



An essential tool to develop & manage mountain bike trails



Proud partner of:



From the parking lot to the top, count trail users anywhere



Proud partner of:



What can count data do for you?

2
weeks

- + **Capture** baseline trail use data
- + **Understand** hourly, daily and weekly patterns
- + **Estimate** use trends across a trail network
- + **Determine** mountain bike volumes on different trails and at different network entrance points

6
months

- + **Justify** investment in new or improved trails
- + **Capture** monthly trends and peak usage periods
- + **Adapt** maintenance practices on well-used trails
- + **Communicate** with local stakeholders, such as tourism agencies and local businesses

12
months

- + **Understand** seasonal trends
- + **Determine** high-traffic areas in need of expansion or improvement
- + **Inform** funding and grant applications
- + **Assess** the demand for beginner, intermediate and advanced trails

24
months

- + **Publish** long-term monitoring reports
- + **Analyze** year-on-year trends
- + **Quantify** the economic impact to local communities
- + **Justify** network expansion & long-term strategy

Proud partner of:



A range of durable, trusted automated people counters



PYRO-Box

- Short or long-term installations
- Mobile, easy to setup (<30m)
- Battery powered, autonomous
- Vandal-proof, discreet and robust



MULTI in a Natural Post

- Count & differentiate pedestrians and cyclists
- Permanent multi-use counter for long term trends
- Battery powered, accurate



PYRO in a Natural Post

- Discreetly blends into the natural environment
- Detect and count trail use direction
- Highly accurate, trusted around the world



Eco-DISPLAY Compact

- Powerful communication tool
- Demonstrate commitment to mountain bike projects
- Fully customizable
- Can be installed permanently, or quickly moved for events

Proud partner of:



Making it count in Bentonville, Arkansas

140

miles of world-famous
hardpack and singletrack trails

24

PYRO-Box people counters
tracking the growth of
mountain biking in the area

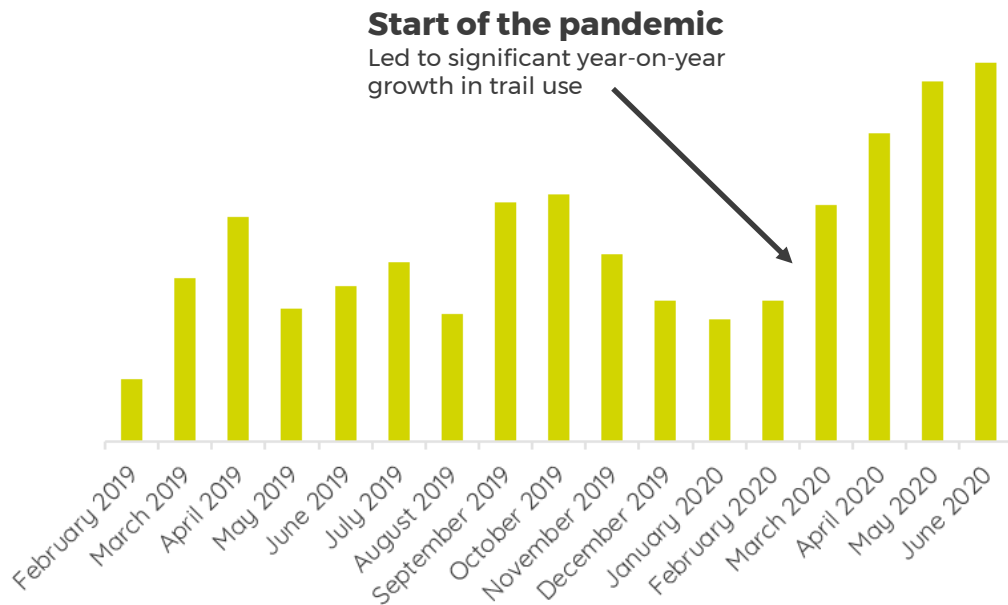
3,250

bikes counted on a new
beginner trail in the first 4 days
of opening (Feb 2020)

Proud partner of:



Capturing growth across the Bentonville trail network



Proud partner of:



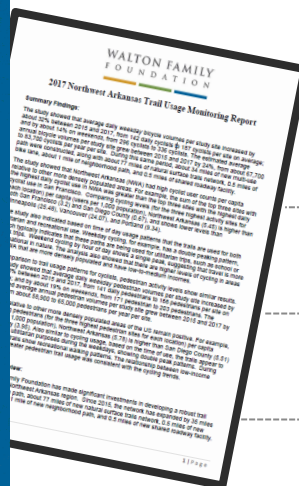
Communicate the benefits of trails with the public

In Northwest Arkansas, **The Walton Family Foundation** uses count data to demonstrate the success of trail projects

**ANNUAL BIKE USAGE
IN NORTHWEST ARKANSAS
INCREASED BY 24%
BETWEEN 2015 AND 2017**



2017 Northwest Arkansas Trail Usage Monitoring Report



Cycling provided **~\$27m in Northwest Arkansas tourism spending** by out-of-state visitors in 2017

Northwest Arkansas has **more cyclists daily per capita** using its trail system than San Francisco!

In 2017, bicycling **provided \$137 million in economic benefits** to Northwest Arkansas

Trail usage by pedestrians in Northwest Arkansas has **increased by 10%**

Proud partner of:



Source: Walton Family Foundation: Northwest Arkansas Trail Usage Monitoring Report; Economic and Health Benefits of Bicycling in Northwest Arkansas; PeopleForBikes



“

When you are developing trails, people say
‘Why? Nobody is using them’.

With the data, you have a way to prove people are
using them. You can say: here is the data, it’s working.

- Erin Rushing, Executive Director
NWA Trailblazers, Bentonville (AR)

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