

U.S. Cycle Tourism Market Size, Share & Trends Analysis Report By Group (Groups/Friends, Couples, Family, Solo), By Booking Mode (Direct, Travel Agent, Marketplace Booking), By Age Group (18 to 30 Years, 31 to 50 Years, Above 50 Years), And Segment Forecasts, 2025 - 2033

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Abstracts

U.S. Cycle Tourism Market Size & Trends

The U.S. cycle tourism market size was estimated at USD 28.87 billion in 2024 and is expected to reach USD 67.32 billion by 2033, growing at a CAGR of 10.2% from 2025 to 2033. The growth of cycle tourism in the U.S. is fueled by rising health and wellness awareness, improved cycling infrastructure, and the increasing popularity of e-bikes, which make longer routes more accessible to a wider range of travelers. At the same time, a shift toward sustainable and eco-friendly travel encourages tourists to choose cycling as a low-impact alternative, while major events such as RAGBRAI and Cycle Oregon continue to draw thousands, boosting interest and participation nationwide.

The ongoing development of dedicated bike corridors, such as the Great American Rail?Trail, Pacific Coast Bike Route, and East Coast Greenway, makes long-distance, scenic cycling in the U.S. safer and more appealing. For instance, the Great American Rail?Trail, a planned 3,700?mile coast-to-coast route, is now over 55% complete with more than 2,068 miles of bikeable trail.

Cycling aligns closely with the values of environmentally conscious travelers by offering a zero-emission mode of transport that significantly reduces individual carbon footprints. As an eco-tourism, bike tourism minimizes air pollution and energy consumption while

promoting slower, more immersive travel that fosters deeper connections with local communities and landscapes. Recognizing this, local governments and tourism boards in the U.S. are actively promoting bike-friendly tourism through initiatives such as expanding bike paths, supporting trail development, and partnering with local businesses to offer cycling-based experiences that emphasize sustainability and community benefits.

Popular multi-day cycling events such as RAGBRAI in Iowa, Ride the Rockies in Colorado, and Cycle Oregon draw thousands of riders annually, significantly boosting local economies. RAGBRAI alone injects roughly USD 25 million per year into rural communities across Iowa, with overnight towns receiving between USD 5,000 and USD 15,000 in event stipends and local businesses, including restaurants, lodging, and retail, seeing major spikes in sales during the event. Cycle Oregon, a non-profit tour across rural Oregon, was designed with the state's tourism board to highlight scenic landscapes while delivering a tangible financial impact for small towns.

Bikepacking, a blend of minimalist camping and cycling, has emerged as a rapidly growing niche within the U.S. cycle tourism market, especially appealing to adventure-driven minimalists who crave self-sufficiency and immersive outdoor experiences. With lightweight, integrated gear setups, riders can explore remote trails across national parks and public lands, particularly in states such as Utah, Montana, and Arizona. Iconic routes such as the Kokopelli Trail (Colorado to Utah), the Arizona Trail, and the White Rim in Canyonlands National Park attract an increasing number of enthusiasts drawn to the freedom and connection with nature that bikepacking offers.

U.S. Cycle Tourism Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. cycle tourism market report by group, booking mode, and age group:

Group Outlook (Revenue, USD Billion, 2021 - 2033)

Groups/Friends

Couples

Family

Solo

Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Direct

Travel Agent

Marketplace Booking

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

18 to 30 Years

31 to 50 Years

Above 50 Years

This report can be delivered to the clients within 3 Business Days

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