Programs

MEMBERSHIP
Adventure Cycling members receive nine issues of Adventure Cyclist magazine, discounts on our maps, access to our guided tours, and other great benefits.

ROUTES & MAPS
We research and produce cycling maps for the Adventure Cycling Route Network, one of the largest bicycle-route networks in the world at over 41,000 miles (and growing).

GUIDED TOURS
Each year, we lead more than 100 guided bike tours, including self-contained, supported, inn-to-inn, and educational trips.

U.S. CYCLE ROUTE SYSTEM
We are the leading organization working to create the USBRS, which will be the largest official cycling route network on the planet when complete.

BICYCLE TOURISM
To improve bicycle travel conditions in North America and make bicycling easier and more accessible for all, we build national support for bicycle travel, address roadway concerns, and promote multi-modal travel options.

ADVENTURE CYCLIST
We publish nine issues of our award-winning magazine each year for our members.

CYCLOSOURCE
Our catalog and online store feature our world-class cycling route maps, and the best bike travel gear.

GREG SIPLE AWARD
Recipients of the “Greg Siple Award for Young Adult Bicycle Travel” sustain the rich bike travel culture that Adventure Cycling co-founder Greg Siple has fostered for over 40 years.

HOW-TO RESOURCES
We provide a variety of trip-planning resources for bicycle travelers such as our annual Cyclists’ Travel Guide, online how-to articles, and Touring Gear and Tips blog.

BIKEOVERNIGHTS.ORG
Share your short overnight bicycle adventures, and find inspiration and tips.

ONLINE COMMUNITIES
Our forums provide space to ask questions and receive feedback from experienced bicycle travelers.

DONATIONS
Members support Adventure Cycling’s programs by making an annual donation, becoming a monthly donor, joining the Thomas Stevens Society, making a gift of stock, or leaving Adventure Cycling in their will.

“The mission of Adventure Cycling Association is to inspire and empower people to travel by bicycle.”

– Randy Cronk, World Traveler and Legacy Society Member

“...In dozens of countries on every continent, I have been given shelter and food. More importantly, though, is the dignity that has been bestowed upon me as a traveler. I hope that I have always returned the favor and affirmed the dignity of the many I have had chance encounters with because I had the courage to hang panniers on a bike and make the world my home.”

– Randy Cronk, World Traveler and Legacy Society Member
EAR ADVENTURE CYCLING MEMBERS. When we measure impact at Adventure Cycling, we look at many metrics, but the most important is: how many people did we inspire and empower to travel by bicycle? By that measure, and because of your support, Adventure Cycling had its best year ever in 2017.

How do we know? Because we hit new highs in every regard when it came to connecting with people — and we saw fantastic numbers when it came to our program work on new routes and bike travel advocacy. Here are some highlights from the work you made possible:

• A new high for our core community, our members. Last year, we grew to 53,060, keeping us the largest cycling membership nonprofit in North America.

• A new peak for electronic engagement, with millions of unique visitors to our resource-rich website, plus major growth in our social media channels. Thanks to you, we are connecting more people than ever to information and networks they need for better bicycle travel.

• Yet another new Adventure Cycling route, from Chicago to New York City — 1,679 miles of bike travel goodness, bringing our total route network to 46,846 miles, the equivalent of riding nearly twice around the world! We also finished research on an expanded version of the pioneering Great Divide Mountain Bike Route (coming in June 2018) and started work on an Arkansas High Country Mountain Bike Route.

• A major increase in the number of bikes carried on Amtrak trains — 52,870 bikes compared to 5,000 two years ago — thanks to Adventure Cycling’s unique partnership with Amtrak.

• Two of the biggest bike events in North America — the second annual Bike Travel Weekend and Bike Your Park Day, which catalyzed more than 2,000 DIY bike travel events and drew more than 16,000 participants. During Bike Travel Weekend, more than 2,500 people went on a bike overnight for the very first time.

• A jump in our advocacy efforts with the addition of a new coordinator for work on the official U.S. Bicycle Route System (now nearly 12,000 miles in 25 states) and more partnerships with National Parks (such as Shenandoah, which sponsored its first car-free day on Skyline Drive — more than 1,000 cyclists enjoyed the relaxed ride). We also joined local groups to fight for better rumble strip policies (for example, in Nebraska) and “no-turn-away” policies for traveling cyclists at state parks (in Tennessee).

• The release of all Adventure Cycling route data for digital devices. Now you can navigate your bike around North America, using paper maps or mobile devices or both! This easier access is probably why we sold more map products than ever in 2017.

• Nine more inspiring issues of Adventure Cyclist magazine, plus dozens of free email newsletters (Bike Bits and Adventure Cyclist eDigest) to entice more people into bike travel.

• More tours than ever, with new tours throughout North America, including new offerings in Canada. Perhaps the most poignant highlight was the renaming of our special award for young adult bicycle travel after cofounder Greg Siple, who retired in early 2017 after devoting 43 years of his life to building Adventure Cycling and Bikecentennial. Appropriately, we had a record number of applicants for this award, which helps younger generations experience — and evangelize — the joys and benefits of bicycle travel.

None of this would be possible without your member and donation support. Thank you for everything you do, and for helping build one of the largest and most vibrant cycling communities in the world.

With gratitude,

Wally Werner
President, Adventure Cycling Board of Directors
Do you realize all that you made possible?

Thanks to you, our members and supporters, more people are traveling by bicycle than ever! Here are some of the best ways you powered bike travel in 2017.

7 states in the U.S. have NO-TOUR-AWAY policies at campgrounds for cyclists and hikers

73,060 MEMBERS live in 52 COUNTRIES around the world

AMTRAK CARRIES 52,870 BIKES 48,000 more bikes than 2016

Over 9,000 people ride public lands on September 30, earning Bike Your Park Day a CENTENNIAL AWARD from the National Park Service

1/2 OF THE U.S. has at least one U.S. Bicycle Route

“Really admire what Adventure Cycling has done for bike touring and advocacy—two things that are important to me.” —Forest Baker, Life Member and two-time Great Divide rider

1,679 NEW MILES to ride on the Adventure Cycling Route Network between the Windy City and the Big Apple

1,000+ ICE CREAM cones given to traveling cyclists at Adventure Cycling’s HQ

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50 KIDS HAVE NEW BIKES thanks to Greg Siple Award winner Nate Dorfman’s “earn-a-bike” safety course in Tulsa, Oklahoma

28 ADVENTURE CYCLING ROUTES can be navigated by a GPS device, smartphone, tablet, or print map

1,000+ ICE CREAM cones given to traveling cyclists at Adventure Cycling’s HQ

Touring down a backcountry road in the Mission Valley of Montana along the Flathead River. In 2018 more people than ever will join the bike travel community, places will be safer to ride, and more communities in America will welcome cyclists.

“I really admire what Adventure Cycling has done for bike touring and advocacy—two things that are important to me.” —Forest Baker, Life Member and two-time Great Divide rider

visit adventurecycling.org for inspiration and resources
THE NEWEST ROUTE: CHICAGO TO NEW YORK CITY

The latest Adventure Cycling route was published in May 2017, just in time for spring riding season. The 1,679-mile route connects two of the U.S.’s largest cities — Chicago and New York City — and includes an alternate option beginning in Pittsburgh, the Philadelphia Alternate. The Main Route makes a beeline through Pennsylvania, entering New York City from the north, while the Philadelphia Alternate follows off-road trails like the Great Allegheny Passage and C&O Canal. Chicago to New York City has it all: towering cities, forested mountains, farms, historic railroad passages, and beach towns. Combine it with Bicycle Route 66 for yet another way to ride from coast to coast!

A STRONG PARTNERSHIP WITH NATIONAL PARKS

Five years ago, Adventure Cycling signed an agreement with the National Park Service that has allowed us to partner with parks across the country. We are able to share the experiences and concerns we hear from members, along with our expertise on making parks better places to ride and stay. Here is a season-by-season breakdown of the successes:

Spring: Shenandoah National Park installs bike repair stations along Skyline Drive and hosts its first car-free day. The Natchez Trace Parkway installs 53 bike safety signs and gives away 200+ lights, and Glacier National Park’s bike shuttle service sees three times as many cyclists this year as the year before.

Summer: Amtrak provides improved bike service for 52,870 bikes in fiscal year 2017, offering more options to visit parks without a car.

Fall: The second annual Bike Your Park Day inspires over 9,000 people to bike in their parks and public lands on September 30. Meanwhile, the National Park Service recognizes Adventure Cycling with a Centennial Award for the impact of Bike Your Park Day, and the C&O Canal receives $1,000,000 in funding for surface improvements.

Winter: Adventure Cycling provides final input for a new guidebook on best practices for planning and hosting overnight travel adventures. Adventure Travel with a Centennial Award for the impact of Bike Your Park Day, and the C&O Canal receives $1,000,000 in funding for surface improvements.

BIKE TRAVEL WEEKEND: THOUSANDS DO A BIKE OVERNIGHT IN JUNE

The second annual Bike Travel Weekend, June 2–4, 2017, boasted over 935 overnight trips held in all 50 states and 20 countries around the world. Nearly 7,000 people rode over half a million miles (equivalent to riding the distance from the Earth to the moon almost 2½ times). Thanks to 173 volunteers, each state had a go-to ambassador to help inspire and plan bike overnights. Save the date for 2018’s event from June 1–3. #biketravelweekend

THE MAN BEHIND THE CAMERA (AND ADVENTURE CYCLING) RETIRES

Adventure Cycling’s cofounder, Greg Siple, retired in February 2017, leaving behind a long legacy of work, photos, illustration, and dry humor. Greg served as cofounder, board member, tour leader, and employee (cartographer, photographer, designer, and illustrator). Upon retirement, he and wife (and cofounder) June also joined as Life Members. On one of his most well-known projects, the “National Bicycle Tourism Portrait Collection” with over 5,000 photos, he said, “I expect no one anywhere has spoken with as many round-the-world cyclists as I have in the course of shooting those pictures.”

Photo credits: Chuck Harvey / York Rider Cafe

ANNUAL IMPACT REPORT 2017

You make bike travel the very best way to see the world

Whether you are a member, a donor, you’ve taken an Adventure Cycling tour, purchased a map, or volunteered your time to get more people traveling by bike, thank you! Your support inspires and empowers more people to experience the world from the saddle of a bike.
In 2017, over 1,000 cyclists visited Adventure Cycling’s HQ in Missoula, Montana. From families on the TransAm to solo riders circling the globe, cyclists stopped to get their photo taken, take a beer, and get a behind-the-scenes tour of bike travel’s capital.

“I love Adventure Cycling for nurturing what has easily given me the greatest tools in my life of learning to confront challenges and champion your dreams. There is something to be said for a tool to change our own lives.”

—Page Hodel, monthly donor

MEMBERSHIP

46%  

DONATIONS/GRANTS

28%  

ADVERTISING

11%  

TOURS

6%  

MERCHANDISE

7%  

12%  

DEVELOPMENT

16%  

ADMINISTRATION

16%

2017 Fiscal Year Summary

total expenses $3,350,416

net revenue $76,175

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