Executive Summary

By

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1. Most participants (86.8%) take part in other physical activities on a regular basis and 85% of respondents had participated in other organized bike tours similar to Bike Florida. More than one third (38.1%) of the participants also had taken part in other organized sports/physical activity events.

2. The majority (71.0%) reported high satisfaction levels with the bike tour.

3. The average amount of money spent on the whole tour was $768.30 per person. The participants spent an average of $179.20 on traveling to the event, $7.90 on transportation during the event, $334.90 on event costs, $49.50 on lodging during the event, $166.60 on food and beverage during the event, and $30.20 on shopping in retail stores during the event.

4. More than two thirds (70.7%) of the participants had previously taken part in a Bike Florida Tour. Some of them had participated at least two other times. Most participants reported their most favorite things about the tour were social gatherings and activities, the scenery, the weather, the route to Palatka, night entertainment and riding. Many people were concerned about risky roads with heavy traffic and trucks.

5. Participants had several suggestions for the planning of future events. One hundred sixty-one participants (48.1%) suggested a route along the west coast. One hundred and fifty-five respondents (46.3%) suggested using Florida paved trails and greenways and 127 respondents (37.9%) suggested the route from coast to coast. In terms of preferred daily riding miles, about 50% of participants preferred a daily riding distance of between 51-60 miles.

6. When asked which of the locations the 2006 Beach & River Ramble had visited on the tour that they would like to revisit and spend more time, 95 respondents (54.3%) reported the towns, 36 participants (20.6%) answered attractions, festivals, historic sites and museums, 28 respondents (16.0%) reported parks, and 16 participants (9.1%) answered campgrounds.

7. In terms of the importance of hotel accommodation availability, most participants thought it was not a critical problem in future planning (80.1%). Only a minority of participants (13.6%) thought that it was a “very critical” problem.

8. Participants were quite satisfied with the signage/road marking (M=4.34). They were very satisfied with Bike Florida staff services (M=3.80), “SAG” service (M=3.73) and the host sites (M=3.69). However, they were only somewhat satisfied with roads (M=2.83). They would like to see improvements in road safety, alternative routes, miles per day, food provision and shortening the length of the orientation meeting.

9. The sample consisted of 61.3% males and 38.7% females. Most of them were middle class. More than 85% of participants had earned a bachelor’s degree or above. The
majority (94.7%) of participants were white (not of Hispanic origin). More than two-thirds (70.9%) of the participants would like to take part in the Bike Florida Tour again based on this year’s experience. More than 66% of the participants planned to travel to other places in Florida before or after the bike tour. Their main purposes of these additional trips were to either visit family/friends, visit natural areas or to participate in other cycling events.

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