### Emma Guy



# Professional mountain bike athlete 1996-2001

Represented GB at World Championships & World Cup circuit racer

Scottish and British Downhill Champ

1 x broken collar bone

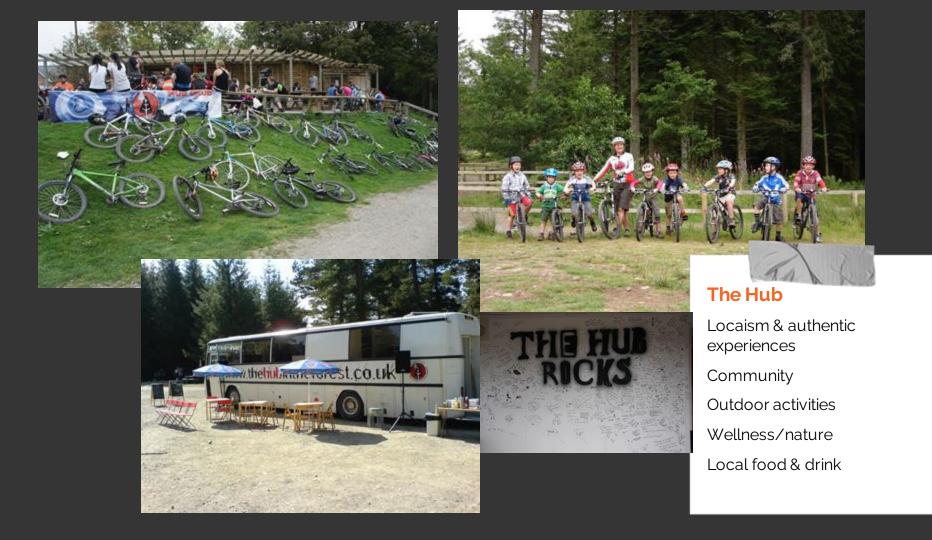
1 x broken ankle

Lots of scars & bruises...





The Hub in the Forest, Glentress, Peebles 2002-2012







### **After The Hub**

Travel

New Zealand, Europe-lessons from other destinations

#### → Community tourism

Go Tweed Valley/Communities Leading in Tourism/SCOTO/EWS

#### → Opportunities/challenges

Destination infrastructure/vision for the area

The problem never comes before the solution...



SCOTO







## The power of the bike, the opportunity to bring more to the region

International events and athletes are key to amplifying all our messages be it sustainability, innovation, destination, community

Priorities for big sporting events are changing, a weekend or one week influx before the show leaves town is no longer enough-we need to work together to make sure that our destinations & communities that host events benefit

Utilise Glocal businesses & expertise, influx of talent, showcasing our region to the world

Bikes=tourism, transport, industry, lifestyle, participation

6m Global social media reach, 20,000+ visitors, 50+ National & International media, 1,250 racers

### Thanks!