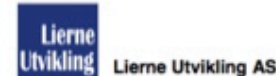
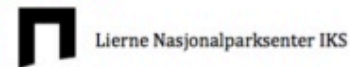


How future trends can help shape today's development strategies.

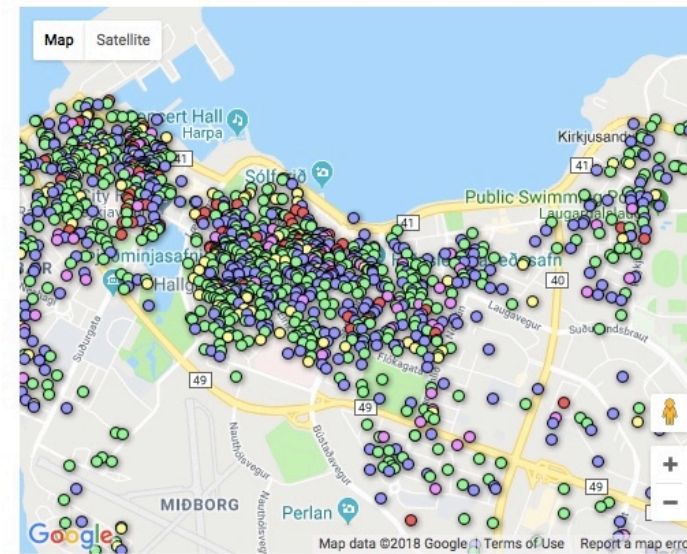
Global Experience - Local Focus



The Big Picture

- Climate change
- Political instability
- Continued growth in global travel
- Overtourism

MAP OF AIRBNB LISTINGS IN REYKJAVIK



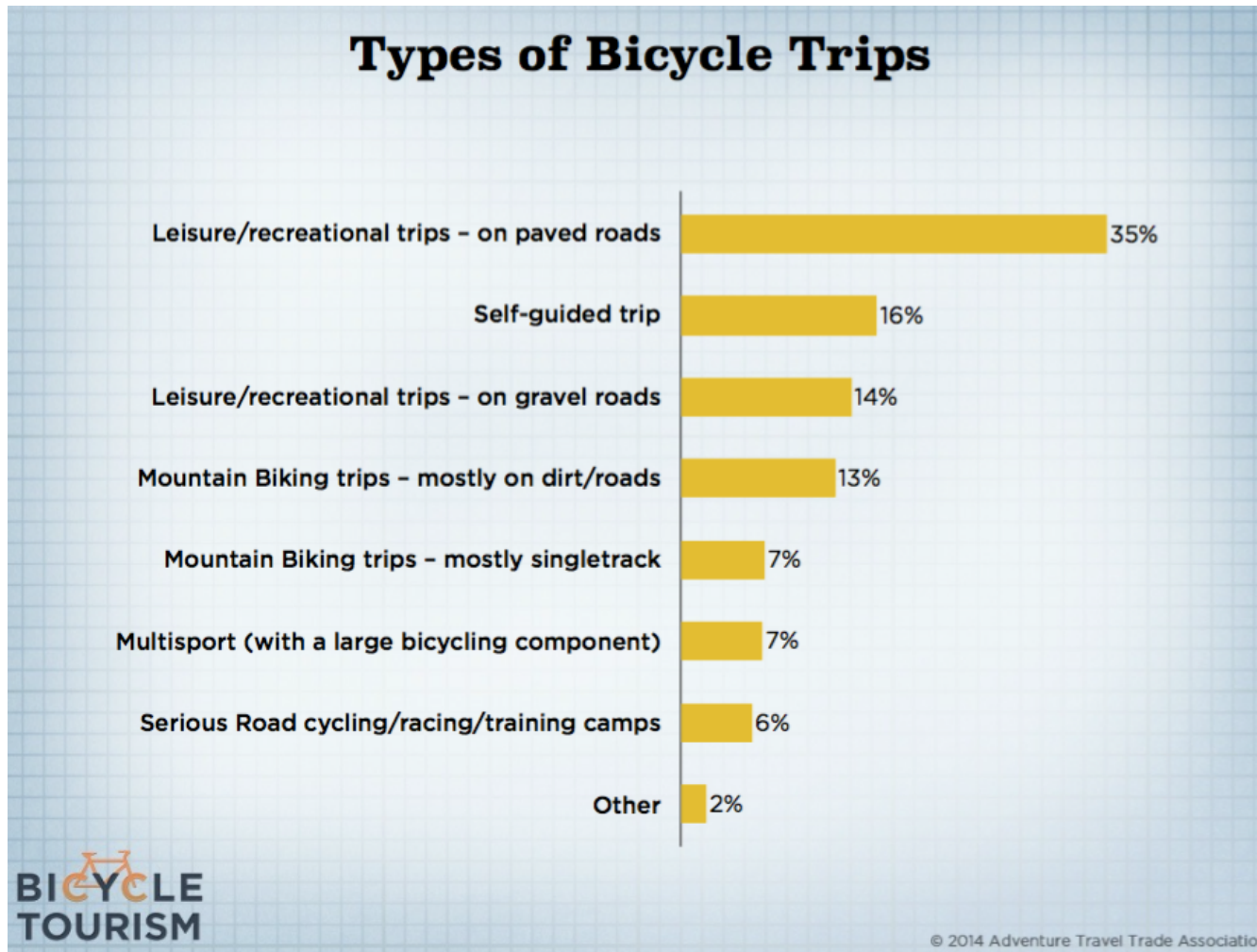
Travel Experience Trends

- Biking segments & demographics
- Trends from market leaders Trek Travel & Sacred Rides

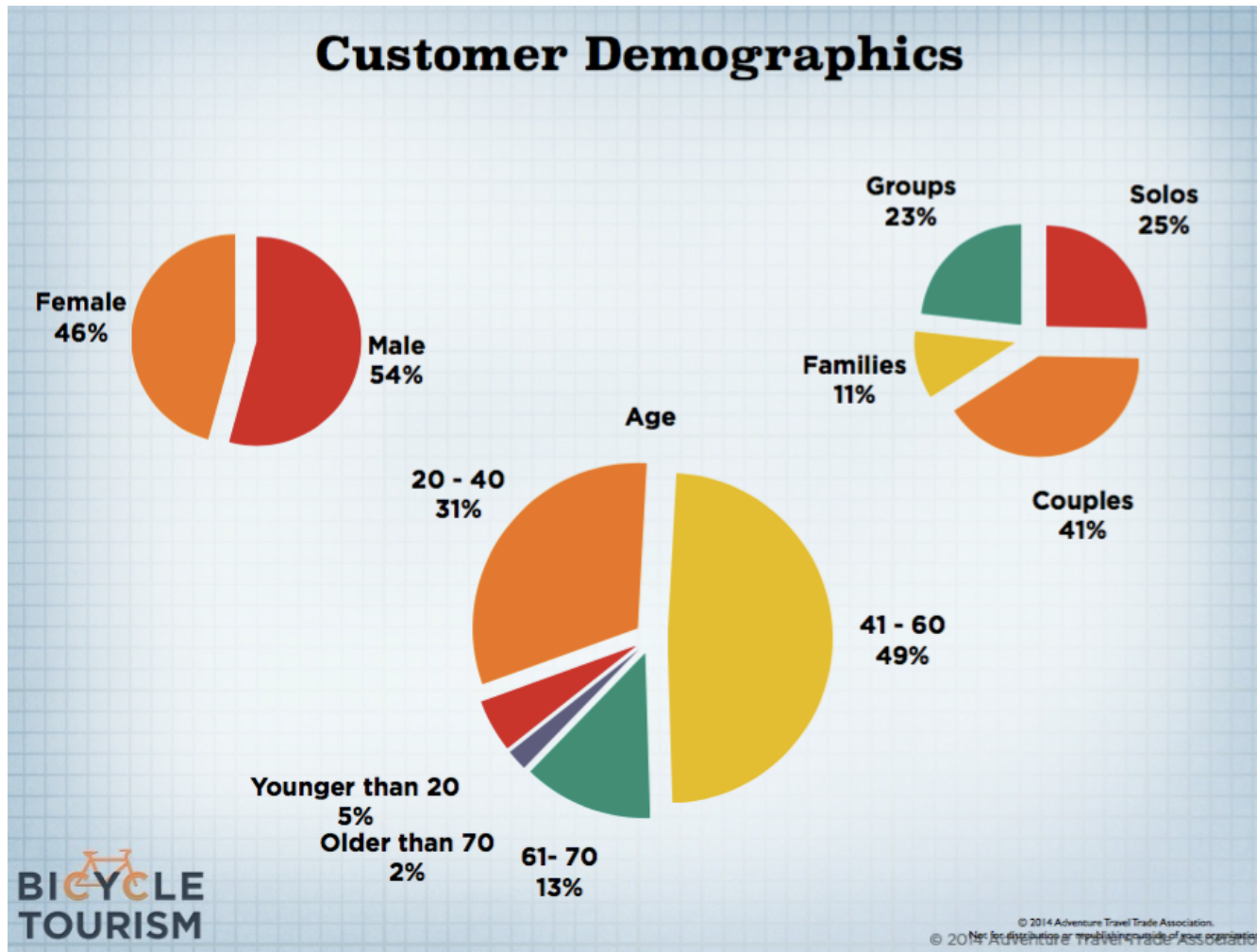
“Closing the gap between delivering a ride with a box lunch to an immersive experience packed with ‘wow moments’ and unforgettable local encounters”.



Know your niche



Know your client



Experience Trends



- Clients looking for a transformative experience that builds connections.
- Mountain biking is their passion and the catalyst for creating a community for them.
- Create unique, local and personalized experiences for each rider.
- Personalized welcome videos, gifts and post cards before they depart on a ride.
- Guides create one-of-a-kind experiences such as eating a meal at the guide's home where they meet the family and enjoy local food.
- Help clients connect with each other to share share experiences including photos, videos and stay in touch with the guiding team.

Experience Trends



- Off-the-beaten-path and unique experiences.
- Seamless and personalized service through the client journey from first call to post trip follow up.
- Elevating each aspect of the trip to stay ahead of the competition –personal trip design, unique high-end accommodation, local ‘farm to table’ food and ‘tasting’ experiences.
- Immersive Trek brand experience – high end bikes and clothing and access to Club TT loyalty program.
- Choice of 3 daily rides so that everyone gets a personalized ride experience no matter their riding level.
- Guides are challenged (and compete) to create amazing ‘wow’ moments for their clients.

Product Trends

- Activity focused signature routes and trails
- Centre based strategies
- Events
- Custom Design
- Specialist operators



Hubs, local clusters & 'signature rides'

You are here: [Homepage](#) > [Things to Do](#) > [Sport & Active](#) > [Cycling](#) > [All cycle and mountain bike rides at a glance](#)

Refine search

Type

- Mountainbiking (0)
 - Mountainbike Rides (0)
 - Tirol Mountain Bike Safari (0)
 - Bike Trail Tirol (0)
 - Singletrails (0)
- Cycling (0)
 - Bike Rides (0)
 - Long-distance Cycle Paths (0)
 - Electric bike Rides (0)
 - Road bike Rides (19)
 - Handbike Rides (0)

Difficulty Rating

- easy (5)
- medium (5)
- difficult (9)
- extremely difficult (0)

Riding time

- < 3h (4)
- 3-5h (10)
- > 5h (5)

Elevation uphill

- < 500m (2)
- 500-1,000m (4)
- 1,000-1,500m (6)

Route length

- < 15km (0)
- 15-30km (4)
- > 30km (15)


Duration

- up to 1 day (0)
- 2 - 3 days (1)
- 4 - 5 days (0)
- more than 5 days (0)

circular routes


- back to starting point (12)

[Reset filter](#)

Arlberg Giro
Road bike 


Starting point: St. Anton am Arlberg
Finishing point: St. Anton am Arlberg
Length: 148 km
Elevation uphill: 2,400 m
Riding time: 7 h 30 min

[Go to Bike Ride](#)

Fabulous cycling at the Gadenwald Plateau
Road bike 


Starting point: Hall in Tirol
Finishing point: Hall in Tirol
Length: 30 km
Elevation uphill: 350 m
Riding time: 2h

[Go to Bike Ride](#)

From Innsbruck to the Mieming Plateau
Road bike 


Starting point: Innsbruck
Finishing point: Innsbruck
Length: 80 km
Elevation uphill: 750 m
Riding time: 3h

[Go to Bike Ride](#)

From Kematen to Kühtai
Road bike 


Starting point: Kematen
Finishing point: Kühtai
Length: 85 km
Elevation uphill: 1,750 m
Riding time: 4h

[Go to Bike Ride](#)

Lakes Tour to Bavaria
Road bike 

Starting point: Wiesing
Finishing point: Kufstein
Length: 143 km
Elevation uphill: 1,200 m
Riding time: 8h

[Go to Bike Ride](#)

Limber up in Spertental Valley
Road bike 

Starting point: Klausen near Kirchberg
Finishing point: Klausen near Kirchberg
Length: 30 km
Elevation uphill: 645 m
Riding time: 2h

[Go to Bike Ride](#)

- Destination or 'hub' based biking and cycling.
- By segment.
- Graded signature rides or routes.
- Flexible stay periods.
- Aimed at direct sales.
- Attractive to both domestic and overseas visitors.



EVENTS

There has been an increase in the market value of cycling events in recent years; ranging from off-road, trail-based mountain biking, to family-focused cycle activities, and there is anticipated to be even more in the coming years.

Recent figures show the economic impact of events such as TweedLove Bike Week which was £780,000, while more established events like the

Highland Perthshire Cycling Festival achieved more than £2 million.

Organised cycling events can provide a perfect opportunity for destinations to showcase their area and promote their tourism assets and service providers to a new audience. EventScotland works to strengthen and promote Scotland's events industry and offers funding, as well as advice and guidance, to event organisers.



Events drive interest in 'hubs' and 'clusters'

Highland Perthshire Cycling Festival = 21 million NOK

Tweedlove Bike Week = 8.25 million NOK

Custom Design is growing

**What percentage of the time do you create
custom itineraries?**

35.3%

CUSTOM ITINERARIES

Product Trends – Trek Travel



Voted a 2016 Travel + Leisure
World's Best Tour Operator!



- Strong demand for Nordic countries
- Private/custom design
- Family vacations
- Guaranteed to run departures
- Multi-sport adventures
- Ride Camps
- Single and solo trips
- Growing demand for e-bikes
- One world-class hotel destinations
- National Park focused programs

Product Trends – Sacred Rides



- Very strong demand for Nordic Region
- Unique, local, personalized
- Private trips
- Custom trips
- Partner trips
- Centre based riding & franchising
- More women single track riders
- Women only rides with more cultural experiences
- E-bikes not allowed yet on Sacred Rides trips

Destination Trends

- Overtourism & Undertourism
- Holistic Sustainable Destination Management Solutions

Norway's Sustainable Destination Standard is now a GSTC Recognized Standard.



Sustainable tourism 2015
– Norway, a (more..) sustainable tourist destination

Ingunn Sørnes, project leader «Sustainable Tourism 2015», Norway

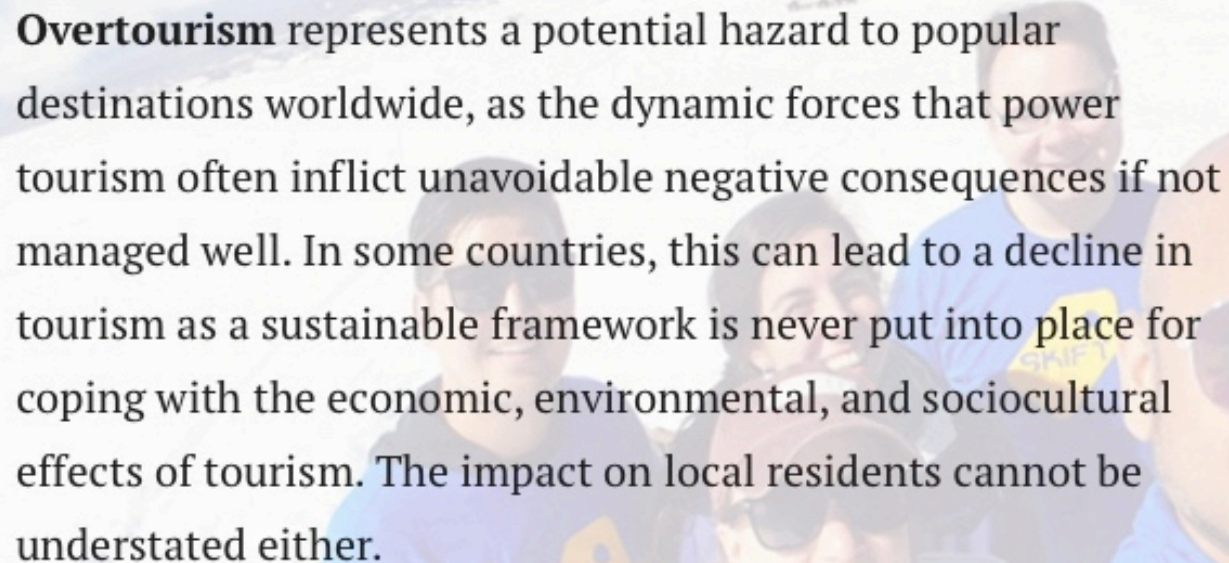
Vi gir lokale ideer globale muligheter

INNOVASJON
NORGE

Overtourism, Undertourism, Notourism

A NEW TENSION HAS EMERGED IN ICELAND BETWEEN THOSE WHO HAVE HITCHED THEIR WAGON TO THE ASCENDANT FORCE OF TOURISM AND THOSE WHO HAVE BEEN EITHER LEFT BEHIND, OR SIMPLY IDENTIFY TOURISM AS A CORROSIVE PRESSURE ON ICELANDIC CULTURE AND TRADITION.

Overtourism



Overtourism represents a potential hazard to popular destinations worldwide, as the dynamic forces that power tourism often inflict unavoidable negative consequences if not managed well. In some countries, this can lead to a decline in tourism as a sustainable framework is never put into place for coping with the economic, environmental, and sociocultural effects of tourism. The impact on local residents cannot be understated either.

As the world moves towards two billion travelers worldwide in the next few years, are countries and their infrastructure ready for the deluge? Are the people and their cultures resilient enough to withstand the flood of overtourism?

The costs and benefits of sustainable tourism management



Trygve Sunde Kolderup is with Arild Molstad.

17 hrs · 🌐

JAI! New Zealand innfører turistskatt og vil årlig få inn 450 millioner kroner til å bedre infrastrukturen for de besøkende. Ingen kommer til å velge bort øygruppa som turismål på grunn av en avgift på 200 kroner, men de som kommer – og de som bor der – får bedre opplevelser. Det er mange eksempler på at turistskatter funker og det er få eksempler på at turistene velger andre reisemål som følge av en sãnn type avgift

Forslag; I stedet for å ta avgiften inn med knøttsmå ekstrabeløp på hotelløgn og opplevelser, kan man se på en løsning som ligner på den de har i Sveits, der alle utenlandske biler og leiebiler betaler en avgift for å kjøre på veiene i alpelandet. Kan vi gjøre det i Norge også – I tillegg til å avgiftsbelegge de som kommer med fly og cruise, kan vi også avgiftsbelegge alle bobiler, utenlandske biler og leiebiler med en fast sum på 200 kroner? Bilbruk i Norge er dyrt for norske bilister – er det ikke da legitimt at turistene også er med og betaler sin del? (Samtidig kan det å ta avgift på privatbiler kanskje få flere turister til å velge offentlig kommunikasjon?)

Avgiften kan innføres i høysesongen som et grep for å spre trafikken, og kan enkelt prøves ut i for eksempel Lofoten i juli og august 2019 – det er enkelt (og sannsynligvis ganske rimelig) å ta inn avgiften ved å stoppe bilene på ferjeleiet i Moskenes og på E10 nordfra.

[See Translation](#)

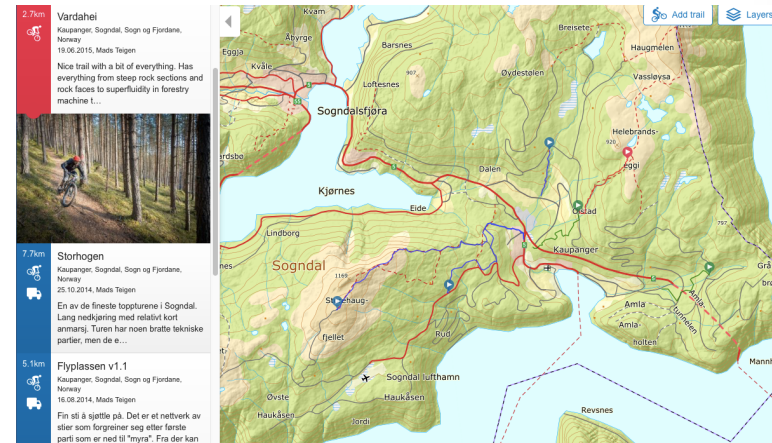


NRK.NO

Vil ha miljøgebyr på turister i Norge

Norge bør gjøre slik New Zealand planlegger og innføre et turistgebyr...

Kaupanger, Sognefjord



Thank you for listening!



R &
CO
rogers & co

neil@rogersco.se

+46 72 732 7262

www.rogersco.se

R &
CO
rogers & co