Innovation Norway’s
International Bike Project &
Development Initiative on
Nature Based Activity Tourism

Study trip to Switzerland:
Mountain Bike Destinations
20. – 23. of September 2014

All photos: http://en.graubuenden.ch/mountainbiking-switzerland.html
Introduction

This study trip is a part of our strategy for developing more attractive and sustainable mountain bike products in Norway. It will be the first step in a three stage development model. The first stage is a study trip, the second will be a workshop including elements from Innovation Norway’s competence courses such as experience production and packaging (January 2015). The third stage will be packaging products suitable for the international market and, hopefully, some of the products will be available at the Norwegian Travel Workshop spring 2015. The participants will be asked to contribute different tasks during the process.

Mountain Bike Destinations - Study trip to Switzerland

We are delighted to invite you to our study trip with focus on Mountain Bike Destinations. The study trip is arranged by Innovation Norway’s International bike project and national product development initiative focusing on nature based activity tourism.

We have chosen Switzerland and the Graubünden region as our destination because, like Norway, they are a high cost nation. They used to rely on winter tourism but have over the last decade really strengthened their summer tourism by creating value add using the infrastructure originally developed for their winter season, such as their ski lifts.

As a popular Mountain Bike region Graubünden can offer:
- 4,000 km of cycling and biking trails
- Excellent transport systems for people, bikes and luggage. The service provides daily transport to and from over 70 hotels, railway stations and post offices throughout the whole canton of Graubünden and adjacent regions.
- Mountain bike hotels that are quality tested to ensure they meet the special needs of mountain bikers on holiday. The 40 hotels are located along bike routes and trails.

About the Graubünden Region

Graubünden is the land of the wild mountain goat, it’s Heidi’s home and the source of the Rhine-It's also Switzerland's biggest holiday region. Graubünden means towering mountains and it is a world-famous holiday region with resorts like Engadin St. Moritz, Davos Klosters, Arosa, Lenzerheide, Flims Laax - but it’s also "small, but beautiful" with its historic Alpine villages and valleys. Graubünden has a unique range of highlights and experiences for young and old – a paradise for hiking, mountain-biking, golf, wellness & spa, railway trips, art and culture.
The purpose of the study trip

The purpose of the Mountain Bike Study trip is to:

- Learn and get inspired from a destination that has succeeded in the development as Mountain Bike Destination (=Single track) and the broader bicycle segment, in order to strengthen Norwegian cycling products aimed at the international tourism market.
- Get inspired by other tourist organisations and companies, with particular focus on how Switzerland and Graubünden uses the nature/landscape and existing infrastructure (trails & cable railways) to create value added services for bike tourists
- Get insight into the way mountain biking destinations in Switzerland and Graubünden are being developed
- See and experience commercial (guided) products

Relevant topics for the study trip:

- How to develop bicycle tourism in a region.
- How to develop profitable products
- How to segment the market
- How to become visible on the international arena
- How to measure value-creation of bicycle tourism
- Challenges and possibilities of different types of bicycle tourism
- Sustainability and all-season tourism
**Particular areas of interest:**

- **Customers and market:**
  - Who are the customers? Where do they come from?
  - Marketing channels and communication,
  - Sale, tour operators
  - Digital services / booking

- **The bicycle product:**
  - Individual tourists / groups /packages
  - Guiding/ instruction
  - Events
  - Bicycle hire, shop

- **Accommodation and dining:**
  - Bike hotels
  - Dining, focus on local food an local produce

- **The physical adaptations in destination/region:**
  - Planning and process
  - Adaptation of tracks/paths, sign posting, maps, information
  - Tracks and trail parks (single track and downhill)
  - Public vs private investment in infrastructure?

- **Transportation:**
  - Bicycle transportation – to/from destination and on site
  - Luggage transport between accommodation locations
  - Public transportation

**Participants**

The following participants are invited on this trip:

1) **Partners in the Innovation Norway international bike project (one person from each partner):**
   a) DMOs (Destination Management Organisation):
      i) product developers and project managers
   b) Private tourism companies:
      i) Guiding and outdoor adventure companies, event/activity companies, tour-operators, hotels, lift companies, investors, developers etc.

2) **Representatives from the Norwegian mountain bike “community”:**
   a) National organisations, media, research & development/academia, public authorities etc.

In order to maximize learning across Norway a geographical diversity among the participants is an advantage, and if the trip is oversubscribed this will be a selection criteria.
**Price**

Participation price is set to **approximately NOK 7,500,- incl. vat** for the study tour per person.

Participants from category 1) **Partners in the Innovation Norway international bike project** are entitled to a reduced price approx. NOK 6,800,- incl vat per person.

The price includes:
- Flight Oslo - Zürich – Oslo with Swiss Air
  - Saturday 20th of Sept. 09.45 – 12.05 (Swissair 1211)
  - Tuesday 23rd of Sept. 16.45 – 19.05 (Swissair 1216)
- Programme and presentations
- Transportation/transfer by bus, train and tour leader
- Accommodation in single room (3 nights) and breakfast
- Dinner (Group dinner for at least 2 out of 4 days is included. Dinner on individual basis is extra)
- Lunch (Group lunch for at least 2 out of 4 days is included. Lunch on individual basis is extra)
- Product testing (Group activities are included. Activities on individual basis are extra)
- Study Trip “compendium / workbook” incl. relevant documentation and literature

Please note:
- In addition the participants have to pay for some personal consumption (e.g. drinks).
- Individual travel to Oslo (OSL) is to be organised and separately paid for by participants.

**How to join the study trip?**

**1) We need to receive your application to join no later than 2nd of April**

Places are limited (30 pax), so please send an e-mail if you want to participate as soon as possible.
Registration can be done by sending an e-mail with your contact information to Study Trip coordinator Ingrid Solberg Sætre at ingrid@drivkraften.no

We work on the principle “first come first serve” combined with a wish for diversity of the participants.

2) Final confirmation and registration of all details by primo May

A more detailed programme and practical information will be distributed to the registered participants after the Easter holiday.

HRGs «Register for Event – R4E» will be used for confirmation, payment and registration of all details.

In the unlikely event that there are less than 10 people registered, we will have to cancel the trip.
Tentative Programme

The programme will combine lectures, presentations, product testing and discussions:

- General lectures, presentations and visits for everybody
- Specialised program for smaller groups, for example half day with alternative choices
- Product testing on individual basis and/or group basis (different levels of skills/physical form)
- Group reflections and discussions
- Individual time for own activities/meetings

Meetings / presentations:

We will arrange meetings / presentations with:

- the local tourism manager
- the General Manager (if possible) and resort department heads - summer activities, marketing, environment
- Mountain bike tourism providers like hotels, guides, trail builders
- The Province tourism board
- Relevant mountain bike tourism resources
- Tour operator / MTBclub

Flights

From Oslo (OSL) to Zürich (ZRH): Saturday 20\textsuperscript{th} of Sept. 09.45 – 12.05 (Swissair 1211)
From Zürich (ZRH) to Oslo (OSL): Tuesday 23\textsuperscript{rd} of Sept. 16.45 – 19.05 (Swissair 1216)

The following program is preliminary and can be subject to changes.

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<thead>
<tr>
<th>Date</th>
<th>Place</th>
<th>Comments</th>
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<tbody>
<tr>
<td>20.9.</td>
<td>Arrive Zürich and transfer to Graubünden</td>
<td>Arrival in destination 1 and welcome dinner</td>
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<tr>
<td>21.9.</td>
<td>Lectures and presentations (half day)</td>
<td>Group Lunch</td>
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<td>Product testing (half day)</td>
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<td>22.9</td>
<td>Lectures and presentations (half day)</td>
<td>Group Lunch</td>
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<td>Travel to destination 2</td>
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<td>Farewell dinner</td>
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<tr>
<td>23.9.</td>
<td>Individual time / product testing</td>
<td>Transfer back to Zürich from destination 2</td>
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About Us

Innovation Norway

Innovation Norway is the Norwegian Government’s most important instrument for promoting innovation and business development of Norwegian enterprises and industry. We support companies in developing their competitive advantage and we facilitate innovation. Innovation Norway work across a number of industry sectors, one of them being travel and tourism where we market Norway under the brand VisitNorway. The travel and tourist department’s overall goal is to increase the number of tourists that come to Norway from our priority markets. Nature based activity holidays is one of our focus areas as we see an increase in demand for this type of holidays all over Europe, and we believe Norway has products that can compete on the international arena.

International Bike Project:

Innovation Norway international cycling project gathers cycling destinations, -organisations and commercial businesses in Norway who want to target the international cycling holiday market. By pooling resources Innovation Norway develop an international marketing campaign aimed at attracting cycling tourist to Norway.

http://viewer.zmags.com/publication/35fa79a3#/35fa79a3/1

Development Initiative on Nature Based Activity Products:

Innovation Norway support companies in developing their competitive advantage and we facilitate innovation. Bicycle tourism is a young niche in Norwegian tourism, and we want to facilitate business development based on Norway’s key selling points. Nature based activity holidays is one of our focus areas as we see an increase in demand for this type of holidays all over Europe.
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**Links:**

**Region Graubünden:**

**Facts:**
http://en.wikipedia.org/wiki/Graubünden

**Tourism organisation:**
http://en.graubuenden.ch/trade/about-us.html

**General info about Mountain Biking:**
http://en.graubuenden.ch/mountainbiking-switzerland.html

**Mountain bike destination developers:**
http://allegra-tourismus.ch/

**Bike Hotels:**
http://en.graubuenden.ch/hotels/mountain-bike-hotels-switzerland.html

**Bike Events:**
http://en.graubuenden.ch/mountainbiking-switzerland/mountain-bike-events.html

**Inspiration:**
http://www.youtube.com/watch?v=Dj9E9_2sObE

**Switzerland:**

**Official tourism organisation:**
www.myswitzerland.com

www.swisstrails.ch

http://www.swissoutdoorassociation.ch/


http://www.mountainbiker.ch/

http://www.velosuisse.ch/de/index.html

http://www.flyer.ch/topic12426.html