

# Cyclotourism

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# What is cyclotourism?

- “self-contained cycling trips for pleasure, adventure, and autonomy rather than sport, commuting, or exercise.”



# Cycling in Switzerland www.obstour.ch

- In 2015, more than 3 256'000 bikes were bought
- All in all, 4,2 MIO bicycles in Switzerland, from which 3 Mio are used daily!
- Used in cities or for leisure → Cyclotourism

# Different events/attractions in the region

Tourism office Sierre

- The UNICEF Cycling for Children
- The Mini kid Junior Terrific ( race)
- SlowUp
- Chemin du Vignoble ( from Martigny to Loèche) → 83 km
- Chemin du Rhône ( itinerary Andermatt-Geneva)

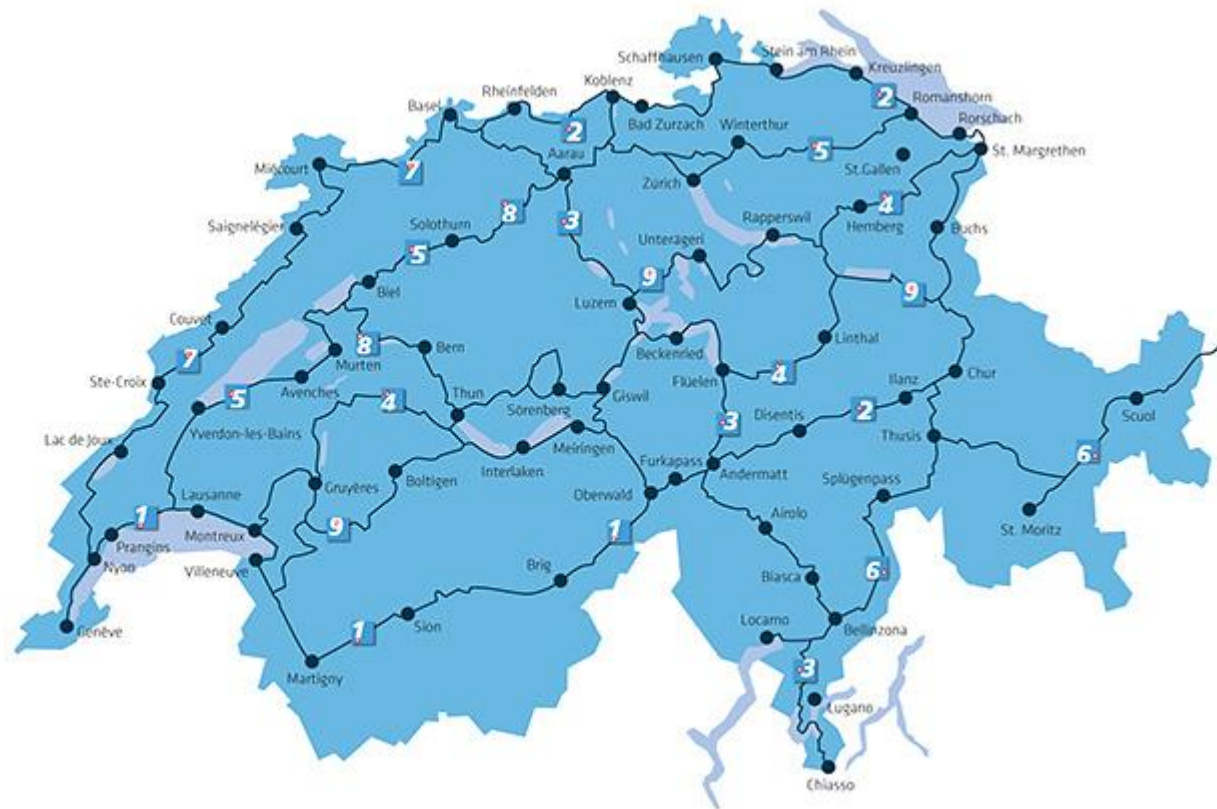
# VTT

- 11 itineraries (all in all 177 km) of endurance and cross-country.
- Attracting more young tourists and middle aged men



# Road Biking

- more than 200 km and 10 new itineraries newly designed
- attracting more sporty people and middle-aged men looking for challenges.



# Bike Park

- In Crans-Montana, there are two slopes (red and black) with different obstacles and a panoramic view.
- It suits people looking for adrenalin and into more risky sports



# E-Biking (The Guardian)

- “An electric bicycle, also known as an e-bike or booster bike, is a bicycle with an integrated electric motor which can be used for propulsion.”
- “The choice of five power levels allows cyclists to choose how much “assist” they want from the motor when pedaling. On a flat road or path, choosing level one will require a reasonable output from your legs, while level five will mean you’re flying along with no resistance at all. “ The Guardian



# E-Bike (The Guardian)

- The target demographic are people over 50
- The latest models are marketed at hip young action figures with a penchant for mountain biking.



# E-Bike: PROS/CONS

- + No need of physical preparation
- + Easier to enjoy the nature
- + Opened to a very wide target group
  
- Need material
- Recharging stations
- more expensive

# An example of a package from Swisstrail

[http://www.swisstrails.ch/swisstrails\\_franz/hostel\\_touren.html](http://www.swisstrails.ch/swisstrails_franz/hostel_touren.html)

- Swisstrail is tour operator
- It offers different packages
- Packages can include luggage, booking hotel, rental of e-bikes shuttles airport, guides ...



**Variante D - Hostel gem. Programm**  
Die Nord-Süd-Route als Hostel-Formel: Uebernachtung in Jugendherbergen, Mehrbettzimmer, 6 Radetappen von Basel bis Locarno oder Lugano.

[Infos](#)

Termin: 01.06.2017 Donnerstag  
bis: 06.06.2017 Dienstag  
Reiseprogramm: Nord-Süd-Route D Hostel

Anzahl Erwachsene: 1  
Anzahl Kinder: 0

**Kategorie**

Datum	Bezeichnung	Belegung	Status
<input checked="" type="checkbox"/> 01.06 - 06.06.17	Mehrbettzimmer Variante Hostel	1-10	●

**Bahnhof Basel, Rent a Bike**

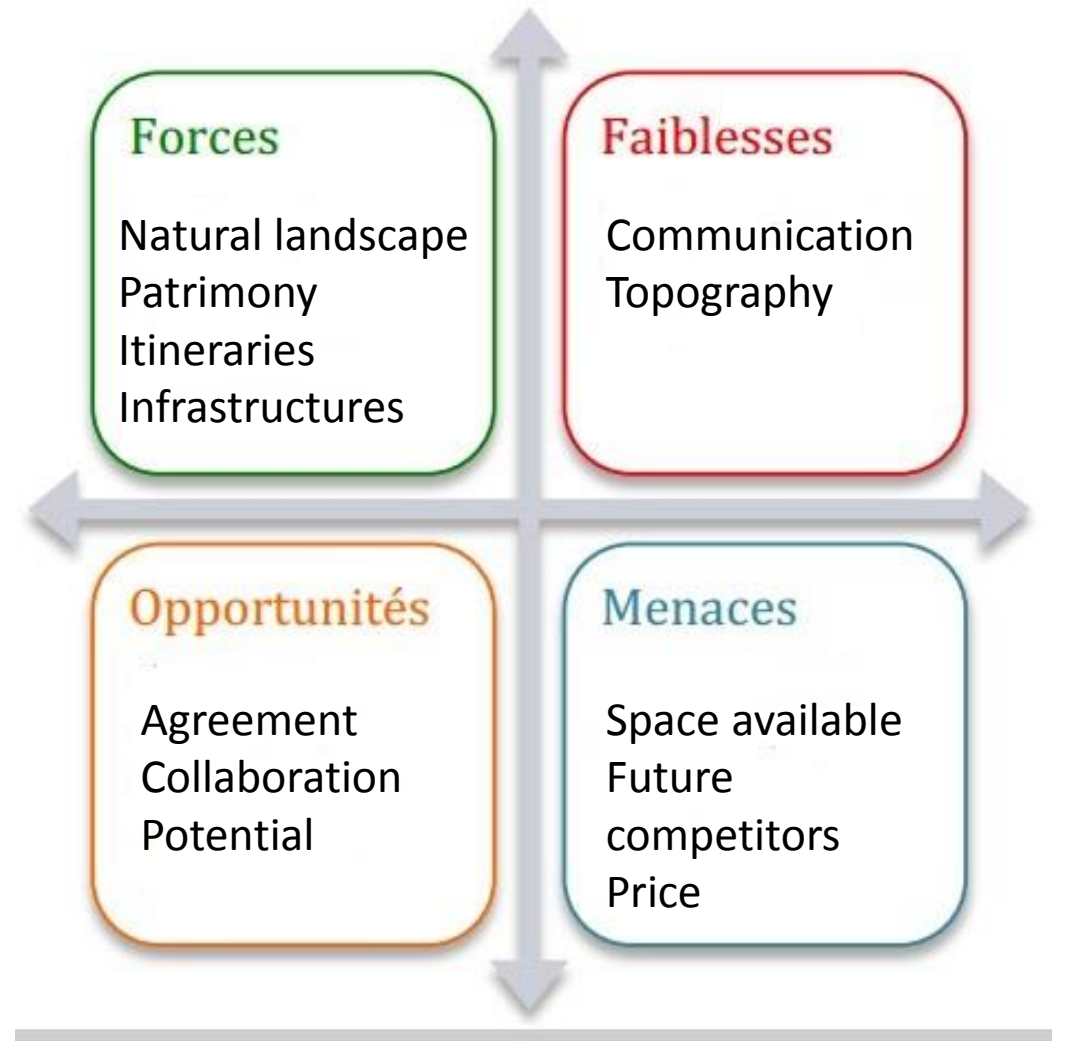
Datum	Bezeichnung	Belegung	Preis/Person	Status
<input type="checkbox"/> 0 01.06 - 06.06.17	Tourenvelo	1	ab CHF 650.00	●
<input type="checkbox"/> 1 01.06 - 06.06.17	E-Bike Flyer C 8.1	1	ab CHF 1060.00	●

**Preis**

Arrangement	1 x	585.00	585.00
Bahnhof Basel, Rent a Bike	1 x	1'060.00	1'060.00
Totalbetrag			CHF 1'645.00
inkl. Mehrwertsteuer			8 % 1'060.00 78.50

# SWOT analysis and improvement?

- Target advertisement
- Price more competitive
- Promote the App. Swiss Map Mobile
- Enhance the facilities for the e-bikes
- More events



# Sources

- <https://www.tourobs.ch/fr/actualites-et-articles/articles/id-3865-grand-angle-sur-le-cyclotourisme/>
- <http://www.velosuisse.ch/fr/media146488.html>
- Office de Tourisme Sierre
- Swiss-Mobil (email)
- [www.myswitzerland.ch](http://www.myswitzerland.ch)
- [www.extremessports.com](http://www.extremessports.com)
- [http://www.swisstrails.ch/swisstrails\\_franz/hostel\\_touren.html](http://www.swisstrails.ch/swisstrails_franz/hostel_touren.html)
- [doc.rero.ch/record/235920/files/delaunois\\_audrey\\_2014.pdf](http://doc.rero.ch/record/235920/files/delaunois_audrey_2014.pdf)