

Cycling tourism is a money spinner

✘ *The value of cycle tourism.*

Sustainable transport campaign group Transform Scotland launch a report revealing that cycle-based tourism benefits the Scottish economy by up to £239 million a year. And calling upon politicians and business leaders to recognise and further promote cycle tourism across Scotland.

As well as making rural communities more vibrant and contributing to local economies, cycle tourism is also good for public health and for the environment, says Transform report author Ivan Zovko. Transform campaigners are pictured beside National Cycle Route 1 in Edinburgh's Holyrood Park.



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