



tour bike

TURYSTYKA ROWEROWA

About the Company Activities

- we started the company in May 2011; have an entry in the register of tour operators under number 370
- operating in the Tri-City, Kashubian, Tuchola Forest
- organizing weekly, weekend and day cycling trips combined with kayaking
- renting a high quality mountain bikes from the latest collection weekend and day cycling trips combined with kayaking
- expedition under the care of the pilot, as well as inself-tour of the tourist GPS navigation system
- we provide transportation of baggage, car assurance, comfortable lodging, meals, transportation bicycles
- target group: active people aged 30+, singles and people in relationships; individuals and companies; the offer is addressed both to Polish citizens and foreigners (mainly Germans, Norwegians, Swedes, Britons and Australians).

Who we are

TourBike at the International Fair of Tourism in Gdansk in 2011 won Medal Mercurius Gedanensis for the best tourist site and the audience award in the contest for the most attractive exhibition stand



Aleksandra Pachla Company founder TourBike. With a passion for two wheels creates the idea for life and decides to infecting the other.



Monika Zacha has had a few months solitary backpacking trip from Singapore through Malaysia, Thailand, Nepal and get Mt. Everest Base Camp; expedition along south India and New Zealand; visited Australia, where she lived for several years

Our mission



- promoting natural, cultural and historical assets of Poland
- encouraging people to actively spend time in harmony with nature
- raising the competitiveness of Polish tourism products and building a good image of Polish tourism
- acting to support the activation processes of formation and development of local products, including food and crafts, products, and an original style
- promoting bicycle trips to interesting places in Poland away from the hustle and bustle of civilization
- caring for the environment
- promoting local specificity and regional cuisine
- caring for carefully selected accommodations
- offering top quality equipment

Why we started considering new technology?



Growing interest Poles in active tourism, especially cycling:

- annual bike sales in Poland are 50-60 thousand and it's constantly growing

Development of active inbound tourism:

- cycling in Germany grows about 2 million people,
- 1 / 3 of Germans declared it intends to visit Poland,
- 40% increase in arrivals from the scandinavian market recently reported

The challenge



- poor cycling infrastructure
- lack of bicycle trails in many attractive corners of the country
- lack of bicycle maps

What we aim to achieve



- preparation of an attractive product for tourists
- growing interest in Polish tourism product
- high quality bikes and GPS devices for rent

GPC receiver



- to our needs and as a tool for rent we have handheld navigator Garmin Vista HCx
- it's high-sensitivity receiver holds a GPS signal in the toughest environments
- locates your position quickly and precisely and maintains its GPS location even in heavy cover and deep canyons
- has a built-in electronic compass
- barometric altimeter
- mount on the handlebars



How it works for us

- mount and ride in the area
- apply the points e.g. interesting places, picnic areas
- save the track in memory
- transfer waypoints and other data to your computer e.g. Google Maps, MapSource
- developed map with plotted data as a GPS rental device



How does the satellite application help us with our objectives

- lightweight, compact and practical device for touroperators and their customers
- allows movement in unmarked area
- gives the possibility to choose the route and to reach the tourist attractions of the area
- cheaper in use than the traditional maps & guides (create your own database)
- an exclusive new product offered by our company



How the use of the GPS gave our business a competitive edge



- with the GPS guaranteed to reach the goal (safer driving in unfamiliar areas)
- a wide range of integration for companies play with using GPS
- renting a bicycle with pre-loaded map of tourist attractions onto the GPS is the ideal solution for tourists especially from abroad

- a wide range of choice of routes, trails copyrights, and tailored to the needs and wishes of customers
- wider range of thematic routes (eg route of old buildings border guard)
- ease and speed of updating trails
- attractive and more accurate maps of routes proposed by us



Disadvantages for the users



- No legitimate detailed maps of selected Polish regions
- Lesser availability and high price



Summary

- easy to use, new product on the tourist services market in Poland which in poor infrastructure and lack of itineraries allows users for discovering interesting places in Poland
- allows us to set new bike trails
- high quality product that we'll promote as a professional navigation and fun

