

# The Go New Forest Award for Outstanding Contribution to the Visitor Economy



## Cyclexperience Limited

Business Contact: Ross Kempson and Nikki Ryce

**cyclexperience**  
*New Forest Cycle Hire*

Cyclexperience is a bike hire company based in Brockenhurst and has been running since 1993. They are open all year round with an ambition to provide more education to local school groups who want to learn more about the forest. Their business plan includes leveraging their web presence and booking system to encourage people to visit the New Forest. They are passionate about training their staff to become ambassadors of the New Forest so they can advise visitors on local restaurants, facilities, places to visit, the history etc that make the New Forest a unique place to visit. Some customers who visit Cyclexperience for bike hire will also use local accommodation to stay overnight and almost all of their customers visit a local village and use at least one local business for eating out, shopping, or to visit an event or exhibition.

Along with a local design business they developed the 'Cycling in the New Forest' app which is currently free for all New Forest users. This app helps people wishing to explore the New Forest by bike to find the best routes for their ability and preference, while using the designated cycle tracks, pointing out fantastic sights and food stops.

They always make sure to help customers make the most of their day out by reaching the beautiful areas of the forest they wish to visit, whilst encouraging them to act in a sustainable way to our environment and wildlife. The app flags up what customers can enjoy on their chosen route, such as places to eat which is good advertisement for other local businesses. The app allows customers to customise their route by listing their itinerary and so the app can build a route around this.

As well as this, their new cycle centre has doubled their workshop capability in Brockenhurst and helped to reduce lead time on mechanical jobs, so they can look after local residents bikes better than ever.

[www.cyclex.co.uk](http://www.cyclex.co.uk)

01590 624808

[hire@cyclex.co.uk](mailto:hire@cyclex.co.uk)

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