HOW TO EXCEL AS A CYCLING HOTEL

Clare Dewey www.epicroadrides.com



OVERVIEW

- Why target cyclists?
- What is a cycling-friendly hotel?
- 3 key ingredients
- Promotion

WHY TARGET CYCLISTS?

The cycle tourism
sector is bigger than
sector ship sector
the cruise ship sector

the cruise ship sector

European Cycling Federation "Benefits of Cycling" study., 2018

Cycle tourists spend around 9% more per trip than the average visitor

Cycling UK report on the economic benefits of cycle tourism
June 2020

1.23 million overnight stays by cycling tourists in UK each year \$9

1 million extra adults have taken to the saddle during COVID-19

Mintel report on the UK cycling market, March 2021



EPIC ROAD RIDES

- www.epicroadrides.com
 - Travel inspiration and information for road cyclists
 - Top UK cycling blog
 - 100k page views/month
 - 23k cyclists on social media, 6k email subscribers
- Network of cycling-travel businesses

Your inspirational content is absolutely brilliant. There's plenty to keep us busy in our retirement years!

B and D James, UK

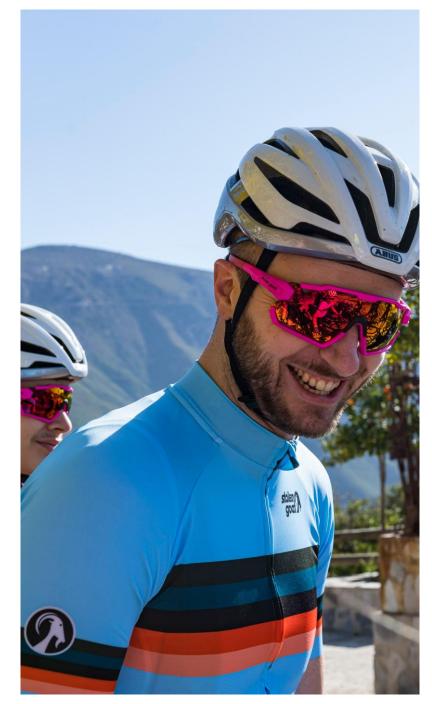
Your website is so awesome - it's my favourite place for getting inspiration and planning trips!

S Chima, UK

Thank you for your amazing Yorkshire Dales guide. I found it so helpful, it took out all of the stress involved in planning a trip somewhere new.

M Watkins, UK













3 KEY INGREDIENTS





LOCATION

- Close to fantastic riding
 - Can you use what's already well-known?
- Type of riding
 - Road
 - Mountain bike
 - Family
- Make it easy
 - Route info
 - Format
 - Tour guides and other services











SERVICES

Add...

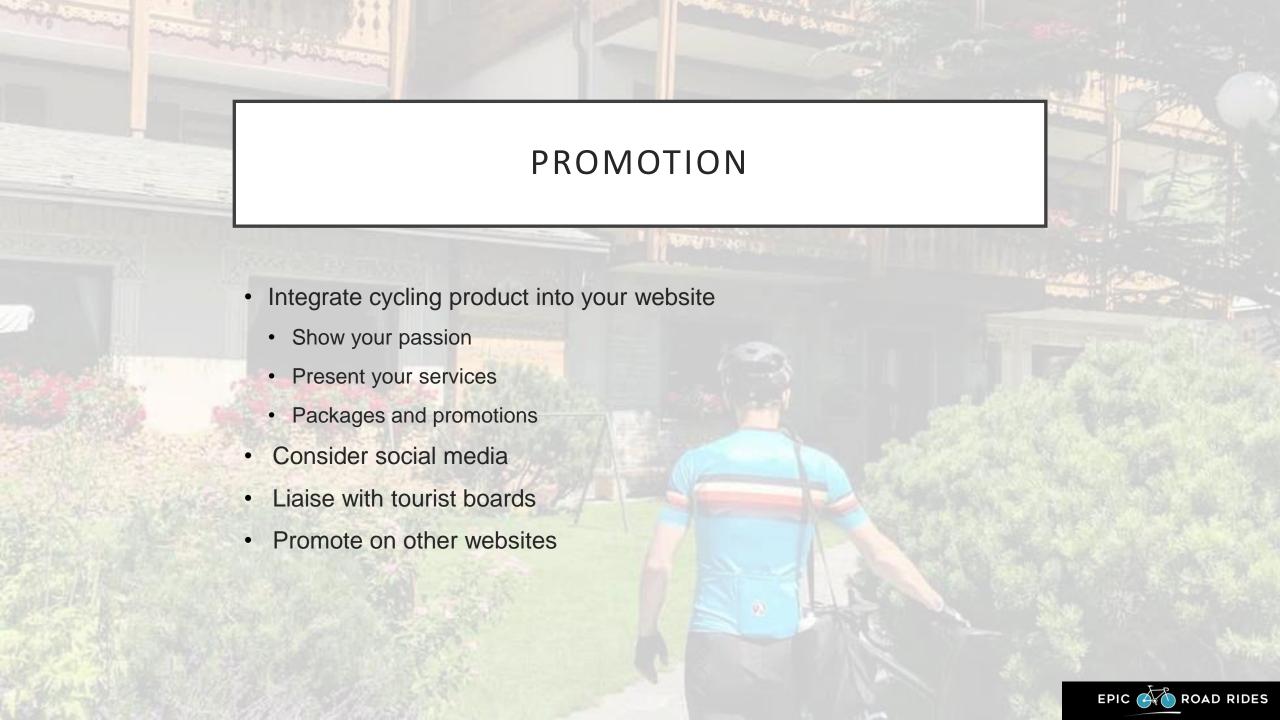
- Bike tools/workshop/wash
- Bike build area
- Basic products for sale
- Information available: bike hire, bike shops, guiding, routes etc
- Flexible breakfast

SERVICES

And...

- In-house guiding, bike hire, servicing
- GPS routes from the hotel
- Airport transfers (with bikes)
- Luggage transfers
- Charging
- Post-ride food
- Drying room
- Laundry service
- Massage and wellness
- Late check out/showers available
- Cycling artwork and merchandising
- Racing on TV
- Gym smart trainers and stretching mats
- Packages





THANK YOU

Do get in touch!

- 10 tips for the perfect bike hotel:
 www.epicroadrides.com/cycling-blog/bike-hotels
- Social media: @epicroadrides
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