



Cycle Oregon was facing some big growth decisions after years of successful events and increasing demand: how big could the ride get and still deliver the 'right' experience? Which elements were required for satisfaction and which could be reduced to improve profitability?

While exit surveys were in place, it was difficult to use the information to make decisions about trade-offs and core drivers. Focus groups were conducted with both core riders and prospective riders to uncover both groups' motivators and barriers to riding in Cycle Oregon events that informed both the ride experience and the marketing. The deliverables of the ride experience were focused. Prospects' unique barriers were overcome with focused efforts. Marketing showed a better balance of the technical aspects of the ride with the common 'ya-ya' of riding a bike: feeling like a kid again.

Not only did future rides sell out in record time, but both satisfaction and profitability were greatly improved. Where rides used to take a month to sell out, the last ride sold out in 2 days.