

# Bicycle Travel & Tourism Marketing and Messaging

*the Oregon Governor's Conference on Tourism, 2011*

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Oregon:  
Celebrating the Ride  
Since 2009

# Why Cycling?



“Soft Adventure” Travelers spend almost 40% more per trip\*.

A person wearing a blue jacket, dark pants, and a helmet is riding a bicycle away from the camera on a paved path through a forest. The path is flanked by tall trees and green ferns. The image has a motion blur effect, suggesting the cyclist is moving quickly. The text "Why Oregon?" is overlaid in white on the lower left portion of the image.

Why Oregon?

“Oregon has  
great shoulders”

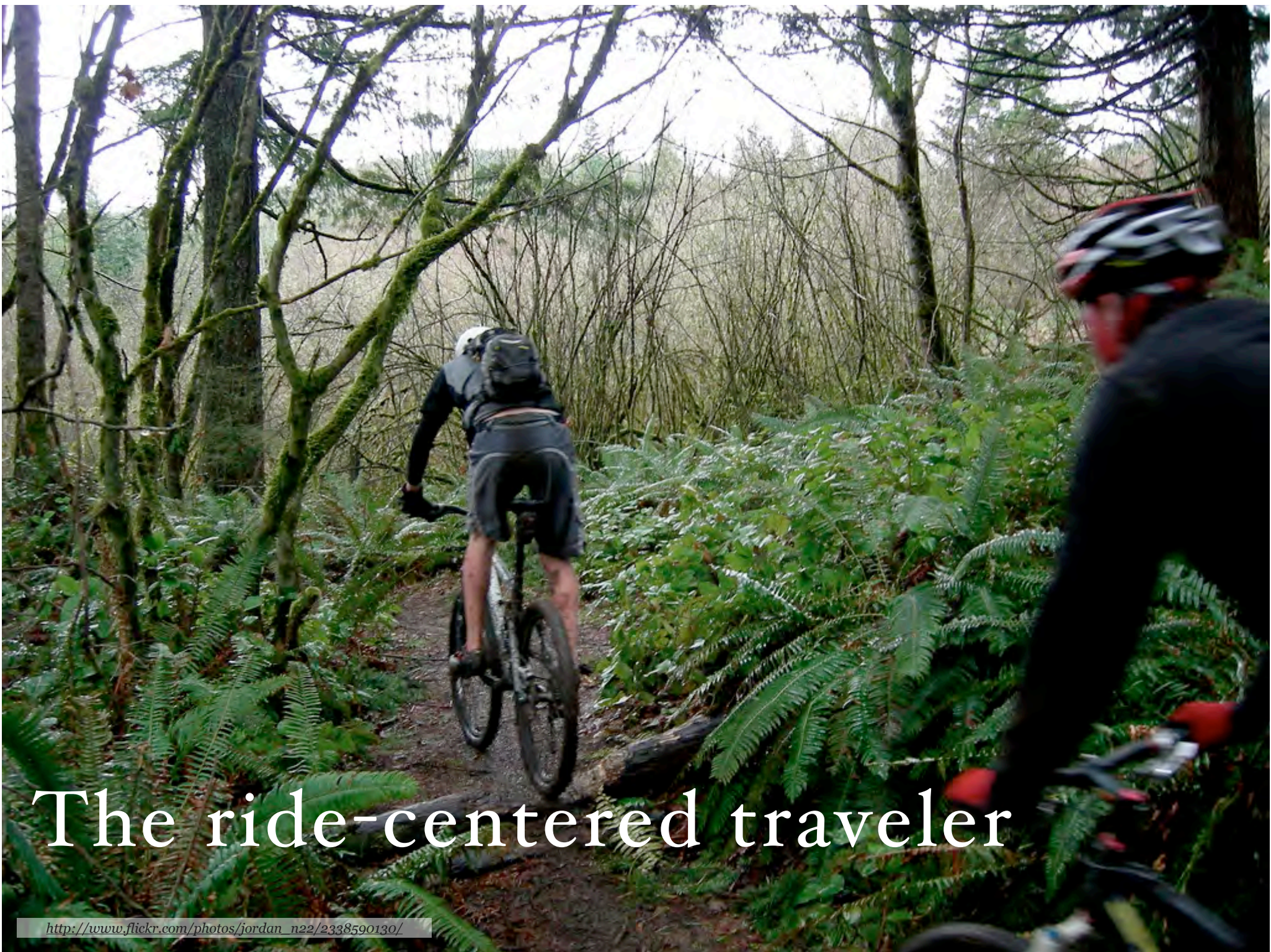


Who are we talking to?

A cyclist wearing a green long-sleeved shirt, black shorts, and a white helmet is riding a road bike on a paved road. The bike is equipped with a front pannier and two rear panniers, one yellow and one black. The cyclist is riding away from the camera on a road that curves to the left. The background consists of a grassy hillside with a wire fence and some trees.

# The self contained traveler

<http://www.flickr.com/photos/gabrielamadeus/4664748881/>



# The ride-centered traveler

# The event-centered traveler



A person is riding a bicycle through a city square. The scene is captured in a high-contrast, low-angle shot, emphasizing the silhouette of the cyclist and the bicycle against the bright background. The cyclist is wearing a white shirt and dark pants. The bicycle is a standard road bike. The ground is paved, and there are several water fountains spraying water in the air, creating a misty atmosphere. In the background, there are modern buildings with large windows. The overall mood is dynamic and urban.

# The urban cycling traveler



<http://rideoregonride.com/>