

# Become a bike-friendly business

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## Bike riders are welcome

Bike riders are customers who choose to arrive by bike. And with more Queenslanders taking up bike riding every day, that means a lot of people. In fact, there's growing demand to stop, shop and spend at bike-friendly businesses all over the state. That's why more and more Queensland businesses are putting out the two-wheel welcome mat.

The concept of a bike-friendly business isn't that well known. It's often more by chance than by design. But with this guide, you could soon be attracting new customers and giving your business a distinct point of difference—like a family-friendly business or a pet-friendly business.

You may already have a sense of what it takes to be bike friendly. Or the thought may have never crossed your mind. Wherever you're starting from, this guide will help you follow the right path for your business.

**It's as easy as riding a bike.**

# Tap into pedal power

Every year, more and more Queenslanders are jumping on a bike to get from A to B and to experience the feeling of fun and freedom on Queensland's ever-expanding active transport network. The physical exercise improves mental health and makes people feel good. It's a smart way to get around. That spells opportunity for businesses.

To embrace this rolling opportunity, it pays to know what makes Queensland bike riders tick. So, the Queensland Government commissioned a first-of-its-kind research program to find out what makes people pedal to a business. And what makes a business bike-friendly.

We heard from:

- **1002 bike riders right across Queensland**
- **20 business owners and decision makers.**

To get an even deeper understanding, bike riders were split into two distinct groups. Both of these present significant opportunities:

- General population of Queensland riders
- Members of community bike riding groups



# Bike riders mean business

More than four in 10 Queenslanders ride a bike. That's a lot of potential customers. And plenty more are thinking about jumping back on a bike. So, let's get down to business.



## Bike riders get out and about

The thing about bike riders is they like to ride. A lot. It's a great way to get around. And this frequency is great for businesses.

**51% / 92%**

**of bike riders pedal at least once a month.**

Bike riders often prefer to stay local, especially if they're not so confident riding on the roads. It's about fresh air and short trips.

**72% / 90%**

**ride for recreation or exercise in the local area.**

Remember to think local when it comes to bike riders!





## Bike riders stop and shop

If you're going to ride, you're going to stop. That's the nature of bike riding. And because bikes go slower, riders take so much more in.

**64% / 94%**

**of bike riders stop and visit businesses.**

Bike riders stop at cafes. They stop at bakeries.

They go to supermarkets. They go to shopping centres.

They ride to appointments. They ride to tourism destinations.

They even travel with their bikes and stay at hotels and motels.

It's anywhere that makes practical sense.

And it already happens on a regular basis.

**31% / 53%**

**go to businesses on most or every trip.**

That's right, your business can actually be the destination!



## Bike riders choose to ride

People actively choose to visit businesses by bike rather than by other modes of transport. Here are the top five reasons why:

**really good exercise**

**68% / 83%**

**opportunity to enjoy a ride**

**52% / 78%**

**better for the environment**

**34% / 63%**

**save money – petrol/parking**

**32% / 42%**

**save time/avoid congestion**

**23% / 49%**



When people arrive by bike, there's every chance they'll be in a good mood.

Bike riders are customers who choose to arrive by bike!



## Bike riders tend to spend

Bike riders who visit businesses are there for a reason, just like any other customer. And while they don't necessarily spend more, they are more likely to spend with local businesses that make it easy for bike riders.

**\$30 / \$40**

**median spend per shopping centre visit.**

This amount obviously depends on the type of business. Your expectation should be the same spend as any customer. The only difference is the amount of cargo that a bike rider can carry.

Imagine the potential when your business is bike-friendly!



## Bike riders talk to bike riders

Like most things, a good experience is good for business and a bad experience is, well, bad. This is particularly true with bike riders. As a group, they like to talk and share information online.

The main sources used to find out about bike-friendly businesses are:

**word of mouth**

**46% / 73%**

**internet search**

**38% / 49%**

**social media**

**29% / 53%**

**bike groups**

**17% / 61%**

Yep, when it comes to bike riders, good news travels fast!



# Ride the business benefits

If you run a business, you'll be aware of different types of customers, clients, patients, tourists or shoppers. If you've never thought of bike riders like this, it's good that you're here. Bike riders can quickly add value to your business in a range of ways:

## a) Customers

- Bike riders have the potential to help you grow your business.
- You can attract more customers and encourage repeat visits.

## b) Groups

- Bike riders often arrive in groups, such as family and friends.
- This may be really good for your business, as riders = dollars.

## c) Reputation

- Bike riders travel in a way that's environmentally sustainable.
- This could both align with and reinforce your business values.

## d) Endorsement

- Bike riders present a strong signal for even more bike riders.
- You stand to benefit from customer advocacy and referrals.



With some small changes and a little bit of effort, there's potential for switched-on businesses in Queensland to:

- immediately attract confident and frequent bike riders who are actively seeking bike-friendly businesses
- continue to expand the audience and provide compelling reasons to ride to bike-friendly businesses.

# Bike-friendly characteristics

There's no shortage of Queenslanders who want to jump on a bike and go from A to Business.

To attract bike riders, it's useful to know what's most important to them. The good news is that bike riders, business owners and decision makers are all in agreement on this. The top three bike-friendly features are:

**ease of access by bike**

**45% / 70%**

**availability of bike parking**

**43% / 76%**

**security of bike parking**

**38% / 74%**

Put these essential bike-friendly features in combination and you've got a strong lure for the vast majority of Queensland pedallers (**70% / 92%**).

Of course, staff make a big difference too. To be considered bike-friendly, your people must be welcoming and accepting of bike riders!

There are also plenty of 'nice to have' bike-friendly features that will make the experience that much better and put your business on the bike map.





## What's stopping bike riders?

The major barriers for Queensland bike riders are safety and control. When it comes to riding to a business by bike, the biggest hurdle is the difficulty to visit. This level of difficulty is made up of two factors:

**Getting there:** Proximity to safe bike paths, commuter routes or recreational trails.

**Staying there:** Access to safe and dedicated bike parking near the business location.

This level of difficulty influences the potential for bike riders to stop, shop and spend at a business. Don't forget that it may also be difficult to find a car park in certain areas, so bicycle access can be a genuine plus.

For some businesses, there's also the fact that bikes have limited carrying capacity. This is changing with the growing trend towards e-bikes and cargo bikes. So, it's more about small shops, convenient items and delivery options. Remember that this creates an opportunity.

# It's a two-way street

There's no doubt it takes some planning and action to create a bike-friendly business. But if you support bike riders, bike riders will support you.



## Friendly matters

**63%** / **86%**

believe that whether a business has bike-friendly features is important.



## Lots of research

**49%** / **77%**

look out for bike-friendly features when deciding on businesses to visit.



## Change the journey

**49%** / **76%**

are willing to go to a bike-friendly business even if it's not on their usual route.



## Sharing is caring

**31%** / **61%**

talk to other bike riders about businesses that are known to be bike-friendly.

When people ride, they are more likely to support businesses in the local area and feel connected to the community. As even more businesses become bike-friendly, this helps to decrease congestion and support the environment.

# Your path to bike-friendly business success

Making your business bike-friendly doesn't have to be hard. Follow this practical three-step process to work out the right approach for your business:

## 1. Decide if you want to be bike-friendly.

Ask yourself these questions to determine if you have natural advantages as a bike-friendly business:



### Physical location

- Are you near a bike path, commuter route or recreational trail?
- Do you have or could you create space suitable for groups?



### Business type

- Do your products, services and experiences appeal to bike riders?
- Are you interested in actively focusing on this market opportunity?

With these natural advantages, you are already on the right path. You can check out your local council website for even more information on the available bicycle networks, parking and facilities.



## 2. Create a bike-friendly environment.

Make sure that you consider these ‘must haves’ for a bike-friendly business:



### Ease of access by bike.

Ease of access is about how much effort is required to get to the front door of your business. While aspects of this may be out of your control, you can explore ways to improve the journey. For example, you can ask bike riders directly or even get involved if the council is planning new bike paths.



### Availability of bike parking.



### Security of bike parking.

Yep, bike riders need to be able to park and lock their bikes. In an ideal world, bike parking will cater for different types of bikes and be in personal view or with surveillance cameras. For businesses in shopping precincts, bike racks located near a busy entrance will fit the bill for most bike riders too.



### Positive attitude of staff.

Bike riders want a business environment that is welcoming and accepting. So, you really need to put the friendly into bike-friendly. You can also actively encourage and support employees to ride to work by providing the necessary end-of-trip facilities, such as parking, storage, showers and change rooms.

If you **DO** have most of these essential features, then you’re a long way down the path to bike-friendly success.

If you **DON’T** yet have these ‘must haves,’ then you should assess the costs and benefits for your business.

To learn more about bike parking installation or improvement options, you can make initial contact with your local council, landlord or property manager.

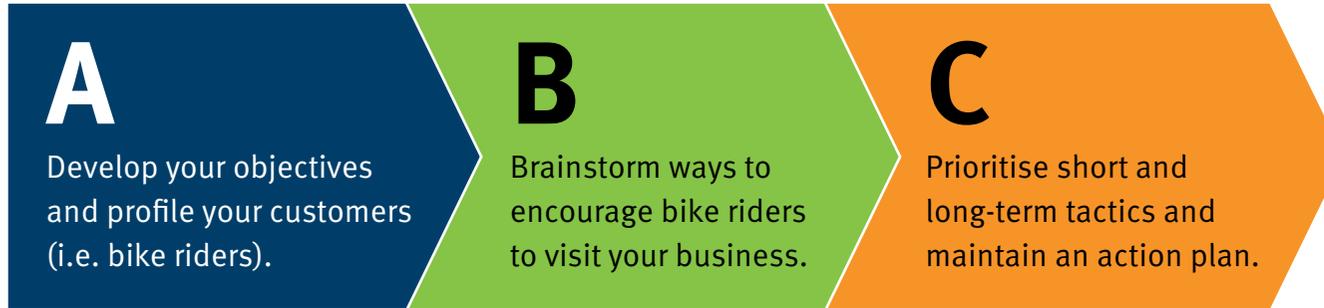
In fact, many local councils right across Queensland are open to new requests for bike parking.



### 3. Attract bike riders to your business.

Once you have the essentials for a bike-friendly business in place, work out how you will promote this to bike riders.

Here's a practical activity that will guide your business marketing:



#### Examples of favourable features:

- practical items (e.g. bottle refills, bike pump, repair kit, sunscreen)
- charging station (e.g. e-bikes, phones)
- space for groups (e.g. outside area)
- artistic bike racks (e.g. colour, artwork).

#### Examples of attraction initiatives:

- prominent signage (e.g. posters, stickers)
- website content (e.g. riders welcome, access/route maps)
- tailored offers (e.g. specific packages, options, discounts, rewards)
- delivery options (e.g. free home delivery)
- targeted marketing (e.g. communication via email, social, search)
- local partnerships (e.g. bicycle shops, events, clubs and groups)
- joint marketing (e.g. entire precinct).

Depending on your circumstances, it may be worthwhile to team up with other local businesses to take steps towards and share the benefits of a bike-friendly destination.

Remember that your customers will be a wonderful source of new ideas.



## Bike. Friendly. Business.

Thank you for your interest in creating a bike-friendly business. Not only is it good for attracting new customers, but it also helps to build community, decrease congestion and support the environment. If this sounds like a win-win, that's because it is.



**Bike-friendly business.**



**Good for bike riders.**



**Good for business.**



**That's how we roll.**



To discover even more about bike riding in Queensland, please visit [www.tmr.qld.gov.au/cycling](http://www.tmr.qld.gov.au/cycling)

**Enjoy the journey!**