

Parks Canada

Cycling in the Mountain Parks
Quantitative Research
ENGLISH SUMMARY
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Executive Summary

- Purpose
 - › To determine market potential and user needs for the various types of biking opportunities in each of the mountain parks. This includes road cycling as well as the various styles of mountain biking including cross country, freeride and bike parks.
- Objectives
 - › Measure the size and demographics of the cycling market compared to the general population.
 - › Investigate the perception of the current Parks Canada cycling offer
 - › Identify the needs of potential users
 - › Discover the best method to communicate with potential users
- Methodology
 - › Telephone interviews were conducted in fall and winter 2010 with 1,452 Albertan respondents.
 - › Due to the complexity of the weighting, caution should be taken when applying results of this survey to the general population.

Executive Summary

Summary of Key Findings

- Overall, agreement is fairly strong that there are good opportunities to bike in the mountain parks, that the terrain cyclists like to ride is available in the mountain parks, and that the variety of trails cyclists like to ride is available in the mountain parks.
- For some cyclists, impressions that the trails in national parks are too challenging is a barrier. Impressions that riding in the mountain parks is too challenging is a stronger barrier among Non-Park Bikers. However, for many respondents, the barrier appears to be a personal preference. Approximately one-half of cycling respondents prefer the bicycling opportunities in other places outside of the mountain parks. For Non-Park Bikers, cost is a minor barrier to visiting the national parks.
- Among cycling respondents, physical health or exercise is the top-rated reason for taking part in cycling activities. To enjoy nature, to relax, and to be with family are each considered important or very important to a majority of respondents.
- Although many cyclists generally ride with friends, family, or as a part of a cycling group, a notable proportion prefer to ride alone. Mountain Park Bikers are less likely to prefer riding alone.
- Among cyclist respondents, the most commonly mentioned favourite places to ride include city paths and gentle trails. Mountain Park Bikers are much more likely to mention challenging trails in their top two mentions.
- Most cyclist respondents are interested in travel for a cycling experience. On average, respondents are willing to travel 2.1 hours for an experience as a part of a day trip.
- Most Mountain Park Bikers have cycled as part of an overnight trip, in distinct contrast to Non-Park Bikers. Overall, about one-third of all cyclists have cycled as part of an out-of-town trip. Most respondents are interested in travel for a cycling experience as part of an overnight trip. Respondents are on average willing to travel 4.5 hours for an experience as a part of an overnight trip.