MTB Fact Sheet – A Trail to Community Prosperity Through Mountain Biking (MTB)

Economic Benefits of Mountain Biking

- The U.S. outdoor recreation industry drives a $1.2 trillion economy and mountain biking contributes $5.4 billion (US Bureau of Economic Analysis via Outdoor Recreation Roundtable)
- In Northwest Arkansas, cycling contributed $137 million in economic benefits in 2017, with over 90,000 mountain bike tourists visiting the region. (PeopleForBikes)
- The Sea to Sky Corridor in British Columbia, encompassing Whistler, Squamish, and the North Shore, generated approximately $26.8 million in new spending annually from mountain biking activities. (Headwaters Economics)
- Mountain biking in the Nantahala and Pisgah National Forests in North Carolina supported 366 full-time jobs and $30.2 million in annual spending. (International Mountain Bike Association - IMBA)
- The Hatfield–McCoy Trails in West Virginia had an estimated economic impact of over $68 million in 2021, with more than 80% of riding permits sold to out-of-state visitors. (American Trails)
- $1 invested in outdoor recreation has a $3 - $6 return through local economic activity such as tourism, retail, hospitality, and gear (Outdoor Industry Association)
- The Trust for Public Land just released a report on the Economic Benefits of Mountain Biking
- Millions of dollars in grant, foundation, and private funding are available for bike projects: People for Bikes supported 751 projects and $775 million in funding since 1999; California Bike Coalition provided $1.1 billion for bike projects in 2020; Shimano, Inc. established its $10 million Trail Born Fund for bike projects

A New Draw for Tourism

- Greater Monterey has not seen a new and permanent year-round draw for tourism since the Monterey Bay Aquarium opened in 1984
- Monterey has its own case study for mountain bike tourism every April via the Sea Otter Classic – this four-day event yields $70 million in economic impact
- A Monterey Bike Park would receive free national and global exposure each April
- 85,000 visitors come to the Sea Otter Classic and 80% live within 2-3 hours. An exciting new draw for these and other visitors would lead to longer stays and repeat visits

Youth Sports

- Cycling is more popular than ever and among youth mountain biking is the most popular
- 25,000 middle and high school students across 32 states participate in mountain biking as an organized school sport through the National Interscholastic Cycling Association (NICA).
- Through NICA's Teen Trail Corps, these students volunteered more than 50,000 hours of service in 2024, learning the value of stewardship and service along the way

A Dedicated Space for Mountain Biking

- When trails are designed for mountain biking with popular features like banked turns and jumps, these are the trails riders flock to, thereby reducing traffic or conflicts on other trails
- Outside of Fort Ord bikes are prohibited on nearly all trails & dirt roads in city, regional, and county parks. Kids are excluded from accessing neighborhood trails. Children of all ages and abilities deserve a safe and dedicated space to access nature on their bike
- Bike parks foster stewardship, community connection, youth empowerment, improved bike safety, skills enhancement, and a boost to tourism