

# Economic Impacts: How & Why of Counting the Dollars

Norma P. Nickerson

Institute for Tourism and Recreation Research

College of Forestry and Conservation

University of Montana

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**You are all  
Bicycle  
enthusiasts.  
Your point  
of view  
must be...**



**How much  
do  
bicyclists  
spend?  
What do  
they spend  
it on?**



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# MT Bicycle Tourism Study



- **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?**

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# Methods

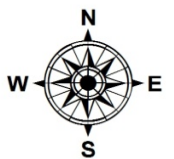
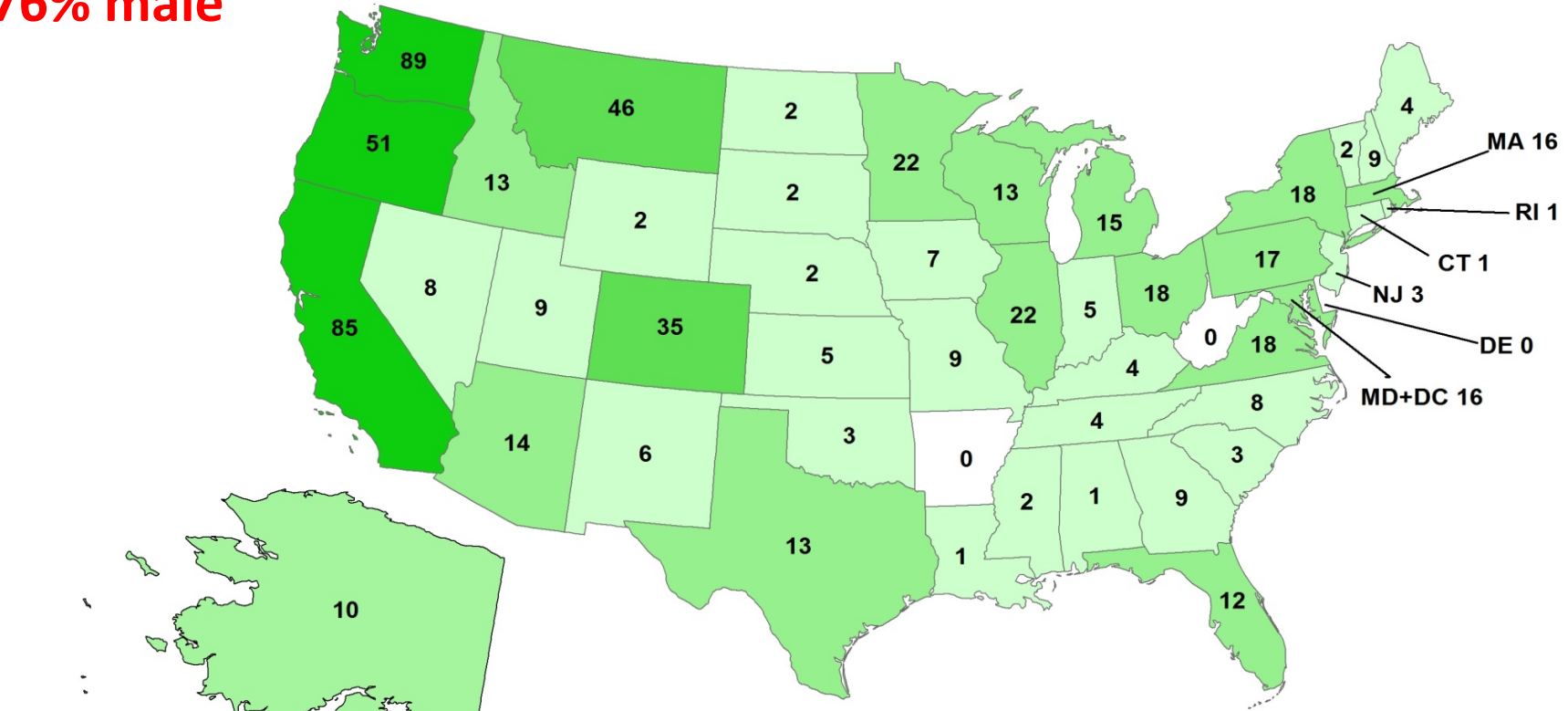
- Adventure Cycling Association
- Web Survey
- 718 Respondents



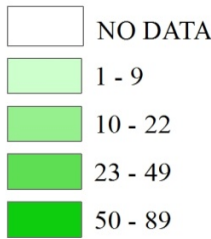


**Average age = 52.4**  
**Age range = 18 - 79**  
**58% make > \$75K**  
**76% male**

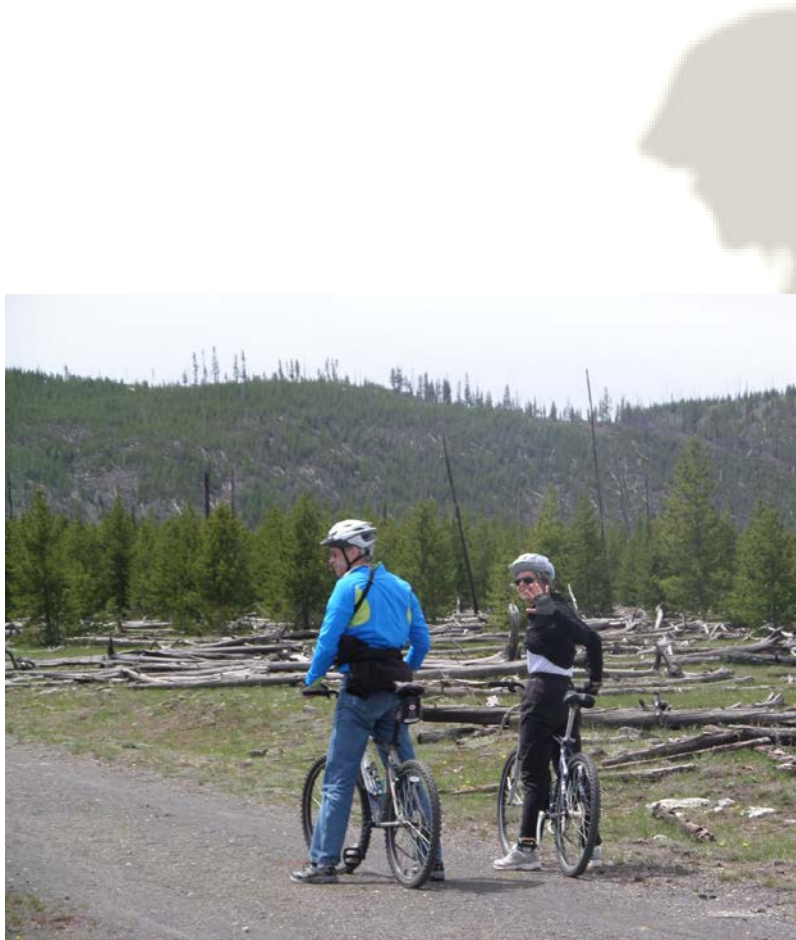
# Who are the touring cyclists?



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%
<b>10 + nights</b>	<b>33%</b>



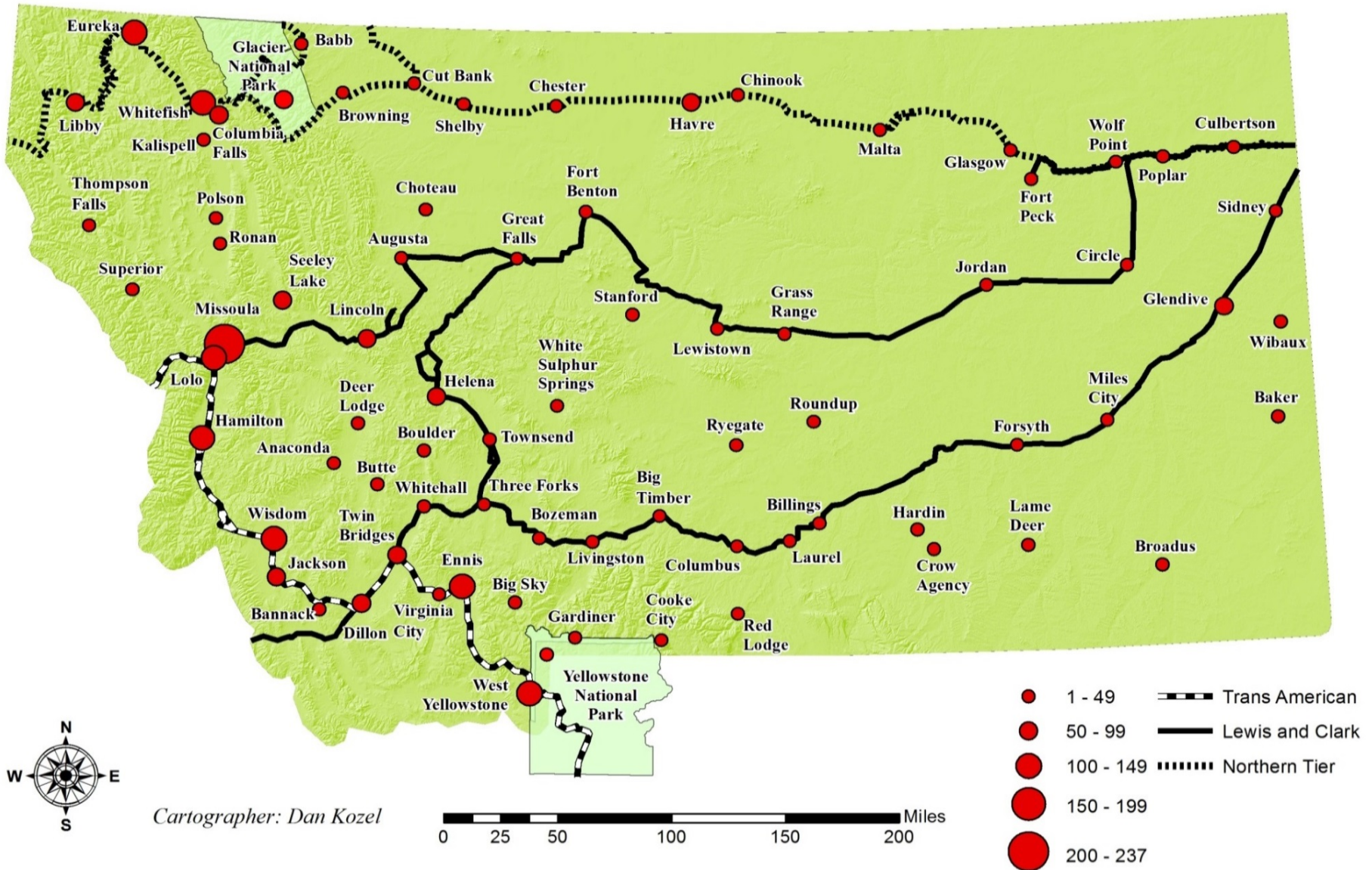
Adventure Cycling Association



Adventure Cycling Association

Overnight Stay	Percentage
<b>Motel</b>	<b>39%</b>
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%)



# Daily Expenditures



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



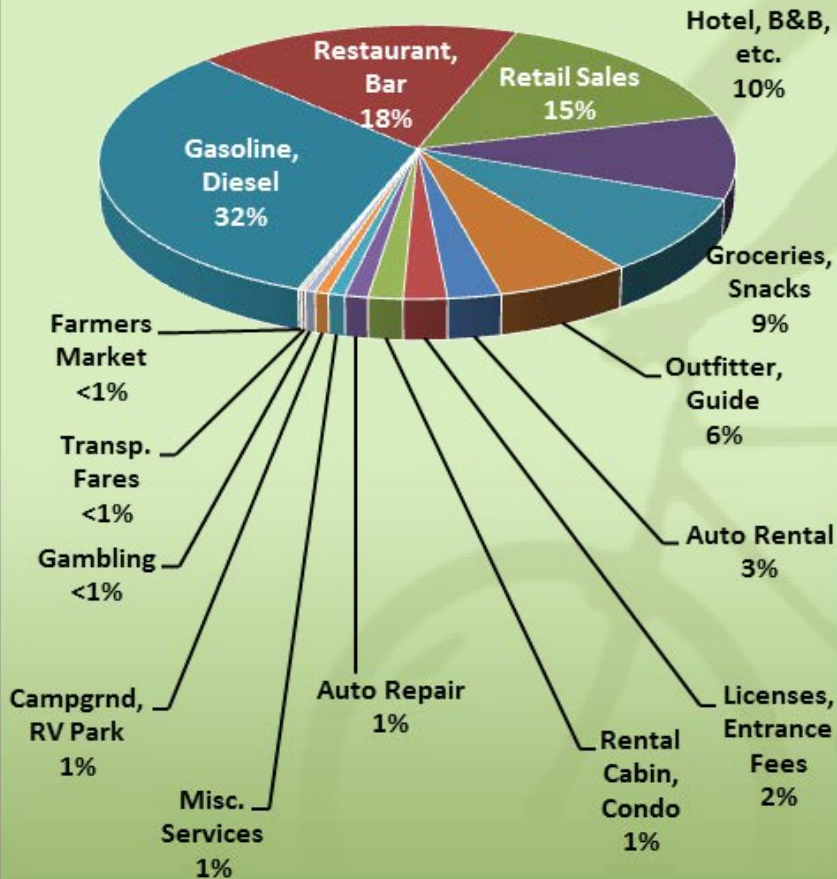
# Possible Impact of Montana's multi-day cyclists:

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

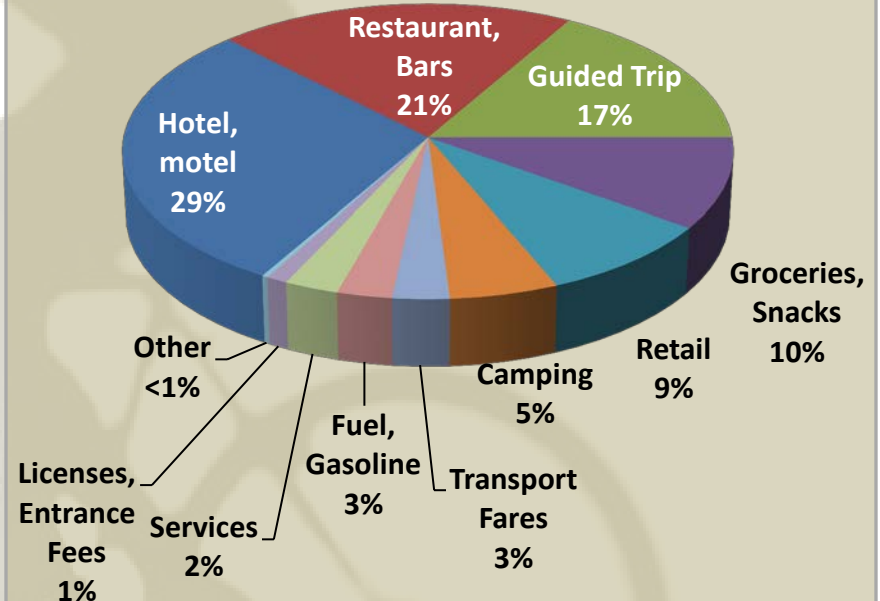


# Montana Expenditure Data

2014 Expenditure Allocation by Category



Touring Cyclists Expenditure Allocation by Category





# 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, quality of pavement, and rumble strips
- Availability of cycling stores and bike repair services



# Needs and Challenges

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





# What does this mean?



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# Another study emerged...





# Methods and Response

- On-site data collection in Glacier with a mail-back component
- 211 spring group respondents
- 30 bus driver respondents
- 441 mail-back respondents
- 597 Experimental respondents
- 628 Control group respondents



# Preliminary data showing...

Comparing people visiting Glacier National Park

## Daily spending/person

Bicycled during their MT trip \$71.51

Non-cyclists on this trip \$46.21

## Length of stay

Bicycled during their MT trip 3.18

Non-cyclists on this trip 6.68

# More to come on the Glacier study... stay tuned!



## Bicyclists and Motorists Share Going-to-the-Sun Road

- ✓ A bicycle is a legal vehicle with the same rights and responsibilities as a motor vehicle
- ✓ Bicyclists may use a full lane

**Motorists**

- Provide a minimum space of **at least 3 feet** when passing a bicyclist
- **Leave extra space** if you are driving a large vehicle and/or trailer
- Do not pass on blind curves
- You may cross the double yellow line to **pass a bicyclist when it is safe**
- Be bike aware

**Bicyclists**

- **Ride to the right side of the lane** as safety permits to allow motorists the chance to pass
- When multiple vehicles are behind you, **look for opportunities to pull over** for motorists to pass safely
- Only **travel in groups of four or less** to allow space for motorists to pass
- Be visible

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# In Summary





A woodpecker with a bright red crest and black and white patterned feathers is perched on the tread of a black tire. The background is a blurred green forest.

**Questions?**

**[norma.nickerson@umontana.edu](mailto:norma.nickerson@umontana.edu)**

**[www.itrr.umt.edu](http://www.itrr.umt.edu)**



