

CYCLING: ICELAND'S TIME HAS COME

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Subjects covered

- ▣ Trends in the UK
- ▣ Different strands of cycle tourism
- ▣ Benefits of cycle tourism
- ▣ Trends in Iceland
- ▣ Ingredients for an excellent cycling experience
- ▣ Next steps?

Trends in the UK

Why look at the UK?

- ▣ Britain follows behind USA (and often Germany)
- ▣ Iceland follows behind Britain
 - Rooms with private facilities
 - Self-catering
 - Independent travel, booked entirely online
 - Walking/hiking
 - Cycling
 - *Sailing?*

Visitors outside Reykjavík

[Source: statice.is 2010]

▣ October-May (%)

UK	22.4
German-speaking	18.7
Scandinavia	11.2
USA	9.0
Benelux	8.2
France	6.7
Italy/Spain	3.7
Other foreign	20.1
TOTAL FOREIGN	100.0

Demographics & Growth

[Source: Bicycle Association]

- ▣ Sales of bicycles in UK:
1965 65,000; 2006 4.5million
- ▣ Took part in any form of cycling (Adults 15+):
2002 13.0%; 2006 14.4%
- ▣ “Cycle regularly” - adults
2001 2.3m; 2007 3.2m

Demographics & growth

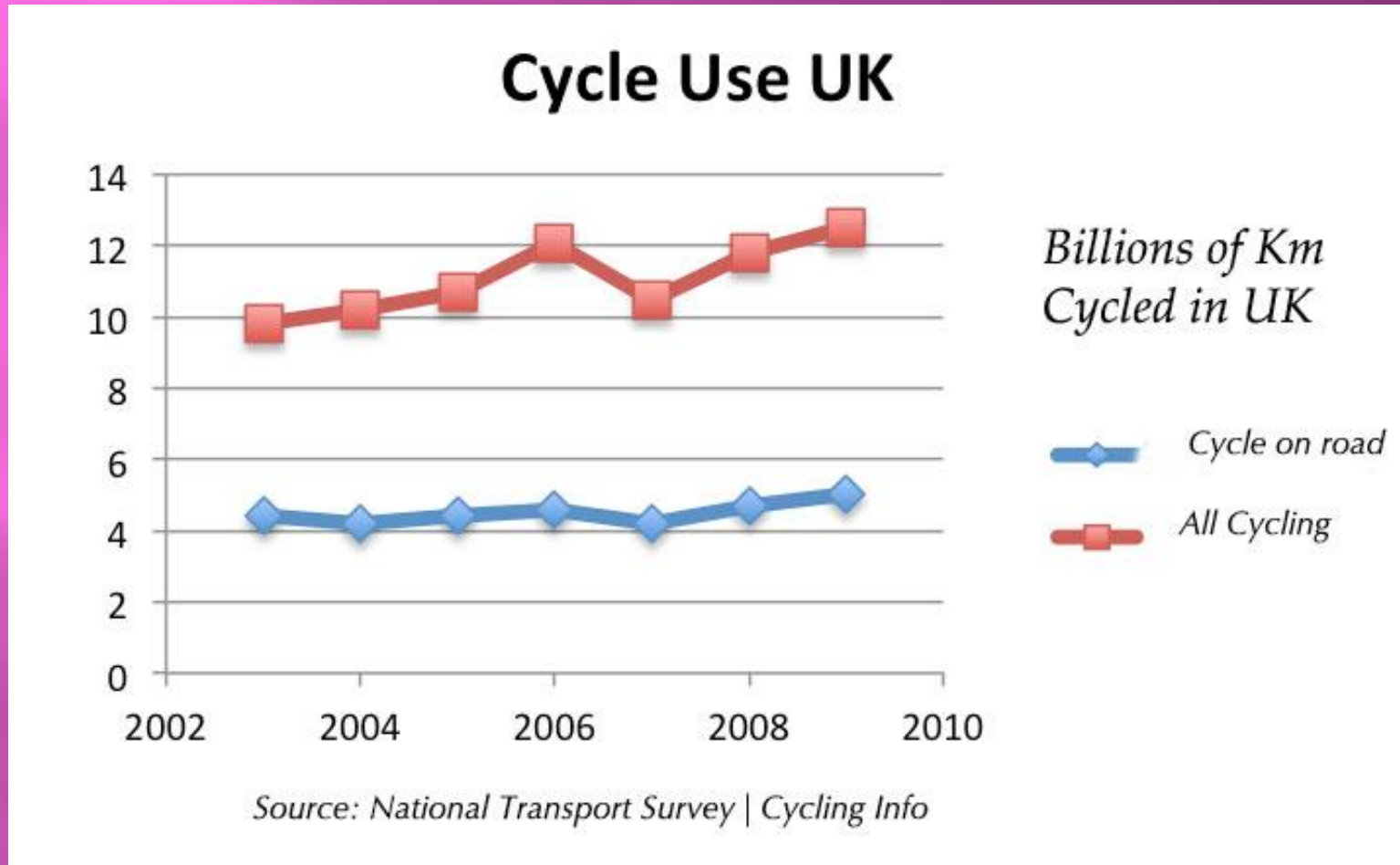
[Source: Mintel]

- ▣ Growth of leisure cycling 2007-2012:

Enthusiasts: +25%

As part of holiday: +32%

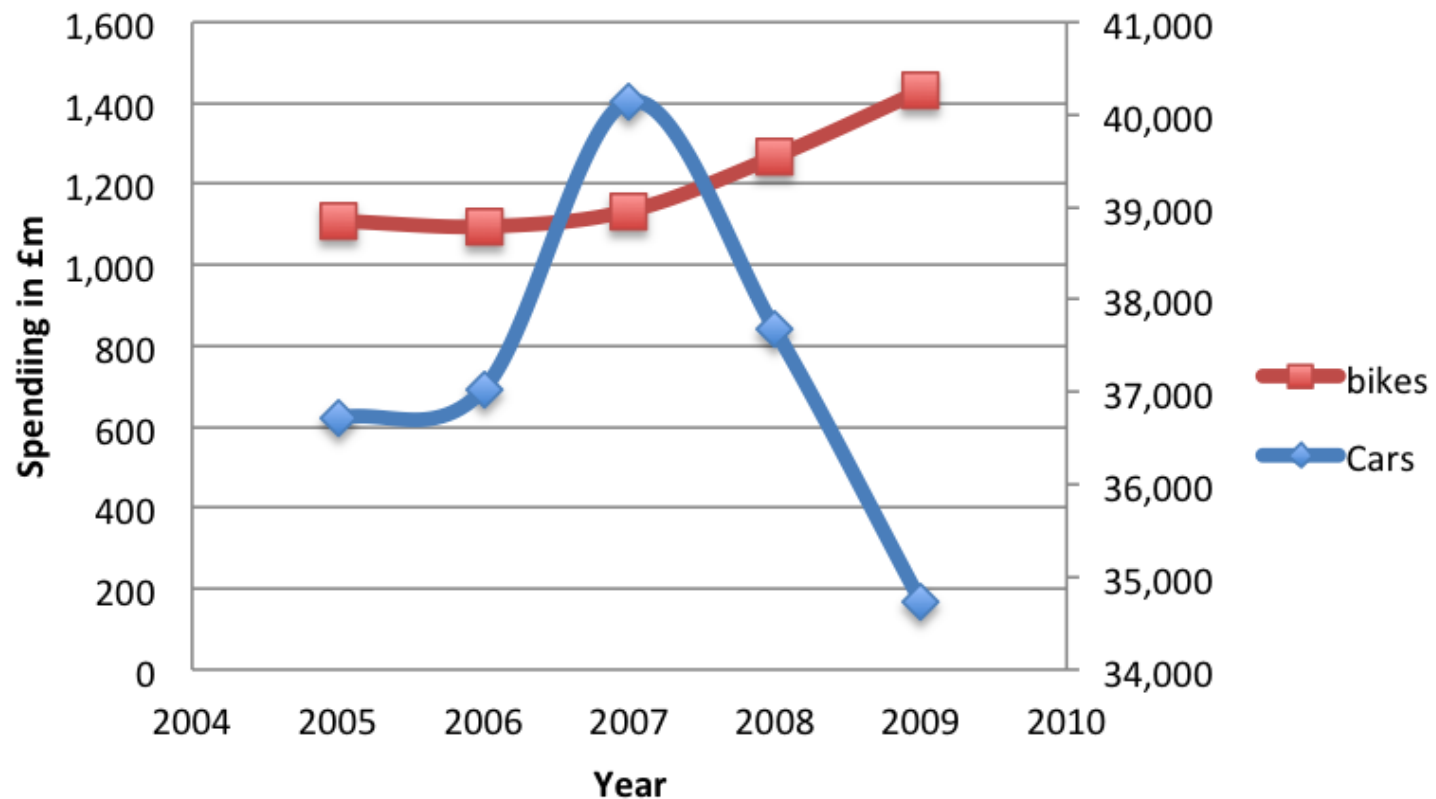
Demographics & growth



% cycling off-road: 2002 54%; 2009 60%

Demographics & Growth

Spending on Cars and Bikes UK



Demographics & Growth

[Source: Sustrans]

- ▣ “In 2006 the UK National Cycle Network experienced its seventh consecutive year of trip increases ... During 2006 there was an increase of 45% from 2005.”

Demographics & Growth

[Source: Mintel 2007]

Social profile	UK Ave	Enthusiasts	Cycle as part of holiday
AB	17	20	25
C1	26	35	29
	---	---	---
	43	55	54
C2	25	22	20
DE	32	23	26
	100	100	100

Different strands of cycling

Different strands of cycling

- ▣ Holiday cycling: doing some cycling while on holiday
 - ▣ Cycle holidays: going on holiday only to cycle
-

- ▣ Long distance: going from A to Z, often very fast, preferably off-road
 - ▣ Location-based: one-day journeys from A back to A
-

- ▣ Challenge: raising money for charity
-

- ▣ Mountain biking: downhill fast, all ages

Cycle holidays
(enthusiasts)

and

Holiday cycling
(ordinary holiday-makers)

Cycle Tourism by UK tourists

[Mintel forecasts for 2012]

□ Cycle Holidays

- 550,000 people

-
- 60,000 overseas (bring their own bikes)
 - 22,000 packages

-
- 60% touring
 - 25% mountain biking
 - 15% 'challenges'

-
- Growth 07-12 25%

□ Holiday Cycling

- 3,000,000 people

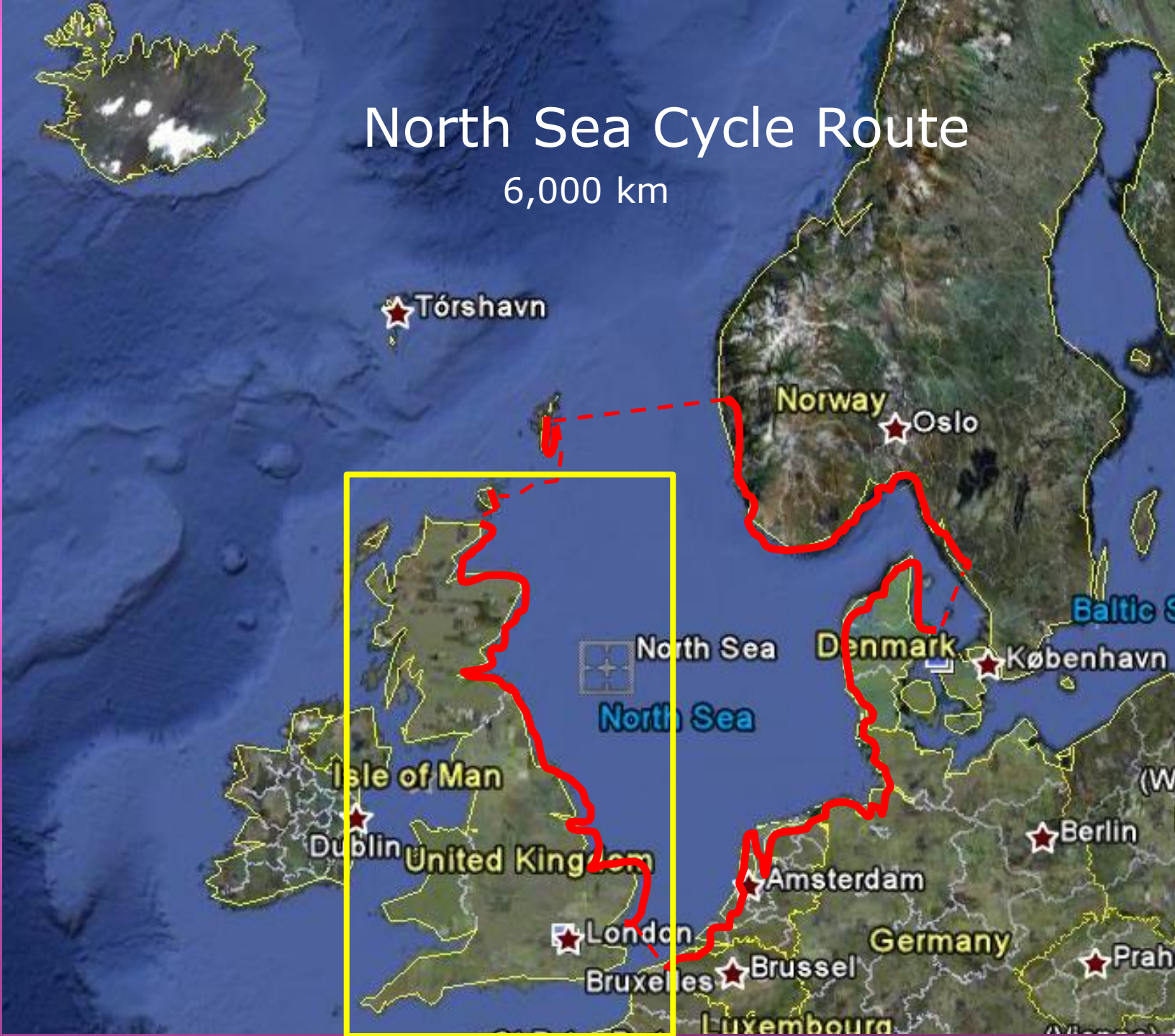
-
- Growth 07-12 32%

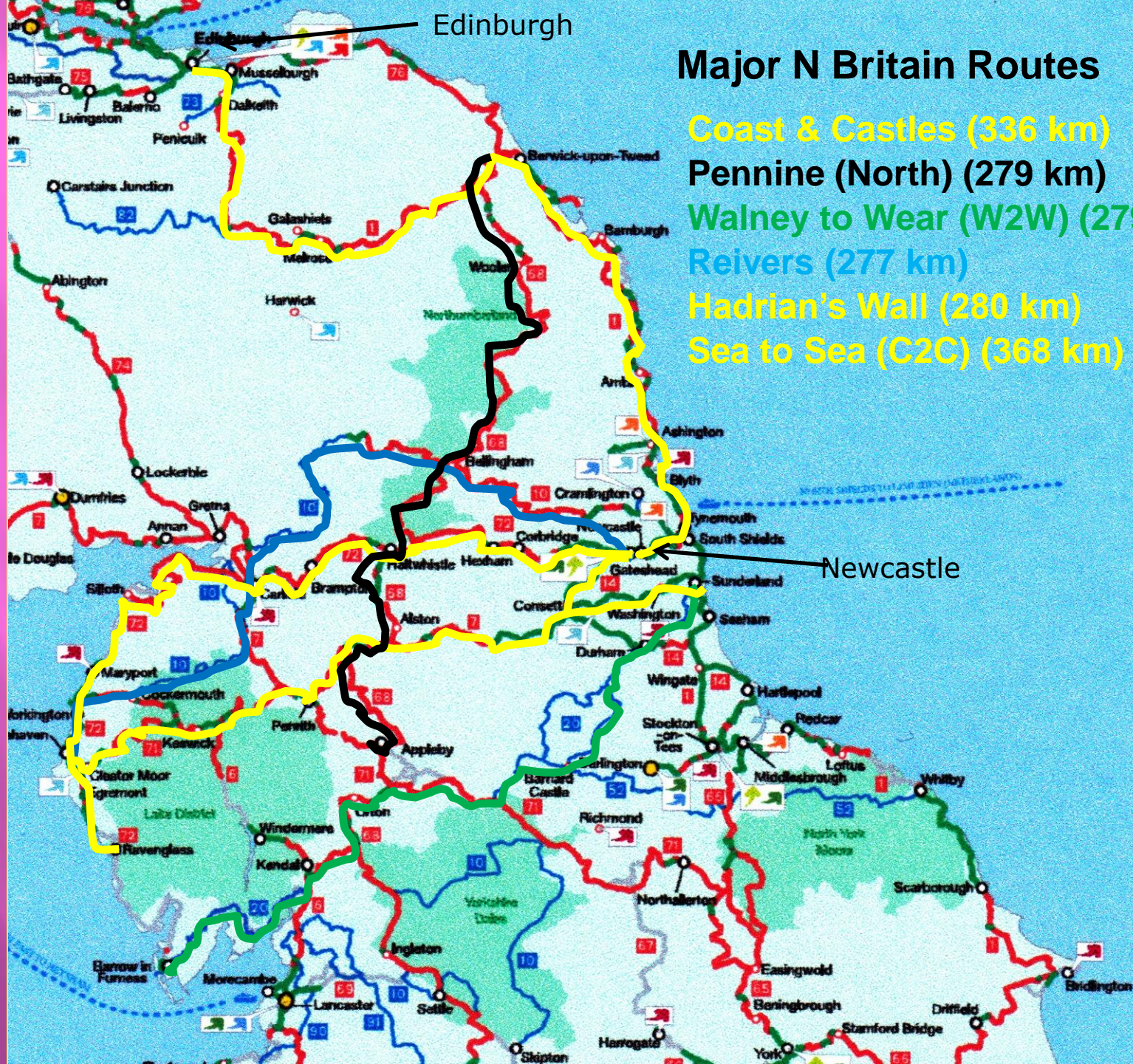
**A to Z (linear)
or
A to A (loops)?**

Why not both?

North Sea Cycle Route

6,000 km





Major N Britain Routes

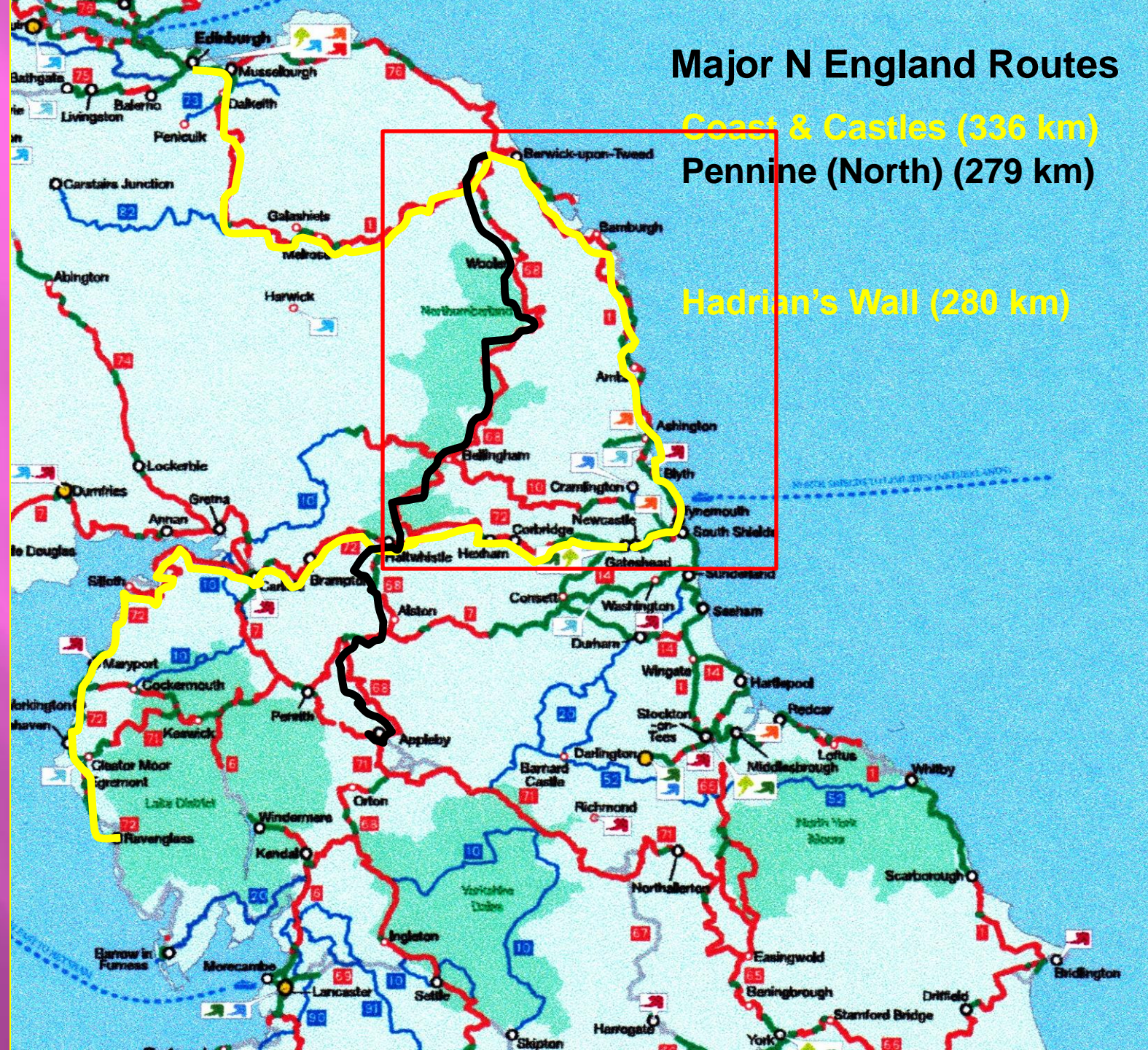
- Coast & Castles (336 km)
- Pennine (North) (279 km)
- Walney to Wear (W2W) (279 km)
- Reivers (277 km)
- Hadrian's Wall (280 km)
- Sea to Sea (C2C) (368 km)

Major N England Routes

Coast & Castles (336 km)

Pennine (North) (279 km)

Hadrian's Wall (280 km)



Northumbria's Cycle Kingdom

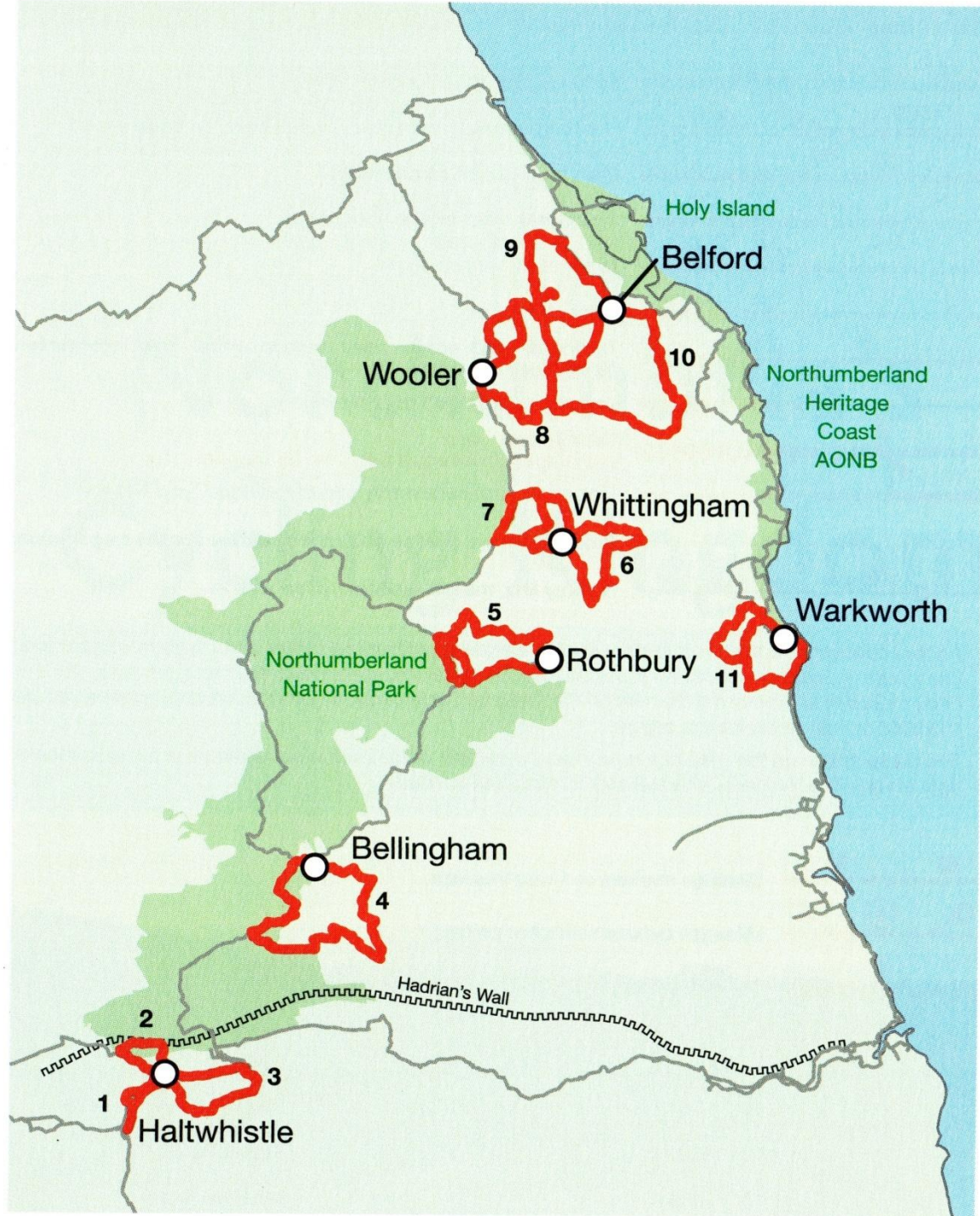
330 km



Local loops

2 = 12 km

10 = 43km



The Routes

- ▣ Most popular short route: Bristol to Bath (21km): >1m trips *[2007: Sustrans]*

 - ▣ Most popular long route (250 km): C2C 241,000 trips
 - *End-to-end 14,000*
 - ▣ Hadrians Cycle Route (280 km): 160,000 trips
 - *End-to-end 7,500*
 - ▣ Coast & Castles (336 km): 68,000 trips
 - *End-to-end 8,000*
-

*Baytree Press C2C: 40,000 unique visitors per month;
3,000 books per year*

Cycle challenges

Typical UK 'Challenge'

- ▣ Entry fee £100 for transport and accommodation (1 overnight)
- ▣ Cyclists sponsored by friends
- ▣ 400 entries
- ▣ £20,000 for charity (given by cyclists, not organisers)
- ▣ Repeated annually – repeat business

2012 Worldwide

www.charitychallenge.com

- ▣ Cambodia
 - ▣ China
 - ▣ Cuba
 - ▣ France
 - ▣ India
 - ▣ Mexico
 - ▣ Morocco
 - ▣ Peru
 - ▣ UK
 - ▣ Vietnam
- ▣ UK Examples:
 - ▣ www.cycle-challenge.co.uk
 - ▣ *C2C Challenge*
 - ▣ 235 km, 2 days
 - ▣ *Tour de Manche*
 - ▣ 435 km, 4 days
 - ▣ S England, N France

CYCLE CHALLENGE | 2012

Need a challenge, love cycling?



Cycle Challenges

Upcoming Challenges

Contact Us

Welcome to the Cycle Challenge website.

Sign up for the 4th **COAST TO COAST CHALLENGE** in late May.

And in late June we are launching a 5-day **TOUR DE MANCHE CHALLENGE** – a 260 mile ride along the Dorset Coast, followed by a breathtaking run through Normandy and Brittany.

The new ride will mark the official opening of Europe's newest route, an Anglo-French project that links the monastic island of Mont-St-Michel with England's Jurassic coast. Connected, of course, by two ferry journeys...

Upcoming Challenges



C2C CHALLENGE - May 26 & 27th, 2012.

At last: the dates have been fixed for the 4th C2C Challenge. The 2012 Challenge takes two days, riding through the Northern Lakes and over the Pennines stopping off in Alston, at the 70-mile halfway point.



TOUR DE MANCHE - June 20th - 25th, 2012.

The brand new 5-day mini-Tour de Manche route in June. This



Keep in Touch



C2C Cycle Challenge
CycleChallenge

CycleChallenge Petit Tour de Manche now June 20-25. All hotels, big night in St Malo. <http://t.co/wqjLOPjh>. Form an orderly queue...
11 days ago · reply · retweet · favorite

CycleChallenge <http://t.co/paDo296n> - the Challenge is issued. C2C 2012.
14 days ago · reply · retweet · favorite

CycleChallenge @muksmedia Hi muks. Come and

Mountain biking

MEET THE TEAM...



Project Manager

Graeme McLean

I am passionate about my role and believe the project can make a significant improvement to mountain biking in Scotland and enhance our worldwide reputation for providing sustainable mountain biking.

I have worked in sport and activity in various roles within the public, private and voluntary sector since 1995.

Having qualified as a Trail Cycle Leader I have seen first hand the enjoyment and satisfaction that introducing mountain biking into peoples lives brings.

✦ EMAIL ENQUIRY

Give us a bit of lovin...

 Tweet 0

 Like

About DMBinS






www.developingmountainbikinginScotland.com

In 2007 the key agencies involved in mountain biking recognised that, whilst there was many success stories, the activity would benefit from a strategic approach to future development.

Working together, and with an extensive consultation exercise, a national strategic framework for sustainable mountain biking development was devised.

Understanding the grading system

Scotland's landscape is unique in that it can challenge the experienced rider, but also caters well for beginners. To communicate the levels of difficulty, a colour coded grading system was developed by the Forestry Commission to allow visitors to match trails to their own ability. This information is usually provided at mountain biking centre car parks and the start of the trails, but you can help visitors by making recommendations to suit them.

	FCS % of trails of this type	Suitable for	Bike required	Skills needed	Trail and surface types	Suggested fitness level
 Green: Easy	15%	beginners or novice cyclists.	most bikes and mountain bike hybrids are suitable.	basic bike skills are required for this grade.	these will be relatively flat and wide. Trail surface might be loose, uneven or muddy at times. Might include short flowing singletrack-style sections. Some green routes can take trailers.	suitable for most people in good health.
 Blue: Moderate	40%	intermediate cyclists or mountain bikers with basic off-road riding skills.	basic mountain bike or mountain bike hybrid.	basic off-road riding skills to cope with uneven surfaces and small obstacles.	as for 'green', plus specially constructed singletrack trails. Trail surface might include small obstacles of root and rock.	a good standard of fitness can help.
 Red: Difficult	28%	proficient mountain bikers with good off-roading skills.	quality off-road mountain bikes.	good off-roading skills and techniques to cope with technical trail features.	steeper and tougher, mostly singletrack with technical sections. Expect very variable surface types.	a higher level of fitness and stamina is required.
 Black: Severe	15%	expert mountain bike users, used to physically demanding routes.	a high quality off-road mountain bike is needed.	advanced level off-roading skills and technical ability.	as for 'red', but with an expectation of greater challenge and continuous difficulty.	suitable for very active people used to prolonged effort.
 Orange: Extreme	2%	riders aspiring to an elite level of technical ability; incorporates everything from full on downhill riding to 'big air' jumps.	a high quality off-road mountain bike is needed.	advanced level off-roading skills and technical ability.	severe constructed trails and/or natural features. All sections will be challenging. Includes extreme levels of exposure or risk.	a good standard of fitness is recommended but technical skills are more important.
Forest Road & similar	ungraded	a wide range of cyclists.	most bikes and mountain bike hybrids are suitable.	basic map reading will be helpful for roads which are not way-marked or signposted.	relatively flat and wide. The trail surface might be loose, uneven or muddy at times. These roads might also be used by vehicles and others on foot.	a good standard of fitness can help.







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© Tom Johnson

History

- ▣ 1973 – First crude track in California
- ▣ 1982 – First mountain bikes imported to UK
- ▣ 1986 – Scotland's first trails developed
- ▣ 1989 – 2m mountain bikes sold in UK (70% of total)
- ▣ 2001 – '7 Stanes' begins
- ▣ 2002 – Scotland hosts World Cup
- ▣ 2005 – Scotland voted 'Global Superstar' by IMBA
- ▣ 2007 – 400,000 visitors to 7 Stanes
 - ▣ – 1,327,950 visitors to Scotland
 - ▣ -- They spend £46.5m
- ▣ 2011 – 490,000 visitors to 7 Stanes
 - ▣ -- of which Glentress 320,000

Mountain biking

- ▣ Broad appeal: ABs to C2Ds; all ages
- ▣ Enthusiasts will cross the world for a good new location
- ▣ But the layout needs to be changed regularly if they are to return
- ▣ Therefore important to collect their email addresses

Benefits of cycle tourism

Benefits

- ▣ Extended season (all-year in Scotland – April-November in S Iceland?)
- ▣ Niche operators looking for new destinations
- ▣ Activity for independent travellers
- ▣ Blogs, reports, newspaper articles
- ▣ Adds to “Inspired by ...” story
- ▣ Local economy

Benefits: Local economy

[Sustrans updated 2010]

C2C route:	£15m, 173 jobs
Hadrians route:	£9.1m, 105 jobs
Coast & Castles:	£4.6m, 53 jobs
Mountain biking Scotland (2007):	£46.5m

▣ UK Total

Cycling Holidays

Domestic holidays	£146m
Overseas visitors	£ 53m

Holiday Cycling

Domestic holidays	£ 41m
Overseas visitors	£ 13m

Cycling day visits £147m

TOTAL UK £400m

Benefits: Local economy

- ▣ Mainly rural
- ▣ Pubs, shops, accommodation
- ▣ Cycle hire, cycle repairs, baggage transfer
- ▣ Money remains in local economy
- ▣ First-time visitors
- ▣ Different types of visitor

Benefits: Local economy

- ▣ When Hadrian's Cycleway opened (about 2004) there were no cycle businesses and very little accommodation.

There are now 12 cycling businesses and a lot of additional beds.

- ▣ During the Foot & Mouth outbreak (2001) our local pub had to sack the chef, because walkers and cyclists were no longer permitted.

The C2C book & website

- “Everyone comes from the C2C Guide. In 2007 we had 1,500 bookings. In 2008 we had 1,800. This year we’ve had 1,400 and it’s only June!”
Allenheads Inn, Northumberland
- “Fellfoot Hostel has 85% of its growing business through the excellent C2C website and book. As we take the bookings the clients have the C2C online or the book open in front of them”
Fellfoot Hostel, Penrith
- “We are up by around 50% so far this year. It’s unbelievable how the business has mushroomed. The Guide is a core part of our business”
Lorraine Turnbull, Parkhead Station, Durham (the 150 km marker)

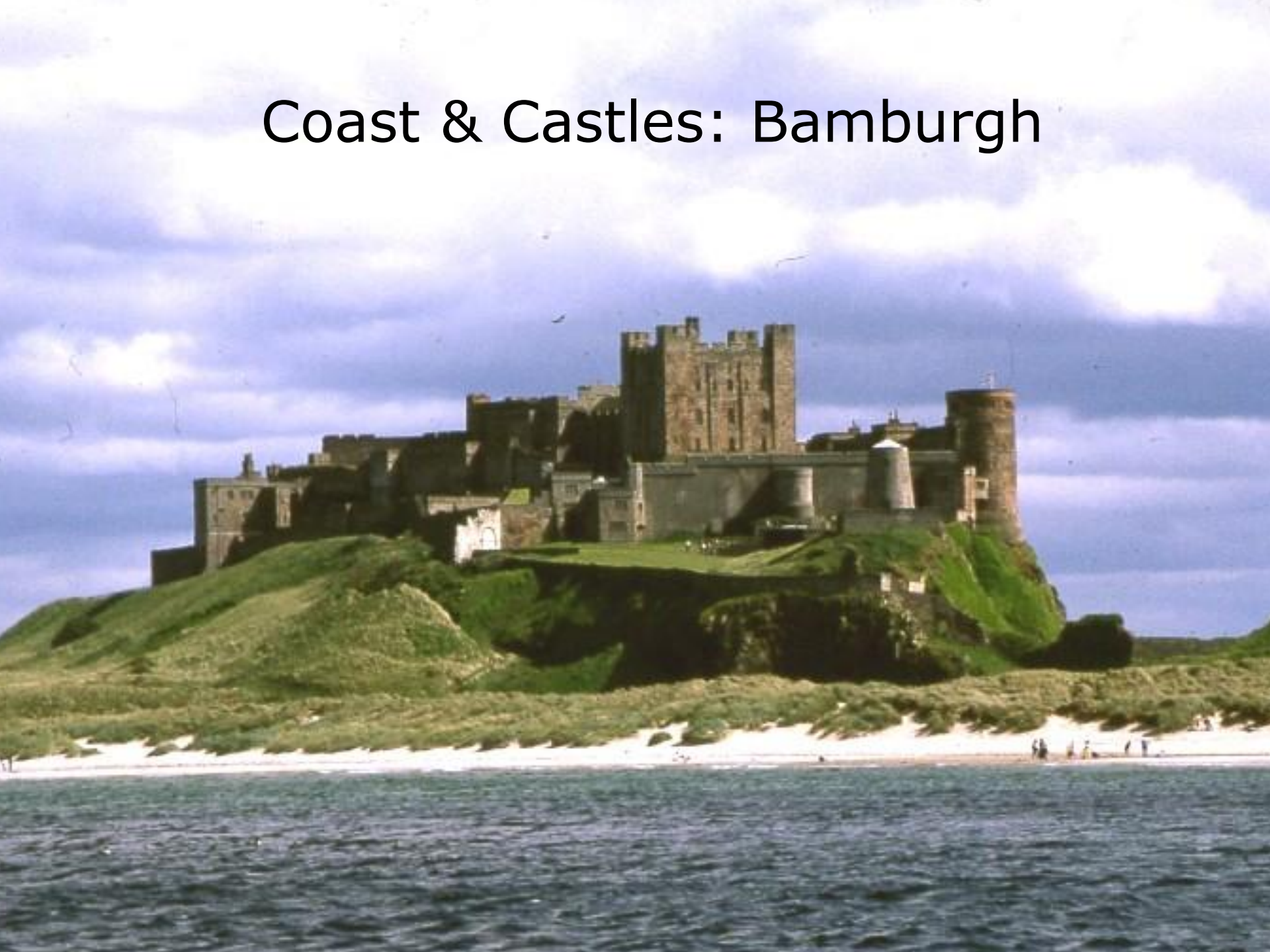


C2C: Allenheads, one of the most remote settlements in England

Hadrian's Cycle Route: Hadrian's Wall



Coast & Castles: Bamburgh



Iceland's time has come

Holiday cyclists
Cycle holidays

ME Iceland pages



The Guru: Michiel Erens (NL)



The Guru: Michiel Erens (NL)

- ▣ <http://members.ziggo.nl/iceland.htm>
 - ▣ Everything a cyclist will ever want to know about cycling in Iceland – started 1993
 - ▣ Including maps and routes throughout the island

 - ▣ <http://members.ziggo.nl/erens/icelinks.htm>
 - ▣ Blogs from all nations 1993-2011
 - ▣ 2 in 1993; 12-16 per year from 2000 onwards
 - ▣ In total (210):
Germany 30%, UK 27%, NL 24%, France 7%, Poland 4%
- NB: this is the nationality of the blogger, not the language*

The Guru: Michiel Erens

This advice comes from Michiel Erens

Overseas Interest

- ▣ When I started this site in December 1998, there were only a handful of other sites [on Iceland]. Nowadays there are over a hundred, and at least a dozen new ones a year pop up.

Overseas visitors

- ▣ You won't be the only cyclist though. If you stay in the more popular areas, you will meet at least a couple a day. I met cyclists from e.g. Holland, Belgium, Italy, Denmark, Poland, England and of course Germany. I even met a bicycle tourist from Iceland once !

The Guru: Michiel Erens

The shoulder months

- ▣ I can't tell much about cycling outside the summer, because I always went in July and August. I suppose it is possible before July and after August. But you'll have to deal with closed roads, minimal tourist facilities and sometimes bad weather.

Repair shops

- ▣ There are several bicycle shops in Reykjavik, and most are not far from the campsite. But there are only few in other parts of the country. I've seen shops in Akureyri, Egilsstaðir, Isafjörður and Selfoss. The local supermarkets hardly have any bicycle stuff. And even a car repair workshop might be a three days walk away. So bring your own tools and spare material.

Google 'Iceland Cycling'

- In the top 40:

	<u>Nov 2009</u>	<u>Feb 2011</u>
Official sites (e.g. Tourist Board):	0	0
Blogs, YouTube, general info:	35	22
Organised tours:	4	10
Cycling associations (Iceland):	1	8

- Number 1:
Michiel Erens!

Cycle holidays, holiday cycling

- ▣ Good to see the growth of packages
 - But don't forget, in the UK there are
 - ▣ 3m holiday cyclists
 - ▣ Compared with 550,000 cycle holidayers ...
 - ▣ ... Of whom only 60,000 cycle in foreign countries

- ▣ 10 years ago I knew no accommodation that offered bicycles
- ▣ Today 12+, and more considering it
- ▣ Holiday cycling better for accommodation providers
- ▣ Many cycle-holidayers will find their information from blogs – they can take care of themselves

Rental & repair

Rental

- ▣ Borgarhjól, IS-101
- ▣ Hótel Reynihlíð, 660
- ▣ Hike & Bike, 660
- ▣ Hótel Ísarfjörður, 400
- ▣ Campsite Keflavík, 240

Repair

- ▣ Örninn, 108
- ▣ G.A.P., 108
- ▣ Markið, 108
- ▣ Hvellur, 200
- ▣ Flakkarinn, 230
- ▣ Sportver, 600
- ▣ Sportvík, 620
- ▣ Hjólabær, 800
- ▣ Jobs for local farmers!

Mývatn is on the move

▣ Icelandpulse, 12 Feb 2012:

“The local district Skútustaðhreppur is planning to construct a 40-kilometre bicycling path around Lake Mývatn in northeast Iceland, a highly popular tourist destination”

Akureyri is on the map

- ▣ www.mapmyride.com
- ▣ 18 routes and maps round Akureyri
- ▣ 6km to 177km

For an excellent experience

Research by Graham Vickers
(Masters degree at University of Teesside)

For an Excellent Experience

[Source: Graham Vickers]

- ▣ 'Cyclists/walkers welcome scheme'
- ▣ Excellent destination
- ▣ Local Service Providers
- ▣ Quality Routes
- ▣ Access & Communication
- ▣ Accommodation & Food
- ▣ Local Attractions & Information

'Cyclists welcome' (Scotland)

www.visitscotland.org

- ▣ Administered by VisitScotland
- ▣ Serviced, self-catering, hostel
(Hostels, caravan, camping similar)
 - Free of charge
 - Information about local public transport
 - Drying room (30°)
 - Packed meal/ flask-filling
 - Hot drink on arrival
 - Late evening meal till 2000 (if nothing else within 2km)
 - Snack after 2000
 - Breakfast 0700, night-tray if earlier
 - Local routes & literature available
 - Daily weather forecast available
 - Lockable shed
 - Details of nearest cycle specialists



Excellent Experience

- ▣ Excellent Destination:
 - Scenery
 - Uniqueness
 - Authenticity
 - Little or no traffic
 - English spoken (especially for independent travellers)

Excellent Experience

- ▣ Local cycling service providers (will develop over time):
 - Cycle hire (but cycle holidayers will bring their own)
 - Cycle repair
 - Breakdown support
 - Luggage transfer
 - Information

Excellent Experience

▣ Quality route:

- Loops and linear
- Changing scenery
- Well-signed (?)
- Good maps available
- Some challenge, but not too tough
- Rangers (?)
- Round-the-Island (?)
- Dirt/lava more than tarmac
- Facilities
- Safety

Excellent Experience

- ▣ Access & Communication:
 - Easy transfer to start-point
 - Sympathetic accommodation
 - Knowledgeable accommodation
 - Mobile phone coverage (or warnings)
 - Easy return to airports/ ferry

Excellent Experience

- ▣ Accommodation & food
 - ABC1: people of taste! ...
 - ... want authentic Icelandic experience
 - ... Not N1 every day!
- From camping sites to hotels

Excellent Experience

- ▣ Local attractions & information
 - Maps & route guides
 - Location of food, water, support
 - Things to do in a blizzard
 - OPEN in shoulder months!

Next Steps?

Next steps?

- ▣ Package holidays already happening; independent travel needs encouragement
- ▣ Select trial locations. Ideal for co-operating farmers
- ▣ Create projects for 2013
- ▣ 2 Challenges:
 - 'Round the Island': complete with stamping stations
 - ▣ 1,350 km?
 - 'The Roof of the World': across the wilderness
 - ▣ 250 km?

Let's discuss!

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