

Bounce back from COVID: why attract cyclists?

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EUROPEAN UNION
European Regional Development Fund

Cycling and the EXPERIENCE project

- Connecting with the identity of a place through experiences
- Encouraging year-round tourism through new itineraries and products
- Innovative marketing campaign



Changing travel trends

- Reconnecting with nature
- Wellbeing
- Local and authentic experiences
- Low impact, sustainable tourism



Why attract cyclists?

- 10% of the population regularly cycle for fun
- Cycle tourists spend 9% more than the average visitor
- Close-knit network
- Green tourism



Who is a cyclist?

- Tourers, day trippers and club riders
- Different kinds of cycles
- Above average educational and professional status



What do cyclists need?

- Bike storage
- Space and tools for maintenance
- Clothes washing facilities
- Local route knowledge
- Mobile phone charging





Why become Cycle Friendly?

- FREE two-year accreditation
- Training, marketing and support
- Promotion to 70,000 members
- 79% of cyclists said they'd choose a Cycle Friendly business



How can my business become Cycle Friendly?

- Meet our achievable criteria for hospitality and accommodation
- Online self-assessment
- Two-year FREE accreditation

Register your interest:

cyclinguk.org/cyclefriendlyplaces





France (Channel
Manche) England

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