



PRESS RELEASE

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Tweed Valley Set to Offer World-Class Mountain Bike Visitor Experience

Accommodation providers in the Tweed Valley in the Scottish Borders are set to offer the best, dedicated service for mountain bikers in the country following the publication of a new booklet by the Tweed Valley Tourist Consortium.

Repeatedly voted one of the best mountain biking destinations in the UK, the Tweed Valley boasts exceptional terrain and trails for downhill and cross-country riders of all abilities and includes Glentress and Innerleithen, part of the 7Stanes network.

Equipped with the new comprehensive Fact File, local businesses, hotels, B&Bs and self-catering operators who have signed up to the area's Mountain Bike Hospitality Scheme will now be able to offer a more in-depth service for bikers visiting the area.

Members of the scheme already provide a range of bike and rider-specific benefits including safe, lockable storage for bikes, mud-allowed and clothes-drying areas and access to high quality, high-carbohydrate food to fuel an exhilarating day's mountain biking. The new guide showcases how businesses can help mountain bikers make the most of their stay by providing detailed information on topics such as bike security systems, tools and equipment as well as how to access information on mountain biking, locally-run websites and details on access, routes, uplifts, bike shops and skills-coaching available in the area.

The guide will be a useful insight for any business looking to tap into the mountain biking market.

Innerleithen-based, self-catering operator Richard Latimer of Glentrail House said;

“The Tweed Valley already offers some of the best mountain biking and hospitality in the country. The services currently offered by businesses in the area are second to none and they continue to grow and to attract more people, events and riders to the Tweed Valley. The new guide takes some of the lessons learned and best practices from established businesses and provides information, ideas and knowledge that will help businesses and accommodation providers to offer the services that will further enhance the area's reputation as a world leader in mountain biking.”

The full list of Mountain Bike Hospitality providers is available at www.visittweedvalley.co.uk

The Tweed Valley Tourist Consortium is part-financed by the Scottish Government and the European Community Scottish Borders LEADER 2007-2013 Programme

Ends

For further press information, please contact Karen Finlay or Yvonne Bruce, Artisan PR,
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NOTES TO EDITORS

Tweed Valley Tourist Consortium was initially the Tweeddale Tourist Consortium and was set up in 2003. There are now 77 members of the Consortium and until the appointment of the Development Manager was solely led by volunteers.

There is a steering group and four sub groups: Mountain Biking; Marketing, Green and IT. Catherine Maxwell Stuart chairs the Steering group and other members of the Steering Group include Kate Innes from the Tontine Hotel, Steve Davies of Caddon View, Steve Douglas from Wired Nomad, Deirdre Latimer from Glenrail House and Alasdair Ash from Criaguart.

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