

HOW TO TRANSFORM TOURISM FARM INTO MTB CENTRE



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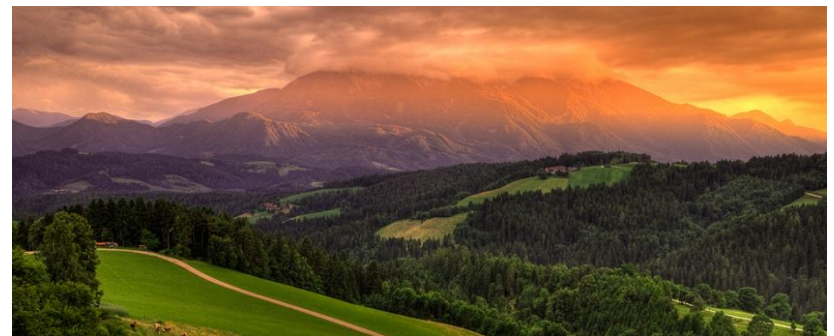
- **Start in the year 1995:**
 - established our **own company** for tourism development,
 - hired closed hotel with 50 beds „**at the end of the world**“.
- **Started to work in hotel business (bar, restaurant)**
- **Developed mountain bike park** around Črna na Koroškem:
 - trails for mountain biking, bike programmes, downhill Divja Jaga and...
- Established tourism agency - **MOUNTAIN BIKE NOMAD**
- Developed unique bike programme: **UNDERGROUND BIKING**



EXPERIENCES, but also PROBLEMS!

- Didn't like managing the bar and restaurant , which was bringing the **most of the money.**
- I was not happy with big events and party's for locals and the locals were not satisfied with me, because they saw me „**all the time on the bike.**“
- Because of **strict law** the riding on single tracks around was more and more problematic.
- Hotel building was in bad conditions and the owner wanted to have **to much money** for it!
- I was dreaming about location with the view!

My dream was: tourism farm where the bikers are living in „exotic place“ in the middle of nature and it has its own land to build the trails.



In the year 2008 the dream came true - we bought **ORGANIC TOURISM FARM KOROŠ** in Jamnica

- We moved on the farm and the life change totally again.
- Connection with nature became part of our everyday life.
- We converted a tourism farm into family run ECO HOTEL (with 10 rooms) specialized for mountain biking.
- We started to build our own Single Trail Park.
- With the income from farming we survive through the winter.
- And we have beautiful view!



FIRST EXPERIENCES

When you have a bike hotel in the town you see things different:

- around are shops, bars, restaurants etc.,
- around are many other different people and the bikers are in minority,
- bikers are going on the tours and you don't know/care what they are doing.

In the country side:

- land owners are using all their land and forest for living,
- lonely tracks are not abandoned,
- the local people are living their style in peaceful and friendly environment,
- majority of locals are not dependent of tourism which could change their life,
- the strange „masked“ people are driving fast across farms yard,
- unknown cars are parked every where (grassland) or block their cart tracks

On the farm:

- more or less your guests are dependent on you, you are living with them,
- they are riding around on the land of you neighbours and if they make problems these are your problems to,
- and because of the good view you need to have free bike shuttle for uphill.



IF YOU WANT TO HAVE MTB CENTER ON THE FARM

1. Introduce yourself:

We are a working farm and because of these they respect us!

2. Present them plans for future:

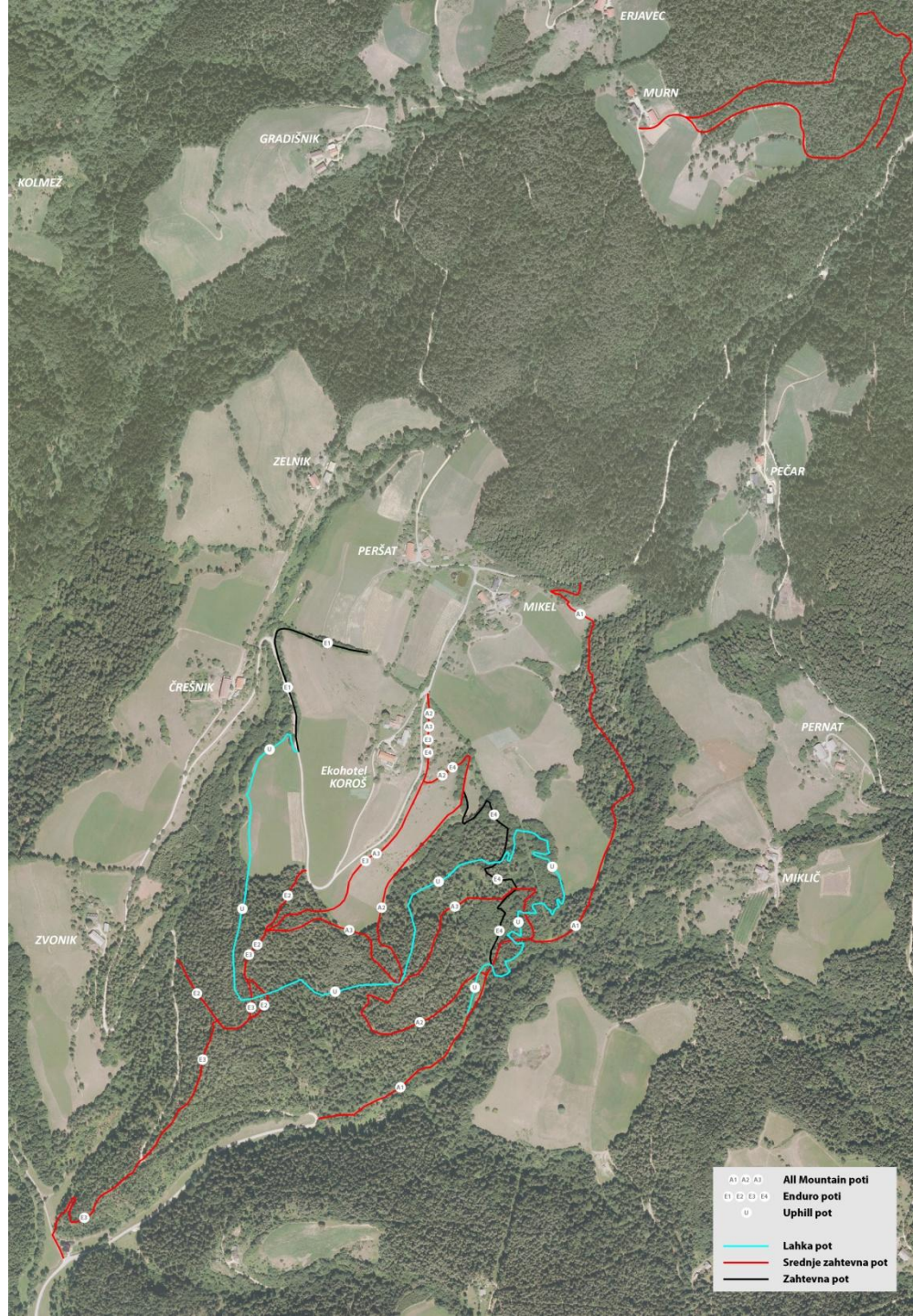
Single Trail Park on 7 farms - 40 kilometres of trails, target group !

3. Cheque what they could have out of your plans !

T- shirts, party, exchange services, work, **sharing income !!!**

4. Ask them for opinions and then for permissions !

5. Respect their lifestyle!



„HOW CAN WE DO IT“?

Ecohotel Farm Koroš - Single Trail Park Jamnica – Bike Nomad

Our farming is supplementary activity for tourism - bike hotel.

We are producing organic food for us and our guests: all the vegetables, herbs, potatoes, rye and wheat for our own bread, we have around 15 cows and 10 chickens for eggs, etc..

The rest of services and some organic products we get from neighbours farm:

F. MIKL :

- apartments ,
- son is bike guide,
- plowing our fields
- organic pasta,

F. PERŠAT:

- mowing edges,
- mulching pastures
- heavy tractor works,
- carpenter works,

F. MUR:

- work with excavator ,
- sawing wood,
- biomass ,

F. PEČAR

- employed in our hotel

F. GRADIŠNIK

- apartments,
- milk products,
- organic sweets

F. ZVONIK

- heavy tractor works
- organic products,



AVOIDING CONFLICTS FOR THE FUTURE:

All the trails are on private land and because of this we must accept all the wishes and requirements of all farmers/landowners. The land is at first for agriculture and forestry use, so rules for bikers in our park are adopted to that.

When planning new trails we must take in consideration, to locate them in the areas which are not a priority for agriculture.

Rules for riding in the Nature

Flexible Single Trail Park Management:

- Closing trails because of work,
- Warnings (cows ahead, grass is food and not for parking).

Local cooperative Jamnica

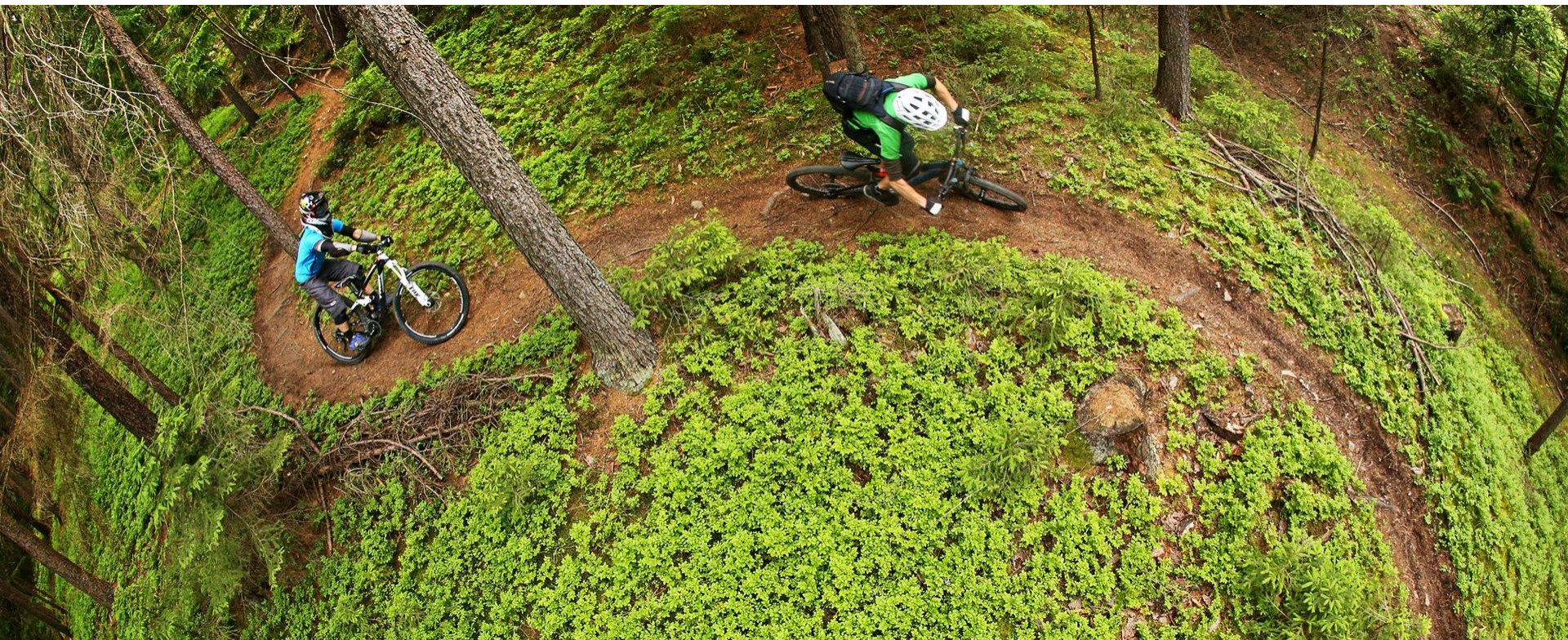


In last 7 years:

- We have build around 15 kilometres of new single trails,
 - We sell more than 1.000 overnights per year in our small hotel,
 - we had bikers from more than 30 countrys around the world.
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- **Direct income from our bike programes in the region:**
 - 15 farm tourisms, restaurants for food and drinks,
 - 7 bike guides,
 - small bus company for transfers,
 - bike shop and service,
 - etc.



THANK YOU !



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