

WEST YELLOWSTONE-OLD FAITHFUL CYCLE TOUR www.yellowstonecycletour.com

The Annual West Yellowstone-Old Faithful Cycle Tour, now in its 18th year, demonstrates our very real identity as a Gateway Community fulfilling the brand pillar to serve as a gateway to natural wonders. This event moves from branding to economic development of West Yellowstone as the base camp for Yellowstone destination cyclists.

Two decades ago, town businesses saw the increasing preponderance of bicycles on car rooftops, backs and tag-a-long trailers. These cyclists built revenues in the spring and fall, essential to revenue expansion during our shoulder season. We realized that this emerging trend could be combined with a unique Yellowstone experience for those for whom cycling is an avid interest.

Creating this event required a unique partnership with Yellowstone Park. Desired elements included featuring a favorite Yellowstone location, a leisurely yet safe day spent with family and friends, and an opportunity to enjoy the wonders of the Park. An interactive learning event with Yellowstone Rangers at Old Faithful was included as well. Today, this is the only sanctioned cycling event in Yellowstone.

Registration for this year's West Yellowstone-Old Faithful Cycle tour will open on June 15 with all 350 entrants registering within 72 hours. Originally, it took considerable marketing efforts with funding from the Lodging Facilities Use Tax, local business sponsors, and West Yellowstone Economic Development Council. Since that time we have refined a very effective on-line marketing strategy targeting on-line cycling communities, clubs, and social media.

SUPPORTING MATERIALS

2015 - will be the 18th annual

Cycleyellowstone.com website:

Again this year, proceeds from the ride will be donated to the Yellowstone Park Foundation, the Reid Sanders Memorial Fund, and other local non-profits such as Close-Up and the West Yellowstone High School Senior Class. \$2,000 was donated on behalf of riders in the 2013 Cycle Tour.

Families, small groups, and recreational riders are encouraged to participate. Check out the West Yellowstone Chamber's Specials Page or www.yellowstonedestination.com for lodging and activity discounts. If you are traveling by air, check out the West Yellowstone Airport. Come enjoy the finest season that Yellowstone Park has to offer and ride in the West Yellowstone Old Faithful Cycle Tour.

The supported ride is sixty miles round trip, with options available for one way travel. Cyclists in the tour can take advantage of two feed stations, three sag wagons, on-course bike mechanics, and end the day with a group meal. The tour is limited by the National Park Service to the first 350 riders that complete the online registration.

West Yellowstone News quotes

"A trio of quirky cyclists from Vernal, Utah, including Les Harris, took old mountain bikes and converted them into road bikes. It was Harris' first visit to the cycle tour, and his first time on a road bike and he captured the moment by having a friend snap a photo of him with a Yellowstone National Park ranger at Madison Junction. "You certainly get to experience the park a little differently. You get to live the park," he said. The crowd of riders on the tour included a few guys and gals on customized rides and they schooled some folks about the basics of adaptive cycling.

Steve Imlay, of Sandpoint, Idaho, rode the tour with his TerraTrike. Imlay encountered what he calls "some bad luck" a while back and has been an amputee for more than 25 years. The TerraTrike is customized to his specifics to use with a prosthetic leg. "There isn't much I don't do," Imlay said.

Jay Conway, of Butte, joined the cycle tour in his Top End Force R handcycle. Nothing seems to get in this man's way and he does it all with a smile on his face and his hands working hard to cruise the pavement. Conway looked like he was relaxed and reclining as he took a break at the first feed station 14 miles into the tour at Madison Junction, where the West Entrance road splits to go to Norris Geyser Basin or follow the climbing route past the Madison Junction up to Old Faithful. "I'm in a wheelchair so I use this," Conway explained as he looked up from the frame of his Force R. He's pretty proud of his racing handcycle and was joined on the tour by friend Casey Johnston."

Cycle Tour

West Yellowstone Cycle Tour

athlete360



West Yellowstone Cycle Tour

2014 Cycle Tour Entry	\$65.00
2014 Cycle Tour Wait List	\$0.00
2014 Additional Dinner Ticket	\$12.00
2014 Additional Event Shirt	\$15.00

When & Where

Event Date: Saturday, September 20, 2014
 Event Location: West Yellowstone Visitors Center, West Yellowstone MT 59758

Approximate Location



Riders should email West Yellowstone Cycle Tours if you have event questions or need to cancel.

To avoid the increase in traffic, the ride will begin on the "five day" weekend. National Park Passes WILL be required for the 2014 ride. Check out the National Park Service's website for more information about the different passes and how many riders are allowed in on each trip.

The West Yellowstone Old Faithful Cycle Tour is a terrific way to wind down a summer of riding and a unique way to experience Yellowstone National Park. Fall is a gorgeous time to be in Yellowstone, the aspens have turned to gold, and the thermal areas are relatively free of crowds. The supported ride is sixty miles round trip, with options available for one way travel. Cyclists in the tour can take advantage of the best stations, three bag wagons, wheelchair maintenance, and and the gas with a group meal. The tour is limited by the National Park Service to the first 200 riders.

Again this year, proceeds from the ride will be donated to the Yellowstone Park Foundation, the Reid Sanders Memorial Fund, and other local non-profits such as Big Brothers Big Sisters and the Volunteer Fire Department. \$2,000 was donated in

Rexburg Idaho Cycling Th...

rexburgcycling.blogspot.com



Kelson Custom Cycles Slicks and Stones Roller Video Reviews

Tuesday, February 18, 2014

The 17th Annual West Yellowstone-Old Faithful Cycle Tour

A sixty mile supported tour may not seem like a big deal to many of our readers, but for a lot of cyclists, a metric century is a big accomplishment and a ride to Old Faithful and back is a big adventure. Here is a brief overview from their website. Note that registration comes pretty early.

The 17th Annual West Yellowstone Old Faithful Cycle Tour September 20, 2014. The West Yellowstone Old Faithful Cycle Tour is a terrific way to wind down a summer of riding and a unique way to experience Yellowstone National Park. Fall is a gorgeous time to be in Yellowstone, the aspens are turning gold, and the thermal areas are relatively free of crowds. The supported ride is sixty miles round

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ABOUT

The source for information about cycling in West Yellowstone, MT and the West Yellowstone Old Faithful Cycle Tour.

http://cycleyellowstone.com/

Suggest Edits

Cycle Yellowstone added 15 new photos

Some photos from the start of the 2014 West Yellowstone-Old Faithful Cycle Tour. If you have any photos to share, please post them to this album!



CPG Marketing Guide
 engagement.puremedia.com
 4 Myths About Incentivized Brand Engagement - BUSTED!