

Becoming a Cycle Friendly Business:

Why and how to attract cyclists

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we are
cycling
UK



EUROPEAN UNION
European Regional Development Fund

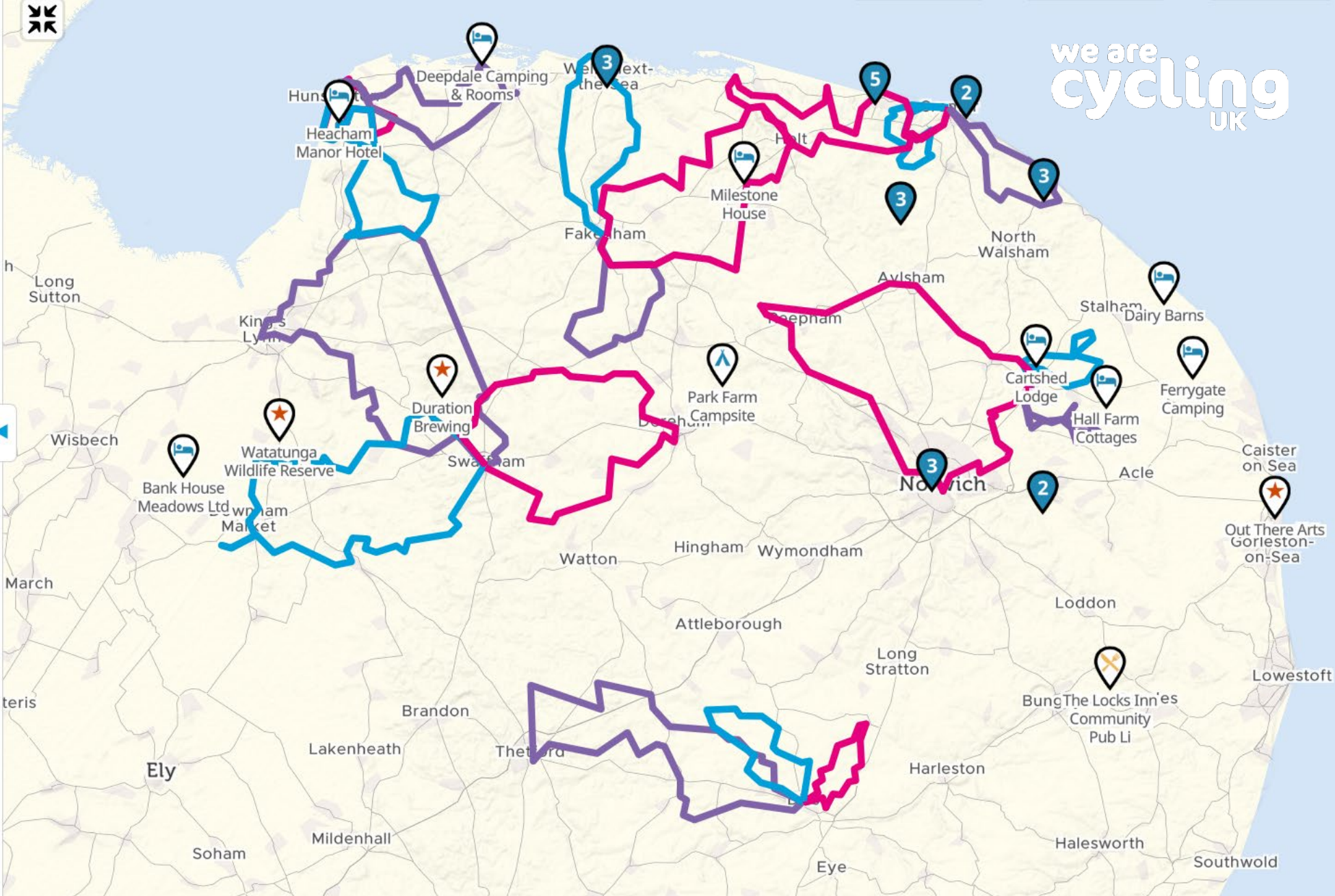
Experience Wroxham & Hoveton: Norwich railway ramble



46mi Moderate
 Rough sections

A route is best tackled on a gravel bike or tourer/hybrid/MTB with wider tyres which steams out into the peaceful countryside west of Hoveton on old railway lines.

Experience Wroxham & Hoveton: Barton Turf



we are
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West Kernow Way

we are
cycling
UK



Cantii Way

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UK



King Alfred's Way

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Average spend per person:
£84 per day

Four days = £345 per trip

Three days = £250 per trip





Castle Hotel, Devizes



The South Downs Social, Winchester



Pierrepont Farm, Surrey



Cycling and the EXPERIENCE project

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



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 have money to spend



Who is a cyclist?

Different kinds of bikes

- Traditional touring bikes
- Rough terrain bikes
- Tandems

Different kinds of people

- Tourers
- Day trippers
- Club riders



What do cyclists need?

- Security
- Comfort
- Refreshment
- Maintenance
- Information



How can Cycling UK and EXPERIENCE help you?

- Cycle Friendly Places Accreditation
- SME's working in tourism (accommodation, hospitality, tourism)
- Recognition and reward



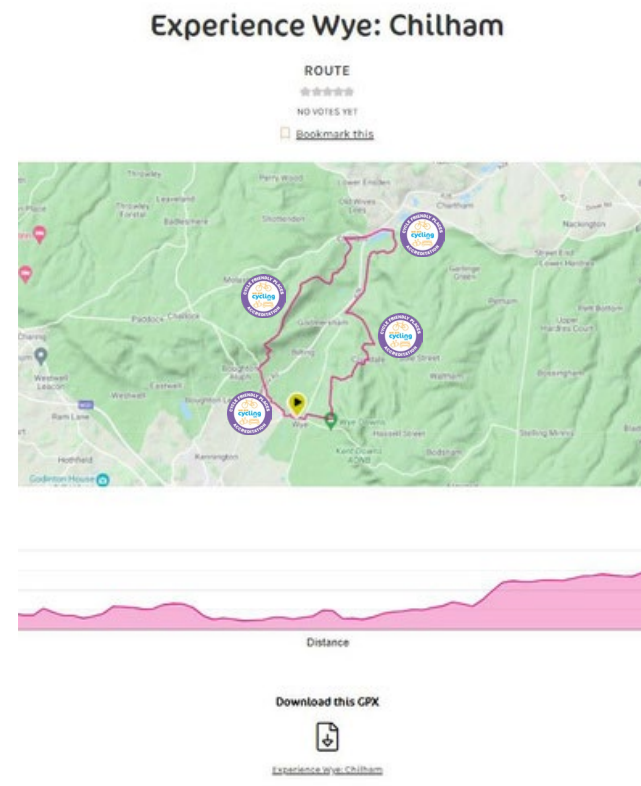
Why become Cycle Friendly accredited?

- FREE equipment to reward and enhance your offer to cyclists
- Access to free training and how-to guides
- 79% of cyclists said they'd choose a Cycle Friendly business



Why become Cycle Friendly accredited?

- A listing as a Cycle Friendly Place on the routes
- Promotion to 70,000 members
- You're probably already cycle friendly without being recognised



What are the criteria?

Essential criteria:

- Secure bike storage or parking
- A room or an area for drying clothes, rucksacks, panniers and footwear
- Able to provide details for the nearest cycle shop, cycle hire, or specialist
- Knowledge of local cycle routes
- Display on your website - how to reach your business by bike and/or public transport
- Free water bottle refills

What are the criteria?

- A bicycle pump, puncture repair kit and tools available to borrow
- Early morning/late evening food options available or self-catering available
- Takeaway lunch option if serving food
- Secure bike locks for customer use
- Clothes washing facilities or information for nearby laundrette
- Knowledge of, local visitor attractions and/or other Cycle Friendly businesses around your area
- Bike wash
- Electric charging facilities available for use
- Discounts or other incentives for anyone arriving by bike, public transport or cycling during their stay

How to I apply?

- Meet our achievable criteria for hospitality, accommodation, and tourism operators
- Online application: experience.cyclinguk.org







France (Channel
Manche) England

EXPERIENCE

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Any Questions?

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cyclinguk.org/experience

