Building the Case for Bicycle Tourism

There are more studies than ever to help quantify the many economic benefits that bicycle tourists bring to businesses, communities, and states. These studies are effective tools to build support for developing and promoting bicycle tourism.

For a comprehensive list of studies, visit: adventurecycling.org/economicimpact.
To see how bicycle travel boosts small town economies, visit: pathlesspedaled.com/smalltowns.

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**Touring Cyclists Spend 40% More Per Trip**

With iconic national parks and countless rural places to explore by bike, it’s no wonder Montana sees thousands of touring cyclists each year. A recent study found that the slower pace of bicycle travel equates to a greater economic impact on the state. On average, touring cyclists stay three days longer and spend $240 more per trip than the average tourist. To the small rural communities hosting these cyclists, that extra 40% makes a big difference.

**UNITED STATES**

**Montana**

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