

Bicycling Marketing Opportunities

There are many opportunities to market bicycling in Oregon from the traditional means of print advertising to the more specialized area of trade shows and websites.

Listed below are several means in which bicycling can be effectively marketed in the state of Oregon.

Advertisements in niche publications:

1. Outside Magazine
2. Bicycle Magazine
3. Oregon Cycling
4. Adventure Cycling

Co-op advertising with 2 niche markets.

1. Cycle Oregon and Ski Oregon- bicycle and ski
2. Golf and Bicycle
3. Birdwatch and Bicycle
4. State Parks and Bicycle

Co-op tradeshow with niche markets

1. SKI, golf and bicycle attend a Travel Show or Recreation Show
2. Assist in creating a Bicycle or Travel Show in Portland as currently there is no such show. Seattle Bike Expo is the closest bicycle trade show.

Statewide Campaign- Work with entities from the entire state to make Oregon a desirable cycling destination.

3. For example, work with local communities to make them cycle friendly from lodging to restaurants to easy access to good cycling areas.
4. Work with local bike clubs to create and maintain trails
5. Work with lodging association to coordinate bike
6. Work with advocacy groups
7. Work with State Parks to promote both parks and bicycling

Oregon Bike Summit

1. The first bike summit was a success and should be held annually as this helps bring all areas of the cycling industry together from tourism groups to manufacturers to advocacy groups.

Bicycling Website

1. Create an Oregon bicycling website that features all areas of bicycling in Oregon: route maps, trail maps, lodging info, community info, weather, reservation systems, park information, tourism info, special events, etc.

Group Travel:

1. Work with Group Travel coordinators to create 'Bicycle Oriented' group tours in various regions of Oregon.