

EUROPEAN MOUNTAIN BIKING

Personal Opinions

James McKnight



About James McKnight

- Mountain bike (MTB) journalist, specialist in travel features
- Previously a MTB guide in key European destinations
- Based in the UK, travel extensively in Europe and further afield

Why I Am Here

- Andrej had seen my two-part article in *Dirt Magazine* about changing Alps scene
- Bikes have advanced, which has opened doors to more destinations
- More people looking for adventure
- Two main types of modern MTB destination: gravity bike park; and all-mountain/enduro resort

What Do Mountain Bikers Like?

- Great trails, well maintained
- Exploring for themselves
- Culture
- Good bike shops
- Bike-friendly attitude
- Optional transport up hills

What makes a good MTB destination?

- Trails – range for all levels, safe, well maintained
- Facilities – good, friendly bike shops, bike wash, bike hire
- Accommodation – a good range, bike friendly
- Maps – online mapping and in-resort maps
- Good signs on trails – explore for yourself
- Culture – mountain bikers like adventure

CASE STUDIES

A photograph of two mountain bikers riding down a rocky trail. The rider on the left is wearing a green shirt and yellow shorts, while the rider on the right is wearing a red shirt and blue shorts. The trail is composed of large, flat rocks and is surrounded by lush green trees and vegetation. In the background, a valley with a town and mountains is visible under a cloudy sky.

BIKEPARK WALES

BikePark Wales

- Regeneration project opened in 2013
- Pay-to-ride trails, uplift with vans/trailers, café, bike shop and bike hire
- 65,000 visitors per year
- 30+ staff
- Local community benefit greatly

What BP Wales Have Done Right

- Full time trail team
- A range of weather-proof trails for all levels
- Aimed primarily at modern enduro bikes
- Great bike shop, great café, friendly staff
- Great signing and maps
- Great branding – videos, social media, core and mainstream stories and advertising



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CENTRO BTT

Case Study: Zona Zero, Spain

The enduro destination

- Small town in Spain opening up existing but disused trails to bikes
- Little investment – local incentive
- No ski-style infrastructure
- Great welcoming attitude to mountain bikers
- 20 routes mapped, photographed, explained

SUNNEN
BIKEPARK
SERFAUS. FISS. LADIS.



Case Study: Serfaus/Fiss/Ladis, Austria

The gravity resort

- Austrian Alpine gravity resort, small hill, one lift
- Great branding
- Something for every level of rider
- All accommodation bases covered
- Great maps and signing
- Community hub with bike shop and wash, practice tracks, food, parking etc. at foot of lift
- Very welcoming to bikers

TIME TO GET INVOLVED
IN
MOUNTAIN BIKING