



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

Quick look into Arkansas
on the trails....



International Mountain Bicycling Association

IMBA's mission is to create, enhance, and protect great mountain biking experiences.

- 45,00 IMBA Members
- 50 US States
- 30 Countries Around The World
- 750 Bicycle Clubs, 206 Chapters
- 250 Bicycle Retailers (IBD)
- 150 Corporate Supporters

UPPER BUFFALO



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

•Ers ers



"IMBA is the best of the best when it comes to trail building. (You) taught the project's leaders how to build a sustainable trail system with minimum expense and maintenance."

Don Striker,
Park Superintendant,
New River Gorge National River

HELP
US
HELP
YOU.



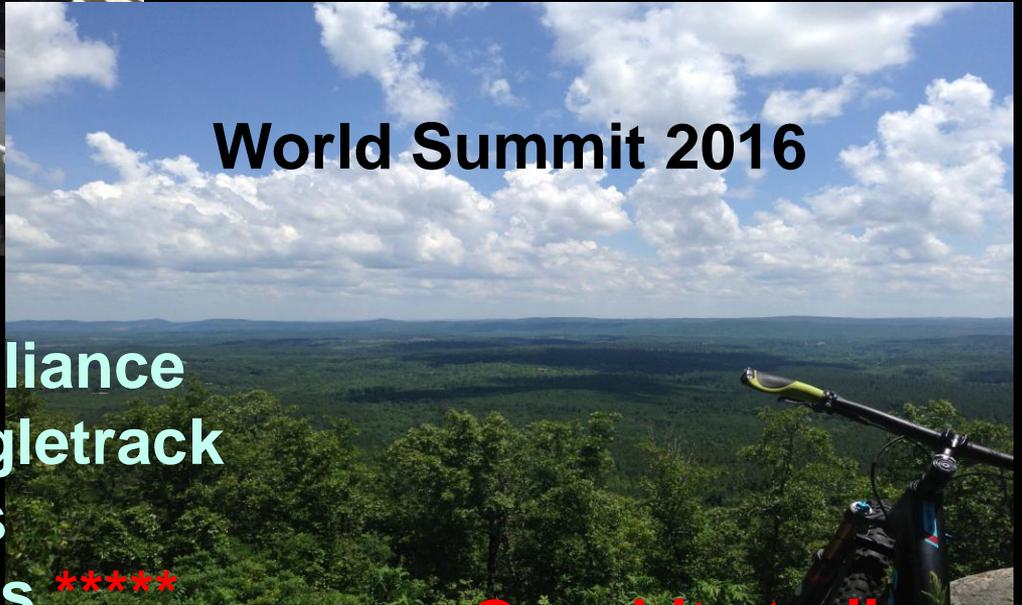
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Bentonville



ARKANSAS IMBA CHAPTER

Network Association members



World Summit 2016

**Ozark Off-Road Cyclists
Central Arkansas Trail Alliance
Friends at Arkansas Singletrack
Friends of Syllamo Trails
Friends of Ouachita Trails *****
WFF/TS Crew**

Ouachita trail



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LETS TALK MODEL TRAILS..

Hall of fames, Epics, Ride Centers

Arkansas

2

5

3

The World

14

62

37

RC ~ Bville, Fayetteville, Hot Springs.

Epics ~ Syllamo, Upper Buffalo, Womble, LOViT, Ouachita.

California has 7 epic's, Colorado and Arkansas have 5



IMBA 2015 member survey

75% Male

40 years old (Median)

73% college or post-graduate degree

\$95,000 + Household Income (Average)

OIA 2014 participation study

46.6 million singletrack participants

9.5 million singletrack enthusiasts

IMBA 2014 member profile - Lifestyle descriptors

heavy travelers

use upscale hotels

be an executive

have a home office

have a bachelors or post graduate education

be a professional

have a technologically advanced family

purchased stocks or bonds in past 12 months

92% registered voters

IMBA members tend to be

educated, professionals who travel.



Mountain Biking By The Numbers

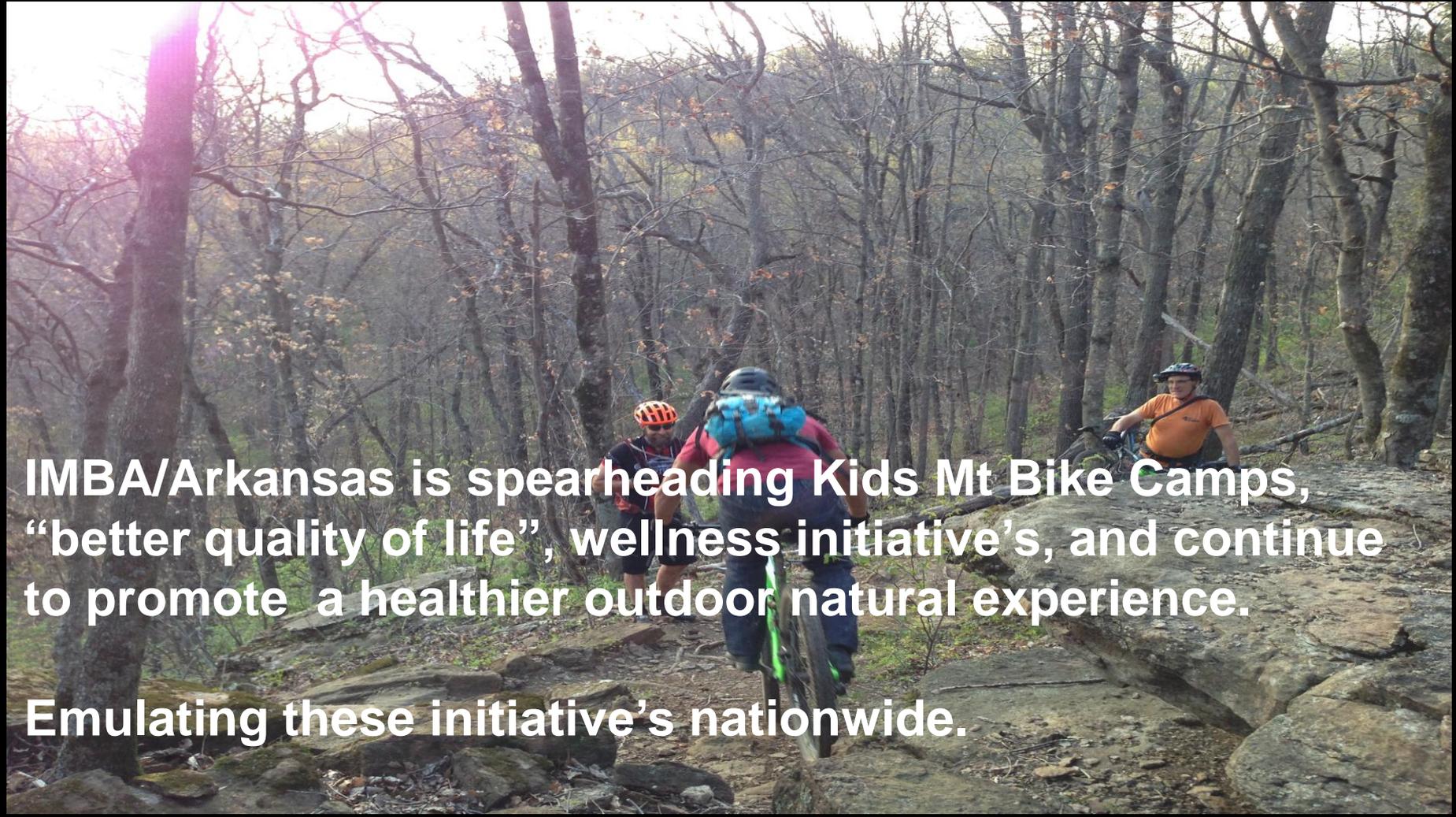
- More than 1 in 5 Americans 16 and over mountain bike
- By number of outings, biking is the favorite outdoor activity of American kids aged 6-17
- There are 1 ½ times more mountain bikers than golfers in America
- The voting strength of mountain bikers is significant, over 90% of riders are registered to vote

Little Bear, Flagstaff, AZ



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Recreation That Showcases Our Natural Environment



IMBA/Arkansas is spearheading Kids Mt Bike Camps, “better quality of life”, wellness initiative’s, and continue to promote a healthier outdoor natural experience.

Emulating these initiative’s nationwide.



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Economic Revitalization



Parks/Tourism ride.

**Bend Or, Anniston Al, Caliente N
Cooper Harbor, Mi.**

Trails and Cycling boost the economy by creating a community that is healthy, attractive, and vibrant.



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Mountain States Bicycling Recreation Economy

The Mountain States – AZ, CO, ID, NM, MT, UT, NV, WY

- **Contributes \$6.2 billion to the regional economy**
- **Supports 60,000 jobs across the region**
- **Generates more than \$1 billion in annual state and federal tax revenues**
- **Produces nearly \$4.1 billion annually in retail sales and services**
 - **\$429 million in bicycling gear sales and services**
 - **\$3.7 billion in bicycling trip-related expenditures**

The Mountain States are home to more than 4 million bicyclists – 27% of the adult population.

(OIA, 2006)



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Trails = Revitalization = Sales

Downtown Springdale



Bicycle retail sales up 65%
Real Estate Value up 15-20%

Driggs, ID

National Bicycle Dealers Association 2010 and Bureau of Transportation
Statistics 2010



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Arkansas/Oregon sister states



Oregon alone generates over \$1 billion annually from Cycling Tourism sales/service....

**2500 bikes in NWA schools
As well, school cycling
courses**



**INTERSCHOLASTIC
ARKANSAS
CYCLING LEAGUE**

Bikes/Teams all over Arkansas

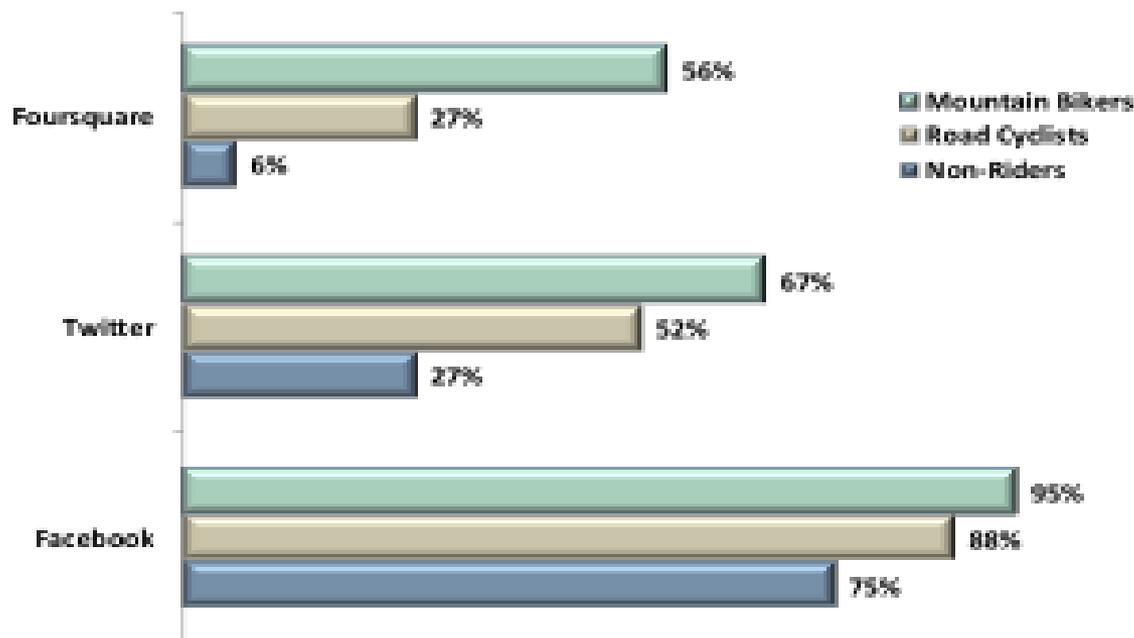


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Mountain bikers like to share

Percent who use Social Media



What do cyclist's want??



**Cool lodging
Natural features
Historic sites
Great food/beverages
Safe routes, maps
Information access
Fun/Happy/Return**

Arkansas can provide ALL of these.....



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WHAT DO MTB'ERS WANT?

- Variety/difficulty of terrain 4.5
- Number of trails 4.4
- Scenery 4.3
- Reputation as a mountain biking destination 4.0
- Cost of trip 3.7
- Weather 3.7
- Strong mountain biking community/culture 3.5
- Ease of getting to the destination 3.4
- Other facilities (bike shops, accommodation etc) 3.3
- Availability of other outdoor activities 3.1

ARKANSAS HAS IT ALL.....

Arkansas has it all, the world is coming..



Cycling Tourism surpassed hunting as #2 economic driver
In Arkansas, just behind Agriculture. [Gov, Beebe data 2014]

South Central Region

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Thanks for your valuable time



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