



Eurovelo 1 Atlantic Route

TOURISM POTENTIAL FOR INTERNATIONAL TOUR OPERATORS

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About me

- Master's degree in **Tourism Destination Management**
- 8 years experience as **Product Manager** at global leading adventure tour operator Exodus Travels
- Responsible for strategic **planning and management of +80 group tours** and partnerships worldwide
- In-depth knowledge of **Portugal** and **Italy** as tourism destinations for **English speaking markets** (UK, US, Canada, Australia)



Agenda



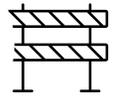
Exodus Travels overview



Case study: Eurovelo1 –
from cycling route to packaged tourism product



Unique selling points and strengths



Challenges and barriers



Key takeaways and opportunities
for stakeholders

Exodus Travels Overview

- Specialist global adventure tour operator founded in 1974
- Over 500 packaged itineraries and various programmes
- Approx. 40,000 clients a year- UK, Canada, USA, Australia & more
- Cycling: one of the fastest growing programmes (leisure cycling, self-guided, e-bikes, cycling novices)

“On cycling tours, you can fully engage with your surroundings and really immerse yourself in a destination.

*Travel further than you can on foot and enjoy the **freedom to stop whenever you want** to explore hidden areas that are inaccessible to cars and buses.*

What better way to travel?”



T.O. & Product Manager's perspective:

From idea to final packaged product

Step 1

Initial commercial idea driven by:

- **Travel trends & customer demand** (importance of destination marketing, brand at country level)
- **Fam trips and networking events** – inspire TOs to market the product for you!
- **Competitors**

Step 2

Final decision driven by:

- **Destination accessibility** – flights routes, transfers duration, extensions
- **Accommodation** – capacity, allotment, flexibility, competitive rates
- **Availability of DMCS and local partners** able to manage complex ground logistics & cater for specific markets
- **Safety** of overall destination and cycling routes
- **Destination USPs**, scenery and heritage, routes, iconic places, sustainable credentials





Porto to Lisbon Atlantic Ride

- 7n/8d cycling group tour
- Managed by local DMC
- From 80 clients in 2017 to over 260 in 2019 (+262% growth)
- Approx. 65% pax British & 45% pax US & Canada
- 40% first time bookers



USPs & positives



Destination **accessibility**



Lisbon and Porto as key pull factors



Choice of **relatively easy and well-maintained** point to point cycling routes



Choice of **good quality**, bike friendly **accommodation**



Experienced and professional **local DMCs**



Good **value for money**



Challenges & barriers



Accommodation agreements, availability and booking conditions (group travel). Stakeholders with different priorities and business models.



Consistency of tourists experience **and synergy** amongst different regions, councils and stakeholders.



Integration of heritage and local communities into route – key for responsible tourism.



Mapping, information, route marks (self-guided market).



Variation of sections difficulty makes it hard to complete point to point experience.

Key takeaways & opportunities



Increasing focus and importance of sustainability and responsible tourism



Synergy, collaboration and networking amongst stakeholders for a seamless tourist experience



Growth of self-guided market, small private groups and novice cyclists



Integration of efficient technology in tourism product– app, website, routes info



Inspiring promotional activity - more than cycling route!
Create a “journey” and “story-telling”





#cantskiphope