



UNITED STATES BICYCLE ROUTE SYSTEM

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Economic Impact and Benefits

One way to look at the economic impact and benefits of investing in bicycle routes and systems, such as the U.S. Bicycle Route System, is to look at the economic impact of previously established bicycle routes and networks, both domestically and abroad. Several states have commissioned surveys, reports, and summaries of the economic effects of bicycle travel, while several other such reports have looked at the success of cycling investments abroad. Below are the economic figures from several of those reports. By the numbers:

- **\$924 million: Economic activity supported by bicycle recreation in Wisconsin.**

\$533 million of which is direct economic impact occurring annually. The employment impact, as measured by full-time equivalent jobs, is 13,193 jobs. Maggie Grabow, Micah Hahn, and Melissa Whited. *Valuing Bicycling's Economic and Health Impacts in Wisconsin* (The Nelson Institute for Environmental Studies, Center for Sustainability and the Global Environment, University of Wisconsin-Madison, January 2010).

- **\$134 million: Estimated annual spending by bicyclists on Québec's *La Route Verte*.**

As estimated for 2006. *Route Verte* cyclists spent a total of \$95.4 million in 2000, which corresponds to revenue of approximately \$15.1 million for the government of Québec and \$11.9 million for the government of Canada. *Retombées économiques de la Route verte* (March 2003, pdf. Summary viewed online 1 February 2010: http://www.routeverte.com/rv/index_e.php?page=retombees_e)

- **\$60 million and 1,407 jobs: North Carolina's estimated annual impact from bicycle facilities in the Outer Banks.**

A nearly **nine-fold** increase on the initial \$6.7 million in public funds invested in construction of bicycle facilities. Judson J. Lawrie, Thomas P. Norman, Mary Meletioui, and Sarah W. O'Brien. *Bikeways to Prosperity: Assessing the Economic Impact of Bicycle Facilities* (TR News 242 January-February 2006).

- **\$36.3 million: Estimated direct spending by bicycle tourists in Maine in 1999.**

Maine Department of Transportation. *Bicycle Tourism in Maine: Economic Impacts and Marketing Recommendations* (Executive Summary, April 2001).

- **\$98 per day: Average amount spent by cyclists on the Great Allegheny/C&O Canal Towpath when traveling by bicycle for more than one day.**

Businesses along the trail attribute one quarter of their gross income to trail users for a total economic impact of \$40.6 million in gross revenue in 2008. Campos Inc., *The Great Allegheny Passage Economic Impact Study* (2007–2008) (The Progress Fund/Job #07-294, 7 August 2009).