

## 9+ ways your businesses can go the extra mile for cyclists



1. **Be knowledgeable** about the trail, your community, and the region. Get out and explore it! You can best serve your customers by knowing the trail system and the towns along the way.
2. **Offer bike parking.** Bike racks say cyclists and their bikes are welcome at your business.
3. **Keep basic tools on-hand**, like pumps, multi-tools and tire tubes. Riders may not need them often, but they will really, really appreciate them when they are.
4. **Set your hours for riders.** Know when cyclists come into town, and try to be open during peak traffic. Plenty of cyclists will come off the trail later than they planned, but they still need basic services. Post your hours in plain sight and extend them when you need to.
5. **Sell small items** that bikers can carry, and stock easy-to-carry snacks like trail mix, apples and protein bars.
6. **Keep a guestbook and send out special promos.** Attracting repeat customers is a big part of your tourism business. Imagine sending a personalized appeal that reminds past guests that it's time to start planning their annual bike trip.
7. **Seek honest customer feedback** from surveys, customer polls, online reviews, and giveaways.
8. **Offer delivery** to nearby campsites and other lodging properties.
9. **Ship goods.** It might not be convenient to take your products on a bike trip— but don't let that keep cyclists from making a purchase. Ship it! Better yet, persuade them with free shipping.

### INDUSTRY TIPS:

#### Lodging:

- Allow bikers to book 1 night stays. 2-night minimums can really hamper trip planning along long-distance trails.
- Overnight bike storage is a must!

#### Bike shops:

- Offer locks with your rental bikes so your customers can relax and visit other businesses, worry-free.

#### Restaurants:

- Post your menu so that cyclists can easily see it from the sidewalk.
- Serve takeout orders in sealed containers that will travel easily by bike. Bonus: make them eco-friendly.