

Mountain Bike Tourism – Supporting Resources

1) Key Insights:

- mountain bike tourists from around the world want to visit and ride in British Columbia
- mountain biking development provides recreational opportunities for locals and tourists
- provides significant economic impacts for communities
- creates jobs (direct and indirect)
- generates tax revenues to support infrastructure development
- profiles the region as part of a world-class mountain biking destination (BC)
- supports indirect businesses: transportation, accommodations, restaurants, retail
- supports sports development (athletes, competitions/events, training)
- supports social development, health and welfare (ie: school programs)
- draws well educated, higher-income earners who spend time and money in our communities
- mountain bike tourists participate in special events, festivals, and other tourism and retail activities

2) *Mountain Bike Tourism and Community Development in British Columbia: Critical Success Factors for the Future (2011) – Ray Freeman*

“This investigation of mountain bike tourism resources and community tourism development literature identifies critical success factors integral to the successful development of mountain bike tourism opportunities for communities. Potential benefits to those communities that get the mix and application of CSF’s correct may include: efficient allocation of resources, increased recreational opportunities for locals and visitors, increased visitation and taxation revenues, and regional entrepreneurial opportunities. Possible negative impacts of inaction or inefficient collaboration may include: constraints on tourism development opportunities, stakeholder conflict, and environmental degradation.”

<http://www.slideshare.net/leftcoastinsite/mtn-bike-tourism-community-development-critical-success-factors-ray-freeman-graduate-paper-final-version-july-42011-royal-roads-university>

3) British Columbia Mountain Bike Tourism Plan (2010) – Tourism BC (now, Destination BC)

Demographics:

- **25%** of mountain bikers are between **25 and 44 years of age**
- More than **33%** mountain bikers have an annual **income greater than \$100,000**
- Approximately **66%** of mountain bikers have a **post-secondary diploma or degree**

Travelers from the United States:/

- **305,000 mountain biking tourists travelled to BC from the U.S.** representing **6%** of the pleasure travel population
- Mountain bikers are **3 times more likely to travel to BC** because of its reputation as a world class mountain biking destination

4) *Sea to Sky Mountain Biking Economic Impact Study (2006)*

- Mountain bike trails in the Sea to Sky region generated **\$10.3 million** in visitor spending this summer and there is room for further development, according to a study conducted by the Western Canada Mountain Bike Tourism Association (MBTA) in partnership with the Canadian Sport Tourism Alliance (CSTA). That figure jumps to **\$38 million** when the Whistler Bike Park and Crankworx Mountain Bike Festival are included in the analysis.

5) *Mountain Biking in Rossland and Golden (2011)*

- Approximately **26%** of mountain biking revenues of **\$1,245,000** to these communities generated **\$384,000 in tax revenues**

6) *Whistler Blackcomb Holdings Fiscal 2013 Results*

- Skier visits for the 2012-13 **ski season decreased** by 4.3% to 2.040 million, which was **partially offset by a 3.9% increase in other visits** to 536,000. In the three months ended September 30, 2013, **summer visits increased by 0.5%** to 377,000 as a result of increased sightseeing, hiking and **bike park visitation**.

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