

## Economic Impact - Wisconsin

- [Economic Impact of Cycling](#)
- [\\$1.4 billion in spending on bicycle expenditures](#) by consumers in Wisconsin in 2017
  - [Bicycling contributed \\$152 million to the state's GDP in 2022](#)
- Wisconsin is home to world-renowned bicycle and accessory brands including Trek, Pacific-Cycle's Schwinn and Mongoose, Panet Bike, Saris, 1 UP USA, Hayes, Borah Teamwear, as well as niche and custom makers including Wyatt Bikes, Milwaukee Bicycle Company, Fyxation, and Schlick Cycles.
- Celebrating its 15<sup>th</sup> anniversary in 2024, the Tour of America's Dairyland is the country's largest competitive road cycling series, which draws 75,000 spectators, 1,000 riders, and total visitor spending estimated at over [\\$2.4 million](#) to 11 communities over 11 days.
- Riders of the Chequamegon Area Mountain Bike Association Trails (CAMBA Trails) clocked over 25,000 mountain bike trips in 2019 and generated a total economic impact [of \\$7.8 million](#) to Sawyer and Bayfield Counties.
- Elroy-Sparta State Trail was the nation's first rail trail in 1965, passes through 5 rural communities including Sparta, the "Bicycle Capital of America"
  - Sparta is home to the World's Largest Bicyclist Statue, the 32-foot high "Ben Bikin"
- 41 of Wisconsin's 44 state trails permit biking, over 1200 miles of mostly rail-to-trail conversions
- The Chequamegon Mountain Bike Festival is one of the oldest in the country, started in 1983 with 27 riders as a way to draw in tourists to the American Birkebeiner ski trail in the post-ski season. Today the event sells out at 3100 participants.
- A [2018 La Crosse study](#) that predicted completing an additional 40 miles of projects recommended in the City of La Crosse 2012 Bicycle and Pedestrian Master Plan could result in nearly \$300 million of economic benefits to the local economy.
- According to the 2019 – 2023 SCORP, bicycling was the 4<sup>th</sup> favorite activity of Wisconsinites; 35% of the population bikes
- Wisconsin Off-Road Series is America's largest state mountain bike racing series and the longest-running, now entering its 32nd season
- Wisconsin, U.S. Bicycle Routes 30 and 230 travel east to west, connecting Milwaukee to Minnesota, as part of the U.S. Bicycle Route System, a long-distance bike network across the country.

Wisconsin has several bike races that are rated some of the best in the Midwest:

- [Chequamegon](#)
- [Red Granite Grinder](#)
- [Horribly Hilly](#)
- [Wors](#)