



## **MASTER THESIS**

# **CYCLING AS WINE TOURISM. DESIGNING SUCCESSFUL CYCLING AND WINE HOLIDAYS IN WINE REGIONS. A TOUR OPERATOR PERSPECTIVE**

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**June 21st, 2019**

# TABLE OF CONTENTS

## ABSTRACT

<b>1. INTRODUCTION</b>	
1.1. Description of the company	1
1.2. Duties during the internship	2
1.3 Proposal to be developed	4
1.4 Bibliographic survey (Literature Review)	4
<b>2. METHODOLOGICAL APPROACH</b>	<b>11</b>
<b>3. RESULTS AND DISCUSSION</b>	
3.1.Content Analysis of Holiday Tour Dossiers	14
3.2 Survey - Exploring the relationship between cycling and wine holidays	16
3.3 Interviews with Tour Operators	17
3.3.1 Interconnectedness of wine and cycling	17
3.3.2 Wine as a marketing tool for cycling holidays	17
3.3.3 Higher Spend of Tour Operator led groups compared to solo travelers	18
3.3.4 Varying levels of wine knowledge amongst clients	19
3.3.5 Meeting the needs of cyclists	19
3.3.6. Route Design	20
3.4 Implications for designing successful cycling and wine holidays	21
<b>4. CONCLUSION</b>	<b>24</b>

## BIBLIOGRAPHY

### LIST OF TABLES

Table 1: Use of Cycling and Wine words in Cycling and Wine Holiday Tour Dossiers	14
Table 2: Use of Cycling and Wine words in Iconic Journey Cycling Holiday Tour Dossiers	14

### ANNEXES

- A1. Content Analysis of Cycling Holiday Tour Dossiers Research Notes
- A2. Survey of the interest in wine tourism in a population of cyclists
- A3 A Guide to successful cycling and wine holidays- text

## **ABSTRACT**

Cycling holidays as a form of wine tourism is a under researched area and as such this paper is broad and all encompassing to capture the many threads and areas of interest. Following the approach that tourists are either cycle tourist or wine tourist, not both, means that little energy is directed by the wine tourism industry towards the cycling market or when it is, it is often misplaced due to lack of market understanding.

Using quantitative and qualitative research methods this paper identifies the interconnectedness of wine and cycling, how wine is used as a marketing tool for cycling holidays, the high spend of Tour Operator led groups and how stakeholders can meet the needs of cyclists. The needs of cyclists and Tour Operators in wine regions are examined to identify what makes a successful wine and cycling holiday resulting in a succinct guide for the benefit of wine tourism establishments, regional planners and individual stakeholders such as accommodation providers to aid in better understanding the opportunities and benefits of working with tour operators that can be applied to other wine destinations.

Certain demographics of cyclist have large disposable incomes and this should not be overlooked by wineries and wine regions, however they may have different needs and expectations that are not yet widely recognised by tourism product providers.

**Keywords: Cycling; Wine Regions; Tour Operator; Mamils**

### **List of abbreviations:**

**UK:** United Kingdom

**Mamil:** Middle aged man in Lycra

## **1. INTRODUCTION**

### **1.1 Description of the company**

Skedaddle Espana is an independent cycling holiday company. Its head office is in Tarifa, Andalucia, Spain from where it coordinates and organizes cycling holidays all over Spain as well as in France and beyond. Skedaddle Espana works closely with Saddle Skedaddle who are the UK's largest independent cycling holiday specialist, taking 4,000 customers on holiday in 2018 to 42 different countries worldwide (Saddle Skedaddle, 2019). The main target market of Skedaddle Espana is the United Kingdom with 80% of customers residing in the UK. However, an increasing number of customers come from other, usually English speaking, markets such as USA, Australia, Canada and New Zealand. In 2012 90% of customers were from the UK (Saddle Skedaddle, 2019).

Skedaddle Espana offer a range of styles of cycling holidays which are classified in product families; Cycling Adventures (with an element of off-road cycling), Leisure Cycling, Classic Road Cycling Holidays, Mountain Bike Holidays and a recently launched range of Family Cycling Holidays. The range reflects not just the type or specifications of the bicycle used but also offers a variety in terms of distance, difficulty and style of holiday. In 2019 Skedaddle Espana further expanded its offer by renting electric bikes for the first time. The holidays offered vary from 5 day short breaks to 3 week epic cross country journeys and can be guided, in small groups of around 12 riders, or self-guided. Skedaddle Espana offer a variety of scheduled dates and destinations which single customers, couples or friends can book. A growing area of the business and recently created additional product family is "tailor made" bookings where private groups request their own bespoke holiday itineraries and dates.

Skedaddle Espana have been working with Saddle Skedaddle to offer cycling holidays in Spain and worldwide for 24 years. Originally a mountain biking specialist the company now offers a wide range of cycling holidays for all types of cyclist and non-cyclist (Saddle Skedaddle, 2019). As part of Skedaddle Espana's expanding range in 2016 they launched their first holiday specifically focusing on a wine region as a destination and the main attraction of a holiday. The 'Riojan Rolling' holiday has sold out each of its three dates a year since its launch. Despite a challenging economic and uncertain political climate in its main market of the UK. Skedaddle Espana and Saddle Skedaddle are always looking for exciting and innovative new destinations and holiday concepts to give existing customers more variety and to target new customers.

## **1.2 Duties during the internship**

As Skedaddle Espana is a relatively small enterprise in terms of full time staff there was the opportunity to be involved in many facets of the business. Duties included but weren't limited to:

### Operations

Operations Management involves coordinating guides to ensure confirmed holidays have the appropriate numbers and levels of trained guides, matching guide availability with tours. It is important to organise and liaise with accommodation providers to provide updates on trip sales; managing relationships with small hoteliers. New accommodation bookings also need to be made for new, bespoke or self-guided trips with booking confirmations sent. Where appropriate wineries and restaurants needed to be contacted to arrange tastings, visits and organise reservations.

During the internship guide/tour leader training was undertaken focusing on company best practice in order to deliver fantastic holidays. This included decision making sessions, relationship management and First Aid qualifications. Managing logistics is a key part of Operations with support vehicles, picnic kits, mechanical kits and rental bike requirements and movements to be monitored and coordinated. Checking the accuracy of and updating holiday information sheets which are the itineraries of each respective holiday is also key.

### Marketing

Involvement in marketing tasks included checking descriptions and tour highlights which are used on the website to trail holidays. The selection of photos from the photo library to represent and promote the relevant holiday on-line was also important as was checking the detail as well as ensuring the enticing nature of downloadable holiday information. Magazines both internet based and print based were identified to target as potential outlets to provide editorial content for.

### Sales

The Sales team would forward specific customer queries regarding specific holiday or assistance in suggesting the appropriate holiday for a particular customer. The timely and accurate response to such information was important in helping the sales team through the process of the 'customer journey'. The 'customer journey' represents the customers experience from their first point of contact with the company to the leading of feedback after the trip. Customer feedback from 2018 was also collated and interpreted.

### Local Partner coordination

Skedaddle Espana collaborates with guides/representatives in France and Skedaddle Italia in Italy and as part of the worldwide Saddle Skedaddle family to share best practice and exchange/coordinate ideas on new product development.

### Product Development

Assistance was provided with regards ideas to designing new holidays focusing on cycling in wine regions. This included discussing and identifying gaps in the range with Product managers. It was also important to review existing trips within the product range to ensure all foundations were in place to deliver a fantastic holiday experience for the customer, so product development is not limited to new holidays but also improving existing ones. Planning potential research trips to the route to check their quality and suitability was an important process, including the key part of identifying appropriate standards of accommodation in suitable locations. It was important to consider the scheduling of each day for maximum customer experience and to think about how the days linked together.

Selecting appropriate restaurants and wineries to include as part of the itinerary was an important part of product development and checking. Planning was needed to collate appropriate flight options for arrival and departure airports and train stations, including researching local transfer companies for airport transfers as appropriate. "Guide Notes" were checked and adjusted or completed as appropriate with all the information a Tour Leader would need to run a trip, including information on potential winery visits, points of interest, cultural awareness, bike shops, supermarkets for picnics and hospitals in case of emergency. It was also important to check Risk Assessments.

Checking fixed and variable costs for the Holiday to help calculate a margin and selling price was carried out. A key element of reviewing existing trips and suggesting new ideas was ensuring the route includes plenty of local culture and heritage in keeping with the Skedaddle Espana and Saddle Skedaddle mission statement "We don't do passing by we do pedaling through".

### **1.3 Proposal to be developed**

The goal of the research is to explore the relationship between cycling and wine tourism and analyse the foundations for a successful cycling holiday in a wine region from the perspective of a UK Tour Operator. From this position of deeper market understanding the proposal is to create a succinct guide for stakeholders in wine regions. Stakeholders, including but not limited to; wineries, regional planners and accommodations with the aim that a better understanding of the benefits and opportunities of working with cycling Tour Operators can be reached.

The role of cycling as a form of wine tourism must be understood. The needs and desires of cyclists when in a wine region are proffered and a clear understanding of what wine regions and stakeholders need to do in order to be attractive to Tour Operators is laid out. Skedaddle Espana's cycling and wine holiday in Rioja is used as an example. The author's own previous experience of designing new holidays is also drawn upon.

### **1.4 Bibliographic Survey (Literature Review)**

As the proposal is for holidays involving both cycling and wine tourism concurrently, the starting point is to explore the compatibility and mutual benefits of these two types of tourism. Whilst there is a wealth of research centered around wine tourism, and some research looking at cycle tourism, there is very limited amounts of research that treats cyclists as wine tourists. Furthermore, most research focuses on the motivations of the individual tourist so there is only a limited amount of research looking directly at the roles of tour operators or needs of tour groups, which is part of our proposal.

#### Defining Cycle Tourism

Cycling has a long relationship with tourism, dating back to the invention of the bike in the 1890's. In the UK the Bicycle Touring Club was founded in 1878 (Cox, 2008). The bicycle, as an affordable means of independent transport has even been credited with the birth of the modern tourist (Tobin, 1974). However, there is still little academic research into the impact of cycle tourism although there is demand for cycle tourism products (Lamont, 2009).

One of the most prolific areas of research is in identifying and defining what a cycle tourist is (Faulks et al, 2007, Lamont, 2009). This may be due to the wide variations in motivation for cycling; cycling is a mode of transport and a form of exercise as well as leisure activity.

Research has identified cycle tourism as ‘special interest’ tourism (Ritchie and Hall 1999) where the activity of cycling is of primary interest to the tourist. However, this is rather a narrow interpretation and it has since been proposed by Lamont (2009), that the extent to which cycling influences tourists’ decision making potentially exists along a continuum. For some people cycling may be their primary reason for the trip and choice of destination, for others cycling may be a means of exploring their location or for supplementary exercise or the enjoyment of the outdoors.

One working definition used by the South Australian Tourism Commission, cited by Lamont (2009) is that

*“Cycle tourism visits are considered to be for the purpose of holidays, recreation, pleasure, or sport; and to include either overnight stays or day trips to other tourism regions during which the visitor either engages in active cycling, or is a spectator at a cycling event.”* (South Australian Tourism Commission, 2005: 3)

This definition is particularly pertinent to this paper as the purpose of this policy document was to leverage greater tourism benefits from the states cycling events and cycle trails with value added products, for example wine tourism.

Sustrans, the UK sustainable transport and cycling charity identifies three types of cycle tourism; cycling holidays, holiday cycling, cycle day excursions. As we are examining cycle tourism from the perspective of tour operators the definition most relevant to this study is ‘cycling holiday’. This is defined as trip involving one or more nights away from the home with cycling as the main purpose. A cycling holiday can be centre based or a tour. Cycling holidays are further sub-categorised as organised packages or independent tours (Sustrans, 1999).

#### Income Generated by Cycle Tourism

In the UK, where the highest number of Skedaddle Espana passengers originate from, the proportion of cyclists increases with household income, (Department for Transport, 2017). Cyclists should not be dismissed as undesirable tourists as cycle tourists’ daily spending is comparable to that of other tourists (Piket et al, 2013). These relatively high spending tourists



spend longer in the area they are visiting (most likely due to the speed of cycling) which results in less supply chain leakage (Beanland, 2013).

According to a study commissioned by the European Parliament in 2012, cycle tourism contributes over €44 billion to the European economy annually. For example in Baden-Württemberg, Germany 14 million people go for a day's outing on their bike each year, and cycle tourists pay for 3.2 million over-night stays (WSF, 2015). They generate a net economic value of roughly 860 million euros per year (WSF, 2015).

### Cyclists as Wine Tourists

There is no definitive answer as to whether a cycle tourist can also be identified as a wine tourist. An early definition of wine tourism focused purely on vineyards, wineries, wine festivals and wine shows Johnson (1998). This conflicts with one of our earlier definitions of cycle tourism being 'special interest' and therefore cycling being the primary purpose of the activity. However, as shown above, that definition of cycle touring has been identified as too narrow and likewise Hall et al (2002) highlights how defining wine tourism as purely taking place in vineyards and wineries has limited scope, this definition has failed to recognize the reality that wine tourism occurs away from the tasting room and that many tourists first (and sometimes) only wine tourism experience is often at their hotel or restaurant (Hall et al, 2002).

A more recent definition of wine tourism extends the realm of wine tourism beyond vineyards, wineries, wine festivals and wine shows with the introduction of the phrase 'grape wine region' (Hall et al, 2002).

With these more expansive definitions there is greater room for understanding how cycle tourism and wine tourism can both be motivating factors for an individual to seek out in one holiday.

### Cyclists and the Winescape

"Diversifying wine tourism products: an evaluation of linkages between wine and cycle tourism" (Morpeth, 2002) is the only piece of academic research the author has been able to identify to directly link wine tourism and cycling tourism. Morpeth (2002) recognizes the common dimensions of wine and cycle tourism include an enjoyment of local food and wine combined

with educational and commercial dimensions of winery visitation. Underpinning these elements are the distinctive winescapes, as environments for cycle touring (Morpeth, 2002).

The geography and natural attributes of wine destinations are significant to both cyclists and wine tourists; two of the destination attributes influencing visits to a wine region are natural environment and rural landscape, and relaxation and recreation (Byrd et al, 2016). These two factors are also significant in the choosing of a cycle tourism offering (Meng and Han, 2018). The idea that wine tourism motivations include the desire to taste wine but also explore the geographic area where wine is produced (Byrd et al, 2016) gives space to the proposal that a cycle tourist can also be a wine tourist.

A cyclist is fully immersed in the winescape and is uniquely placed to understand the climate and terrain of a region. To use a quote from popular literature, Hemingway said “It is by riding a bicycle that you learn the contours of a country best, since you have to sweat up the hills and coast down them” Hemingway (1967). For the cyclist their first experience of wine tourism arguably takes place outside, on the roads surrounding vineyards and cellars. As Skedaddle Espana and Saddle Skedaddle say in their marketing material, “We don’t do passing by, we do pedalling through” (Saddle Skedaddle, 2019), so there is an opportunity to educate and excite a potential wine tourist before they have even entered the surrounds of a vineyard and certainly well before the tasting room.

#### The symbiotic relationship of wine and cycle tourism

Cycling, whilst an activity in its own right, is not the only goal of the cycle tourist. The cyclist regularly cycles at home so it is not cycling itself per se that creates the experience of tourism, it is the practice of cycling in a new destination. This, it can be said, differentiates it from everyday life, the discussion of what differentiates the everyday experience from a tourism experience being a key concept in current research (Uriely, 2005). Cycling is, quite literally, the vehicle for a tourism experience which is not confined simply to the activity of riding a bike. the challenge for suppliers of tourist products being to recognise the motivations of the cycle tourist in choosing and planning their holiday (Morpeth,2002).

It is proposed on these pages that one of these motivations and a therefore a core part of the cycling holiday product in a wine region is wine tourism. Treating cycle tourists and wine tourists as two discrete groups overlooks the possibility that every cyclist visiting a region has

the potential to be a wine tourist. Following the approach that tourists are either cycle tourist or wine tourist, not both, means that little energy is directed by the wine tourism industry towards the cycling market or when it is, it is often misplaced due to lack of market understanding.

It is recognised that the best tourism experiences are when a tourist takes an active part and is completely immersed in the situation that they are experiencing (Csikszentmihalyi, 1992). Flow was originally described as “the holistic state an individual feels when he/she acts with total involvement” (Csikszentmihalyi,1977:36). A flow state can be achieved when the participants skill level is equal to the challenge presented (Novak et al, 2000), for example when an experienced cyclist tackles a route, that presents physical and technical challenges, that are within their skill level to accomplish. When a cyclist is experiencing flow the ride is enjoyable, even euphoric and pleasurable experiences create more enduring memories.

From the saddle the cycle tourist has an opportunity to understand the placement of vines and cellars through lived experience in a way that will be more impactful, memorable and truly authentic than the passive experience of a visitor centre. This can have a lasting impact on an individual’s relationship with a wine destination. A memorable wine tourism experience has potential to resonate deeply with an individual or group and the potential to influence a choice of wine region or even a particular brand or wine when back ‘home’ and is a unique opportunity to build customer loyalty to a winery (Getz, 2000).

Cyclists benefit from the geography of wine growing regions and also seek the type of facilities that many wine tourism venues offer. Transport Scotland (2010), identifies that cyclists will sacrifice time and distance benefits in favour of attractive routes with minimal traffic. Touring cyclists will opt for interesting routes with attractive destinations and that routes designed for them need to plan in frequent rest stops. The speed at which cyclists travel, the ease at which they are able to stop or divert from their route allows deeper exploration of a landscape, or indeed winescape.

Cyclists may actively seek out wine destinations for their cycling holidays which is a factor that tour operators need to be aware of when developing new products and choosing destinations. The prediction was made by Hall et al (2002), that an increasingly global wine tourist market would travel to destinations to experience wine and food that they have already have experienced through consumption in their own country.

### Influence of Tour operators

Research on cycle tour operators is fairly sparse and is usually from a regional or local governance perspective. Faulks et al (2007) identifies the presence of cycle tour operators as a factor to facilitate cycle tourism in a given area. The role of tour operators, in food and wine tourism, is recognised in helping the tourist to have the most fulfilling experience of their destination by presenting a carefully planned and managed holiday experience that allows the visitor to fully appreciate the destination (Croce and Perri, 2017).

For the cycling tour operator in a wine region they have a further role as travel companies organising cycle holidays to wine regions, acting as the liaison between tourist and winery, referred to as a cultural brokers (Morpeth, 2002). Houghton (2008), noted that wine festivals attract a variety of visitors ranging from serious wine drinker to novice, cycling holidays in wine regions similarly can attract different types of wine visitor. Cycling holidays are sold by physical ability grades to manage how far and how fast a group is able to travel within a day, therefore within the group there are likely to be varying levels of prior wine experience (even if their cycling experience is homogenous). Understanding the level of interest in wine of a group of wine tourists is important (Mitchel et al, 2002). As well as being a 'cultural broker' (Morpeth, 2002) the tour operator must be able to identify and service the needs of different types of wine tourist. Alebaki and Iakovidou (2011: 134) summarise European research by categorizing wine tourist into three groups "Formal wine tourists", "Tourist with an acknowledged interest in wine" and "General Tourists". One cycling group could straddle all three of the categorisations, something the tour operator and local service providers, be they wineries, hotel or restaurants, need to be aware of which again emphasises the significance of the Tour Operator as 'cultural broker'.

Tourism providers tend to have low involvement in the development of cycle tourism (Piket, 2013). The range of type of cyclist is not always recognised or understood, cyclists vary from self-supported leisure tourist through to supported fast moving groups, cyclists are often treated as a homogenous group and their different needs not explored. Not all cyclists are the same and they may have different motivations, this needs to be recognised in the design of tourist products and it needs to be understood that different cyclists respond to different types of marketing (Faulks et al, 2007).

One of the reasons for greater collaboration between cycle tour operators and wine makers is the perception that cyclists have limited carrying capacity, as is the case with self-supported leisure riders, so are therefore unable to purchase wine. The quote from a vigneron below outlines some issues to resolve or perceptions to be challenged:

*“cyclists are not necessarily very interesting to organize tours - if they have boats or cars to back up vehicles O.K. But cyclists usually drink as much as they buy as they don't have the facility for portage. This is certainly not appreciated as wine makers also need to give of their time. This is not always recognized by cyclists”.* (Morpeth 2002; 281)

A tour operator working closely with a vineyard, would be able to offer solutions to the transportation of wine or other ways that their presence could be monetized, for example by paying for the privilege of a picnic within the vineyard. This is a reason for wine makers to work more closely with tour operators rather than a reason for wine makers to neglect the potential of cycle tourism. The vigneron's comments are similar to negative connotations of mass tourism visitation. Alebaki and Iakovidou (2011) referring to examples of wine tourism on Greek Islands suggest visitation to is often part of an organised vacation in the framework of mass tourism with a winery tour part of the package. However, cycling holidays offered by Skedaddle Espana are on a much smaller scale and the wine culture and heritage are interwoven in the experience of the whole trip to the wine region not just a winery visit. The vigneron's comments quoted in Morpeth (2002) infer all cyclists on a cycling tour will not spend money in the winery, this shows a lack of industry understanding of the different demographics of cyclist.

A trend toward gentrification of cycling and cycling as a means of displaying disposable wealth was identified in the early part of the 21st century (Cox, 2008). The average time spent cycling and average distance cycled increased with household income, (Green et al, 2010). Since 2010 sport cycling in the UK has experienced an upsurge and particularly since 2012, after the Olympics in London and the first UK rider to win the Tour de France (Cycling UK). The phenomenon of 'Mamils' (Middle Aged Men in Lycra) was originally documented by market analysts Mintel in 2010 and refers to cyclists who spend a considerable amount of their disposable income and time in the pursuit of cycling and has been well-documented in media. Mamils have started to come to the attention of academics with recent research such as that by Bauman et al (2018) highlighting the high disposable income of Mamils as well as Glackin and Beale (2018) who focus on the opportunities 'green cycling' in rural areas present for exploration and well-being.

To facilitate wine tourism experience, collaboration is needed which includes wine and tourism industries and cultural and recreational suppliers (Getz and Brown, 2006), cycling Tour Operators can be considered to be recreational suppliers in that they are the experts in delivering cycling and wine experiences. Despite the research linking cycling and wine being incredibly sparse such potential premium consumers represent a great opportunity to showcase wine and wine regions through the creation of memorable journeys and experiences.

## **2. METHODOLOGICAL APPROACH**

The goal of the research is to analyse the foundations for a successful cycling and wine holiday in a wine region from the perspective of a UK Tour Operator and to create a guide for stakeholders in wine regions so they can better understand the benefits and opportunities of working with cycling Tour Operators.

There are established definitions of 'Cycle Tourist' and 'Wine Tourist' but cycle tourism and wine tourism are seen in the literature as two discrete groups. The literature review explored the reasons why a cycle tourist can simultaneously also be a wine tourist and looked at the relationship between wine tourism and cycle tourism businesses. To further explore this relationship a content analysis of existing wine and cycling holidays was undertaken and a cycling population surveyed on their expectations and motivations when choosing holidays. To further understand the foundations for a successful cycling and wine holiday interviews were conducted with Tour Operators involved in the creation and running of successful wine holidays in Rioja and the authors own personal observations from the internship and experiences of working on tour development projects were examined.

### Methods of Data Collection

A quantitative content analysis of Skedaddle Espana and Saddle Skedaddle Tour Dossiers relating to the Rioja and other European wine region holidays was used to establish initial data and context. A qualitative dimensions was also added to the lexicon used in content analysis. This was followed by a survey of eight questions (see appendix A2) created using web tool 'surveymonkey.com' and distributed by social media channels, Twitter and Facebook to an audience of cycling club members. 49 responses were received in three days. All responses were valid and every respondent completed the survey in full.

Further to these quantitative led approaches pure qualitative methods were also employed. The data gathered here is from the author's personal experience and observations gained

during the internship, working for a Tour Operator, Skedaddle Espana, running successful trips in Rioja, a well-established cycling and wine destination. For the purpose of this research a Tour Operator is defined as someone who has a role in the process of holiday design, marketing, booking process and carrying of passengers for a holiday company, they may or may not also have been guides working in the field.

In addition to informal discussions we also conducted formal interviews with key personnel from Skedaddle Espana met during the internship, the owner of Skedaddle Espana, a member of the marketing team and a sales representative. Interviews lasted approximately 20-30 minutes, answers were recorded (with consent) and additional hand written notes taken.

### Methods of Analysis

Using a process of content analysis we counted the references to cycling and references to wine in cycling holiday tour dossiers which served to further explore the ideas discussed in the literature review that a cycle tourist can also be a wine tourist. A qualitative ethnographic survey was made of the content to analyse the way wine was discussed and referred to in the texts. The short survey analysed the interest in wine tourism in a population of cyclists. From our interviews and experiences key themes were identified and each theme was analysed to gain a deeper understanding of participants' perceptions and motivations.

### Evaluation of Methods

Content analysis is an important tool in social science, its purpose is to analyse data within a specific context and to look at the meanings within social groups or cultures (Krippendor, 1989). Using content analysis and ethnographic techniques we were able to look at the weighting given to wine tourism within the holiday description to better understand the relationship and relative importance of wine tourism and cycle tourism in these offerings. This method shows the extent to which the Tour Operator promotes wine tourism to a cycling audience, however we cannot draw any information from this analysis on how much it influences the customer to book the trip.

Whilst the sample size of the survey was relatively small it was distributed to cycling club members, typical of the client purchasing a cycling and wine holiday. No questions were asked regarding demographics as the focus was on the interest and relationship between cycling and wine tourism, future research should however address this area.

Observation whilst in the field and personal experience is particularly relevant in areas of new interest with no established theories (Morse, 1991) such as the interconnectedness of cycling

and wine tourism. Semi-structured interviews allowed us to cover the specific areas of research we are interested in but also allowed free-range for the interviewee to express their own perceptions, motivations and emotions in a relaxed manner. This lead to greater depths of understanding and allowed space for new points of view to emerge. However, this type of interview produces results that cannot be generalised beyond the sample group. Working as a Tour Leader allowed the authors to conduct interviews on a peer to peer basis which has the advantage being able to relate more easily to the interviewee, however this can also increase bias in the interpretation of the answers.



### 3. RESULTS AND DISCUSSION

#### 3.1. Content Analysis of Cycling Holiday Tour Dossiers

The Tour dossiers referred to in tables 1 and 2 are written initially by the Tour Operator designing the trip and then refined by both the marketing and sales team so there is a multi-layered approach. The first paragraph and a bullet point list of highlights can be seen on the landing page of the holiday online and the text in full is available as a download, email or paper document if the client expresses an interest in reading more information. A further breakdown of results can be found in appendix A1.

**Table 1: Use of Cycling and Wine words in Cycling and Wine Holiday Tour Dossiers**

Holiday Tour Dossier	Total Words	Cycling Words	% of Cycling Words	Wine Words	% of Wine words
Spain- La Rioja- Ruta del Vino	1953	34	1.7%	26	1.3%
France- Alsace, Burgundy, Beaujolais	1521	27	1.7%	27	1.7%
Italy- Piemonte- La Strada del Vino	2003	34	1.7%	47	2.4%

**Table 2: Use of Cycling and Wine words in Iconic Journey Cycling Holiday Tour Dossiers**

Holiday Tour Dossier	Total Words	Cycling Words	% of Cycling Words	Wine Words	% of Wine words
Spain- Basque Country to Andalucia. North to South	2777	28	1%	15	0.5%
France- St Malo to Nice. North to South	2808	26	1.5%	25	0.9%
Italy- Grand Traverse. North to South	2809	39	1.4%	19	0.7%
France and Belgium-Bruges to Bordeaux	2866	36	1.3%	39	1.4%

From the results in table 1 it can be seen that in the cycling and wine holidays there is similar representation of cycling language and wine language. The expectation is that a client considering this trip is as motivated by the quality of the wine tourism offering as the cycling offering so the language used promotes each activity equally. Table 2 shows the number of incidents of wine and cycling language in four long distance trips 'Iconic Journeys', these holidays are not sold overtly as 'wine and cycling' holidays however it can be seen that they still contain a significant number of references to wine, in one incidence, greater than that of cycling.

A deeper reading of the text demonstrates the interconnectedness of wine and cycling, particularly in the 'Iconic Journeys' analysis (table 2) where the expectation would be a greater emphasis on cycling or minimal or no mention of wine. Instead it is found that on two of the trips, Belgium-France, Bruges to Bordeaux and Italy, Grand Traverse names of wine, wine regions and reference to enjoying wine appear in the bullet pointed highlights, the headline sales points of the trips. Furthermore in both France St Malo to Nice and Italy Grand Traverse tour dossiers well known wine names in the UK market are used to sell the holiday for example, Chateauneuf-du-Pape and Chianti respectively even though prior to reading the client may not necessarily be aware of their exact geographic location

On the 'cycling and wine' holidays the writers have introduced a broad range of wine references which will appeal to both the novice and more experienced wine enthusiast, the La Strada del Vino for example frequently references Barolo but also suggests "With names of grape varieties you might recognise such as Nebbiolo, Barbera and Arneis", the 'might' allowing the novice to not feel intimidated stupid or that they would be out of place on the holiday if they do not know them.

Much of the writing is styled to conjure up images of the landscape the rider will be cycling through, naturally this will include winescape descriptors, ie " "Vineyards alternate with dense woods" "contour the vineyards" and "Montagne-de-Reims is a sea of vineyards" however wine descriptors are also used to evoke desirable feelings of being on holiday "relax with a glass of wine," and "celebrate completing our longest day with a Saumur cremant as an aperitif."

Tour dossiers are firstly written by the Tour Operator who designed the route so will reflect their passion and interest, it may then be added to by the sales and marketing teams if they feel it is required. All dossiers analysed provide some level of wine heritage and even wine education, "The Loire is famous for its rose but the local Saumur sparkling, a rival to champagne ....." and "The Arneis grape variety (a white grape from Roero) was about to

disappear.....” , this latter example concludes the story of the saving of the grape variety with “ enjoy a glass of Roero Arneis rather than the usual international varieties “ , a way of showing the client that they will receive an original, ‘authentic’ and different experience on the trip.

### **3.2 Survey - Exploring the relationship between cycling and wine holidays**

The majority of those surveyed, 82% were regular cyclists riding in excess of 20 miles at least once a week, therefore typical of a Skedaddle Espana client. 75% of respondents had taken part in cycling while on a holiday and 12% had taken part in some form of wine tourism. None were wine professionals and one respondent did not drink wine at all. 10% considered wine to be a hobby and a further 2% were serious collectors. By far the majority at 80% enjoyed wine but had little or only basic knowledge. 81% of respondents when on holiday in a wine growing region said they would enjoy drinking local wine with a meal in a restaurant, 34% were interested in organised wine tasting and 42% said they would buy wine from the cellar door. France (95%) followed by Spain (89%) were the two most visited countries. 81% of the total population surveyed said they would be interested in a holiday that combined wine and cycling tourism, this figure was consistent across all level of cycling experience.

The majority of those surveyed, 82% are regular cyclists and typical of Skedaddle Espana customers, three-quarters of those surveyed have previously cycled on a holiday showing that cycle tourism is of interest to them. One of the most interesting results is that it is the more serious cyclists (those who cycle over 20 miles a week more than once a week for training or competition) who are also serious wine drinkers. 73% of the more serious cyclists take time choosing wine, consider wine a hobby or are serious about wine. The less serious cyclists, those who cycle less than 20 miles a week or who cycle only occasionally are also less serious about wine and the majority of these cyclists have limited knowledge on how to choose wine.

The preferred ways for the serious cycling group to experience wine tourism is by drinking local wine with a meal, followed by touring a vineyard or winery and exploring the terrain and landscape of a wine growing region by bike. 100% of this group had visited France. 80% of this group said they would be interested in a holiday combining wine and cycle tourism.

### **3.3 Interviews**

A number of themes emerged from the interviews these were:

- Interconnectedness of wine and cycling
- Wine as a marketing tool for cycling holidays
- Higher spend of Tour Operator led as opposed to independent groups
- Varying levels of wine knowledge amongst clients
- Meeting the needs of cyclists
- Route Design

#### **3.3.1 Interconnectedness of wine and cycling**

Wine regions naturally provide many of the experiences that cyclists seek when on holiday: temperate climate, interesting landscape, areas that are often quiet and rural. Even without an overt interest in wine cyclists enjoy the geographic areas of wine growing regions. One Tour Operator told us, “wine growers look for a particular climate and soil which makes for a unique place in terms of its geography and geology. This gives wine regions a unique character which makes them interesting to cycle through.” What makes an area good for growing wine also provides the best cycling, corniche roads are favoured by Tour Operators for attractive routes and they also provide the best slopes for wine growing. Furthermore, when looking for new locations to run holidays wine destinations offer many of the elements that Tour Operators are looking for such as quality accommodation, good restaurants, although it must be noted that these can be refined to better provide for cycle tour groups (see 3.3.5). There may also be interesting ‘off the bike’ opportunities for exploration and relaxation, plus in some areas there may be a degree of cycling infrastructure. Tour Operators actively encourage engagement with local wine on all holidays, one said, “Wine in Spain is very regional. For me it is important to get people to try the wine of the region they are travelling through. It is part of their journey”.

#### **3.3.2 Wine as a marketing tool for cycling holidays**

Wine is often a gateway to a destination, for example the Ruta del Vino in Rioja sells well because many British clients recognise the name of Rioja because of the wine, ‘even if they can’t point to it on a map’ as one Tour Operator observed, ‘and can’t name any other regions.’ This point was reiterated by both marketing and sales personnel who agree that many

European wine regions are recognised names by holiday consumers because of their exposure to wine products, this familiarity makes it easier to sell and advertise.

On certain holidays where the itinerary stops are not particularly well known names, this is exploited even further, for example, “ we stay in Monteux, close to Châteauneuf-du-Pape. The name sells itself but we don’t want to do the most obvious things. They may recognise the name but they don’t necessarily know much about the region. Wine is an entry point to the exploration.” This desire to “not do the obvious” means that a tour groups custom is spread beyond the already busy amenities of the headline destinations to the benefit of smaller businesses.

When selling holidays, both in the marketing material and in sales conversations, the wines of the region are talked about. The opportunity to taste and drink local wine are used as techniques to evoke an image of the area and also to conjure up the vision of convivial, relaxed experiences clients are hoping for from their holiday.

### **3.3.3 Higher spend of Tour Operator led as opposed to independent groups**

Skedaddle Espana holidays cost on average €1500 per week, not including evening meals or drinks. Clients who book these holidays are mainly ABC1 higher income earners, representing the three highest social and economic groupings in the UK according to level of education and pay. A Tour Operator influences where their money is spent in two distinct ways; before the trip in terms of hotels and logistics, and on the trip in which restaurants they are taken to and by the subtle advice of a Tour Leader toward trying certain wines or purchases.

In some parts of rural Spain a tour group of 14 plus staff can fill an entire hotel, with several trips running throughout the season this could account for as many as six full nights of occupancy. With a good relationship this can be repeated for many years. Skedaddle Espana actively look for hotels that provide a warm, personal and authentic experience and those that are amenable to servicing the needs of a cycling group. One Tour Operator makes a point of taking his family to stay in any prospective accommodation to check this. One accommodation is reported as saying that being on a Saddle-Skedaddle itinerary for multiple trips a year had dramatically increased their business and prompted them to invest in more cycling specific amenities to encourage other cycle tour groups. An independent traveller books one night of accommodation once so fostering good relations with a tour operator who will return potentially multiple times in a year and subsequent years is good investment. When choosing restaurants

for group meals a Tour Operator is directing the spend of the group so good relationships and understanding the needs of cyclists and the Tour Operator is critical and will ensure repeat business.

### **3.3.4 Varying levels of wine knowledge amongst clients**

Holidays are graded in respect of cycling ability so a Tour Operator can expect a group to be of reasonably similar level, however the level of wine knowledge varies widely. Groups may have serious wine enthusiasts, willing to spend hundreds of Euros on wine to drink or send home, through to complete novices. Choosing wine tourism opportunities that cater for all levels of interest is one of the challenges in the design of trips. The preference from Tour Operators is for “more informal wine tastings, where the tastings are designed to put everyone at ease and make sure they are enjoying themselves” this type of experience can also be flexible and adjusted to the needs of the individual group.

When planning trips the preference is for small family run bodegas where clients will be meeting the people who work in the growing and production “the people we met there tend to be local, may be even family members, they have the knowledge and are often incredibly proud. They want to share their expertise with other people.” This approach is well received by clients who feel they are getting a more authentic experience. Many value the feeling that they are getting an insight not available on the more well-trodden tourist trail.

### **3.3.5 Meeting the needs of cyclists**

When choosing hotels, restaurants or wine tourism offerings Tour Operators have a very specific set of expectations to accommodate the needs of the cyclist but also their bicycle. Unlike traditional perceptions of cycle tourists their clients are looking for quality accommodation, not hostels, bunk houses or campsites normally marketed to cyclists. Clients expect their bikes to be looked after with the same care as they are, if a hotel is unable to offer secure, clean, dry bike storage then it cannot be used.

Collated from interviews and author experience the cyclists needs outlined below are important consideration for accommodation providers and restaurants without which the clients may not be in a relaxed way to enjoy any wine:

- 3\* or higher accommodation, boutique feel, no large chains
- Single night stays are preferred as a Tour group wants to make progress each day.
- Clients bikes are typically on average worth €3000 -€4000 and are highly prized possessions, bike washing facilities and secure storage are essential at any hotel.
- Breakfast needs to be substantial and served early to accommodate prompt departures because of heat and distance and to provide energy for cycling.
- Clothes washing/drying facilities are highly appreciated for cycling kit.
- Restaurants need to be able to serve a large number of people promptly, cater for individual bills. Often some clients will ask to eat earlier than local custom especially when doing sportive activities such as cycling.
- Wine tastings need to be scheduled for late afternoon or once cycling is completed, not as is often common, around lunchtime. As cyclists have been exercising in the heat they are hungry and thirsty, finding ways to satisfy this will allow a longer more relaxed tasting and increase the likelihood of deeper engagement and purchases.

### **3.3.6 Route Design**

Wine trails have been designed targeting walking, cycling and motoring wine tourists, however our research discovered that cycle Tour Operators interviewed prefer not to use them, even when they are cycling in a wine region that already has a purpose built cycle route. As one interviewee phrased it, “we don’t want to be the Danube Cycle Way”. To disseminate that comment, the Danube Cycle Way is a purpose built, mainly traffic free route covering 1800 miles. It is the most used cycle path in Europe, approx 38,000 cyclists per year, and is part of EuroVelo 6. Everyone is following the same route, visiting the same places and having the same experiences, there is no sense of ‘personal discovery’. Tour Operators interviewed want to offer something unique and not go to the most well-known places. For example with the design of the Alsace, Burgundy and Beaujolais holiday the Alsace Wine Route established in 1953 was designed for the independent tourist travelling by car and although is an example of one of the earliest tourism routes in Europe (Antonson and Jacobsen, 2014) it was both unsuitable to be followed in its entirety by cyclists and also lacked the originality and marketability of being a unique offering. The Tour Operators interviewed consistently stated that their clients put a high value on having an experience they don’t see as open to everybody.

Cyclists prefer quieter roads with less traffic that are more scenic therefore Tour Operators plan routes away from the main roads meaning that they are more likely to visit the more remote or obscure vineyards, wineries or cellars. This has two benefits; it gives the client the

'off-the-beaten-track' experience they desire but also spreads the economic benefit of the tour group to businesses that may not be able to receive large tour buses or motorists. The format of the majority of the holidays examined was that of multi-day place to place tours with the group staying in a different accommodation each night and this format is popular with cyclists and with Tour Operators as it allows for more interesting routes and to showcase more of each region. However a challenge for Tour Operators is getting single night bookings at busy points of the season when hotels favour two night bookings or more. The long distance routes such as the 'Iconic Journeys' used in the content analysis are only made possible by moving location every day. However, one of the tours in Italy, La Strada del vino, uses a two night stay format. This alternates a loop ride, returning to the same accommodation, with a point to point ride. This a popular arrangement with hotels who prefer two night bookings, builds in flexibility for clients to have a day off the bike and do some other form of tourism, and allows for a more indepth exploration of one part of a wine region.

### **3.4 Implications for designing successful cycling and wine holidays**

From the research gathered it has become clear that wine and cycling holidays in wine regions are fundamentally intertwined with neither activity being the dominant form of tourism. This conflicts with the research that suggests that cycling is a form of special interest tourism (Ritchie and Hall, 1999) and therefore excludes all other forms of tourism. Cycling operators integrate wine tourism experiences into the fabric of their trip design and these offers are used extensively in the marketing and promotion of the holidays. Our content analysis of Skedaddle Espana and Saddle Skedaddle Tour Dossiers revealed that in trips designed as wine and cycling products the number of references to cycling and wine are equal, but even in the products without an explicit wine component we still found similar numbers of wine and cycling references. Wine related language is used frequently in descriptions of the landscape and also to evoke holiday type experiences, for example, "relax with a glass of wine" and "celebrate the days ride with a glass of cremant."

As was discussed in the literature review exploring the winescape and the geographic area where grapes are grown is in itself a form of wine tourism (Hall et al, 2002), interviews revealed that the Tour Operators designing trips consider the winescape of wine regions an integral part of the holiday experience and actively seek out wine tourism opportunities to present to their group. As one Tour Operator in one of the interviews eloquently phrased it "wine is life and can not be separated from one's experience of the landscape and region". A strong theme throughout the interviews was the idea that the man-made features of a wine growing region



adds to its beauty and interest for the cyclist, making wine regions naturally appealing destinations to a cyclist. This was supported by the survey where 83% of respondents said landscape and terrain are a key motivation in choosing a holiday destination and 65% said they would enjoy exploring the terrain and landscape of a wine growing region by bike.

The growth of global wine market influences the destinations that wine tourists wish to visit, (Hall et al, 2002). This theory could certainly be plausibly applied to Rioja and its success in attracting Skedaddle Espana customers as Rioja is one of the strongest names in the UK wine market with a prominent presence. Even though other areas of Spain are more famous to UK cyclists, destinations such as the Spanish Pyrenees or Andalucia and in the last two years these trips have not always sold out whilst the 'Riojan Rolling' holiday has.

Although many wine regions have well-established and promoted routes for tourists these are mainly used by motorists and under-used by cyclists (Morpeth, 2002). Tourists can be seen as experts in tourism and co-creators of tourism experiences (Binkhorst, 2009). Tour Operators often want to design their own routes, not facilitate holidays on existing routes. This gives them a unique product to sell in terms of route, ensures clients have authentic, novel experiences and allows them to shape and control where the groups visit and stay. For businesses in the area this has the advantage of spreading economic benefit beyond the permanent wine trails. By understanding the needs of these tour groups and by creating a positive relationship with a Tour Operator a small business can experience significant benefit.

One significant point raised was the need for one night accommodations on point to point tours as these are preferred by Tour Operators but disliked by hotels. A greater understanding of how the route is designed and the need for single night stays would be beneficial, Tour Operators can also help mitigate the issue with the hotel by booking multiple tours in the same accommodation across the duration of the season.

In addition to the exploration of the wider winescape our Tour Operators interviewed planned both formal and informal wine tourism opportunities. On the 'La Rioja- Ruta del Vino' holiday this included tours of bodegas and organised tastings in Laguardia however even on cycling holidays in wine regions where wine tourism is not an explicit part of the offering there is an element of wine tourism.

The tasting of local wines are encouraged as part of learning about the region on all the Skedaddle Espana offerings: " we try the vino de la tierra of every region we pass through, the group may not like it and order something more familiar but I feel it is an important way for them

to learn about the places we cycle through.” Many trips include at least one formal wine tasting, even those that are not ‘wine and cycling’ holidays. Bespoke or tailor made trips often request a formal wine tasting as part of their itinerary and anecdotal evidence from interviews suggest that these, often corporate groups, are high spenders with one Tour Operator citing an occasion where a group spent several thousands of euros on wine to be shipped home.

Road cycling is now a sport for social elites and an opportunity for social displays of values and disposable wealth (Cox, 2008). Wine has been seen as a good for conspicuous consumption since the phrase was coined in 1899 (Veblen, 1899) so it is likely that there is a type of high spending consumer who approaches both wine and cycling in a similar way. This is partly supported by the survey results showing that it is the more serious cyclists (those who cycle over 20 miles a week more than once a week for training or competition) who are also serious wine drinkers. 73% of the more serious cyclists take time choosing wine, consider wine a hobby or are serious about wine. It would be interesting to explore if this trend exists across a larger sample size.

From observation this type of client is often “cash rich and time poor” so unlikely to invest their own time into organising and planning tours, when on holiday they want to ‘switch off’ so rely on the Tour Operators recommendations for where to eat, drink or purchase wine. This type of client puts value on unique and ‘money can’t buy’ experiences and will actively avoid mass tourism products. A good working relationship with Tour Operators is beneficial for wine tourism offerings in the region as the Tour Operator plays a significant role in how and where these clients spend their money. Research based around wine tourism in Alsace shows only 40% of visitors stay overnight (Waller, 2006 cited in Alebaki and Iakovidou, 2011). As with the Alsace, Burgundy, Beaujolais holiday the Tour operator cycling groups bring much greater economic spend to the region by booking overnight accommodation and by the meals the group takes in restaurants.

Tourism destinations are understood to be places one travels to and stays in, while tourism routes are mainly related to areas that people travel through (Antonson and Jacobsen, 2014), however the format of the cycle tour in Rioja blurs this line as the group may spend multiple nights in the same regional destination but in different hotels in different towns or villages. Partly thanks to the speed of travel by bicycle and partly due to trip design cycle tours tend to spend more concentrated time, and thus money, in a smaller area than other travelling tourists.

From our interviews and observations there is an understanding that the sign-posted tourist wine trails attract self-supported and leisure cyclists who are less able to carry wine they

purchase, they have often have a novice interest in wine and spend less whilst in the wine region than clients cycling with a Tour Operator. The survey results support this, as the majority of those who cycle less than 20 miles a week or who cycle only occasionally have limited knowledge on how to choose wine. Certain demographics of cyclists have large disposable incomes and this should not be overlooked by wineries and wine regions, however as a demographic the 'Mamil' may have different needs and expectations that are not widely recognised yet by tourism product providers. This is an area that requires further research before a conclusion can be made. However if this is the case it has implications for wine regions and how they invest money into attracting cyclists and cycling infrastructure.

#### **4. CONCLUSION**

Skedaddle Espana defines a successful holiday in their in-house training manual as:

*“Safe and happy customers; happy suppliers and accommodation providers; safe and happy guides; trip on budget in terms of expenditure”* (Saddle Skedaddle, 2019 12)

The ability to deliver these successes is in two parts - the original design of the trip product and the customer experience journey. However, without a well thought out and designed product it is not possible to deliver a quality customer experience. By establishing the foundations of a successful cycling and wine trip this paper provides a better understanding to stakeholders in wine regions of the benefits and opportunities of working with cycling Tour Operators and potentially aids future product designers in their work.

By studying the success of an established wine and cycling holiday and through the personal experience of the authors work on product development it has been possible to establish the foundations of a successful wine and cycling holiday and create a succinct guide for the benefit of stakeholders in wine regions such as; wineries; regional planners and accommodation providers. Whilst the factors identified in this paper are already recognised as being important in some aspects of wine tourism, and some aspects of cycle tourism, they have rarely been documented as the foundations for a wine and cycling offering, where both wine and cycling are of equal importance in the end product.

This study has highlighted the need for further research from wine tourism businesses in order to better understand the needs of Tour Operators and how to attract their business and build lasting relationships. A further understanding by wine regions of the needs of different cycling

demographics would also be beneficial. Flow theory and its relationship with tourism experience, especially when considering the physical and skill demands of cycling, would be another interesting area to explore. Examining route design and how the physical and psychological experience of cycling a route in a wine region influences perceptions of the experience is an under researched area.

Cycling as a form of wine tourism has rarely been researched and as such this paper is broad in order to capture the many threads and areas of interest. Future research will be able to build on this to become more focused on specific aspects. Going forward it will be interesting to monitor the feedback and sales of cycling and wine holidays in the future and also how effective the information contained in this work is when applied to a completely new product in a less established destination.

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## APPENDIX

### A1. Content Analysis of Cycling Holiday Tour Dossiers Research Notes

<i>Tour Dossier - Italy - Piemonte - La Strada del Vino</i>	<i>Cycling Lexicon</i>	<i>Wine Lexicon</i>
The opening sentence of the key marketing description of the tour starts with wine not a mention of cycling- significant	Cycling/Cycle	"The regions of Piemonte in Italy called Langhe and Roero have become known as one of the most important wine production areas of the country, for wine such as Barolo, Nebbiolo and Asti"
	Road Cycling	Vineyards
Use of Prosecco as way in even though its not usually associated with Piemonte- so ubiquitous and familiar for UK market- a familiar reference for those not so familiar with wine.	Niche Cycling	Glass of Barolo or Prosecco-
	Bike	Taste
In the highlights section (five or six bullet points which also appear on the website and given more prominence not just in downloadable Tour Dossier)	Riding.Ride	Tasting
Contour- links movement riding with the landscape and an aspect of topography often influential in the location of vineyards and playing a role in determining wine quality	Climb	Contour the vineyards
	Descent	Spumante
	Training Ground	Tasting
Often use of command words such as 'relax'	History of Cycling	Vineyards
References to heritage of cycling  Wine- going into detail often reserved in dossiers for non- wine heritage site or architecture but in this region given centre stage as the vineyards and particular celears are part of the heritage of the region	Fausto Coppi	Wine Chateaux  Wine Region  Wine tasting  Sommelier  Barbaresco region of wines King of Wines History of Wines



<p>All but the paragraph devoted to explaining the Arneis - grape variety illustrates like Skedaddle Espana Owner that Skedaddle Italia are placing an emphasis on trying to show tourists something different and something 'like a local'</p> <p>A combination of familiar wine names are used to reassure and attract interest such as the seemingly rather throwaway use of Prosecco out of regional context but equal if not more important to is to demonstrate the tour will be revealing something different / 'unique' leading to a heightened sense of discovery. Also a sense of heritage in this passage</p>		<p>"Famous Nebbiolo vineyards such as Renato Ratti, Bartolo, Voerzio and Borgogno known worldwide for their Barolo production"</p> <p>"With names of wines you might recognise such as Nebiolo, Barbera and Arneis"</p> <p>"The Arneis grape variety (a white grape from Roero) was about to disappear, when a local priest from the small village of Santo Stefano Roero took charge and gathered local farmers to come up with a plan to rescue the few clones that still remained. It must have worked as you can still to this day enjoy a glass of Roero Arneis rather than the usual international varieties like Chardonnay and Sauvignon Blanc</p> <p>"Stay and explore some of the region and sample a few more glasses of its famous wines?" is exactly what some people do such as some bespoke parties</p>
2003 words	34 words ( 1.7%)	47 words ( 2.4 %)

<i>Tour Dossier - Spain - La Rioja del Vino</i>	<i>Cycling lexicon</i>	<i>Wine lexicon</i>
	Cycling	Wine
	Roads	Tinto
	Camino	Wineries
	Bike	Winemakers
	Riding	Caves

	Climb	Bodegas
	Descent	Cellars
	Asphalt	Tasting
	Pedal	Vineyards
	Cruise	Reds
1953 words	34 words (1.7%)	26 words (1.3%)

<i>Tour Dossier - France - Alsace, Burgundy, Beaujolais</i>	<i>Cycling lexicon</i>	<i>Wine lexicon</i>
	Climbs	Wine
	Tour de France	Vineyard
	Riders	Climats
	Roads	Grand cru
	Riding	Wine maker
	Cycling	Route des vin
	Bike	Vines
	Rolling	Growers
	cols	Drank
		Vintages
1521 words	27 words (1.7%)	27 words (1.7%)

-----ICONIC JOURNEY-----

Tours not 1 week tours with an explicit wine theme but journeys of 2 weeks through the three big wine producing countries: Spain , France and Italy

<i>Tour Dossier - Italy - Grand Traverse- North to South</i>	<i>Cycling words</i>	<i>Wine Words</i>
Again like “Strada del Vino” holiday wine has a key position in the promotional highlights- emphasising its importance as a way of experiencing the different regions of the ride	Cycling	“Taste the wines of each region”
	Cycle Path	Small Vineyards
	Ride/Riding through	“Sangiovese vines that transform into the world famous Chianti DOC red wines”
Quote illustrates vineyards as a key part of the patchwork of the landscape- importance of other elements e.g. woods- to avoid monoculture -good aesthetic for the cyclist pleasure	Cyclist	“Vineyards alternate with dense woods”
	Pedal through	
	Climb	
	Decent	

2809 words	39 words ( 1.4%)	19 words (0.7 %)

Tour Dossier - Spain- Basque Country to Andalucia- North to South	Cycling words	Wine Words
	Road Cycling	“La Rioja, Spain’s most famous wine producing region”
Interesting feature- important stop if the route and talking point for the group. Overall less references than in Italy as less of the regions passed through produce well known wines- though link to comment about Vino de la Tierra	Cyclists	“Bodegas Irache there is a Fuente del Vino as well as wine museum. Free wine pours out of a tap at the vineyards”
	Ride/Riding	Vineyards
	Cycling	Wine
	Cycleway	
	Climb	
	Decent	
	Pedal through	
2777 words	28 words (1 %)	15 words ( 0.5%)

Also reflective on the passions of their authors for have an influence e.g. Skedaddle Espana Owner- importance of breaking down preconceptions about Spain. Skedaddle Italia importance of showing heritage and variety in Italy- possible bias of the authors passions.

<i>Tour Dossier - St Malo to Nice Classic- North to South</i>	<i>Cycling words</i>	<i>Wine Words</i>
	Road Cycling	Chateauneuf du Pape
Reinforcing wine being a key part of its identity- particularly strong in France as very specific places names have strong wine identity and some have more resonance than others in the UK -which is the majority of the target market such as Chateauneuf du Pape	Classic Road	Wine drenched Chateauneuf du Pape

	Riding through/Along	Vineyards
	Cycling	Wine
Offering alternative insight-education but also discovers- Loire is more know for rose but Saumur Cremant less well known in UK market.  Wine as a celebration and part of the natural rhythm of the day during a cycling journey in a country synonymous with wine	like a Tour de France winner	“The Loire is famous for its rose but the local Saumur sparkling (a rival to champagne) is a must as an aperitif to celebrate getting one of our longest days under our belt”
	Cycle Tourists	Saumur Cremant
	Decent	
	Pedal through	
	Bikes	
	Peddalling Tour de Poitou Charentes Ride Tour de France Mountainous Stage Gentle Gradients Challenging climb Steep descents Cycling regions Dip our wheels in the warm sea	
2808 words	46 words (1.6 %)	25 words (0.9?%)

<i>Tour Dossier - Belgium and France- Bruges to Bordeaux</i>	<i>Cycling words</i>	<i>Wine Words</i>
	Cycling	Montagne-de-Reims is a sea of vineyards
	Riding a bike	Champagne, Burgundy, Beaujolais
In the “highlights” section which is given a more prominent position on the web	Cycle Race	Famous Vineyards
	Tour of Flanders	Wine growing areas
	Bike	Row after row of vines
	Ride	“The terrain and climate that makes great wine also makes great cycling giving us some fantastic views and an enjoyable day in the saddle”
	Climb	Vineyard
	Downhill	Vines

	Pedaling	Favourite Bubbly
<p>“Beneath our wheels” spatial interaction and awareness of cyclists encouraged to think of significant of wine where they are cycling</p> <p>Wine as heritage helping to explain the landscape- link wine and Gastronomy- importance of regional food</p>		<p>“we pass through Epernay and along the Avenue de Champagne where such names as Moet &amp; Chandon, Mercier and Pol Rogers have their home. Beneath our wheels lies 110km of cellars and over 200 million bottles of Champagne making this one of the most expensive street in the world!</p> <p>Sea of vines</p> <p>Cote d’OR</p> <p>Some ‘climats’ are surrounded by dry stone walls to protect them from herds of animals, often with elaborate gateways with the name of the domaine on them. These are known as clos and many were constructed as far back as the middle-ages.</p> <p>18th century cellars by wine tasting at Le Cellier de l’Abbaye</p> <p>Winegrowing</p> <p>Maconnais vineyards spotting the name Pouilly- Fuse and Saint-Veran</p> <p>Glass of the local vintage</p> <p>Famous wine chateau of the region.</p>
2866 words	36 words (1.3 %)	39 words ( 1.4%)

## A2 Survey of the interest in wine tourism in a population of cyclists

The Eight questions asked in the survey were as follows:

\* 1. What are your main motivations in selecting a holiday destination - tick all that apply

- Landscape and terrain
- Weather
- Local cuisine
- Cultural attractions
- Local wines
- Good quality cycling
- Other (please specify)

\* 2. What were the main activities you took part in on your last holiday? Tick all that apply

- Cycling
- Relaxing on beach
- Adventure sports
- Wine tasting
- Eating local cuisine
- Visiting cultural attractions

\* 3. Which of the following would encourage you to visit a holiday destination?

- |   |   |
|---|---|
| <input type="checkbox"/> a warm climate                       | <input type="checkbox"/> quiet well-surfaced roads          |
| <input type="checkbox"/> type of local foods and specialities | <input type="checkbox"/> presence of wineries and vineyards |
| <input type="checkbox"/> the local wines                      | <input type="checkbox"/> cycling culture                    |
| <input type="checkbox"/> hilly or mountainous terrain         | <input type="checkbox"/> visitor attractions                |
| <input type="checkbox"/> flat and level terrain               |   |

\* 4. How enthusiastic a cyclist are you?

- I never ride a bike
- I occasionally ride for leisure
- I ride short distances of less than 20 miles at least once a week
- I ride long distances of more than 20 miles at least once a week
- I ride for training or competition more than once a week

\* 5. What is your interest in wine ?

- I enjoy a glass of wine but have limited knowledge about how to choose wine.
- I take time choosing wine to drink and have very basic knowledge.
- Wine is a hobby, I seek out specific wines to taste.
- I am serious about wine, I study and/or collect wine.
- Wine is part of my profession.
- I don't drink wine.

\* 6. If you were to visit a wine growing destination which of the following activities would you like to take part in? Tick all that apply.

- Drinking local wine with a meal in a restaurant
- Touring a vineyard or winery
- Attending an organised wine tasting
- Purchasing wine direct from the cellar door
- Meeting wine producers and growers
- Exploring the terrain and landscape of a wine growing area by bike
- Visiting a wine festival



\* 7. Have you visited the following countries ? Tick all that apply

- France
- Italy
- Spain
- Germany
- Croatia
- Slovenia
- Georgia

\* 8. Would you be interested in a holiday that combined cycling with wine tourism options such as visits to vineyards, wineries or organised tastings?

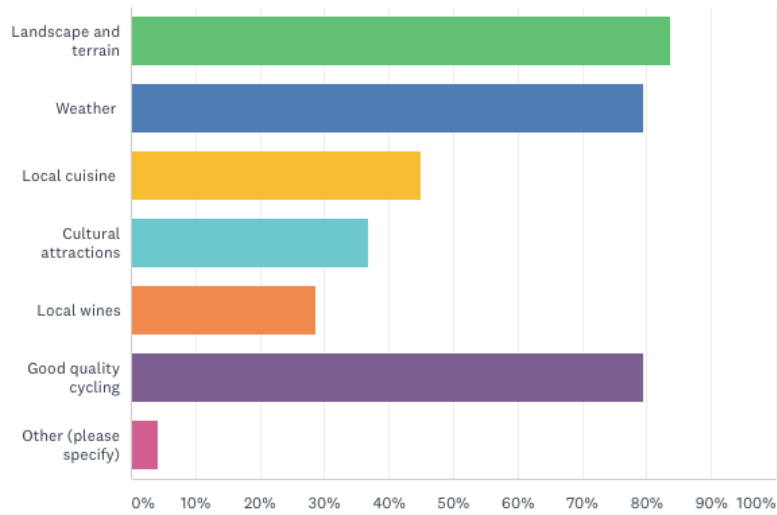
- Yes
- No

Q1

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## What are your main motivations in selecting a holiday destination - tick all that apply

Answered: 49 Skipped: 0



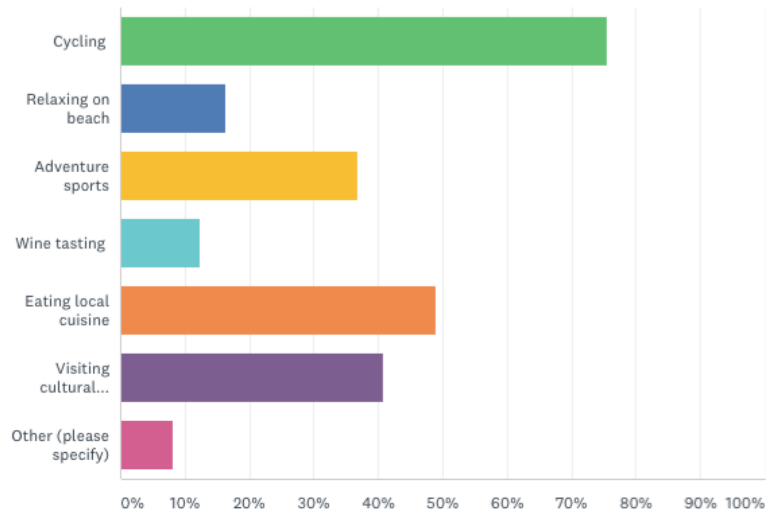
ANSWER CHOICES ▼	RESPONSES ▼
▼ Landscape and terrain	83.67% 41
▼ Weather	79.59% 39
▼ Local cuisine	44.90% 22
▼ Cultural attractions	36.73% 18
▼ Local wines	28.57% 14
▼ Good quality cycling	79.59% 39
▼ Other (please specify) <a href="#">Responses</a>	4.08% 2
<b>Total Respondents: 49</b>	





What were the main activities you took part in on your last holiday? Tick all that apply

Answered: 49 Skipped: 0

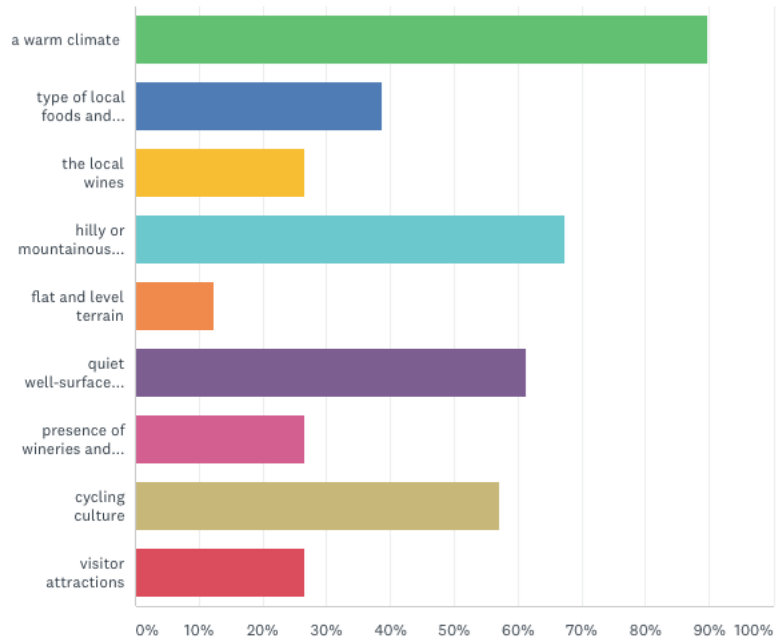


ANSWER CHOICES	RESPONSES
▼ Cycling	75.51% 37
▼ Relaxing on beach	16.33% 8
▼ Adventure sports	36.73% 18
▼ Wine tasting	12.24% 6
▼ Eating local cuisine	48.98% 24
▼ Visiting cultural attractions	40.82% 20
▼ Other (please specify)	<a href="#">Responses</a> 8.16% 4
<b>Total Respondents: 49</b>	



## Which of the following would encourage you to visit a holiday destination?

Answered: 49 Skipped: 0



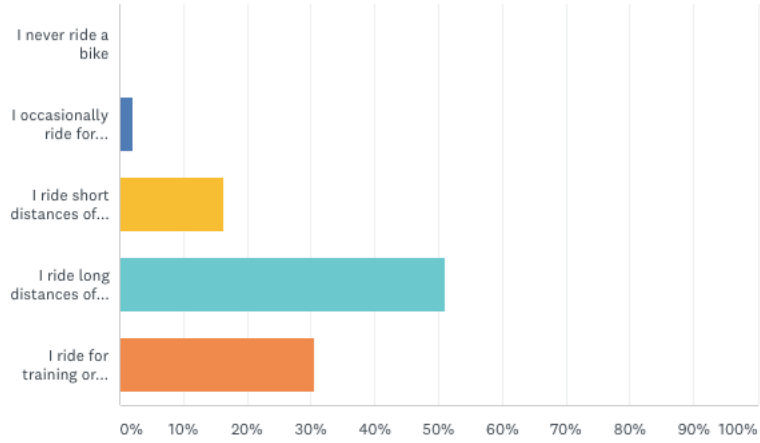
ANSWER CHOICES	RESPONSES
▼ a warm climate	89.80% 44
▼ type of local foods and specialities	38.78% 19
▼ the local wines	26.53% 13
▼ hilly or mountainous terrain	67.35% 33
▼ flat and level terrain	12.24% 6
▼ quiet well-surfaced roads	61.22% 30
▼ presence of wineries and vineyards	26.53% 13
▼ cycling culture	57.14% 28
▼ visitor attractions	26.53% 13
<b>Total Respondents: 49</b>	

Q4

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### How enthusiastic a cyclist are you?

Answered: 49 Skipped: 0



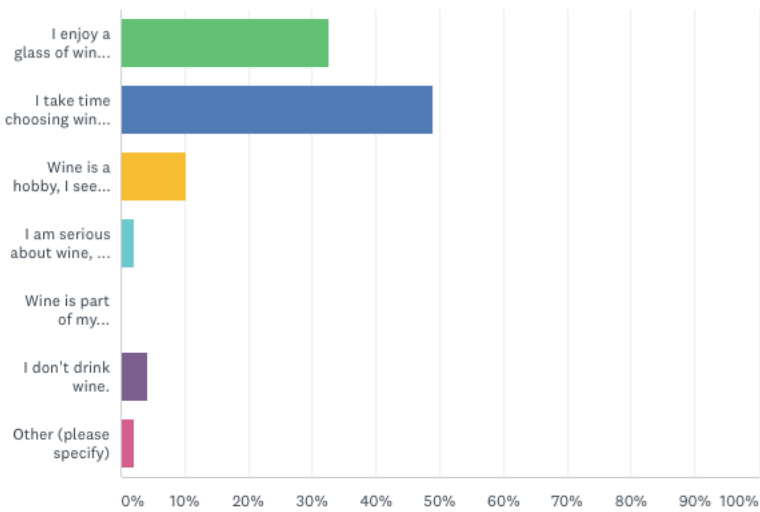
ANSWER CHOICES	RESPONSES
I never ride a bike	0.00% 0
I occasionally ride for leisure	2.04% 1
I ride short distances of less than 20 miles at least once a week	16.33% 8
I ride long distances of more than 20 miles at least once a week	51.02% 25
I ride for training or competition more than once a week	30.61% 15
<b>TOTAL</b>	<b>49</b>

Q5

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### What is your interest in wine ?

Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ I enjoy a glass of wine but have limited knowledge about how to choose wine.	32.65% 16
▼ I take time choosing wine to drink and have very basic knowledge.	48.98% 24
▼ Wine is a hobby, I seek out specific wines to taste.	10.20% 5
▼ I am serious about wine, I study and/or collect wine.	2.04% 1
▼ Wine is part of my profession.	0.00% 0
▼ I don't drink wine.	4.08% 2
▼ Other (please specify)	Responses 2.04% 1
<b>TOTAL</b>	<b>49</b>

Q6

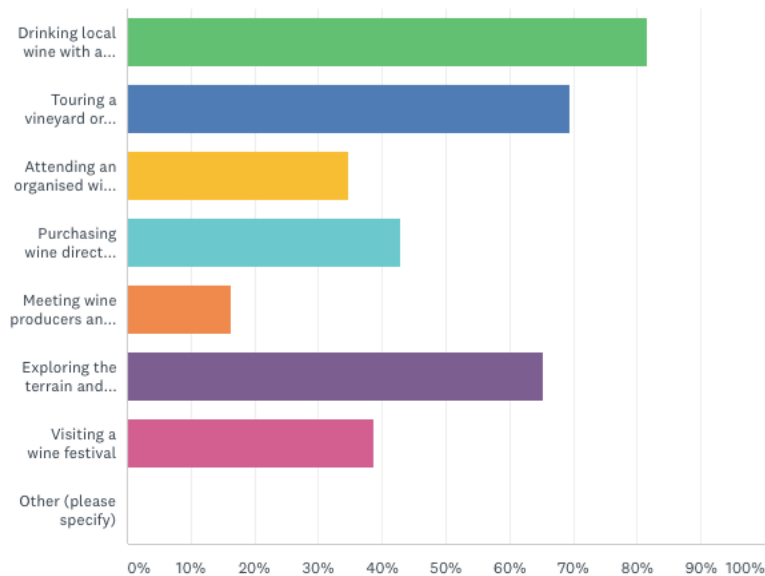


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If you were to visit a wine growing destination which of the following activities would you like to take part in? Tick all that apply.

Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Drinking local wine with a meal in a restaurant	81.63% 40
▼ Touring a vineyard or winery	69.39% 34
▼ Attending an organised wine tasting	34.69% 17
▼ Purchasing wine direct from the cellar door	42.86% 21
▼ Meeting wine producers and growers	16.33% 8
▼ Exploring the terrain and landscape of a wine growing area by bike	65.31% 32
▼ Visiting a wine festival	38.78% 19
▼ Other (please specify)	Responses 0.00% 0
<b>Total Respondents: 49</b>	

Q7

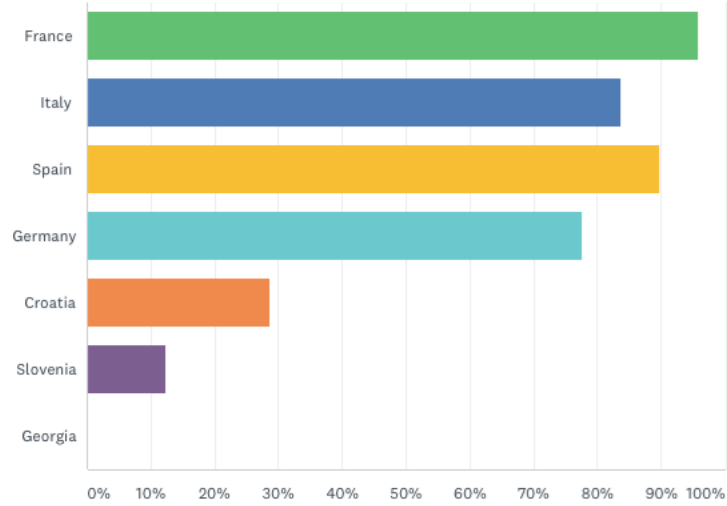


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## Have you visited the following countries ? Tick all that apply

Answered: 49 Skipped: 0

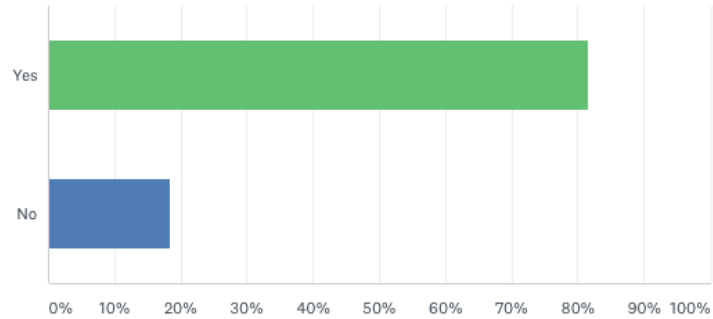


ANSWER CHOICES	RESPONSES
▼ France	95.92% 47
▼ Italy	83.67% 41
▼ Spain	89.80% 44
▼ Germany	77.55% 38
▼ Croatia	28.57% 14
▼ Slovenia	12.24% 6
▼ Georgia	0.00% 0
<b>Total Respondents: 49</b>	



Would you be interested in a holiday that combined cycling with wine tourism options such as visits to vineyards, wineries or organised tastings?

Answered: 49 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	81.63%	40 <a href="#">^</a>
▼ No	18.37%	9
<b>TOTAL</b>		<b>49</b>

### **A3 A Guide to successful cycling and wine holidays- text**

#### **Serious about cycling, serious about wine!**

Terrain and climate that makes great wine often makes great cycling tours

Why encourage cyclists to your wine region?

Cycling is one of the oldest forms of independent tourism, it is flexible and the perfect speed for really getting to know a landscape and area. Cycling is low impact and a 'green' form of travel. Cyclists are relatively high spending tourists and spend more time in the region they are visiting so they are desirable visitors to attract. Cycle tourism contributes over €44 billion to the European economy annually.

Cyclists are fully immersed in the landscape of wine regions, they are interested and engaged tourists looking to learn more.

Every cyclist can be a wine tourist

A memorable cycling experience in a wine region will influence a tourists wine purchase when they return home - make sure they remember you and buy your wines!

Why work with UK cycling tour operators?

Tour operators design the routes their clients ride, they will go further and take longer if there is an interesting destination to visit. Working with Tour Operators will make sure your business is on their map.

Cycling tour operators are the liaison between your business and the client, they can help you to get the most benefit from their groups visit and help ensure the client leaves with good memories. Tour Operators actively encourage engagement with local wine.

Self-supported cyclists have limited carrying capacity but a Tour group has vehicle support enabling clients to buy more to take home.

Cycle tour operators are the experts in route design and cyclists needs working with them can help create fantastic wine and cycling experiences.

We can carry their wine purchases or help to arrange shipment home.

A tour is multi-night place to place ride where the group stays one or two nights in a hotel before moving on, this enables them visit to several different places within one region.

Who are the clients they will bring?

Cyclists often have high disposable incomes, they are premium customers.

Clients can range in their wine experience from interested novices to serious wine enthusiasts. Groups sizes are small, 6-14 people, but they are engaged with the wine region, this isn't a mass tourism product.

Wine culture and heritage are interwoven in the experience of the whole trip to the wine region.

Not all cyclists are the same!

Meet the Mamil -

Large disposable income

Passionate about their hobbies

Influential and well-connected

Riding a cycling 'superbike'

Wearing Lycra

Pedalling with purpose

Social media savvy

Riding for fun and fitness

What do they want ?

Scenic roads

They are here to explore the landscape and scenery of a wine region by bike but they do it with a bit of speed. These cyclists want to push themselves physically and feel the wind in their hair. Covering 50-120 km a day, with challenging hills routes need to present surmountable challenges to feel satisfying.

To enjoy local food and wine

During the day the tour will go past fields and vines so by the evening clients are excited to eat and drink the produce of the land they have been cycling through. Tour groups are appreciative of local gastronomy but cycling makes them hungry! Evenings go smoothly when dinner is relaxed, informal and plentiful. Food at unsociable hours - early breakfasts, substantial afternoon snacks and early dinners keep hungry cyclists very happy.

Wine tastings

Cycling takes a lot of energy so tastings are best kept to the end of the day, which often means it is quieter in the tasting room. After a day of cycling riders will be ready to relax, enjoy and learn from a wine tasting.

Cellar door wine purchases

Buying from the cellar door is a unique experience for tourists, tour operators deliver clients to your cellar then it is over to you. Purchases can be carried in the support vehicle or arrangements made for bulk shipping.

Picnic stops

Food is a really important part of the cycle tour experience. Tour operators often provide daily picnic lunches in beautiful, scenic spots that are perfect for making memories (and Instagram shots!). Hosting a picnic in your grounds or vineyard prior to a tasting or tour is a great way to make a lasting impact on these clients and a chance to sell your products to them your own relaxed environment.

Accommodation

Tours are point to point so most operators are looking for single night stays, this may seem annoying or not fit your business but a tour operator will return several times in one season, including the quieter shoulder seasons.

Clients bikes are prized possessions and often very valuable. Clients want to know their bikes are as well looked after, safe and secure overnight as they are.



Services such as sports massage or sports clothing laundry are used and appreciated. Cycling takes a lot of energy and a filling healthy breakfast will guarantee happy bike riders. Tour operators are looking for accommodations that are warm, welcoming and unique to build lasting relationships with, it makes it easier for everyone.

Love me, love my bike!

What are the benefits to you ?

Building a great relationship and understanding the needs of cycling will mean repeat business throughout the season and year after year. Tours are frequently run by the same people so you will be welcoming a familiar face who wants to work with you to make a great experience for everybody.

What makes a great cycling and wine holiday and how can you help make it happen?

A great route that explores the landscape of a wine region  
Quiet scenic roads  
Freedom to pedal fast  
Interesting places to visit  
Great local food and wine  
Boutique style accommodation

Meeting you! Groups want to meet local people who can tell them first hand what it is like to live and work in your region.

Tired legs and a glass of great wine = the perfect end to a day

Why have we produced this guide?

Tourism providers tend to have low involvement in the development of cycle tourism, there are missed opportunities for both wine business and cycle tour operators. We are more successful when we understand each other and work together.

We all just want to have a good time!

