

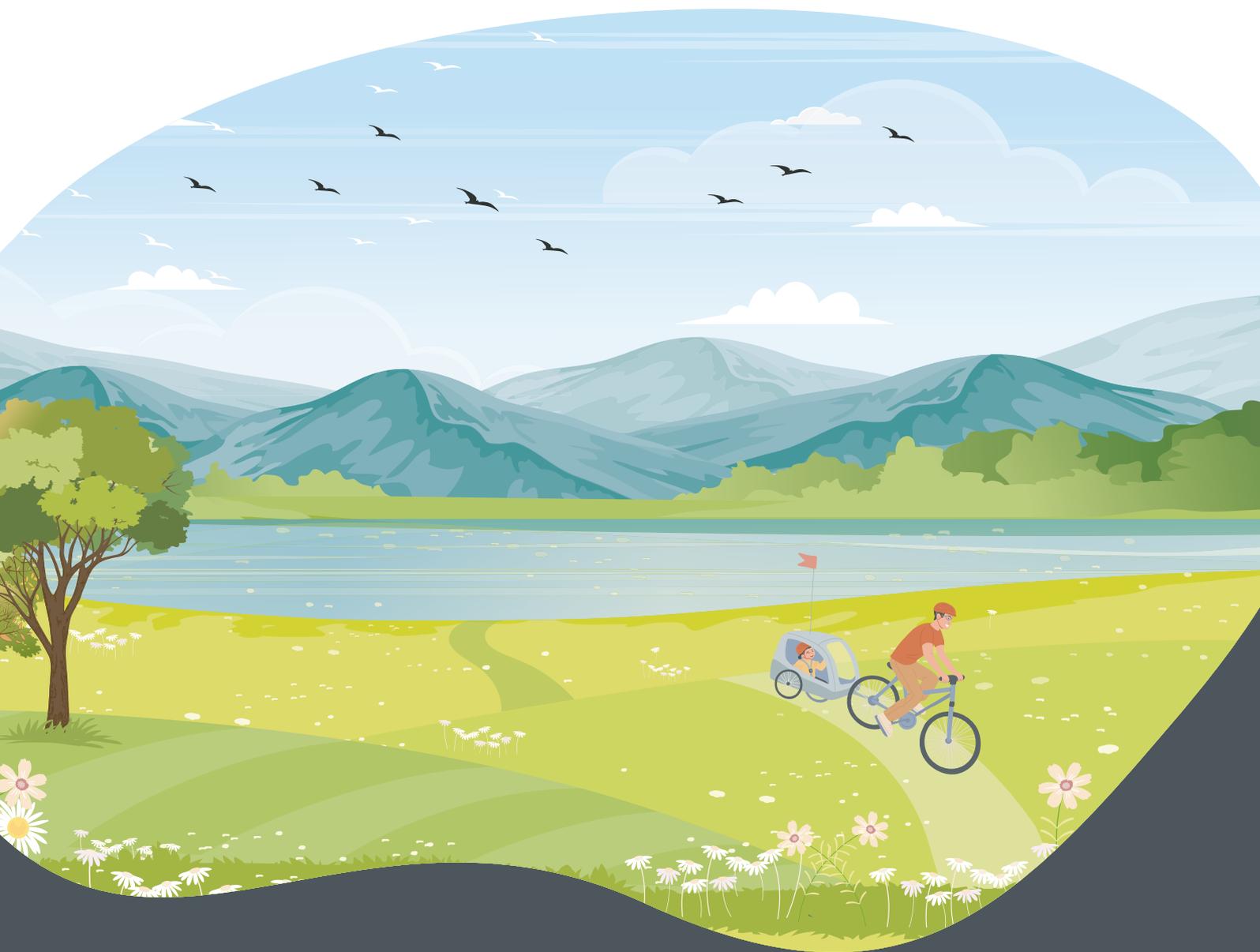


LOCH LOMOND
& THE TROSSACHS
COUNTRYSIDE
TRUST



BUSINESS TOOLKIT

Benefit your business, and the environment by welcoming cyclists to Loch Lomond and the Trossachs National Park



This toolkit is designed for any business that wants to find out how to make the most of sustainable cycle tourism and create a Cycle in the Park Welcome.

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ABOUT THIS GUIDE

Throughout this guide, you will see numbered references like this.⁽¹⁾
These refer to the Further Reading list on page 19

INTRODUCTION

A recent review on the value of cycling⁽¹⁾ highlights the benefits to businesses of cyclists, as well as the benefit of running a business in an area which is cycling-friendly. Cycling is worth over £500m a year to the Scottish Economy⁽²⁾ and has significant health and environmental benefits⁽³⁾.

Cycling enables people to cover the ground efficiently while exploring the contrasting landscapes of the Park, but is slow enough to allow them to take in the sights, smells and sounds of our amazing countryside. Cycling is for those just starting out on journeys by bike and for the committed enthusiast. Cycling the extensive network of gravel trails, cycle paths and quiet roads of Loch Lomond and the Trossachs National Park enables everyone to journey through landscapes that tell a story of people and history since prehistoric times.

Welcoming and inspiring places with connected cycle routes create more desirable places to live, work and visit, making people happier and healthier, providing low carbon travel and boosting local economies. This guide gives you our top tips on how to improve the quality of the visitor experience for all cyclists and increase your business profitability and profile as a result. The Loch Lomond and Trossachs Countryside Trust have developed a scheme to help businesses extend a Cycling in the Park Welcome, this toolkit outlines what you can do to get involved.



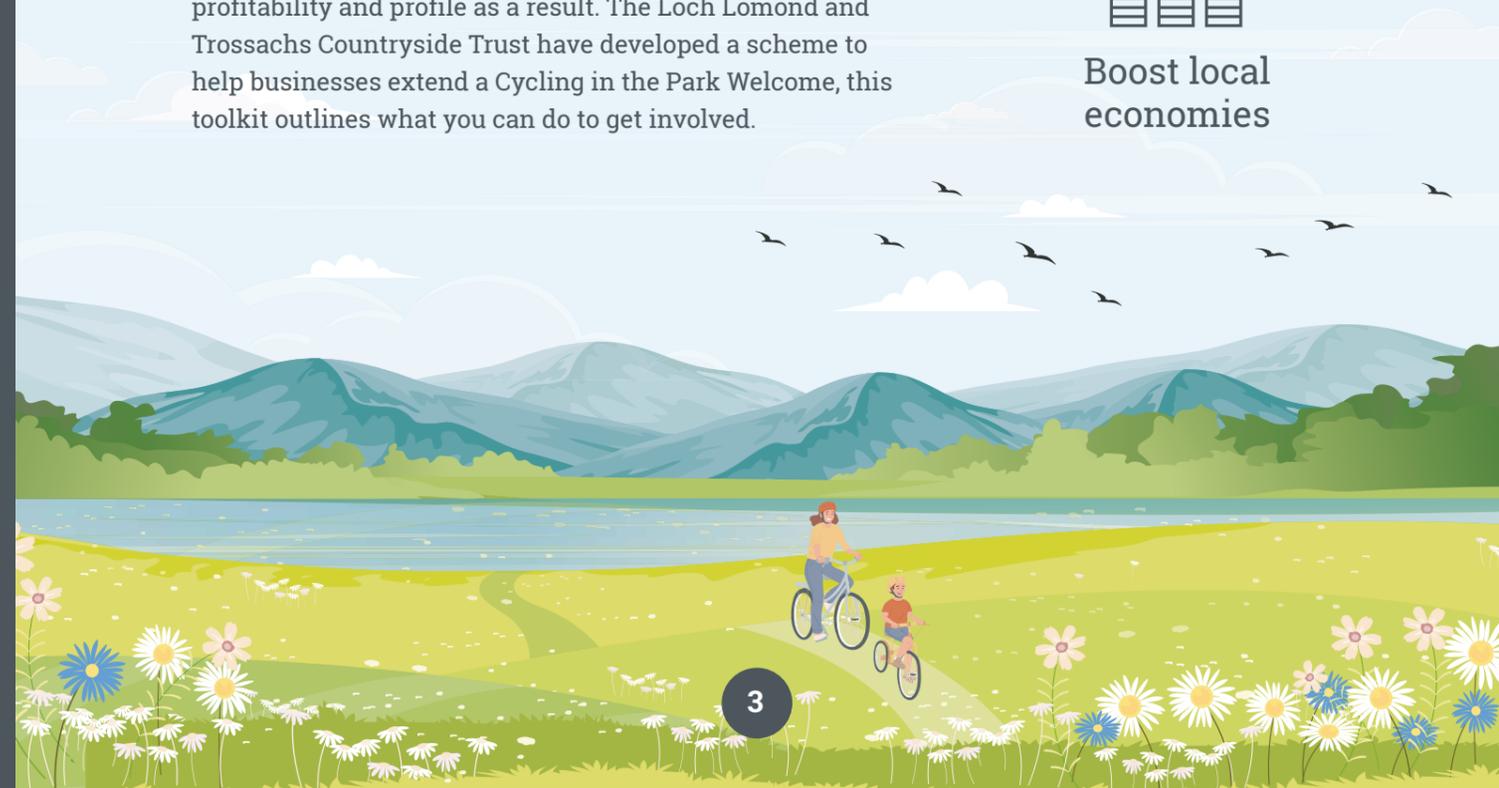
Create more desirable places to live, work and visit



Provide Low carbon travel



Boost local economies



WHO IS THIS TOOLKIT FOR?

This toolkit is designed for any business that wants to find out how to make the most of sustainable cycle tourism and create a Cycle in the Park Welcome.

It highlights how:

- A little low cost investment can go a long way
- To improve your visitor offer and set your business apart

We will give you an overview of cycling in Scotland and provide practical advice and simple ideas on how to successfully promote your business to the growing cycling market. Whatever your experience of cycling, we are sure there will be something for you.

Why Loch Lomond and The Trossachs National Park?

- The Park is an ideal destination for cycling, with everything from an extensive network of gravel trails, challenging off-road mountain biking routes, bike parks and quiet, gentle country roads. Check out our cycling routes page at www.trustinthepark.org
- The iconic landscapes and dramatic geology offer an inspiring space for escape, adventure, exploring and quiet reflection.
- The Park's position, close to the Central Belt, presents a fantastic opportunity to connect world class landscapes with wider populations through sustainable, low carbon transport.
- Knowledgeable local bike shops offer a good range of parts and accessories, route guides and advice, to the latest e-bikes. There are several cycle hire facilities around the Park if you need a bike for the day or the duration of your stay.
- There is a network of "cycling service stations" for cyclists with top up taps, tools, pumps and repair stands.

So we already have a great offer to build on....

Why cycling?

Cycling is free, fun, and keeps participants fit and healthy. It doesn't matter if they are eight or eighty they can still experience the joys of whizzing along quiet roads, tracks and trails soaking up the fresh air and discovering our fantastic countryside.

It offers "slow travel" experiences that would be missed in a car! Cycling uses human power in the most efficient way providing sustainable, inclusive transport to move people and goods, as well as sustainable tourism and healthy leisure activities. The cycling sector creates more jobs for the same turnover than any other transport sector.

Walkers and cyclists on the National Cycling and Walking Network (NCWN) in Scotland make over 145.1 million trips a year, spending almost £2 billion and taking 19.5 million car journeys off the road over the year ⁽⁴⁾. NCWN is only a fraction of the available cycling network! NCN7 Lochs and Glens Way passes through the National Park connecting it to Glasgow and the Cairngorms National Park and is part of the 11,100 km long Euro-Velo 1 Atlantic Coast Route.

Reducing tourism-related car use, by encouraging visitors to explore the Park by bicycle, is key to helping to protect our special landscape and ensuring that visitors keep coming back to this beautiful part of the country.

CYCLE TOURISM - WHAT IS IT?

- Cycling tourism refers to any leisure visits away from home which involve cycling as a fundamental and significant part of the trip ⁽⁶⁾.
- Cycling is popular among many different groups, such as younger adults, elderly people and families.
- Cycling holidays give travellers a feeling of independence and flexibility. Cyclists can decide when and how fast they want to travel, it can be a sporty, peaceful and social activity, reconnecting with nature.
- It is not new, The National Park has been a popular destination for cyclists for many years with a "Tour of the Trossachs" a classic bike ride for many Central Belt cyclists.

Cycling through rolling hills, mysterious woodland, or a stunning lochside path – Loch Lomond and the Trossachs National Park has a bit of everything and boasts a variety of routes and trails that are suitable for cyclists of all ability levels.





UNDERSTANDING THE CYCLING MARKET

Leisure cycling

People riding bikes, wearing everyday clothes. They might bring their own bikes or they might hire them. Leisure cyclists are looking for places to stop off for food and drink, attractions to visit and other activities to fill the day.

Mountain biking

People riding bikes with chunky tyres, suspension forks, wearing baggier clothing and maybe carrying a small rucksack with spares. These riders will likely have been off road, could be wet and muddy, and are looking to stop off at places that have outdoor seating or don't mind a bit of dirt! They are keen to have secure bike parking as well as food and drink.

Gravel biking

Gravel riding is a new form of cycling that is growing across the world. The discipline combines the off-road element of mountain biking with road cycling to deliver an experience accessible for a wide variety of cycling abilities. Riders follow forest roads, gravel tracks and cycle paths that are generally traffic free. These riders will likely have been off road, could be wet and muddy, and are looking to stop off at places that have outdoor seating or don't mind a bit of dirt! They are keen to have secure bike parking as well as food and drink.

Touring and bikepacking

Bikes laden with panniers (bags attached to the rear, and possibly front, of the bike), tourers are usually going somewhere where the journey and the experience is equally as important as the destination. They can be regularly spotted on NCN7 of the National Cycle and Walking Network, the Lochs and Glens Way, looking for cycle-friendly accommodation with secure bike parking, information on the local area and food stops.

Bike Packing is a form of touring using off-road machines like mountain bikes or gravel bikes fitted with special bike packing bags that fit to the frame. These riders will likely have been off road, could

be wet and muddy, and are looking to stop off at places that have outdoor seating or don't mind a bit of dirt! They are keen to have secure bike parking as well as food and drink.

Road and club riding

Bikes with drop handlebars, a jersey with rear pockets, lycra shorts and generally snug fitting clothing. The roadie is looking to stop off somewhere where they can see their bike (they travel light and often don't have a lock) and have something to eat and drink. They could be riding alone, or bring with them a whole bike club of riders, all in matching clothing, looking for a quick break before moving on. Confident riders using the road network.

E-bikes

Sales of electric bikes or e-bikes have increased dramatically. They provide pedal assistance to tackle the hills and headwinds and open up the joys of riding a bike to more people. E-bikes come in all shapes and sizes so you might have difficulty identifying them from regular bikes. Bicycles will typically have an average range of around 80 miles, which can be extended by recharging at local attractions, cafés, shops etc.

Like the bikes riders can come in all shape and sizes but are favoured by those who like the freedom of cycling but prefer a little bit of assistance to add more fun to the ride.

They will be looking for places with secure parking to stop off for food and drink, attractions to visit and other activities to fill the day.

Cycling families

Children love cycling as it is fast and fun, and gives them freedom and independence to get around. Families on two wheels are looking for safe, accessible trails such as the Gravelfoyle Fairie Loop and Aberfoyle Bike Park, which combine the thrill of cycling with other activities, attractions and facilities like toilets and cafés.

WHAT IS IT WORTH?

The economic benefits of cycling and mountain biking tourism trips in Scotland are significant.

(Economic benefits of cycle tourism, Cycling UK, June 2020)⁽⁶⁾.

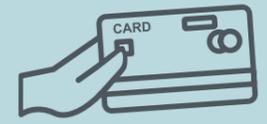
In total, these contribute between £241m and £362m to the Scottish economy every year. Mountain bike tourism adds around a further £119m per year. NatureScot reported that the National Cycling and Walking Network contributes £1.91 billion of economic value annually⁽⁴⁾.



Cyclists visit local shops more regularly, spending more than users of most other modes of transport.



Per square metre, cycle parking delivers 5 times higher retail spend than the same area of car parking.



Cycle tourists on average spend more: around 9% per head per trip, or around £81 per head per trip.

Even so, the UK still lags behind our European counterparts in cycling uptake. For example, in Germany 25% of people cycle while on holiday compared to 3% in the UK, suggesting that there is plenty of room for growth.

The first ever cycling mega-event

Scotland will host the first ever cycling mega event in the 2023 UCI Cycling Worlds. With many British elite athletes leading the world in cycle sport across the disciplines and plenty of Scots in the mix, this will reinforce the view of Scotland as a cycling nation. The 2023 UCI Cycling Worlds will combine 13 existing UCI World Championships into one mega-event creating history by uniting the global cycling family and making it one of the world's top 10 sporting events. With around one million spectators anticipated in Scotland over 11 days, this is a unique opportunity to showcase all aspects of cycling along with local businesses. With events in Glasgow, Balloch and Stirling there is expected to be significant economic impact and a lasting legacy in the surrounding areas.

1 million spectators
in Scotland
over 11 days

DISPELLING THE MYTHS

Just visitors with bikes...

You may already have cycle tourists coming to your business, you just don't know it! Loch Lomond and The Trossachs National Park is a potential cycling heaven, meaning you can tap into cycle tourism business all year round extending your season across the different markets.

Making connections...

Don't be put off if your business is not directly located on a designated cycling route. There are plenty of easy going trails and family friendly routes right across the Park that connect communities and visitor attractions. The spectacular delights of Loch Katrine, the Gravelfoyle trails, Aberfoyle, Callander, Drymen and Killin Meanders or a bike and waterbus trip over Loch Lomond all offer miles of traffic free enjoyment and stunning scenery.

More than just a summer activity...

We all know that Loch Lomond and the Trossachs gets more than its fair share of wind and rain through the year, but that doesn't stop cyclists enjoying the countryside. Mountain biking, road cycling and gravel riding in particular are popular come rain or shine and all times of the year, so make sure you've got space and facilities for wet, muddy gear and everyone will be happy.

What about the hills...

From the classic climb of the Dukes Pass, the high heather-clad moorlands around the Meall Trail at Brig of Turk or the spectacular views from the Glen Ogle Viaduct, the National Park boasts some of the most stunning scenery in the world. From breath-taking mountains and glens, to the vast tranquil beauty of our Lochs. We have challenging climbs for the enthusiast and gentle off-road trails that are family friendly.

Sharing the load

Cycling is a safe, healthy and low carbon way to travel and a great way to disperse people throughout the countryside. Cycling is an ideal way of integrating with public transport, shuttle buses etc and helping make those final connections in the transport network.

Cyclists vs walkers...

They are often one and the same! If your business attracts a lot of walkers then the chances are many of your visitors will also be up for giving cycling a go too, or may already cycle. Indeed many active visitors will enjoy a variety of activities including water sports, nature based and mountain activities as well as cycling.

Cyclists don't spend very much money...

This is often a wrongly held misconception. It depends on the type of cycle tourist. Cycle tourists spend more than average and tourist cycle facilities are said to have a very strong payback in terms of local economic spend⁽¹⁾

A number of recent studies have shown that enhanced journey ambience is known to increase people's spending power (in other words where someone has enjoyed the journey cycling in pleasant surroundings, they are more likely to spend more money).

Similarly secure cycle storage and welcoming, friendly people improve the quality of cyclists' experience. Spend by those on cycle holidays can be high – up to £48/day.⁽²⁾ Holiday cyclists spend at least as much as any other visitor while Day cyclists spend a little above average at £13 per day.⁽²⁾

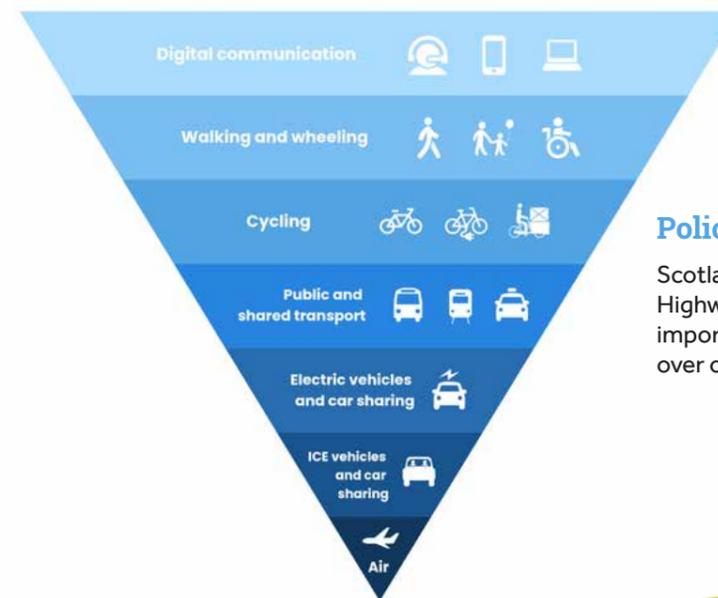
In total in 2019-20 the National Cycle Network had 4.2 million users saving 70.9 million car trips with £1.64 billion being spent in local businesses by leisure and tourist users. It is estimated that £21.5 million was saved by the NHS through the Network's impact on people's health.

CASE STUDY



Gravelfoyle

In Summer 2022 a partnership led by Bike Trossachs, an Aberfoyle based community interest company, officially launched three new gravel cycling routes in the Loch Lomond and The Trossachs National Park, the first waymarked trails in the UK for gravel riding. The 10km, 20km, 30km waymarked routes start and finish in the centre of Aberfoyle. The routes have been designed to encourage more cyclists, everyone from families with an appetite for more relaxed off-road adventures to weekend warriors keen on longer distance challenges, to experience the joys and thrills of gravel riding in the area.



Policy

Scotland's new transport hierarchy and the updated Highway Code both seek to raise the status and importance of active travel by prioritising people over other modes of travel.



EVENTS

Cycle events are an important contributor to the promotion, engagement and development of cycle tourism.

Cycle events can vary from single day cycle-related activities aimed at families and children to cycling festivals featuring various cycle-related activities aimed at many types of visitor, to more competitive and specialised multi-day events. Events promoting cycling bring significant contribution to the overall value of leisure cycling in Scotland. Overnight stays generate on average more than four times the expenditure compared to day cyclists.

Transform Scotland - The Value of Cycle Tourism report June 2013



The Dukes Weekender is a community focused event that's just a wee bit different. Named after the iconic Dukes Pass near Aberfoyle in the Loch Lomond and the Trossachs National Park, it includes a gravel hill climb, famed for its raucous spectators!

The main car park is transformed into an event village, with cycle trade stands, pump track and local community interests.

The 2022 event saw the old favourites return - a 70+ km gravel enduro and kids mini-enduro, along with a few new tweaks like the Junior Dukes and an adaptive bike category - the first off-road UK event with this new grouping.



BIKES ON TRAINS, BOATS AND BUSES

#AJourneyThatMatters

As tourism businesses, there is a great opportunity to take advantage of public transport links to attract cyclists to the region. Tell your potential customers about the options available to them!

Trains

Bikes can be carried on the Scotrail Highland Explorer from Glasgow to Oban with space for 20 bikes, creating easy access to and from the Park stopping at Arrochar and Tarbet, Ardlui, Crianlarich and Tyndrum. You can book bikes and train tickets at the same time – find out more at Scotrail's website.

In around 45 minutes from Glasgow the train takes you to the shores of Loch Lomond. Carriage is free but booking is recommended. www.scotrail.co.uk/guide-travelling-bike-train

Buses

Hopping on a bus could be an alternative way to get to the National Park and start your adventure, buses run from Stirling to Aberfoyle, Callander and Killin where you can pick up a hire bike.

National Park Journey Planner

The new Journey Planner app is a pilot project which gives you all the potential travel options for your journey in one place, making it easier to research, plan and book a day trip. www.lochlomond-trossachs.org/plan-your-visit/national-park-journey-planner/

Two Lochs Tour

Try a Two Lochs Tour to combine Loch Lomond with Loch Katrine on the scheduled Waterbus Services. Catch the Waterbus service from Tarbet with bike to the peaceful hamlet of Inversnaid on the eastern shore. Enjoy stunning views alongside The Great Trossachs Path to Stronachlachar (4 miles) and then continue around Loch Katrine or take advantage of combined Waterbus service to cruise on the Sir Walter Scott to Trossachs Pier where you can disembark for a return cycle back to Inversnaid (17 miles). www.cruiselochlomond.co.uk www.lochkatrine.com

Balmaha - Luss

Enjoy a scenic 30 minute transfer from Balmaha, along the highland boundary fault line passing the middle islands of Loch Lomond, and return by the West Loch Lomond Cycle Path. www.sweeneyscruise.co.com



WELCOMING CYCLISTS

A really warm welcome is the ultimate way to ensure you are cyclist-friendly! Ask guests how their ride was, what was good, what was bad. You will be able use this information and pass on to other visitors in the future



Black Bull, Gartmore

Cycling could bring new customers and open up new opportunities for your business!

The Black Bull, steeped in history this beautiful old "drovers' inn" provides a warm welcome. The community of Gartmore purchased the Black Bull in 2019 and have taken advantage of the growing cycling market in the National Park to attract new customers.

Black Bull says,

"We noticed that there had been an increase in the number of people on bikes coming through the village. We were also aware how much was being invested in developing Gravelfoyle and work to encourage more cycle friendly communities.

"We realised that there was an opportunity in making provision for cyclists so with the help of a grant from Cycling Scotland we installed bike racks, a fixed pump and workstation outside the pub and village hall.

"We know we get cyclists daily, often in large groups, and are becoming a cyclist destination. For us, every cyclist is a potential customer, especially in food and drink, so we do everything we can to welcome them and the feedback has been great!"

IT REALLY DOES MATTER

Survey data from the most popular and longest established cycle tourism route in Europe, the Danube Cycle Route, suggests that cycle-friendliness is equally as important as the physical infrastructure in place. ⁽⁷⁾



Aberfoyle Bike Hire & Café

aberfoylebikehire.co.uk

Aberfoyle Bike Hire & Café is located in the centre of Aberfoyle village with free parking at the back door. Cycle routes start directly from the shop and lead into the countryside in every direction. Located on NCN7 and at the start of the Gravelfoyle trails we have experienced tremendous growth and I'm sure other businesses near the routes have seen an increase in business too.

Whether you need to hire a bike, get a repair done, get some route advice or just pick up a spare inner tube, Aberfoyle Bike Hire can help.

"There's been at least a huge increase in our cycle hire and cafe sales since the Gravelfoyle trails opened and we also think any extension of the routes in the future will further increase our figures, as it brings more cyclists and walkers to the area."

Nick, owner

THE BASICS

Bike security

The single most important thing that cyclists will look for is secure bicycle storage, particularly for overnight stays. Are you set up for this? It doesn't have to be fancy, but it must be secure. Any of the following would be ideal:

- A lockable garage
- A lockable shed, outhouse or room
- A basement or cellar
- A secure ground floor room

If you are a café, shop or visitor attraction, is there somewhere bikes can be left that can be seen and is safe and secure? This could simply be an existing structure suitable for locking bicycles to, something custom-made or purchased. It's always worth checking with your local Planning Authority whether or not planning permission is required.

Why not also consider providing some high quality locks that cyclists could borrow while using your facilities, particularly if you get lots of road cyclists travelling light?

Cyclists want their bikes parked where they can be seen and where they will not get damaged. There are many manufacturers offering a wide range. Cycle racks are simple and effective.

We can help with advice and information and provide examples from a variety of locations, contact us at info@trustinthepark.org. There may be grants available to provide secure parking.

www.transport.gov.scot/active-travel/active-travel-funding-opportunities

Flexibility

People on cycle holidays may arrive late and leave early, and might want to stay for one night only. Are you set up for this?

For example: Can you provide a simple lightweight packed lunch, an early breakfast or a hot meal in the evening?

Local information

Nothing beats local knowledge. So get out and about and share the inside knowledge that only a local can have. Provide information on all the local cycling opportunities to and from your location and the area around it.

This might include:

- Maps and route guides
- Cyclist-friendly places to eat
- Local bike shops
- Cycle hire
- Weather forecasts
- Public transport information
- Other attractions

We can help with route information and our map of cycling service points

trustinthepark.org and search for cycling

Offering discount and incentives for cycling visitors

Offering discounts to cycling visitors is another good way to attract them. These can cover café and entry deals. Other incentives might include free water bottle top ups, e-bike charging some might even consider a free slice of cake with their coffee, a discounted bike service, various vouchers, discounts and much more depending on your business model.



ADDING VALUE

If you are an accommodation provider there is a lot you can do, such as having secure bicycle storage and a drying room. Provide towels in case of wet weather, and for the growing number of e-bikes have somewhere to charge their battery.

Maintenance facilities

A few simple maintenance facilities will be a real winner with all cyclists. These could include:

- A track / floor pump
- Puncture repair kits (to purchase if necessary)
- Allen keys and spanners
- An old rag and some chain oil
- A simple cycle maintenance stand

Bike wash

When bikes can cost thousands, care and maintenance is crucial. An outdoor hose or even a coin or card operated bike wash to clean bikes after a long and muddy ride will be welcomed by all cyclists. If a hose is not an option, a bucket, some dish washing brushes and sponge is better than nothing. Be sure to tell your visitors if you have bike washing facilities!

Washing/drying facilities

Given our unique west coast climate, facilities to wash and dry wet or muddy clothes and shoes would be very useful.

Free water bottle refills

Offer to fill up water bottles for free and shout about it!

Cyclist-friendly food

After several hours in the saddle cyclists can be a hungry bunch:

- Can you do a cyclist special meal deal?
- How about a discount for anyone arriving by bicycle?
- For self-catering accommodation can your cycling guests pre-order food and drink?

Are you able to accept deliveries from supermarkets, food providers or alternatives that offer a similar service but support the local economy?

Shops and attractions could display cyclist-friendly food near the counter such as fruit, energy bars, or flapjacks.

Link up with a local cycling guiding company or cycle hire facilities

Have you thought about linking up with a local cycling guide who can provide your guests with a unique experience, or the nearest bike hire centre to provide cycles to your guests?

Some companies offer self-led or guided cycling tours around Loch Lomond and Trossachs, it is worth finding out what is on offer locally.

ARDOCH LODGE

Ardoch Lodge is situated right next to the NCN7 that stretches between Callander and Killin. As keen cyclists they can help organise some special guided routes. They also organise bike events for keen cyclist and bike clubs, where they can offer accommodation, food, transport and bike rental. They can put together a package that will take care of almost everything and give you a hassle-free biking experience. Working with Roll Outdoors in Balquhider, they can organise bike delivery to Ardoch Lodge.

www.ardochlodge.com/cycling



ATTRACT NEW BUSINESS

Despite the general economic slowdown felt across the UK and Europe, cycle tourism trends suggest that the sector is continuing to grow.



Cycling appeals across age groups and market sectors and helps attract new business

It is a growing market, and unlike other adventure activities is not constrained to one particular group. Almost anyone can enjoy riding a bike! It is a great opportunity to attract new customers from sectors you might not ordinarily engage with.

A little low cost investment goes a long way

All our cyclist-friendly ideas cost very little but will make a real difference when welcoming cyclists to your business! So whether you are a small café or large self-catering accommodation take these small steps now. We are always happy to help and provide advise where possible, just drop us a message.

The Broch Café

The Broch Café is a family run business set in the heart of the Loch Lomond & Trossachs National Park. They are always busy baking bread, cakes and treats and cooking homemade soup to keep their hungry customers satisfied. Free WiFi is also on offer as well as a guaranteed friendly welcome from their staff.

Just off NCN7 Lochs and Glens Way they have plenty of bike racks for securing bikes and also a bike maintenance station and air pump for any minor adjustments which may be needed. For the increasingly popular e-bike riders there is also a Bosch charger which customers are free to use while enjoying lunch or a coffee and taking in the views. The canopied outside seating area is particularly popular with cyclists where they have more room to take their helmets, rucksacks and gear off.



MARKETING TO CYCLISTS

Make sure that your customers know that you are doing all of these great things to look after them.

Sell the Loch Lomond and Trossachs cycling experience

People now increasingly look for new and authentic experiences which enrich their lives, and plan their own holidays using the internet.

They expect to find all the information they need in one place. Cycle tourism can satisfy this demand by providing relaxation, escapism, peace, quiet, and physical challenges, in any given amount. This suggests that now is a great time to get your business ready to welcome cyclists.

Providing information on excellent routes across the Park such as NCN7 Lochs and Glens Way, Gravelfoyle and the Trossachs Trail and flaunting your cyclist-friendly credentials are effective ways to encourage cyclists to your business.

Build the connection and tell your cycling story to get visitors engaged with the cycling product you are selling.

Make a good first impression

Your website will create a first impression of cyclist-friendly credentials, so include welcoming cycling imagery, pictures of people on bikes in the local area, details of local routes and promote your key selling points. Show visitors where facilities are when they arrive.

Don't forget search engine optimisation (SEO)

SEO is all about ensuring your website is at the top of search engine rankings. To improve your SEO for cyclists, talk about cycling and specific routes by name on your website as it will help boost the profile of your business to cyclists through search engine optimisation.

Make the most of local events

Encourage visitors to stay longer and spend more in the area by creating offers around key local events, such as the Dukes Weekender, Loch Long Adventure Challenge, the Scottish Wild Food Festival, Doune the Rabbit Hole and other arts or food festivals to inspire a weekends cycle.

The Scottish Cycling and Cycling UK websites have details of many cycling events and allow you to filter by events near you.

Widen your appeal

Give advice and support to visitors wanting to give cycling a try by highlighting cycle and electric bike hire points.

Tell visitors about the local attractions and activities that they can reach by bike and provide information on taking bikes on public transport.

There are so many great days out that can appeal to cyclists of all interests and abilities.

Tailor your information to make a unique offer for your business. Keep it simple - cut the jargon to reflect customer language and emotions! Use words like Bike Ride, Fun, Family, Social etc.

IT'S ALL ABOUT BEING SOCIAL

Do you use Facebook, Twitter and Instagram? Engaging, bike-related articles will help connect you with the cycling market.

Using popular #cycling hashtags such as #cyclist #cyclingmeanders #cycleinthepark #gravelfoyle #cyclingphotos #roadslikethese and #cyclinglife will increase your visibility, while 'liking' interesting relevant events or posts will enhance your cycle-friendly credentials.

Teaming up with one of the cycling or travel influencers is another way to extend your reach. Working with an online content creator who has an engaged and active following helps tell a unique story about the Park and your business.

MARKUS STITZ

Markus is an author, filmmaker, route designer and consultant with an engaged social media following. After cycling around the world on a singlespeed bike he founded bikepackingscotland.com and has since worked with various destinations in Scotland and internationally to promote sustainable tourism.

markusstitz.com
bikepackingscotland.com



CYCLISTS WELCOME

More formal recognition can give you a helping hand to access the cycle tourism market.



Opportunities to sell your business...

if you're well on the way to being cyclist friendly then there are heaps of opportunities for you to reach cyclists, as well as achieving 'Cyclists Welcome'.

The **VisitScotland Cyclists' Welcome Scheme** is recognised nationally and offers listing of cyclist-friendly accommodation and visitor attractions.

Cycling UK's Cyclists' Welcome Scheme has listings which include a variety of accommodation types, cafes, attractions and cycle hire operators

A listing on a national scheme can offer great opportunities for your business such as:

- Marketing and advertising
- Support and guidance
- A chance to connect with like-minded businesses

Connecting Glasgow and Inverness and passing through the National Park, **NCN7 The Lochs and Glens Way** is a spectacular route through the very heart of Scotland. It has an online guide that highlights cyclist-friendly accommodation. **The Trossachs Trail** and **Gravelfoyle** guides also provide local information.

If you're looking to reach the cycling market there's other websites that offer advertising opportunities for businesses such as:

www.seelochlomond.co.uk

www.lovelochlomond.com

www.goaberfoyle.co.uk/

incallander.co.uk

Cycle In The Park Welcome Checklist

Here's our very own checklist for all types of tourism businesses;

- Provide a warm welcome and accommodate cyclists kit
- Provide an information point, including details of:
 - local cycle routes
 - local cycle hire
 - local cycle-friendly accommodation
 - nearest cycle parking
 - information on local public transport and what cycle carriage facilities are available (or contact details provided), plus details of any baggage transfer and taxi companies operating locally that cater for cyclists.
 - or know where to signpost people to for all the above information*
- Puncture repair kit and basic tools to loan (suggested items to include: tyre levers, puncture repair kit, lubricant, track pump capable of being used for different valves, set of Allen keys)*
- Water bottle service (fill up water bottles for free)
- Stock appropriate snacks and/or drinks
- Basic first aid kit *
- Secure (covered) cycle storage*
- A separate space to put panniers and helmets and to dry wet clothes*
- In serviced accommodation a packed lunch to be available (for a charge)*
- In self-catering accommodation provision should be made for the pre-ordering of basic grocery items prior to arrival for guests without a car *

* Criteria for the Welcome + and Extra Mile Award

MAKING CONNECTIONS

Connecting with local groups and other like minded businesses can help ensure regular visits, recommendations and referrals.



Get involved with a local Meander Group

There are established groups in Drymen and Callander and occasional groups in Aberfoyle and Killin, who meet for a fun, social, local bike rides. Rides go at a speed that suits everyone, and they often start or finish at a café so everyone can have a drink and a chat. We can help establish your Meander Group contact us info@trustinthepark.org

You can get involved as a business, promoting your offer as an interesting stop-off or for starting/finishing a ride.



Get to know your local Visitor Information Centre (vic) or icentre

Let your customers know where your local VIC or Visit Scotland iCentre is and keep a note of its opening hours and contact details. The VIC or iCentre will have a good range of local cycling leaflets, guidebooks and OS maps. Build up a good working relationship with the staff at your local VIC or iCentre so they know what you offer and you know what they offer!

FURTHER READING

1. The Value of Cycle Tourism, Transform Scotland - <https://transform.scot/what-we-do/research/the-value-of-cycle-tourism/>
2. The Value of Cycling to the Scottish Economy, Cycling Scotland, Transform Consulting - <https://www.cycling.scot/news-and-blog/article/cycling-worth-over-500m-a-year-to-scottish-economy>
3. Active Nation, Sustrans - <https://www.sustrans.org.uk/our-blog/research/all-themes/all/active-nation-the-health-benefits-of-cycling-and-walking-in-scotland>
4. Scotland's NWCN Evaluation Report, Nature Scot <https://www.nature.scot/ps19-billion-boost-walking-and-cycling>
5. The European market potential for cycling tourism - <https://www.cbi.eu/market-information/tourism/cycling-tourism/europe>
6. Economic benefits of cycle tourism, Cycling UK, June 2020 - https://www.cyclinguk.org/sites/default/files/document/2020/07/benefits_of_cycle_tourism_factsheet_final10738.pdf
7. Meschik, M. Sustainable cycle tourism along the Danube cycle route in Austria. Tourism and Planning Development, 2012 <https://doi.org/10.1080/21568316.2012.653478>



THE
TROSSACHS
— TRAIL —

The Trossachs Trail promotes responsible enjoyment of the Trossachs area by bike, boat and boot. We are very supportive of the Cycle in the Park Welcome Scheme and business toolkit. There is great potential around the Trossachs Trail to capitalise more on the growth in the cycling market and help ensure the area is more cycle friendly.

**James Fraser, Chair,
Friends of Loch Lomond and the Trossachs**

www.trossachstrail.co.uk

GRAVELFOYLE

ABERFOYLE ~ SCOTLAND

The Gravelfoyle and Dukes Weekender brands, have proven the value of cycling and cycle tourism in the National Park gateway village of Aberfoyle and surrounding area.

Encouraging local businesses to improve their facilities for cyclists, will add greatly to the offering. We believe this project will help drive improvement forward.

**Enda McLoughlin, Chair,
Bike Trossachs CIC**

www.gravelfoyle.com

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