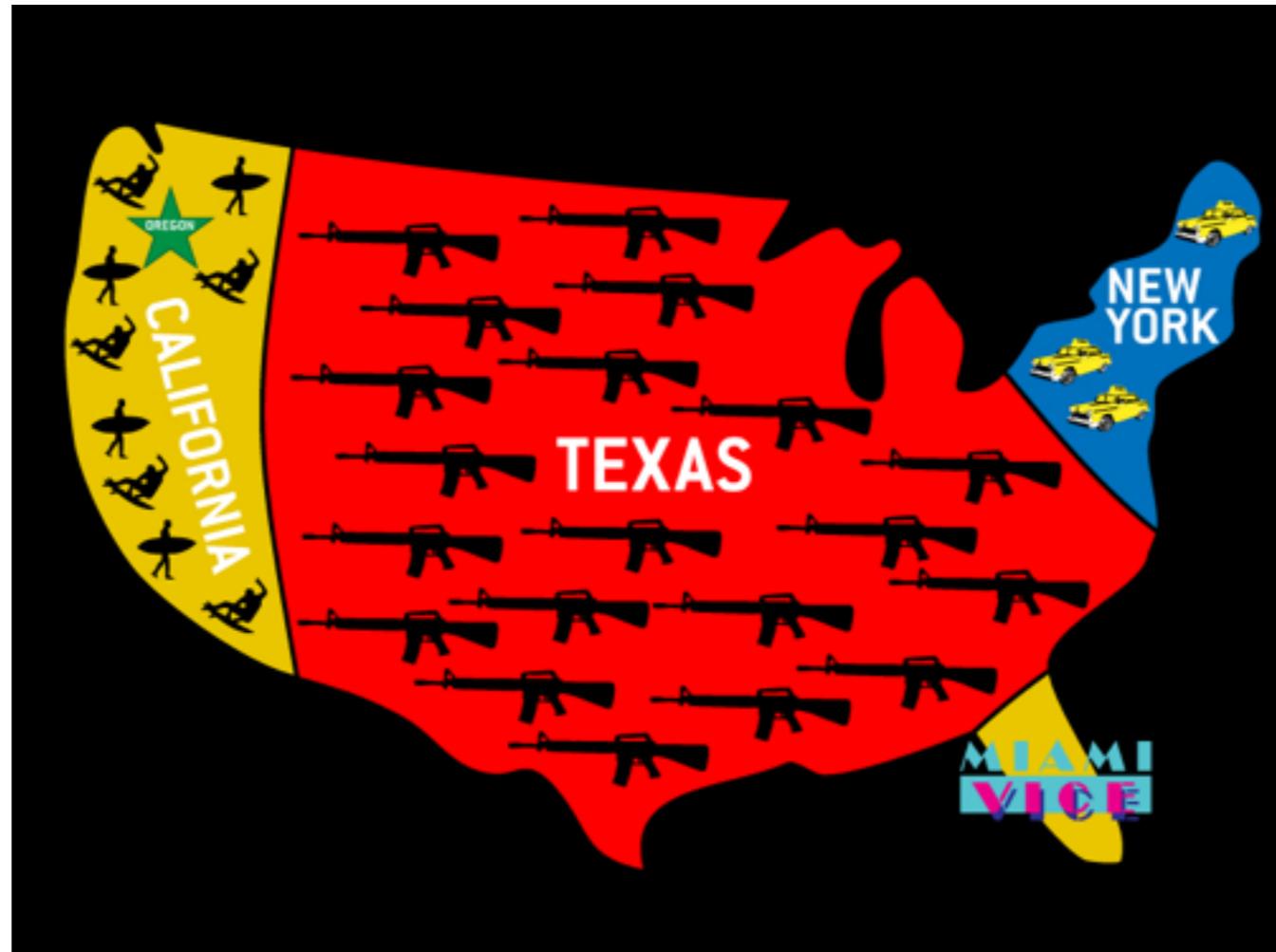


ALLEGRA



Shane Wilson





the word is out, mountain biking is a big market
Mountain biking has a huge potential for the development of new destinations
we hear all these marketing facts
they have above average income they have super expensive bikes
they are a very interesting and valuable demographic
so the potential is there, its no secret, the word is out

THE NEW MOUNTAIN BIKE MECCA!



So a lot of destinations are in it now, and what they typically do is they say “Well we’ve got mountains and some trails, we’ve got infrastructure, and tourism services”

“All we need to do is go through a communication marketing exercise”

And the first choice is usually to advertise in a mountain bike magazine and say

“We’re the new mountain biking mecca!” and the bikers come because they believe the mag



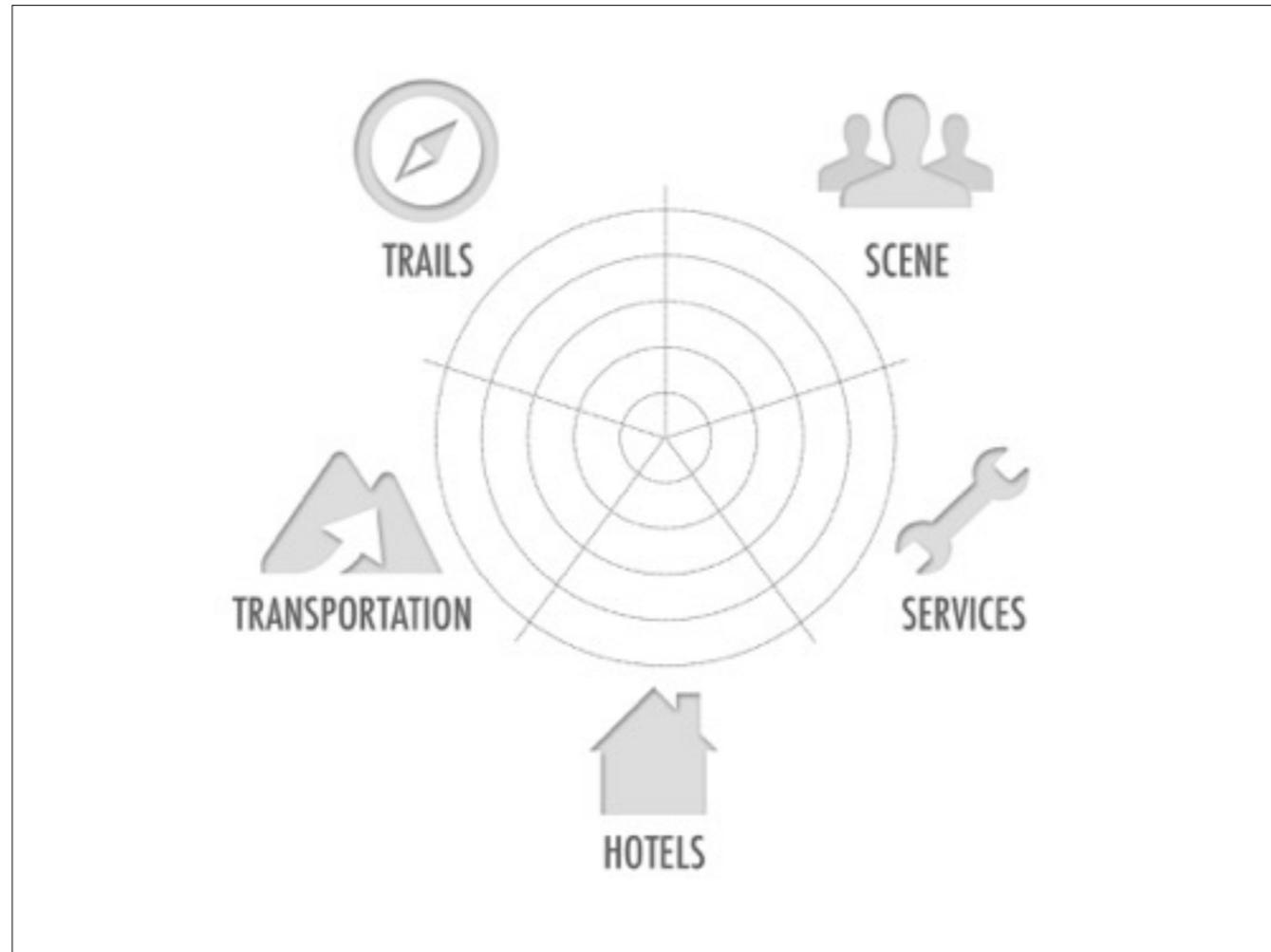
And then this happens, the destination is not really ready for mountain bikers

The offer has not actually been adapted to mountain biker's needs

And this is one of the top ten mistakes that destinations make. It is more than just a marketing exercise! But this is not a presentation about how NOT to develop a mountain biking destination.

HOW TO DEVELOP A MOUNTAIN BIKE DESTINATION

We've been developing MTB destinations for over ten years now. We've been developing them all using the same method. And the method is pretty simple....



We develop 5 elements

1 trails, where mountain bikers ride their bikes

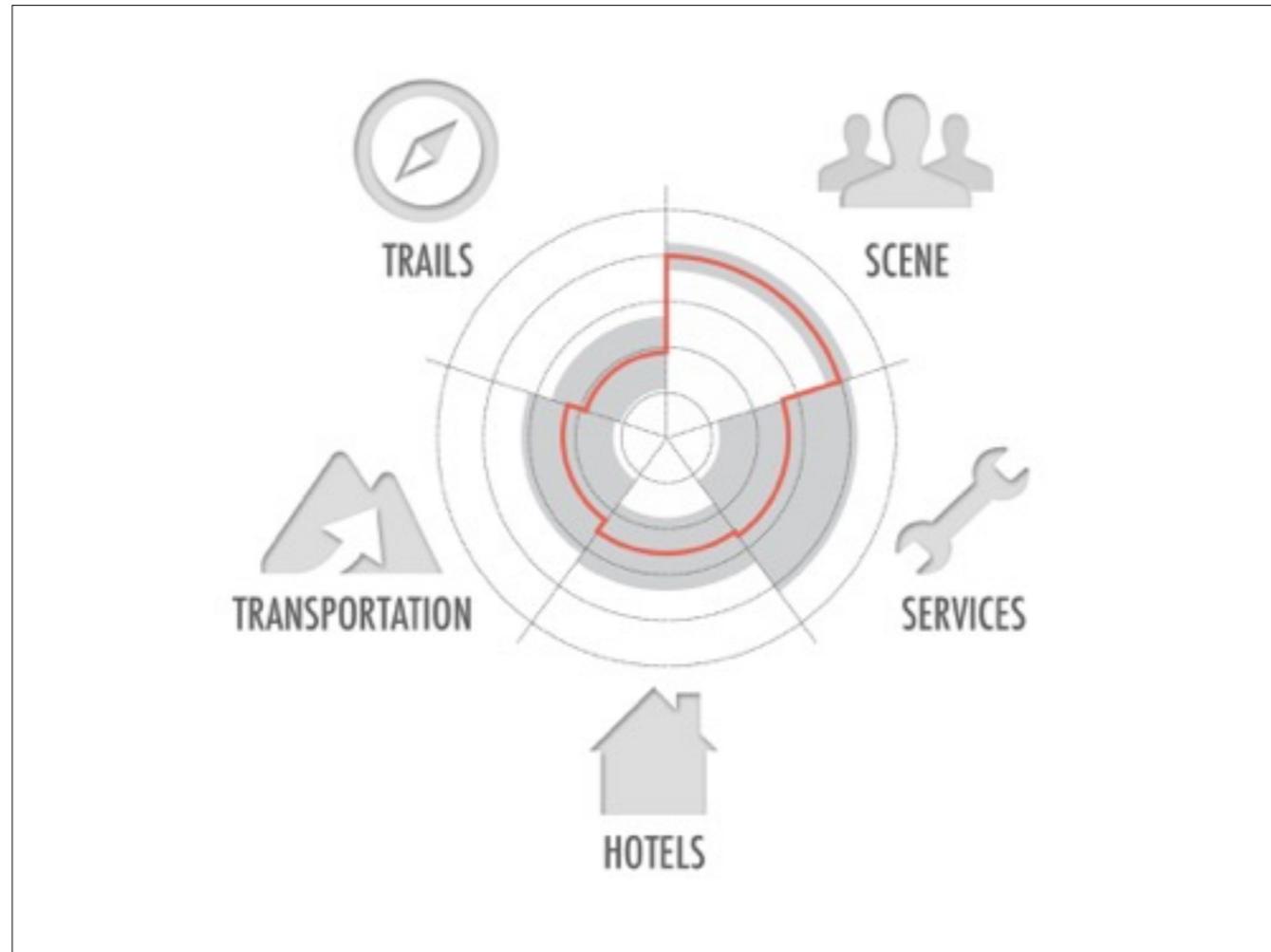
2 transportation - not just lifts

3 hotels - anyplace you sleep or eat

4 services - bike shops, bike rentals, guiding (growing)

5 Scene - the local mountain biking culture, can't be a MTB dest if the locals don't embrace it

with these 5 elements we can measure a destination

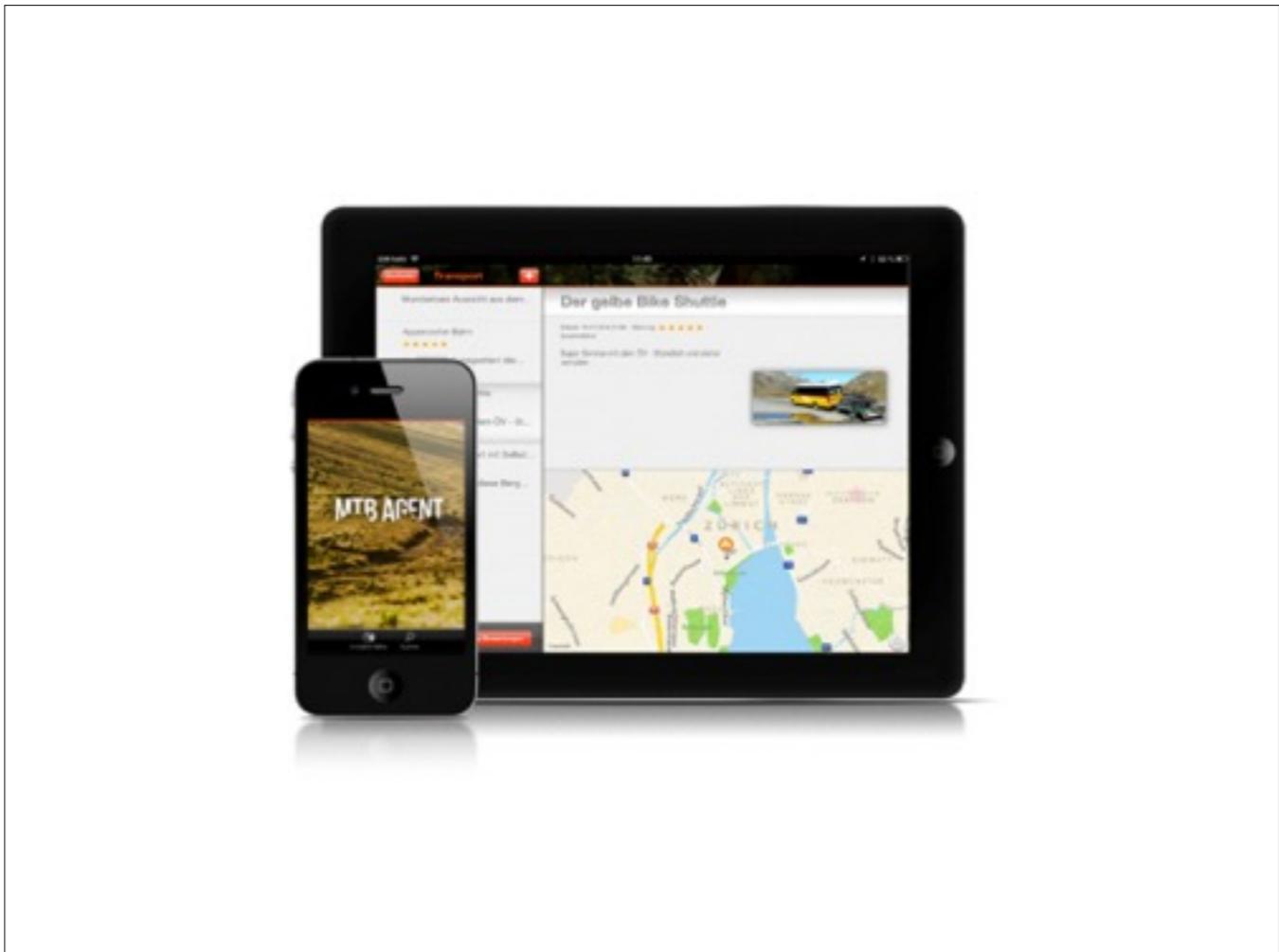


and then we get this

the red is the average score within that element

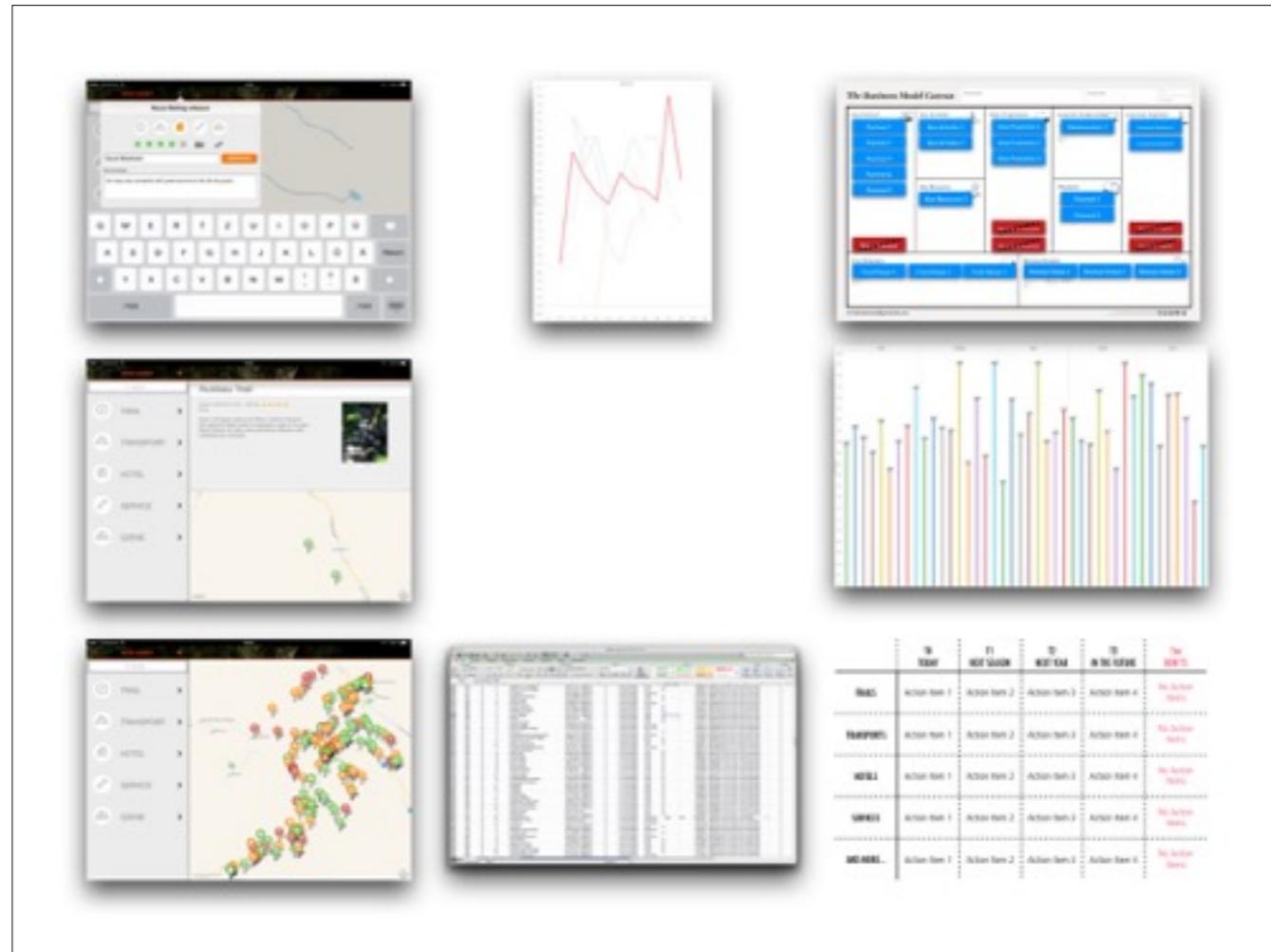
the grey area is the variance - demonstrates the quality difference

this analysis is not drawn, it is calculated. And how do we calculate it?



We calculate it with user feedback

Free app that we give out to local riders, guides, visitors



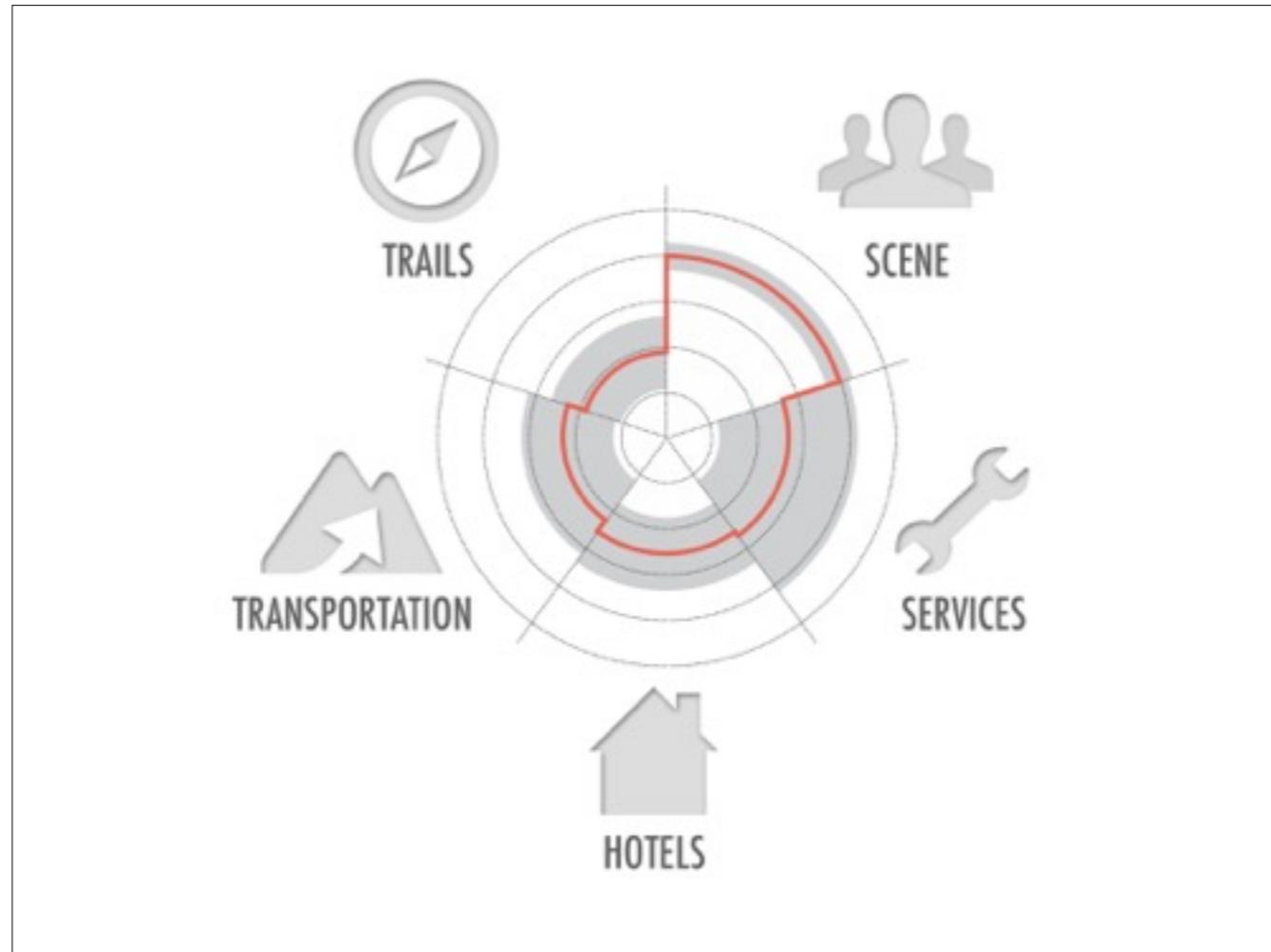
They go out in the area and register different ratings.

They take pics, write comments, give a rating

And this gives a spatial view - Where are my greens/reds, where do i really need to improve

In the background, all this data, we can show a visitor's emotional curve, create a business model, we can benchmark and compare 2 destinations and identify gaps

From all of these ratings we can deduct measure and create an action plan



These measures will help us move the red line outward and make the grey area smaller

With the help of local riders we can do this analysis in only about a month

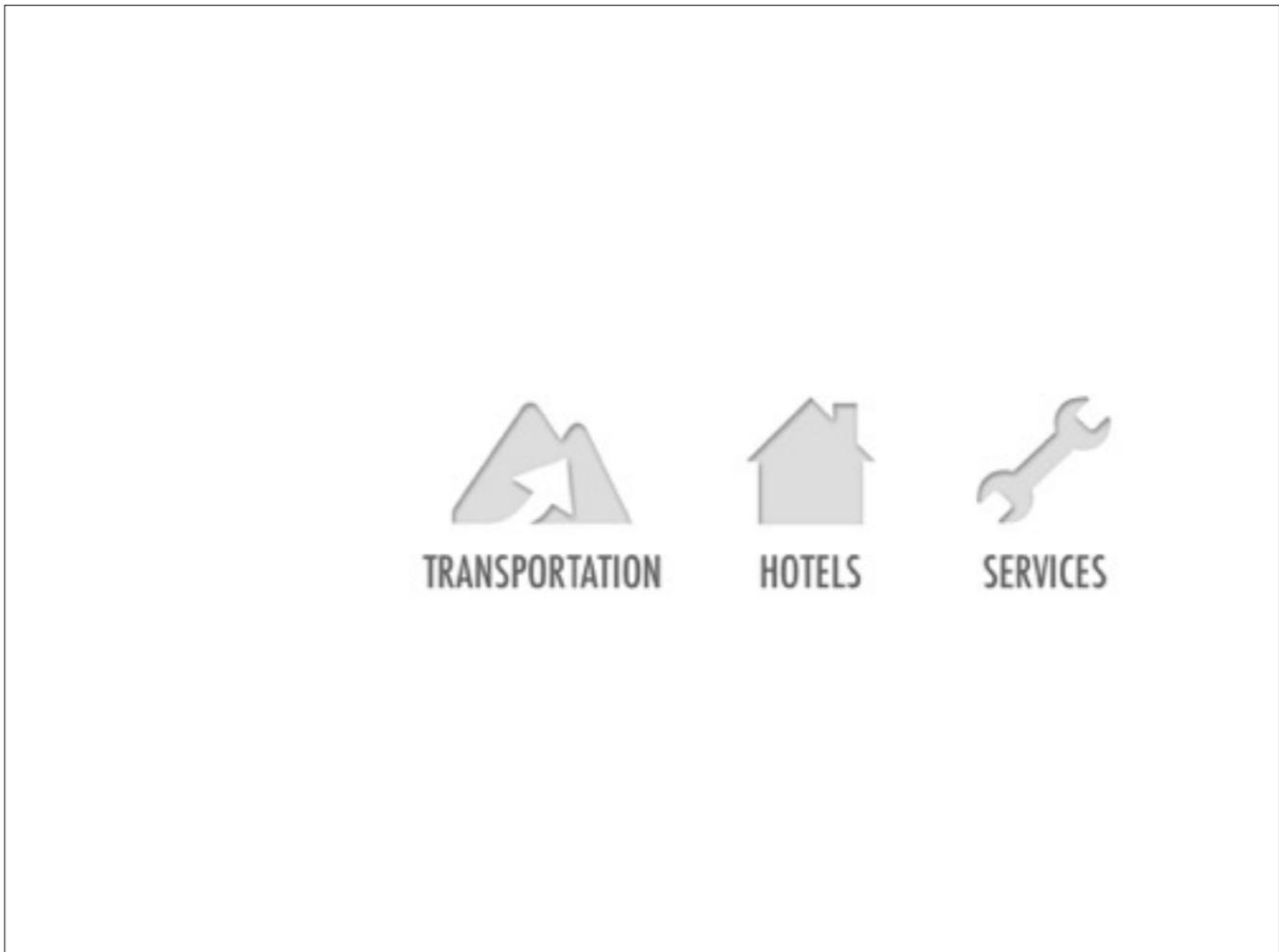
very fast overview

When we show

we always get the same question SWITCH Slides “which is the most important element?”

MOST IMPORTANT?

but the elements are not independent



lets look at this from an economic standpoint

Trans

Hotels

Services

Are the elements SWITCH



That ADD to the economic value. This is pretty obvious right?

Trans - People pay money for a lift pass, or the train

Hotels - Bikers pay to stay and eat

Services - Bikers pay to hire a bike, a guide, repairs for their bike

So these 3 elements add to the economic value SWITCH



TRAILS



TRANSPORTATION



HOTELS



SERVICES

What about trails? Trails do not add SWITCH



Trails MULTIPLY it

You can have the best hotels, services, and trans but without amazing trails it doesn't matter to bikers. The opposite is true as well. If you don't have good places for bikers to spend their money....

You can't say which is the most important, but trails have a special role as this multiplier



And when people visit they need to find your trails. SO you need good signs and maps



And if you're lucky you have lots excellent trails for mountain bikers already.
But its not enough
To cater to mountain bikers you need to adapt your trails SWITCH



So that this kind of situation becomes SWITCH

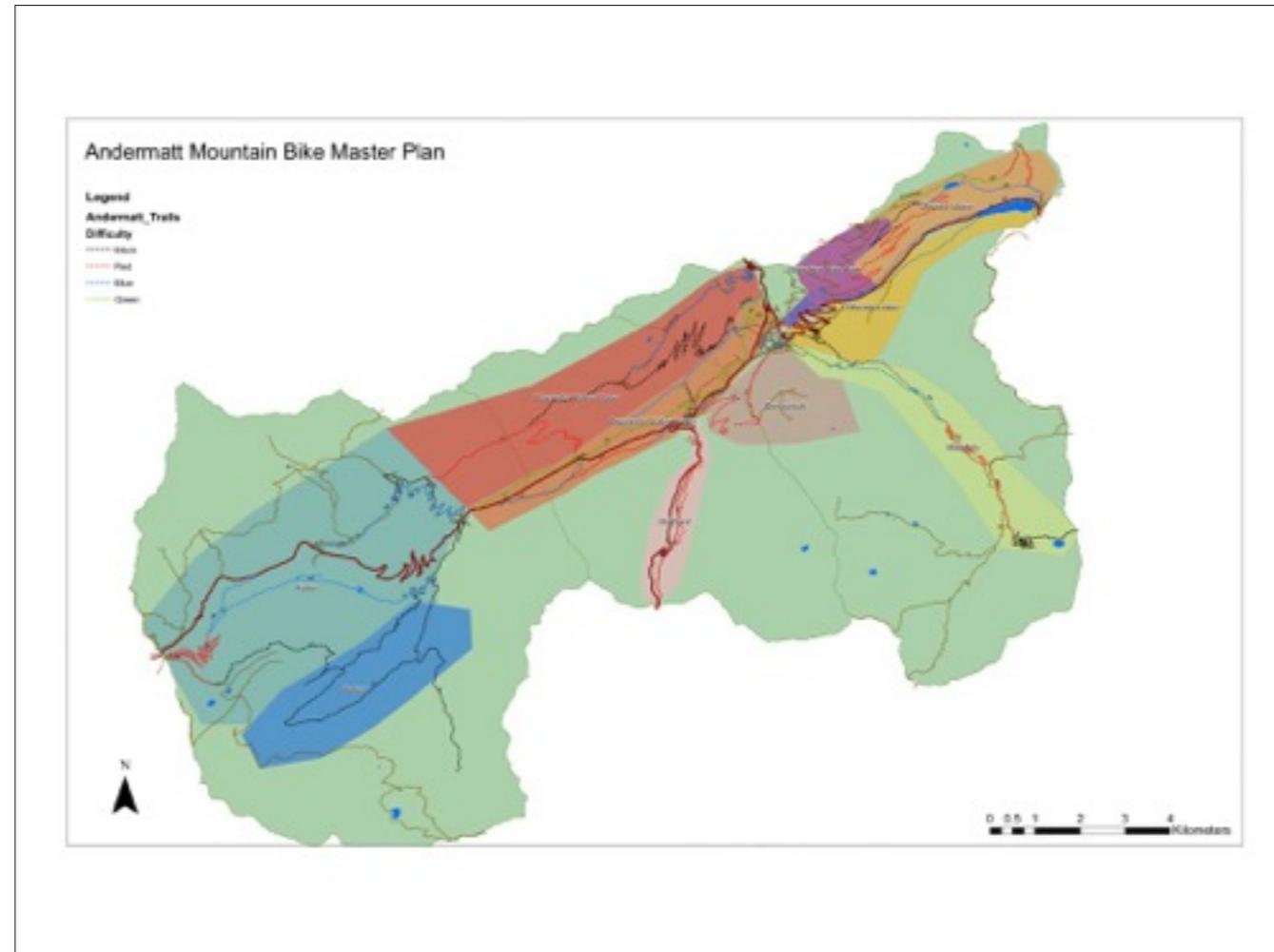


This kind of situation



And more and more we hear this
Riders want purpose built MTB trails
Even in places with an awesome existing trail network
Purpose built trails will expand your user base.
This is what Makes it accessible to families and a larger user group
Important Even with an existing network. You will need PB trails to attract significant business





But this means there is a lot of planning to be done.
Good trails and trail networks aren't just going to appear
They need to be planned



And yes...trails need to be maintained

And constructed

It's not easy, it costs money, its a significant investment....for a significant market

But its an investment. And when you talk about investments you ask.....SWITCH

RETURN ON INVESTMENT?

Whats my return on investment?
What do I get? SWITCH



And the example everyone uses is Whistler in Canada. What are their numbers? blah blah blah
But we have some examples from much closer



This is Bike Park Lenzerheide
Last year on opening weekend over 4000 passes sold for the bike park
Day pass is 52 francs
thats over 200 thousand francs
and thats not even the biggest weekend of the season



And in St. Moritz at Piz Nair

Sunrise ride

4 am

2 cabins with 100 bikers 95 francs each - 10 thousand francs



And transportation doesn't have to be lifts
Not enough room on Swiss post bus
Rack developed last year, hydraulic 20 bikes
28 thousand bikes last year, almost 90% mtb



And what about hotels?

This is what a typical bike hotels bike room needs to look like



And this is a 4 star plus hotel in Pontresina Switz where we at Allegra are based
MTB'ers don't just camp out and sleep on their friends floors
the MTB market is so big that there is a niche for all hotels
This one is 240 francs and up, enjoys significant business from MTB
the most successful in town is 3 star and sees 3500-4000 stays a season from MTB



And what about the ROI of purpose built trails?

this is Corviglia flow trail which WE built in 2013 and opened in 2014

its about 4 kilometers and had 14000 runs 4000 passes in the first summer

with almost NO marketing



each biker here stays an average of about 3 nights and there spend averages 159 francs a day



Looking at these values
the essence is
The word is out
The table is set, we know how to do this,
would you like to sit at this table and have a piece of the pie?

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Thank you very much

We wish you all the best in developing your destination