

Over \$50,000 of value for \$10,000 per annum

Tap into your share of the
annual global \$100 Billion USD bicycle tourism industry

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. We're here to help.

IDENTIFY AND NOTE CLIENT KEY ASPIRATIONS, REQUIREMENTS –

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

Our bicycle tourism package includes:

1. Identification, analysis and assessment of your destination's bicycle tourism opportunities – Our bicycle tourism experts help you and your key stakeholders understand your strengths, weaknesses, opportunities and barriers to capturing your share of the global \$100 Billion bicycle tourism industry.

We provide you with a recommendation report which provides clearly identifiable and easily implementable actions over 3-6-12 months and beyond.

2. Local Business Training Program – We rollout the world's leading bicycle tourism training and educational program for new and existing businesses - small to medium sized - giving them the knowledge and tools to attract bicycle tourists to your destination and through their front doors.

Your local businesses receive free access to list their business, transact online and have their business linked to curated rides in your destination.

Ongoing 30% subscription discounts for your participating local businesses for CycleLifeHQ.com the world's leading bicycle tourism marketplace – Premium businesses can offer special deals and discounts for local and visiting cyclists.

3. Curated Cycling Experiences – we will create and host on our digital platform up to 12 curated cycling experiences based on consultation with you and your tourism stakeholders to bring out the best in your destination.

We create an engaging destination landing page from which to link all your local cycling experiences, including participating businesses, as a one-stop-shop. We make it easier for your visitors to find, engage and spend time in your region.

You provide the digital photography, topics and general ride paths and we take care of the rest. Linked to all of this is our mobile app, downloadable GPX files, digital wayfinding and more.

Embed Codes and API – Once we have completed curation of your local ride experiences, you receive full access to our digital platform to embed curated rides back into your destinations digital marketing assets via either simple embed codes or our RESTful API.

Special Recognition on the CycleLifeHQ platform as a Partner Destination – We provide recognition for you to stand out from other destinations on the CycleLifeHQ platform. We increase your presence on CycleLifeHQ compared to destinations created via means other than our partnership opportunities.

4. Digital Marketing Campaign – We provide you with our suite of digital marketing tools to help you promote your destination's bicycle tourism experiences, and your partnership with CycleLifeHQ. This not only attracts more bicycle tourists, but also demonstrates to your stakeholders that you are investing in local businesses and economic development.

Our marketing materials include assets such as branding, media releases, social media releases, templates for physical ride postcards and more.

**It is a requirement of our service package that you agree to undertake a joint marketing campaign with us using these - or other, jointly agreed - materials.*

We also provide you with direct access to our growing audience of enthusiastic cyclists and travelers across the globe through our broad outreach and communication channels.

5. Creation and curation of multi-day itinerary packages - We work with you to identify multi-day itinerary packages to ensure longer stay and greater spend in your destination. These packages incorporate the best of your destination's experiences, combining rides with places to stay, places to eat and drink, and other key local attractions and points of interest.

These five actions will help you 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.

**All reasonable domestic travel arrangements as part of our services package are to be paid by the client; to be agreed upon prior to the commencement of the contract. This usually includes a modest amount to cover ground travel and 3-5 nights' accommodation in your destination.*

The next steps:

Contact us today for **FREE access to our self-assessment diagnostic tool, benchmark report and bicycle tourism analysis** – Complete your self-assessment survey and book a 30 minute consultation with one of our highly experienced and qualified analysts to discuss any aspect of your bicycle tourism analysis/benchmark report, future strategy and aspirations.

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

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

For destinations who choose to sign up for three years, we provide a 10% discount for a total three year service package of \$27,000. Access to our ongoing program includes:

- annual assessment of your opportunities, challenges, gaps and barriers;
- creation of new and/or revised ride and business listings as appropriate;
- accelerated training program for local business;
- a sustained marketing campaign over a three-year period, with refreshed and targeted communications every 12 months; and
- creation of additional multi-day itinerary packages, where relevant and appropriate