

# Bikes are great for business!

## People walking and cycling outspend those arriving by car

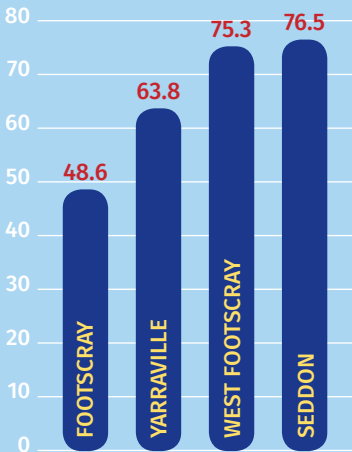
Cycling also:

- is inexpensive
- provides exercise
- improves air quality
- relieves road and carparking congestion

It is becoming increasingly recognised that boosting cycling levels can have significant local economic benefits.



## LOCALS SHOPPING LOCALLY



% of visitors to these business precincts who live in City of Maribyrnong.

## Shop local, travel smarter

Surveys show people prefer non-car modes of travel, including walking, cycling and public transport.

Around half of all visitors to Footscray and Yarraville, as well as three-quarters of visitors to West Footscray and Seddon, live locally, meaning they only have to travel a short distance to their local shops!

**Yarraville and Seddon both have bicycle ownership rates higher than the state average!**

## Cyclists do it better!

Research shows shoppers who walk and cycle spend less per trip but shop more often than car owners.

So, overall people walking and cycling outspend those arriving by car!



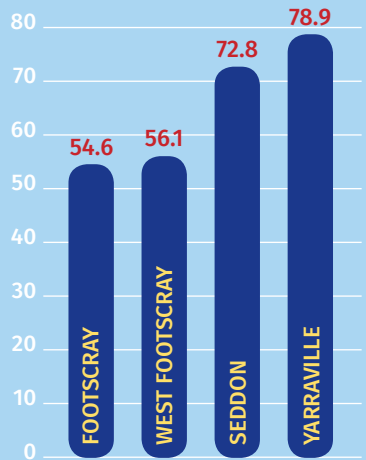
## Top gear for retail and hospitality

More than half of visitors to Footscray or West Footscray, and more than 70% of visitors to Seddon or Yarraville, go to visit a cafe, bar or restaurant. People going to eat or drink are most likely to travel by foot or bicycle.



## Request bicycle parking - cyclists are great shoppers

Want more bike parking near your business?  
Ask Council.



% of visitors to these business precincts who intend to visit a cafe, bar or restaurant.

1 car park = 6 bike parks

