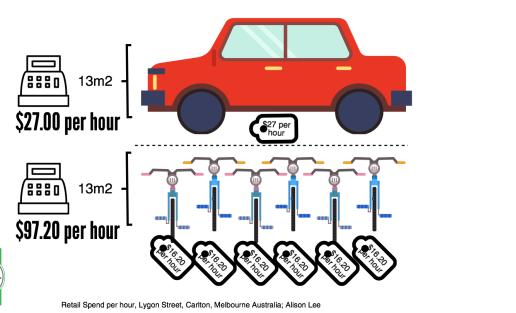
**[Bikes Welcome – flier for business owners]**

**[FRONT of flier]**

**Spend per park**

**Why make biking customers – and their $$$ – welcome at your business?**

**[BACK of flier]**

**Why welcome bikes?**

1. Biking customers spend $$$ where parking’s easy.
2. They spend $$$ locally as they must carry what they buy.
3. Biking customers move slower, so see what your business offers.
4. They tell friends where’s good to park and shop, where they feel welcome.
5. You’re helping people be environmentally, budget and heart friendly – and they’llyou for it.

A Melbourne study showed swapping a car park for six bike parks could increase the space’s retail spend from $27 to $97.20 an hour.

**Just think – every bike** parked by someone else’s business **could have been *your* customer.**

**See bikeswelcome.org.nz** to see how you can become a bikes welcome business.