

Cycle Friendly Places: attracting cyclists to your business

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we are
cycling
UK



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



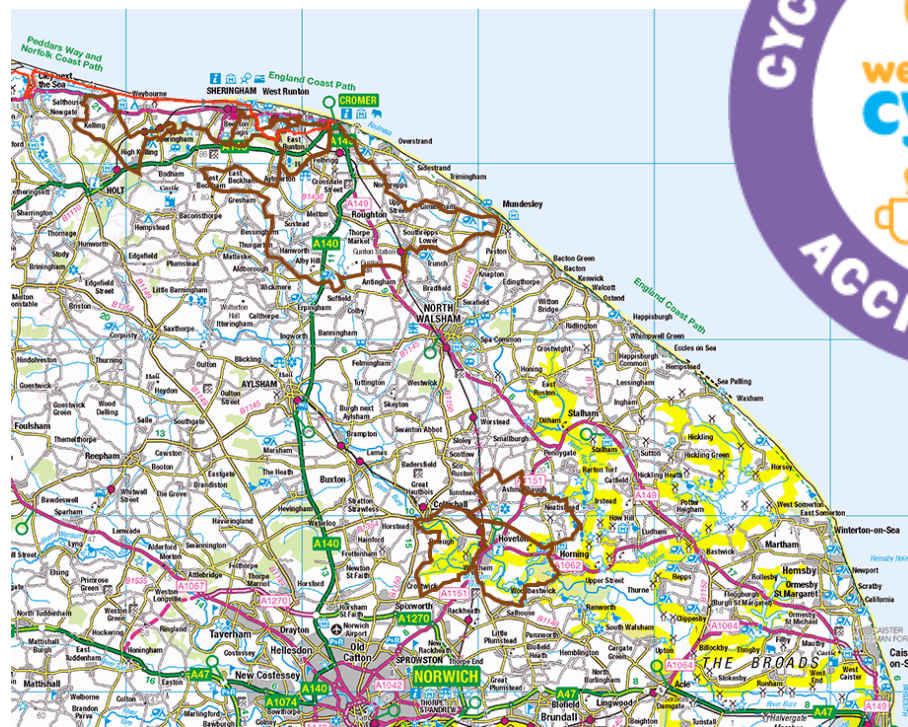
Changing travel trends

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



Cycling UK, EXPERIENCE and your businesses

- Cycle Hubs
- Cycle Friendly Places
- Routes
- Curating through Cyclists Welcome



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 through equipment offer
- Promotion to over 70,000 members
- 79% of cyclists said they'd choose a Cycle Friendly business



Why become Cycle Friendly?

“Our cycling regulars bring an incredible vibrancy and atmosphere to the cafe, and on Sunday mornings create a beautiful buzz around the place. Minor faults are often fixed using our tools and spare tubes and the First Aid Kit”

Lanterne Rouge, Cyclists Café of the Year, 2019

How can my business become Cycle Friendly?

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

Apply today:

www.cyclinguk.org/cyclefriendlyplaces





France (Channel
Manche) England

EXPERIENCE

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