

Best practice example - Czech Republic

E-bike rental in the middle of Krkonoše mountain - lures tourists

Krkonoše mountains are situated on the North of Bohemia and are nature border between the Czech Republic and Poland. The mountains are popular and tourist object sought for pleasant routes highly used in winter for cross-country skis and for walk and bike trips in summer. There are plenty pensions, family houses and hotels living from the tourism and therefore the level competition is quite high. To keep attractiveness for the potential guests all people running own business in this sphere must be open to new innovations and impulses. This *rental idea* might stand for a small start-up activity in using e-bikes but represents as well the beginning of other follow ups such as *Movelo* - a successful creation of large network rental stations - nowadays widespread and popular in Switzerland, Austria and Germany. It is only a matter of time this design is implemented in the Czech Republic.



ekolo.cz keeps tight cooperation with Mr. Patrik Šila who runs his business - pension "U vleku Javor" situated at the very end of mountain town Pec pod Sněžkou, a famous ski resort. Winter season is very occupied and busy. The summer season brings the tourist seeking for trekking, hiking and finally biking. The town provides some of rental bikes with complete services and maintenance. But none of them can offer electric bikes except Pension "U vleku Javor". ekolo.cz closed the cooperation in aim to offer those bikers who are not in such a good shape (either due the effects of illness or simply lack of physical resistance) to handle the Krkonoše peaks a suitable alternative.

Before the opening a small e-bike rental, ekolo.cz tested several times e-bikes in surroundings. Based on several days trip and under various weather (sun, rain, wind) ekolo.cz created up a map with few marked feasible routes which could bring to a biker

the beauty of local nature followed up breathtaking sightseeing. The routes are hilly (up and down, partly on the plateau) and "help" of the motor is welcome.

Currently the pension can offer two e-bikes AGOGS Uphill for rent - the terrain e-bike which was given a seal of quality "good" from the ExtraEnergy, a non-profit organization, due to its convincing performance. The price is around 17 € for day rent (12.5 € for a half day). The deposit, less than, cca 84 €, is paid only by customers who are not clients of the pension. Each customer is equipped by detail information about the e-bike and by the map of recommended routes (they are also published on <http://www.bikemap.net>). As one of the options (1) of trip could be the route Pec p. Sněžkou - peak Černá hora - Jánské Lázně - Maršov - Malá Úpa - Pomzky - Pec p. Sněžkou. During one day bikers are able to see and visit spirit of spa town Jánské Lázně, continue on through Maršov Border sheds. Other one Pec p. Sněžkou- Strážné - Výrovka - Pec p. Sněžkou (2) - with an alternative to reach the

peak Luční bouda but in this case the biker must count on recharging the battery as the climbing is really steep) and other interesting places. The Poland is not far away, no problem to leave e-bike (properly locked) in one of the hotel/pension and comfortably cross the border to see the mountains from the other side. The hint where to recharge the battery without any complications, in needed, is provided as well.

(1)

(2)

www.bikemap.net/route/1087585

Trasa ekolo.cz - Pec - Javor trasa 2

Obilbená trasa | Mám v plánu | Mám odjeto

Detail

- Vzdálenost: 43.5 km
- Nastoupáno: ca. 1080 m
- Typ trasy: Kopcovitá
- Povrch: Zpevněná cesta, Nezpevněná cesta, Štěr. Sotolina
- Kategorie: Určeno pro horské kolo
- Vytvořena: 04.07.2011

Špatná trasa? [Zanechej vzkaz](#)

Tato trasa se nachází v [Velké Úpě / Trutnov / Česko](#) / [Horní Mězířov / Trutnov / Česko](#)

www.bikemap.net/route/1087531

Trasa ekolo.cz - Pec - Javor trasa 1

Obilbená trasa | Mám v plánu | Mám odjeto

Detail

- Vzdálenost: 63.8 km
- Nastoupáno: ca. 740 m
- Typ trasy: Strmá
- Povrch: Zpevněná cesta, Nezpevněná cesta, Štěr. Sotolina
- Kategorie: Určeno pro horské kolo
- Vytvořena: 04.07.2011

Špatná trasa? [Zanechej vzkaz](#)

Tato trasa se nachází v [Velké Úpě / Trutnov / Česko](#) / [Stražná / Trutnov / Česko](#)

The clear number of client of small e-bike rental at the Pension show growing interest for e-bikes and demand rent. Rental had been started at the beginning of July. At that time there were only 11 interested customers per week. But the situation change in the middle of summer when the number of “e-bikers” scaled to “24” rents per week. As Mr. Šíla says: “I found this project as innovative and enriching our scope of services. Up to now we are the only one offering this an alternative type of biking and our quests and other customers appreciate it.”

Cooperation with ekolo.cz means for the pension the possibility to become different from the competition by providing unique additional service for its clients within the region where the network of touristic facilities is very concentrated.

BOX OF ADVICE

- + Cooperation with local small family business and enterprises can bring usage for both parties - marketing for bikes provider, increase of attractiveness for locals on the other side. Try to keep in touch with company you have close partnership as part of such a coop is based on trust and mutual understanding of common collaboration.
- + Create (or at least participate on the creation) for partner the map of routes the clients (who rent e-bike) can follow. Be careful and perceptive with creation (or participation on it) of bikes routes tailor-made for e-bikes. Try to focus on length of the rout and degree elevation in relation with to capacity of e-bike. The municipality can largely participate on a creation of such a map in aim have them in information stands of the particular municipality. This type of tourism can make municipality much more attractive and unique.
- + To make an alliance with the pension in aim to take part in e-bike rental as a tool of sponsoring the ecological transport within the municipality region. To organize a special training for those who will be dealing with e-bikes how to handle and take care of e-bike to be able to provide solid info to the potential customers.
- + To publish this opportunity of discovering municipality beauty (within the region) thru rental e-bike on an official municipality website.
- + Possibility to organize several day rent e-bike for the municipality

Prepared by: Martina Kubová

Email: martina.kubova@ekolo.cz

For further reference: www.ekolo.cz, www.penzionjavor.cz