

# MOMENT FOR CHANGE

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## Cycle Tourism South of Scotland



# Remember...

## Things to Consider

1. Cycling Tourism Industry Guide
2. Importance of Bookable and ways to distribute



# Industry Guide

[Cycling Tourism Industry Guide | VisitScotland.org](#)



# Key statistics - Sustainable and inclusive tourism



## Pent-up demand

From international markets due to favourable exchange rates



## Value-for-money

"Money-can't-buy experiences" or "cost savings" are key drivers



## Over 2.3 billion

Cycle tourism trips taking place in Europe every year



## £37 billion

The estimated value of cycle tourism trips in Europe



## Domestic tourism

338,000 road cycling trips, 1.3 million overnight stays and £154 million for the Scottish economy



## £14 million

The value of a further 585,000 cycling day trips



## £105 million

The economic value of Scotland's mountain biking sector



## 0.5% and 0.8%

Scotland's share of Europe's volume and value of trips and spend

Sources: "The Benefits of Cycling" (2018) report by the European Cyclist's Federation, "Great Britain Tourism" (2019) survey by VisitBritain



### Adventure seekers

- 33% under 35, 38% aged 35-44 are typically energetic, sociable and career-minded individuals with an urban and adventurous outlook
- They are above average holiday takers
- They seek breaks featuring breathtaking landscapes and scenery
- They're interested in new and interesting things to discover and have a great range of outdoor activities
- Alongside enjoying adventure sports, they also enjoy historic and cultural experiences



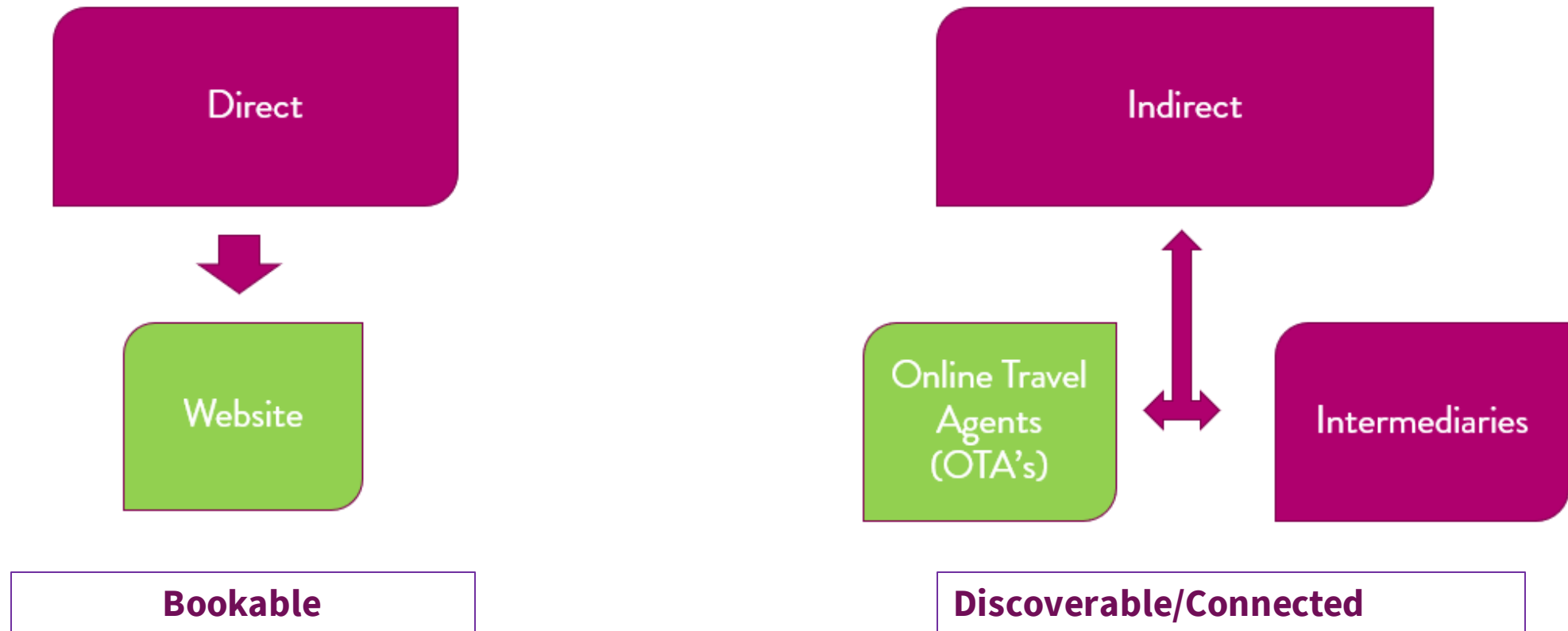
### Experience seekers

- 33% aged 25-34, 26% aged 35-44 are free-spirited and spontaneous, and 66% like action-packed holidays
- They like meeting new people and seeking out immersive experiences
- On holiday, they'll try local food and drink, outdoors activities and enjoy getting "hands-on" amidst stunning scenery
- They like to visit famous places and have genuine cultural experiences

## Online bookings

**82% of all travel  
bookings took place  
with no human  
interaction**

# Distribution options



# Some booking systems

## Accommodation Examples



## Restaurant Examples



## Experiences Examples



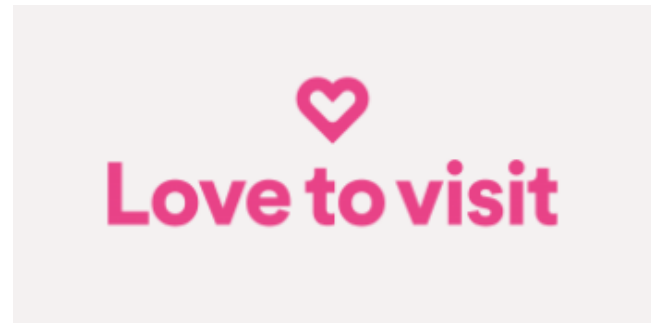
Check out VisitScotland's interactive experiences booking system functionality checklist



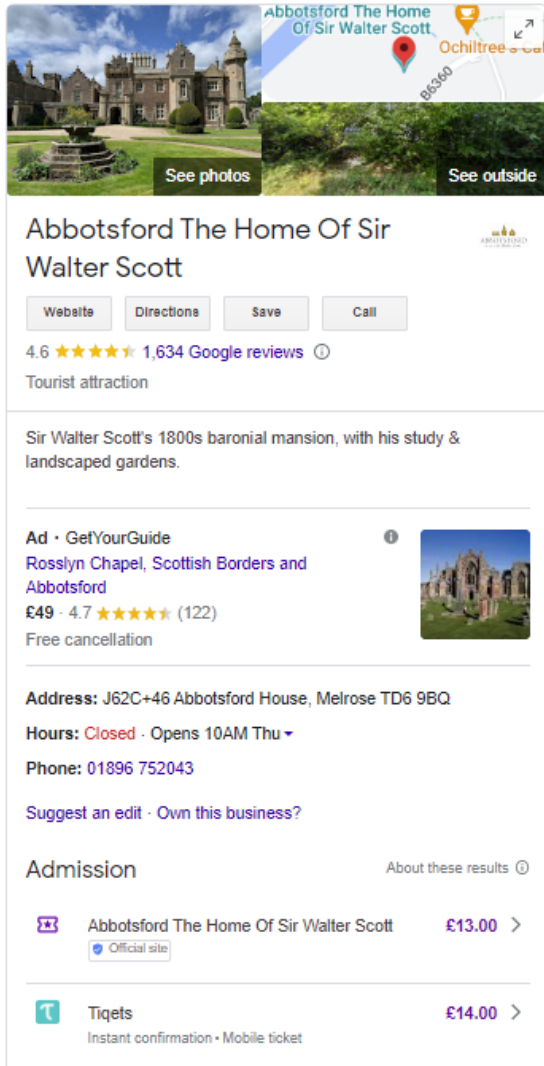
# Channel Management, Online Travel Agents (OTAs) & Google Things to do



# OTAs for experiences – large & small



# When might a Business use OTAs?



Abbotsford The Home Of Sir Walter Scott

4.6 ★★★★★ 1,634 Google reviews

Tourist attraction

Sir Walter Scott's 1800s baronial mansion, with his study & landscaped gardens.

Ad • GetYourGuide  
Rosslyn Chapel, Scottish Borders and Abbotsford  
£49 · 4.7 ★★★★★ (122)  
Free cancellation

Address: J62C+46 Abbotsford House, Melrose TD6 9BQ  
Hours: Closed · Opens 10AM Thu  
Phone: 01896 752043  
Suggest an edit · Own this business?

Admission

Abbotsford The Home Of Sir Walter Scott	£13.00
Tickets	£14.00



Start your search



## Owl Cottage, in Rural Location with Games Room

★ 4.86 · 7 reviews · [Bairnkine, Scotland, United Kingdom](#)



# Google Hotels & Things to Do

## Airhouses - Book direct for best prices

£163  
17-21 Feb 2023

Airhouse, Oxton, Lauder TD2 6PX • 01578 717113

[Website](#) [Directions](#) [Save](#) [Share](#)

Book a room

4.8 ★★★★★  
Excellent | 21 reviews

5 top things to know · The rooms have coffee makers and refrigerators +4 more

### Check availability

Check-in Fri, 17 Feb < > Check-out Tue, 21 Feb < > 2

Nightly total ▾ Free cancellation only

All options

Airhouses - Book direct for best prices [Official site](#) £163 [Visit site](#)



## Torlinnhe Guest House

[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 ★★★★★ 101 Google reviews ⓘ

4-star hotel

BOOK A ROOM

Address: Achintore Rd, Fort William PH33 6RW

Phone: 01397 702583

### Compare prices

Fri, 10 Feb Tue, 14 Feb 2

### Ads · Featured options

Advertiser payments affect ad ranking ⓘ

- Torlinnhe Guest House Official website **£89** >  
Free cancellation until Jan 27
- Expedia.co.uk **£107** >  
Free cancellation until Feb 3
- Hotels.com **£107** >  
Free cancellation until Feb 3
- Tripadvisor.co.uk **£107** >

## San Diego Zoo

4.7 ★★★★★ (45K) · \$\$\$

Zoo in San Diego, California · Open

244,570+

[Overview](#) [Tickets](#) [Photos](#) [Directory](#)

### Admission

About these results ⓘ

Gives you entry to this place

San Diego Zoo [Official Site](#) **\$63.00**  
Free cancellation · Instant confirmation

1 more option ▾

Tiqets **\$90.00**  
Multi-attraction pass · Free cancellation

Musement **\$109.00**

# Thank You