

Building Bicycle Tourism in Kentucky with the U.S. Bicycle Route System



The U.S. Bicycle Route System



- Developing national network of numbered and signed bicycle routes
- Officially approved by state transportation agencies and AASHTO
- Coordinated by Adventure Cycling Association



Adventure Cycling Association

- Non-Profit Mission: *To inspire and empower people to travel by bike*
 - Route network + maps + organized tours
 - *Adventure Cyclist* magazine
- 53,000 members
- Adventure Cycling Route Network provided a blueprint for the first U.S. Bicycle Routes

The U.S. Bicycle Route System



- 1982: First routes designated
- 2003: Project restarted & task force created
- 2005: Adventure Cycling pledged staff support
- 2008: AASHTO approved process & corridor plan
- 2011: First new route designated since 1982

Currently: almost 12,000 miles in 25 states



50,000 miles when complete

U.S. Bicycle Routes in Kentucky



- U.S. Bicycle Route 76 was first designated in 1982
 - Followed the Adventure Cycling TransAm route
 - Realigned in 2013
- U.S. Bicycle Routes 21 and 23 are now in progress

U.S. Bicycle Route 21



Connects Ohio to Tennessee

U.S. Bicycle Route 23



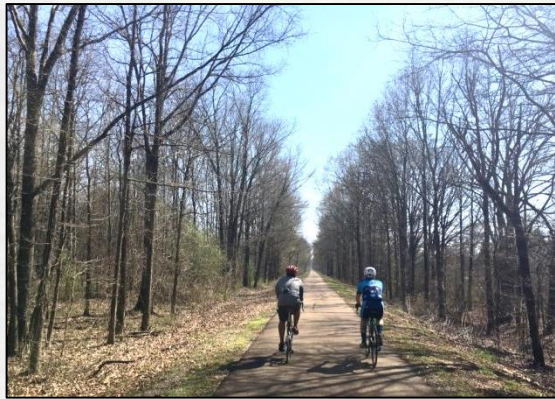
Connects USBR 76 to Tennessee

Benefits of the USBRS



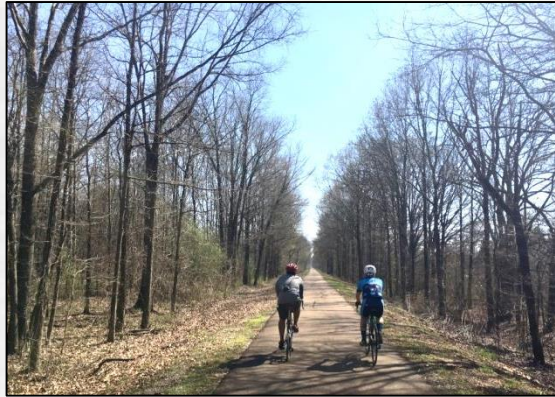
- Quality long-distance routes for bicycle travelers
- National recognition for local/regional routes
- Positive health/environmental impacts
- Economic development via bicycle tourism

What is Bicycle Tourism ?



Encouraging increased visitation by people who choose to ride a bicycle – for the purposes of economic development through tourism.

What is Bicycle Tourism ?



- **60-100 Million** people cycle recreationally
- **82%** of touring cyclists have a college degree
- **8.1%** are international visitors
- **\$83 Billion** economic impact in the US

Economic Impact of Bicycle Tourism



• ----- 500 miles ----- •

\$600

in 8 days



• ----- 500 miles ----- •

\$360

in 5 days

Capitalizing on U.S. Bicycle Routes



- Welcome bicycle travelers
- Offer bike-friendly accommodations & amenities
- Provide local information & itineraries

Capitalizing on U.S. Bicycle Routes



- Welcome bicycle travelers
 - Be generally friendly
 - Outreach to businesses and neighboring communities

Capitalizing on U.S. Bicycle Routes



- Offer bike-friendly accommodations & amenities
 - Allow cyclists to roll bikes into hotel rooms
 - Establish no-turn-away policies for campgrounds
 - Install bike racks
 - Provide basic tools, bike-wash station, etc

Capitalizing on U.S. Bicycle Routes



- Provide local information & itineraries
 - Alert visitors to what's unique & what else they can do
 - Tell visitors why they should stay & why they should return



Laura Crawford

U.S. Bicycle Route System Coordinator

Adventure Cycling Association

lcrawford@adventurecycling.org

800-755-2453 or 406-532-2828