

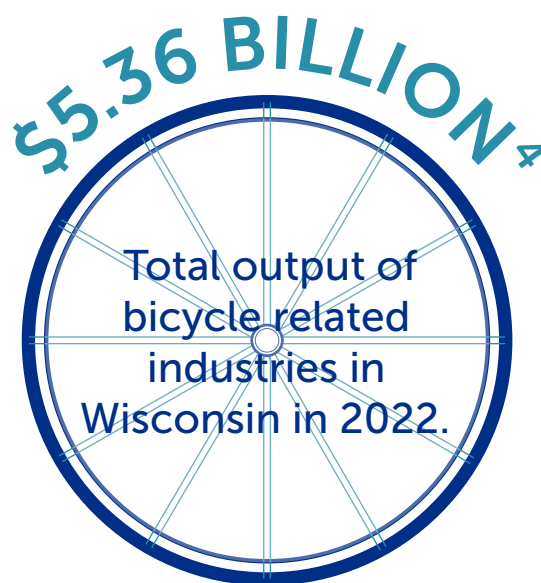
2024



ECONOMIC IMPACT of Bicycling in Wisconsin

Bicycling continues to be popular in Wisconsin and contributes greatly to the state's economy.^{1,2}

This report investigates the impacts on economic output, employment, wages, and taxes associated with consumer spending on bicycling in Wisconsin. Data sourced from the Bureau of Labor Statistics' Quarterly Census of Employment and Wages in 2022 (BLS-QCEW) was used for this report. From this data set, employment and wages for bicycle-related industries based on North American Industrial Classification System codes (NAICS) was used to estimate the aforementioned economic impacts. This report also provides information on health and other benefits of bicycling investments.



"Continued investment in and support of bicycling in Wisconsin will help improve the health of our communities in both physical and economic terms."

Governor's Bicycle Coordinating Council

Photo Credit: Travel Wisconsin

Prepared for the Governor's Bicycle Coordinating Council by
the Wisconsin Department of Transportation,
Bureau of Planning and Economic Development

Economic contributions of bicycle-related industries in Wisconsin



	Bicycle-Related Industries
Employment	28,364
Labor Income	\$1.48B
Value Added	\$2.87B
Output	\$5.36B
Taxes (State And Local)	\$264M

Table 1. Economic contributions of bicycle-related industries in Wisconsin

Source: 2022 Wisconsin IMPLAN model.³

Note: These dollar amounts are not additive.

Labor Income includes the total paid in all sectors of the local economy resulting from bicycle industry activities.

Output is the total “volume” of economic activity made by bicycle-related industries, as well as bicycle-related goods and services.

State and Local Taxes are the estimated tax revenues due to consumer spending on bicycling.



Photo Credit: Travel Wisconsin

Bicycle-related industries are an important component of Wisconsin’s economy, as shown in Table 1. Some of the industries that contribute include Bicycle Pumps Manufacturing, Bicycles and Parts Manufacturing, Bicycle Tires and Tubes Wholesalers, Bicycle Shops Used and New, Bicycle Rentals, and Bicycle Repair and Maintenance Shops. Using the 2022 Wisconsin IMPLAN model, employment and wages from the BLS-QCEW data set for these industries was used to estimate the economic impacts in the table above.³

This analysis shows that bicycle-related industries support 28,364 jobs, \$1.48 Billion in labor income, \$2.87 Billion in value added, \$5.36 Billion in output, and \$264 Million in State and Local taxes in Wisconsin. These impacts include the direct results of these industries’ operation, their indirect effects on local businesses, and the induced effects of household purchases as a result of these activities. There are many jobs supported directly and indirectly by virtue of bicycle-related goods produced in Wisconsin and by the household purchases of workers employed in these industries.

Wisconsin’s economy of bicycle-related industries and consumer spending habits are important considerations. Prior reports focused on consumer spending, but the analysis in this report implies that consumer demand across Wisconsin, the United States, and the World is what drives the production of bicycle-related goods in Wisconsin.

Direct Effects are the set of expenditures made by producers/consumers as a result of an activity.

Indirect Effects are the business to business purchases in the supply chain within the state as a result from initial industry input purchases.

Induced Effects are the values resultant from household spending of labor income less taxes, savings, and commuter income.

Health and other benefits

The economic impacts of bicycling in the state of Wisconsin include increased healthcare savings and improved environmental outcomes.



Photo Credit: Travel Wisconsin

Health benefits



The economic impacts of bicycling in Wisconsin go beyond the spending and employment related economic benefits discussed in this report so far. Bicycling also offers additional economic benefits through the added value of health care cost savings from improved health status and health outcomes.

Physical activity, such as commuter and recreational bicycling, offers the major health benefits of improved cardiovascular health, reduced risk of disease, and improved quality of life.^{4,5} Through increased physical activity due to bicycling, substantial health care costs like those associated with heart disease and stroke can be avoided.^{2,6,7} This is significant because chronic diseases such as heart disease and diabetes are among the leading causes of death and disability^{8,9} and account for 90 percent of annual healthcare costs in the United States.¹⁰

Biking for transportation such as commuter bicycling is also beneficial because automobile exhaust contributes to ozone and particle pollution, which pose health risks.¹¹

Environmental benefits



In addition to health-related cost savings, bicycling can have economic impacts through improved environmental outcomes. The environmental benefits of bicycling as a mode of transportation include improved air quality and reduced greenhouse gas emissions.^{10,15} A team from the Initiative for Health-Oriented Transportation at University of Wisconsin-Madison estimates there would be approximately \$1.2 billion in global benefits each year due to climate change mitigation if bicycle trips replaced enough car trips to account for six percent of the total mode share in the United States.¹⁶



Photo Credit: Travel Wisconsin

Other benefits



Investments in bicycle infrastructure yield other significant returns. A 2018 study out of La Crosse, Wisconsin projected the economic benefits over time if the city expanded bicycle infrastructure (i.e., bike lanes, paths, and low-stress side streets) at over \$280 million.¹² Research also has found that proximity to bike paths tends to increase property values.^{13,14}

Bicycling in Wisconsin today and in the future

Bicycling will continue to play a key role in Wisconsin, moving people for transportation and recreation.

Bicycling is popular throughout the year and supports many local economies throughout the state.

- Wisconsin has the largest domestic concentration of bike industry companies, headquarters and related manufacturing in the nation.¹⁷
- In 2024, there were more than 115 events throughout the state—including Wisconsin Bike Week—a 10-day celebration of biking in Wisconsin.¹⁸
- In 2022, Wisconsin ranked 16th out of 50 states in the percentage of commuters who bike.¹⁹
- According to the 2017 National Household Travel Survey, 1.35% of the total person trips in Wisconsin are made by bicycle, much higher than 0.96% nationwide.²⁰

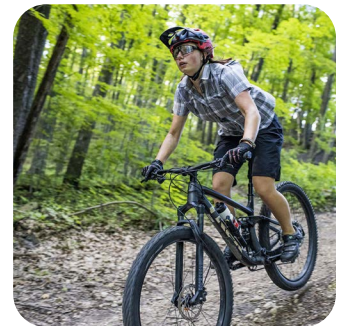


Photo Credits: Travel Wisconsin



Photo Credit: Travel Wisconsin

The 2019–2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) reported that bicycling ranks among Wisconsin residents' top five nature-based outdoor activities, and that 35% of Wisconsin residents bicycled at least once in the previous 12 months (including biking on trails, mountain biking and fat-tire/snow biking). This is higher than the annual participation rate for hunting and motorized trail-based activities.²¹

Wisconsin is home to:²²

23 Bicycle-Friendly Communities

51 Bicycle-Friendly Businesses

6 Bicycle-Friendly Universities

Event spotlight: Ride Across Wisconsin



Photo Credit: Wisconsin Bike Fed

Ride Across Wisconsin (RAW) is a one or two day epic cycling event produced annually by the Wisconsin Bike Fed since 2015. RAW promotes bike tourism in Wisconsin and the Bike Fed's mission to make bicycling convenient, safe, accessible and fun.

In 2023, RAW provided a quintessentially Wisconsin experience. The event started in La Crosse, on the edge of the Mississippi River, and offered a combination of Wisconsin's smooth dairy roads and some of our state's most iconic trails. The first half of the route traversed the La Crosse River Trail, the Elroy Sparta Trail with its iconic tunnels and finally the 400 Trail into Wisconsin Dells. The second half of the route featured a ride on the Merrimac Ferry, a stop at Trek Headquarters in Waterloo, and the Glacial Drumlin Trail. Riders finished in Milwaukee, riding in on the Hank Aaron State Trail to a tailgate party at American Family Field.

The Bike Fed seeks to maximize participation in RAW by changing the route every three years to show off more of Wisconsin's great cycling communities.

"RAW brought 1,200 people to our area and generated roughly 500 room nights. Over the weekend of the event, the Ride Across Wisconsin produced approximately \$220,000 in economic impact for La Crosse County. While these statistics stand strong alone, the impact of this event extends well beyond the weekend of the event. Buzz created around the Ride reminds returning visitors of what a unique and incredible area the Driftless region is while serving as a catalyst to introduce new people to the area. RAW is one of those events that just keeps giving. Year after year during the cycling season, we witness crowds of riders visiting on their own, staying at our hotels, enjoying cycling, and boosting leisure travel in La Crosse County. Undoubtedly, other communities have also been positively impacted by the Ride Across Wisconsin and have similar stories to tell."

- A.J. Frels, Executive Director,
Explore La Crosse (2019)



Photo Credits: Wisconsin Bike Fed

Projected Visitor Expenditures in 2023

- Local Attendees: 529 from Wisconsin, including 37 from La Crosse
- Out of State Attendees: 292 riders
- Total Visitor Spending: \$356,729



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