Why and How Hotels Can Become Bike-Friendly for Staff and Guests

Galen Mook
Marketing and Advocacy
Landry’s Bicycles
Why be a Bike-Friendly Hotel?

How is Boston becoming “Bike-Friendly”?

How to make your hotel attractive to cyclists?

How to engage the local cycling community?

How to make your staff better/safer bikers?

How Landry’s can help you tap into this Bicycle Boom to get more butts on bikes and more $$ for your hotel!
Sustainable Tourism

A few statistics:

- US: 1.1 Billion Tourists in 2014, up 7% from ‘13 (Source: UNWTO World Tourism Barometer)
- Boston Region: 19,163,000 international and domestic visitors in CY 2014, up 1% from ‘13 (source: bostonusa.com)
- In 2004, the nature and ecotourism market grew three times faster than the tourism industry as a whole (source: WEForum.org)
- International Tourism generated $1,197B for US in ’13
  - European tourists attracted by bikeable, walkable destinations
When visitors come to Boston, what do they see?

- Bike infrastructure in Boston: 83 miles (1.4 miles in 2007)
- Ridership of Bike Commuters:
  - Between 2007 to present: 200+% increase of bikers
  - Boston boasts 2% of population (Cambridge: 6.9%)
- Hubway ridership, over 3 million rides since 2011
Bikes Bring Competition

• Awards to Green-Hoteliers from TripAdvisor
• Cyclists seek out and support sustainable and bike-friendly businesses
What are some best practices to become a Bike-Friendly Hotel?

Offer bicycles to your guests
Provide safe and protected bicycle parking
Be involved with the Bike-Friendly Boston movement
Be knowledgeable about biking issues in the city
Be a bike-ambassador for visitors to the city
Encourage biking by your staff
Partner with other bike-friendly businesses, retailers, and advocacy groups
Offer Bicycles at Your Hotel

- Offer your own bicycles to your guests
  - Already done at handful of local hotels
  - Inexpensive ($300-500 per bike)
  - Free marketing in the streets
  - Bikes need maintenance and supervision (potentially from staff)
  - Zagster manages your own bike share
- Hubway as an option
  - Good for transportation purposes, not quite sight-seeing
  - Great for commuting for your staff (to/from work)
  - Though not throughout region, limited availability
Offer Bicycles at Your Hotel

Bike Fleets require:
Upfront purchase of bicycle ($300-$500)
Purchase of locks/helmets/lights ($100/bike)
(Bi) Monthly Maintenance ($300 per fleet)
Storage of bicycles at hotel
Insurance waiver for riders
Biking around town know-how from concierge
Already at Liberty, Charles Hotel, Ames, & more...
Bike Parking at Your Hotel

- Cost of a parking space in Boston (source MAPC):
  - $30-$50 K for above ground space
  - Up to $100K for underground PER SPACE
- 15 bikes can fit in single car space
- Bike repair stands
- Custom Bike Racks with your brand!

Market your bike-friendliness on the city sidewalk
Connect to Biking in Boston

Informed concierges are ambassadors to biking in Boston

So what’s happening? (Become a resource)

- Bike tourism as vacation-destination
  - Dozens of tourism companies operate in Boston region
  - Economic incentive: VT $83M in revenue in 2009 (Source: Resource Systems Group)

- Connect Historic Boston will bring a network of protected bike lanes (“cycletracks”) to local historic sites

- Mayor’s Cup and Hub on Wheels in September

- Charity Rides
  - PMC has 6K riders raises $50M for Dana Farber
Example: Connect Historic Boston

[Map of Boston with markers labeled 1, 2, 3, 4]

[Diagram of Causeway Street at Haverhill Street]

[Diagram of Constitution Road: Cycle Track]
Make Your Staff Better/Safer Bikers

• Offer bicycle clinics on safe riding practices
  – On-Bike Classes: Biking 101, 102...
  – Commuting Clinics (“riding in winter” “riding at night”)
  – Share “Rules of the Road” information, especially important for recent immigrants who may not have drivers license

• Provide memberships to local advocacy orgs
  – MassBike, Boston Cyclists Union, NEMBA
  – Invite advocacy orgs to present at your hotel, many of them hold annual conferences
Make Your Staff Better/Safer Bikers

- Teaching rules and dangers of the road help keep everyone safe!
Make Your Staff Better/Safer Bikers

• Offer repair workshops to teach your staff
  – Basic maintenance saves money and prevents failures
  – Encourages and self-empowerment
  – Focus on safety for maintenance
    • the ABCs of Air, Brakes, Chain

• Offer on-site tune-ups from local shops
Make Your Staff Better/Safer Bikers

• Make bike commuting easier
  – Commuting Benefits $20/month reimbursement
  – Offer Showers and Secure Bike Parking
  – Provide tools and basic parts (tubes, brake pads, cables)

• Make biking social
  – Promote Riding amongst your staff
  – Connect with cycling festivals to engage community
  – Incentivize riding by offering prizes, awards, recognition for staff who commute by bike
    • “National Bike Month” is May, “Boston Bike Week” is May 10-16

BOSTON WOMEN’S BIKE RIDE & Festival
Saturday, August 16, 2014
8:00 AM – 2:00 PM
Millennium Park, Boston, MA
Registration: $25 ($35 after August 8)
bostonbikes.org/women
Bike-Friendly as Philosophy

• “Green is no longer just a trend. It’s a way of life.”

- Fran Brasseux, Executive Director, Hotel Sales and Marketing Association International Foundation
How Landry’s Bicycles can help your Hotel become Bike Friendly

• Provide bike parking consulting and ordering help
• Provide clinics, workshops, maintenance classes
• Lead group rides to promote safe riding
  – Certified and insured bike riding instructors
• Provide bicycle fleet and fleet maintenance
• Offer on-site bicycle repairs
• “Growing family” of stores in Boston, Newton, Natick, Norwood, Westborough, and Braintree (soon Worcester) connected to the community and advocacy
• Our focus is on “Transformational Hospitality”
Questions?

Galen Mook
Marketing and Advocacy Associate

gmook@landrys.com
508-655-1990 x 252
www.LANDRYS.com