Three Wheeling

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Economic Impact of Bicycling Events

An estimated 50,212 VISITORS traveled for events
Among them was 19,407 who traveled but didn't participate in the event

In 2015, bicycle event visitors supported $14.3 BILLION of economic activity, including $4.6 BILLION in labor income and 150 jobs

The average bicycle event visitor spent $121.20 PER DAY
Major expenses were event registration fees, lodging and dining out

Bicycle event visitors spent an estimated $8.5 BILLION while attending events

93.4% of bike tour participants dined out while attending events
Who rides bicycles?

Types of Cyclists

Interested but concerned 60%  
Casual and somewhat confident 7%  
Experienced and confident 1%
How Pillsbury Pedal Power Bicycles

- “It’s healthy”
- “It’s Fun!”
- “I want to be strong!”
- “I can get places without a car.”
- “I like to bike to the park!”

How Tammy Bicycles

- Bikes to manage diabetes & explore beautiful MN trails
- Enjoys group community rides focusing on history & culture of areas
How Rett Bicycles

• Commutes 2 miles to work & drops 2.5 year old daughter at daycare – year round.

• “Probably my biggest pet peeve is when I see bikers riding in the dark without any lights”

• His family sold one of their cars

How Andrea Bicycles

• Works as a nurse in Baudette

• Rides a bike to
  • Work
  • Grocery store
  • For FUN!
How Margo & Steve Bicycle

- Ride to spend quality time together
- Enjoy community that supports bicycling, walking & health living
- Engaged in local advocacy: Mankato Bike & Walk Advocates

How Laverne Bicycles

- Rides both indoors & outside for recreation
- As new resident, she rides to familiarize herself with the Shakopee community
How the Frogtown Youth Crew Bicycles

• Crew Mission: awaken & educate the minds of Frogtown through arts & outreach on sustainable transportation while staying rooted in the community

• Equip youth to become neighborhood leaders
Thank you!

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