

we are  
**cycling**  
UK

# The Rebellion Way

Sophie Gordon, Cycling UK

**Interreg**   
France ( Channel  
Manche ) England

**EXPERIENCE**

European Regional Development Fund



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European Regional  
Development Fund

**cyclinguk.org**

t 01483 238300 e [cycling@cyclinguk.org](mailto:cycling@cyclinguk.org) w [cyclinguk.org](http://cyclinguk.org)





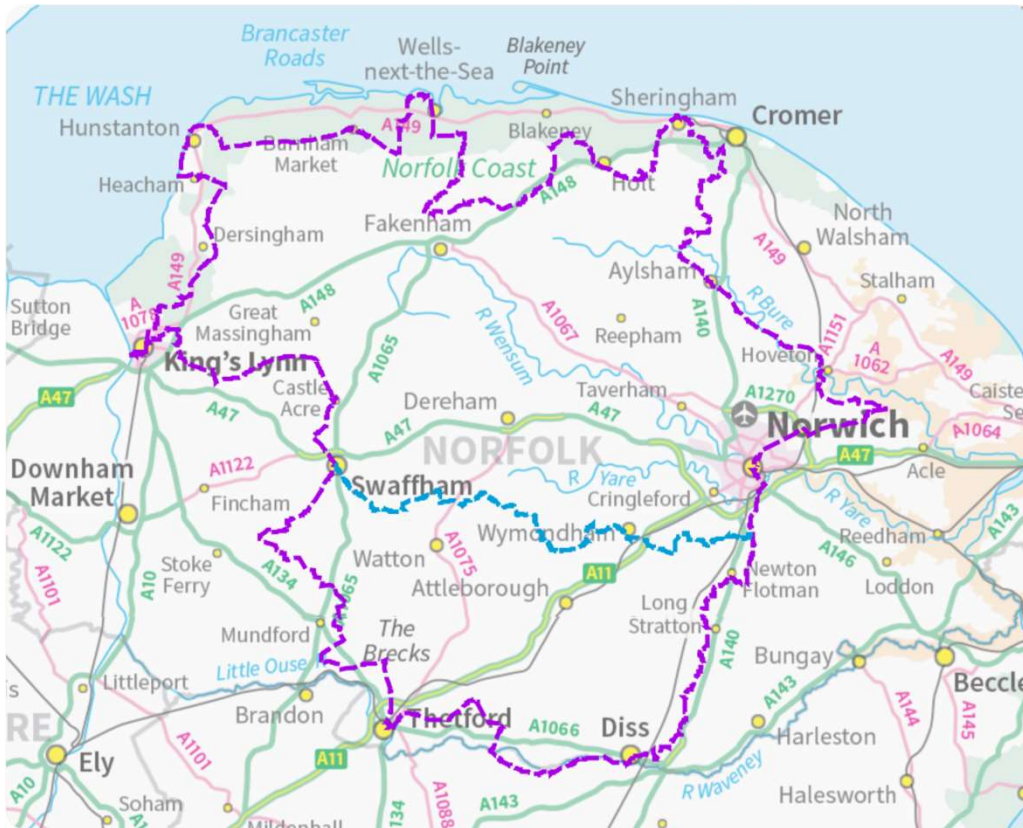
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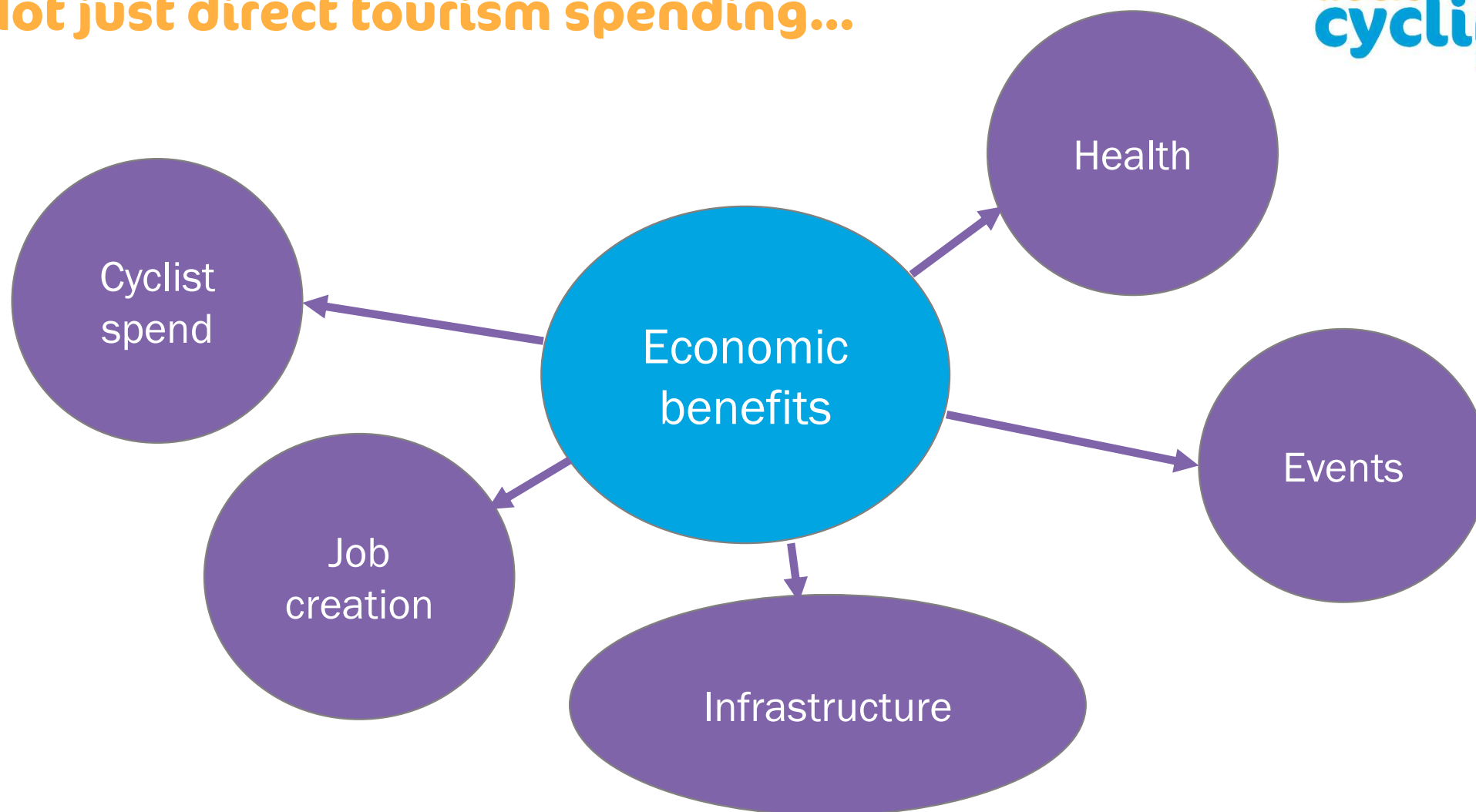


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## Not just direct tourism spending...



# King Alfred's Way

Average spend per person:  
£84 per day

Four days = £345 per trip

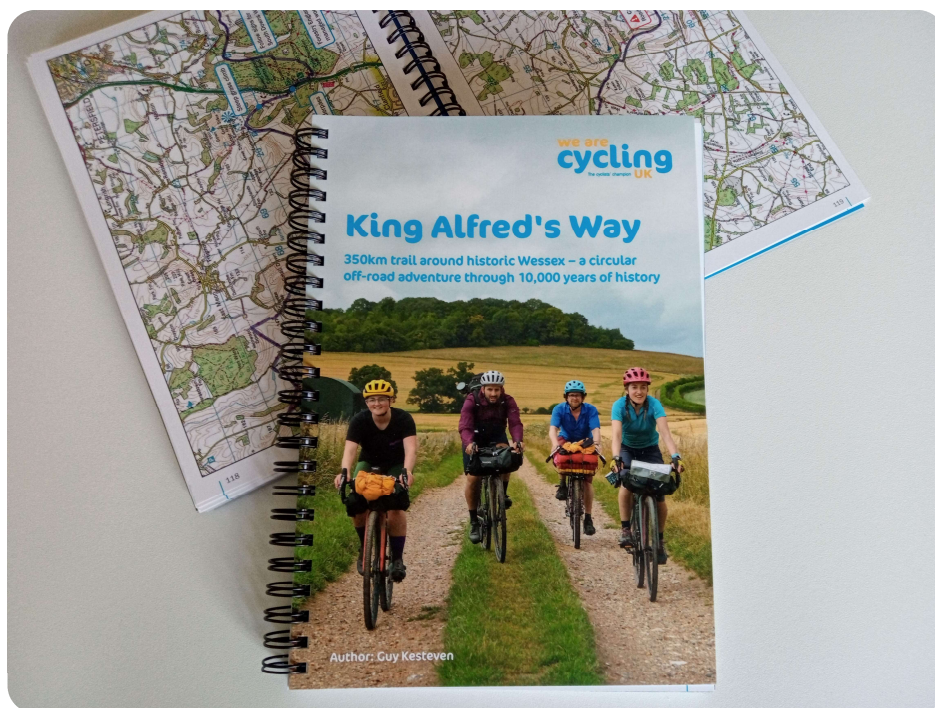
Three days = £250 per trip

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# How do we know how many people are riding it?



1,300 guidebooks sold –  
if they all rode the route

= £390,000



## How do we know how many people are riding it?



Roughly £300 per  
person per trip

= £600,000



# Individual businesses



Castle Hotel, Devizes



The South Downs Social, Winchester





Pierrepont Farm, Frensham





# How can we ensure benefits for local businesses?







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## In summary

- Promoted routes attract cycling visitors
- More than a route – needs a complete ‘package’
- Experiential tourism and slow travel
- Story of landscapes, culture and history
- Support for businesses to become cycle friendly





Get in touch:

Rebellion Way:  
[sophie.gordon@cyclinguk.org](mailto:sophie.gordon@cyclinguk.org)

Cycle Friendly Places:  
[philip.igoe@cyclinguk.org](mailto:philip.igoe@cyclinguk.org)