

## Pro-forma bicycle tourism services proposal - \$10,000 Or \$27,000 for 3 years

### Enhanced bicycle tourism opportunities

The path to getting more visitors is different for each destination. It's not (just) about a good website, or good product, or more marketing. It's about understanding what makes you unique, what is getting in the way, and what you need to do about it.

IDENTIFY AND NOTE CLIENT KEY ASPIRATIONS, REQUIREMENTS –

This will inform and shape a tailored contract for individual communities and destinations

Our standard \$10,000 bicycle tourism package includes:

TASK	DETAILS	COST
Analysis	Assess and identify opportunities and gaps/barriers, with recommendations to achieve a path to success (these can be very low cost and minimal intervention, largely working with what you've already got)	\$2,000
Business support	Facilitate two to three training sessions to: <ul style="list-style-type: none"> <li>engage local businesses to upskill and capacity build to better anticipate and provide what bicycle tourists are looking for; and how to learn from best practice destinations.</li> <li>support businesses to sign up and list their business</li> </ul>	\$1,000
	Business Subscription offer and benefits: <ul style="list-style-type: none"> <li>list your business</li> <li>list events</li> <li>receive regular blogs and newsletters</li> <li>share your experiences to social media</li> </ul>	n/a
Destination landing page; Curated rides; & Itinerary packages	Create a landing page for your destination	\$500
	Develop seven to 12 cycling experiences – sightseeing/leisure; mountain-bike; road; gravel; boutique (events, niche markets etc) Wherever possible, we recruit and work with local Ambassadors and photographers to create this material	\$2,000
	Ensure listing of at least five places to stay; five places to eat and drink; and five key events, attractions and points of interest. Where applicable, we will also ensure inclusion of local bike stores and guided tours.	\$1,000
	Develop three to four multi-day itinerary experiences, linking rides, accommodation and other local businesses/attractions for longer stay and greater spend	\$2,000
Marketing	Formulate a clear brand/unique value proposition/narrative	\$500
	Develop an online and print-ready marketing campaign, using a suite of marketing materials. You agree as part of this contract to undertake joint promotion and marketing, including: <ul style="list-style-type: none"> <li>placement of CycleLifeHQ embed codes on your website</li> <li>Printed postcards for local distribution at key Points of Interest/businesses</li> <li>Social media promotion campaign</li> </ul>	\$1,000
Ongoing support	CycleLifeHQ site hosting and maintenance as your one-stop-shop for the region's bicycle tourism experiences	n/a
<b>TOTAL COST</b>		<b>\$10,000</b>

## How CycleLifeHQ can assist

We usually undertake this work over a 12-week period from the date of signing a contract.

These actions will help to:

- access a broad audience reach of niche bicycle tourists;
- provide a fresh angle to inspire and achieve increased bicycle tourist visitation; and
- improve revenue direct to local businesses – bicycle tourism is more than just cycling alone. It's a culmination of the destination's sum of whole parts, including local produce, attractions, and the key stories and narratives that tie together the region's unique character for an unforgettable cycling experience.

As evidence of our ability to gain traction, in a little over 18 months, the CycleLifeHQ platform has expanded to cover 1,500 curated rides across 70 destinations. With this comes a growing user base looking for bicycling experiences.

Our work is tailored to meet your identified aspirations, vision, opportunities and challenges.

## SUPPORTING INFORMATION

### Step 1: Help you understand what is unique about your bicycle tourism product and how to get visitors to consider it

We use the insights gained from over 150 cycle tourism destinations to quickly identify what you want to achieve, where you should focus, what you need to do how you are going to get there. This work is undertaken in conjunction with key stakeholders to get right, get it known and get it happening.

#### Deliverables:

- Bicycle Tourism Development Plan and Roadmap
  - Stocktake and maturity assessment
  - Recommendations for success
  - Roadmap to make it happen
  - 3-6-9-month action plan

SEGMENTS	INITIAL ASSESSMENT	CURRENT	POTENTIAL	ANALYSIS
Lightweight	The potential is significant. XXXX and surrounds first rate potential to add curated rides to its existing tourism focus. However, industry engagement around these curated rides would create significant local benefits esp if a region wide focus was undertaken. Most of these activities would be low cost and create significant benefits.	20%	40%	Potentially world class. Strong thematic potential based on theme local and regional history and culture. Excellent infrastructure. Very scenic. Goodfalls, Wineries, Craft Breweries.
Road	Outside events, inadequate promotion / awareness. Inadequate support industry (bike hire challenged). Lack of product.	10%	30%	Good quality and scenic rides. Suitable for events and weekend riding. Can't compete with some of the more scenic road ride oriented Australia. However, regional bike providers strong potential for further promotion undertaken.
MTB	Good maintenance of trails. Excellent local positioning potential as a regional hub. However, lack of consistent marketing and promotion. Significant opportunity for product development e.g. XXXX for accommodation with bike shuttles and regional hub concept.	20%	40%	High quality. Excellent scenery and regional trails and infrastructure. Good local bike hire support. Can't match the world's best (e.g. Whistler), but of sufficient quality and variety to create a sustainable industry. Very strong potential for a high quality regional product development building on international target market.
Rail Trail	Core assets are there – could benefit from more active industry and product development and marketing. Better regional linkage. Also better linkage to local riding network. Need better further product / local destination and promotion for rail. Regional scenic trails being investigated from Edithvale XXXX to XXXX XXXX.	40%	40%	Very strong local focus with pre built trails as well as regional context. On roads and others.

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#### Priorities for enhancing bike tourism experiences in XXXX are ...



**Executive Summary**

- Excellent and growing regional MTB and rail trail potential
- Excellent website
- Diversity of experiences (MTB, rail trail, sightseeing)
- Existing tourism/visitor infrastructure esp. XXXX
- Strong economic development culture

**Challenges**

- Lack of cycling infrastructure and wayfinding/signage
- Core value proposition not yet defined
- Lack of product / cycling-specific businesses
- Offer not getting to customers effectively
- Lack of clearly defined, and consistent, cycle tourism branding
- Businesses not adequately connected / lack of cross promotion

**Further integration of information:** While the current cycling in XXXX has some great information, a lot more could be done, at very low cost, to make this easier.

**Industry engagement:** While XXXX is more advanced than many destinations in this space, there is still significant potential to (a) catalyse new micro-business to create local employment and (b) help local businesses understand what it needs to do differently and/or how it can access cycle tourism spend

**Regional linkage and promotion:** Capitalise on a regional cycle tourism with/visible site that consolidates all relevant areas (e.g. Goodfalls) and experiences to maximise cooperative marketing across LGAs.

#### Quick Wins

1. Create 5 curated rides that actively link local businesses and support your primary tourism focus areas / points of difference – wineries and craft breweries, golf clubs, heritage, architecture, fine food and produce / GDA.
2. Create Tourism 101 evening information sessions for local businesses / points of interest (cost if linked to 1. above).
3. Goodfalls Cycling hub – web and mobile presence (starting with your curated rides).
4. Local business / point of interest cycle tourism promotion campaign (postcards) / CDU.
5. Build out regional MTB hub esp. in context of XXXX bike Plan.

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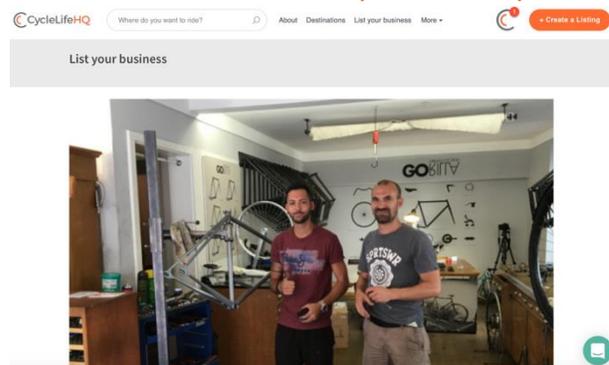


### Step 2: Develop your tourism product and assist local businesses to become cyclist friendly

Because bicycle tourism maturity is evolving rapidly, it is important that both the local community and local businesses know what it means to be cyclist friendly and that your region uses the opportunities to create supply to match demand (ie jobs and businesses!). We work with you to engage your local community and businesses to improve the quality of visitor experiences – through education and product development / enhancement.

#### Deliverables:

- Businesses listed on the platform
  - Free to list
  - Free eCommerce
  - Guided checklists for bicycle friendly features
  - Linked to curated rides
  - Can offer deals and discounts to visitors
- Messaging and media – high level messaging and branding advice
- Bicycle tourism industry gap analysis and recommendation on product gaps
- Business workshops to help upskill and capacity build



#### Our Passion

Our passion is helping every rider discover his or her own cycling adventure. Sports Garage is Boulder's only full-service, high end bike retailer dedicated to alternative surface cycling. We love chasing premium singletrack, mixing it up in a dirt road group rides, tackling long distance gravel jams, bikepacking, and sharing these experiences with our clients in a meaningful way. We believe in building the legacy of the local bike shop, knowing your name when you walk in the door, and providing unparalleled service. Where the pavement ends, our passion begins.

#### Services

#### Cyclist Friendly Features:

- |                      |                                |                                                              |
|----------------------|--------------------------------|--------------------------------------------------------------|
| Secure bike parking  | Hair Dryer                     | Free wifi                                                    |
| Uncover Bike Parking | Water refills                  | ✓ Details of local bike routes                               |
| Lockers              | Ironing Board                  | ✓ Details of bike hire locations                             |
| Showers              | Bag storage                    | ✓ Food fuel - portable, healthy packaged snacks for purchase |
| Change Rooms         | ✓ Bike pumps (Schradet&Presta) | Complimentary bike locks                                     |
| Bathroom / Toilet    | ✓ Basic tool kit               | Bike rider discounts                                         |

- Access to CycleLifeHQ business support service
- Attract or develop new businesses/product e.g. identification of tour providers, bike hire and/or shuttle service operators; development of audio tours

### Step 3: We make it easy for visitors to find and consider your bicycle tourism product through a Bicycle Tourism Digital One-Stop-Shop

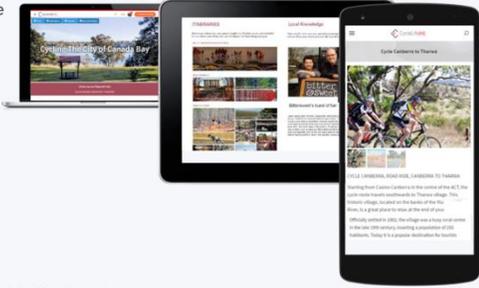
We create a fully integrated and engaging digital *one-stop-shop* your bicycle travel and tourism

We make it easier for your visitors to find, engage and time in your region. Visitors can access this information through existing website as well as across mobile and (shortly) an App. platform also includes a marketplace that allows local businesses to list and visitors to

their services. NOTE: the information we provide is accessed through your website / channels. We provide 'embed' functionality for our material that your CVB / DMO can use as well as local businesses.

A destination digital platform for cycle tourism that improves their go to market and provides a superior customer experience

- Modern open source architecture
- Hosted on AWS
- Digital mapping
- Full marketplace
- Built in eCommerce
- Filtered searches
- Fully responsive web app
- Multi-currency marketplace
- Stripe.com payments
- Support desk
- Internationalisation
- Rich text content editing
- Video integration
- Integrated Google maps
- Rate and comment
- Social engagement (chatbox, 'post to' features)



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#### Deliverables:

- Consolidate and/or create curated that visitors can view across web, mobile and app
  - Post to social media
  - Create trip reports
  - Rate and comment feature
  - Multi-language
- Local businesses and points of interest on the site and linked to the curated
  - Checklist of bicycle friendly features
- Creation of a high-quality landing page that lists all your rides and associated bicycle tourism businesses
  - Intuitive filter-based searching so visitors find what they want
- Full marketplace (with potential revenue share)
  - Multi-currency
  - Free for businesses to list
- Digital wayfinding for visitors
- Automated Chatbox



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### Step 4: Promote your region for more 'heads on beds'



Design and deliver (typically in conjunction with your marketing team) a range of bicycle tourism specific campaigns to drive growth including print-ready postcards, curated itineraries that can be published and re-used across a variety of digital channels, and campaigns. The data and insights from our digital footprint get your offer out to get more 'heads on beds'.

**Deliverables:**

- Optimise social media through hashtag label and branding key messages
- Boost cross-promotion amongst local industry through a targeted postcard campaign
- Enable businesses to offer up discounts to targeted customers
- Maximise SEO through SEO-optimised content writing, Google code proliferation, embedding ride information in business websites
- Campaigns
  - boosted social media campaign advertising
  - high quality and heavily curated bicycle tourism and travel itinerary
- Identify and on-board a specific bicycling tourism package that makes it easy for website visitors to get all that they need – accommodation, bikes and other facilities.
- (additional cost) Create and activate a cycling concierge service to create packages for visitors



**Investment**

We offer this standard package for \$10,000.

We also offer a value-add for a three-year subscription to these services, with a 10% discount across each year (total \$27,000 over three years). This subscription service provides annual re-assessment, business training and continuous development of the platform and targeted marketing campaigns. This service is available to those organisations that are looking to extend our relationship.

**Return on Investment**

We will work with you to achieve the best possible return on investment. There are a lot of variables (including measurement), but the following are a good starting point:

For Visitors	For the region	For Local businesses
<ul style="list-style-type: none"> <li>● Increase visitor satisfaction</li> <li>● Increased bicycle tourism offers</li> </ul>	<ul style="list-style-type: none"> <li>● Number of new visitors</li> <li>● Increase in average stay length</li> </ul>	<ul style="list-style-type: none"> <li>● Increased revenue</li> <li>● Higher percentage of businesses that are cyclist friendly</li> </ul>
<ul style="list-style-type: none"> <li>● Access to trip reports and reviews by other visitors sharing their trip on social media</li> </ul>	<ul style="list-style-type: none"> <li>● Increased revenue</li> <li>● Number of new businesses established</li> </ul>	