Dear Adventure Cycling Members,

I have been with Adventure Cycling Association for a long time, as a member, tour participant, donor, Board member, and for the last three years, Board President. I’ve seen a lot of special milestones and achievements for bicycle travel — but truly, 2012 was one for the record books.

With your loyal and generous support, Adventure Cycling staff and volunteers achieved new levels of accomplishment in every program.

- A new Underground Railroad alternate route through Michigan and a major re-route of the Northern Tier and Lewis & Clark routes were developed to provide better, safer cycling experiences.
- We broke new records for participation in our tours, from self-contained epics to leadership courses.
- We published more 64-page issues of Adventure Cyclist magazine than ever before.
- Our membership surpassed a record 45,000, and we received donations from more than 3,500 members.
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- A record number of maps were created, updated, printed, and sold.
- Thanks to our rapidly growing outreach, traditional media, social media communities, and our increasing prominence in the cycling, tourism, and outdoor industries, bicycle travel as a mode of adventure and tourism is more popular than ever before.
- We were able to expand and renovate our national headquarters in Missoula debt-free, providing space for additional staff and ensuring that Adventure Cycling will continue to develop and supply the best bike-travel products, maps, publications, and programs.

The expansion project is especially meaningful for two reasons: the building was designed with extensive input from all our staff and many members, and the new construction was paid for entirely by unprecedented donations and the generosity of our Life Members through our Life Member Fund.

These symbols of inclusion, connection, and support indicate why Adventure Cycling is so successful — our wonderful community of members, staff, and volunteers are committed to inspiring and empowering people to travel by bicycle.

As I step down as President of the Board, let me thank you for being part of this community. I look forward to working and riding with you in support of Adventure Cycling Association.

Thank you,

Carol York
President, Adventure Cycling Board of Directors

Adventure Cycling Association

A BANNER YEAR!

- New Maps
- All-Time Membership High
- Record-Setting Tours Participation
- New Headquarters

OUR MEMBERS: MORE THAN 3,000 BETWEEN 1,000 and 3,000 BETWEEN 600 and 1,000 BETWEEN 200 and 600 LESS THAN 200

6,961 new members joined the organization in 2012!

Adventure Cycling is the largest nonprofit bicycling organization in the United States with 45,225 members, a new all-time high.

The majority of Adventure Cycling members live in the United States. North Dakota has the fewest members (76), and California has the most (5,276), but adventure cyclists reside in 54 different countries including Slovakia, Liechtenstein, Qatar, and Iceland.

In the last decade, Adventure Cycling’s map sales have grown 66% and total sales revenue has grown 90%.

In 2012, the sales department saw a 3.8% increase in overall map sales, selling more than 33,600 maps for the year.

Our blog saw a 54% increase of visits, attracting over 2,400,000 views, and with other social media channels referred over 64,000 visits to adventurecycling.org.

We Welcomed 120 NEW Life Members bringing the count to 47,121!

Bike Bits, our popular e-newsletter, has seen nearly 3,000 NEW subscribers this year for a total of 1,725.

Combined, our social-media communities topped 50,000 followers and friends!

50,000

3,000

120

47,121

1,725

In addition to our classic tours, we offered ten brand new tours and eight variations of existing tours. New tour locations included the Central Florida, Cape Cod, the Outer Banks, the Finger Lakes, Big Bend, Sierra Cascades, and the San Juan Islands.

Tour participation exploded in 2012 with 1,276 riders participating in 60 Adventure Cycling tours and classes. This was a 36% increase over 2011!!

In 2012, Adventure Cycling offered 70 tours and classes, including 41 traditional tours, 24 new tours, and five tours on the TransAmerican Trail. The majority of participants were first-time travelers, with 12% of participants having participated in a tour before.

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The U.S. Bicycle Route System

GROWING & GOING STRONG

- Route 66 is well on its way to becoming Bicycle Route 66. With the help of the cycling community, numerous states including Illinois, Missouri, Oklahoma, New Mexico, Arizona, and California, are working toward designation. They are determining the best route within the corridor and gaining the agreements from the towns and counties so the route can become an official USBR.
- Adventure Cycling, with local volunteers, Michigan Trails & Greenway Alliance, and funds from DALMAC, is helping sign much of USBR 20. This private-public partnership is a model for the rest of the country in developing long-distance route signs.
- Possible new designations in 2013 include Missouri, Ohio, Minnesota, and Kentucky. Volunteers in Indiana, Florida, New Mexico, Arizona, and Oklahoma are gathering local agreements and might be ready for new route designation in fall 2013.

2012 HIGHLIGHTS

These exciting developments are shaping what will one day be the largest officially recognized bike route network in the world. If you would like to get involved or learn more about the U.S. Bicycle Route System, visit www.adventurecycling.org/usbrs or contact Adam Reel at areel@adventurecycling.org.
In 2012, our all-star team of cartographers was put to the test as they worked through GIS conversions, ambitious updates to two signature routes, and on new additions to the adventure cycling route network.

For starters, our cartographers completed research for two new routes, Bicycle Route 66 and the off-pavement Idaho Hot Springs Mountain Bike Route. They updated 24 map sections, and guided the conversion of 16 sections into geographic information system (GIS) software.

On top of these projects, they completed and published the Underground Railroad Detroit Alternate, a beautiful 520-mile cycling route from Detroit, through Toledo, Ann Arbor, Detroit, and on to Lake Huron.

We developed the Detroit Alternate in response to requests from members and local officials who urged to link the popular Underground Railroad bicycle tour to dozens of historic sites in Ohio, Michigan, and Ontario. We worked collaboratively with historians, educators, and local trail organizers to provide a route rich in scenery, history, and above all, good riding. We celebrated the map’s release with parties in downtown Detroit, Cleveland, Columbus, and Pittsburgh, drawing over 1,000 friends and lots of media coverage.

The national media also paid attention to our efforts to revamp a 556-mile segment of our Northern Tier and Lewis & Clark routes and ensure that the data were up-to-date and accurate. We expanded the route network in the world’s largest, most diverse adventure cycling route network.

Constant regard on the road for cyclists’ experiences on the terrain, the data on roads with minimal to no shoulders made the route development need to develop the needed comprehensive route networks online to allow cyclists and route users ensures that the 41,420-mile Adventure Cycling Route Network is among the best cycling route systems in the world.
IN KIND

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NEW LIFE MEMBERS IN 2012

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