

OUTDOOR FREEDOM

As Natural as Riding a Bike.



THE ECONOMICS & BENEFITS OF

Mountain Biking...

DO YOU KNOW HOW TO RIDE A *Bike*?

Be inspired...

Mountain biking is a fun, healthy, environmentally friendly way to experience our natural world while challenging the body and mind.

All natural...

Riding on natural surfaces is the unifying element for all 6 types of mountain biking.

MORE THAN *1 in 5* AMERICANS
16 AND OVER *Mountain Bike.*



- ☀ By number of outings, **biking** is the favorite outdoor activity of American kids age 6-17. (Outdoor Industry Foundation)



- ☀ Like fishing and camping, cycling is an activity that **strongly affects a kid's decision** to become active in outdoor recreation.



50 MILLION AMERICANS age 16 and over enjoy the freedom of riding a mountain bike.



50 MILLION... that's more than **5 times** the total number of Americans employed as physicians, surgeons, registered nurses, teachers, lawyers and legislators combined!



There are **more mountain bikers** than golfers in America. In fact, there are **1 1/2 times more** – **50 million bikers** to 29 million golfers.

29 Million

according to NGF (2006)

Bikers

OVER BIRDERS

The same number of people (16+) mountain bike as watch or feed birds.

50 Million

(2004)

**NEIGHBORS
TO THE
North**



America has **50 million** mountain bikers - more than **1 1/3 times** the total population of Canada.

32.8 Million

(2006)

RECOGNIZE THEIR *Vote!*

The voting strength of mountain bikers is more than **1 1/3 times** the voting strength of Americans 65 and over.

36.7 Million

(2005)



Mountain Biking PUMPS

\$26 Billion INTO THE AMERICAN ECONOMY

IN DIRECT EXPENDITURES ALONE, BENEFITING RETAIL SALES, SERVICES AND TOURISM-RELATED INDUSTRIES LOCALLY, REGIONALLY AND NATIONALLY.

Trails VS SPACE TRAVEL

\$26 billion is more than 1 1/2 times the actual total discretionary budget authority for NASA.

\$16.1 Billion

(2005)



INVESTING IN MOUNTAIN BIKE TRAILS HAS A **DIRECT ECONOMIC IMPACT** ON LOCAL & NEIGHBORING COMMUNITIES

- The Great Allegheny Passage in Pennsylvania - **\$14 million** annual revenue while half finished
- The Mineral Belt Trail in Colorado - **19% increase in sales tax revenues**
- Mineral Wells to Weatherford Rail-Trail near Dallas, Texas - annual revenue of **\$2 million**



- ☀ Bike trails in the Moab, Utah area produce a consumer surplus value of between **\$197** and **\$205** per trip, and the annual value of the trails is between **\$8.4** and **\$8.7 million**.
- ☀ Visits to National Forest Service lands primarily for mountain biking generated **\$205 million** in 2005, 3/4 of that year's National Forest Service budget for Forest and Rangeland Research.

Mountain Biking... Spinning the Wheel of Tourism

- Sport/adventure tourism is the fastest growing sector in the tourism industry. About half of American adults have taken an adventure travel vacation in the past 5 years.
- Mountain biking is one of the top ranked adventure activities.
- Hundreds of local, state and national downhill, cross country and endurance events attract thousands of participants and spectators. By providing excellent facilities, small centers nation wide can establish themselves as mountain bike destinations, expanding their local economies.



HOW MUCH IS \$26 BILLION?



Conservation & Sustainable Use

Mountain bikers are dedicated conservationists who volunteer their time, labor and money to protect the natural and cultural resources where they ride.

When building new routes or maintaining existing trails, ongoing efforts to minimize environmental impacts and preserve open space are central themes. Examples include adopting trail designs which eliminate soil erosion, avoid sensitive habitat and archeological areas and protect streams and wetlands.

As responsible recreational users of public lands, mountain bikers partner with professional land managers nationwide to locate trails in approved areas where potential conflicts with other users are minimized. Research shows that when trails are properly planned and designed, mountain bikes have no more impact on the natural environment than hiking, and far less than many other recreational uses.

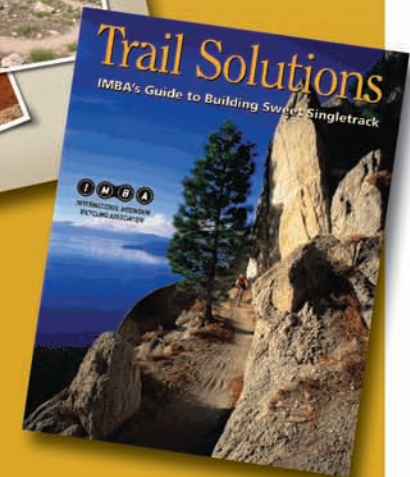
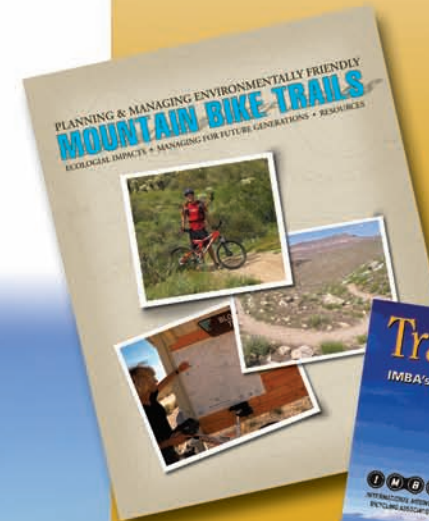
Successful examples of environmentally sustainable mountain bike trails that are safe, fun to ride and shared with other trail users exist in every area of the country, thanks to conservation minded volunteers.

An International Mountain Bicycling Association (IMBA) member survey showed that their network provided more than 750,000 hours of volunteer stewardship in the U.S. annually, valued at over \$13 million.



IMBA'S 10 RESPONSIBLE RIDING TIPS

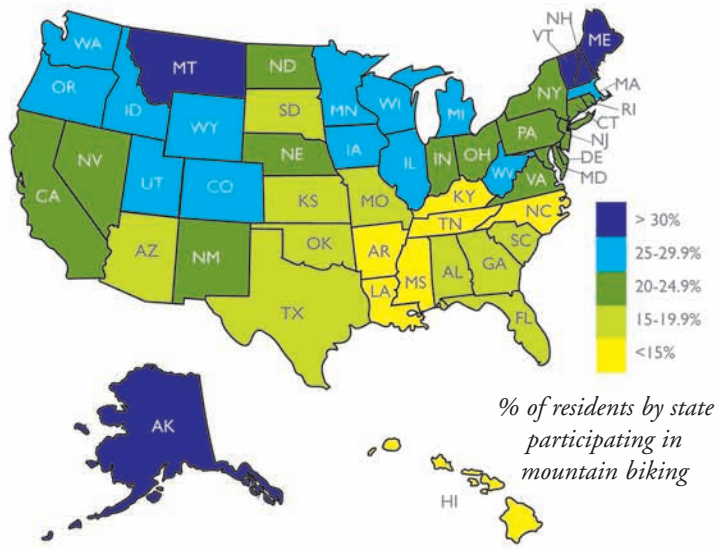
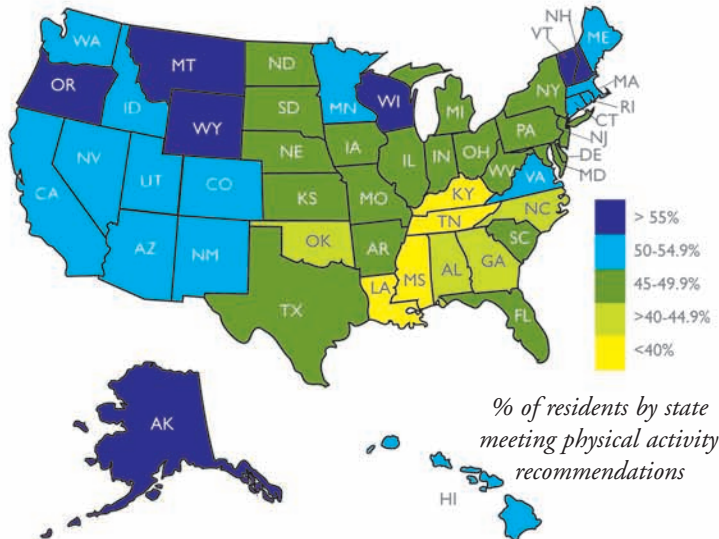
1. Be Prepared
2. Don't Ride on Closed Trails
3. Say No to Mud
4. Respect the Trail, Wildlife and Environment
5. Stay on the Trail
6. Ride Slowly on Crowded Trails
7. Pass With Courtesy and Care
8. Share the Trail With Other Trail Users
9. Don't Do Unauthorized Trail Work
10. Get Involved



Naturally Healthy...

MOUNTAIN BIKING IS PART OF THE MIX OF ACTIVITIES THAT CAN HELP KEEP PEOPLE HEALTHY.

States with high percentages of mountain bikers generally have high percentages of residents who are physically active.



Only 7 states in the U.S. (OR, MT, WY, WI, AK, VT & NH) have over 55% of people meeting physical activity recommendations, according to the Centers for Disease Control and Prevention.

DID YOU KNOW...

- Cardiovascular disease affects **70 million** adults in the U.S. and costs the economy over **\$400 billion** each year...and it's growing.
- **Over 30%** of American adults are obese to the point it may pose a serious health risk.
- Physical activity is one of public health's "best buys." It can cut in **half** the risk of developing coronary heart disease, and cut the risk of developing hypertension by almost a **third**. What type of activity does WHO (World Health Organization) recommend? **Walking and cycling!**
- The Center for Disease Control and Prevention estimates that increasing regular moderate physical activity among the more than **88 million** inactive Americans over age 15 might reduce the annual national direct medical costs by as much as **\$76.6 billion dollars**.
- One recent cost-benefit analysis concluded that every **\$1 investment** in trails led to almost **\$3 in direct medical benefit**.



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