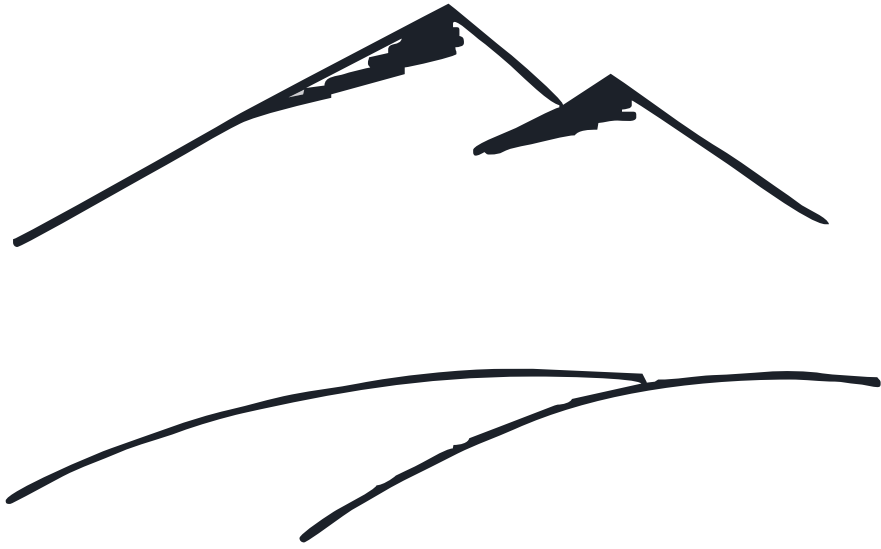
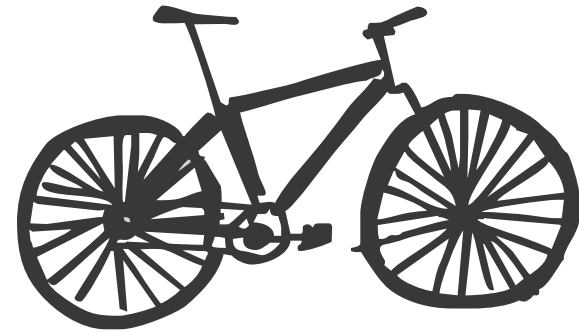


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WHAT MOUNTAIN BIKING REALLY IS?

PETER ŽAJC, RRA KOROŠKA

WHAT MOUNTAIN BIKING REALLY IS?

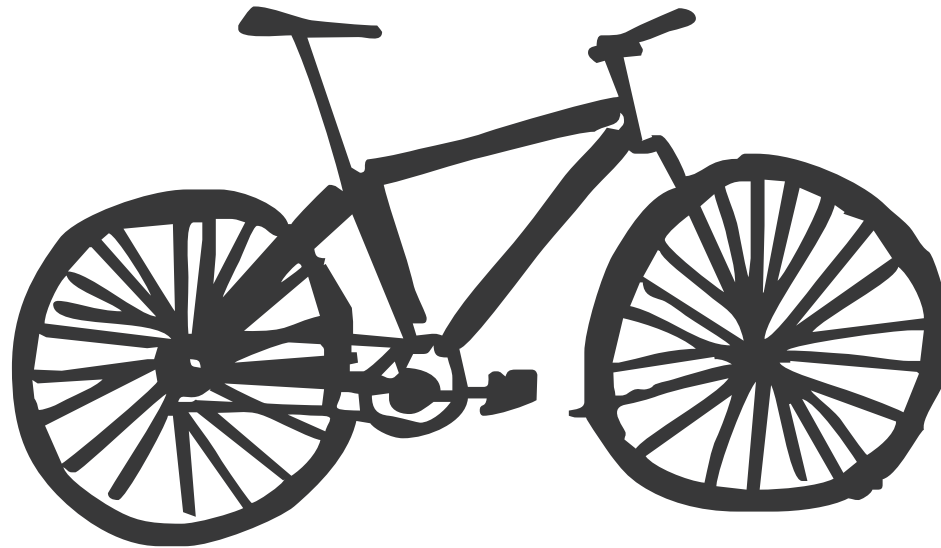
MOUNTAIN



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WHAT MOUNTAIN BIKING REALLY IS?

A BICYCLE = A BIKE



Human-powered, pedal-driven, single-track vehicle, having **two wheels** attached to a **frame**, one behind the other (Wikipedia, 2015).

Two-wheeled steerable machine that is **pedaled** by the rider's **feet**. On a standard bicycle the wheels are mounted **in-line** in a metal **frame** (Britannica, 2015).

RLK



WHAT MOUNTAIN BIKING REALLY IS?

TECHNOLOGICAL PROGRESS



AUTOMATIZATION



WORKING PROCESS OPTIMIZATION



GREATER INDIVIDUAL
LEISURE TIME

source: Molitor, 2000, cit. Burgin&Hardman, 2014

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WHAT MOUNTAIN BIKING REALLY IS?

1970

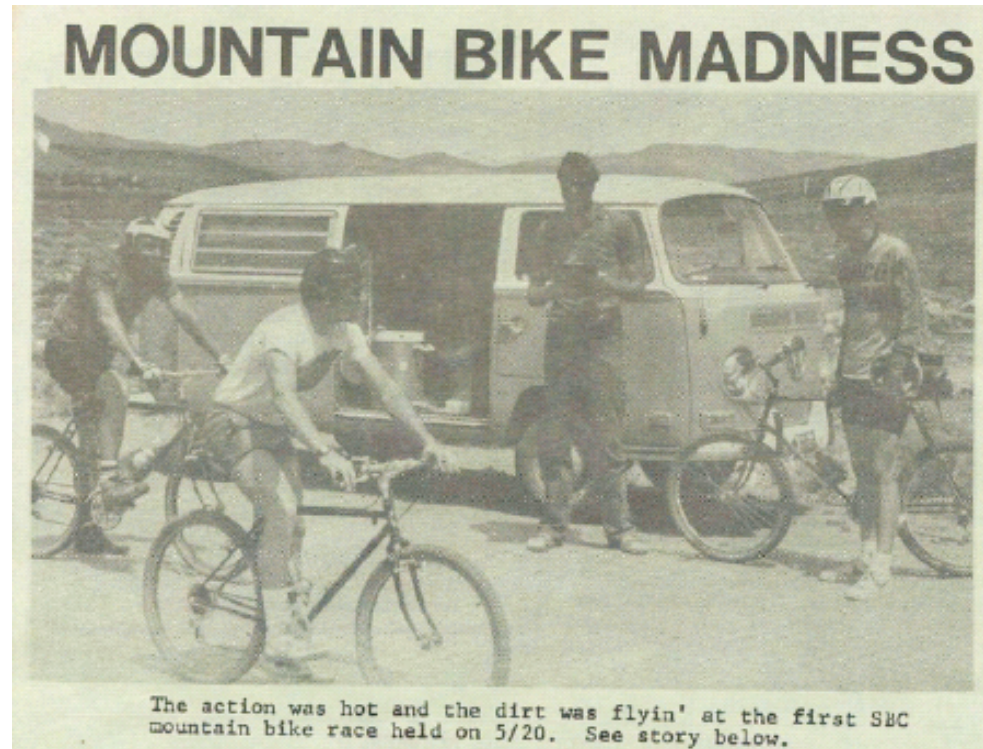


foto: www.klunkerz.com



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WHAT MOUNTAIN BIKING REALLY IS?

2014



foto: www.lapierre.co.uk, www.scott.com

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WHAT MOUNTAIN BIKING REALLY IS?

UNION CYCLISTE INTERNATIONALE

CROSS-COUNTRY



foto: <http://www.treadmtb.co.za/wp-content/uploads/2013/08/2013HermidaRamosWC-1535x1024.jpg>



foto: Peter Zajc

CROSS-COUNTRY MARATHON



foto: http://reviews.mtbr.com/wp-content/uploads/2011/06/WC_Leogang_Men_4X_Final_11f110808.jpg

Four-Cross

Downhill

XC ELIMINATOR



<http://stwww.bikemag.com/files/2012/05/XC-ELIM-02.jpg>



foto: Peter Zajc

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WHAT MOUNTAIN BIKING REALLY IS?

ENDURO WORLD SERIES

ENDURO



foto: Peter Zajc



foto: Peter Zajc



foto: Peter Zajc

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WHAT MOUNTAIN BIKING REALLY IS?

FREELINE Mountain Bike World Tour

DIRT JUMP



foto:
www.redbull.si/cs/RedBull/RBImages/000/000/51/259/photo960x540/Tanko_Trzic_cela_1m.jpg



foto:
http://a3.espncdn.com/photo/2013/0625/Lacondeguy_SlopeOpen_Flo_Hagena2.jpg



foto: http://image3.redbull.com/rbcom/010/2013-10-14/1331615534140_2/0010/1/1200/800/2/mountain-biker-cam-zink-throws-a-backflip-off-the-oakley-icon-sender-at-red-bull-

BIG MOUNTAIN

SLOPESTYLE / BIG AIR

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WHAT MOUNTAIN BIKING REALLY IS?

2014 MARKET OFFER

	Kona	%	Specialized	%	Giant	%	Scott	%
Cross Country Hardtail	19	50,0%	3	7,5%	40	44,44%	51	42,9%
Cross Country Full suspension	7	18,4%	10	25,0%	28	31,11%	3	2,5%
All mountain	9	23,7%	20	50,0%	19	21,11%	46	38,7%
DH/Freeride	3	7,9%	4	10,0%	3	3,33%	6	5,0%
Dirt/street	0	0,0%	0	0,0%	0	0,00%	6	5,0%
E-bikes	0	0,0%	0	0,0%	0	0,00%	6	5,0%
Fatbike	0	0,0%	3	7,5%	0	0,00%	1	0,8%
	38		40		90		119	

source: Zajc, 2014

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WHAT MOUNTAIN BIKING REALLY IS?

2014 MARKET OFFER

	Kona	Specialized	Giant	Scott
Cross Country	Trail, XC Race Light, Crosstrail	Sport Trail, XC Race	XC, Trail, Recreation, XC,	Relaxed riding, Trail riding, Cross Country
All mountain	Trail DS, Enduro	All mountain, Trail	Trail	Relaxed riding, Trail riding, Ride up for the descent
DH/Freeride	Gravity	Gravity	Gravity	Downhill/Freeride

source: Zajc, 2014

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WHAT MOUNTAIN BIKING REALLY IS?

SI MTB SURVEY 2014

Mountain bike type	% interviewees
Hardtail cross-country	45,2
Full suspension cross-country (<i>to 100 mm</i>)	8,8
Full suspension all mountain (<i>100–160 mm</i>)	49,6
DH / Freeride (more than 160 mm)	23,2
Having one type of mountain bike	77,5
Having two or more types of mountain bike	22,5

Number of interviewees: 1.805

Note: Interviewees could choose several options, sum of shares is not equal 100.

source: Zajc in Berzelak, 2014

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WHAT MOUNTAIN BIKING REALLY IS?

SI MTB SURVEY 2014

Type of organised event	% interviewees
Uphill competition	26,1
Cross-country (marathon)	13,9
Cross-country (olympic)	5,0
Enduro race	8,2
Downhill race	8,4
Have not participated on any kind of organised event in the last year	58,2

Number of interviewees: 1.806

Note: Interviewees could choose several options, sum of shares is not equal 100.
12.2 % of interviewees hold competition licence.

source: Zajc in Berzelak, 2014

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WHAT MOUNTAIN BIKING REALLY IS?

SI MTB SURVEY 2014

Part of natural setting	% interviewees					Average (Std. Deviation)	Interviewees No.
	Never	Seldom	Sometimes	Very Often	Always		
Dirt road (forest)	5,6	12,5	24,5	33,6	23,7	3,6 (1,1)	1.802
Singletrack (forest)	0,4	2,4	10,6	40,2	46,4	4,3 (0,8)	1.806
Signposted mountain trail (hiking)	10,8	19,7	26,1	23,6	19,9	3,2 (1,3)	1.803
Dirt road (agricultural lands)	7,1	21,5	28,8	27,3	15,4	3,2 (1,2)	1.799

source: Zajc in Berzelak, 2014

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WHAT MOUNTAIN BIKING REALLY IS?



foto: Peter Zajc, Bikenomad

IT IS ALL ABOUT
SINGLETACK



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WHAT MOUNTAIN BIKING REALLY IS?

MTB ACCESS IN SLOVENIA

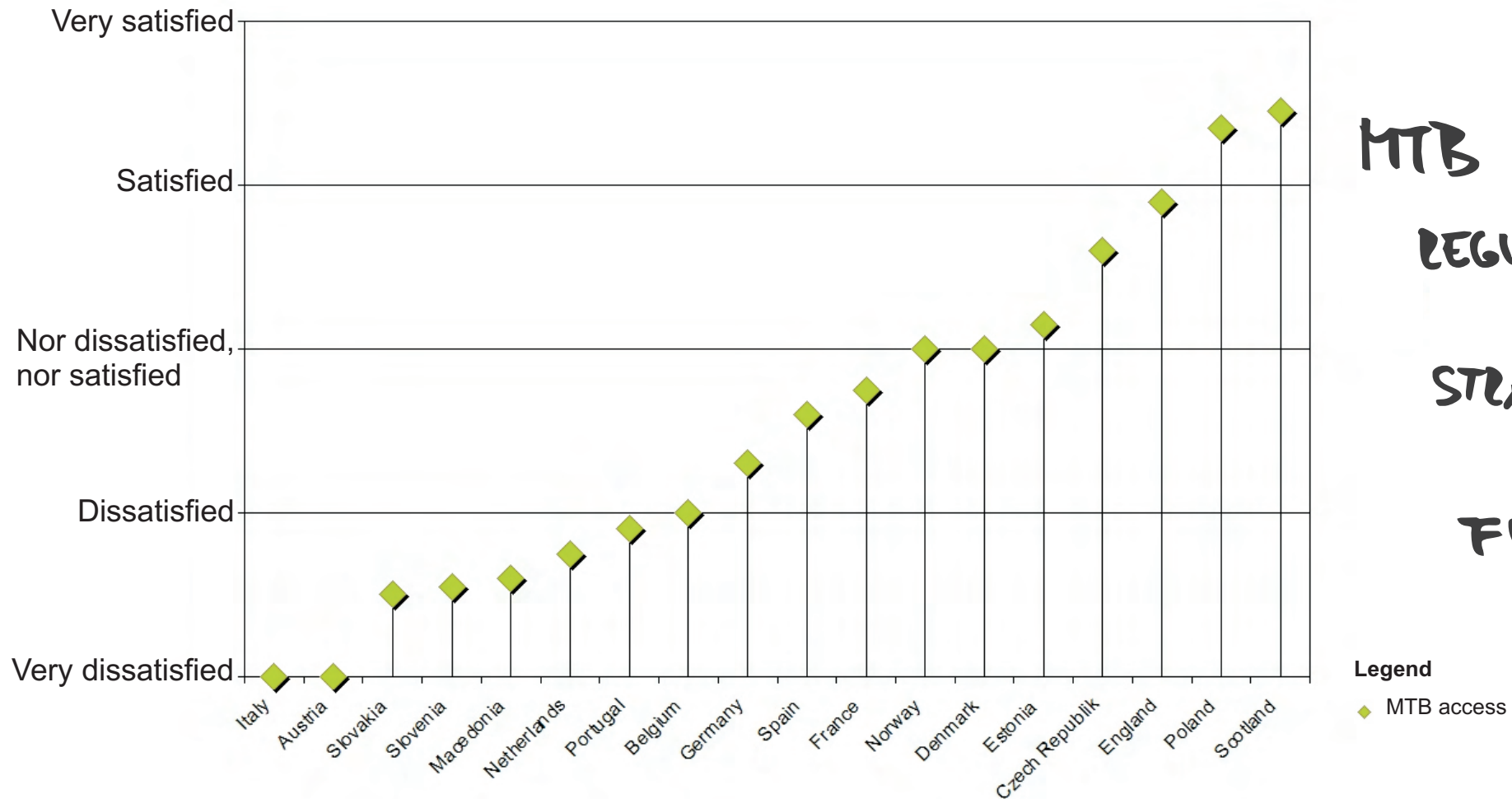


foto: Peter Zajc, Bikenomad, Denis Cindro, Ride Slovenia

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WHAT MOUNTAIN BIKING REALLY IS?

MTB ACCESS IN EUROPE SURVEY



MTB ACCESS
=
REGULATIONS
+
STRATEGIES
+
FUNDS

source: Zajc, 2015 (interviewees: MTB advocacy)

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WHAT MOUNTAIN BIKING REALLY IS?

OD PRIMOPOTI.SI

Kolesarska zveza Slovenije

KGK Volja – Slovenski gorniški klub Skala

Regionalna destinacijska organizacija Gorenjska

LTO Sotocje Tolmin-Kobarid

LTO Bovec

Zavod za turizem Maribor-Pohorje

RRA Koroška d.o.o.

Pohodništvo in kolesarjenje GIZ

Združenje slovenskih žicnicarjev GIZ

Zbornica gorskih centrov – Gospodarska zbornica Slovenije

Zavod Aliansa

Soca festival d.o.o.

Tovarna trajnostnega turizma

ŠTD Ojstra rida



OZAVEŠČAM



VZDRŽUJEM



SPOŠTUJEM



KOLESARIM

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WHAT MOUNTAIN BIKING REALLY IS?



foto: Peter Zajc, Tomo Jeseničnik

STEREOTYPES



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WHAT MOUNTAIN BIKING REALLY IS?



foto: Aleš Fevžer, Joc Koprivnikar, Denis Cindro, Peter Zajc

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WHAT MOUNTAIN BIKING REALLY IS?

ODPRIMOPOTI.SI



OZAVEŠČAM



VZDRŽUJEM



SPOŠTUJEM

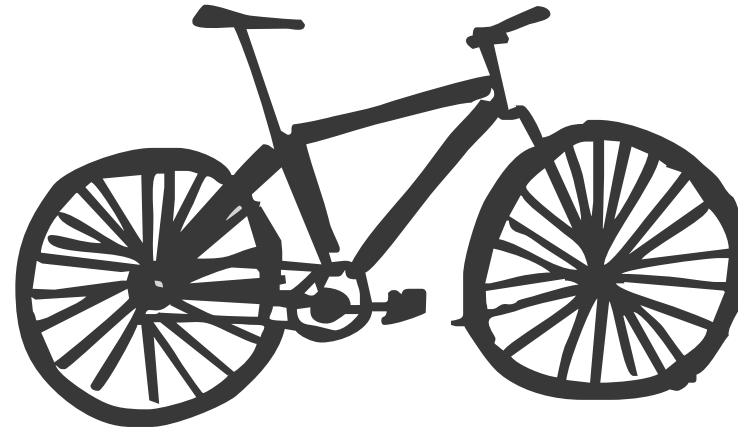


KOLE SARIM



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WHAT MOUNTAIN BIKING REALLY IS?



Its only essence was and is that of any other bike: **it rolls (on its downhill, powered by its rider uphill)**. What makes it a "mountain" bike is its capacity to cope with conditions found on mountains (Simon Eassom, 2003).

WHAT MOUNTAIN BIKING REALLY IS?

THANK YOU.

PETER.ZAJC@RRA-KOROSKA.SI

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