

Developing Mountain Bike Tourism in Oman



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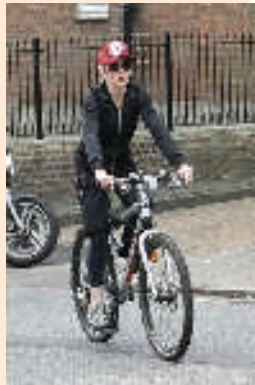
You can help to make it happen!



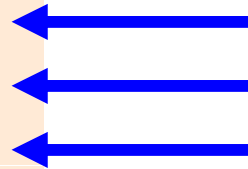
By bicycle
along the
coast on
safe cycle
lanes

You have a choice !

stay healthy & fit



obese → health risk



What is Germany's sport # 1?

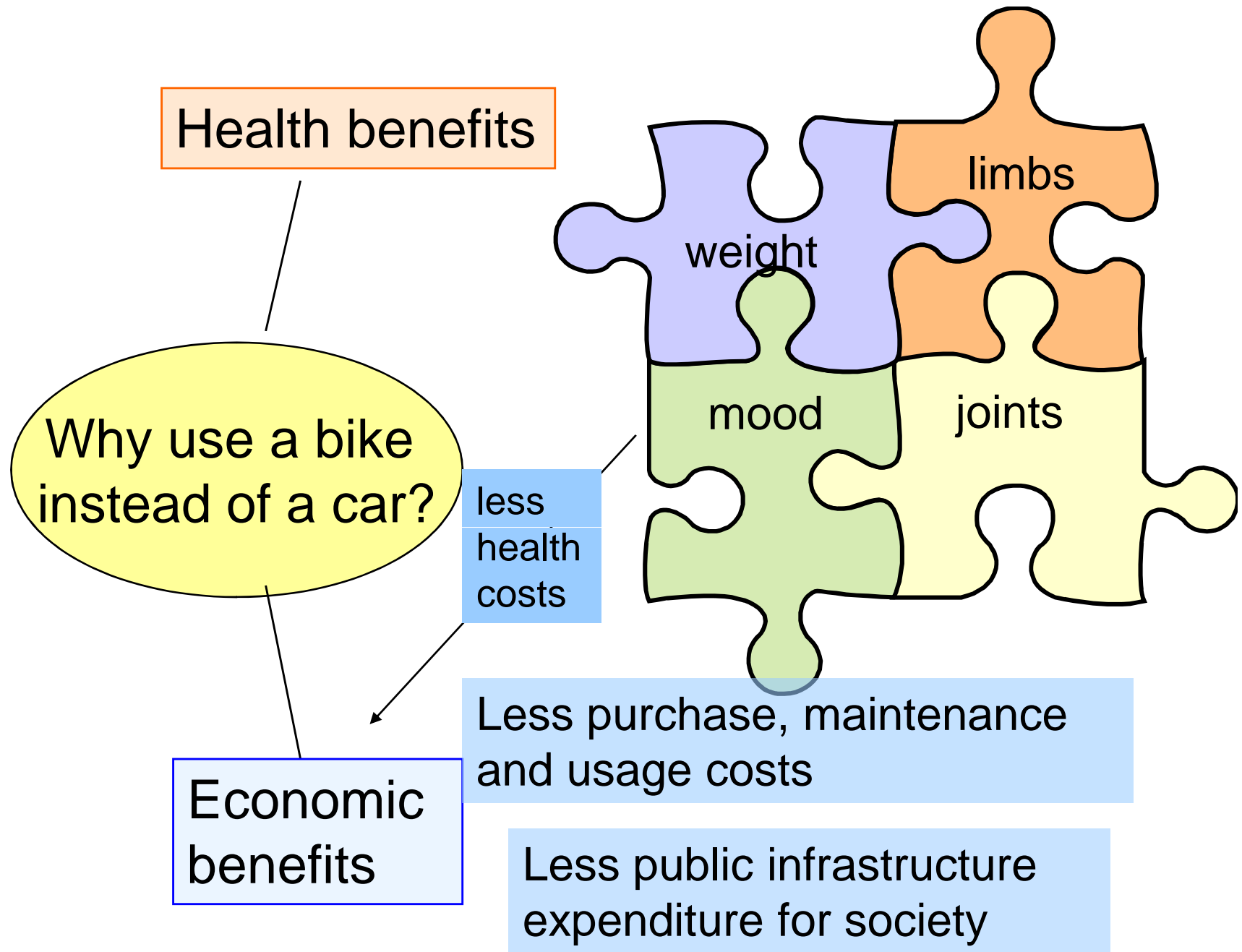


27% regularly cycle

2% regularly play soccer



Source: German Association for Consumer Research (2007)



Why use a bike instead of a car?

Convenience

No traffic jams

Front door parking

Not limited to roads

Sociability



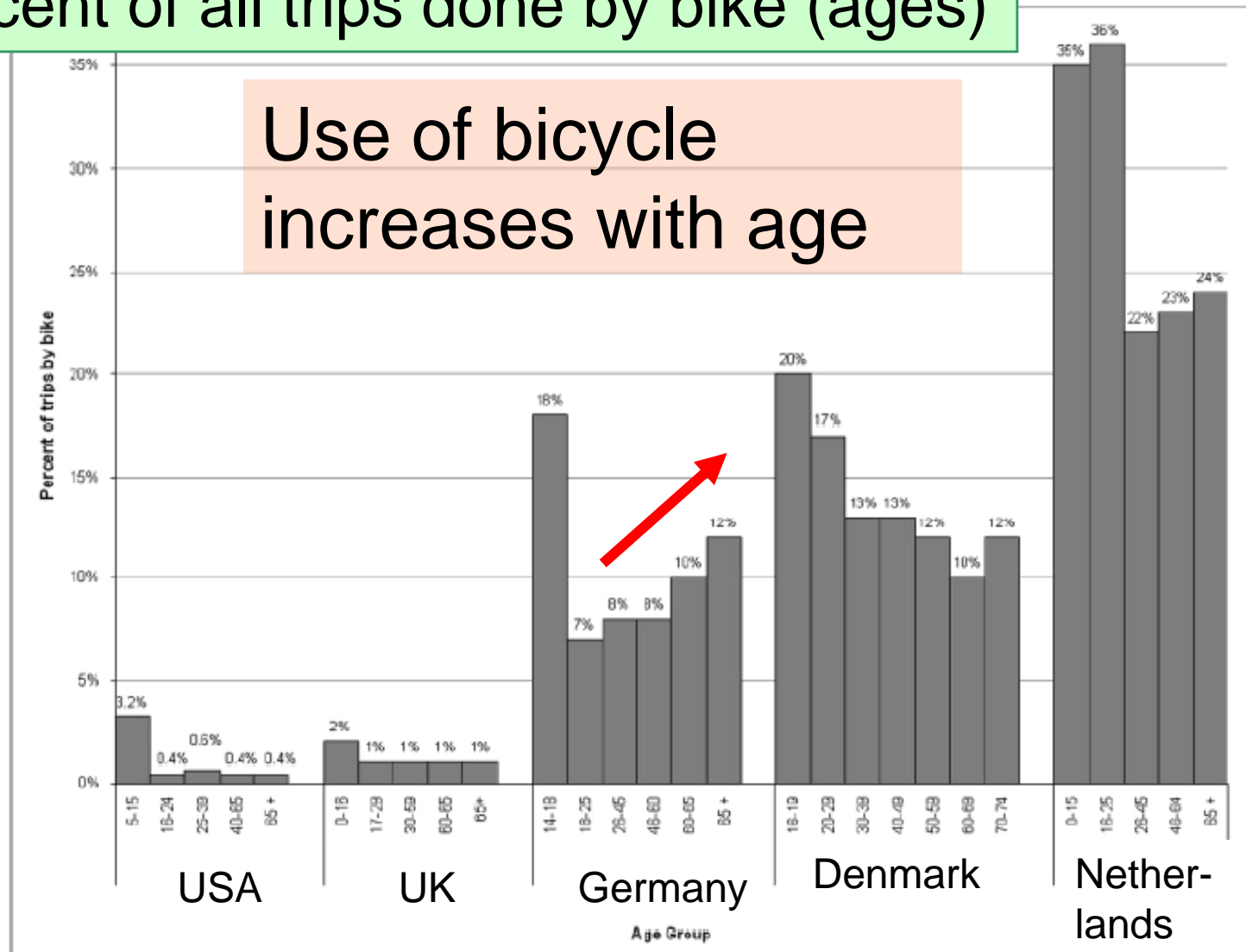
No air pollution

No noise pollution

Environment

No consumption of non-renewable resources

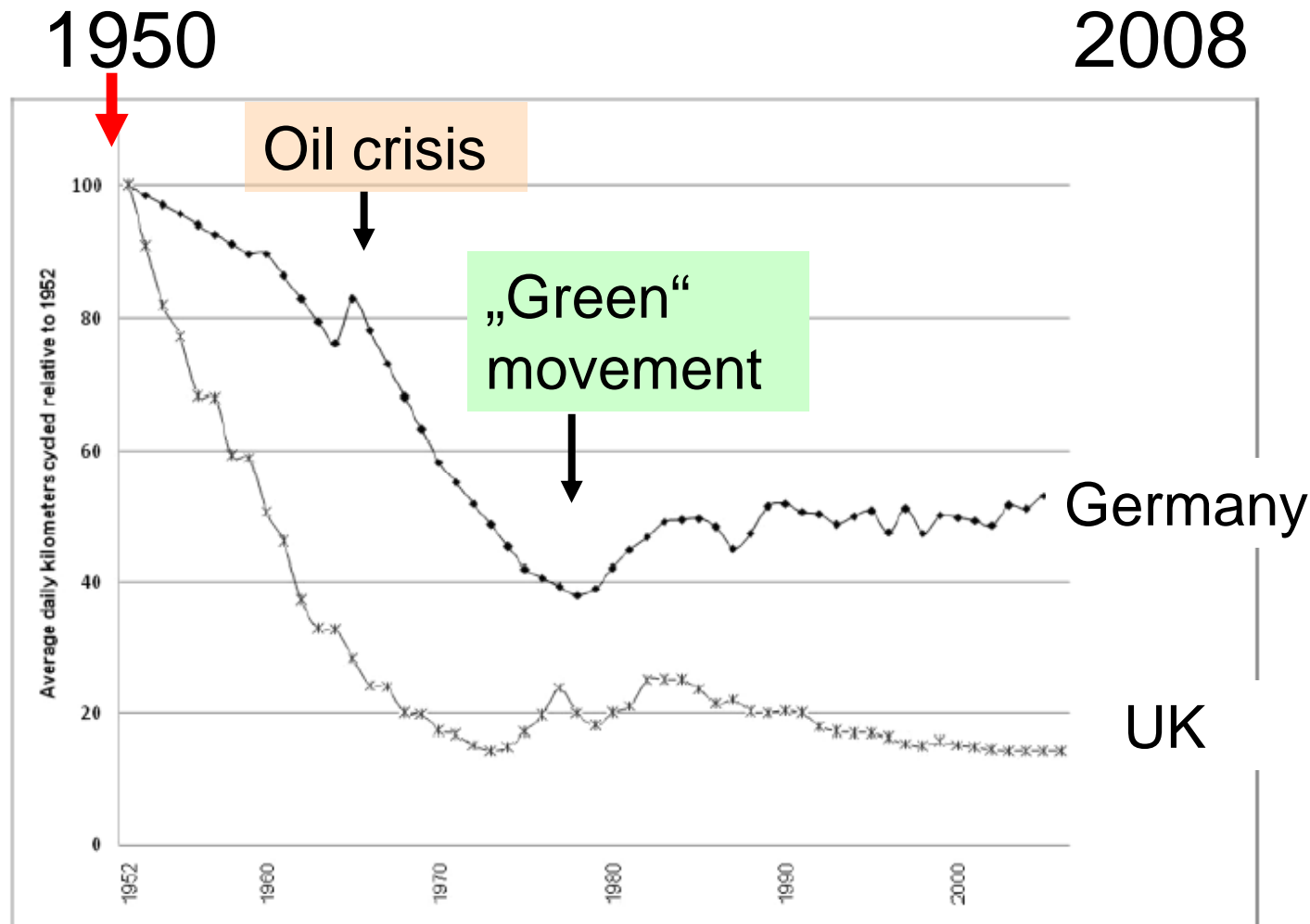
Percent of all trips done by bike (ages)



Sources: German Federal Ministry of Transport (2003); U.S. Department of Transportation (2003); Danish Ministry of Transport (2005); Statistics Netherlands (2005); Department for Transport (2007)

Figure 9. Bicycling share of trips by age group in the USA, the UK, Germany, Denmark and the Netherlands (2000–2002).

What caused the different developments?



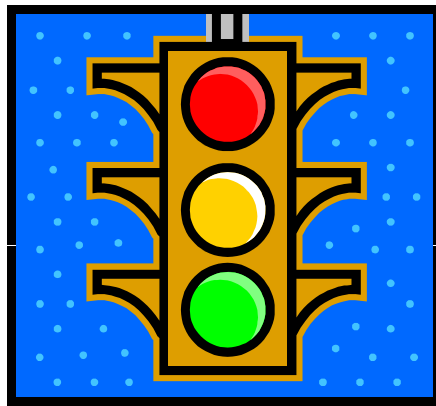
Sources: Department for Transport (2007); Netherlands Ministry of Transport (2007)

Figure 6. Trend in kilometres cycled per inhabitant per year in the Netherlands and the UK (1952–2006) (percent relative to 1950 level).

Government policy in

D

NL



private cars

public transport
& bikes

Bike Tourism Development in Germany

Bike-tourism in Germany 2007:

- 153 million day trips
- 22 million over-night stays



**Bike rentals,
Bike city tours,
Guided land
tours, and...**

**Fast Emergence of
Bike Tourism Industry**

Economic benefit from bike tourism in Germany

- 5000 certified bike-friendly accommodation
from 5-star hotels to camp sites
- Joined in a national network
- **Total turnover: € 9,160 million p.a.**
representing a living basis for **186,000 people**



When do people in Central Europe have bike holidays?

Where can they have bike holidays **in WINTER**?



Photo: Michael Oryl



Creating a brand:

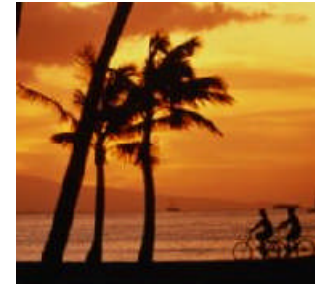


How can Oman become

THE

WINTER CYCLING DESTINATION

for the European market?



What do bike tourists expect?

- Safe riding on sign-posted paths or lanes
- Bike tour guidance
- Bike-friendly accommodation
- Luggage transportation from hotel to hotel
- Coffee bars, snack bars on route
- Meeting with local people – cultural travels
- Help in case of break-downs



How to show the potential of Oman's beautiful landscapes to the cycling nations of Europe

Which events can attract media coverage to showcase Oman as a cycling destination?

**What was done
elsewhere?**

The history of a success story



Country : South Africa

Event : Mountain biking Race.

Average number of participants p.a:
→ 1200

PAYING !!!

per team: ZAR 22 000 = circa. OR 1200

How long did it take from the idea
to the world-wide success ?

??? years?

The history of a success story

November 2002

Kevin Vermaak and 4 friends had an idea for a mountain bike stage race in South Africa with the name

The Cape Epic

The history of a success story

January 2003

a few leading marketing companies
are recruited to market the race
internationally

The history of a success story

April 2003

More than 80 VIP's, sports journalists and guests attend the official launch party of the Cape Epic in Cape Town.

The history of a success story

June 2004

Team entries for Cape Epic
2005 sell out in less than 5
hours!

The history of a success story

April 2005

866 riders from 32 countries take part in the second Cape Epic including Olympic medalists and the world's leading mountain bikers

The history of a success story

2007

The number of participants are
limited to 1,200 riders
**(600 teams chosen by public
lottery)**

2007 – 2008 – 2009 - 2010

- The Cape Epic is the largest **full-service** mountain bike stage race in the world and the **most televised** mountain bike race of all time.

Can Oman
host a similar sports event?

Yes !!!

We have the terrain.



We have great weather in winter.
We have the encouragement of
Oman's officials. Tour of Oman

pics: Marcel Chomic



Proposal for an International Oman Mountain bike Race

Location:
Quryat and Selma Plateau



Development of participant numbers in Oman Mountain Bike Race

Year	Participants	Increase
local event 2010	participated: 49	
2011	100	100%
2012	170	
2013	250	
2014	320	
2015	400	

Source of estimation: Oman Triathlon

You can make a difference!

You can improve your health

You can help the environment

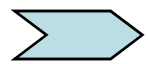
You can help create jobs and local revenue



by not always driving



by supporting bicycle lanes



by developing mountain bike tourism

Thank you !!!

A photograph of a person riding a bicycle on a rocky, dirt trail in a canyon. The trail is on the left side of the image, leading up a steep, rocky slope. The canyon walls are composed of layered, reddish-brown rock formations. The ground is covered in loose rocks and gravel. The text "See you on the trails!" is overlaid in the center of the image in a bright green font.

See you on the trails!

Correlation between main stakeholders for Bike Tourism Facilities

