

Statewide Bike Tourism

- Online roster at CBC for “Coach”
- Unified focus on bike tourism
- Bike trail along CA Aqueduct
- Network of CA “Scenic Bikeways”
- Incorporate some tour of CA routes/legs
- Model VT caller-response (fast, copious info)
- Template for local tourism from CBC
- Promote “art” and themed bike rides
- Grow bike rentals and bike sharing programs as tourism attraction
- Getting money via tourism fees (some %/\$)
- Document mass transit options statewide
- Discounts for bicyclists at hotels/restaurants, etc
- Bike baggage fees and policies (airlines, trains)
- AMTRAK bike policies changed
 - Consistent policies
 - Need more accommodations
- Pacific Coast Highway (CA-1) improved maintenance
- Bike rentals for local revenue
- Bike-friendly regions (bike-shed)

Camping/Accommodations

- Bike-friendly accommodations, symbols/directions
- Reduced entry and camping fees for cyclists at State Parks – strengthen free cyclist campgrounds at night
- Increase bike campground availability – promote routes between these sites
- Partner with hotels to promote bicycling

Resources

- Bike tourism maps (local/regional/state) – CBC can sell them
- Bike tourism resources all on one website
- Bike-friendly city directory – collect econ stats for biking visitors

Messaging/Campaigns

- Local visitor bureau – “Bike Friendly” messaging
- Cheesy campaign: “Bike Local, Travel Local” in patriotic gear
- Host a tourism conference for all stakeholders
- Campaign to show economic benefits of bike tourism to chambers and municipalities
- Make videos of how to bike tour as a family in different parts of the state
- Car-free campaign with hotels

Purpose of Campaign

- Make bike touring 1. Sexy (G-rated) 2. Fun
- Bring money and jobs to CA bike projects and advocates
- Save energy
- Build bicycling infrastructure
- Multi-neighborhood experiences
- Promote health benefits of bicycling
- Keep tourism money local

CBC’s Role in Campaign

- Information clearing house: tourism info and local best practices
- Organizing, convening statewide conference

Match routes with partners in promo and resources/businesses
Promote bike touring to Chambers and State legislators
Create partnership with transit, walking groups and AAA

How Does this Increase Biking?

Roads get improved for biking
Bike tourists will come to CA in winter
Great cycle experiences foster feel-good stories: “and they’ll tell two friends...”
Increase variety of bicyclists
Increase business support for biking

Allies

Chambers
Visitor Bureaus
Restaurants
Bike shops
Hotel industry
AMTRAK
Wineries/breweries
Municipal districts
Business districts

Opponents

Bus tour companies
Local residents/rural property owners
CHP
AMTRAK
Car rental companies