

# 29 Tips TO ATTRACT CYCLISTS

Are you ready to help draw cyclists to the Coast? Below are some tips for both road cyclists and mountain bikers to appeal to this tourism market. The following tips apply primarily to restaurants, cafés, hotels, and bed & breakfasts.

- 1 Expect large groups.** More cycling groups from the Lower Mainland are choosing the Sunshine Coast for a day or more of riding, which usually involves a café or restaurant stop.
- 2 Bikes in sight.** Many cyclists carry all their gear on their bikes, and they don't let it out of their sight for too long. They will be more likely to choose an establishment where they can keep an eye on their bikes.
- 3 Bike racks nearby.** Heavily-loaded cyclists prefer to lean their bikes against a wall, but they will use a bike rack if it is nearby and has space for a fully-loaded bike.
- 4 Refill water bottles from the tap.** This is a frequent need, and you will have a grateful customer if you're able to help.
- 5 Cyclist-specific directions.** Consider the best route to your establishment for bikes (vs. cars) and ensure this is on your website.
- 6 Ground floor rooms.** Cyclists prefer not to schlep their (fully-loaded) bikes up to the second floor of a hotel, if possible.
- 7 Secure parking.** Some bikes are expensive, and cycle tourists are looking for safe spaces to store their bikes overnight.
- 8 Covered parking.** If you can't provide indoor parking, protection from the elements is appreciated.
- 9 Allow bikes in rooms.** This is essential. Many cycle tourists will only choose accommodations where their expensive bikes will be safe.



- 10 Local repairs and supplies.** Familiarize yourself with local bike shops in case your guests need emergency repairs or supplies.
- 11 Information and maps on website.** Let guests know in advance what cycling activities are available, along with relevant maps and links.
- 12 Off-highway options.** Recent widening of the shoulders on Highway 101 will make it more attractive to cyclists; however, don't hesitate to tell your guests about less busy options like Lower Road or Redrooffs Road.
- 13 Offer maps for free or for sale.** The Sunshine Coast Super Map shows all mountain bike trails in the area. Consider posting the map on the wall of your accommodation.
- 14 Sunshine Coast Cycling App.** Let your guests know about this app which contains everything cyclists need to know to enjoy a ride on the Coast: direct and scenic route options, hill profiles, restaurants, craft breweries, and other sites of interest.
- 15 Delivery menus in rooms.** Cyclists are tired and hungry when they get to your accommodation. Help them out by providing food options for delivery if they are not going out.
- 16 Plugs for e-bike charging.** More and more people have e-bikes, which need charging at the end of the day. A simple plug is all a guest needs to get going the next morning.
- 17 Be careful about bike washing.** Mountain bikers might want to hose down their bikes after a muddy day on the trails so you'll have to remind them about water restrictions.
- 18 Access to laundry.** Cyclists travel light, so an opportunity to wash the day's clothing will also be appreciated.
- 19 Common areas.** Cyclists of all kinds love to congregate and tell stories at the end of the day, so provide them with a space to do so.
- 20 Space for groups.** The more the merrier, need we say more?
- 21 Overflow camping.** If there's no room at the inn, cyclists are too tired at the end of a long day to cycle another 5 km to the next possibility. If they have camping gear, offer them a space on the lawn and you'll have a friend for life.



The following “little extras” will further appeal to the cycle tourist market:

**22 Basic bike tools.** Cyclists are limited in the bike tools they can carry, so help them by making these available, including a bike pump.

**23 Complimentary bike lock.** Bike locks are very heavy, and cyclists are loath to carry them. Offer one they can use while they're guests. Opt for a combination vs. key lock to ensure no lost keys.

**24 High energy snacks for sale.** After a day on the trails or cycling to the Sunshine Coast, cyclists are HUNGRY. You'll sell more than you expect!

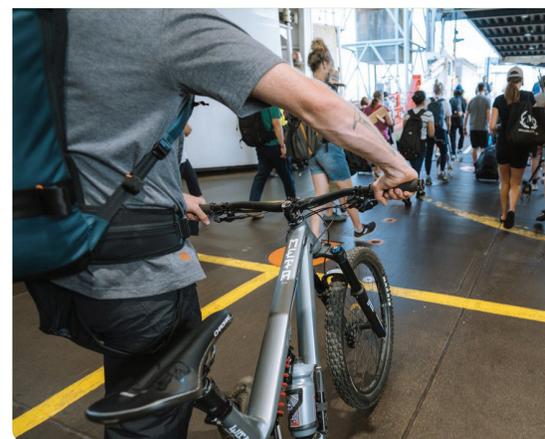
**25 Bike tubes for sale.** This is the number one item that cyclists run out of. If you can save them a trip to a bike store, they will greatly appreciate it.

**26 Bike shuttle service.** A ride to or from the ferry might be appreciated, particularly if it's late and your establishment is a long way from the ferry terminal.

**27 Drying room for wet gear.** Rain happens, so both you and a crowd of wet cyclists will appreciate a room to peel off and hang wet clothes and gear in.

**28 Bike reading.** Consider providing bike magazines and/or books for leisurely reading in the evenings.

**29 Bike rentals.** Not all tourists come with a bike, but many would like the opportunity to cycle on the Coast. Make it easy for them with bike rentals. They don't have to be fancy, just reliable.



## Useful Links

### MAP AND TRAIL REPORTS

SUNSHINE COAST BIKE ROUTE: [transportationchoices.ca/wp/initiatives/coastal-bike-route](https://transportationchoices.ca/wp/initiatives/coastal-bike-route)

SUNSHINE COAST SUPER MAP: [facebook.com/SCSuperMap](https://facebook.com/SCSuperMap)

COAST MOUNTAIN BIKE TRAIL ASSOCIATION Trail Reports: [cmbta.ca/trails](https://cmbta.ca/trails)

### CYCLING TIPS AND TRANSPORTATION CHOICES

SUNSHINE COAST TOURISM: [sunshinecoastcanada.com/things-to-do/outdoor-activities/cycling](https://sunshinecoastcanada.com/things-to-do/outdoor-activities/cycling)

VISITOR SERVICES: [sunshinecoastcanada.com/plan-your-trip/visitor-information-centres](https://sunshinecoastcanada.com/plan-your-trip/visitor-information-centres)

TRANSPORTATION CHOICES SUNSHINE COAST: [transportationchoices.ca](https://transportationchoices.ca)

### BIKE SHOPS

ELPHINSTONE CYCLES (Roberts Creek and Gibsons) [elphicycles.com](https://elphicycles.com) (778) 280-8088

OFF THE EDGE BIKE SHOP (Sechelt) [offtheedge.org](https://offtheedge.org) (604) 741-0767

TAWS CYCLE & SPORTS (Powell River) [tawsonline.com](https://tawsonline.com) (604) 485-2555

SUNCOAST CYCLES (Powell River) [suncoastcycles.com](https://suncoastcycles.com) (604) 487-1111

Do you have other questions?  
Contact TraC at  
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