

# SCOTLAND. MADE FOR CYCLING.



The Queen's View, by Pitlochry

# THE WORLD'S BIGGEST CYCLING EVENT... EVER!



**13** UCI WORLD CHAMPIONSHIPS

**11** INCREDIBLE DAYS



**1** MEGA EVENT



**10** HOST VENUES



**WORLD CHAMPIONS CROWNED EVERYDAY**



**200+** RAINBOW JERSEYS



INTEGRATED  
**PARA-CYCLING ROAD**  
**PARA-CYCLING TRACK**



**4,000** AMAZING VOLUNTEERS

**8000+** ELITE AND AMATEUR COMPETITORS  FROM 120+ COUNTRIES

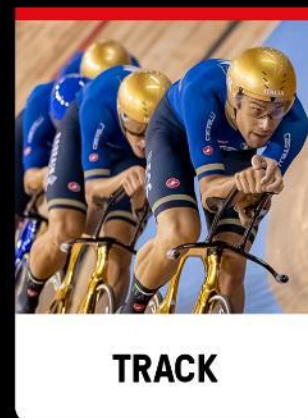


#POWEROFTHEBIKE

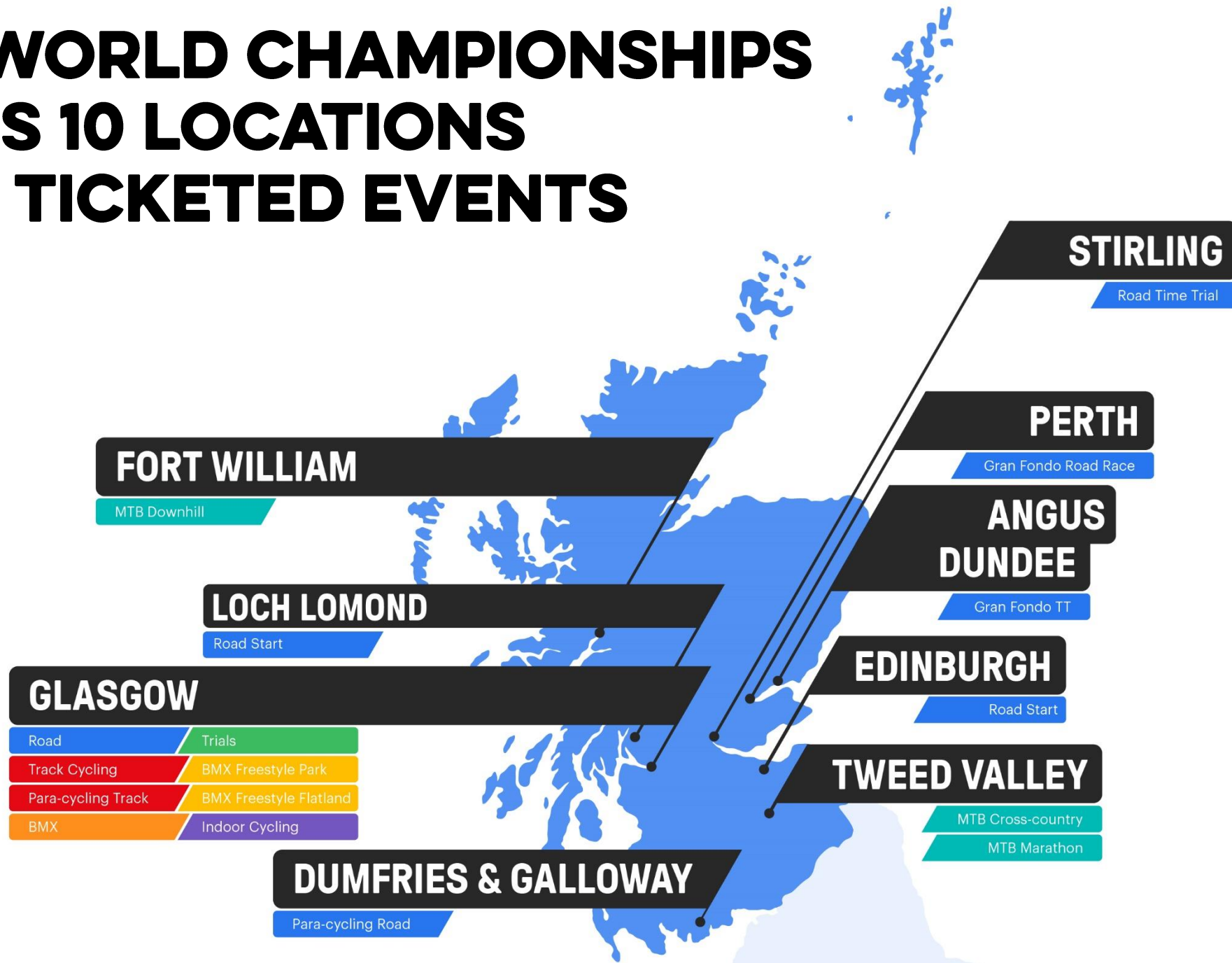
# THE EVENT

## 13 UCI WORLD CHAMPIONSHIPS

### OVER 11 DAYS IN 1 COUNTRY



# 13 UCI WORLD CHAMPIONSHIPS ACROSS 10 LOCATIONS FREE & TICKETED EVENTS



#POWEROFTHEBIKE

# OBJECTIVES

- Raise awareness of the 2023 UCI Cycling World Championships – in Scotland, the UK and globally
- Inspire people to cycle whilst on holiday in Scotland
- Encourage people to try cycling and make it a regular habit
- Showcase investment in cycling in Scotland
- Sell out ticketed events
- Generate large crowds at free events (including road races)
- Generate excitement to watch (if can't attend in person)



#POWEROFTHEBIKE



# PRO-ACTIVE DRUMBEAT / NEWS HOOKS

FEBRUARY  
MARCH  
APRIL  
MAY  
JUNE

- 3 Feb Six months to go
- 23 Feb Tickets on sale
- 28 Feb Charity Partners: Maggie's & World Bicycle Relief
- 6 Mar Equality, diversity, inclusivity pledge launch
- 8 Mar International Women's Day
- 21-23 Apr Cycle Show London
- 22 April Earth Day
- 25 Apr 100 days to go: launch 23 Million Mile Challenge
- 1 June UK Volunteer Week
- 3 June World Bike Day
- June Medal Launch
- 3 July One month to go



# ENTHUSE COMMUNITIES

## LAND ART

## BUNTING, BICYCLES & RAINBOWS



# THE VISITOR OPPORTUNITY

- Over **2.3 billion** cycle tourism trips taken in Europe annually
- Generating an estimated value of **£37 billion**
- Scotland's share is **0.5% of trips and around 0.8% of spend**

	Cycling	MTB	Combined
Trips (000)	338	251	589
Nights (000)	1,322	1,234	2,556
Spend (£m)	£154	£112*	£266
No. of nights	3.9	4.9	-

Source: GBTS 2019 (3-year average 2017-19) and Scotland Golf Visitor Survey 2016  
 \*Frontline Scotland 2016 estimated at £105m with potential to grow to £158m by 2025.

- **Over 713K cycling day trips** taken in 2019, generating an additional **£16M**
- Key short haul target markets:
  - Netherlands (58% cycle > twice a week)
  - Germany (36% cycle > twice a week)
- Supports our **responsible tourism** and **Net Zero** ambitions





# INVESTMENT IN CYCLING IS BENEFITING COMMUNITIES ACROSS SCOTLAND

## Highlands

- Inverness Mountain Bike Skills Loop - £40k
- Laggan Forest Mountain Bike Trails - £100k
- Abriachan Forest Kelpies Bike Trails - £50k
- Lochaber Wheeled Sport Bike Park - £290k (overall investment £525k)
- Boat of Garten Pump Track - £50k\*

## Argyll & The Isles

- Dunoon Bike Park – The Dunoon Project
- ScotRail Highland Explorer – Oban, Fort William, Mallaig

## Stirling & Forth Valley

- Callendar Park Cycling Hub - £158k
- Gala Park Pump Track - £50k
- Clackmannan Pump Track - £50k

## Glasgow & Clyde Valley

- Pollock Park Cycling Hub - £100k
- Cathkin Braes Cycle Hub - £145k
- Bellshill Cycle Hub - £100k\*
- Bellahouston Park Cycle Hub - £100k
- Shotts Pump Track - £50k
- Clyde Cycle Park phase 2 - £550k
- Cumbernauld Upgrade BMX track - £58k\*

## Ayrshire & Arran

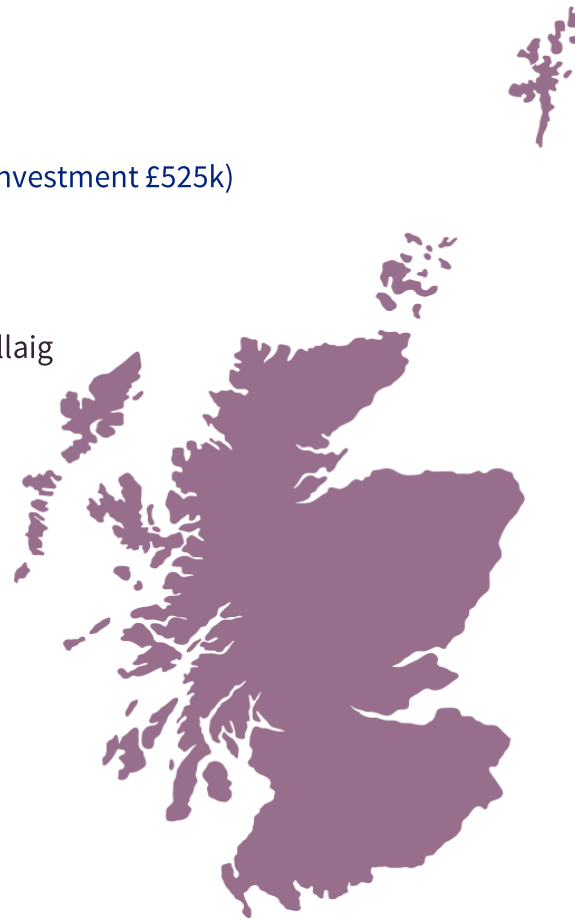
- Isle of Arran HS MTB – new cycling hub - £190k

## National

- National Cycle Network - £10.6m
- Cycling Facilities Fund - £8m
- Cycling Community Fund - £1.4m
- Energy Saving Trust e-bike scheme - £900k

## South of Scotland

- Stow Pump Track - £50k
- South of Scotland coast-to-coast £350k
- Scotland's Mountain Bike Innovation Centre & Bike park - £19m
- 7stanes Mountain Bike Trail Centres refresh - £5m
- Destination Tweed long distance trail - £24m



## Orkney

- Possible Hoy on Hoy event/route

## Moray Speyside

- Glenlivet Mountain Bike Trails - £13k\*

## Aberdeenshire

- Banchory Cycling Hub - £100k
- Tarland Trails 2 - expanded MTB Trail centre - £299k
- Aberdeen (Transition Extreme) Pump Track - £50k
- Friends of Haughton Park - £100k

## Perthshire

- Auchterarder Pump Track - £50k
- New road, gravel and e-bikes routes

## Fife

- Middleden Mountain Bike & Skills Area - £100k
- Lochore Meadows Whitewood Mountain Bike Trails - £49k
- Kennoway Pump Track - £50k\*

## West Lothian

- West Lothian Cycle Circuit - £600k
- Balbardie Park Pump Track - £45k\*

## East Lothian

- Hallhill Pump Track - £50k
- North Berwick Pump Track - £50k
- Ormiston Park Pump Trail - £45k\*
- Roslin-Portobello QuietRoute 61 improvements - £1m\*

Cycling Facilities Fund - £8m  
\* Completed

# ADVICE FOR BUSINESSES

## Evolving the *Cyclists' Welcome Scheme* into the **Cycling Tourism Industry Guide**.

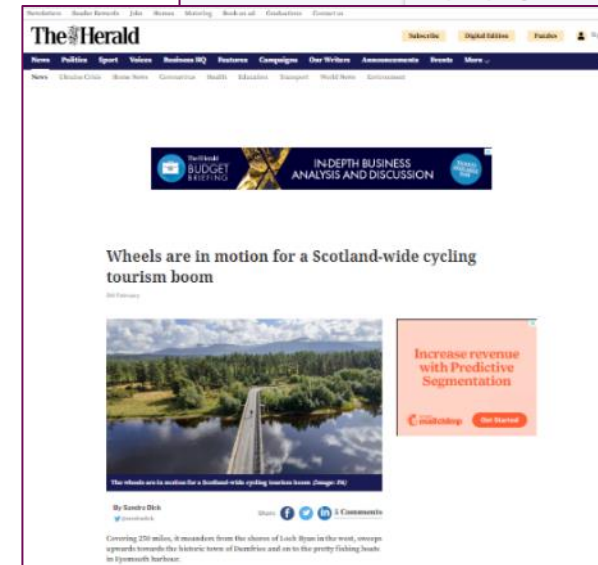
The Guide provides useful information on:

- Market insights
  - Visitor insights
  - Growth opportunities
  - Marketing advice
  - Facilities development advice
- [Find the Guide on VisitScotland.org](#)
  - Good press pick up and positivity on launch
  - Distribution of the Guide to industry is ongoing
  - New [Cycling Tourism Research](#) also available
  - Developing Mountain Biking in Scotland offer a [Mountain Bike Tourism in Scotland](#) business advice guide

### 1. Practical advice to create a high-quality experience for cyclists

Like all visitors, cyclists need a good Scottish welcome. First impressions are key - make sure you have a friendly, proactive and responsive attitude towards everyone. If you are genuinely enthusiastic about your business, this will rub off on your guests. There are, however, some key products and services that cyclists look for during a visit that need to be available to suit their schedules.

Read our top tips on how to improve the quality of the visitor experience for all cyclists and increase business profitability as a result.



Why do cycling visitors come to Scotland and what do they look for?

How can it help my business?

Accommodation providers

Attractions

Drink establishments

Host's visitor experience?

The latest cycling tourism research

... Made for cycling" research paper and some of the key findings

Cycling 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

# SCOTLAND. MADE FOR CYCLING.

...FOR MOUNTAIN BIKING ...FOR GRAVEL BIKING...FOR E-BIKING...FOR FAMILY CYCLING...

1. The bicycle was invented by Kirkpatrick Macmillan in Dumfries & Galloway in 1839.
2. We offer a huge variety of cycling routes through some of Europe's finest landscapes.
3. Visitors enjoy a right of responsible access, opening up the countryside for wilder trips.
4. Our National Cycle Network runs to over 1,600 miles, 700 miles traffic-free.
5. With 25+ trail centres, Scotland is one of the world's top mountain biking destinations.
6. 20+ pump tracks and growing increase participation particularly amongst younger bikers.
7. Top-class facilities including the Sir Chris Hoy Velodrome and Glasgow BMX centre.
8. A well-established track record of hosting some of Europe's best cycling events.
9. An enviable track record of public/private/academic sector collaboration and innovation.
10. Renowned ambassadors - Sir Chris Hoy, Danny Macaskill, Mark Beaumont, Jenny Graham.
11. Increasing accessibility to cycling for more people e.g. Cycling Without Age.
12. Ongoing investment in riding and infra-structure projects and initiatives.
13. Ongoing promotion of cycling in Scotland, across multiple policy areas.

To share just a few examples...



Comrie Croft



# BUILDING THE LEGACY - RAISING AWARENESS

**18**  
**Stranraer to Eyemouth cycle route, Scotland**  
 Southern stunner for two wheels

The rolling hills and ancient abbeys of the south of Scotland are often overlooked by visitors seeking a challenge for the Highlands, but a new 250-mile coast-to-coast cycle route, from Stranraer to Eyemouth, will remind people of the beauty at the bottom of the country. The route, which weaves from coast to coast on quiet roads, will take riders to Newton Stewart and the Galloway Forest Park, the UK's first Dark Sky Park. From there, a maze of leafy minor roads, with views over the Southern Uplands, lead to the 18th-century market town of Castle Douglas, Bessie, where Robert Burns spent his final years, and the old mill towns and ruined abbeys of the Scottish Borders, following the River Tweed past St Walter Scott's Abbotsford and a plethora of Mary Queen of Scots history. The trail finishes in the historic town of Eyemouth, and is set to open in time for the UCI Cycling World Championships, running in Glasgow and around Scotland in August.

"The south of Scotland has a lot to offer, from Abbotsford and the abbeys to cultural events like Book Festival," says Markie Fitz, of @exploreScotland. "The enthusiasm of the local people and their hospitality make it a wonderful area to explore."

The south is already well known among mountain bikers for its scenic trail centres dotted around the region. It's hoped that the new route will show that road cycling is just as remarkable.

Smart Kenny

**Exeter Airport**  
 Scotland is Calling

Head straight to Scotland and soak up the culture, treat your tastebuds to delicious Scottish cuisine and experience one of many incredible events this spring. Join us in Glasgow as the city gears up to host the **2023 UCI Cycling World Championships** alongside venues across Scotland in August.

**SCOTLAND | ALBA**

**2023 UCI CYCLING WORLD CHAMPIONSHIPS**

The 2023 World Championships is set to be the biggest cycling event in history! You don't want to miss the thrill of the greatest riders competing for 73 world titles, all over Scotland this August. Take a look at the handy guide for all the information you will need to be prepared. Tickets are on sale from 3rd February.

**FIND OUT MORE**

**EXPLORE BY BIKE**  
 It's a bike and take your time to discover new places. Cycling is a fun, efficient and greener way of getting around.

**CYCLING HOLIDAYS**  
 See the best of Scotland's scenery, enjoy stress-free cycling, relax on the beach or take an adrenaline-fueled mountain bike trip.

**ADVENTURE ON TWO WHEELS**  
 Have an impression that a city trip can't give you? Maybe you want an epic multi-day experience? Find these and more using the Sustainable cycle route map.

TRAVEL ACCOMMODATION ATTRACTIONS

**8**  
**LOCH LEVEN HERITAGE TRAIL**  
 PERTHSHIRE

Look out for the rich variety of wildlife such as osprey, kingfishers and otters on this trail, consider the ruins of Loch Leven. Enjoy the view of Loch Leven Castle, which is situated on its own island in the middle of the loch, and stop for a tasty lunch at places such as:

- [The Loch Leven Inn](#)
- [The Loch Leven Hotel](#)
- [The Loch Leven Tearoom](#)

Published on 1st June 2023

**4**  
**LOGIERAIT TO DUNKELD LOOP**  
 PERTHSHIRE

Discover Logierait when you're in the heart of the Perthshire countryside. The town is a beautiful mix of old and new, with a mix of historic buildings and modern amenities. The town is a beautiful mix of old and new, with a mix of historic buildings and modern amenities.

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**22\_083 Aneela McKenna MTB Film v2**

VisitScotland

00:04

vimeo

<https://www.youtube.com/watch?v=GX2P4e38kqc>

SEE THE BEST OF SCOTLAND

*Can yer' bike!*

VisitScotland

One of the best ways to discover new places & explore Scotland's scenery at your own pace!

Glentworth, Scottish Borders

#Scotland #BikePacking #VisitScotland #ExploreScotland #ScottishBorders #CyclingScotland #CyclingTikTok

# BUILDING THE LEGACY - PARTNERSHIPS

## Spring 2023 joint marketing campaign - Objectives

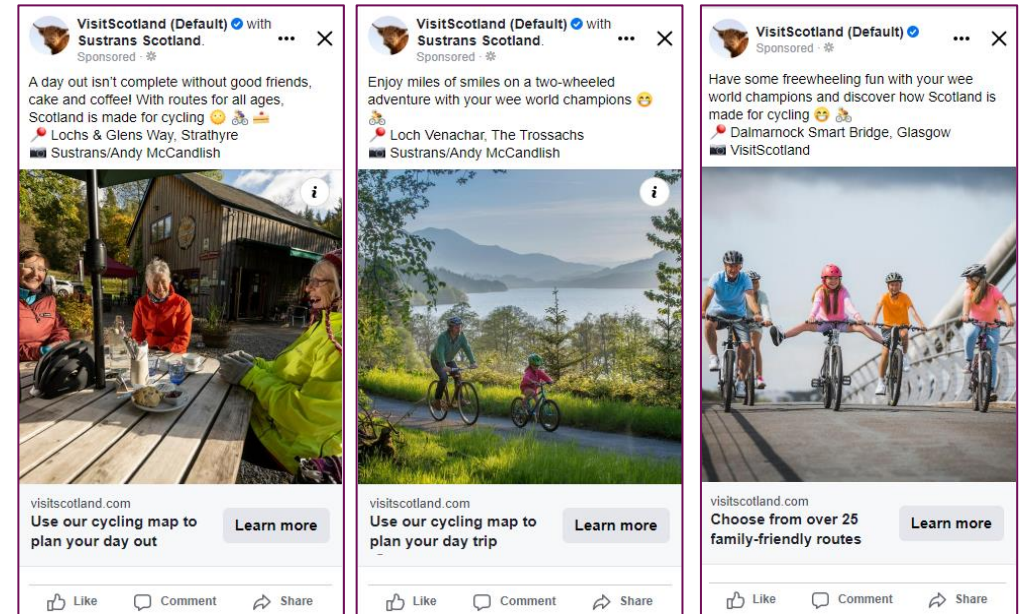
- Drive landings to **visitscotland.com/cyclingroutes**
- Raise awareness of Scotland as a leading cycling tourism destination, leveraging **Scotland. Made for Cycling.**
- Help raise the profile of the **UCI Cycling World Championships**
- Highlight key parts of the **National Cycle Network**
- Highlight accessibility, and **responsible tourism and wellness benefits**

## Audiences

- Phase 1: Encourage 40 - 60 to be more active
- Phase 2: Family cycling - family-friendly day trip routes on map

## Timeline

- March to end mid-May



# CYCLING MAP MICRO SITE

- Developed by Sustrans Scotland in partnership with VisitScotland in 2018
- Aim is to highlight routes on or close to the National Cycle Network
- **250K+** page views in 2022, **107K** page views in 2021. **2023...?**
- Currently offers 7 long distance routes and 59 downloadable day trips
- 28 day trips are family-friendly
- New Deeside day trip routes x 4 added at the end of February
- South of Scotland coast-to-coast route to be added in early July 2023
- Sustrans currently creating new active travel World Championships venue routes – Glasgow, Fort William, Glentress, Stirling
- Hoping to map some Championship routes, e.g. road races, para-cycling
- Driving landings traffic to the map with current spring activity



A screenshot of a mobile website interface for a cycling route. At the top, there's a green header with a back arrow and the text "BACK TO ROUTE". Below that, the title "ITINERARY RIVER TAY WAY EXPLORER ▲▲▲" is displayed. A short paragraph describes the route as a scenic journey between Highland Perthshire and Dundee. Below the text is a "DOWNLOAD GPX FILE" button. Further down, it states "A GPX file can be uploaded and used directly in SatNav and GPS units." and provides route statistics: "2.5 DAYS", "65M/105KM", and "1965FT/600M". A small landscape photo is shown with navigation arrows. The "ROUTE DIRECTION" section shows a map segment between "THE SCOTTISH CRANNOG CENTRE" and "V&amp;A DUNDEE". The main content area features a detailed map of the River Tay region with a green route line. Below the map, there are two information boxes: "THE SCOTTISH CRANNOG CENTRE - GRANDTULLY" and "GRANDTULLY - DUNKELD AND BIRNAM". The first box describes the scenic Loch Tay area and lists a duration of "1 HOUR • 13M/21KM". The second box is partially visible, mentioning "Taste delicious, handmade artisan chocolates". On the right side of the screenshot, a portion of a larger map is visible, showing the broader geographical context of the route.

# WHAT'S NEXT?

- Develop a cycling tourism strategic legacy framework
- Influence and support infrastructure investment
- Continue to tell Scotland's cycling story
- Encourage businesses to adopt the Squiggly Bike logo

Any questions?  
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