

TOURISM TRAILBLAZERS

BIKE ABOUT



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About Bike About

- Since 1999, born and bred Adelaide Hills resident and cycling enthusiast, Jack Young, started Bike About to provide tailored tours to visitors in the Adelaide Hills, Barossa and Kangaroo Island. Prior to bushfires and COVID-19, Jack's business focussed on multi-day tours for the international market. The events of 2020 saw him reinvent his business, developing single day tours to appeal to the domestic market.

Challenges faced

- Bushfires in the Adelaide Hills burnt most of the popular tour trails, such as Fox Creek, requiring a change in tour routes and offerings while fires on Kangaroo Island destroyed equipment.
- COVID-19 stopped international travel altogether, causing financial stress due to mass cancellations from clients overseas. This meant Jack was unable to buy new equipment lost in the 2019-20 'Black Summer' bushfires.
- Without equipment or trails, the ability to earn an income was hampered, so Jack sought advice and thought of other ways to keep going.

Overcoming adversity

- Collaborated with local wineries and other businesses, including The Lane, Shaw & Smith, Beerenberg and Udder Delights, to offer new day trips exploring and showcasing the region.
- Redefined the target market from international to domestic visitors by introducing self-ride trail maps to increase bike hires for locals and offering bespoke guided tours, championing local businesses.
- Researched the help available to secure grants through the Lobethal Bushfire Recovery Centre that would assist in recovering lost equipment and re-branding the company and sought advice from his local council.

Lessons learnt

- Mental health and wellbeing are important – asking for help is not admitting defeat and it's okay if something doesn't work, try again.
- Be flexible – consumer booking behaviours have changed with a shorter lead time, causing a need to restructure how tours are prepared, given less notice.
- Invest in marketing – introduced domestic marketing rather than only focusing internationally to reach a new market.



I love our state, I love the hills and our local businesses. We all collaborate really well together and we have each other's backs.

Jack Young, Bike About

Advice

- Don't be afraid to try something new and ask for help – seek advice, reach out to local businesses for collaboration and get involved in initiatives and promotions such as the Great State Voucher campaign. The help is out there if you look for it and ask questions.
- Change and adapt to the local market – diversify products and services to attract new domestic visitors.
- Look around you – appreciate what your community and region have to offer to visitors and how it can be integrated into your business, from beautiful landscapes to special events and easy transport. Building the region, means increasing the offering to attract more visitors and ultimately grow your business.

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