

12 TIPS FOR 12 MONTHS

**BOOST MOUNTAIN
BIKING TOURISM IN YOUR
DESTINATION**

Mountain biking has become a major sport and recreational pursuit worldwide that provides significant benefits for the destinations and communities that implement such offer.

In order to help you to take full advantage of mountain biking tourism in your destination, we have carefully selected 12 tips that will help you to develop a sustainable mountain biking tourism.

GET TO KNOW MOUNTAIN BIKERS WELL

One of the main secrets of successful destinations is that they know their key target markets and travel motivators very well and base the offer according to their needs and expectations. In order to develop a successful mountain biking destination, you should consequently gain an in-depth knowledge about the mountain biking culture.

FIND THE GENUINITY OF YOUR DESTINATION

Even though your mountain biking destination is unique by itself, competitors may replicate or even improve many of your features. That is why you should base your offer on the genuine characteristics of your natural and cultural environment. These attributes will also help you to create a strong backbone for your brand and enable you to tell a distinctive story.

FIND OUT WHOSE EXPECTATIONS YOU CAN FULFILL MOST

Unless you are one of the biggest resorts in the world or you at least have unlimited resources to support the development of a widespread mountain biking tourism products for all segments of mountain bikers, you will have to pick a certain segment of mountain bikers that fits best on the attributes you can offer. Only then you will be able to fulfill expectations and outperform the competition.

MAKE A PLAN

Even though planning seems boring, it is essential for a successful development of mountain biking tourism. Development of mountain biking tourism requires years to develop. Consequently, you need a long-term strategy that will help you to set your goals, guide you through the complex process and help you monitor your success.

GET THE LOCAL COMMUNITY AND OTHER STAKEHOLDERS ON BOARD

Cooperation with the local community and other stakeholders is an essential part for a mountain biking destination to become successful. Involving stakeholders and motivating them to participate in the development of mountain biking tourism will lead to their wide support and advocacy which will result in the creation of a unique mountain biking culture and experience.

DEVELOP WELL PLANNED AND MAINTAINED SIGNATURE TRAILS

Trails are still the most important feature that attracts mountain bikers to a certain destination. An epic or iconic trail or trail network can consequently define a destination. That is why you should focus on the development of unique, well planned and maintained trail system that will reveal the personality of your destination, instead of developing kilometers of poorly developed trails.

MAKE THEM FEEL AT HOME

Mountain bikers have specific needs and expectations, and that is why you should recognize and exceed them. Apart from the development of mountain biking specific services and additional infrastructure, you should also consider the adaptation of your existing offer; from bike friendly public transport to bike friendly accommodation with secure bike storage.

DEVELOP A STRONG BRAND

A brand is one of the most powerful tools that you can use to attract mountain bikers. Brands will help you to create emotional connections with visitors, differentiate your destination from the competition and occupy a unique position in the hearts and minds of visitors. Consequently, brands cannot be copied and at the same time build loyalty and awareness.

TELL THE WORLD ABOUT YOUR AMAZING DESTINATION

In order to be successful in presenting your mountain biking destination, you should speak the language of mountain bikers and be consistent in all your communications. Depending on your target segment, you should determine the right communication channels. Social media seems to perform well in any segment, however you should be creative and use also the events, cobranding efforts and brand ambassadors.

ASK THEM HOW YOU CAN IMPROVE YOUR OFFER

Development of mountain biking tourism is a continuous process that is repeated again and again. Consequently, you should regularly monitor your visitors' satisfaction, spot their needs and requirements and try to fulfill them. Furthermore, a good insight in your visitors will enable you to predict new trends and adapt your offer early enough.

COOPERATE WITH OTHER DESTINATIONS

Mountain bikers are adventure seekers and bikes enable them to travel long distances. Consequently, some mountain bikers, especially the ones that are not gravity-oriented, migrate frequently from one destination to another during their vacation. That is why cooperation with other mountain biking destinations on regional, national or even multinational level is beneficial.

START RIDING

If you haven't yet, get yourself a mountain bike and start riding! This will help you to fully experience the mountain biking culture and understand the expectations of mountain bikers that may now seem absurd to you. Not only riding will help you to understand mountain bikers, mountain biking is also a healthy and fun activity that will help you to improve your fitness and reduce daily stress.



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