

# Cotswold Electric Bike Tours

Impact Report 2024

As a pioneer of guided e-bike tours in the Cotswolds, we are thrilled to see the market continue to flourish, especially post-Covid. The influx of other operators in the area highlights the growing demand for greener and more engaging ways to explore our outstanding landscapes and charming villages. Unlike conventional whistle-stop bus tours, our e-bike tours make the journey as enjoyable as the destination.

Despite increased competition and unexpected challenges, Cotswold Electric Bike Tours celebrated a record year in 2023. A significant contributor to our success was the OxLEP Visitor Economy Grant, which allowed us to introduce family-friendly tours. Previously, families with children aged 5-13 faced limitations, but our new fleet of Tern e-cargo bikes has solved this issue.

Now, children can ride comfortably on the back, enjoying the adventure alongside their parents. With 25-30% of our guests being repeat customers or referrals, we anticipate even more bookings in 2024. Families who enjoyed our tours are likely to return and recommend us to friends and family, ensuring a steady influx of new guests.

2023 was not without its hurdles. Unseasonably poor weather in July and August affected spontaneous bookings, while rail disputes and station closures also impacted guest arrivals. Nevertheless, the development of family e-bike experiences, funded by the Visitor Economy Grant, played a crucial role in our continued growth.



## Enhanced offerings and collaboration for 2024

As we look ahead to the 2024 season, we aim to enhance our offerings by collaborating with local businesses and promoting car-free travel to the Cotswolds. The OxLEP grant not only provided financial support but also valuable partnerships and insights.

Over 75% of our guests this season were from the USA or Canada, many of whom didn't enjoy driving unfamiliar vehicles or experiencing the rail/bike. We offer a greener, stress-free way for international visitors to experience the Cotswolds.