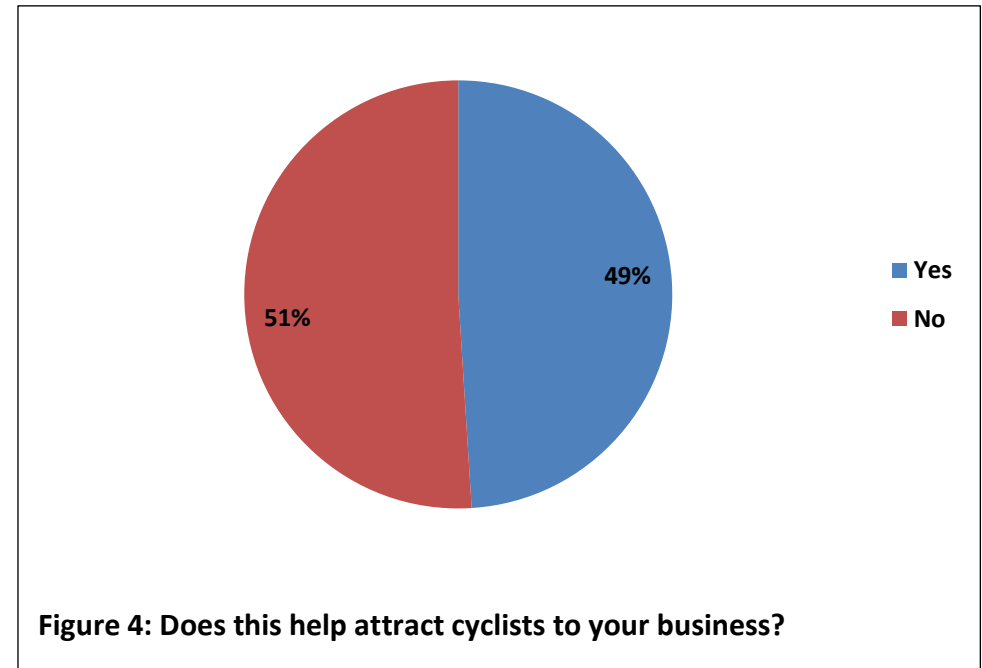
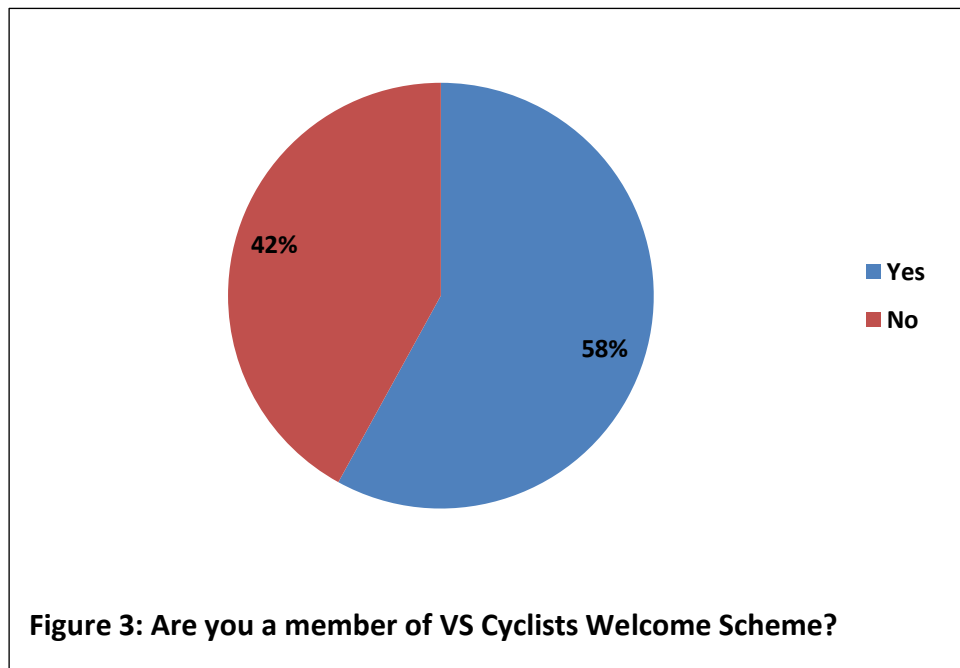
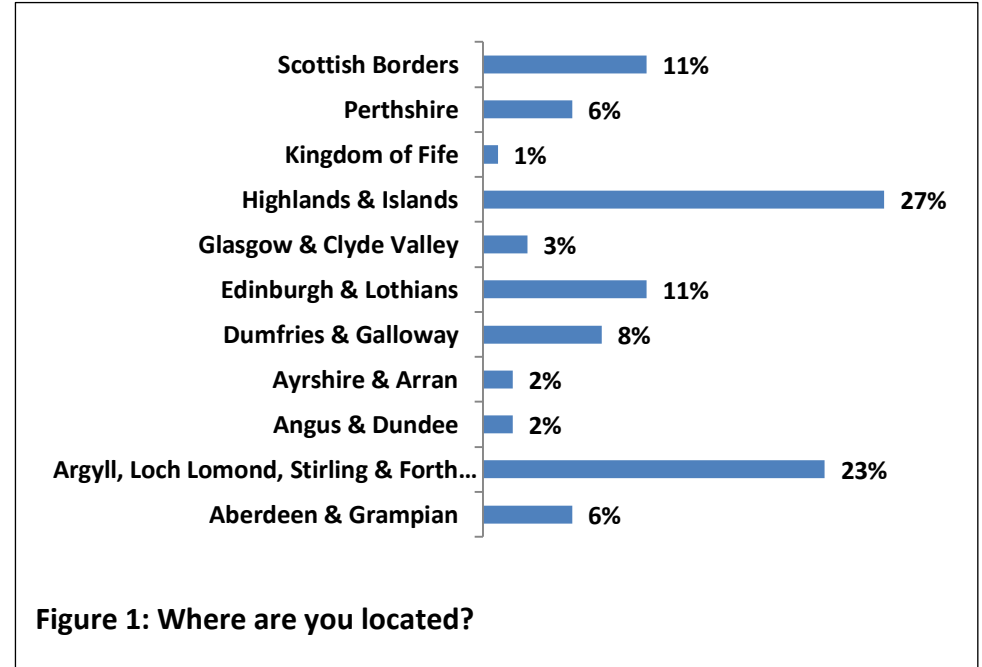
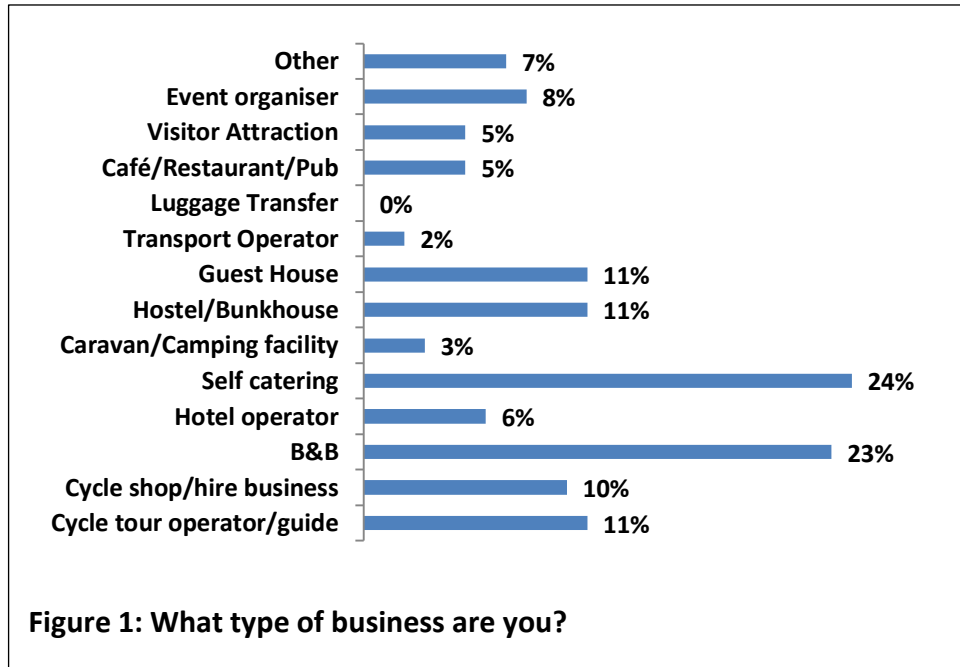


# Cycle Tourism in Scotland - Industry Survey Summary: 168 Respondents, survey June 2014.



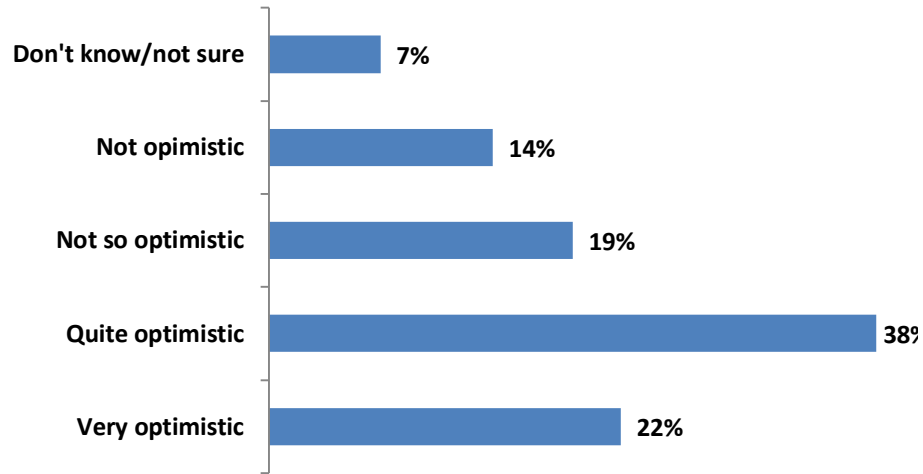


Figure 5: How optimistic are you about the contribution cycling will make to your business performance over the next 3-5 years?

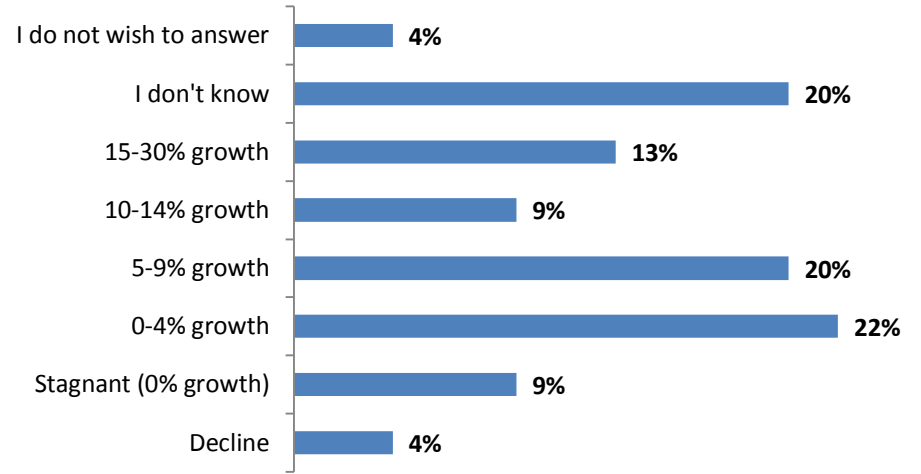


Figure 6: What annual growth do you expect in the next 5 years, in terms of revenue, for your entire business?

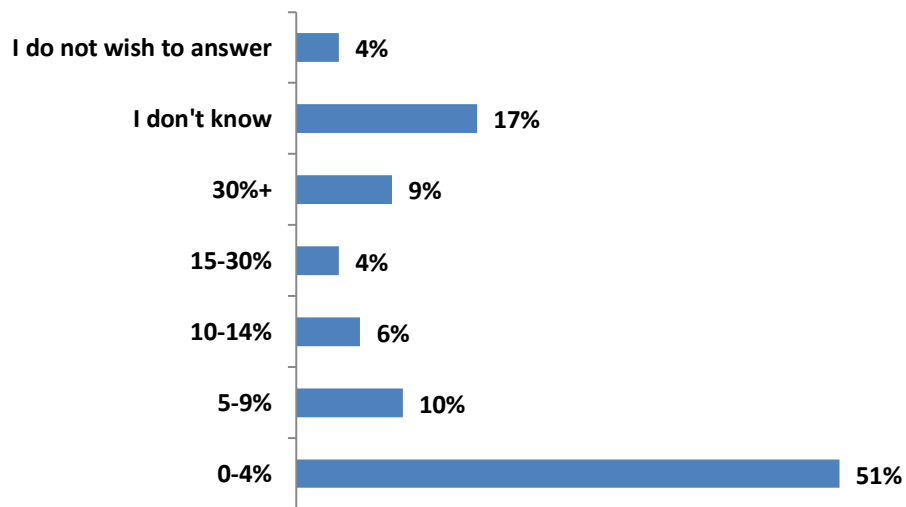


Figure 7: How much of your turnover in the last financial year was derived from cycle tourism in Scotland?

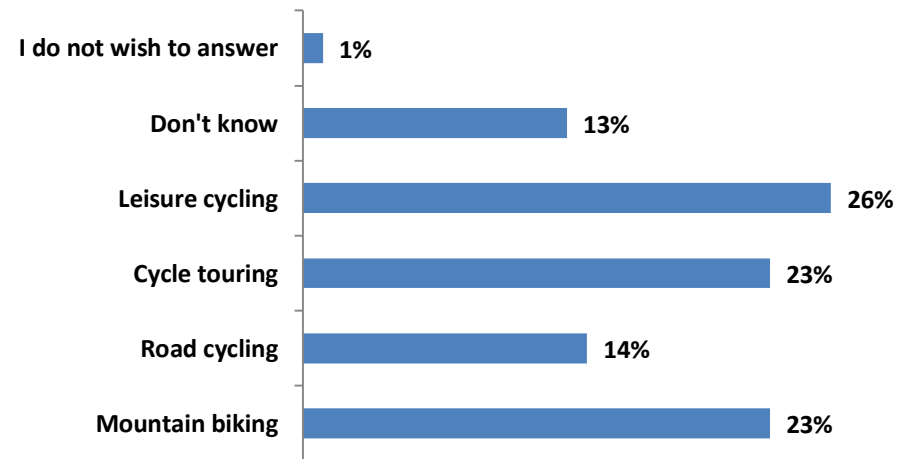


Figure 8: Could you please tell us which of the cycle market segments below generate the highest amount of income for your business?

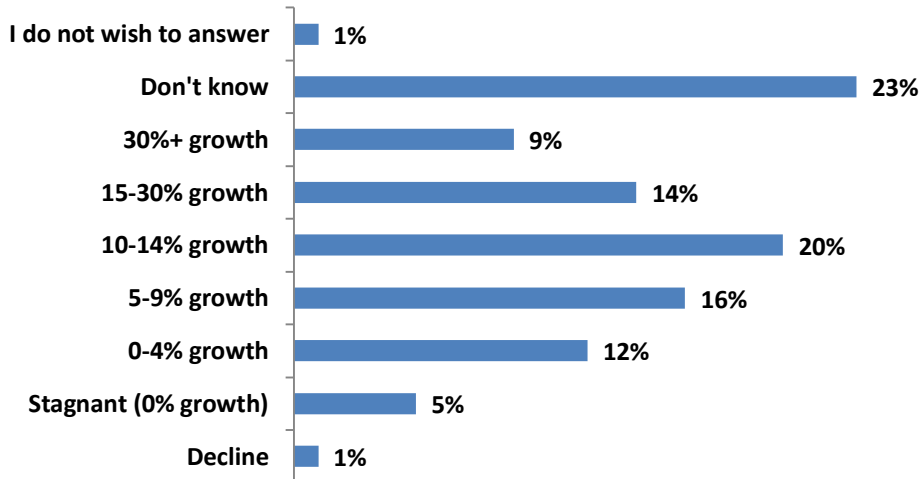


Figure 9: What do you think is the growth potential for cycle tourism in Scotland in the next 5 years?

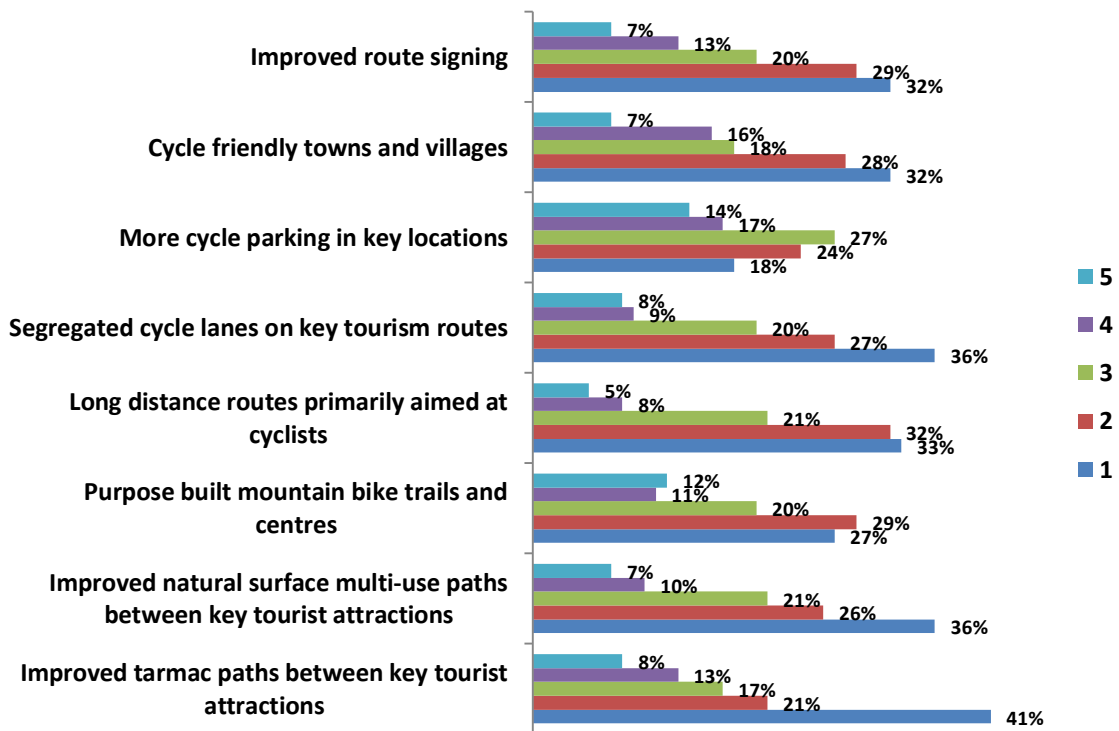
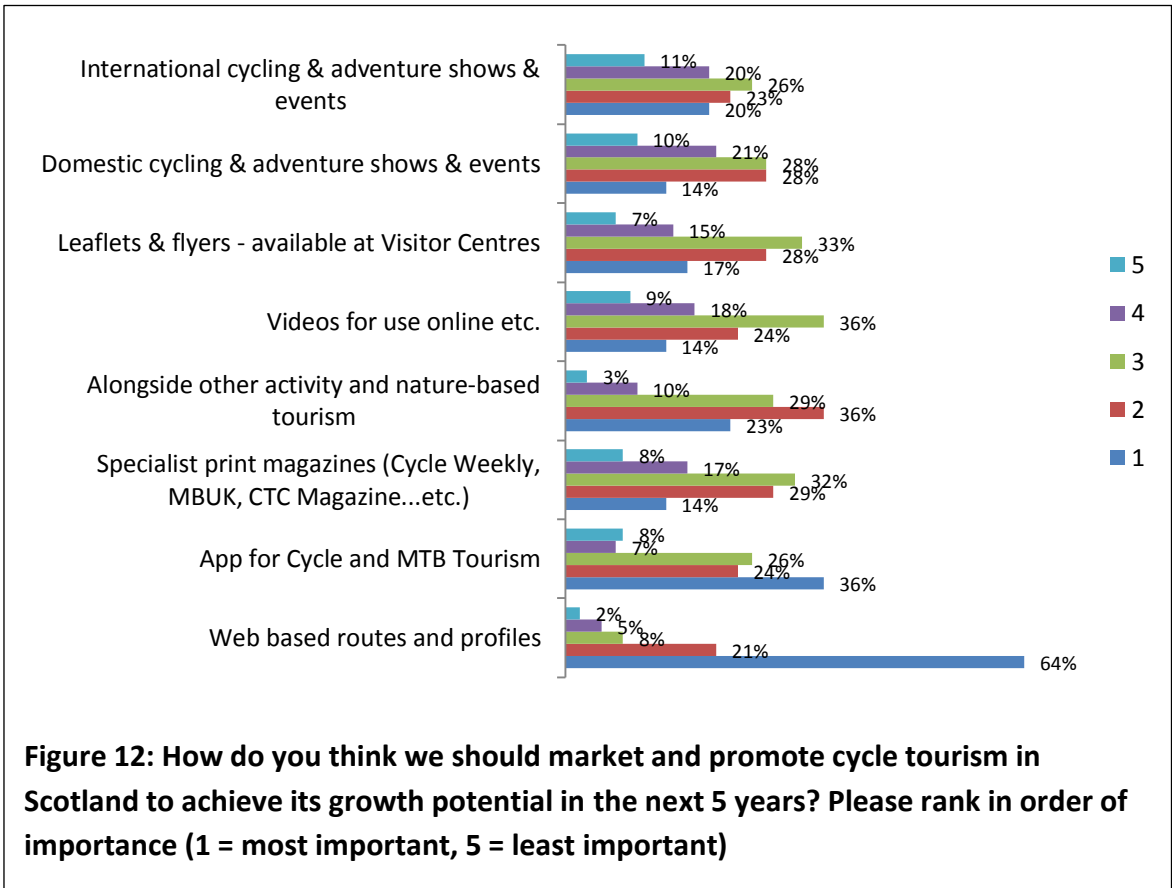
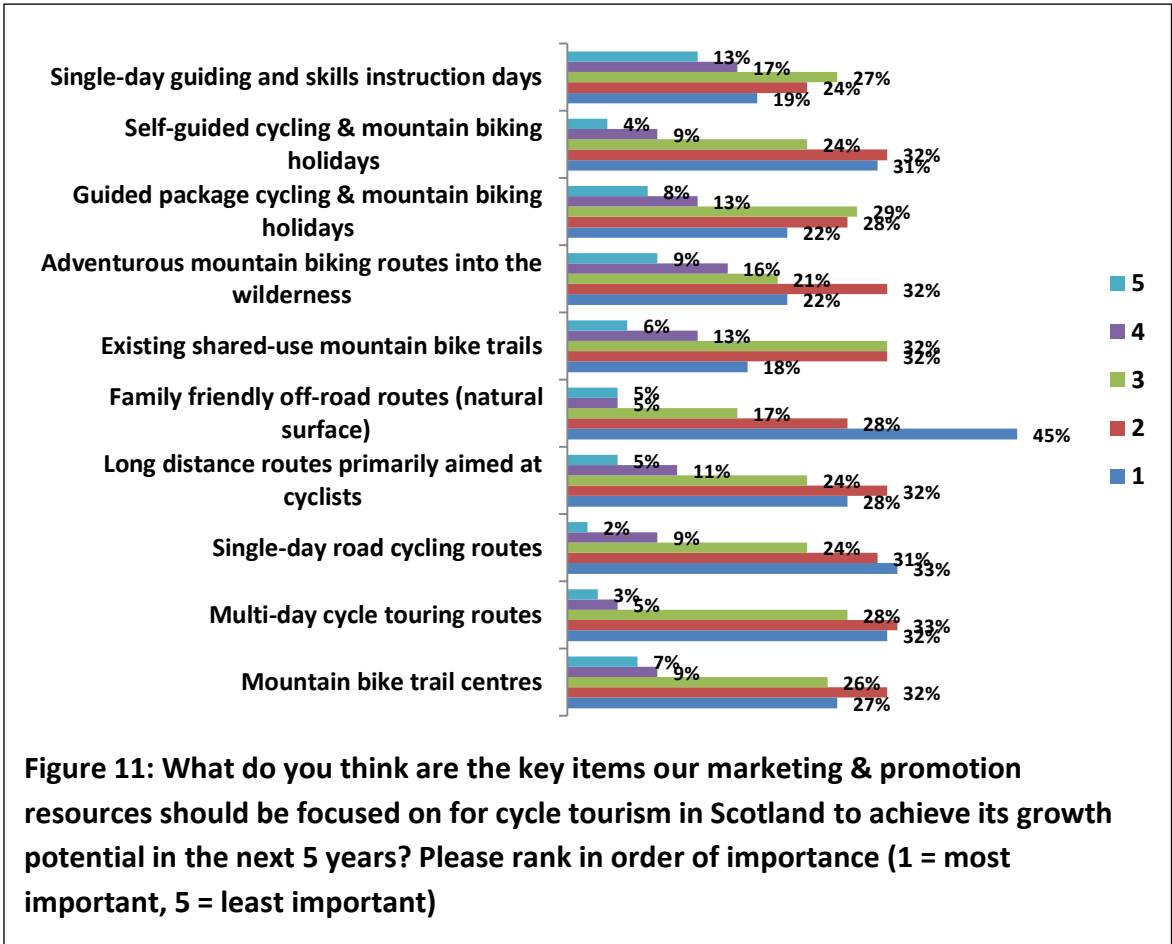
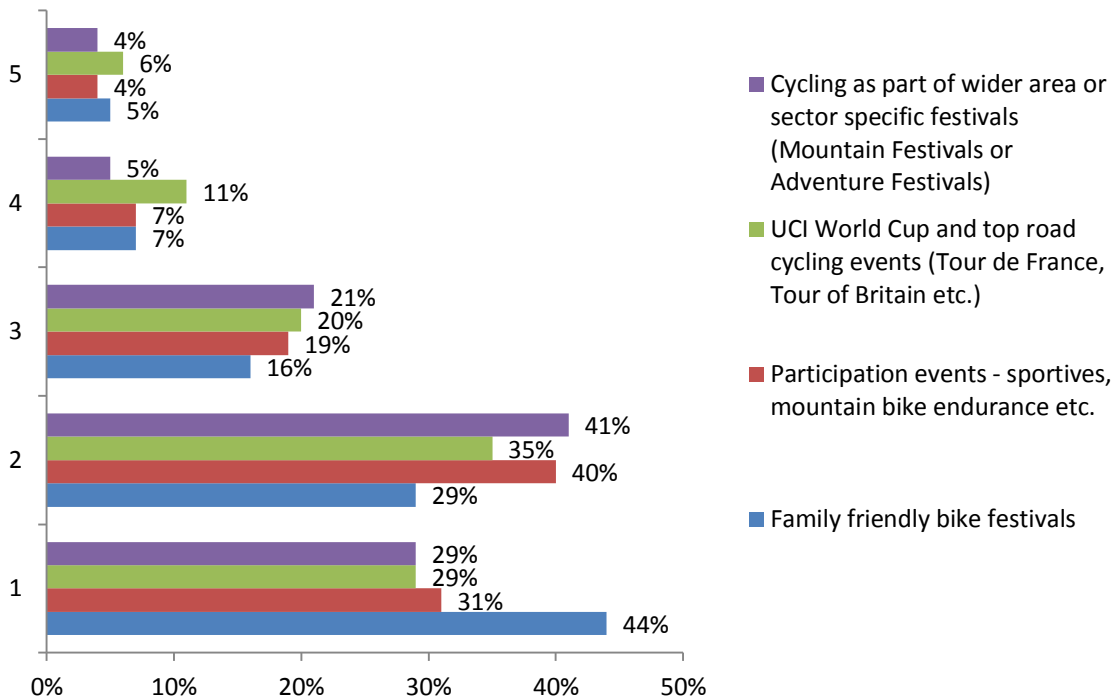
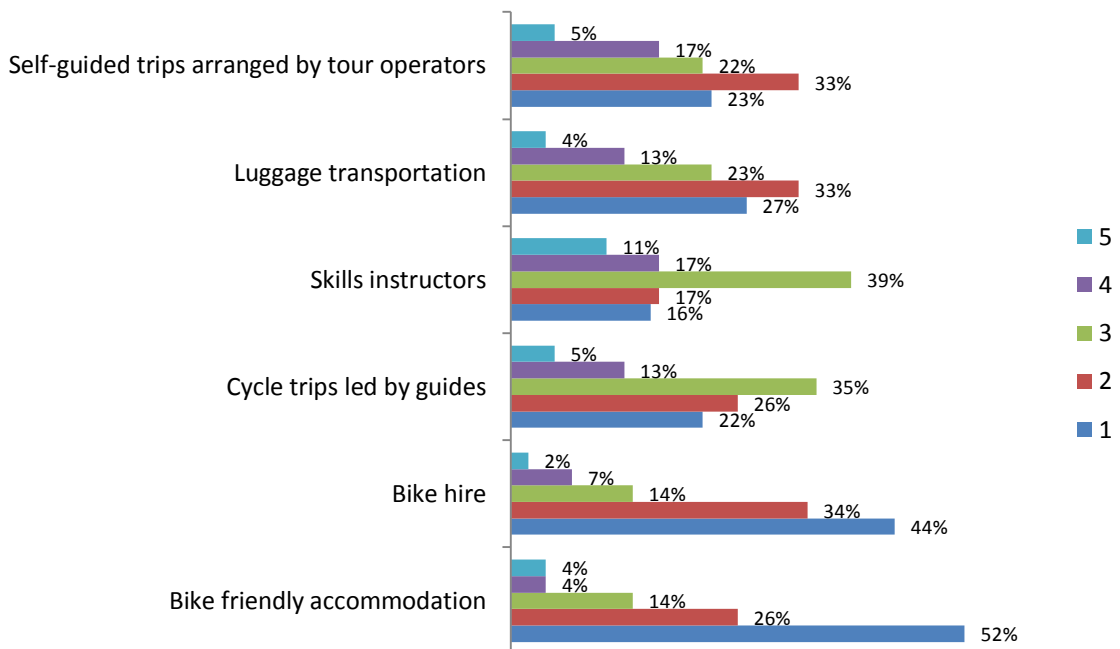


Figure 10: What are the key infrastructure improvements required for cycle tourism in Scotland to achieve its growth potential in the next 5 years? Please rank in order of importance (1= most important, 5 = least important)

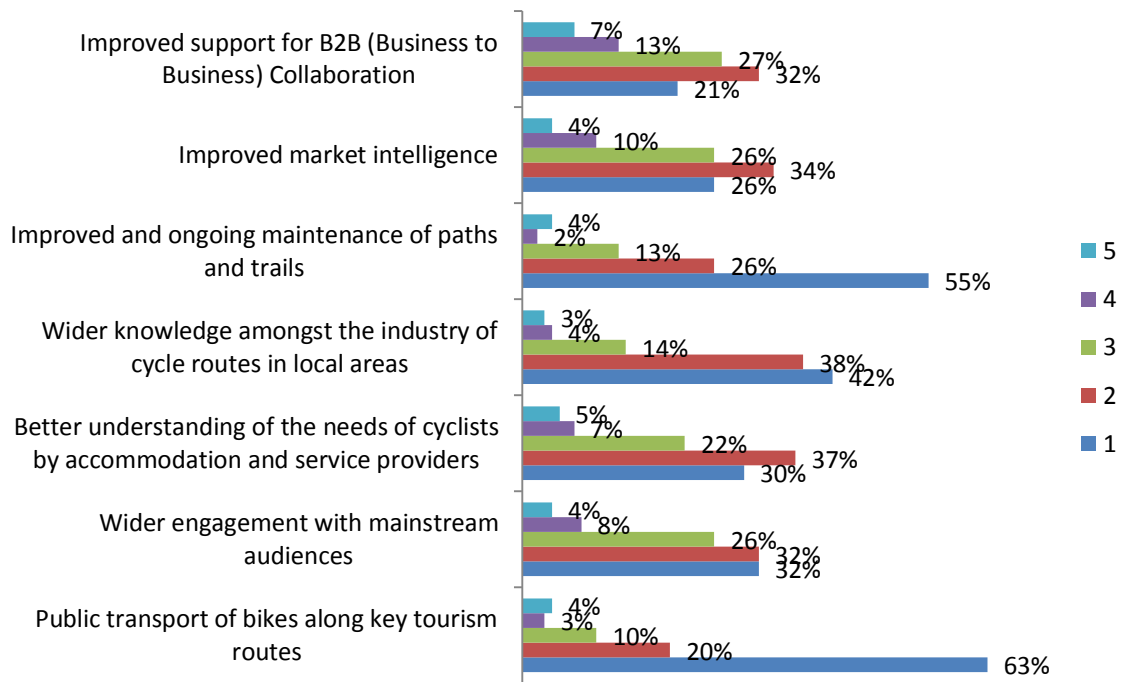




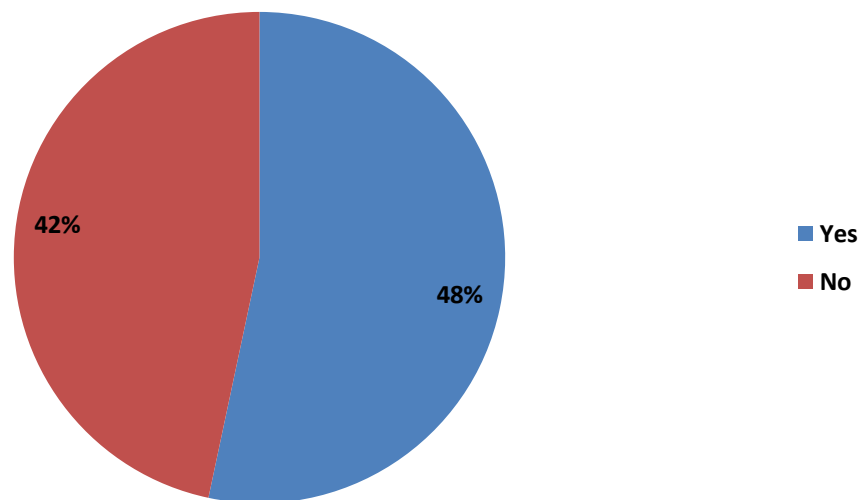
**Figure 13: Which type of events do you think we should be focusing our resources on for cycle tourism in Scotland to achieve its growth potential in the next 5 years? Please rank in order of importance (1 = most important, 5 = least important)**



**Figure 14: Which type of cycle services need to be improved for cycle tourism in Scotland to achieve its growth potential in the next 5 years? Please rank in order of importance (1 = most important, 5 = least important)**



**Figure 15: Which other type of industry improvements are needed for cycle tourism in Scotland to achieve its growth potential in the next 5 years. Please rank in order of importance (1 = most important, 5 = least important)**



**Figure 16: Would you be interested in helping to develop an industry-led initiative to encourage growth in the cycling or mountain biking markets in Scotland?**