

ALLEGRA

A NEW KIND OF FARMING



WHAT IF

traditional farming has seen its best days? What if agriculture needs to undergo a radical change in Europe? What if new sources of income are needed to sustain farming? What if corn is not the future of farming?

WHAT IF

we could have fields of trails instead of corn? What if a farmer would do trail maintenance instead of harvesting corn?



WHAT IF

cows are not reliable source of income anymore? Or if new ways need to be found for a bright future in farming?

WHAT IF?

In the future a farmer has more rental bikes in his barn than cattle?



WHAT IF

In the future farmers are selling touristic products based on the land management and not just milk, meat and corn. In a time when land is one of the most valuable assets in densely populated Central Europe, nature is a limited good that is attractive not just for farming but to all people.

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LOCATION

Define where the trail center should be located. Focus on an low lying area to ensure the longest season possible. Also make sure the area is accessible from lager city and densely populated areas.



PROCESS

If you find a farm clarify the legal situation of the land. Get a planner on board to sort out legal issues.



STARTING YOUR TRAIL CENTER PROJECT

1

FORM AN ALLIANCE

You need to find partners for this project. Experts in tourism development, trail specialists, finances, planning and farming should be behind you.

2



3

FINANCING

Make sure to get your finances sorted out. You need a starting capital.

4



5

CREATE

Start creating your MTB farm by shared use between traditional farming and MTB trails.

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MARKETPOTENTIAL

To figure out the potential of your MTB trail center use this formula.

1. WHAT IS THE POPULATION IN YOUR AREA?

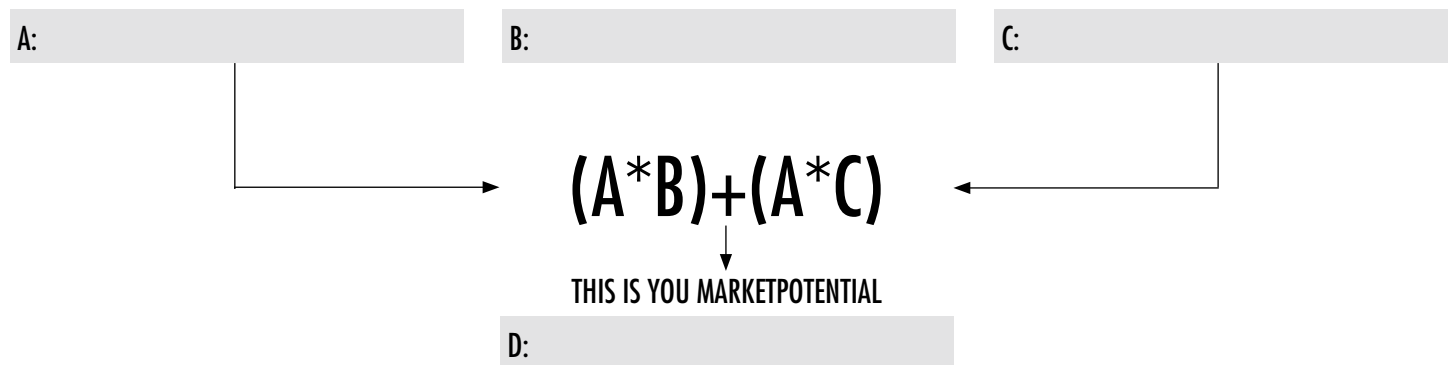
Statistics show mountain bikers drive up to 1 hour for a good ride.

2. WHAT IS THE EXPECTED PERCENTAGE OF MTB IN THE POPULATION?

In Switzerland 1.8% consider MTB their main sport, 6.9% do MTB in general.

3. WHAT PERCENTAGE WILL ADDITONALLY START MTB?

Our experience shows this can be as high as 1-3 % total.



WHAT VISITOR NUMBERS CAN YOU EXPECT?

It is very difficult to work with numbers and create a reliable prediction of what to expect. Allegra collected data over 15 years and uses the most suitable examples.

THIS IS YOUR MARKET POTENTIAL

D:

Who actually travels to my trail center?

$$D * 0.75 = E$$

Statistic show that 25% never travel to ride.

Number of people that will visit once?

$$E * 0.4 =$$

We expect about 40% to visit once.

Number of people that will visit twice?

$$E * 0.25 =$$

We expect about 25% to visit twice.

Number of people that will visit four times?

$$E * 0.05 =$$

We expect about 5% to visit four times.

Number of people that will visit five times?

$$E * 0.05 =$$

We expect about 5% to visit five times more which will result in a season pass.

Number of visitor days:

SUM F:

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REVENUE

An estimate of the revenue will help you calculate the investment needed and figure out the return on investment. Allegra has some figures that will help with that step in planning.

1. EXPECTED VISITOR DAYS?

F:

2. AVERAGE DAY SPENDING?

G: 34 CHF

Lowest figure to expect.

3. REVENUE

H: $F \cdot G$

COSTS

The biggest chunk of your investment will be trail building. At the same time the quality of trails will decide about the success of your resort, as they are the main reason for mountain bikers to travel. You should never try to save money on the quality of trails, as it will back fire and make or brake the whole project.

1. PLANNING

A good terrain assessment and master plan will tell you where to do what. It helps keeping costs under control by giving you insights on the ground conditions and building costs.

2. DESIGNING

The right design of a trail will keep maintenance costs low and building quick. This step can only be taken by trail specialists and should never be attempted by amateur. Roughly spoken, one meter of design cost about 4 CHF.

3. BUILDING

Building costs usually are between 50 CHF and 100 CHF per meter, very much depending on the ground and soil conditions, the accessibility of the work site, the type of trail that is being built and the work force included in the price. Make sure to buy know-how and not just a trail builder that leaves again once the work is done.

4. MAINTAINING

Maintenance cost can decide on the long term success of the trail center. It depends on frequencies, soil that has been used, the exposure of the trail and its gradient. Depending on the quality of the design and building, maintenance costs are between 3% and 25% of the original building costs each year.

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