



BENCHMARKING TOP TEN TIPS

1. MESSAGING IS KEY

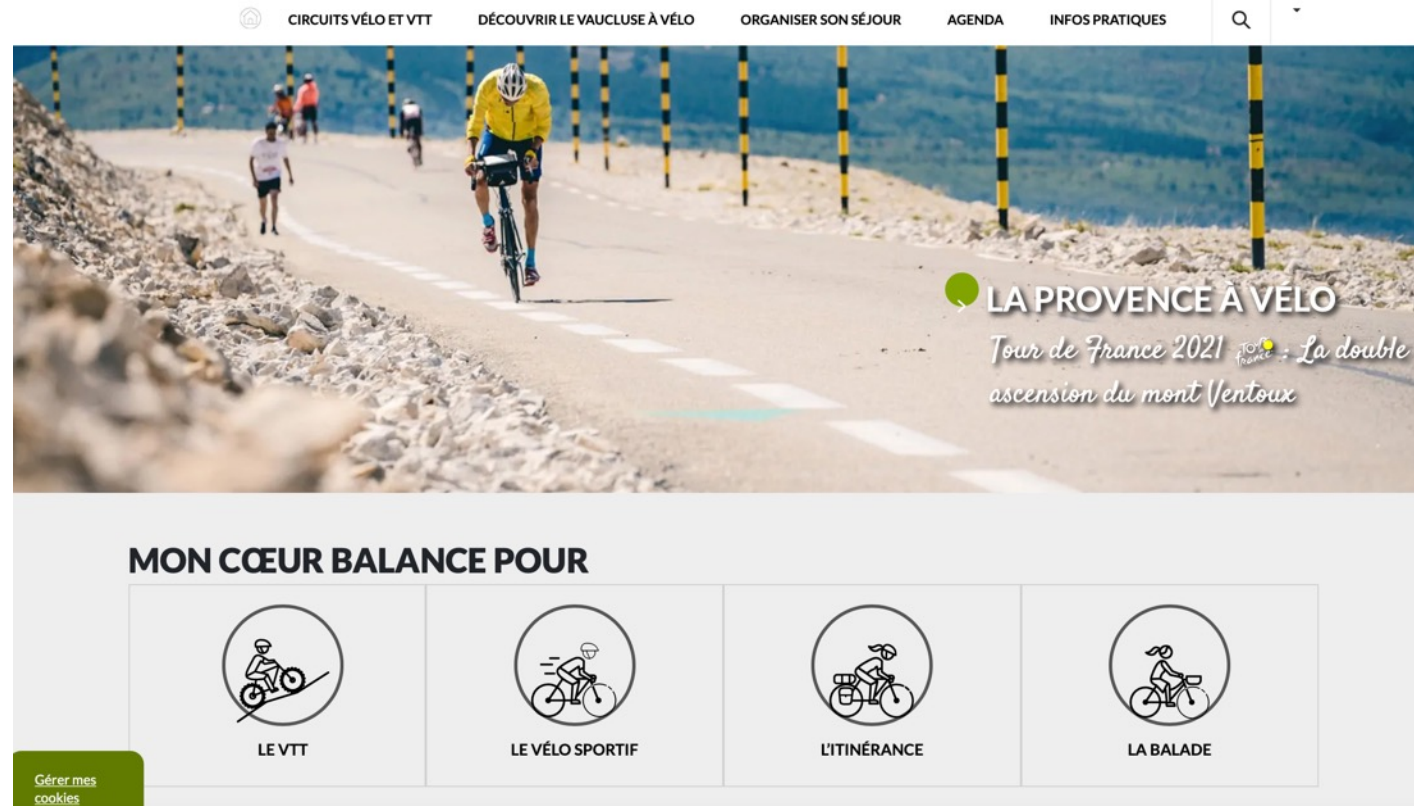


It is important to target specific customer groups and use the right messages and visuals.

Why? There are many segments in the cycling audience that have different motivations

Best practice: Provence

[4 different targets with different landing pages,](#)
visuals and messages:



2. FOCUS ON THE CYCLING EXPERIENCE



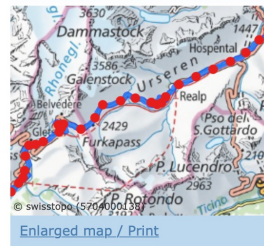
Customers must find all the information they need to facilitate their cycling experience in one place, ideally a single webpage.

Why? Too many clicks in different places deters purchasing decision-making

Best practice: Rhone Route

The website and the app provide [extensive information on the rides](#):

- Map
- GPX download
- Description
- Reports
- Photos
- Hotels
- Bookable offers
- POIs
- Public transport timetables

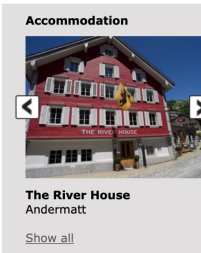


Route report
37 photos

The start in the stony Alpine reduit (fortress), over the treeless pastures of the Urserental, perspiring on the climb to the 2430m Furkapass and an indescribable freewheel past the ice caves of the Rhone Glacier.

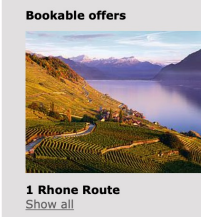
To this day, Andermatt has managed to retain some of its Alpine charm: the charm of a rustic old village in the Urseren Valley, where Alpine passes have always played an important role. The Susten, Oberalp, Lukmanier, Gotthard, Nufenen, Grimsel and Furka Passes are all less than 25 kilometres from Andermatt as the crow flies, so cyclists and other visitors can expect a real Alpine atmosphere! At the start, a long straight road leads to the neighbouring village of Hospental with its well-preserved centre, right next to the Gotthard pass road. It's impossible to get «sidetracked» in the Urseren Valley: surrounded by the impressive mountainscape and riding alongside the Furkaexpress river and the Glacier Express railway, there's almost no room for distractions on this narrow strip of lush meadowland.

After Realp, the geographical conditions change markedly. The road rises abruptly – and so will your pulse, unless you have electric power to assist you. There is an altitude difference of around 1,000 metres to overcome on gradients of up to eleven per cent. With a bit of luck, you may hear the occasional whistle of a marmot or the grand old Furka Cogwheel Steam Railway (DFB) as it passes by. The line between Realp and Oberwald connects the cantons of Uri and Valais through a tunnel just below the Furka Pass. For cyclists,



The River House
Andermatt

[Show all](#)



1 Rhone Route

[Show all](#)

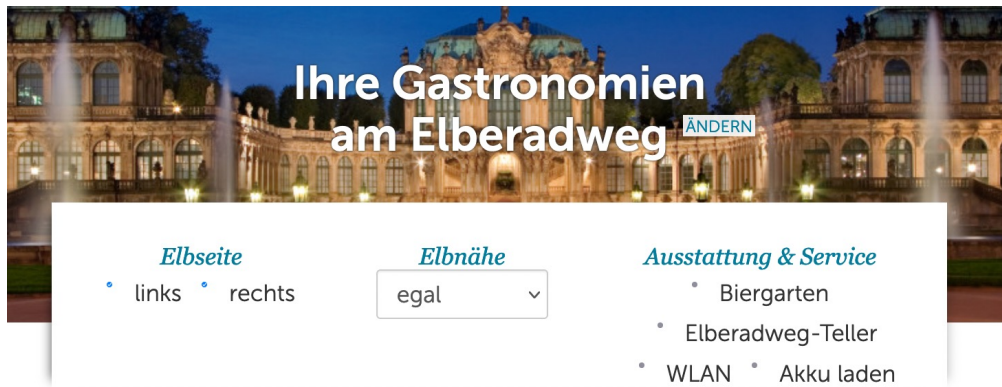
3. WHAT REALLY MATTERS: FOOD AND SLEEP



Cycling makes both hungry and tired. Ability to enjoy both is a recipe for success.

Best practice: Elbe Radweg www.elberadweg.de / www.elbe-cycle-route.com

The Elbe cycling network's website makes it easy to search and filter cyclist friendly eating, drinking and lodging options. By location!



These include:

- single-night accommodation
- secure bicycle storage
- facilities for drying wet clothing
- hearty breakfasts
- bicycle repair kits and contacts with local repair shops
- packed lunch service

The accommodations are never more than 2.5km from the Elberadweg. A whole range of guest houses have been certified as ['Bed+Bike'](#) businesses by the ADFC.

4. BUT... IT'S NOT JUST ABOUT CYCLING

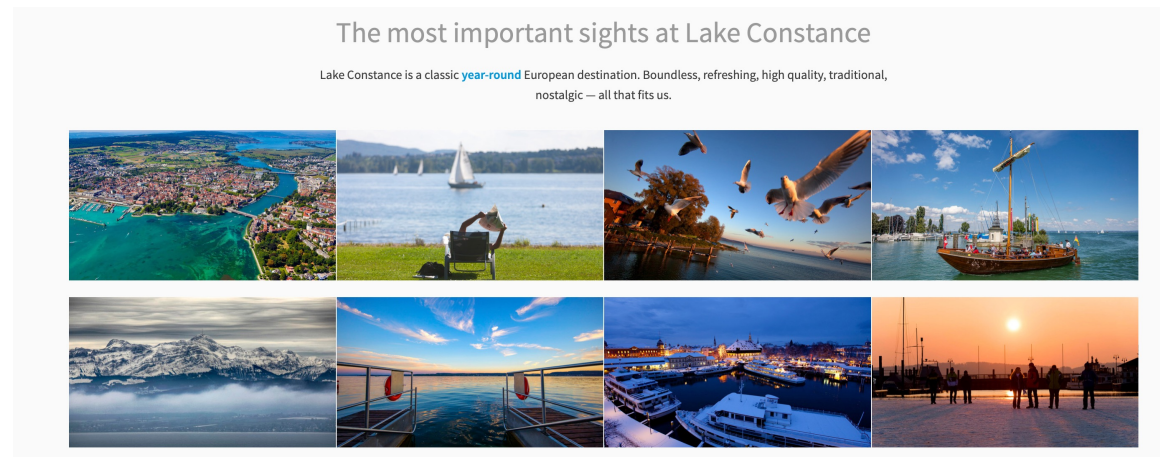


Every target group, even the most hardcore cyclists, is looking to enjoy some side activities when visiting a destination

Best practice: Bodensee

The [Bodensee Card Plus](#) offers a single way to benefit from free admission and exclusive offers

The website shows an [extensive list](#) of activities in the area



5. BOOKABLE OFFERS: THE TURNKEY SOLUTION



Bookable offers must be offered. Many customers are looking for an easy way to organise their trip.

Best practice: Rhone Route

Eurotrek, a tour operator specialized in cycling and hiking tours, offers [self guided tours](#) on the route.

The screenshot displays the Eurotrek website interface. At the top, the Eurotrek logo is on the left, and navigation links for ACTIVITIES, DESTINATIONS, TRAVEL INFO, and ABOUT US are in the center. On the right, there is a TOUR SEARCH bar and language options (DE / FR / EN). Below the navigation bar, three large images are shown: a cycling path with a sign, a couple sitting on a stone wall with bicycles, and a view of a Swiss town at sunset. A 'Book now' button is visible in the bottom right corner of the image section. Below the images, a breadcrumb trail reads: Home > Activities > Cycling holidays > Cycling holidays in Switzerland > Cycling: Rhone Route | Obergesteln/Oberwald - Geneva 8/7. The main heading for the offer is 'CYCLING HOLIDAYS RHONE-ROUTE OBERWALD/OBERGESTELN - GENEVA TO', preceded by a 5-star rating. Below the heading, it says 'Cycling: Rhone-Route Switzerland Trips to Geneva'. On the right side of the offer section, there is a summary box containing a bicycle icon, a progress bar, the text '8 Days / 7 Nights', 'Self-guided tour', and a 'Price calculator' link.

6. SHOWCASE ONE-DAY EXPERIENCES



Local customers are key to a destination and one-day experiences must be showcased for them

Best practice: Provence

The website provides [an extensive list of one-day loops](#) that can be filtered by location, difficulty, type of cycling etc. Each loop is presented in details with gpx to download.



7. EVERYONE MUST BE COMMITTED



All the service providers contributing to the customer experience must be motivated and pull together.

Best practice: Provence

The public agency in charge of the product promotes [400 certified service providers](#) who must fulfil quality criteria: bike friendly hotels, bike & luggage transport, bike shops rentals, guiding services, e-bike charging stations, cafés.

A network of professionals labelled "Accueil vélo" has been established throughout the territory. All are committed to welcoming the cycling clientele and to offering services adapted to said clientele:

"ACCUEIL VÉLO" PROFESSIONAL COMMITMENTS

Here are some of the "advantageous" cycling services available to "Accueil vélo" tourism professionals.

Hosts:

- Secure one-storey bike storage.
- Available bike repair kit
- Possibility of bike washing
- Possibility of washing and drying your clothes
- Possible provision of a parking space for your vehicle in your absence
- Contact with a rental company or courier network
- Possible charging stations for electric bike batteries
- Facilitating the search for overnight accommodation (especially out of season)
- In hotels of bed & breakfasts:
- Potential of hearty breakfast from 6:30am and a picnic basket
- In campsites: table and chairs provided, picnic area
- In the gîtes: available for "weekend" rentals off-season (subject to availability)

Bike repair services

During bicycle repairs a courtesy bicycle or transport to the next stage of your trip will be provided

Bike rental companies:

- Assistance in case of breakdown of the rented bike (without puncture)
- Possibility of delivery of the bicycle to the place of residence
- Possibility of returning the bike elsewhere than the rental site
- Charging possible for electric bike batteries

Tourist sites (Wine cellars or wineries, museums, leisure parks):

- Bicycle parking available less than 300 m from the property
- Potential to fill your water bottles for free
- Wine cellars: possibility of delivery of your purchases to your accommodation or to your home (without compensation)
- Possibility to charge electric bike batteries

Tourist offices

- Bicycle parking in the immediate vicinity
- Advice for cycling tourists in several languages (GPX tracks, routes, difficulty, stopping areas, etc.)
- Repair kits available
- Possibility to charge electric bike batteries

8. OVERALL PROMOTION, LOCAL TIPS



In a geographically dispersed area, enable tapping into local knowledge.

Best practice: Elbe Radweg

No matter how much information is collected centrally, there may still be questions about local details. Make it easy to get in contact with people who know their area.

In the case of 1300km long Elbe, the region is divided into four coordination districts with local experts and direct contact options.

For each involved town, local contact details are also provided on the main portal, see example of [Werben](#).

