

— INTRODUCING —



WOLF WAY



What is Wolf Way?

A long-distance, multi-day cycling adventure around Suffolk.

248-mile/400km of cycling adventure winding its way around many of the best bridleways, byways, gravel tracks, cycle paths and quiet back roads, taking in some of Suffolk's most beautiful locations and hidden gems.



What does it look like?

There are summer and winter routes, and a shorter route...the Wolf Cub.

The ambition is to develop the route and link to Suffolk's fantastic local cycling networks.



Objectives



- ✓ Maximise the potential of a Suffolk-wide cycling route adventure.
- ✓ Connect and experience the uniqueness of Suffolk's landscape, places, heritage, culture and hospitality
- ✓ Support the demand for year-round cycling tourism and the local visitor economy by engaging with venues and businesses along the route.

Who's involved in the Wolf Way development?

- Led by the cycling community with expert route advisors, **Chris Bower and Sharon Calton** designing and testing the routes.
- **Cycling UK** with advice and experience working on similar long-distance cycling trails.
- **Suffolk County Council** advising on the route.
- **Suffolk Growth** is facilitating this project as part of the focus on Suffolk's outdoor active and year-round visitor experience.



Benefits of Wolf Way

- Sustainable development of Suffolk's visitor economy.
- Year-round potential of the route will support 'spend' across the local economy.
- Potential to link with event marketing, festivals, and food and drink trails.
- Adds to the growing reputation of Suffolk as a cycling destination, and host of major international cycling events.
- Connects communities and celebrates Suffolk as a place for visitors to explore.
- Supports the health and wellbeing of Suffolk's communities.





Cycling contributes £5.4 billion a year to the UK economy.



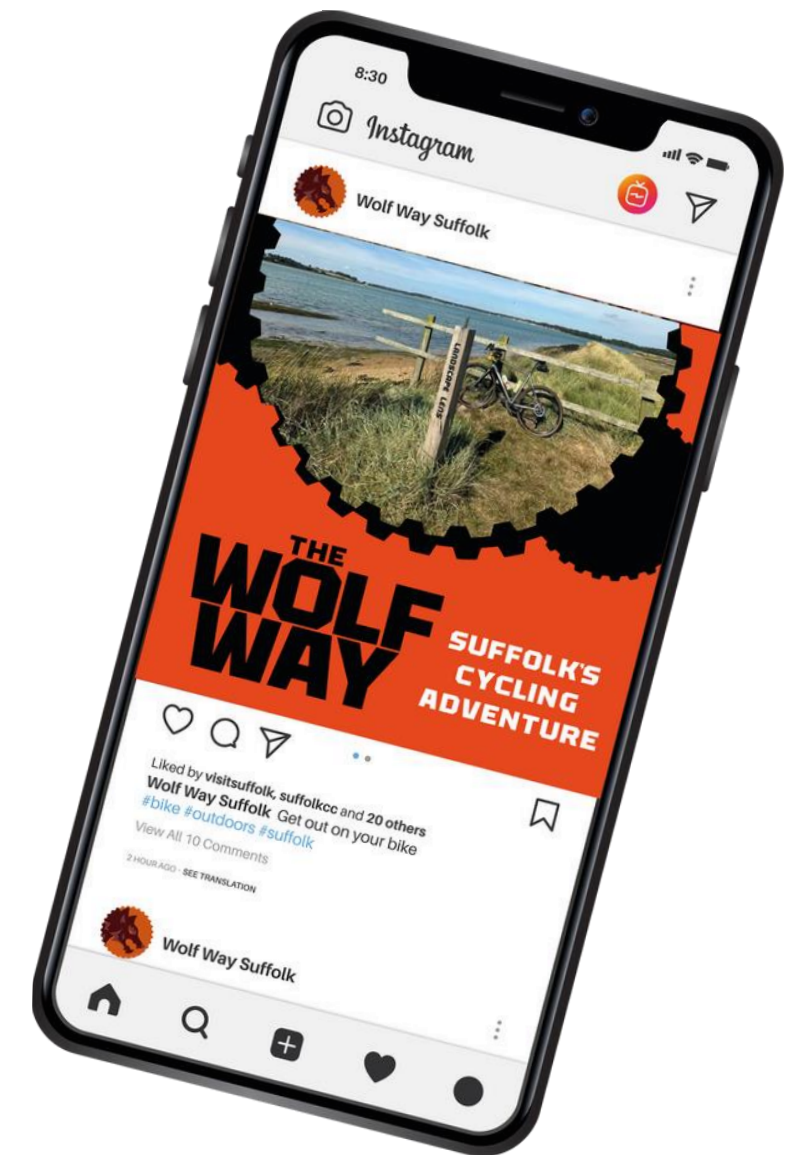
There are 1.23m overnight cycle trips per year in the UK, contributing around £443m -with an average spend of £360 per trip or £46.75 per day*.

***Source: Cycling UK**

How can the Wolf Way benefit your business?

The Wolf Way tells the Suffolk Story for participants and it's a great opportunity for your business to attract more customers.

- ✓ Use the Wolf Way promotional assets and don't forget to tag the Facebook group @wolfway.
- ✓ Use the Wolf Way video and stings.
- ✓ Display the Wolf Way window stickers, or posters.
- ✓ Link the Wolf Way through your various comms channels.
- ✓ Update your website to let people know what the Wolf Way means to your business.
- ✓ If you send out a regular newsletter or e-shot don't forget to add key Wolf Way information





**THE
AIR IS
FRESH**

**THE
WOLF WAY**
SUFFOLK'S CYCLING ADVENTURE



**EAT
DRINK
STAY**

**THE
WOLF WAY**
SUFFOLK'S CYCLING ADVENTURE



**EXPLORE
THE
VILLAGES**

**THE
WOLF WAY**
SUFFOLK'S CYCLING ADVENTURE



**EXPLORE
THE
CULTURE**

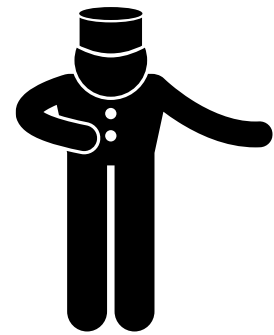
**THE
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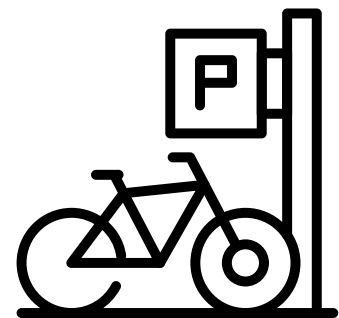
**Become Wolf Way
cycle-friendly**



Cycling tourism will continue to grow and the Wolf Way will attract both cycling enthusiasts from outside the county and leisure day visitors within Suffolk.

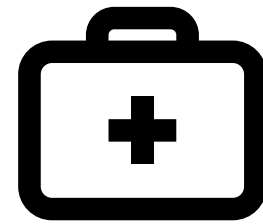


If you are providing accommodation or hospitality for cycling visitors why not build the reputation as being Wolf Way 'cycle friendly'

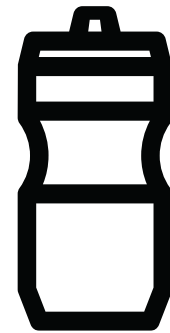


Can you provide a designated bike storage area? Or even a bike rack or area to securely lock bikes up whilst guests enjoy your hospitality.





Offer essentials for cyclists
emergency repair kits, first aid kits,
bike pumps etc.



Offer to fill water-bottles.



Keep a supply of useful information,
maps, cycle routes and public
transport timetables



If you are hosting cyclists overnight
consider laundry facilities or a
drying room.

Be creative with Wolf Way

Team up with other local businesses and support each other to extend visitor time and spend.

Accommodation providers could offer Wolf Way group rates or deals to extend or return.

Create cycling-themed promotions. If you are a cafe or restaurant you could offer a Wolf Way themed menu or maybe create a new dish!





The Wolf Way

**Suffolk's
newest
opportunity**

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