



Head Office: #305, 300 Kings Bay, Lethbridge, Alberta T1K 5G2  
Lethbridge Office: 403.329.0179 | Calgary Office: 403.515-0022 [www.wowcommunications.ca](http://www.wowcommunications.ca)

## **Bike Paths – Money making ventures**

**Copyright@ WOW Communications Corp.**

### ***Participant's profile:***

- This session is best as a 1 hour session but can be tailored to a 45 minute presentation or can be expanded to a 1.5 hour presentation. Timing is based on the amount of discussion requested. This session can also be turned into a 3 – 6 hour working session.

### ***Participant's Value Received:***

- 98% of this presentation is comprised of photos of bicycle paths around the world and give the participants an overview of different types of paths and how they fit into urban and rural settings.
- To observe how other countries, communities and areas have successfully incorporated bicycle paths, not only recreational paths, but paths that are part of the transportation systems used for commuting.

### **Outline:**

1. A close up look at the Paris "Velib" program, how it came about, what were the costs, how it fared in the first years and is it economically beneficial?
2. What is a "Cyclo city", a "Velo city" and what is Cycle Tourism?
3. What other countries/ municipalities/ areas are looking at this concept?
4. The Netherlands a case study on bicycles used primarily as commuting vehicles rather than recreational vehicles.
5. Health Benefits of cycling
6. Case studies of economic Impact of Cycle Tourism, The Danube, Quebec's Green Route, and others cycle alliance organizations.
7. Bicycling is not just for "Spandex" wearers.
8. The profile of a cycle tourist. The profile of a cycle commuter.
9. Support systems for bicycle paths.
10. How does an area get started?

### ***About the Author:***

Lynda Kavanagh owns the Alberta-based companies WOW Communications & Training Corp. as well as WOW Tours International Corp. Her consulting and training are in the marketing, entrepreneur and tourism sectors. What does cycling have to do with marketing or starting a business? Find out in one of Lynda's workshops. Lynda is a world traveler, with most of her travelling happening on a bicycle across Europe.

Lynda's audiences are WOWed by fabulous photos of the world and stimulated to remember and recall key points based on the photos they have seen. For example, in Lynda's session "Marketing Bootcamp", she explains, through photos of Scotland, how a mistaken turn on a bike can cost you many hours of energy, and eventually you will have to turn around and go back. But in Business, a mistaken turn WILL cost you time and money, and unfortunately, there's a good chance you CAN'T go back. Or... you may want to consider being an armchair cyclist during a visual tour of Venice and learn how to provide exceptional Customer Service for your clients. Then, there is her session on Sales that revolves around Munich, Germany and .... Pink Suede Boots!

She is the author of two Audio Books: The 5 HOUR Entrepreneur, a collection of 5 x 1 hour CDs for people who are just thinking of entering the world of Entrepreneurs; and The 4 HOUR Marketer which is 4 x 1 hour CDs to help current businesses take the frustration out of their Marketing. Both Audio Books talk about Branding, Marketing, Sales and Customer Service. She is also the author of one college textbook, two college instructor's manuals.