



Rychlebské  stezky

RYCHLEBSKÉ STEZKY – RYCHLEBY TRAILS

INTRODUCTION OF THE RYCHLEBY TRAILS

- ✖ The RS are situated in poor region near Poland with a great unemployment where there were almost no tourism before the RS were launched.



- ✖ We brought the idea from Wales, we were advised by Dadydd Davis pioneer of trailbulding
- ✖ We understood that this model is suitable for czech environment



- ✖ In autumn 2008 start project of the Trailcenter Rychlebské Stezky at the beginning as a non-profitable organization only with volunteers, later with unemployed people supported by Job centre.



- ✕ In September 2009 first trail loop in length of 18 km was opened and was created by renovation of old hunting paths.



- ✖ In these days has this center over 75 km of trails which 40 km from this is built single tracks of various types and difficulties. There is more than 50 km of unmarked trails too.



- ✖ Trails came to visit this year over 40000 visitors. And financial income to our region was more than 2 000 000 Eur.



- ✕ We design, build, maintain it all by our selves.



- ✖ From the spring 2013 is Rychlebske stezky located in new visitors center
- ✖ where all mountainbikers come to meet.



- ✖ Last year were Rychlebske Stezky awarded by mark IMBA riding centre and this year IMBA flow trail with Superflow trail.



OUR WAY – OUR APPROACH

- ✖ We knew our target from very beginning – we wanted to establish outstanding trail centrum for weekend moutainbiking trips including all needed services.



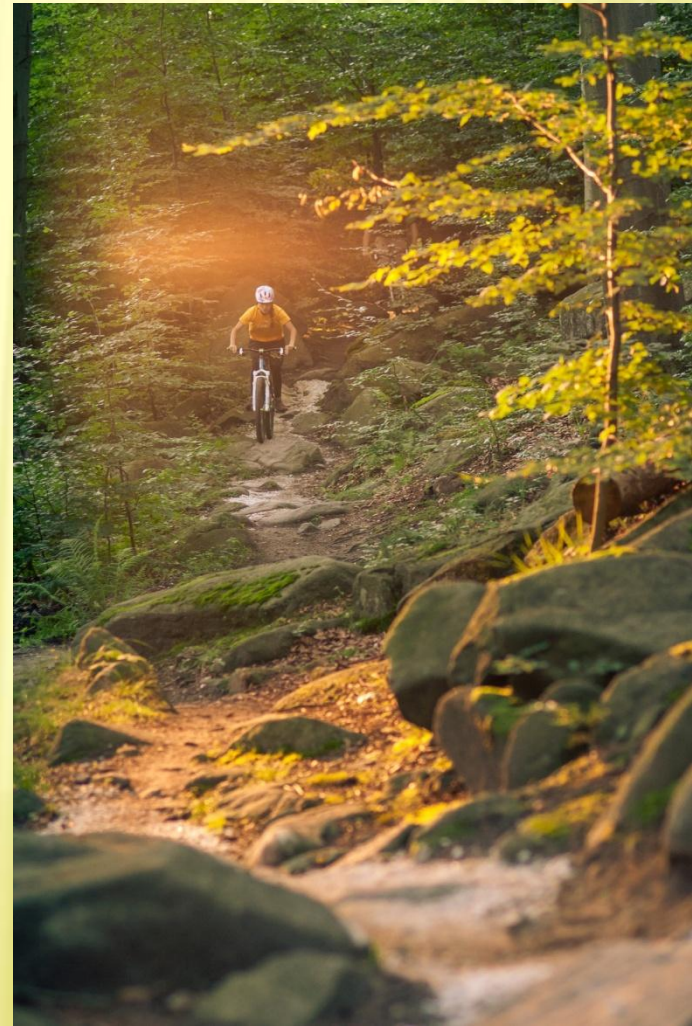
- ✘ By testing many good european moutain bike trail centres we manage to see them critically to apply only the best with avoiding possible mistakes.



- ✖ Using maximal potential of the landscape we manage not to build the trail the easiest way possible but to make them interesting an enjoy-full.



- ✖ Utilize the best from our low budget disadvantage in our favour we are building our trails step by step by introducing couple a new ones every single year. This make our trais interesting evan for the bike riders who already know us and our trails well.



- ✘ Following new trends in world bike riding made us, addition to our, rocky trails, build new flow trails, skills centrum and pump-track. New ideas does not cost anything.



- ✖ We know that trails in a good trail centre has to be in a great condition, due to this we maintain them durring season every single day. (7 months)



- ✘ While building our trails we make stress on a respekt of nature, we never cut big trees down we build trails in not high-way-like manner unlike some bike parks with ski lifts.



- ✘ Our motivation from very beginning were best possible trails and services not money-making company much more of a self sustainable organization.



- ✖ Every new trail must differ from the other ones and it must bring new experience.





















- ✘ We are building trails like we would be composing a song or rafting down a rough white river. It is not about eating kilometers but more about remembering nice rapids. There must be places which gonna stuck in you mind which pops up in your head when you are back at work and bring you to our trails again next weekend.







photo tomas halat







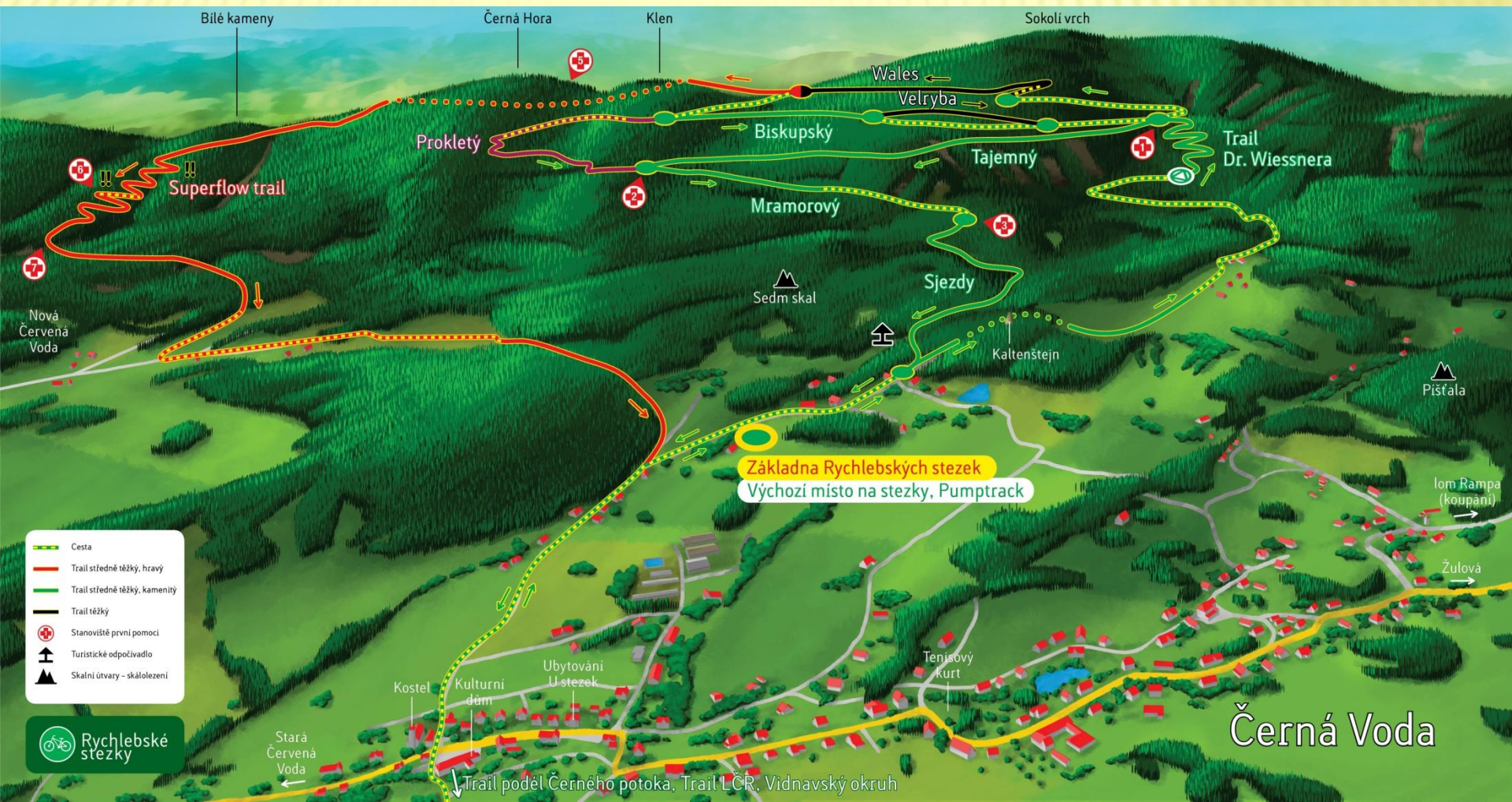


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- ✘ Right from beginning we pay attention on marketing – we are linked to important MTB web pages. We launch new promo video every year followed by many high quality photographs trails and riders we use uniform graphic design for our web pages maps and printed promotion materials.



- ✖ We are community of regular riders – we are regularly gathering with regulars on volunteering in maintaining our trails.





















FINANCIAL RESOURCES

- ✖ Main source of our financial income is our info centrum, donation for trail maintenace (visitors can buy bracelet coupon ticket on handlebars), we also recieve little contribution from Olomouc district local government.







- ✖ After 5 years from opening we are this year first time in black numbers!!!



WE INVITE YOU TO RYCHLEBY TRAILS!!!



THANK YOU.

✕ Pavel Horník - www.rychlebskestezky.cz

