Central Park, NC

Cycling Tourism

Market Segmentation Report

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PURPOSE

The purpose of this study was to conduct market research that informs a marketing strategy, ultimately leading to an increase in cycling tourism to the Central Park region of North Carolina. This study provides a foundation for stakeholders (e.g., chambers of commerce, visitor and tourism bureaus, bicycle shops, local governments, micro-entrepreneurs) to collectively market the region as a bicycle tourism destination. The study also provides stakeholders with evidence of the potential benefits of bicycle tourism. This report presents the findings of the online survey.

KEY FINDINGS

Central Park is an attractive destination for single-day biking excursions, but remains untapped for multi-day trips. While respondents appreciate many of the attributes that are enhanced by the rurality of the region (i.e., pleasant scenery, remains uncrowded), they also are concerned with several aspects, including motorists respecting cyclists, as well as with the lack of a clean environment, pleasant excursions, and welcoming local people.

TEAM

The North Carolina Tourism Extension and project team have an extensive record of research and community engagement in rural North Carolina. We lead statewide projects like People-First Tourism, and the NC Birding Trail, and we have helped NC counties, regions and organizations with marketing planning and research (e.g., agritourism study with VisitNCfarms). This previous work, and our affiliation with the NC Cooperative Extension Service, has provided us access to key community leaders in all eight counties in the Central Park NC region. Our work is evidence-based and grounded on mixed methods participatory action research with communities, entrepreneurs and stakeholder groups.

DUARTE B. MORAIS, PHD is an Associate Professor and Extension Specialist in Equitable and Sustainable Tourism at NC State University. He is the lead in(ve)stigator of the "People-First Tourism" project - a participatory action research project that shapes and supports a web-marketplace for tourism micro-entrepreneurs. Morais has 15 years of teaching, research and consulting experience in tourism marketing. He is widely published on topics ranging from relationship

marketing, visitor constraints, and nostalgia. He has conducted market segmentation studies for the outdoor outfitting industry and also for rural counties. And he is currently involved in research and training on social media marketing and the use of web marketplaces.

Morais provided overall leadership to the project, and worked closely with Barbieri and LaPan in the execution of data collection efforts, and contributed to the writing of the project deliverables.

CARLA BARBIERI, PHD is an Associate Professor and Extension Specialist in Equitable & Sustainable Tourism at NC State University. She leads the "Agritourism and Societal Well-being" lab which research and outreach activities aim to enhance community well-being and natural resources conservation through tourism development. Barbieri has over ten years of experience in marketing research across different forms of recreational activities and industry sectors (e.g., RVs and camping; boating; culture and arts). Her online research methodology has consistently yielded high response ensuring engagement across different stakeholders.

Barbieri assisted in the design and implementation of the online survey, and provided input on the overall process.

CHANTELL LAPAN, PHD is a Research Associate with NC Tourism Extension. Her research centers on forms of micro-entrepreneurial development in rural areas. LaPan has expertise and professional experience in marketing and communications and has taught undergraduate courses on tourism marketing. She is an experienced research project manager, with expertise in quantitative and qualitative methods as well as in their integration.

LaPan contributed with to all phases of the project and took the lead role in the operationalization of the data collection and writing.

METHODS

OVERVIEW

This study took place over the course of three months, between March and June 2015. The study was divided into phases and each component of the project was carried out during one (or more) of these phases. The findings presented from this report relate to the online survey, which was carried out during the all three phases of the research project (Table 1). The data presented is as a supplement to the data collected during the SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis, which has been presented in a separate report.

Table 1. Survey timeline

Activities	Timeline		
ID POTENTIAL VISITORS	**PHASE 1** March	**PHASE 2** April-May	**PHASE 3** May-June
Interviewed cycling club and bike shop representatives to get a better understanding of potential visitors			
Collected data from potential visitors through online survey			
Mapped visitor origin data			
ID MESSAGING & MEDIA	**PHASE 1** March	**PHASE 2** April-May	**PHASE 3** May-June
Conducted semi-structured interviews with key informants to identify market segments			
Collected preference data from potential visitors through online survey			
Conducted gap analysis of ideal cycling destination attributes and perceived attributes of the Central Park region			
Drafted market strategy using online surveys and group interviews			
Validate findings and conclusions			

IMPROVE STAKEHOLDER UNDERSTANDING/STAKEHOLDER WORKSHOPS	PHASE 1 March	PHASE 2 April-May	PHASE 3 May-June
Visit with community members to understand the needs and challenges of the local community			
Collect community and stakeholder input on proposed strategic plan through public hearings			
Draft fact sheets detailing the impacts of cycling tourism for communities and businesses the Central Park area			

During the initial phase of the project, the research team utilized contacts at cycling clubs and bike shops to identify potential respondents to the online survey. We also conducted semi-structured interviews with key informants to identify market segments. During the second phase, we collected preference data from potential visitors and data for a gap analysis of ideal cycling destination attributes and perceived attributes of the Central Park region. During the third phase, we used the data collected to map visitor origin data, perform the gap analysis, validate findings and conclusions, and draft a market strategy using results from the SWOT analysis and online surveys.
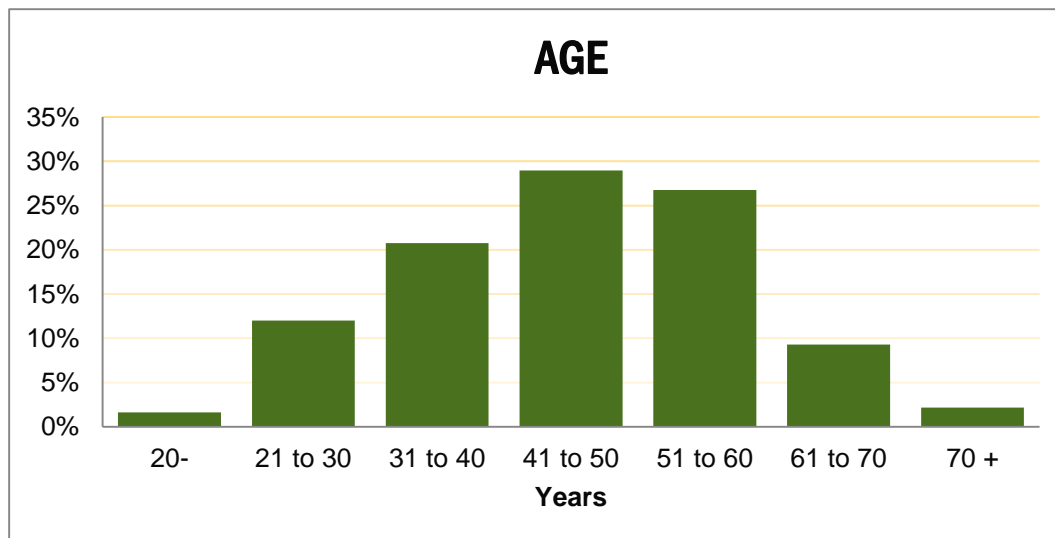
RESPONDENTS

During the first phase, we utilized contacts at cycling clubs in the "urban crescent" of North Carolina (e.g., The North Carolina Bicycle Club, Tarwheels, Raleigh Gyros, Cannonballs Cycling Team, Greensboro Velo, Capital City Cycling Club), as well as regional clubs and (inter)national clubs (e.g., International Mountain Biking Association, Randonneurs USA) and local bike shops (e.g., Oak City Cycling Project, All Star Bike Shop, Trek Bicycle, Performance Bicycle, The Bicycle Chain, Back Alley Bikes, Pittsboro Bicycles, Bullseye Bicycle, Durham Cycles, Spinz Bike Shop, Cycles de Oro, Skinny Wheels Bike Shop, Bicycle Sport, Bike Gallery, Espada Bicycles, Uptown Cycles, Rainbow Cycles) to help recruit respondents to participate in the online survey. The link to the online survey was shared with these contacts, who were then asked to share it with the customer mailing lists. Each bike shop was also provided with 100 copies of small info cards (Appendix A) to promote the survey). The survey card image was also shared on 20 local cycling organization's Facebook pages.
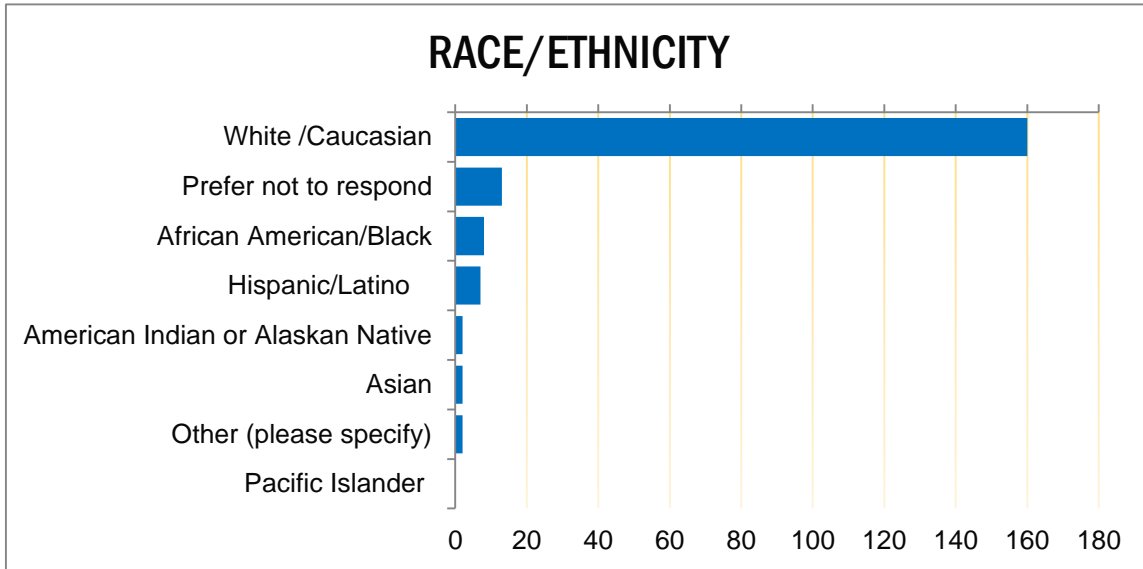
DEMOGRAPHICS

The total number of respondents was 252. The respondents' average age was 49 years old but their age ranged between 20 years old and 75 years old (Figure 1). Three quarters of the respondents were male (75%), 24% were women, and 2% declined to respond.
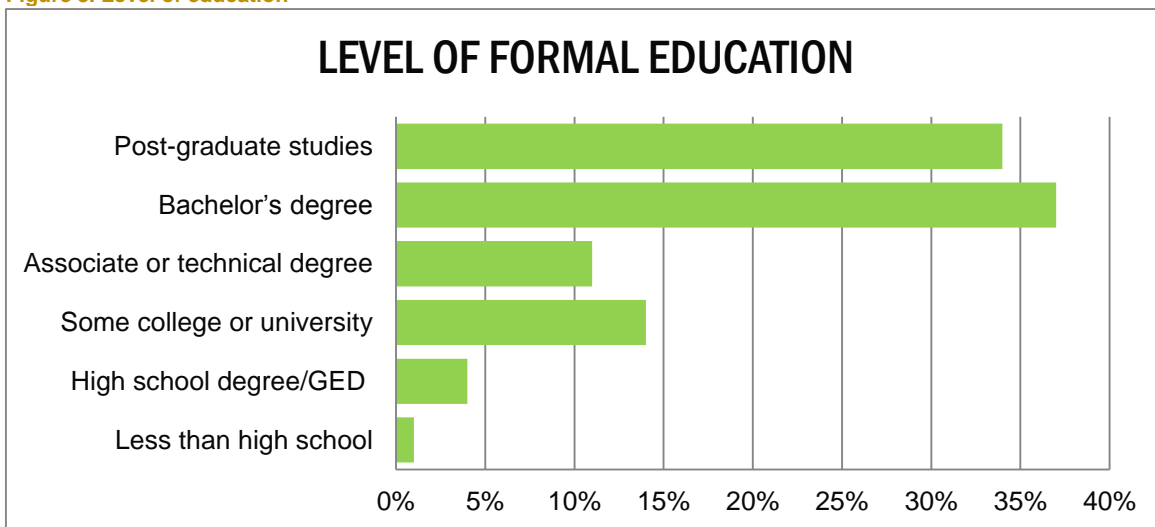
Figure 1. Age of respondents

In terms of race/ethnicity (Figure 2), 86% of respondents self-identified as white, 4% as African American, 4% as Hispanic/Latino, 1% as American Indian, 1% as Asian, and 1% as other. Seven percent of the respondents preferred not to classify themselves into one of these categories (categories were not exclusive).

Figure 2. Race/Ethnicity

RACE/ETHNICITY

Category	Value
White /Caucasian	~160
Prefer not to respond	~12
African American/Black	~8
Hispanic/Latino	~7
American Indian or Alaskan Native	~2
Asian	~2
Other (please specify)	~2
Pacific Islander	0

The respondents generally had at least some college education (Figure 3), with more than one-third having a bachelor's degree (37%) and another one-third having a post-graduate

Figure 3. Level of education

LEVEL OF FORMAL EDUCATION

Category	Value
Post-graduate studies	~34%
Bachelor's degree	~37%
Associate or technical degree	~11%
Some college or university	~14%
High school degree/GED	~4%
Less than high school	~1%

degree (34%). Others had an associate or technical degree (11%). Fewer respondents had incomplete college education (14%) or a high school diploma (4%).

Most respondents (64%) were employed full-time (Figure 4). Others were self-employed (13%), retired (12%), part-time employees (11%), students (5%), or homemakers (4%).

Figure 4. Employment
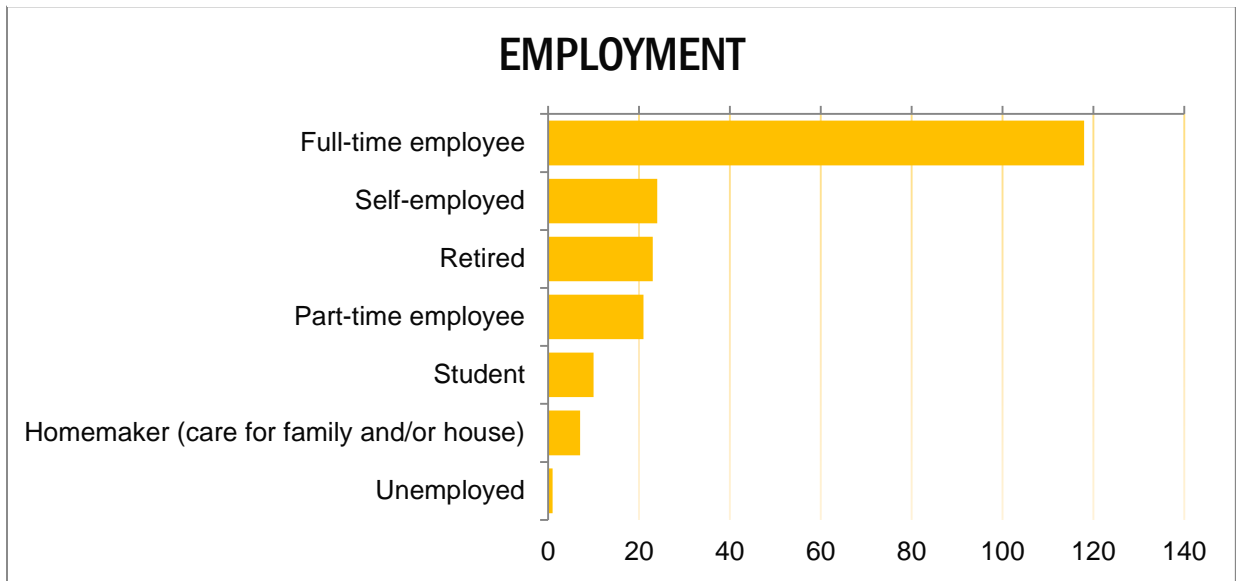
While household composition varied (Figure 5), most respondents lived with a spouse or significant other (75%). Some lived with children (15% with children under 6 years old, 10%

Figure 5. Household composition

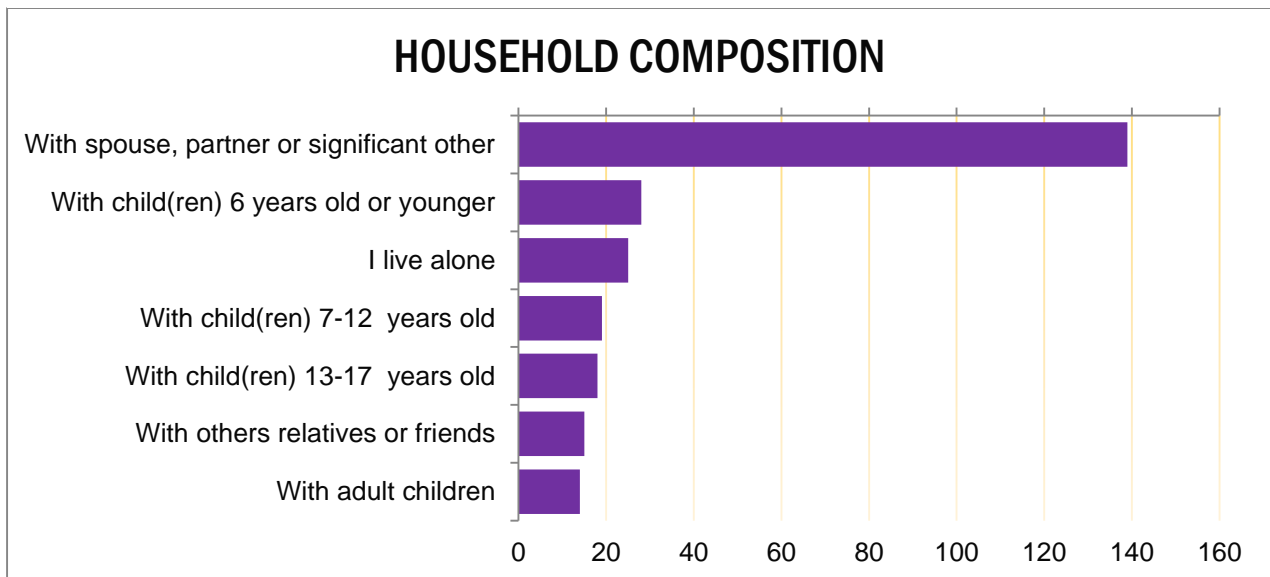with children between 7 and 12 years old, 10% with teenager children, and 8% with adult children). Part of the respondents lived alone (14%), and a few with relatives and friends (8%).

As illustrated in Figure 6, household income varied greatly among the respondents. Yet, the greatest portion of respondents (16%) had a combined household income of more than $150,000 per year.

Figure 6. Combined household income
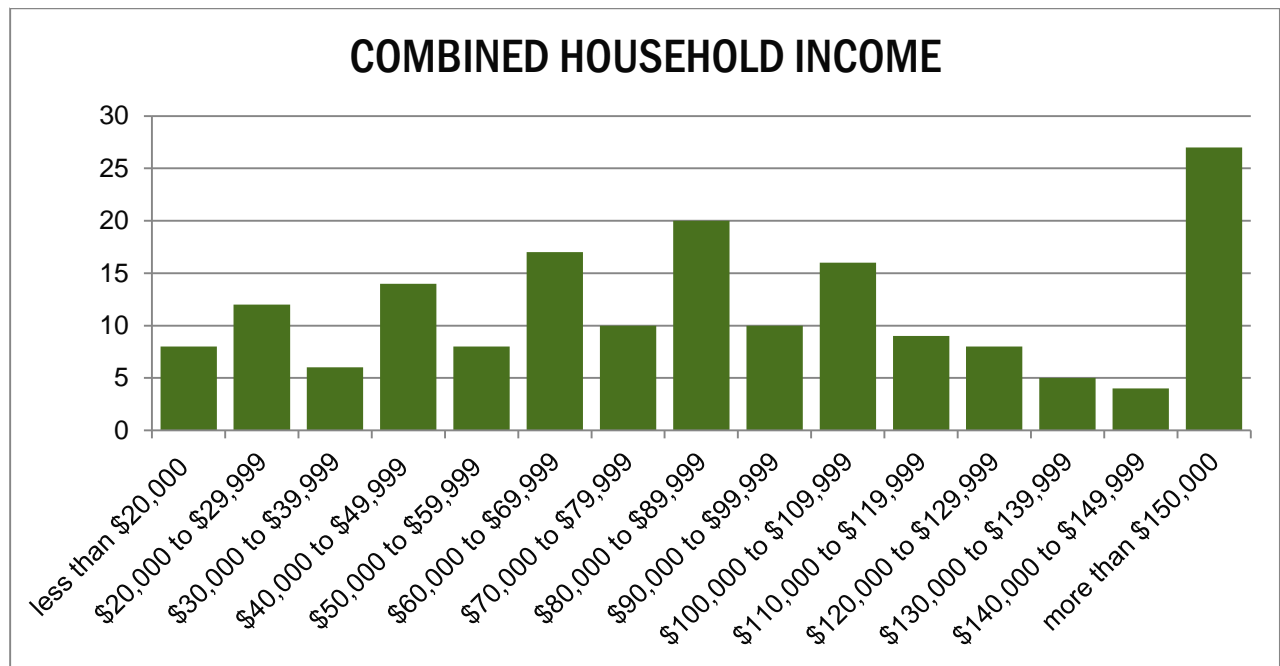
GEOGRAPHIC ORIGIN

The geographic focus of this market research study was North Carolina's Urban Crescent region. Figure 7 illustrates a heat map of zip codes of survey respondents' residence. As expected, the greatest concentration of respondents was in urban areas (particularly in the Durham-Chapel Hill region, followed by Greensobro, Raleigh and Charlotte). A significant number of respondents also came from the Salisbury and Southern Pines areas, within the Central Park region. Other areas with a number of respondents included the greater Wilmington area, Fayetteville and Hickory.

Figure 7. Heat map of respondent zip codes
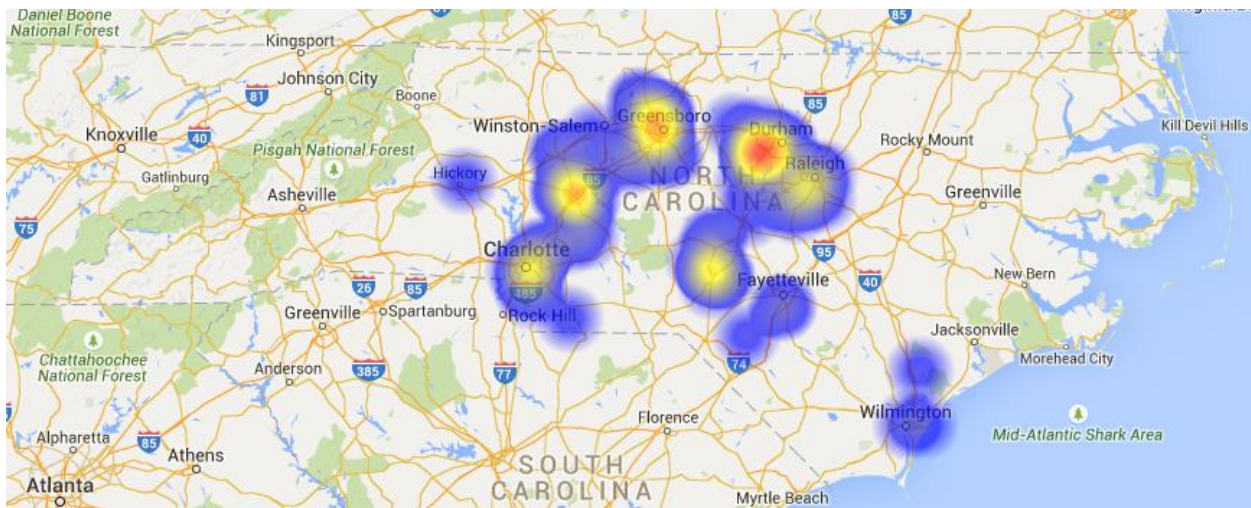
SOURCES OF INFORMATION

Overall, respondents preferred to gather information on biking trips from a variety of sources (Figure 8). Respondents were asked to rate how important the following sources of information were in planning their trip on a 5-point scale (Very unimportant to Very important). The most important sources of information were bike shops (mean=4.10), advice from friends and family (mean=4.07), official bike routes or trails (mean=4.01), biking websites (mean=3.81), biking associations and clubs (mean=3.76), advice from well-known cyclists (mean=3.71), and bike apps (mean=3.59). These were followed by national, state or regional brochures (mean=3.26), specialized biking magazines (mean=3.03), guide books (mean=2.95), tourism agencies (mean=2.9), and biking catalogs (mean=2.71).

Figure 8. Preferred sources of information in cycling trip planning
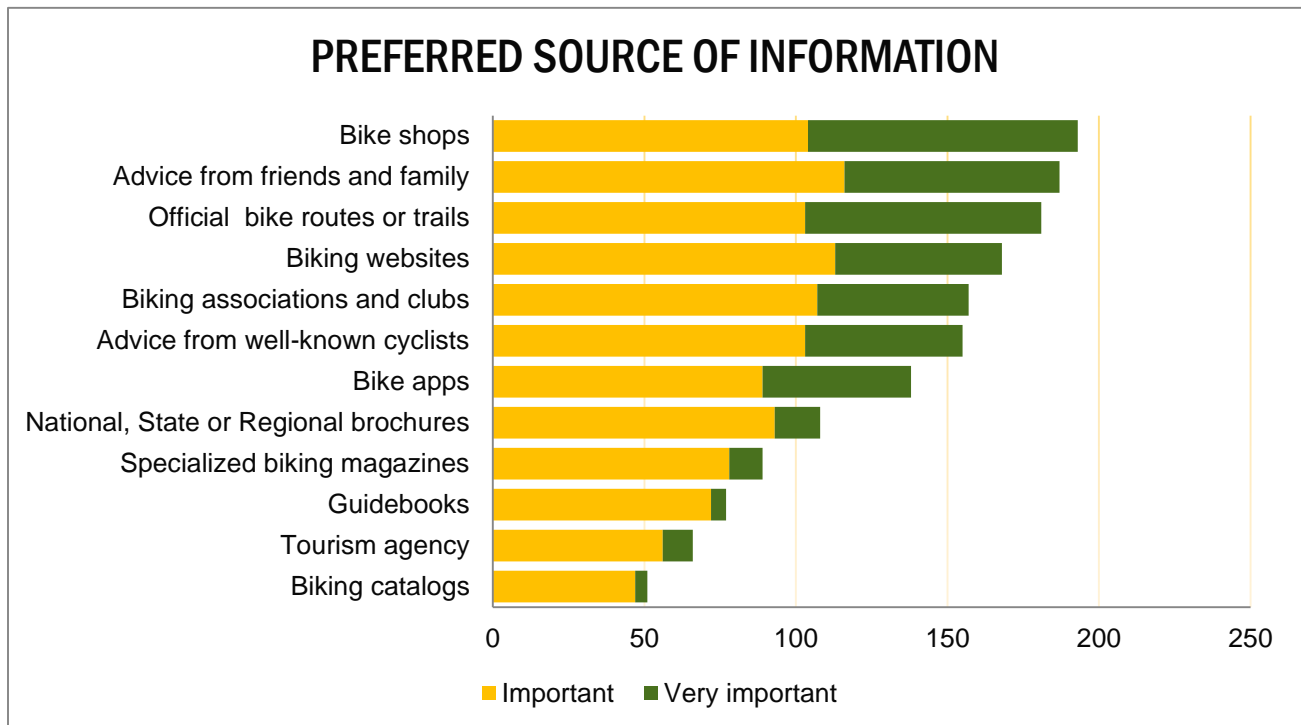
RESULTS

CYCLING PREFERENCES

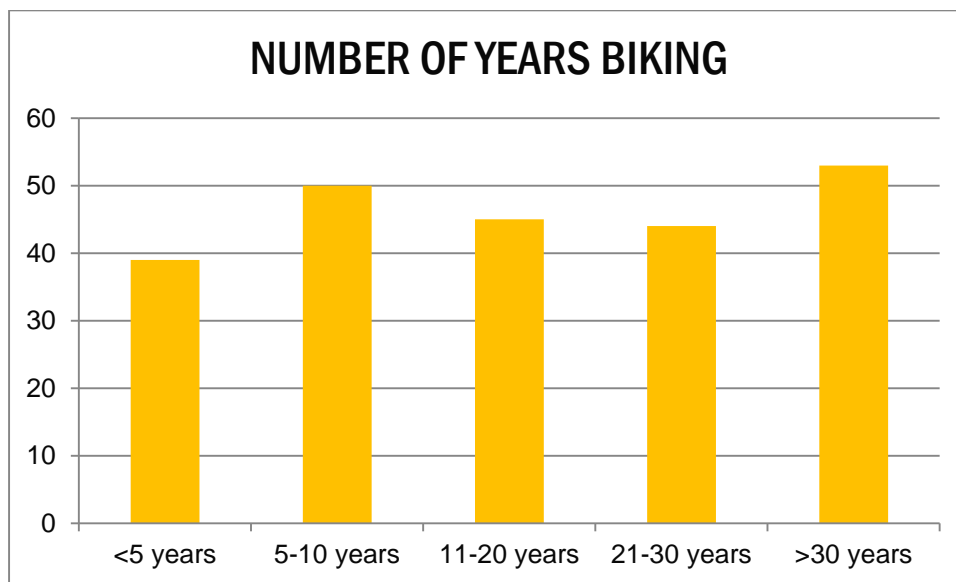Survey respondents had a wide range of experience in cycling, both in number of years participating in the activity (Figure 9) and the self-reported high or moderate frequency of participation in specific types of cycling (Figures 10 & 11). In average respondents reported to be cyclists for almost 20 years (mean=19.69), with 23% stating that they have biked for more than 30 years.

NUMBER OF YEARS BIKING

Category	Value
<5 years	39
5-10 years	50
11-20 years	45
21-30 years	44
>30 years	53

Respondents engaged in a variety of cycling activities. Respondents were asked how often they engaged in several biking activities on a 5-point scale (Never to Always). The most popular form of biking activity was road biking (mean=3.80), followed by leisure riding on improved trails such as greenways (mean=3.14), single-track mountain biking (mean=2.74), bike commuting (mean=2.59), and cyclocross (mean=1.59).

Figure 10. Cycling activities by average

MOST FREQUENT CYCLING ACTIVITIES, by average

Activity	Average
Road biking	3.80
Leisure riding on improved trails (i.e., greenways)	3.14
Single track mountain biking	2.74
Bike commuting	2.59
Cyclocross	1.59
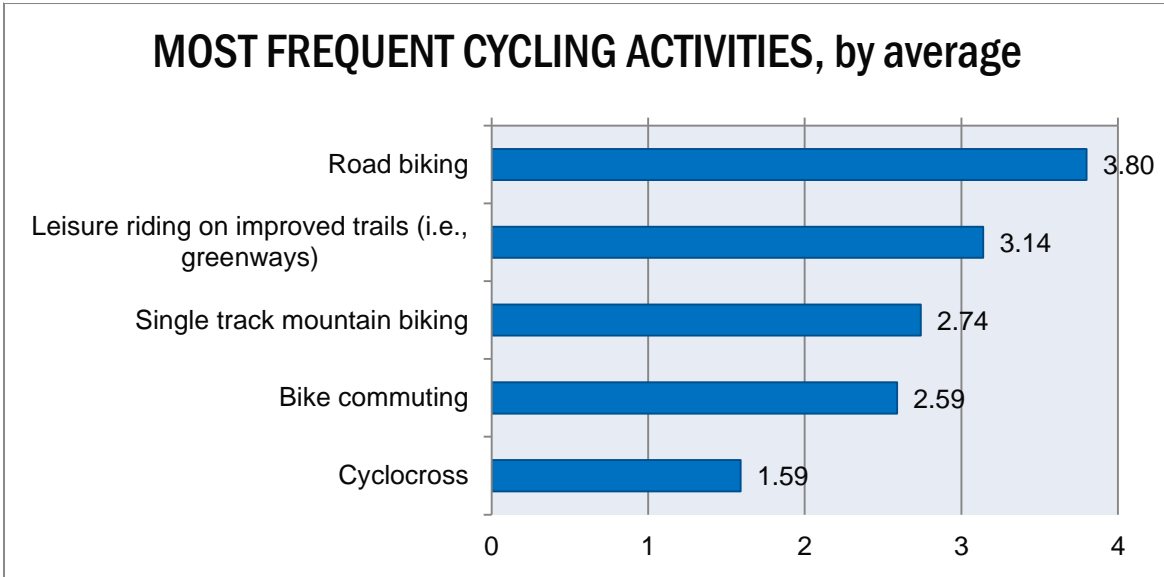
Figure 11. Cycling experience by frequency

MOST FREQUENT CYCLING ACTIVITIES, BY COUNT

Sometimes Often Always

16
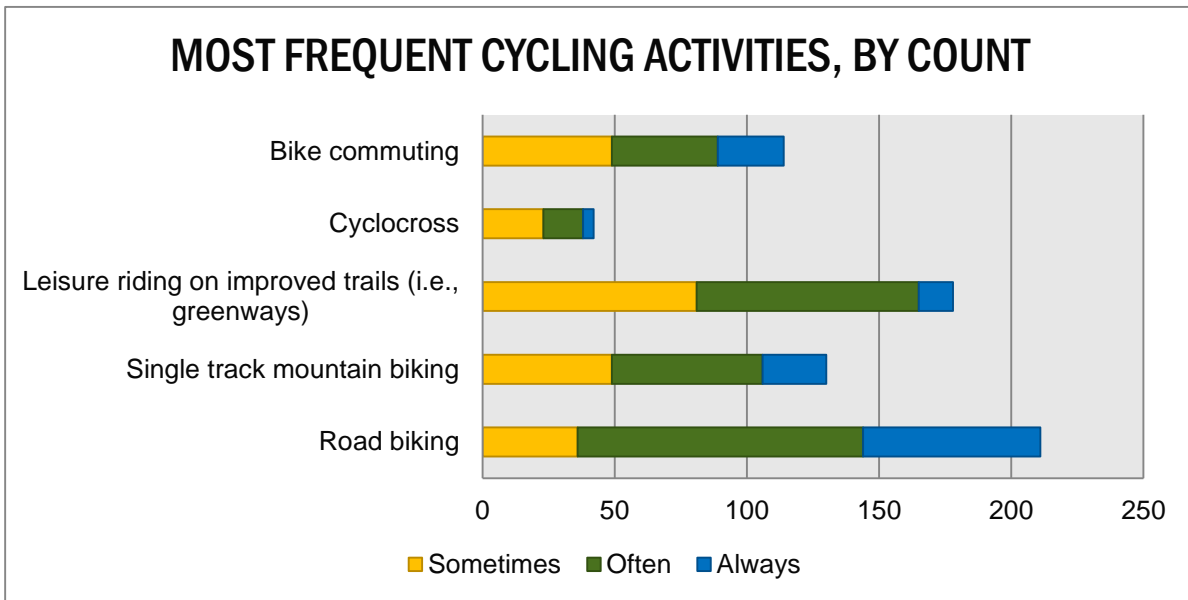
SINGLE-DAY BIKING TRIPS

Respondents indicated that they took an average of 23.35 single-day biking trips in the past year. The range was between 0 and 50 single day trips. The largest percentage of respondents (52%) indicated that they would bike between 26 and 40 miles on their single-day biking trips (Figure 12). More than one-third (39%) indicated that they ride between 11 and 25 miles in single-day trips, 30% ride 41 to 65 miles, 20% ride 66 to 100 miles, 14% ride 5 to 10 miles, 5% ride either less than 5 miles, and another 5% ride more than 100 miles in single-day bike trips.

Figure 12. Length of single-day biking trips
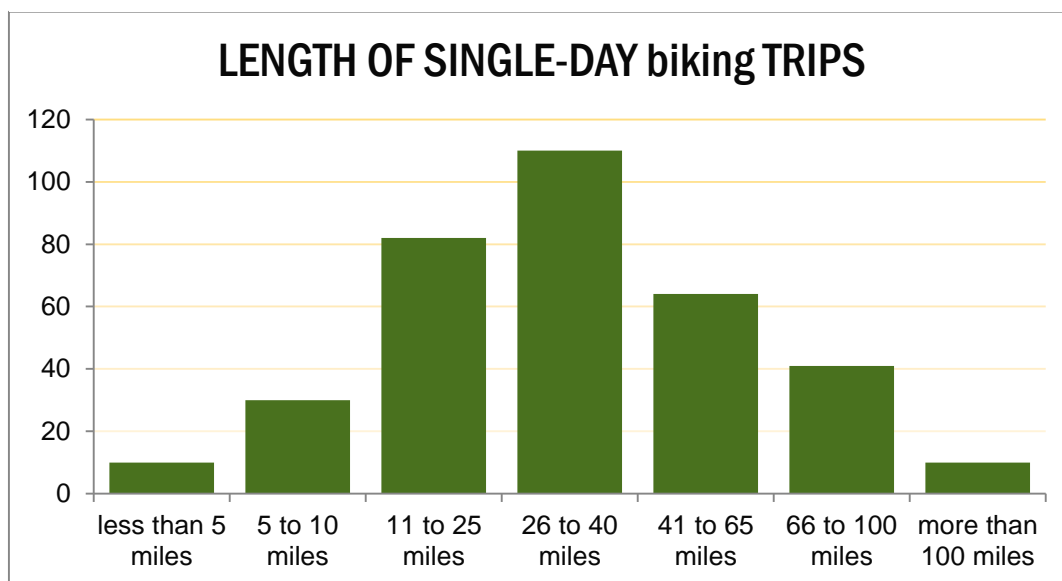
Respondents travel varying distances for their single-day trips (Figure 13), but the greatest percentage of respondents (43%) said they generally left from home on this kind of trips. Very few respondents (10%) reported traveling more than 3 hours away from hope to go do single-day trips. Respondents were equally divided between the other categories. Thirty percent (30%) travel 16 to 30 minutes, 25% between 1 and 3 hours, 24% travel 46 minutes to 1 hour, 23% travel 31 to 45 minutes, and 22% travel 1 to 15 minutes.

Figure 13. Distance traveled to start of single-day trips

DISTANCE TO START OF SINGLE-DAY TRIPS
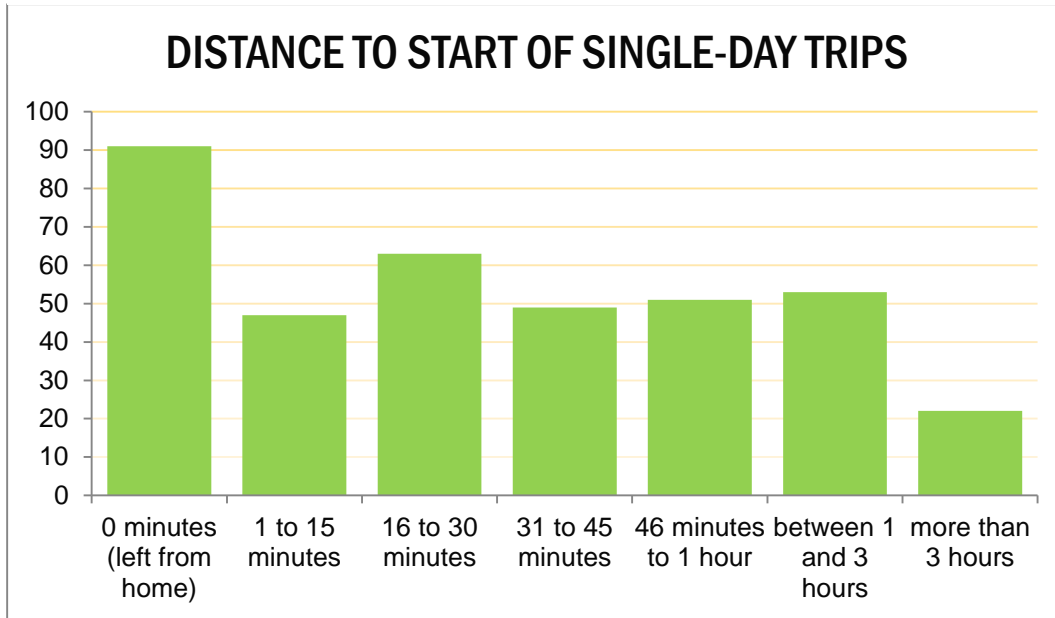
Respondents indicated that they rode with a variety of people on their single-day trips (Figure 14), but the vast majority (80%) rode with friends. This was followed by spouse/significant other (37%) and social/community clubs (37%). Some also indicated that they rode with business peers (12%), organized tour groups (5%), children between 13 and 17 years old

Figure 14. Riding partners for single-day biking trips

RIDING PARTNERS FOR SINGLE-DAY TRIPS
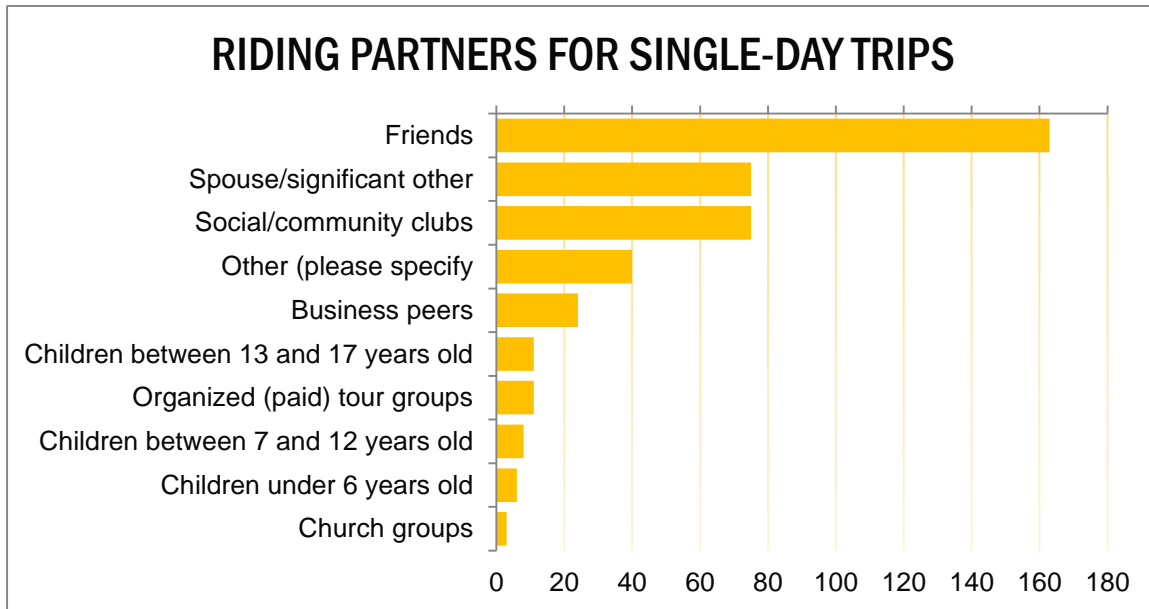
(5%), children between 7 and 12 years old (4%), children under 6 years old (3%) and church groups (1%).

A full 20% of respondents checked "other" to indicate that they rode with individuals outside these categories. One of the most common write-in answers was that riders preferred to ride alone. They also indicated that they might participate in charity rides, go with a cycling club, cycling team or bike shop. Finally, some biked with family members that were not included in our list (e.g., parents, grandchildren). The size of words in Figure 15 represents the frequency those riding partners were mentioned.

Figure 15. "Other" people respondents ride with on single-day trips

Survey respondents indicated that visited a variety of destinations in North Carolina on their single-day biking trips (Figures 16 & 17). The greatest number of single-day destinations (295

Figure 16. Single-day biking destinations in North Carolina

SINGLE-DAY BIKING DESTINATIONS

(Bar chart showing single-day biking destinations by region:)

- Piedmont, NC — approximately 295
- Western NC — approximately 106
- Central Park, NC — approximately 73
- Eastern, NC — approximately 31
- Other — approximately 5

(X-axis: 0, 50, 100, 150, 200, 250, 300, 350)
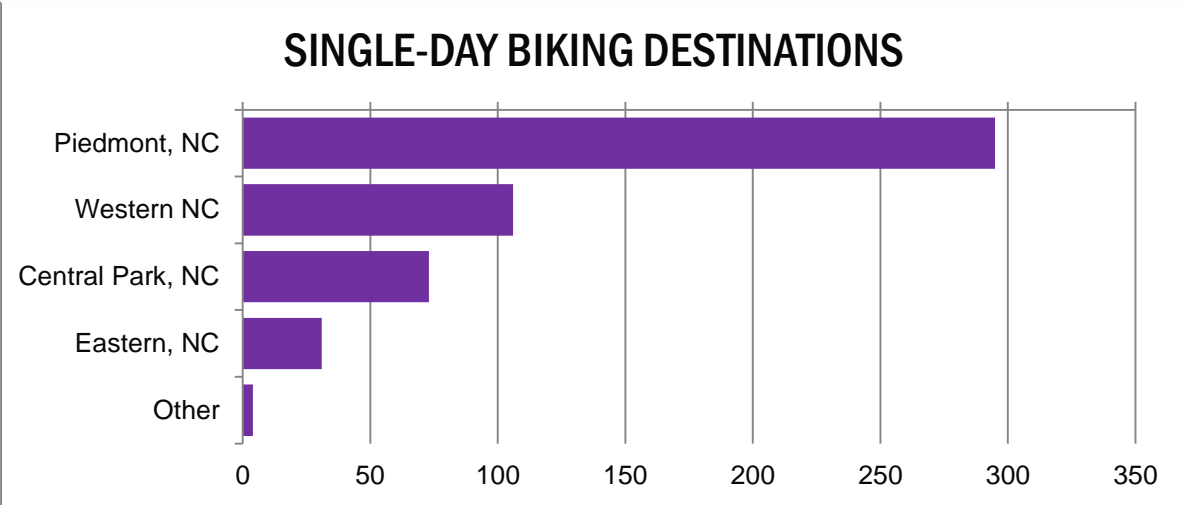
clicks) was in the Piedmont region of North Carolina (excluding the Central Park region). This was followed by Western North Carolina (106 clicks), Central Park (73 clicks), and Eastern North Carolina (31 clicks).

Figure 17. Heat map of single-day biking destinations
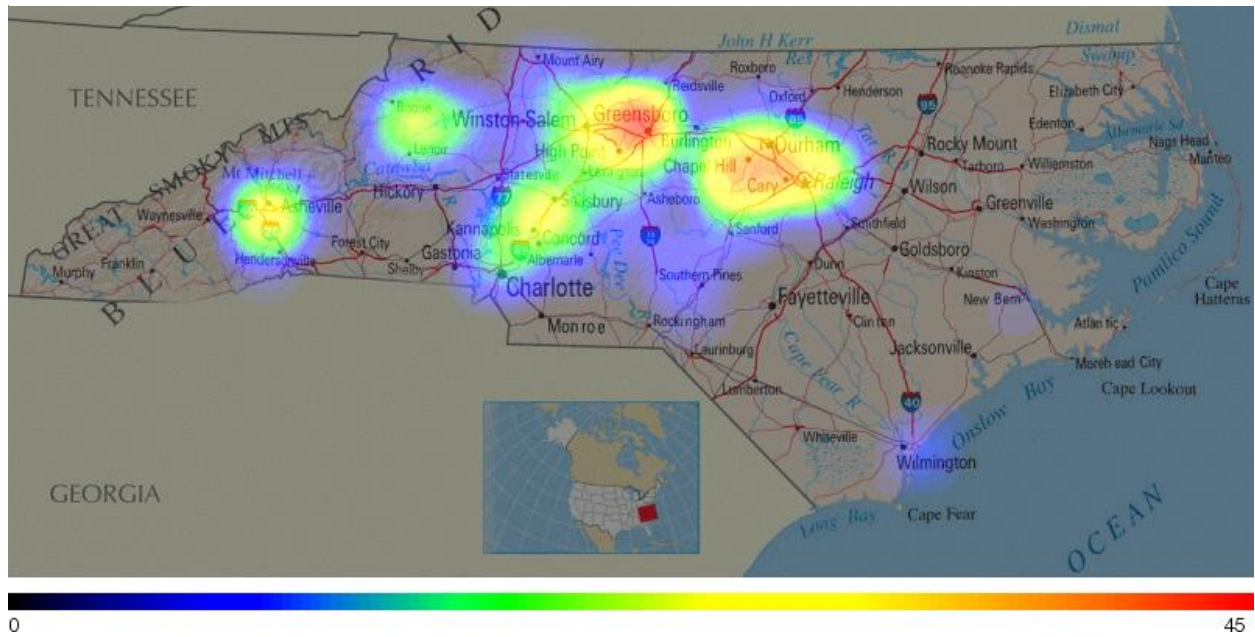
MULTI-DAY BIKING TRIPS

Respondents indicated that they took an average of 1.88 multi-day biking trips in the past year. The range was between 0 and 50 single day trips.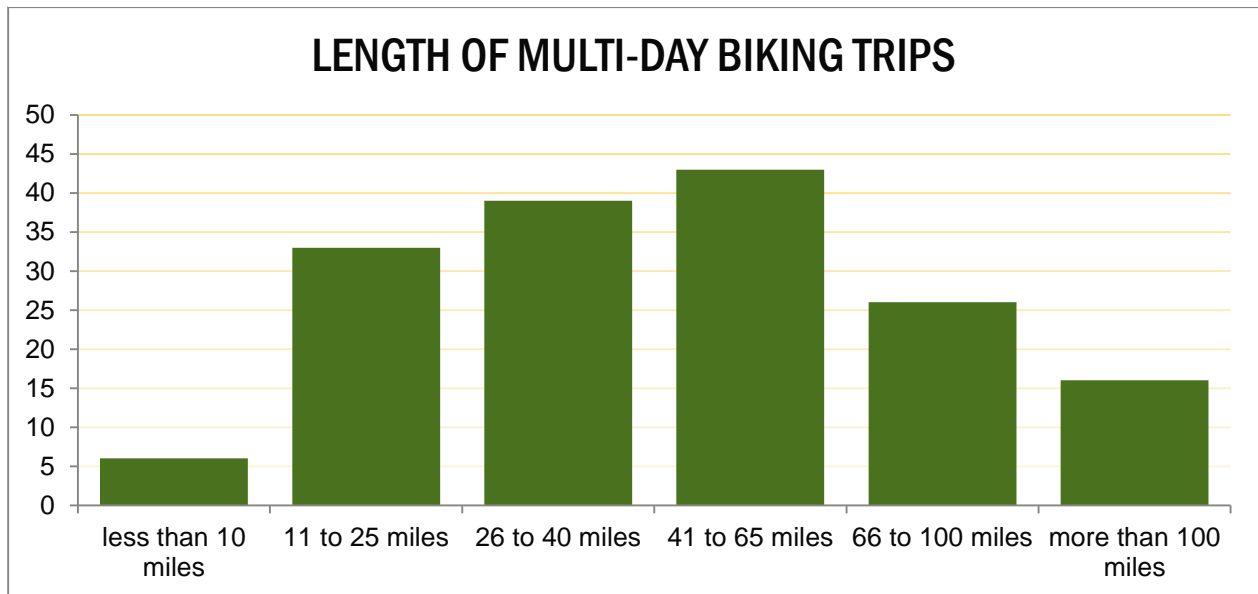 The largest percentage of respondents (36%) indicated that they would bike between 41 to 65 miles each day on their multi-day biking trips (Figure 18). This was closely followed by 26 and 40 miles (33%). More than one-quarter (28%) indicated that they ride 11 to 25 miles on multi-day trips, 22% ride 66 to 100 miles, 13% ride more than 100 miles, 5% less than 10 miles.

Figure 18. Length of multi-day biking trips

Respondents indicated that they travel varying distances for the start of their multi-day trips (Figure 19), but the greatest percentage of respondents (52%) said they travel between 3 and 5 hours to the start of their multi-day biking trips. More than one-third (35%) indicated that they travel between 1 and 3 hours, and 25% travel more than 5 hours to the start of their multi-day trips. Fewer stayed close to home for their multi-day trips. While 9% indicated that they left from home, only 5% traveled between 46 minutes to 1 hour, 4% traveled 31 to 45 minutes, 4% traveled 16 to 30 minutes, and 1% traveled 1 to 15 minutes.

Figure 19. Distance to start of multi-day trips

DISTANCE TO START OF MULTI-DAY TRIPS

Figure 20. Riding partners for multi-day trips

RIDING PARTNERS FOR MULTI-DAY TRIPS

Friends
Spouse/significant other
Social/community clubs
Organized (paid) tour groups
Other (please specify
Business peers
Children between 7 and 12 years old
Children between 13 and 17 years old
Children under 6 years old
Church groups

0 10 20 30 40 50 60 70 80 90 100
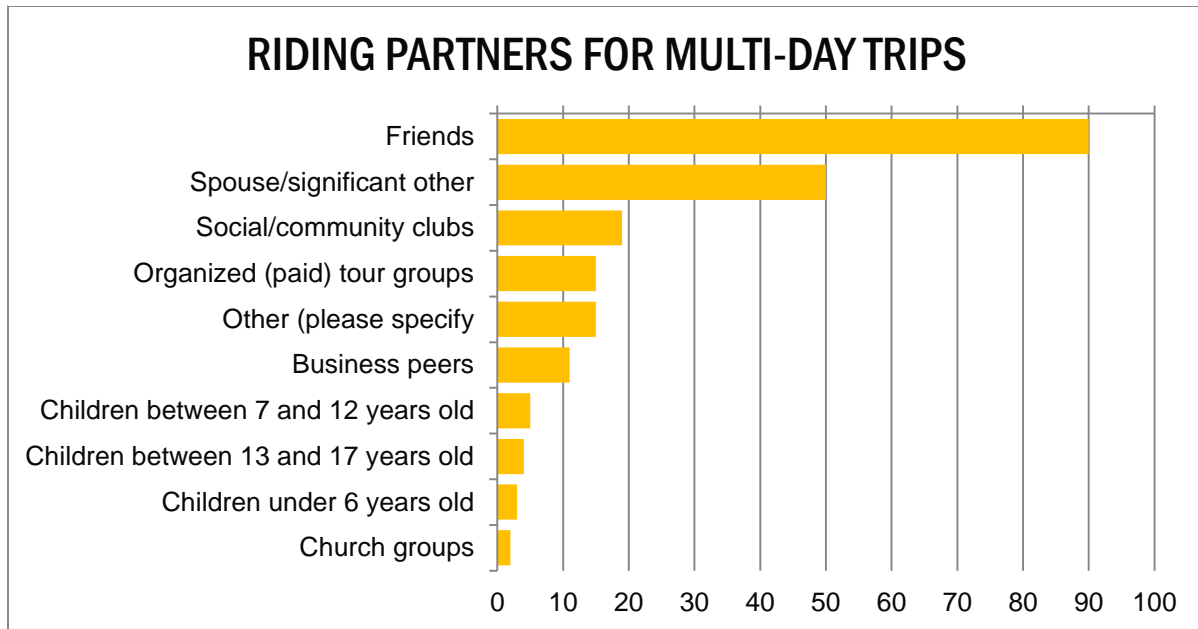
Respondents indicated that they rode with a variety of people on their multi-day trips (Figure 20), but the vast majority (76%) rode with friends. This was followed by spouse/significant other (42%) and social/community clubs (16%). They also indicated that they rode with organized tour groups (13%), business peers (9%), children between 7 and 12 years old (4%), children between 13 and 17 years old (3%), children under 6 years old (3%) and church groups (2%).

Thirteen percent of respondents checked "other" and indicated that they rode with individuals outside these categories. Some indicated that they ride alone. Others indicated that they might participate in road events (e.g., Cycle NC), go with a cycling club, or attend a cyclocross event. Some may go with other cyclists that they do not know ahead of time. One person wrote that they went on multi-day biking trips with the Boy Scouts. The size of words in Figure 21 represents the frequency those riding partners were mentioned.

Figure 21. "Other" people respondents ride with on multi-day trips

Survey respondents indicated that they visited several destinations in North Carolina on their multi-day biking trips (Figures 22 & 23). The greatest number of multi-day destinations (146 clicks) was in Western North Carolina. This was followed by the Piedmont region of North Carolina (excluding Central Park) with 45 clicks, Eastern North Carolina (41 clicks), Other (15 clicks) and Central Park (11 clicks).

Figure 23. Destinations for multi-day biking trips

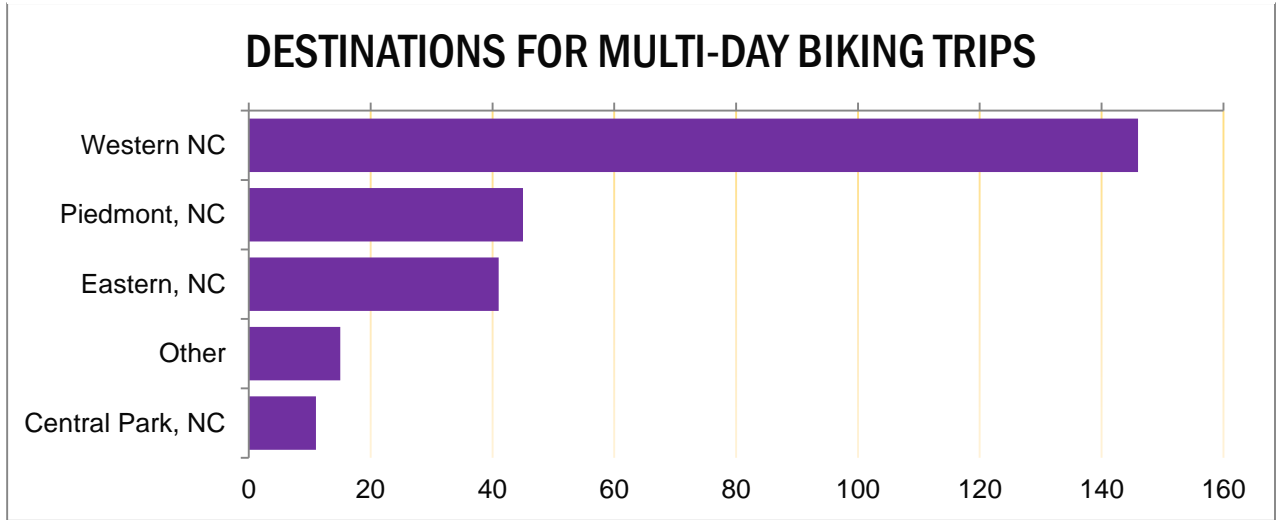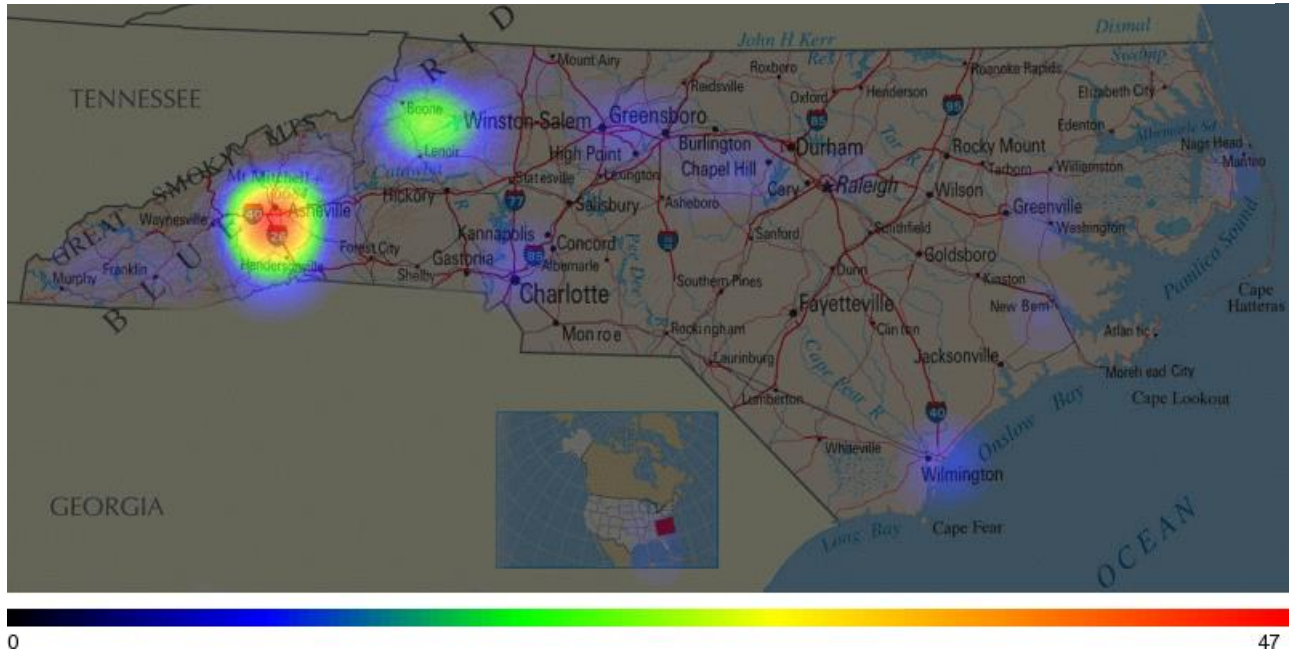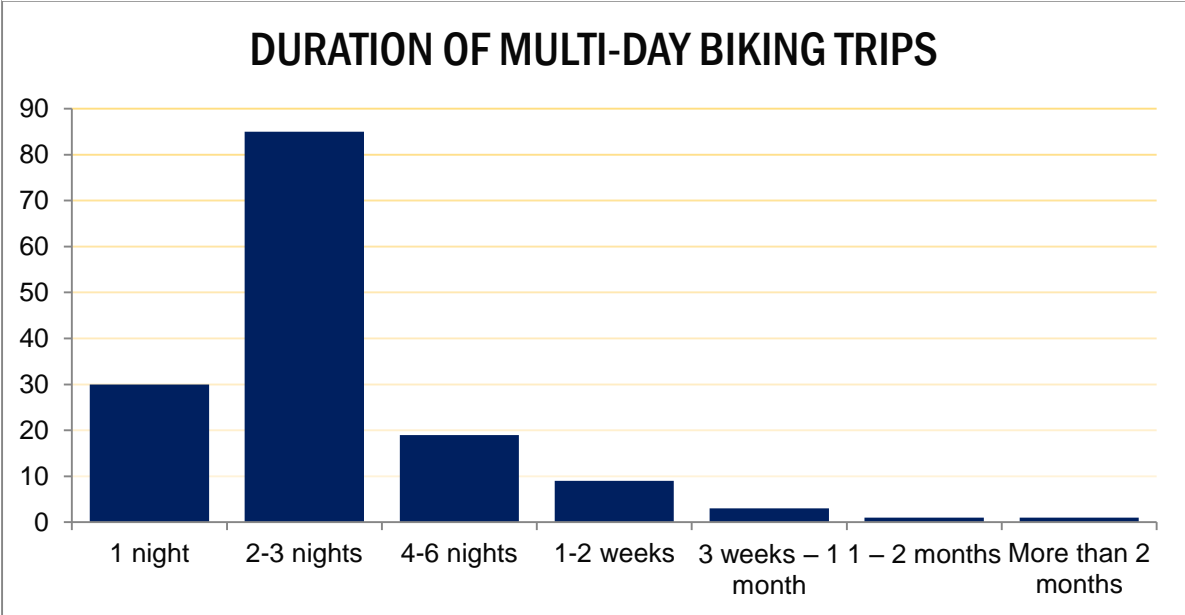## DESTINATIONS FOR MULTI-DAY BIKING TRIPS

Figure 22. Heat map of multi-day biking destinations

Respondents indicated that multi-day biking trips vary greatly in duration (Figure 24). Most (72%) said that they take trips that last from 2 to 3 nights. Others indicated that they would spend 1 night (25%), 4 to 6 nights (16%), 1 to 2 weeks (8%), 3 weeks to 1 month (3%), 1 to 2 months (1%) or more than 2 months (1%).

Figure 24. Duration of multi-day biking trips

Respondents stay at a variety of preferred lodging options when traveling for their multi-day biking trips (Figure 25). The most common choice was a hotel or motel (57%), followed by paid camping (46%), staying with friends and family (30%), primitive (unpaid) camping (24%), bed and breakfast (16%), private rental home (16%), cabins (15%), homes of local bike riders (9%), other (3%), and no accommodation used (2%). Most of those that selected to the "other" category indicated that they stayed in camping arranged by a group tour (3%).

Figure 25. Lodging for multi-day biking trips

LODGING FOR MULTI-DAY BIKING TRIPS
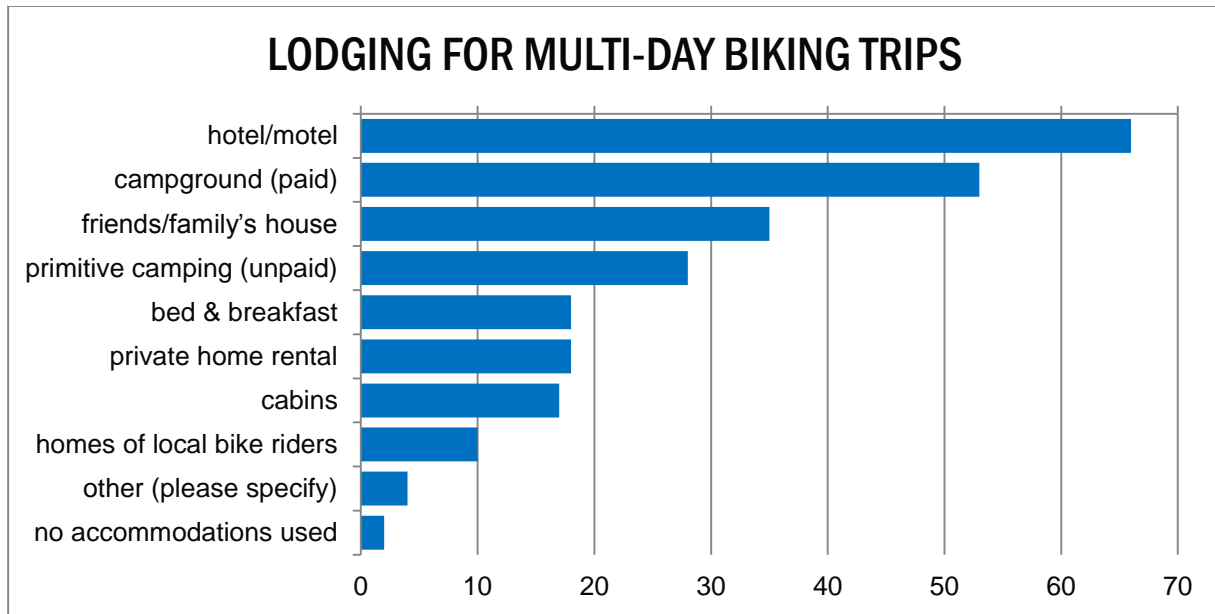
SINGLE-DAY VS. MULTI-DAY CYCLING TRIPS

Respondents indicated that they traveled to the Central Park region primarily for single-day biking trips (Figure 26). They did this most often in the Summer (970 trips), followed by the Fall (686 trips), Spring (591 trips) and Winter (399 trips). Much fewer traveled to the region for multi-day biking trips. When they did travel to Central Park for multi-day biking trips, they they generally did so in the Summer (44 trips) and the Fall (42 trips), and much less so in the Spring (32 trips) and Winter (17 trips). Sometimes they travelled to the Central Park region for other reasons other than cycling. They took the most trips of this type in the Summer (351 trips), followed by the Fall (315 trips), Spring (177 trips) and Winter (173 trips).

Figure 26. Trips to Central Park region
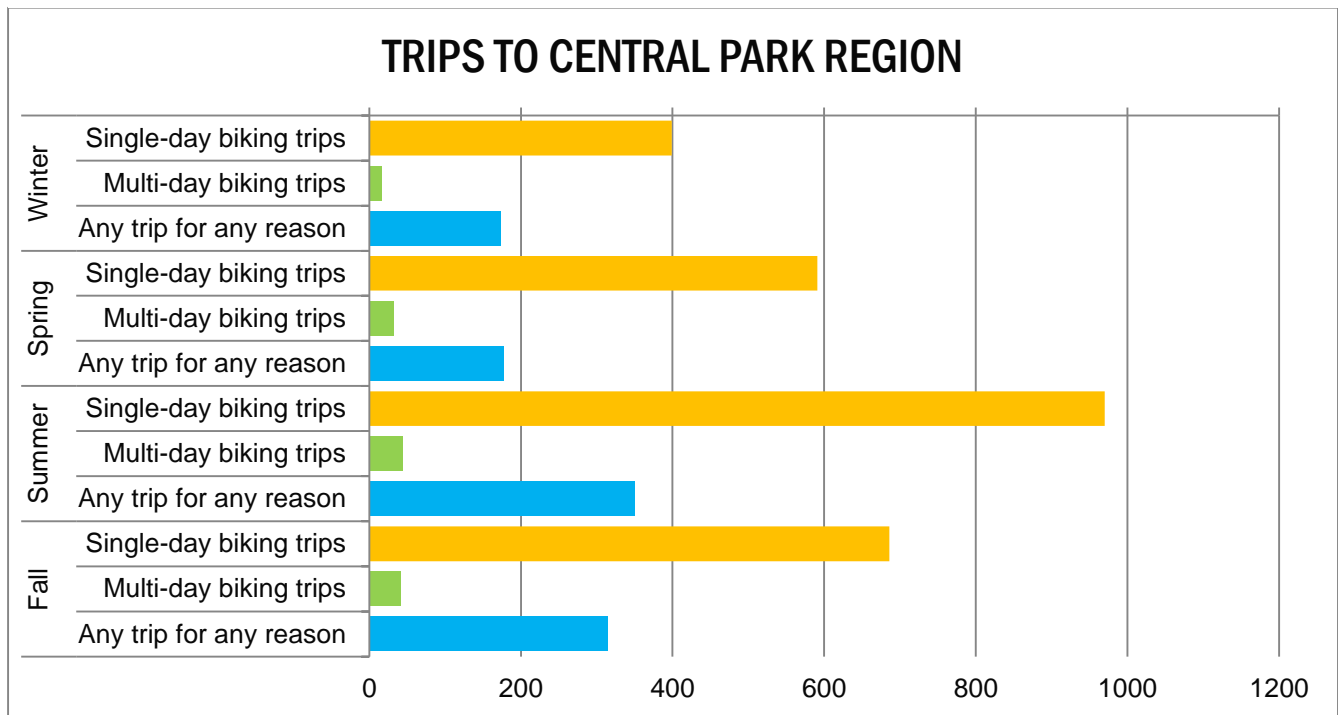
Respondents indicated that they had a variety of motivations for taking single-day and multi-day biking trips (Figures 27 & 28). Respondents were asked on a 5-point scale (Very unimportant to Very important), how important the following motivations were in choosing to take single-day versus multi-day trips. The most highly rated motivations were related to physical activity. Respondents rated "to keep physically fit" and "to improve my physical health" the highest. Keeping physically fit was important for both single-day (mean=4.66) and multi-day (mean=4.39) trips. This was similar to improving the respondent's physical health, which was also rated highly for single-day (mean=4.61) and multi-day (mean=4.41) trips.

Figure 27. Motivations for single-day vs. multi-day biking trips

MOTIVATIONS FOR SINGLE-DAY VS. MULTI-DAY TRIPS
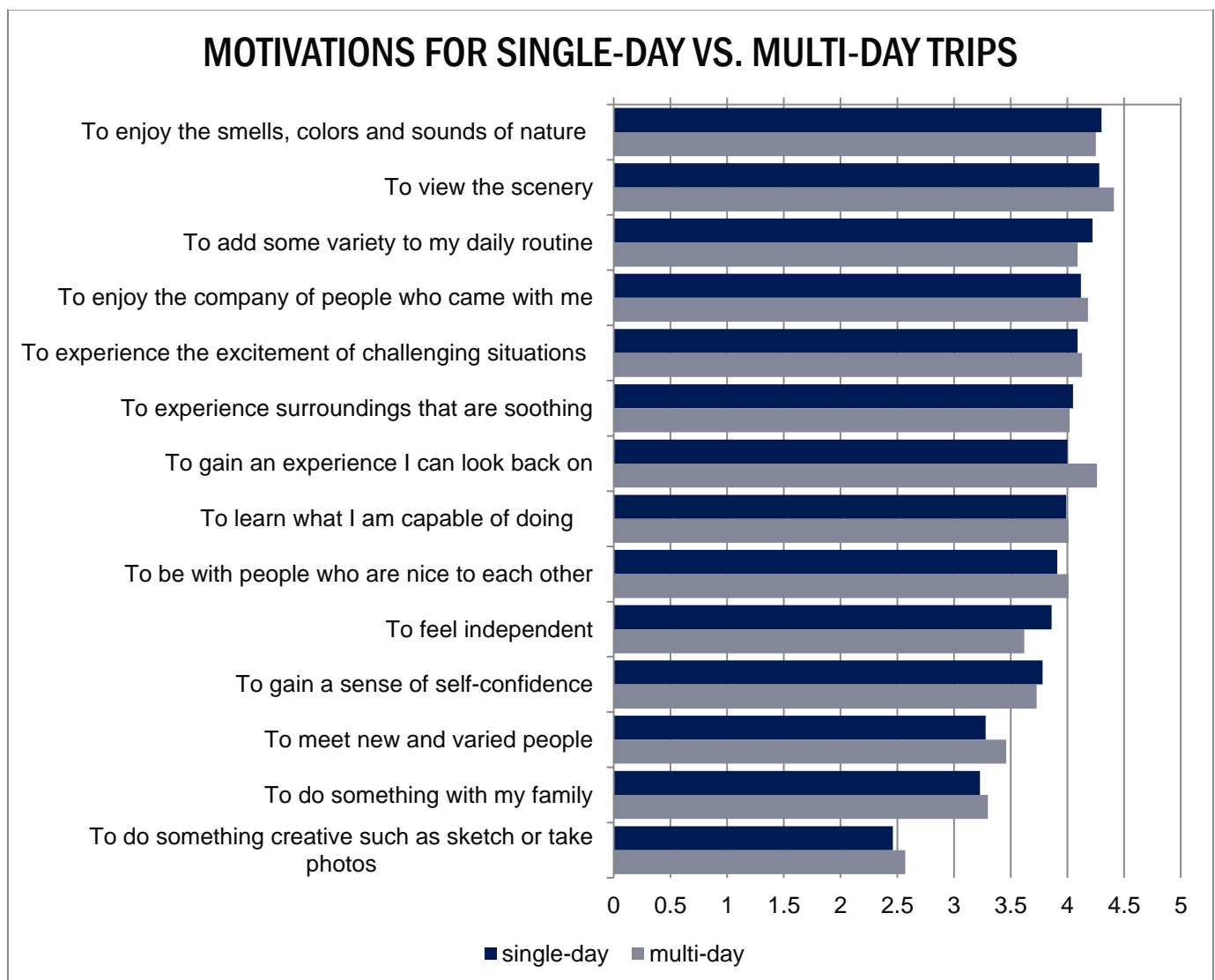
Survey respondents also indicated that they took trips to be in natural areas. Highly rated were "to enjoy the smells, colors and sounds of nature " and "to view the scenery". Respondents enjoyed the smells, colors and sounds of nature on both single-day (mean=4.30) and multi-day (mean=4.25) trips. Viewing scenery was rated as slightly more important for multi-day trips (mean=4.41) than single-day trips (mean=4.28). Similarly, but rated slightly lower was "to experience surroundings that are soothing", which was nearly equally as important for single-day (mean=4.05) as multi-day (mean=4.02) trips.

Figure 28. Motivations for single-day vs. multi-day trips (con't.)

MOTIVATIONS FOR SINGLE-DAY VS. MULTI-DAY TRIPS (CON'T)
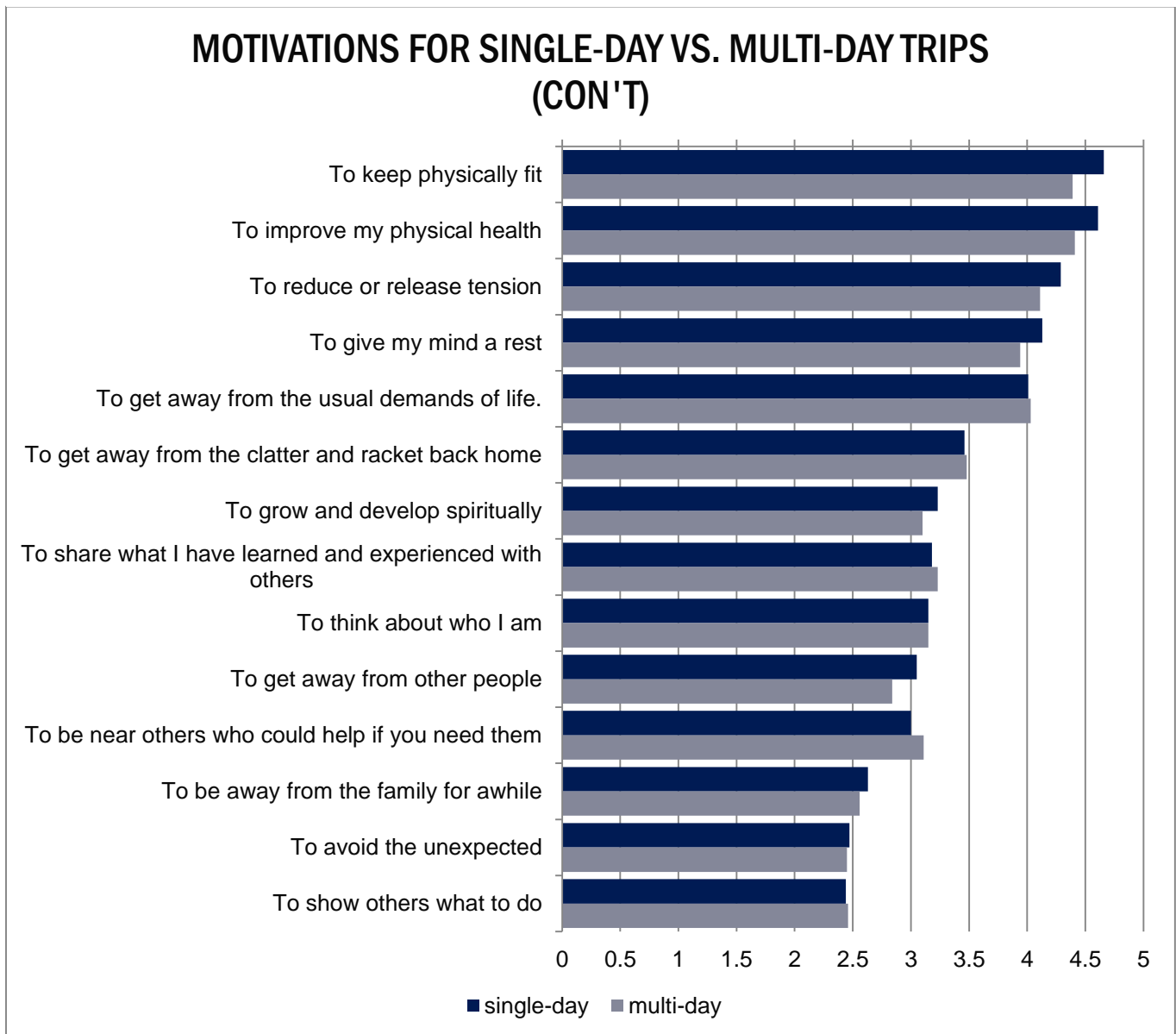
Respondents also felt that biking trips were important "to reduce or release tension", but this was slightly more important for single-day trips (mean=4.29) than multi-day trips (mean=4.11). Others thought biking trips were important "to add some variety to my daily routine" (single-day mean=4.22; multi-day mean=4.09), "to give my mind a rest" (single-day mean=4.13; multi-day mean=3.94), or "to get away from the usual demands of life (single-day mean=4.01; multi-day mean=4.03). Some thought the trips were important "to enjoy the company of people who came with me" (single-day mean=4.12; multi-day mean=4.18) and "to experience the excitement of challenging situations (single-day mean=4.09; multi-day mean=4.13). Respondents also felt that the trips were important "to gain an experience I can look back on", but this was viewed as more important for multi-day trips (mean=4.26) than single-day trips (mean=4.00).

FAVORITE SPOTS

Survey respondents indicated that they had a number of favorite destinations within the Central Park region (Figure 29). For many, Salisbury was considered a top destination. This was followed by the Uwharrie Mountains. Other popular areas included the general areas of Southern Pines, Seagrove, and Denton.

Figure 29. Heat map of avorite destinations in Central Park region
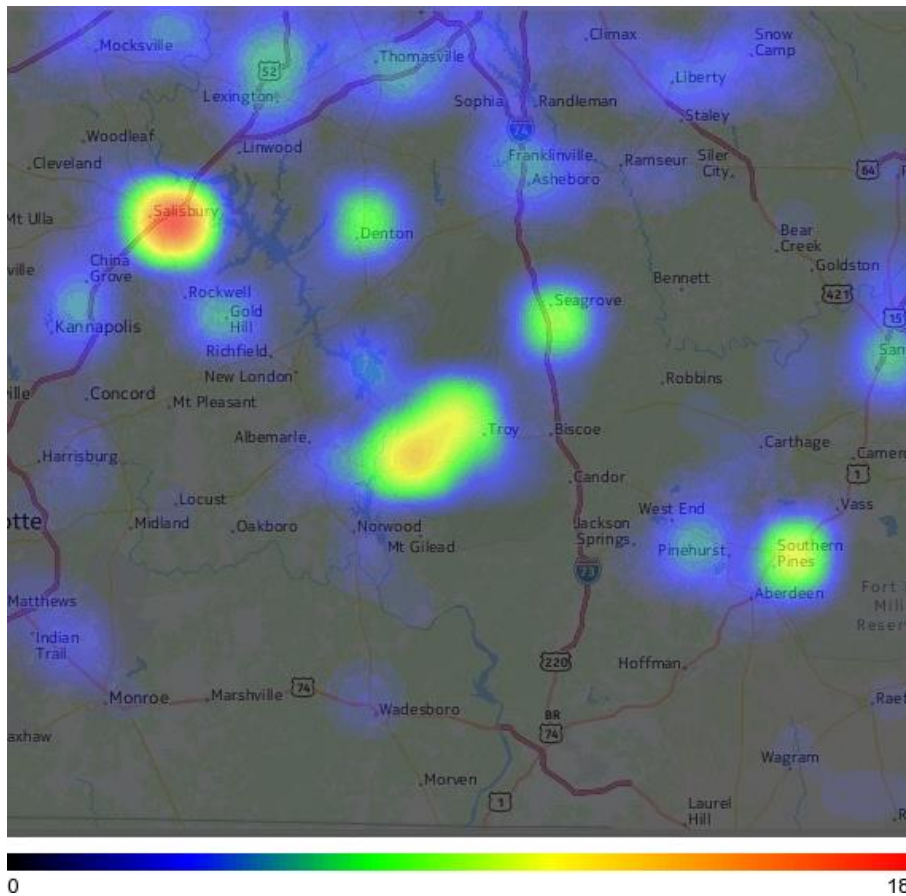
DESCRIBING CENTRAL PARK

Respondents were also asked to list the top three words that came to mind when thinking about the Central Park region. Commonly listed words included Uwharrie, rolling, rural, beautiful, hills/hilly, peaceful, country, scenic/scenery, fun, relaxing and friendly. Other terms that were mentioned less often included remote, redneck, limited options and undeveloped. The size of words in Figure 30 represents the frequency each word was mentioned.

Figure 30. Words used to describe Central Park region

Respondents were also asked to use a slider to describe Central Park using pairs of adjectives (Figure 31). The left adjective represented a value of 0 and the right adjective represented a value of 100. A score of 50 would indicate a neutral response. Overall, respondents felt positively towards Central Park. The adjective pairs where respondents were most positive were the relatively <u>passive emotions</u> of pleasant, gratifying and relaxing. Respondents were close to neutral in regards to safety and danger. Respondents were only moderately positive in regards to active emotions like fun and exciting.

Figure 31. Paired adjectives to describe Central Park region

BORING	67	FUN
DULL	62	EXCITING
DANGEROUS	58	SAFE
UNPLEASANT	70	PLEASANT
DISTRESSING	68	RELAXING
DISAPPOINTING	68	GRATIFYING
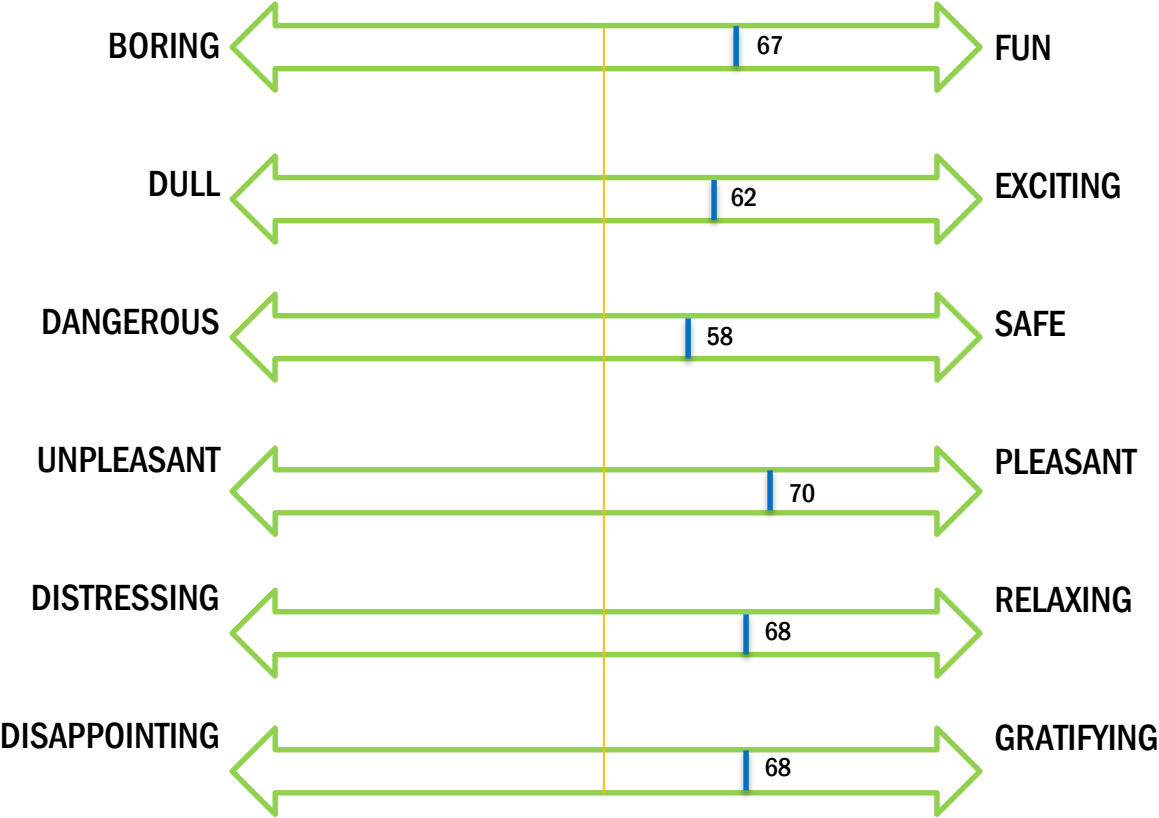
IMPORTANCE-PERFORMANCE ANALYSIS

Respondents were asked to list which aspects of a destination were the most important on a 5-point scale (Very unimportant to Very important). Then, they were asked to rate Central Park's performance in relation to these destination attributes on a 5-point scale (Poor to Excellent). Figure 32 illustrates the importance and perceived performants of all attributes.

Figure 32. Importance and performance of Central Park destination attributes
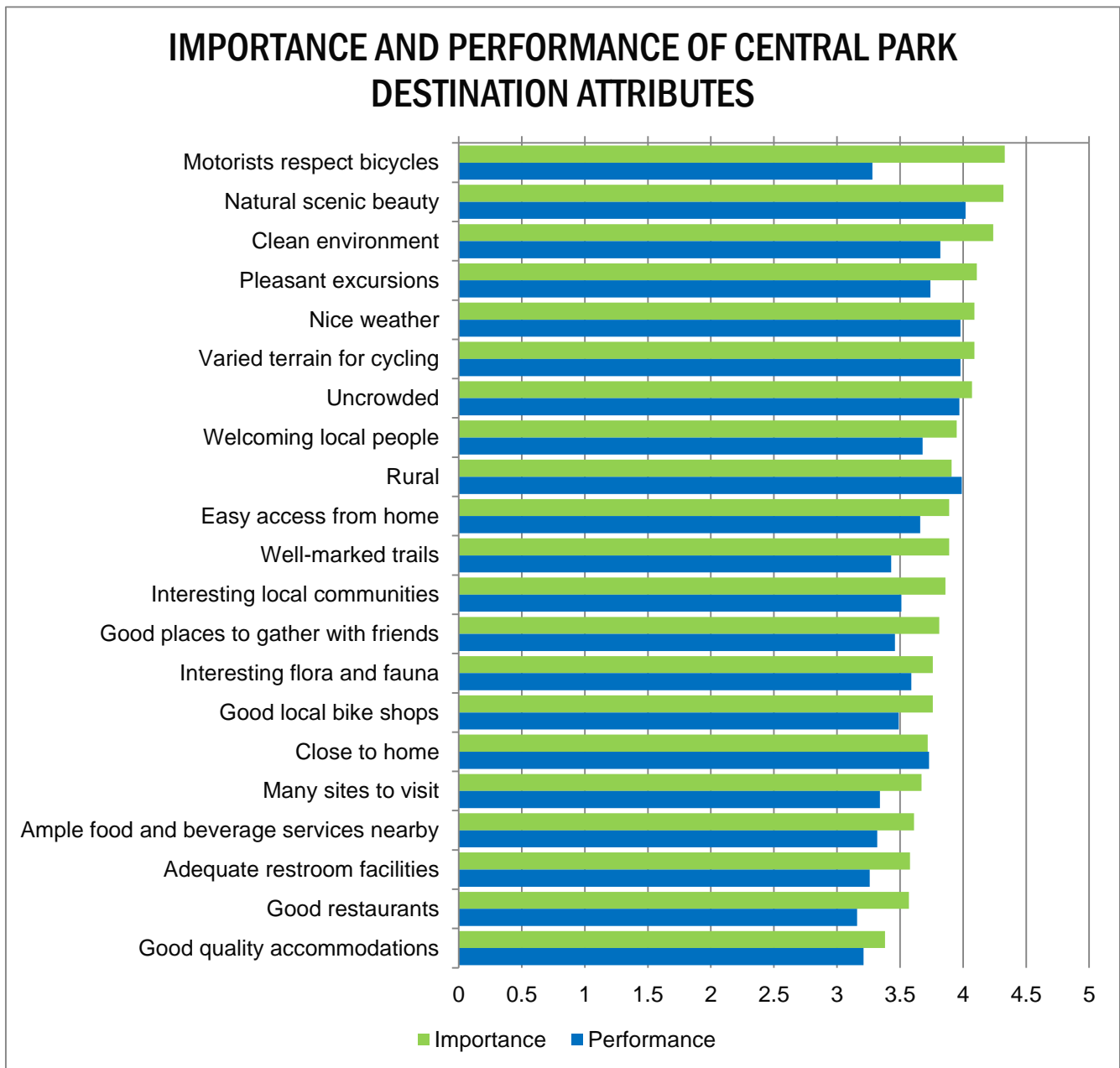
In terms of areas of high importance and high performance respondents indicated that several attributes were important to them in a destination and that Central Park was doing relatively well in delivering these attributes (Figure 33). Some of these included natural scenic beauty (importance mean=4.32; performance mean=4.02), nice weather (importance mean=4.09; performance mean=3.98), varied terrain for cycling (importance mean=4.09; performance mean=3.98) and that it is uncrowded (importance mean=4.07; performance mean=3.97). The only area that respondents rated Central Park as providing more than they felt was important was in terms of being rural. This difference was slight, however, with the performance mean (3.99) being slightly higher than the importance mean (3.91). Respondents rated several areas of both low importance and low importance. These included good quality accommodations (importance mean=3.38; performance mean=3.21), adequate restroom facilities (importance mean=3.58; performance mean=3.26), and good restaurants (importance mean=3.57; performance mean=3.16). While there are still some gaps between importance and performance of these aspects, they were some of the lowest rated in terms of importance.

There were a few areas, however, that respondents felt that were quite important, but that Central Park was performing poorly. These included motorists respect bicycles (importance mean=4.33; performance mean=3.28), clean environment (importance mean=4.24; performance mean=3.82), pleasant excursions (importance mean=4.11; performance mean=3.74), and welcoming local people (importance mean=3.95; performance mean=3.68).

Figure 33. Gap Analysis of ideal destination attributes and Central Park performance

	HIGH PERFORMANCE	LOW PERFORMANCE
HIGH IMPORTANCE	➢ Natural scenic beauty ➢ Nice weather ➢ Varied terrain for cycling ➢ Uncrowded **KEEP UP THE GOOD WORK**	➢ Motorists respect bicycles ➢ Clean environment ➢ Pleasant excursions ➢ Welcoming local people **CONCENTRATE HERE**
LOW IMPORTANCE	➢ Rural **POSSIBLE OVERKILL**	➢ Good quality accommodations ➢ Adequate restroom facilities ➢ Good restaurants **LOW PRIORITY**

SUMMARY

Most respondents were road cyclists who had been cycling for many years. Some of the respondents were mountain bikers, but many also rode leisurely on improved trails, such as greenways. Most were full-time employees, between the ages of 30 and 60 years old. The largest demographic were single white males with some form of higher education, living in the urban crescent of North Carolina. Most look to bike shops, family and friends, or official routes and trails when planning their cycling trips.

In terms of cycling preference, most respondents will ride between 26 and 40 miles on a single-day biking trip and often leave from home. They will most often go with friends or alone and will usually go to the Piedmont region of North Carolina. For multi-day trips, the lengths of rides vary, but many will ride between 41 and 65 miles each day. They will also drive further for the start of their trip, with most driving at least one hour away. They will also ride with friends or alone, but are more likely to ride with their spouse/significant other on multi-day trips. The most common destination for multi-day trips is Western North Carolina. They will usually spend 2-3 nights at a hotel or campground on these multi-day trips.

It is most common for respondents to visit the Central Park region for single-day trips during the summer months, though they will also visit during the fall and spring. Very few respondents visit Central Park for overnight visits. Their motivations for cycling trips often center on personal health and physical fitness, though enjoying natural surroundings and scenery are also priorities. Their favorite areas to ride within the Central Park region are Salisbury and the Uwharrie Mountains, but also Southern Pines, Seagrove and the Denton area. Generally, respondents feel that Central Park is rural, beautiful, hilly, peaceful, scenic, fun, relaxing and friendly. However, they also think that it is remote, has limited options, and is undeveloped. They also feel that it is a pleasant location, and somewhat fun, but they are unsure whether it is safe or dangerous.

Overall, respondents feel that Central Park is sufficiently rural, and is excelling in the areas of natural scenic beauty, nice weather, and varied terrain for cycling. They are less concerned with good quality accommodations, adequate restroom facilities, and good restaurants. They are most concerned with perceptions that motorists do not respect bicycles, the environment is unclean, there is a lack of pleasant excursions, and the local people are not welcoming.

Figure 34. Online survey info cards (front)

Figure 35. Online survey info cards (back)