

East Lane County Bicycle Tourism Studio

The East Lane County Bicycle Tourism Studio is a regional planning program designed to enhance the area's existing incredible bicycle assets and support connectivity among them to benefit cyclists, businesses and communities.

Anyone in East Lane County spanning from the Willamette Valley to the West Cascades interested in capitalizing on the growing bicycle tourism travel trend and looking to increase this market to support livability and economic vitality is invited to participate!

We encourage all lodging establishments, restaurants, cafés, brew pubs, bike shops, tour operations, retail shops and attractions, as well as public land managers, trail advocates, planners, community leaders, and of course cyclists, to participate.

This process will take place over three workshops, and we ask that you attend as many as possible.

Registration is required. Cost is free!

Industry.TravelOregon.com/EastLaneCountyBTS

Kick-off Workshop:

Identify Market Trends, Opportunities and Gaps

Thursday, October 20, 2016 | 9:00a.m. – 2:00p.m.

Lane Community College Downtown Campus, 101 W 10th Ave, Eugene

Strategy Draft Development Workshop:

Moving from Opportunities to Strategy

Thursday, November 17, 2016 | 1:30p.m. – 5:00p.m.

Village Green Resort, 725 Row River Road, Cottage Grove

Action Planning Workshop:

Finalizing Strategy and Setting Action Teams

Tuesday, December 13, 2016 | 9:30a.m. - 12:00p.m.

Greenwaters Community Building, 48362 Hwy 58, Oakridge

Questions? Contact: Natalie Inouye, Travel Lane County

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Bicycle Travelers in the Willamette Valley region spend \$78.5 Million annually, with an average spend of \$727 per overnight trip and \$108 per day trip.¹

1. The Economic Significance of Bicycle-Related Travel in Oregon: 2012, Dean Runyan Associates

