



PRESS RELEASE

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Mountain Bike Conference attracts worldwide audience

Delegates from around the world are signing up for the 2014 Scottish Mountain Bike Conference - International Edition. Organisers, Developing Mountain Biking in Scotland, are delighted at the level of interest from across the globe with delegates already attending from Denmark, Sweden, Holland, Switzerland, Northern Ireland, Wales and England.

With some of the biggest names in the world of mountain biking appearing and a fantastic two-day delegate rate on offer, places at the conference are in high demand. World-class mountain bike adventurer Hans "No Way" Rey will speak on his knowledge of riding in Scotland and how it compares across the world. He will be joined by Team Scotland Commonwealth Games athlete, and Peebles local, Grant Ferguson, who will discuss his experiences of competing at the highest level. Darren Kinnaird, the manager of the ever-popular and iconic Crankworx bike festival, which originated at Whistler Blackcomb in Canada, and Chris Foggin, Head of Community Development for Bike NZ, will discuss the success in New Zealand of increasing participation and involving communities in maintaining trail networks.

Graeme McLean, Project Manager of DMBinS said, *"It's extremely exciting to look at the delegate list forming for the conference, and to see such a wide range of nationalities already signed up. We know that the mountain biking we have here in Scotland is world class, and it is good to see that appreciation on a world stage. Our international visitors are sure to have a fantastic time in Scotland and we look forward to welcoming them. The conference is a great opportunity for everyone involved in mountain biking in Scotland from local authorities, land managers, businesses, communities and riders to gather together to discuss how we sustainably continue the activities success and learn from good practice around the world."*

Kerry Watson, from Business Tourism Unit of Visit Scotland, said, *"We are thrilled to see the level of interest in the 2014 Scottish Mountain Bike Conference – The International Edition. Mountain biking is already a very profitable industry for the Scottish economy, and the success of the conference further highlights the value of mountain biking to us. With international stars arriving as speakers, alongside the delegates from a variety of countries around the world, Peebles will once again turn into a global centre of excellence for mountain biking. We know that Peebles, and Scotland hold a great draw for international mountain bikers, and the professionals involved in delivering mountain biking, and we are looking forward to sharing our experiences and good practice with them."*

The conference will be held in the stunning setting of the Peebles Hydro Hotel. The town already has a worldwide reputation with the 7stanes trail centres Glentress and Innerleithen nearby.

The conference is being supported through Scottish Borders Council and Visit Scotland Conference Bid Fund. More details, including how to sign up for the conference, can be found [here](#).

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About DMBinS

1. Developing Mountain Biking in Scotland is a project hosted within Scottish Cycling and it is coordinated by the Scottish Mountain Biking Development Consortium. To read more about the project and strategic framework visit [here](#)
2. The aim of the project is to provide a strategic approach to facility development, co-ordinate activity, ensure best practice is spread and maximise the potential of mountain biking in Scotland.
3. Developing Mountain Biking in Scotland's partners are Scottish Cycling, Cycling Scotland, Forestry Commission Scotland, Scottish Natural Heritage, CTC, EventScotland, Highlands and Islands Enterprise, IMBA UK, Scottish Enterprise, **sportscotland**, Visit Scotland and a representative from The Highland Council, acting as a local government advisor. Developing Mountain Biking in Scotland's funding partners are Scottish Cycling, Forestry Commission Scotland, Scottish Natural Heritage, CTC, Scottish Enterprise and **sportscotland**
4. Website: www.DMBinS.com

About Scottish Cycling

Based at the Sir Chris Hoy Velodrome in Glasgow, Scottish Cycling is the recognised national governing body for cycling in Scotland.

Scottish Cycling work across all six cycling disciplines: BMX, Mountain Bike, Cyclo-Cross, Road, Track and Cycle Speedway in 163 clubs throughout Scotland, with over 650 events across the disciplines providing lots of opportunities to participate.

From encouraging people to ride their bikes for the first time, to helping Scots compete on the international stage. Scottish Cycling also works in partnership with British Cycling to provide support across all levels of the sport in Scotland, as well as helping to nurture home-grown talent to compete at a world and Olympic level as part of a successful GB cycling team.

Fast facts:

- 169% growth in Scottish Cycling's membership since 2009
- 73% increase in the number of organised mass participation sportive events since 2009
- 34% increase in racing licencing holders since 2009
- 23% increase in the number of competitive events since 2009
- 184% increase in female Scottish licence holders from 2012 – 2013
- 83% increase in the number of females participating in cycling events throughout Scotland from 2012 - 2013
- Over 163 affiliated clubs in Scotland
- Over 650 events promoted annually

For more information please visit www.scottishcycling.org.uk or follow us on [Facebook](#) | [Twitter](#) | [YouTube](#)



About VisitScotland

- Follow VisitScotland on twitter: [@visitscotnews](https://twitter.com/visitscotnews)
- VisitScotland is Scotland's national tourism organisation. Its core purpose is to maximise the economic benefit of tourism to Scotland.
- The organisation has three key roles:
 1. To market Scotland to all parts of the world to attract visitors
 2. To provide information – and inspiration – to visitors and potential visitors so they get the best out of a visit to Scotland
 3. To provide quality assurance to visitors and quality advice to the industry and partners to help the industry meet and strive to exceed customer expectations
- VisitScotland works together with tourism businesses to make tourism a success for everyone and ensure the industry continues to grow.
- The organisation employs 700 people and has offices and VisitScotland Information Centres across Scotland.
- 2014 is the year Scotland welcomes the world, when it hosts the Glasgow Commonwealth Games, the Ryder Cup at Gleneagles and more than 800 Homecoming events throughout the country.
- For more information on Homecoming Scotland 2014, go to www.visitscotland.com
- The VisitScotland Information Centre network is a unique face-to-face channel engaging with around five million visitors and locals each year. Everyone who uses a VisitScotland Information Centre goes on to spend an additional £5.35, generating over £24 million for Scotland's economy.
- According to a recent Deloitte study, tourism employs 270,000 people in Scotland in 20,000 diverse businesses. The same study calculates that the industry contributes £11 billion annually (direct and indirect impact, including day visits) and supports around 10 per cent of employment in Scotland. Almost 16 million tourists take overnight trips to Scotland.
- For VisitScotland's press releases go to http://www.visitscotland.org/media_centre.aspx, tourism statistics and frequently asked questions go to <http://www.visitscotland.org/>
- Where possible, a Gaelic speaker will be made available for broadcast interviews on request (Far an tèid iarraidh, agus far am bheil sin nar comas, bruidhinnidh neach le Gàidhlig aig agallamh)
- For holiday information on Scotland go to www.visitscotland.com
- For information about business tourism in Scotland go to www.conventionscotland.com
- For more information on VisitScotland's annual review please go to www.visitscotland.org/about_us/our_focus/annual_report.aspx