

## Cycle Tourism Impact

- Contribution to local and tourism economy:
- Riders spend an average of £83.60 per day on accommodation, food and drink. King Alfred's Way report.
- A 2015 report estimated that cycling and mountain-biking contributed about £520m to British tourism every year.

Cycling UK's report the [Economic benefits of cycle tourism](#) (2020).

- 12% visitors choosing to cycle/mountain bike when visiting NYMNP.

# Promoting Cycling in the NYM

- **Enable** - Infrastructure improvements, better facilities.
  - Developing active travel plan, Paradise trail development, E-bike charging network, NYM Cycleway signage project.
- **Encourage** – promoting uniqueness + events.
  - Route YC, Night gravel event @ Sutton Bank, Travel and tourism trade show in Netherlands.
- **Inspire** - Inspirational content and flagship events.
  - Tour of Britain, National XC Championships, Digital content, Komoot + Outdoor Active.



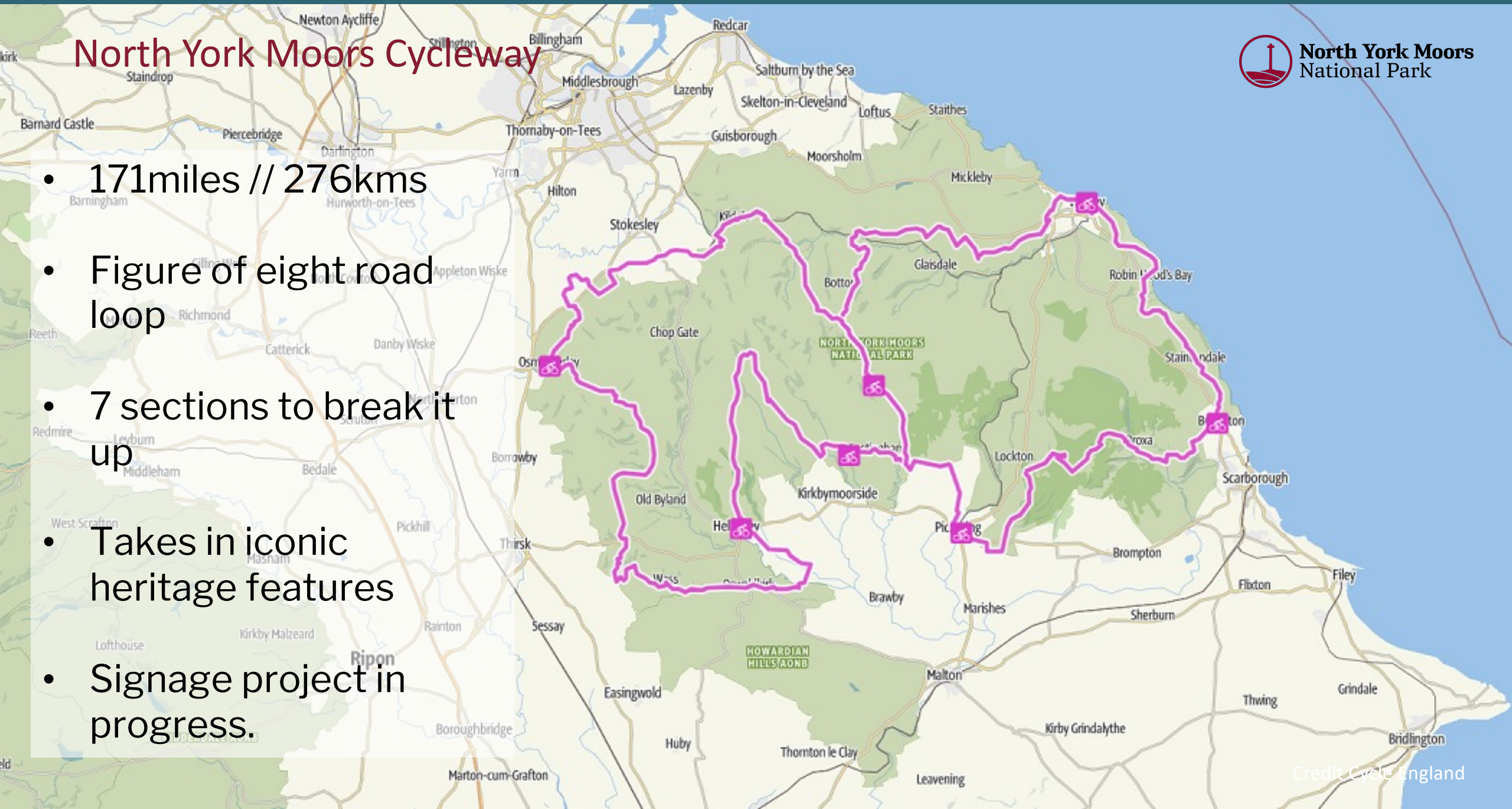
# North York Moors Cycling Offer



# North York Moors Cycleway



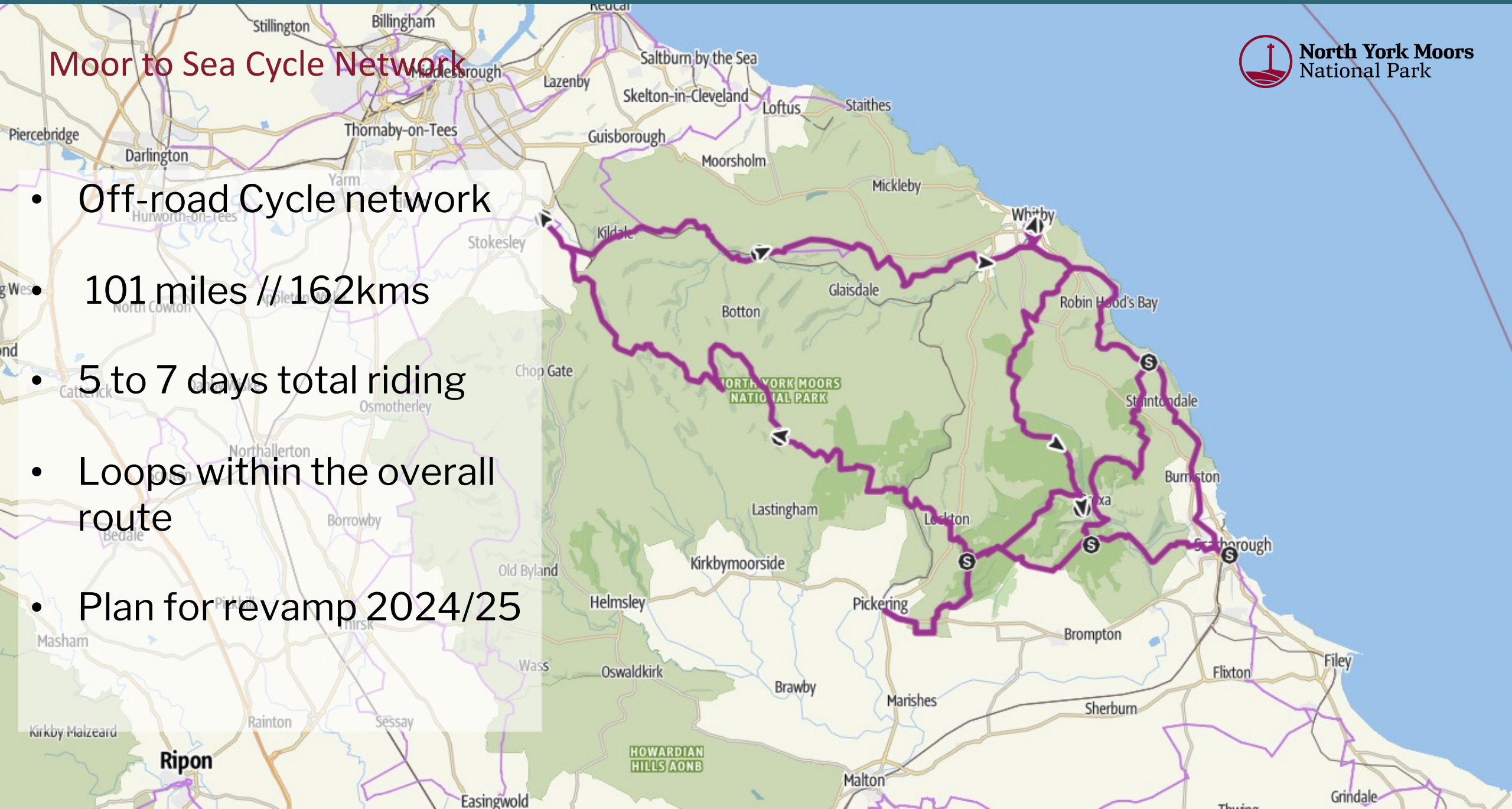
- 171miles // 276kms
- Figure of eight road loop
- 7 sections to break it up
- Takes in iconic heritage features
- Signage project in progress.



# Moor to Sea Cycle Network



- Off-road Cycle network
- 101 miles // 162kms
- 5 to 7 days total riding
- Loops within the overall route
- Plan for revamp 2024/25





# Cycling

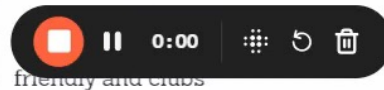
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## Ready for a two-wheel adventure?

The North York Moors is a fantastic location for cycling, whether you're a family cyclist or a world-class mountain biker.



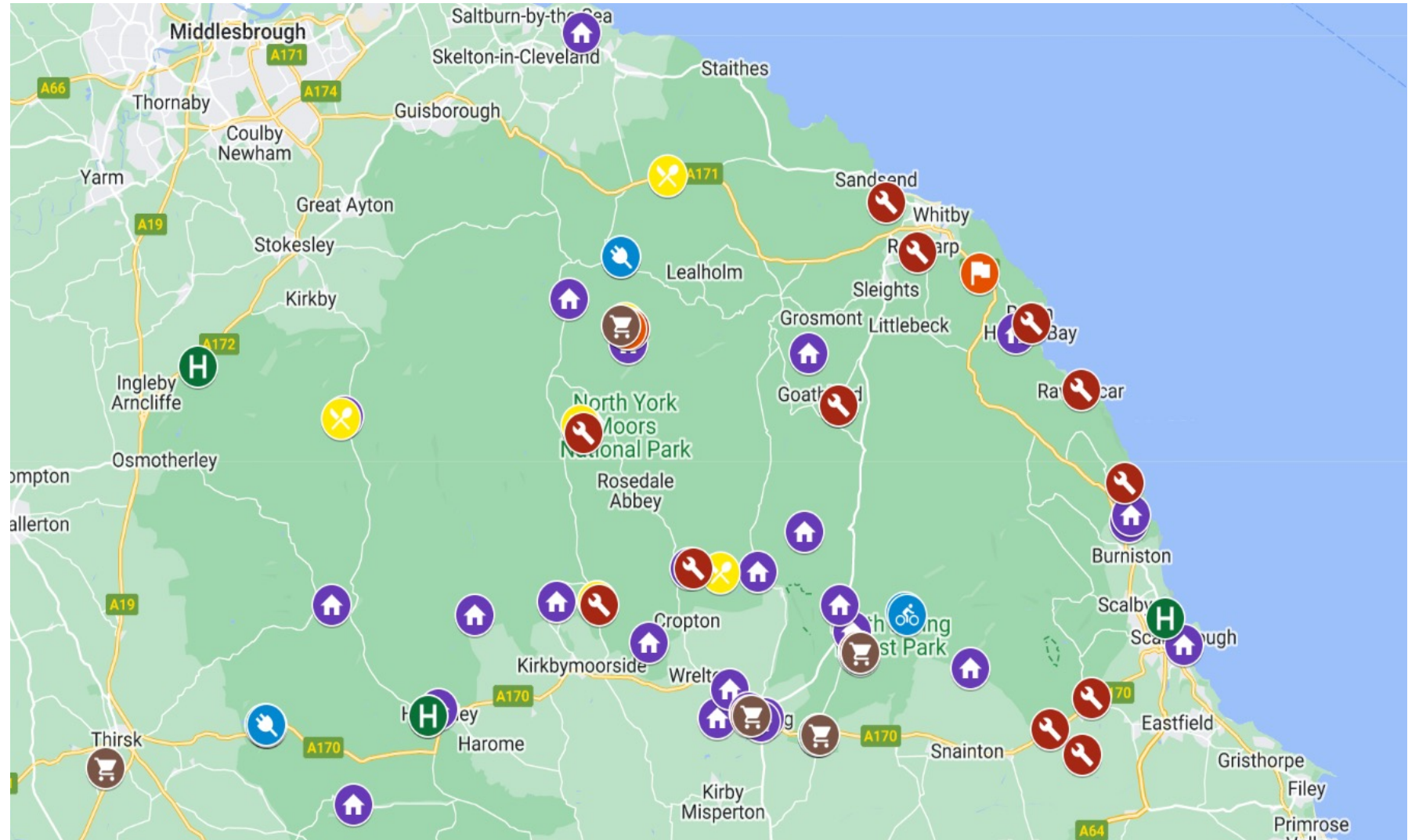
Choose your route >



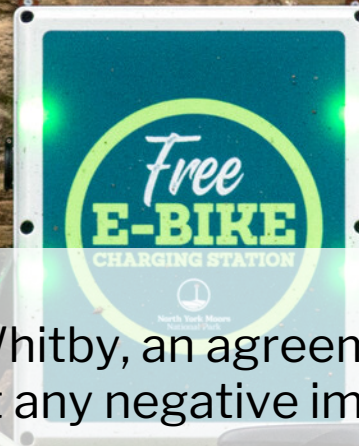
friendly and clubs

# Cycle Friendly scheme

- Accommodation
- Activity Providers
- Food and Drink
- Repair station
- Bike Hire
- Centres
- Retail
- E-bike Chargers



## Grants – Local Business Tourism Contribution



- Development of the Woodsmith Mine near Whitby, an agreement secured to provide compensation and mitigation against any negative impacts on the tourism economy of the North York Moors
- Develop new products and services that showcase the North York Moors and its special qualities.
- Particular emphasis on e-bikes, storage, e-bike charging stations and repair stands.
  - Projects will be funded between 50% and 70%, with collaborations and the voluntary sector attracting higher awards
  - Awards will not generally exceed £10,000.