

Retail Spotlight

Shop Sees Spike in Commuter Sales

BY RAY KEENER

Commuter bike and accessories sales are taking off across the country in suburbs as well as in metropolitan cities like Boston. One store that has seen growth in this area is Landry's Bicycles, a four-store chain in Boston.

"Our commuter bike and accessory sales have seen double-digit growth this year," said Jack Johnson, marketing director at Landry's. "The clear trend, and we've heard this from other multi-store chains, is that our urban Boston store increase is double that of our suburban locations.

"It's actually easier to use a bike for transportation in the city than in the suburbs," Johnson added. "Traffic moves more slowly in the city, and it's better regulated. On the outskirts, it's more of a free for all. Plus, in Boston, it's never more than two or three miles to a

grocery store, whereas in the suburbs, it might be 10."

Landry's supports various local bike advocacy groups and events, so the chain gets 500 requests a year seeking support.



In the past few years, more of Landry's staff have started to ride to work regularly.

"Everyone wants a free bike," Johnson said. "We always say no to that, and we always say 'yes' to a \$25 gift certificate. If you make sure people have to come to the store to pick them up, you end

up making a new customer who usually spends way more than the \$25 they started with.

"We're fortunate that we're large enough to have a full-time marketing director," Johnson added. "Single-store owners have so much on their plate. But it takes less time to give a \$25 gift certificate than it does to explain why you can't."