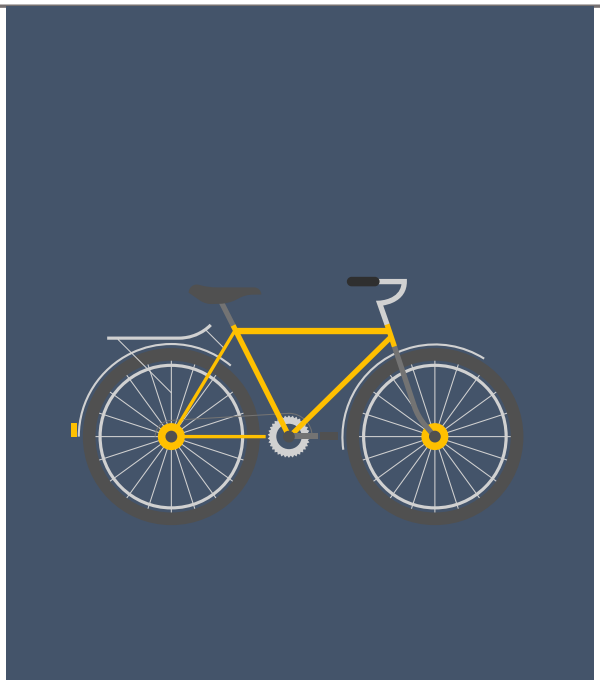


Developing Cyclist-Friendly Services Scheme

Creating Cycling Tourism Products and Offers

Training and Practical Guide

SPIS TREŚCI

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INTRODUCTION

The guide “Developing Cyclist-Friendly Service Schemes, Creating Cycling Tourism Products and Offers: Training and Practical Guide” provides comprehensive training on the creation of cyclist-friendly tourist services and products, enriched with interactive practical elements. It is addressed to SME entrepreneurs, tourism organizations, and trail managers from Poland, Germany, Denmark, Lithuania, and Sweden, located along EuroVelo 10 in the South Baltic area.

The guide has been prepared under the Interreg South Baltic co-funded project “Baltic Biking Upgrade (BBU)”, which supports SMEs along the southern part of EuroVelo 10 in developing bicycle-friendly services and cycling tourism offers. Its content draws directly on comparative analyses of existing cyclist-friendly service schemes in Europe and on conclusions from project workshops on cyclists’ needs. In particular, it builds on the experience and criteria of the following systems: “Accueil Vélo” in France; “Bienvenue Vélo” in Wallonia (Belgium); “ADFC Bett+Bike” in: Germany, Denmark, Luxembourg, Austria, Italy and Belgium; “Bed and Bike” in Sweden (not active), “Miejsce Przyjazne Rowerzystom (MPR)” in Poland, and “Velo Popas” in Romania.

This part of the training summarizes the conclusions from previous workshops, studies on cyclists’ needs, and analyses of cyclist-friendly services schemes carried out within the Baltic Biking UPGRADE project. The aim is to show how cycling-friendly certification schemes respond to the actual expectations of cycling tourists and what benefits and challenges cyclist-friendly services face in practice

KEY OBJECTIVES OF THE GUIDE:

- Understanding European “cycling-friendly” schemes.
- Identifying mandatory and additional criteria for different types of facilities.
- Analyzing cyclists’ needs and tailoring services accordingly.
- Analyzing the potential of cyclist-friendly services.
- Creating and commercializing offer packages by cyclist-friendly services.
- Overcoming barriers: investments, demand, maintaining standards.

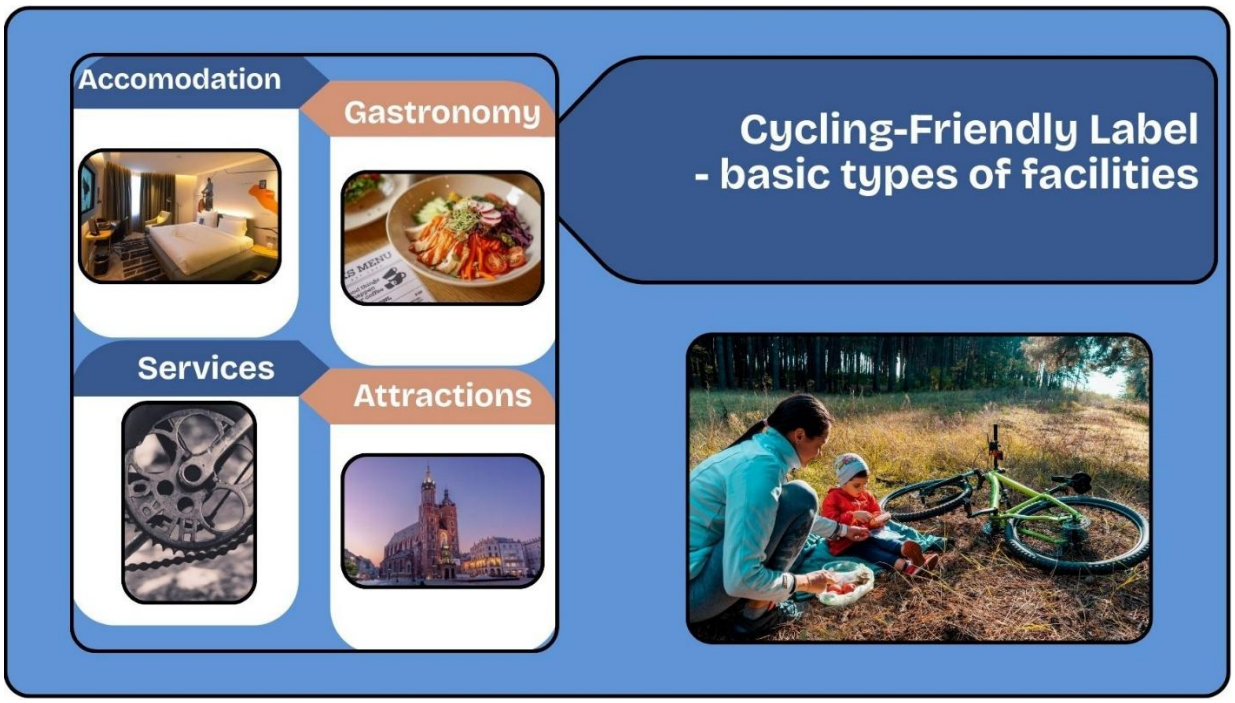
- Establishing a cooperation platform with other cyclist-friendly places and stakeholders.

DEFINITION OF CYCLIST-FRIENDLY SERVICE

A cyclist-friendly service is a facility — such as accommodation, gastronomy, tourist attraction, information point, bike rental, or repair service—that offers amenities specifically tailored to cyclists' needs. It guarantees secure bike and luggage storage, access to repair tools, and information on routes and bike services, ensuring comfort and reliable service.

BASIC TYPES OF CYCLIST-FRIENDLY SERVICES ALONG THE EUROVELO 10 ROUTE, BASED ON EXISTING SYSTEMS:

- Accommodation facilities
- Gastronomic facilities
- Tourist attractions
- Services (repair shops, rentals, bike shops)
- Others, e.g., tourist information points



WHY OFFER CYCLIST-FRIENDLY SERVICES?

Cycle tourism represents one of the fastest-growing segments of the European tourism market. More and more people plan trips focused on active recreation on two wheels, which translates into growing demand for places offering amenities specifically tailored to cyclists' needs.

It is worth emphasizing that even if a given cycling route, region, or country does not yet have an official cyclist-friendly schemes, adapting services to the needs of this tourist group brings real benefits—both for the facility and for the local economy.

Offering cyclist-friendly services is an investment in quality, safety, and long-term development. Even without an official cyclist-friendly label, building an offer that meets the needs of cycle tourists is a strategy that enhances competitiveness, improves image, and strengthens the importance of local cycle tourism.

Why Become a Cyclist-Friendly Service??? (Even Without C-F Scheme)	
	Cycle tourism is one of the fastest-growing market segments, generating billions of euros and millions of trips annually in Europe, which translates into real demand for cyclist-friendly services.
	Cyclists more frequently choose facilities with secure bike storage, tools for minor repairs, and route information – these elements are standard in "cycle-friendly" systems in many countries.
	Cyclist-friendly facilities record higher occupancy rates, particularly in smaller towns and rural areas, where cyclists more frequently stop for overnight stays, meals, and repairs.
	Cyclist-friendly services help extend the season – more and more offers and trips are organized in spring, autumn, and even winter in milder climates.
	Investments in cycling infrastructure (e.g., racks, bike parking) are relatively inexpensive, yet they can increase customer numbers and turnover – studies show that well-planned bike facilities boost revenues for businesses targeting tourist and local traffic.
	Cyclist-friendly amenities (including e-bike support, local food, zero waste) strengthen the facility's image as modern and sustainable, which is increasingly important selection criterion for eco-conscious guests.

KEY BENEFITS FOR THE FACILITY

Adapting services to cyclists' needs is not only a sign of customer care but also an effective business development tool. Introducing even basic amenities (such as secure bike storage, basic tools, or route information) can significantly increase the facility's attractiveness.

THE MOST IMPORTANT BENEFITS INCLUDE:

- **Increased offer visibility** – cyclist-friendly facilities are more readily recommended in industry media, cycling maps, and tourist apps.
- **New customers and extended season** – cyclists travel not only during summer holidays. Spring and autumn are increasingly popular travel periods, enabling more stable revenues outside the high season.
- **Competitive advantage** – facilities offering cycling amenities stand out from the competition, especially in areas with high tourist traffic.
- **Image of a modern, sustainable place** – eco-friendly offers are gaining importance; the "cyclist-friendly" label becomes part of branding for environmentally conscious and active lifestyle identification.
- **Local development** – cyclists more frequently use local services (gastronomy, attractions, repair shops), driving the economy and fostering collaboration between regional entities.

TASK 1

"Am I Cyclist-Friendly?"

Read the recommendations below and consider whether you already meet cyclists' basic expectations.

Task Objective:

- Conduct a preliminary, practical audit of your own services by the facility owner or manager to check if the facility qualifies as a cyclist-friendly service.

A. Basic Minimum – "The Cyclist Feels Safe"

- I provide secure, free bike parking (racks or lockable room).

- I offer basic tools for minor repairs (pump, patches, wrenches).
- I have up-to-date information on local bike shops/services.
- I provide information on nearby cycling routes and attractions.

B. For Accommodation Facilities – "The Cyclist Can Plan Flexibly"

- I offer overnight stays for one night.
- I provide secure bike storage (under cover / indoors).

C. Additional Assets – "A Reason to Choose My Facility"

- I have an e-bike charging station or safe charging option.
- I offer access to free drinking water and/or a refill station.
- I provide bike washing facilities and drying for clothes/gear.
- I offer an energy breakfast from early hours or "to go."
- I organize or facilitate guided tours, luggage transport, or bike rentals.

D. Communication – "So Cyclists Can Find Me"

- I clearly communicate that the facility is cyclist-friendly (website, social media, flyers, on-site signage).
- I use cycling tourism keywords (e.g., cycling friendly, bike friendly, cycling holidays) in online descriptions to boost visibility on search engines and booking platforms.
- I collaborate with local/regional partners (tourism organizations, cycling portals, route operators) to appear on maps, in guides, and in cycling tourism campaigns.
- I mark the route from the cycling path to the facility or provide directions on my website/social media.

If you answered "yes" to most of the above points (at least in section A, and for accommodations also in section B), you are on the right track to becoming a Cyclist-Friendly Place. Completing the form (later in the guide) is the first step toward formal Cyclist-Friendly Places recommendation.

CYCLIST-FRIENDLY SCHEME

The Cyclist-Friendly Scheme is a network of certified service facilities (accommodation, gastronomy, attractions, tourist information, repair services) located, for example, along cycling routes in a given country or region. It standardizes the scope and quality of services for cyclists, providing clear information about amenities and facilitating the search for friendly facilities.

Objectives and Functions of the Cyclist-Friendly Schemes:

- Promoting cycle tourism: developing local SME business by tailoring offers to cyclists' needs,
- Enhancing competitiveness,
- Supporting collaboration: a platform for experience exchange between Cyclist-Friendly Places, creating tourist products including cross-border EV10 packages.

Benefits of Cyclist-Friendly Services Scheme and System Membership:

- Promotion and greater visibility: on portals, apps, social media, maps, and publications,
- Competitive advantage and additional customers,
- Ability to use the logo in marketing (website, flyers, offers),
- Increased bookings, networking opportunities including cross-border,
- Local and regional development,
- Improved collaboration between cyclist-friendly Services and other entities involved in cycle tourism development.

Synergy Effect – Collaboration and Promotion

- Adapting services to cyclists' needs not only improves the competitiveness of individual facilities but also supports the development of the entire cycle tourism network along a route/region. Cyclist-friendly facilities more easily join joint promotional activities, tourist product creation, or cooperation with local organizations and authorities.
- The more facilities in a region offer cyclist-friendly services, the more attractive it becomes on the cycle tourism map – for both domestic and international tourists.

CRITERIA APPLIED IN CYCLIST-FRIENDLY SCHEME ALONG EUROVELO 10

Mandatory Criteria for all Cyclist-Friendly Services:

- Secure, free bike parking (racks or lockable room),
- Free basic bike repair tools (pump, patches, Allen keys, flat, Phillips, etc.),
- Up-to-date information on local bike shops/services,
- Information on nearby cycling routes/tourist attractions.

Additional Mandatory Criteria for Accommodation Facilities:

- Option for one-night stays,
- Secure bike storage area.

Optional Criteria (Open List, Most Popular):

- E-bike charging stations.
- Access to free drinking water.
- Bike rental (standard, e-bike).
- Luggage transport services.
- Guided tours.
- Bike washing station.
- Energy breakfast available from 6:00 (takeaway).
- Drying room for clothes/gear.
- Multilingual staff (EN/DE/PL).
- Own website with online booking.
- Special offers for cyclists (discounts, packages).
- Off-season and cross-border offers.
- Luggage storage.
- Signage directing to the facility.
- Zero-waste practices (refill station, no single-use plastic).
- Local/organic food.

TASK 2

Complete the Sample Cyclist-Friendly Services Application Form (Cyclist-Friendly Services Potential Inventory).

Before proceeding to point 6 of the form, carefully watch the 5-minute video (video link) and list which services shown in the video could be introduced to your Cyclist-Friendly Service offer (space provided in the form for these answers – point 6).

Task Objectives:

- Completing the form helps organize the offer: the owner step-by-step checks which Cyclist-Friendly Services standards are already met (e.g., secure parking, service information, one-night stays), and identifies gaps to become attractive to cyclists.
- It facilitates investment planning: marked deficiencies (e.g., no drying room, no "energy" breakfasts) become a simple priority list for implementation in the coming months.
- Analyzing the video and adding services in point 6 encourages viewing from the perspective of modern, innovative Cyclist-Friendly Services – what else could be done to delight cyclists (e.g., washing station, relaxation zone, repair workshops, themed tours).

CYCLIST-FRIENDLY SERVICES APPLICATION FORM

---

1. TYPE of CYCLIST-FRIENDLY SERVICES:

☐ accommodation

☐ restaurants

☐ tourist attractions

☐ bike service/bike rental

☐ tourists information points

☐ others

2. LOCATION & ROUTE PROXIMITY

Distance to nearest bicycle route: .....

Distance to nearest train station: .....

3. CYCLING SERVICES OFFERED

☐ Secure bicycle parking (lockable room)

☐ Bike repair kit

☐ First aid kit

☐ Route information (maps, GPX files, in EN/DE)

☐ 1-night stays available (min. 4 cyclists)

☐ E-bike charging stations (4 outlets, 220V)

☐ Water refill station for free

☐ energy breakfast (available at 6:00 AM) also takeaway

☐ Drying room for clothes/gear

☐ Bike rental (standard, e-bikes)

☐ Luggage transport service

☐ Guided tours available

☐ Bike washing station

☐ Packed lunch/takeaway

☐ Multilingual staff (EN/DE/PL)

☐ Information about bike services

4. OTHER CYCLING SERVICES OFFERED

☐ Own website

☐ Services' booking available online

☐ Special offers for cyclists (special prices, programmes etc)

☐ Off-season offers

☐ Cross-borders offers

☐ Luggage store

☐ Signage directing to Cyclists' Friendly Place

☐ Zero-waste practices (refill station, no single-use plastic)

☐ Local/organic food

5. YOUR CYCLING SERVICES NOT MENTIONED BEFORE

☐ .....

☐ .....

☐ .....

☐ .....

6. BIKE SERVICES FEATURED IN THE VIDEO YOU'D WANT TO INTRODUCE (after watching the Video)

☐ .....

☐ .....

☐ .....

☐ .....

☐ .....

The result of completing the task effectively is using the form as a self-diagnostic tool that quickly identifies the strengths of the offer and gaps to fill, translating into concrete actions that Cyclist-Friendly Services can take. This exercise is not "paperwork," but a simple tool for planning the development of cycling services at a specific location.

The list of services (points 3–5) makes Cyclist-Friendly Service owners aware of the full range of possibilities: from basics (parking, repairs, maps) to more advanced solutions (luggage transport, guided tours, e-bikes, zero waste). Participants see that they don't need everything at once – but each new service increases competitiveness compared to other local facilities and serves as a marketing communication argument.

Point 6 is the inspirational element of the task: it allows transferring best practices from other locations to one's own facility, then step-by-step introducing new, realistic amenities that enhance quality and help obtain/maintain Cyclist-Friendly Services recommendation.

TASK 3

BIKE OFFER LINK-UP – Connect Needs with Business!

On the left side of the table are specific examples of cyclists' needs. In the right column are suggested services that meet those needs. Match the left side with the right to pair each need with a specific service.

Task Objectives:

- Practice linking complex, non-obvious cyclists' needs with cyclist-friendly services;
- Strengthen cyclist-friendly services readiness for challenging situations by tailoring offers to customers;
- Build creativity in identifying barriers and solving them independently, without major investments;
- Increase the facility's attractiveness for demanding EuroVelo cycle tourists.

ACCOMODATION

MATCH THE NEED WITH THE SERVICE AND THEN PROPOSE YOUR OWN SOLUTION

NEED

1-Peak summer season – ALL hotels within 30km fully booked!

2 – Cyclist with an €8000 carbon bike – FEAR the shared parking;

3 – Torrential rain for 3 days – wet tents and no drying rooms nearby;

4 – Cyclists arrive by car with bike racks – nowhere to leave them

1.....2.....3.....4.....

SERVICE

A – "Rainy Day Rescue" package - room with mattresses and access to tent and clothes drying

B – Rooms allowing bikes inside (protective mat) described as "room with bike storage"

C – Designating a section of the garage/basement as "transport equipment storage"

D – Mattresses / foldable beds in the conference room or recreation room – as emergency overnight accommodation for cyclists

YOUR PROPOSAL

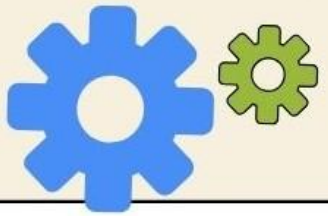
Propose your own solution

1.....

2.....

3.....

4.....



REFLECTIONS

TRANSPORT

MATCH THE NEED WITH THE SERVICE AND THEN PROPOSE YOUR OWN SOLUTION

NEED

1-Lack of information on the possibility of transporting bicycles in public transport.

2-Buses – drivers refuse to transport bicycles.

3-Ferry overloaded – bicycles only for an additional fee of 100€.

4-Cyclists missed the last train of the day, the next one will be only the following day.

1.....2.....3.....4.....

SERVICE

A. On-demand service in the Cyclist-Freindly Service offer: substitute transfer "with bike across the bridge/tunnel"

B. QR code at reception to a PDF with public transport info for bikes, carrier phone numbers/websites.

C. Partner with a local taxi driver equipped with a bike rack – one-time service with a discount.

D. Flexible "Wait for Train" stay with a discount on extended accommodation.

YOUR PROPOSAL

Propose your own solution

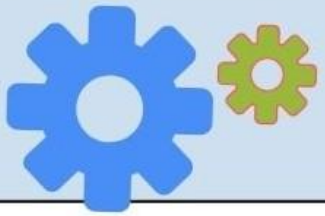
1.....

2.....

3.....

4.....

REFLECTIONS



ACCESSIBILITY OF INFORMATION ON CYCLIST-FRIENDLY SERVICES

MATCH THE NEED WITH THE SERVICE AND THEN PROPOSE YOUR OWN SOLUTION

NEDD

1-The cyclist doesn't know how to get from the bike route to the MPR (last 5 km).

2- "Orientational" booking – client provides day ±1, no deposit required.

3-The cyclist doesn't know where they can go cycling in the area.

4-The cyclist could return to the same place if gaps in the offer were addressed.

1.....2.....3.....4.....

SERVICE

A. "Flexible Bike Date" policy – orientational booking with a request to update arrival day by 12h, with a guarantee "the place will be waiting or an alternative in the facility".

B. Signage for access: "MPR → 500m / 1km" from the bike route/access road.

C-QR code to GPX files with routes (own trail audits by the owner) + recommendations.

D- Personalized follow-up email after the stay: "Thank you, here's what we added based on your feedback."

YOUR PROPOSAL

Propose your own solution

1.....

2.....

3.....

4.....

REFLECTIONS

SERVICES FOR CYCLISTS

MATCH THE NEED WITH THE SERVICE AND THEN PROPOSE YOUR OWN SOLUTION

NEED

1-Takeaway meal/breakfast for cyclists at 6 a.m.

2- Bike breakdown during the trip preventing further riding.

3-E-bike – need for "on-the-go" charging during the day.

4-Lack of luggage storage for cyclists wanting to visit a tourist attraction.

1.....2.....3.....4.....

SERVICE

A- "Explore Unburdened" package: luggage dropped off in the morning, picked up in the evening – cyclists ride light to sightsee.

B. "E-Bike Charge Points" – map of charging stations for bikes along the route.

C. Order at check-in or evening "takeaway breakfast/meal

D- On the Cyclist-Friendly Place's website, a "Bike Partners" tab with contacts to repair shops and bike stores.

YOUR PROPOSAL

Propose your own solution

1.....
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REFLECTIONS

Difficult needs require not only cyclist-friendly services standards but also creativity – sometimes a simple tool cabinet, a "last 5km" map, or a thermos at 6 a.m. is enough to solve a problem worth hundreds of euros in stress. It's worth collecting these experiences in an “Cyclist-Friendly Services Rescue Kit” – a checklist of ready-made solutions for every type of breakdown based on previous guests' experiences. During heavy rain, train delays, or a chain failure on the route, a prepared procedure awaits, staff know what to do, and the guest feels cared for like a VIP.

PROBLEMS AND BARRIERS

The most common problems and barriers reported by Cyclist-Friendly Services located along the EuroVelo 10 route:

- Initial investments required (e.g., e-bike infrastructure, bike storage), representing a significant cost for small facilities,
- Low demand outside peak season – low occupancy outside the summer high season (June–August) means Cyclist-Friendly Services Label does not always justify maintenance costs,
- Low demand off main routes/tourist centers – facilities in less developed tourist regions struggle to attract cyclists without joint marketing campaigns,
- Standards maintenance (audits, recertification) and annual Cyclist-Friendly Label fees (in some systems), staff training, and ongoing service adjustments to criteria require financial and human resources,
- Poor collaboration, e.g., in creating cycling packages and services, low inter-regional integration (facilities operate in isolation, without joint marketing or experience sharing),
- Few campaigns tailored to niche cycle tourism markets,
- Cases of weak national promotion, unsynchronized marketing efforts, lack of consistent branding,
- Low level of cross-border cooperation coordination, despite EuroVelo 10 connecting multiple countries,
- Need for better understanding of cycle tourists' needs and preferences by target groups,
- Lack of systematic workshops to build Cyclist-Friendly Services knowledge on cycle tourism trends (growing role of e-bikes, changing tourist preferences), training in service quality improvement, digital marketing, etc.

CYCLIST-FRIENDLY SERVICES HIGHLIGHT THE NEED TO STRENGTHEN SME NETWORKS, REFINE MARKETING STRATEGIES, AND INVEST IN CYCLIST-FRIENDLY INFRASTRUCTURE

Most Common Cyclist Problems Identified in the Project:

- Lack of detailed offer information,
- Unevenly developed route infrastructure and cyclist amenities (e.g., e-bike charging stations, self-service bike repair stations),
- Lack of route continuity and consistent signage,
- Poor integration with public transport (difficulties transporting bikes on buses and trains),
- Lack of cross-border services.

CYCLISTS PAY THE GREATEST ATTENTION TO: SAFETY OF CYCLING ROUTES, GOOD INFRASTRUCTURE, CLEAR ROUTE SIGNAGE, AS WELL AS SECURE BIKE STORAGE AND FLEXIBLE ONE-NIGHT STAYS

TASK 4

List Your Own Barriers and Problems in Becoming/Running a Cyclist-Friendly Service.

- **Financial** (high initial and ongoing costs – e.g., investments in e-bike parking, recertification fees, maintaining standards off-season):

  ……
  ……
  ……..

- **Staffing** (lack of staff training in cycling trends, digital marketing, need for SME workshops):

  ……
  ……
  ……..

- **Organizational** (poor collaboration between Cyclist-Friendly Places, isolated actions without integration):

  ……
  ……
  ……

- **External/Environmental** (poor cycling route infrastructure, insufficient national promotion):

  ……
  ……
  ……

MAIN CYCLIST SEGMENTS ON EUROVELO 10[1]

Cycle tourists in the context of EuroVelo 10 in the South Baltic area can be divided into main groups based on their motivations, physical fitness, and travel style. Documents describe four basic cycle tourist segments, emphasizing their demographic characteristics and preferences.

A. Itinerant Cycling Tourists (long-distance touring cyclists): experienced cyclists in middle age (40-55 years), with higher education and income, often traveling in pairs or small groups, covering daily distances of 70-100 km on demanding routes.

Key Expectations

Long-distance touring cyclists emphasize reliability. They need secure bike garages, professional repair tools, and carbohydrate-rich recovery meals; flexible check-in/check-out times and luggage transfer facilitate their daily stages.

[1] "MARKETING STRATEGY FOR THE DEVELOPMENT OF CYCLING-FRIENDLY SERVICES AND OFFERS ALONG EUROVELO 10 – BALTIC SEA CYCLE ROUTE IN THE SOUTH BALTIC AREA", November 2024, p. 17

B. Leisure Cyclists (recreational tourists): broad age group, including families with children, treating cycling as an addition to vacation with sightseeing and relaxation elements; they prefer shorter sections and longer stays.

Key Expectations

Recreational cyclists value comfort and family-friendliness. They seek accommodations with laundry facilities, maps of easy routes, children's rentals (including e-bikes), and integration with cultural attractions and beaches; key are rest points with water and toilets.

C. E-bike Users (e-bike users): more often older or less experienced people, but the group is growing; it enables longer routes without excessive fatigue on varied terrain.

Key Expectations

E-bike users require technical support. Most important are battery charging stations, route range information, and rental options; this allows exploration of hills and longer sections without exhaustion.

D. International Tourists (international tourists): come from outside the Baltic region, combine cycling with other activities, interested in culture and history; they expect international standards.

Key Expectations:

International tourists expect accessibility and multiculturalism. They want multilingual information, one-night stays, cooperation with public transport (e.g., ferries with bike spaces), and services combining cycling with local cuisine and landmarks.

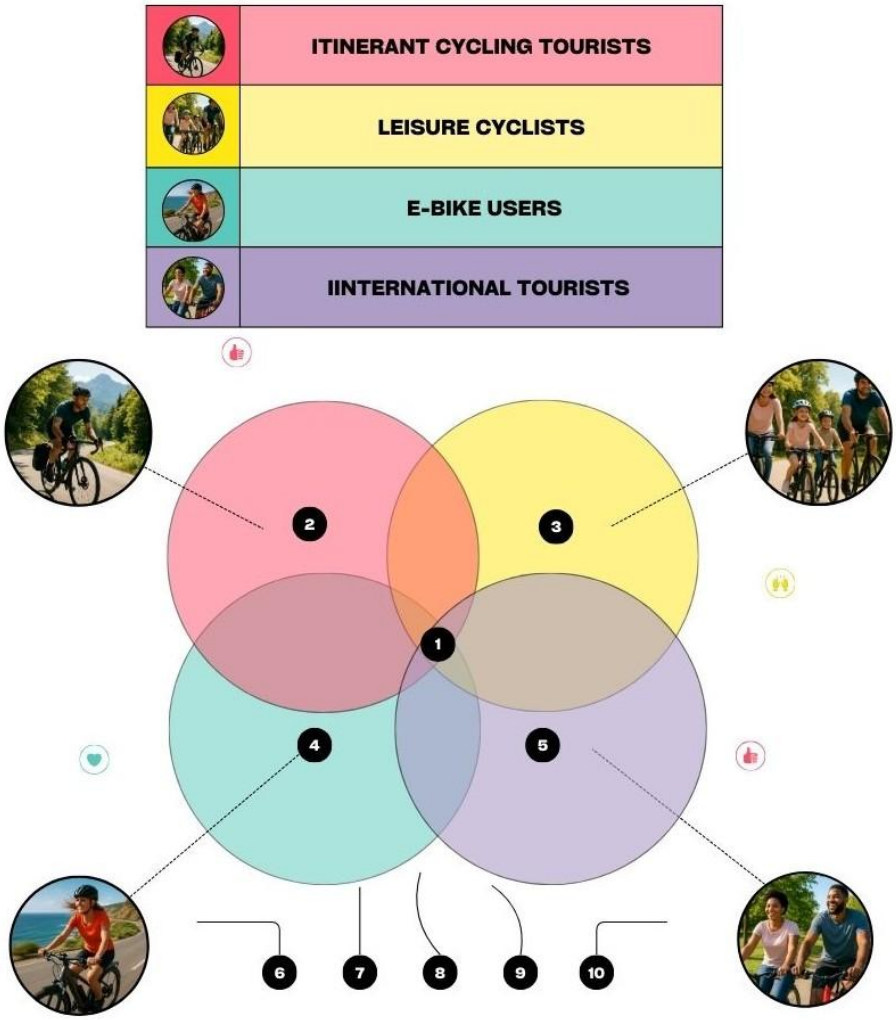
TASK 5

Familiarize yourself with the descriptions of the four cyclist segments on EuroVelo 10 (above). Then consider what other services might interest each segment and describe them in the table under numbers 6-10, then place the numbers in the appropriate spots on the diagram. Notice that the same service/service package can be key for more than one segment.

Task Objectives:

- Precisely tailoring the cyclist-friendly services offer to the specifics of tourist groups, increasing the facility's attractiveness for specific customers from the route.
- Identifying services per segment: the participant adds practical proposals (e.g., laundry for recreational cyclists, chargers for e-bike users), noting overlaps (one service for multiple groups), which teaches flexible offer design.

Stakeholders' Map of EuroVelo 10



SERVICES OF CYCLIST-FRIENDLY SERVICES BY SEGMENTS		
1	ACCOMMODATION GASTRONOMY ATTRACTIONS SERVICES	• one-night stay (accommodation) • secure, free bike parking (racks or lockable room - especially in accommodation) • free basic bike repair tools (pump, patches, Allen keys, flathead, Phillips, etc.) • up-to-date information on local bike shops/services • information on nearby cycling routes/tourist attractions
2	ACCOMMODATION	• carbohydrate-rich recovery meals • flexible check-in/check-out times • luggage transfer facilitating their daily travel stages
3	ACCOMMODATION ATTRACTIONS SERVICES	• laundry • maps of easy routes • children's rentals (including e-bikes) • integration with cultural attractions and beaches • rest points with water and toilets
4	ACCOMMODATION ATTRACTIONS SERVICES	• battery charging stations • information on bike range and route lengths • rental options
5	ACCOMMODATION ATTRACTIONS SERVICES	• multilingual information • one-night stays • cooperation with public transport (e.g., ferries with bike spaces) • offers combining cycling with local cuisine and landmarks
6	.....	.....
7	.....	.....
8	.....	.....
9	.....	.....
10	.....	.....

Completing the task results in creating a cycling-friendly offer precisely tailored and personalized to the needs of individual cyclist segments. Deeper understanding of their preferences enhances service selection effectiveness, increasing chances of full guest satisfaction and business success.

CREATING AND COMMERCIALIZING CYCLING TOURIST PRODUCTS WITHIN CYCLIST-FRIENDLY SERVICES (CYCLIST-FRIENDLY SERVICE, THROUGH CYCLIST-FRIENDLY SERVICES COLLABORATION)

Creating and commercializing a cyclist-friendly service offer requires a comprehensive approach. Such a product includes a set of services and amenities addressing cycle tourists' needs, where proximity to the cycling route is the key asset, but the facility (cyclist-friendly service) offers a cohesive product composed of the core (intangible benefits like bike security, rest), actual product (e.g., bike parking, repair tools, accommodation, gastronomy), and augmented product (e.g., thematic packages, apps, guide collaborations). Cyclist-Friendly Service success depends on close cooperation with local authorities, tourism organizations, and other facilities in the Cyclist-Friendly Scheme, enabling comprehensive tourist product creation and effective promotion through official recommendations.

Location of the Cyclist-Friendly Serives within the structure of the cycling tourism product



CORE PRODUCT BENEFITS AND EXPERIENCES FROM CYCLING	
ACTUAL PRODUCT	**AUGMENTED PRODUCT**
• Cycling route infrastructure (signage, surface, route maintenance)	• Accompanying programs, e.g., themed events, cycling competitions, technical workshops.
• Bike rental shops and equipment service.	• Ready-made tourist offers/packages available for purchase.
• Accommodation and gastronomic facilities located in the area.	• Cycling-Friendly Scheme
• Natural attractions, cultural attractions, etc.	• Thematic routes based on various assets.
• Transport services adapted to cyclists' needs.	• Option to purchase a combined ticket for bike transport.
• Cycling portal, maps, guides, navigation apps.	• Reservation systems/platforms.
• Tourist service (information points)	• Skills bike parks - improving MTB/enduro/singletrack riding skills.

CYCLIST-FRIENDLY SERVICE PRODUCT COMMERCIALIZATION PROCESS

The process of commercializing a product through Cyclist-Friendly Service involves developing diverse offers/packages for cyclists tailored to different customer segments, as well as monitoring and evaluating actions. The following stages can be identified in this process:

1. Defining the Cyclist-Friendly Service as a unique facility tailored to cycle tourists' needs (product core e.g., security and comfort).
2. Precisely defining target groups (segmentation: long-distance touring, recreational, e-bike users, international).
3. Analyzing the facility's and location's potential (existing amenities, service development opportunities, proximity to cycling routes e.g., EuroVelo, tourist attractions).
4. Developing basic Cyclist-Friendly Service features – service functionality (e.g., secure parking, e-bike chargers, energy breakfasts), on-site cycling infrastructure, additional assets (e.g., drying rooms, luggage transport).
5. Determining the Cyclist-Friendly Service's unique value and competitive advantage in the recommendation system (e.g., specialized cyclist services, unique location, Cyclist-Friendly Service logo, presence on route maps).
6. Introducing ready-made offers for cyclists (e.g., accommodation packages, thematic activities integrated with the route).
7. Developing distribution and sales channels (cycling portals, booking with "bike-friendly" tags, cooperation with cycling tour operators).
8. Active marketing actions leveraging the Cyclist-Friendly Services system (program logo, listings on eurovelo.com, regional campaigns).
9. Monitoring and evaluating results (e.g., number of cyclist overnight stays, Cyclist-Friendly Services system ratings, Google reviews).

Cycling-Friendly Services Diagram

Achieve the goal in four steps

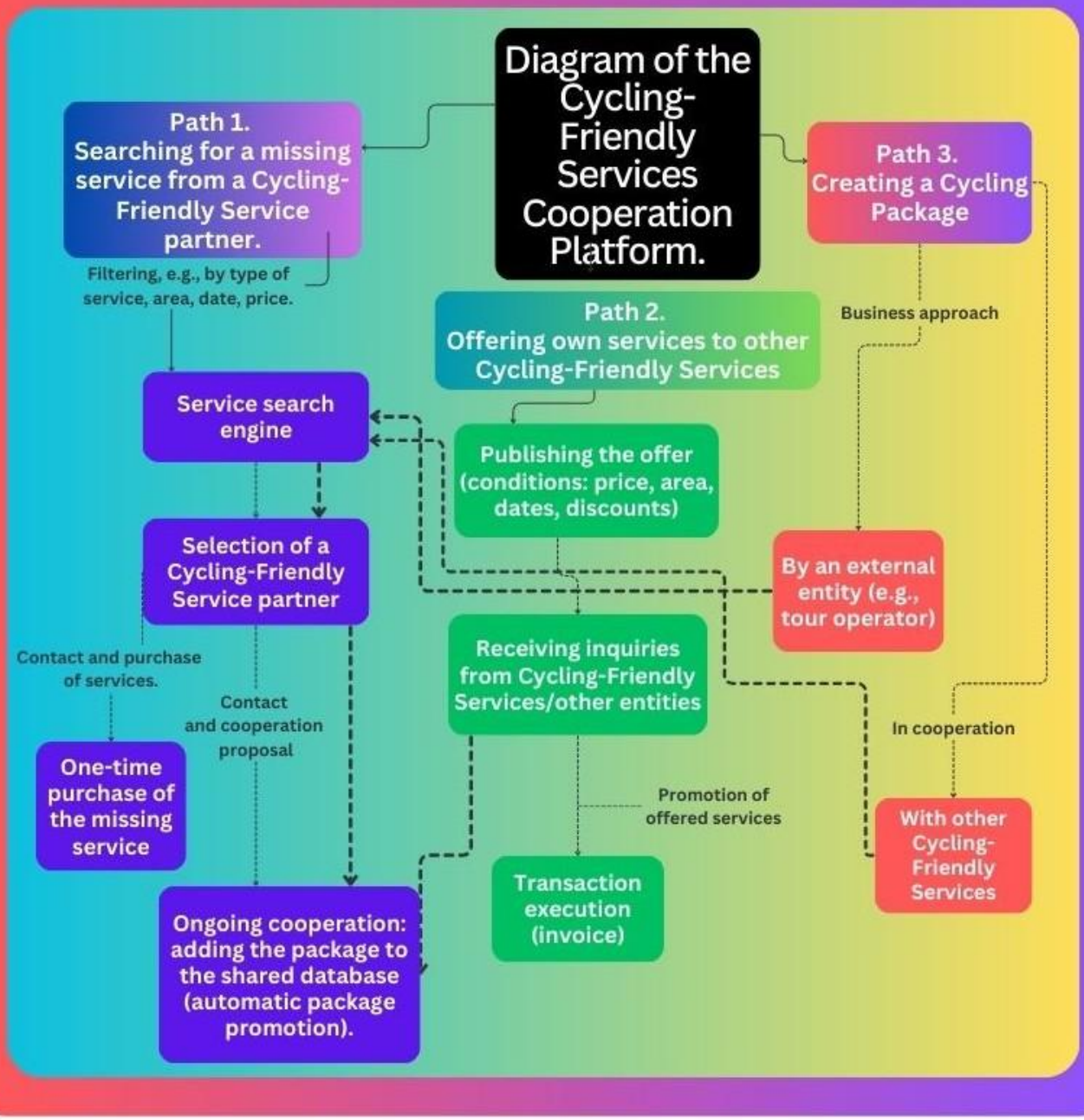


CYCLIST-FRIENDLY SERVICES COLLABORATION PLATFORM - PROPOSAL

The Cyclist-Friendly Services collaboration platform is a proposed solution designed to enable Cyclist-Friendly Services to efficiently navigate a shared service database, search for partners, and create cycling offers. In this concept, the platform illustrates key pathways in four scenarios: creating multi–Cyclist-Friendly Services offers, seeking missing services, offering one's own services to others, and supporting tour operators. It is intended as a tool to facilitate promotion and route development, as well as expanding offers with events. The idea assumes that, if implemented, such a platform could integrate existing Cyclist-Friendly Services systems and at the same time allow entities outside these systems to collaborate with Cyclist-Friendly Services.

Cycling-Friendly Sevices Cooperation Platform.

Paths to establish cooperation



CYCLIST-FRIENDLY SERVICES PLATFORM FUNCTIONALITY DIAGRAM

Pathway 1: Seeking a Missing Service from an Cyclist-Friendly Service Partner

Cyclist-Friendly Service /entity logs into the Platform and goes to the "I'm Looking for a Service" search section

- Filters: type (e.g., rental), area (e.g., within 15km of route), availability date, price.
- Selects Cyclist-Friendly Service partner, orders service for client (e.g., "drop-off bike 200km further"),
- Option: Adds to service database as package/event package/promotional package (e.g., joint promotion on Strava/LinkedIn).
- Extension: Perfect for crises (breakdowns, delayed trains) – partner discounts 10-20%.

Pathway 2: Offering Own Services to Other Cyclist-Friendly Services

Cyclist-Friendly Service/entity logs into Platform and lists services in "I Offer Service" database (e.g., "MTB service for e-bikes").

- Sets filters: e.g., price, area, dates, category,
- Receives inquiries from other Cyclist-Friendly Services/entities, delivers services e.g. with partner discount,
- Tracks collaboration, profit statistics in dashboard,
- Extension: Cooperation proposals (e.g., joint route map with Cyclist-Friendly Service locations).

Pathway 3. Creating Cycling Offers:

a) In collaboration with other Cyclist-Friendly Services

Cyclist-Friendly Service/entity logs into Platform and goes to service search section.

- Searches for complementary services (e.g., filter: "e-bike charging", EuroVelo 10 area, price <100 PLN).
- Contacts selected Cyclist-Friendly Servicess via chat/email integration, proposes package (e.g., accommodation + service + local event).

- Adds package to package database after approval, with automatic promotion in cycling search engines
- Extension: Event integration (e.g., joint bike rally)

b) In collaboration with External Entities (e.g., Tour Operators)

External Entity/Tour Operator registers as external guest (quick registration: email/company).

- Uses group service search for Cyclist-Friendly Services (filters e.g.: bulk services for 20 people, EuroVelo 10 area, wholesale price).
- Creates group inquiry to multiple Cyclist-Friendly Services (e.g., "accommodation + service for 15 cyclists on EuroVelo 10"), negotiates prices, proposes cooperation (chat/email, contract).
- Generates offer package (PDF with map, prices), Cyclist-Friendly Services accept in their panel.

TASK 6

Simulation of Creating a Cycling Tourist Package (Independently when the platform doesn't exists)

Task Objectives:

- Practice the process of creating and commercializing a cycling product (stages 1-9) by a single Cyclist-Friendly Service
- Identify barriers and problems in implementing this process without a collaboration platform
- Create a "paper" package that reveals gaps in the Cyclist-Friendly Service offer
- Diagnose gaps, missing package elements, information, and contacts to potential Cyclist-Friendly partners

Task Stages:

Stage 1: Analysis of Cyclist-Friendly Place Resources and Potential

✓ What you have (based on previous tasks): e.g., bike parking, 6:00 breakfasts, last 5km map,

✗ Problem: e.g., you don't know what Cyclist-Friendly Service's 15-50km further offer (service? chargers?) research Google, phone calls to Cyclist-Friendly Services etc. → record search results and time:

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Stage 2: Customer Segmentation

✓ Your segment: e.g., e-bike tourists EuroVelo 10

✗ Problem: you don't know Cyclist-Friendly Services with chargers within 20km radius research Google, phone calls to Cyclist-Friendly Services etc. → record search results and time:

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Stage 3: Building the Package – Imagine Your Process WITHOUT a Platform:

1. Find a partner: Google research → lack of useful filters like: Cyclist-Friendly Service type/price/date,
2. Contact them: Find phone numbers, call → (and here 70% don't answer)
3. Agree terms: negotiate discounts (no templates)
4. Create offer combining several different services.

research Google, phone calls to Cyclist-Friendly Services etc. → record search results and time:

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RECORD total time and final offer, consider how much and in what ways an Cyclist-Friendly Services collaboration platform would facilitate your work and what results it could bring.

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Expected Task Results:

1. Paper package with gaps (lack of partners)
2. List of 3 problems – e.g., no platform to list package for potential tourists,
3. Report: e.g., "Time without platform: 8h. With platform: 20min = 7.5h/week savings"

THIS ONE PACKAGE DEMONSTRATES:

SOLO CYCLIST-FRIENDLY PLACE = HALF AN OFFER. CYCLIST-FRIENDLY SERVICE NETWORK /COLLABORATION PLATFORM = COMPREHENSIVE CYCLE TOURISM.

CYCLIST-FRIENDLY SERVICES OPERATIONS SUMMARY: WITHOUT VS. WITH SYSTEM AND PLATFORM

1. WITHOUT CYCLING-FRIENDLE SCHEME AND PLATFORM:

- Cyclists see Cyclist-Friendly Services e.g., only on Booking (without bike-friendly tags)
- Cyclist-Friendly Services don't know neighbouring Cyclist-Friendly Services → don't create packages
- Tour operators choose competitors with networks

- Loss: 30-50% potential cycling bookings

2. WITH CYCLIST-FRIENDLY SERVICES SCHEME AND PLATFORM:

- Cyclist-Friendly Services find partners in minutes
- Cyclist-Friendly Services create packages automatically
- Tour operators find YOUR group/individual offers
- Gain: e.g., +200% cycling bookings

SUMMARY

This guide provides comprehensive support for SME entrepreneurs and route managers in transforming facilities into Cyclist-Friendly Services. Cyclist-Friendly Label membership guarantees not only compliance with European cycling-friendly certification standards but primarily competitive advantage in the rapidly growing cycle tourism market.

The Cyclist-Friendly Services logo, presence on websites, apps, EuroVelo 10 maps, and listings in official recommendation systems directly translate into higher bookings, extended tourist season, and access to new customer segments – from long-distance tourers to e-bike users.

The key to Cyclist-Friendly Services success is belonging to a network of certified facilities, enabling collaboration, tourist package creation, and joint promotion within regional and South Baltic cross-border initiatives.

Tailoring offers to cyclists' expectations builds lasting market advantage and strengthens the local economy.

Becoming an Cyclist-Friendly Service is a strategic investment in sustainable business development, confirming the highest standards of cycle tourist service and opening doors to unique marketing and networking opportunities.