

## SHOUT ABOUT IT! – SIGNS, SIGNS, SIGNS!

You could offer some great things for cyclists, but if you don't tell them what you have to offer, then how will they know?

- Highlight what you are doing on your website, and tell other cycling and tourism websites.
- Send out information prior to someone booking.
- Let cyclists know what you are doing when they arrive.
- AND.....tell the people you work with and know locally.

Not only will what you have read above provide a great welcome for cyclists, so much of it will help you in your business.....it's all about being ready and not surprised!

Further information can be found at the Cycle Northumberland or Cycle PaD Website



[www.cyclenorthumberland.org.uk](http://www.cyclenorthumberland.org.uk)  
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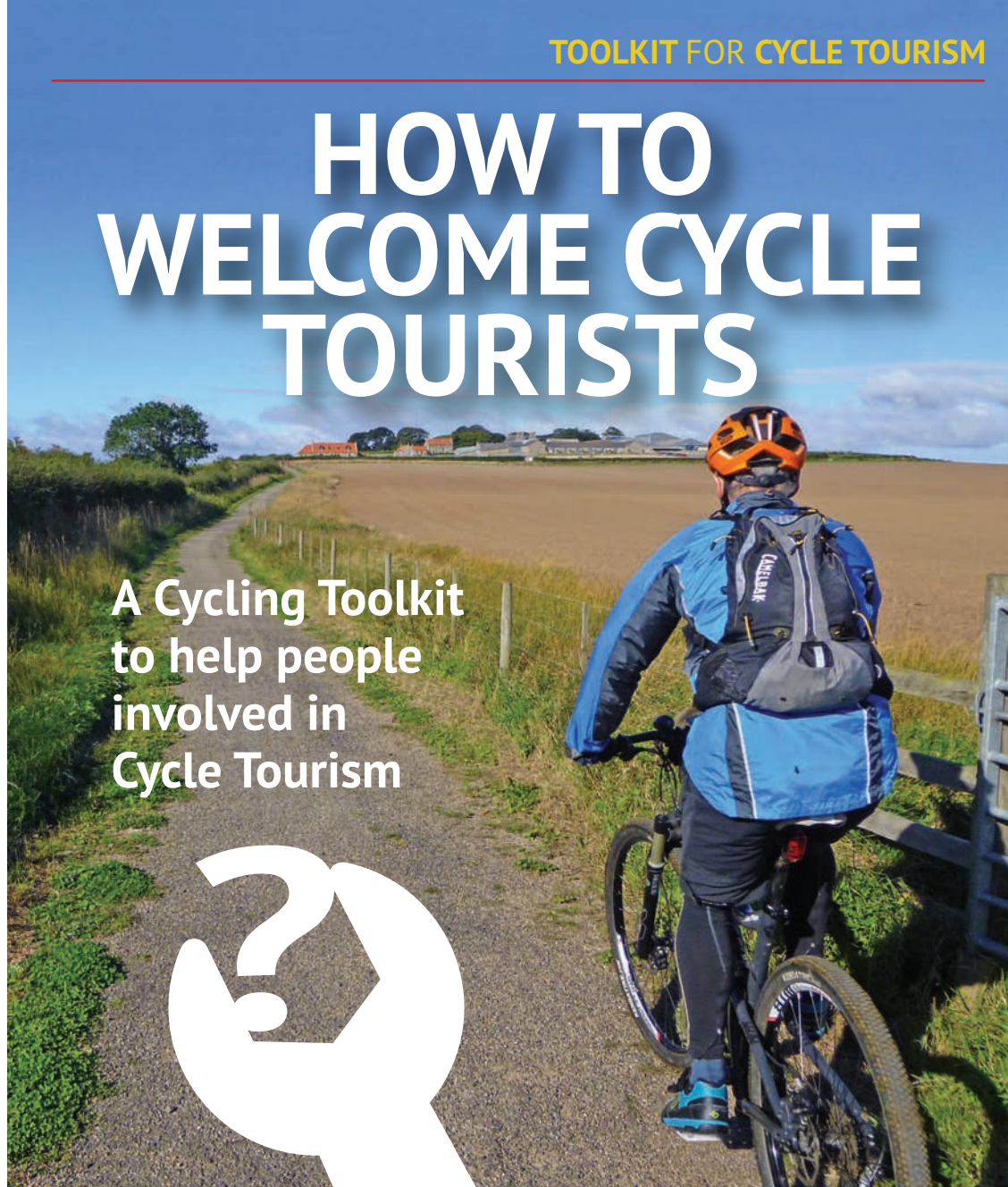
## TOOLKIT FOR TOURISM



The Lindisfarne Inn, West Mains.

# HOW TO WELCOME CYCLE TOURISTS

## A Cycling Toolkit to help people involved in Cycle Tourism



Design and layout: Ian Scott Design







## WHAT DOES THE CYCLE TOURIST NEED?

As soon as someone leaves their front door with a bicycle they are potential cycle tourists, they don't have to have travelled from another part of the world, or the country to have a new experience, or adventure.

**In other words see everyone who cycles as a potential cycle tourist.**

## So, what does a cycle tourist want?

The same as anyone, to be **safe, secure** and **happy!**

There are some things that really help - here are some basics, but just try to think what would encourage you to cycle more, this may help to provide even better service.

These ideas cost very little but will go a long way to giving your guests a great time and hopefully help make looking after cyclists easier and more manageable for your business.



## TOOLKIT FOR TOURISM



## THAT EXTRA TOUCH



**Adding value to anything you do shows you care and makes their experience that more memorable.**

**Washing & Drying** – this is Northumberland! Have you got somewhere to hang and dry clothes? Would you offer a clothes wash? Have you got plenty of newspaper to stuff into shoes?



**Cyclist Friendly Food** - can you offer a cyclist 'special' either as a discount if you arrive by bike, or free tea with every order? Cyclists love big slices of cake, let them know you have some!

Offering a free water bottle refill is a really easy way to show you care, so why not shout about it?



**Reading** – as well as local maps and guides, having a copy of some cycling magazines or guide books always goes down well.

## FLEXIBILITY

### Be Ready not Surprised! -



Cyclists may be late or early to their accommodation, how do you deal with this? If early you could point them to where they can lock their bikes and check them over. There is always something to do with a bike, so showing them what you have for the cyclist could buy you some time getting other things ready.

They could arrive at your establishment cold, wet, and muddy, how do you deal with this? You could provide a tray to put wet and dirty shoes on, a bin bag or coat hanger is a great way to deal with some soggy jackets in the short term, and will help keep things clean and dry for you.

Cycling groups, like walking groups, differ. Some will contact you before they arrive (if you are say a tea room), others don't....that's people! Think how you can cope with a group of cyclists arriving en-masse, perhaps ask if there is a group leader who can take an order, or let them know it may take a little longer to serve them. A cycle group can expect to have to wait; it just helps everyone if you let them know this in advance.

**Late Arrivers:** This is common on the long distance routes, often it is not their fault, they may have had a breakdown or accident, or even had a late breakfast because where they were staying would not let them eat early. A cyclist may turn up after normal food service is over - can you still offer some soup and a roll? And remember that mobile phone reception is patchy in our county so they may have tried to let you know they were running late.

**Early Departures:** Quite often cyclists want an early start (so they don't arrive late elsewhere!) If this is difficult to provide your normal service, consider a cyclist 'special' that helps you manage what you can provide for a breakfast.

**And don't forget you can offer packed lunches!**

## LOCAL INFORMATION AND GENERAL KNOWLEDGE



Being able to provide the following information always goes down well.

**Local Routes and Trail Guides** – find out what is local, and have some maps to show what is where. You may even be lucky enough to have a long distance cycle route nearby - do you know if you do?

**Cycle Hire, Guides and Holiday Companies** – do you know where visitors can hire a bike from? Many companies can deliver and collect. There may be a qualified cycle guide that you can start working with, and there are holiday companies that are waiting to build local relationships.

**Cyclist-Friendly Places to Eat** – this may be you, but do you know anywhere else that is welcoming to cyclists?

**Local Bike Shops** – you don't need to be an expert in cycling, especially if you can point visitors to a local bike shop or give them a telephone number to call. Know where your local bike shop is (and it could be 20-30 miles away!). They are one of your best allies to give you current local knowledge for routes, issues etc.

**Toilets** – you may have some on your premises - do you mind cyclists using them if they ask, or only if they are a customer? A polite notice saying for customers only will be understood and accepted by most and could get another sale. Do you know where the nearest public toilet is, and can you point the cyclist to where they are?

**Support Services** – cyclist get tired and bikes break down. Do you know where they can get a bike repaired, or someone who can carry people and bikes? Many local taxis have people carriers that can assist (check they can). There are also luggage transfer and bike carrier companies that can help.





**Public Transport** – do you have this information to hand you can give to cyclists? Check if the public transport does carry bikes as there are situations that arise that mean a cyclist may need to jump on a bus or train.

**Weather Forecasts** - providing a daily weather forecast is not only an easy service to add value for your guests, it helps you know what sort of day your guest is going to have and if they will be arriving wet at the end of the day. Fore-warned is fore-armed!

## MAINTENANCE FACILITIES

**Bike Wash** – keeping a bike clean and oiled is the simplest way to maintain a bike. Do you have a stand pipe, and hose (not a jet wash)? Failing that a bucket and sponge is better than nothing!

**Repair Kits and Spares** – this doesn't need to be complicated, and can be as simple as some inner tubes and puncture repair kits. Your local bike shop can help you with advice on this. You can sell these items. Remember though, just like food, inner tubes have a shelf life!

**Other Kit** – A track pump (an upright cycle pump with a pressure gauge), allen keys and spanners, a simple bike stand, chain oil and old rags. Again your local bike shop should be able to advise you on this.



## TOOLKIT FOR TOURISM

## A WARM WELCOME



## BIKE SECURITY

Probably the most important thing a cyclist will look for is secure bicycle storage.

**Day Visits:** A café, shop, toilets or visitor attraction that has somewhere secure to lock a bike is a welcome sight, even better if it is under cover. It doesn't need to be a specific cycle stand, just somewhere that a cyclist can lock their bike to, that is solid, and not likely to be knocked accidentally by people passing by.

As added value you could consider lending out a substantial lock. This could even be a chain and padlock (if you do this pass it through an old inner tube or similar so that the chain doesn't scratch the bike).

**Overnight Stays** - it doesn't have to be fancy, somewhere covered and out of site is a good start (this could be a lockable garage, shed, outhouse, or a basement).

This is the ultimate way to be cycle-friendly. Ask them how their ride was or is, was it good, was it bad? If possible note their experience down to feed back, don't worry if it's technical as you could just ask them to write it down. Identifying bad cycling experiences helps us all by preventing them from happening again, and it's always nice to hear of good experiences. You can send feedback to [info@cyclepad.org.uk](mailto:info@cyclepad.org.uk) and they will make sure that it goes to the right person.

