Andrew Straw
Saddle Skedaddle
Who are we?

- UK’s largest independent cycling holiday specialist.
- Operate a range of road, mountain biking, leisure, family & bespoke holidays across the world
- The Cycle Hub
Cycling Market - England

- Those that take bikes on trips or hire bikes
- Those who plan their trips around cycling.
- Those who go on an organised cycling holiday.
Key Ingredients for a cycling holiday

• Recognised Cycle Routes
• Flexible accommodation providers
• Infrastructure – Transport, Cycle Access
C2C & Hadrian’s Way Success Story

- C2C one of the most recognised UK Routes
- Flexible high standard accommodation
- Infrastructure
- Partnership
How can destinations help?

- Is there market demand?
- Ideas for saleable product
- Infrastructure
- Links in the supply trail
- Business Support
- Marketing