



MISSOURI BICYCLE & PEDESTRIAN FEDERATION

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Bicycling & Walking Mean Business in Missouri

Bicycling, walking, and trails are surprisingly large sources of strength in Missouri's economy. We want to ensure that every part of Missouri—urban, suburban, or rural—is fully competitive with other states in providing safe places to bicycle and walk.

Two million Missourians bicycle annually; 6 million walk

- About 2 million Missourians are regular bicyclists
- 6 million Missourians regularly walk for transportation
- The amount of bicycling & walking in Missouri is growing rapidly—for example, the amount of bicycle commuting in Missouri doubled from 1990 to 2010.

Bicycling & trails are a multi-billion dollar industry in Missouri

Bicycling, walking, and trails are an important component of the state's travel, recreation, health, and transportation sectors.

- Outdoor recreation is one of the largest economic sectors in the U.S. & in Missouri. Bicycling & walking/hiking/trail use represent over 25% of the sector, representing:
 - \$2.8 billion in annual consumer direct spend in Missouri
 - 28,043 jobs & \$847 million in wages & benefits in Missouri
 - \$219 million in local & state tax revenue in Missouri
- Over 90% of bicycle & trails spending is in the economy at large: Restaurants, other food & drink, apparel, accessories, hotels, travel, transportation, tourism, recreation, & more.

Bicycling and walking are Missouri tourism staples

- Missouri has seven cross-state & national bicycle routes—the most of any state.
- Thousands of out-of-state bicyclists travel through Missouri on these cross-state bicycle routes and trails each year, spending an average of \$200/day and 4-6 days crossing Missouri.
- Bicycling and trails provide sustainable growth in rural communities.
- The Katy Trail has 400,000 visitors annually from all 50 states and \$18.6 million annual economic impact (2012 DNR Study).
- The Rock Island Trail is poised to join with the Katy to create a 500+ mile system; the longer the trail system the further trail tourists will travel to visit it & the longer they stay.
- More Missouri tourists bicycle or hike than boat or golf; about the same number as participate in gambling and nightlife.

But—Missourians don't have enough safe places to bicycle & walk

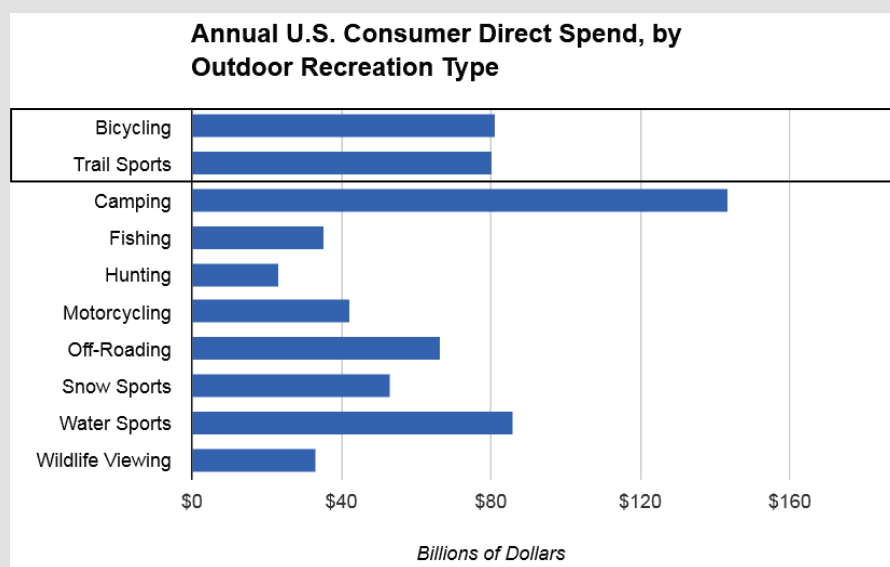
- 45.6% of Missourians have no sidewalks at all in their neighborhoods
- 76.5% of Missourians have no safe place to bicycle in their community

When Missouri communities lack this essential infrastructure, our economic competitiveness suffers in comparison with communities nationwide & worldwide.



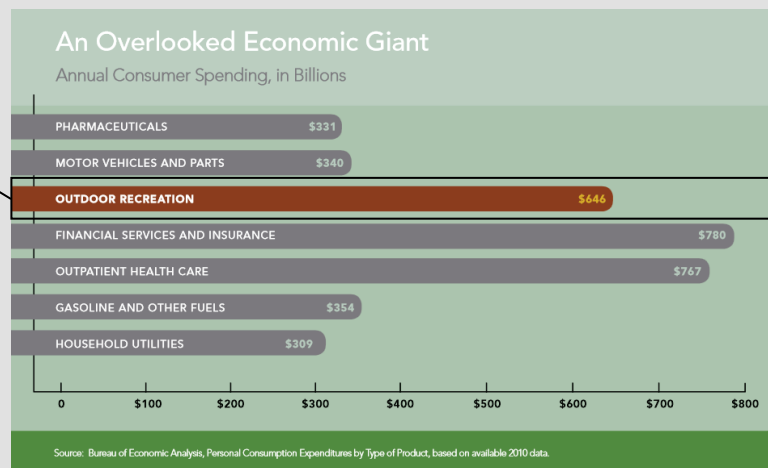
Outdoor recreation is an overlooked economic giant

The Active Outdoor Recreation Economy is big business. It ranks alongside and even dwarfs other major economic sectors in the U.S., such as pharmaceuticals, motor vehicles and parts, and household utilities. Conservatively, the outdoor recreational economy represents \$646 billion annually in all sectors of the U.S. economy from manufacturing to retail to real estate to food services. **Missouri's natural beauty makes outdoor recreation a natural fit.**



Participants in Bicycling and Trail Sports spend \$161 billion annually—making up fully 25% of the nation’s Outdoor Recreation Economy

The Outdoor Recreation Sector is among the largest economic sectors in the U.S. and in Missouri—and bicycling/trails make up fully 1/4 of this sector nationally.



For More Information

To learn more, contact Missouri Bicycle Federation Executive Director Brent Hugh, 816-695-6736 or director@mobikefed.org

Information Sources

- **National, regional, and state economic impact of bicycling recreation and associated charts:** *The Active Outdoor Recreation Economy*, Outdoor Industry Foundation, 2012. <http://outdoorindustry.org/advocacy/recreation/resources.php> The numbers given for Missouri direct spend, jobs, tax revenue, etc. are based on the overall state totals in those areas as shown in the Missouri State Report, p. 1 (http://outdoorindustry.org/images/ore_reports/MO-missouri-outdoorrecreationeconomy-oia.pdf) apportioned to the Bicycling and Trail Sports sectors according to their percentage of the entire sector as shown in the national report, p. 17 (http://outdoorindustry.org/pdf/OIA_OutdoorRecEconomyReport2012.pdf). Note that bicycling and trails represent only a portion of the activities of our constituency; local/neighborhood walking and running has by far the highest participation rate and is not covered by this survey.
- **Amount of Missouri tourists who bicycle and hike:** *Economic Impact of Missouri’s Tourism and Travel Industry: July 2004 – June 2005 (FY05)*, Michael Kaylen, Ph.D., University of Missouri, 2006, <http://mobikefed.org/files/missouri-tourism-reasons-2005.pdf>
- **Census data on bicycle commuting summarized at** <http://mobikefed.org/2012/03/census-bicycle-commuting-has-doubled-missouri-1990-and-more-doubled-major-cities-2000>
- **Katy Trail economic impact:** http://mostateparks.com/sites/default/files/Katy_Trail_Economic_Impact_Report_Final.pdf, 2012
- **Amount of sidewalks and bicycle facilities:** Missouri Department of Health and Senior Services survey summarized here: <http://mobikefed.org/2013/02/health-department-almost-half-missourians-dont-have-sidewalks-dont-walk-regularly-34-have-no>