

Mountain Bike study

N.B. the font and the underline not correct but discounted from the evidence

Revised by: Name ✓

Mountain biking is a popular and exciting off-road adventure sport and recreational pursuit. Over the years it has diversified into many different riding disciplines including cross country, trail riding, all mountain or enduro, downhill, freeride and dirt jumping, each requiring a unique mountain bike design, kit and trail type.

Mountain bikes are designed for riding in rough terrain with features to enhance durability and performance. They are typically ridden on mountain trails and natural landscapes which have hard rocks, loose dirt, muddy or grassy tracks, and steep slopes. Electric mountain bikes are battery-assisted bikes that are less exhausting for the riders. These bikes have broadened the appeal of mountain biking and attracted a wider age range to the sport.

Global Market Growth ✓

Mountain biking is a major sport that is witnessing an increase in the number of participants and competitive events worldwide. The global market is expected to increase by 9.84% annually during the period 2018-2022. The sale of electric mountain bikes, more women and children entering the sport, and better media coverage at major competitions are fuelling this growth. The sport has flourished in Europe and North America with surging sales of mountain bikes. Both areas have vast and scenic mountain ranges with Canada having some of the best mountain bike trails in the world. Asia Pacific is the fastest rising and most lucrative market due to the growing disposable incomes of people in the area, particularly in the nations of India, China, Australia, South Korea, Singapore and Taiwan.

Demographics ✓

Most mountain bikers are aged between 20 and 40, with the average age being 26. The sport is dominated by young males with only 7% of participants being female. Most female riders are aged between 30 and 39. Men and younger participants enjoy the gravity oriented disciplines such as downhill, whilst women and older riders tend to participate more in cross country and all mountain disciplines. The predominance of younger riders may be explained by the relative newness of the sport, or may be due to the demanding physical nature of the activity which is less attractive to older sports enthusiasts. These demographic patterns

are expected to change in time as more women are encouraged into the sport and the younger riders move into the older age groups as they continue to participate.

Data shows that mountain bikers are a lucrative demographic to target. In general they are younger men with higher than average levels of household income and education. The amount that bikers are willing to spend and the extent to which they are treating themselves are increasing, which bodes well for the sport.

Health Benefits ✓

Health issues such as obesity, heart disease and diabetes are on the rise and physical exercise, especially in the outdoors, is essential for health and well-being. Studies have found that people who cycle regularly have a life expectancy two years above average and enjoy a level of fitness equivalent to someone ten years younger. Mountain biking is an aerobic activity that gives the heart, blood vessels and lungs a thorough workout. It is a fun and exciting way to enjoy the many health benefits of regular exercise including:

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- increased cardiovascular fitness
 - improved joint mobility, muscle strength and flexibility
 - better posture and co-ordination
 - strengthened bones
 - reduced body fat levels
 - lower blood pressure
 - strengthened immune system
 - reduced stress levels, anxiety and depression.

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At any age there is no better way to improve overall physical, mental and emotional health.

One reason many people choose mountain biking as a hobby is the potential for it to become a lifelong adventure. The youngest world championship winner was just 16 years of age and the oldest rider to win a national championship was 83, proving that age is no barrier to this sport.

Competitive Racing (-1) unapplied paragraph style

Competitive mountain biking is a relatively new sport which originates from America where the first national mountain bike competitions were held in 1983. The sport gained in popularity and the discipline grew quickly around the world. It took seven years before the first World Championships were held in 1990 and the sport debuted at the 1996 Summer Olympic Games in Atlanta. The first electric mountain bike race was held in California during 2016 with the European Cycling Union introducing professional e-road and e-mountain bike races to its calendar in 2019.

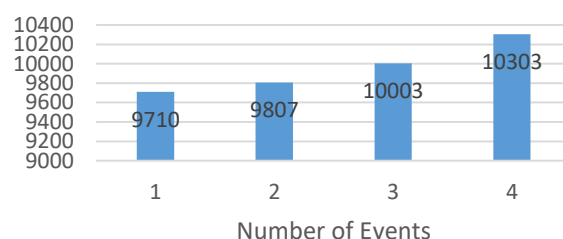


Most races are organised into different categories and level of skill so the competition is balanced between riders with

comparable age, skill and experience. In multi-lap courses the number of laps to be completed will depend on the type of race and rider ability category. Some races are time trials raced against the clock with riders released at set intervals, in other competitions there is a mass start or riders are released in groups.

The number of competitive events staged each year has grown rapidly and current trends indicate a continued annual growth rate of 10 to 15%. New sponsors are keen to endorse large scale events and competitor numbers continue to rise. The following chart outlines the forecast growth rate in the number of cross country events:

Growth in Cross Country Event



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Mountain Biking Tourism ✓

Mountain bike tourism is booming worldwide and is the second highest grossing outdoor recreation category in America. The market has been driven by growing demand for active holidays, an increased interest in 'green' tourism and the continued global development of cycling infrastructure. Bikers are attracted by the scenic and rugged landscapes and the opportunity to explore and ride new trails. They can stay based in the same location with daily mountain bike trails in the surrounding countryside, or travel as a tour staying in different locations and cycling between destinations.

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Research has shown that mountain bikers take two mountain bike holidays each year and tend to stay longer and spend more per day than other tourists. On average they will ride for 4 hours 45 minutes each day and cover 55.5 miles per trip.

Mountain bike tourism helps to generate revenue for the host community and can act as a catalyst for economic development. An example of how such tourism can change lives for the better is the Mama Rumi trail in Ecuador. This was an old Inca trail traditionally used as a bootleg smuggling route. It was lost to the jungle for many years until villagers worked tirelessly to clear and re-open the trail. It is now a 12km adventure mountain bike trail

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with a downhill descent of 1920m. The trail attracts visitors all year and this tourism has given a huge economic boost to the area. In 2015 the Downhill Mama Rumi race attracted 284 participants and over 600 visitors which has financed a water system to bring potable water to villages located along the route.