

28 February 2013

To: Kristin Dahl, Travel Oregon
From: Leon Aliski, Tanya Mamchik, Dean Runyan Associates
Re: Oregon Bicycle Tourism Study

Overview and Key Preliminary Findings

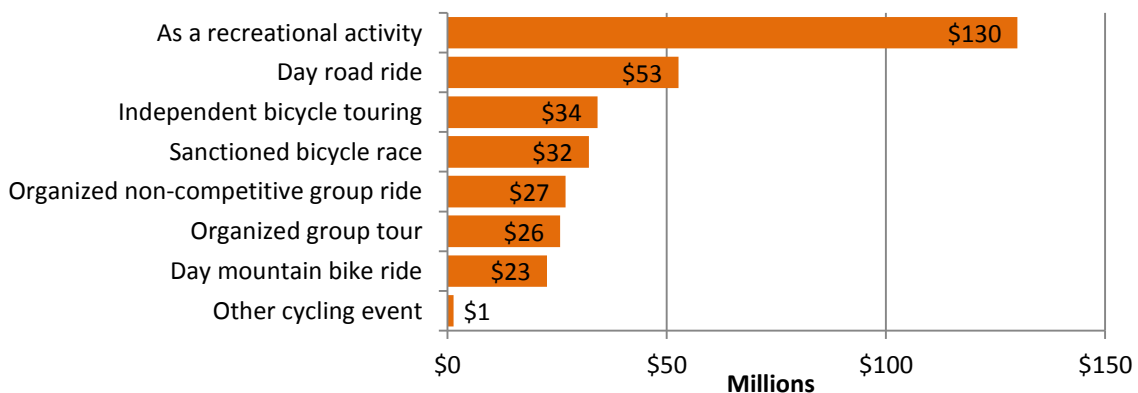
The study provides a detailed description of the primary bicycle and cycling activities associated with travel in Oregon, and the impacts for the Oregon economy, including but not limited to:

- Travel spending, both by Oregon residents and out-of-state visitors
- Distribution of impacts by type of recreational activity
- Distribution of impacts for travel regions throughout the state

Key preliminary findings include:

- Bicycling activity was an important reason (primary or one of several) for more than half a million trips (including both overnight and day) in Oregon during 2012.
- **Travel-generated expenditures made for these Oregon trips with bicycle activity amounted to over \$325 million during 2012.**
- Oregon travelers participated in bicycle activities throughout all regions of the state.
- Oregon residents represented about three-quarters of the travelers for which bicycle activity was important reason for the trip.
- Most (nearly nine in ten) planned or had taken one or more overnight trips on which they also planned to ride a bicycle in Oregon during 2012.

Oregon Travel-Generated Expenditures by Bicycle Activity Type, 2012



Note: Expenditures are based on trips where bicycle activity was primary or one of several reasons for the trip.