NEWS RELEASE

Brand USA Invites Travelers to Discover the Nation by Bike

June 25, 2025
Featured Image: *Bentonville, Arkansas | Mountain Biking Capital of the World*

WASHINGTON, D.C. (June 25, 2025) — There's never been a better time to explore the USA by bike for your next vacation, especially when there's so much to look forward to along the way between the rest of 2025 and into 2026. Whether you want to explore the streets of the biggest cities, race downhill on the best mountain biking trails, or cruise along the coastline at your own relaxed pace, biking in the USA has something for everyone — and Brand USA invites cyclists to choose your trail.

"The USA offers an incredibly diverse range of biking experiences — from thrilling mountain trails and scenic coastal routes to culinary tours and urban bike paths," said Fred Dixon, president and CEO of Brand USA, the nation's destination marketing organization. "No matter when or where you choose to spend your holiday cycling here, you can expect to discover America's great culture, welcoming destinations, and limitless recreational opportunities."

REASONS TO "CYCLE-BRATE"

Next year in 2026, the USA will ring in a number of blockbuster events and meaningful milestones. 4 July 2026 will mark the nation's 250th birthday and a number of cities, including Philadelphia and Washington, D.C., plan to celebrate accordingly with special events and festivals that might make for the perfect stop on a bike tour.

The 2026 World Cup will return to the United States for the second time in the global soccer tournament's history, and will tap cities like New York - New Jersey's Met Life Stadium, Los Angeles' SoFi Stadium and Miami's Hard Rock Stadium, along with eight other host cities.

And the 100th anniversary of Route 66 — the historic highway known for its rich history as one of the country's first major highways — will make for the perfect occasion to discover the treasures of Americana from Chicago to Santa Monica, California on two wheels.

Each June, Race Across America — the long-distance road cycling race across the U.S. — kicks off to challenge avid cyclists in what is often considered world's toughest bike race, where men and women compete to race as fast as they can across the country, and as quickly as possible, in as few as 12 days.

Open Streets programs provide the public access to normally busy streets by temporarily closing them to cars. The community event returns this year on June 29 and July 27 in the Strip/Lawrenceville neighborhood in Pittsburgh, Pennsylvania and the public is welcome to attend.

Conquer the Coast, held in Texas, is an annual 66-mile ride along the shoreline of Corpus Christi that attracts riders to bike 66-, 21- and 10-mile rides to raise money for charity. The event kicks off later in the fall on September 20.

And Bike New York's Discover Hudson Valley Ride kicks off later this year on Oct. 12 and returns to the region in Poughkeepsie where it will lead five routes, spanning 15 miles up to 100 miles, for riders of all activity levels.

SIGHTS IN THE CITY

Best New Bikes Lanes

A number of major cities across the U.S. have opened new bike lanes for local and visiting cyclists alike to traverse.

In Chicago, the new Clark Street Protected Bike Lane in the trendy River North neighborhood features bike-specific traffic signals at intersections, pedestrian friendly curb bump-outs and refuge islands as part of the city's plans to add 150 miles of bikeway over the next few years. Find shopping hubs, casual and fine dining spots, and add in a stop at the Lincoln Park Zoo on your ride through the city.

New path lights, strategic safety upgrades and a scenic bridge make up the new Pershing Bikeway in San Diego, California that now connects the lively North Park neighborhood — known for its craft beer and nightlife scene — to bike lanes near downtown through Balboa Park, home of the San Diego Zoo and a 1,200-acre historic urban cultural park.

Further north in California, the new nine-mile section of the Napa Valley Vine Trail now connects residents and visitors to the towns of Calistoga and St. Helena in Napa Valley, where cyclists can "wine" through the rolling hills of vineyards on the new bike path.

And on the Moosup Valley State Park Trail in Connecticut, part of the East Coast Greenway, riders can enjoy six additional miles of trail that connects the town of Moosup to Rhode Island through 62 acres of wetlands, rivers, ponds and scenic woods. The East Coast Greenway connects 15 states and 450 cities and towns across 3,000 miles from Maine to Florida.

Urban Parks

Parks in the heart of major and mid-size cities offer the chance to explore the tranquil side of a hustle and bustle metropolis in secure settings that are often separated from busy trafficked streets.

Of course there's New York City's Central Park and its diverse sections to explore on the designated bike loops, and West Coast visitors can marvel at the majesty of Golden Gate Park in San Francisco as the iconic suspension bridge hovers over the bay in the background. But also of note are the urban and activity-filled trails at Shelby Farms Greenline in Memphis, the scenic views at Lakefront Trail in Chicago, as well as the extensive network of green spaces at Emerald Necklace in Boston.

MOUNTAINS

Perhaps the pinnacle of a thrilling and adventurous biking vacation is hitting the best mountain biking trails around the country. And not every mountain biking trail and experience belongs to the most advanced bikers — plenty welcome beginners, too.

Some of the most well-known mountain biking destinations around the country include the Blue Ridge Mountains in the Appalachian Highlands that extend to the Carolinas, Bentonville, Arkansas, regions of Georgia including Elijay, along with Virginia, Colorado, Utah, Idaho, Arizona and Oregon.

Known as the "Mountain Biking Capital of the World," Bentonville, Arkansas boasts an extensive and varied trail network with more than 130 miles of singletrack, offering something for riders of every skill level. Known for its bike-friendly infrastructure and warm, welcoming vibe, it's become a go-to destination for mountain biking enthusiasts.

Canvass the canyonlands of Moab, Utah while those seeking cooler climes lakeside can pump their pedals in the mountainous Lake Tahoe region in Northern California.

Kingdom Trails in Vermont offers over 100 miles of single track trails while Sun Valley in Idaho offers challenging sub-alpine and alpine routes, along with lift-access downhill riding across more than 450 miles of single tracks.

And in Oregon, coastal mountain biking trails abound in this more off-the-beaten path destination, where popular trails like the 32-mile Whiskey Run system winds through old-growth forests along the Pacific Coast.

OUTDOOR ADVENTURES

Biking & Camping

Biking and camping make the perfect summertime pair for outdoor lovers, and a number of campgrounds around the U.S. offer amenities, trails and other convenient accommodations for riders who want to extend their stay in the great outdoors. In Oregon, there's the 21-mile Banks-Vernonia State Trail, a popular hiking and biking trail that runs between the two, and is open year-round for tent and RV camping. There's also the L.L. Stub Stewart State Park in Oregon's Washington County, which has plenty of camping, mountain biking, horseback riding and a host of other outdoor activities.

Inn-to-Inn Biking

For cyclists looking to add a kind of nomadic flair to their bike vacations, look to inn-to-inn biking opportunities. These guided and self-guided tours can be done on your own and at your own pace, or taken alongside a small group of like-minded cyclists, where each night you stay in a different hotel and explore local communities. Riders can carry their own gear or opt for van-supported trips that porter heavier belongings while you enjoy a stress-free journey on these backroads. Companies like Discovery Bike Tours, Pocono Biking and Wilderness Voyageurs offer multi-day inn-to-inn biking itineraries for travelers who want guided or self-guided tours.

National & State Park Visits

Visiting state and national parks on two wheels is always encouraged— biking to and throughout parks helps reduce vehicle traffic and congestion, especially during the high season. If you're interested in planning a bike trip to a state or national park this year or in the future, know that bike routes in national parks are often shared with cars and pedestrians, but there are plenty of car-free paths as well. Cyclists visiting state and national parks are still subject to paying entrance fees or must have a valid park pass.

Adaptive Biking

Adaptive cycling opportunities are plentiful across the USA for those with different abilities, from specially designated trails to community programs and meet ups, to events and tournaments. Bolton, Vermont is home to a fully adaptive mountain biking trail called the Driving Range, which features a progressive and challenging network of trails, bridges and other designs specifically made to accommodate adaptive mountain bikes. Woodward Park City in Park City, Utah, and Awhee Trail at Black Mountain in San Diego are also recommended destinations for adaptive cyclists. Avid adaptive cyclists visiting the USA in the fall should mark their calendars for the Adaptive Mountain Biking World Championship, which will be held at Crested Butte Mountain Resort from Sept. 5-7.

COASTAL & BEACH

Beach Cruisin' USA

You can't go wrong with a bike ride along the coast or on the beach itself when it comes to the pristine shorelines of the USA. Biking on the beach typically calls for a special bike with larger wheels to provide better traction on the sand, which travelers can rent at local businesses on their visit, in addition to regular bicycles and electric bikes.

Bike to the Beach Trails

For those who want a more scenic route to the beach blended with winding park paths, hiking trails, wildlife and more, consider the bike paths that mix the best of both worlds and reward you with sandy toes at the end.

In Southern Delaware, the Gordons Pond Trail traverses the 900-acre salt marshes of Cape Henlopen State Park on roughly five miles of out-and-back trailhead. It connects to the Breakwater-Junction trail, which also starts inside the state park, and connects the beach towns of Lewes and Rehoboth Beach through tranquil, car-free and tree-lined pathways. Before cooling off with a Kohr Brothers' frozen custard cone on the Rehoboth Beach boardwalk at the end of the trail, consider exploring the WWII observation towers, bunkers and more at the Fort Miles Museum and Historical Area.

Other standout trails that let you bike to the beach include the 22-mile-long Marvin Braude Bike Trail in Los Angeles along the Pacific Ocean that travels from Will Rogers State Beach to Torrance Beach, Sanibel Island Trails on Sanibel Island in Florida, and the Olympic Discovery Trail between Port Townsend and La Push in Washington state.

CULINARY

Bike, bite and imbibe a little on bike tours that focus on food, wine, beer and spirits. In Santa Fe, New Mexico, discover local cuisine and culture through storytelling and ample tastings on a Flavors of Santa Fe bike tour, or get to the bottom of why the Margarita is synonymous with Santa Fe as the city's signature cocktail on a Santa Fe Margarita Trail bike tour.

Go beyond deep dish pizza in Chicago on a Bobby's Bike Hike taste testing local cuisine, cycle through diverse fare on a Food Carts of Portland in Oregon, or heat up your culinary knowledge of southern Florida on an Amelia Island Food & Bike tour.

Wine- and spirit-based bike tours are abundant as well, most notably the Hudson Valley Winery & Distillery Bike Tour in New York with travel brands like DuVine Cycling + Adventure Co. and Gotham Bicycle Tours, a Oklahoma City Beer Tasting Tour, or a number of Kentucky Bourbon Trail itineraries offered by companies like Backroads and Wilderness Voyageurs.

RAIL TRAILS

Rail Trails are one of the most popular types of bike trails found in the USA. These multi-use paths for pedestrians, hikers and cyclists are developed out of decommissioned or abandoned railroad tracks and provide relatively flat trails for people of all ages and activity levels. Some rail trail may extend a few dozen miles while some aim to connect old railways that span thousands of miles across the country.

The Great American Rail Trail is one such example as planners are working to create the nation's first cross-country multi-use trail, stretching more than 3,700 miles between Washington, D.C., and Washington State. Currently the trail is more than 50% complete, with over 1,900 miles available for cyclists, hikers and pedestrians to use. Currently the trail route through Washington, D.C., which begins at the U.S. Capitol and picks up at the Capital Crescent Trail in Georgetown is the only section of the Great American Rail-Trail that is 100% complete.

Rail trails to put on your radar for next cycling trip to the USA include the 150-mile Great Allegheny Passage between Pittsburgh and Cumberland, Maryland; the 32.5-mile Elroy-Sparta State Trail in Wisconsin, the 15-mile Route of Hiawatha in Idaho that runs along the border of Montana, and the Georgetown-Lewes Trail in Southern Delaware.

Birmingham, Alabama's rail trails are a standout feature of the Red Rock Trail System. Highlights include Railroad Park in downtown Birmingham and the Five Mile Creek Greenway spanning Fultondale to Brookside.

BIKE TOURS

Not all who wander on bicycles for their vacations want to do so alone or unguided. That's why organized, multi-day bike tours offered by tour operators and travel companies can be a great fit for those who want community, comfort and convenience.

Bike tours in the U.S. can run the gamut of premium to deluxe to high-end luxury cycling tours that vary in price, activity level, and travel style. Some can be more adventure-focused than others, such as Exodus Travels' 10-day Alaska Wildlife & Wilderness itinerary, which has guests trek to Denali National Park, go on forest hikes, and kayak safaris all while staying in tented accommodations throughout the trip.

Other cycling tours might focus more on luxury and convenience, such as DuVine Cycling Adventure Co.'s short four-day California Coast Bike Tour that visits Monterey, Big Sur, Carmel and Santa Barbara. Guests stay in luxury hotels, visit wineries and dine on the beach for sunset dinners after spending the day out biking anywhere from 25 to 60 miles per day.

Backroads is a leading bike tour operator that boasts over 20 different cycling trips to choose from across the U.S. You can take in the dramatic desert landscapes on a four-day bike trip across Death Valley, where highlights include exploring the mystifying sand dunes of Mesquite Flat and hiking through the shadowed contours of Golden Canyon. E-bike options for some itineraries are also available. Or, for a more laid-back trip in more temperate settings, you can join a Dolce Tempo cycling trip around Martha's Vineyard and Nantucket on e-bikes, which operates at a more leisurely speed than the company's regularly paced trips.

VBT is another tour operator that specializes in bike tours and operates trips in the U.S. with guided and self-guided itinerary options, including in Maine, Vermont, Maryland, Colorado, Arizona and Utah.

BIKE SHARE PROGRAMS

Bike share programs are a great way to get acquainted with local communities in an affordable and convenient way. These programs help provide the public opportunities to rent a bike temporarily for a fee. Citi Bike, Lime, Bird and Lyft are among the most well-known public bike share programs on the market today, and are available here in the U.S. and internationally. While these companies charge for use of their bikes, there are cheaper — and free! — ways to rent a bike.

A number of state and national parks also offer free bike share programs including Yosemite National Park in California, Gulf State Park in Alabama, Chatfield State Park in Colorado — which recently launched its first e-bike share program — and San Antonio Missions National Historic Park in Texas. Many times, all visitors need to do is download the park's free app in order to access the bikes. Some free bike share programs at state and national parks limit rental times to two hours or less, while others restrict access to the bikes to daytime use only.

Citi Bike leads a free seasonal event called Weekly Rides in New York City for beginner level riders to give them a chance to get acquainted with riding a bike, alongside local experts who help them build confidence and learn new skills.

TIPS

It's always a good idea to plan ahead when organizing a trip to visit the USA. If you're planning a bike trip to the USA and want to bring your bike with you, it's important to check with your airline regarding fees and other policies.

Always keep some amount of cash handy during a bike trip to pay for things like entrance fees to state and national parks that may have smaller operations and may only accept cash instead of electronic payments. And when it comes to locks and parking your bike somewhere, make sure you have adequate locks to secure your bike and know how to properly fasten them, as well as legal and safe places to park your bike.

Learn more and start planning your next adventure to the USA at AmericaTheBeautiful.com.

Note to the Editor

Accompanying high-resolution imagery can be found here.

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About Brand USA

Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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