



Holiday Inn & Suites, Ann Arbor

HOW HOTELS CAN ATTRACT MORE CYCLING TRAVELERS

A Strategic Guide for Hotels Near Trails and Outdoor Destinations



Planning Considerations for Your Property

Secure bike storage can be integrated into new developments or added during renovations.

Key considerations include:

Location & Accessibility

Placement near parking areas, trail access points, or structured parking facilities ensures convenience while maintaining security.

Capacity & Scalability

Locker quantity should reflect occupancy levels, proximity to major trail systems, and seasonal event demand. Flexible configurations allow properties to scale as cycling tourism grows.

Aesthetic Integration

Durable materials and professional finishes allow storage solutions to complement your property's architectural standards and brand identity.

Supporting Sustainable Travel and Tourism Growth

Many municipalities promote cycling as part of broader economic development and sustainability initiatives. Hotels that provide secure bike storage align naturally with these efforts.

By accommodating cycling travelers, your property supports car-free exploration, active recreation, and community tourism strategies, positioning your brand as forward-thinking and guest-focused.

Evaluating the Opportunity

Secure bike storage is a capital investment, but its value extends beyond a single line item. For properties near trail networks or cycling destinations, even modest increases in occupancy from outdoor recreation travel can positively impact annual revenue.

When combined with reduced maintenance concerns and stronger guest satisfaction, secure storage becomes both an operational improvement and a strategic differentiator.

Cycling Tourism Is a Growing Opportunity

Communities across the country are investing in trail systems, bike infrastructure, and cycling events to drive visitation. As a result, more travelers are planning trips around outdoor recreation and bringing high-value bikes along with them.

For hotels located near greenways, mountain bike systems, waterfront paths, or cycling event venues, this represents a clear opportunity to attract high-value leisure guests.

However, today's cycling traveler arrives with equipment often valued between \$3,000 and \$10,000 or more. Secure storage is not a minor convenience, it's frequently a deciding factor in where they book.

Why Secure Bike Storage Matters

When secure storage is not available, guests are left to improvise. Bikes may be brought into guest rooms, stored in hallways, or locked outdoors with limited protection. These workarounds can create:

- Property damage to walls and flooring
- Safety concerns in common areas
- Theft risk and liability exposure
- Guest dissatisfaction

Dedicated, secure bike storage eliminates these concerns while signaling that your property understands the needs of active travelers.

For trail-adjacent properties, this amenity can shift perception from “near the trail” to “designed for riders.”



Competitive and Operational Benefits

Hotels that provide secure bike storage often experience benefits beyond basic risk reduction:

- Increased appeal among cycling tourists & groups
- Stronger guest reviews and repeat visitation
- Reduced guest-room damage & repair
- Clear differentiation from nearby competitors
- Integration with guest access systems

In competitive tourism markets, thoughtful amenities influence booking decisions. Secure storage provides a visible, practical way to stand apart.

LOCKERS



RACKS



SHELTERS



Why choose us?

CycleSafe delivers secure, long-lasting bike parking solutions designed to meet the demands of hospitality environments. Our products help hotels provide reliable bike accommodations that enhance the guest experience and stand the test of time.



Hyatt Place, Downtown Grand Rapids

Next Steps

Every hotel is unique. Evaluating whether secure bike storage aligns with your location and guest profile begins with a straightforward conversation.

CycleSafe works with hotel operators, developers, and architects to assess site conditions and recommend solutions tailored to each property's needs.

If your property is located near a trail system or cycling destination, secure bike storage may represent a practical opportunity to enhance guest experience and strengthen your competitive position.

About CycleSafe — Since 1980, CycleSafe has set the standard for secure, weather-resistant bike parking solutions built for durability and long-term performance in demanding outdoor environments. Our solutions are designed to protect guest property while supporting hospitality operations.



CycleSafe
Simple. Strong. Secure.

