

# HOW TO EXCEL AS A CYCLING HOTEL

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[www.epicroadrides.com](http://www.epicroadrides.com)



A background image of two cyclists wearing blue and white polka-dot jerseys and helmets, riding outdoors. The cyclist on the right is smiling and wearing colorful sunglasses. A white rectangular box with a black border is centered in the upper half of the image, containing the word 'OVERVIEW' in black capital letters.

## OVERVIEW

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

## WHY TARGET CYCLISTS?

“The cycle tourism sector is bigger than 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”

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

“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](http://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





YELLOW JERSEY BIKE CORNER



TADEJ VALJAVEC

WINNER GIRO D'ITALIA OVERALL U23 1999

9<sup>th</sup> PLACE GIRO D'ITALIA OVERALL 2004

9<sup>th</sup> PLACE TOUR DE FRANCE OVERALL 2008

9<sup>th</sup> PLACE GIRO D'ITALIA OVERALL 2009

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HOTEL  
FUNIVIA





## 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







# PROMOTION

- Integrate cycling product into your website
  - Show your passion
  - Present your services
  - Packages and promotions
- Consider social media
- Liaise with tourist boards
- Promote on other websites



# THANK YOU

Do get in touch!

- 10 tips for the perfect bike hotel:  
[www.epicroadrides.com/cycling-blog/bike-hotels](http://www.epicroadrides.com/cycling-blog/bike-hotels)
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