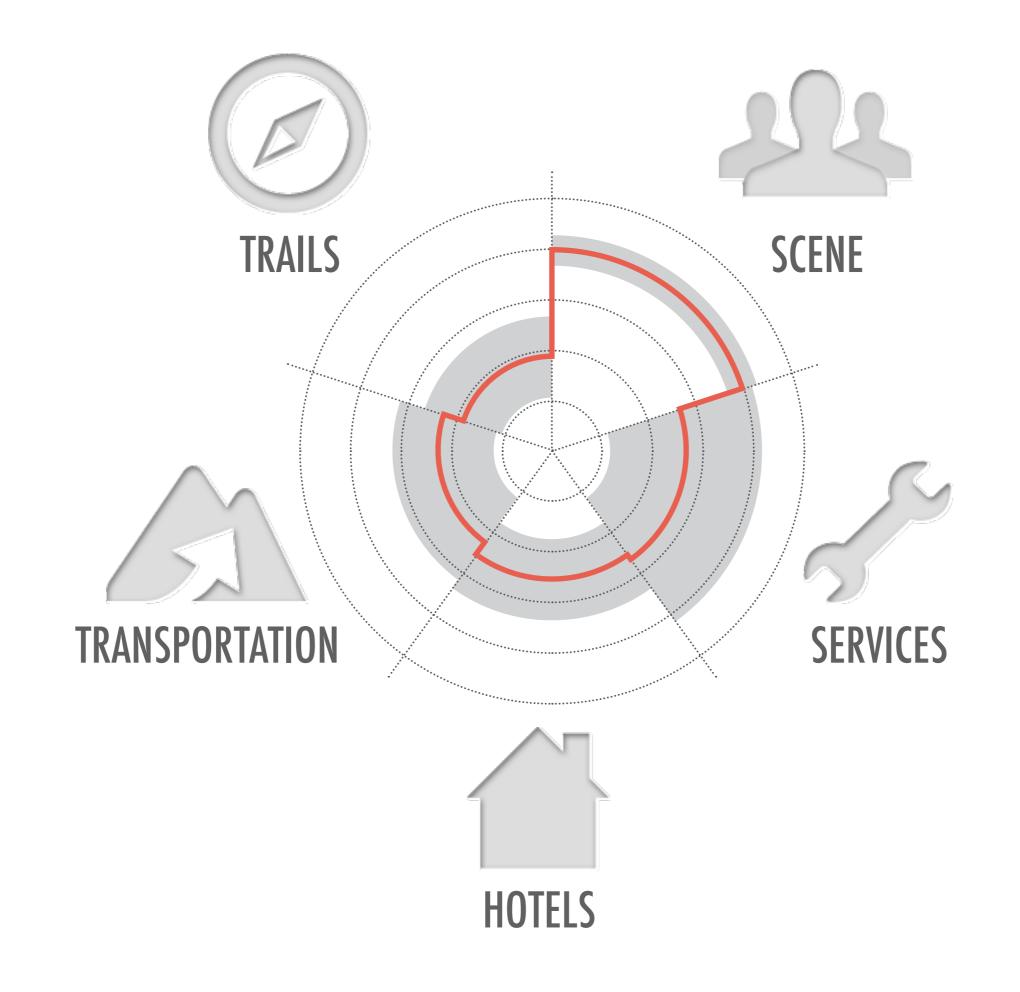




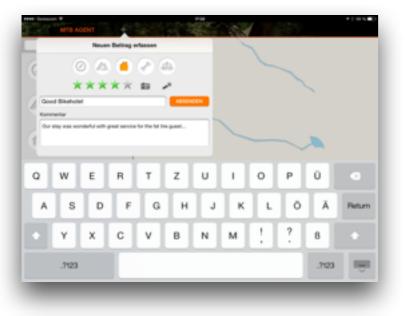


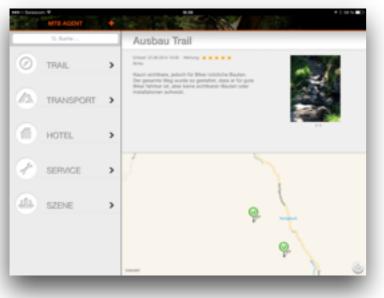
## HOW TO DEVELOP **A MOUNTAIN BIKE** DESTINATION

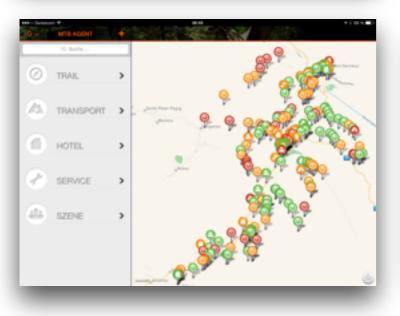


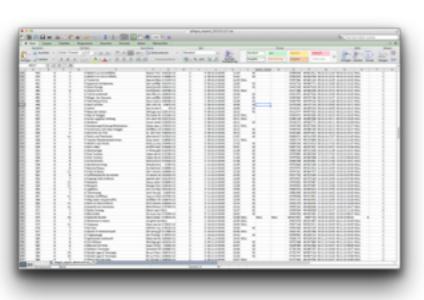




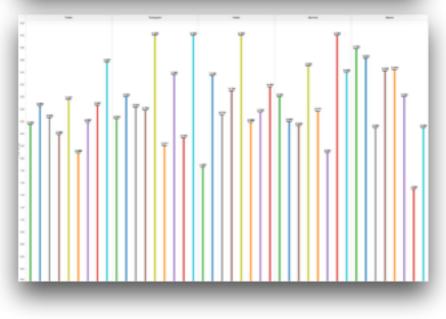




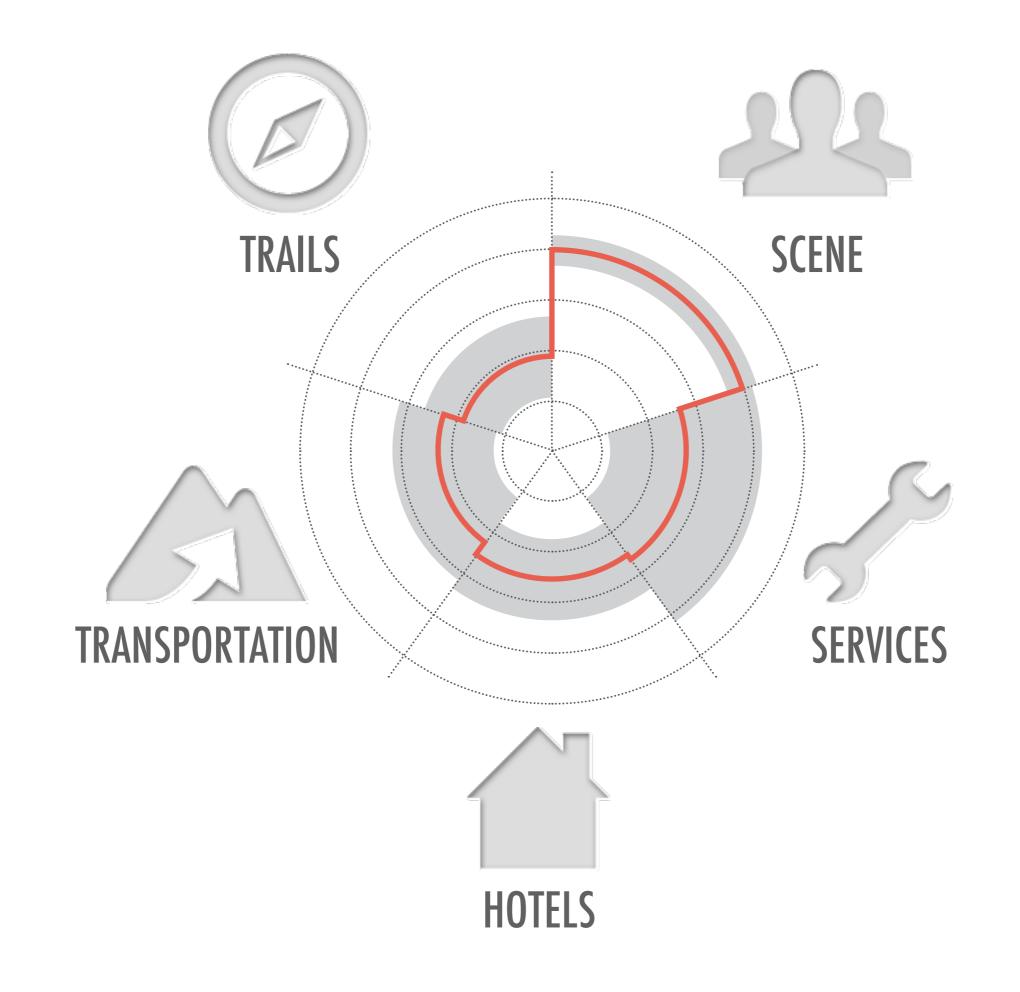




Key Partners Partner 1 Partner 2	Key Activities Keu Activitu 1 Keu Activitu 2	Value Propositions Value Proposition 1 Value Proposition 2	Customer Relationships	Customer Segments Customer Segment 1 Customer Segment 2
Partner 3 Partner 4		Value Proposition 3		
Partner 5	Key Resource 1	Not a Vici a Probasition Not a Vici a Proposition	Channels Channel 1 Channel 2	Net a Constant Segment
Cost Structure Cost Driver 1	Cost Driver 1 Cos	St Driver 1 Revenue Str	eams Stream 1 Revenue Stream	2 Revenue Stream 3



	TO TODAY	T1 Next Season	T2 Next year	T3 In the future	Tno DON'TS
TRAILS	Action Item 1	Action Item 2	Action Item 3	Action Item 4	No Action Items
TRANSPORTS	Action Item 1	Action Item 2	Action Item 3	Action Item 4	No Action Items
HOTELS	Action Item 1	Action Item 2	Action Item 3	Action Item 4	No Action Items
SERVICES	Action Item 1	Action Item 2	Action Item 3	Action Item 4	No Action Items
AND MORE	Action Item 1	Action Item 2	Action Item 3	Action Item 4	No Action Items



## MOST IMPORTANT?









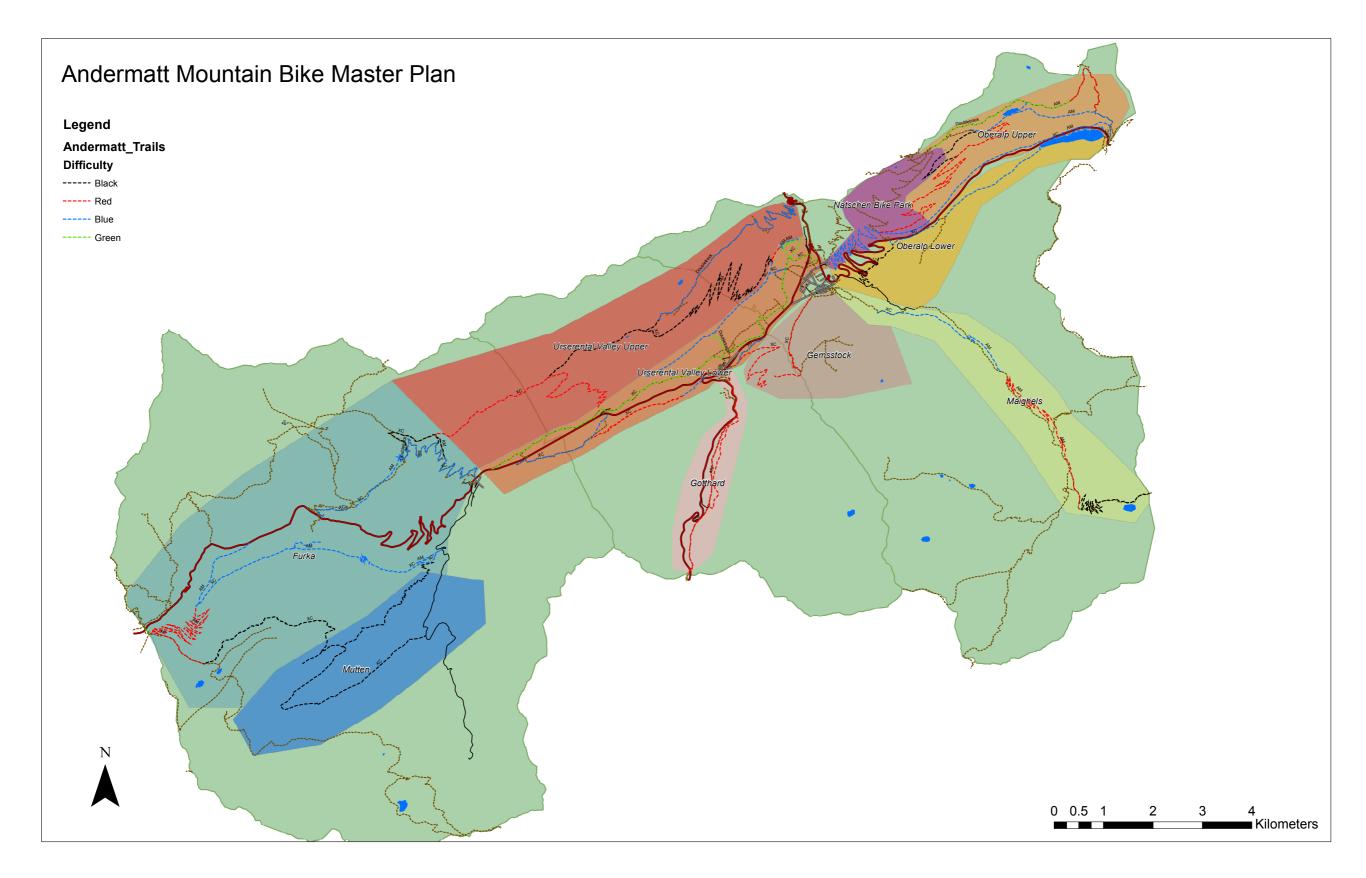












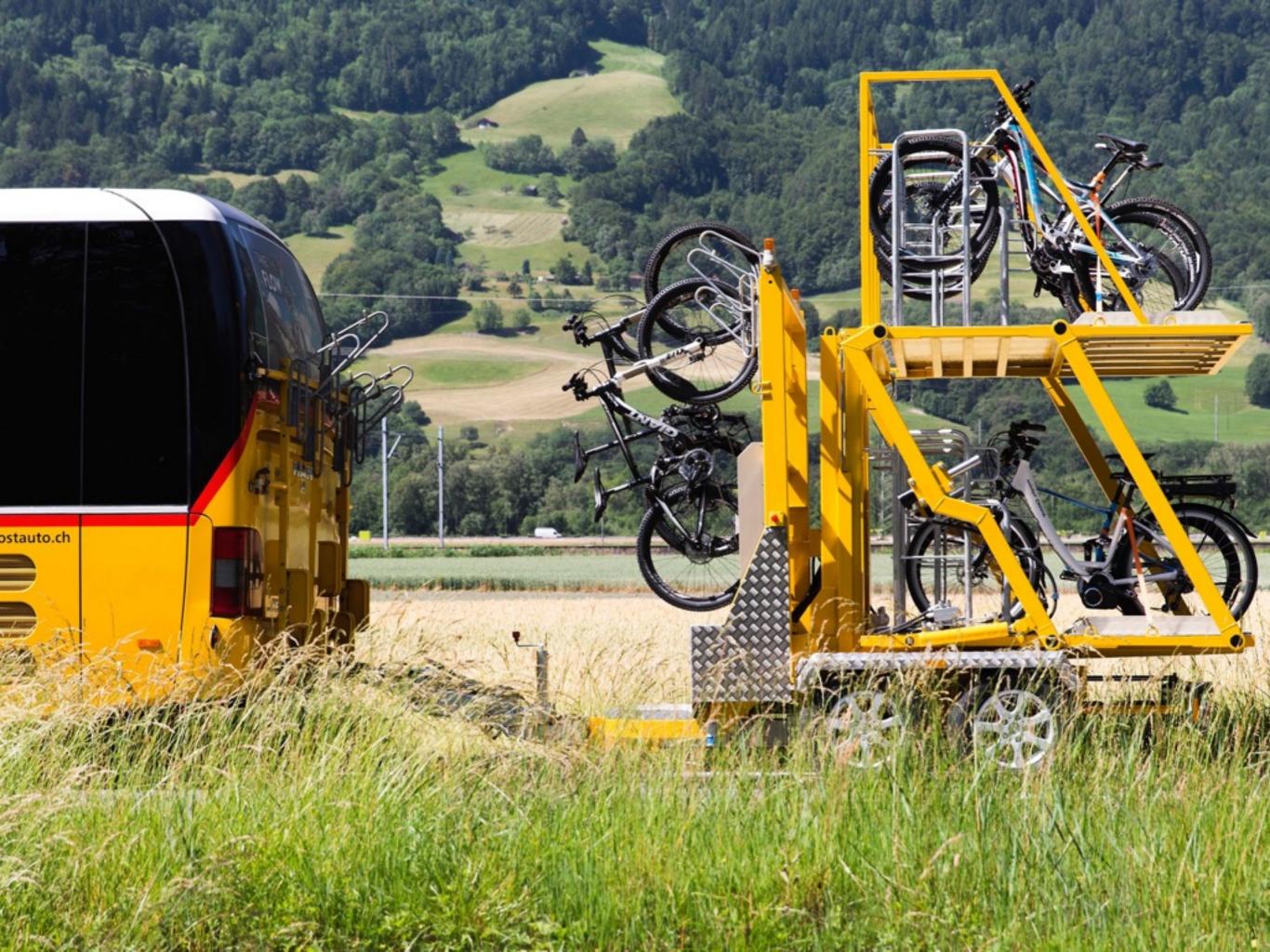


## ROI?



















## ALLEGRA