

TWIN BRIDGES, MONTANA

Hospitality Pays Dividends

Bill White realized that people traveling by bicycle were bypassing his small community of Twin Bridges — “like gold going by in a river.” So he decided to build a campground for them. The result? Bicycle travelers stayed and spent money in local businesses, and word spread about the friendly little bike camp.



Bill White, Twin Bridges, Montana

“They’re just wonderful people, and they’ve been received by the people in town. The people love the cyclists, the cyclists seem to love the people — it’s a win-win.”



Data sources: Economic Significance of Bicycle-Related Travel in Oregon; Analysis of Touring Cyclists: Impacts, Needs and Opportunities for Montana.

TOURISTS ON TWO WHEELS



WHY BICYCLE TRAVEL?

UNITED STATES

Bike Travel Is Booming

From overnight trips to cross-country adventures, more tourists are choosing to travel by bicycle because the slower pace allows them to connect with the communities and landscapes along the way.

\$ 58% *make over \$75,000 per year*

82% *have a college education*

8.1% *are international tourists*

52 *is the average age of bicycle travelers*

Local Economies Are Benefiting

Bicycle travelers move slower than motorized travelers so they tend to stop more in small communities, spend more locally, and have a greater positive economic impact.



"We're seeing more and more bicycle travelers in town. They are a great addition to our community because they support local businesses like ours."

- Stanley Baking Company owners Tim and Becky Cron
Stanley, Idaho