Lessons from the world’s best bicycle tourism destinations

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Who are we and why are we presenting?

Our vision is to *make cycling better for everyone*

Our mission is to *build the world’s bicycle tourism marketplace*

Destinations
jobs and opportunities

Individuals
physical and mental health

Business and Industry
grow the pie

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Our research focussed on 5 core questions

Q1 What is the scope and size?

Q2 What are the industry conditions?

Q3 What are the challenges?

Q4 What are the better practices?

Q5 What’s the path to success?
Bicycle Travel and Tourism

3X Bicycle Product Industry
It’s growing, there’s a lot of unmet demand and the industry is highly fragmented ...

43% increase in mobile searches for bicycle tours

Number of bicycle tour itineraries per destination: Europe, USA, Asia

47% tour providers < $1m revenue

~ 420 bike product brands vs 30,000+ bike experience brands

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Bicycle tourism is one of the few global industries that hasn’t consolidated ...

... the core reason is that the ‘product’ is not, and can’t, be owned by a smaller number of providers.
The fragmented market is an opportunity and/or a challenge

Unlike the bike product industry, there are natural barriers to consolidating the bike experience industry:

- Not a lot of bargaining power with suppliers
- Ad hoc R&D product development
- Lack of critical mass to support investment
- Easier to enter market
- No big players
- Easier to be authentic
- Easier to differentiate locally
- Quick to innovate & mobilize
- Well suited to the ‘sharing economy’
Because of this, there are multiple problems for 3 core groups ...

**Destinations**
- Where do we start?
- How can we invest cost-effectively?
- How do we get the industry to work together?

**Businesses**
- How can I reach tourists?
- What do I need to do to make my business more attractive to them?
- How can I fund this?

**Tourists**
- Where can I have a holiday?
- What rides are suitable for my family?
- Where do I get equipment?
- Should I rent or buy?
- Where do we stay?
The core insight we gained was the importance of the visitor experience and how it drives growth ...

So how do destinations improve the quality of the visitor experience? ...
Better practice destinations...

Link local businesses and attractions to rides/trails
Better practice destinations...

Work collaboratively

... and listen to customers
Better practice destinations...

Identify and promote new bicycle business establishments
Better practice destinations...
Focus on what makes them special
Better practice destinations...
Engage and optimise social media channels

Automated Social Media Sharing

Smart Boost

Itineraries

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Better practice destinations...

Embrace digital wayfinding
Better practice destinations...
Focus local, market regionally and partner
Provide what people want!

1. **Bike Tours**
   - From 14 day 5 star tours along the French Riviera to 3 day weekends in the Colorado Rockies. List the bike tours your company offers.

2. **Bike Events**
   - From Grand Fondos to a local bike rides & races. Attract more entrants and spectators.

3. **Private Guides**
   - Start your own tour guide business and show visitors your community. Create a unique experience just for them.

4. **Bike Rentals**
   - Bike share companies, hotel bike rentals and spare bikes sitting around the garage. Get your bikes into the right hands.

5. **Biking Lessons**
   - Help riders become better, more confident and faster on their metal steed. Pass on your wisdom and knowledge.

6. **Accommodation**
   - Independent B&B, hotels and major chains or cross promote your AirBnB listing.

7. **Coffee & Food**
   - Bikes and coffee are like PB&J...they just go together. Promote your cafe’s cycle friendly features and atmosphere.

8. **Transport**
   - From shuttle runs to bike trails, to fully supporting a self guided tour. Get your transport service listed.

9. **Bike Shops**
   - Cycleists love looking at new bikes and gear no matter where they are.
What you can do to grow bicycle travel & tourism experiences

Make it easy for cyclists find your listing and use your services

Surface your businesses to users as they use trails and routes.

**Pre-Trip**
Cyclists search and explore destinations and their rides and trails and identify local businesses like yours as part of their experience.

**In Destination**
While in destination cyclists identify those businesses that are cycle friendly and meet their needs.

**On Route**
Market your business and your offers directly to cyclists as they ride routes and trails. Based on your proximity to their position.
What you can do to grow bicycle travel & tourism experiences

Welcome your customers

*Chat to your customers using online messaging tools.*

**Bike Hub**
Create a local BikeHub that connects cyclists to rides and businesses. This can be located anywhere e.g. visitor center or bike store.

**Certification**
Cyclist friendly certification and logos show visitors they are welcome and build your product.

**Visiting Friends & Relatives**
Make sure you promote your bicycling experiences to locals first, as they are the cheapest and easiest way to market to visitors.
What you can do to grow bicycle travel & tourism experiences

Grow Businesses

*Use promotional tools and resources to attract and retain valuable cycle tourists.*

**Social Media Reach**
Make use of growing social media reach. Bootstrap directly into a targeted customer demographic.

**Offers and Promotions**
Create custom offers and promotions. Attract them to your business by pushing your custom offers based on your users proximity.

**Postcards**
Collaborative marketing in key bicycle tourism businesses to cross-promote cycling experiences and businesses.
Thanks

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