful multi-day bicycle trip in Montana?**
 - **What can Montana and business owners do for infrastructure development to encourage more cycle touring in the state?**

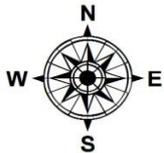
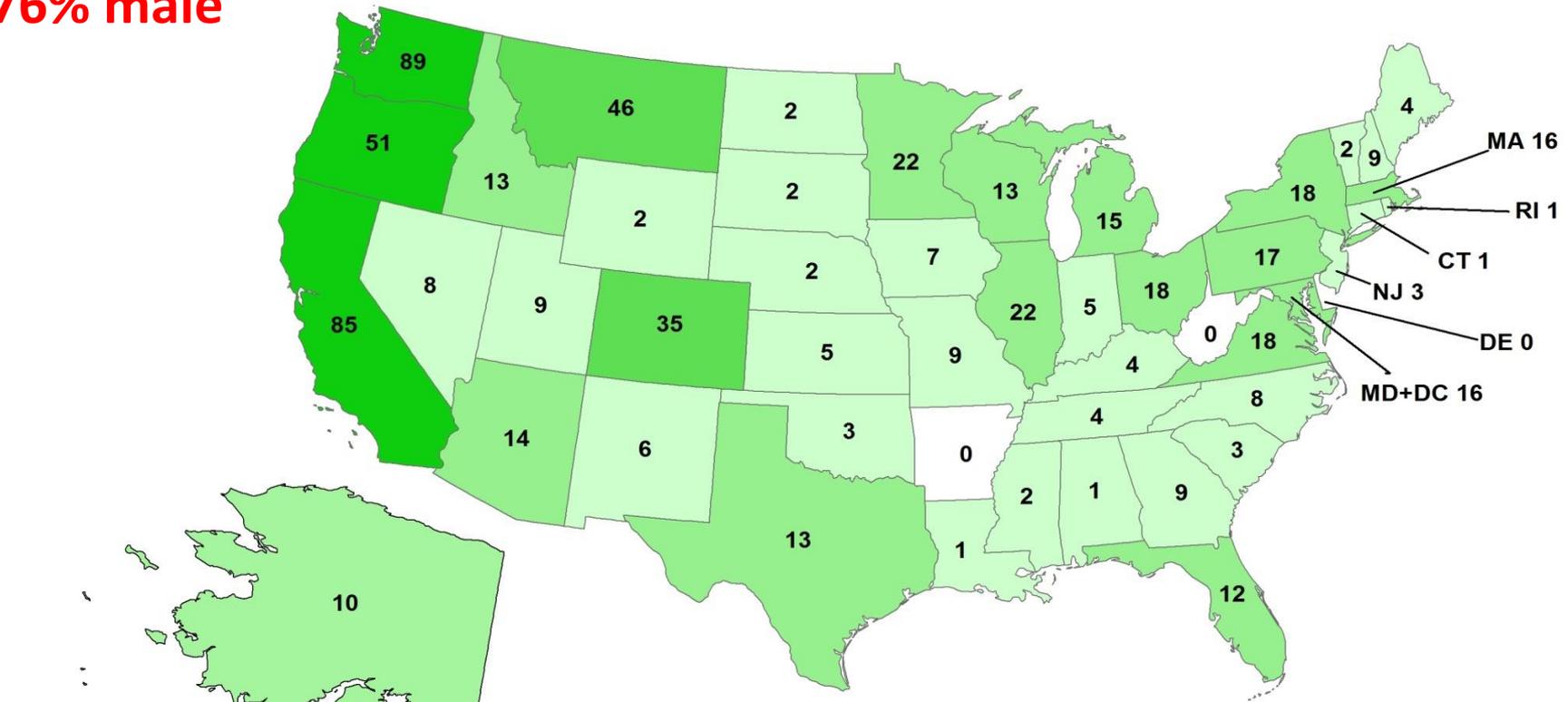
Methods

- Adventure Cycling Association
- Web Survey
- 718 Respondents

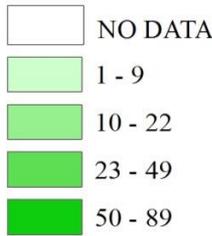


Average age = 52.4
Age range = 18 - 79
58% make > \$75K
76% male

Who are the touring cyclists?



Cartographer: Dan Kozel



INTERNATIONAL PARTICIPANTS			
Canada	18	Oman	1
Netherlands	9	South Africa	1
UK	6	Western Europe	1
Australia	5	Bangladesh	1
Switzerland	3	Belgium	1
New Zealand	2	Colombia	1
Spain	2	Finland	1
Germany	2	France	1
Scotland	2	Mexico	1

- **92% planning to take a multi-day bike trip in the next 3 years.**
- **73% have taken 1-5 trips in the past 3 years.**
- **52% prefer trips lasting 5-14 days, and 28% prefer trips lasting longer than 30 days.**



# of Nights in MT	Percentage
0-2 nights	4%
3-4 nights	12%
5-6 nights	19%
7-8 nights	23%
9 nights	8%
10 + nights	33%



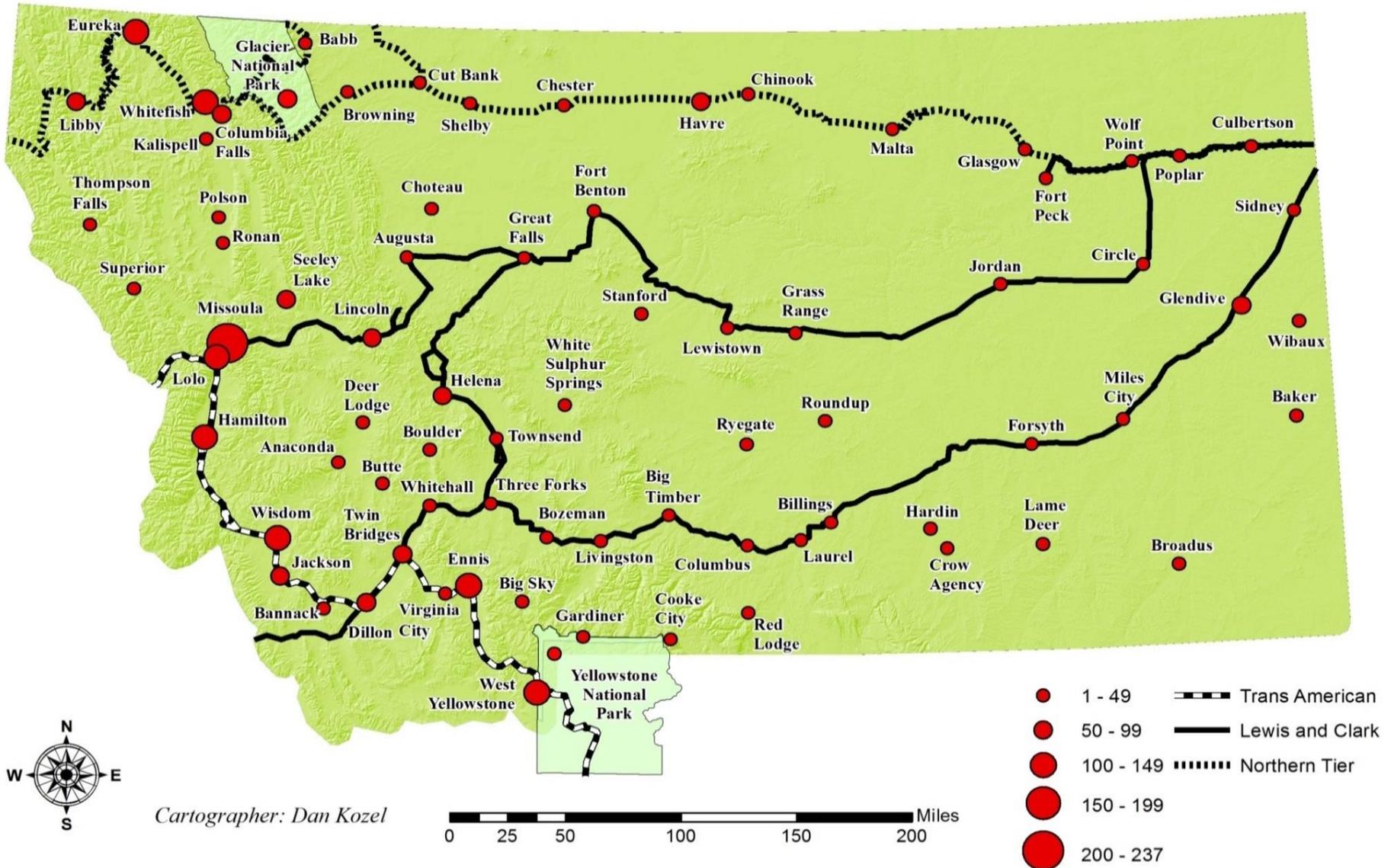
Adventure Cycling Association



Adventure Cycling Association

Overnight Stay	Percentage
Motel	39%
Private campground	22%
Public land campgrounds	19%
Dispersed camping along route	6%
Home of friend/relative	5%
Warm Showers.com	3%
B&B	2%

Overnight Location of Touring Cyclists in Montana



While in MT these cyclists:

- Visit historical sites (40%)
- Visit Lewis and Clark sites (38%)
- Watch Wildlife (37%)
- Day hike (33%)
- Photograph Nature (30%)
- Visit Local Breweries (29%)
- Visit Museums (28%)



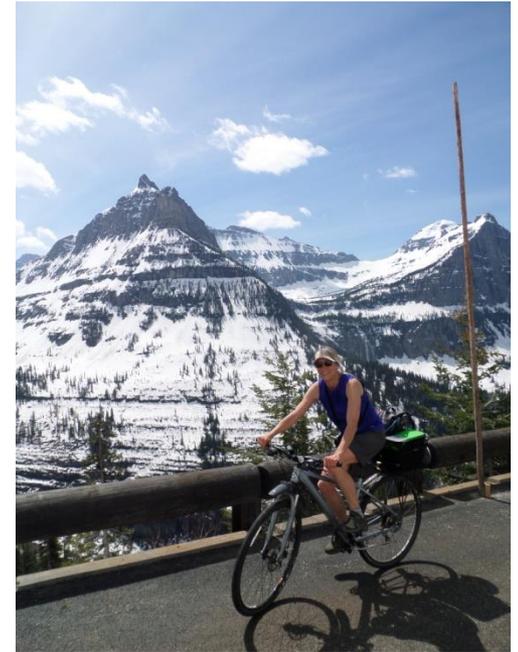
Satisfaction

Cyclists are most satisfied with:

- The hospitality of local people
- Historical Sites
- Local Breweries

Cyclists are least satisfied with:

- Cell phone coverage
- Width of shoulders, debris on road/shoulders, and quality of pavement
- Availability of cycling stores and bike repair services



Daily Expenditures



- On average, cyclists spend \$75.75/day
- ITRR nonresident survey 2012 3rd Q Vacationer spent \$58.24/day
- ITRR estimates - nonresident visitors road/tour biking while in Montana in 2012 = 565,372

Possible Impact of Montana's multi-day cyclists:

**8.8 nights in MT x \$75.75/day =
\$666.66/trip x 565,372 = \$377million**



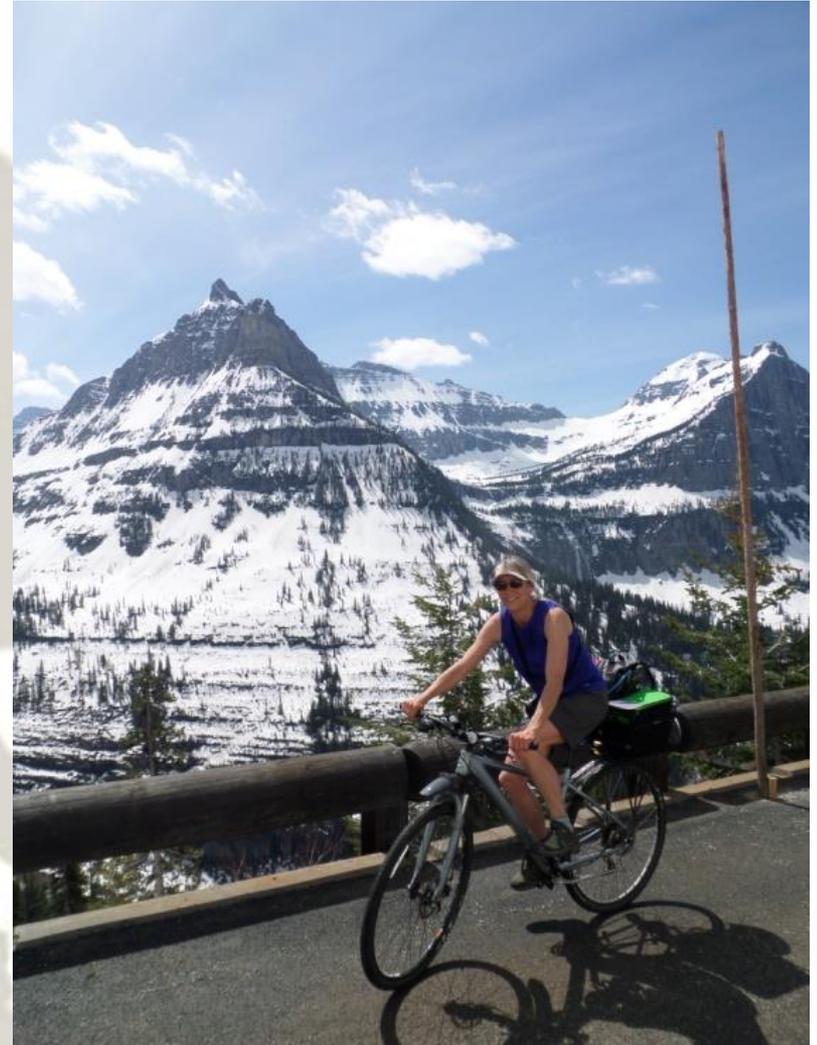
Memorable Experiences





Glacier National Park

“In 2012 I was on a group tour that included several days in Montana as we circled Glacier National Park/Waterton Lakes. **Certainly the most memorable day was the climb from East Glacier up "Going-to-the-Sun" and descending on the west side of Logan Pass.** It was wonderful cycling with the most amazing scenery!”



Scenery & Weather

“We passed through Montana on a cross-country ride on the Trans Am route. My favorite day was riding from W. Yellowstone to Ennis - past Hebgen and Earthquake Lakes and then up the Madison River Valley. However, I very much enjoyed every day in Montana. **It's clear why Montana is called "Big Sky Country". Beautiful scenery with mountains in sight everywhere we went.**

“Most memorable: **leaving West Yellowstone on a morning that was the most icy (high teens) of the entire trip, and it was only mid-September!** Next most memorable: forest fires and smoky air, buying a respirator mask in Hamilton to reduce impact to lungs.



Challenges & Undesirable Experiences

“We started in Glacier National Park and finished in Bozeman. Scenery in Glacier was amazing. Spending the night in a tent next to a small roadside store watching and listening to the helicopters taking off to fight fires in the mountains was interesting. **Making it through the mountain pass going into Helena without stopping to rest on the way up hill was a personal triumph.**”

“Riding on Rt. 83 from Seeley Lake down to 200 (to get to Missoula) was gorgeous but white-knuckled terrifying riding, because of heavy traffic and lack of shoulder.”

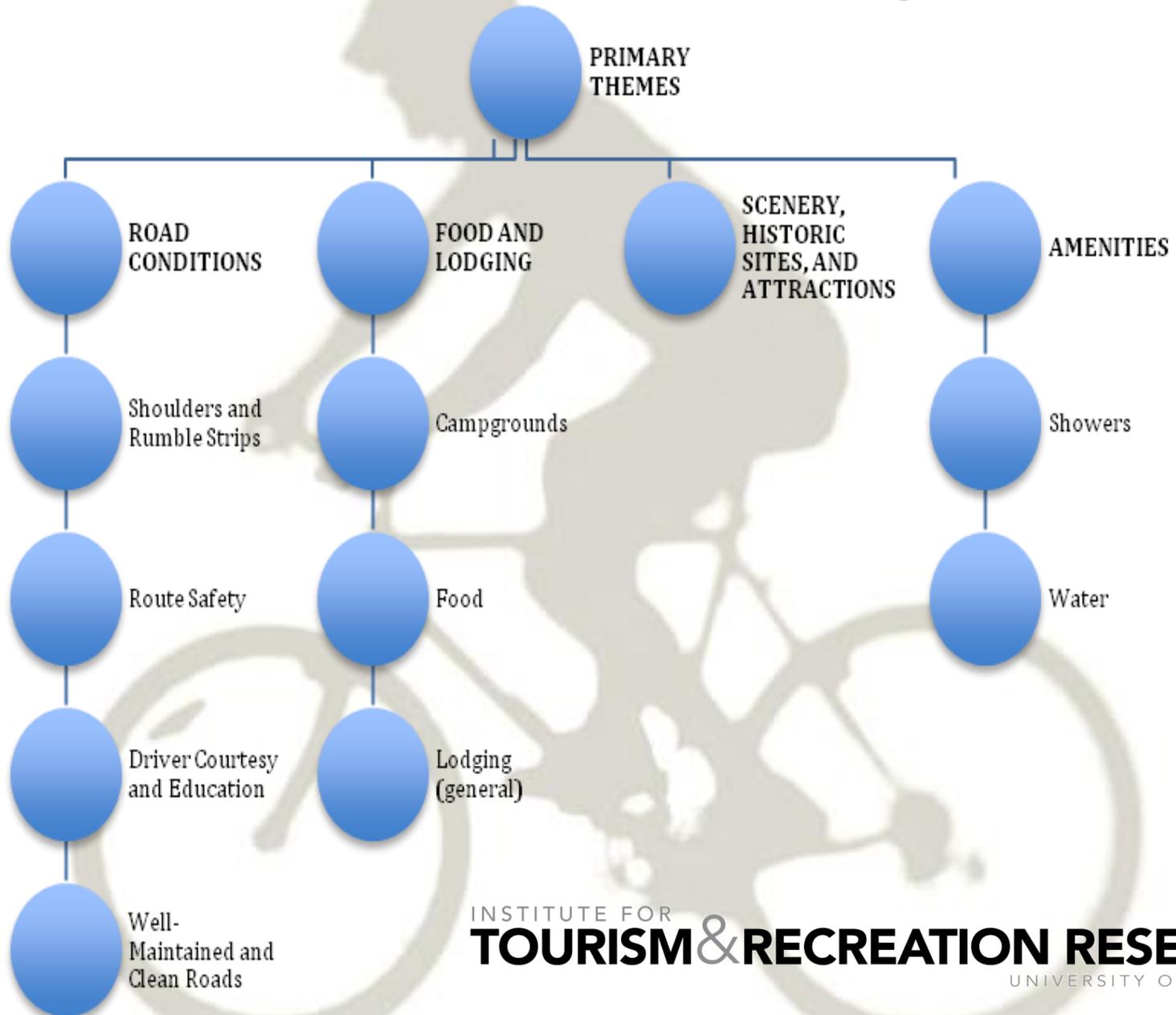


Friendly people

“In 2012 I rode from Portland, OR to Portland, ME and traveled through MT. There were many memorable days in MT as it just seemed to go on and on (in a good way of course). **Beyond the beauty of the state, it was the kindness of the people that over and over impressed me with their support and interest in my journey.”**



Needs & Challenges



Rumble Strips

“Get rid of those "rumble strips" on the edge of some roads! They [usually] do not leave enough room to cycle to the right of the rumble strips, thus forcing cyclists to be in the main part of the road.

PLEASE, get rid of the strips.

Or, at least allow 2 feet of paved shoulder to the right of the rumble strips. The traffic engineers (I'm guessing most do not ride bikes) think they are making it safe for the car drivers. But, in fact, they have created a very dangerous traffic hazard for bicyclists!”



Adventure Cycling Association

Driver Courtesy



“I enjoyed my bicycle trip. I did find that Montana drivers overall could have used a bit of bicycle awareness with the three-foot rule . . . On empty roads without any oncoming traffic, I had more pick-ups/SUVs come shockingly close to me than elsewhere on the trip. . . As a commercial driver, I feel fair in saying that these drivers did not have any valid reason to require them to select a lane position that compromised my ability to ride safely. I did not encounter these close encounters in Colorado, Wyoming or Washington (drivers would generally give me three feet, and often the whole lane). If you are thinking of signage for the border areas (i.e. Lolo Pass), Idaho drivers could use some bicycle awareness too!”

Scary roads

“More important than anything are road and riding conditions. I LOVE Montana but frankly many of the roads were terrible for cycling. U.S. 93 south from Missoula, other than the bike trail section, was scary, especially south of Hamilton. Narrow shoulders, rough surfaces. We got hassled/threatened by a local in a diesel pick-up truck in the Big Hole Valley near Wise River who took great umbrage to our cycling on the highway. The road there is narrow and rough with zero shoulder. A wide, clean shoulder really makes a day on the bike. Wyoming and Kansas, for example have way better state highways in that regard for cycling.”



Rooms, food, & showers

“I thought it was a long desolate stretch from Lewistown to Glendive. Would have appreciated more motels and/or a state park.”

“Of course I need good food. Not fast food or deep fried food. Wholesome food. Or as much in that direction as possible.”



“Showers open and accessible need to be created so that travelers do not need to find homeless shelters as the only, advertised option for staying [affordably] in Montana.”

Needs and Challenges

- Road shoulders
- Route Safety
- Availability of campgrounds
- Driver Courtesy



Questions?

Full Report:
www.itrr.umt.edu



INSTITUTE FOR
TOURISM & RECREATION RESEARCH

UNIVERSITY OF MONTANA