Executive Summary

By

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1. Generally speaking, participants’ expectations prior to the tour were not only met but also surpassed by their actual experiences on the tour. “To cycle” was the major benefit sought and satisfied for most of the Bike Florida 2005 Tour participants.

2. In terms of involvement, most participants were highly involved in cycling. They also actively participated in other physical activities, organized sports/physical activity events, and other bike tours.

3. Participants rated Florida as a very favorable cycling destination. Particularly, the mean scores were high on “good climate” (M=4.47), “friendly people” (M=4.40), “beautiful scenery” (M=4.38), and “good value for money” (M=4.33).

4. The average amount of money spent on the whole tour was $654.80 per person. The participants spent an average of $165.10 on traveling to the event, $24.80 on transportation during the event, $241.40 on event costs, $79.40 on lodging during the event, $104.10 on food and beverage during the event, and $40.00 on shopping in retail stores during the event.

5. Almost 60% of the participants had taken a Bike Florida Tour before. Some of them had participated at least twice before. Most participants felt that their most favorite things about the tour were the beautiful scenery, the weather, and the experience of riding along the coast. Although a few had some concerns about the food and shower room/restroom facilities.

6. Participants had several suggestions for the planning of future events. Two hundred and fifty-eight participants suggested the route along the west coast of Florida. Many participants preferred less traveled roads and rural roads. They also preferred to go to places with good scenery. Over 50% of the participants would like to see a ride connecting Florida’s trails and greenway corridors. In terms of preferred riding miles, about 40% participants preferred a daily riding distance of 61-70 miles.

7. In terms of the importance of hotel accommodation availability and shuttle services, most participants thought it was not a critical problem in future planning. Only a minority of participants thought that it was a “very critical” problem.

8. Participants were quite satisfied with the rest stops (M=4.07), and Bike Florida staff services (M=4.04). They were moderately satisfied with the camping locations (M=3.40), entertainment (M=3.27), and food (M=3.13). They would like to see improvements in food and food provision, restroom availability, and organizing/planning.

9. The sample consisted of 57.33% males and 42.67% females. Most of them were middle class. Over seventy percent of participants had earned a bachelor’s degree or above. The majority (95.37%) of participants was white (not of Hispanic origin). Over half (53.41%) of the participants planned to travel to other places in FL before or after the bike tour.
Their main purposes of these additional trips were to visit family/friends, visit natural areas and participate in other cycling events.

**Project Lead Coordinator: Dr. Heather Gibson**