Bike Travel Weekend Toolkit

BIKE TRAVEL WEEKEND
JUNE 4 - 6, 2021

REGISTER NOW!

Adventure Cycling Association
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About Bike Travel Weekend

What is Bike Travel Weekend?

The sixth annual Bike Travel Weekend will take place during the weekend of June 4 – 6, 2021, to encourage people throughout the world to go on a one- or two-night bicycle trip with friends or family — or solo — to a campground, hotel, cabin B&B, hostel, or friend’s house—all on the same weekend. In the past five years, Bike Travel Weekend included over 4,200 trips with more than 40,000 participants in all 50 U. S. states and two dozen countries. (Check out the full 2016, 2017, 2018, 2019, and 2020 reports.)

The Bike Travel Weekend adventure continues in 2021. The idea is to inspire people all over the world to go on a one- or two-night bicycle trip during the first weekend in June to promote bicycling as a healthy, sustainable way to travel and recreate. Participants can design their own trip, whether it’s one or two nights — or even participate as part of a longer trip. They can go with family and friends or solo. They can ride their preferred distance and route and stay overnight wherever they choose, from a campground, hotel, or even a friend’s house or friend’s backyard. Participants can choose to make their trip private or open it up for others to join. Then they register their trip at no cost, and all registered Bike Travel Weekend trips taking place around the world are included on an interactive map.

Adventure Cycling encourages individuals and organizations such as bike clubs, bike shops, tour companies, bicycle/pedestrian advocacy groups, outdoor- and recreation-focused organizations, tourism agencies, and others to participate in Bike Travel Weekend. Organizations may choose to promote Bike Travel Weekend to their audience (members, customers, etc.) by encouraging them to participate or they can lead a Bike Travel Weekend trip of their own to further their mission and to inspire people to travel by bicycle. See page 5 for more info on how to participate. Downloadable promotional resources start on page 12.
Why Bike Travel Weekend?

Bike Travel Weekend is inclusive and easy. Bike Travel Weekend is for experienced cyclists and it’s for people who have never gone on an overnight bicycle trip. It’s for 8- to 80-year-olds. It’s for people who like to camp and for those who would rather sleep indoors and in a hotel or B&B. It’s for families who want to pack young kids in bike trailers or ride tag-along-bikes or strider bikes a few miles down the road or bike path to spend the night at a friend or relative’s house. And it’s for cyclists looking for an extra challenge like an epic ride. Whatever Bike Travel Weekend is for you, all participants want to experience the joy of bike travel on the same weekend along with thousands of others throughout the world.

Bicycling is growing in popularity as a form of recreation, tourism, and active transportation and brings many benefits to people and nearby communities. It introduces people to a healthy, affordable, active, and family-friendly way to explore their parks and public lands. Bike Travel Weekend also brings economic benefits to communities while reducing congestion, demand for parking, and environmental and wildlife impacts. The goals of Bike Travel Weekend are to:

- **Encourage** people to go on an overnight bicycle trip, a healthy and affordable activity that people of all ages, abilities, and backgrounds can enjoy.
- **Connect** different demographics of Bike Travel Weekend participants, including youth, families, and under-represented urban communities through the [Connect with an Advisor](https://www.example.com/connect) volunteer program, online resources, and social media.
- **Promote** bicycle tourism to the cycling community and beyond.
How can I participate?

You can participate in Bike Travel Weekend in the manner that works for you. The first step is to register a trip or join an existing trip at www.BikeTravelWeekend.org. The planning calendar on page 17 can be used to help prepare for and promote the event.

**Promote Bike Travel Weekend**

Promote Bike Travel Weekend to the public and provide information to help others plan their own Bike Travel Weekend trips.

**Organize a Bike Travel Weekend Trip**

You can organize a Bike Travel Weekend trip for the public to participate in. If there are costs associated with organizing your trip, it’s okay to charge a fee to participants. Be sure to register your Bike Travel Weekend ride for free at www.BikeTravelWeekend.org.

**Engage participants**

You can engage Bike Travel Weekend participants by organizing other activities and programming at their site or in their community in conjunction with Bike Travel Weekend. For instance, National Trails Day® (June 5) and Great Outdoors Month (June) overlap with Bike Travel Weekend, making it possible for participants to participate in more than one initiative.

**About National Trails Day**

National Trails Day® is the only nationally coordinated event designed to unite all muscle-powered trail activities with the goal of connecting more people to trails. Each year, on the first Saturday of June, American Hiking Society and the trails community invites Americans of all ages and abilities to find their own adventure at one of the thousands of events hosted throughout the country. [https://americanhiking.org/national-trails-day/](https://americanhiking.org/national-trails-day/)

**Great Outdoors Month**

Great Outdoors Month® encourages all of us – outdoor rookies and experts alike – to connect with and enjoy America’s great outdoors. What started as Great Outdoors Week under President Clinton in 1998 has grown into a month-long celebration of the outdoors and all the healthful, social and economic benefits it brings. This June, celebrate the natural wonder and outdoor spirit of America by getting outside during Great Outdoors Month®. Once you Escape the Indoors, you’ll never want to go back. [https://www.greatoutdoorsmonth.org/](https://www.greatoutdoorsmonth.org/)
Which resources are available to plan and promote Bike Travel Weekend?

Adventure Cycling’s website has online resources that partner organizations can use to participate in and promote Bike Travel Weekend. Visit www.biketravelweekend.org to find the following resources:

**Register for Bike Travel Weekend:** Bike Travel Weekend participants can register their trips online and can choose to invite others to join their trip or keep it to just family or friends. Organizations that are arranging trips for the public should also register online. Everyone who registers will be mailed a Bike Travel Weekend sticker and entered to win a Salsa Cutthroat bike. Purchase extra Bike Travel Weekend stickers for your group online.

**Join a Bike Travel Weekend Trip:** Once a trip is registered, it shows up as a push pin on an interactive map on the Join a Bike Travel Weekend Trip page with details about the trip. Anyone can register for a trip that is open to the public. One can also ask the ride leader questions about the trip through an online form on the trip details page. If the trip is not open to the public, others won’t be able to register for the trip. If you notice an error or have a concern about a trip that is not open to the public, please email Eva at eva@adventurecycling.org. Registrants can edit and delete trips if needed.

**Connect With an Advisor:** Volunteer Bike Travel Weekend Advisors from all around the world are available to answer questions about Bike Travel Weekend and local bike routes to help participants plan their trip. Apply to be a Bike Travel Weekend Advisor by filling out the Volunteer Interest form.

**Promote Bike Travel Weekend:** The Promote Bike Travel Weekend page provides downloadable messaging and graphics for participants to promote Bike Travel Weekend, whether they are planning a trip or just want to help get the word out. Volunteers Influencers help promote Bike Travel Weekend. To become an Influencer please fill out the Volunteer Interest form.

**Bike Travel Weekend Ideas:** The Bike Travel Weekend Ideas link takes visitors to resources, including how to plan a trip and different types of Bike Travel Weekend trips.
**Win a Bike:** Everyone who registers for Bike Travel Weekend trip by May 30, 2021, will be **entered to win** a Co-Motion bike. Bike Travel Weekend ride leaders will also get an extra entry for each person who registers to join their ride on their trip details page (by June 6, 2021). Participants of public rides will register for the ride and participants of private rides fill out an entry form on the private trip details page. Ride leaders of private rides can send their link to their trip participants.

**Toolkit:** This Toolkit includes downloadable media and marketing resources (shown on pages 9–16). Please promote Bike Travel Weekend through communication channels such as social media, newsletters, and websites. Share photos and experiences through social media using #BikeTravelWeekend and #AdventureCycling.
**Bike Travel Weekend Clothing & Apparel:** Adventure Cycling’s store has Bike Travel Weekend socks, T-shirts (women’s and men’s cut), patches, and stickers available for sale.

![Bike Travel Weekend Clothing & Apparel](image)

**What is Adventure Cycling's role in Bike Travel Weekend?**

As the global coordinator of Bike Travel Weekend, Adventure Cycling Association:

- Develops and maintains web content for Bike Travel Weekend at [www.biketravelweekend.org](http://www.biketravelweekend.org)
- Coordinates with federal, state, and local partners
- Provides [resources](#) for promoting Bike Travel Weekend
- Provides online registration for public rides
- Manages national media campaign
- Tracks all Bike Travel Weekend trips on the [Join a Bike Travel Weekend Trip](#) page
- Recruits [Bike Travel Weekend Advisors and Influencers](#) to provide local assistance to participants
- Coordinates and provides bike for [sweepstakes](#)

Our main role for Bike Travel Weekend is to provide the tools, resources, guidance, and inspiration to empower people to discover the Bike Travel Weekend opportunities available out their front door. Adventure Cycling does not organize trips (except for a few flagship trips), charge fees, or assume any liability for the individual rides planned as part of Bike Travel Weekend.

Adventure Cycling has an extensive reach to the cycling community and beyond. We promote Bike Travel Weekend through outreach to our 50,000+ members, our [website](#) (adventurecycling.org), social media engagement (over 133,000 followers), [Adventure Cyclist](#) magazine (97,500 readers), [Adventure Cycling blog](#), Bike Bits email newsletter (65,000+ subscribers), and outreach to the public through media and public relations.
About Adventure Cycling Association

Adventure Cycling Association, based in Missoula, Montana, is the largest nonprofit bicycling organization in North America with over 50,000 members. We inspire and empower people to travel by bicycle, create more than 50,000 mapped miles of bicycle routes, produce *Adventure Cyclist* magazine, provide over 100 guided bicycle tours across North America, sell bicycle travel gear, and provide online resources to make bike travel more accessible. In addition, we work with national partners to promote bicycle tourism and provide technical assistance to states working on designating interstate bicycle routes, called the U.S. Bicycle Route System. For more information, visit [www.adventurecycling.org](http://www.adventurecycling.org).

More Questions?

Please contact Eva Dunn-Froebig at [eva@adventurecycling.org](mailto:eva@adventurecycling.org) or 406.532.2743, or check out [www.biketravelweekend.org](http://www.biketravelweekend.org).

Marketing & Media Messaging

Download the following marketing and media materials below to promote Bike Travel Weekend through your website, newsletters, email, social media, and press releases. Check out the planning calendar on pages 17–18 for a suggested communications timeline.

Connect with Us!

Use the social media handles below to connect with Adventure Cycling Association on social media. Sharing and liking posts and using the same hashtags will build a larger following and awareness of Bike Travel Weekend.

**Facebook**
- [Adventure Cycling Association](https://facebook.com/adventurecycling)
- [U.S. Bicycle Route System](https://facebook.com/usbrs)

**Twitter**
- @adv bicyclingassoc and @usbicycleroutes

**Instagram**
- @adventurecycling
Social Media Messaging

Hashtags
#BikeTravelWeekend
#AdventureCycling

Website Links
www.biketravelweekend.org

Social Media Posts
Share these sample posts on Facebook, Twitter, Instagram, and other social media.

- I just registered for Bike Travel Weekend. Join me on June 4–6! BikeTravelWeekend.org #biketravelweekend #adventurecycling
- Explore out your front door on June 4–6 for Bike Travel Weekend. BikeTravelWeekend.org #biketravelweekend #adventurecycling
- Friends don’t let friends miss out on bike overnights. Join me for Bike Travel Weekend on June 4–6. BikeTravelWeekend.org #biketravelweekend #adventurecycling
- It’s your family, it’s your ride. Where will your bike take you during Bike Travel Weekend on June 4–6? BikeTravelWeekend.org #biketravelweekend #adventurecycling
- Yard work can wait on June 4–6. Sign up for Bike Travel Weekend. BikeTravelWeekend.org #biketravelweekend #adventurecycling
- Bike Travel Weekend is the 5 to 9 adventure. Join me on June 4–6. BikeTravelWeekend.org #biketravelweekend #adventurecycling

Template Facebook Event Page

For trip leaders
Suggested promotion date: February–May 2021 (After trip details are confirmed)

Join my Bike Travel Weekend trip, June 4–6. [Insert details about your bike overnight.] The goal of Bike Travel Weekend is to encourage people of all ages to experience the joy and simplicity of traveling by bicycle. Contact [insert your contact information here or provide a link with information about your event] for more information about our Bike Travel weekend trip. Visit BikeTravelWeekend.org for more info about Bike Travel Weekend.

Template Email or Newsletter Message

For trip leaders
Suggested promotion date: February–May 2021 (After trip details are confirmed)

Join [Name of Organization/Me] for Bike Travel Weekend, June 4–6
[Name of Organization] invites you to join us for Bike Travel Weekend, June 4–6, 2021. This global event inspires thousands of people to go on a one- or two-night bicycle trip to a campground, hotel, B&B, hostel, or friend’s house or backyard — all on the same weekend. We’re organizing a trip to [overnight location] and welcome [beginner/experienced/all] bicyclists. We’ll start at [location and time] and ride [ # of miles] on [Friday, June 4/Saturday, June 5] on [name of road/trail/route] and [ # of miles] on [Saturday, June 5/Sunday, June 6] and return to [ending location]. [Include more details, including any fees, whether or not your trip is family friendly, and any meal plans.] Make sure to bring [list essential items]. Find out more about Bike Travel Weekend at BikeTravelWeekend.org and respond to this email/register here if you are interested in joining [name of organization’s] trip. [Include any other website links with more information about the trip here, such as your trip details page, a link to the route and your Facebook event page.] #BikeTravelWeekend #AdventureCycling

To promote Bike Travel Weekend
Suggested promotion date: March–May 2021

SIGN UP FOR BIKE TRAVEL WEEKEND, JUNE 4–6
Join thousands of other cyclists throughout the world and go on a one- or two-night bicycle trip during the weekend of June 4–6, Bike Travel Weekend. Ride with your family or friends and stay at your favorite overnight location — whether it’s a nearby campground, hotel, cabin, B&B, hostel, or friend’s house. Ride solo or with a group and go one mile or 100 miles — make it your trip! Register your Bike Travel Weekend trip by May 30 for a chance to win a bike. BikeTravelWeekend.org #biketravelweekend #bikeovernights #adventurecycling

Template Press Release  Download

For trip leaders
Suggested promotion date: February–May 2021

JOIN [Name of Organization] for Bike Travel Weekend, June 4–6

A global movement to inspire people of all ages and backgrounds to go on a one- or two-night bicycle trip on the same weekend.

[LOCATION, DATE] – [Name of organization] will participate in Bike Travel Weekend by organizing a one- or two-night bicycle trip during the weekend of June 4–6, to encourage people of all ages to experience the joy and simplicity of traveling by bicycle and spending the night at a campground, park, hotel, B&B, hostel, or friend’s house or backyard. Adventure Cycling Association is spearheading this movement to inspire people throughout the world to participate in a one- or two-night bicycling trip on the same weekend as thousands of others.

[Insert details about your organization and provide details about the Bike Travel Weekend trip you are planning. Include a quote from someone from your organization.]

BikeTravelWeekend.org provides do-it-yourself resources and an interactive map to connect bike travelers. Bike Travel Weekend trips can be added to the interactive map by filling out the simple registration form at BikeTravelWeekend.org. Those wanting to join an existing trip can search for trips in their area or contact a Bike Travel Weekend Advisor listed on the website. Advisors throughout the world have bike travel experience and can answer questions about going on an overnight bike trip.
Everyone who registers by May 30 will receive a Bike Travel Weekend sticker and will be entered in a sweepstakes for a chance to win a bike.

A variety of sharing and media tools are available, including the Bike Travel Weekend logo, sample social media posts and images, a poster, and a sample newsletter article, for participants and others wanting to help spread the word. The Bike Travel Weekend hashtag is #biketravelweekend.

For more information about [organization name’s] Bike Travel weekend event, contact [insert your contact information here or provide a link with information about your event.]

# # #

About [your organization]: [Include a brief paragraph about your organization.]

About Adventure Cycling Association: Adventure Cycling Association inspires and empowers people to travel by bicycle. It is the largest cycling membership organization in North America with more than 50,000 members. Adventure Cycling produces cycling routes and maps for North America, organizes more than 100 tours annually, and publishes Adventure Cyclist magazine. With over 50,000 mapped miles in the Adventure Cycling Route Network, Adventure Cycling gives cyclists the tools and confidence to create their own bicycle travel adventures. Phone: 800.755.BIKE (2453). Web: www.adventurecycling.org.

Graphics & Images

These graphics and images will help you promote Bike Travel Weekend in a more visually appealing way. You can use them for social media posts (Facebook, Twitter, Instagram, etc.), a Facebook event page, website uses, print materials, newsletters, press releases, and other communications.

Download the logo, graphics, poster, and flyer by clicking on the links below.

Bike Travel Weekend Stickers & Postcards

Contact Eva at eva@adventurecycling.org to request free Bike Travel Weekend stickers and postcards to hand out to customers, members, and your community, and be sure to tell us how many you would like.

Bike Travel Weekend Logo Download
Social Media Photos and Graphics Download
The following graphics are samples to generate ideas for your social media channels and can be downloaded by clicking the download links in this document. Use these images or create your own.

Facebook Download
Bike Travel Weekend Flyer
Print out copies of this flyer to distribute in your community. Download flyer.

Gather up your adventure buddies and go on a one or two-night bike trip during Bike Travel Weekend, June 4-6, 2021, with thousands of others throughout the world on the same weekend. Ride any distance to your favorite campground, hotel, B&B or friends’ house and experience the joy of bicycle travel.

LEARN MORE AT: BIKETRAVELWEEKEND.ORG
Bike Travel Weekend Poster
Print out copies to post at your location and in your community. Download poster.
2021 Planning Calendar

The following timeline is a guide to help your organization plan for a successful Bike Travel Weekend. The items in bold are suggested actions to help partner organizations prepare for and promote the event, and the italicized items are Adventure Cycling’s planned promotional and outreach schedule.

January 15, 2021
Bike Travel Weekend registration opens
Webpages live at www.biketravelweekend.org

Toolkit resources go live

Preliminary promotion and planning
- Read Toolkit, download promotional resources, and start sharing
- Add Bike Travel Weekend information and logo to your online event calendar/website
- Purchase Bike Travel Weekend stickers, t-shirts, socks, or patches.
- Optional: you can plan a trip for the public and register at www.biketravelweekend.org
- Like and follow Adventure Cycling Association on social media channels (see page 9) and share posts about Bike Travel Weekend

March–April 2021
Bike Travel Weekend promotion

Media promotion of Bike Travel Weekend
- Send press release (see page 11)
- Post on social media with #biketravelweekend and #adventurecycling
- Include announcement in email/newsletter
- Post Bike Travel Weekend posters and share with community
- Start handing out Bike Travel Weekend stickers and postcards
April–May 2021

Continue Bike Travel Weekend promotion

- Post on social media with #biketravelweekend and #adventurecycling
- Include in email/newsletter
- Continue handing out Bike Travel Weekend stickers and postcards to customers, members, volunteers and the public
- Hang up posters if you haven’t yet

April 2021

Adventure Cycling sends Bike Travel Weekend press release to media contacts

May 30, 2021

Last day to register and be entered into bike sweepstakes for trip leaders

May 30–June 6, 2021

Bike Travel Weekend

- Hand out Bike Travel Weekend stickers and postcards.
- Post photos with Bike Travel Weekend participants on social media with #biketravelweekend.
- Have fun on your Bike Travel Weekend trip or other planned activities!

June 6, 2021

Last day to register and be entered into bike sweepstakes for trip participants

February 2022

Drawing for bike.
Bike Travel Weekend is made possible thanks to our partners:

American Hiking Society

Other 2021 Events

Bike Your Park Day, September 25

Explore your parks and public lands by bicycle with thousands of people throughout the country on the same day — the fifth annual Bike Your Park Day on September 25, 2021. Bring your friends and help them discover the bicycling opportunities in your backyard. In the past five years, more than 57,000 people have participated in more than 6,000 rides. These rides — from short to long, hardcore to relaxing — include people of all ages, abilities, and backgrounds, making it one of the most broadly appealing cycling events anywhere in the world. Register and learn more at www.bikeyourparkday.org. #bikeyourpark
Stay in touch!
If you have questions or would like more information, please contact Eva Dunn-Froebig at eva@adventurecycling.org and visit www.biketravelweekend.org. Thank you and enjoy your Bike Travel Weekend trip!

About Adventure Cycling Association
Adventure Cycling Association, based in Missoula, Montana, inspires and empowers people to travel by bicycle and is the largest non-profit organization in North America with over 50,000 members. We have created 50,000 mapped miles of bicycle routes, produce Adventure Cyclist magazine, provide over 100 bicycle tours, sell bicycle travel gear and provide online resources to make bike travel more accessible. We also work with national partners to promote bicycle tourism and provide national coordination for the U.S. Bicycle Route System. For more information, visit www.adventurecycling.org.