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New owner for Napa Valley Bike Tours sees e-bikes, Vine Trail as business boon



Mackenzie Magro, CEO of Napa Valley Bike Tours, acquired the business Nov. 1, 2025, after working for the company for 12 years. (Courtesy: Napa Valley Bike Tours)

By [Jeff Quackenbush](#) | North Bay Business Journal

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After 38 years of guiding pedal tourists to wineries and other attractions, Napa Valley Bike Tours has a new leader and owner.

Mackenzie Magro, who started as a concierge for the company nearly 12 years ago, on Nov. 1 took over ownership and the CEO role from founder Brad Dropping, who retired.

This change comes as the company is set to move its downtown rental shop and increasing number of visitors to the valley for bicycle trips.

“We are seeing a big shift in what type of experience our guests want to do with us,” Magro said. “It used to be really heavily wine-focused, but we’re getting a lot more requests for farm tours or something else that doesn’t have to do necessarily with wine tasting.”

The opening of more sections of the Napa Valley Vine Trail has been key in this evolution, dramatically expanding cycling possibilities. Previously, the touring company’s guests were riding predominantly along roads where bikes travel alongside cars and trucks.

“We get a lot of guests who come here from all over the world and cannot wait to ride out on Silverado Trail,” Magro said of one of the valley’s two main north-south arteries. “And then some guests we find are not comfortable with that type of shared road riding infrastructure.”

The trail now offers two primary sections: a 12-mile path from Yountville through downtown Napa, and an 8.2-mile stretch from St. Helena to Calistoga. The company has locations in Yountville, downtown Napa and at Charles Krug Winery near St. Helena. The rental shop at 950 Pearl St. in Napa is set to relocate near the Napa Valley Wine Train depot, which sits next to the trail, as of Jan. 1. The trail also has American Canyon and Vallejo segments that are part of the planned 47-mile route.

Electric bicycles have been the game-changing technology for these expanded experiences.

“E-bikes have allowed us to go further, ride further distances, cover more ground,” Magro said.

Over 60% of guests now choose them.

“They’re bridging a gap between cyclists who want to ride 17 miles and those who maybe just want the photos or to go to the winery,” Magro said.

E-bikes have made cycling experiences accessible to a broader range of visitors, including those who “haven’t ridden a bike in five plus years.” They also are pricier to stock than conventional bikes, and to keep pace with trends the inventory is sold off largely to locals every one to two years.

Tours generate more revenue than bike rentals, and corporate team-building activities are driving the tour business. With many companies adopting hybrid models, there’s increased demand for team-building experiences that bring people together in unique ways.

“A lot of our clients are seeking activities that bring their team together,” Magro said.

The tour company employs up to 30 in the warmer, drier months. Most of our guides, largely retirees from professions such as medicine, law and law enforcement.

Jeff Quackenbush joined North Bay Business Journal in May 1999. He covers primarily wine, construction and real estate. Reach him at jeff@nbbj.news or 707-521-4256.