

Jaume Marín

# Una mirada al exterior Benchmarking de otros destinos





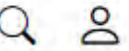
¡¡¡¡casi 30 años!!!



# Destinos



[Destinations](#) ^ [Collections](#) v [Resources](#) v [Why Trek Travel](#) v [Stories](#)



## Europe

- Croatia
- France
- Italy
- Portugal
- Slovenia
- Switzerland
- Prague to Vienna
- England
- Ireland
- Norway
- Scotland
- Spain
- Amsterdam to Bruges

## North America

- Arkansas
- New Mexico
- South Dakota
- Virginia
- Canada
- California
- North Carolina
- Texas
- Washington
- Kentucky
- Oregon
- Utah
- Wisconsin
- Montana
- South Carolina
- Vermont
- Cross Country

## South America

- Chile

## Asia Pacific

- Australia
- Japan







Tarbes

## Pyrenees Coast to Coast Bike Tour



Starting from



**\$6,399.00**pp

Welcome to the Pyrenees, a breathtaking mountain range that spans across France and Spain. Our cross-country bike tour is an epic journey designed by ...

 Cross Country 

 10D / 9N

 4 

 Explorer 

 **5** rating based on **14** reviews





# Mallorca Classic Tours

These classics are the absolute cycling highlights on Mallorca. The west coast and the Tramuntana mountains are UNESCO World Heritage Sites and among the most attractive areas of the Balearic Island. In front of this breathtaking scenery, we organise the most beautiful cycling tours – the Mallorca Classic Tours – with three variants. Whether individually or in a guided group, a special cycling experience you can't miss.



## Mills & Honey 10-day Classic FROM 250 EUR PP / NIGHT

Because you can never have enough of Mallorca. A counter-clock loop "around" the island or what we consider the best places to visit and riding, alternating epic with leisure rides and other activities off the bike. Ten days of Mallorca at her best



ROAD CYCLING - MALLORCA

The Coastal Classic is the highlight of each Mallorca cycling holiday

**TOP** **difficult**

132.3 km 2.529 m

10:10 h 2.520 m

Murcia - Das Radsporn Erlebnis



ROAD CYCLING - MALLORCA

The Mallorca Classic with attractive passes is the ideal alternative to the Coastal Classic

**TOP** **difficult**

137.6 km 2.589 m

10:15 h 2.715 m

Murcia - Das Radsporn Erlebnis



ROAD CYCLING - MALLORCA

Trans-Mallorca - The Island Crossing West to East

**TOP** **moderate**

103.8 km 1.144 m

6:50 h 1.136 m

Murcia - Das Radsporn Erlebnis



Who's in for a summer cycling adventure? Slovenia is at the top of our bucket list!

TOURS ▾

BIKE HIRE ▾

SHOP

CYCLING HUBS ▾

EAT  
SLEEP  
CYCLE

CONTACT US



ES ▾

ITALY

TOUR OF TUSCANY

SUMMARY / ITINERARY / DETAILS / GALLERY / WHAT'S INCLUDED

CONTACT US

DATES & BOOKING

## SUMMARY

Welcome to the picturesque Chianti region, a perfect place to be introduced to Tuscany. Ride out to the quaint and charming villages of the region. In Greve, discover the architectural history and extraordinary Italian food & wines that make this region so unique. Gaiole offers a preview of what were the battles for local power that dominated these lands for over a hundred years. Pedal through the stunning vineyards and villages of Castelnuovo Berardenga as well as the



DURATION

7 days / 6 nights



DISTANCE

320 km



HOTELS

★★★★★



REGION

Italy

TERRAIN

Road

LEVEL

Intermediate

AVERAGE DISTANCE X DAY

53 km

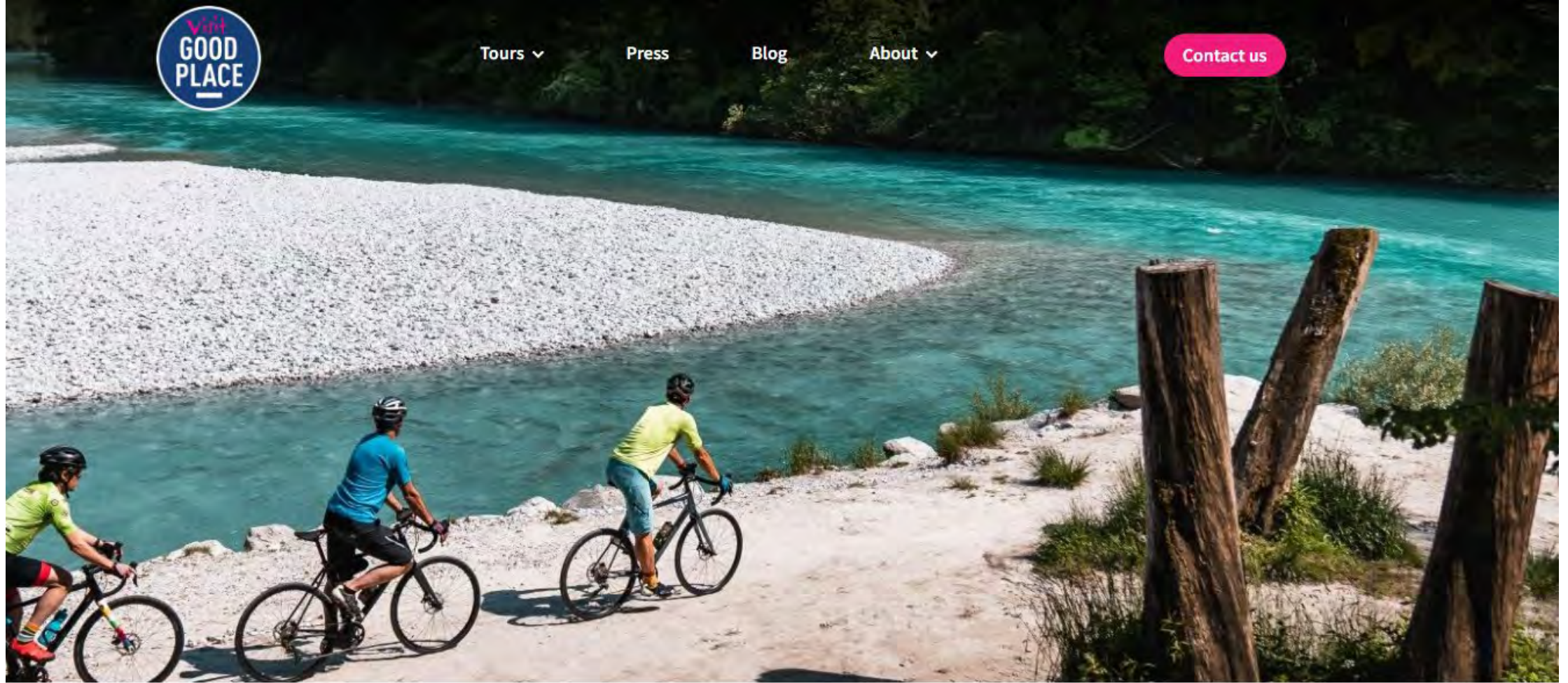
AVERAGE TIME X DAY

2 h 40 min

PRICE PER  
PERSON  
FROM

€ 4.399





## Bike Slovenia Green

Bike Slovenia Green tours are the **first cycling itineraries in the world** that connect only green-certified destinations and try to implement other sustainable travel practices whenever possible.

The tours are designed in a way to minimize their carbon footprint as much as possible. We prioritize small, **family-run accommodations** and we always look for **authentic boutique stories**.

### WHY ARE OUR BIKE SLOVENIA GREEN TOURS SPECIAL?

- Bike Slovenia Green tours connect destinations that have been awarded the Slovenia Green certificate by committing to a **green future** and developing their













¿Qué tienen en común?

¿Qué podemos aprender?







# Ambiente y cultura cicloturística











# Café!! – Specialty coffee







# Comunidad





# Punto de encuentro







Infraestructuras  
necesarias para generar  
demanda



- Buen estado carretas secundarias
- Buenos retos para entrenar
- Diferentes terrenos (picos, llanos, proximidad desde el lugar de alojamiento, ...)
- Seguridad
- Buena coordinación entre administraciones (asfaltado, carriles laterales, ....) muuuy importante !!!






# Producto terminado

- Rutas circulares- Comercialmente hay que ponerle un nombre (Pirinexus, Transpyr,...)
- Buena señalización
- Atractivos turísticos que añadan valor
- Empresas de alquilar de bicis (buenas)
- Empresas dedicades al transporte
- Seguridad







Los destinos se  
lo deben creer

Olas de Nazaré





# THE STRATEGY FOR SCOTTISH MOUNTAIN BIKING, 2019-2025

LEADING EUROPEAN MOUNTAIN BIKING





**Un lugar donde el ciclismo es algo más que pedalear, recuperarse y pedalear.**

Notar la brisa del mar Mediterráneo por la mañana. Desafiarte a ti mismo por collados y puertos de montaña, tan contundentes como bellos.  
Descansar en un alojamiento completamente preparado para atender a ciclistas.



# Distancia de las rutas

## Cálculo de las rutas

Si hacen unos 50-60 kms diarios, por 5 días, necesitamos rutas entre 250 y 300km

¡Supralocales y comarcales!





# Operadores muy especializados

**WE LOVE GIRONA & WE'RE PROUD TO CALL THIS AMAZING CITY HOME. VISIT OUR GIRONA CYCLING HUB IN THE HEART OF THE CITY. YOU'LL FIND COOL CYCLING VIBES, OUR BIKE SHOP, BIKE HIRE CENTRE, A WARM WELCOME & GREAT COFFEE.**



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## BIKE HIRE

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Every year we handpick a new fleet of rental bikes from the world's leading bike brands to ensure you can enjoy that new bike feeling on every ride.

[SEE HIRE BIKES](#)





#### ORBEA ORCA – EQUIPO M2oi con Shimano Ultegra Diz

ORBEA ORCA M2oi TEAM ULTEGRA @390€/SEMANA

Days	1	2	3	4	5	6	7
Total	75 €	145 €	210 €	265 €	310 €	350 €	390 €

\* Las bicicletas Bikecat Rental en Girona sólo están disponibles para nuestras **rutas** y **paseos guiados**. Día adicional 40 euros.



#### CANYON GRIL ON – e.bike

Estamos agregando algunas bicicletas más a nuestra colección y ahora puedes montar la nueva bicicleta eléctrica **Canyon Grail.ON CF 8**.

Rápida en el asfalto. Estable sobre grava. La Grail.ON CF 8 es una bicicleta de gravel eléctrica que puede hacerlo todo. Con enorme potencia, estabilidad y control: sal y practica más de la conducción que te gusta.

La batería y el motor son potentes y duraderos. Con un peso total de menos de 17,4 kilogramos, la Grail.ON es una de las bicicletas eléctricas para gravel más ligeras. La combinación del manillar de dos pisos que amortigua las vibraciones y los frenos de disco te proporciona más control sobre la bicicleta.

CAÑON GRIL ON CF @460€/SEMANA

Days	1	2	3	4	5	6	7
Total	85 €	165 €	240 €	300 €	355 €	410 €	460 €



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## WORKSHOP

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A fully equipped workshop where we service a wide range of bikes. We stock parts for mountain bikes, road bikes and gravel bikes and we are committed to getting you back on your bike as soon as possible

### OUR SERVICES

Monday - Saturday

09:00 - 14:00

16:00 - 19:00

Sundays (Apr, May, Sep, Oct)

09:00 - 14:00

16:00 - 19:00





Girona 7 days Intermediate Road

### BEYOND GIRONA

€ 4.299

Catalunya is a spectacular study in contrasts, from the soaring peaks of the...

3 ★ 4 ★ Scheduled 402 km

3.500 m



Girona 7 days Advanced Road

### GIRONA WINTER TRAINING CAMP

€ 1.999

A controlled and purposeful winter training block is imperative for a successful season...

4 ★ Custom tours 470 km

3.500 m



Girona 6 days Advanced Road

### CLASSIC CLIMBS OF GIRONA

€ 2.699

Climb the legendary hills in and around Girona, including Rocacorba, Els Àngels,...

4 ★ Scheduled 459 km

3.500 m



Girona 6 days Intermediate Road

### GIRONA WOMEN'S CYCLING CAMP

€ 2.699

Join this fantastic all-women's six-day cycling camp in Girona, the cycling capital...

4 ★ Scheduled 262 km

3.500 m



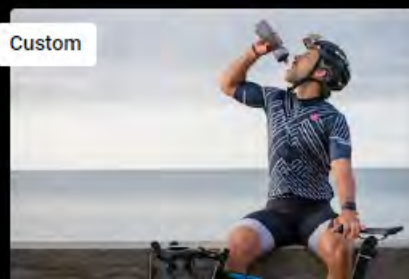
Girona 6 days Intermediate Road

### TOUR OF THE COSTA BRAVA

€ 2.799

Discover the magic of the Costa Brava. This six-day tour offer a unique insight into the...

3 ★ 4 ★ Scheduled 264 km



Custom | Custom | Custom | Custom

### 100% CUSTOM TOUR

from €1.499

Custom hotels Self guided





# Perfil híbrido del turista

Todos pueden ser  
cicloturistas....

Y de diferente tipo







***MIDDLE AGED MEN IN LYCRA***

# Certificaciones

Bikefriendly

Cycling friendly

Bed and Bike

.....

¿Clubs de producto?





# IMPORTANTE!! IMPRESCINDIBLE!

Ofrecer un lugar seguro, cerrado y vigilado para guardar la bicicleta.







# Historia y embajadores







1986


The cycling pro **Johnny Weltz** moved to Girona 

2001

US Postal / Discovery Channel

• **L. Armstrong** 

• **G. Hincapie** 


• **L. Leipheime** 


• 


Several cycling pros started to come here

2009

Garmin Slipstream

• **D. Millar** 

• **D. Martin** 

• **C. Vande Velde** 

A lot of 

**CYCLING PROS**

started to come here


Today over **120**


**PROFESSIONALS**

**TRAIN AND LIVE**


in the area

The Costa Brava - Girona has become **HOME** to

 R. Gesink

 R. Sutherland

 D. Millar

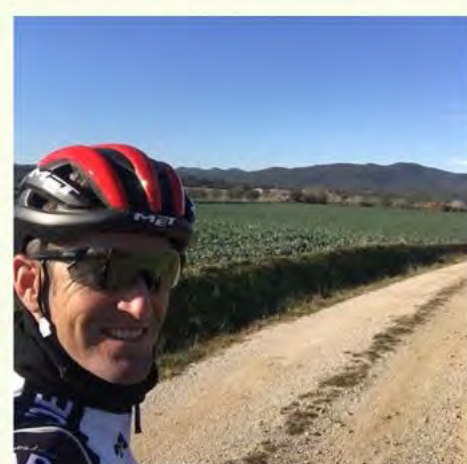
 J. Frodeno

**3 TEAMS** based in the area

  
Education First - Drapac

  
Israel Cycling Academy

  
Scott Mitchelton









Pruebas y eventos, relevantes o “singulares”







**COPA CATALANA**  
INTERNACIONAL BTT Biking



**TRAKA**  
GRAVEL



20th edition  
UCI  
**LaTramun**  
SINGLETRACK MARATHON



GRAN FONDO  
**LLORET**  
COSTA BRAVA  
SCOTT



**SGRAIL100**  
SWIM GRAVEL TRAIL



# EVENTOS





Los ciclistas amateurs mitifican las pruebas y quieren ir donde han ido a sus ídolos.







Teamleader  
& crm classics tour

Photos Photoservice

# We RIDE FLANDERS

RONDE VAN VLAANDEREN CYCLO

30.03.2024

Pictures   Photoservice   My We Ride Flanders   Aftermovie





# Welcome to Flanders for the UCI Gravel World Championships 2024

In **October 2024**, Flanders will play host to the **World Championships for gravel bikes**. From Halle (just next to Brussels), the course runs through the **Hallerbos**, the **Sonian** and **Meerdaal Forests** (or **Brabantse Wouden National Park**) to the finish in **Leuven**. Come to Flanders to witness the battle for the world title on unpaved roads.

We invite you to rub plenty of warming cream into your calves whilst enjoying our beautiful region and all its gems during your stay in Flanders. Here are a few tips for competitors and supporters alike.





¿Y el tiempo?







Girona 7 days Advanced Road

## GIRONA WINTER TRAINING CAMP

€ 1.999

A controlled and purposeful winter training block is imperative for a successful season...

4★ Custom tours 470 km

3.500 m



## Winter Cycling Holidays Spain

Are you looking for winter cycling holidays in Spain?

This 4 day, 5 night guided winter cycling holiday covers approximately 300 kilometers each day starting and finishing in Barcelona, Spain

Our winter tour takes you through the rural outskirts of Barcelona, through the mountain ranges, along the coast and in to the countryside.

The winter months in Barcelona tend to be dry and sunny with daytime temperatures averaging around 15-16 degrees celsius with a late Mediterranean sunset. Each day will cover around 50-80km and will follow the quiet secondary roads as we explore the rural outskirts of the city.

Relax in the comfort of a centrally located hotel and enjoy the city by night

TripAdvisor

Bicilona Tours 39 reviews



# Atentos a segmentos en crecimiento



# GIRONA WOMEN'S CYCLING CAMP



SCHEDULED



5 NIGHTS



INTERMEDIATE



262 km



7.000 m





# Ebikes







GRAVEL



**Involucran a todos**

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**(incluso a los locales)**

**y que el cicloturismo pase a ser un  
estilo de vida**







outdooractive



**Girona: "Hincapie Loop" inc.  
Els Angels, ...**











**BRUNCH ELECTRONIC**  
**ROCACORBA CAFÈ**

DIUMENGE 6 D'OCTUBRE A PARTIR DE LES 12H

**RESERVA LA TEVA TAULA**









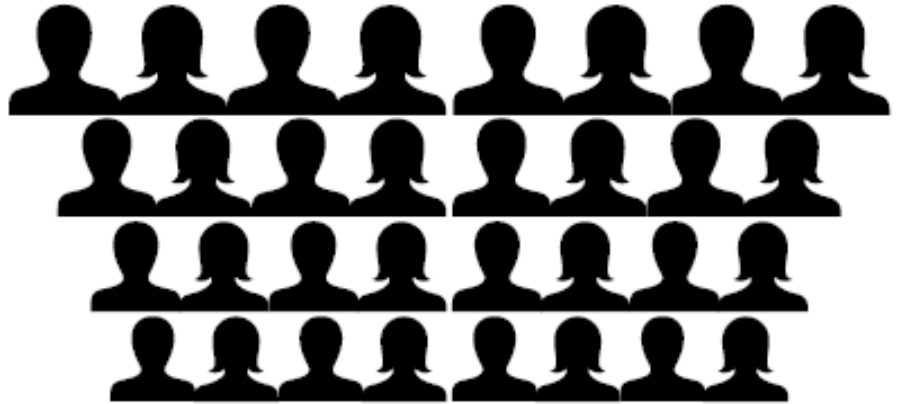
Prospero | Business networking

# Cycling is the new golf

The shared experience of long-distance cycling is a great way to build working relationships



# NOSOTROS



## MEJOR QUE YO



# Jaume Marín

